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FIG Working Week  
Surveyors Key Role in Accelerated Development  
Dan Eilat Hotel, Eilat, Israel, 3-8 May, 2009



URBAN AND RURAL LAND USE PLANNING  
AND IMPLEMENTATION

# PLANNING POLICIES AND MANAGEMENT OF “WINE TOWNS”



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Geometri e Geometri Laureati

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Small urban realities constitute a level of economic structure on a territorial and local base that, if well-disciplined in the use of the land, can form the model of the smallest measurement for the policies of sustainable development.

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In some towns, neighbouring to strongly urbanized lands as well, the agricultural production assumes complex functions of specific economy and of driving force for both the harmonious development and the improvement of environmental factors which are typical of that land.

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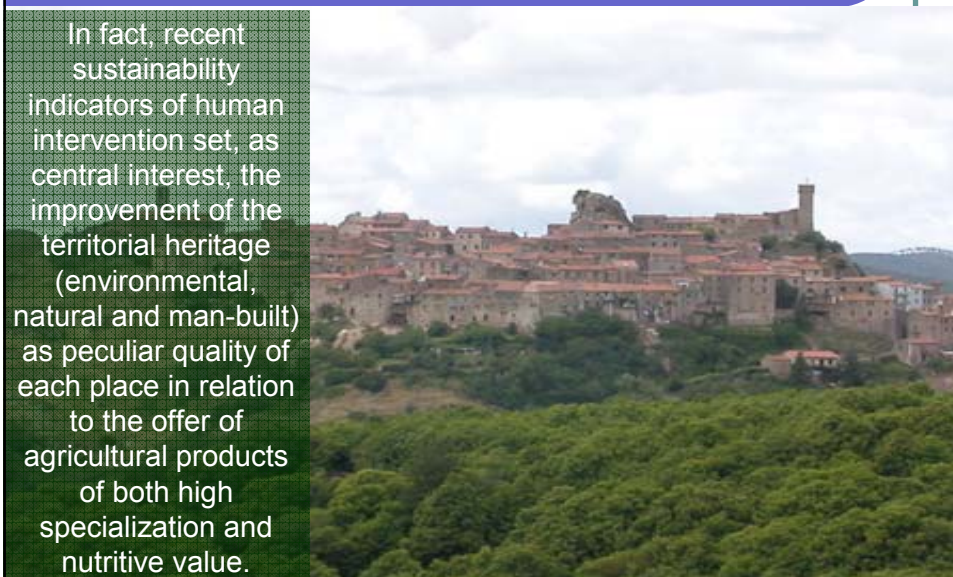
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In fact, recent sustainability indicators of human intervention set, as central interest, the improvement of the territorial heritage (environmental, natural and man-built) as peculiar quality of each place in relation to the offer of agricultural products of both high specialization and nutritive value.



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It's in this field that we can place Italian territory; it is scattered with small cities where the panoramic perception is characterized by the cohesion between the traditional cultivations (vineyards, olive groves which production often reaches excellent and economically competitive results) and the presence of historic and monumental centres.

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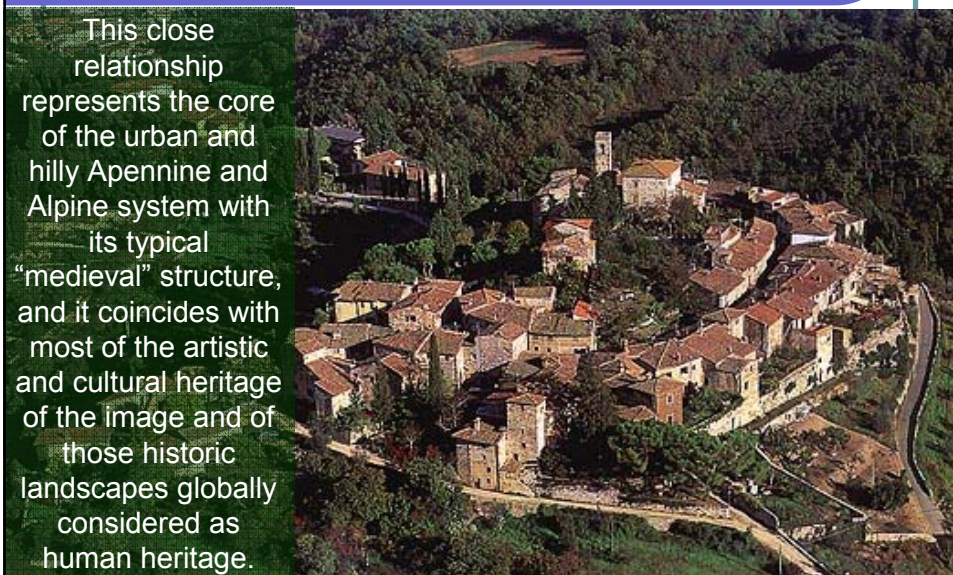
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This close relationship represents the core of the urban and hilly Apennine and Alpine system with its typical "medieval" structure, and it coincides with most of the artistic and cultural heritage of the image and of those historic landscapes globally considered as human heritage.



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This implies that planning and management policies of homogeneous areas, composed of the union of the so many resorts definable as “Wine Towns”, must be standardized and must aim at connecting, as much as possible, the buildings, the village and the agricultural lands.



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Particular attention might be focused on the re use of urban and rural buildings to insert them in the production cycle in relation to the characteristic of agricultural cultivated products (grapes and wine) and also for the art tourism (monuments) and rural (agritourism).



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The critical state of territories

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The wild realization of buildings and the lack of maintenance of the existing building patrimony, together with the poor attention of natural geo-physical balances, imply the critical state of the territory which constitutes a real condition of vulnerability.





Unfortunately, Italy has been recently interested by the consequences of the undervaluation of environmental problems in relation to the effects of the recent earthquake which for the first time has hit a vast area of the city and of historical villages.



The devastating effects, in spite of the drama of the event and of the substantial number of victims (more than 290), have been restrained in relation to the time in which the quake happened and as consequence of that minimum alarm which was activated thanks to the seismic swarm which preceded it.



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This imposes the extension of planning discipline and safeguard, which is normally reserved to that part of the territory which includes the historic city and also to the “historic territory”, adopting a single attitude of protection and improvement of the landscape, of the urban heritage and of the rural typicality.

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In this way of planning, specialized agriculture assumes driving functions of environmental character and of valorization also of public goods.



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Specialized agricultural activity constitutes hydro-geological safeguard, conservation of soil fertility, balance for micro ecosystem, element of valorization of agrarian landscape and, constituting the healthy context of insertion of the “village – historical monument”, it exercises the call for tourism of wide consumption.

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On the contrary, the need of optimizing processes of urbanization of big urban conglomerations constitutes element of economical discrimination and it involves, often, the inevitable exclusion of small towns or villages from big flows of public financing and from policy of touristic development.





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Small communities have the right conditions to assure a level of quality of life above all in the touristic field. However the same are not considered to obtain efficiency in terms of "economical advantages" even though the global system is more and more in search of quality and wellbeing.



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Strengthening of reception supply, improvement of services, right advertising can attract, on the contrary, tourism beginning from economical operators and from the respective firms already interested in the local agricultural and food production.





## How to proceed?



First of all, an accurate research is important in organizing the “developing project” from a historical, geographical, productive, territorial and administrative point of view.







Within that research the homogeneous area, considered as the group of territories which have similar conditions favourable to agriculture in general and to the production of characteristic wines in particular, can be delimited.



So, municipalities which are part of the area and bodies which have responsibilities of the government and of the territory planning are identified.





All basic cartography available, both topographical and thematic, is collected with particular attention to relevant themes (altimetry, slope of territory, geology, geomorphology, climatology, spontaneous flora, use of the soil, etc.).



The aim of this accurate analysis consists in taking stock of available information and evaluating their utility to decide what kind of direct and specific researches have to be done, investing resources (generally poor) in deserving areas.







### The plan will discipline:

- rules on urban expansion and on small villages;
- rules on requalification and reuse of buildings and systems of rural installation;
- rules for productive installation of new buildings (agricultural adjoining constructions, basements, commercial and artisan areas);
- rules for the safeguard and the valorization of agrarian landscape at company level;



**THANK YOU  
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