

TEMPLATE

Output factsheet: Strategies and action plans

Version 1

Project index number and acronym	RESTAURA (CE339)
Lead partner	City of Nowy Dwór Mazowiecki
Output number and title	D.T2.4.4 IBHRP in Buzet city
Responsible partner (PP name and number)	City of Buzet, PP10
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Summary description of the strategy/action plan (developed and/or implemented)

The vision of a revitalized Historic Town Centre as an ecologically, socially and economically sustainable settlement is based upon European Cultural Heritage Strategy for the 21st Century, which implies involvement of the local population in all crucial decisions, protecting the sense of place, respect for environmentally responsible practices, coordinated activities of the stakeholders, creating prerequisites for improving entrepreneurial activities and rational and focused investment. The IBHRP of Buzet Historic Town Centre key goals are (i) Creation a favourable social environment, meaning that the historic old town needs to provide quality housing, modern communal infrastructure including waste disposal, satisfactory traffic and parking solutions as well as improved social and cultural facilities and content; (ii) Diversification of economic activity, meaning that various types of commercial, educational, cultural and research activities/enterprises are located in the old town creating employment and revenue, inclusive for the inhabitants of the historic centre itself; (iii) Enhancement the old town's attractiveness, meaning that the historic centre needs to 'reclaim' its landscaped gardens, promenades and squares, as well as renovate and/or reconstruct buildings and facades. In relation to the key drivers of the IBHRP, five interconnected thematic areas of activity are foreseen in the IBHRP Action Plan: (1) establishment of a stimulating social environment, (2) stimulation of economic activity, (3) enhancing the tourist value chain, (4) increasing visual attractiveness and ambiance and (5) improvement of promotion and sales. A total of 18 ensuing programs have been proposed with different levels of priority and time-frame. Above listed priority tasks are aligned with the groups of activities that are defined in the Action Plan.

NUTS region(s) concerned by the strategy/action plan (relevant NUTS level)

The Integrated building heritage revitalization plan (hereinafter IBHRP) of Buzet Historic Town Centre, Croatia; Pilot Action: The Verzi Palace is located in Istrian county in the Republic of Croatia.

Expected impact and benefits of the strategy/action plan for the concerned territories and target groups

The key expected benefits of the 'Integrated Revitalization Plan of Buzet Historic Town Center' are foreseen in the social, economic, tourism and employment fields. The 'Integrated Revitalization Plan of Buzet Historic Town Center' may result in other additional benefits for the local community, particularly in growth of other economic sectors or industries, in education and in research depending, however, on the areas the Town of Buzet choses to target and/or is able to attract. Due to the characteristic of the old town and compatibility with its revitalization goals, it is realistic to expect the growth of creative industries such as, for example, architecture, design or horticulture studios opening in the historic centre or (summer) educational programs becoming part of the tourism offer. The proposed model can be used in other cities or other countries where there are old historic towns that are trying to revitalize and acquire the function of sustainable local development.

Sustainability of the developed or implemented strategy/action plan and its transferability to other territories and stakeholders

This plan is based on strong principles of sustainability. The Verzi Palace, with its central old town location, represents a valuable asset for the Town of Buzet in its attempt 'to spark' the revitalization of the historic centre. Economically and socially sustainable use of the Palace, benefiting both the local population and potential visitors, must entail the provision of mixed commercial, cultural and educational content relying on both public and private initiative. The proposed strategy and action plan can be used in other cities or other countries where there are old historic towns that are trying to revitalize and acquire the function of sustainable local development.

Lessons learned from the development/implementation process of the strategy/action plan and added value of transnational cooperation

During the development of IBRP we learned that the original architectural design of the building, the availability of space, the heights and the characteristics of its micro-location should be carefully analysed and evaluated while planning the future actions in the whole Palace. For example at street level should be local craftsmen and/or merchants whose economic activity would be beneficial for both local population and tourists and the entire space on the first floor is to be used as office space and rented out to small local (quiet and non-polluting) start-up businesses/entrepreneurs, whereas the multipurpose hall in the attic is to be used for exhibitions, educational forums, public events and/or public gatherings and similar purposes, all of which can enhance social wellbeing of the local population, as well as the experiences of visitors.

We also learnt that the only risk related to the project is its long-run financial viability. In this regard, the viability of all the assumptions on which the estimated revenues have been projected, as well as the assumptions underlying the projection of costs and expenses related to the Palace's operation should be reconsidered in greater detail.

References to relevant deliverables and web-links If applicable, pictures or images to be provided as annex

The Integrated Built Heritage Revitalisation Plan has been uploaded in eMS, D.T2.4.4.

Other references to relevant deliverables:

- D.T2.1.1 - Current status of revitalisation issues
- D.T2.1.2 - Common methodology framework for the IBHRP
- D.T2.2.1 - Report from RESTAURA Local Stakeholder Group Involvement

Summary description of the external evaluation of the output. If applicable, the evaluation to be provided as an annex

Based on the Summary of the IBHRP of Buzet Historic Town Centre, the strategic document is accurate and thoroughly follows the given structure and methodology by default. It largely satisfies the mandatory and additional evaluation criteria, and in particular the criteria of relevance, consistency and compatibility. Significant attention in the evaluation document was given to efficiency criteria. Based on conclusions in evaluation document - if the Verzi Palace is revitalised in accordance with the presently suggested development/architectural project, the commercial use of all available spaces would result in an expected annual income which, after deducting the building maintenance costs and costs of annuity, would be barely sufficient to cover all foreseeable operational costs. Sustainability of the Verzi Palace can be largely improved with quality, innovative and authentic content and services, equally provided by private as well as the public sector partners.