

QUALITY CHART

Approved October 12, 1991
Amended April 25, 1998
and June 23, 2001

ARTICLE 1 - PURPOSE OF THE CHARTER

The Association of the Most Beautiful Village of France governed by the law of July 1 1901, registered in the Official Journal of 23 April 1982, which has its headquarters in the municipality of Collonges-la-Rouge 19500 was built around statutory objectives to protect, promote and develop recognized common most beautiful villages in France.

Since 13 February 1991, the Association owns the trademark "Most Beautiful Villages in France" in accordance with the law of 31 December 1964 and registered by the National Institute of Industrial Property (INPI) under the number 1659572. February 12, 2001 renewed and expanded under the No. 01 3083572, this brand is consisting of the name and the logo at the top left of this page.

Unanimously approved by the Ordinary General Meeting of the Association met on 12 October 1991 at Salers (Cantal), as amended by the Extraordinary General Meeting 25 April 1998 in Najac (Aveyron) and annexed to its Statutes, this Charter is to to define the terms of allocation, of use and withdrawal of the trademark and, Consequently, the conditions of admission or exclusion of the Association of Most Beautiful Villages in France.

ARTICLE 2 - CONDITIONS OF ADMISSION

2.1 - Eligibility Criteria

Any joint can not be admitted to the Association and benefit from brand "Les Plus Beaux Villages de France" only subject to meeting the requirements following:

21.1 - Have a rural character that is to say, according to the definition of the Institute National Statistics and Economic Studies (INSEE), meet in the capital of the town called agglomerated population less than 2000 inhabitants. This rural character will be verified by examining the official results of the general census of the population more recent on the basis of the total population without double counting. This first criterion is eliminatory.

21.2 - Hold an architectural heritage natural and / or attested by the all production orders or decrees that created the territory of the municipality at least two protection zones tied to a historical monument or site, classified or registered. This second criterion is eliminatory.

21.3 - Provide heritage whose quality and value are appreciated from following criteria:

a. Urban quality

- Quality of the village outskirts

- Dimension of the constructed mass
- Homogeneity of the built mass
- Diversity of paths

b. Architectural quality

- Harmony and homogeneity of the built volumes
- Harmony and homogeneity of the facades and roofing materials
- Harmony and homogeneity openings
- Harmony and color consistency of the facades and roofs
- The presence of symbolic elements of decor.

21.4 - To demonstrate, through concrete achievements will and policy development, development, promotion and facilitation of its heritage. The existence of this commitment is measured from the assessment criteria following:

a. Enhancement

- Existence of a planning document
- Permanent or temporary control of traffic
- Parking of vehicles of organization
- Aesthetic treatment of electric and telephone Airlines
- Existence of a color chart
- Treatment of public lighting
- illumination
- Greening and flowering
- Treatment of advertising and signs
- Treatment of public spaces
- Renovation of the facades

b. Development

- Knowledge in tourism
- Presence of an offer of lodging and recreation
- Existence of craftsmen or service
- Existence of shops
- Participation in intercommunal structures

c. Promotion

- Existence of a public reception-information point
- Organizing guided tours
- Publishing of promotional materials
- Establishment of an informative and directional signage

d. Animation

- Existence of developed party locations covered or outdoor
- Organization of events and original quality
- Organization of permanent or temporary events.