

**PROGRAMMA TERRITORIALE INTEGRATO
(P.T.I.)**

SINOPSIS

1. Programme title:

“PAESAGGI REALI”

2. The partnership:

Main partner: CITTA' DI VENARIA REALE (TO)

Address: PIAZZA MARTIRI DELLA LIBERTÀ N°1

Responsible of the programme: ARCH. CLAUDIO DEL PONTE

Number of inhabitants (to the 31/12/2006): 34867

Other partner involved and e number of inhabitants (to the 31/12/2006)

- a) Città di Ciriè - 18591
- b) Comune di Druento - 8317
- c) Comune di Grosso - 1001
- d) Comune di Nole - 6606
- e) Comune di Robassomero - 3033
- f) Comune di San Carlo Canavese - 3672
- g) Comune di San Gillio - 2709
- h) Comune di Villanova - 1057
- i) Comune di Fiano (C. M. CERONDA CASTERNONE) - 2700
- j) Comune di Givoletto (C. M. CERONDA CASTERNONE) - 2713
- k) Comune di La Cassa (C. M. CERONDA CASTERNONE) - 1600
- l) Comune di Valdellatorre (C. M. CERONDA CASTERNONE) - 3752
- m) Comune di Vallo (C. M. CERONDA CASTERNONE) - 767
- n) Comune di Varisella (C. M. CERONDA CASTERNONE) - 799
- o) ENTE PARCO REGIONALE DELLA MANDRIA

Total amount of inhabitants involved on the programme:

Nr 92.184

3. Web site in which is published the programme

<http://www.comune.venaria.to.it/home/La%20Citta/Progetti%20Speciali/index.php>

4. Main idea and general priorities for development

Main Idea

The programme is built around an opportunity offered from the next re-opening of the Savoia's Palace rooms and gardens; the object is to find a way for spread out over the entire territory the benefits incoming by the tourist use of this great monument. The chance is given by the use of the complex – both with Mandria's park – as the spinning of an integrated system for the tourism.

The forwarded fluxes of travellers incoming – based on the results of the analysis done by the Regione Piemonte and the foundation charged for the management of the entire monumental complex – are of a size that justify a series of actions for to give to the visitors a huge range of opportunities for stay some more times in the area.

Although it is note that travelling movements are nowadays shorter and limited in 3-5 days of staying on the place, in any case it is important to be able in the offering of integrated products so as complete travel packets; it is also clear that – if is been missing a diffused offer near the monument – the visitors will only transit on the area, increasing traffic and pollutions but then preferring to take place directly in Turin's main city.

But, if the reopening of the palace is the activity that may given an increasing better image of the area, it is probably the presence of the Mandria's park that offering the best possibilities for the development of a series of interesting follow-up on the entire territories composing the area of P.T.I..

In between of all the main themes for local development there is the needing of to modify the durability of the environment, some crisis may be provoked by the increasing of travellers and visitors; more for as that regard an efficient use of natural resources, transports and urban mobility. The guide line of development it wouldn't detached by general goals of sustainable development as defined by the "European chart of sustainable tourism".

MAIN PRIORITIES FOR INTEGRATED DEVELOPMENT

1. Promoting – on the behalf in the activities hosted by the biggest element of the area the palace and the park – the evolution of an integrated system for tourism and travellers facilities; pointing on the maximum differentiation of activities and services, using all the elements (story, culture but also landscapes, etc.) that are in grade of given a unique character at the area; activating private entrepreneurs for to qualifying of buildings, areas as for enterprise activities on the field;
2. Renewal of the rivers sites following two lines for intervention:
 - a. The restoring of environmental conditions in defending and keeping the functions of "ecological corridors", operate through the valorisation of natural landscapes and on the sustainable use of the sames;
 - b. The economical patrimony – that historically had its development along the river sides of Stura, Ceronda and Casternone – to the goal of qualify the still in use enterprises but also for the instauration of new productive centres in coordination with the activities needed for the management of the palace (handicrafts, arts objects, management and restrations of arts products, etc.); helping the processes of de-localization of activities incompatibles with a natural ambient;
3. Empowerment of urban services in the cities nearest to Torino (Ciriè, Druento e Venaria Reale) as for increase the quality of facilities and for extend the network up to the valleys; in this case the empowerment is concentrated in a geographical context better placed in confront of the metropolitan area; increasing the offer of enterprises facilities to follow the changing in course on the second and third peripheral ring of Torino in maintaining a good level of social cohesion;
4. Optimisation of fluxes, infrastructural networks so as transportation networks, diffusing systems of collective transportations sustainable on the environmental point of view;

5. Planning marketing actions and promotion of local specificities, in relation with the regional policies of valorisation and promotion for the monumental complex.

5. Expected results

The results expected by the realisation of the Programme are been individuated from a general system of indicators; they will recover quantities measures or percent of goals reached.

EXPECTED RESULTS

1. Productive areas qualified, sites restored
2. New enterprises takeover
3. productions quality improved and valorised
4. Human resources with high study level in increasing of occupation
5. Improved performances in the field of energy and environment
6. landscapes and buildings re-qualified
7. Social services and enterprises facilities improved and re-organised
8. New Social services and enterprises facilities takeover
9. Sense of security, belonging to the community improved
10. Young population increasing, more residents younger.
11. Instruction level increased
12. New sites for training, school and formation realised
13. Students and medium level of instruction increased
14. Human resources participating in processes of long life learning
15. Elder workers still actives
16. Processes of public administrations re-organised
17. Infrastructural networks optimised, better fluxes of traffic and transportations.
18. Immaterial networks and ICT diffused
19. Areas and ecological corridors system completed and connected
20. Increasing the energy spare
21. Environmental pressures in decreasing
22. New quality and handicrafts enterprises takeover
23. Tourism system developed and diversified; increasing number of activities, services and facilities.
24. Territory valorisated and promoted up to an international level