



Giunta Regionale della Campania

Area Generale di Coordinamento

Rapporti

con gli Organi Nazionali ed Internazionali

in Materie di Interesse Regionale

Settore Studio e Gestione Progetti U. E.

e Rapporti con i Paesi Europei ed Extraeuropei

URBACT II Managing Authority
194, avenue du Président Wilson
93217 Saint Denis la Plaine
France

REGIONE CAMPANIA

Prot. 2008. 0859726 del 16/10/2008 ore 15,40
Dest. URBACT

Fascicolo - 2008 XL/1/1 192



Date 16/10/2008

Dear Madam, Sir,

Oggetto:

As stated in the Final Application form for the project **HerO (Heritage as Opportunity)**, the Managing Authority, the Campania Region, confirms its intention to take part in the implementation of the above mentioned project as Associated Managing Authority. We acknowledge the fact that no financial contribution is needed.

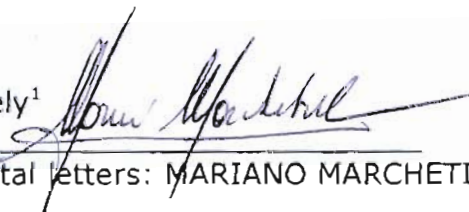
The specific challenge we wish to address in this project as an Associated Managing Authority is:

- To secure a qualitative rehabilitation and maintenance of historic buildings and monuments, both public and private, which are in decay (low quality of housing);
- Creation of financial products/ instruments/ programs to stimulate the proper rehabilitation of private historic buildings, preserving the identity of the area avoiding any effect of gentrification;
- To ensure that the design of new developments (architecture) respects the historic, spatial and townscape characteristics of its setting in a contemporary manner (quality standards);
- To improve the precarious environmental conditions e.g. high level of acoustic and atmospheric pollution due to high level of individual (car) traffic (lack of good alternative transport means);
- To secure traditional shops and retail trade structure as these are struggling to survive (people shop in out-of inner city shopping malls);
- To set up new governance structures for a better coordination of the revitalisation activities;
- Re-development of large-scale buildings;

- Development of the general plan for the integrated revitalisation of the historic centre, together with a Management Plan for the cultural heritage, useful to clarify the methodology of the UNESCO plan for the preservation of the city historical centre heritage sites.

We are convinced that by working through this URBACT project, we will be able to better address this challenge. In this context, if the proposal is approved within the framework of the URBACT II Programme, we will participate in the project as indicated in the Final Application in the view to foster the impact of the project activities on local policies.

Yours sincerely¹



Name in capital letters: MARIANO MARCHETIELLO

Function: HEAD OF UNIT EUROPEAN AFFAIRS



¹ The signing person has to be an elected representative with authority to sign for the Managing Authority. In case the institution has no elected representatives, the signing person must be in the position of committing the institution's resources to be engaged in the project (staff, etc.).