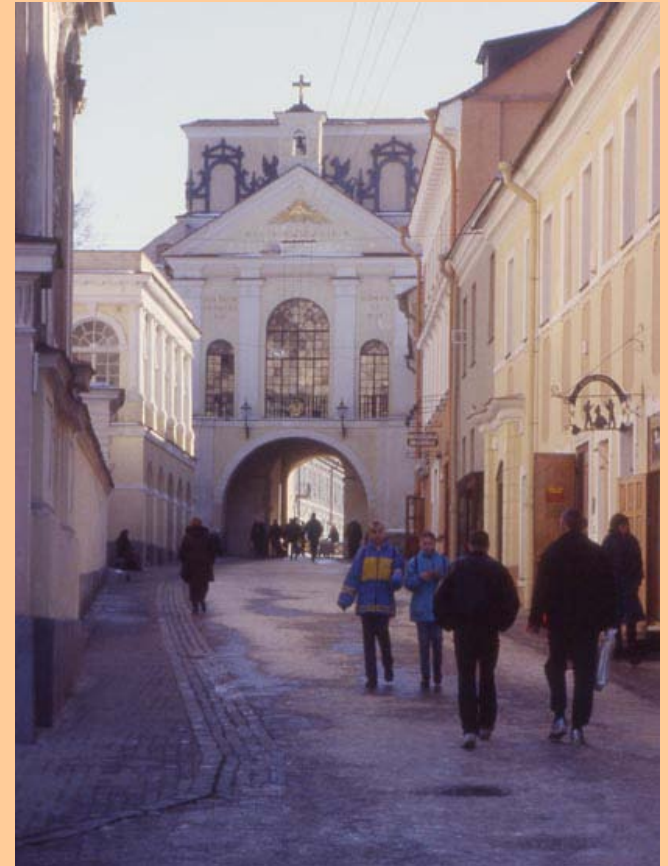


International Cultural Heritage Forum in Vilnius

4–6 December 2014



**Vilnius Historic Centre
20th Anniversary, UNESCO World Heritage List**

www.dennisrodwell.co.uk

Evaluation and Preservation of Historic Urban Landscape

Key-Note, 5 December 2014

Historic Cities in the 21st Century: Challenges and Opportunities

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Managing Historic Cities (UNESCO World Heritage Papers 27),
Industrial Heritage Sites in Transformation: Clash of Discourses

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Preface

Managing the processes of change in historic cities in order to safeguard their distinctive cultural identities has long proved an area of conflict between different interests – including those of heritage protection and economic development. Identifying individual components of the architectural heritage and selected historic districts for a variety of strengths of protection, from the benign to the interventionist, has generally proved to be the limit of ambition and achievement within the conservation community. It is rare to see the individual components related to each other at the urban scale, and not simply integrated but rendered as a determinant and driver of territorial planning policy.

At the same time, in our increasingly globalised and competitive world, historic cities start with one over-riding advantage: their unique inherited cultural identity, epitomised by their holistically understood *historic urban landscape*. It is this that allows them to stand out from their competitors. In marketing terms, whether to attract businesses, residents or visitors, it is their ‘unique selling point’: their key to long-term success. It is this common ground that offers opportunities for resolving perceived conflicts.

The Challenge and the Opportunity

The Conservation Timeline: ‘baseline’ – 1975



1975: European Architectural Heritage Year

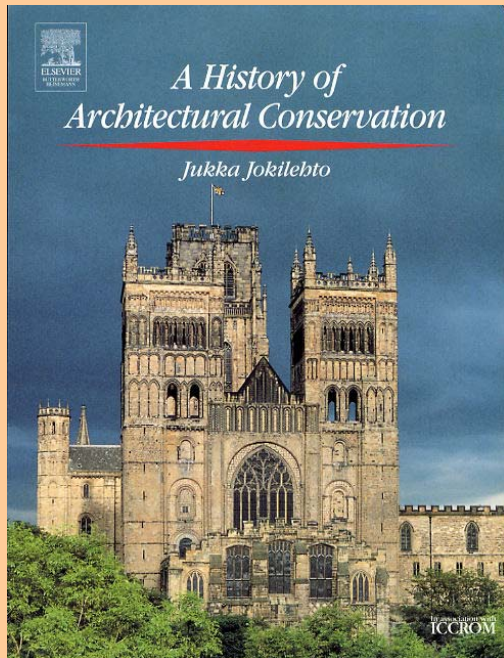
Position statement of the times: **“The starting point in a historic town must be its historic quality and visual character – not secondary social, economic or even ecological arguments.”**

Today's global agendas

What relevance has 'historic quality and visual character' to:

- **Sustainable Development: 1987 +**
 - 3 core pillars: environment, society, economy
- **Climate Change: 1980s/90s +**
 - Focus on CO₂ in the atmosphere
- **Millennium Development Goals: 2000 + 2015**
 - Human rights, equality and the key societal concerns of our times
- **Community Engagement, Social Cohesion, Identity, Well-being, ... ?**

The Conservation Timeline: Jukka Jokilehto – 1999

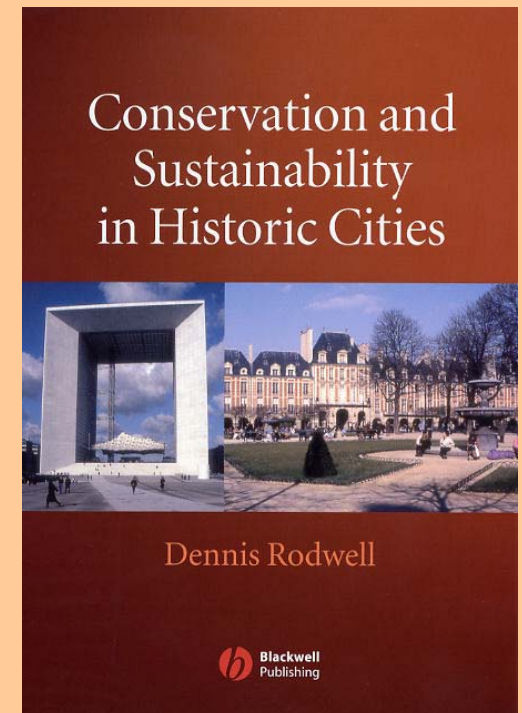


... asked,

- “if the conservation movement, as it evolved from the eighteenth century, cannot be considered as concluded, and whether modern conservation should not be redefined in reference to the environmental sustainability of social and economic development within the overall cultural and ecological situation on earth.”

... my response, 2007

Articulation of the Opportunity



The Four Key Values of Urban Heritage

- **Resource** (environmental capital/embodied energy, financial, ...);
- **Usefulness** (ongoing + potential for creative reuse);
- **Community** (sense of place, belonging and well-being); and
- **Cultural** (in the broadest sense).

Of these, the *heritage construct* only addresses the last, and that only in part.

Conservation is a discrete, linear process of identification, intervention, completion.

It is not part of a wider set of dynamic systems that secure recognition of the multiple inter-related, long-term values of resource, usefulness and community.

Highly selective, conservation is massively under-achieving.

“Conservation is the Management of Continuity”

Jukka Jokilehto speaking at the 2014 IHBC Annual School

Not in aspic; or the contrived “Management of Change” (the UK mantra)

Longevity of Urban Heritage (tangible)

Today in Europe:

- Overall population static
- Estimated that 80 per cent of the buildings that will exist in 2050 have already been built:
- New construction represents less than 1 per cent annual addition to the existing building stock.

The key issues for Europe's urban heritage are:

- **Repair, maintenance and creative re-use ...**
- **Conservation in its widest sense – as a mainstream activity within the broadly defined Historic Environment, not a limited and specialist activity that is only applied to designated 'heritage assets'.**

Conservation *is* Development

... it is not *opposed* to it

There is a Massive Untapped Potential: economy, jobs, young people ...

Barriers to the Challenge

The Bilbao effect + The Dubai effect



The Cloning effect of ‘signature architecture’

Gulf News, 6 October 2010

No challenge is too difficult for the UAE, Mohammad says

VICE-PRESIDENT EXPRESSES SATISFACTION WITH PROGRESS OF DUBAI PROJECTS



Sprawling developments

Sheikh Mohammad, Sheikh Hamdan, Sheikh Majid and other dignitaries are briefed on ongoing projects during a tour of Cityscape Global yesterday.

Short-termism

Whether for intellectual, economic or political reasons

Globalisation and the ‘cloning’ of cities

“Never before has the world been so firmly in the grip of an establishment like the present architectural one, the most rigid in the history of art. All modern cities, as they are rebuilt, grow to resemble each other more. Rio and Hong Kong, to take two with rather similar settings, are clothing themselves more and more in the same style; London and Tokyo come closer each year; today a building in Sarajevo or Calcutta or Yokohama would probably share the same idiom.”

David Hunt, *Memoirs: Military and Diplomatic*, London, 2006



Liverpool

Twinned Cities: identities undermined



Shanghai

Selective Lists

Selected manifestations from the past that are defined by academics and commodified:

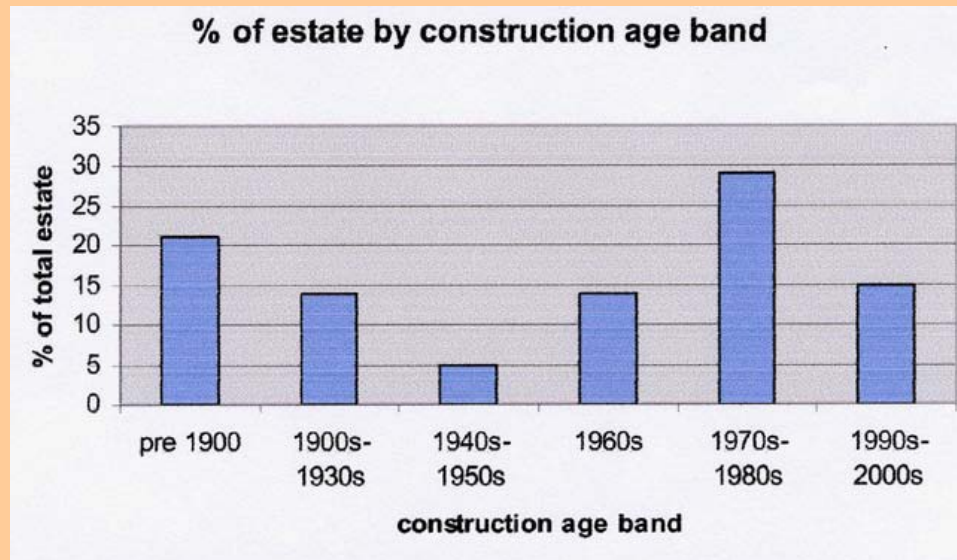
- **UNESCO World Heritage List** (‘Properties’: Tangible Heritage):
 - An *aristocracy of sites* in a *democratic age* (Gustavo Araoz, ICOMOS-Int.)
 - Increasingly critiqued as a vehicle for displacing indigenous/established populations in contradiction of Sustainable Development (Brundtland) and in violation of human rights (M. D. Goals). ... Conservation given a bad name.
-

Confused messages: ‘Contemporary’

- **2005 Vienna Memorandum** (*historic urban landscapes*): **‘urban planning, contemporary architecture and preservation of the historic urban landscape should avoid all forms of pseudo-historical design, as they constitute a denial of both the historical and the contemporary alike’.** (Article 21) **Recipe for conflict.**
- **2011 UNESCO Recommendation on the Historic Urban Landscape:** continues to use **‘contemporary’**, but does not clarify in what sense: **occurring at the present time, or conforming to modern ideas in style and fashion?**

Ministry of Justice: *Age Energy Research, 2007* (1/2)

“A study of the energy usage of buildings relative to their age”



772 properties:

- public buildings (law courts)
- offices
- residential (judges' lodgings)

Over 20% listed

Pre-1900: 21%

Devaluing the embodied energy of existing buildings

Baseline assumption:

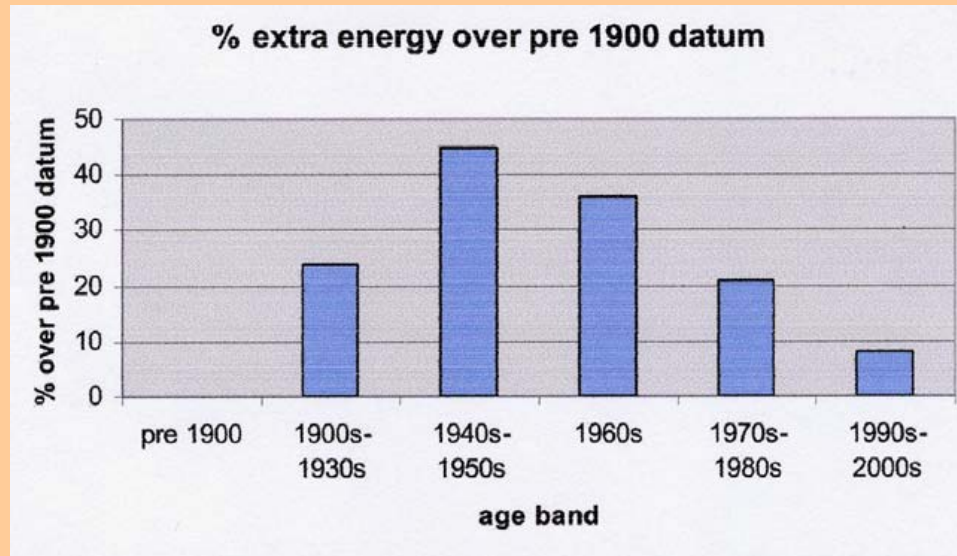
HMCS + most businesses + most supporters of sustainability and energy efficiency:

Older buildings, especially those built before 1900, are very energy inefficient

This is reflected in UK government policy.

Ministry of Justice: *Age Energy Research, 2007* (2/2)

“A study of the energy usage of buildings relative to their age”



The reality of energy usage:

Pre-1900: lowest

1900s-1930s: (+) 24%

1940s-1950s: (+) 45%

1960s: (+) 36%

1970s-1980s: (+) 21%

1990s-2000s: (+) 8%

The pre-1900 buildings are the most energy efficient!

Why do we assume that historic buildings are not energy efficient, and therefore require intrusive and heavy-handed interventions that prejudice their authenticity?

Existing buildings and cities are part of the solution, not the problem!

EFFESUS project: <http://www.fffesus.eu/>

Urban Heritage and Cultural Tourism

‘The social aspect of urban revitalisation’

(Dennis Rodwell, *ICOMOS-Poland newsletter*, Autumn 2012)

“A historic city is at one and the same time a physical place and a human space. Its authenticity is a compound of manmade and associated natural elements coupled with a complex mix of human activities.

“Revitalisation that focuses on the tangible heritage without simultaneously recognising the critical importance of the intangible – the social aspect – deprives a historic city of its *raison d’être* [reason for existence].

“This unique, place-specific human heritage is as interesting and important to visitors as are the architecture of the buildings and landscape of the public spaces. Indeed, cultural tourism is at least as much about the distinctive human culture of a place as it is about its built heritage.”

Integrated urban conservation and development

Integrated urban conservation

1975 – European Architectural Heritage Year: Council of Europe

European Charter of the Architectural Heritage

... asserted that conservation of the heritage should be one of the major objectives of urban and regional planning policy, integral with social, functional and economic factors. [This does not coincide with the 1975 book!]

Integrated urban development = sustainable urban development

2007: European Union

Leipzig Charter on Sustainable European Cities

... advanced the debate on ‘integrated urban development as a prerequisite for sustainable urban development’. It recognised the unique cultural and architectural qualities of European cities, their contribution to territorial cohesion, and the need for enhanced networking and exchange of experiences.

**Integrated urban conservation:
holistic approaches in practice**

Medium and metropolitan-sized cities

Balance, historic + modern: Regensburg, 1970s onwards

(the 'Bamberg Model')



- Conservation of the historic core coordinated with modern development in the expanding city.
- The historic centre has retained social balance (right: children's play area) as well as its traditional mix of small-scale independent artisan shops and workshops.
- University in/adjacent to the historic centre; BMW plant on the periphery.

Integrated urban conservation and development in a medium city (135,000 population)

Sibiu, Transylvania, Romania (1/2)

Step-by-step programme of housing rehabilitation in the historic centre

Broad programme of economic and cultural renaissance across the city

- Sibiu has metamorphosed from a run-down provincial town into an important regional centre for administration, industry, financial services and higher education.

One of the most prosperous cities in today's Romania

- Between 2000 and 2010, city-wide unemployment dropped from 20% to 4%.
- Technical and transport infrastructure: substantially renewed.
- National and international transport links: upgraded airport and main railway station.

European Capital of Culture 2007

Pioneer and exemplar of best practice in integrated top-down/ bottom-up regeneration of a historic city in Central and Eastern Europe.

Historic core, 86.50 ha; population, 14,000 – Citywide population: 155,000.

Sibiu, Transylvania, Romania (2/2)

The **2009 Newsletter CIAV** (ICOMOS International Scientific Committee of Vernacular Architecture) characterised as **‘outstanding’** and **‘faultless’** the coherence of the integrated conservation efforts in the city and the resultant **‘strong sense of integrity’**.



Mayor Klaus Johannis is the President-elect of Romania

Holistic approach, Paris region, 1930s onwards (1/2)

1930 Sites Law + building height regulations + regional strategy



1960



2006

La Défense on the horizon
(established, 1958)

polycentric metropolitan city

Holistic approach, Paris region, 1930s onwards (2/2)



Freedom of architectural expression outside the historic centre: La Grande Arche



Protection of the urban grain in the historic core
Place des Vosges, Marais quarter

polycentric metropolitan city: harmonious coexistence

Paris: tools for a holistic approach



- Polycentric regional plan dates from 1950s: distributes development pressures.
- Building height protection dates from 1930s.
- Protection of small-scale, mixed-use urban grain dates from the 1850s.
- Continuity of artisan businesses and traditions in the city centre.

If artisan workshops can survive in the heart of metropolitan Paris they can survive in any historic city.

Genius loci: sense of place + socio-economic and cultural continuity

Integrity: a limited or universal concept?

“Integrity is a measure of the wholeness and intactness of the natural and/or cultural heritage and its attributes. Examining the conditions of integrity, therefore requires assessing the extent to which the property ... includes all elements necessary to express its outstanding universal value.”

(UNESCO Operational Guidelines for the Implementation of the World Heritage Convention)



The strategic regional plan for Paris coupled with the detailed urban plan may be considered to offer an exemplar of good practice in the achievement of integrated visual *and* functional integrity at the scale of a metropolitan city.

Historic Urban Landscape: in practice

Objectives for a co-ordinated inter-disciplinary approach

- The relationship between the historic quarters of cities and their modern counterparts:
 - **harmonious coexistence**, through
 - **strategic planning** (two and three dimensional: ‘layering’ in the sense of HUL)
- Modern interventions: the achievement of
 - **harmonious integration**, through
 - **mutual respect** (in both scale and design)
- Scale and proximity of functions: within and neighbouring historic quarters, prioritise
 - **small scale mixed use**, through
 - **detailed planning** (including the protection of artisan activities)
- Housing, generally the dominant historical use (floorspace): within historic quarters
 - **protect the function**, as well as the
 - **social and cultural mix** (including the protection of established communities)
- Clarity of objectives and implementation in the policies and practice of:
 - **architectural and urban conservation**, and
 - **urban conservation**
- ... and **avoid domination by tourism**

‘Cultural Tourism’ and Disneyland



Warsaw: hurdy-gurdy in the old town



Genoa: ‘galleon’ in the historic port

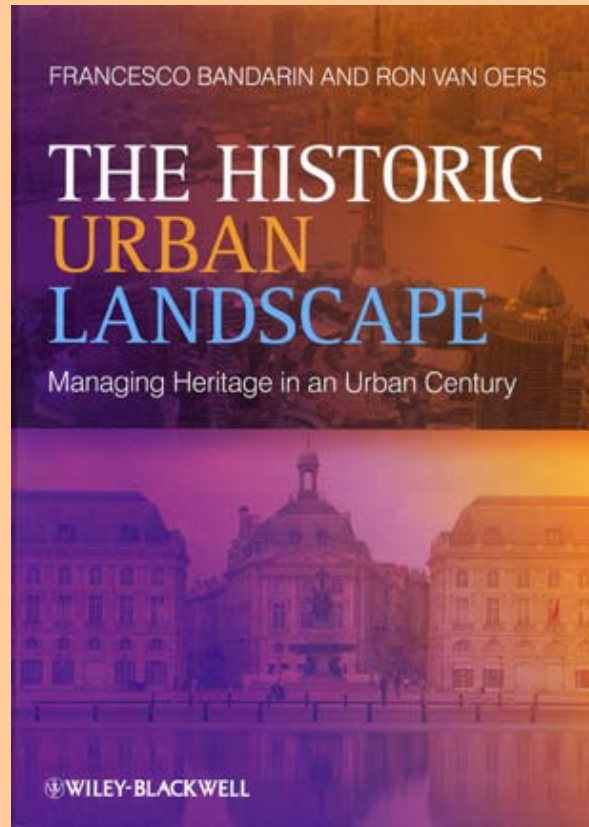
Venice: no protection of the residential function

“Tourism is a great modern industry. [...] We had lots of those during the Industrial Revolution and we have been cleaning up the mess ever since.”

Professor Alexander Youngson, Edinburgh, 1990

**UNESCO: ‘Historic Urban Landscape’
2011 Recommendation ...**

The Historic Urban Landscape, 2012



Sets out the rationale for a need to revisit traditional approaches to urban conservation.

Follow-on book, *Reconnecting the City: The Historic Urban Landscape Approach and the Future of Urban Heritage*. Publication date: 12 December 2014.

UNESCO: ‘Historic Urban Landscape’

Definition in the 2011 UNESCO *Recommendation on the Historic Landscape*:

- “The historic urban landscape is the **urban area understood as the result of a historic layering of cultural and natural values and attributes**, extending beyond the notion of ‘historic centre’ or ‘ensemble’ to include the broader urban context and its geographical setting.
- “The historic urban landscape approach aims at preserving the quality of the human environment, enhancing the productive and sustainable use of urban spaces while recognizing their dynamic character, and promoting social and functional diversity. It integrates the goals of urban heritage conservation and those of social and economic development. **It is rooted in a balanced and sustainable relationship between the urban and natural environment, between the needs of present and future generations and the legacy from the past.**
- “The historic urban landscape approach considers cultural diversity and creativity as key assets for human, social and economic development and provides tools to manage physical and social transformations and **to ensure that contemporary interventions are harmoniously integrated with heritage in a historic setting** and take into account regional contexts.”

Saint Petersburg, Russian Federation



2007 Conference conclusion: One of the key characteristics of the city's urban landscape is its horizontality, and the relationship this reinforces between people and the city's streets, public spaces and parks, canals and riverbanks. The *historic urban landscape* approach is considered an essential working concept that enables historic cities to be managed effectively in the age of globalisation and at a time of increasing development pressures.

... the Gazprom tower project contradicted this defining characteristic

European initiative: 2011

December 2011:

‘The Heritage of the City – Europe’s Future’, conference , Berlin

A European project to re-assert and apply the messages of the **1975 European and 2007 Leipzig Charters**:

“Conservation should be at the heart of urban development and not just integrated into it: thus, integrated urban conservation and integrated urban development should be synonymous.

“The tools to achieve this already exist, but they are not disseminated or applied coherently. We do not need new tools; rather, to reform the processes of calling upon those that we have.”

Quoted in: Dennis Rodwell, ‘The historic capital of our cities’,
Context 123, March 2012

Linear Processes to Systems Thinking

Systems thinking:

- The process of understanding how things influence one another within a whole.
- In nature, systems thinking examples include ecosystems in which various elements such as air, water, movement, plants, and animals work together to survive or perish.
- In organisations, systems consist of people, structures, and processes that work together to make an organisation 'healthy' or 'unhealthy'.
- Systems thinking has been defined as an approach to problem solving, by viewing 'problems' as parts of an overall system, rather than reacting to specific parts, outcomes or events and potentially contributing to further development of unintended consequences.
- Systems thinking is not one thing but a set of habits or practices within a framework that is based on the belief that the component parts of a system can best be understood in the context of relationships with each other and with other systems, rather than in isolation.
- Systems thinking focuses on cyclical rather than linear cause and effect.

In short, what are the inputs, outputs and implications of everything we do?

Linkages to articulate through the Systems Approach

The three pillars of Sustainable Development:

- Environment
- Society
- Economy

The multiple characteristics and facets of the Historic City:

- Strategic relationships between the Historic and Modern City.
- The Heritage City: defined and undefined tangible and intangible heritage.
- The Living City: the complexity of functional relationships; beware of gentrification.
- The Social City: human interactions; identity and community belonging; as above.
- The Vital City: socio-economic vitality; including linkages between cultural heritage and creative industries.
- The Cultural City: including the anthropological vision of cultural continuity; fostering protection and conservation; dialogue and educational programmes with all age groups.
- The Tourist City.

Define and Articulate the Unique Qualities of each and every City

Community engagement, Social Cohesion, ...

Whose heritage? Whose culture? Whose ownership and responsibility?

- Common Ownership: mediation of Top-down, Bottom-up approaches:

“The unlisted buildings enshrine the human stories, the memories of the community. They are the real heritage. It is they that determine the sense of identity, of place, and of belonging. These are the places where the historic environment is at the heart of sustainable communities.”

Felicity Goodey CBE, Chair, Central Salford URC, Liverpool, June 2007.

- Ask different sectors and age groups in a community what is important about their place to them ... and listen! ... children, youths, parents, the retired ...
- Do not pre-judge the outcome by using ‘loaded’ (and generally ‘exclusive’) words like *heritage* and *culture*.
- Anticipate that most of the responses will focus on friends, family, community and the familiar. These are the keys to establishing common ground.
- Implicit will be that *heritage* and *culture*, in the widest sense (but undefined as such) are an integral part of everyday life and valued primordially as such.
- Do not tell them your (essentially selected) understanding until much later.

Work from the common ground. Build from the bottom up

Thematically-targeted networking and exchanges

- Focus on core objectives rather than detailed practices.
- Implementation will vary according to each country's and city's legislative, fiscal and political specificity.
- Objectives are the 'first principles'; for example:
 - do citizens want a living city or a tourist city?
 - do they want to focus development pressures into the most sensitive historic quarters of their city, or balance them between the city centre and periphery?
 - ...
- The irony of 'globalisation' is that options are not understood: success under globalisation means competitive advantage through distinctiveness, *not* seeking to replicate another city.
 - there is nothing 'inevitable' about cloning and loss of individuality. It is a choice, and not a good one!

Focus on the objectives to sustain the individual characteristics of each and every City and promoting its 'USP'. Thereafter tailor the means.

Conclusion

“For historic cities to be economically successful in today’s increasingly competitive world, they need to take full advantage of their individual, distinguishing qualities. It is no longer sufficient to copy one’s competitors; it is essential to stand out from them. Historic cities start with one enormous advantage: their unique inherited qualities. Lose that and all is lost”

Dennis Rodwell, ‘Managing Historic Cities’ in
Muinsuskaitseraamat 2010 (National Heritage Book 2010)
National Heritage Board, Tallinn, 2011.

Thank you!

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