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An integrated approach, sectoral and territorial, for the regeneration of small historical

The strategy of “**Centri Commerciali Naturali**” (*Natural Shopping Malls*), the Italian form of CLUDs, was, and it is, a “**defensive sectoral strategy**” fielded by associations of retail traders to counter the attack of larger department store (“*Artificial Shopping Malls*”).

Large vs. small, indoor vs. outdoor, innovation vs. tradition, ordered vs. scattered, are some of the attributes that distinguish "artificial" from "natural".

The crisis of urban centres (downtowns) and the slump in retail trade are **two sides** of the same coin.

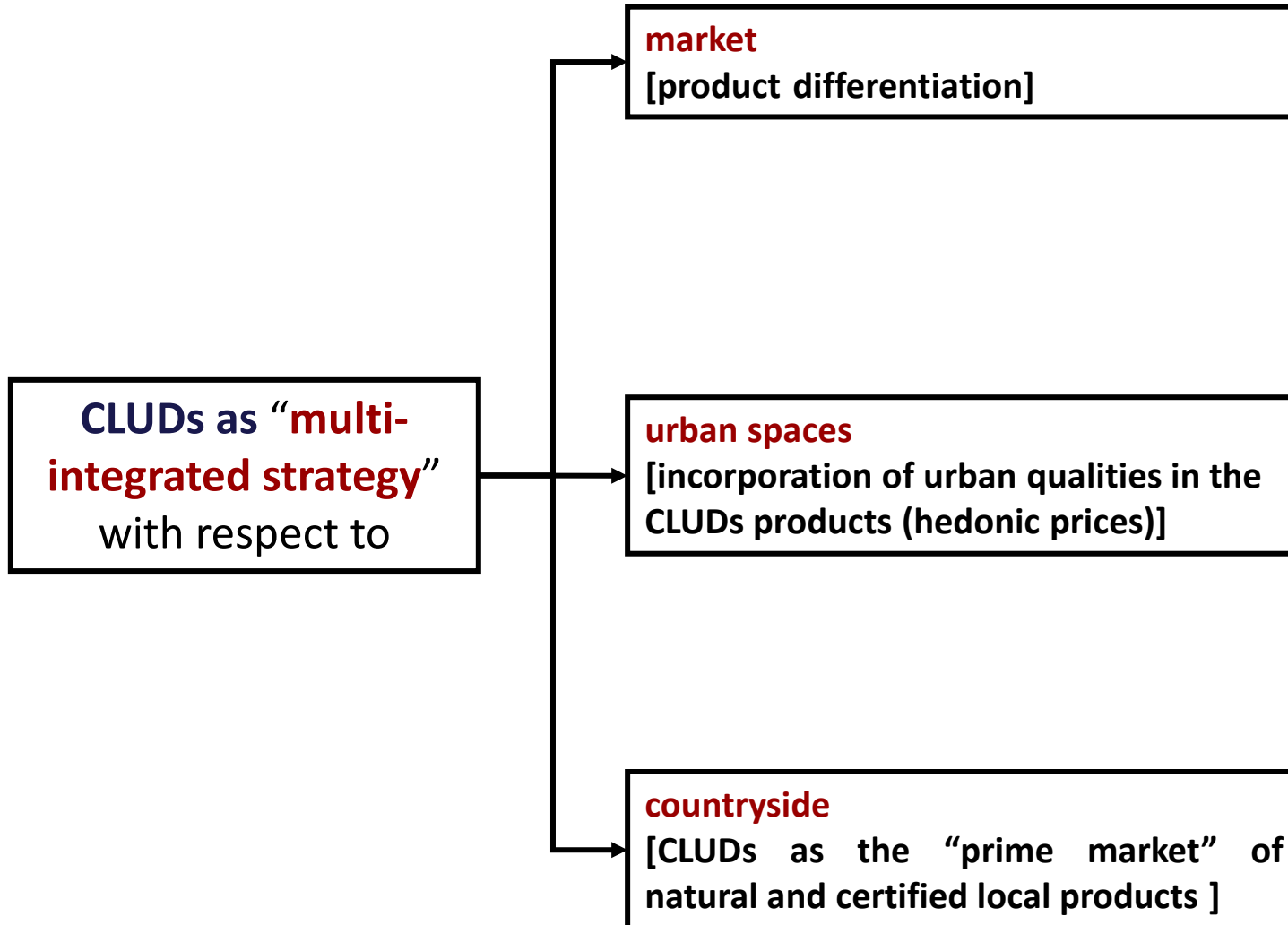
The *loss of functions* (residential and productive) of the historic centres is the **most influential cause** of the decline of small trade and crafts.

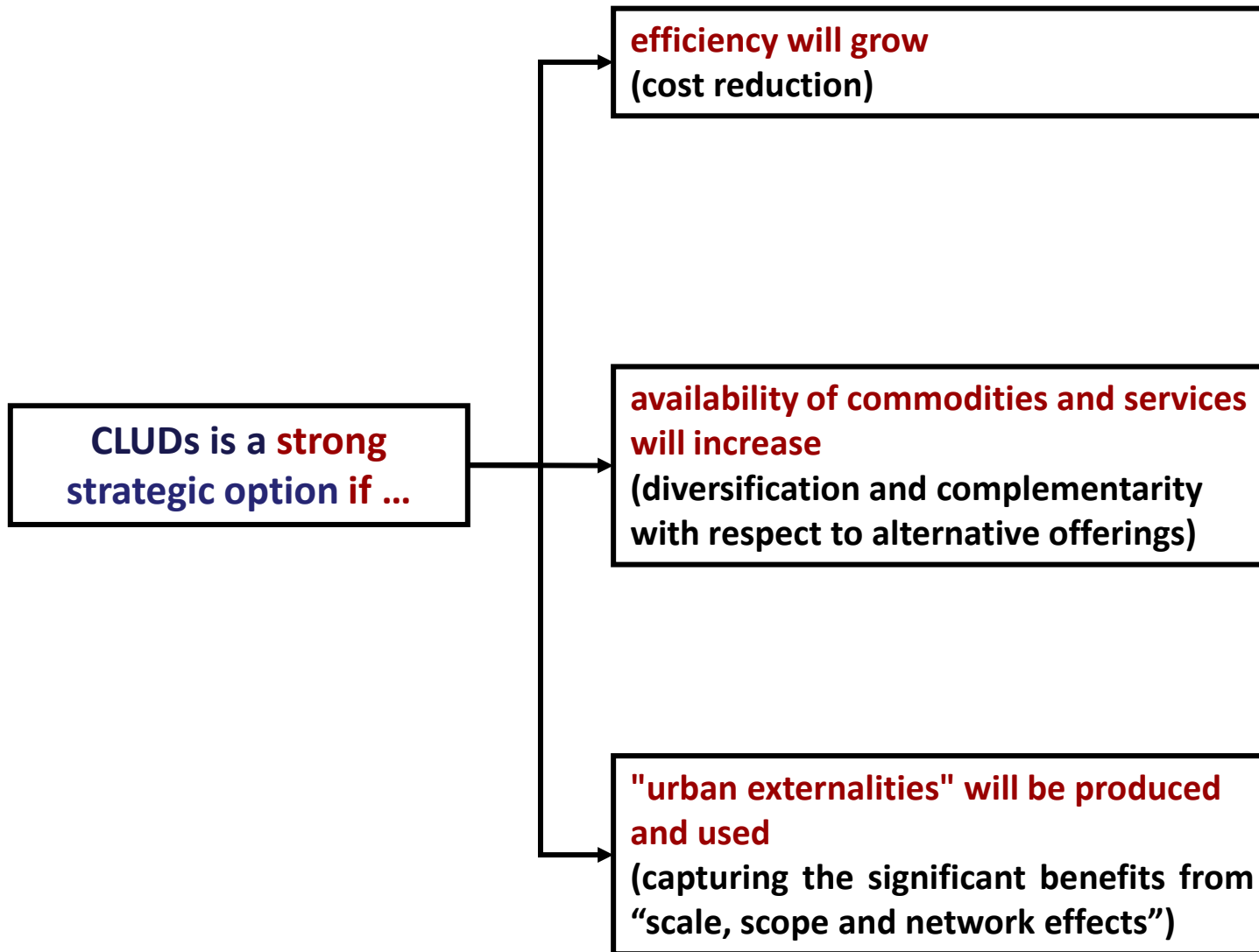
To provide **new** development **opportunities** to retail trade and crafts, it is necessary to give **new functions** to historic centres.

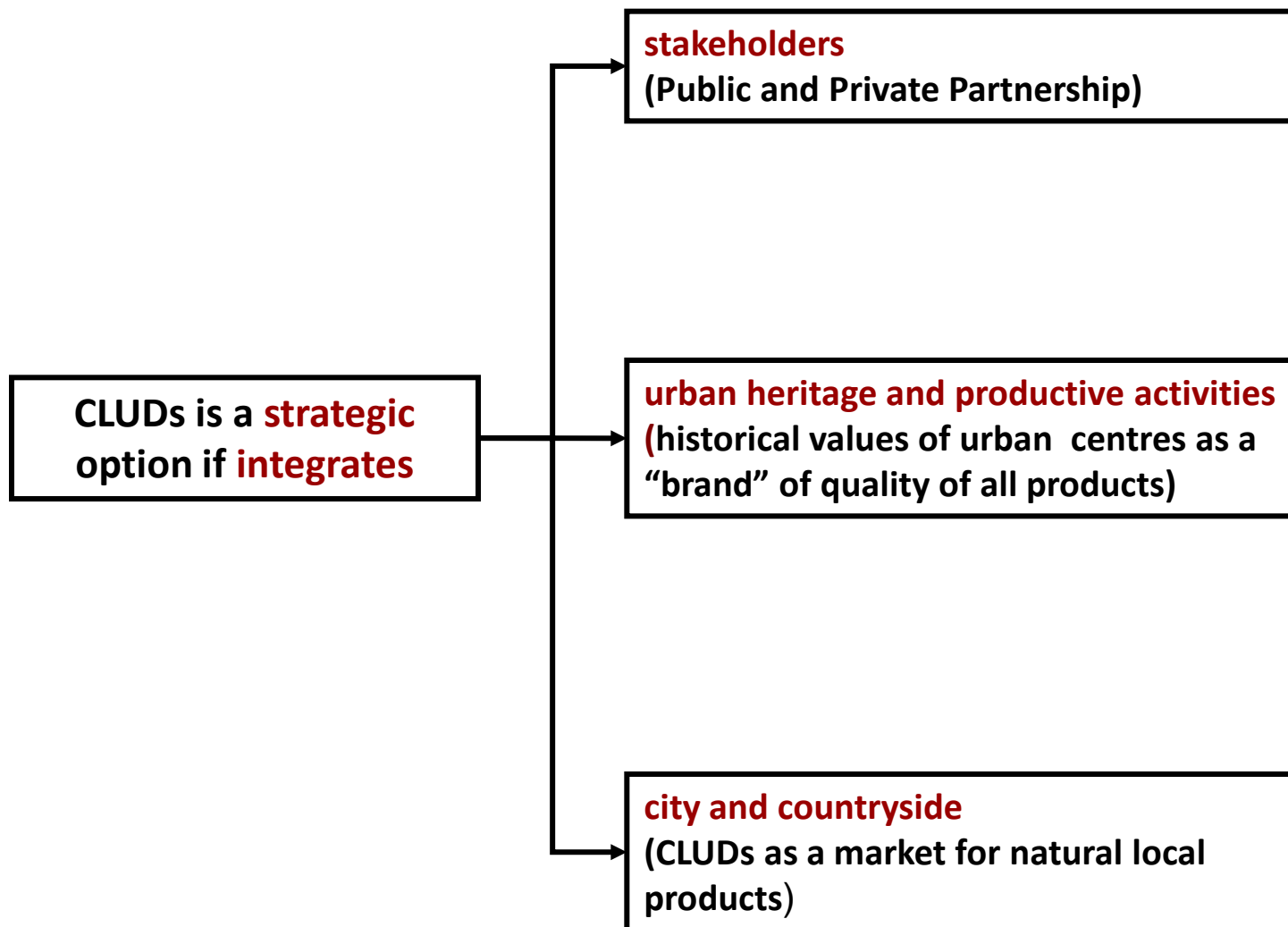
A **different strategic approach** is necessary, specially for small towns: “natural” as **complementary** and **integrated** with respect to:

- “artificial”,
- urban heritage,
- landscape
- agriculture.

CLUDs as a strategy to diversify the urban supplies and to gather the city and countryside externalities

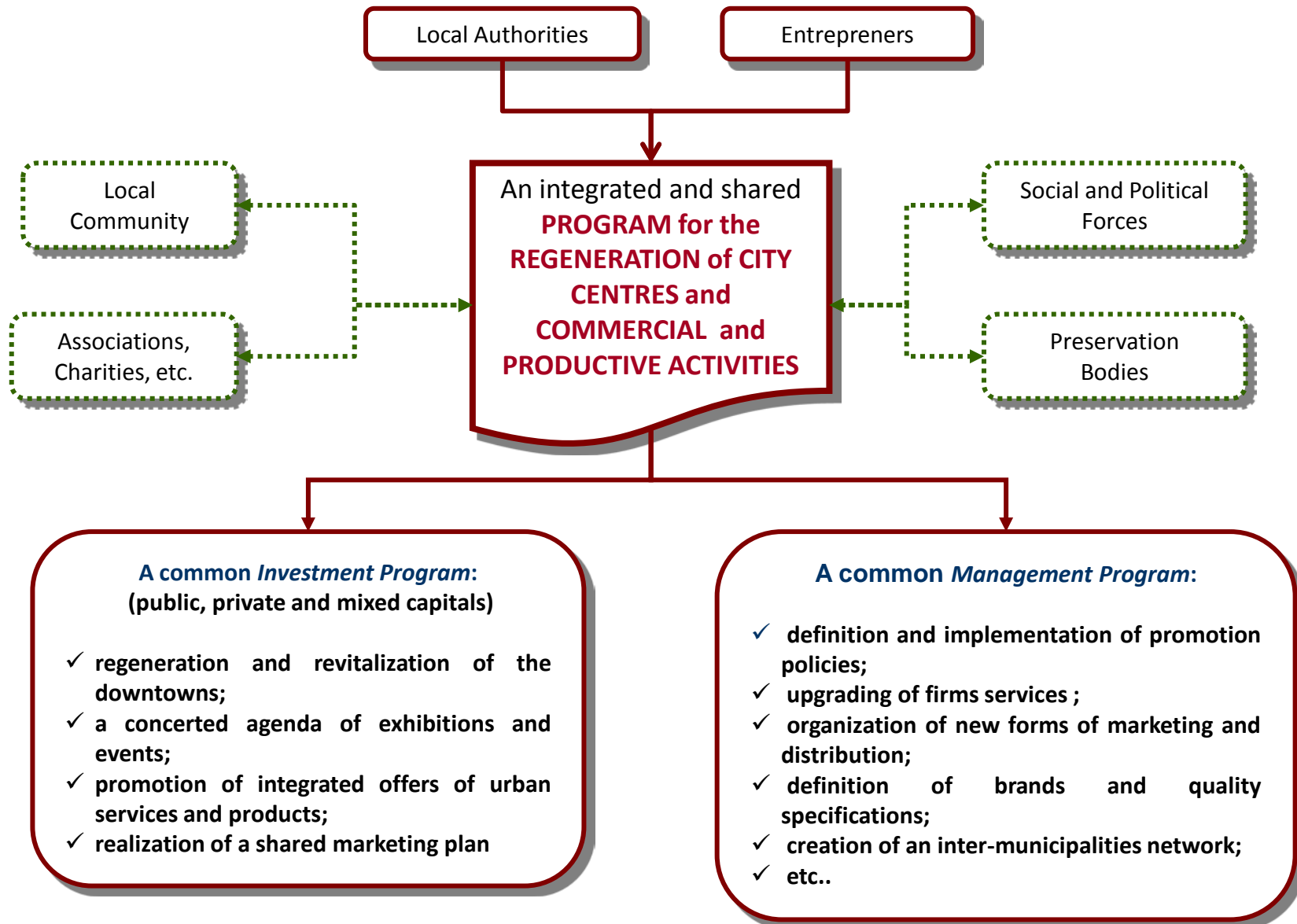




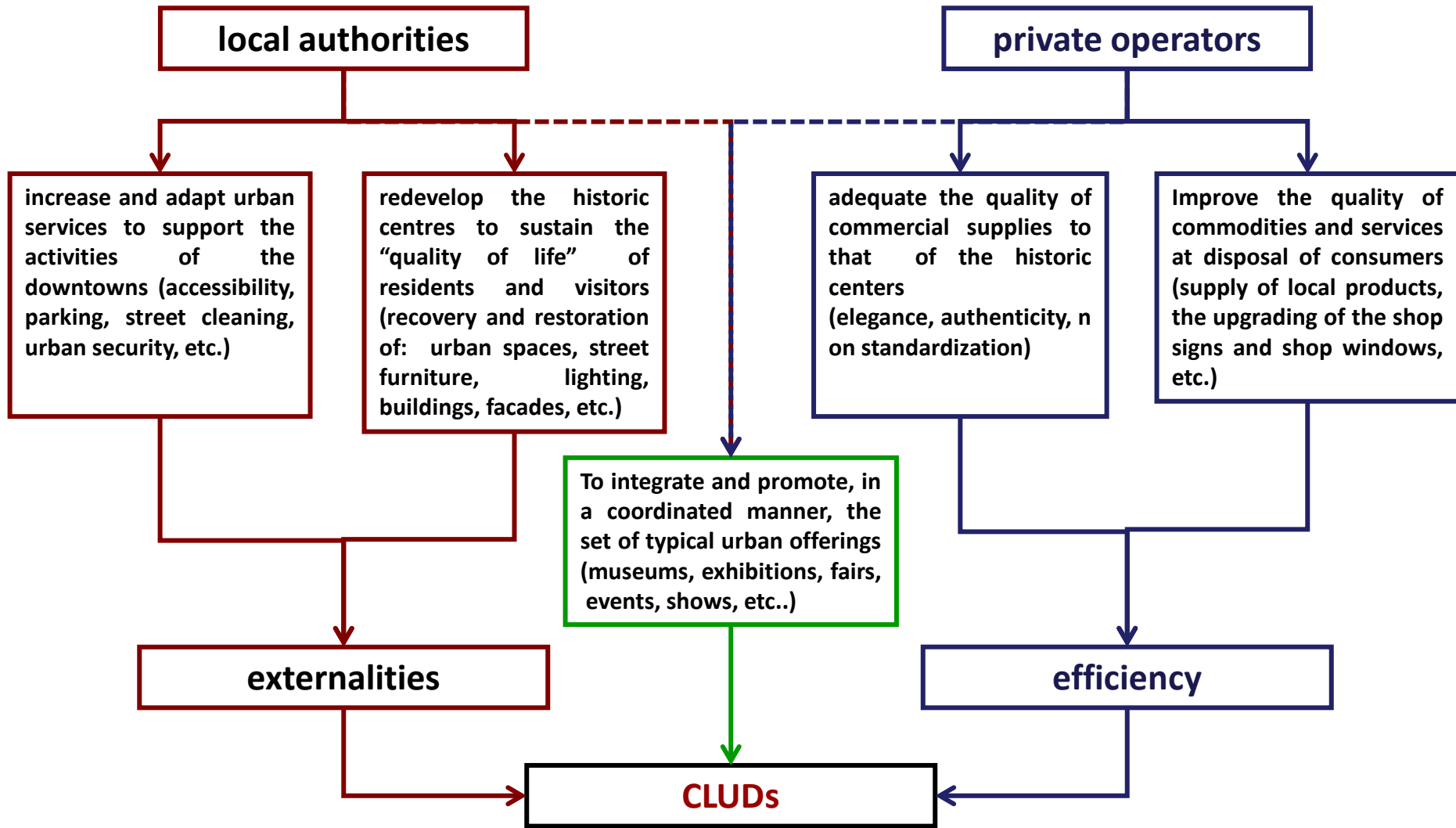


INTEGRATION BETWEEN STAKEHOLDERS

(Public and Private Partnership)



URBAN HERITAGE AND PRODUCTIVE ACTIVITIES



Common Agricultural Policy (CAP) enriches of functions countryside and, together, the cities. **Small towns** are not more the traditional "rural town".

The relationship **city-countryside** will further change if the CLUDs strategy will move toward a systemic or "networking" approach: the specificity of agricultural production can become an opportunity to modify deeply the functions and the market positioning of the "small size" municipalities.

The effect of this change is evident in the policies of revitalization of small towns based on their specialization as "markets" of the local products.

The use of this strategy (where the relationship between town and country is not of hierarchical kind) will :

- a) boost the rank of the commercial services and agricultural products;
- b) enlarge the target market;
- c) extend the territorial radius of attraction.

