

NAPLES ITALY

REVITALIZATION OF THE THEATRES DISTRICT

URBAN MANAGEMENT – URBAN RESTRUCTURING

IDENTIFICATION

Protection and valorization of an archaeological property in a highly dense urban context, while also controlling and promoting private interventions.

SIZE OF THE CITY:	1 million inhabitants	11 727 ha
SIZE OF THE PROJECT:	N/C	0, 14 ha

PRINCIPAL FUNCTION(S) OF THE CITY:

Regional capital, with all the major functions of a vividly inhabited city, business with harbour activities, decision making centres and touristic activities

PRINCIPAL FUNCTION(S) OF THE PROJECT AREA:

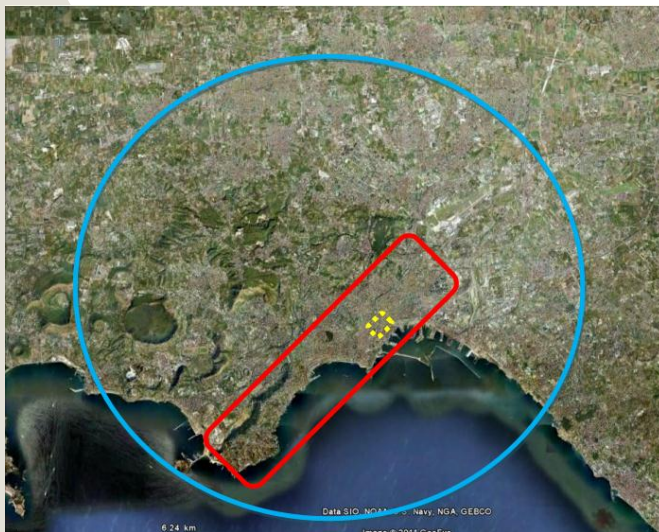
Historic core, residential area, public administration, leisure, retail and handicrafts activities



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The historic centre of Naples

PROJECT SCALE



□ City

□ World Heritage Property



□ Project

WORLD HERITAGE PROPERTY

HISTORIC CENTRE OF NAPLES

Inscription	1995	Naples is one of the most ancient cities in Europe, whose current urban fabric preserves a selection of outstanding elements of its long and eventful history, as expressed in its street pattern, its wealth of historic buildings and parks, the continuation of many of its urban and social functions, its wonderful setting on the Bay of Naples and the continuity of its historical stratification. These illustrate the ensemble of key factors that came together to create this highly influential Mediterranean city.
Criteria	(ii) (iv)	
Area	1 021 ha	

DIAGNOSIS/ STATUS	An outstanding and unknown archeological site located in a densely populated urban context, threatened by impoverishment, a number of social and economic problems (unemployment and petty crime) and construction projects.
PROBLEMS/ ISSUES	How to protect and enhance the cultural richness and improve the socio-economic well-being of the theatre district? How to ensure that this archaeological heritage will be a tool for the revitalization of the area?
OBJECTIVES	<ul style="list-style-type: none"> ➔ Conservation and accessibility of the theatre archeological site ➔ Encouragement and supervision of private interventions on buildings ➔ Requalification of the district and return to the balance of the urban functions ➔ Cultural and tourism promotion of the historic centre ➔ Development of retail activities related to tourism newly improved

THE INITIATIVE

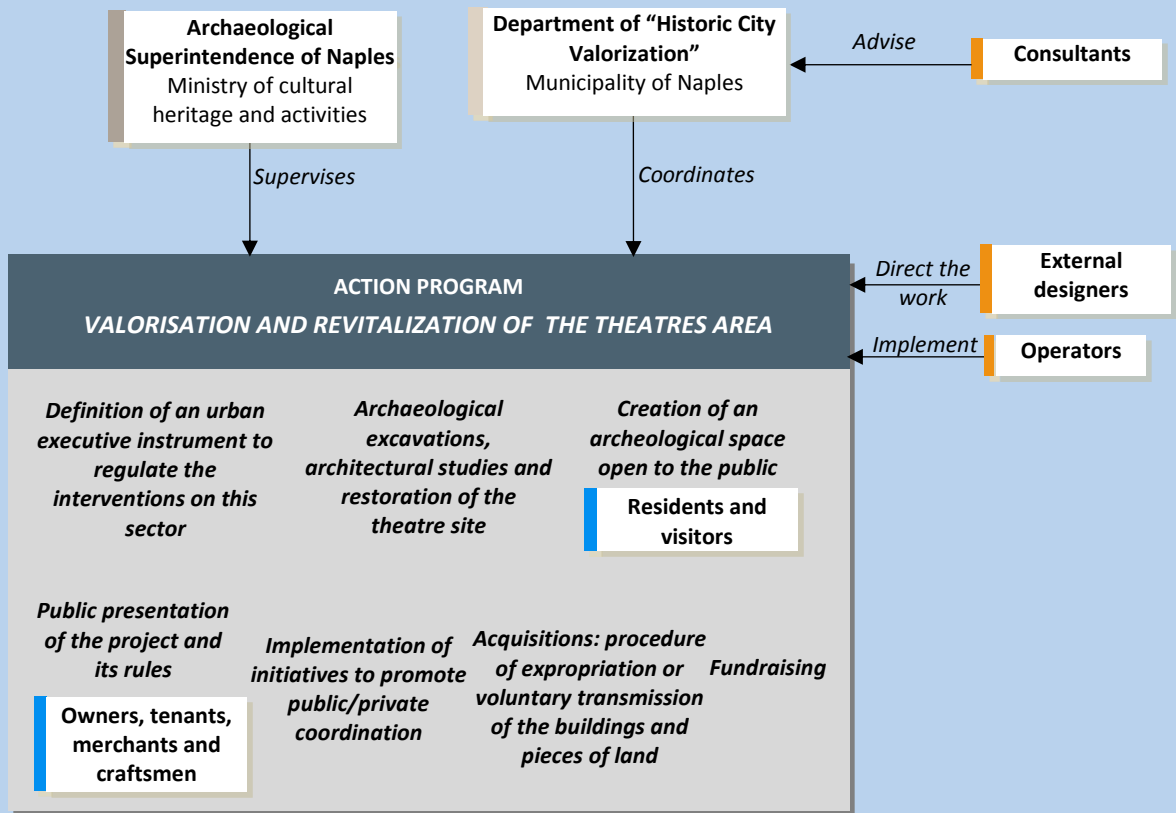
Municipality of Naples

Ministry of Cultural heritage and activities

THE PROJECT DRIVERS

Municipality of Naples

THE PROJECT IMPLEMENTATION



STAKEHOLDERS / ACTORS :



SITE MANAGEMENT TOOLS

- Legislation regarding cultural heritage protection, land-use (incl. framework for expropriation), protection of archaeological remains etc.
- Urban planning instruments at municipal, World Heritage site and neighbourhood levels (e.g. Urban Implementation Plan PUA)

SPECIFIC PROJECT MANAGEMENT TOOLS

- Definition of an urban executive instrument
- Creation of public-private coordination initiatives/mechanisms

FUNDING

DETAILS ON PUBLIC FUNDING

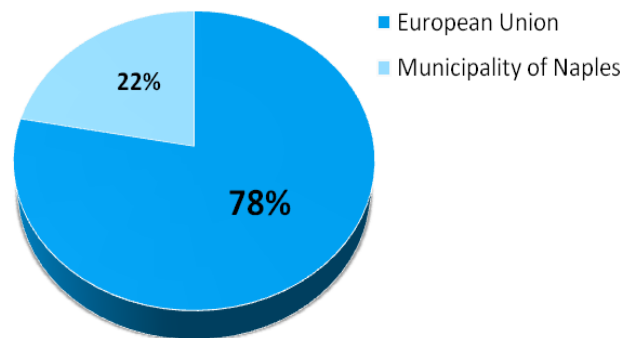
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INTERNATIONAL FUNDING SOURCES

European funds through Regione Campania

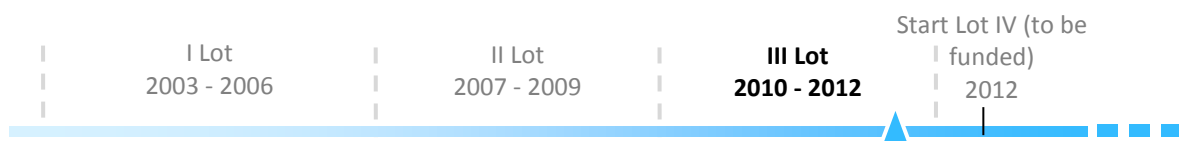
TOTAL PROJECT AMOUNT

13 050 000 euro



The project is organized in different consequential phases connected with different successive funding. Considering that these resources mainly depend on other public administration (Regione Campania), it is not really easy to make certain program but the project is constantly adequate to the results of evolving excavation and offers constantly the conditions for ask and be able to obtain the correspondent fund.

STATE OF PROGRESS



RELATION BETWEEN THE PROJECT AND THE VALUE OF THE PROPERTY

The theatre district project addresses both the enhancement of the historical remains of an important part of the World Heritage property and its use and development by local inhabitants. It thus help to reveal the heritage wealth of the property in order to bring about solutions to the quality of life of the inhabitants and keys to better appreciate the historic layers of the property as well as their importance for its comprehension. The presentation of the site to the visitors is added to this, through a diversified offer of tourism activities.

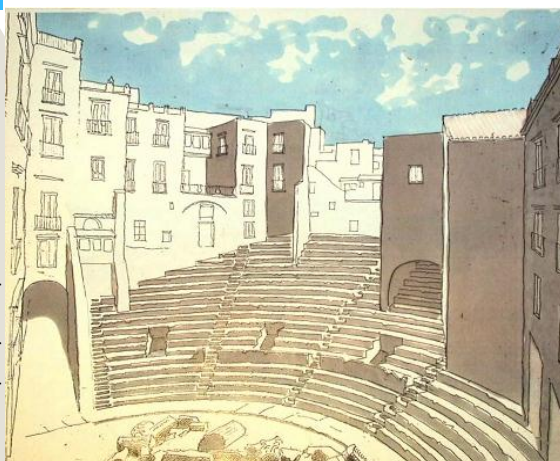
The fact that the monuments are organically/spatially integrated into residential building tissue conveys the authentic value of this area. Its perception and experience offer a key to understanding the urban stratification and can thus provide an instrument for deepening the knowledge of the city by citizens and visitors.

“The results for the first step of the process have been completely achieved.” They are both tangible and procedural: “One result is the opening of a very suggestive archaeological site till now unknown; the other one to have obtained a real coordination between the many relevant authorities involved.” This goal was reached with great efforts considering the uncommon habit of this practice. On the public side there is the beginning of the progressive implementation of the larger project of revealing all the other still existing structures of the roman theatre and roman Odeon that could be financed on the basis of the success of this good practice. The tools were also applied in the great work for the city subway in the ancient part of urban area where many other traces of town development during 25 centuries have been discovered.

The project has an effect for the whole urban community and is a significant contribution to enhance the

knowledge of the historic town development opening many lines of research for academic and specialist scholars. For all the operators, in the planning phase, in works direction, in enterprises ownerships, and for workers themselves the articulation of the involved thematic, the specificity of the restoring operations have been an opportunity to better understand the complexity of operating in this kind of context. The high number of skills participating furthermore has increased the capability in coordination and good practice. With an active role of the Archaeological Superintendence, rather than an obstacle, the importance of the discovery and the improved knowledge of town history and urban development have been shared with inhabitants and external visitors. Finally, improving the urban context also promoted the investments into new activities around the area.

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Drawing of the Ancient Theatre



View of excavations



Performance

QUESTIONS

“The value of this process consists in facing simultaneously different levels of urban reality and of project aspects. As in many others World Heritage properties, the high complexity of this site requires the coordination and cooperation of all the competent authorities involved.

All the operators, in the different phases and in different roles, have to complement each other through their specific skills so as to maximize the efficacy and effectiveness and enhance their knowledge in restoration operations in this kind of urban context.”

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