Tool URR 3 –
Social instruments for neighbourhood revitalization.

What this tool does: This tool lists and describes a number of approaches of social instruments which can be used for the social revitalization of neighbourhoods. These approaches draw upon extensive European and Chinese experiences in urban renewal.

How does it work: Social approaches can be converted into a large variety of project initiatives, as listed in the second column, below. These social development initiatives can be applied in historic neighbourhoods, or in more recent modern heritage contexts. These social approaches can be part of an integrated 'area approach', or they can be implemented as single-sector interventions.

Most successful economic reorientation of the Italian village Vittorio Ligure

City marketing through place branding in Turino, Italy

Social concern	Examples of renewal approach
Access to adequate shelter	• Neighbourhood contracts and other governmental subsidy schemes; • Mass housing projects;
Tackling the land question	• Cooperative housing schemes

Location and ease of mobility	• Better and affordable public transport connectivity; • Revival of urban tramways; • Planning and Infrastructure for cycling; • Pedestrianisation • Integrated mobility concept
Poverty alleviation	• Targeting of Urban Renewal and Rehabilitation programs to the poorest neighbourhoods; • Social City Programs • Focused income generation programs
Social inclusion	• Neighbourhood service centres
Fighting stigmatization	• Positive discrimination; • Community-led urban renewal programs; • Social engineering, • Mix of housing programs
Cultural identity	• Participation in preparation and implementation of community events
Crime and violence prevention	• Conventional policing approach; • Shared community space concept • Community centres and promotion of community participation

Process: The preparation of urban renewal and revitalization projects follows the following procedure:
• Preparation of a project brief, for inclusion in the city's urban master plan (or similar planning document;
• Preparation of draft project design;
• Public consultation with local stakeholders (residents; local business; infrastructure service providers; business associations, etc.);
• Endorsement of urban renewal/revitalization project as part of master plan;
• Preparation of detailed project design;
• Second round of public consultations;
• Preparation of improved urban renewal-revitalization plan.

Credentials:

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Literature / further information:

Rypkema, D. 1994. *The Economics of Historic* Preservation*: A Community Leader's Guide*, The National Trust for Historic Preservation.

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Bever, T. D. 1983. Economic Benefits of Historical Preservation. In *Readings in Historical Preservation: Why? What? How?,* edited by N. Williams. Trenton, New Jersey: The State University of New Jersey

United Nations Educational, Scientific and Cultural Organization (UNESCO). 1982. *Recommendations Concerning the Safeguarding and Contemporary Role of Historic Areas*. Nairobi: UNESCO.

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