

TAKING  
**COOPERATION**  
FORWARD



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**0.T2.1 Integrated Built Heritage Revitalisation Plan (Buzet)**



RESTAURA / PP10 City of Buzet / Vanja Fabijančič

## GOALS OF THE IBHRP

- Transfer the historic town center into an attractive space to live, work and visit
- Provide guidelines for the revitalisation in both social and economic terms
- Provide guidelines for spatial planning and restoration of housing stock in the old town center
- Create prerequisites to boost tourist interest (and spending) in the historic nucleus through its reappointment into a “place of gathering”, as well as through better and more layered interpretation of the “local culture of living and working” in the town
- Improving the competitiveness of the Town of Buzet as a whole.



## OLD TOWN - CONDITION AND PROBLEMS

- The historic center of Buzet has been included in the protected cultural goods of the Republic of Croatia
- It is in a state of neglect, as functional and physically
- This has several major causes:
  - worn and unmaintained building fund
  - transfer of inhabitants in the newer part of the town
  - relocation of public facilities in the new center of the city
  - the use of living space for emergency shelters
  - the use of terrestrial commercial space for living or storage
  - neglect of external common areas
  - problem with traffic in old town (especially stationary)
  - lack of an idea of what to do with the Old Town?



# REVITALISATION PRINCIPLES BY THE LOCALS AND RLSG

## RLSG

- Create a catalog of publicly owned objects (and private ones) as the first step in their activation
- Provide access to well-kept facilities in the Old Town area in a way that through summer students with city scholarships work there
- Innovation of the content and presentation of the museum exhibition
- Establishing an incentive system for entrepreneurial activity
- Editing a Old Town with an emphasize on gardens and horticulture
- Solving traffic and idle traffic problems (including shuttle transportation)
- Installation of underground garbage containers

## LOCALS

- Touristify some of the already well-decorated areas in the old town
- Increase the supply of food and beverages, in particular simple catering facilities
- Improve the offer of cultural and commercial content
- Establish a public sanitary node at a suitable location
- Establish a connection to the old town with the parking lot at the centre
- Equalize and raise the quality of private accommodation offerings
- Check the possibility of arranging categorized apartments in old houses due to low ceilings



# SWOT ANALYSIS

## Strengths:

- Gardens around the rampart
- The ambience of the squares
- Easy to access
- Availability of quality hotel accommodation
- Available space in several public facilities out of function

## Weaknesses

- Old presentation of museum setup
- Inadequate traffic organization
- Inability to buy locally produced products
- Lack of social content (eg reading room, cinema)
- Unmaintained gardens
- Inadequate recognition of Buzet in the tourist market



## Threats:

- Inadequate demographic trends
- Museology
- Gentrification

## Opportunities

- Favorable long-term trends on the part of tourism demand
- Increasing demand for cultural and historical destinations
- Availability of EU funds (infrastructure projects)
- Increased interest of small entrepreneurs in investing in tourism



## DEVELOPMENT VISION OF THE OLD TOWN

- The old town center of Buzet will be an ecologically, socially and economically sustainable settlement which will boast high public and communal standards and as such it will be equally conducive to everyday living and attractive for tourist visits.
- The picturesque, pleasant ambiance and authentic spirit of this hilltop settlement immersed in lush surrounding greenery, the fostering of local traditions and customs and an exceptionally high quality of gastronomic offer, all represent key differential elements and a good foundation on which the old town will establish itself as a recognizable tourist brand.
- A long-term sustainable and harmonized economic growth will ensue from the old town's stimulating economic environment, responsible destination management and from successful cooperation between public and private sectors.



## PILOT ACTION - GOALS AND FINANCE SCENARIOS

- To increase the functionality and purposefulness of the complex in order to: (i) boost economic activities in the historic centre of Buzet, (ii) increase the quality of social life, and (iii) create the prerequisites for a quality coexistence of the local population and tourists/daily visitors;
- To boost the image and appearance of Buzet’s historical center;
- To create additional opportunities to organize themed cultural and tourist events which locals and tourists would appreciate throughout most of the year;
- To establish a business management model which would ensure a constant flow of income to make the palace self-sustainable.

### POSSIBLE FINANCING SCENARIOS

Sale of the Verzi Palace in present condition (as is) to a private investor (no conditions attached)

Joint investment in the Verzi Palace renovation (private capital injection not conditional upon respecting existing building plans)

Joint investment in the Verzi Palace renovation (private capital injection conditional upon respecting existing building plans)

Partial sale of the Verzi Palace in present condition (as is) to a private investor (conditional upon respecting existing building plans)

Financing the Verzi Palace renovation with EU funds to the largest possible extent



# ACTION PLAN

- The process to revitalize the historic town centre of Buzet will be undertaken through 18 interconnected programs divided into five characteristic areas: (i) establishment of a stimulating social environment, (ii) stimulation of economic activity, (iii) enhancing the tourist value chain, (iv) increasing visual attractiveness and ambiance and (v) improvement of promotion and sales.

Programs according to areas	Priority	Year				
		2017	2018	2019	2020	2021-25
<b>Establishing a stimulating social environment</b>						
Improving housing	I					
Improving waste collection system	II					
Improving traffic and parking	I					
Improving internet connection quality	III					
Internal marketing	II					
<b>Incentives for economic activities</b>						
Financial incentives	I					
Non-financial incentives	I					
<b>Enhancing tourist value chain</b>						
Opening several facilities serving food and beverages	I					
Setting up quality accommodations	II					
Improving shopping opportunities	II					
Enhancing offer of events	II					
Setting up a destination management company	III					
Improving cultural offer	I					
<b>Enhancing visual and ambience attractiveness</b>						
Improving monument lighting system	III					
Improving appearance of squares and public spaces	II					
Landscaping of gardens and areas beneath city walls	I					
<b>Promotion and sales</b>						
Development of a competitive brand	I					
Improving online promotional and communication activities	II					

Source: Institute for Tourism



# Thank you for your attention!

**BUZET**  
CITY OF TRUFFLES

[www.buzet.hr](http://www.buzet.hr)

[info@buzet.hr](mailto:info@buzet.hr)

