

GUARDIA SANFRAMONDI 2035

Document 5: One-Euro House Program and Property Activation Strategy

A practical gateway strategy for turning abandoned, underused, and difficult-access properties into homes, studios, workshops, cultural spaces, small businesses, hospitality uses, and long-term assets for the historic center.

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Purpose	Turn the one-euro house initiative into a reliable property-readiness and activation system, not just a publicity campaign.
Use	For Comune discussion, owner outreach, buyer support, partner communication, funding alignment, and public transparency.
Principle	Only promote what can be honestly explained. Buyer confidence is created by clarity, readiness, access information, realistic obligations, and follow-through.

Planning note: This document is not legal, cadastral, architectural, engineering, real-estate, tax, procurement, or grant advice. Each property must be reviewed by the Comune, owners, legal professionals, technical professionals, and qualified advisors before publication, sale, lease, transfer, restoration, or public use.

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1. Executive Summary

The one-euro house program should be treated as Guardia Sanframondi 2035's public gateway, not as the entire redevelopment strategy. The one-euro message can attract attention, but attention alone does not restore buildings, solve access problems, create year-round residents, train workers, or maintain the historic center. The correct objective is to use the program to organize private property, communicate honestly with potential buyers, identify realistic reuse options, and connect each property to the wider plan for arts, agriculture, remote work, university partnerships, skilled trades, mobility, and maintenance.

The program should begin small and credible. Guardia should not publish a large list of uncertain properties. It should first publish only properties that are sufficiently ready for public promotion: owner consent is documented, basic cadastral and ownership questions are known or disclosed, access conditions are described, photos are available, technical limitations are not hidden, and renovation obligations are explained in plain language. Properties that are not ready should remain in internal Yellow or Red status until the missing information is resolved.

The strategic shift is this: the program is not simply about selling abandoned houses. It is about activating abandoned and underused space. Some buildings may become full-time homes. Others may work better as artist studios, galleries, storage, workshops, short-stay residences, cultural venues, student field-school spaces, small guest accommodations, or future conservancy projects. The deepest, steepest, and hardest-to-access parts of the centro storico may not be suitable for immediate conventional residential marketing, but they can still have value if matched to the right use.

- Launch with a verified and limited first inventory rather than a broad, uncertain list.
- Use a Green / Yellow / Red property-readiness system before publishing properties publicly.
- Prepare a bilingual buyer confidence package with obligations, process steps, access notes, expected professional reviews, and local contact points.
- Build a property activation map that includes homes, studios, workshops, hospitality, cultural spaces, and future public-interest uses.
- Connect the program to the funding matrix, contractor registry, access/mobility plan, creative quarter, and governance structure already developed in Documents 1-4.

2. Strategic Role of the One-Euro House Program

The one-euro house initiative gives Guardia a communication advantage. It creates a simple entry point for journalists, potential buyers, remote workers, artists, descendants, returning residents, and international residents. But the real opportunity is not the symbolic price. The real opportunity is to create an organized regeneration platform around a medieval wine and olive-oil town that already has an international homeowner base, a creative community, and a need for long-term maintenance and access solutions.

Role	What it means for Guardia	Operational implication
Marketing gateway	The one-euro label attracts attention quickly.	Use it to introduce the broader Guardia 2035 strategy, not as a stand-alone sales story.
Property organizing tool	The program forces owners, Comune staff, technicians, and buyers to clarify property status.	Create a property-readiness workflow before public promotion.
Trust-building platform	Serious buyers need clarity more than hype.	Publish realistic FAQs, access notes, timelines, obligations, and professional-review requirements.
Activation pipeline	Not all buildings should become homes immediately.	Match each property to realistic uses: home, studio, workshop, storage, gallery, hospitality, or future public-interest use.
Funding lever	A credible property pipeline supports grant and partner applications.	Use the inventory to support access, workforce, creative-quarter, and maintenance funding requests.

3. What the Program Should Not Do

Many one-euro house programs lose credibility when publicity runs ahead of readiness. Guardia should avoid that mistake. The program should be honest, limited at first, and organized around buyer confidence and resident benefit.

Do not	Why it is risky	Better approach
Do not publish uncertain properties as if they are ready.	Buyers lose trust if title, consent, access, condition, or obligations are unclear.	Use internal Yellow/Red status until the file is ready.
Do not oversell the one-euro price.	The real cost is restoration, professional fees, taxes, utilities, compliance, time, and access constraints.	Explain total obligations and required due diligence clearly.
Do not assume every property should be a residence.	Some buildings are too difficult, small, damaged, or inaccessible for immediate full-time living.	Create multiple activation categories beyond housing.
Do not rely only on foreigners or second-home buyers.	Seasonal ownership alone will not create year-round life.	Target returning locals, younger residents, artists, remote workers, trades, students, and local enterprise.
Do not create a purely promotional website.	Promotion without process creates inquiries the Comune cannot handle.	Create a structured program portal with criteria, FAQs, status labels, and intake forms.
Do not let private speculation define the program.	Public trust can be damaged if the program appears to benefit only a few owners or intermediaries.	Use transparent rules, conflict disclosures, and published program criteria.

4. Property Activation Categories

The program should classify properties by best potential use, not only by sale price. This creates more flexibility and reduces the pressure to make every abandoned building a conventional home.

Activation category	Suitable property type	Potential users	Notes
Full-time residence	Structurally feasible homes with reasonable access, utilities, and restoration path.	Returning residents, families, remote workers, long-term international residents.	Highest readiness standard; must be clear on access and renovation obligations.
Seasonal residence	Homes with charm but limited winter comfort, access, or size.	Part-time foreign owners, descendants, cultural visitors.	Should connect to maintenance and local-service expectations.
Artist studio / gallery	Difficult-access or compact spaces that are not ideal as homes but can support creative use.	Artists, galleries, craft workers, cultural associations.	Strong fit for Creative Quarter and open-studio events.

Workshop / maker space	Ground-floor, rough, or flexible interiors that can support small production.	Artisans, restoration training, furniture repair, ceramics, small crafts.	May need ventilation, safety, insurance, and access review.
Student / field-school space	Buildings or rooms usable for temporary educational programming.	Universities, preservation programs, architecture studios, arts schools.	Can support summer workshops before full redevelopment.
Small hospitality use	Properties near access routes or scenic/cultural points.	Micro-B&B operators, guesthouse investors, cultural tourism partners.	Requires tourism, safety, zoning, tax, and licensing review.
Storage / support space	Small or difficult units not suitable for people but useful for events and maintenance.	Conservancy, artists, event teams, maintenance crews.	Useful interim use for hard-to-activate areas.
Public-interest / conservancy project	Symbolic, highly visible, or fragile properties with civic value.	Comune, conservancy, foundation, sponsors, university partners.	May require grant funding, donation, long-term stewardship, or special legal structure.

5. Green / Yellow / Red Property Readiness System

A visible and disciplined readiness system is the heart of buyer confidence. It also protects the Comune from promoting properties before the facts are known. Green properties can be publicly promoted. Yellow properties need more work. Red properties are not ready for public promotion.

Status	Meaning	Minimum condition	Public use
Green - Publishable	The property is ready for public listing or formal buyer inquiry.	Owner consent documented; basic ownership/cadastral file known; photos available; access described; utility status noted; obligations summarized; contact pathway clear.	Can appear on official website, press packet, and buyer list.
Yellow - Development file	The property may be promising but has unresolved information.	Missing documents, unclear succession, limited photos, uncertain access, incomplete condition notes, or owner still reviewing terms.	Can be counted internally but should not be promoted as available.
Red - Not ready	The property should not be offered or promoted.	Owner consent absent, legal/cadastral uncertainty severe, unsafe condition unknown, dispute concerns, or no practical access path.	Do not publish. Keep for internal resolution or exclude.

6. Minimum Property Data Standard

Every property file should use the same minimum data standard. This does not replace legal or technical due diligence, but it gives staff, owners, partners, and buyers a common language.

Data field	Why it matters	Public or internal?
Property identification code	Allows tracking without exposing sensitive owner details.	Public for Green listings; internal for Yellow/Red.
Location and access route	Shows how a buyer, resident, contractor, or visitor reaches the property.	Public summary; detailed map as appropriate.
Owner consent status	Prevents unauthorized or premature promotion.	Internal document; public statement only for Green listings.
Cadastral/title status summary	Identifies whether basic legal status is understood.	Internal, with plain public note if appropriate.
Photos and basic description	Allows realistic screening before visits.	Public for Green listings.
Approximate size and floors	Helps buyers evaluate feasibility.	Public if verified or clearly marked approximate.
Condition notes	Avoids unrealistic expectations.	Public summary; technical detail by professional review.
Utility status	Water, electric, sewer, gas, internet, and meters may affect cost and timeline.	Public summary if known.
Access constraints	Stairs, vehicle access, parking distance, loading, emergency access, and contractor access are critical.	Public for all Green listings.
Likely reuse category	Helps match property to home, studio, workshop, hospitality, or public-interest use.	Public for Green listings as preliminary guidance.

Required professional reviews	Clarifies that buyers need legal, technical, tax, and restoration advice.	Public standard disclaimer.
Estimated obligation range	Avoids focus only on one-euro price.	Public only if reviewed and caveated.

7. Owner Outreach and Consent Process

The program depends on private owners. Many properties may have fragmented ownership, succession issues, unclear documentation, emotional family history, or unrealistic price expectations. Owner outreach should be respectful, documented, and structured.

1. Create a standard owner information letter explaining the Guardia 2035 strategy and the one-euro/property activation program.
2. Invite owners to submit an expression of interest without immediate obligation.
3. Screen ownership and consent status before any public mention of a property.
4. Collect minimum property data, photos, access notes, and owner objectives.
5. Classify the property as Green, Yellow, or Red.
6. For Green properties, obtain written authorization for public listing and define the inquiry process.
7. For Yellow properties, create a missing-information checklist and follow-up deadline.
8. For Red properties, do not promote publicly; archive or revisit only if the blocking issue changes.

Owner concern	Recommended response
Fear of losing control	Make clear that no property is listed publicly without written consent and process clarity.
Unclear family ownership	Provide a referral pathway to qualified legal/notarial advice, without the program acting as lawyer.
Expectation of market sale price	Explain that the program can include multiple activation models; one euro is only one pathway.
Concern about foreigners only	Frame the program for local residents, returning families, younger people, artists, workers, and serious long-term investors as well.
Building too difficult to restore as a home	Offer alternative categories such as studio, workshop, storage, cultural use, or future conservancy project.
No money for maintenance or stabilization	Connect owners to possible incentives, sponsorship, partnership, or public-interest options when eligible.

8. Buyer and Investor Confidence Package

The program should not invite large numbers of speculative inquiries without giving people the information needed to self-screen. A buyer confidence package should be bilingual and downloadable.

Package component	Purpose
Plain-language program overview	Explains that the one-euro house initiative is part of a broader regeneration strategy.
Step-by-step buyer pathway	Shows inquiry, screening, visit, professional review, offer/transfer process, renovation obligations, and post-purchase support.
Real-cost explanation	Clarifies that acquisition price is symbolic and total costs include professional fees, taxes, utilities, restoration, compliance, furnishings, travel, and time.
Access and mobility explanation	Explains stairs, parking distance, loading constraints, contractor access, and why the mobility plan matters.
Property status labels	Defines Green, Yellow, Red and publishable versus internal status.
Restoration and contractor guidance	Connects buyers to a contractor registry, geometri/architects, training programs, and professional due diligence.
Residency and use caveats	Notes that visa, residency, tax, rental, business, and licensing issues require qualified advice.
Community expectations	Encourages maintenance, local engagement, respect for residents, year-round contribution, and responsible renovation.
Contact and inquiry form	Routes inquiries to the coordinator or designated office, reducing random messages to officials and residents.

9. Reuse Strategy: Not Every Property Should Become a Home

One of Guardia's strongest planning insights is that the historic center contains different kinds of space. Some streets and buildings may be ideal for residences, while others may be better for studios, workshops, public art, seasonal cultural use, or storage. This should be treated as a strength, not a failure.

Property reality	Residential challenge	Alternative activation idea
Very steep access	Hard for older owners, daily living, furniture delivery, and contractors.	Artist studio, seasonal gallery, storage for events, small workshop, public art route.
Small interior footprint	May not support modern living standards.	Writer room, craft studio, micro-gallery, archive, shared workspace annex.
Rough but atmospheric space	Costly for housing but visually strong.	Exhibition space, performance corner, workshop, photography location, field-school documentation site.
Near cultural route	May have more value as public-facing use than private home.	Open-studio cluster, cultural trail stop, heritage interpretation point.
Structurally complex building	Too risky for casual buyers.	University preservation study, conservancy target, phased stabilization project.
Low-access but good storage potential	Not suitable for visitors or residents.	Equipment, event, maintenance, or artist-material storage.

10. Program Office and Workflow

The program needs a simple but accountable workflow. The same Revitalization Coordinator proposed in Document 4 can initially manage this, with support from the Property Readiness Working Group and Comune contacts.

Workflow step	Responsible lead	Output
1. Owner intake	Coordinator + property working group	Owner expression of interest and consent status.
2. File creation	Coordinator	Property ID, basic data, photos, access notes, missing items.
3. Technical/legal screen	Comune/qualified professionals as appropriate	Readiness risks and professional-review needs.
4. Status classification	Property working group using approved checklist	Green, Yellow, or Red status.
5. Public listing preparation	Communications support + coordinator	Bilingual listing, photos, map/access note, obligations, inquiry form.
6. Inquiry screening	Coordinator or designated office	Qualified inquiries separated from casual curiosity.
7. Visit and due diligence	Buyer with qualified professionals	Buyer makes informed decision; program does not replace professional advice.
8. Transfer / activation pathway	Owner, buyer, notary, technical professionals	Private/legal process proceeds outside program authority as required.
9. Post-activation tracking	Coordinator + conservancy/Comune	Renovation status, occupancy/use, community benefit, maintenance needs.

11. Communications and Website Structure

The website should reduce confusion and protect credibility. It should be clear enough for international audiences but grounded enough for residents and Comune officials.

Website section	Content
Program overview	What the initiative is, what it is not, and how it fits Guardia 2035.
Available properties	Only Green-status properties with clear notes and disclaimers.
How the process works	Step-by-step buyer and owner pathways.
Property status system	Explanation of Green, Yellow, Red and why not all properties are public.
Reuse categories	Homes, studios, workshops, hospitality, cultural spaces, storage, public-interest projects.
Restoration and access realities	Stairs, parking, utilities, costs, professionals, time, and maintenance.

For property owners	Owner intake form, consent explanation, benefits, alternatives to sale.
For serious buyers	Inquiry form, FAQs, required professional advice, expected obligations.
For partners	University, arts, trades, agriculture, funding, and conservancy opportunities.
Progress dashboard	Number of owner inquiries, Green properties, Yellow files, activated spaces, events, grants, and maintenance projects.

12. Funding Connections and Incentives

The one-euro house program should connect to the funding matrix rather than sit apart from it. Many costs should not be municipal costs. Private owners, entrepreneurs, associations, training bodies, universities, and cultural partners can carry parts of the financial load when matched to the right programs.

Need	Possible funding / support lane	Likely applicant
Property listing platform and press kit	Bilancio Partecipato seed project; municipal communications; sponsorship.	Comune, association, project group.
Access, parking, and mobility feasibility	Bilancio Partecipato; Fondo Piccoli Comuni; PR Campania FESR; SNAI/internal area coordination.	Comune or intermunicipal structure.
Creative studio/gallery activation	Creative Europe partnerships; Cultura Cresce; sponsorships; association fundraising.	Cultural association, cooperative, eligible creative enterprise.
Private restoration and business creation	Resto al Sud 2.0; ON Nuove Imprese a Tasso Zero; private capital; bank financing.	Eligible entrepreneurs and property owners.
Workforce and trades support	Programma GOL Campania; Formedil/CFS/ANCE; Erasmus+ adult learning.	Training agencies, associations, Comune/partners.
Wine, olive oil, and rural tourism connections	GAL Titerno; CSR Campania; cooperation projects; producer networks.	Comune, producers, associations, eligible rural businesses.
Maintenance and small public-space care	Historic Center Conservancy, sponsorships, memberships, donations, service agreements.	Conservancy/association, Comune partners.
University field-school use	University program fees, Erasmus+, partner contributions, cultural grants.	University/association/cultural partner consortium.

13. Safeguards, Risk Controls, and Public Trust

The program should be designed to withstand scrutiny. Public trust is essential because the plan involves private property, public attention, potential grants, foreign buyers, local residents, and long-term cultural identity.

Risk	Control
Speculation or insider benefit	Publish program criteria, require conflict disclosures, avoid privileged access to unpublished opportunities.
Unrealistic buyer expectations	Use plain-language cost warnings, access notes, professional-review disclaimers, and realistic timelines.
Resident backlash	Frame the program around year-round life, local benefit, maintenance, trades, youth opportunities, and community spaces.
Overloaded Comune staff	Use inquiry forms, coordinator triage, standard FAQs, and limited Green inventory at launch.
Unsafe property visits	Require appointment procedures, owner authorization, and safety screening before visits.
Legal/cadastral disputes	Do not publish unresolved properties; direct parties to qualified professionals.
Poor-quality restorations	Connect buyers to qualified professionals, heritage-sensitive guidance, and contractor registry.
Maintenance burden	Tie activation to maintenance expectations and conservancy support from the beginning.
Bad press from failed promises	Launch fewer properties with better information instead of many uncertain listings.

14. Pilot Launch Plan

The first launch should be deliberately modest. It should prove that Guardia can present a serious, transparent, and manageable program before expanding.

Pilot component	Target
Green property inventory	5 to 10 truly publishable properties, or fewer if that is all that can be verified.
Yellow development list	Internal list of promising properties with missing information and follow-up tasks.
Owner outreach packet	Letter, FAQ, consent form, intake form, and reuse-category explanation.
Buyer confidence packet	Bilingual PDF/web package explaining process, costs, access, obligations, and due diligence.
Website launch	Program overview, properties, FAQs, owner page, buyer page, partner page, progress dashboard.
Creative reuse pilot	At least one open-studio or cultural activation event using existing artist/studio capacity.
Contractor and professional registry draft	Basic list of available geometri, architects, contractors, trades, and training contacts.
Public meeting	Presentation to residents and owners explaining rules, safeguards, and local benefits.

15. Twelve-Month Roadmap

Period	Actions	Outputs
Months 1-3	Create owner packet, buyer packet, status checklist, property database, and first outreach list.	Program templates, intake process, first Green/Yellow/Red classifications.
Months 4-6	Publish limited Green inventory, launch website, hold public meeting, begin inquiry screening, test creative reuse event.	Public launch, qualified inquiry system, first activation evidence.
Months 7-9	Expand owner outreach, connect properties to creative quarter, workforce registry, university partners, and funding applications.	More Green properties, partner project sheets, grant-ready activation concepts.
Months 10-12	Review outcomes, publish annual report, refine criteria, plan next inventory expansion and conservancy link.	Public report, updated workflow, stronger funding and governance alignment.

16. Success Measures

The program should measure readiness and activation, not just media attention. A viral article is not a success if no properties are responsibly activated.

Metric	Year-one target
Owner expressions of interest	At least 20 serious owner conversations or documented files, depending on outreach capacity.
Green properties	Initial 5 to 10 publishable properties, then gradual expansion as files become ready.
Yellow files advanced	At least 10 properties moved closer to readiness through missing-document or consent work.
Qualified buyer inquiries	Track serious inquiries separately from casual curiosity.
Activated spaces	At least 2 to 5 spaces moved toward residence, studio, cultural, workshop, hospitality, or support use.
Creative-quarter connection	At least one open-studio/cultural reuse pilot tied to the property activation strategy.
Professional/trades registry	Initial registry created and updated quarterly.
Public transparency	Website dashboard and annual program report published.
Resident benefit	Document local contractors engaged, events held, maintenance actions, or year-round uses created.

17. Recommended Adoption Language

The following language can be adapted for a public presentation, working-group resolution, or municipal discussion:

Guardia Sanframondi should adopt the one-euro house initiative as a gateway into a broader property activation strategy for the historic center. The program should prioritize transparency, owner consent, buyer confidence, realistic access and restoration information, and multiple reuse pathways. The Comune and partners should publish only properties that meet a defined readiness standard, maintain internal development files for properties not yet ready, and connect the program to access planning, creative-quarter development, workforce strategy, university partnerships, rural innovation, funding opportunities, and long-term maintenance. The goal is not simply to sell houses cheaply, but to return abandoned and underused spaces to productive life in ways that strengthen residents, owners, businesses, artists, tradespeople, and the historic center as a whole.