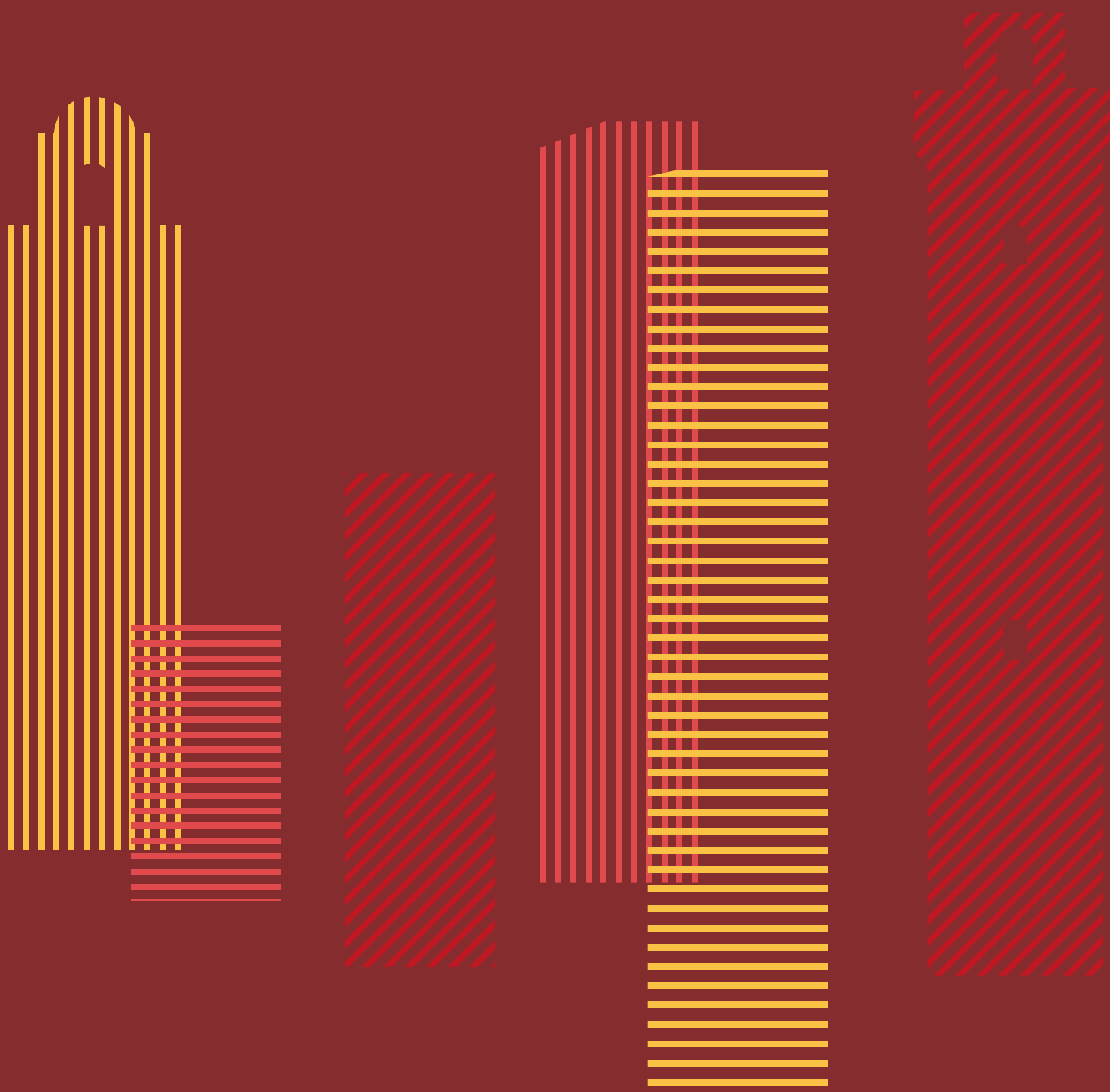


MANAGEMENT PLAN OF THE HISTORIC CENTER OF SAN GIMIGNANO

'22



The 2022 Management Plan of the Historic Center of San Gimignano, approved by the City Council resolution No. 90 of 05.31.2022 and Municipal Council resolution No. 53 of 06.28.2022, was drafted by the joint research laboratory HeRe_Lab - Heritage and Research (University of Florence and Municipality of Florence) in collaboration with the Municipality of San Gimignano.

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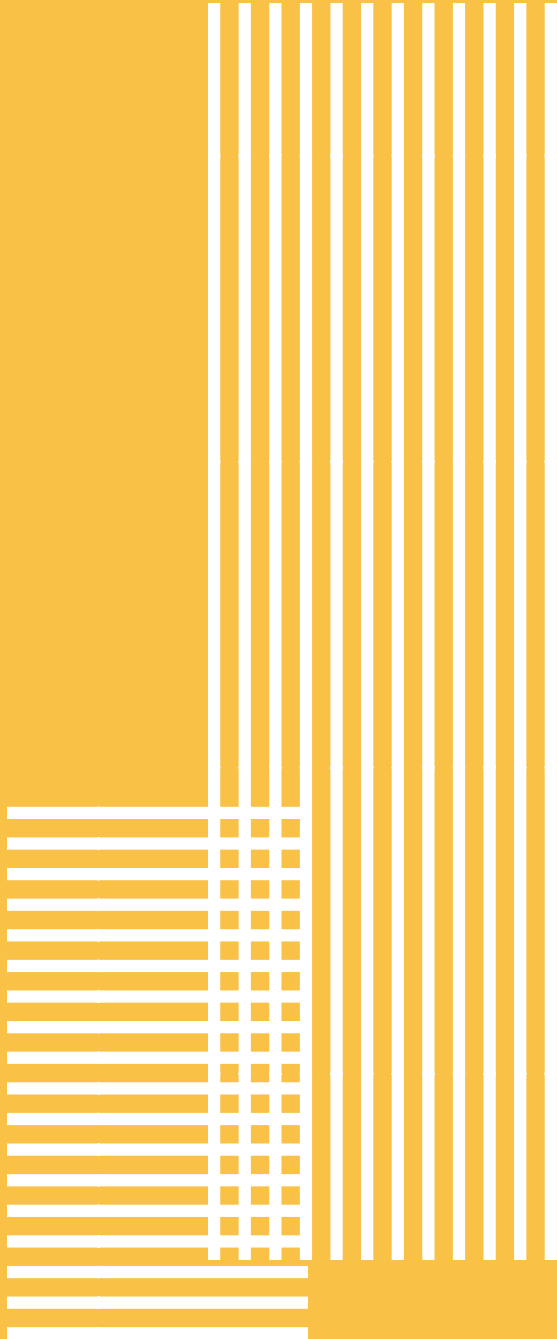
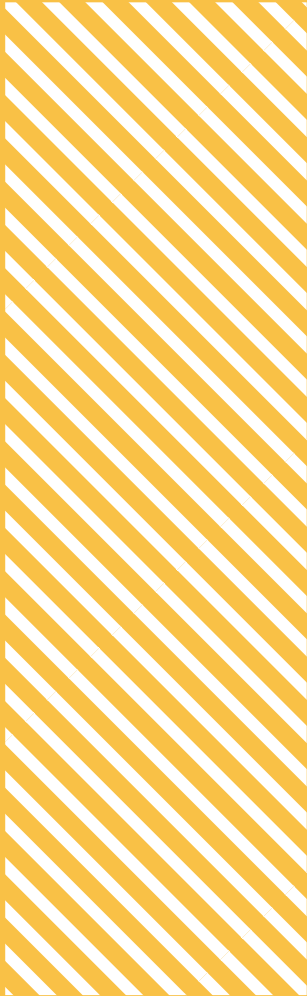
Law no. 77 of February 20, 2006

"Special measures of protection and use of the Italian sites of cultural, scenic and environmental interest, inserted in the List of World Heritage, placed under the protection of UNESCO"

MANAGEMENT PLAN OF
THE HISTORIC CENTER
OF SAN GIMIGNANO



2022 update



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ABBREVIATIONS

DIDA Department of Architecture, University of Florence

DMO Destination Management Organisation

HeRe_Lab HeRe_Lab – Heritage and Research Lab (Joint Laboratory – University of Florence and Municipality of Florence)

HIA Heritage Impact Assessment

HUL Historic Urban Landscape

ICCROM International Centre for the Study of the Preservation and Restoration of Cultural Property

ICOMOS International Council on Monuments and Sites

MiC Ministry of Culture

OG Operational Guidelines

OUV Outstanding Universal Value

MP Management Plan

POC Municipal Operations Plan

PRG General Master Plan

SABAP Superintendency of Archeology, Fine Arts and Landscape for the Provinces of Siena, Grosseto and Arezzo

SDG Sustainable Development Goals

UNESCO United Nations Educational, Scientific and Cultural Organization

UNIFI University of Florence



FOREWORD

ANDREA MARRUCCI | Mayor of San Gimignano e Representative of the Historic Center of San Gimignano, World Heritage Site

San Gimignano is an extraordinary concentrate of Italian excellence. Here history, art, culture and tradition come together. Since 1990, its Historic Center has been declared a UNESCO World Heritage Site for its Outstanding Universal Value.

An extraordinary witness of medieval civilization that encompasses, within a limited area, all the typical structures of urban life: squares and streets, fountains, towers and palaces. An urban structure that preserves intact the appearance of a Tuscan feudal city.

The skyline of San Gimignano is a real thrill in the hearts of millions of people all over the world and the historic center houses a number of masterpieces of 14th- and 15th-century Italian art in their original context.

We all feel a daily responsibility to being its custodians pro tempore. And we are so in a constant dynamic of international projection, as it is our history beginning precisely from the Middle Ages in which trade with other peoples, relations with other nations have rendered the City unique up until the present-day.

Today, the City of San Gimignano does not fail to fulfill this international vocation, in relations, dialogue and cultural exchanges with the rest of the world.

San Gimignano in fact is not a copy of something that existed before. San Gimignano is the extraordinary result of an autonomous and unprecedented mental and creative process that we continually want to preserve but also nourish. Our heritage is not limited to the architectural and pictorial works that the monuments, palaces and churches house, but goes beyond: it ranges from literature, craftsmanship to food and wine with peaks of absolute excellence in the cultivation of saffron and wine. No Italian wine, for instance, can boast a centuries-long history as that of Vernaccia di San Gimignano - capable, in itself, of telling the story of an entire territory. So here then is a first starting point, along with the best possible definition of a buffer zone, for the next Management Plan: the recognition of Vernaccia, its production, its history and its terroir as and intangible heritage alongside the recognition already assigned to the Historic Center.

After the 2010 Plan, drafting of the new Management Plan - 12 years later- has been an opportunity for public discussion and critical reflection on the Outstanding Universal Value of the Historic Center of San Gimignano and its present, giving rise to shared ideas, strategies and projects for the future of the City. In a continuous interpersonal and cultural relationship between citizens and international guests.

Precisely the involvement of citizens and the new generations - in a collective and non-exclusive dimension- is in our opinion one of the main novelties of this Plan. This has led to new energies, new ideas and new directions, starting with the primary need to bring currently precluded publicly-owned spaces to the collective use as soon as possible.

We therefore find very clear guidelines in the renewed Management Plan, in line with the 1972 Paris Convention, to work towards a balanced and sustainable development of the World Heritage Historic Center.

Protecting the Outstanding Universal Value of the Historic Center of San Gimignano through a collective dimension of involvement/exchange with citizens therefore remains the primary objective. However, in a modern perspective: one that makes use of innovative tools, scientific contributions, field actions, participatory processes and which is based on a vision of a City not reflected from the past, but alive and lived in the present and the future. A city with services and opportunities which focuses on man, his relationships and his dimension.

Just as the responsibility for the protection, conservation, enhancement and transmission of the heritage of the Historic Center of San Gimignano is common to us all, likewise has been the work of study, analysis and drafting of this Plan for which we extend our gratitude to the DIDA of the University of Florence, HeRe_Lab and its working group, as well as to all the technicians of the Municipality of San Gimignano.

GIUSEPPE DE LUCA, CARLO FRANCINI | Scientific Coordinator of HeRe_Lab - Heritage and Research and Head of the Office for Florence World Heritage and Relations with UNESCO

For a new governance alliance for the management of World Heritage sites

Imagining a World Heritage site and contextualizing it within the great network of the World Heritage List may firstly seem like a rhetorical exercise. On the contrary, this reflection helps to achieve the objective that every Management Plan must inevitably set itself: to become a useful tool for understanding whether the actions that are implemented by all the protagonists who work and live on the site are capable of preserving its Outstanding Universal Value.

In fact, it is only through comparison and acquisition of this value awareness that useful strategies and actions can be defined for the development of a territory in harmony with the 1972 Convention for the protection of the UNESCO World Cultural and Natural Heritage. Perhaps it is no coincidence that the update of the Management Plan of the Historic Center of San Gimignano happens in the year of the Convention's 50th anniversary.

Management Plans are instruments in which the lines of action for the broad management of a UNESCO World Heritage Site are identified: from the promotion of the heritage to its protection and active conservation, to its control and monitoring. It might be conceived as a guiding compass in decision-making processes and a "compulsory" framework for all actions that are planned and carried out in the protected area at international level.

These few claims are sufficient to understand the significance and the role that the Management Plan can have in the ordinariness of policymaking. The values that underlie the registration of a site cannot and must not remain the prerogative of the Management Plan alone, but must dilute and distribute themselves in all the spheres of the managing body to the point of permeating the culture and sense of citizenship for residents, for city users, for occasional visitors.

The values underlying the registration of a site must not remain the prerogative of the Management Plan alone, but should be diluted and distributed to all areas of the managing body in order to permeate the culture and create a sense of citizenship for residents, city users, and occasional visitors alike.

In the tradition conducted so far, the management plan has been accompanied by ordinary urban planning, acting as the only instrument of conformation and control over the physical transformation in the municipal territory, thus ending up considered a "simple" sector plan of only the circumscribed areas of the urban territory, despite the great historical, architectural, cultural and symbolic importance of the place.

The current plan goes beyond that. It is ambitious and offers opportunities. The ambition of the plan is to become a reference point for the governing and influencing not only the heritage values of San Gimignano, as much as creating the urban tools and plans related to the issue of urban planning. This ambition is made possible by UNESCO recommendations on the historical urban landscape of 2011, which made it possible to identify the related elements and to choose the appropriate sustainable actions for the urban development of the territory of San Gimignano with regard to its relation to world heritage. It is considered in this regard to be alive and continually evolving.

The opportunity is to consider the management plan as a founding part of the cognitive framework for future variants. In the chain of legislation on the governing of the territory of Tuscany, every territorial authority that undertakes the design of an urban plan must include a priority framework in order to have adequate space for reference scenarios, topics of discussion and, the justification for the actions of the future transformations. Knowledge of the territorial context thus becomes a constitutive part of the urban plan, so much so that in order to be adopted together with the drafted plan and as such subject to the procedure of observation by the bearers of the common interest. Moreover by regional law, they must refer to precise normative precepts of protection and use of the territory itself.

In fact, it can be said that the objective of the management plan is achieved, only when all these values become part of of common sentiment and from sectoral policy so that it becomes at the early stages, inspirational and at the same time, a guide for administrative action and the daily life of the community for the whole sector of the territorial government.

This is the methodological proposal that was the basis of the HeRe_Lab Joint laboratory at the department of architecture at the university of Florence, that for some time now has been carrying out joint scientific and experimental projects with particular reference to the UNESCO conventions on topics relevant to the management of World Heritage Sites worldwide, as in the case of San Gimignano.

Thanks to all those who have collaborated in recent years in developing and updating the Management Plan and to those who will contribute in the future to safeguarding the exceptional nature of the World Heritage site.

CHAPTER 1

THE HISTORIC CENTER OF SAN GIMIGNANO UNESCO WORLD HERITAGE SITE



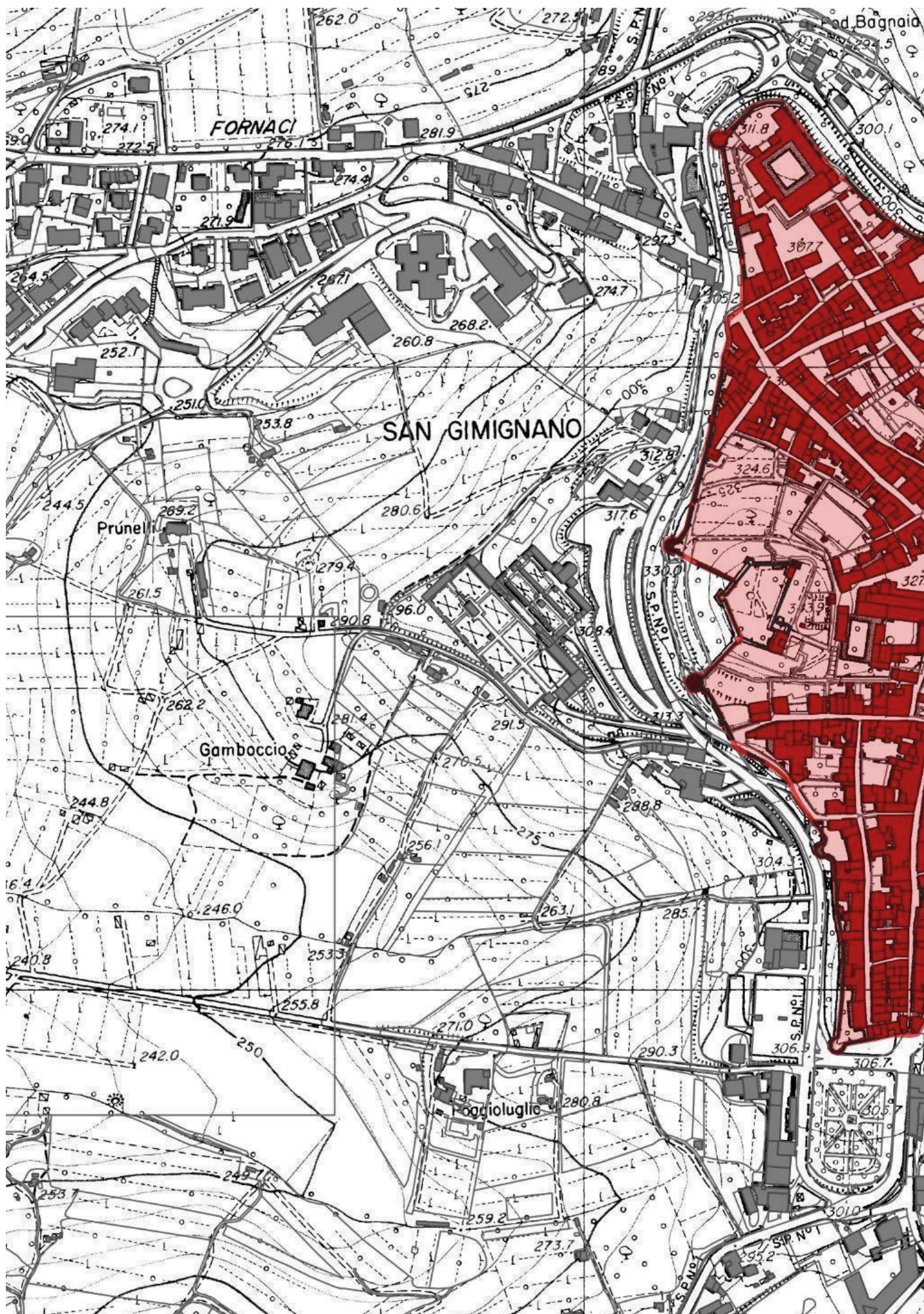
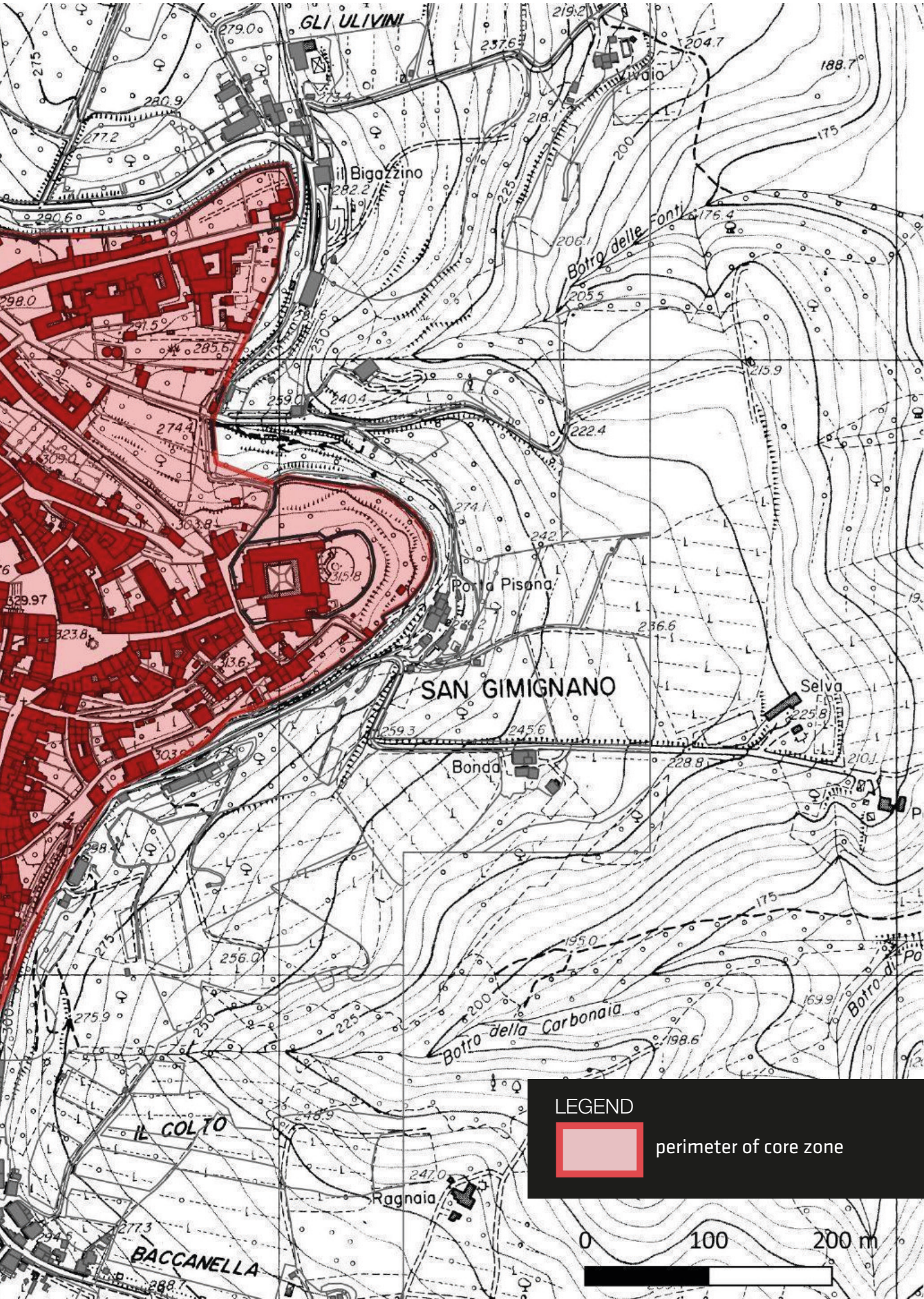


Fig. 1 - Perimeter map of the UNESCO World Heritage Site (or Core Zone) of the Historic Center of San Gimignano



SITE SUMMARY INFORMATION SHEET

reference number

n. 550

date of inscription

12.12.1990

inscription criteria

I, III, IV

latitude

43°28'00"

longitude

1°24'30"

core zone surface

13.88 ha

corrected in the 2014
Periodic Report

21.03 ha

residents in the historic centre

1.306

residents in the
Municipality San Gimignano

7.581

ENTITY RESPONSIBLE FOR
SITE MANAGEMENT

Municipality of San Gimignano

SITE REPRESENTATIVE

Andrea Marrucci
Mayor of San Gimignano

HISTORIC CENTRE OF SAN GIMIGNANO

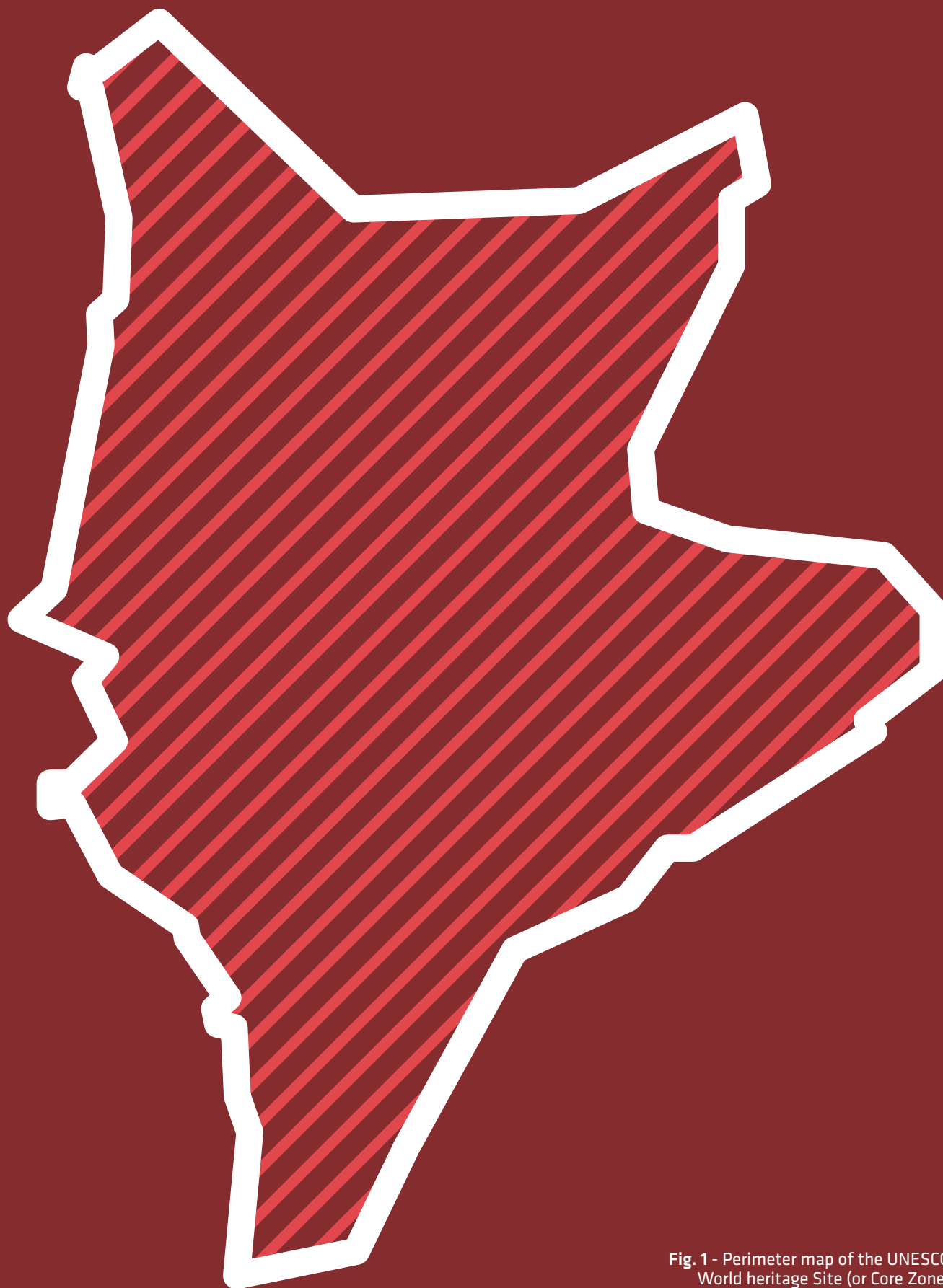


Fig. 1 - Perimeter map of the UNESCO
World heritage Site (or Core Zone)
of the Historic Center of San Gimignano

1.1

Why San Gimignano is a World Heritage Site: the Outstanding Universal

The fundamental document for the protection of the properties inscribed on the UNESCO World Heritage List is the Convention Concerning the Protection of the World Cultural and Natural Heritage adopted on November 16, 1972, according to which the States Parties undertake the obligation, specified in Article 4, to ensure the identification, protection, conservation, enhancement and transmission to future generations of the cultural and natural heritage located within their territory.

The Declaration of Outstanding Universal Value of a World Heritage Site defines the unique nature of the site and thereby represents the reasons why each property has been inscribed on the List. It is also the reference point for developing the Management Plan (MP), a strategic tool for defining and operationalizing the process of safeguarding the values of the World Heritage site.

The document consists – uniformly for all registered sites – of: a brief description of the site; the selection criteria; the declaration of integrity and authenticity; the methods of heritage management and protection.

The “Historic Center of San Gimignano” joined the List in 1990 as site No. 550 on the occasion of the 14th session of the World Heritage Committee held from 7-12 December in Banff, Alberta, Canada. Its Declaration of Outstanding Universal Value was revised in accordance with the new format, based on the Decision 34 COM 10B.3 adopted by the World Heritage Committee in 2007. In 2014, the Declaration was subject to evaluation by the Convention's Advisory Bodies and its Retrospective was adopted in 2015 by the World Heritage Committee during the session in Bonn, Germany according to Decision 39 COM 8E, which reads as follows:

Brief Summary

The Historic Centre of San Gimignano sits on a height of land, dominating the surrounding landscape. During the Middle Ages, its location in Val d'Elsa, 56 km south of Florence, provided an important relay point for pilgrims travelling to or from Rome on the Via Francigena. The town became independent in 1199 and between the 11th and the 13th century the noble families and upper middle-class merchants who controlled the free town built many fortified tower houses (probably 72) as symbols of their wealth and power. The town grew around two principal squares: the triangular Piazza della Cisterna, ornamented with a lovely central well, and the Piazza Duomo, dating from the late 13th century with its more intricate layout containing the majority of public and private monuments. After 1353, the town went into a period of decline due to waves of famine and plague that caused a drastic decrease in population. Within a hundred years, the town was downgraded to the level of the other lands under the Florentine control. This status, however, prevented the town from the urban renewal that transformed many Italian historical towns after the Middle Ages.

While only 14 of the original tower houses have survived, San Gimignano has retained its feudal atmosphere and appearance, embellished

with several notable palaces during the 12th and 14th century. The town also has several masterpieces of Italian art dating to the 14th and 15th centuries. These are found in the cathedral as well as in other prominent religious and public buildings.

The Historic Centre of San Gimignano is a cultural site of exceptional value, since it has treasured its architectural homogeneity and its original urban layout. The buildings within the town's double wall provide a shining example of medieval architecture with influences of Florentine, Sienese, and Pisan styles from the 12th to the 14th century.

Criterion I - Represent a masterpiece of human creative genius

The Historic Centre of San Gimignano contains a series of masterpieces of 14th and 15th century Italian art in their original architectural settings, including: in the Cathedral, the fresco of The Last Judgment, Heaven and Hell by Taddeo di Bartolo (1393), The Martyrdom of St. Sebastian by Benozzo Gozzoli (1465) and above all the magnificent frescoes by Domenico Ghirlandaio such as the cycle of Santa Fina (1475) and the Annunciation in the Baptistery (1482). Other works of the same outstanding beauty include the huge frescoes by Benozzo Gozzoli depicting St. Sebastian (1464) and St. Augustine (1465).

Criterion III – Bear a unique or at least exceptional testimony to a cultural tradition or to a civilization which is living or which has disappeared

San Gimignano bears exceptional testimony to medieval civilization since it groups together within a small area all the structures typical of urban life: squares and streets, houses and palaces, as well as wells and fountains. The frescoes by Memmo di Filippuccio commissioned by the township in 1303 to decorate the chambers of the Podestà in the Palazzo del Popolo are among the most frequently reproduced documents used to illustrate daily life of the early 14th century, down to its most domestic details.

Criterion IV: Be an outstanding example of a type of building, architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history

The urban landscape of Florence, dominated by the towers of its public palazzos (Palazzo del Podestà and Palazzo della Signoria), shows that its public institutions prevailed over personal power. After 1250, the height of family tower houses was periodically reduced in the city. Whereas in San Gimignano, whose incastellamento goes back to 998, the 14 towers proudly rising above its palaces, preserve the look of a feudal Tuscan town controlled by rival factions ever ready for conflict. It illustrates a significant moment in history which cannot be found to the same extent in Florence, Sienna or Bologna despite the quality of their monuments.

Integrity

The perimeter of the property is defined by two concentric rings of defensive walls. The inner ring was constructed in the late 10th century and in the 13th century it was reinforced with the construction of the outer wall. Inside, the medieval town contains all the elements that contribute to its Outstanding Universal Value: towers and tower houses, noble palaces rich in stone and terracotta decorations, late Roman churches, as well as the urban pattern of streets. Moreover, the urban fabric perfectly combines with a precious system of orchards set along secondary streets and building-free zones, which complement the late medieval urban layout. The unique skyline of the town, loftily perched in a dominant position, can be enjoyed from the main visual cones. Despite social transformation due to development over the last 60 years, the historical centre still retains the same ancient traditions, based on lively social dynamics.

The property is vulnerable to the effects of increasing tourism and the related pressure on modifications to the traditional use of buildings. Opportunities exist for the adaptive reuse of current vacant sites of the former prison and convent of San Domenico. In addition, the historic town is under risk of seismic activity in the region and landslides on the hill.

Authenticity

San Gimignano's setting on a height of land continues to dominate the surrounding countryside. It has preserved its authenticity thanks to the strict enforcement of the restoration principles. The interventions on monuments and buildings respect the main features of cultural heritage, architecture, history and art. Specifically, the historic centre has maintained intact spaces, volumes and decorations within the medieval layout, due to current regulations which strictly forbid replacements of and alterations to historic buildings. Moreover, only traditional materials and techniques are used.

Over time, modifications have been made to the use of many of the historic buildings, some of which now support the tourist industry.

Protection and Management System

There are various legal protection instruments on different levels. At the national scale, the historic buildings and landscape of the property is subjected to national rules on protection and preservation of cultural heritage ("Codice dei beni culturali e del paesaggio" – Code of cultural heritage and landscape). Under these regulations, any interventions are subjected to the approval of Ministero per i Beni e le Attività culturali (Ministry of Cultural Heritage and Activities), whose peripheral offices verify if the works are compatible with the preservation criteria.

At the municipal level, the town plan (Piano Strutturale 2007) and its enforcement instruments set detailed regulations for public

and private interventions regarding the historical centre and the landscape of San Gimignano. These rules are designed to protect and enhance the historic urban fabric and the original town settlement. Specifically, this means that inside the historic centre the only interventions allowed are the ones focused on the preservation and rescue of the typical, morphological and formal features of the existing buildings and their setting as well as of all the elements that contribute to the definition of the town's identity. Moreover, the municipal administration has added several rules to regulate and control any transformations in the historical centre, notably concerning tourism, trade, posting of advertisements, traffic, noise and electromagnetic pollution, use of public ground, etc.). In particular, in order to fight against the impact of massive tourism and in terms of change to urban functions and decorations, the municipal administration has promoted strict rules to prevent modifications of intended use and transformations in the appearance of business premises.

San Gimignano is managed by a multidisciplinary team representing different levels of government coordinated by the municipal administration. This group includes the Ministry of Cultural Heritage and Activities (Ministero per i Beni e le Attività Culturali), responsible for the protection and preservation of cultural heritage, and the municipal administration that defines and carries out strategies for preservation and management using town planning instruments and regulations. The other local bodies (Region and Province) contribute to the protection, preservation and management of the cultural heritage, and promote enhancement activities.

1.2

Site Values and Attributes

Identifying the values and attributes of the Historic Center of San Gimignano in a precise and detailed manner is a fundamental action to be undertaken for the proper understanding and interpretation of the constituent components of the World Heritage site, thus improving its management. Moreover, this process underlies every application of the Heritage Impact Assessment (ICOMOS, 2011) required by the Advisory Bodies to effectively analyze and monitor the possible impacts on the Outstanding Universal Value due to changes and infrastructural projects in and around the site. Interpreting the Outstanding Universal Value and communicating it remains at the heart of the implementation of the World Heritage Convention: it is indeed important to understand that the Outstanding Universal Value is not a static notion but, rather, must adapt to changes in the context in which the site resides, even more so for the Historic Center of San Gimignano - a living and constantly changing urban fabric. The challenge, in fact, is to maintain a balance, a balancing act between tradition and development within the stratified urban context.

The documentation provided by the World Heritage Center and the Advisory Bodies does not specify how to structure this process of identifying values and attributes, nor has a standardized procedure been recognized at an international level. For this reason, HeRe_Lab - Heritage Research has developed an ad hoc path for its definition.

A) Development of the OUV Table of Values and Attributes template

Definition of the table structure. Division into four columns:

- **Criteria/ Conditions:** divided according to the general compositional elements of the Declaration (Selection Criteria, Conditions of Authenticity and Integrity);
- **Values:** inclusion of those values made explicit within the Declaration which render the site of Outstanding Universal Value;
- **General attributes:** identification of the attributes, understood as those elements that substantiate the OUV, following the definition set forth in paragraph 82 of the Operational Guidelines (2022 version), which mentions that: "The cultural value of the site is credibly expressed through a variety of attributes that can be referred to:
 - Shape and design
 - Materials and substances
 - Use and function, traditions and techniques
 - Location and setting
 - Language and other forms of intangible heritage
 - Spirit and feeling
 - Other internal and external factors "
- **Specific Attributes:** specific and tangible attributes, differentiated from generic attributes since they indicate a precise and concrete asset that can be geo-referenced on a map (useful for Step 3 relating to the mapping of values and attributes).

B) Understanding and Analysis of the site's Statement of Outstanding Universal Value

The OUV is outlined in the site Statement, a fundamental document justifying the site's inscription on the World Heritage List. Therefore, an in-depth and analytical reading of the document is the first step to be taken to summarize and outline the contents.

C) Data Extrapolation

Keywords related to site values and attributes are identified and underlined.

D) Interpretation and insertion of OUV values and attributes

The identified keywords are differentiated between values and attributes (generic and specific) and inserted into the reference column. A total of 7 generic and 3 specific OUV attributes were identified.

At the end of the editorial board of the MP 2022, one of the main future activities of the administration of the Municipality will be the improvement and the insight of the "Tabella", integrating those values and the potential attributes that have not been explicitly added in Statement of Outstanding Universal Value (updated in 2014) from a different, clearer and more direct perspective.

This process will be launched in conjunction with the monitoring of the MP and with the compilation of the third cycle of the 2023 Periodic Report, and will see the participation of the local community and the Steering Committee as an indispensable factor for a complete and accurate representation of the complementary peculiarities of the site World Heritage and its context.

CRITERIA CONDITIONS	Values	Generic attributes assets/elements that substantiate the value of the site which, according to the Operational Guidelines for the Implementation of the World Cultural and Natural Heritage Convention of 2019, may represent: • Shape and design; • Materials and substances; • Use and functions; • Traditions, techniques and management systems; • Location and context; • Language and other forms of intangible heritage; • Spirit of the place and perception.	Specific attributes assets/elements that specify the generic attributes and that are geo-referenceable on the map
Criterion I	The site preserves a collection of masterpieces of 14th- and 15th-century Italian art	Frescoes and works of art preserved in their original architectural location	• Cathedral: the fresco of the Last Judgment, Hell and Paradise by Taddeo di Bartolo; the Martyrdom of St. Sebastian by Benozzo Gozzoli; the Cycle of Santa Fina by Domenico Ghirlandaio; the Annunciation by St. John the Baptist • Church of St. Augustine: frescoes of St. Sebastian and St. Augustine by Benozzo Gozzoli.
Criterion III	Exceptional testimony of medieval civilization	Structures typical of urban life: squares and streets, houses and buildings, walls and fountains	Frescoes by Memmo Filippuccio in the chambers of the Podestà in the Palazzo Comunale
Criterion IV	Urban landscape that preserves the appearance of a feudal Tuscan town	4 towers and tower-houses belonging to powerful families	
Integrity	Medieval city characteristics	• Innumerable historic buildings, towers and tower-houses, buildings with stone and clay sculptural decorations, late Romanesque churches, defensive walls and road axes; • system of vegetable gardens, occupying the secondary roadway and areas free from construction; • Unmistakable city skyline radiates over the surrounding territorial context, perfectly enjoyable from the main visual cones; • Social value based on proximity and conversation.	assets/elements that specify the generic attributes and that are geo-referenceable on the map
Authenticity	Conservation of spatial, volumetric and decorative features while fully respecting the medieval layout		

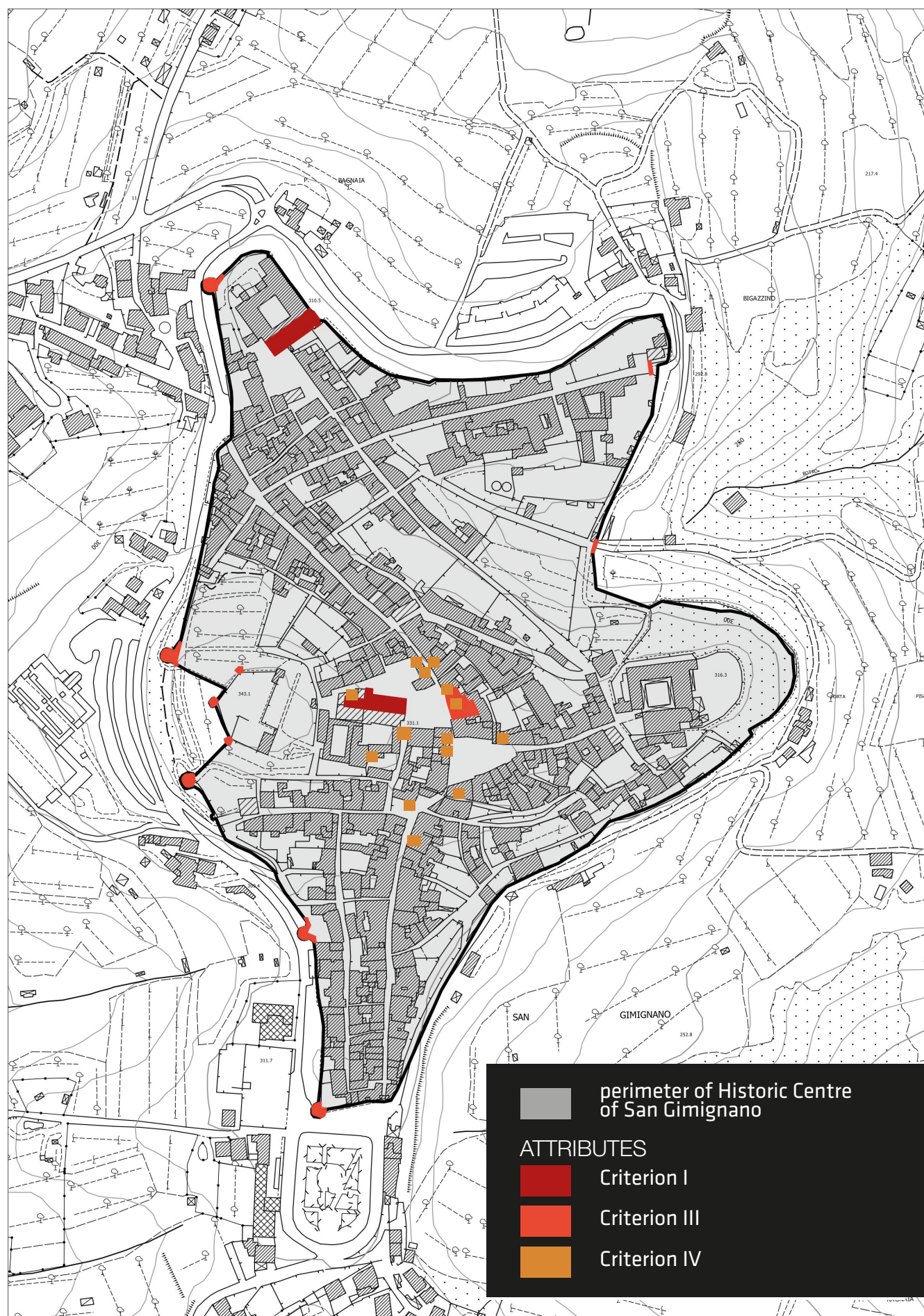
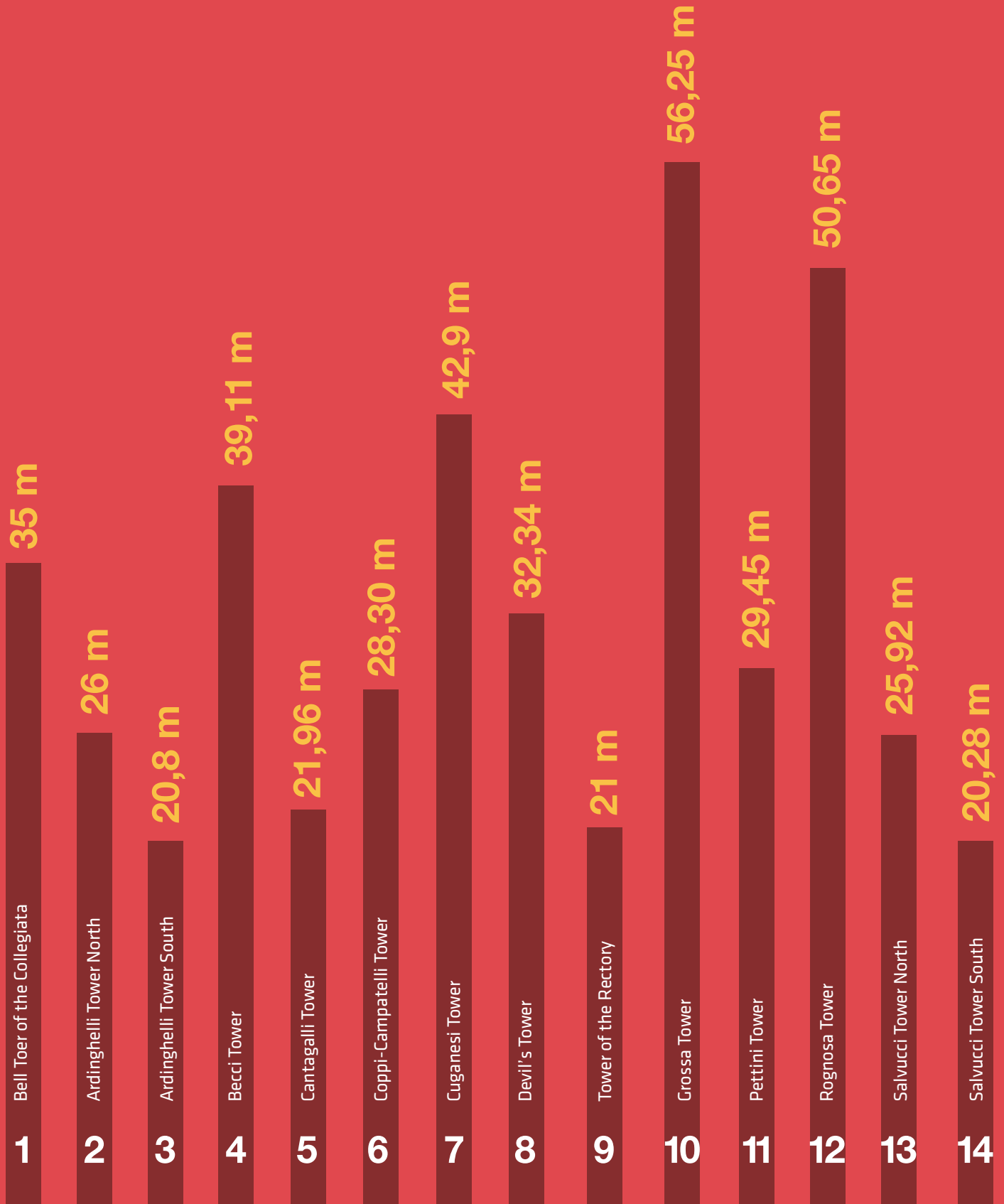
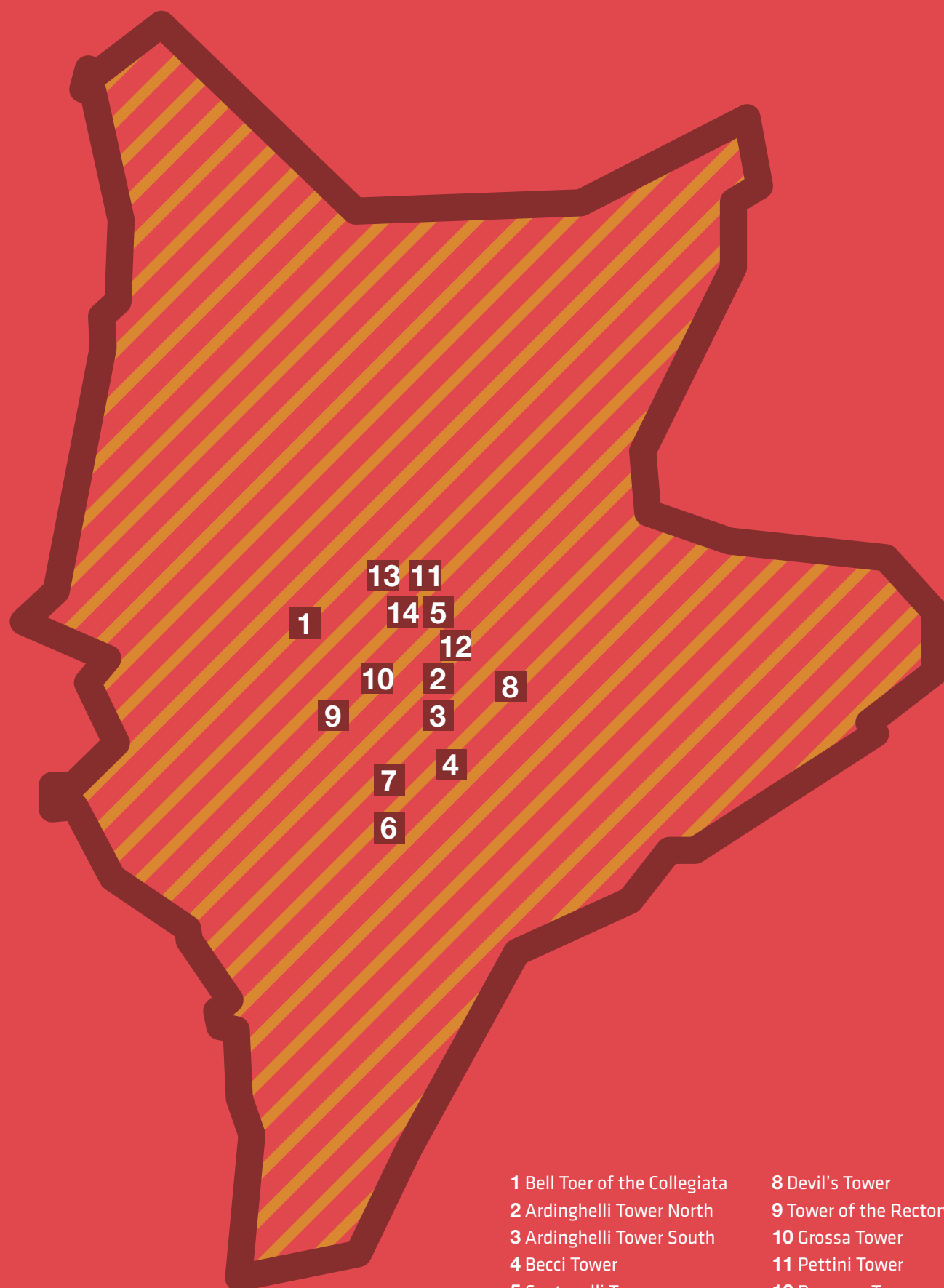


Fig. 2 - Establishment of the Buffer Zone through existing constraints and plan regulations



TOWERS OF SAN GIMIGNANO





1 Bell Toer of the Collegiata
2 Ardinghelli Tower North
3 Ardinghelli Tower South
4 Becci Tower
5 Cantagalli Tower
6 Coppi-Campatelli Tower
7 Cuganesi Tower

8 Devil's Tower
9 Tower of the Rector
10 Grossa Tower
11 Pettini Tower
12 Rognosa Tower
13 Salvucci Tower North
14 Torre Salvucci Sud

1.3 Territory: World Heritage Site

CORE ZONE

The Historic Center of San Gimignano has been on the UNESCO World Heritage List since 1990 with identification code No. 550. The World Heritage Site (or Core Zone) has an area equal to 13,883 ha (adjusted to 21.03 ha in the 2014 Periodic Report) and corresponds to the perimeter traditionally identified with the area included within the circuit of the outermost walls, built in 1251, traversable by the five gates: San Giovanni, San Matteo, Quercecchio, delle Fonti and di San Jacopo.

The location of the site at its central point is expressed by the following geographical coordinates: LATITUDE N 43.468 LONGITUDE E 11.042.

The Historic Center of San Gimignano site is also included in the broader “cultural landscape” of Valdelsa. According to Article 47 of the Operational Guidelines for the Implementation of the World Heritage Convention, cultural landscapes are places that represent the “combined works of nature and man” and illustrate the evolution of society and human settlements over time, under the influence of physical constraints and/or opportunities presented by their natural environment and subsequent social, economic and cultural forces, both external and internal (UNESCO, 2019).

Among the typological classification of landscapes, the context in which San Gimignano falls can be defined as both an associative and an organically evolved type of landscape. The **associative landscape is a landscape** in which the strength of association of religious, artistic or cultural phenomena and the natural element prevails, rather than the presence of tangible cultural traces. Instead, the organically evolved landscape derives from a social, economic, administrative or religious imperative and reflects, in its present form, the evolutionary process of its association and connection with the natural environment. San Gimignano is located in a “living” landscape; that is, it retains an active social role in ways that sustains its earlier tradition, of which the evidence of evolution over time is indisputable (Municipality of San Gimignano, 2010).

The Core Zone is encumbered by the **Monumental Constraint (Vincolo Monumentale)**, more specifically with “Decree of Constraint on the Entire City of San Gimignano of 13/02/1928, L.N. 364 of 1909 - Norms for the Inalienability of Antiquities and Fine Arts,” later renewed by Decree of the Ministry of Cultural Heritage and Activities and Tourism No. 129 of 13/09/2017.

THE BUFFER ZONE

As of 2022, the Historic Center of San Gimignano still has not been provided with a Buffer Zone; that is, the area surrounding the site registered in the World Heritage List (Core Zone) which aims to increase the level of protection of the site itself.

There is a need for the future establishment of a Buffer Zone to be delineated through the existing constraints and Plan regulations, which enhances the surrounding territories where there are excellent productions and a cultural landscape that emphasizes the cultural values of the County (Contado).

The Historic Center of San Gimignano and the surrounding area are subject to **environmental constraints**, pursuant to the Code of Cultural Heritage and Landscape Legislative Decree No. 42/2004, with Decree 97/1965 denominated *Area Surrounding the Monumental Center of San Gimignano*, which covers an area of 717.53 ha.

The current urban planning instruments (see the designated chapter 2.3 on the “Regulatory Framework for Protection”) have also identified a large area around the Historic Center of San Gimignano defined as “**Zone H: Area of Landscape Protection of the Walled City**,” in which stricter regulations are in force for greater protection of the rural territory and existing buildings. There are specific guidelines regarding building activity within Zone H within the Technical Implementation Standards of the Municipal Operational Plan.

The future identification of the perimeter of the Buffer Zone will find, in this context, fundamental support in a far-sighted urban planning instrument (already a reference for the definition of “Zone H” itself): the **first General Regulatory Plan** of the Municipality of San Gimignano, adopted in 1957, drafted by architect Piero Bottoni (following the enactment of the Urban Planning Law, Inter-ministerial Decree No. 391 11/05/1954, Article 8). A prominent theme in the development of the so-called Bottoni Plan is the very appearance of the town: in a project report attached to the Master Plan, Bottoni states:

“the city has risen above a hill with the line of its walls surmounted by the very high towers and constituting a complex of fantastic beauty and particular evocation of the medieval aspects of the Italian city. However, this aspect of the city is closely linked to that of the surrounding countryside, which by contrast appears to be moved by soft curves rich in vineyards and dotted with the characteristic Tuscan cypresses.

The Plan thus recognizes the special value of the relationship between the built-up center and the surrounding landscape, between buildings and nature, introducing the principle of preservation not limited to the archaeological and artistic aspects of the city, but aimed at the ancient city framed in the landscape.

In order to ensure the visual integrity of the city and landscape, the Plan identifies 13 viewing points located on the main access roads to the city – coming from Poggibonsi, Volterra, Certaldo, Capan-

no-Casale and Ponte ai Mattoni – from which visual cones branch off within which the territory – predominantly agricultural – is subject to the “panoramic constraint”; therefore, off-limits to construction. This prudent urban planning vision entailed the preservation of the integrity of the image of the walled city in relation to the territory, succeeding in preventing the overpowering of the ancient center by the late-twentieth-century buildings resulting in a prudent positioning of the new residential neighborhoods.

In addition, the buffer zone has prevented the excessive fragmentation agricultural land ownership in the undeveloped areas alongside the Historic Center, which could have had serious repercussions on the design of the agricultural network. To date, it allows for the reintegration of the areas invaded by wild vegetation (due to the abandonment of agricultural activity) within the agricultural layout and traditional landscape forms, in a relationship of structural and figurative compatibility between agricultural landscape and ancient city. The buffer zone has thereby played a leading role in the landscape arrangement of the municipal capital, understanding early on the inevitable relationships between landscape layout and agricultural activity.

The **Urban Planning Regulations** (2013) in line with the Structural Plan extends the current buffer zone around the Historic Center (introduced by the Bottoni Plan). The areas subject to full protection are located around the historic center, in the agricultural landscape; in the ridge and wooded areas; landscape protection areas of rural villages; and buildings of historical and cultural value for a total area of 2,035 ha. Particular constraints, which will be better explained by the specific regulations – encumber the areas designated as Agricultural Park (San Gimignano and Ugnano) and River Park (Elsa and Casciani).

The new **Municipal Operational Plan** (with a simultaneous variation to the Structural Plan), which replaced the previous Urban Planning Regulations, was finally approved by the Municipal Council with Resolution No. 75 of 11/30/2021 and officially came into effect on 01/28/2022. It confirmed the provisions of the previous planning tools regarding the protection of the views to and from the towered city and the surrounding hill system; it also confirmed the constraints placed on the areas designated as Agricultural Park (San Gimignano and Ugnano) and the River Park (Elsa and Casciani).

In addition to local constraint regulations, a useful tool for defining the perimeter of the Buffer Zone is the 2011 UNESCO Recommendation on the Historic Urban Landscape (HUL), a method – structured in six “steps” and implementable through four “tools” – that can be applied to governing the territory in an integrated and holistic manner.

THE HISTORICAL URBAN LANDSCAPE APPROACH FOR SAN GIMIGNANO

The approach to the Historical Urban Landscape requires conceiving the tangible heritage - monuments, historical and contemporary built space, and the historic centers themselves - as a single entity consisting of, among other things, the combination of natural, cultural and social values that characterize the landscape context. Thus, the dynamic and complex nature of the territory is recognized, as is its relationship with local communities. In other words, the heritage is embedded in its human and geographical environment and must be considered in its totality and for its material and immaterial characteristics that have been stratified in space and time.

The 1973 General Variant to the PRG, drafted in compliance with the provisions of the aforementioned Bottoni Plan, already defined San Gimignano as a “historical territory”:

“... the preservation and development of the municipal territory [...] are closely connected, as safeguarding the landscape and historical-artistic values, in a word the essential structure of the San Gimignano area, means posing the problem of economic development, homogeneous with the resources and characteristics of the territory itself. The territorial fabric of San Gimignano, secularly linked to the vicissitudes of agricultural activity, presents itself today as a value to be preserved and revitalized in the same way as the historic center. [...] The methodological approach with which the analysis was conducted made it possible to highlight a very particular morphological and settlement structure, and to verify a landscape and economic organization such as to present S. Gimignano as a true ‘historical territory’.

Thus, cultural heritage assumes an important role in the sustainable development of historic urban centers as it is recognized not only as part of the past or present, but also as a powerful development resource for the future. However, it should be considered that rapid urbanization and mass tourism are threatening factors for many historic cities. In light of this, resorting to the Historic Urban Landscape approach, implementing an appropriate balance between urban heritage preservation and social and economic development would be a conscious solution to address the loss of cultural values of historic cities caused by uncontrolled and unsustainable development.

The 2011 Recommendation on the Historic Urban Landscape along with The HUL Guidebook: managing heritage in dynamic and constantly changing urban environments; a practical guide to UNESCO's Recommendation on the Historic Urban Landscape of 2016, tailor a useful methodology for rendering the balance between conservation and development needs of historic urban centers adequate. While working to update the Management Plan of the Historic Center of San Gimignano, the strong connection emerged between the approach adopted by the municipal administration in drafting the Plan and the 2011 Recommendation. In fact, all four methodological tools suggested by the Recommendation can be easily identified in the management of the World Heritage site:

■ Community Involvement Tools

Participation was considered as one of the pillars of the new Management Plan and of the whole new approach adopted by San Gimignano. In fact, the involvement of the resident communities and the training of stakeholders in the area represents a fundamental step that - in the case of the San Gimignano Historic Center, a territory in which the balancing industrial development needs with those of landscape preservation needs cannot be ignored - has led to excellent results for the updating of the MP. Through a shared path, in fact, it has been possible to identify key issues and offer possible solutions in line with what the 2011 Recommendation provide for in terms of participatory planning and integrated management;

■ Knowledge and Planning Tools

An enormous research underlies the drafting of the Management Plan regarding the town's cultural heritage as well as the history, the management and the past and present projects. In addition, the Municipality has displayed the high value attributed to knowledge and research during the activities related to the participatory process. The subjects involved in the Plan update initiatives received specific and consistent information prior to being qualified to contribute, for example: school students with on-site lessons; junior coordinators with thematic tables; members of the future DMO - Destination Management Organization (see related project sheet in the Action Plan) with preparatory meetings; and citizenry during engagement meetings at the working tables held in March/April 2022. Education and awareness of World Heritage values and the principles of Management Plan are considered the only means available to enable the community to become a real actor in the management of their own city;

■ Regulatory system

Manifold are the laws aimed at the preservation of the cultural heritage in San Gimignano. Regarding heritage protection, we find the monumental constraint and the landscape constraint. For urban management, the city has both a Structural Plan and an Operational Plan (see chapter 2.3 on the Regulatory Framework for more details). Finally, the Management Plan - despite its non-binding nature - has a strategic role as a reference document that provides guidelines for safeguarding world heritage values;

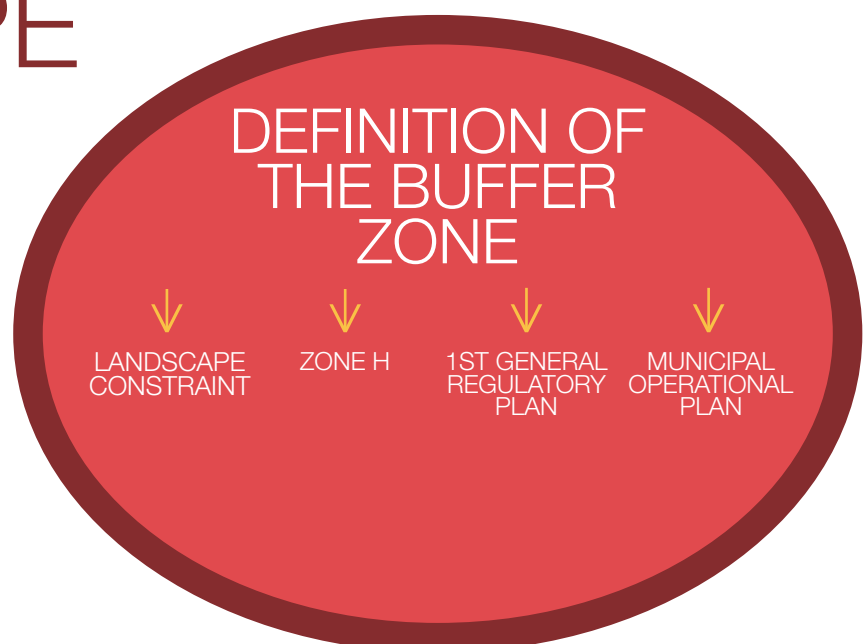
■ Financial instruments

The Ministry of Culture Law 77/2006 “Special measures for the protection and enjoyment of Italian sites of cultural, landscape and environmental interest, included in the World Heritage List, placed under the protection of UNESCO” plays a central role in financing heritage protection and enhancement projects. Thanks to this important source of resources, it was possible to draw up this Management Plan.

In addition to the following measures, the future definition of the World Heritage Site Buffer Zone could be a further step towards the full integration of World Heritage values within urban planning and programming through the principles and recommendations of the Historic Urban Landscape approach. With the Buffer Zone, the municipal administration wants to find a **new cultural-ly based relationship between the Management Plan and the ordinary urban planning**: these important tools are applied in managing World Heritage sites; but by intervening on similar aspects with different points of view, they hardly find a point of contact. The goal is to find a dialogue between these two dimensions - as was also clear from the citizen involvement process- thus preventing the possible threats that persist on the site and that jeopardize its preservation and enhancement. Public policies have the task of raising awareness and disseminating the cultural values of the elements recognized as Heritage. The heritage value of the site must therefore constitute itself as a reference for local policies, not only within the cognitive framework and the statutory part of urban plans, but also for the various planning abilities rooted in the knowledge of the territory and the landscape.

Fig. 4 - Establishment of the Buffer Zone through existing constraints and plan regulations

HISTORIC URBAN LANDSCAPE



1.4 Introduction to the Site and Context analysis

1.4.1 Historical and Contemporary Analysis: San Gimignano Yesterday and Today

On the origins of San Gimignano, records prior to the mid-12th century are lacking, and its earliest formation can only be described in its general outline. The earliest reference is provided by a deed of donation by King Hugh of Provence with which the bishop of Volterra was assigned the fortified settlement of Poggio della Torre in 929, at the intersection between Volterra-Florence and the already consolidated route of Via Francigena in the Lucca-Siena section. And it is thanks to the increasingly frequent transits through the hilly variant of the ancient route that, from the 10th century on, the village of San Gimignano was immediately affected by a considerable process of growth. According to the historian Fiumi, the mysterious Monte della Torre was identified with the first-born castle that would later be incorporated into the township of San Gimignano under the name *contrada di Castello*. In brief, in addition to the church of Santo Stefano and the town, there also stood the bishop's palace and the curia on the very same Poggio della Torre; it is precisely in these locations that the bishop resided during his frequent visits to the land, collecting taxes and tolls and administering justice. In the 13th century, the bishop's residence itself was known by the name of Canova; the expression originated in feudal times, when the bishop would provide grain during famines and distribute it to the population.

The urban development that affected the original aggregate of buildings between the end of the 9th and the beginning of the 10th century is evidenced by a document from 949, in which San Gimignano is marked as a "borgo" (village) - a sign, of notable proportions, of a growth phenomenon in the built-up area. In 998, further expansion of the town, in conjunction with the demographic growth, generated a change in the legal status, which is why the simple "said place" became a "castrum" equipped with autonomous defense structures. Thus, at the beginning of the 11th century, San Gimignano was characterized by two fortified castle settlements: the bishop's "castrum" of Poggio della Torre and the new castle generated by the growth of the primitive agglomeration which arose around the Pieve. According to the theories of Canonico Pecori, the first city walls formed an ellipse of about 1950 fathoms (1108 meters); near it, along the Via Francigena, two of the main entrance gates to the city were opened, while a third - of secondary importance - was located adjacent to the bishop's castle and provided access to the Fonti (fountains).

With the collaboration of the Volterra bishop with the consuls beginning in 1147 and with the consecration of the Pieve in 1148 - erected into a collegiate church - it is possible to narrow down the time of completion of the first wall to the years that immediately followed (1155-60); precisely when new walls were completed in the municipal towns most involved in the war of the first Lombard League following the descent of Frederick I. The internal building

consolidation of the first circuit and the two extramural villages of S. Giovanni and S. Matteo built along Via Francigena also date back to this period, underscoring the importance of the ancient route. Other extramural expansions were represented by the church of St. Matthew (San Matteo) built in 1173 near the homonymous gate and the roughly coeval church of St. John (San Giovanni) further away from the walls. The perimeter of the second circuit of walls, probably built beginning in 1204 and determined both by strategic needs and by "altimetric" conditioning, was more asymmetrical than the previous harmoniously ordered circuit and included the villages of St. Matthew (San Matteo) and St. John (San Giovanni).

The plan of the new walls found its formal and symbolic definition in the period of intense and contrasting Ghibelline affiliation, placed between 1224 and the last Frederick's phase. Beginning in 1228, there also came the internal partitioning of the building organization, divided by new axes or districts (*contrade*); the completion of the Collegiate structure adapted to a central urban role with the construction of the façade (1239) and the first staircase in front of it (1264), which scenically culminates the square in which it was located. With the death of Frederick II in 1250, the Municipality fell under the protection of the Florentines (Guelph faction) who, in fear of an intervention by the Pisan Republic, succeeded in forcing the dismantling of the walls, which were later rebuilt in 1261 with the Ghibellines' regaining of power following the battle of Montaperti. The re-founding of the legal system was implemented simultaneously with the drafting of the First Statutes (1255) which reinstated the "juste consueti" aimed at safeguarding the *decus urbis* of the Municipality.

By the end of the 13th century, the Italian cities were veritable real forests of stone; the famous towers of San Gimignano, built from the previous century, became the tangible sign of the inscription of the city's new genetic code and the backbone for future building development, also intended to symbolize the social rise of the merchant class. This period also saw the birth of the cult of St. Fina and the hospital dedicated to her, setting the stage for a new cultural and religious identity. Overall, the urban interventions of this period aimed at a progressive consolidation of the pre-existing functional and monumental layout, confirming the layout and improving its aesthetics according to the principles of regularity and visibility. In particular, for example, it was possible to resolve the layout of the central square, created on the inspiration of other Tuscan achievements, focusing on the scenic qualities of the public space where the seats of religious and civil power were concentrated. The first step towards the completion of the organism was the establishment of the Augustinian Convent (1280), which occurred in light of the reciprocal distances between the mendicant headquarters, the civic center and the main church. Other signif-

icant interventions were the completion of the municipal seat of the Palazzo del Popolo (or the new Palazzo del Podestà) completed in 1291, subsequently expanded with the purchase of the Palazzo dei Montagutolo; and, the foundation of Torre Grossa completed in 1311, which brought to an end the “plague” of the towers that predominantly characterized the building landscape of the San Gimignano fabric.

THE CRISIS OF THE XIV CENTURY AND FLORENTINE EXPANSIONISM

The first thirty years of the 14th century were marked by the apogee of municipal independence under a balance that, due to growing Florentine protection, almost forced a rapprochement with the Sienese Republic. The rapid demographic growth made it essential to reorganize the administrative organization; the minute control over political and social life also made use of the propaganda entrusted to the new artistic initiatives inspired by the Municipality to consolidate its power and its image. In this regard, in addition to the works of the “citizen” artist Memmo di Filippuccio, we cite the Majesty frescoed in the hall of the Palazzo del Popolo by his son Lippo Memmi in imitation of that of Simone Martini in Siena and by the Sienese Nello de ‘Tolomei, podestà (chief magistrate) and captain of the Municipality and of the People. The re-elaborated versions of the Statutes in 1314 and concomitant reform of the militia was also inspired by Siena. But the infighting among the great families and the disputes between the Guelphs and Ghibellines gradually contributed to the weakening of civil power, and San Gimignano’s economic depression prevented new initiatives which were reduced only to the maintenance of the existing buildings. In spite of incipient economic difficulties, consequences of the war against Volterra - as well as political ones-, the expansion of the Town Hall (1322-23), the continuous work on the walls and the strict surveillance of the sites nonetheless hinted at signs of a stable condition. The anti-Ghibelline policy then marked the beginning of San Gimignano’s economic decline through the slippage into the Florentine orbit, and symbolized by an initial famine that the Municipality tried to face by borrowing, for instance, on usury loans for the purchase of grain and registering in the years 1336-37 less and less elusive demands for money useful for the sustenance of the Guelph faction. In this period, the layout of the new square, clearly Florentine in style, was defined by the construction of the Loggia and the completion of the Palazzo del Podestà opposite the Pieve (1337), establishing a reciprocal preferential relationship between the two monuments. Even the construction of the new fortress (1354-1358) became the visible sign of an external power destined to impose a strongly military character against an urban fabric marked mainly by the ancient towers, and the central

element of a new defensive system which, a century later, was extended with circular towers. Despite everything, the turreted city, even after complete submission to Florentine power, continued to manifest its originality thanks to the capitalization of mercantile activity that promoted its initial development. Added to these are the initiatives aimed at embellishing the interior spaces of the monumental buildings, implemented for the most part by Sienese artists. The urban image of Taddeo di Bartolo, for instance, belongs to this artistic phase and is identified as an unsurpassed synthesis of medieval San Gimignano.

THE 15TH CENTURY: THE CENTURY OF FLORENTINE ARTISTS

The late 14th and early 15th centuries saw a succession of taxation in cash and in kind which, alongside plagues (recall the Black Death of 1348) and war expenses, kept the municipal finances extremely depressed. The high ground position made San Gimignano a possible location to take refuge in the event of an epidemic; favored by the position along a major thoroughfare, it saw the influx of fugitives from the infected cities (particularly Florence). In addition, the introduction of new arts (such as the potters in 1454-57 and leather tanning in 1470), more frequent fairs and the first artistic creations in the Florentine style (examples include Ghirlandaio’s 1457-75 frescoes in the Chapel of St. Fina and Benozzo Gozzoli’s works in 1464-65) were competing elements in bringing about significant changes in every sector of San Gimignano’s cultural life. The new military requirements hauled different urban planning operations through the modernization of the defenses made with circular towers, built between 1470 and 1480, starting with the one near San Francesco - whose lower part made of stone material probably documents the recovery of material obtained from the previous demolition of a tower belonging to the 13th century walls. Finally, the ongoing economic crisis did not allow for major urban planning and building initiatives, but suggested the multiplication of efforts to identify new sources of income.

URBAN TRANSFORMATIONS FROM THE SIXTEENTH TO THE TWENTIETH CENTURY

The last quarter of the 15th century saw a reversal of the demographic trend, with a gradual recovery of growth that seemed to be generalized throughout Valdelsa. A significant urban transformation was represented by the replacement of the conventual nucleus of San Francesco with the Anti-port, as an external defense to the gate of San Giovanni deemed necessary by Cosimo I at the crucial moment of the war against Siena. Between 1552 and 1557, San Gimignano as a borderland was destined to play a strategic and military role; the demolition of San Francesco represented not on-

ly the rupture of the triangulation of orders previously achieved, but also the destruction of a rich artistic heritage. The dovetailed Anti-port, still partially visible today, lost its usefulness almost immediately following the surrender of Siena. A progressive economic catastrophe then ripened in the last decades of the century, whose remedy stood out as mere palliatives. The liquidation of part of the public forest, the sale of municipal rights to ditches, recurrent famines and damage to the walls and public buildings were hardly compensated. The same towers considered a source of pride for the town were the subject of a 1602 ordinance requiring private individuals to provide for their repair and maintenance. During the 19th century, a substantial continuity between Leopoldo I's reforms and those implemented by the French until 1814 was demonstrated by the new constant attention to traffic problems, administrative reorganization (San Gimignano was Podesteria in 1789), the transfer of ecclesiastical property to public ownership, and the fight against begging especially with the establishment of manufacturing plants. After the brief French occupation in 1799, during the years of Napoleonic rule, social initiatives were completed along the lines already outlined by Lorraine reformism. The construction of the ring road started concretely in 1812, thus beginning the modern phase of San Gimignano's urban history dominated by the traffic problem mentioned above, which was less and less referable to the cultural specificity of the place. Most of the building transformation interventions between the 19th and 20th centuries were then managed by officials of the Province of Siena. The urban form that had been paralyzed since 1348 triggered a medievalist restoration process of large public complexes such as the Palazzo del Comune and the Duomo by Giuseppe Partini from 1877, followed by the restoration of the Collegiate by Luigi Del Moro. Beginning in 1909, the testimony of the "remedievalization" project passed on to Cesare Spighi, Gino Chierici and Pèleo Bacci - Superintendents of Monuments of the Province of Siena and Grosseto. Notably, under the direction of Chierici, a series of works were undertaken aimed at making the image of San Gimignano as close as possible to "Dante's setting". In particular, the 17th century church of the Madonna dei Lumi was demolished and substantial restoration work was implemented on many buildings such as Palazzo dei Marsili, Casa Razzi, Casa Salvestrini, Casa Martini, Casa Semplici and Casa Lorini between 1920 and 1925. The new Superintendent, Pèleo Bacci, continued the work of his predecessor and gave it greater scope thanks to the support of the Municipal Office Architect Egisto Bellini. His interventions include the restoration of the monumental Loggia del Comune; he also rebuilt the Ardinghelli tower in 1934, cleaned up several superfetations, rebuilt the Porta alle Fonti between 1930 and 1936; and, between 1925 and 1940, was responsible for the restoration of the Palazzo del Podestà with the demolition of the 15th century clock, the restoration of the monumental Loggia and the successful completion of the facade with Guelph crenelations.

THE RECOVERY OF THE MODERN CITY AND THE DECLARATION OF A WORLD HERITAGE SITE

From the period following the Second World War until the 1970s, San Gimignano was the protagonist of radical changes, marked mainly by the gradual abandonment of the countryside by sharecroppers attracted by industrial centers, and by their gradual replacement by exponents of local and foreign business. Awareness towards the cultural value of the site and the need to safeguard its relative heritage are still today displayed in the implementation of projects aimed at popularizing the knowledge of the ancient village, under the banner of an appropriate management policy on the part of the local administration. In fact, in the past - with Inter-ministerial Decree No. 391/1954 which imposed the obligation on municipalities of historical importance to draw up their own Regulatory Plan - the Administration of San Gimignano had already undertaken a targeted investigation to entrust the task of drafting the new urban planning instrument; subsequently conferred to Architect Piero Bottoni who, on the basis of preliminary evaluations, proposed in his report attached to the new Plan a series of "visual cones" designed to ensure the visual integrity of the landscape from the main access roads. The very creation of the new satellite neighborhoods of Santa Chiara and Belvedere found its place in this context - located at an appropriate distance in respect to the walled city and therefore served by a secondary roadway bypassing the historic center. Respect for the "distance" of the new settlements and visual cones thus made it possible to keep the vision and perception of the walls and towers of San Gimignano intact, despite the residents' enormous pressure for housing in the 1960s and 1970s. Afterward, between 1980 and 1985, the municipal administration addressed the issues of housing rehabilitation within the historic center which was then fully invested in the quest for "modern conveniences" and the growing tourism business. It was then that Professor Ludovico Quaroni was entrusted with the task of drafting a Detailed Plan which entailed the subdivision of the center into sections and later into U.M.I. (Minimum Units of Intervention) - each accompanied by detailed prescriptions useful for any desired renovation or restoration work. Concurrently, Prof. Architect Gianfranco Di Pietro was also given the task of drawing up the Plan of Restoration Interventions with regards to the rural building heritage. It is still possible to admire the signs of "a collective work of art," as Architect Quaroni defined it, to this very day in San Gimignano, and the characteristics of an exceptional testi-

1.4.2 Socioeconomic Analysis of San Gimignano

mony of the typical Tuscan feudal town whose uniqueness in the international panorama was worth a basic requirement for inclusion in the UNESCO World Heritage List in 1990. As mentioned at the beginning of this section, the recognition of the universal value still leads new planning teams to search for a suitable urban regulation that aims at the preservation of the enormous historical, artistic and architectural heritage and that, according to the stringent demands of scholars and technicians in the field, should be based on projects increasingly hinged on the enhancement of the site itself. In recent decades, numerous events of a cultural nature have also endeavored to transfer knowledge of the important historical legacies of San Gimignano, drawing a kind of line of “continuity” and at times “renewal” with respect to the evidence of the very rich past. Speaking of the line of cultural “renewal,” a good example is the spread of reviews of national and international appeal that, since the 1990s, has stably brought contemporary art to the historical and environmental “heart” of the turreted city. In a mixture of public art diffused in the landmarks of the municipal territory, of corporate museums and collections of contemporary works, these elements are aimed, even today, at the discovery of the most recent history of the village; inserting themselves perfectly into the ancient fabric, they become the tangible sign of “transformation” of the site without renouncing, however, the exaltation of its peculiarities. In light of what has been described, if on the one hand urban planning is committed to implementing interventions to preserve the historic center, the latter continues to be in turn the scene of different problems - first and foremost generated by the constant tourist pressure and the “laws” of a housing market that have progressively contributed to favor services and tertiary functions that are “precious” to the local economy, resulting in the drastic reduction of the resident population.

The growth of the village was mainly due to its proximity to the route of the Via Francigena, which represented the main artery of communication between Italy and Western Europe throughout the Medieval Ages; thus determining the formation of the first embryos of those economic activities that formed the basis of the fortunes of the Valdelsa center. In the midst of economic growth, the entrepreneurial skills of numerous families in the village became evident, whose fortunes were essentially due to the unscrupulousness of an exponentially growing population mostly immigrating from nearby towns. From 1214 to 1297, the population grew from 3,000 to 7720; the Municipality was forced to take into account the needs of the new number of residents, investing part of its funds to build infrastructure, beginning with the new walls, the Fountains, hospitals and houses of worship. The demographic progress of these years generated an unprecedented densification, regulated by the Statutes which had the task of overseeing the manner in which land was occupied and the volume of new buildings. A significant date, as far as the agrarian economy is concerned, happens to be the year 1312 when the *gabella delle possessioni* (property tax) came into effect, consisting of a census of the existing businesses and their form of management with recording of the taxes paid by both owners and workers. By 1332, there were about 1687 families living there, amounting to a total of 9785 inhabitants. The commercial impetus that determined the construction of the *city-fondaco* (city-storehouse) was being gradually exhausted and the new borough was preparing to gradually become a satellite town of Florence, useful in the wars against Siena. In 1348 a real disease abruptly interrupted the urban experiment of San Gimignano, drastically reducing the population to about 4,000. The same epidemic recurred twice more, decimating the population by nearly 80 percent; this resulted in the abandonment of small fields with low income lands and the confluence of the few surviving families in the larger and more profitable lands. Comparison with other major Tuscan “metropolises” gave an idea of how the economic system based on international trade and niche agriculture was not enough to ensure recovery following the plague. In 1400, San Gimignano was home to only 2,000 inhabitants and the only significant investments came from religious bodies that held most of the landed property; the middle class and artisans preferred to concentrate within the walls, favoring no longer trade with the outside but rather within the city walls. The ancient towers of the 13th century then became stubs embedded within bare facades and the medieval windows were gradually plugged; symbols of a glorious past were doomed to collapse due to lack of maintenance. After the arrival of yet another epidemiological wave in 1631 population came to count only 1,000; thus, in the second half of the 17th century, San Gimignano recorded the lowest demographic and, consequently, economic level of the millennium. During this period, 39.1% of rural property passed into the hands of religious communities and hospitals, and large

1.4.3

The Tourism Trend in San Gimignano

private property ended up prevailing over medium and small with an income reaching 42.8% of the total. Between the 16th and 17th centuries, San Gimignano nearly lost all of its economic vitality, and only from the 18th century did it experience a slow motion of recovery. The first cadastral mapping of San Gimignano was then drawn up around 1820, and the population – which had undergone an unprecedented increase in the meantime – was destined to set a new record by welcoming as many as 7,150 inhabitants. Throughout the 19th century, San Gimignano was always densely populated: counting 5,773 inhabitants in 1830; 8,525 in 1881; up to 11,270 in 1936; and 11,297 in 1951. But this period of incessant growth was soon after countered by a demographic regression, marked mainly by the relocation of numerous families to neighboring industrial centers, driven precisely by the need to seek new occupations that would guarantee greater economic stability away from the management of agricultural estates. This new trend brought the Municipality to 10,039 inhabitants in 1961 and 7,371 in 1981; with slight positive inflections, we arrive at 2021 with a population of approximately **7,581 inhabitants**.

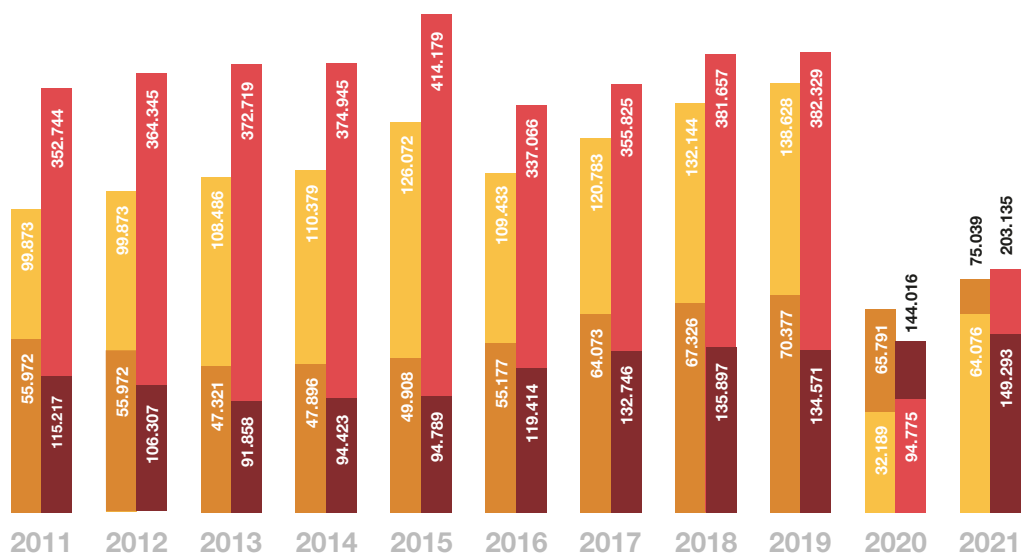
In recent decades, traditional agricultural activities have been joined by new resources in the industrial and service sectors. The industry constitutes the leading sector in terms of employees, with significant numbers and real excellence in the caravan sector and its entire supply chain, agribusiness and precision mechanics. The tertiary sector also takes on significant value in the economic backbone of San Gimignano society, generating investment especially in the tourism and agritourism sectors. In the agricultural sector, the main crops have always consisted of vines – notably concerned with the production of the traditional Vernaccia, olive trees and cereals; these are then joined by another niche product as is saffron. Despite signs of a good economic stability in recent years, the population does not hint at improvements in terms of growth, and the causes of this failure to return to the numbers of the early 20th century are to be found in several factors: the first concerns the general Italian demographic decline combined with the type of jobs available – mostly seasonal and related to tourism or agriculture in which employees often come from neighboring towns or settle in the city only for short periods; the second concerns the price of rent and housing, which are higher than in neighboring municipalities; finally, a third aspect concerns the services offered to the local community: being a small town with only preschools, primary and secondary schools, residents are forced to travel between different municipalities to attend secondary schools via public transportation.

There is a wide variety of definitions that juxtapose and overlap with the concept of a tourist “destination,” primarily identified with the “geographical context” chosen by tourists as the destination of their trip. An essential purpose, in terms of communication, is to convey an idea and an image of the destination that appears – in the eyes of visitors – consistent with the truest essence of the location. On the other hand, the *Ambiti Turistici* (Tourist Locations) represent aggregated forms through which municipalities bind themselves by entering into real territorial development contracts as in the *Ambito Valdelsa Valdicecina* – in fact recognized as a tool for linking the management policies of specific “destinations” starting with information services and tourist reception. Thanks to its peculiarities, the territory and the identity of this area can thus assume the connotations of a real brand in the eyes of the national and international public, overcoming the traditional approach of tourism development to move towards an unconventional method of communicative development. The analyses described next have allowed the role of the tourism phenomenon to be framed within a geographically restricted area: that of San Gimignano, the “Pompeii of the Middle Ages” as described by Massimo d’Azeglio, having become since 1765, but especially since the second half of the 19th century, a compulsory stop for numerous travelers from Northern Europe significantly struck by the much-vaunted beauty of the village and its skyline described by the imposing tower-houses that still dominate the surrounding countryside.

The growth trend in the tourism sector that has been positive in recent years has made it possible to identify this sector as an important economic vehicle for its society and an engine for exports of local products of excellence. These aspects, however, are contrasted by the criticalities produced by a tourism that tends to be “hit and run” with respect to a destination that is complementary to the two poles close to it (Florence and Siena); but, this allows precisely to seek synergies and insert itself more and more actively in a network of first-rate international destinations that possess universally recognized points of excellence and uniqueness, both at the provincial and regional levels. The present work – drawing inspiration from the analysis of tourist flows surveyed by the Tourism Observatory of the Municipality of Siena and the Region of Tuscany by consulting the information retrieved from the *Data Appeal Studio* platform (a sentiment analysis tool) – proposes to verify the characteristics of a deterministic nature (trends and seasonality) inherent to the phenomenon associated with the territory of interest as well as being a presumed programming phenomenon on which to pivot appropriate management policies. The tourism phenomenon, in general, is quite complex and dynamic, so statistical interpretation appears to be an obligatory pathway that cannot be spared. In this regard, the data of registered turn-out for 2011-2021 was analyzed according to the type of Italian or foreign tourists.

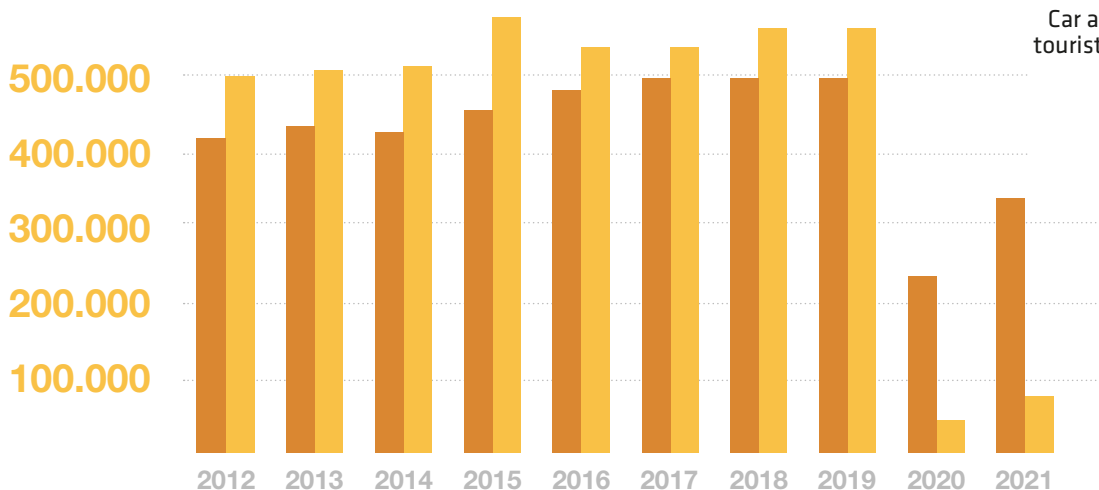
italian arrivals | foreign arrivals
italian presence | foreign presence

Graph 1
Distribution of
Italian and Foreign
Presence



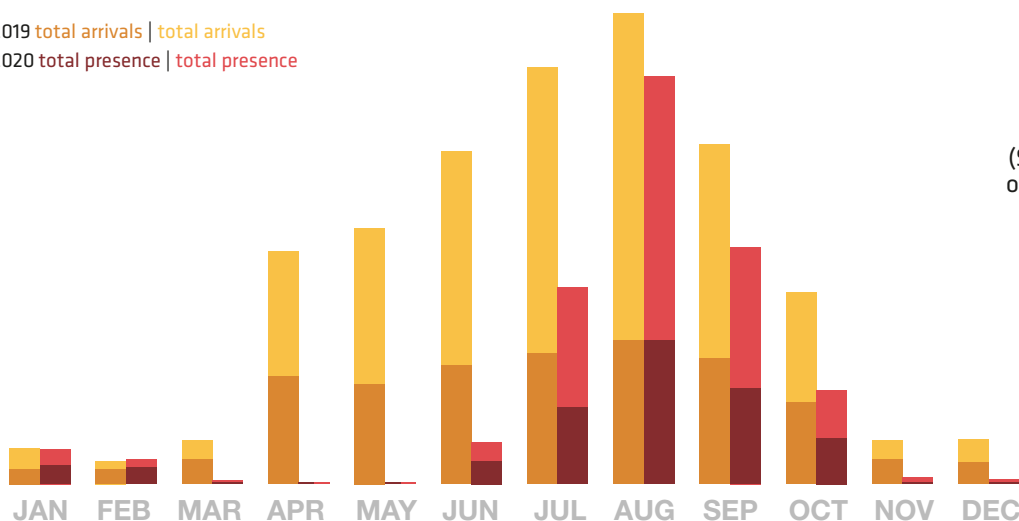
cars | turistic bus

Graph 2
Car and bus inflows
tourists in the period
2012/21



2019 total arrivals | total arrivals
2020 total presence | total presence

Graph 3
Distribution of
seasonality profiles
in San Gimignano in
the 2019/20 period
(Source: Municipality
of Siena-Observatory
Tourism)



The graph 1 shows how the tourism market is essentially supported by foreign demand with a strong European presence; the latter, including the percentage of Italian visitors, is estimated at an average share of 88.7% compared to the total flows.

In recent years, the absence of non-European markets has been weighed: the latter, in the first quarter of 2022, represent only 3.5% of total flows and about 30% of total foreign presences. A negative parenthesis is certainly represented by 2020, the year in which the pandemic crisis hit the entire tourism economy with particular virulence, relying precisely on the characteristics and strengths of the sector, and represented by an increase in domestic demand, opposing the usual dynamism of foreign tourism. But if 2020 was undoubtedly the *annus horribilis* of tourism, 2021 already represented a year of partial recovery but not of full recovery compared to the levels that preceded the pandemic crisis itself.

Within the urban fabric of San Gimignano, the tourist flows described so far have also generated a number of changes significantly affecting the quality of life of the population. Therefore, it was deemed useful to identify the potential impacts of tourism in relation to this area which, while having generated employment and widespread economic well-being, have also produced negative consequences related to the coexistence of a small community with respect to significant flows of visitors. In this regard, aspects to be evaluated with particular attention include changes occurring at the demographic level, originating mainly from the differences created between the resident population of a “permanent” nature and the “seasonal” population of a tourist type. Many historic centers, including San Gimignano, are still affected by depopulation processes that have seen a gradual displacement of inhabitants to the outer areas deemed more accessible in relation to their needs. The effect produced by so-called “mass” tourism is to be included among the reasons for this trend linked to reasons both of an economic nature (excessively high rental prices and the consequent manifestation of the gentrification phenomenon) and of a socio-cultural nature, marked by the gradual replacement of those who are the city users of the center, including commuting workers and tourists.

Tourist flows in San Gimignano occur mainly in the summer months, outlining the pattern of the typical “single seasonality” focusing mainly on some streets and squares of the Historic Center. Thus, there appears to be a need to extend the current tourist season and evenly distribute flows through the identification of a series of initiatives that aim precisely to “deseasonalize” and expand the offer itself. Some actions consist in offering new types of multisensory experiences creating a product, for instance, that is memorable and extraordinary for the tourist. This is then linked to diversified tourism solutions such as wine tourism; one need only refer to the “Vernaccia di San Gimignano Wine

Experience” which becomes an opportunity to promote the same food and wine excellence of the territory and the countryside. This type of experience is combined with a wide offer nevertheless represented by various cultural initiatives promoted by the local government, which is in turn committed to extending it throughout the year. Since 2015, notably, there has been a program of winter events “Accade d’Inverno” which aggregates the offers and allows for an adequate communication. The city museum itself has inaugurated exhibitions in the winter period to encourage visits to the city at a time of year when it is more enjoyable and less crowded. Working in terms of the tourism sphere and enhancing the surrounding countryside represent actions that make it possible to spread flows to neighboring areas and expand the offer by providing useful elements to increase the average length of stay. In general, the experience is identified with the evolution of traditional tourism models and the establishment of new scenarios contributing to the emergence of innovative forms of tourism. Among these new trends is the so-called responsible tourism, consisting of a set of activities in which the well-being of the traveler is associated with concepts such as socio-environmental integrity and cleanness. This is where slow tourism and outdoor tourism come in to play, capable of placing the consumer in close contact with the varied rural and landscape beauty, under the banner of discovering the symbolic and identity values of the territory. In this scenario lies the recovery of ancient itineraries, including the well-known Via Francigena which becomes the very occasion to offer the local community the opportunity to enjoy its cultural traditions, landscape singularities as well as food and wine products; thus, overcoming the problems of that consumerist perspective typical of mass tourism itself. In order to encourage responsible tourism, moreover, an “Enjoy and Respect” campaign was initiated in 2022 calling on residents and tourists to beware of, care and respect the heritage and the environment. Finally, remaining on the topic of “mobility,” the Administration has founded a new management program related to the “Check Point” service for tourist buses providing for the reduction of parking fees during the winter months in order to incentivize more visitor flows during the low season.

In the final analysis, the hospitality system has responded positively to changes in tourism demand in recent years by focusing on managerial-type management as well as diversification of the services offered. In 2021, based on data found by the Tourism Observatory of the Municipality of Siena, the hotel sector represented a rather circumscribed component characterized by a structure and evolutionary dynamics less in tune with tourism trends, allowing non-hotel accommodations a come-back in becoming an undisputed competitor. In the same year, **20 hotel** and **276 non-hotel businesses** were surveyed in San Gimignano; the latter, dominated by the presence of guesthouses and agritourism facilities.

1.4.4 Cultural Planning and International Relations

LOCAL CULTURAL INITIATIVES

Modern cultural promotion is based on a rather broad concept of culture, primarily identified as an essential element of political life and an effective tool for promoting integration and social cohesion. For a cultural policy to be active, it is necessary to ensure that all groups in a community can partake in initiatives as much as possible, practicing and developing culture through the conduct of business as well.

“Cultural participation” has an essential role among the objectives of the Municipality of San Gimignano and the implementation of increasingly effective experiences through the promotion of synergistic actions among local authorities, the **28 associations in the area** and individual private individuals – who represent therefore the essential conditions. Having made this premise, the cultural offer put in place is varied and articulated, and presents a wide range of activities aimed at the rediscovery and affirmation of the intrinsic socio-cultural values of the territory guaranteeing its extension throughout the year.

In the sphere of knowledge and enjoyment of material cultural heritage, the qualitative growth of local museum offerings assumes a fundamental function. Among the Civic Museums of San Gimignano located in three properties owned by the Municipality and located in the Historic Center are:

- the “Palazzo Comunale” (also called Palazzo del Popolo or Palazzo Nuovo del Podestà), the Art Gallery (“Pinacoteca”) and the “Torre Grossa” in Piazza del Duomo;
- the “Archaeological Museum,” the Santa Fina Pharmacy (“Spezieria di Santa Fina”) and the Raffaele De Grada Gallery of Modern and Contemporary Art at the Santa Chiara Museum Complex;
- the Church of San Lorenzo in Ponte.

In particular, some of the desired intervention strategies in recent years have involved reopening to the public of the Church of San Lorenzo in Ponte complex and the expansion of the Santa Chiara complex, which is currently being completed. The latter houses within an archaeological section, the section dedicated to the exhibition of modern and contemporary art works, and the Spezieria di Santa Fina, to which is also added the sector destined to host temporary exhibitions dedicated to masters of photography of ascertained world renown alternated with young Italian authors. The planning of major exhibition events in the winter period was also launched as was done for the opening of the exhibition *Hinthal-L'Ombra di San Gimignano* in November 2019. The protagonists of the event were the surprising discoveries made on the heights of the Torracchia di Chiusi along the hilly offshoots oriented toward the Valdelsa, offering visitors an unprecedented immersive experience in the sacred landscape of San Gimignano belonging to the Hellenistic Age. For more details, see Project Sheet 2 | Expansion of “Santa Chiara” Museum Complex in the Action Plan of this document. It is currently possible to visit all the main museum complexes in the historic center (Civic Museums, Collegiate and Museum of Sa-

cred Art) with a single integrated ticket, the “San Gimignano Pass.” Alongside the considerable artistic and architectural heritage belonging to the medieval era, numerous **contemporary art exhibitions** have been and continue to be experienced, enriching and adapting cultural offerings to the needs of the public and today’s society. In addition to the Gallery of Modern and Contemporary Art, named after the painter De Grada mentioned earlier, the turreted city hosts art installations created by major Italian artists as part of the Affinity project (created in 1994) curated by Giuliano Briganti and Luisa Laureati. In this regard, works by Jannis Kounellis, Luciano Fabro, Nunzio, Eliseo Mattiacci and Giulio Paolini are mentioned. In addition, several works by some protagonists belonging to the international contemporary scene such as Anish Kapoor, Kiki Smith, Luisa Rabbia and Joseph Kosuth have remained permanently after ten editions of the Art to Art project conceived by the San Gimignano-based Associazione Arte Continua. In addition to public projects, there are numerous private Galleries in the historic center that have multiannual programming in place.

Another exhibition space dedicated to the staging of temporary exhibitions of ancient art is, at last, the Pinacoteca, whose programming was interrupted due to the pandemic crisis favoring the choice to focus time and resources on the restoration work on the artworks housed within the building.

In 2016, the “Campatelli Tower-House,” a FAI property, was also inaugurated in the historic center, allowing a visit to a noble home belonging to the 19th and 20th centuries in Tuscany and where it is possible to admire a video narrating the history of the city.

Speaking of the artistic sector, San Gimignano is also currently subject of constant monitoring that denotes it as a case study regarding the discipline of contemporary **environmental art** restoration, implemented thanks to a team of specialized restorers.

With the involvement of the Association of the Knights of Santa Fina, which has always been actively engaged in event organization, the San Gimignano calendar did not miss the event dedicated to the historical **re-enactment** of Dante’s Diplomatic Mission (Ambasceria di Dante). Considered emblematic from a historical point of view and therefore worthy of enhancement, as part of an initiative undertaken in 2021 in collaboration with Opera Laboratori, the so-called “Dantean” locations became the key stages of a Dantean itinerary – specially organized so that along the itinerary itself the presence of the supreme poet would be celebrated.

The same municipal attention directed toward a creative economy has over time fostered the emergence of new investment objectives toward those categories to which the so-called “intangible” resources belong – such as talent and local productions – thereby activating new processes of urban and social regeneration. San Gimignano has an important legacy in **theater**, symbolized by the birth of the “La Rocca” group founded in the late 1960s by director Roberto Guicciardini – an exemplary case in the history of Italian theater. The summer and winter programming is current-

ly enhanced through the establishment of a program of “seasonal” events under the name “Accade d’Inverno” and “Accade d’Estate,” strongly supported by the same administration. This initiative is the result of a synergy with local associations that, through support for production and different forms of communication, increasingly strives to enhance local talent without sacrificing a particularly evocative fine setting, in which the same events (theatrical and musical) can be held in total safety.

A cultural point of reference and a space for social aggregation is surely the **library** (the second, among municipal libraries, by catalog in the province of Siena), regarded as a crucial element due to its rare documentary endowment - likewise for the material safeguarded in the **Municipal Historical Archives** - on which the administration has decided to pivot appropriate strategies of valorization.

The combined fragilities and difficulties produced by the pandemic crisis of 2020 have generated a significant impact on the cultural production system that was instantly placed at the center of attention of local authorities, who are still engaged in the activation of processes and interventions aimed at restoring the numerous events (especially winter) and thus re-establishing participation by citizens.

NATIONAL COOPERATION AND INTERNATIONAL RELATIONS

Through the integration of skills and resources, various collaborative activities are currently continuing between the public administration and leading research centers, some of which were founded and hosted by the ancient city, such as CISReCO (International Center for Contemporary Religious Studies founded in 2002 along with the Association for the Study of the Religious Phenomenon - ASFeR) - in addition to being the site of scientific conferences aimed at the dissemination of knowledge of an interdisciplinary nature it is also a Summer School. In the field of historical research, the active collaboration with Valdelsa Historical Society (La Società Storica della Valdelsa) and with the San Gimignano Archeological Association (Associazione Archeologica Sangimignanese) is worth mentioning, which for years has been committed to promoting knowledge of the archaeological heritage scattered throughout the territory promoted by a cooperation with SABAP.

Also noteworthy is the tried and tested multi-year cooperation with the University of Leuven for the activities of excavation of the Roman Villa of Aiano Torracchia di Chiusi, whose concession is entrusted to the Municipality itself with the scientific direction of Prof. Marco Cavalieri of the same University of Leuven.

Other areas of relevant archaeological interest in the area are Castelvecchio and Badia a Elmi, for which there are openings at certain times of the year and guided tours thanks to the efforts of local Associations.

Since 2004 San Gimignano has also been the seat of a School of High Doctoral Studies organized by the Universities of Siena and Florence, which have always been engaged in the discussion of multidisciplinary topics on the communal civilization; since 2017, Sorbonne Université has been included among the sponsoring bodies of the School.

San Gimignano has also participated and still actively participates in a number of international projects such as World Heritage Journeys - a UNESCO project in collaboration with National Geographic to promote sustainable tourism - and specific projects aimed at the Chinese and American markets. Always from the standpoint of sustainable tourism to expand the cultural offerings of the destination and suggest more conscious visit itineraries, San Gimignano has also participated in the Interpretive Planning at World Heritage project. Finally, from a regional perspective, the Municipality has joined in by contributing to the creation of content for the Tuscan World Heritage project born from the idea of networking and enhancing the world heritage sites of Tuscany itself.

CHAPTER 2

SITE MANAGEMENT AND SAFEGUARD SYSTEM



2.1 Vision and Mission

The update of the Management Plan for the World Heritage Site Historic Center of San Gimignano was, after many years, an opportunity for public discussion and critical reflection on the present-day San Gimignano, to bring forth shared values, strategies and projects for the future of the town.

The entire Historic Center is a place that is alive and practical - for work and residence - and that is willing to live even better with spaces, services and opportunities on a human scale; that intends to put its citizens in a continuous interpersonal and cultural relationship with visitors from all over the world. San Gimignano is the extraordinary result of an unprecedented, autonomous mental and creative process that is continuously intended not only to preserve but also to nurture.

The goal is to put in place targeted actions to stimulate the balanced and sustainable development of the Historic Center through the protection of its Outstanding Universal Value: an image of the City not reflected from the past, but alive and experienced in the present and in the future with services and opportunities that put the population, its relationships and its well-being at the center.

Therefore, the Vision and Mission of San Gimignano World Heritage Site have been elaborated as follows:

Vision

Describes the desired future scenario and status, an essential statement for developing concrete goals and providing guidance for future actions. The Vision aims at describing the ideal image of the City of Tomorrow, showing and outlining the aspiration, the direction towards which to strive thanks to the Management Plan.

A CITY INTEGRATED WITH
THE SURROUNDING
LANDSCAPE, SENSITIVE TO
THE INVOLVEMENT AND
WELL-BEING OF THE
COMMUNITY, THE
PRESERVATION OF LOCAL
HERITAGE AND ITS
VALUES OVER TIME



Mission

The Mission is the way in which the Vision is to be achieved. It thereby describes the current purpose and how it is intended to operate by clarifying its priorities.



TO SAFEGUARD AND
ENHANCE THE OUTSTANDING
UNIVERSAL VALUE OF THE
HISTORIC CENTER OF SAN
GIMIGNANO AS A WORLD
HERITAGE SITE IN AN
ONGOING CONFRONTATION
WITH ITS CITIZENS

2.2 Governance

STEERING COMMITTEE

The successful outcome of the Management Plan depends on its ability to foster the involvement and collaboration of the different actors and operators in the initiatives for the protection, preservation, enhancement and enjoyment of the site. The management of the Historic Center of San Gimignano World Heritage Site is characterized by the interaction of a set of public actors, operating at different levels and with different competencies.

In order to set up a coordinated and shared management method for the site, on 25 July 2007, through the signing of a Memorandum of Understanding, the **Steering Committee** (CdP), institutional committee, decision-making body and general control tool was established. On site management. Currently, at a formal level, the CoP is made up of the following components:

- Municipality of San Gimignano
- Tuscany Region
- Province of Siena
- Regional Directorate for Cultural and Landscape Heritage of Tuscany
- Superintendence for the Historical, Artistic and Ethno-Anthropological Heritage for the provinces of Siena and Grosseto
- Superintendence for architectural heritage and landscape for the provinces of Siena and Grosseto

Current composition

Given the reorganization of ministerial bodies, other bodies and institutions have been summoned to the meetings of the Steering Committee in recent years to partake in the updating of the Site Management Plan – a commitment to greater involvement of the bodies in charge of safeguarding the World Heritage Site in the area, confirming the presence of the bodies identified with the Memorandum of Understanding:

- the **Municipality of San Gimignano** is responsible for the urban planning and landscape preservation of its respective territories. Therefore, it is responsible for defining and implementing strategies for the enhancement and management of the city through urban planning tools and regulations governing activities in the territory.
- The **Region of Tuscany** performs tasks that comply with the promotion activities of the cultural and landscape heritage and collaborates in the conservation and protection activities of the site, pursuant to Article 5 of the Cultural Heritage and Landscape Code;
- the **Province of Siena** collaborates in the activity of preservation and promotion of actions for the enhancement of the cultural heritage pursuant to Article 5 of the Code of Cultural and Landscape Heritage, and exercises the main competencies incumbent upon it with regard to the strategic development of the metropolitan territory; the enhancement of the cultural, monumental, artistic, ar-

chival, documentary and book heritage of its territory; and the activation of policies for the promotion of tourism;

- the **Ministry of Culture** is responsible for the protection and preservation of cultural heritage through its peripheral offices, pursuant to Part II, Title I of Legislative Decree No. 42 of 22 January 2004 (Code of Cultural Heritage and Landscape); in this context, Service II - UNESCO office, deals with the obligations connected with the implementation of the UNESCO Conventions and Programs and with the procedures relating to the application of Law 77/2006;

- **Regional Directorate for Cultural and Landscape Heritage of Tuscany Ministry of Culture** (MiC) replaces the Regional Management present in the old ministerial administrative structure as an entity that ensures the coordination of the activities of the various peripheral structures of the Ministry present in the regional territory. Among the various competences, the Directorate is entrusted with the task of convening and presiding over the Regional Commission for cultural heritage for the review of opinions or deeds for authorizations in the field of cultural and landscape heritage;

- **Archaeological Superintendency of Fine Arts and Landscape for the provinces of Siena, Grosseto and Arezzo, Ministry of Culture** (MiC) peripheral body of the Ministry of Culture with the institutional task of protecting the bound cultural heritage owned by the State, the regions, public and private bodies and institutions within the territory of competence through supervisory and control activities, cooperating with the Region and local authorities for its enhancement.

Purpose

The main purpose of the Steering Committee is to follow the updating, implementation, coordination and monitoring of the Management Plan of the World Heritage Site Historic Center of San Gimignano. Thus, the Committee pursues objectives of knowledge development, preservation, protection and enhancement as well as awareness-raising and socio-economic development. According to Articles 5 and 7 of the Protocol, the subjects are required to agree on a common work program, establishing initiatives to facilitate the updating of the Management Plan and initiating collaborations with subjects working in the fields of activity related to heritage management.

From 2021, the Steering Committee will meet semi-annually - mid-year and end-of-year- to discuss the implementation and monitoring of the Management Plan. It is convened by the Mayor of the Municipality of San Gimignano who serves as the Site Secretary. The activities of the Committee will be ongoing for the monitoring of the MP and the drafting of the Periodic Report, with the involvement of institutions and associations active in safeguarding the cultural heritage of the area.

Operation

In the Memorandum of Understanding, the municipal administration is indicated as the subject responsible for the management and safeguarding of the site with the task of coordinating the various subjects involved in the CdP and carrying out secretarial and monitoring activities of the MP.

From 2021, the Steering Committee will meet semi-annually - mid-year and end-of-year- to discuss the implementation and monitoring of the Management Plan. It is convened by the Mayor of the Municipality of San Gimignano who serves as the Site Secretary.

In the Protocol - as well as in the financing calls for Law 77/2006 and in the Periodic Reports of 2006 and 2014 - the Mayor of the Municipality of San Gimignano was formally indicated as Site Manager, a key figure that:

- covers the role of operational coordination of all activities relating to the management of the site
- ensures day-to-day operations at the site level
- works closely with national authorities
- informs the World Heritage Center of any development relevant to the site through the National Focal Point (usually employed by the Ministry responsible for cultural or natural heritage and responsible for applying the World Heritage Convention at national level).

Since 2021, the CdP, convened by the Mayor of San Gimignano, has met every six months, in the middle and at the end of the year, to discuss the implementation and monitoring of the MP.

Local Community

In compliance with the Operational Guidelines, the Site Governance system can finally be defined as participatory. It is the responsibility and duty of the members of the Steering Committee to activate appropriate initiatives to involve the **Local Community** in the management of the site. In this way, it is possible to partake - even at the local level- in a process that allows the balance between maintaining the integrity of the site's values and the sustainable development needs of the area and the Community.

A first step in this direction was taken in January 2021, with the creation of the group of **Junior Coordinators**. In fact, the Municipality of San Gimignano has identified 15 young people under 35 from San Gimignano and the surrounding area to be involved in activities related to the Management Plan updating process. Their active participation was also manifested through the creation of the IN3C (interweaving) project, based on the relationship between youth, art and the territory, and through their support as facilitators of the discussion tables of the participatory process for the update of the Management Plan in 2022. This activity has been internationally and nationally recognized as good practice, being cited in multiple platforms such as the World Heritage Canopy - Heritage Solutions for Sustainable Futures (UNESCO World Heritage Center), UNESCO conferences dedicated to the Historic Urban Landscape Approach, and events on sustainable tourism.

The involvement of young people is part of a strategy aimed at a sustainable future not only of the World Heritage site, but also of the wider local area. Indeed, these actions are in line with various methodologies such as the Historic Urban Landscape Approach, the UN Agenda 2030 for Sustainable Development Goals, and multiple internal policies within the World Heritage sector.



MAYOR OF SAN
GIMIGNANO SITE
REPRESENTATIVE
OF THE SITE | site
manager



JUNIOR
COORDINATORS



updating, implementation
and coordination of the MP

STEERING COMMITTEE

members involved



MUNICIPALITY
OF SAN
GIMIGNANO



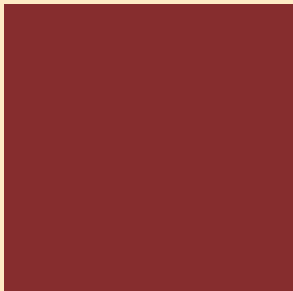
TUSCANY
REGION



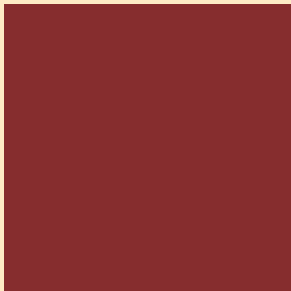
PROVINCE
OF SIENA



MINISTRY OF
CULTURE



REGIONAL
DIRECTORATE
for Cultural and
Landscape
Heritage of
Tuscany Ministry
of Culture | MiC

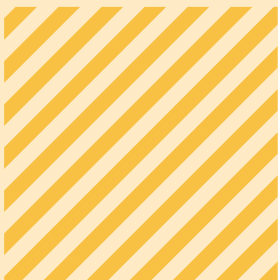


ARCHAEOLOGICAL
SUPERINTENDENCY
OF FINE ARTS AND
LANDSCAPE
for the provinces of
Siena, Grosseto and
Arezzo, Ministry of
Culture | MiC

local community | partecipatory sistem



CITIZEN



ASSOCIATIONS



CIVIL SOCIETY

2.3

Legal Framework for Protection

The Historic Center of San Gimignano embodies a concept of a unitary work of art and represents the expression of significant identity and cultural values closely connected with its surrounding area that are safeguarded by different levels of protection.

This chapter examines the complementary roles assumed by territorial authorities in the activity of safeguarding the World Heritage site and its context, and thus summarizes the implementation of the contents of their respective urban planning instruments.

It begins with an overview on international regulations, it continues with the national urban planning regulations, and it ends illustrating the set of current regional and local regulations that currently protect the site.

HERITAGE PROTECTION AT INTERNATIONAL LEVEL

Since the adoption of the World Heritage Convention in 1972, the World Heritage List has steadily evolved and grown, bringing out the critical need to guide States Parties in implementing the Convention. Over time, a series of directives and conventions have followed, covering multiple issues:

- identification of objectives for the preservation and protection of historic, cultural and landscape heritage;
- promotion of individual and collective responsibility for the enhancement of cultural heritage;
- greater focus on the historic urban landscape, environmental protection, and risk mitigation for sites.

Over the years, the three Advisory Bodies to the 1972 Convention (ICCROM, ICOMOS, and IUCN) and the UNESCO World Heritage Center have given timely guidance for site management, responding to the many new challenges that have emerged over the years - most recently, the health risk challenge that has transversally involved the whole planet in 2020 with the onset of the COVID-19 pandemic.

HERITAGE PROTECTION AT THE SUPRA-LOCAL LEVEL

The protection of the nation's landscape and historical-artistic heritage finds its firmest origins within the Constitution of the Italian Republic, notably in Article 9. This article appropriates the principles expressed in the pre-existing regulations in the matter of landscape and natural beauties protection (Law No. 778 from November 11, 1922) and the "protection of property of artistic and historical interest" (Bottai Law I. No. 1497/1939). Subsequently, the development of legislation on the subject gradually slowed down - previously caused by the period of post-war reconstruction, then by the strong economic and demographic growth that affected the country in the following decades. Legislative reorganization on the subject took place in 2004 with the drafting of the **Code of Cultural Heritage and Landscape** (Legislative Decree No. 42, 2004), whose enactment - later partially revised with the amendments made in 2008 - reintroduced the topic of regional landscape Plans, at the time introduced by Law 1497/39 and then renewed by Law 431/1985 (so-called "Galasso").

In 2000, the European Landscape Convention - signed in Florence and later ratified by Italy in 2006 - contributed to changing the very concept of landscape covered by public policies. In fact, the Convention focuses not on the concept of the "beautiful view from the villa" or that of the perspective view of landscape excellences - already protected by specific "constraints" for that matter - but on the scenarios of daily life and, therefore, on the quality of living spaces as perceived and experienced by the inhabitants themselves. Similarly, the Code requires Landscape Plans to deal with the regional territory in its entirety, thus redefining its subject matter: no longer only landscapes deemed excellent and their relevant preservation, but also those of peripheral areas, including abandoned or degraded areas, urbanized countryside, river basins at risk and so on. The Region of Tuscany, with the approval of Regional Law 65/2014 "Norms for the Government of the Territory" in 2014, has implemented the directives of the aforementioned Code with the drafting of the PIT **Plan of Territorial Direction with Landscape Plan Validity**.

The latter differs from the traditional action of landscape protection - which, as is well known, is substantiated through the application of specific constraints referring to "individual sights" or "ensemble sights" with exclusive reference to specific portions of the territory - in that it develops new and different forms of collective action, setting itself the goal of overcoming the concept of protection conceived as mere constraint, through the codification of new publicly shared rules capable of guiding the planning aimed at ensuring good governance of the landscape and its transformations. It is therefore evident how the new approach introduced by the renewed body of legislation has significantly affected Planning in Tuscany in which specific objectives have been introduced for the management of UNESCO sites - including the enhancement of the landscapes and cultural heritage of World Heritage sites; the preservation of the settlement heritage of historical-cultural value; landscape features; and networks of historical use of the territory.

CURRENT PLANS IN THE MUNICIPALITY OF SAN GIMIGNANO

The municipality of San Gimignano is endowed with a dense network of Plans and constraints for defining the preservation regulations and for the management of the municipal territory in its entirety, devoting special attention to both the urban area and the surrounding agricultural territory.

The historic center of San Gimignano is delimited by its own medieval city walls which form the perimeter of the Core Zone, an area inscribed on the UNESCO World Heritage List since 1990. From a regulatory point of view, this area is regulated by the 1985 **Detailed Plan** for the Historic Center of San Gimignano drafted by Ludovico Quaroni, within which cognitive analyses of the state of preservation of the historic center are performed and Minimum Units of Territory are identified; it is also equipped with specific rules on the categories of intervention that can be implemented in every one of these. To date, the Quaroni Plan, together with the norms of the Municipal Operational Plan specific to the historic center, provides

guidelines on the management and conservation of buildings and public spaces falling within the Core Zone.

The Municipality of San Gimignano has adopted the **Structural Plan** by Municipal Council Resolution No. 78 of November 30, 2007, replacing the PRG as provided by L.R. 5/95.

Considering the variants that have occurred over time to update the first Structural Plan, the City Council initiated the Procedure for the drafting of a new Structural Plan with Resolution No. 6 of 08/04/2020. This strategic document shall:

- follow on with the cultural approach of the current urban planning instruments which have a central theme of landscape and its preservation, recognizability and usability;
- align itself with the standards set forth in regional legislation;
- take into account and adapt to the socio-economic transformations that have occurred in the last 15 years.

Beyond the needs of conformation to the changed regulatory context (L.R. 65/14 and PIT-PPR), the main challenge to be faced in the formation of the Plan thereby consists in the overall update of the strategic framework with respect to a socio-economic reality that has profoundly changed, both on a local and global scale, in line with the objectives of preservation of the exceptional urban and landscape values of the territory as well as with the modern living and development needs of the local community; in addition to the necessary actions of adaptation to ongoing climate change and mitigation of its consequences. In this sense, the revisiting of the Structural Plan represents a fundamental opportunity to analyze and understand in depth the needs and evolutionary dynamics of the territory of San Gimignano so as to outline, through a participatory process with the community, the strategies and actions to be promoted in the near future.

The new **Municipal Operational Plan** (with contextual variant to the Structural Plan), which replaced the preceding Urban Regulations, was finally approved by the City Council with Resolution No. 75 of 11/30/2021 and officially entered into force on 01/28/2022. The pandemic phase we are currently experiencing - combined with the clear desire to launch a new season of urban planning in San Gimignano set forth in the 2019-2024 Mandate Program- renders an immediate regulatory variant to the Municipal Operational Plan approved on 11/30/2021 by DCC No. 75 an urgent matter.

That being said, the City Council initiated the process of drafting the regulatory variant to the Operational Plan with Resolution No. 19 of 03/23/2022.

This does not appear to be contradictory to the recent approval of the POC because the unforeseen developments in the general context caused by the pandemic, and the timeframe imposed on the definition of urban planning tools by the current regulatory framework, have indeed generated - in the opinion of the Municipal Administration- the urgency of certain adaptations primarily related to agricultural land.

Added to the corpus of Municipal Plans and those superordinate to them (Regional, Provincial, UNESCO Directives) are the sum of constraints - unrelenting on both the urban fabric and the hills surrounding the city.

Within the historic center there are **monumental constraints** placed both on individual buildings and on the entire perimeter coinciding with that of the Core Zone. To safeguard the site itself, a special landscape constraint was affixed in order to create a protective band to the turreted city, seeking to keep intact the surrounding countryside that contributes to the Outstanding Universal Value.

Of undeniable significance was the contribution of Bottoni's **General Regulatory Plan** (1957), within which studies were carried out on visual cones, limiting the modifications of the territory inside the areas falling within these cones so that the views to and from San Gimignano were safeguarded to the greatest extent possible. To this end, "points of preeminent scenic importance" were identified - not over the entire municipal territory but limited to the areas falling within the cones of visibility that branch off from panoramic points. The view of the landscape within these areas is deemed an essential value.

1957

BOTTONI PLAN

The Municipality of San Gimignano adopted its first urban planning instrument with the first General Master Plan drafted by Arch. Bottoni. The plan was deemed fit to ensure adequate protection of historical and landscape values, recognizing the special value of the relationship between the built center and the surrounding landscape. There are two inspiring themes in the plan:

- definition of the 13 viewpoints from access roads and scenic constraint areas included in the cones of visibility
- formation of a large unbuildable landscape constraint area around the Old Town

1985

QUARONI PLAN

The Quaroni Plan is a detailed plan edited by Ludovico Quaroni between 1981-85, establishing the detailed work of analysis conducted at the level of individual buildings and allowing a complete representation of the origin, consistency and state of conservation of the building heritage within the walls divided into 13 sectors. In addition, the evaluation concerning the distribution features, use of buildings and open spaces, the sanitation and technological facilities, and any cases of overcrowding or abandonment are specified.

THE CONSTRAINTS AFFIXED IN ORDER TO PROTECT BUILDINGS IN THE HISTORIC CENTER

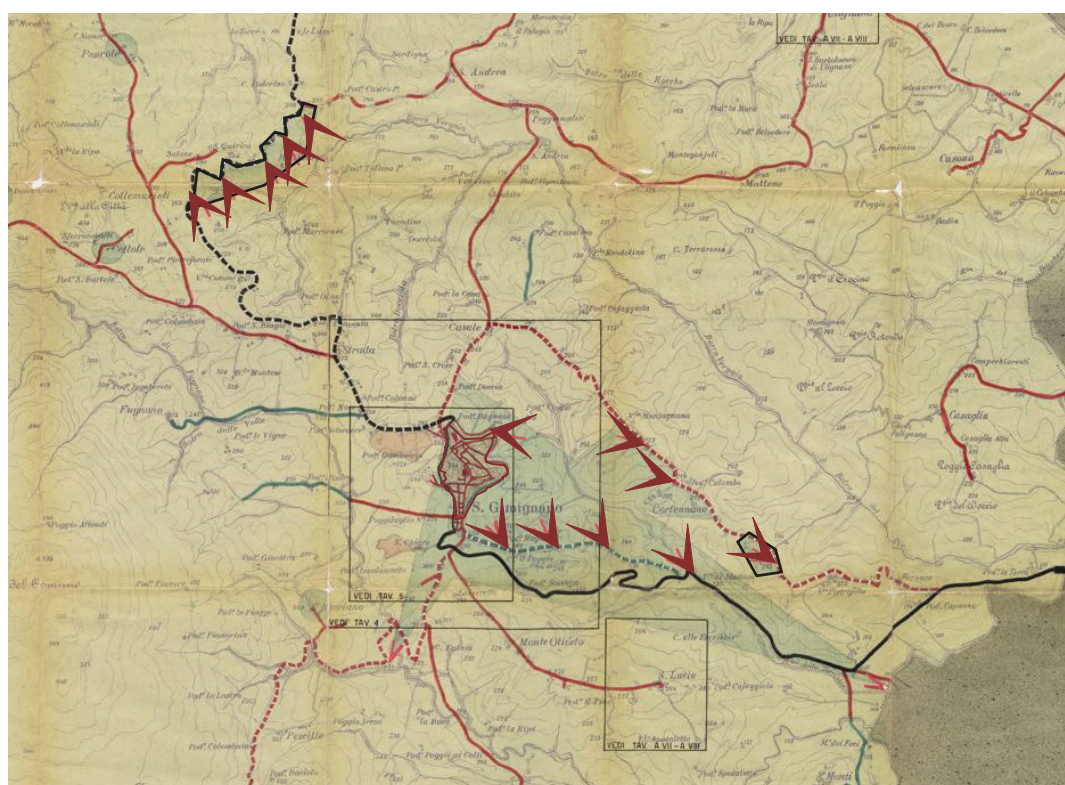
The first constraints affixed for the protection of the historical-architectural heritage were identified by National Law No. 364 of 1909 (norms for the inalienability of antiquities and fine arts) and Law No. 778 of 1922 (For the protection of natural beauties and properties of particular historical interest). The legal provisions on the Historic Center of San Gimignano found application through the issuance of the aforementioned "Decree of Constraint on the Entire City of San Gimignano of 13/02/1928, Law No. 364 of 1909 - Rules for the Inalienability of Antiquities and Fine Arts," later renewed by Decree of the Ministry of Culture and Tourism No. 129 of 09/13/2017, the new version of which reads:

"Whereas the monumental complex called "entire city of San Gimignano", located in the Province of Siena, Municipality of San Gimignano, is of cultural interest, as declared by the Decree issued on 13.02.1928, pursuant to the former L.364/1909 bearing the following application rules:

- *Art. 1 - No building may be modified nor carried out in the restricted area without the authorization of the Royal Superintendence of Medieval and Modern Art for Tuscany II.*
- *The Royal Superintendence of Medieval and Modern Art for Tuscany is authorized to make such provisions as, within the framework of the laws in force, prove necessary to preserve the special historical and artistic character of the ancient town [...]*

Considered that, for the purposes of safeguarding the integrity of said architectural complex and its conditions of perspective, light, visibility, environmental frame and decorum, it is necessary to dictate particular prescriptions with respect to the monumental complex known as "The City of San Gimignano" including the public and private buildings, the city walls and gates, public and private spaces, squares and streets, which rest within and immediately outside the city walls as evidenced in the Real Estate Registry on Sheet No.156 [...]"

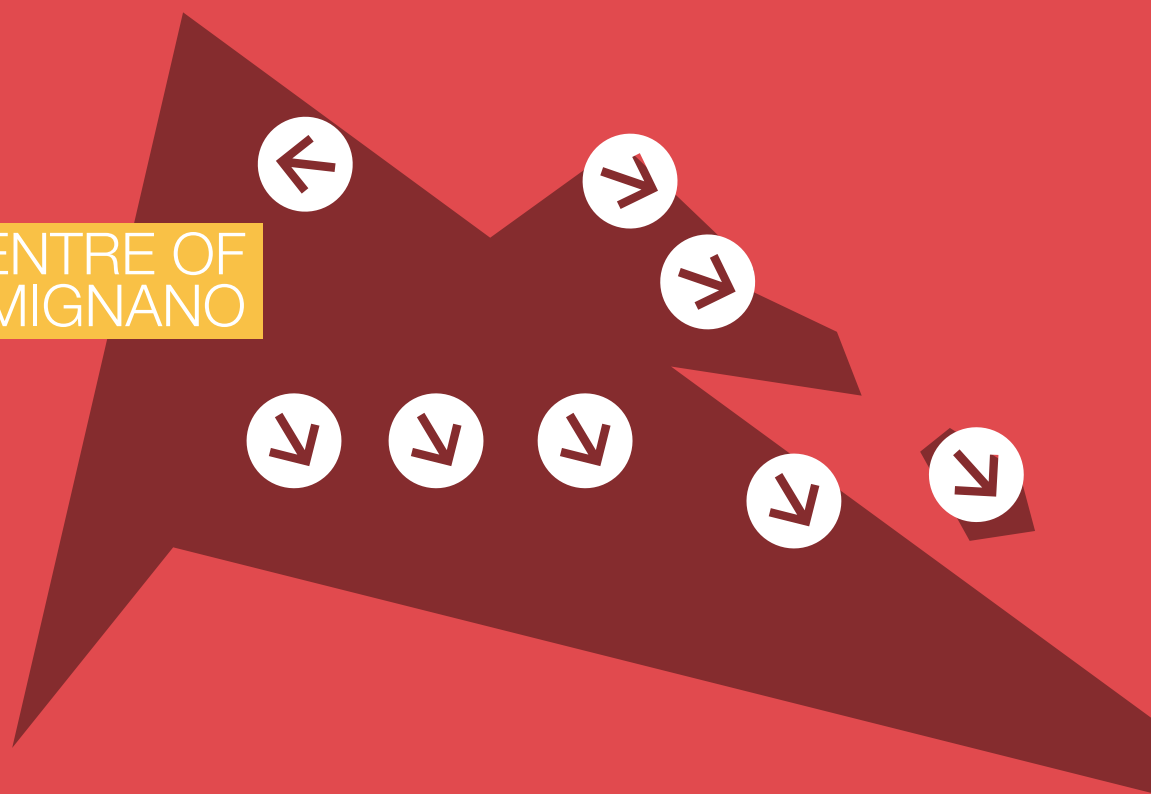
Fig. 6 - General Master Plan of Bottoni (blueprint) and the 13 viewpoints

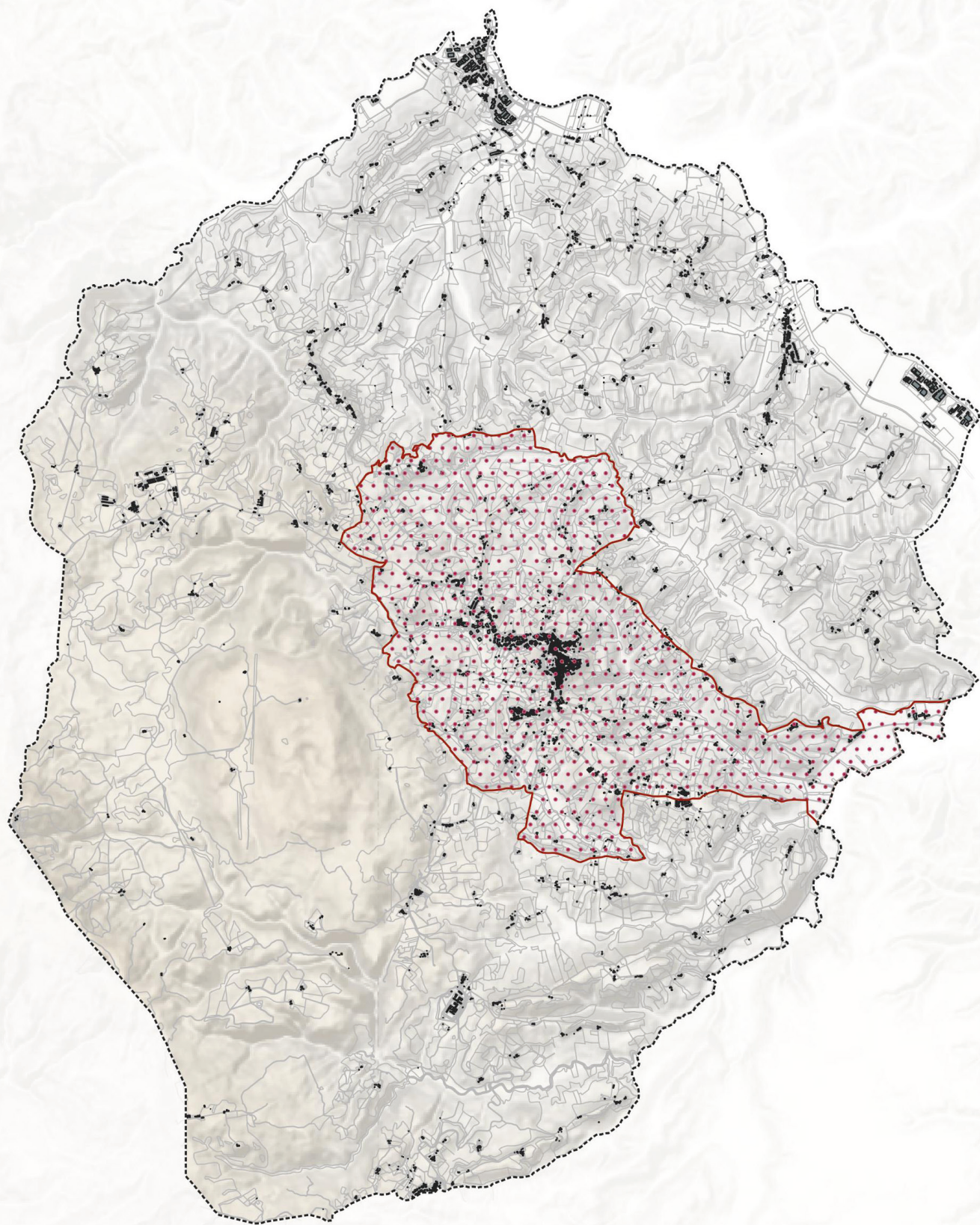


13 VIEWPOINT



HISTORIC CENTRE OF
SAN GIMIGNANO





LEGEND



Municipal Boundary



Zone H | Protection Area

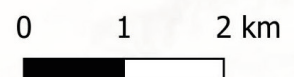


Fig. 7 - Zone H: Walled City Landscape Protection Area

1972

INTERNATIONAL HERITAGE PROTECTION

World Heritage Convention

Regulatory framework for protection

LEGEND

heritage protection

national 

regional 

municipal 

D LGS. JANUARY 22ND 2004, NO. 42
code of cultural goods and landscapes



VARIOUS LEVEL OF CONSTRAINT

- **Architectural Constraints** | relating to individual buildings declared to be of value
- **Indirect constraints** | Set by the decree no. 129 of the 13th of September, 2017) Relating to the entire area of the historic center.//
- **Constraints on Landscapes** | set by the decree no. 97 of 1965

PLAN OF TERRITORIAL DIRECTION

Regional Law 65/2014 | Standards for Governance of the territory

Definition of rules for the conservation and valorization of landscape heritage

- Recognition of the regional territory, through the analysis of the characteristic landscapes, nature, history, and their interrelations.
- - Identification of the different areas of the landscape, for each of which has no specific regulations of use and are instead assigned appropriate quality objectives.
- - Analysis of the dynamics of transformation of the territory for the purpose of identifying risk factors and vulnerable landscape elements.
- - Identification of the necessary measures for the correct integration of transformation interventions in order to achieve sustainable development



STRUCTURAL PLAN

Approved by the municipal council solution no. 78 on November 30th 2007. The plan updates the existing strategic framework in competition with the objectives of preserving the exceptional urban and coastal values of the territory, as well as the modern life and development needs of the local community

MASTER PLAN

Drawn up by Ludovico Quaroni in 1985, the above plan is based on cognitive analysis of the state of conservation of the historic center in which the units of intervention are identified.

OPERATING PLAN

Approved by the deliberation of the municipal council number 75, from November 30th, 2021 and officially entered into force on January 28th, 2022. The plan outlines the protection and valorization measure, organization and transformation of the territory, in conformity with the indications previewed in the municipal structural plan

1957 | BOTTONI PLAN

The plan identifies the "points of pre-eminent panoramic importance limited to the areas falling within the cones of visibility in which the view of the landscape is considered an essential value.

The aforementioned Decree prescribes in more detail the interventions to be performed on the built heritage of the historic center which - in addition to not interfering negatively with the views - must ensure consistency with the urban morphological layout of the historical layout, using formal solutions consistent with the urban context ensuring the protection and preservation of the historical and morphological characters of open spaces (streets and squares). The decree also specifies interventions concerning historic parks and gardens whilst preserving the course and surface finish of internal routes.

In summary, hence, the Historic Center is currently affected by the presence of various levels of constraints under Part II of the Code, differentiated into two types:

- direct architectural constraints under Part II of the Code which affect individual buildings declared to be of special value by the competent Ministry. Articles 10 and 11 of the Code of Cultural and Landscape Heritage (Legislative Decree No. 42/2004) define “cultural heritage as those immovable and movable objects that are of artistic, historical, archaeological, ethno-anthropological, archival and bibliographic interest, and other objects identified by law or under the law as having civilizational value.” Within the Municipality of San Gimignano and, specifically its historic center, there are 187 cultural assets as defined according to the above articles.
- indirect constraint, affixed by aforementioned Decree 129/2017 under Part II of the Code, affecting the entire area of the historic center.

The Historic Center of San Gimignano and the area surrounding it are also subject to a landscape constraint, pursuant to the Code of Cultural Heritage and Landscape D. Lgs No. 42/2004, by Decree 97/1965, referred to as the Area surrounding the monumental center of San Gimignano, which covers an area of 717.53 ha. The affixing of such a constraint by the Competent Body was explained as follows: “the aforementioned area has considerable public interest because, with its varied and characteristic vegetation surrounding the very singular environment of the “turreted city,” it forms a series of natural settings of unique beauty which can be enjoyed from numerous viewpoints accessible to the public.”

2.4

2006 e 2014 Periodic Report

2006 PERIODIC REPORT – CYCLE I

In the first Periodic Report, the Municipal Administration provides detailed information regarding the site's conservation strategies and current regulations for the preservation of the surrounding landscape. It emphasizes the need for more economic resources for a more efficient safeguarding of the Outstanding Universal Value in order to support the conservation and promote the enhancement of the site.

The risk factors mentioned in the report are the following:

- construction activity and modification of the use of the San Domenico complex for tourism purposes
- importance of constantly monitoring tourist flows to ensure the quality, integrity and authenticity of the urban landscape and surrounding area
- seismic risk
- hydrogeological risk

Furthermore, it mentions that the delimitation of the boundaries is inadequate both with regard to the Core Zone - because it does not enhance the relationship between the city and the territory- and the Buffer Zone, given its lack of delimitation.

As a final measure, the municipal administration declares the need to elaborate and develop key indicators for monitoring the state of preservation of the Outstanding Universal Value as an essential activity to be included in the drafting of the 2010 Management Plan.

2014 PERIODIC REPORT - CYCLE II

A formal error in calculating the area of the Core Zone - whose area indeed amounts to 21.03 ha.- was identified in the 2014 Periodic Report.

The Declaration of Outstanding Universal Value was revised in accordance with the new format, based on the World Heritage Committee's Decision 34 COM 10B.3 in 2007.

Compared to the 2006 Periodic Report, the impact of tourism, seismic risk and hydrogeological risk are confirmed as factors with negative impact on site values, in addition to the warning of risks related to heavy rainfall affecting the state of the physical urban fabric.

The need to define the boundaries of the Buffer Zone to extend and provide adequate protection of the World Heritage Site is reemphasized.

ARCHITECTURAL HERITAGE PROTECTED

in accordance with law 42/2004

- 1** Ex Church of Madonna dei Lumi
- 2** Church of Madonna dei Lumi with rectory and sacristy
- 3** Palace with windows from 1600
- 4** Architectural traces on the facade of the building (bombed and subsequently reconstructed)
- 5** Stone Columns with cornucopias and terracotta bowls from 1769
- 6** remains of the San Francesco Church now a part of San Giovanni and the adjacent building.
- 7** Historical Palace.
- 8** Montigiani Family Crest on the facade of the home.
- 9** Ficarelli Palace
- 10** Ficarelli Tower
- 11** Brandini Home
- 12** Mangani Palace
- 13** Morganti Home
- 14** Pratallesi Palace
- 15** Decorated Arches in Terracotta
- 16** Palace and Tower of Campatelli
- 17** Lucii Palace
- 18** Old Butchershop
- 19** Cuganesi Tower
- 20** Cuganesi Palace
- 21** Thirteenth Century Palace
- 22** Below the building in Via San Giovanni leaning against the Becci Tower.
- 23** Building in Piazza della Cisterna
- 24** Thirteenth century palace already part of Becci and Ridolfi
- 25** Razzi Home
- 26** Silvestrini Home
- 27** Treccani Palace
- 28** Pucci-Granori Home
- 29** Ciotta Home
- 30** Church of San Lorenzo in Ponte
- 31** Ex-Convent of the Domenicani - Penitentiary Office
- 32** Pertinent area of the Prison, now part of convent of San Domenico.
- 33** Franzesi Ceccarelli Palace
- 34** Moggi Palace and Appurtenant Properties
- 35** Medieval Palace
- 36** Razzi Palace
- 37** Devil's Tower and Cortesti Palace
- 38** Lolli-Cattani now Ridolfi Palace
- 39** Praetorian Palace and Leggieri Academy
- 40** Rognosa Tower
- 41** Municipal Nuncio Worskshop
- 42** Useppi Palace
- 43** Useppi Tower
- 44** Chigi Palace
- 45** Pettini Home and Tower
- 46** Salvucci Tower
- 47** Monumental Complex of Santa Maria of the Assumption
- 48** Contri Home
- 49** Fortress
- 50** Bachettoni Company Church, Now Part of the Santa Fina, Founded in 1574
- 51** Thirteenth century home
- 52** Nomi Pesciolini Palace
- 53** Baccinelli Palace
- 54** Canicci Home
- 55** Pettini Home
- 56** Talei Franzesi Palace
- 57** Tinacci Palace
- 58** Home in Via San Matteo
- 59** Gennai Home
- 60** Tamburini Palace
- 61** Vichi Palace
- 62** Ex Mainardi College
- 63** Construction with brick and stone arches with terracotta ornaments
- 64** Arches with corded decoration
- 65** Saint Agostino Church and Convent.
- 66** Santa Fina Hospital
- 67** Architectural complex of Saint Iacopo, Church of Saint Girolamo and Monestary of the Benedetti Vallombrasone Monks

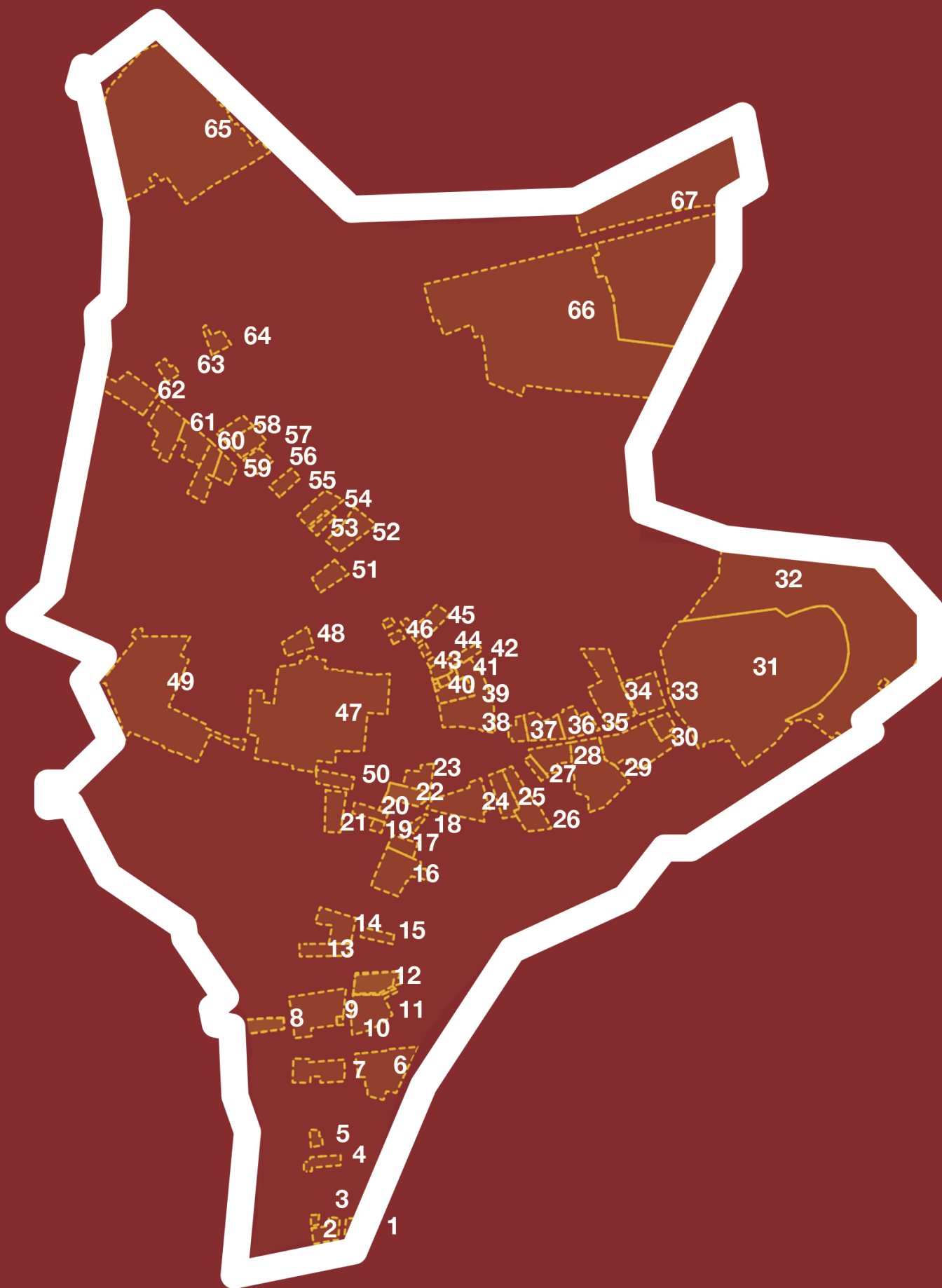


Fig 9 - Territorial plan (PIT) cartographic extract: map of the listed architectural assets in the Historic Centre of San Gimignano

SWOT

STRENGTHS

- Uniqueness of the skyline of the Historic Center;
- Restoration of the urban structure for the community
- Constant maintenance;
- Presence of artistic and handicraft activities;
- Organisation of cultural events during the year;
- Contemporary artworks;
- Attention to urban decorations;
- Presence of cultural associations and volunteers;
- Variety of landscape (agricultural landscape, wooded areas, Elsa river, Castelvechio Natural Park);
- Initiatives and events related to *World Heritage* (Association of Italian World Heritage, UNESCO World Heritage Cities Program);
- Other association preserving typical products (*Vernaccia Wine Consortium*, *Saffron Protection Consortium*);
- Bio-districts;
- Raise of *Slow tourism* (Via Francigena, Terre di Siena);
- Special tourist products (Toscana Terra Etrusca, Terre di Siena Slow, Via Francigena Toscana).

OPPORTUNITIES

- Youth involvement in World Heritage issues;
- Renovation of pedestrian viability inside the historic center;
- Improving transport system (local busses)
- Sustainable mobility;
- Reducing congestion within the historic center;
- Complete the construction of the station along *Via Francigena*;
- Raising awareness of UNESCO World Heritage;
- Renovation of abandoned areas and buildings within the historic Center;
- Proximity to other attractive areas;
- Definition of a *Destination Management Organization for tourism*.

WEAKNESSES

- Inadequacy of the Core Zone development planning tool (so-called Piano Quaroni)
- Lack of economic resources
- Traffic congestion in periods of high tourist flows;
- High concentration of tourists in some areas of the historic center;
- Lack of a defined *Buffer Zone*;
- High rental costs;
- Difficulty to adapt to required sustainable standards for constructions and maintenance of buildings.

THREATS

- Negative impact of *mass tourism*;
- Decreasing number of residents and demographic crisis;
- Hydrogeological, seismic risk and atmospheric pollution;
- Impact of climate change;
- Homologation of services and development of a *mono-economy*, due to tourism.

2.5 SWOT Analysis

The SWOT analysis represents a strategic planning tool which can help identify the set of *Strengths, Weaknesses, Opportunities and Threats*. It is in turn preparatory to the identification of decisive projects vis-à-vis the area covered by the Plan. The matrix derived thus satisfies the need for rationalization of decision-making processes, identifying itself as a true logical procedure which renders the collected data systematic and “usable”; it, too, provides new data useful for the definition of appropriate management policies and related lines of intervention. According to the standard conventions concerning the aforementioned analysis, strengths and weaknesses depend essentially on the endogenous characteristics of the historical site (internal analysis), while opportunities and threats are to be referred to the environment or other possible factors outside the site which may positively or negatively affect the areas taken into consideration (external analysis).

On the basis of this premise, the issues addressed below and summarized within a special matrix represent the result of points of reflection mainly stemming from the analysis of the conditions of the Core Zone - to which the surrounding landscape with a strong rural vocation is linked and whose identity characteristics make it equally noteworthy. There was also the addition of data pertaining to socio-economic issues directly related to the perception and management of the World Heritage site by all those public and private actors that generally define the local governance system. Moreover, the involvement of the local community in the drafting of the MP proved beneficial in confirming or integrating the points addressed in this analysis.

The Historic Center of San Gimignano, enclosed within the ancient medieval walls, boasts the collection of such a rich and valuable historical and artistic heritage, rendering it unique and irreplaceable on the world stage. One of the inescapable elements of its authenticity is undoubtedly the skyline depicted by the imposing tower-houses whose function, even in ancient times, was to exercise a form of hegemony over the surrounding space. The same skyline still maintains optimal conditions of preservation, achieved by means of appropriate urban planning perpetuated over time and correlated with the stratification of constraints currently in force. The constant search for human resources highly specialized in the disciplines of restoration of cultural heritage also makes the turreted city a point of reference in the implementation of interventions aimed at the conservation and maintenance of the pre-existing, primarily architectural- heritage; trying to involve, in terms of recovery, the entirety of historical structures located in the neighboring countryside through which it has been possible to identify new scenarios of territorial development. Among the main assets involved in this initiative are the complexes of San Domenico and Santa Fina, the Museum Complex of Santa Chiara (for which an expansion intervention was envisaged), the Municipal Civic Center “Le Granaglie” and the Teatro dei Leggieri; in

addition to these, there is the walkway outside the walls for which an urban redevelopment intervention was planned in order to enhance the pedestrian viability.

The enhancement of local accessibility, vehicular and otherwise, is among the focal points that depict the San Gimignano system and on which it has proved significant to focus attention in decisive terms. In this regard, among the realities already present in the territory, it is fundamental to mention the pre-existence of the well-known Via Francigena - a great cultural infrastructure, which having transformed into an actual tourist product would need constant and appropriate programmatic actions as it is also suitable for reaching the UNESCO site by directly crossing it. In general, the awareness towards the growing need in relation to the so-called slow tourism has led to substantial investments by public bodies on slow mobility, where the idea of travel is identified as an experience of knowledge and respect for the territory and its ecosystem, both enhanced in a responsible and sustainable way.

The rich cultural programming also demonstrates the extent to which municipal institutions, numerous associations and volunteer networks constantly engage in the creation of a continuous and high quality offer, capable of involving and arousing interest both in the local community (through the direct involvement of the youth population) and in occasional visitors. In addition to the associations of San Gimignano, the very presence of prominent cultural institutions contributes to the prestige of the ancient village, corroborated by the organization of periodic meetings and conferences of a multidisciplinary nature. Finally, alongside the valuable and cultural events, there is the commercial and artisan offer represented by the countless businesses falling within the urban fabric.

Agricultural labor and the tourism system still represent the community's most substantial source of income. The agricultural sector, specifically, provides products capable of establishing themselves on the global market, especially since the quest for quantity has been supplanted by that of quality. Vines and olive trees, in particular, feed a renewed agribusiness industry consisting of large, medium and small enterprises within which it is increasingly necessary to have fully-trained and qualified personnel. Alongside wine and oil is the production of another niche product, saffron. In this regard, thanks to the propulsive and joint thrust of its farmers, San Gimignano boasts the presence of a Consortium for the protection of Vernaccia di San Gimignano wine and another strong point, namely a bio-district, in which the promotion of local products is inextricably linked to the promotion itself of the territory and its peculiarities; everything always aimed at achieving the full development of not only the economic potential, but also social and cultural under the banner of the policies directed at the preservation of biodiversity and local traditions.

The Historic Center - given its extraordinary attractiveness as a

tourist destination- has always exerted an irresistible appeal to numerous Italian and foreign visitors whose growth, beginning in the 1970's, risks undermining the integrity of a heritage constantly exposed to threats of varying nature. In the first place, the heavy tourist flows concentrated especially in the summer period congest the entire town, where the growing pressure risks becoming unsustainable and now, at the expense of the resident population, forced to contend with the potential problems related to the difficult use of the area and the irregular performance of daily activities. Associated with this is a further threat symbolized by the process of gentrification that may lead residents toward a slow but progressive abandonment of the areas inside the Center (with the risk of exclusive use for tourist purposes) through migratory flows directed toward the suburbs and neighboring municipalities which are more accessible in relation to their needs. Add to this the impossibility of implementing new technologies in the ancient village which are useful for achieving the so-called domestic comfort: it is enough to think, for instance, of the systems of energy production from renewable sources or the very size of the housing units not always tailored to the needs of a contemporary family residing in the Historic Center - even more so if one thinks of the recent pandemic vicissitudes.

In the final analysis, the municipal administration, in concerted action with private actors directly involved in the valorization process, has long been committed to the creation of a functional organizational model useful for creating a tailored portfolio wherein the economic operators themselves are, for example, more aware of the resources the city has to offer. On the basis of what has been reported, the DMO (Destination Management Organization) proposes to unite the public and private offerings already active in the area with the main objective of implementing an "unprecedented" model of governance capable of improving the visibility of the village as a "tourist destination," incorporated in specific Destination Areas and also as a foundation for other attractive poles located in the immediate vicinity.

2.6 Analysis of Identified Criticalities

Starting from the previous analysis from the management place, The information collected during the periodic report of 2014, and the SWOT analysis, an updated study has been carried out on the factors that negatively impact the Exceptional Universal Value of the site. The following table summarises the risk factors identified, their extent and how they are addressed within the management plan.

3 CRITICAL ISSUES

IMPACT OF TOURIST FLOWS ON THE
HISTORIC CENTER

HYDROGEOLOGICAL AND SEISMIC RISKS
AND EFFECTS OF CLIMATE CHANGE

PRESERVATION OF THE CULTURAL,
MONUMENTAL, ARTISTIC AND
HISTORICAL HERITAGE

Fig 10 - Table summarises the risk factors identified, their extent and how they are addressed within the management plan

RISK ENTITY

● low risk

● middle risk

● high risk

	RISK FACTORS	DEFERRAL OF MP
PERIODIC REPORT 2014	● Risks tied to strong precipitation that influence the state of the urban fabric.	Action Plan Project 1 Monitoring system for the heritage site
	● Impact of tourism	Action plan Strategic projects of the macro area 2 Culture and management of the tourism system. Chapter 1.4.3 of the Management Plan <i>The Tourism plan for San Gimignano</i>
	● Seismic Risk	Action Plan Project 1 Monitoring system of the site
	● Hydrogeological risk and landslides	Action Plan Project 14 Interventions for the containment and defense of the soil
SWOT ANALYSIS POINTS OF WEAKNESS	● Inadequacy of the planning tools for the Core Zone (Quaroni Plan) To accommodate modern functions	Action plan Project 10 Drafting of planning tools for the Core Zone (Duty plans)
	● Scarcity of economic resources needed for taking care of the heritage site	Action plan Project 1 Heritage monitoring system Action plan Project 2 Extension of Santa Chiara Museum Complex Action plan Project 11 Urban regeneration and redevelopment of public spaces
	● Traffic congestion in periods of high tourist inflows	Strategic projects Macro area 5 Accessibility and mobility
	● Concentration of tourist flow in a few streets of the Historic Center	Action plan Strategic project of the Macro area 2 Culture and management of the tourism system
	● High Costs of Living	Assumption of Buffer Zone in chapter 1.3 <i>Territory, the world heritage site</i>
	● Alti costi di locazione	Action plan Project 11 Urban regeneration and reconstruction of public spaces
	● Difficulties in adapting buildings to sustainability standards	Action plan Project 11 Urban regeneration and the reconstruction of public spaces
	● Mass tourism impacts	Action plan Strategic Projects from the Macro Area 2 Culture and Management of Tourism system Chapter 1.4.3 of the Management Plan <i>The tourism trend of San Gimignano</i>
	● Decline in the number of residents and demographic crisis	Action plan Strategic projects from Macro Area 3 Livability, Residence, and commerce
SWOT ANALYSIS THREATS	● Gentrification	Action plan Strategic projects from Macro Area 3 Livability, Residence, and commerce
	● Impacts on the monumental heritage due to hydrogeological risk, seismic and air pollution	Action plan Project 1 Monitoring system of the heritage site Action plan Strategic plans Macro Area 4 Environment, climate change, and risk management
	● Impacts of climate change	Action plan Strategic project Macro Area 4 Environment, climate change, and risk management
	● Tendency toward homogenization of services and mono-economy related to tourism	Action plan Project 9 Regulation on the protection of the cultural heritage of the Historic Center

CHAPTER 3

2022 MANAGEMENT PLAN



3.1 Role of the Management Plan

In compliance with the principles of 1972 Convention, in 2002 the World Heritage Center established that all new sites must necessarily have a management plan, whenever they are registered in the World Heritage List, as the plan is an essential tool to identify strategies, to manage, promote, protect and monitor the outstanding Universal Value over time.

Since 2004, this requirement has also been set for those sites that are already included in the aforementioned list. Therefore, in the same year, the Ministry of Culture decided to invest in human and economic resources, in order to be able to draft management plans for Italian sites, through law n.77 of 20th Feb. 2006, known as “Special measures for the protection and use of Italian sites of cultural, landscape and environmental interest, included in the” list of world heritage”, placed under the protection of UNESCO”.

The structure and objectives of the management plans were formalized in 2015, with the revision of the Operations Guidelines, through the introduction of articles 108 to 118bis.

Among the various introduced topics, art. 111 contained a short list of some of the issues that management plans should focus on, including: heritage values, social and cultural context, inclusion of citizens and stakeholders, monitoring cycle and a clear analysis of the governance system.

However, the “Managing Cultural World Heritage” and the “Managing Natural World Heritage” manuals, drawn up by UNESCO World Heritage Center, in collaboration with the consultative bodies, contain precise instructions and details on the actual structure that an effective management plan should have, providing good practices and concrete examples.

In short, management plans are therefore tools that:

- are developed according to the type of property and local community, ensuring maintenance of the OUV for future generations;
- have to be flexible and adaptable to economic, political and social changes. For this reason, they must be often monitored and updated;
- have to promote short, medium and long-term activities and projects that can contribute not merely to protect the OUV, but also to enhance sustainable development of local communities, by safeguarding and promoting their cultural and natural heritage.

To conclude, the management plan of a World Heritage site is not just the final result of a deep research and design process, but rather a process, in which many planning phases are involved, such as implementation, monitoring and review. A constant update of its contents is therefore an essential requirement.

3.2 Towards the second management plan

In 2010, a group coordinated by Professor Tatiana Kirova drawn a new management plan (MP).

Then, the management plan updating process began in 2021, through a research project aimed at rising public knowledge and awareness of the architectural heritage, both from a technical and cultural point of view, by drafting a report. The paper was written in collaboration with HeRe_Lab (Heritage Research for the realization of studies and research relating to the thematic areas of reference). This document was inspired by the management plan of the World Heritage site of the Historic Center of Florence, which was already analysed by the same group.

In fact, the Florence management plan was considered a good practice and example at an international level, therefore a point of reference when studying other urban structures, contexts and territories.

The updated plan aimed at protecting and enhancing the Outstanding Universal Value of San Gimignano.

THE NEW PLAN

IS A **MORE UPDATED AND SIMPLE DOCUMENT**

HAS A NEW STRUCTURE: IN ADDITION TO A DESCRIPTIVE PART, AN ACTION PLAN HAS BEEN INCLUDED.

HAS GOT **KEY INDICATORS**

THERE HAS BEEN AN **INVOLVEMENT OF YOUNG PEOPLE**, WHICH HAS LED TO THE CREATION OF THE GROUP “JUNIOR COORDINATORS”, WHO SUPPORTED THE LOCAL ADMINISTRATION MANAGING MEETINGS AND EVENTS.

THERE HAS BEEN ALSO AN **INVOLVEMENT OF CITIZENS**, SHARING VALUES AND ORGANIZING MEETINGS.

IS **INCLUDING CRITICAL ISSUES** IN THE ANNUAL REPORTS.

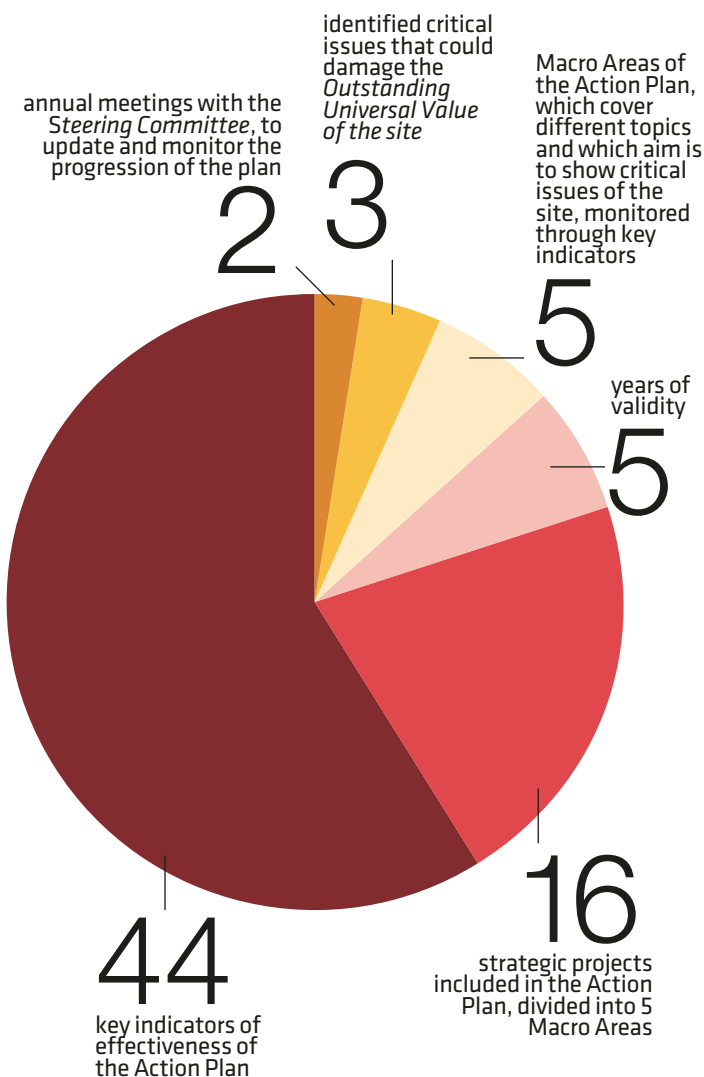
WE FIND APPLICATION OF THE PRINCIPLES OF THE HISTORIC URBAN **LANDSCAPE RECOMMENDATIONS**, DRAWN UP BY ICOMOS IN 2011

RAISING AWARENESS OF WORLD HERITAGE ISSUES AND VALUES OF THE MANAGEMENT PLAN IN PRIMARY AND SECONDARY SCHOOLS

INCLUDES A CHART WITH LISTED FEATURES OF THE OUTSTANDING UNIVERSAL VALUE OF THE SITE

MAIN FEATURES OF THE NEW PLAN

- validity of 5 years;
- 3 identified critical issues that could damage the Outstanding Universal Value of the site;
- 5 Macro Areas of the Action Plan, which cover different topics and which aim is to show critical issues of the site, monitored through key indicators.
- 16 strategic projects included in the Action Plan, divided into 5 Macro Areas;
- 44 key indicators of effectiveness of the Action Plan;
- 2 annual meetings with the Steering Committee, to update and monitor the progression of the plan;
- main focus on active participation of the community, safeguarding and protecting the heritage.
- Furthermore, collaborations with external technical and scientific experts have been essential to draft the management plan. Since 2020, the collaboration with the Here Lab - Heritage Research (joint research program between the University of Florence and the “Florence World Heritage and UNESCO Relations”) has allowed to deal with more complex issues, helping finding ways to update the management plan and to develop new parts, based on a practical approach and through many case studies on the various related topics.



TIMELINE

MAY 2022

Deadline for management plan update

NOVEMBER 2021

APRIL 2022

Management plan draft

NOVEMBER 2021

Preliminary document for the management plan | draft and deliver

JANUARY 2021

MARCH 2022

Updating management plan

APRIL

OCTOBER 2021

Analysis of the territorial context and collected data

JANUARY

APRIL 2021

Collecting data regarding San Gimignano

DECEMBER 2020

Agreement signature with DIDA | UNIFI

CHAPTER 4

INVOLVEMENT AND PARTICIPATION ON THE MANAGEMENT PLAN



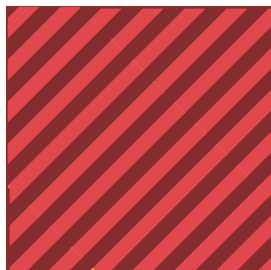
The town of San Gimignano has chosen to involve many different local entities in its community.

In line with the *Operating Guidelines and the principles of the approach to the Historic Urban Landscape*, active participation is a key element to effectively and efficiently update management tools for World Heritage sites. Participating means giving voice to the needs of many subjects involved, in order to reach common goals of sustainable development.

INVOLVED PARTIES

- Steering Committee - 2 online meetings (17th January and 21st April 2022)
- Junior Coordinators
- Middle schools of San Gimignano and High schools of the Valdelsa territory
- Cultural and trade associations
- Local community

INVOLVED PARTIES



**STEERING
COMMITTEE**
2 online meetings
17th January |
21st April 2022



**MIDDLE
SCHOOLS OF SAN
GIMIGNANO AND
HIGH SCHOOLS OF
VALDELSA**



**JUNIOR
COORDINATORS**



**CULTURAL
AND TRADE
ASSOCIATIONS**



**LOCAL
COMMUNITY**

PROCESS PHASES

PHASE I

January/
February 2021

Junior Coordinators development

On the occasion of the thirtieth anniversary of the inclusion of San Gimignano in the World Heritage List, the city has identified a group of 15 students under 35 from San Gimignano and surroundings, known as the *Junior Coordinators*, who have chosen to collaborate to the promotion of activities within the updating process of the MP.

PHASE II

February/
March 2021

Meetings and topics

Organization of preliminary meetings (Education and Training; Culture; Tourism; Quality of life and Wellbeing; Visitor Center) open to citizens and moderated by the Junior Coordinators with the support of the Municipality of San Gimignano.

In February and March 2021, specific meetings have been organised and opened to citizens, with the aim of bringing new ideas to update the Management Plan of the World Heritage site. Meetings were scheduled during the 13th anniversary of the recognition of the historic center of San Gimignano as a UNESCO World Heritage site. From 1st February to 1st March 2021, every Monday at 6.30 pm, live online meetings on San Gimignano Facebook profile.

The main discussed topics were the following:

- **Education and Training - "Enhancement of heritage" (1 February 2021).** How values of UNESCO and World Heritage are promoted within schools and adults training.
- **Culture - "The Faro Convention" (February 8, 2021).** How culture is developed and programmed in a city included in the World Heritage List.
- **Tourism - "Rethinking the tourist offer and cultural awareness" (February 15, 2021).** How and what can be promoted in a World Heritage city; which strategies to adopt for a sustainable and balanced development; UNESCO as an added value for tourism promotion.

- **Quality of life and well-being (February 22, 2021).** Can living in a World Heritage site improve people's quality of life and generate well-being?

- **Visitor Center - "Interpreting heritage" (1st March 2021).** How to communicate UNESCO heritage and its values? Interpretation and disclosure of heritage.

Presentations were directed by the "Junior Coordinators", who spoke with local experts on each topic, in order to engage and stimulate discussions with participants.

PHASE III

June/
December 2021

IN3C Project launch - directed by the Junior Coordinators

Project IN3C is a combination of many activities and initiatives that connect young people, surrounding territory and local community. It was developed after the five meetings of the Junior Coordinators.

The main goal was to bring together different skills, abilities and resources of each entity, through a collective experience. Such activities included, for instance: writing, illustration, photography, in order to enhance the potential of the territory and to develop and promote environmental and human sustainability.

Particularly, between June and December 2021, the Coordinators have been actively involved in six initiatives, including walks within the historic center and the surrounding area.

Local Schools involvement

During the same period, in collaboration with Vernice Progetti Culturali, other meetings were held with the high schools of the Valdelsa. Particularly, a collaboration between UNESCO and the Municipality of San Gimignano aimed to understand how schools could be involved in the process of raising awareness of the World Heritage. San Gimignano administration was hoping to sign a protocol in order to constantly involve schools on UNESCO projects

PHASE IV

January/
March 2022

Start of meetings for training and definition of the DMO | Destination Management Organization

This was a seven meetings cycle for all the tourist organizations of the area, organized by the Municipality of San Gimignano in collaboration with Concommercio and Confesercenti of Siena and San Gimignano, and with the technical support of Terre di Siena Lab and Travel Appeal.

PHASE V

January/ May 2022

Steering Committee

On January 17th and April 21st 2022, two meetings were organized to update the plan drafting, with the members of the Steering Committee. Afterwards, all new proposals, suggestions and decisions of the Committee have been positively included into the plan.

PHASE VI

march 2022

Involvement of the community

During March and April 2022, the cycle of four meetings that took place defined the approach to manage the Historic Urban Landscape, through a course organized and coordinated by the Department of Architecture of the University of Florence, in collaboration with the Junior Coordinators.

The meetings involved different parties and stakeholders:

- Citizens, associations, local entrepreneurs, who were able to contribute sharing new ideas and different points of view, which have been partially integrated into the MP.

The meetings focused on three different topics included in the management plan and the outcome have been defined in 2021.

The following chart shows the topics and related discussion tables with all the involved subjects.

The aforementioned meetings were organized on a weekly basis, according to a smooth and logical schedule:

After the institutional greetings, one or more experts introduced the topics to be discussed in face-to-face assembly mode, with online videocalls or through Facebook; the central part of the meeting was always dedicated to small groups debates, both face to face or online, with the mediation of

The final part of each meetings was always a brainstorming on each specific topic, with briefs of both coordinators and participants.

The last meeting of this cycle was a sort brief of all the discussed topics, which can be analysed with two different interpretation keys or points of view:

- From a territorial point of view, in terms of improving the quality of life and enhance tourism, environment and cultural sustainable development within the territory and land;
- During the final plenary session, topics, proposals and ideas were instead discussed from a thematic point of view, with the help of a map that summarized relationships among the complex concepts.
- The meetings and the heritage walk were not just an opportunity to communicate the World Heritage values and the key concepts of the MP, but they raised awareness among all the participants and have been useful to understand the different opinions of the local community. In this mutual process of “communication and listening”, the Junior Coordinators have significantly contributed, as citizens of San Gimignano and therefore direct “users” of the site, who were able to understand and discuss in depth the needs highlighted by all the other participants.

Thanks to these meetings, it has been possible to dedicate greater attention to culture within the MP: cultural enhancement, through specific activities, has been in fact pointed out in all meetings as a possible solution to improve quality of life within the historic center and to manage the tourism in an alternative way. As a result, project 8 tab has been added

TOPICS	RELATED MACRO AREAS IN THE MP	RELATED THEMATIC MEETINGS OF 2021
Quality of life: residence, commerce, accessibility and mobility	MACROAREA 3 MACROAREA 5	Quality of life
Environmental heritage: the river, the countryside, the Vernaccia and the eno- gastronomic heritage	MACROAREA 1 MACROAREA 4	Education Culture
Culture and management of tourism	MACROAREA 2 MACROAREA 5	Tourism

within the Action Plan of the MP, which underlines the importance of programming and monitoring culture over time. The meetings also confirmed the need for some actions to be planned by the local administration. First of all, the need to increase public spaces for collective use, such as cultural and social activities for young and older people. For instance, the reopening of the Leggieri Theater, the inauguration of the first Municipal Civic Center “Le granaglie” (whose name recalls the agricultural tradition of San Gimignano), the project of an auditorium next to the new primary school, the rehabilitation of the former prison of San Domenico, the refurbishment of the former hospital of Santa Fina, the restoration of the walkways along the walls and more. A part from the usual requests of a better management of the green areas, the heritage, the roads and the parkings, there's also a need for a new communication strategy of San Gimignano tourism, through the development of a modern DMO project. A brief of the discussed topics and issues during the meetings is available in ANNEX 4.

The scheme of the organization of the thematic meetings.

?
INTRODUCTION OF THE THEME OF DISCUSSION
in presence and online



TABLES OF DISCUSSION
Facilitates by the coordination of 2-3 guiding questions
in presence and online



CONSTRUCTION OF THE BULLETIN BOARD FOR IDEAS AND RETURN TO THE PLENARY
in presence and online

The Guiding Questions of the three thematic meetings

Quality of life

1. What does it mean to improve the quality of life in the historic center of San Gimignano?
2. The strategic projects presented, what spaces and what services?
3. Are there other places where an intervention could be important or other actions to take in order to improve the quality of life.

Immaterial and environment heritage

1. How can the environmental elements of the territory contribute to the image and perception of San Gimignano as a UNESCO World Heritage Site.
2. Which traditions, memories, and recurring events add value and are at risk of being lost?

Culture and tourism system

1. Fruition, participation and cultural production: What do you want for San Gimignano?
2. How to reinforce partnerships between institutions, entrepreneurs, and citizens in tourism.

Heritage pathways

22ND OF MARCH

29TH MARCH

5TH APRIL

9TH APRIL

The meeting in numbers



3 tables present | 33 people



2 tables online | 24 people



2 tables present | 19 people



1 tables online | 13 people



3 tables present | 18 people



2 tables online | 22 people



22 people

WATER

AIR

GREEN AREAS

RIVER

OPEN TERRITORY

SLOW PATHS ON FOOT AND BY BICYCLE

TOURIST MAP OF THE COUNTRYSIDE

ENHANCE HAMLETS, FARMHOUSES, LESS KNOWN PLACES

ENVIRONMENTAL COMPATIBILITY OF CRAFT AND PRODUCTION AREAS

SUSTAINABILITY AND ECOLOGY

FOOD AND WINE PRODUCTS

TRADITIONAL EVENTS TO BE RELAUNCHED

REACTIVATE A SENSE OF COMMUNITY

GREATER KNOWLEDGE OF THE HISTORY OF THE PLACE

PARTISAN MEMORY

SPACES AND POINTS OF AGGREGATION (SENSE OF "SQUARE")

ACCESSIBLE SERVICES IN THE CENTER, INCLUDING HEALTH

PUBLIC CONTAINERS FOR TOURISTS AND RESIDENTS

REVALUATION OF SECONDARY ROADS

DIFFICULT TO RECONCILE ENERGY EFFICIENCY AND HISTORICAL IMAGE

PROXIMITY SHOPS NOT ONLY FOR TOURISTS

QUALITY OF SERVICES AND PACKAGES

DMO

RING ROAD

TURISM

ENVIRONMENTAL
VALUES

IMMATERIAL
VALUES

BETTER QUALITY LIFE
IN THE HISTORICAL CENTER

NEARBY PARKING LOTS FOR RESIDENTS
CITYBUSES TO BE IMPROVED

BETTER ROAD AND PARKING LOTS MANAGEMENT

DECORATION, LIGHTING. SIGNAGE

SEASONAL ADJUSTMENT OF TOURISM AND SERVICES

IMPROVE THE COMMUNICATION OF EVENTS

ATTENTION TO THE TARGET: CHILDREN, YOUNG PEOPLE, THE
ELDERLY, TOURISTS VS. RESIDENTS

CREATE A FESTIVAL

IMPROVE DIALOGUE AND COOPERATION BETWEEN ACTORS

CARE OF THE GREEN AREAS INSIDE THE WALLS

SUPPORT AND SPACES FOR ASSOCIATIONS, ARTISTS AND ARTI-
SANS

CULTURAL EVENTS

BETTER AND CONTINUOUS PROGRAMMING

OPENNESS TO EXTERNAL SUGGESTIONS

PLACES OF CULTURE

ATTENTION TO ACCESSIBILITY PROBLEMS

WIDER NETWORK WITH THE TERRITORY

LIBRARY NOT TO BE LET DECAY

LACK OF TRADITIONAL VENUES (E.G. THEATER)

TAKE ADVANTAGE OF UNUSUAL OR LITTLE KNOWN PLACES

PRIORITIZE RESOURCES

MEDIEVAL - CONTEMPORARY DICHOTOMY
(TECHNOLOGY, STREET ART ..)

OPERA SEASON

CULTURE

CHAPTER 5

INTRODUCTION TO THE ACTION PLAN AND ITS MONITORING SYSTEM



5.1

Methodology to define the Action Plan and its monitoring system

METHODOLOGY

The Action Plan is the operational section of the management plan, which aims to describe projects and strategies implemented at a local level, to support conservation, promotion and sustainable development of the Historic Center of San Gimignano as a World Heritage site.

The Action Plan has been developed according to the following phases:

A. Update of the critical issues that impact the World Heritage property

As indicated in Section 2.6 of this Plan, following the analysis and the assessment of the risks and issues related to the site, the critical issues identified are:

- impact of tourist flows on the historic center
- hydrogeological and seismic risks and effects of climate change
- preservation of the cultural, monumental, artistic and historical heritage

B. Identification of Macro Areas of the Action Plan and strategic objectives

In line with the good practices developed both at national and international level, the strategic projects selected for inclusion within the Action Plan have been grouped into five Macro areas. Some of these respond directly to critical issues impacting the World Heritage property, while others were added during the process of updating the MP to integrate dimensions based on the sustainable development of the historical center.

The Macro areas are not constituted as static, but are rather flexible groupings that allow for a cross-cutting approach to the site's changes and issues, whether present or future.

MACRO AREA 1 - CONSERVATION, KNOWLEDGE AND SAFEGUARDING OF CULTURAL HERITAGE

MACRO AREA 2 - CULTURE AND MANAGEMENT OF THE TOURISM

MACRO AREA 3 - QUALITY OF LIFE, RESIDENCE AND COMMERCE

MACRO AREA 4 - ENVIRONMENT, CLIMATE CHANGE AND RISK MANAGEMENT

MACRO AREA 5 - ACCESSIBILITY AND MOBILITY

C. Identification and collection of projects suggested by the municipal administration

The definition of the Action Plan was then articulated in the identification and reception of new projects, for a total of 32 initiatives implemented at the territorial level.

D. Selection of strategic projects to include in the Action Plan.

Of the local initiatives reported by the city administration, a total of 16 strategic projects were selected. These projects will help in concretely pursuing the goals of the Plan and the overall protection of the Outstanding Universal Value of the site. The projects have been chosen according to the following requirements and parameters of evaluation:

- Relevance to the "5 C" strategy (Credibility, Conservation, Capacity Building, Communication and Community)
- Ability to respond to identified issues
- Ability to maintain, enhance and support the Outstanding Universal Value of the site
- Compliance with the Sustainable Development Goals of the 2030 Agenda.

The following chart shows the 32 initiatives reported by the municipal administration - in the right column, while the left column shows the selected projects, divided by each macro area topic.

In the table below, the left column shows the 32 initiatives reported by the city administration, while the right column shows the selected projects broken down by each Macro Area.

E. Identification of key indicators to monitor the effectiveness of the Action Plan, divided by macro-areas and objectives.

Effectiveness indicators have been identified for each Macro Area, with the aim of verifying that each project contained in the Macro Areas, and thus the Action Plan in general, contributes to sustaining the Outstanding Universal Value of the site.

IDENTIFIED STRATEGIC PROJECTS	SELECTED STRATEGIC PROJECTS
• Monitoring system • Rehabilitation and enhancement of the <i>San Domenico</i> complex • Redevelopment of the former <i>Santa Fina</i> hospital • Reopening of the Teatro dei Leggieri • Refurbishment of former Agricultural Consortium spaces • Extension of the <i>Santa Chiara</i> Museum Complex • Reopening of the walkway behind the walls • Recovery of the ancient medieval sources • Municipal Regulations for the shared management of common goods • Involvement of schools in the issues of heritage protection • Definition of the Buffer Zone • Participation in cooperation programs • international related to the theme of world heritage • Qualification of the services of the museum system • Civic • Regional Tourist Area <i>Valdelsa Valdicecina</i> • Destination Management Organization (DMO) • Enhancement of the Via Francigena and paths • Capacity on load capacity dashboard • San Gimignano card • <i>Contado</i> project enhancement of the intangible heritage with particular attention to the environment, the countryside and the Vernaccia di San Gimignano wine production • Municipal regulation of trade in the public area and of the trade fair and market sector • Regulations for the protection and decoration of the cultural heritage of the historic center • Drafting of a new tool planning of the central area Function Plan • Urbanization interventions e redevelopment of public spaces for the community • New separate collection system • <i>Beyond the borders. Towards the Elsa River Contract</i> • Definition of a Green Plan / redevelopment of urban green spaces • Soil containment and defense interventions • Via Santo Stefano walkway and <i>Mangiapecore</i> tower consolidation • Realization of the ring road in the center • historic center of San Gimignano • Integrated mobility system within the site: revision of mobility in the historic center • Mobility and sustainable accessibility • Landings upgrading: landing extension of Bagnaia, landing construction of Fugnano, redevelopment of Baccanella bus terminal and extension of Poggiluglio for residents	MACRO AREA 1 CONSERVATION, KNOWLEDGE AND SAFEGUARD OF CULTURAL HERITAGE 1 Monitoring System Asset 2 Extension of the “Santa Chiara” Museum Complex 3 Involvement of the schools in heritage protection
	MACRO AREA 2 CULTURE AND MANAGEMENT OF THE TOURISM SYSTEM 4 “Valdelsa Valdicecina” Regional Tourist Area 5 Destination Management Organization (DMO) 6 Enhancement of the Via Francigena and paths 7 “Contado Project” enhancement of intangible heritage with particular attention to the environment, the countryside and Vernaccia di San Gimignano wine production 8 “Accade”: cultural events
	MACRO AREA 3 LIVEABILITY, RESIDENCE AND COMMERCE 9 Regulations for the protection and decoration of the cultural heritage of the Historic Center 10 Drafting of a new “Core Zone” planning tool Function Plan 11 Urban redevelopment of public spaces for the community: - Rehabilitation and enhancement “San Domenico” complex - Redevelopment of the former “Santa Fina” hospital, new RSA, new socio-health district, - Multifunctional Center for the Third Age “Il Bagolaro” - Municipal Civic Center “Le granaglie” - Reopening of the Teatro dei Leggieri theatre
	MACRO AREA 4 ENVIRONMENT, CLIMATE CHANGE AND RISK MANAGEMENT 12 New System of Recycling and Waste Management 13 Beyond Borders. Towards a Contract for the Elsa River 14 Soil containment and protection measures: the walking path of Via Santo Stefano and the reinforcing “Mangiapecore” Tower
	MACRO AREA 5 ACCESSIBILITY AND MOBILITY 15 Construction of the ring to the Historic Center of San Gimignano 16 Landings upgrading: landing extension of Bagnaia, landing construction of Fugnano, redevelopment of Baccanella bus terminal and extension of Poggiluglio for residents

MONITORING SYSTEM

Drafting a MP is only one step in the process of managing a World Heritage site. The circular path in which it fits begins with a detailed analysis of the territory and the definition of management objectives, continues with a participatory planning followed by a drafting phase, that ends with the implementation and monitoring phase.

Monitoring a MP is a key tool for measuring the effectiveness of its Action Plan and the management system of the World Heritage property. Through the analysis of measurable indicators, the monitoring process is useful to both the managing body and the community to identify good practices, to track the progress of the projects and the policies implemented, and also to respond to various issues that have emerged over the years.

For the case of the Historical Center of San Gimignano, the monitoring phase of the Plan:

- will have to be completed preferably every year so that a periodic comparison can be made, providing information on the changes that have occurred at the site through the implementation of the strategic projects;
- has the “zero point” for the analysis of the indicators set at June 2022;
- will result in data collection based on an engaging process of both the Administration and the stakeholders. The site manager together with the local administration will carry out a tech-

5.2 Objectives and key efficacy indicators

In contrast to a standardized identification of indicators per individual strategic project in the Action Plan, for the case of the Historic Center of San Gimignano it was noted that many of the objectives and efficacy indicators were in common, and therefore it was decided to cluster them by Macro Area, with a view to simplifying the Plan's monitoring process. This choice will be subject to possible revision during the future monitoring phase.

Both the objectives and efficacy indicators of each Macro area have been developed analyzing international planning tools, including:

- The 17 Sustainable Development Goals of the United Nations 2030 Agenda;
- The UNESCO Recommendation on Historic Urban Landscape (HUL), published in 2011 to guide and support the management of urban landscapes and historic centers;
- The Helsinki Action Plan, a document produced following the cycle of the 2014 Periodic Report of European World Heritage sites, which presents strategic actions for site managers in order to ensure sustainable management of World Heritage sites.

At a national level, the sustainable development **indicators of the National Institute of Statistics** were taken into consideration, drawn up to measure and monitor relevance and compatibility with the United Nations sustainable development policies.

The table chart below summarizes the direct relationships between the objectives of the Macro areas, the related key indicators and the strategic projects. The presence of strategic projects for each objective is essential to reach the set goals of each macro area and therefore of the Action Plan.

1. CONSERVATION, KNOWLEDGE AND SAFEGUARD OF THE CULTURAL HERITAGE		
Objectives	Key indicators	Strategic projects
Valuing heritage through the recovery of the monumental heritage , and in particular of buildings and historical and landscape elements	• Annual number of recovered and renovated urban spaces for the community • annual number of requested authorizations within the restoration field	1 Extension of Santa Chiara Museum Complex
Establish an effective system for monitoring the site and its attributes , which makes it possible to identify, prioritize and coordinate interventions in programmed and second way the needs	• annual number of cognitive analysis of the properties belonging to the historical building heritage of the Core Zone • annual estimated amount of maintained and preserved architectural heritage, as well as redeveloped urban spaces	2 Heritage Monitoring System
Develop training, knowledge and public awareness of the World Heritage, mainly among the youth generation	• number of initiatives • number of involved participants	3 Schools involvement in heritage protection
Promote a stronger connection between culture and creative activities with school and university institutions	• number of involved institutions and associations • number of created educational programs	3 Schools involvement in heritage protection

2. CULTURE AND MANAGEMENT OF THE TOURISM SYSTEM		
Objectives	Key indicators	Strategic projects
Identify effective tools to monitor, manage and predict the ability to sustain tourist flow and its impact on the environment , local economy and society.	• Tourism contribution to the local economy • seasonality of visitors arrivals (ratio between the month with the most arrivals and the month with the fewest arrivals) • annual growth rate of tourist arrivals in the municipality • Tourist flow density (amount of tourist in the historic center, per Km) • Tourist flow intensity (amount of tourists on the site, compared to the amount of residents living in the historical center)	4 “Valdelsa Valdicecina” Regional Tourist Area
Promoting innovative activities to welcome visitors and to provide them with information	• number of users using tourist information platforms and portals • number of offered • experiences and activities within the territory	4 “Valdelsa Valdicecina” Regional Tourist Area 5 Destination Management Organization (DMO)
Strengthen partnerships between various institutions, organizations, citizens and entrepreneurs to develop the area	• number of collaborations created within the tourist sector • number of involved institutions	4 “Valdelsa Valdicecina” Regional Tourist Area 5 Destination Management Organization (DMO) 7 “Contado Project”
Promote the unknown areas, in order to expand cities and provide a real de-centralisation of tourist offer	• creation of new alternative routes • number of visitors on the new routes and • attending the new proposed initiatives	4 “Valdelsa Valdicecina” Regional Tourist Area 5 Destination Management Organization (DMO) 7 “Contado Project”
Promote typical and local food and wine	• number of involved businesses • number of confirmed activities within the project	7 “Contado Project”
Increase the number of shows and cultural events all through the year		8 “Accade”: cultural events

3. LIVEABILITY, RESIDENCE AND COMMERCE		
Objectives	Key indicators	Strategic projects
Updating strategic planning and regulatory tools to manage cultural heritage	- Drafting new regulations to protect the historic trade - updated regulations to manage the historic center functions	9 Regulations to preserve the Historic Center cultural heritage 10 Drafting a new planning tool to manage the city center (Functional plan)
Improving residents quality of life	- renewed areas which have been given back the community - number of redevelopment projects of the urban areas for the community	9 Regulations to preserve the Historic Center cultural heritage 10 Drafting a new planning tool to manage the city center (Functional plan) 11 Urban redevelopment of areas for the community
Promote residency within the UNESCO site, improving services and quality of commercial supply	- number of traditional and craft local businesses - number of analyzed sectors, within the Functional Plan	10 Drafting a new planning tool to manage the city center (Functional plan)
Creation of new social and gathering spaces for the community	- number of social and gathering spaces - number of involved institutions	11 Urban redevelopment of areas for the community

4. AMBIENTE, CAMBIAMENTI CLIMATICI E GESTIONE DEL RISCHIO

Objectives	Key indicators	Strategic projects
Effectively coordinate the involved subjects, managing hydrographic basins	- Drafting strategic planning tools to manage hydrographic basins - Number of involved subject within the strategic planning - Number of meetings aimed to involve citizens	13 Beyond Borders. Towards an agreement regarding the Elsa River
Preserving and enhance the cultural heritage, the landscape , the green areas and the soil in and around the site, creating safe and accessible areas.	- Creation of new green areas - creation of a River park along river Elsa - creation of new routes within the territory, through new road signs - creation of a River park along river Elsa - creation of new routes within the territory, through new road signs	13 Beyond Borders. Towards an agreement regarding the Elsa River 14 Containment and protection interventions: Via Santo Stefano Walkway and Torrione “Mangia-pecore”
Establish new recycling systems , in order to reduce local pollution and implementing sustainable management strategies	Daily solid waste collection in the city center	12 New recycling system
Interventions and actions to contain and protect Soil	annual estimate of the amount spent for risk analysis projects	14 Containment and protection interventions: Via Santo Stefano Walkway and Torrione “Mangia-pecore”

5. ACCESSIBILITY AND MOBILITY

Objectives	Key indicators	Strategic projects
Improve the system of mobility and accessibility to the historic center	- number of environmentally friendly means of local public transport/total vehicles of local public transport - annual estimate amount of interventions - number of parking spaces for residents	16 Landings upgrading
Promote the creation of new infrastructure that improves the connection between the historic center and the entire system of cultural and natural heritage of the territory	- number of infrastructure interventions - number of presences of tourist coaches in the landing system - number of users using the landings and new services of mobility	15 Construction of the ring road in the Historic Center of San Gimignano 16 Landings upgrading

ACTION PLAN

AO

PLAN

ation



SUSTAINABLE DEVELOPMENT GOALS

LINK TO THE AGENDA FOR SUSTAINABLE DEVELOPMENT

GOOD HEALTH
AND WELL-BEING

3

QUALITY
EDUCATION

4

DECENT WORK AND
ECONOMY GROWTH

8

INDUSTRY, INNOVATION
AND INFRASTRUCTURE

9

SUSTAINABLE CITIES
AND COMMUNITIES

11

CLIMATE
ACTION

13

LIFE BELOW
WATER

14

LIFE
ON LAND

15

PARTNERSHIPS
FOR THE GOALS

17

MACRO AREA 1

CONSERVATION,
KNOWLEDGE
AND SAFEGUARD
OF THE CULTURAL
HERITAGE

PROJECT 1

Monitoring System Asset

The architectural, monumental and artistic heritage monitoring of municipal property located within the historic center of San Gimignano is carried out through an analysis that provides information on the state of preservation of the entire structure. Constantly monitoring it's possible to verify the effectiveness of the conservation actions already in place and to plan new interventions, according to the financial resources, in order to prevent harmful events.

Monitoring will mainly be implemented using non-invasive techniques (for example: laser scanners, drones and directly measuring of physical quantities), as well as using visual and direct inspection with predictive models of the possible stages of deterioration that can be developed, due to natural and / or anthropogenic causes.

The results of heritage monitoring will be collected in a database. To allow the implementation of the database, specific collaborations with the University of Florence (DICEA | Department of Civil and Environmental Engineering), the Provincial Command of the Fire Brigade of Siena and with the competent SABAP will be considered.

The aim of such project is to create a new preventive conservation tool through the development of a monitoring system that allows maintenance of interventions in the World Heritage site. This system will in fact be able to constantly provide updated information on the risk and vulnerability index of individual properties, suggesting possible actions and showing the available resources. In this circumstance, the experience gained in recent years (particularly with two research projects funded by the Tuscany Region: RISEM | Seismic Risk in Monumental Buildings 2011-2013 and MOSCARDO | ICT technologies for structural monitoring of ancient buildings based on wireless sensor networks and drones, 2016-2018), which involved the study and monitoring of some of the towers of San Gimignano, will be essential to handle the system.

Time span

Long term

Expected results

- Creation of a database with information sheet and verification sheet of each single municipal property of the World Heritage Site Historic Center of San Gimignano;
- Visual and instrumental survey and analysis of the state of conservation of the identified assets;
- Creation of guidelines for the conservation of typical elements of the historic buildings of San Gimignano (architectural constituent elements, fixtures and materials, color, facades, roofs, etc.) for owners, professionals and businesses;
- Completion of the mapping of areas at risk, abandoned and degraded and planning of interventions;
- Definition of a three-year programming of diagnostic and conservation interventions in quantitative and qualitative terms.

Implementation status

Currently, an initial mapping of assets to be monitored has been drawn up in the form of an indexed list and will be included in the database. In addition, the first drafts of the information and verification sheet model dedicated to each individual asset were made.

They are currently underway:

- Signing of the agreement for collaboration between the Municipality of San Gimignano, the Department of Civil and Environmental Engineering and the Fire Brigade (scheduled for July 2022);
- Formalization of the composition of the Heritage Monitoring Unit, which will include representatives of the institutions involved;
- Completion of the mapping started in July 2021 of the assets to be monitored;
- Completion of the acquisition and retrieval of data already available, in terms of historical analysis, geometric and material surveys, mechanical and dynamic characterization of the identified elements.

Strategic guidelines (The 5 C's)

Credibility	●
Conservation	●
Capacity building	
Communication	
Community	

Criticisms

Impact on the influx of tourists on the historic center	
Hydrogeological and seismic risk and the effects of climate change	●
Conservation of the cultural, monumental, artistic, and historic heritage	●

Criteria, Integrity, Authenticity

I	
III	●
IV	●
Integrity	●
Authenticity	●

Goals for Sustainable Development

11

13

17

PROJECT 2

Extension of “Santa Chiara” Museum Complex

Santa Chiara Museum Complex is located in the old convent of S. Chiara, built at the beginning of the 16th century (on the site where the Hospital of Santa Croce previously was) to house the Poor Clares, who had settled in San Gimignano since 1261. The complex, made up of five building units, has undergone a series of interventions since 1786 to adapt it to the changes in use implemented over time. Currently the building is intended for cultural and exhibition purposes, hosting temporary exhibitions and various collections of great local interest: the Archaeological Museum, the Spezieria dello Spedale di Santa Fina and the Gallery of modern and Contemporary Art “Raffaele De Grada”.

Since 2020, a process of rehabilitation and enhancement of the complex has been underway through conservation interventions, including the redevelopment of spaces to be used for the expansion of the exhibition path in order to increase the cultural offer and extend the audience of potential users. Among the buildings involved in the restoration project is the conventual church of Santa Chiara, inside which a museum section and a documentation center will be set up dedicated to the history and socio-economic role of the Via Francigena thanks to the POR Grandi Attrattori Francigena project <http://www.sangimignanomusei.it/index.htm>

Time span

Middle term

Expected results

- Refurbishment of the roofs, restoration of the frescoes in the Church of Santa Chiara; Annexation of the Church to the Museum Complex;
- Increase in the number of visitors;
- Maintenance of the historical archive; Expansion of the exhibition spaces.

Implementation status

- 2020: Restoration of the Church of the former Santa Chiara Conservatory and related premises for the expansion of the museum complex and adaptation to museum standards;
- 2022: Securing of the structural wooden elements of the roof of the Archaeological Museum, the Raffaele de Grada Modern and Contemporary Art Gallery and the Spezieria di Santa Fina and reconstruction of the roof covering;
- 2023: complete refurbishment of the roof

Strategic guidelines (*The 5 C's*)

Credibility	
Conservation	●
Capacity building	
Communication	●
Community	

Criticisms

Impact on the influx of tourists on the historic center	●
Hydrogeological and seismic risk and the effects of climate change	
Conservation of the cultural, monumental, artistic, and historic heritage	●

Criteria, Integrity, Authenticity

I	
III	
IV	
Integrity	●
Authenticity	●

Goals for Sustainable Development

PROJECT 3

Involvement of schools in heritage protection

On the occasion of the thirtieth anniversary of the recognition of the Historic Center of San Gimignano in the UNESCO World Heritage List, in collaboration with Vernice Progetti Culturali, a training offer was proposed to the Valdelsa High Schools to promote UNESCO values as well as knowledge of the Historic Center site of San Gimignano. The offer was substantiated, for each school complex, in two online meetings with experts following which the students created papers aimed at communicating and enhancing the UNESCO values as well as the heritage of San Gimignano.

The educational offer was repeated, in collaboration with Vernice Cultural Projects, the Italian Association of World Heritage Heritage, the Sangimignanese Archaeological Association and the Active Cultures Association, in the school year 2021/2022 involving the middle schools of San Gimignano and again the high schools of Valdelsa. . In particular, online meetings with experts on UNESCO themes were offered and visits to the historic center were organized, identifying the criteria according to which San Gimignano is in the world heritage list. During the visit to the historic center, the students were invited to produce papers as well as sensitized to the theme of "Enjoy and Respect". The works will be posted on the portal www.enjoyandrespectsangimignano.it

Time span

Middle term

Expected results

- Signing a memorandum of understanding between the Istituto Comprensivo F. da San Gimignano, the High Schools of Valdelsa, the Municipality of San Gimignano, the Italian Association of World Heritage Heritage and other local entities. of UNESCO World Heritage Sites.

Implementation status

- January 2021: creation of the "Junior Coordinators" project; March 2021 birth and implementation of the "IN3C" project;
- Meetings with teachers from local schools (San Gimignano, Colle di Val d'Elsa and Poggibonsi); activities with the classes interested in the training course;
- involvement within the Nottilucente festival for the return of the students' works.

Strategic guidelines (*The 5 C's*)

Credibility	●
Conservation	
Capacity building	●
Communication	●
Community	●

Criticisms

Impact on the influx of tourists on the historic center	
Hydrogeological and seismic risk and the effects of climate change	
Conservation of the cultural, monumental, artistic, and historic heritage	●

Criteria, Integrity, Authenticity

I	●
III	●
IV	●
Integrity	●
Authenticity	●

Goals for Sustainable Development

MACRO AREA 2

CULTURE AND
MANAGEMENT
OF TOURISM

PROJECT 4

“Valdelsa Valdicecina” Regional Tourist Area

One of the main innovations of the Consolidated Text of the Regional Tourist System is the division of the territory into 28 Tourist Areas (AT) regulated by the L.R. 24 of 18 May 2018. The Tourist Areas (AT) are the aggregate forms with which the local administrations collaborate in the planning of tourism development actions with the support of Toscana Promozione Turistica, and are in fact recognized as tools for connecting the Destination management policies, starting with tourist information and hospitality services. The eleven municipalities that make up the AT Valdelsa Valdicecina, in collaboration with Terre di Siena Lab, have consolidated an integrated and homogeneous working method that allows the preparation of new unitary initiatives in the field of tourism development. Following the establishment of the municipalities involved under the “Valdelsa Val Di Cecina” brand, a web portal was published - stylistically and functionally coordinated with the regional portal Visit Tuscany - dedicated to disseminating the history, offers and services that animate the area; the digital space is strategic for the involvement of tour operators and the launch of communication campaigns. In fact, the site provides tools that allow the sharing of contents and tourist offers between the area site and the regional promotion portal (<https://valdelsavaldicecina.it/>).

The effective collaboration between the various municipalities in the area is a relevant strategy in terms of sustainable tourism to create a wider offer that is able to keep visitors in the area for longer. San Gimignano, when it was involved in tourism promotion projects, as a world heritage (for eg. <https://visitworldheritage.com> e www.toscanapatrimoniomondiale.it), has also included the municipalities in the area in the narrative of its products and heritage.

Time span

Long term

Expected results

- Implementation of the Tourist Area web portal;
- Enhancement and promotion of the cultural, environmental, food and wine and artisan resources of the area; Organization of events and initiatives for an integrated and sustainable tourism promotion.

Implementation status

Protocol signed in 2018. Constant performance of the activities planned for the promotion of the territory.

Strategic guidelines (The 5 C's)

Credibility	
Conservation	
Capacity building	●
Communication	●
Community	●

Criticisms

Impact on the influx of tourists on the historic center	●
Hydrogeological and seismic risk and the effects of climate change	
Conservation of the cultural, monumental, artistic, and historic heritage	

Criteria, Integrity, Authenticity

I	
III	
IV	
Integrity	●
Authenticity	

Goals for Sustainable Development

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17

PROJECT 5

Destination Management Organisation (DMO)

The DMO is an organization that deals with strategy and coordination management of all those who operate in the tourism field.

The Municipality of San Gimignano, in order to improve the management of tourist flows, has signed an agreement with Confesercenti and Concommercio of Siena and San Gimignano to identify a management model for the San Gimignano tourist destination using the collaboration of Terre di Siena Lab and the Data Appeal Company.

Annual meetings have been organized every two weeks with the participation of the Municipal Administration and sector operators led by experts to improve collaboration and dialogue between the actors of the tourist sector. The aim was to create training opportunities and improve the quality of tourism through co-design activities, according to current trends and values of sustainable tourism. Through the collaboration with Data Appeal it has also been possible to monitor tourist flows by analyzing a unique combination of market trend data. The collection and return of this data is essential to identify the periods of greatest tourist pressure and the level of satisfaction expressed by visitors.

After an initial experimental phase, the municipality is setting up the DMO path to consolidate the social dialogue between public and private and encourage planning of the tourist offer of San Gimignano.

Time span

Long term

Expected results

- Integrated and systematic promotion of the tourist destination;
- Solicit collaboration between the operators of the tourism supply chain present in the area of interest; Training of tour operators and business support;
- Extension of the average length of stay of visitors.

Implementation status

This project is the result of a long process of social dialogue with tour operators undertaken by the San Gimignano Municipal Administration. The model was perfected in 2021 with the project described above and work is currently underway to create a consolidated organizational model.

Strategic guidelines (The 5 C's)

Credibility	●
Conservation	
Capacity building	●
Communication	●
Community	●

Criticisms

Impact on the influx of tourists on the historic center	●
Hydrogeological and seismic risk and the effects of climate change	
Conservation of the cultural, monumental, artistic, and historic heritage	

Criteria, Integrity, Authenticity

I	
III	
IV	
Integrity	●
Authenticity	

Goals for Sustainable Development

8	11	12	13	17
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PROJECT 6

Enhancement of the Via Francigena and paths

San Gimignano is located along the route of the Via Francigena, which has historically influenced the development and economy of the city. The stretch of the Francigena that crosses San Gimignano, the so-called via di Montebardone, was documented by the Archbishop of Canterbury in 990 when he traveled along it to go to Rome to collect the "pallium", a symbol of his new ecclesiastical office. In recent years the Via

Francigena has been repopulated by pilgrims and travelers who choose a form of green and slow tourism, making San Gimignano an important stopping point between stages 30 and 31.

In recent years, with the spread of slow tourism, Via Francigena has returned to represent a strategic tourist product and for this reason the city of San Gimignano, in synergy with the Tuscany Region and the bodies in charge, has activated initiatives to enhance the route and consolidation and preservation interventions:

Pellegrino Village

Thanks to regional funding, in 2016, six mobile homes were built at the municipal campsite to accommodate (at discounted prices) pilgrims who traveled on Via Francigena. There are also forms of "religious hospitality" next to the Church of Sant'Agostino, at the convent of Monte Oliveto and at the Convent of San Girolamo.

Homogeneous Tourist Product (PTO) Via Francigena

Starting from 2019 San Gimignano has entered the PTO dedicated to the Via Francigena, as defined by the regional law for tourism. Membership of the PTO involves the presence of a path enhancement plan and the planning of the monitoring and maintenance actions of the section.

Francigena by bike and other paths

In synergy with the Tuscany Region, the itineraries for the Francigena, on horseback and by bike, have been traced, identifying the most appropriate walkways and inserting adequate signs. In 2019 the Municipality of San Gimignano joined the project "From the Via Francigena to the Etruscan Coast" and the "Roads of Sie-

na" project. Both projects are aimed at improving the quality of the trails and connecting San Gimignano with the neighboring territories through cycle and pedestrian itineraries.

Reopening of the walkway behind the walls

The goals of the project are:

- restoration of the walls;
- reopening the interrupted paths. A new signage system will narrate the landscape and the Via Francigena in a historical, naturalistic and cultural key. Some interventions will also be carried out on the close areas, as well as the recovery of the path that connects the walls to Via Bonda.

Time span

Long term

Expected results

- Aumento flussi turistici connessi all'esperienza Francigena;
- Salvaguardia e valorizzazione beni connessi alla Francigena;
- Recupero del camminamento;
- Consolidamento statico della cinta muraria e restauro conservativo degli apparati murari.

Implementation status

Nell'autunno 2021 è stato realizzato un intervento di manutenzione nel tratto di via Francigena nella zona di Torracchia di Chiusi. Il recupero del tratto di camminamento che da via Bonda arriva a via Santo Stefano e il consolidamento del relativo tratto di cinta muraria si concluderà a fine estate 2022.

Strategic guidelines (The 5 C's)

Credibility	
Conservation	●
Capacity building	
Communication	●
Community	●

Criticisms

Impact on the influx of tourists on the historic center	●
Hydrogeological and seismic risk and the effects of climate change	●
Conservation of the cultural, monumental, artistic, and historic heritage	●

Criteria, Integrity, Authenticity

I	
III	●
IV	
Integrity	●
Authenticity	●

Goals for Sustainable Development

11

12

13

17

PROJECT 7

The “Contado” project

The *Contado Project*, in line with the UNESCO Recommendation on the Historic Urban Landscape of 2011, aims to enhance the landscape and its typical products, from the rural areas of San Gimignano. Among the excellent productions, practiced since the Middle Ages, the Vernaccia di San Gimignano DOCG wine and the San Gimignano DOP saffron must be distinguished.

Among the productions of excellence, practiced in the territory since the Middle Ages, are the Vernaccia wine of San Gimignano DOCG and the saffron of San Gimignano PDO.

In 2012 San Gimignano obtained the recognition as a Biodistrict, grouping a large number of organic and biodynamic productions in its territory.

San Gimignano, together with the Municipalities of Poggibonsi, Colle di Val d'Elsa and Monteriggioni, organizes the Mercatale, a short supply chain market.

The enhancement of the countryside of San Gimignano is strategic as it allows at the same time to:

- better understand the peculiarities and development of the historic center;
- enhance absolutely relevant aspects of the town's history and tradition;
- expand and diversify the tourist offer with positive impacts on the average stay.

Vernaccia di San Gimignano DOCG Wine

Since 1972, a Consortium for the protection of Vernaccia di San Gimignano DOCG has been established to organize activities for the protection and enhancement of the Vernaccia di San Gimignano DOCG together with the municipal Administration. Since 2017, a new documentation and enhancement center for the product, called Vernaccia di San Gimignano Wine Experience La Rocca, has been opened at the Rocca di Montestaffoli. Inside the center is a permanent exhibition on the history of Vernaccia and its production. Promotional events are organized throughout the year: Ver-

naccia Preview, Cup of Stars and Meetings with Producers. On the occasion of the 7th centenary of Dante Alighieri's death, events were organized related to the citation of Vernaccia within the Divine Comedy.

The art of the vintners who produce the Vernaccia wine of San Gimignano, because of its historical, cultural and qualitative characteristics, could be a candidate to become Intangible Heritage recognized by UNESCO, so as to complete the recognition already awarded to the Historic Center of San Gimignano as World Heritage.

San Gimignano Saffron PDO

San Gimignano saffron received the PDO recognition in 2004. In 2017, the Consortium for the protection and promotion of the product is established in San Gimignano. A narrative of the product can be found both at La Rocca and inside the Spezieria di Santa Fina in the San Gimignano Civic Museums circuit.

Starting from typical productions, but also through other projects, the municipal Administration wants to enhance the countryside of San Gimignano as a productive resource for the territory, but also for tourism purposes, encouraging the production of tourism products related to sustainability and biodiversity.

Time span

Long term

Expected results

- Enhancement of typical agricultural productions;
- Coordination and strengthening of the tourist offer linked to the countryside.

Implementation status

Constant support for initiatives already present in the area dedicated to the excellence of the countryside.

Strategic guidelines (The 5 C's)

Credibility	●
Conservation	
Capacity building	
Communication	●
Community	●

Criticisms

Impact on the influx of tourists on the historic center	●
Hydrogeological and seismic risk and the effects of climate change	
Conservation of the cultural, monumental, artistic, and historic heritage	

Criteria, Integrity, Authenticity

I	
III	
IV	
Integrity	
Authenticity	●

Goals for Sustainable Development

8	11	12	13	17
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PROJECT 8

“Accade”: cultural events

San Gimignano has a long tradition in organizing cultural events, in particular from the past it has inherited a strong tradition for theater and opera, but not only by hosting numerous excellences in the field of culture.

Despite the economic difficulties related to the pandemic, which effectively zeroed the budget for the events, the Municipal Administration still retained the main event containers in the city. One of the most significant festivals is Nottilucente, a project born in 2012 to welcome both the productions of the San Gimignano realities and external guests, identifying each year a common theme around which to create interdisciplinary cultural initiatives. The event involves the entire historic center and is configured as a night of culture.

Since 2015, a program of winter events Accade d’Inverno has been established which, together with Accade d’Estate, represent the two main containers of cultural events. To these, in the period of the pandemic, was added San Gimignano Accade Online. Both for the events of San Gimignano Accade d’Estate and those of San Gimignano Accade d’Inverno, a billboard was created with numerous events supporting local productions. The administration has set up a summer arena at the Rocca where initiatives can be carried out safely and without engaging the central squares. The space has allowed local associations to be able to express themselves having a valuable and safe setting. On the other hand, as regards Accade d’Inverno, the talents of local associations were mainly valued through concerts, exhibitions, conferences and theatrical performances.

Starting from 2021, the “sentimental walks” were inaugurated, conducted by residents in the historic center and in the hamlets to tell a different city made up of places of affection, stories and memories. Starting from Accade d’Inverno 20212, the events will be communicated with an original communication campaign: an artistic project created by local artists that enhances the peculiarities of the heritage.

From 2021 the activities involving the group of Junior Coordinators of San Gimignano have also begun as part of the new IN3C festival which, starting from the UNESCO and World Heritage values, involves authors and interpreters under 35 of the territory with attention to various languages, such as visual arts, writing and performing arts.

Time span

Middle term

Expected results

- Consolidation of the cultural production of the territory;
- Sharing and enhancing World Heritage values in the production of culture; Increase of the cultural offer in the winter season.

Implementation status

The programming of the Nottilucente, Accade d’Inverno and IN3C initiatives continues..

Strategic guidelines (The 5 C’s)

Credibility	●
Conservation	
Capacity building	
Communication	●
Community	●

Criticisms

Impact on the influx of tourists on the historic center	●
Hydrogeological and seismic risk and the effects of climate change	
Conservation of the cultural, monumental, artistic, and historic heritage	

Criteria, Integrity, Authenticity

I	
III	●
IV	
Integrity	●
Authenticity	

Goals for Sustainable Development

MACRO AREA 3

QUALITY OF LIFE,
RESIDENTS AND
LOCAL BUSINESSES

PROJECT 9

Regulations for the protection and decoration of the cultural heritage of the historic center

Numerous UNESCO World Heritage sites are often subject to negative impacts related to mass tourism, such as the homologation of functions in historic centers, the loss of authenticity and the lowering of quality of life and product standards. Even the historic center of San Gimignano presents these issues; this explains the need to create and apply new municipal policies, which can prevent and mitigate these impacts in time.

In order to mitigate these threats, new regulatory measures are needed for those commercial activities that are compatible with the needs of safeguarding and enhancing cultural heritage. Following the example of the regulations for urban decor and the protection of cultural heritage approved by the Municipalities of Venice and Florence, the municipal administration intends to encourage local activities to the detriment of commercial activities linked only to tourist flows.

In this sense, the approval of a regulation for the protection and decoration of the Historic Center of San Gimignano will provide the Administration with an additional tool to improve the livability of the city, regulating the opening of new economic and commercial activities

Time span

Long term

Expected results

- Reduction in the number of new openings of commercial, craft, food and souvenir businesses; measures to support historical activities.

Implementation status

Preparation of the technical premises.

Strategic guidelines (*The 5 C's*)

Credibility	●
Conservation	
Capacity building	
Communication	
Community	●

Criticisms

Impact on the influx of tourists on the historic center	●
Hydrogeological and seismic risk and the effects of climate change	
Conservation of the cultural, monumental, artistic, and historic heritage	

Criteria, Integrity, Authenticity

I	
III	●
IV	●
Integrity	●
Authenticity	●

Goals for Sustainable Development

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PROJECT 10

Drafting a new “Core Zone” planning tool Function Plan

Currently, the discipline of the Historic Center is regulated by *the Detailed Plan for the Historic Center*, drawn up by Ludovico Quaroni (hereinafter referred to as the Quaroni Plan), since 1987.

The Quaroni Plan has carried out a detailed survey on the building heritage of the Historic Center, through the analysis of the state of preservation of each property.

Given the many regulatory and socio-economic evolutions that have occurred since the drafting of the aforementioned tool, there is a discrepancy between what was regulated at the time and the current needs of both residents and the other economic, tourist and cultural activities present within the site.

It is therefore necessary to review the rules of Quaroni Plan and update them according to the actual context. The new regulating tool should maintain aspects of the Quaroni Plan (identifying homogeneous areas within the Site) but must also allow a wider range of functions and categories of intervention, compatibly with the area, defined on the basis of morpho-typological, architectural, historical and artistic features.

Time span

Long term

Expected results

- drafting and approval of the new Function Plan,
- allowing planning of territorial development, compatibly with the current regulatory and socio-economic context.

Implementation status

2023: Start of the training process.

Strategic guidelines (*The 5 C's*)

Credibility	●
Conservation	●
Capacity building	
Communication	
Community	

Criticisms

Impact on the influx of tourists on the historic center	●
Hydrogeological and seismic risk and the effects of climate change	
Conservation of the cultural, monumental, artistic, and historic heritage	

Criteria, Integrity, Authenticity

I	
III	●
IV	●
Integrity	●
Authenticity	●

Goals for Sustainable Development

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PROJECT 11

Urban redevelopment of public spaces for the community

The main redevelopment projects that will be completed in order to enhance the existing assets are the following:

Rehabilitation and enhancement of San Domenico area

This important abandoned space is at the core of a Valorization Agreement, signed between the Municipality, the Region of Tuscany, the Superintendence A.B.A.P. of Siena, Arezzo, Grosseto, pursuant to art. 112 of the Code. The current urban planning tools include a Recovery Plan, aimed at the creation of a multifunctional center that will host various events and services, such as: conference and exhibition areas, infopoints, accommodation facilities, an outdoor area for shows, walkways with view of the skyline of the turreted city and new public spaces for the community, toilets, multimedia galleries and local craft shops.

Redevelopment of “Santa Fina” hospital, new social and sanitary district

Project to improve the social-health system, through interventions aimed at restoring the property and improve the current structures.

Multifunctional Center for the Third Age “Il Bagolaro”

Services of the current Integrated Day Center, recovery of spaces to be dedicated to socio-cultural activities and social residences.

Municipal Civic Center “Le granaglie”

Property subject to redevelopment interventions aimed at the recovery and conversion of the same into public offices and multipurpose spaces for relations for the community suitable for hosting cultural and aggregative events.

Reopening of the Teatro dei Leggieri

Implementation of building adaptation measures to make the building used for theatrical, musical and cultural and recreational activities in general usable again.

For more information on the enhancement interventions of the San Domenico Complex and the former Hospital of Santa Fina, see ANNEX 3.

Time span

Long term

Expected results

- Rehabilitation and enhancement of San Domenico
Ensuring redevelopment of the complex into a multifunctional center and giving back the structure and other areas to the community.
- Redevelopment of “Santa Fina” hospital, new RSA, new socio-health district
Enhancement of the architectural complex through interventions aimed at safeguarding and restoring the property;
Enhancement of the centrality of users / patients and operators and their needs within the framework of a correct functional distribution structure.
- Multifunctional Center for the Third Age “Il Bagolaro” Municipal Civic Center “Le granaglie”
Recovery and conversion of the property into public offices and multifunctional spaces for the community of San Gimignano; increase the offer of social events within the building.
- Reopening of the theatre Teatro dei Leggieri:
elaboration of a new program capable of increasing the cultural potential of the city, all through the seasons.

Implementation status

- Rehabilitation and enhancement of San Domenico
2022: Adoption of the Recovery Plan and approval of the final project.
- Redevelopment of “Santa Fina” hospital, new RSA, new socio-health district
All stages of design started in 2009 have been verified and approved, up to the approval of the executive project for the redevelopment of the complex;
2021: Services Conference for the approval of a variant to the project, concluded;
2022: call for tenders for the assignment of the works by the ASL Toscana Sud Est; Multifunctional Center for the Third Age “Il Bagolaro”
2022: application for a renovation project on various portions of the property for the activation of external public contributions.
- Municipal Civic Center “Le granaglie”
2019-2022: execution and completion of works on the first lot;
2021: drafting of a redevelopment project for the facades, the courtyard and related urban filament in front of the facade;
2022 presentation of a project proposal in response to a need for urban regeneration for municipalities under 15,000 inhabitants for the recovery of the second lot of the Civic Center (former agricultural consortium warehouse of Siena), facades redevelopment.
- Reopening of the Teatro dei Leggieri
2020-2021: definition of the plan for the reopening of the Theater;
2022: drafting of the project for fire prevention and safety of escape routes.

Strategic guidelines (The 5 C's)

Credibility	
Conservation	●
Capacity building	
Communication	●
Community	●

Criticisms

Impact on the influx of tourists on the historic center	
Hydrogeological and seismic risk and the effects of climate change	
Conservation of the cultural, monumental, artistic, and historic heritage	●

Criteria, Integrity, Authenticity

I	
III	
IV	
Integrity	●
Authenticity	●

Goals for Sustainable Development

3	8	9	11	13	17
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MACRO AREA 4

ENVIRONMENT, CLIMATE CHANGE AND RISK MANAGEMENT

PROJECT 12

New System of Recycling and Waste Management

The Municipality of San Gimignano plans for the realization of a comprehensive reorganization of the waste management system. The varying intensity of the flux of tourists during the year generates a large fluctuation in the quantity of waste, and negatively impacts the capacity to achieve recycling rates consistent with the national average. The main objective of the project is the substitution of every waste collection bin located throughout the territory, with new bins furnished with controlled access via specialized cards, and a volumetric cap for the undifferentiated waste. According to the reorganization process the administration has proceeded with the computerization of the collection center and the placement of eco-compacters. These measures are accompanied by a permanent education plan offered by the Folgore Institute of San Gimignano. The plan will include classroom teaching and awareness-raising activities regarding the proper waste-management provisions, educational outings at treatment plants and collection centers, and days dedicated to the theme of recycling.

Time span

Middle term

Expected results

- Improvement in the recycling rate
- Increased public awareness with regards to the problems of waste management.

Implementation status

November 2021, the signing of an agreement for the operating protocol between the municipality, The service operator (SEI Toscana SRL), and the Folgore Institute of San Gimignano for the realization of the educational project.

Strategic guidelines (*The 5 C's*)

Credibility	
Conservation	
Capacity building	
Communication	
Community	●

Criticisms

Impact on the influx of tourists on the historic center	●
Hydrogeological and seismic risk and the effects of climate change	
Conservation of the cultural, monumental, artistic, and historic heritage	

Criteria, Integrity, Authenticity

I	
III	
IV	
Integrity	
Authenticity	●

Goals for Sustainable Development

11

13

17

PROJECT13

Beyond Borders. Towards a Contract for the Elsa River.

A river contract is a conventional instrument for strategic planning and negotiations that includes the voluntary participation of both public and private entities for the creation of an action plan and the formulation of a shared management of the Elsa River Basin. The aim of which is to increase awareness and improve relations with the population residing adjacent to the river itself.

The project “Beyond Borders. Towards a Contract for the Elsa River” is financed by the Tuscan Region and the University of Florence through the scientific and technical contribution of the Regional Design Lab. The initiative aims at drafting a contract for the Elsa River with the goal of redevelopment and the integrated enhancement of river course and the surrounding territories. This presupposes a knowledge of the dynamics, potential, and critical nature of the coastal realities, thanks in part to the involvement of public entities and the population through participatory processes.

Some of the principal redevelopment activities include:

- The design of a river park along the entire path of the Elsa River.
- Realization of works for the mitigation of hydraulic risk in the area between Poggibonsi and Certaldo.
- Recovery of industrial buildings along the banks of the river.
- Creation of paths along the river that connect with the path of the territory.

Time span
Long term

Expected results

- Drafting/signing of the river contract by the various interested parties for the safety of the riverbed, the Elsa River, and to improve the livability of the river.

Implementation status

- Signing of memorandum of understanding by the participating municipalities for the environmental regeneration of the watershed.
- Starting 2/2020 Beginning of the participatory process.

In 2022, the warranty table was convened and the final meeting with the return of the results with the associations that participated in the process.
In June 2022 the signing of the river contract is expected to be signed.

Strategic guidelines (The 5 C's)

Credibility	●
Conservation	●
Capacity building	
Communication	●
Community	●

Criticisms

Impact on the influx of tourists on the historic center	●
Hydrogeological and seismic risk and the effects of climate change	●
Conservation of the cultural, monumental, artistic, and historic heritage	●

Criteria, Integrity, Authenticity

I	
III	
IV	
Integrity	●
Authenticity	●

PROJECT 14

Soil containment and protection measures: the walking path of Via Santo Stefano and the reinforcing of the “Mangiapecore” Tower

In the historical/artistic heritage conservation process include the reinforcement of the walking path of Via Santo Stefano and of the Mangiapecore tower. In both cases the aims are conservative restoration measures to secure parts of the walls that by now have been left in an abandoned state, and the reopening of walking paths that have been closed following a landslide that occurred in November of 2019 following intense meteorological phenomena. This process appears to be of fundamental importance for the connection with the other parts of the historical center including the San Domenico complex, the fountains, the historic walls, therefore it is to be re-entered into the historic walking paths of the “Via Francigena.”

Time span
Middle term

Expected results

- Strengthening of the walls adjacent to the pedestrian section of Via Santo Stefano.
- Restoration of the walls, roof, and the interior section of the Mangiapecore Tower.
- Redevelopment of the paths around the walls between the Quercocchio Gate, the Mangiapecore tower, and the Montestafoli Stronghold.

Implementation status

- 02/2020: Work commenced on the Mangiapecore Tower.
- 12/2021: Work finished on the Mangiapecore Tower.
- 04/2022: The services of executive planning, and work management for the safety of the “Santo Stefano” have been commissioned.

Strategic guidelines (*The 5 C's*)

Credibility	●
Conservation	
Capacity building	
Communication	●
Community	●

Criticisms

Impact on the influx of tourists on the historic center	●
Hydrogeological and seismic risk and the effects of climate change	
Conservation of the cultural, monumental, artistic, and historic heritage	

Criteria, Integrity, Authenticity

I	
III	●
IV	
Integrity	●
Authenticity	

Goals for Sustainable Development

11

13

MACRO AREA 5

ACCESSIBILITY AND MOBILITY

PROJECT 15

Construction of the ring road in the Historic Center of San Gimignano

The current load of light and heavy traffic around the walls is a threat to the historic site's physical integrity. The construction of an alternative route along Provincial Road 1 of San Gimignano, jurisdiction of the Province of Siena, has the goal of lightening the traffic on the road network next to the historic center, and improving the quality of environment and safety conditions for both residents and visitors. The new artery will be a part of the strategic infrastructure projects whose goal is to protect and decongest the historic center and to improve the quality of life through the deployment of new urban planning focused on reorganization of parking and mobility around the World Heritage Site, starting with the creation of a new landing place in the Fugnano Locality. The ring road will connect areas to the north and south of the valley floor of San Gimignano, to lighten the traffic along the city wall and ramparts allowing for a progressive enlargement of the restricted traffic area, and consequently better management of tourism flows.

Time span

Long term

Expected results

- Establishment of a preliminary model for the impact assessment of the heritage site;
- Easing and relocation of traffic along the World Heritage Site, decongesting the historic center with a redistribution of vehicular flows between the north and south of the city and mitigating the pollution deriving from (vehicular) emissions;
- The possibility of expanded the limited traffic zones;
- Improvement in road safety and reduction in long queues;
- Improved flow and connection between the on-ramp to the Siena-Firenze Motorway and the new route SR 429;
- Better and faster connection between peripheral neighborhoods and relative services.

Implementation status

- 2005-2007: Construction of the first phase of the ring road between Strada-San Michele and The Artisanal zone of Fugnano;
- Resumption of work on the second phase in 2018;
- Completion of work (on Sienese Provincial part) expected in 2023.

Strategic guidelines (*The 5 C's*)

Credibility	●
Conservation	
Capacity building	●
Communication	
Community	●

Criticisms

Impact on the influx of tourists on the historic center	●
Hydrogeological and seismic risk and the effects of climate change	
Conservation of the cultural, monumental, artistic, and historic heritage	●

Criteria, Integrity, Authenticity

I	
III	
IV	
Integrity	●
Authenticity	●

Goals for Sustainable Development

PROJECT 16

Landings upgrading: landing extension of Bagnaia, landing construction of Fugnano, redevelopment of Baccanella bus terminal and extension of Poggiluglio for residents

Plans for measures for the enlargement of the so-called “landing place system” have been considered within the greater Municipal Operation Plan. The measures will include both the bus terminal of Baccanella and the Poggiluglio landing place for residents, as well as the landing space of Bagnaia and Fugnano. These provisions have been transposed in the structural plan in which extension of had already been planned that are now insufficient to meet the needs of residents, works, and tourists. The projects should be closely integrated into the environmental context in which they are located: It will be necessary to opt for a type of underground landing space and a specific study will be carried out to ensure the protection of the views of the landscapes both from and towards the turreted city and for the preservation of the figurative relationship with the surrounding agricultural landscape. These measures must also relate to the new ring road and the walking path that will allow for better movement within the city.

Time frame

Middle term

Expected results

- Compilation of the preliminary survey model for the impact assessment on the heritage site;
- Improvement of the management of tourist flows;
- Improvement of safety conditions and accessibility to the historic center and the adjacent businesses.

Implementation status

- 2021: Interventi previsti dall'art.60 del Piano Operativo Comunale (recepiti dal Piano Strutturale) vigente dal 28/01/2022;
- 2021: Incarico per la progettazione degli approdi di Bagnaia e Baccanella.

Strategic guidelines (*The 5 C's*)

Credibility	●
Conservation	
Capacity building	
Communication	●
Community	●

Criticisms

Impact on the influx of tourists on the historic center	
Hydrogeological and seismic risk and the effects of climate change	●
Conservation of the cultural, monumental, artistic, and historic heritage	

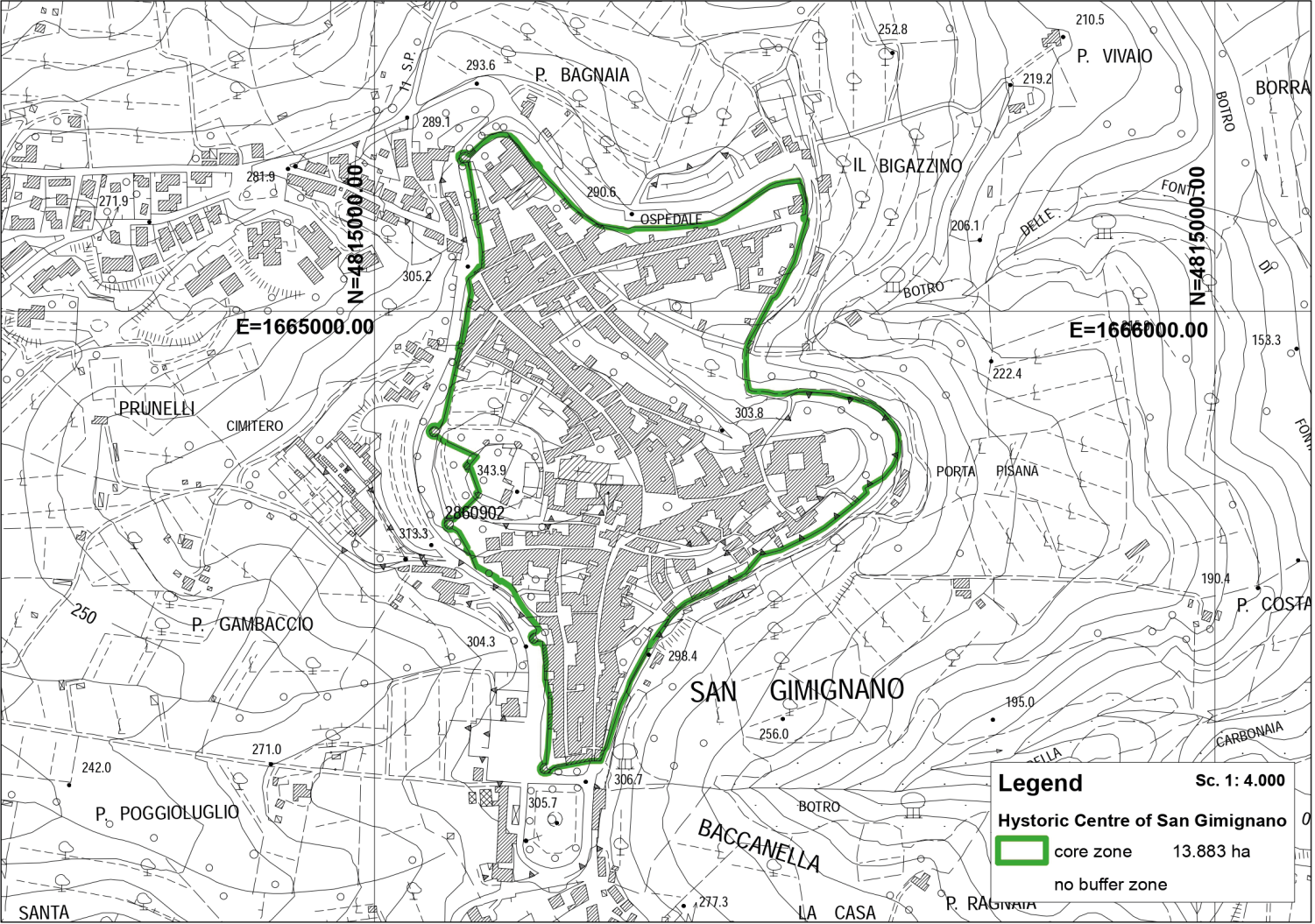
Criteria, Integrity, Authenticity

I	
III	
IV	
Integrity	●
Authenticity	●

Goals for Sustainable Development

ANNEXES





ATTACHMENT 1
MAP OF THE PERIMETER

ATTACHMENT 2

SOCIO-ECONOMIC STUDY OF THE SITE

The urban project of San Gimignano is characterized by the presence of a large number of towers built since the 12th century as a consequence of a series of determining factors. The growth of which was mainly due to the proximity to the Via Francigena route that throughout the Middle Ages represented the main artery of communication between Italy and the rest of Western Europe, determining the formation of the first seeds of economic activity that formed the basis of the fortunes of the Valdesan center. In spite of everything, the so-called Via Francigena throughout the twelfth century was an important crossroad for travelers, pilgrims, and knights, but at the beginning in 1200 began to gradually lose its importance due to the reclamation of the Elsa Riverbed. On the contrary, an alternative route which crossing San Gimignano and connecting Siena and Pisa was destined to become the second center to a great quantity of trade, encouraging the continued growth of the income of many agricultural products. The nature of the land of San Gimignano still permits the search of some of those same products already recognized by the medieval period as "luxury goods" including white wine, Vernaccia, Vin Greco, and Saffron. The Medieval period of the Communes and great economic growth helped highlight the entrepreneurial skills of many families in the village, whose fortunes they owe to the exponential population growth, with people flocking from neighboring cities. This way, not only the rich and powerful had a say in the administration of the city but most of the population, made up of small landowners, merchants, doctors, hoteliers, and many other members of the arts including weavers, grinders, and blacksmiths all participated in public works. In this scenario the towers represented not only the tangible crowning of a life of work and effort, but an association of many families of San Gimignano with an exclusive elite. From 1214 to 1297 the population grew from 3000 inhabitants to 7720 and the municipality was forced to consider the needs of the growing number of residents by investing part of their own funds for the construction of various infrastructure projects including new walls, fountains, hospitals, and places of worship. One of the most relevant points of the period was maintaining the center of connection between Florence, Pisa, and Volterra, Colle and Siena, attested by the presence of 9 hoteliers in 1262 to a slightly lower number by the century's end. From an architectural standpoint the new towers were designed to respond to the needs for habitability and usability, having for the first time the space needed to accommodate spaces for large stores, shops, and exchange counters. The demographic progress of these years generated an unprecedented densification of buildings, regulated by the statutes tasked with defining conditions for occupying land and the volume of new buildings. To the actual project resulting from statutes the organic urban fabric had been restored, and even evolved in perfect harmony with the surrounding landscape. The year 1312 was a significant date to the agricultural economy, as the property tax came into force. This was composed of two separate entries: the first concerning the census, in topographical order, with an evaluation of their comparative income in wheat, and the second concerning the collection under the name of the owners of the relative businesses, refers to the form of conduction recorded, and the tributes paid by the workers, thus becoming a real tax. Specifically, the census included:

- The land belonging to the four districts of the city (Castello, Piazza, San Matteo, and San Giovanni) divided into vegetable gardens and vineyards cultivated inside and immediately outside the city walls
- The Companies pertaining to the 44 villas in which the countryside of San Gimignano was divided. These companies were classified into farms, lands/crops, and finally pieces of earth. It has been possible to ascertain through the property taxes that by the 14th century there were more than

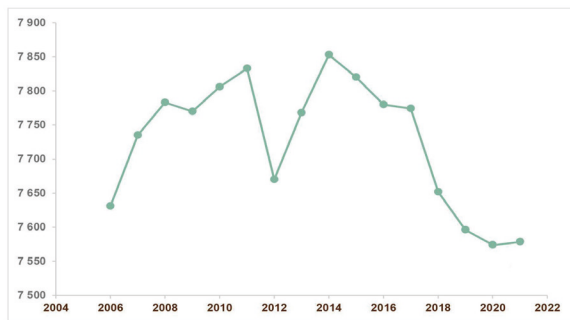
800 sharecropper heads of family in San Gimignano. The agricultural population made up of landowner and sharecroppers exceeded 1800 units with the largest landowners residing within the urban circle.

The 639 landowners in the city who represented 61.8% of the landowning population owned 84% of rural properties while the remaining 16% belonged to 392 countryside owners. Within the city, the richest landowners were concentrated in the "Piazza" district with the average of their taxable income more than doubling that of the other resident owners of the other districts. It is also interesting to note that in these years the society of San Gimignano was not formed by classes presenting opposing interests, in fact there was no merchant, lender, or craftsman who was not the owner of some land and there was no landowner whose sole income was gained through the rent of land. What did however produce wealth during these years was the way in which the farmers reinvested their agricultural proceeds. In this regard, the activity that characterized the people of San Gimignano were their use of usurious money lending practices. To this was added yet another important sector, namely that of the merchant arts, already well established from the early decades of the 1200s and marked by the opening of close collaborations with the companies of neighboring municipalities. In 1332 in the 4 districts of San Gimignano there lived about 1687 families for a total of 9785 inhabitants. The commercial thrust that determined the construction of the urban warehouse was slowly running out and the new village was preparing to become progressively a satellite city of Florence, useful in the wars against Siena. The process of consolidation of the urban fabric undertaken with the Statutes of 1255 had to be updated, which is why in 1314 the mayor Bellicione Donati completely reorganized the municipal regulations, providing for the ultimate closure of the last "chiassi" interposed between one building and another, marking the formation of the first city blocks. In 1348 a disease outbreak interrupted the urban experiment of San Gimignano, drastically reducing the population by 60% bringing it to about 4000 inhabitants. The same epidemic occurred two more times, this time decimating the population by almost 80%, resulting in the abandonment of small fields which yielded a lower income and concentrating the few surviving families in the largest and most profitable land holdings. The comparison with other Tuscan metropolises gives an idea of how much the economic system based on international trade and niche agriculture was insufficient to ensure recovery after the plague. The only substantial transformation was imposed by the construction of the Cassero of Montestaffoli in 1353. In the second half of the 14th Century in determining the unstoppable decline of San Gimignano contributed to the process of provincialization of the Elsa Valley, and yielded on the one hand the political affirmation of Florence on all of the main centers of the area and on the other hand the itinerary changes of the Francigena that led to the loss of the preferential road access for communications with the Padania Plains, in favor of a new route that directly connected Poggibonsi to the city of Florence and Bologna. In 1400 San Gimignano housed only 2000 inhabitants and the only significant investments came from religious bodies that held most of the property. The middle and artisan classes then preferred to concentrate their economic activity within the city walls, shifting their preference from exchange with outside the village to exchange within the village itself. The ancient 13th century tower had now become stubs embedded in bare facades, and the medieval windows were progressively blocked off. The symbols of a glorious past were doomed to collapse due to the failure to keep up with maintenance. They had to wait until 1602 for the emanation of the municipality of new regulations governing the conservation of surviving artifacts, undertaking a real urban restoration effort to be transmitted to the future generations. After

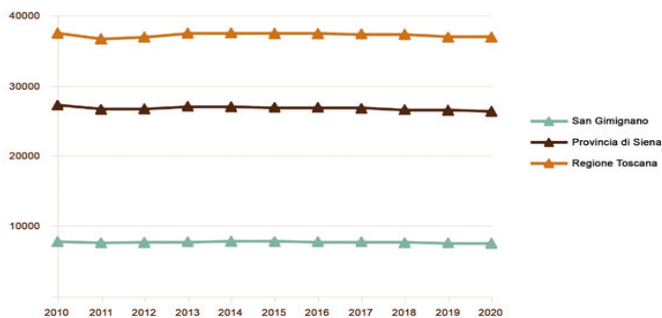
the arrival of yet another epidemiological wave in 1632, the population stood at only 1000 inhabitants, and so in the second half of the seventeenth century San Gimignano came to record its lowest demographic and consequently economic level of the millennium. During this period 39.1% of the rural property passed into the hands of religious communities and hospitals, and large private property holdings ended up prevailing over the average and small with an income that reached 42.8% of the total of all incomes of the time. Finally, we must consider two emblematic dates for the economic history of San Gimignano: 1315 and 1674, which represent two antithetical worlds: the first, dominated by a very active and dense bourgeois class, a source of continued renewal and improvement where the agrarian, manufacturing, and mercantile economies were harmoniously blended into a system free from prejudice and privileges, and where it was possible to witness the rise of the lower classes. The second period on the other hand, was characterized by a sharp contrast between the social classes, with an economy based entirely on agriculture and that saw and increasing decline in the number of small owners in favor of a few very rich families holding the entirety of agricultural wealth, while the mass of land laborers had no chance to rise from the condition of sharecroppers. Between the sixteenth and seventeenth centuries San Gimignano lost nearly all of its economic vitality and only from the eighteenth century onward did it experience a slow resumption of various industries including dying, hat making, the manufacturing of linen canvas and leather, iron work, and wood and brick production. Luigi Pecori reports on statistics dating back to 1670 on the sum of inhabitants in the village. From his records it was noted that about three quarters of the population of 3354 inhabitants was considered "poor" or "miserable" and about a twelfth of the community was composed of clergy, with the remaining wealthy population composed of Florentine landowners. The road to recovery from the wave of 1631 was a rather long and slow one and only in 1794 did San Gimignano recover its pre-epidemic population levels with about 4500 people. The disasters that had occurred continued to be evident: the economy revolved almost exclusively around agricultural activity with commercial and manufacturing reduced to negligible levels of importance. The main agricultural products of the time were grain, rye, sorghum, barley, spelt, panic, and broad beans. Textile crops were characterized by the use of flax, while the percentage of silk mulberry, introduced in the late sixteenth century no longer had a significant role in the economy of the time. The production of Vernaccia and the cultivation of saffron were able to resist various crises and upheaval. With the death of Gian Gastone dei Medici in 1737 the once powerful Medici family had been replaced with the Lorena among whose members was Pietro Leopoldo who was known for his great far-sighted reforms, in particular in San Gimignano where he had the streets repaved from a state of total abandonment and awarded the municipality with the rank of vicariate minor, recomposing the constitutional order. The enlightened rulers also ended the tax privilege situation for ecclesiastical bodies that, in 1789, received a hard blow with the imposition, transfer of their assets to public ownership. At the beginning of the 19th century both political and military events followed one another in rapid succession and Tuscany, now a French province through the Napoleonic conquest, was divided into three departments: The Arno, The Ombrone, and the Mediterranean. The latter belonged to San Gimignano which in the meantime underwent new trade and agricultural developments and found themselves in a new state of well-being and prosperity. From this moment on, the village continued to be densely populated, counting 5773 inhabitants in 1830, 8525 in 1881, up to 11270 by 1936, and 11297 by 1951. This period of incessant growth was opposed immediately after a demographic setback

marked mainly by the movement of many families towards the neighboring industrial centers. Driven precisely by the need to seek new occupations that would ensure greater economic stability, far from the management of agricultural holdings. This new trend led the municipality to go from 10,039 inhabitants in 1962, to 7371 by 1981, with some slight growth in recent years as by 2021 the city is said to host about **7581 inhabitants**.

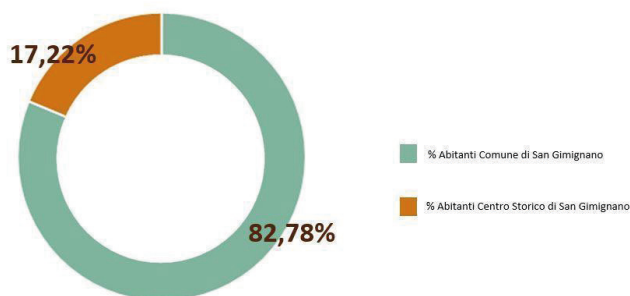
In recent decades, traditional agricultural activities have been accompanied by new resources from the industrial and tertiary sectors. The industrial sector represents the largest employer of the area with impressive number and a reputation of excellence in the caravan industry and its entire supply-chain, agribusiness, and precision mechanics. The tertiary sector also assumes an important value to the economic backbone of the society of San Gimignano, generating investments especially in the sectors of tourism and agritourism. In the agricultural sector the main product have been continually constituted by vines, in particular the production of the traditional Vernaccia whose etymology that remains somewhat uncertain hinges on three different hypotheses: there are those who connect the name to the word "Vernaculum" (literally of the place or local), those who like the seventeenth century poet Marco Lucidi derives the same from verno (icy), and those who assert that the name derives from the Ligurian locality of Vernazza located in the Cinque Terre. Today it is the first Italian wine to have been awarded the title of protected and controlled denomination (DOC) and in 1993 it was promoted to a higher protected denomination (DOCG). Wine production is then associated with the rediscovery, starting from the 1990s, and of saffron whose cultivation in the lands of San Gimignano presents an extraordinary rich series of sources dating back to the first decades of the 1200s, and today it is still recognized for its multiple applications. It has been certified with a protected designation (DOP) since 2005. Although in recent years there have been signs of good economic stability, the population shows no improvement in terms of growth, and the causes of this failure (to return to figures from the early 20th century) can be found in several factors: the first regards the general Italian demographic decline combined with the types of jobs available, that is mostly seasonal work in the tourism and agricultural industries, in which employees often come from neighboring municipalities or settle in the city only for a short period. The second concerns the prices of rent and of properties, which are considerably higher than in neighboring municipalities. A third aspect concerns the services offered to the local community: Being a small town that hosts only kindergartens and primary schools, residents are forced to move between different municipalities in order to attend secondary school via public transport.



Graphic 1: Population trends in the Municipality of San Gimignano.



Graphic 2: Spatial comparison of population trends (ISTAT Data Processing)

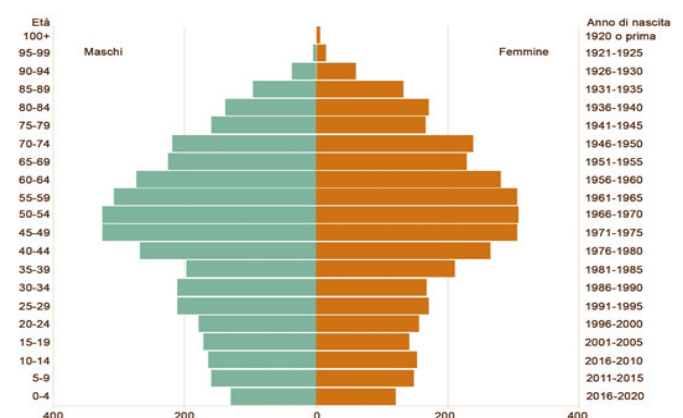


Graphic 3: Population distribution in the municipality of San Gimignano (ISTAT data processing)

The below graphic, called the age pyramid represents the distribution of the resident population of San Gimignano. The population is reported by class with age divided by 5-year intervals on the Y axis and two mirroring bar charts on the X axis with males on the left and females on the right. In general, the form of this type of chart depends on the demographic trend of a population with visible changes in periods of strong demographic growth or a declining birth rate due to wars or other events. In Italy it had the same pyramid shape until the 60s, that is until the end of the years of large demographic growth.

SAN GIMIGNANO AS A TOURIST DESTINATION

The concept of tourist destination has entered the literature and practice of the tourism industry in relatively recent times, which is since the 1990s. There is however a wide variety of overlapping definitions for "Tourist Destination" primarily identified in a "geographical context" (location, district, small town) chosen by tourists as the destination of a trip. The destination is also defined by the different needs and requests of the potential guest, as well as by the services that they intend to consume. The same concept, however, can have multiple meanings: a destination can in fact be interpreted not only from a geographical point of view but also from an economic, sociological, and business perspective. Every actor in their respective destination (workers, visitors, local population) has their own perception, resulting in the conveyed image and that which is received by each of them in terms of social, environmental, and cultural stimuli in which they live and work, their needs, expectations, past experiences, as well as their consumption behaviors. From the perspective of supply the destination necessarily includes natural and human resources, the local community, the workers who supply the goods and services, but also the identity of the destination itself. Considering first and foremost that these destinations are also places, it becomes essential to be able to identify these entities in a concrete way, which is far from an easy task to undertake. Given that often destinations tend to "self-recognize" on the basis of criteria of a different nature (be in political/administrative or historical/cultural) in the context of tourism, the subjects that concretely give value to destination are the tourists themselves: a place becomes a destination when the market acquires awareness of it and when the latter results in effective demand. As previously states "destinations are defined by demand", in turn attributable to the stimuli and the various third-party interest. Based on what has been previously mentioned, an essential end in terms of communication is also to convey an idea and an image of the destination that appears consistent in the eyes of tourists with the truest essence of the locality. The tourist areas instead represent aggregate forms through which the municipalities are linked through the signing of real territorial agreements, as is the case for the areas of Valdelsa and Valdicecina that were born out of an agreements with the Tuscan Tourism officials, and is in fact recognized as a tool for linking the management of policies for specific "destinations", starting with information services and reception of tourists. Thanks in part to its peculiarities, the territory (with for example cities like Volterra and Monteriggioni) it can assume in the eyes of the national public the connotations of a real brand, overcoming the traditional approach to tourism development and a move towards an unconventional method of communicative development. The analysis described in the following chapters have allowed us to frame the touristic phenomenon within a geographically restricted area of the territory, that



Graphic 4: Population by age and sex in 2021 in the Municipality of San Gimignano. (Source: Tuttitalia.it)

of San Gimignano, the so called “Pompeii of the Middle Ages” as described by Massimo d’Azeglio, which since 1765 and even more so from the second half of the nineteenth century has become a must for many travelers from Northern Europe, who remain significantly impressed by the beauty of the village and its skyline characterized by the imposing house-towers that still dominate the surrounding countryside. The Trend of positive growth in the tourism sector in recent years has made it possible to identify this sector as an important economic vehicle for the company and acts as an “engine” for the export of local products produced with excellence. These aspects however, are contrasted with the criticality of tourist tendency for “hit and run” in destinations that are complemented by two stronger poles in the nearby vicinity (in this case Florence and Siena) but this also makes it possible to seek synergistic relationships and become more actively involved in a network of top-tier international destinations that both at the provincial and regional level have both points that are universally recognized excellence and uniqueness. The opportunity for the implementation of virtuous synergies is to be founded in the constant search for quality, for example through the offering of adequate structures that meet the highest of standards required by the market, which are combined with modern management practices, and in which are identity characteristics of the place are immediately perceivable.

THE TREND OF TOURISM IN SAN GIMIGNANO

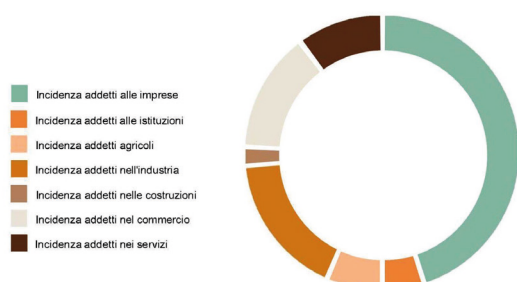
Tourism is a phenomenon that is wedged squarely between that of economics and statistics. It is in fact thanks to these disciplines, through descriptive and especially inferential investigations, that the total aspects that represent the phenomenon itself are identified. Traditionally the Province of Siena and the same area of San Gimignano, thanks to their endogenous characteristics, have been and continue to be a tourist attraction for both domestic and foreign visitors. The present work, taking hints from the analysis of tourist flows detected by the tourist observatory of the Municipality of Siena and the Tuscan region, is consulting the information found from the Data Appeal Studio (sentiment analysis tool) it has been proposed to verify the characteristics of a deterministic nature (trends and seasonality) inherent in the phenomenon associated with the area of interest, as well as to be an alleged programming phenomenon on which to base the appropriate manage policies. The tourism phenomenon in general is quite complex and dynamic, so the statistical interpretation is an obligatory path that cannot be done without. From this point of view, for the period from 2011 to 2021 the data results are recorded according to the following typology:

- Italian Tourists
- Foreign Tourists

Figure 1 shows, in addition to the summary image of the total of incoming tourists how the phenomenon itself in the land of San Gimignano is quite regular. In fact, beyond the random and our systemic fluctuations, these movements appear, regardless of the year, structurally homogenous with each other.

The same graph also shows that the tourism market is based on foreign demand with a strong European Presence; the latter, including the percentage of Italian visitors, is estimated with an average share of 88.7% of total flows. In recent years the absence of non-European markets has weighed heavily with the latter in the first quarter of 2022 representing only 3.5% of total flows and about 30% of total foreign presence.

A negative break is represented by the figures for the year 2020, the year in which the pandemic had hit the tourism economy particularly hard, leveraging the characteristics and strengths of the sector, and represented by an increase in domestic demand, in contrast with the usual dynamism of foreign tourism. This last segment was without a doubt the most penalized by the onset of COVID-19, which in fact prevented or strongly discouraged air travel and longer-distance travel, as well as organized travel, rewarding instead, albeit only in relative terms, shorter-range travel, and self-organized travel with a greater capacity to respect social distancing norms. For short-range travel, the forms are self-organized and have a greater capacity for guaranteeing social distancing. The reduction is de-



Graphic 5: Percentage employed by sector 2011 (ISTAT data processing)



Graphic 6: Subdivision of inhabitants based on income level.

mand by foreign tourists has significantly affected tourist cities (as is the case of San Gimignano), hotel accommodations, and has significantly contributed to the reduction in tourism consumption leading to a negative impact on the economy. While 2020 has undoubtedly been one of the worst years for the tourism industry, 2021 has already a partial recovery albeit far from a full compared to the levels that preceded the pandemic crisis. It has been made clear that if the tourism industry is to contribute immensely to the Tuscan economy, it must adapt to come to terms with the new demand behaviors in a post COVID-19 world.

Within the urban fabric of San Gimignano, the tourist flows described so far have also generated a series of changes that significantly affect the quality of life of the resident population. It is therefore useful to identify the potential impacts that tourism has on this area, which despite have created jobs and widespread economic benefits, have also produced a series of negative consequences link to the coexistence of the small community and the significant flow of visitors. In this regard, among the aspects to be evaluated with particular attention are the changed that take place at the demographic level, mainly those caused by the differences that are created between the permanent resident population, and the seasonal tourist population. Many historic centers including that of San Gimignano are still being affected by depopulation, as there have been progressive movements of local inhabitants to external areas which they considered better suited to accessing their needs. The effect produced by the so-called “mass tourism” is to be included among the reasons for this trend, attributable both to economic reasons (unaffordable rent, and consequence gentrification) as well as those of a social and cultural characteristic, have marked the progressive replacement of those city users in the center among which includes commuters and tourists.

	Esercizi	Posti letto	Arrivi
Castellnuovo di Val di Cecina	25	333	2.146
Montecatini Val di Cecina	44	878	7.830
Monteverdi Marittimo	13	288	2.938
Pomarance	66	1.163	7.863
Volterra	155	3.355	36.029
Casole d'Elsa	66	1.456	6.679
Colle di Val d'Elsa	69	1.277	20.539
Monteriggioni	91	1.499	32.142
Poggibonsi	69	1.473	19.989
Radicondoli	40	576	2.050

Table 1: First statistical data of 2020 in the Valdelsa Valdicecina Tourist Area.

Anno	% Visitatori italiani	% Visitatori europei	% Visitatori extraeuropei
2016	48,54	84	16
2017	43,75	84,23	15,77
2018	38,58	83,57	16,43
2019	36,06	81,22	18,78
2020	68,61	96,48	3,52
2021	54,86	95,39	4,61
2022	84,56	96,46	3,54

Table 2: Data of European and non-European tourist flows to San Gimignano in the period 2016/2022 (Source: Data Appeal Studio)



Figure 7: Trend of European and non-European tourist flows to San Gimignano in the period 2016/2022

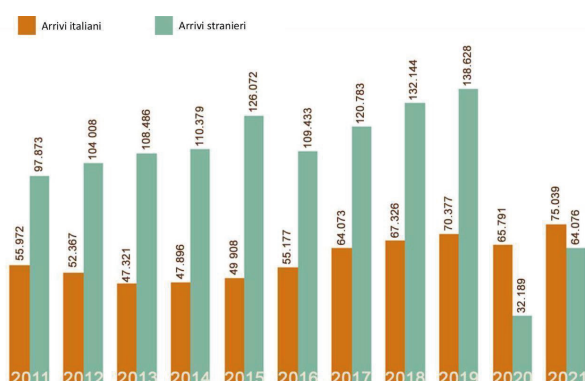


Figure 2: Distribution of Italian and foreign arrivals in San Gimignano in the period 2011/2022

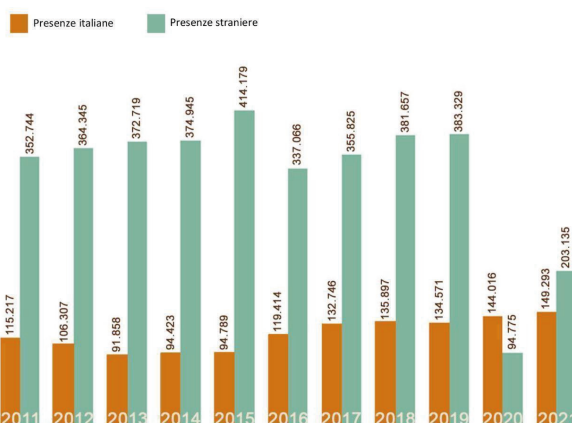


Figure 3: Distribution of Italian and foreign presences in San Gimignano in the period 2011/2022

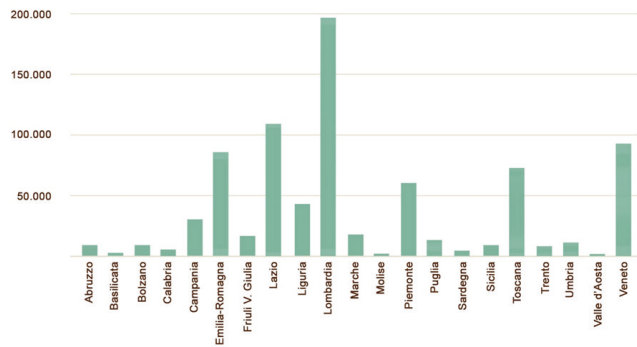


Figure 4: Tourists from various regions of Italy

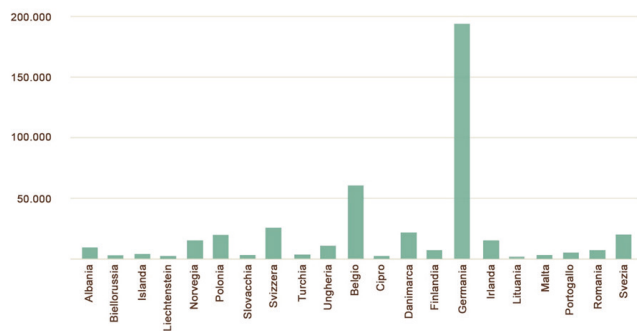


Figure 5: Tourists from European countries

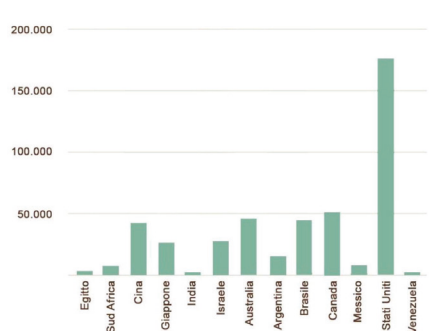


Figure 6: Tourists coming from ex-European countries.

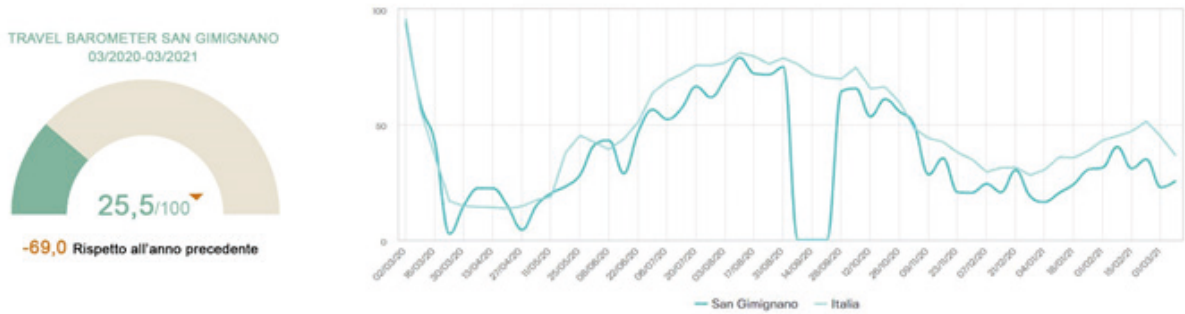


Figure 7: Travel Barometer of San Gimignano for March 2020 – March 2021 (Source: Appeal Studio)



Figure 8: Travel Barometer of San Gimignano for March 2021-March 2022 (Source: Appeal Studio)

THE SEASONALITY OF THE TOURIST FLOWS

With the term seasonality what is meant is the “fluctuations” of demand and supply of the tourism industry influenced by a multitude of factors. Considering one of the most characteristic aspects of tourism, often viewed as one of many major problems for the industry as a whole, having impacts on diverse areas including: marketing, the labor market that manages the quality and sustainability of the work, and for the whole industry from intermediaries to stakeholders who participate in the processes of the tourism industry. The phenomenon of seasonality strikes to a certain degree every tourist destination and understanding the principal characteristics can help modify the evolution. As a matter of fact, one of its peculiarities is that of being regular and consistent, rendering the phenomenon more predictable so that it is possible to anticipate and therefore change them with adequate political management. As evidenced by the below graphic that analyzes the profile of seasonality between 2017 and 2020, we recognize a summer season characterized by a high peak of presences this outlining the model of the typical “monoseasonality”.

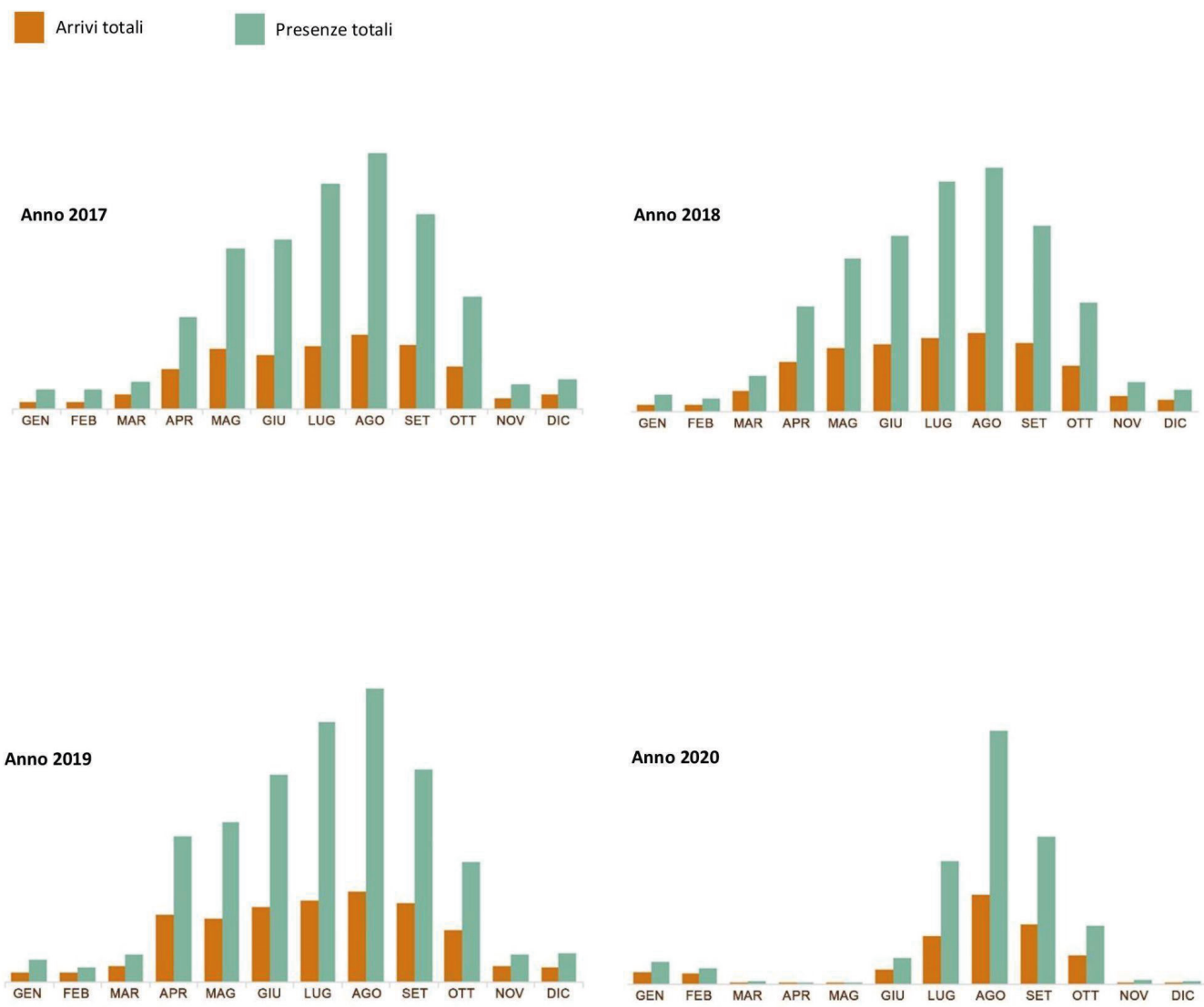
The causes of the seasonality of the flows can thus be divided into two main groups: those caused by natural phenomenon, and those caused by institutional phenomenon. As far as natural factors are concerned, these refer primarily to the climate of the destination and include variations in temperature, precipitation, humidity, wind, and snowfall. In the past few years, a strong impact on the choices of tourist destinations in relation to even preferences, expectations, perceptions, that the user tends to carry out. It is therefore important to highlight that due to recent changes in climate impact that is constantly growing and exerting a greater influence of the motivations of individuals whose push to travel is based on the attractiveness of the destination, travel times, and the perceived value by the consumer. However, climate and natural conditions are not the only determining factor, although the spectrum of elements influencing seasonality is much wider and more complex. The second category of seasonal factors is that related to institutional causes which vary much more widely than the previously discussed categories. Physical factors are the basis for the “real tourist season”, while the institutional causes (represented for example by cultural events) affect the number and characteristics of tourists who choose the destination of their holidays. As for the economic impacts, even in San Gimignano the seasonality shows its negative effects, especially in the so-called “off-peak” seasons (that is, those with a smaller number of tourists), which in turn results in a loss of profits caused by an inefficient use of resources and accommodation facilities. The difficulty for many businesses is obtaining substantial revenues in the span of only a few months during the peak season to guarantee success for the rest of the year, as for small and family own businesses which due to seasonality have in addition to the problems of too little returns on their investments also have problems in attracting and retaining qualified skilled workers whose preference tends towards annual employment. In addition to the negative impacts on the working environment it is also important to discuss the social and cultural effects as the local community is often forced to deal with the problems that generate peak tourist periods, which in turn hinder the normal conduct of everyday activity. Some examples include crowded services, slow traffic, and increases in local prices. As previously mentioned, the tourist flows in San Gimignano are mainly manifested in the summer months, concentrating mainly in a few streets and squares in the historic center. The need then appears to prolong the current tourism season and distribute the flows in a homogenous way through the identification of a series of initiatives that aim precisely at “seasonality” and expand the offering. Some actions include, for example offering new types of multisensory experiences, creating a product that is memorable and extraordinary for the tourist. Some examples of viable solutions include a diversified offering of tourist experiences including the “Vernaccia of San Gimignano Wine Experience” that then becomes an opportunity to further promote the culture of excellence in the food and wine industry in

the surrounding territories and countryside. This type of experiences combined with a range of cultural initiatives promoted by the local administration which in turn is committed to extending them throughout the year. In particular since 2015, a program of winter events has been created called “what happens in winter” that aggregates the offering and allows for proper communication. The civic museum has opened exhibitions in winter to facilitate the visiting of the city at the time of year in which moreover it is more accessible and less crowded. Working in terms of tourism and enhancing the countryside allows for the spread of flows into the neighboring territories and the expansion of the offering by providing useful elements to increase the average stay.

In terms of sustainable tourism, the City Council has always tried to keep the participation of citizens high with regards to the dynamics of tourism and the creation of offerings and tourist experiences within the city. The presence of numerous cultural associations has always been encouraged through the support of their activities with the aim of having a lively and reactive community capable of cultivating its own identity and being an active partner in the dynamics of tourism.

In general, the experience is identified with the evolution of traditional tourism models and the affirmation of new scenarios contributing to the birth of innovative forms of tourism. Among these new trends are emerging the so-called responsible tourism, which consists of a set of activities in which the well-being of the traveler is associated with concepts such as socio environmental integrity and the reduction of contamination. This way outdoor and slow tourism are able to place the user in close contact with a variety of rural and landscape beauties dedicated to the discovery of the symbolic values and identities of territory. In this scenario there is a recovery of ancient itineraries including the famous via Francigena, which offers an equal opportunity to the local community to enjoy cultural traditions, the unique landscape as well as food and wine products and thus overcoming the problems of the consumer optics typical of the mass tourism industry. Moreover, to encourage responsible tourism a campaign titled “enjoy and respect” was initiated in 2022 to encourage residents and tourists to care for and respect the cultural heritage as well as the environment. Finally, regarding the subject of “mobility”, to encourage greater flows of visitors in the offseason, the administration has established a new management program related to the “check point” services for tourist buses, providing for the reduction of parking fees during winter months.

Figure 9: Distribution of seasonality profiles in San Gimignano in the period 2017/2020 (Source: Municipality of Siena - Tourism Observatory)



ACCOMMODATION FACILITIES

Faced with an increasingly personalized tourist needs, the renovation of accommodation facilities must not be identified only with the ability to offer a structurally well organized “space” in which to welcome guests but there is also a need for the improvement in the quality of the services offered, intended to meet more and more new requests for experiences expressed by the tourists themselves.

The same question is becoming increasingly polarized between two extremes: on the one hand experiential tourism, which favors direct relationships with local populations, choosing travel experiences as authentic as possible and in contact with the landscape and environment; On the other hand the mass luxury interested in “all inclusive” offers and destinations that meet the need of escape from everyday life to a fantastical and high quality environment, usually represented by the upper class is coming from emerging economies and characterized by important numbers. The accommodation system of San Gimignano in recent years has responded positively to the changes in tourism demands on the aiming at the management as well as the diversification of the proposed services. Within this context an important fact to highlight is that the ownership of most of the structures is linked to the people living within the territory itself.

In 2021, based on data obtained from the tourist observatory of the municipality of Siena, the hotel businesses represent a rather limited component, characterized by a structure and dynamic evolution lesson tune with tourist trends, instead allowing the extra hotel accommodation to grow into a full-fledged undisputed competitor. Also, in 2021 in town there were twenty hotel businesses and **276 extra-hotel activities**, the latter in turn dominated by the presence of guest houses and agritourism facilities.

Particular attention was then paid to the **local agritourism system**, as a representative of the most quantitatively relevant types of accommodation, with about 103 establishments registered in the non-hotel panorama. the prevalence of this hospitality sector compared to others found in the municipal tourism market has been marked by a progressive expansion over the years of services offered, surpassing those related to traditional accommodation and catering. The Farm houses of town represent to this day the demonstration of strong attention not only to the reception but of above all to the enhancement of all those aspects of sustainable tourism, in which, thanks to the multiplicity of proposed activities, operators have proved not only to be able to appreciate the peculiarities of the naturalistic and cultural territory, improving its fruition, but also to spread possible knowledge related to agriculture and related traditions.

Considering a context in which choice prevails with respect to non-hotel accommodations, the latter is manifested first of all not only as an economic opportunity but also in terms of welfare and protection of the public heritage, in which greater participation of citizens in the management of common assets is encouraged. with emergence of the sharing economy, a larger number of residents prefer to reinvent themselves as tour operators, responding to the desire for authenticity of contemporary tourists and thus satisfying the emerging demand for typical experiences. But, while the possibility of renting private spaces guarantees the spread of a sharing economy platform, the latter, together with the liberalization of the real estate market overtime has become the driver of urban gentrification with its coronary of residential displacement represented by an exponential increase in property prices.

MESE	Anno 2019 totale		Anno 2020 totale		Anni 2019/2020		Indice perm.media	
	ARRIVI	PRES.	ARRIVI	PRES.	Variaz. %	Variaz. %	2019	2020
GENNAIO	1 781	2 986	3 001	4 525	68,50	51,54	1,68	1,51
FEBBRAIO	2 266	2 894	2 442	3 127	7,77	8,05	1,28	1,28
MARZO	3 604	4 938	289	416	-91,98	-91,58	1,37	1,44
APRILE	9 849	17 085	0	0	-100,00	-100,00	1,73	0,00
MAGGIO	10 159	19 363	15	19	-99,85	-99,90	1,91	1,27
GIUGNO	11 139	23 568	2 103	3 185	-81,12	-86,49	2,12	1,51
LUGLIO	10 804	26 114	6 173	12 308	-42,86	-52,87	2,42	1,99
AGOSTO	11 552	27 527	12 205	27 574	5,65	0,17	2,38	2,26
SETTEMBRE	11 441	25 772	8 251	16 810	-27,88	-34,77	2,25	2,04
OTTOBRE	9 156	16 260	4 149	6 457	-54,69	-60,29	1,78	1,56
NOVEMBRE	4 081	6 231	188	274	-95,39	-95,60	1,53	1,46
DICEMBRE	2 842	4 382	67	74	-97,64	-98,31	1,54	1,10
TOTALE	88 674	177 120	38 883	74 769	-56,15	-57,79	2,00	1,92

MESE	Anno 2019 totale		Anno 2020 totale		Anni 2019/2020		Indice perm.media	
	ARRIVI	PRES.	ARRIVI	PRES.	Variaz. %	Variaz. %	2019	2020
GENNAIO	1023	2943	1592	4013	55,62	36,36	2,88	2,52
FEBBRAIO	990	2402	1514	2682	52,93	11,66	2,43	1,77
MARZO	3044	6525	259	834	-91,49	-87,22	2,14	3,22
APRILE	14456	33836	6	360	-99,96	-98,94	2,34	60,00
MAGGIO	13580	36210	71	484	-99,48	-98,66	2,67	6,82
GIUGNO	17167	50658	3171	6995	-81,53	-86,19	2,95	2,21
LUGLIO	18511	65624	11963	34827	-35,37	-46,93	3,55	2,91
AGOSTO	21557	74385	22196	69610	2,96	-6,42	3,45	3,14
SETTEMBRE	18480	52609	14386	39442	-22,15	-25,03	2,85	2,74
OTTOBRE	12894	34343	6631	15923	-48,57	-53,64	2,66	2,40
NOVEMBRE	3368	6924	231	1280	-93,14	-81,51	2,06	5,54
DICEMBRE	2648	5695	54	851	-97,96	-85,06	2,15	15,76
TOTALE	127718	372154	62074	177301	-51,40	-52,36	2,91	2,86

Table 3: arrivals and presents in the accommodation structures in town from 2019 to 2020 (source: municipality of Siena).

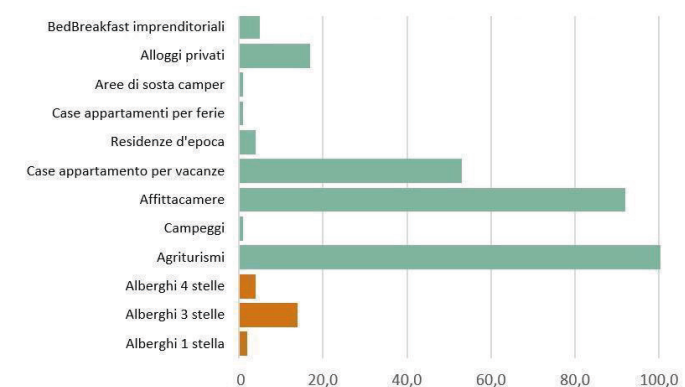


Figure 10: types of hospitality structures and hotels present in town

INFLOWS OF CARS AND TOUR BUSESSES

Regarding the tourist inflow of cars from 2012 to 2019 the numbers are estimated to be approximately 400,000 presences per year, with the largest peak of almost 500,000 vehicles occurring in 2018. A noticeable drop occurred between 2019 and 2020 (this following the pandemic situation) with a major reduction of about 50% (we went from 491,601 cars in 2019 to 238,934 cars in 2020). in 2021 there was an important recovery with almost 100,000 more cars arriving than in 2020.

A similar trend was observed for tour bus inflow data, with the peak reached in 2015 (17,803 buses). again, in this case there was a significant drop between 2019 and 2020 from 17,368 buses in 2019 to only 1314 buses in 2020. From 2020 to 2021 there was a slight recovery with just over 800 more tour buses arriving than the previous year.

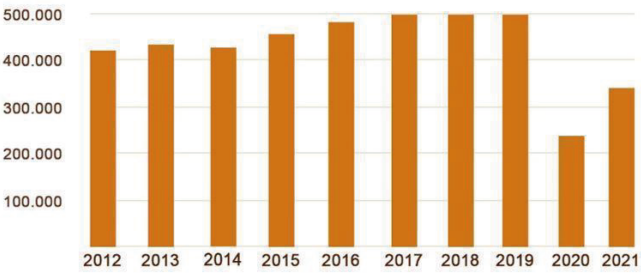


Figure 11: the flow of cars (source: parking data office for the municipality of San Gimignano)

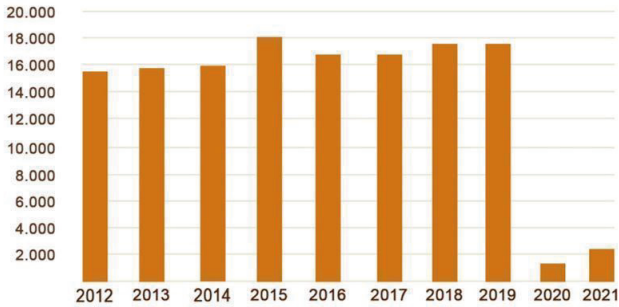


Figure 12: the flow of cars (source: parking data office for the municipality of San Gimignano)

DISTRIBUTION OF POINTS OF INTEREST

In a postmodern society with complexity where even the motivation for tourism seems to multiply, one of the main reasons is surely the search for learning. This can be seen from statistics that make cultural tourism a constantly growing sector, not only in large cities but also in smaller urban contexts such as in San Gimignano. The benefits of cultural tourism are also clearly visible in terms of the integration of, with a view to strengthening one's identity, encouraged by the so-called heritage tourism, which has become one of the pillars of the economic development for the community. In general, the transformation of the notion of "culture" intervene in the Taurus experience was favored by the changes, between the 70s and 80s of the last century, the cultural offering present in museums and exhibitions for example the "containers" officially recognized as a place of conservation and enhancement of culture, generating effects, first and foremost, on the social level: museum attendance, at one time only for a few has become a practice that involves an increasing number of visitors.

That being said, in recent years the orientation of many museums and their approach to visitors has concerned the realization of a greater participatory dimension, through the collaboration of the offering with the publication of personal content on primary communication platforms. this type of business is also the prerequisite for the creation of the sense of belonging for a social group, as well As for the creation of identity, tastes, shared passions and the possibility of expanding communication horizons not only with the museum but also with those other users who participate in co-production of its value, also expanding towards the territory in which that same museum is located. Among the most innovative museum user communication options is the storytelling method, through which a museum, through its website can ask the user to express an emotion aroused by an everyday object of the past or present perhaps accompanied by an image or comment, encouraging and emotional involvement and an opportunity for reflection or remembrance that refer to the background of each individual, to his or her experience and culture. The use by museums or, more generally, of tourist destinations, of the content produced by users published on the relevant websites, including the pages of social media platforms, is considered a commercial practice which could provide a solid basis on which to formulate new management policies.

In this work, the analysis of the content digital human experience composed of reviews, comments and scores has allowed us to extrapolate the data relating to the emotional tone towards the main attractions distributed within the town's reality; The different "points of interest" have been summarized in graph 13 of this paragraph.

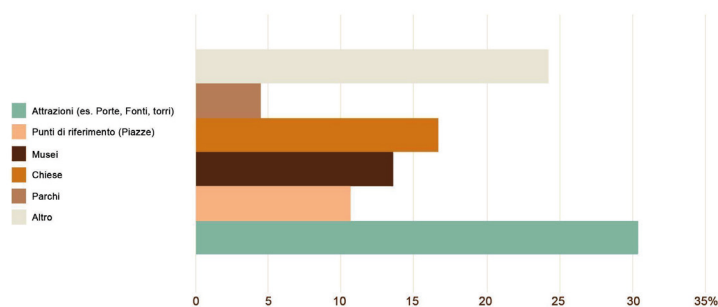


Figure 13: analysis of principal points of interest for the period March 2021 to March 2022 (source: Data Appeal Studio)

ATTACHMENT 3

REDEVELOPMENT OF SAN DOMENICO AND SANTA FINA

Within the perimeter of the core zone has given impetus, in order to enhance significant areas of the historic center, a multiplicity of recovery interventions on the existing stock of buildings. These interventions are guided by the common intent to return these spaces to public use and to improve the services of everyday life as well as the quality of the places of the core zone, both for the inhabitants themselves as well as for tourists. The projects given particular impetus include the enhancement of the complex “ex convent and former prison of San Domenico, As well as the creation of a new district through the recovery of the ex-hospital of Santa Fina. In addition to these projects there are several other timely interventions including the conversion of the former agricultural consortium into the new municipal Civic Center “Le Granaglie”, the reopening of the Leggieri theater, and the recovery and strengthening of the “Bogolar” center. The two main projects related to the complex of San Domenico and the former hospital of Santa Fina are described below:

Restoration and development of San Domenico complex

This is an architectural complex of considerable importance recognized for its historical and artistic interest with additions to the municipal code in 1982 the complex comes under protection and safeguard through the legislative Civil Code. San Domenico Has been purchased by the municipality of San Gimignano and the region of Tuscany. The complex was founded as a Bishop's castle in 928, then became a convent in the 14th century until 1787, the year of the suppression of the monastery by the Grand Duchy of Tuscany. Later, it was used as a penitentiary from 1833 according to the project of the architect Giovanni Battista Silvestri, and carrying out important transformations in terms of distribution, elevations and walls, while maintaining the original spatial elements. The transformations continued until the 1980s, when the complex was recognized for its artistic and architectural historical value with a ministerial decree of the 23rd of June 1982, as an integral part of the historic center and then of the UNESCO site. Property abandoned its function as a prison in 1992, the complex remained in a state of unuse. Inserted within the first walls of town, in front of Piazza della Cisterna and Piazza Duomo, it is the end point of via Del Castello, one of the three main axes of the urban structure of the historic city center. Spread over an area of about 13,000 square meters, the complex occupies approximately 10% of the building fabric of the historic center.

Built on the site of an ancient church and the result of successive enlargements San Domenico develops a central cloister of considerable value. At present, the original convent structure, of which appreciable evidence remains, is altered by the subsequent functional settlements within the complex, as previously indicated. Given the architectural importance of the complex, it has been recognized for its potential in terms of recovery of the historical heritage And a new use for activities related to the territory both cultural and artistic, thus encouraging other virtuous processes of urban regeneration for the community, as well as for the development of sustainable tourism and balance with the socio economic, environmental, landscape and artistic fabric of the turreted city. To confirm this, the reuse of the site of San Domenico as the main action for the conservation and enhancement of the environment and territory is clue did in the management plan of the UNESCO site #550 for the historic center of San Gimignano drawn up in March 2010.

To this end the successive administrations, in agreement with the ministry for cultural goods and heritage and tourism, the region of Tuscany and the agency grab this state regional office of Tuscany and Umbria, have given impetus to a path aimed at the protection and enhancement of the collective good, having as its cornerstone, unenhanced meant agreement for the redevelopment safeguarding and protection of the complex, which was followed by further acts and actions, such as the drafting and approval of a “preliminary project relating to the works for rehabilitation enhancement of the complex of San Domenico”, the approval of a governance agreement between the city and the Tuscan region for the definition of the modalities of implementation of the above, the completion of a public consultation for the collection of expressions of interest for the enhancement of church, the call for a tender for the award of the concession in the project financing of the complex itself, the conclusion of the concession contract, the drafting of a recovery plan for the complex. The redevelopment plan will lead to the creation of a multifunctional center that will host: a conference area, exhibition area, InfoPoint, experiential accommodation facilities with rooms made in the former rooms of the convent, artistic residences, outdoor area for events, a walkway and a 360 view of the city and new public spaces for the community to host spaces for food and drink vendors, toilets, multimedia galleries and local craft shops.

Redevelopment of the ex-hospital Santa Fina, and the creation of a new social/health district.

The hospital of Santa Fina of San Gimignano was founded in the mid-thirteenth century, shortly after the death of Fina dei Ciardi (on the 12th of March 1253) and thanks to the offerings left on his tomb. The hospital was founded by the municipality of San Gimignano and its history is inextricably linked to the political and economic history of the Valdelsan center. In founding the hospital of this city, it was originally planned as a structure used exclusively for a charitable function with its own identity and recognition, as a sign of charity and importance of the city itself, located at a point of confluence (near the gate of San Jacopo.)

During the following centuries, numerous works have been carried out to enlarge and equip the services, make the hospital more accessible to the city and its inhabitants. The structure as we know it today is the outcome of a centuries old evolution to which has concluded with ownership 86% by the southeastern region of the Tuscan health department and the remaining 14% by the municipality of San Gimignano. It hosts sleeping quarters, and a functional rehabilitation center.

The structural plan of the municipality of town- approved by the City Council with resolution number 78 on the 30th of November in 2007-provides for the recovery enhancement of the health complex of “Santa Fina”, also through the demolition of Later editions in particular those on the downstream front. the action subsequently approved by the municipality were based on these design principles.

With resolution number 47 of the 30th of July 2013 the City Council approved the specific variant of the UK for the redevelopment of the health and social protection of “Santa Fina” The above variant contains a new specific data sheet for the area “R4”, already called in the UK as “RQM 12_2. recovery area for social and health services: hospital complex of Santa Fina, San Gimignano. The data sheet, prepared in order to implement the redevelopment of the building complex of historical and architectural value with an adjacent dark area and pine forest, lays down the rules and requirements for redevelopment according to the guidelines established

ATTACHMENT 4

COMMUNITY INVOLVEMENT

MEETING 1 OF MARCH 22, 2022

Quality of life: residence, commerce, accessibility, and mobility.

by the structural plan. The recovery plan -a public initiative- provides for a careful redevelopment study in order to ensure a unified design of the health and social care facility and its relevant spaces. The primary aim of this project is the enhancement and the recovery of the property in its entire T and the preservation of the historical artistic and architectural character of the complex, as well as a functional reorganization of the distribution of the functions provided in parallel with consolidation of the structures where they are necessary. to this end, the property has been divided into areas according to the historic and artistic value, determining different categories of intervention.

The project in place, based on the affirmation objectives includes the following interventions:

- The creation of a rehabilitation and interim care center and Hospice with inside the building with 25 beds complete with clinics necessary services and daily activities.
- Creation of a health care Center for the elderly who are not self-sufficient with a capacity of 40 beds.
- creation of a social health district site hosting services for citizens including ambulatory services blood draw centers and spaces for training and conferences.
- the creation of semi covered parking spaces that guarantee protected access to both ambulances as well as other vehicles that to serve the structure.

The meeting was held around three guiding questions:

1) What does it mean to improve the quality of life in the historic center of San Gimignano?

2) The strategic projects submitted: what spaces and services

3) Are there other places that could be important to intervene and what other actions must be taken to improve the quality of life?

Below is a summary of the issues arising from the discussions of the working groups.

Tourism

The historic center is suitable for tourists but not for residents, that is very few people from San Gimignano actually live in the historic center.

Today, the months from June to September are very active for the city from a touristic point of view and the quality of life for residents suffers; It is important to focus more on quality tourism and less on mass "hit and run" tourism, instead favoring more lasting days that can be supported also by the improvement of extra urban attractions that the territory has the potential to offer.

One possibility could be to decrease the number of buses or days or to increase the parking tickets in relation to the time the car remains still, thus penalizing the "hit and run tourists".

Some have proposed to create a type of tourism that utilizes the whole city in a complex route, and is not only concentrated in the main stretch, also by inserting the decentralized points of interest (for example photography exhibitions) that lead to a precise and more complete path for visitors.

Incentives and facilities for residents

Local people must be encouraged to live in the historic center, for example by providing economic facilities for young people.

Regarding parking for residents, opposing needs have emerged: some have expressed a desire to be able to reach their home or private property within the historic center more easily, taking into account the option of more comfortable residential parking spaces close to homes or other means of facilitating the attainment of properties. Others, on the other hand, believe that there should be an increase in parking for residents, but outside of the walls to get cars out of the center.

Commerce

It is also important to modernize the business plan of the historic center by improving the quality of shops and encouraging the development of shops not only close to the main row but also on the course for secondary roads, to make them more interesting: shops must not only entertain the interest of tourists but they must also bleed implemented and supported to encourage providing essential goods for residents. It is also important to diversify the commercial offering by focusing mainly on essential goods as this would not only help make the village become an open-air museum but could help provide what is lacking to current residents.

Among other things, commercial activities aimed only at tourists often close at the end of the season, making the town lifeless for many months, often with prices calibrated towards tourist consumers and not towards residents even in large retailers. This of course causes many residents of the historic center to move to other municipalities in order to satisfy their shopping needs.

Viability and Mobility

The participants were unanimously aware of the need to combine the improvement of the quality of life in San Gimignano with the best traffic management systems for the historic center and the surrounding area. The center, despite the administrative actions of recent years, remains heavily trafficked primarily in the summer: however, to lighten the load of traffic around the center, the City Administration has planned the completion of the ring road (as an alternative to the Provincial Road 1) by 2023. The town's lack of attention for green transport or green areas reserved for physical activity were also highlighted.

It is also necessary to promote an outdoor parking line (further away but with an appropriate shuttle linkage) for visitors and a stop line inside or near the walls exclusively for residents. Before constructing new car parks near the city center, it might be worth remembering that if tourist parking spaces were made along the ring road, those dedicated to tourists now outside the walls could be converted to residential parking.

With regards to the roads much dissatisfaction has been expressed with the predictable footprint that will be created in the area of Baccanella upon the opening of the ring road, which will require careful management also from the provincial level disseminating from Siena with importance placed on provincial viability.

A city bus service was also reconsidered as a possibility and may be considered necessary in a town like San Gimignano (both for tourists and residents) but today is not very practical, as has been seen this previous winter.

Finally, it was proposed to diversify the limited traffic zones to make transportation easier for residents and arrange the viable spaces within the walls.

Culture and Aggregation

Young residents have complained about the lack of nightlife or rather the lack of opportunity to form a nightlife scene in San Gimignano.

They have requested that we create a greater sense of loyalty with residents by creating dynamic and continuous proposals of cultural events, assistance for the elderly, promotion of youth life, so as to avoid depopulation and the recreational and cultural migration of the local population to elsewhere.

It is therefore necessary to support and encourage cultural, artistic and expression initiatives of the youth population in order to make San Gimignano competitive and connected to the social fabric of the Valdelsano youth. There has also been discussion of the renovation of exhibition spaces inside the historic center, which are vital for the new generations of artists, and it is therefore good that they're adequately and professionally equipped, so as to create incentives and ideas that benefit the entire community.

With more spaces for congregation, with continuous events and cultural proposals, the Old Town would be more appreciated by residents even if they are faced with a higher cost of living.

Finally, our city's rich and abundant cultural heritage must be protected: the Knights of Santa Fina, the pentagram music school, Sottomondo, Recurring events such as festivals, junior coordinators, the parish group, and companies of dance and theater etc. Consideration has also been given to the possibility of creating associations, in particular youth associations already in functioning places (e.g., Le Granaglie) to motivate and support such groups.

Urban regeneration and strategic projects

Regarding urban regeneration, the need for more public bins has been stressed, moreover the redevelopment of San Domenico is a central point to be addressed as it is still difficult to access. Urban regeneration must also be accompanied by improvement in the number and quality of services.

The strategic projects are seen as opportunities to make services and public spaces relevant and public domain with delicate attention placed on residents, and the need to recover spaces that today are abandoned and that have increased the distance between tourist and resident.

The ring road project is essential for eliminating the summer traffic but must also have direct access to the city center, and it is therefore desirable to create a parking system similar to that utilized by San Marino.

Regarding the submitted projects, the hopefuls are as follows:

Il Bagolaro must become a recreation center equipped to keep up with the needs of the elderly, the activities offered must be implemented as a basic way for older residents to congregate.

Santa Fina must return to a certain "centrality" for the Valdelsan fabric, despite its unfortunate location within the walls.

The Leggeri theater must be made active as soon as possible or a new theater must be created, it is unacceptable that a place like San Gimignano does not have a theater, a cinema, nor any substantial exhibition spaces.

The renovation of San Domenico has provoked even more debate: for some it must be a place for residents, and for others they do not consider such a large space useful for local artisans and artists, and prefer that the space be used for services, or to construct new apartments so as to encourage new families to come to San Gimignano.

It was also suggested the possible planning of the use of some of the new spaces in San Domenico on the back of the Favara Cultural Park and the architecture school to provide activities to children (Possible only after school, in winter when everything else seems "dead", and would represent a sort of "winter parallel" to the popular summer camps like Santa Lucia and Campino, including the possibility of staffing such offerings with local residents).

Protection, decorum, and the enhancement of the historical heritage

It is important to encourage the use, the consultation, and the visiting of municipal libraries and archives, as well as the complex of city museums (mainly by the resident population).

It would be useful to upgrade the Rocca di Montestaffoli to incentivize the journey, life, and care.

The lighting of the towers and walls should be enhanced for a better aesthetic rendering of the artistic heritage.

The search for a balance between concessions and constraints to protect the heritage is considered important. It refers to floral decorations, absent in the town, and in general to revise signs and road signs to appear similar to those in other Tuscan towns.

It calls for the renewal of places like the Fonti (and the surrounding area) and the path of Banda-Vecchie Fonti, the enhancement of the Rocca di Montestaffoli (and various houses of the Rocca) but also the recovery of unknown and poorly maintained assets.

Eco-Sustainability

Citizens have also requested proposing new projects that encourage eco-sustainability and develop ecological awareness, energy efficiency, improve the level of comfort, but also stressed the difficulty of applying energy saving tools to the historic center (due to existing restraints, it is impossible to install solar panels, apply energy saving external coatings, etc.)

There was also talk of external comfort in public spaces and of urban green issues, like the reduction of “heat islands” in highly paved areas, repaving for the containment and Phyto purification of rainwater, waste issues, sustainable mobility, re-evaluation and care for spaces that have great potential in the heart of the city (like Campino).

Green Spaces

It has been stressed that parks and green spaces are of fundamental importance to those living within the city walls of San Gimignano and that it is therefore important that they are given greater care and attention. Other spaces shall be considered beyond the Rocca Park where to carry out various activities during the cultural summer season, to give everyone a chance to enjoy life both tourists and residents of San Gimignano.

Collaborative and participatory climate

Some active citizens have complained about the difficulty of open dialogue with the municipal administration, as well as the rest of the population. They believe that in reality there is no real interest in change by most citizens, thus accumulating a feeling of mistrust.

It will be necessary to reconsolidate the fabric of social relations between citizens and encourage a sense of community, including through participatory events like those that were organized for the updating of the Management Plan.

MEETING 2 OF MARCH 29, 2022

Intangible and environmental heritage: the river, the territory, Vernaccia, and the gastronomic heritage.

The meeting was held around two guiding questions:

1) How can the environmental elements of the territory help contribute to the image and perception of San Gimignano as a UNESCO World Heritage Site?

2) What traditions, memories, practices, and recurring events should be re-evaluated and updated, or risk being lost?

Below is a summary of the issues arising from the discussions of the working groups.

Environmental elements outside the historic center

The environment is important to San Gimignano and also for tourism as many tourists are getting into the habit of walking and staying overnight in more rural areas and in structures scattered throughout the territory. Therefore, attention must be paid by the Municipality (which must be demanded also by private citizens who have property in rural areas) to the management of suburban green spaces, maintenance of roads and dirt roads, maintenance of vineyards, woods, and hills). We need a recovery and maintenance plan for roadways, including dirt roads, for example the road to San Galgano must be maintained as currently it is overrun with brambles. We must focus on the redevelopment and recovery of abandoned houses scattered throughout the territory.

Care and maintenance are important for the countryside of San Gimignano just as it is for the historic center as it is the whole that creates the image of San Gimignano. We must respect the existing environmental resources (green spaces, air, water) seeking a virtuous balance with that which is built, also trying to create partnerships between the private and public.

There is also a need for greater maintenance in the areas immediately ad-

jacent to the town (there is an abundant presence of wild boar, roe deer in close proximity to the town).

Inside the historic center, the Park of the Rocca di Montestaffoli must be recovered.

By focusing all the attention on the historic center, you risk forgetting about what's outside. There are important spaces and places in San Gimignano that need to be enhanced, including the Etruscan tombs or The Castelvechio Natural Reserve. There is a lack of information and promotion of these places in addition to a lack of maintenance.

Connections “outside-inside”

There should be written references for places outside of the city walls but located in the historic center or found at information points in order to encourage tourists and citizens. The important thing is to keep these spaces maintained, and to keep them active. It would be also useful to have a map of walking and cycling paths of San Gimignano and its surroundings.

There is a lack of transportation services from the historic center to the countryside.

There are no bike paths from the historic center to the surrounding area, it would be nice to build some that are above all usable and safe.

Industrial and Artisanal Areas

The Val d'Elsa is also an industrial area that provides wealth through the countryside and villages linked to tourism. It is necessary to create guidelines that create a compromise between industrial and agricultural/tourist areas. Industrial mustn't necessarily be synonymous with ugliness (e.g., the chimney of the distillery created a great inconvenience to the tourism in the area.)

The river

The environment of the Elsa River must be enhanced. In the river area of the Elsa there has concentrated many industrial and craft activities, such as the locality Zambra, and this generates a great pressure on the river; one must avoid further increasing the pressure on the river, maintaining the water quality, and must pay more attention to waste disposal (both “industrial” and non-industrial) on the border with other towns along the Elsa river. or necessary, the degraded areas along the river must be reclaimed. There are towns like Badia a Elmi, which would like to enjoy more of the territory and would like a greater protection for the environment. With this in mind, the project “beyond borders, towards a contract of the Elsa River” of which the municipality of San Gimignano is the leader, and we hope it goes in the intended direction.

Traditions, Memories, and Recurring Events

There is a lack of events for the more or less youth population of the town, especially two years after the pandemic. There is the general feeling that the town is lacking a cinema and a theater.

There is a lack of spaces even within the districts, now most spaces where people can congregate have been closed. Instead, there is a great need for less touristic meeting spaces that serve the community, spaces where one can walk and exchange light discussion in the afternoon or evening.

The Rocca Could be arranged and used again as a meeting space, as it once was, and it could be recovered from the season of the opera d'autore (Church of San Piero).

It would be worth strengthening the historical craftsmanship of San Gimignano.

We must create a space, perhaps inside the former prison, dedicated to the collection and transmission of memory of the partisans of San Gimignano (Which there was already but must be developed further).

The community and the story of the town

The community should be more active in the history of the town, and bet-

ter now the history and traditions. Citizens themselves can intervene and try to be more interested in what is outside of the historic center. Sometimes it is the tourists themselves who point out to citizens the things in their territory that they did not know. Citizens have a responsibility to pass on memories, they must activate awareness of the reality around them in such a way as to make it accessible and at the same time to protect it. There is a need to reactivate a sense of belonging and pass it on to new generations.

Meeting number 3 of April 5, 2022

Culture and the tourism systems.

This meeting was held around two guiding questions:

1) In terms of use, participation, and cultural production, what would you like for San Gimignano?

2) How can we strengthen the partnership between institutions, entrepreneurs and citizens in the tourism industry?

Below is a summary of the issues arising from the discussions of the working groups.

What does *Culture* mean to San Gimignano?

Culture and art are fundamental for social development and congregation, they are important for the exchange of ideas and personal and community enrichment. But the term "culture" is an umbrella term under which divided into multiple forms in ways of application and yield: in the case of San Gimignano, it can be divided roughly into two sections, on the one hand fruition and production of popular tradition and on the other that of a more experimental nature.

San Gimignano, compared to other places, has a beautiful name which can be enjoyed, the result of historical administrative and social choices, which have allowed for the transformation of the city into an internationally recognized and appreciated site around the world.

Events and Cultural Offerings

As for cultural fruition, the majority of citizens have agreed that the cultural offering is of excellent quality and is strongly present, perhaps a bit more during the summer than during the winter.

At the tables, however it was also stressed the need to channel the resources available to the public administration for what have always been our strength, the most important and renowned cultural events for San Gimignano, for example the opera season or the Rocca cinema.

One cultural core profile that's very near and dear to the citizens is that of the opera season which is a typical celebration of culture in San Gimignano. However, this and similar initiatives cannot be separated from the availability of resources and of a virtuous management.

A fundamental problem for these initiatives is the gap between activities that may affect citizens and activities aimed at tourists. A balance must be sought between the two: and we must develop events for tourists and citizens who may have different interests.

The young people present at the discussion reiterated the need to have more cultural spaces and dedicated initiatives also realized with their contribution.

There has been talk of making the summer calendar of events more substantial and the need to expand the programming events from spring to autumn has also been brought to light.

The participants at the discussion have also insisted that events be held in Piazza Duomo, but also on the importance of trying to hold events in alternative and less known places (Rocca, Private Courtyards, Hidden Gardens, Fai Residence, etc.). One of the proposals that has emerged was in fact to encourage performances and little-known spaces of San Gimignano, and above all to involve the villages in order to create a cultural offering that does not develop only within the historic center. Once again, it emerged the lack of a venue that can host these various types of events such as small

music sessions, live shows, presentations, debates, so as to keep the city active even during the winter and especially during the painful closure of the Leggeri Theater.

Particular interest has been given to contemporary art and new media, which have the very important task of bridging the modern with the ancient. The dichotomy between the medieval and historical aspects of the village and the new arts within the village give San Gimignano a far-sighted view and brings importance to the name of the town while affirming it as a tourist and cultural destination.

Finally, it has been highlighted once again the importance of involving children such as with primary schools or even nursery schools, in order to educate children in a more dynamic and innovative way in the world of culture and the ways of San Gimignano in general, not just limited to daily visits to the civic museums and other museums within the city.

Cultural sites

In order to "create" culture there must be ample spaces where it can be cultivated. With the closure of the theater this problem has become more acute because currently there is no place offering certain cultural activities, especially musical activities. There is a real need for a theater/auditorium. Spaces and places must return to the center of culture.

Some therefore consider San Gimignano to be lacking with regards to places for shows, for example The Rocca seems suitable but it's hard to access and has unsuitable acoustics. Others complain about the inadequacy of the spaces that exist and the fact that it takes a long time to make these places usable. Others believe that spaces are available, but they're not well adapted for a certain type of show and therefore it is possible to utilize alternative spaces.

These spaces are therefore closely connected to the type of cultural offering that they provide. Given the current lack of theater it is also important to think about the search for different forms of cultural expressions more suitable for the enjoyment of the citizens in places already available to them. There is no shortage of open spaces for public use, halls of museums, churches and outdoor spaces, but some of them are not well equipped for certain types of events. A response to this problem, could be temporary and certainly not conclusive direct programming of cultural events that can be adapted to the contexts available.

Surely, for the realization of events, the squares were and are the ideal places for them. Unfortunately, there remains many overlapping issues and at present the squares are not widely used.

During the discussion it was also underlined the lack of festivals in San Gimignano, using the Spoleto Festival as a comparison we can attribute this to the lack of or little to no communication and the lack of a solid network to connect different "fabrics".

In order to improve the ability, it is necessary that the season of cultural events is spread out not only over the summer. But it's continued throughout the winter, so as to ensure artistic coverage and cultural dissemination 365 days a year. To facilitate and encourage this, it is useful that the administration supports, invites, urges businesses and restaurants to have the opening shifts even longer during the winter in order to avoid a "ghost town" effect during the months with less tourists.

Communication of the Cultural Offering

Culture is a part of our identity and is an investment to be promoted through precise, suitable and effective communication for those citizens who seek the events out and most importantly the creation and related debate of the summer calendar. That is to say a punctual, annual and continuous offering.

The cultural offering of the territory is often penalized by promotion that takes place too close to the events and that fails to reach many of the possible stakeholders. We need a correct circulation of information on all public initiatives aimed at both citizens and tourists as often information

arrives late, and this compromise is the fruition of many initiatives. This aspect of communication is certainly to be strengthened.

Active participation from the population is also possible if you provide the citizens with a way and the tools for communication: promptly and in detail to the accommodation facilities and to private individuals.

It is necessary to design effective communication strategies in order to promote cultural initiatives channel to different targets and different age groups.

The communication of cultural events, guided tours, and historical presentations, which is any cultural or touristic event, must be clear and effective and above all shared beforehand by those involved. Only through constant confrontation and a solid and clear communication strategy will it be possible to have a balance between citizens, institutions, entrepreneurs and cultural and commercial associations.

Accessibility of the cultural offering

The issue of accessibility is important: San Gimignano is inaccessible by public transport in the late evening for those who do not live in the historic center, it would be useful to think about implementing shuttles or enhanced service for the summer season. However, in the winter period, the capital is still difficult to reach by public transport in the late evening for those who do not live in the historic center.

Another problem that has emerged is that of the scarcity of parking, in the summer, and the subsequent discomfort in the access to places of the historic center, for those who want to enjoy the events organized there.

The library

Some have discussed the importance of places of culture with particular reference to the library. Investing in the library could make it a place to exchange ideas and a place for fundamental meetings on a group basis. In particular it was discussed the opening and closing times which are considered unsatisfactory.

Partnerships, dialogue, cooperation, networks

In order to create a homogeneous and well-designed cultural and touristic offering it is necessary to have a discussion with all the actors involved.

For this reason, it has been proposed that we create a participatory meeting session such as those held during the updating of the Management Plan of the World Heritage area, in which the whole town can debate and discuss what can be done to make the town a well-defined and aligned cultural destination.

On the assumption that it is not easy to involve the inhabitants or tour operators with the areas of commerce, many private individuals have stated that they are willing and ready to cooperate with the current administration. That which they ask is to offer a package of pre-established services, seeking a redevelopment of tourism, especially in the field of opera and services currently considered unsuitable and through the use of new itineraries and guided tours.

The communication between these entities has always been very difficult and continues to be so because unfortunately, for the number of attempts made, each of these entities constantly tries to think in an individual way, setting aside collective thinking. It is not impossible, however but surely everyone will be able to enjoy the fruits of this dialogue and policy to find and share with all in the long term, as there will be no short-term effects in any case.

In general, the social fabric of San Gimignano shows a certain corporatist attitude that is not very inclined to dialogue between the various actors on the social and cultural economic scene. We must overcome the logic of the individual and create more cooperation.

This discussion has established the importance of the formation of a group capable of creating a true participatory synergy that can directly involve private individuals, a group that can be created through the confrontation, capable of directly involving such individuals, whose contribution is considered important to the associations.

The theme of partnership was recently addressed in a series of meetings between municipalities, citizens, operators and trade associations. The appreciation for a planning meeting was unanimous as well as the one on the DMO experience, where we asked for more active involvement by operators, focusing on participation.

It is necessary to establish a synergy between public and private, which is already existing, in order to address tourism issues in the best possible way. This synergy must be strengthened above all by the participation of private operators, with the view to the common good and collective benefits.

Citizens must also be involved because they will determine what is or is not of quality.

Dialogue between the historic center and the surrounding areas

San Gimignano must learn to open their dialogue between parties both inside and outside of the city: creating a network can be a solution to integrate the historic center, both with the surrounding countryside as well as with the whole Valdelsa.

Culture can be produced through the local associative network, but also remaining open to the influences and alternative artistic suggestions, ensuring quality in all of the Valdelsa, to be able to compete with other cultural realities of the neighboring territories. Therefore, it may be beneficial to create a network with Poggibonsi, Colle Val d'Elsa, Certaldo, so as not to isolate San Gimignano. This can be done by promoting subscriptions and possibly keeping parking fees under control for those who stay in the village for a long period of time or in combination with repeated cultural events in the neighboring territory.

There have also been suggestions of making the contemporary cultural proposal more interactive through art exhibitions in the areas to be restored as well as through youth street art projects, respecting the heritage and aesthetics of the town, and looking for a "refreshed" language that is attractive in terms of communication.

Once again, attention has been paid to the creation of a detailed itinerary of walking or cycling routes, which connect the surrounding area of San Gimignano to the historic center, so as to encourage slow and sustainable tourism.

Some operating proposals

- Create moments end meetings of these city population perhaps in the library to discuss local history and encourage a reappropriation and discovery of local heritage
- Encourage library attendance by organized meetings and presentations or delicate to associations or private initiatives to disseminate and create moments of cultural exchange
- Create specific refreshment points around the library and civic museums in order to facilitate the attendance and aggregation of the youth population and students.
- Improve coordination with opera and respect the proposal of the opening of the civic museums so as not to make fun of the visitor to improve the agreements with regards to the cost of parking for those who stay for specific cultural events or for more than one day, etc.
- Integrating young people as much as possible into the design of the summer cultural offering and trying to propose innovative and contemporary solutions, in order to stimulate local artistic production and attract people from surrounding areas.

- Coordinate a relationship with farms in order to create various types of cultural meetups such as organized themed evenings in farmhouses with tastings in order to make up for the lack of a theater.
- Organize collaborations between restaurant tours and merchants with artists to host temporary exhibitions located throughout the city as well as to encourage street art and contemporary forms of artistic expression.
- Collaborate with nearby cultural and associative realities of the territory.
- Think of cultural programs and artistic events that can hold and entertain visitors for more than one day or evening.

ATTACHMENT 5

Glossary

A

ATTRIBUTES

Elements processes and characteristics of a site both tangible and intangible that associate and express the value of this site (UNESCO, 2011a) Generally understood is the aspects that substantiate and then making some way evident the exceptional universal value of the site, indispensable to understand its authenticity and integrity. Therefore, attributes must be put at the center of the measures of protection, conservation and management of the site. A non-exhaustive set of possible varieties of attributes, including:

- Form and design
- Materiality
- Use and function, traditions and techniques
- Localization and context
- Language and other forms of intangible heritage
- Emotional and spiritual aspects
- Other internal and external factors

AUTHENTICITY

Authenticity can be understood as the requirement of credibility/genuineness, which is the registered site should really be what it claims to be. The degree to which sources of information on the value of the site are understood as credible or truthful. Cultural heritage must first be considered and judged within the cultural context to which it belongs. The complete concept of authenticity is found in paragraphs 79 to 86 of the operational guidelines, among which paragraph 82 indicates a number of possible varieties of attributes that can express the authenticity of a World Heritage site:

- Form and design
- Materials and substances
- Use in function
- Traditions and techniques
- Location and setting
- Language and other forms of intangible heritage
- Spirit and feeling
- Other internal and external factors

A detailed definition is given by the Nara document on authenticity (ICOMOS, 1994)

ADVISORY BODIES

International non-governmental or intergovernmental organization that are named in the convention with the aim of advising and directing World Heritage committee in its deliberations and measures.

ICCROM - International Center for the study of conservation and restoration of cultural heritage. An intergovernmental organization established in Rome in 1956 to strengthen and promote the preservation of cultural heritage in all of its forms through research, documentation, training and technical assistance. Its primary function is to provide the tools, knowledge and skills to support states parties and preserving their heritage, thereby contributing to the environmental, social and economic sustainability of communities.

ICOMOS - International council on monuments and sites. this is an international nongovernmental organization founded in 1965 with an interna-

tional secretary in Paris, which provides an assessment of the cultural and mixed heritage proposed for the inclusion of the World Heritage list of the committee. In the case of the evaluation of cultural landscapes, the organization, the main point of reference for this category of goods is supported by the IUCN.

IUCN - International Union for Conservation of Nature. This is a non-governmental organization founded in 1948 based in Gland Switzerland which provides the committee with technical assessments of natural and mixed heritage sites and reports of the state of conservation of listed properties, through its worldwide network of specialists.

B

BUFFER ZONE

Buffer zone surrounding the core zone. This perimeter provides an additional level of protection to the World Heritage site and has the aim of safeguarding the immediate background, the main views and other structural and functional features of the site.

C

CONVENTION CONCERNING THE PROTECTION OF THE WORLD CULTURAL AND NATURAL HERITAGE

An international treaty adopted on the 16th of November 1972 during the 17th session of the UNESCO general conference. A legally binding instrument that provides an intergovernmental framework for the international cooperation in order to identify protect and preserve the world cultural and natural heritage. It provides for the adoption of the World Heritage list, which will include those goods considered unique and irreplaceable with universal value.

CORE ZONE

Terms used to indicate the area of the World Heritage site whose perimeter was defined during the registration in the list and formally recognized by the center of World Heritage is an area of exceptional universal value.

SELECTION CRITERIA

Necessary requirements (together with authenticity and integrity, protection and management) for the registration of a site in the World Heritage list. The site must meet at least one of the 10 criteria specified in paragraph 77 of the EAGGF:

Criteria 1 - Represent a masterpiece of creative genius of man

Criteria 2 - to show an important exchange of human values, over a long period of time or within a cultural area of the world, on developments in architecture, technology, in monumental arts, urban planning and landscape design.

Criteria 3 - being a unique or exceptional testimony of cultural tradition of our civilization living or missing.

Criteria 4 - An extraordinary example of a building or architecture together with technological or a landscape which illustrates one or more important stages in human history

Criteria 5 - An exceptional example of traditional human settlement, the use of territorial marine resources, representative of a culture or cultures or of human interaction with the environment especially when has become vulnerable due to irreversible transformations.

Criteria 6 - Being directly or materially associated with living events or traditions, ideas or beliefs, works of art or literature, having exceptional universal significance.

Criteria 7 - Presenting exceptional natural phenomena or areas of exceptional natural beauty or aesthetic importance.

Criteria 8 - To constitute an extraordinary testimony of the main periods of evolution of the earth including evidence of life, of geological processes in place in the development of characteristic physical features of earth surface or of significant geomorphological or physiographic characteristics.

Criteria 9 - presenting representative examples of importance ecological and biological processes in the place and evolution on development of ecosystems and terrestrial plant and animal environments of water, coasts and marine life.

Criteria 10 - presenting the most important and most significant natural habitats, suitable for posting biological diversity including those where endangered species survive, those of exceptional value from a science or conservation point of view.

CULTURAL HERITAGE

The heritage constituted by cultural heritage and landscape heritage, according to the guidelines indicated in the code of cultural heritage and landscapes.

E

ENHANCEMENT

The exercise of functions and the regulations of activities designed to promote knowledge of the cultural heritage to ensure the best conditions for the public use and enjoyment of that heritage and. It also includes the promotion and support of conservation interventions.

F

FACTORS AFFECTING THE PROPERTY

A list of threats affecting the ouv of the World Heritage site, adopted in 2008 by the World Heritage committee with the main purpose of facilitating the compilation of the report as well as a status report. It consists of 14 primary risk factors and secondary factors. The full list of factors can be found on:

<http://wch.unesco.org/en/factors>

G

GUIDANCE ON THE IMPACT ASSESMENT FOR CULTURAL WORLD HERITAGE PROPERTIES

The guide drawn up by ICOMOS, establishes a methodology to allow World Heritage cultural sites to assess the effect of the transformations on the attributes that confer the ouv in a systemic and consistent manner. The contents of the assessment shall cover:

The context of the site

- Tools, resources and skills needed for site planning and management
- Identification of the purpose of the work
- Methods for characterizing the asset resource and defining the qualities that confer ouv
- Drafting of a scoping report following the consultation process
- Description of the transformation
- Assessment of the magnitude of the effects and impacts
- Mitigation measures to be implemented

H

HELSINKI ACTION PLAN FOR EUROPE

A plan developed by the focal points of the European region with the support of the World Heritage center in order to respond to the needs of the European sites that emerged during the second cycled the periodic report. The plan may be used by state parties to improve the implementation of the convention and to ensure better protection, management and promotion of the World Heritage of Europe. The plan is available at the following link: <https://whc.unesco.org/document/137743> In 2016 the results were presented in the first Helsinki action plan monitoring survey: <https://whc.unesco.org/document/158656>

HERITAGE IMPACT ASSESMENT

Appropriate methodology to monitor and measure the effects of changes and transformations of the ouv of World Heritage sites. The process is based on the guidance on heritage impact assessments for the crucial word heritage properties prepared by ICOMOS IN 2011 and currently in the process of being updated. is an effective tool to?

- Identify the potential impacts of development actions and projects on ouv and attributes of the World Heritage site
- systematically and consistently assess these impacts
- Help to limit the negative effects through the proposal and possible implementation of mitigation measures.

HISTORIC URBAN LANDSCAPE

Unapproached focused on the quality of the human environment and aimed at enhancing their productive and sustainable use of urban spaces in a balanced and sustainable relationship between urban and natural environment as well as intangible heritage. The recommendations on historical urban landscape (UNESCO, 2011) define the concept of HUL, considering an urban area as the result of a stratification of historical values and cultural and natural attributes, which includes the wider urban context and its geographical context. This product context and includes the topography, Geo morphology, hydrology and natural features of the site; It's built environment; Its infrastructure; it's open spaces and gardens, its land use patterns and spatial organization; perceptions in visual relationships, as well as all other elements of urban structure. It also includes social and cultural practices and values, economic processes and intangible dimen-

sions of heritage as well as related to diversity and identity. (UNESCO 2011)

The **methodological tools** are the following:

- Tools of involvement of the community: participation of the community and the local stakeholders
- Knowledge and the tools of planning: urban planning with respect to integrity and the authenticity of the values of the urban cultural heritage
- Regulatory systems: adoption of a system of legislative measures of protection, conservation, valorization and of urban heritage and landscape
- Financial instruments: the availability of financial funds adequate for funding these projects.
- Finally, always in line with this new approach, the process of integrated Land Management and its revaluation develops in six stages:
- Research and mapping of natural, human and cultural resources
- Reaching consensus through participatory planning and consultation of stakeholders on further values and attributes to be protected
- Definition of vulnerability levels of attributes and values with respect to impact agents
- Integration of values, attributes and related vulnerabilities and spatial planning
- Prioritization of conservation and development actions
- consolidation of partnerships, identification and exchange of good management practices.

I

INTEGRITY

Integrity measures how complete and intact the natural end or cultural heritage and its attributes are. The integrity condition is based on three elements:

- At the site includes all elements necessary to express its exceptional universal value
- that the site is of adequate size to ensure the complete representation of the characteristics and processes that convey the meaning of the good
- That the site is unrelated to adverse effects of development and or negligence.

L

LAW 77/2006

Special measures for the protection and use of the sites in the Italian elements of cultural landscape and environmental interest including those on the heritage list and placed under the protection of UNESCO. Provides funding to support activities of enhancement, communication and use of the sites themselves. Issued on the 20th of February 2006, it establishes for the first time the interventions a UNESCO World Heritage sites have priority, as unique sites representing the excellence of cultural heritage, and Italian landscape, and natural sites.

LIST OF WORGE HERITAGE SITE IN DANGER

Provided for undefined by article 11.4 of the World Heritage convention, it reports the sites that, on the basis of the report on the state of conservation, are declared by the committee to be in danger with regard to the loss or compromise of the ouv. Paragraphs 177 to 198 of the OG provide guidelines and criteria for listing sites on the World Heritage endangered list. at the moment, 52 sites have been included in this list due to strong threats of various kinds. If the states party of the sites in question do not provide for the mitigation of threats and if there is significant alteration or damage to the ouv, the sites could be permanently removed from the World Heritage list, as has happened for the sites of the Elbe Valley (Germany), the Sanctuary of the Orice of Arabia (Oman), and of Liverpool (UK)

M

MANAGEMENT PLAN

World Heritage center recommends, through the operational guidelines, that each World Heritage site via equipped with an appropriate management plan that specifies how the exceptional universal values preserved, enhanced and communicated. Therefore, deep management plan is a necessary tool that analyzes, through the involvement of different actors and stakeholders, the forces of change and the transformations that occur from the cultural, environmental and socio-economic point of view in the World Heritage site of reference and identifies short- and long-term objectives threats and strategic actions

MITIGATION MEASURE/STRATEGIES

Measures to avoid, reduce or compensate for the possible negative effects of a development project or action, maybe general or site specific. Mitigating measures are therefore understood as those necessary measures to be applied before, during and after the development of a project.

O

OUTSTANDING UNIVERSAL VALUE (OUV)

Exceptional universal value is defined by article 49 of the operational guidelines of the cultural and or natural meaning so exceptional as to transcend national boundaries and to be a common importance for president future generations of all humanity. As such, the permanent protection of this heritage is OF the utmost importance for the entire international community (UNESCO, 2019).

For good to be considered of exceptional universal value, it must:

- Meet one or more of the selection criteria
- Meet the conditions of integrity and authenticity
- And have an adequate system of protection and management to ensure its protection.

OPERATIONAL GUIDELINES

These are useful tools for understanding and implementing the World Heritage convention they indicate the criteria and procedures for:

- The protection and conservation of World Heritage sites
- The request for international assistance within the World Heritage fund
- Mobilization of national and international support for the convention

The OG First drawn up in 1977 is periodically updated with new concepts, knowledge and experience with the decisions taken by the committee. The text in force can be found at: <http://wwwhcn.unesco.org/en/guidelines>

P

PERIODIC REPORTING

This is a monitoring tool by which state parties are invited to submit a report to the World Heritage committee every six years, in the form of an online questionnaire in which indicates compliance with an inflammation of the convention at a national level the state of conservation and management of each site. The main purpose of the report is to:

- Provide an assessment of the application of the convention
- Verify the permanence of the value for which the site has been included in the list of World Heritage sites
- Provide up-to-date information on World Heritage site about their state of conservation and any changes
- Provide a tool for cooperation and exchange of information and experience between state parties with regard to the implementation of the convention.

The periodic report is compiled by geographic area to facilitate the process. For Europe, the first cycle of the periodic report was established from 2001 to 2006, the second cycle began in 2012 and ended in 2014, of a third will take place in 2022 to 2024.

PROTECTION

Exercise of the functions and discipline of the actions directed, on the basis of an adequate cognitive activity, to identify the assets constituting the cultural heritage and to guarantee its protections and conservations for public use.

S

SITE MANAGER

Professional within direct responsibility for the conservation and management of the heritage site.

STATES PARTIES

Countries that have ratified the 1972 World Heritage convention in that agreed to identify and nominate potential sites on their territory to be included in the World Heritage list. In the event of registration, states parties shall provide for the protection, monitoring of the sites and shall periodically communicate the conservation conditions to the World Heritage committee.

5C STRATEGY

This strategy is indicated in the UNESCO World Heritage declaration of Budapest in 2002 and aims to:

- Strengthen the credibility of the World Heritage list (CREDIBILITY)
- Ensure the effective protection of sites (conservation)
- Facilitate and promote world heritage training (capacity building)
- Raise public awareness through communication (communication)
- Involved resident population when applying the convention therefore strengthening the role of the community (COMMUNITY)

STATE OF CONSERVATION

Result of the reactive monitoring process in the periodic report. Reports on the conservation status of the monitored sites are reviewed annually by the World Heritage committee. Since 1979 / 4050 reports on nearly 600 listed sites have been compiled, analyzed, collected, digitized and made available online. P Documentation is essential to understand and monitor the various issues of conservation linked to the sites.

STATEMENT OF OUTSTANDING UNIVERSAL VALUE

Reference document for the protection and management of the site, within which the inscription of the property in the World Heritage list is justified. It is the official declaration adopted by the World Heritage committee at the time of registration of a site in the World Heritage list, which can subsequently be updated by the committee in consultation with the state party and revised by the advisory bodies. The requirement for drafting of the declaration, introduced by the OG in 2005 became operational from 2007. The declaration as set out in point 155 of the EAGGF, includes:

- A brief description of the site.
- Summary of the decision of the World Heritage committee for which the site has been considered of exceptional universal value
- Justification of the selection criteria on the basis of which the site has been inscribed, with examples of key attributes or aspects contributing to the OUV of the site
- Of the integrity conditions and only for cultural and mixed sites of authenticity
- Declaration of this system of protection and management of existing assets and actions planned

SUSTAINABLE DEVELOPMENT GOALS

Approved with the 2030 agenda for sustainable development and September 2015 by representatives of 193 countries gathered at the United Nations General Assembly. On the basis of the eight Millennium Development Goals, the member states commit themselves to pursue, by 2033, 17 objectives articulated in 179 targets to improve the living conditions of millions of people around the world. Sustainable development is identified as a development that meets the needs of the present without compromising the ability of future generations to meet their own. In order to achieve sustainable development, it is important to harmonize three key elements:

Economic growth, social inclusion and Environmental Protection.

U

UNESCO

UNESCO (United Nations Educational, Scientific, and Cultural Organization) Was founded in London in November 1945 as an agency specialized in education culture and science at the United Nations. Its headquarters are in Paris and its constitution states that “since wars began in the minds of men it is the minds of men that the defenses of peace must be built End Quote. The objective of the organization is in fact to “contribute to peace and security promoting cooperation between nations through education, science and culture in order to ensure universal respect for justice, law, the human rights and fundamental freedoms recognized by the charter of the United Nations for all peoples, irrespective of race, sex, language or religion.” UNESCO is organized into five educational sectors including natural sciences social and human sciences communication and information as well as culture.

UNESCO currently has 193 member States and set 11 associate states. The institutional bodies of UNESCO are divided into:

- Governmental bodies: the general conference and the executive council
- Executive organ: the secretariat

The general conference convenes all member states every two years in order to establish your organizations policies programs and budget.

It also elects the members of the executive council and, every four years, the general director. The overall management of UNESCO, the work and the monitoring of the implementation of the decisions taken by the general conference are carried out by the executive council which consists of 58 member states, including Italy and which meets twice a year. The executive body of UNESCO is the secretariat made up of the director general and its staff. The director is responsible for enforcing the commitments made by the member states. Currently the general director of UNESCO is Audrey Azouley, elected in 2017.

The sentencing objectives are listed below:

Objective 1: To end all forms of poverty in the world

Objective 2: Ending hunger, achieving food security, and proving nutrition and promoting sustainable agriculture.

Objective 3: ensuring health and well-being for all ages.

Objective 4: to provide quality, fair and inclusive education and learning opportunities for all.

Objective 5: achieving gender equality for the empowerment of all women and girls.

Objective 6: Ensuring the availability and sustainable management of water and sanitation for all.

Objective 7: Ensuring access for all to affordable, reliable, sustainable and modern energy systems.

Objective 8: encouraging sustainable, inclusive and sustainable economic growth, full employment and productive and decent work for all.

Objective 9: building resilient infrastructure, promoting innovation and fair industrialization that is responsible and sustainable.

Objective 10: reducing inequalities within and between nations.

Objective 11: making cities and human settlements inclusive, safe, sustainable.

Objective 12: Ensuring sustainable production and consumption patterns.

Objective 13: take urgent measures to combat climate change and its consequences.

Objective 14: to conserve and make lasting use of the oceans, seas and marine resources.

Objective 15: to protect, restore and promote sustainable use of the earth's ecosystem, manage sustainable forestry, to combat desertification, halting and reversing soil degradation, and stop the loss of biological diversity.

Objective 16: promoting peaceful and more inclusive societies for sustainable development by providing access to justice for all and create an effective responsible and inclusive body for all levels.

Objective 17: strengthening the means of implementation and renewing the global partnership for sustainable development.

W

UNESCO WORLD HERITAGE CENTER

The UNESCO World Heritage center, established in 1992 and based in Paris at Place de Fontenoy 7, coordinates all UNESCO World Heritage activities. It is responsible, first of all for the management and implementation of the World Heritage convention of 1972, the organization of the annual meeting of the World Heritage committee, communication and training of the public and various stakeholders involved on the theme of World Heritage. The center operates with a subdivision of regional competence areas (Africa, Arab states, Asia and Pacific, Europe and North America, Latin America and the Caribbean) and cross-sectional themes. That website for the center offers a large amount of information and documentation to the public at large and especially to managers of sites and goods (<http://whc.unesco.org>)

WORLD HERITAGE COMMITTEE

This is an intergovernmental committee of 21 states whose representatives are elected by rotation of the General Assembly. The committee shall meet annually to:

- Implement the World Heritage convention
- Define the use of World Heritage funds
- Granting financial system to the requesting state parties
- Decide on the registration of a site into the World Heritage list
- Examine the reports on the state of conservation of the registered sites
- Request appropriate actions and actions from state parties for sites not adequately managed
- Decide on the inclusion of a site into the World Heritage list

The current composition of the committee approved by the 23rd General Assembly is the following:

Argentina, Belgium, Bulgaria, Egypt, Ethiopia, Greece, India, Italy, Japan, Mali, Mexico, Nigeria, Oman, Qatar, the Russian Federation, Rwanda, Saint Vincent and Grenadines, Saudi Arabia, South Africa, Thailand, Zambia.

WORLD HERITAGE LIST

Provided foreign defined by article 11.2 of the World Heritage convention it reports the sites (cultural, natural or mixed) exceptional universal value and let me requirements of the convention. Following the 44th session of the World Heritage committee in Fuzhou, the number of sites including the list are 1154. The list is continually updated.

WORLD HERITAGE SITE

Cultural, natural or mixed sites defined in accordance with articles one and two of the 1972 World Heritage convention deemed to be of exceptional universal value, meeting one or more of the criteria as indicated in the OG. As unique goods with international value, established at the time of registration on the World Heritage list, they must be protected, preserved and valued with all available tools. World Heritage assets are categorized into cultural heritage, natural heritage, mixed sites and cultural landscapes

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