

## Kick-Off-Meeting in Regensburg, 30 June 2008

Partner presentations



### City of Vilnius

Partner to the URBACT II Thematic Network

### HerO - Heritage as Opportunity

Sustainable Management Strategies for Vital Historic Urban Landscapes



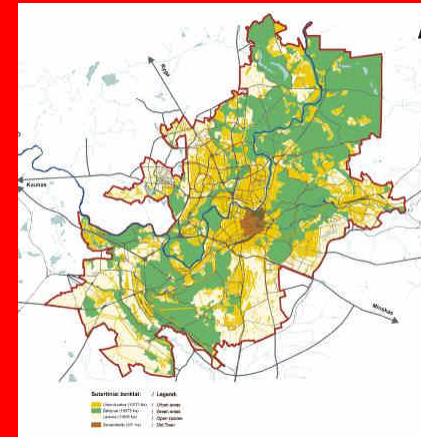
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European Regional Development Fund



## Brief overview of the of the cultural heritage assets in Vilnius and the area for which a local action plan will be developed

- Rich combination of natural and cultural heritage
- The Old Town – UNESCO World Heritage 351 ha
- Blending of cultures of Eastern and Western Europe (Polish, Jewish, Ukrainian, Belarusian, German, Italian, Russian)
- Concentration of valuable Gothic, Renaissance, Baroque and Neo-classical monuments





## Key problems/issues, challenges and potentials concerning the cultural heritage area

- Problem: contrast between upgraded main streets and public areas and neglected backyards, lack of pedestrian routes
- Problem: property owners have insufficient knowledge and finances for the maintenance and the repair of their properties
- Challenge: integration of public and private interests
- Potential: community involvement into the revitalisation process and conservation awareness raising



## **Our objectives/expectations for the HerO network** (on local level and on project level)

- To improve attractiveness and accessibility of the area
- To develop more effective public-private dialogue and partnership means and methods
- To involve the Old Town community to the conservation planning process
- To rise public conservation awareness
- To develop a Local Action Plan for Integrated Revitalisation of the Old Town



## Expected results and effects of the network HerO (on local and on project level)

- Strengthening of community involvement and rising of conservation awareness
- Involvement of private sector, collaborative relationships between public and private bodies (PPP)
- Initiation and development of systematic physical upgrade of the inner yards, pedestrian routes and sightseeing sites within the Old Town
- Public recognition and legal approval of LAP