



**» *Integrated Cultural Heritage Management
Challenges for Historic Urban Landscapes***



URBACT II
Thematic Network
(TN11)
with Fast Track Label





CULTURAL
EVENTS

CATHEDRAL

HISTORIC MONUMENT

ENVIRONMENTAL
INFLUENCES

INTERPRETATION

INHABITANTS

COMMERCE

VISITORS

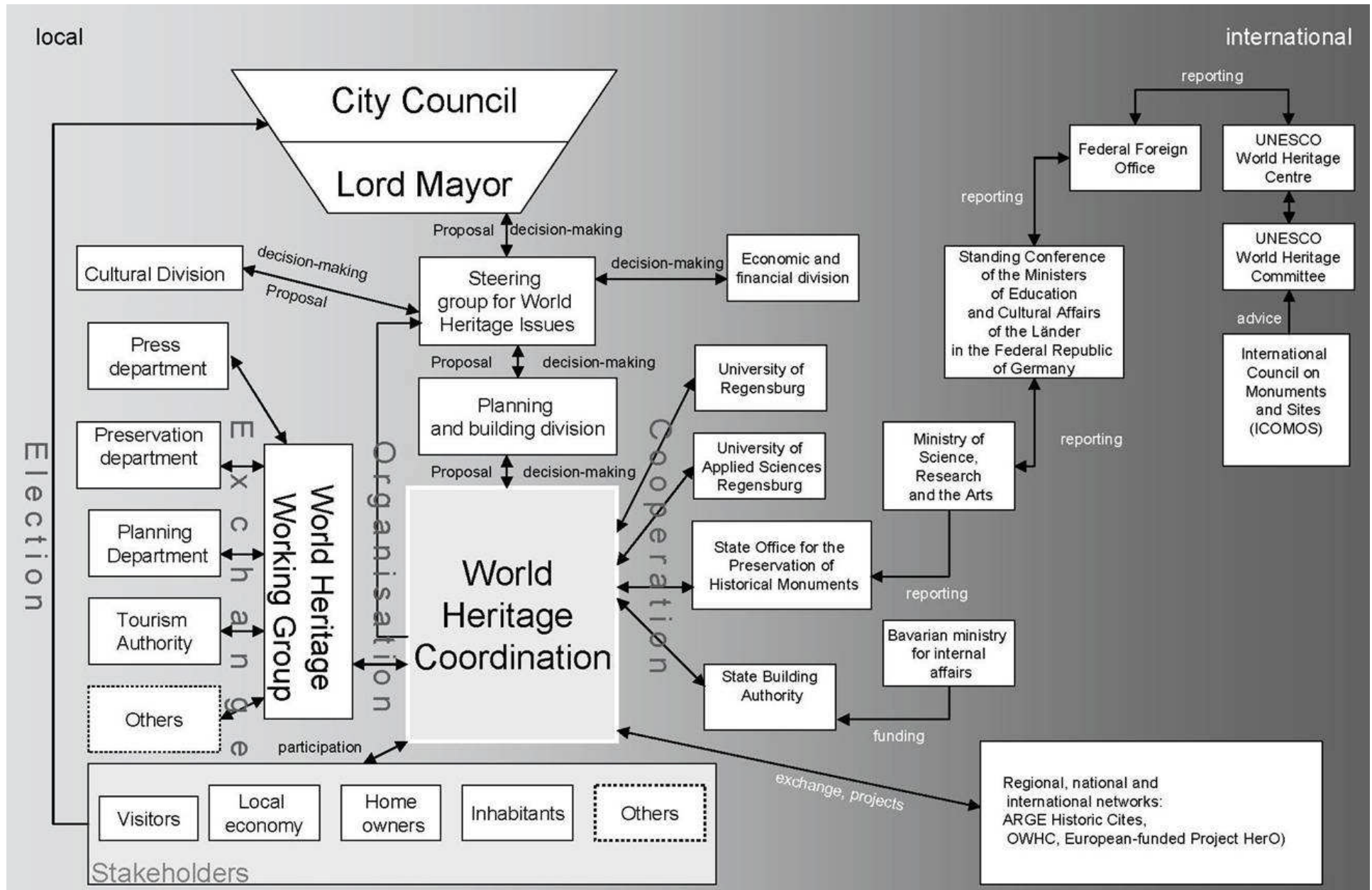
HOUSE OWNER

URBAN
DESIGN

TRAFFIC

PAVING

★ Balancing different functions in a historic urban landscape



★ Organisational structure – Regensburg as example

★ Integrated management plans for historic urban landscapes

AN INTEGRATED MANAGEMENT PLAN AIMS TO:

- safeguard the cultural heritage values of a place
- balance the preservation of the built cultural heritage and the sustainable, future-proof socio-economic development of the historic urban landscape
- manage conflicting usage interests and balance the different demands of “users” of a historic town: local economy, citizens, tourists, property owners, conservators, etc.
- ensuring multifunctionality of a historic town
- strengthen the attractiveness and competitiveness of the old town area

Essential contents of an integrated management plan

Introduction

I IDENTIFYING ISSUES

II APPRAISAL

III IMPLEMENTATION

★ Essential contents of an integrated management plan

Introduction

- defines the objectives and the purpose of the management plan

★ Essential contents of an integrated management plan

I IDENTIFYING ISSUES

1. Understanding the site

- Description of the site (Protected area, buffer zones, protection of view perspectives, etc)
- Statement of significance and identification of individual values
- Dangers and threats (possible or real) to the site
- Instruments of protection (international conventions and charters, national law, local regulations, etc.)

2. Stakeholders

- List of all relevant stakeholders
- Strategies on how they will be consulted for the Management plan

★ Essential contents of an integrated management plan

II APPRAISAL

1. Overall vision for the site

- Short term (2-5 years)
- Long term (5-30 years)

2. Objectives for the site

3. Strategies on how to reach these objectives

To be identified for all relevant fields

★ Essential contents of an integrated management plan

III IMPLEMENTATION

1. Action Plan

2. Continuous monitoring and review

★ Essential contents of an integrated management plan

Introduction

I IDENTIFYING ISSUES

1. Understanding the site
2. Stakeholders

II APPRAISAL

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III IMPLEMENTATION

1. Action Plan
2. Continuous monitoring and review

★ Relevant fields are (amongst others):

PRESERVATION OF THE BUILT CULTURAL HERITAGE

Preserving the cultural heritage values of a site

Facilitating careful new development in the old town area and integrating new architecture into the historic cityscape (development pressure)

Innovative renovation techniques

Updating outdated infrastructure

Security of buildings

Visual Integrity, etc...



- Objectives
- Strategies, tools and policies
- Stakeholders

★ Relevant fields are (amongst others):

TOURISM

Mass tourism / congestion of the city centres

Cruise ships

Sustainable visitor management

Touristic offers

Balancing the needs of visitors and inhabitants

Etc...



- Objectives
- Strategies, tools and policies
- Stakeholders

★ Relevant fields are (amongst others):

DEMOGRAPHIC FACTORS

Overpopulation of the old town area

Abandoned historic buildings (decay of the cultural heritage assets due to the lack of maintenance)

Demographic change / ageing society (accessibility of the buildings and the old town area, infrastructure, etc.)

Etc...



- Objectives
- Strategies, tools and policies
- Stakeholders

★ Relevant fields are (amongst others):

ENVIRONMENTAL ISSUES

Climate change

Natural hazards

Respective preventive measures (flood prevention, fire control, earthquake protection, etc.)

Respective reactive measures (rescue, saving of cultural heritage assets, etc.)

Weathering

Etc...



- Objectives
- Strategies, tools and policies
- Stakeholders

★ Relevant fields are (amongst others):

URBAN PLANNING AND DEVELOPMENT

Traffic in the old town

Accessibility

Infrastructure

Design of movable objects

Development pressure
(integrating new architecture
into the historic cityscape)

Etc...



- Objectives
- Strategies, tools and policies
- Stakeholders

★ Relevant fields are (amongst others):

SCIENCE AND RESEARCH

Scientific studies and research programmes for the site, e.g.:

Risk assessment

Monitoring Procedures

Climatic data

Restoration requirements

Archaeological findings

Etc...



- Objectives
- Strategies, tools and policies
- Stakeholders

★ Relevant fields are (amongst others):

EDUCATION AND AWARENESS RAISING

Communicating the heritage values of a place

Visitor center, museums, exhibitions

Interpretation

Publications and internet

School projects, cultural events

Capacity building

Etc...



- Objectives
- Strategies, tools and policies
- Stakeholders

★ Relevant fields are (amongst others):

ECONOMY

Facilitating retail in the old town

Ensuring for a vital mix of shops

Balancing touristic offers with the needs of the inhabitants

Ensuring accessibility and public transport to and from the old town, etc...

- Objectives
- Strategies, tools and policies
- Stakeholders



★ Relevant fields are (amongst others):

FURTHER TOPICS?

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The list is not complete yet.
We will discuss further topics
in the workshop.

★ Integrated management plans for historic urban landscapes

IMPORTANT NOTES:

- the list of topics relevant for your Management Plan needs to be adjusted to the local circumstances
- if applicable, enlarge your ULSG by further experts
- involve the political level into the process of elaborating the Management Plan (Local City Council)
- involve your associated Managing Authority

★ Management Plans for Historic Urban Landscapes

FURTHER READING

Ringbeck, Birgitta (2008): **Management Plans for World Heritage Sites. A practical guide.** Bonn, German Commission for UNESCO.

Feilden, Bernard M. / Jokilehto, Jukka (1998): **Management Guidelines for World Cultural Heritage Sites.** Second Edition. Rome, ICCROM.

Hall, Michael C. / McArthur, Simon (1997): **Integrated Heritage Management. Principles and Practice.** London, John Wiley & Sons Inc.

Leask, Anna / Fyall, Alan (2006): **Managing World Heritage Sites.** First Edition. Oxford, Elsevier Ltd.

Karpati, Thomas Hardy (2008): **Management of World Heritage Sites - The Management Plan as an Effective Tool for the Safeguarding of Heritage.** Saarbrücken, Vdm Verlag Dr. Müller.

★ Management Plans for Historic Urban Landscapes

EXAMPLES FOR MANAGEMENT PLANS

City of Bath:

Bath & North East Somerset Council's Planning Services (2003): City of Bath. World Heritage Site Management Plan 2003-2009. Bath. URL: <http://www.bathnes.gov.uk/worldheritage/>

Maritime Mercantile City Liverpool:

Liverpool City Council (2003): Maritime Mercantile City Liverpool. WHS Management plan. Liverpool. URL: <http://www.liverpoolworldheritage.com/management.asp>



Looking forward to a fruitful and enriching Phase II