

SALERNO

The object of the programme is the city's historic centre. Perched up on the hills behind the sea front, the ancient nucleus is characterised both by its steep gradients and by the dense, tortuous character of the urban fabric, with its wealth of buildings of considerable architectural and monumental value.

In the most recent phase of the urbanisation process, this part of the city has been progressively abandoned by the inhabitants (today they number 7,000, slightly under 5% of the city's total population), to the point of being regarded by city dwellers more as a subordinate area, marked by underdevelopment, than as an area of historical identity.

Implementation

At present all the works foreseen in the various measures have been started, as has the disbursement of grants for handicraft activities and training courses. Moreover, the restoration of the municipal Villa, the artistic lighting of the Historic Centre, the rehabilitation of Piazza Duomo and Piazza Conforti, and the substitute projects (Piazza Portanova, Piazza Flavio Gioia, Teatro Augusteo) have been completed.. The delays that have occurred compared with the timing foreseen for a number of works may be regarded as reasonable. In the majority of cases the delay is to be put down to carrying out the tests requested by the Soprintendenza; however, in no case does this give rise to any concern.

Promotional activity to achieve the participation of various actors

The administration has drawn up a communication plan entitled *Comunicare Urban*.

To inform citizens of the progress made in carrying out the sub-programme, a special communication project has been drawn up, based on a communication system of traditional type (wall posters), but innovating the graphics, the timing and the contents. The project foresees the production of about twenty posters on which the administration's visual identity manual is based. In addition the sub-programme's logo and the relevant coordinated image have been produced. The message - a simple, accessible one - is to be prompt and transparent, accompanying the concrete measures no less than the administrative procedures quite unusual for our culture (invitations to submit proposals, procedures of public evidence). Resorting to certain communication modalities to be carried out in legal form has been kept down to a necessary minimum, being considered hardly effective from the standpoint of penetration, whereas the communicative value of other elements, such as worksite hoardings, has been treated with particular care.

The conspicuous participation of firms and citizens in the tenders and bids is an indicator of the effectiveness of the communication plan.

Integration of physical and socio-economic measures

The revitalisation of the historic centre foresees the integration of upgrading measures with the introduction of functions compatible with the history and the morphology of the area. In fact, while for the measures of a social nature it will be necessary to await the completion of the works being carried out on the appropriate containers (Palazzo Galdieri, Santa Sofia) and training courses, the economic measures (liberalisation of licences, support for setting up handicraft enterprises) indicate the articulation of the programme, which furthermore, being applied to a compact, well-identifiable target area, is synergetic by its nature. A number of events have been carried out in the upgraded squares (concerts in Largo Conforti, mediaeval market in Piazza Duomo) making it possible to envisage the possible developments in the next few years.

Induced effects at the level of local development, urban improvement and social cohesion

Easing constraints on commercial activities has led to the start-up of about 230 commercial activities in the historic centre, bringing about a high degree of attraction in the area above all for young persons. The upgrading of the area and the introduction of new handicraft activities already at this stage make it possible to forecast the widespread approval of the population and the start-up of new tourist flows. Also to be stressed is the reversal of trend relating to the resident population, with the linked development of building activity (private housing) and the consequent increase in property values. The limitations on traffic, also, with parking allowed for residents alone, has produced noteworthy positive effects in favour of the inhabitants. It is however important to emphasise that the programme forms part of an overall strategy for the city territory, implemented also through the drawing up of the new Master Plan by the Catalan urban planner Oriol Bohigas, and therefore that it contributes towards recovering the identity and improving the quality of life for the entire city of Salerno.

Administrative management

The administrative management of the sub-programme is entrusted to the *Community Resources Programming and Studies Service*, on the Mayor's staff, with the collaboration of the various sectors directly involved in the individual measures. URBAN has also established incentives to reorganise the municipal machine as a function of the Community programmes, involving, through its nature as an integrated project, not only the Department and the Service directly concerned, but also the administration taken as a whole.

Holding of design competitions

The municipality held the international competition of ideas entitled "World Buildings", relating to three large convent complexes located in the area of the URBAN measure. The results of this competition (won by the Japanese architect Kazuyo Sejima) and its implications were presented in the course of the congress "URBAN and the World Buildings".

The structures to promote participation

The instrument chosen to implement the level of participation of citizens and of the social parties is the *Permanent Observatory on the Historic Centre*. This has functions of: disseminating the programme in the district and in the city; organising the local partners; acting as permanent interface between district and the decision-making power; and drawing up and providing technical-administrative support for the programme.

Naturally the final objective of the functional recuperation of the historic centre can be achieved only in the presence of actors who locally undertake to field the resources of organisation and of inventiveness necessary: the municipality attributes particular importance to the Observatory, which acts as interface between the administrators and the citizens, also through the action of the district associations. Activity is carried on at the premises in Via Portacatena pending transfer to the offices earmarked in the Santa Sofia complex presently undergoing restructuring.

The Observatory, whose functioning is assured by staff of the administration, has taken on the main role within the framework of Measure 6, becoming a point of aggregation in the territory and hosting many different initiatives promoted by various district associations.

In particular, reference is made to the drafting of a protocol of understanding between the Observatory and the "Salerno meets Salerno" Coordination of Associations and the "Historic Centre Urban Stimulus Association" for the carrying out of a joint work plan in keeping with the above-mentioned functions, at present being implemented.

Monitoring

Although it is clear that URBAN has already achieved a number of results, bringing back to the historic centre elements of both public and private activity, it is quite certain that the assessment of the results obtained by the measures taken as a whole can only be made in the medium term. Hence, taking account of the elaborations made in these years in relation to monitoring and evaluation, the Community Resources Service and the URBAN Observatory will continue the activity of monitoring and “listening” to the requirements stemming from residents so as to optimise the measures and to apply any corrective actions that might be needed.