

Description of the pilot action proposed under the HerMan project:

1. Summarised description of the pilot.

The pilot action is supposed to concern the development, conducted jointly with the stakeholders, of principles of localisation and acceptable forms of signboards and advertisements for the public space of the historic area of the Old Town district and Lublin Downtown. The main objective of the action will be to develop and test the methods of cooperation with the stakeholders during the joint determination of principles of using the public space in the historic areas of Lublin. An intended for the stakeholders guidebook of good practices of localisation and methods of placing signboards and advertisements in the historic areas of Lublin will be a direct result of the action.

The action will be programmed with use of experiences from previous activities of similar type (consultations with stakeholders and public discussions) conducted by the Lublin City Office for the historic areas and objects, in particular: the Podzamcze (2010), the Lithuanian Square (2012-2013) and seasonal outdoor cafés (2012-2013).

Meetings with chosen stakeholders (in particular the owners and tenants of properties and representatives of advertising agencies) and consultants – experts in the field of marketing, business graphics, architecture and protection of monuments will be conducted within the pilot action. The purpose of meetings with the stakeholders will be to determine their beliefs and needs which will be subsequently reviewed by the experts. The recommendations of experts will be then once again discussed with the stakeholders. Experts will take part in consultations on regular basis. The next stage of the action will be the preparation, on the basis of achieved results, of a guidebook for procedures and good practices of localisation and methods of placing signboards and advertisements. Subsequent stages of preparation of the guidebook will be consulted with stakeholders and experts on regular basis. The completed guidebook will be published in the Internet and printed in 1000 copies.

2. Main objectives.

- Practising the method of cooperation with stakeholders and other organisational units of the Office during joint determination of principles of using public space in the historic areas of Lublin.
- Education of stakeholders, particularly the owners and tenants of properties, in the field of the need for protecting the visual integrity of urban-architectonic interiors in the historic areas of Lublin.
- Creation of tools for controlling the visual information in the aforementioned areas, elaborated jointly with stakeholders.

3. Most important milestones of the implementation of the pilot:

- diagnosis of previous actions and elaboration of a detailed method of conducting and scheduling of consultations
- initial consultations with stakeholders
- elaboration of results of consultations and presentation of recommendations by the experts
- additional consultations, on the basis of recommendations of the experts
- elaboration of the guidebook's content
- consultations about the content
- publication
- evaluation of method of conducting the consultations – preparation of a “model” for consultations of future issues.

4. Possible risks and problems:

- lack of interest of stakeholders
- lack of content-related involvement of the employed experts
- formal and legal obstacles – stiff principles of legal procedures which can complicate or even exclude possibilities of negotiations in administrative proceedings.

5. Expected outputs:

- tools for heritage managements for the City Office/Municipal Office for Historic Preservation (but also for other interested entities) – a model of consultations and cooperation within the Office, adjusted to the reality of Lublin
- guidebook of good practices of localisation and methods of placing signboards and advertisements in the historic areas of Lublin.

6. Results:

- improvement of aesthetic condition of historic areas of Lublin and increase of its attractiveness.
- building a relationship between the municipality, stakeholders and inhabitants as well as cooperation in solving problems.

7. Target group:

- owners and tenants of properties in historic areas of Lublin
- “producers” of advertisements and signboards – advertising agencies and contractors
- departments and bureaus of the Office which are carrying out their public administration tasks in this field.
- social organisations which seek to improve the quality of public space
- professional organisations of professions dealing with shaping of public space.

8. Where and how would you like to get some information, advice or support by other partners during the implementation?

- We would like to get information from all of the partner-cities and regions about their legal status regarding this topic as well as about the practical side of using of current legal regulations.
- From the knowledge suppliers.
- We should consider inviting partners to take part in consultations. Their experiences may be an argument for stakeholders.

9. Possible planned continuation / sustainability of the pilot - what will happen having the project/financing finished?

Achieved tools will be used in the ongoing activity. A periodic evaluation of achieved results and, if necessary, corrections of the guidebook and other tools developed during the action is planned.