

Master SHS
Mention Sciences Sociales
Villes et Territoires



UMR 6173 CITERES

Cités, Territoires, Environnement et Sociétés

CNRS-Université de Tours

MSH de Tours

**Sustainable Urban Development based on
Cultural Heritage**

Master dissertation

Année 2011

Tutor : Verdelli Laura

ANSARI Abdul Rahman

Master SHS

Mention Sciences Sociales

Villes et Territoires

UMR 6173 CITERES

Cités, Territoires, Environnement et Sociétés

CNRS-Université de Tours

MSH de Tours



Tutor :
Verdelli Laura

ANSARI Abdul Rahman
Année 2011

Summary:

The historic cities in Europe are the economic, cultural and social drivers for a dynamic and sustainable Europe. They constitute an integral part of European history, identity and regional diversity. Small and medium sized historic towns with their outstanding built cultural heritage strongly shape the urban landscape and form the backbone for a balanced and polycentric settlement structure – the main territorial strengths of Europe. However, the historic towns face manifold challenges like accelerating globalization, structural, social and demographic changes as well as environmental problems. They have to find the right balance between restoring and preserving their unique, cultural heritage and future proof urban development. Supporting the historic towns in order to maintain and to strengthen their attractiveness and competitiveness in the way of *sustainable development* is a crucial prerequisite to guarantee Europe's future competitiveness, sustainability and identity.

The main aim of the paper is to show the need and benefits of Cultural heritage development for the cities featuring unique historic urban landscapes facing the challenges in various sectors such as economy, environment and society. In this paper, the case studies on two heritage towns in Europe may provide an better idea of developing themselves by adopting the strategy of *integrated heritage based sustainable development*. Integrated cultural heritage management systems is an innovative tool to balance and coordinate the different demands and interests on historic urban landscapes to support a sustainable, future-oriented urban development, which combines the preservation of the historic urban landscape with the socio-economic development.

Keywords + geographic location:

Cultural heritage, conservation, sustainable urban development and heritage tourism.

1. Regensburg, Germany, 2. Poitiers, France.

Dissertation 2011

Sustainable Urban Development based on Cultural Heritage



Abdul Rahman ANSARI

Master 2

Urbanisme et Aménagement du Territoire

Dissertation 2011

Acknowledgements

First of all, I would like to express my sincere gratitude to my supervisor who provided me professional guidance and constructive criticism during the entire research period. Mme. Laura Verdelli, thank you for your support, suggestions and help during my research and thesis writing.

I would also like to give my thanks to Mme. Cathy Savourey for her comments in the beginning of the research work. Thank you for your co ordination and comments that helped me to begin with a clear view of the research.

I am thankful for M. Serge Thibault and Dr. Sekar for their comments and assistance in the period of midterm presentation. Thank you for your productive remarks and comments that helped me to improve my research.

I furthermore thank to all other teaching and supporting staffs from Polytech Tours.

I am also thankful to my colleagues and friends for their company and friendship during our 9 months spent together. Special thanks go to my friends Omer, Mark, Faiz, Bhuvan, Naveen, Nimisha, Tamil, Farinaz, Vinoth and Advait.

I am grateful to my French friends Julieta and Saara for making my stay in France wonderful.

I owe my warm gratitude to my girlfriend Dhivyaa for being a constant source of support and encouragement during the whole programme.

Finally, I express my deepest gratitude to my parents back home for their love and moral support that gave me strength to continue and progress forward.

Table of Contents

Chapter 1: Introduction

1.1. Abstract.....	8
1.2. Background and Significance	8
1.3. Definitions & General description of key terms	9
1.3.1. Sustainable Urban Development.....	9
1.3.2. Cultural Heritage.....	9
1.3.3. Historic urban Heritage	11
1.3.4. Conservation of cultural heritage	11
1.3.5. Cultural Heritage and Tourism	12
1.3.6. Why Heritage is important	13
1.4. Research Objectives	13
1.4.1. Specific objectives.....	13
1.5. Hypothesis.....	14
1.6. Research Questions	14
1.7. Research Approach.....	15
1.8. Research Matrix	16
1.9. List of chapters to be developed in Thesis	19

Chapter 2: Literature Reviews

2.1. Historic urban areas.....	20
2.1.1. Main problems.....	20
2.1.2. Degradation and Obsolescence.....	21
2.2. Protection of historic areas.....	22
2.2.1. Urban Conservation	22
2.2.2. Sustainable revitalization	22
2.2.2.1. Means of Physical revitalization	23
2.2.2.2. Means of Economic revitalization	24
2.2.3. An integrated approach of conservation and revitalization	24
2.2.4. European cultural heritage. A review of policies & practices	26
2.2.4.1. Guidance on sustainable development in field of cultural heritage. 27	

2.2.4.2. Sustainable development in relation to heritage themes.....	29
2.2.5. HerO – Heritage as opportunity – A general overview.....	30

Chapter 3: Study Area and Methodology

3.1. Study area	34
3.2. Case study 1 – Regensburg, Germany.....	34
3.2.1. General description and location	34
3.2.2. Historic and cultural values	35
3.2.3. Population growth and urbanization	36
3.3. Field work and data collection	37
3.3.1. Primary data collection	37
3.3.2. Problems with primary data collection.....	38
3.3.3. Secondary data collection	38
3.4. Analysis	39
3.4.1. Physical condition of Regensburg	39
3.4.2. Key problems and challenges	39
3.4.3. Strategies and Policies.....	40
3.4.4. Stakeholders and partners	42
3.4.5. Economical point of view	43
3.4.6. Environmental point of view	47
3.4.7. Social point of view	51
3.5. Case study 2 – Poitiers,.....	54
3.5.1. General description and location	54
3.5.2. Historic and cultural values	54
3.5.3. Population and Urbanization.....	56
3.5.4. Field work and data collection.....	56
3.5.5. Physical condition of Poitiers.....	57
3.5.6. Key problems and challenges	57

3.5.7. Strategies and policies.....	59
3.5.8. Stakeholders and partners	59
3.5.9. Economical point of view	60
3.5.10. Social Point of view	64
3.5.11. Environmental point of view	68

Chapter 4 – Results and Conclusions

4.1. Results	71
4.1.1. Results of Regensburg	71
4.1.2. Results of Poitiers	73
4.2. Comparison of the results.....	75
4.3. Conclusions	77
4.4. Hypothesis Justification	80
4.5. Recommendations.....	80
Bibliography	83
Appendix.....	85

Chapter 1: Introduction

1.1. Abstract:

The historic cities in Europe are the economic, cultural and social drivers for a dynamic and sustainable Europe. They constitute an integral part of European history, identity and regional diversity. Small and medium sized historic towns with their outstanding built cultural heritage strongly shape the urban landscape and form the backbone for a balanced and polycentric settlement structure – the main territorial strengths of Europe. However, the historic towns face manifold challenges like accelerating globalization, structural, social and demographic changes as well as environmental problems. They have to find the right balance between restoring and preserving their unique, cultural heritage and future proof urban development. Supporting the historic towns in order to maintain and to strengthen their attractiveness and competitiveness in the way of *sustainable development* is a crucial prerequisite to guarantee Europe's future competitiveness, sustainability and identity.

In this research paper, cities featuring unique historic urban landscapes facing this challenge would get an idea of developing themselves by adopting *integrated heritage based development*. The main objective is to develop and implement integrated cultural heritage management systems as innovative tool to balance and coordinate the different demands and interests on historic urban landscapes to support a sustainable, future-oriented urban development, which combines the preservation of the historic urban landscape with the socio-economic development.

1.2. Background and Significance:

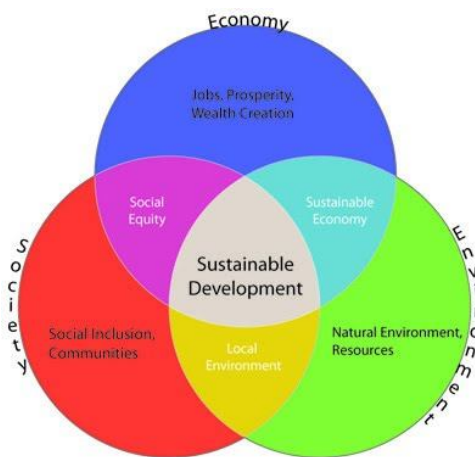
Europe is characterized by a diversity of small, medium and large-sized towns whose historic urban landscapes belong to the unique European and world cultural heritage. They constitute an integral part of European history, identity and regional diversity. Their historic urban lands are not only an accumulation of significant monuments. They are a living organism and vital living space for its inhabitants, visitors, tourists and entrepreneurs, being significant economic, cultural and social centres a dynamic and sustainable Europe.

Rapidly changing social, economic and ecologic conditions (e.g. fast-growing economic competition and accompanying development pressure, climate change, demographic change, etc.) pose a major challenge to these historic areas. The imbalance of progress and preservation of the historic urban fabric often results in either economic stagnancy or the loss of the unique cultural heritage and with it the loss of identity. Its preservation and further development can not anymore be managed by traditional, uncoordinated mono-sectoral policies. There is the strong need for integrated sustainable urban development policies and management strategies which link the preservation of the cultural heritage with the socio-economic development of the historic urban landscape (cultural heritage as cross-sectional task). So, using the cultural heritage as a tool to maintain and to strengthen the attractiveness and competitiveness of these historic towns, in order to support the economy, society and environment of the historic cities in Europe.

1.3. Definitions & General description of key terms

1.3.1 Sustainable urban development:

Sustainable development and sustainability influence today's urban planners. Some planners argue that modern lifestyles use too many natural resources, polluting or destroying ecosystems, increasing social inequality, creating urban heat islands, and causing climate change. Many urban planners, therefore, advocate sustainable cities.



Wheeler, in his 1998 article, defines sustainable urban development as “development that improves the long-term social and ecological health of cities and towns.” A sustainable city features: compact, efficient land use; less automobile use, yet better access; efficient resource use; less pollution and waste; the restoration of natural systems; good housing and living environments; a healthy social ecology; a sustainable economy; community participation and involvement; and preservation of local culture and wisdom.

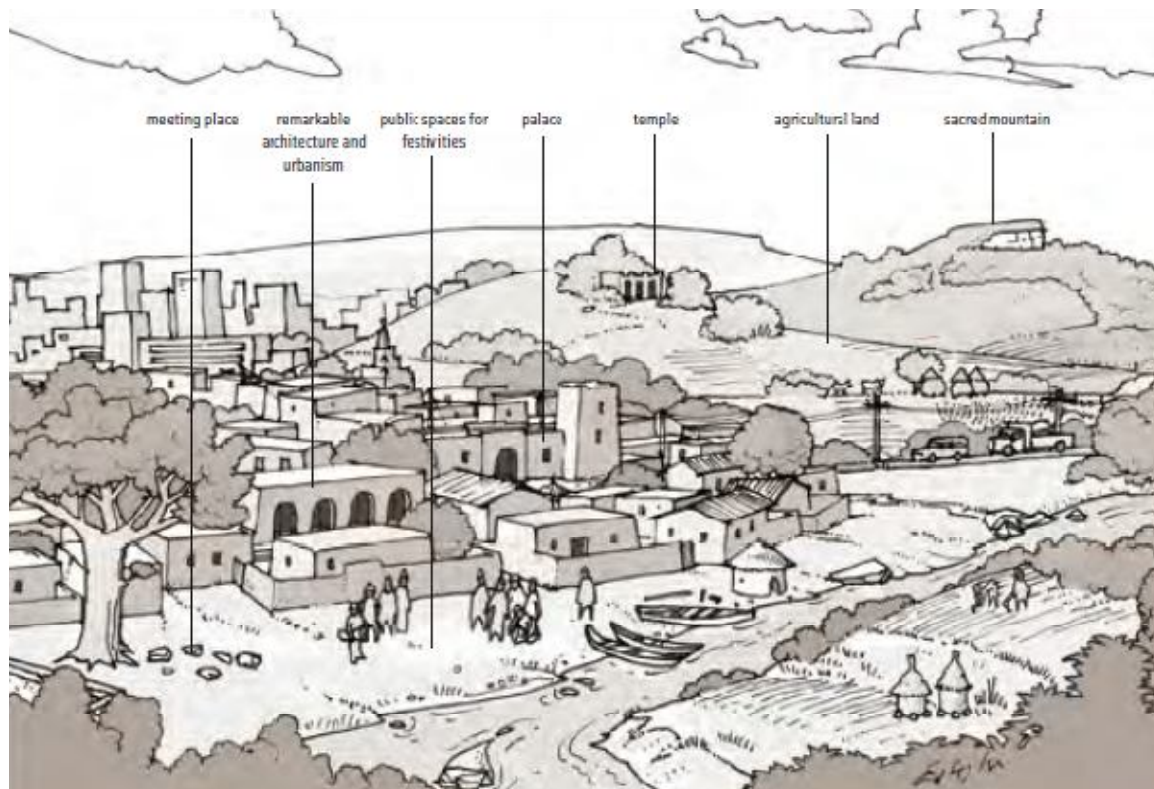
In simple words: Development that meets the needs of the present without compromising the ability of future generations to meet their own needs. It balances out the economy, society and the environment.

1.3.2 Cultural Heritage:

It may be useful to begin with the definition of 'culture' by Edward Burnett Tylor in his *Primitive Culture* (1871):

Culture ... is that complex whole which includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society.

Cultural heritage is the legacy of physical artifacts and intangible attributes of a group or society that are inherited from past generations, maintained in the present and bestowed for the benefit of future generations. Cultural heritage includes tangible culture (such as buildings, monuments, landscapes, books, works of art, and artifacts), intangible culture (such as folklore, traditions, language, and knowledge), and natural heritage (including culturally-significant landscapes, and biodiversity). Cultural heritage is often unique and irreplaceable, which places the responsibility of preservation on the current generation. Grass roots organizations and political groups, such as the international body UNESCO, have been successful at gaining the necessary support to preserve the heritage of many nations for the future.



Different types of heritage

The term 'cultural heritage' has not always meant the same thing. Recent decades have seen the concept of heritage—much like that of culture—undergoing a profound change. Having at one time referred exclusively to the monumental remains of cultures, heritage as a concept has gradually come to include new categories such as the intangible, ethnographic or industrial heritage. A noteworthy effort was subsequently made to extend the conceptualization and description of the intangible heritage. This is due to the fact that closer attention is now being paid to humankind, the dramatic arts, languages and traditional music, as well as to the informational, spiritual and philosophical systems upon which creations are based. The concept of heritage in our time accordingly is an open one, reflecting living culture every bit as much as that of the past.

This paper focused more on tangible heritage development than intangible heritage. But, it doesn't mean that the intangible heritage do not contribute to develop the city. It is understood that the historic buildings, monuments, city centres and cultural landscape are way too attracted by the visitors than the intangible heritage and it contribute more towards the economy. And also, keeping in mind to restrict the amount of topic to be discussed for this research paper, intangible heritage aspects are not much considered into account. So, this will help to focus on a particular topic of historic urban heritage and obtain a better result at the end of the research.

1.3.3. Historic urban heritage

Historic urban areas are important parts of the cities. They are living records of the history and witness of the past societies. Their unique urban fabric and authentic character represents the reflection of the social, economic and political condition of the time in which they were created (Doratli, 2000).

It is an important symbol of its city and evidence of the past society that gives the guidelines for the future development and prosperity. Historic urban areas, usually located in the centres of the cities, are valuable places abundant with old, historic buildings and structures with high artistic values that are worth to be preserved (Nijkamp and Riganti, 2008). However, many of these areas are being increasingly threatened and destroyed as a result of high urbanization and population pressure everywhere in the world. In some places, economic growth and new developments seeking to increase the profitability and attractiveness of the area have a priority over preservation of the historic and cultural values.

The relationships and tradeoffs between new developments and preserving cultural and historic aspects of the urban environment are of critical importance for optimal management practices in built up historic areas.

1.3.4 The conservation of cultural heritage

“The conservation of cultural heritage supports urban revitalization by preserving city livability, increasing competitiveness, and creating a wide range of income-earning opportunities”.

Heritage conservation is all about identifying historic places and providing ways to ensure that they are appropriately maintained into the future.

Cultural endowments such as traditional architecture, unique streetscapes, and historic sites are increasingly recognized as important economic resources in both developed and developing countries. Cities are often an important focal point for development based on these resources because they provide concentrations of heritage assets, infrastructure services, private sector activity, and human resources. Improving the conservation and management of urban heritage is not only important for preserving its historic significance, but also for its potential to increase income-earning.

It is found that heritage conservation has increased city livability by preserving streets and neighborhoods built at a human scale, public areas that support positive community interaction and green spaces that offer recreational activities. By preserving their heritage, cities can create a unique sense of place and singular urban landscapes, developing strong branding and conditions to attract investors. This is especially true for investors in tourism,

which is one of the largest industries in the world today and has a track record of creating significant levels of employment for unskilled and semi-skilled workers. In addition, improving a city's self-image and identity through recognition of heritage assets has been shown to increase civic pride and energize communities to actively address a wide range of development and livelihood issues.

One of the most highly-visible and dynamic links between heritage conservation and local economic development lies in the potential for cultural and natural assets to attract tourism investment and spending.

More recently, heritage has superseded conservation, where marketing of heritage as a product according to the demands of the consumer, mainly tourists, has resulted in the commercialization of heritage over conservation values. Today, the symbiosis of both tourism and heritage places has become a major objective in the management and planning of historic areas.

1.3.5. Cultural heritage tourism

It is “traveling to experience the places, artifacts, and activities that authentically represent the stories and people of the past and present.” Cultural, historic, and natural resources all make up heritage tourism sites.

Benefits of cultural heritage tourism: One of the principle objectives of cultural heritage tourism is collaboration with local organizations and the public to develop sustainable economies. Tourism creates jobs, new business opportunities, and strengthens local economies. It protects natural and cultural resources, which improve the quality of life for residents and travelers who participate in the services and attractions. Heritage tourism also promotes community pride by allowing people to work together to enhance economic and cultural development through distinct community opportunities. Studies show that travelers are more apt to visit places with a strong community identity.

A study by the Travel Industry Association in 2003 shows that heritage travelers stay longer at their destinations and spend more money there than other types of travelers. A more recent State of the American Traveler Survey done in 2008 states that over 70% of travelers visited one or more of the following cultural heritage attractions: historic attraction; state, local, or national park; an art gallery or museum; concert, play, or musical; or an ethnic or ecological heritage site.

TOURISM + CULTURE + HERITAGE = SUSTAINABLE ECONOMIES.
--

1.3.6. Why heritage is important?

Modernization, inevitable in every society, should not overshadow the importance of heritage as a vector of development and social stability, both for present and future generations. Even today, a number of traditional technical solutions remain unequalled in terms of efficiency. Some of them are particularly ingenious and deserve to be taken into consideration in the search for solutions to today's challenges. In order to preserve this legacy from the past, National and local communities are encouraged to protect and valorize this heritage that represents the core of their common identity.

- Social and cultural values
- An economic potential

Culture and diversity are key areas to make sustainable economy of urban areas when it looks for alternative way to develop it. For social and economic development, the solution is a long term vision of culture – as essential liaison between the city's strategies. Thus, cultural activities and unites should be part of an integrated solution of the urban planning and revival. The cultural facilities represent a key factor in the attractiveness of the city. A vibrant and various cultures is an important focus point for the professional interest of labor force and also for the creative industries. Besides, the local pride, identity and image of the city are influenced by the quality of the local cultural scene.

1.4. Research Objective:

The main objective of the research is to show how heritage development can be useful to create a better sustainable development in a historic town by analyzing two towns in Europe which are developed based on their cultural heritage aspects.

1.4.1. Specific Objective:

To prove the main objective, it is necessary to analyze these two cases studies in three different points of view:

1. **Economy:** By preserving the heritage, cities can create a unique sense of place and developing strong branding and conditions to attract investors. This is especially true for investors in tourism, which is one of the largest industries in the world today and can improve the economical growth by creating working places and services.

It is interesting to compare the economy of the towns before and after the heritage based development to find out if there is any impact on local economy.

At the same time, a major challenge in cultural heritage tourism programs is ensuring that increased tourism does not destroy the very qualities that attract visitors in the first place. It does put demands on the infrastructure—on roads, airports, water supplies, and public services like police and fire protection.

2. **Social point of view:** Heritage based development can create better relationship among the communities due to their participation in the development process. Participation of local public communities is most important factor in heritage development projects.

People's standard of living should be studied in order to see if the development contributes anything towards the society in terms of, bringing the different communities closer? If they considered physically challenged residents into account while making the development?

3. **Environment:** It is known that number of vehicles can be reduced in the heritage town more than globalized city which can be one of the reasons for air pollution. Usage of recyclable materials and preservation of natural heritage and natural resources can make the environment more sustainable.

It is also interesting to check if they considered about environment in the development process.

So, when considered about the factors like economy, society and environment in the process of making the development more sustainable, we include heritage based development as the next essential tool to help the above mentioned factors.

1.5. Hypothesis:

“Cultural heritage based development as fourth essential dimension after economy, environment and society in order to achieve better sustainability”

1.6. Research questions:

Research questions were formulated in relation to research objectives for the two chosen case studies in Europe.

1. Regensburg, Germany
2. Poitiers, France.

Questions:

- Does cultural heritage development contribute anything better towards economy?
- What is the status of society and environment before and after the development?
- Are they considering physically handicapped people while making the development in terms of social point of view?
- What data is needed to evaluate the economy, society and environmental status before and after the development?
- Why cultural heritage development has been chosen for these towns as a tool for re development?
- HerO – Heritage as opportunity is an organization which helps the town with cultural heritage based development. Regensburg, Germany and Poitiers, France are developed on the supervision of HErO. So, why did they choose these cities in particular? (there are few other cities in EU are also taken by HerO)
- What level of co-operation did obtain from the local and from the different level of organization at public sector?
- What are the difficulties behind this development projects?
- How do these towns manage funds for the implementation of the project?
- Did these towns achieve the results that they expected?

Hence, it is important to cover these questions in order to find out the answers that will help throughout the research to give the best results that may be in favor of the hypothesis taken. But, it is necessary to be classified clearly that what kind of data can be used to find out answers for the questions above which have potential to give answers for the research objective chosen. So research matrix should be created.

1.7. Research Approach:

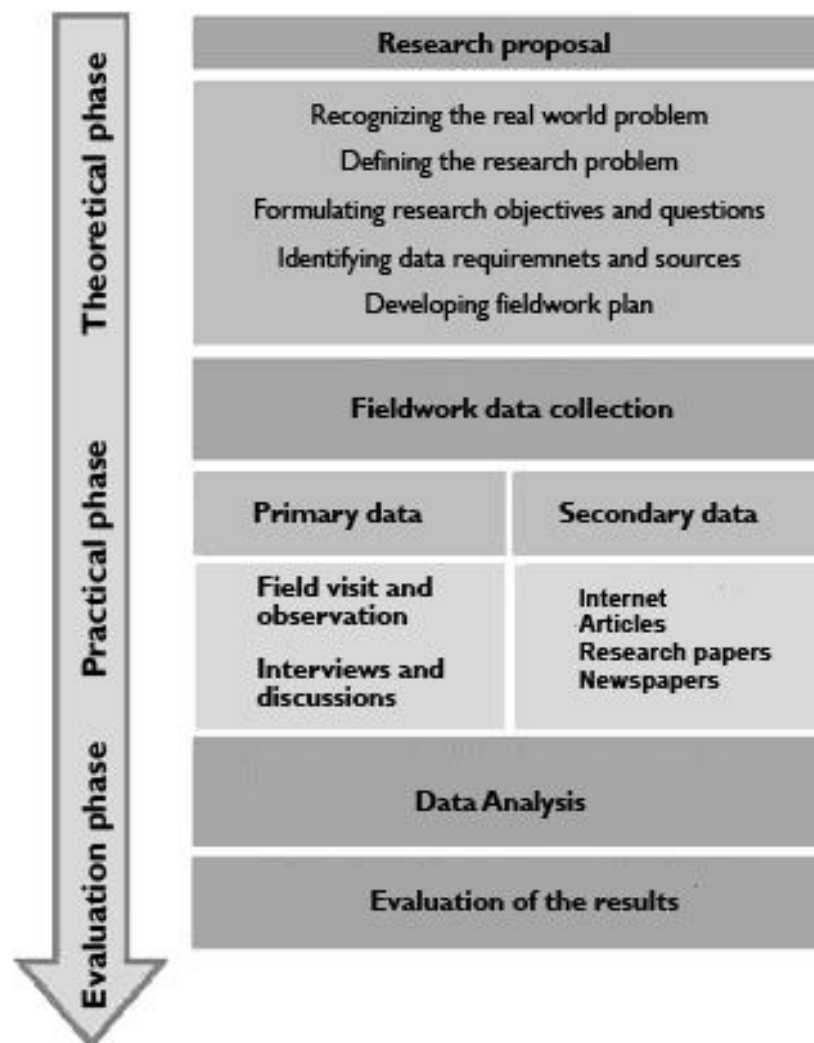
In order to fulfill research objectives and find answers to research questions, the research design was organized into different phases

Theoretical phase starts with the survey of relevant literature and formulation of the research proposal. Research proposal contains the definition of the research problem, objectives and questions. Preparations for the fieldwork follow with identifying the data requirements and sources of information and developing field work.

Practical phase includes data collection and preparation of the spatial database. Primary and secondary data were collected during the fieldwork in Poitiers, France. Primary data was collected by conducting interview with experts and urban planners from Municipality of Poitiers. Secondary data collection included collection of spatial data in forms of digital

photos, maps and other attributes. Field survey was carried out with the purpose of inspection and assessing accuracy of existing data and observation of the study area. After the data collection and presentation, analysis was performed.

In the evaluation phase the discussion of the result of the data analysis and conclusion and recommendation were provided.



Research Methodology

1.8. Research Matrix:

Research matrix is created to present the objectives, research questions, data required and sources for gathering data and methods for answering research questions.

No	Research objectives	Research questions	Data required	Data sources	Analyzing methods
1	To compare the economy of the towns before and after the heritage based development to find out if there is any impact on local economy.	1. What data is needed to evaluate the economy, society and environmental status before and after the development? 2. How do these towns manage funds for the implementation of the project?	Relevant literature Relevant literature knowledge from key respondent	Relevant literature Primary data Relevant literature primary data	Literature review, interviews. Literature review, Interview.
2	To indentify if the heritage based development contributed anything towards the society? To find out the current status of the society after the heritage based development has been implemented.	1. Are they considered physically handicapped people while making the development in social point of view? 2. How society is important in the development process? 3. Amount of co operation from the society for the development process 4. Are there any difference in the society after the development project?	Relevant literature, site visit pictures Relevant literature Qualitative data obtained from literature Qualitative data	Secondary data Secondary data Primary data Secondary data	Site analysis Literature and site analysis Literature and interviews Site analysis

3	To identify if the heritage based development consider about the environment	What are the measures taken into account regarding the environment?	Relevant literature knowledge from key respondent	Primary data/secondary data	Literature review, interviews
4	To identify the importance of cultural heritage development in the towns like Regensburg and Poitiers.	Why cultural heritage development has been chosen for these towns as a tool for re development? Are the results of the projects as expected before? Any changes? What are the difficulties behind heritage based development project? What are the supports from government bodies? Why HerO chose Regensburg and Poitiers?	Relevant literature knowledge from key respondent Relevant literature Relevant literature Relevant literature knowledge from key respondent Relevant literature knowledge from key respondent	Primary data/secondary data Secondary data Secondary data Primary/secondary data Primary/secondary data	Literature review, case study, Interviews News papers, research papers reviews Literature review. Literature review. Interviews Literature review. Interviews

Table 1 - Research matrix

1.9. List of chapters developed in the thesis:

Chapter 1: provides an introduction to the research and background to the sustainable urban development based on cultural heritage. Research problem is presented and followed by research objectives, questions and matrix.

Chapter 2: Provides main concepts of the historic urban areas, their major problems, methods and tools for their protection, to develop the economy, to make it more sustainable development, etc will be derived from different literature reviews. It also reviews, why heritage based development are important? Different approaches to the developments.

Chapter 3: provides introduction to the study area and explains process of data collection during the fieldwork conducted in Poitiers, France and interviews with professionals through email and skype from Germany. It also explains the case study of two towns which are developed by HerO under the theme of heritage based development makes sustainable economy.

Chapter 4: includes the results from the case study towns on issues related to heritage based development and the results obtained during the literature reviews and case studies. And to presents summary of the conclusions and remarks made during the research and gives recommendation for the towns and to check if the taken hypothesis is correct.

Chapter 2. Literature Reviews:

This chapter is based on the literature survey and defines key terms and concepts of the research. In the first part, the focus is on the concepts of historic urban areas, their main problems. In the second part, there is a review on conservation of cultural heritage can improve the quality of life and economy.

2.1. Historic Urban Areas:

Historic urban areas are important parts of the cities. They are living records of the history and witness of the past societies. Their unique urban fabric and authentic character represents the reflection of the social, economic and political condition of the time in which they were created (Doratli, 2000).

ICOMOS in their general Assembly in Washington, DC, 1987 state that the main features and elements of the historic areas include:

- Urban design defined by the street pattern and building blocks
- The relationship between buildings and their surrounding landscape including open spaces
- Physical characteristics of buildings, their appearances and styles, construction materials and conditions
- The relationship between urban neighborhoods and their wider surroundings
- The functions of the historic areas that coexist and have developed through time (ICOMOS, 1987)

2.1.1. The main problems of historic areas:

Historic urban areas are being increasingly threatened by the physical, functional and social degradation and obsolescence caused by the impacts of high urbanization and industrialization everywhere in the world. In the cities with high population growth and densities of urban structures, historic area are in danger of destruction and demolition in ordered to make place for residential buildings and other constructions. The problems of historic areas caused by high urbanization and building densities are numerous and have negative impacts on citizen's quality of life.

UNESCO in the "Historic districts", 2008 defines the main problems of the historic urban areas as follows:

- Demographic pressure
- Increase of poverty
- Lack of infrastructure and public amenities
- Environmental degradation caused by industrialization, traffic and atmospheric pollution

- Vulnerability to natural disasters and hazardous events such as earthquakes or fires
- Demolition of historic heritage
- Decrease in local economy and lack of investments.

Globalization and socio economic changes have a direct impact on life standards and cultural heritage of city centres. Traditional values are often threatened by modern buildings that are not well adapted to the local environment. Perceptions of the inhabitants and their views regarding replacement of the traditional buildings with the modern multi storey structures are important factors that influence degradation of transformation processes. In the big cities of Latin America in 1950s, for example, urban heritage of the city centre was demolished in order to make place for high rise residential buildings and skyscrapers planned for middle class residents that wanted to live near the city centre. The change on political structures and lack of legal concept can obstruct conservation and renewal processes and head to increased devastation of cultural heritage. Overcrowding and demographic growth in many countries put extra pressure on historic districts. On the other hand, abandonment by the wealthier residents and middle classes leads to their desertion. Industrial pollution, environment degradation and increased vulnerability to hazardous events such as earthquakes and fires contribute to destruction of the while cities and their historic districts.

Even though many historic, rapidly growing and developing cities experience similar processes, each city is unique and has to find its own solution to deal with these problems (UNESCO, 2008).

2.1.2. Degradation and obsolescence

The built environment reflects the general conditions of the particular period of time in which it was created. Over time, economic and political conditions of the area have changed as well as requirements and needs of people. These changes have brought mismatch of the existing urban fabric and contemporary needs of the area and rose of the issue of historic degradation and obsolescence. Therefore, it is important to determine the type and level of degradation in order to develop strategies and approaches for a sustainable conservation and revitalization (Doratli, 2000).

Different types of degradation require different types of actions and strategies. Physical degradation is caused by factors such as poor building conditions, inadequate maintenance, and high number of old buildings and high rate of vacancy. Degradation of the architectural character of the historic area is caused by new constructions that are not in harmony with the traditional urban fabric (Gulersoy Zeren et al., 2003). Functional degradation, on the other hand is caused by incompatible uses and lack of infrastructure.

Strategic approach for protection of historic environment should consider physical revitalization to improve the overall condition of the area as well as economic sustainability.

Tiesdell et al., 1996 argue that physical revitalization can result attractive and well maintained urban fabric, but in long run it is not sufficient without economic revitalization that implies active economic use of buildings and spaces. The value of strategic approach lies in its stability to identify what is valuable in the historic environment, the qualities that should be improved and protected, along with identifying of negative factors and determining how they can be mitigated and removed. Depending on their historical values and qualities, as well as socio economic and physical conditions, different approaches, in other words different strategies should be applied in the revitalization processes of the historic urban areas (Doratli, 2004).

2.2. Protection of historic areas:

The importance of historic protection has been recognized from early civilizations. The first attempts of historic preservation were mainly focused on individual buildings and those with high national and religious significance. However, buildings based preservation has not appeared sufficient for urban conservation. As a result, the focus of historic protection has moved from individual buildings to the whole areas. The efforts were focused to enhance the economic conditions in the area and provide funds for the sustainable conservation. This can be achieved by good management and revitalization. (Tiesdell et al., 1996)

2.2.1. Urban conservation:

Process of urban conservation aims to retain the identity of urban areas and preserve values of the past. There can be made clear difference between preservation and conservation of urban areas. Preservation is concerned with the protection of individual buildings and it allows only limited changes, whereas conservation considers the whole conservation areas and deals with the management of the changes. It aims to balance economic development and the quality of urban environment.

The most common measures for the protection of cultural heritage in many European countries include listings of buildings, declaration of conservation areas and conservation plans, listing of buildings is an operational method used for the preservation of individual buildings regardless of their economic viability. Listed buildings are protected from destruction through the legislative measures and their owners have to obey certain rules stated by the authorities. Declaration of the conservation areas is another operational method that defines the area that is worth to be protected, whereas conservation plans include strategic approaches with the legislative and administrative measures for the sustainable revitalization (Doraltı, 2000).

2.6. Sustainable revitalization:

The revitalization of historic areas can be defined as a process that aims to achieve a balance between economic growth, inhabitant's needs and aspirations, sustainable preservation of the historic values and improvement of the overall state of the

neighborhoods and the city. It attracts new inhabitants, new investments and enables economic viability of the area.

Tissdel et al, 1996 defines two different types of revitalization of the historic quarters: physical and economic. Physical revitalization implies adaptation of the physical fabric to the contemporary needs by applying different means of restoration. Some of the methods of the physical revitalization include: renovation of buildings and physical fabric, restoration or reconstruction and demolition and redevelopment (Hajjar, 2008, Doratli, 2000).

Physical revitalization contributes to the better physical conditions, maintenance and attractiveness of the area. However, pure physical renewal cannot be sustainable in the long term without enhancing the economic values that can provide investments and resources for the long run sustainability. Economic values can be increased by means of functional restructuring and diversification. This implies introducing new functions and uses in the area and optimization of the efficiency and productivity of the old ones. These two types of revitalization, physical and economic cannot be segregated from each other, but complementary to achieve the main objective of the area, to protect historic heritage and increase their economic values (Doraltı, 2000).

2.2.2.1. Means of physical revitalization

Physical revitalization can be considered as a short term strategy of revitalization which aims to increase the attractiveness and physical quality of the area by the means of physical interventions. Some of the possible intervention methods for physical revitalization include:

- Maintenance

Maintenance is the process of applying regular measures to preserve the existing integrity and stop the further decay of the structure. It includes slight repairs such as painting or replacement of the decayed parts.

- Restoration

Restoration is the process of depicting the character of the structure as it was in its original state in the specific period of history. It refers to removing additions from other periods or adding new elements and authentic features without introduction of new materials.

- Reconstruction

Reconstruction is the process of returning the structure to its original state and imitating its appearance in the specific period of time by using replicating design or materials.

- Redevelopment

Redevelopment is the process of total or partial demolition of the structure with the purpose of new construction that is in accordance with the traditional environment.

2.2.2.2. Means of economic revitalization:

Only physical revitalization may not be sufficient for the long term sustainability unless it is followed by the enhancement of the local economy and profitability of the area. The complete revitalization of the historic area includes both aspects, the renewal of the physical fabric of the area and making use of economic potential of buildings and land. Therefore, the economic revitalization can be thought of as long term strategy and management tool for the historic areas development. The three main approaches to economic revitalization according to Tiesdel et al., 1996 are:

- Functional regeneration

Functional regeneration is the process of preserving of the existing functions but increasing their potential and making them operate more successfully.

- Functional diversification

Functional diversification is the process of keeping the existing functions to some extent and introducing the new functions to support their economic areas.

- Functional restructuring

Functional restructuring is the process of changing of the existing functions and replacing them with more suitable and profitable ones.

2.2.3. An integrated approach of conservation and revitalization:

An integrated approach of conservation emphasizes the importance of strategic approach in urban conservation through sustainable revitalization on one hand, it approach in urban heritage and identity of the historic areas and on the other hand to integrate it into the context of modern life and contemporary requirements.

All planning and developments projects for the modernization and upgrading of the city need to be coherent with the goals of the historic preservation. Conservation of cultural heritage and historic neighborhoods is equally important as new development and modernization of cities and it is an essential part of the sustainable development. Historic neighborhoods are symbols of the city's image and very important places for the development of local and regional economy. Preservation of cultural traditions and protection of areas of architectural and natural beauties have many benefits to its residents. Yet, solely preservation would create a museum effect and out constraints on important financial and development opportunities. Therefore, residents of the city and its authorities are facing a dual challenge, on one hand they have to preserve unique urban fabric and

authentic look of the city and on other to improve standard of living and stabilize economic viability.

The integrated approach includes both, preservation and development. Preservation maintains and improves the attractiveness of the city and its original characteristics, while development tends to boost the economy and create employment opportunities and sources of income for its inhabitants (UNESCO 2008).

As set out in the UNESCO "Recommendation Concerning the Safeguarding and Contemporary Role of Historic Areas" (Warsaw - Nairobi, 1976), and also in various other international instruments, "the conservation of historic towns and urban areas" is understood to mean those steps necessary for the protection, conservation and restoration of such towns and areas as well as their development and harmonious adaptation to contemporary life.

Local development as a specific category of socio-economic development may be defined in different ways. Numerous explanations of the term refer both to local conditions and processes of development as well as to the results and factors deciding whether a locality develops or not. Local development is for example seen as a "harmonious, long term, step by step action in the local community with the participation of stakeholders, the results of which benefit and serve social needs of local community and lead to overall progress" (Sztando, 1998). According to another approach, local development consists of "processes consciously initiated by local authorities, entrepreneurs, ecological lobbies, social and cultural associations and inhabitants leading to creative, effective and rational use of local material and immaterial resources" (Myna, 1998). These are also processes of increasing the density of economic entities and new types of activity aimed at fulfilling the needs of a particular area (Miszewski, 1993: 69). Finally, local development should be regarded as complex activities leading to shaping, possibly to their best level, the quality of life in the local milieu, or improving the organization, structure and functioning of the local social system, mainly through making use of the local development resources. Local development is related to the local dimension of socio-economic activity and is based on endogenous factors such as local needs, local resources, local community, local structures, organizations and economic entities (Parysek, 1998: 46).

The values and resources of cultural heritage are currently regarded among the crucial factors of local development. In contrast to traditionally understood historic monument, cultural heritage is a dynamic category referring to a type of resource constantly transformed, interpreted and consumed by contemporary users. It is a concept relating to the ways in which a contemporary society uses the remains of the past for social, political or economic reasons (Graham, Ashworth and Tunbridge, 2002; Atkinson, 2005; Murzyn and Purchla, 2007). Moreover, the need to find new basis for local development has, in many places, been conducive to the discovery, the exploitation as well as the transformation of their cultural heritage as the key substance, ingredient or background of different local products and services as well as an important element of the image of a place. Thus, across the world, many local and regional development strategies, local legal acts and local programmes of regeneration currently stress the fact that cultural heritage significantly

influences and impacts upon the quality of life in a given place. Cultural heritage is a factor shaping the identity and the integration possibilities of a local community and also constitutes the basis for economic activity and creation of cultural industry products, thus becoming a competitive advantage for municipalities and regions.

2.2.4. European cultural heritage: A review of policies and practices:

Background to the development of sustainable approaches to the management of the heritage

The United Nations conference on environment and development (the earth summit) held in Rio de Janeiro (3 to 14 June 1992) identified that

“The right to development must be fulfilled so as to equitably meet development and environment needs of present and future generations” (principle 3 of the Rio declaration on Environment and development)

And that

“In order to achieve sustainable development, environmental protection shall constitute an integral part of the development process and cannot be considered in isolation from it” (principle 4 of the Rio declaration on Environment and Development).

The report of the United Nations conference on human settlements (habitat II) held in Istanbul further emphasized the need for global action to achieve “sustainable settlements in an urbanizing world”. Under this scheme:

“....Historical places, objects and manifestation of cultural, scientific, symbolic, spiritual and religious value are important expressions of the culture, identity and religious beliefs of societies. Their role and importance, particularly in the light of the need for the cultural identity and continuity in a rapidly changing world, need to be promoted. Buildings, spaces and landscapes charged with spiritual and religious value represents an important element of stable and human social life and community pride. Conservation, rehabilitation and culturally sensitive adaptive reuse of urban, rural and architectural heritage are also in accordance with the sustainable use of natural and manmade resources. Access to culture and the cultural dimensions of development is one of the utmost importance and all people should be able to benefit from such access...”

The report further identified the need for action to promote historical and cultural continuity in relation to areas, sites, landscapes, ecosystems, buildings and other objects

and manifestation and the need to integrate development with conservation and rehabilitation goals.

The need to establish a European methodology for heritage management in a framework of sustainable development and to develop sustainable strategies for cultural tourism were recognized in the context of council of Europe's activities in Resolution No. 2 of the fourth European conference of ministries responsible for the cultural heritage. This work has been developed through a number of mechanisms. Several recommendations of the committee of ministries have, either directly or indirectly, raised the issue of sustainable development concerning particular subject themes. Through the technical assistance programme, the guidance on the development of legislation and administrating systems in the field of cultural heritage further elaborates on the issue of sustainable development. The preamble to the European landscape convention identifies that its provisions are directed to achieve sustainable development based on balanced and harmonious relations between social needs, economic activity and the environment. They guiding principles for sustainable spatial development of the European continent have offered a flexible and forward looking framework for the co operating based in the concept of sustainable development.

2.2.4.1. Guidance on sustainable development in the field of cultural heritage:

The concluding section of the guidance on the development of legislation and administration systems in the field of cultural heritage reflects on the facts that legal concepts and actions for the protection of the cultural heritage have evolved since individually considered elements were taken into account – due to the notion of integrated conservation being introduced. It further explains the importance of the global concept of sustainable development as representing another fundamental evolution, which implies from the viewpoint of public authorities as well as from all players in the heritage field, a move radical change in attitude and habits towards cultural heritage. Based on the ideas presented at the Earth summit, it emphasizes the definition of sustainable development (development which meets present needs without compromising the capacity of future generations to meet their own needs). The guidance reiterates that this definition rest on the three main principles, economic development, social balance and protection of the environment (including the cultural and natural heritage) and that in the goal to achieve sustainable development none of the three principles should have precedence over other two.

The guidance raises a number of key issues associated with sustainable development and the heritage:

1. The sustainability concept is based on the capacity for the cultural and natural heritage to adapt itself to the current needs and requests (through the adaptation of structures and functions), without creating long periods of inactivity or

obsolescence, and without having actions susceptible of destabilizing its environment.

2. Sustainable development implies the implementation of a prudent management policy on the cultural and natural heritage in order to hand it down to future generations with all its beauty, authenticity and diversity. Very strict protection measures could never have a significant impact. The ideal for sustainable development must inspire a more creative attitude, capable of handing down to future generations a heritage enriched by contemporary work.
3. In this sense, the conservation of heritage can no longer be considered on its own. As an objective in itself. It now defines itself as an essential tool for marking concrete the global objective of sustainable development of society, at the economic, social and environmental level.

This new approach of integrated conservation of the heritage within the sustainable development concepts is a highly important evolution. It implies a new approach in the drafting and practical applications of laws and policies. It specifically implies working towards a better and multi-sector co-ordination of the various policies influencing heritage, in particular the environment, urban and spatial planning, and urban rehabilitation, public works, regional policy, social policy, tourism and economics.

In order to optimize the results stemming from this type of multidisciplinary and multisectoral “horizontal co-ordination”, the public decision makers will have to ensure a “vertical co-ordination” of their policies. This relates back to the principle of subsidiarity, which implies respect and complementarity between the authorities and activities undertaken at the European, national, regional and local levels. Horizontal and vertical co – ordination will be reinforced by a policy of “geographic integration” which respects the diversity and complexity of the different territories and promotes them with a common interest in mind. This principle is based on geographic approach different from the heritage policies but, which nevertheless, keeps a global vision of all of the European territory. This approach should lead to the development of co-operations, exchange of information and good practices, even to communal experiments at the transitional and transregional levels as is advocated by the guiding principles on sustainable spatial development of the European continent.

The adaptation of legal and institutional mechanism to the new principles of sustainable development also presupposes the participation of the society to which they are applied – by “positive and sustainable mechanism for involvement by the members of the public and community organizations. Moreover, the resolution No. 1.4 of the fifth European conference of ministers responsible for the cultural heritage promoted the theme of the “cultural environment” by advocating its enhancement through ethical development

strategies aimed at promoting prosperity whilst recognizing the essential public dimension to sustaining the heritage.

2.2.4.2. Sustainable development in relation to heritage themes

The regrouping to be organized between different sectoral policies in order to achieve sustainable management has to be addressed in relation to all fields concerning the heritage: in which we focused more on architectural heritage.

Sustainable development and the architectural heritage:

Policies for sustainability will require co-ordination between the built heritage and urban development. The essential themes of the Amsterdam declaration, the European charter of the architectural heritage, resolution (76) 28 adopted by the committee of ministers concerning integrated conservation, as required by the Granada convention, relate to the theme of sustainable development. This can be seen by re-examination of the two main objectives and three principles for the integrated conservation of the architectural heritage.

Objectives:

- The conservation of monuments, group of buildings and sites through measures to safeguard them, steps to ensure the physical preservation of their constituent parts and operations aimed at their restoration and enhancement.
- The integration of these assets into the physical environment of present day society through revitalization and rehabilitation programmes, including by the adaptation of buildings for a social purpose and to the needs of modern life, compatible with their dignity, preserving features of cultural interest and in keeping with the character of their setting.

Principles:

- Integration conservation of the cultural heritage of monuments is one of the basic constituents of regional town and country planning, comprehensive policies should be devised for this purpose to serve as a more human basis of planning policy.
- Integrated conservation of a country's cultural heritage of monuments and sites concerns its citizens, first and foremost. A balance should be maintained in between man and his traditional environment – assets inherited from the past and on which quality of the environment largely depends should not be debased.

- Public authorities have a special responsibility at national, regional and local levels in the integrated conservation of the architectural heritage. They should play a direct part in supporting action by allocating funds for restoration, revitalization and rehabilitation schemes, encourage private initiative, take particular measures to ensure the training of practitioners in these operations, harmonize new construction with the old and have particular vigilance in areas where the authenticity or architectural heritage assets could suffer ill-effects such as from large scale public or private works.

Moreover the idea of safeguarding, maintaining, restoring and using or reusing a non-renewable resource for the benefit of society has been supported by other recommendations.

2.2.5. Hero – Heritage as opportunity

Introduction:

Cities in the HERO network develop and use their physical cultural heritage to strengthen – among other things – their urban identity, which is strongly hall-marked by cultural heritage. The identity building on cultural heritage is considered as an important “soft” location factor in the competition to engage and attract people and enterprises. So it is seen as a tool for branding and marketing, as well as functioning in support of binding and attracting people and businesses.

Contribution of physical cultural heritage to identity

The New Charter of Athens (1998) states that “Heritage is a key element which defines culture and the European character in comparison with other regions of the world. For most citizens and visitors, the character of a city is defined by the quality of its buildings and the spaces between them... actions, together with an appropriate spatial strategy, are essential for the well-being of tomorrow’s city, and the expression of its special character and identity”.

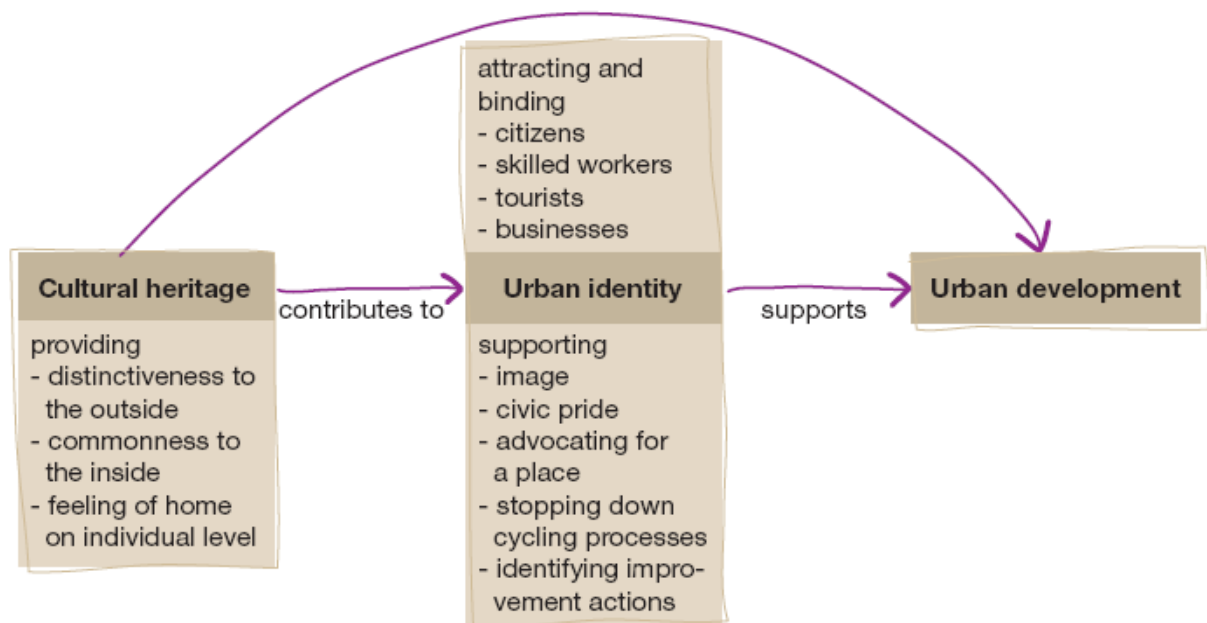
This illustrates that people are interested in living in cities with a distinct identity. Old Towns with their well-maintained physical cultural heritage (monuments, groups of buildings and historic sites) provide this distinct identity. Most often they engrave the image and the identity of the town, effusing a feeling of home, community, likeness and appreciation. This identity is strongly related to the personal identity of citizens and that of the local community. Generally citizens are very proud of their local heritage, identifying themselves strongly with their town, which also leads to the development of a collective identity of the residents and stronger identification with the place. Well-maintained cultural heritage serves also to develop a positive image to external people as a unique soft location factor in

the global competition of attracting enterprises, skilled working force, inhabitants and tourists.

Thus, within the HerO cities, cultural heritage is steadily gaining importance as one important development asset, amongst others, to develop and to strengthen a distinctive identity to attract and bind citizens, enterprises, a skilled work force and tourists. Because of its bearing on cultural identity, cultural heritage is fast becoming an element that gives strength to a distinct urban identity, particularly in the context of globalization; “glocalisation”, or localising in the movement of globalization to strengthen the feeling of home and to be recognized!

Physical Cultural Heritage as Tool for Identity “Building”

The main contribution of physical cultural heritage (the focus of HerO partners) to identity, is shaped by cities’ townscapes, historic buildings, public spaces and quarters as well as the main visual axes, forming a unique and distinctive place to be. In particular, monuments act as irreplaceable focal points stimulating the process of forming and preserving the city’s overall identity. To make use of the potential of physical cultural heritage for the preservation and improvement of urban identity, the HerO cities safeguard and develop their **historic urban areas and cultural heritage**; not making these areas a museum, but a living, future-oriented organism adapting carefully to the needs of businesses and people, building up and maintaining the local identity of the place.



Thus, within the HerO partners one focal point is to “use” cultural heritage to keep and shape the urban identity of the place, to make use of the Old Town as a feature building identity. Therefore, cultural heritage is one important driver in the municipal strategy to maintain and improve the urban identity.

Examples of actions taken by the HerO cities to strengthen their cultural heritage in order for it to support urban identity are:

Directly investing in cultural heritage (safeguarding it) to strengthen the area's distinctive character and identity;

Marketing the distinctiveness and quality of life of the area (cultural heritage) to the outside world (attracting enterprises, skilled workforce, inhabitants and tourists) and to the inside world (binding citizens and businesses);

Communicating the particular cultural value of the place to inhabitants and tourists, i.e., making the cultural heritage visible and perceptible for citizens and tourists alike, mirroring the historic traditions and values; Organizing creative cultural events in the historic setting, enlivening public spaces; offering qualified and specialized tour guides, not only for tourists;

Assigning functions to the physical cultural heritage, which citizens experience in their daily life (e.g. public and cultural functions);

Strengthening and further developing the building traditions through design guidance, which have to be based upon visual, cultural, functional, and historical assessments of the historic urban area, allowing contemporary design in terms of "future cultural heritage" as well as respecting the historic setting.

Actions however do not only concern the "physical" dimension, but also involve bringing new, sustainable uses to historic buildings and structures, giving cultural heritage a future-oriented value, further strengthening cultural heritage-based urban identity. This also includes options to make cultural heritage part of citizens' daily life, by targeting actions which address the economic, environmental and social needs of the community (integrated approach).

So "identity building" based on cultural heritage is only successful when it is designed in an integrated way involving local actors. In particular, in the area of raising awareness, inhabitants and property owners have to be involved, building people's sense of identity, ownership and pride related to the place. Professionals such as architects and engineers also have to be implicated, building up their specialist skills and capacity for an adequate preservation of cultural heritage. For example, apprenticeships can be set up where young professionals can learn related skills under a master craftsman. Ecologists, economists and sociologists have to be involved too, as their work affects the development of historic urban areas and their cultural heritage. Mass media can support cultural heritage-based urban identity as well by raising awareness and communicating to local actors on heritage issues and the value this heritage may represent for them.

As this indicates, building urban identity on the basis of cultural heritage is not a detached process; it is integrated in the general urban development process. This allows the building of urban identity to contribute to the appreciation and understanding of cultural heritage, which simultaneously supports its preservation.

All HerO cities are currently elaborating Cultural Heritage Integrated Management Plans, in which urban identity is an integral part, particularly within the field of action "Education and awareness raising".

From the experience described above, we see that the issue of managing urban identities is relevant to a wide range of urban regeneration issues. The practice of other European projects shows that various manifestations of, and references to, urban identities can be a valuable tool to support civic pride and to create an image for a place. Branding and marketing to support image and identity can be a force to bind and attract people and businesses as well to support the cities in engineering social and economic transformation of urban areas.

For some cities a new, positive identity is a goal they want to reach in order to be positively perceived by the outside world. Others already have an identity citizens are proud of, which distinguishes them from other cities i.e., due to their physical cultural heritage, functions, etc., and which cities use as a tool and “soft” location factor for the social and economic development of their area within the context of global competition.

Although their primary focus is not urban identity, the emerging experience of the URBACT Networks HERO may help explore the variety of possible options and emerging approaches in addressing identity-related concerns while responding to the diverse problems and goals of cities. These concerns, if properly analyzed and documented, can be useful for many cities. Thus URBACT should explore further the management of urban identities, building on past efforts and including other concerned URBACT players in the debate.

Chapter 3: study area and methodology:

This chapter provides description of the study area and data collection, followed by the evaluating historic urban degradation and its development. It explains the situation of the town before and after the development. It explains also the methodology and criteria applied in the study.

3.1. Study area:

Even though this kind of research can be done in many different densely populated and historic urban areas, the historic towns in Europe such as Regensburg (Germany), Poitiers (France) has been chosen as study area for three main reasons. The first reason is due to their great historical and cultural importance. These are the towns with large number important archeological sites and historic buildings and it falls under UNESCO world heritage list. Second, these types of towns are everywhere in Europe which can to be developed under the same strategy and this study can make an example for those cities to adopt the same strategy to improve themselves. Finally, there has been a memorandum and understanding between these two cities under the framework of HerO- heritage as opportunity. This organization made these two towns as sister towns in order to develop on the strategy of cultural heritage based development.

3.2. Case study 1 – Regensburg, Germany.

3.2.1. General description and location:

Regensburg is a city located in the district of Upper Palatinate in the state of Bavaria, south of Germany. It is surrounded by the Danube and Regen rivers, at the northernmost bend in the Danube. To the east lies the Bavarian Forest. It is one of the tourist attracted towns in Germany. Regensburg is the capital of the Bavarian administrative region. It is famous as a historic and cultural centre if the city with a number of archeological and protected area.

Since 1945 Regensburg is the only intact larger sized medieval city in Germany, which, from the middle-ages till this day, has been able to function as an urban mechanism without interruption.

Regensburg's Old Town has been able to preserve - as can be clearly seen from today's ground plan - its original basic



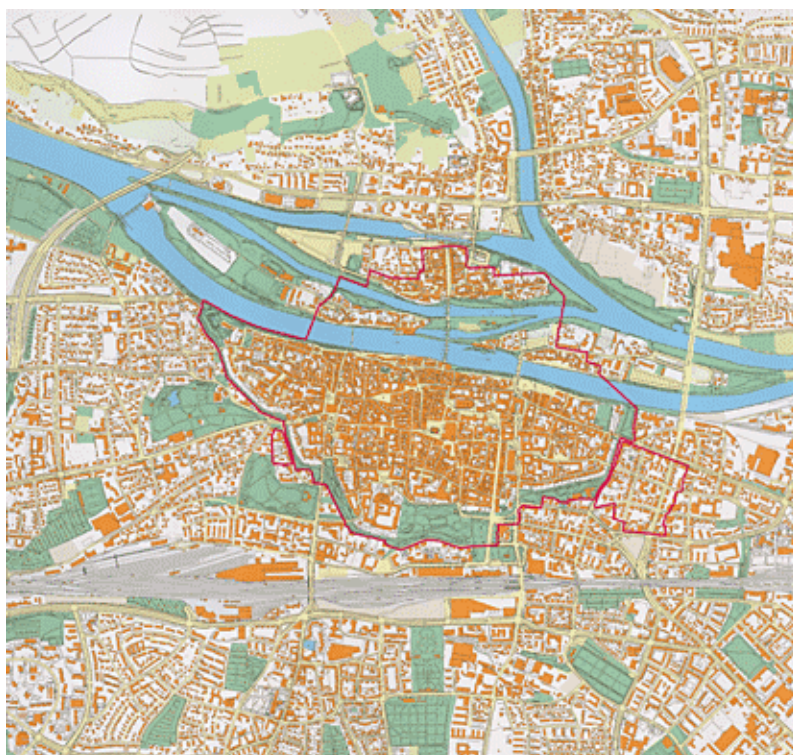
outline since the 14th century. The inter-relationship of public buildings, private residences, workshops and the imposing grounds of the churches, monasteries and religious foundations all contribute towards creating an authentic picture of medieval urban culture and architecture - a constellation destroyed and lost forever elsewhere in Germany. The many conserved patrician palaces and large town house complexes with their imposing towers are outstanding examples for a style of architecture - influenced by Italy - which can be found nowhere else north of the Alps.

Being a unique example of a central-European medieval trading town and bearing an exceptional testimony to the cultural traditions especially in the Holy Roman Empire, the well-preserved ensemble of the "Old Town of Regensburg with Stadtamhof" has been inscribed on the UNESCO World Heritage list in 2006. The ensemble is about 183 hectares in size and includes 984 monuments. Out of 147.270 inhabitants (as of 31.12.2008) approximately 17.100 people live in Regensburg's historic city centre.

3.2.2. Historic and cultural values:

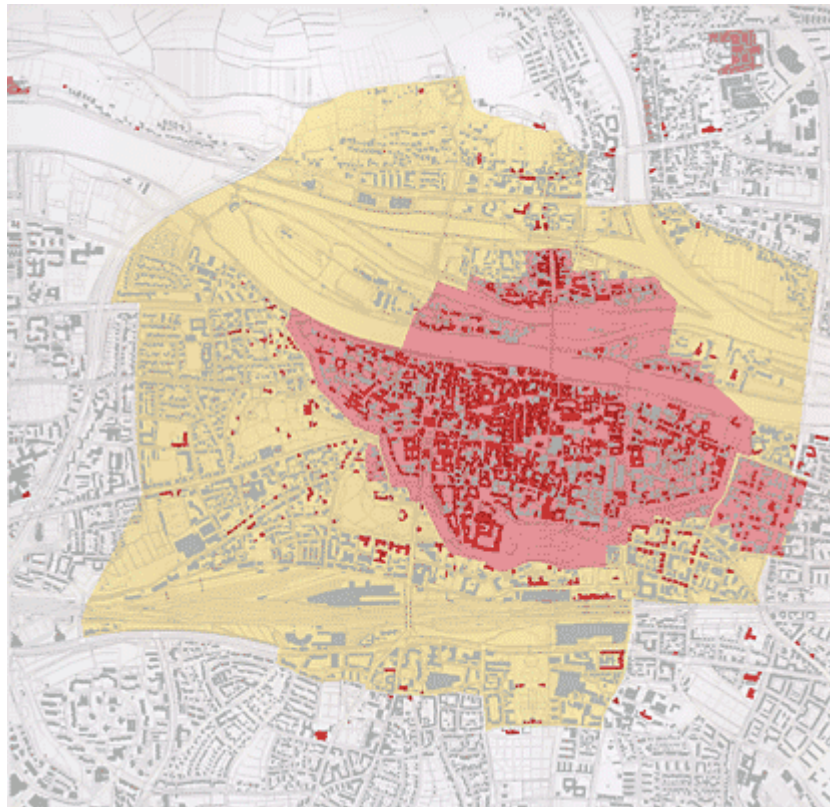
World Heritage status means responsibility, not only to preserve history, but also to shape the future. The historic heritage site must be maintained as a good place to live, also for the generations to come. It goes without saying that this must be accomplished with proper respect for historic buildings.

The marked area shows the section already under preservation order - "Old Town of Regensburg with Stadtamhof" (the nominated area) and includes ancient Roman, Romanesque, and Gothic buildings. Regensburg's 11th- to 13th-century architecture still defines the character of the town marked by tall buildings, dark and narrow lanes, and strong fortifications. The buildings include medieval patrician houses and towers, a large number of churches and monastic ensembles as well as the 12th-century Stone Bridge.



The ensemble "Old Town of Regensburg with Stadtamhof" corresponds to the city's extent after the last medieval expansion in 1320.

The registered list includes individual historic buildings, neighbouring precincts, and a buffer zone. The buffer zone includes the area falling into the optical view of the beholder looking at the nominated zone. The limits of the border zone are naturally defined by the heights of the Danube valley to the north and south, and also by railway tracks and main roads. This means the buffer zone has a clear and easy-to-remember extent.



3.2.3. Population growth and urbanization:

Regensburg has been facing a moderate population growth in the last decade and now and rapid urbanization starting from early decades with the beginning of immigration of people from rural areas in order to get better jobs and education. The pressure of increasing population and limited land resources have caused an increase in informal settlements on the outskirts of the city as well as the deterioration of historic sites and traditional buildings in the historic core of the city.

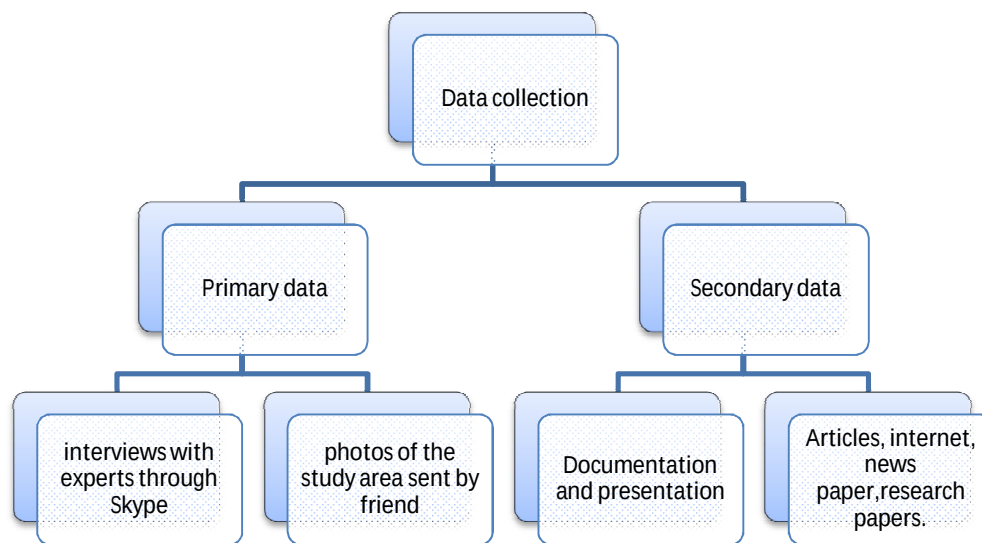
In the period between 1950 and 1960, for example the growth rate of Regensburg was 9.8% due to immigration of people from rural areas. And now, Regensburg has the population of about 150,000 inhabitants, approximately 17,100 people live in Regensburg's historic city centre. About, 500 retail stores and some 200 smaller businesses are located in the historic city centre of 1.83 km² in size and it includes 984 monuments. Since the late 1970s the old town of Regensburg has been constantly renovated. Industrialization and the newly founded university have increased the rate of population again.

3.3. Fieldwork and data collection:

In order to fulfill research objectives and address research questions, primary data and secondary data were collected. The main activities during the data collection phase were:

- Interview with the experts through Skype and e-mail
- Collection of data from secondary sources through internet, articles, research papers, etc.

The list of data require for this research was defined after the theoretical and literature study. The most of the data required is collected from the HerO – Heritage as opportunity and the municipality of Regensburg.



3.3.1.Primary data collection

Primary data were collected in the forms of total three semi formal interviews conducted through Skype with Architects and an urban planner from Regensburg city. The main objective of these meetings was to obtain qualitative information relative to the study. The main issues discussed were related to the existing conservation programme in Regensburg, organizational framework and responsibilities of institutions involved in the process of heritage management, the main threats to the historic urban area and urban conservation and renewal programs together with the data requirements. The interviews were useful to get an idea of process involved in collecting data and making documentation of historic heritage as well as to understand issues of urban conservation and management of historic areas and problems related to the development.

Position interviewed	Key points discussed	Number of people interviewed
Architect	• The main threats/challenges to the historic heritage and methods for the effective protection • Existing state of conservation system in Regensburg • Strategies and expectation for the future of conservation process.	2
Urban planner	• The role of HerO and governmental bodies in heritage development process • The need of heritage based development • Economy, environment, society – different perspectives	1
Total		3

Table 2 – A list of interviewed people and key points discussed

3.3.2. Problems with primary data collection:

Interviews were chosen as a main method for collecting primary data on issues relevant to research. Even though many useful information and data were collected with this method, there were also some problematic issues related. First, it was quite difficult to find people and arrange for interview especially through Skype or phone. As a result some of the interviews conducted were very short and not very informative. People from the municipality were also planned to be interviewed, but they are not responding to student mails.

3.3.3. Secondary data collection:

Secondary data includes all the quantitative and qualitative data collected from the different websites, articles, newspapers and research papers. It consists of all needed spatial data that was collected with the purpose of making documentation and analysis of the study area.

The data includes information about the historic centre that in inscribed in UNESCO world heritage site, the physical condition of the town, number of buildings, places of interest, and its functions, key problems and challenges, administrative boundaries of district and neighborhoods, building parcels and road networks.

3.4. Analysis

3.4.1. Physical condition of Regensburg:

Regensburg historic centre is in very good conditions. Most buildings are professionally restored and the heritage values are preserved. There is a vital mixture of housing, retail facilities and restaurants. Nevertheless, Regensburg's major task is the management to maintain its cultural heritage values. Further the overall city is growing rapidly increasing steadily the pressure on the housing market. The demand for new infrastructure, modern buildings to house new communal functions and improvement of the public transport scheme needs is increasing and has to be well-balanced with the protection of the tangible and intangible cultural heritage assets.

3.4.2. Key problems and challenges:

Regensburg's key challenge in regard to the project HerO is the development of an integrated cultural heritage management plan as an effective management strategy to balance the needs of the inhabitants and visitors with the preservation of the tangible and intangible cultural heritage assets of the town. Thereby, special focus should be put on the careful integration of contemporary architecture into the historic cityscape.

Key problems and challenges concerning “**Visual integrity**” of the historic urban landscape are:

- To develop and implement new instruments to preserve the visual integrity of the historic urban landscape;
- To integrate new architecture into the historic cityscape without harming the historic, spatial and townscape characteristics;
- To develop a methodology to adjust large-scale projects to the development needs of the historic urban landscape and to decide about their importance;
- To integrate large-scale structures (e.g. large-scale retail) in the small-scale historic structure;
- To integrate new telecommunication infrastructure in the historic centre;
- To communicate the cultural heritage values to the different target groups.

Key problems and challenges concerning the “**Integrated revitalization** to balance/ adapt the uses/ functions of the historic urban landscape to the different stakeholder needs” are

- To improve multimodal public transport in the historic centre (mobility);
- To strengthen the historic centre as location for local and (sub-)regional retail trade, keeping a good balance of traditional local stores and chain stores;

- To support new business ideas (in particular in relation to the demo-graphic change) to settle their businesses in the historic centre;
- To strengthen the housing function for multiple target groups (families, cross-generational housing; handicapped; currently flats are converted to – more lucrative – single apartments);
- To improve the attached housing infrastructure (courtyards, adjacent public space in front of buildings, parking for inhabitants, etc. to improve the quality of life)
- To make it a true experience and marketing the cultural heritage, in particular to international tourists; guiding systems;
- To secure the multi-functionality of the historic centre and balance the (conflicting) needs of the stakeholders, in particular the demands of retail, tourists and inhabitants (e.g. increasing product offers for tourists and decreasing supply for inhabitants, lack of supermarkets in the Old Town);
- To improve the energy efficiency of historic buildings;

Further Regensburg is going to **focus on following issues:**

- Development of a management system for the historic urban landscape together with relevant stakeholders.
- Setting up of a 'Steering committee' for the Old Town, which serves to early recognize possible conflicts of urban planning developments and to warrant the compatibility of construction measures with the needs of the historic urban landscape;
- Improving communication and cooperation with and between the stake-holders in support of the protection and further development of the historic urban landscape.

3.4.3. Strategies and policies:

Regensburg has set up a number of policies and management strategies to safeguard the cultural heritage values and the sustainable development of the historic urban landscape. The most important are:

- **Design Advisory board** (Gestaltungsbeirat): It is a useful and effective board, which aims to supervise the integration of new architecture into the historic cityscape and

to ensure that new developments in the historic city centre are of high-quality and compatible to the heritage assets.

- **Integrated vision/ concept for the retail development** (recently developed): Framework for the development of retail trade in the Old Town targeting at retailers, citizens and city administration. The model will be used by the city administration for the further development of a retail trade framework and the Old Town "Management Plan" and "Development Plan";
- Old Town Protection Statues (Altstadtschutzsatzung): the purpose of the statue is to implement building measures and advertising which show consideration and respect for the existing historic buildings and for indigenous styles of design and their traditional rules. The statute applies to outside walls, roofs, roof superstructures and segments, windows and other openings, balconies, railings, overhead lines, antennas, enclosures and advertising billboards;
- Concept for an information centre for the World Heritage area: Target groups are tourists, inhabitants, professionals and children, which will be presented the theme of the UNESCO world cultural heritage in general and of Regensburg in particular...;
- Events to communicate the cultural heritage values of a place to different target groups.

Further Regensburg has **profound experience** in:

- Urban rehabilitation programs and preserving historic monuments;
- Cross sectoral departmental co-operation via "Future workshops" to ensure a comprehensive view of the subject "Old Town";
- **Pact for the Old Town:** The Pact for the Old Town is a strategic alliance of public and private actors concerned looking ahead regarding Regensburg's Old Town and therefore to develop an overall concept and arrangements, to account the realization in trade-off and to corporately campaign for the location.
- **Retail Trade:** Spatial Clustering and Vacancy Management: Via biannual census of retail businesses and vacancies in the historic centre, classes of businesses in the same or similar commercial sectors are created (clusters) as well as a "vacancy map" via geocoding (GIS). The results are used to upgrade and strengthen the clusters (filling the vacancies with the "fitting" retail in the location or supporting trade) thus, strengthen the retail location. For this, the post of Person in charge of the Old Town" was founded to assist and advice new start-ups, existing businesses, house owners and real estate agents in taking the "right" decision;
- **Business Founder Project:** Encouragement of innovative business start-ups via the pilot project Foundation Agency Regensburg and the supportive service of Start-up

Capital. The pilot project facilitates business start-ups by linking all participants and providing extensive, neutral and qualified advice and assistance. Start-up Capital Regensburg allows start-ups without having sufficient funding, in many cases in favorable i.e. low-cost locations.

- **Accessibility of the Old Town:** Coordinated mobility system within a pedestrian zone, which is partly open to (individual) motorized traffic
- **Multi-functionality:** Achieving a mix of residential uses and retail facilities (working and living);
- **Public space:** Creating beneficial conditions for Regensburg's citizens;
- **Tourism:** Marketing itself as traditional identity.

3.4.4. Stakeholders and partners of the project:

Facilitating an integrated approach for the elaboration of a Regensburg's Management Plan, an URBACT Local Support Group involving the most relevant stakeholders in regards to the safeguarding and sustainable development of the UNESCO World Heritage Site „Old Town of Regensburg with Stadtamhof” has been set up at the beginning of the HerO project work in 2008.

The members of the Local Support Group are:

Municipal Departments:

- Department for the Preservation of Monuments
- Planning Department
- Department of Urban Development
- Local Building Authority
- Department for the Environment
- Department for Urban Development Assistance Funds
- Department for Economics
- Press Office

External Bodies:

- Tourist Office Regensburg
- Chamber of Industry and Commerce
- City Marketing Regensburg
- Action Group Old Town
- World Heritage Development Association Regensburg
- Bavarian Regional Office for the Preservation of Monuments
- The Bavarian Ministry of Economics (Managing Authority)
- Two citizens of Regensburg's Old Town

3.4.5. Economical point of view:

Since Regensburg's nomination as a World Heritage Site, media interest in the city has increased. Journalists and film teams from all over the world have reported on this Danube city.

The title "UNESCO World Heritage Site" has also contributed to increasing worldwide fame for Regensburg. It is a medieval jewel and also a lively and modern metropolis - and this combination is drawing more visitors than ever before. Visitor arrivals and hotel nights have both risen - the telephones in Regensburg's tourist information company ran so hot that a new call centre had to be installed. World Heritage guides and guided walking tours are offered to visitors, helping them discover ancient clues.

The cultural activities in the Old Town address Regensburg's citizens and visitors alike. Furthermore, tourism is an important economic factor in the World Heritage area. In the Field of Action "Culture and Tourism" priority is given to measures that promote the authentic experience of the site.

The Old Town is the central shopping- and business location of Regensburg and its surrounding. For the Field of Action "Economic Development" measures shall be defined which consider the preservation of the diversity of uses but at the same time also the protection of monuments and the interests of businesses.

Retail Concept

Background and reason for the project

- Difficult situation of the retail trade in the old town (i.e. declining store flats)
- Old Town retail vs. shopping centres

According to the principle of representation there were two strategic conferences uniting citizens, representatives of the economy, society and city administration. They discussed the current situation, opportunities, risks and prospects relating to retail and influential factors affecting retail in the Old Town. Careful public relation kept informing the citizens (i.e. the inhabitants) and ensured their participation.

Subsequently, they developed guidelines for the topics retail – traffic – working/living – public space – tourism – protection of historic buildings and structures/world heritage which were in the next step put in concrete terms by means of sub-goals and projects. The participation process is based on the "Manual on public information meetings and public participation processes" which had been developed by the city.

OBJECTIVES

Developing a vision of retail trade:

- Guidelines for retail development in minor locations in the Old Town centre;
- Definition of basic conditions in the major fields of action;

- A basis from which objectives, strategies, measures and projects can be derived.

The project aimed at strengthening the multi-use function of the Old Town in general and the retail use as its most important asset in particular. What is special about the Old Town are the multitude and diversity of functions which therefore need to be maintained. The main questions had been:

- How can retail remain economically sound/viable,
- How can mobility and traffic be reasonably organised,
- How can working and living be up to modern living conditions,
- How can public space be created and designed to attract people,
- How can tourism be authentic and
- How can the built cultural heritage be used and preserved at the same time.

KEY STEPS AND ACTIVITIES

The key activities were two strategy conferences to discuss and find the approaches to future retail in the Regensburg Old Town. The concept development has been assisted by constant discussion and coordination according to the principle of representation (citizens and representatives of the economy, society and city administration). The guidelines were resolved by the city council.

Developing a retail concept was a project of the city of Regensburg as a project partner of the EU-project Hist.Urban.

RESULTS AND IMPACTS

- More confidence in the administration as a result of the communication process with the inhabitants and the networks of institutions, associations and individuals – “learning from each other and with each other”.
- Increased awareness of house owners for the impact of their actions on their neighbourhood.

LESSONS LEARNED AND RECOMMENDATIONS

- In many cases the administration can only give an input and act as a moderator of the process, the actual implementation depends, however, on the individual citizen and retailers respectively.
- Active involvement of citizens in the process is necessary for transparency, legitimation and creative inputs.
- Complex interconnections call for interdisciplinary approaches.
- There needs to be a person in charge who accompanies and coordinates the process and the actions.
- The guidelines were distributed to every household so that the public can control whether the measures are implemented.

Securing multi-functionality, balancing the different needs

Pact for the Old Town

Background/ reason for the activity

- Growth of commercial vacancies and catering use;
- Increasing conflicts between different uses;
- Right balance between the different functions seemed to be endangered.

Under the umbrella of the city marketing group the pact for the Old Town was established by the municipality, board of trade, retailers, and owners of real estate, associations and further initiatives. The so called “Pact for the Old Town” is an initiative for strengthening and developing the Old Town of Regensburg by a multitude of individual projects, for example by the image campaign “Keen on Regensburg – summer in the city”, by the English language courses for the trade and catering sector and by shopping-tourist-guides and real estate forum Old Town.

OBJECTIVES

The Pact for the Old Town of Regensburg is a strategic alliance of concerned actors looking ahead regarding Regensburg's Old Town and is therefore aimed to

- develop an overall concept and arrangements,
- Account for the realization in trade-off and
- Corporately campaign for the location.

The main objective is to strengthen the position of the Old Town as a location factor generating identity by working together „With each other, not against each other“.

“Living, working, shopping, coming together and having fun - all of these work together side-by-side. This multi-use function also needs to be maintained in the future and organized with as little conflict as possible.“

KEY STEPS AND ACTIVITIES

The Pact for the Old Town as a strategic alliance for the future of the Old Town was founded by all relevant actors (e.g. municipality, board of trade, retailers, owners of real estate, associations and further initiatives). The participants worked out an approach and action plan, supported the realization and promotion of the Old Town. In October 2005 the pact for the Old Town was presented to the public by the city marketing. All persons and initiatives involved signed the pact. Thus they committed themselves to support of the work and future projects, realizing the developed action plan.

RESULTS AND IMPACTS

The main results of the pact for the Old Town are the enhanced cooperation of the different groups as well as the common awareness of future problems and needs. The different organizations promote the location with concerned actions. In the meantime the amount of vacant stores has significantly diminished and a lot of new retail stores have opened.

LESSONS LEARNED AND RECOMMENDATIONS

A very important factor for success is the voluntary commitment of all involved actors and the permanent care of the network.

Overall results:

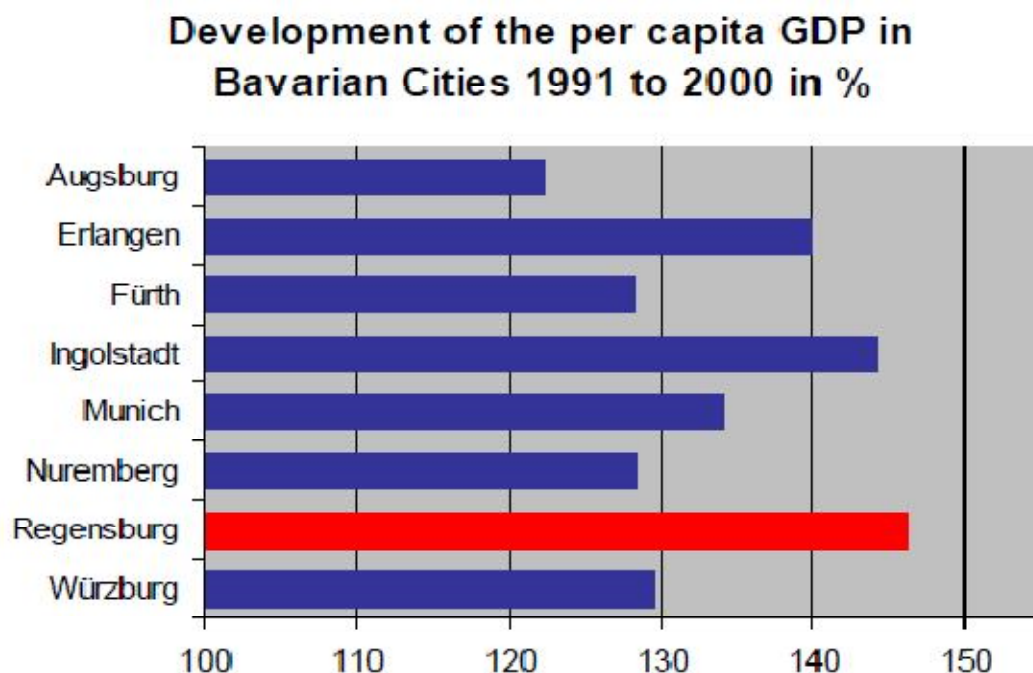
Regensburg's Economy

Facts and Figures

- City of Regensburg offers more than 110,000 jobs
 - 39% in the manufacturing sector
 - 39% in the service sector
 - 22% in general trading

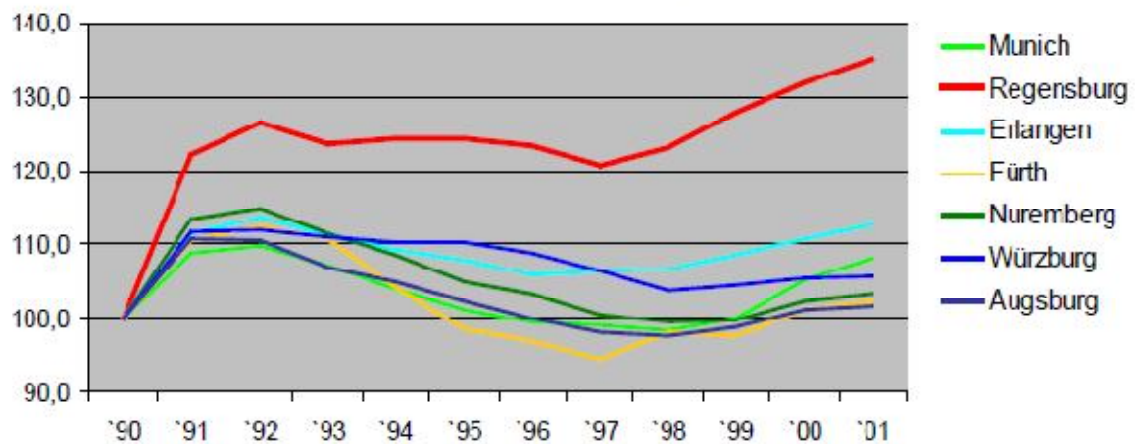
Service sector and general trading has been shown a great hike after the UNESCO world heritage status and the heritage development has also contributed toward the economy sector by offering more jobs when tourism became one of the important factors in Regensburg. It is proved that lot of investors in service sectors and manufacturing sectors are wanted to set up their establishment in Regensburg now days.

It is proved that GDP per capita in Regensburg drastically increased during the year 1990 – 2000 when comparing with previous decades and other Bavarian cities in Germany.

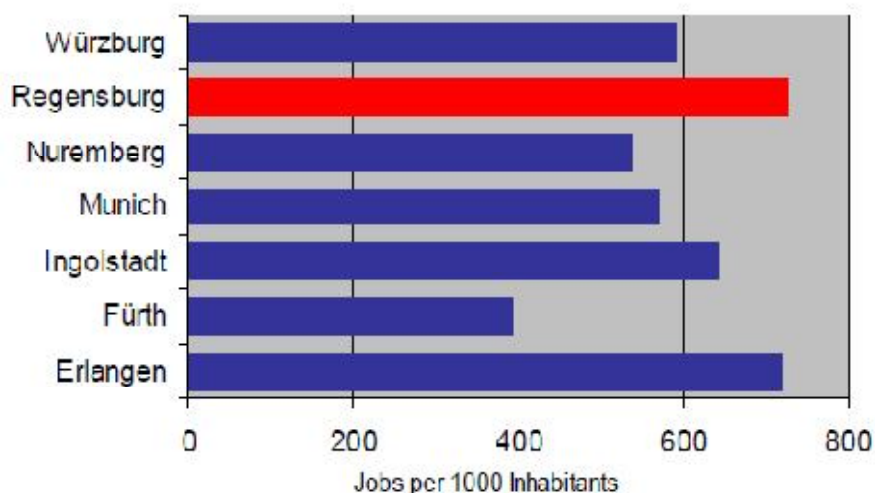


The graph below shows the rate of employment in Regensburg has increased especially after the period of 1996 that is the year Regensburg has successfully inscribed in UNESCO world heritage site. It is also proved that Regensburg employment rate has gone high when comparing with other Bavarian cities which all face the serious issues of economic crisis.

Development of Employment in Bavarian Cities (1990 = 100)



Job Density 2001



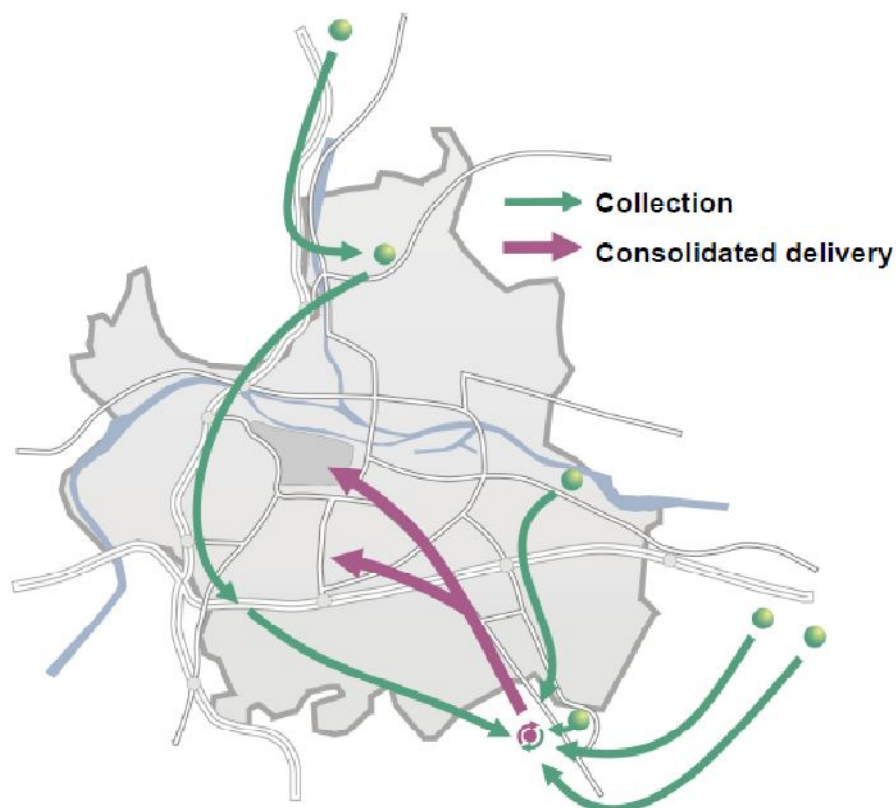
3.4.6. Environmental point of view:

The promotion of a sustainable traffic and transportation systems is an important element for the ecological revitalization: Traffic is an important activity with serious impact on city's economic development by meeting community's need for mobility. But traffic is an important reason for the degradation of the urban environmental, too, due to air pollution, level of noise and vibrations. Towns need a strategy to design and manage transport and traffic under environmental and functional aspects. The overall objectives are to unburden public space from moving traffic or parking cars, to promote an environmental friendly mobility (i.e. use of public transport, bicycles, walking) and to upgrade in urbanistic and functional terms "traffic junctions" as i.e. train and bus stations.

Since the late 1970s the old town of Regensburg has been constantly renovated. Industrializations and the newly founded university have increased purchasing power and intellectual demands among the local population. In the view of an increasing environmental sensitivity and growing numbers of tourists the municipal administration put its focus on reducing the traffic to and from the old town. The main focus was on reducing freight movements in particular, whilst maintaining the supply of goods to the wide range of stores in the centre.

The project is introduced to reduce the number vehicles within the historical 'Old Town' of Regensburg. Freight movements have been reduced by 55,000 truck kilometres up to the present day. The overall guiding principle for the mobility project that was introduced in Regensburg in 1998 was "Less traffic in the town, more quality of life for its residents." Since then, as well as saving 12,000 litres of fuel, about 30 tonnes of CO₂, NO_x, particulates and other pollutants have also been saved. This was achieved by the consolidation of the delivery journeys of 5 local forwarding companies who gave their cargo to a haulier of the RegLog ® city logistics cooperation Regensburg for a same day delivery.

Since 1995 the local Chamber of Commerce and Industry together with the local BMW plant founded project teams that analysed the situation in cooperation with the University of Regensburg and other scientific institutions. One of the results was that about 20% of the goods delivered on a daily basis to the centre, could be consolidated to fewer deliveries (pallet shipments). The stakeholders of this business were the local forwarders and carriers.



These companies were asked to join the project team and to work as "trailblazers" for others in the transportation business. Shipments of groceries, cold goods, clothing,

medicines, internal transportation, full truck loads and parcels were not regarded to be subject to consolidation in the sense of “City logistics”.

In 1996, in a single business day 3,100 vehicles (inbound and outbound in total) were counted delivering goods to these shops and stores.

In 1998 the project came into life with 3 forwarding companies who consolidated their downtown shipments and handed them out to a “third party trucker” who delivered the different goods to the business stores in the old town.

The aims of the project were:

- To supply the recipients of goods (in the municipal area and in the immediate vicinity) with high quality logistics services.
- To reduce freight traffic in the centre.
- To process freight traffic in the centre in a way this is compatible with the needs of people and the environment
- To organize intelligent logistics with innovative methods.

Results

With RegLog: Two trucks or city logistic trips delivering the same number and volume of consignments in a bundled process. The number of vehicle kilometres in an average day is 4,6 km (actual observation).

Prior to RegLog: Eight trucks or trips operated by seven forwarding companies handling their own deliveries. The number of vehicle kilometres in an average day is approximately 11 km (simulated calculation).

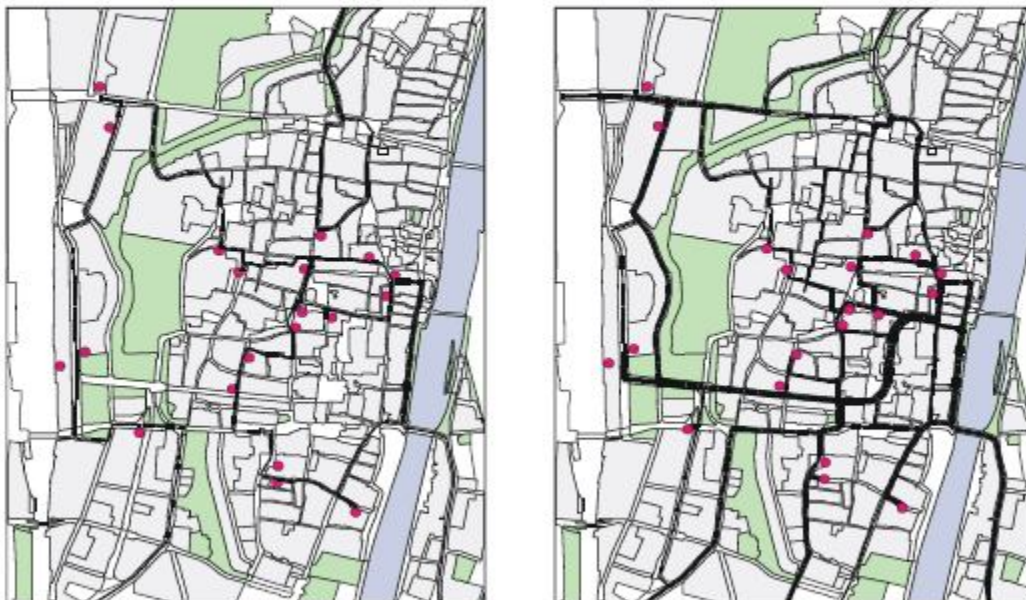


Figure 3. Truck movements with RegLog (observed) and without RegLog (simulation).

Between 1998 and 2009, consolidated freight grew from 342 tonnes per year to 2,526 tonnes per year. This is about 75% of the latest year's potential for consolidation. Last year (2009) about 25 regular freight vehicles have been replaced by 3 - 4 trips by the City logistics vehicles per day. There are now 5 forwarding partners who hand their downtown shipments over to the city logistics carrier for delivery. Since 1998, 55,000 kilometres of freight journeys to and from the historic city centre have been avoided, which means that 12,000

litres of fuel have been saved. Additionally, at least 25 trucks per day no longer enter the Old Town.

Furthermore, on the return journey from the Regensburg city centre, the city logistics carrier takes back 1700 tonnes per year of selected packaging material from about 100 retailers and sells it to a waste recovery specialist.

The innovative RegLog ® city logistics cooperation received the Environmental Prize of the Bavarian State Foundation for its successful and lasting contribution to the quality of life in the World Heritage Town of Regensburg in 2008.

Recommendations

This kind of project will not be sustainable in the long term if it relies mainly on public subsidies and financial support from third parties. As there are no quick economical profits to be expected connected to the introduction of a consolidation scheme such as the one in Regensburg, business profits should not be expected. Instead, the initiative should be guided by a desire to achieve a better quality of life for the inhabitants in the city centre.

Green buffer zone:

The green areas and the river banks of the Danube are valuable assets within the World Heritage area and its buffer zone. The Field of Action “Environmental Issues and Recreation” therefore focuses on leisure activities as well as on environmental and climatic issues.

The buffer zone around the heritage core has been legally protected in order to preserve the heritage monuments from pollution. This buffer zone has been achieved with the green spaces and these areas are continually developed for the recreational and leisure activities for the local people as well as for the tourists.

Nominated heritage area: 182.8 ha

Buffer zone: 775.6 ha

Total: 958.4 ha



3.4.7. Social point of view:

The main aspect of the heritage based development in Regensburg is ***to recuperate patrimonial value, to provide a place of distinctiveness to live and work.*** The World Heritage title is now causing lasting consequences in even more careful and intensive considerations regarding the requirements to preserve historic buildings. An innovative committee is planned as Regensburg's direct connection between UNESCO and the site itself. The independent group is to accompany construction developments in the central and buffer zones. Regensburg's city council is to keep it informed of new construction plans, and the committee is intended to act on an advisory basis, should conflicts arise. Regensburg should continue to be a city for living, working and celebrating in, and it should continue to develop, just as it has for almost 2000 years.

Giving local identity, local pride and increased community spirit through the unique character. It is understood from the different reviews and articles that People living Regensburg are satisfied with the way the city is progressing.

The first year of holding the UNESCO world heritage title was full of events and successes.

If you ask the locals about World Heritage, you will notice one thing above all else - they are proud of their medieval wonder. "The residents have always had very close ties to their city," says Klaus Unger, Cultural Supervisor on the Regensburg city council. "But this has increased even more significantly since the title 'World Heritage Site' was bestowed."

Regensburg's locals are glad to live in a World Heritage Site!

From the interview with a researcher, it is understood that public participation in the development process in Regensburg is very high when comparing with other cities in Europe that working on the same strategy.

Regensburg development authority and HerO partners are very much aware of keeping in mind that economic development and policies for the protection of the historic heritage should be accompanied by complimentary social measures – planning for living communities including social housing and the development of policies relating to the safety and security of town centres

It was ensured the participation of the population in all decisions having a major impact on the cultural and historic heritage, recognizing that community involvement in democratic decisions affecting historic towns is a major factor in securing sustainability and social inclusion. So, the development authorities received continues support from the locals in order to make the development successful. The property owners of the historic building also put an effort to work with the development authorities to make the city more vibrant. When comparing with other heritage cities, the private ownership of the historic buildings was lesser in Regensburg. So, it made the job quite simple for the officials working on the project.



Property ownership map of the Old Town

The next aim of the project when considering from the social point of view is to provide a safe environment. This results has been achieved with the help of the heritage based development. It created more jobs for the locals and the people from other cities and the same time, the participation of the people in the development project brought different communities closer. And also, since Regensburg is a small city makes no crime scenes like bigger cities.

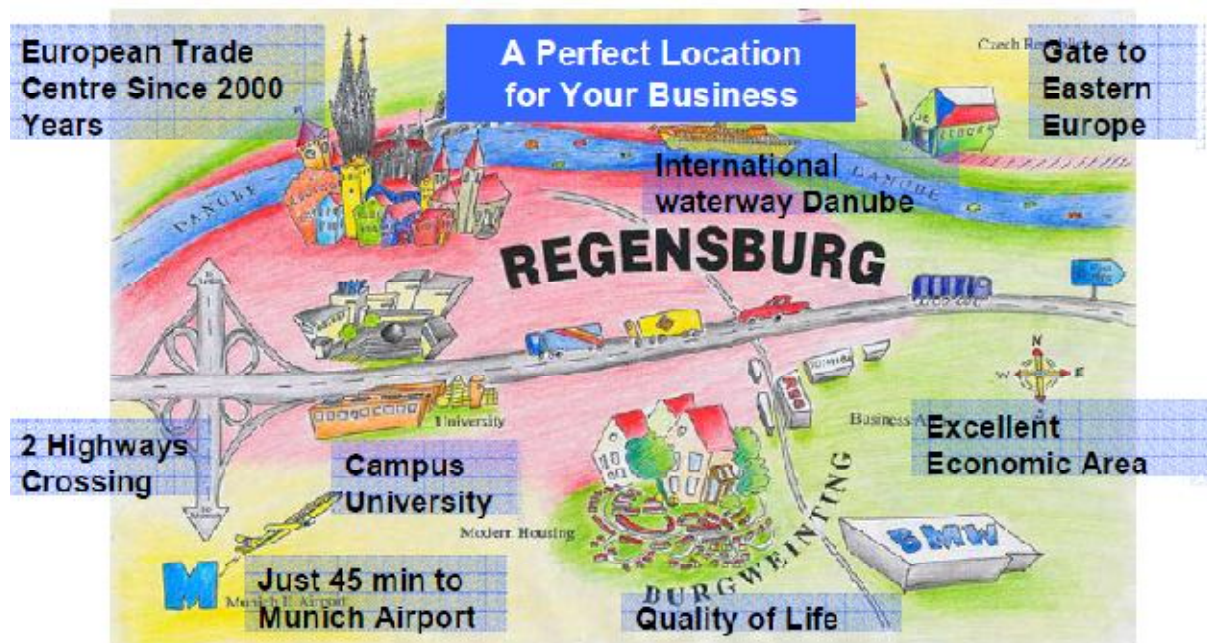
A phrase by a local,

“There is no crime in the city since people living here in Regensburg are well known with each other and everyone has some job. So, we could freely hang around the city at anytime”.

Regensburg is also known as “City of students”. Because of the presence of university in the town, it attracts lot of students from other parts of the country as well as from other countries. So, Regensburg leads the list of cities in Germany with the highest number of bars, clubs and restaurant which are most of them located in the old historic centers. This mixing of local people and students make the environment safer than the bigger cities which lead to lot of crimes.

It is also important **to improve the quality of life**. The quality of the life has been improved since UNESCO heritage status. It can be understood from the way of life from people. The employment rate is high, Regensburg is filled with lot of students, varieties of shops, bars and restaurants, excellent transport infrastructure, technical and manufacturing industries

at the outskirts of the city make the city more attractive in economical point of view, universities, historic center which all together makes the quality of life better in Regensburg.



Regensburg is also gave place to local cultural activities, attracting new and old inhabitants of all generations and social groups. Lot of festivals and cultural events happens in Regensburg that attracts all generation of people and tourists.

The Regensburger Dult, the public festival of the city, takes place twice a year, i.e. in early May and late August.

The Bürgerfest is another public festival that is carried out every second year on a summer weekend in the historic city center. It attracts more than 100,000 visitors each time. It contains of music shows, local product exhibitions, street markets, giving an opportunity for the local product producers a known certificate in front of the visitors from the worldwide.

Every year, on the second weekend in June, the Regensburg Spectaculum takes place, a Middle Ages market where knights, jugglers and musicians meet at the Stone Bridge on the Jahn Island. Before Christmas, there are carried out many Christmas markets of course.

Lot of festivals, fairs, exhibitions, music shows, Christmas markets which resembles the culture of the local people making the city more vibrant. So, the city experience and the lives of many young people are heavily influenced by the way people communicate with each other. This is the reason why many students - and many others - never want to live anywhere else after experiencing Regensburg", an official told.

3.5. Case study 2: Poitiers, France.

3.5.1.General description and location:

Poitiers is a city located in west central France. It is a commune and the capital of the Vienne department and of the Poitou-Charentes region. Poitiers is strategically situated on the Seuil du Poitou, a shallow zone which is a gap between the Armorican and the Central Massif and connects the Aquitaine Basin to the Paris Basin. Poitiers's primary site sits on a vast promontory between the valleys of the Boivre and the Clain. The old town occupies the slopes and summit of a plateau which rises 130 feet (40 m) above the streams which surround it on three sides.



Poitiers has population of around 89,000 and the town measures 42 km². **The town is interesting for the remains of ancient architecture, especially of the Romanesque period.** The old town covers an area of 2 km², in which 17,500 people live; 1 of every 3 people in Poitiers is under the age of 30 and of every 4 people in Poitiers is a student.

3.5.2.Historic and cultural values:

Antiquity: Poitiers was founded by the Celtic Pictones tribe as the oppidum *Lemonum* before Roman influence. Until 1857 Poitiers contained the ruins of a vast Roman amphitheatre larger than that of Nimes. Remains of Roman baths, built in the 1st century and demolished in the 3rd century, were laid bare in 1877.

The Romans also built at least three aqueducts. This extensive ensemble of Roman constructions suggests Poitiers was a town of first importance, possibly even the capital of the Roman province of *Gallia Aquitania* during the 2nd century. In the 4th century, a thick wall six meters wide and ten meters high was built around the city. It was 2.5 km (1.6 mi) long and stood lower on the naturally defended east side and at the top of the promontory. At this time, the town began to be known as Poitiers, after the original Pictones inhabitants.

In the 16th century, Poitiers impressed visitors because of its large size, and important features, including "royal courts, university, prolific printing shops, wealthy religious institutions, cathedral, numerous parishes, markets, impressive domestic architecture, extensive fortifications, and castle.

17th century: The town saw less activity during the Renaissance. Few changes were made in the urban landscape, except for laying way or the rue de la Tranchée. Bridges were built where the inhabitants had used *gués*. A few *hôtels particuliers* were built at that time, such as the hôtels Jean Baucé, Fumé and Berthelot.

At the point where the Clain and Vienne Rivers merge, the city of Vetus Pictavis dates back nearly 2,000 years. The city is stretched over 80 ha and dates from the times of the Emperor Augustus Caesar.

To the Southeast, the remains of a 116 metre amphitheatre which could seat more than 10,000 spectators which gives us an idea of the enormous monuments the Gallo-Romans built at the time for public entertainment.

Archaeological digs have unearthed the evidence of ancient everyday life around the theatre including the well laid-out streets, houses, temples, craftsmen's quarter with potters' stalls and ovens. The town stood on the Roman road from Poitiers to Tours, an essential position for trading with Rome, but was destroyed by fire towards the end of the 2nd century A.D.

Slowly however, the city fell asleep, frozen in its network of streets that had not evolved since medieval times, and limited by a now useless city wall. The opening of new boulevards and attempts to improve access to the city centre, will only begin in the late 18th, and especially during the 19th centuries.

At the dawn of the 20th century, suburbs start to develop beyond the ancient site formerly determined by the Boivre and Clain rivers, reaching the neighbouring plateaus after the Second World War.

Even with such a rich history, the city doesn't remain locked in an unchanging urban landscape. The 20th century marked in turn the familiar aspect of the old city with ambitious architectural projects, using new materials and different volumes. In the heart of the town, contemporary buildings dialogue not only with the surrounding historical structures, but with the very history of the block where they are built. Frequently architects choose to illustrate this idea of continuity by cleverly combining ancient remains and modern creations. Contemporary buildings thus often preserve fragments of their ground's memory (of interest : Musée Sainte-Croix, Conseil Régional, Conseil Général, François-Mitterrand Media-Library, Cordeliers shopping centre, or the brand new Theatre and Auditorium).

The Poitou is traditionally a region full of legends, gleefully blending great historical figures and fictitious characters, miraculous events and monstrous creatures. This oral heritage, often associated with specific neighbourhoods or monuments of Poitiers, is there to recall how important the imaginary and the supernatural were in the everyday life of our not-so-distant past.

Most important sites are: Notre-Dame-La-Grande Church (11th-12th Century); Saint Peter's Cathedral (12th-13th Century); Saint-John's Baptistery (4th-9th Century); Law courts (12th-14th Century); Saint-Hilaire's Church (World Heritage monument on the pilgrim road to Santiago de Compostela); Saint-Radegonde's Church (11th-15th Century).

3.5.3. Population growth and urbanization:

Poitiers has been facing a high population growth through the decades since Poitiers offers a variety of employments and universities attracts people from other parts of the region and the country. Even though, the pressures of increasing population, the informal settlement are less when comparing to the previous case study of Regensburg, Germany. The historic centre of Poitiers is also well preserved and maintained even though the new construction took place over the period. But, the historic centre is now well preserved and maintained in order to inscribe in the UNESCO world heritage site.

Historical population of Poitiers								
1936	1954	1962	1968	1975	1982	1990	1999	2006
44,269	52,681	62,178	71,129	81,313	79,350	78,894	83,448	91,395

Among this population (2006), More than 80% of the population is less than 59 years old (25.000 students). The old town covers an area of 1.96 km², in which 17,438 people live; The tertiary activities represent nearly 85% (and 90% in the city centre) of the economy sectors.

Population density: 2108 inhabitants / km²

Number of units: 51 420

Rate of primary residences: 92.4%

Number of homes: 619

The land area of Poitiers is 42.11 km² which is just half of the area of Regensburg, Germany. But, when looking at the population, it's equal to three fourth of Regensburg's population. And the density is also higher in Poitiers when comparing with Regensburg where its 1,662/km². So, the data shows that the Poitiers population is increasing in high rate and getting urbanized continuously. Hence, the pressure falls on protection of historic centre with the high rate of population growth and urbanization, it is important to take some steps towards it.

3.5.4. Fieldwork and data collection:

In order to compare the results with the previous case study and also to fulfill the research questions, primary and secondary data were collected. The main activities during the data collection were:

- Interview with the experts
- Interview with students
- Collection of data from secondary sources

Data collection

Primary data of Poitiers were collected in the forms of documents from an official from the city of Poitiers Planning department and 5 casual interviews with students. The main objective of receiving this primary data was to compare the numbers in different phases as quantitative survey. The meeting with the students was helpful to find the impression of the city Poitiers from the student's point of view. The documents were useful to get an idea of process involved in collecting data and making documentation of historic heritage as well as to understand issues of urban conservation and management of historic areas and problems related to the development.

3.5.5. Physical condition of Poitiers:

The city of Poitiers has much potential, such as Natural and cultural heritage: about 110 monuments and sites, the launch of an environmental and sustainable development strategy (Agenda 21) and diversified stakeholders and networks. As a historical heart of the city, the downtown of Poitiers is characterized by an urban fabric and architecture partly inherited from the medieval period. This downtown is professionally restored and heritage values are preserved.

The narrow and winding streets, the cultural and religious monuments are so many attractive assets for the visitors and charming assets for the residents. This specific urban framework, preserved by the Plan de sauvegarde et de mise en valeur du patrimoine (Conservation area Plan) is one of the basis of the identity of Coeur d'Agglo. Instead of "museumizing" the city centre, it is to highlight the vitality of the center of Poitiers, by acting on the "empty" spaces.

3.5.6.Key problems and challenges:

Poitiers is an administrative city (regional and county capital) with a highly sophisticated economy based on different services and industries. Further it has a famous university, which accounts to the large number of students in relation to the rest of the population. The close by science, technology, education and entertainment park 'Futuroscope' (25 km) attracts 1.5 Million visitors / year. These conditions result in a low unemployment rate. Despite the economic success, the maintenance of the cultural heritage and turning it into a stronger economic asset could be improved is the main task of the development project. To this belongs

- To work out the role of the historic centre for the entire town and its relations;
- To connect the urban cultural heritage with the natural heritage around the city

Key problems and challenges concerning “**Visual integrity**” of the historic urban landscape are:

- To integrate contemporary architecture without harming the historic, spatial and townscape characteristics.

Key problems and challenges concerning the “**Integrated revitalisation** to balance/ adapt the uses/ functions of the historic urban landscape to the different stakeholder needs” are:

- To promote and provide multimodal, alternative public transport in the historic centre (mobility);
- To improve the accessibility for handicapped and make them able to experience the cultural heritage;
- To develop long-term cooperation between stakeholders and involve them, in particular property owners, in support of the further development of the historic urban landscape;
- To maintain the level of economic activities in the historic centre (some economic activities shifted out of the town centre; out-of inner city shopping malls pressure the inner city retail trade, which loses traditional stores, being replaced by chain stores);
- To keep the historic centre alive (mainly service activities are there; there is a lack of free time services as bars, restaurants, etc. to keep life also at night; further during the 3 months students summer break, the students leave town going home to save rent – the flats are over this time tenant-less);
- To prevent the historic centre from gentrifying (so far a good social mixture could be maintained);
- To present the historic urban landscape in a new way to inhabitants and tourists (e.g. through using visual/ digital arts and techniques which are used in the ‘Futuroscope’ park or are developed by the university).
- To attract more tourism to the historic centre and prolong their stay by linking the historic centre with the ‘Futuroscope’ park and natural attraction of the surrounding (in comparison just few tourists come to visit the historic centre, most of them stay only at the ‘Futuroscope’ park); for that they have to develop a (regional) marketing strategy and to improve the tourism infrastructure (e.g. more 3-4 star hotels);
- To better manage the historic urban landscape and its development (balancing the preservation needs with the future-oriented development needs)
- To reduce the CO2 emission of the historic centre e.g. through improvement of the energy efficiency of historic buildings.

Expected results

The main expectation is to achieve a sustainable development to contribute to the attractiveness of Poitiers with innovative partnerships to launch concrete actions to improve the tourism policy of Poitiers through the valorization of our heritage while preserving it.

3.5.7.Strategies and Action plans:

Poitiers has undertaken 3 main actions for the improvement of the historic urban landscape in the last years.

- “Coeur d’Agglo”: The project aims at the improvement of the public space in the historic centre: economic revitalization, reorganization of traffic and parking (pedestrian circulated area), attracting tourism, highlighting the cultural heritage;
- Integration of new buildings with public functions in the historic centre: Library (1998); Conservatory/ museum (place of scientific and technical culture); Theater-auditorium (2008); shopping mall.
- Development of a sustainable development strategy (Agenda 21);
- Development of urban design guideline for the historic centre.

Poitiers has **profound experience** with:

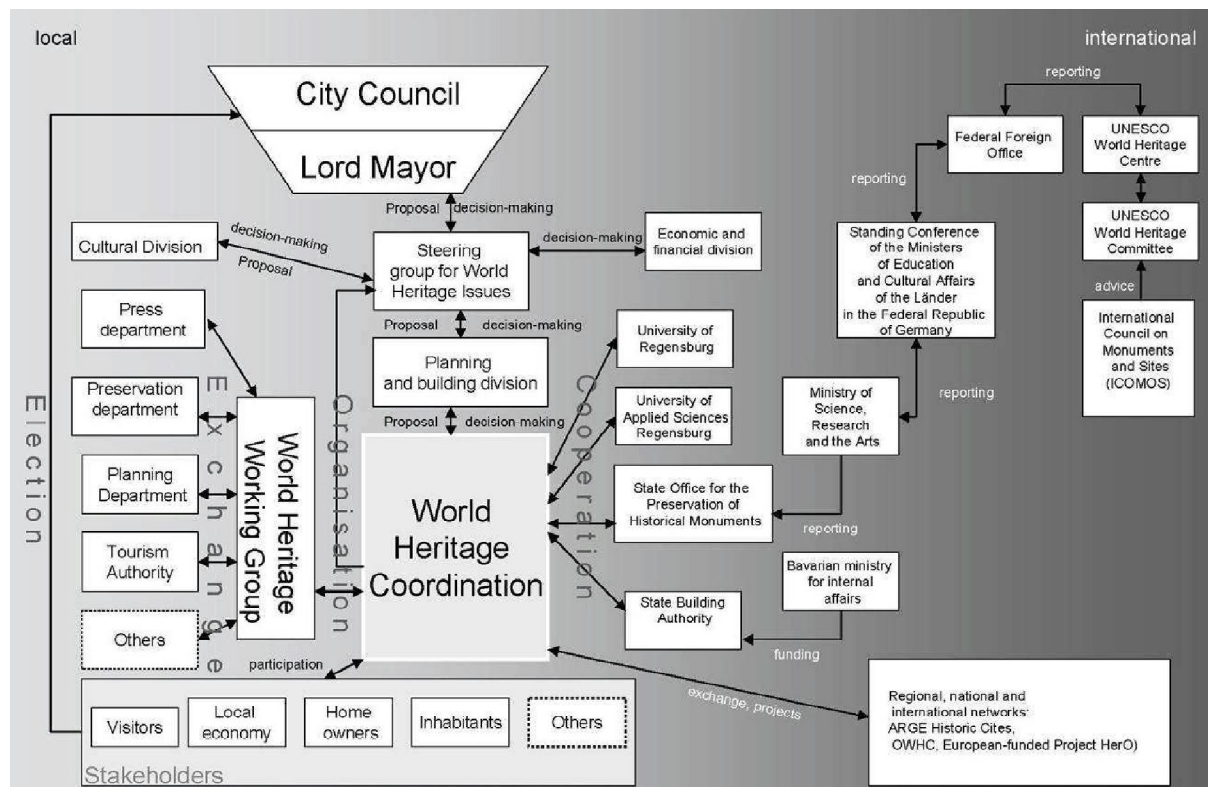
- Lighting concepts to present historic monuments in a new way (“polychromes”);
- Improving accessibility and the experience of the historic urban landscape for handicapped people (also blind ones);
- Providing social housing to secure social mixture in the historic centre;
- Involving the local community;
- Funding program for private owners to rehabilitate their buildings, pre-serving the cultural value.

3.5.8.Stakeholders and partners:

For the development process and to improve the tourism in Poitiers, the project has been undertaken by HerO with collaboration of other local governmental institutions and private chambers in order to safeguarding the historic heritage centre and other sustainable projects around the heritage city. The local government brought all the available public and private stakeholders in order to complete the project more vibrantly and easily.

Potential key stakeholders

- Local Council; Mayor's Office;
- Departments of Architecture & Urban Planning, Economic Development, Culture, Social affairs, Environment
- Tourism office, Monuments Preservation Authority; City manager/ City Marketing Association
- Property owners association, Cultural institutions; Chamber of Commerce and Industry; Entrepreneurs; Regional authorities



3.5.9. Economical point of view:

The economy of Poitiers is centered on specific sectors of the economy, such as the ICT and new technologies, construction and civil engineering, trade, tourism, business support services, industrial logistics and the car industry. Poitiers is well known for its university, which accounts for a large number of students in relation to its size. The creation of the "Futuroscope" (a park that combines science, technology, education and entertainment, the 3rd French attraction with 1.5 million visitors / year) has been at the heart of the city's economic success.

Regularly placed at the top business cities in its category, Poitiers shows sustained economic growth. Business development on the rise, flourishing housing supply, associative and dynamic partnership in the business areas, and modernization of the commercial all indicators attest. These good results reflect efforts by Grand Poitiers and to support economic activity.

With 700 hectares dedicated to the economy on its 12 municipalities, Grand Poitiers has a large **supply of land**. The 27 identified areas of economic activities in the territory show all their attractiveness since 1300 include public and private institutions, for a total workforce of 25,000 people.

Even though, the city has been economically successful, but there was not much economical output from the heritage part of the city. Since the historic town is constantly restored and maintained, a large financial investment has been made until 2008. So, now it is important to make this historic heritage center as touristic place and get the better economical output.

So, Poitiers came up with few strategies and action plans to deal with their key problems. The key problems and challenges Poitiers would like to address within the course of the project Hero are:

- to develop a long-term synergy amongst stakeholders (managing authorities, shopkeepers, inhabitants, cabbies, etc.)
- to develop new ways of urban heritage valorisation linking historic and natural heritages
- to set up a sustainable development policy which would associate tourist valorisation of the historic city centre with Futuroscope skills
- To relay this strategy with inhabitants as "ambassadors" of their city.

So, in order to make the city more touristic and attract the tourists from other parts of the country, it is important to restore the historic city and maintain it. So, the related steps have been taken in Poitiers. It is known that "Futuroscope" is already attracting 1.5 million tourists per year. So, these visitors can be attracted to the historic city centre by restoring the old historic buildings and monuments and convert the buildings into hotels, restaurants and bars.

Since Poitiers joined the URBACT Hero project, many transformations have been completed on the ground:

- The circulation plan has been altered which allowed pedestrians to recover a large part of the historical and heritage area;
- A new collective transport plan which takes this pedestrianization into account has been elaborated;
- A facades renovation operation has been launched with the example of the city hall. Additionally, some of the facades around the city hall square have been or will be renovated with financial assistance of the municipality;
- Big scale works of re-settlement and its surroundings have been conducted. Further 38000 square meters will be then retreated, whereas public and private stakeholders have explicitly worked out the accessibility to the shops and public facilities;
- Artists were recruited for actions on the valorised public space;
- Historical monuments located in the heritage area were renovated;

- A Reference Plan for the settlement of the safeguarded area and its surroundings has been adopted;
- A Tourism Development Plan to improve and make the tourist offer of the city centre more attractive has been elaborated.

Now, the heart of the city has changed due to considering the principles of sustainable development and specific constraints of a heritage area. Both private and public stakeholders of the city centre were deeply involved in the transformation processes. The completion of projects is scheduled for the middle 2013.

Safeguarding and valorising the Cultural heritage

The Conservation plan is a well detailed urbanism plan of the city centre that addresses appearance as well as volume or the interior of buildings. The valorisation of open spaces, perspectives and the potential impacts of travel are taken into account in the guidance and recommendation of the document. The stake is to find a right balance between Safeguarding and creation by:

- Reducing the tension which sets against the safeguarding- protection and planning-creation
- Working on the mood, the identity and the spirit of places.
- Combining memorial value of heritage and its use.

Throughout the development project, an archaeologist was present on the site, in collaboration with the State. Discoveries have provided a better understanding of the city during the Roman period and the High Middle Ages.

The actions of heritage valorisation are:

- Façade renovation of the City hall and monuments belonging to the municipality,
- Obligation to renovate facades of private in the perimeter of downtown with the provision of a technical advisor and financial aid for low income.

The municipality decided to work with artists on 6 sites of public space to install perennial pieces but also useful as games for children and fences squares. The called artists represent various techniques (soil, sculptures, installations ...). An educational tour will be built as part of mediation activities.

Coeur d'Agglo workshops

Before undertaking the project development of the city center, workshops were held with all stakeholders: residents, shopkeepers, employees, associations of various fields to develop a shared diagnosis of the functioning of the city center and make up needs and expectations of all. All matters were addressed by the thematic workshops: economy, transport and parking, daily life, animation... The synthesis of works allowed elaborating with the technical studies results the project of the new city centre that is meant to increase the commercial, residential and tourist attractiveness and make the city centre accessible for all.

And it was also important to improve the accessibility and mobility plans to the historic center in order to attract the visitors. The aim was to determine the priorities in function of the shared diagnosis and in combination with the political objectives:

- To give the centre back to the pedestrians, we need to push the cars outside.

- To develop the economic centre, we need a largest pedestrian zone.

The objectives were gathered in a requirements document in order to consult together with architect- town planners.

New Urban Mobility plan for a new pedestrian city

In a limited space like the center of Poitiers, it is to understand the mobility in terms of shared spaces for travel, with an appropriate mix use of private cars, transit, bicycles and pedestrians. The pedestrianisation of part of the center must, among others, be accompanied by a work on the readability of access to parking areas, the control of flows inside the city center, and a work on the circulation in boulevards and doors. This is to improve and simplify access of cars in the center, while promoting modes of transport such as pedestrians, bicycles and public transport. Travel must be for each user, a pleasure.

The city of Poitiers has three major poles generating traffic: the city hall, Notre Dame church and the train station. Before, the collective transport network was built like a star and all bus lines



converge to the main place (city hall). Today, there four circulation loops that lead to a parking and free the city centre for the pedestrians. With these plans above, Poitiers also concentrated on

- Facilitating retail in the old town
- Ensuring for a vital mix of shops
- Balancing touristic offers with the needs of the inhabitants

3.5.10.Social point of view:

While talking about Poitiers development towards the society, the consideration from the local people has been taken into account in order to fulfill the requirements of the different needs of the people. Participation of the local people in Poitiers is amazing. So, the HerO project for Poitiers came up with two main strategy and action plans for improving the quality of life. They are,

1. Improving accessibility and experience of the historic centre for handicapped people
2. Securing Social Housing – Social Mixture

Accessibility for handicapped people:

Several actions are in preparation and implementation to improve accessibility and experience of the historic urban area for handicapped. The main actions are:

Accessibility plan (street, public spaces)

The Accessibility Plan will be a special information source for the population and users. The plan will precise the schedule of streets and public space arrangements to be realized. The terms of implementation will be detailed in this document (arrangements rules, materials to be used, etc.). A map broadcasted on the city website will allow knowing the accessibility level of the city. This work is done in close collaboration with associations for disabled.

Access to culture and historic sites

The Tourism Office is engaged in the “Tourism and Handicap” program. It is a national recognized label. The Tourism Office is strongly concerned with 3 types of handicapped: the non-ambulant, the blind and those with hearing difficulties. Various actions are being developed in favor of the mentally handicapped. The initiatives concern the structure of buildings, informative documents and mediation.

Media Library

Different initiatives have been developed:

- Tactile, Braille and relief books.
- Creation of a “deaf culture” basis (books, videos, DVDs with sign language option, magazine “Echo magazine” which deals with deafness issues, learning of sign language).
- Home delivery service for people who have difficulties to move.
- Books dealing with rights of handicapped.

Museums

The museums of Poitiers offer specials for handicapped people:

- Visits and tours translated into sign language.
- Regular cooperation with associations and specialized establishments (e.g. visual arts workshops were proposed to patients of the Henri Laborit Hospital; the realized pieces were exhibited at the Sainte-Croix Museum).
- “Musée hors les murs”: Presentation of pieces from the collections beyond the museum itself, especially at the city hospital.

TAP (Theatre and Auditorium)

- Disabled access to the entire building.
- Special equipment for those with hearing difficulties.

Public transport

At present the public transport network is punctually accessible for handicapped people (visual information, accessibility of certain bus stops and busses for disabled people, audio information, and specific bus service for disabled people). Now, the stake is to generalize the accessibility of the whole network. The general directing plan for access to the city public transport is being renewed. This plan deals with the accessibility of bus stops, the purchase of accessible buses, and the accessibility to information. The first three actions are considered as most important and are further explained.

Objectives of the project

- Accessibility plan (of streets and public space) Result expected in December 2009 in order to plan an easier access to public spaces in Poitiers, a necessary condition for simplifying the access to culture and historical patrimony.
- Simplifying access to culture for all, especially the access to culture and historical patrimony (Tourism Office and Media Library).

Key-steps

Accessibility plan (streets, public space)

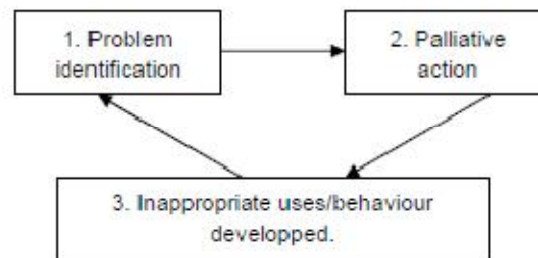
- Step 1: a factual study of the city's access.
- Step 2: programming the necessary installations, giving priority according to frequency and to connections between public, cultural and educational establishments.
- Step 3: information on the city's web site.
- Stakeholders: associations for the disabled, the Public Spaces service + concerned local counselors.
- Meanwhile, different structures are being installed: lowered pavements (approx. 100 per year), special coatings, vision-impaired tactile paving...
- A discussion group with the concerned associations was created in 2002 in order to validate proposals.

Access to culture and historical patrimony (Tourism Office):

- Buildings adapted to standards;
- Services offered: the personnel, receptionists and guides, are formed (training sessions);
- Installations for mediation;
- Sign language tours are proposed twice each trimester since 2007;
- Specific material was installed in the "Salle du patrimoine" exhibit hall for the blind and hearing impaired: documents in Braille, textured representations of historical buildings, texts written in large letters.
- A magnetic loop system has been installed in the "Salle du patrimoine" for the equipped hearing impaired, (according to new technologies which allow to capture specific sounds)/
- A regular cooperation with associations is done. Media Library
- In the collections (recorded books, equipment, software);
- Home book delivery;
- Personnel trained in sign language;

Lessons learnt and recommendations

The modification of streets sometimes creates user conflicts: for example, when the pavement is lowered to allow easier access for wheelchairs, motorists take advantage of this to park their vehicles. The only solution in that case is the addition of poles, which ruin the visual integrity of the urban landscape. Several different forms of handicap are taken into account at the same time, which sometimes leads to contradictions concerning installations. That is why it is compulsory to work with the adequate associations. A public service campaign has been started in 2006, and renewed in 2007, destined to bad users. Generally speaking, we find ourselves in a perpetual adaptation cycle:



Social Housing:

For over 30 years the city has encouraged social mixture in the historic centre in order to counterpoise an important presence of high revenue classes. It started by transferring all buildings and houses owned by the municipality to social housing agencies. In a second phase the city used all possible legal methods in order to buy buildings for sale. In France, urban preemption rights oblige owners to inform the city about sales and their financial conditions. If the building can be transformed into social housing, the city can buy it following conditions fixed by the local tax system, instead of leaving the transaction in private hands. This control of all real estate sales on the territory allows the city to seize any opportunity to develop social housing in the city centre. This is a powerful legal tool.

Objective

The aim is to encourage families, different social classes and students to move back into the ageing and bourgeois city centre. The second aim is to rehabilitate degraded historic buildings.

Key steps and activities

This action concerns the City of Poitiers, the two main council housing agencies, the services of the Ministry of Housing, and banks financing social housing. It is strongly sustained by City counselors. Regarding the command of the Municipality for landed property changes, the Municipality can decide to purchase a building instead of a private person, if necessary by expropriation (if negotiations do not lead to an amicable settlement). This command is applicable only for relatively important buildings in order to carry out rehabilitation works and/ or prepare the site for social housing. The official procedure for the command of the Municipality for landed property changes bases on the urban pre-emption right: every landed property change must be approved by the Municipality. It examines the price, the surface area, etc. If the Municipality considers i.e. the price as too expensive or the building

could serve very well for social housing or any public service function, it can bring forward the preemption argument and make an offer based on the estimation of tax services to the property owner. The final decision is taken both from administrative department suggestions and by the City councilors. The intention to purchase buildings is to secure that social housing exists all over the town in order to maintain or re-establish social mixture and that social housing does not concentrate just in one area. When the municipality has bought a building a “social landlord” manages technical and financially the operation. He has also the responsibility to award the housing/ flat to people who match the access conditions (mainly income criterions). Thus, the Municipality insures that the beneficiaries are in real need of social housing.

Results and impacts

More than 550 homes have been rehabilitated in the centre, in particular listed historic buildings, giving social housing a renewed image. This also raised the awareness of private owners about the importance of restoring historic buildings for city beautification. Financial aid is proposed to owners with small income to help in rehabilitating their property, on condition of its rental to low-revenue tenants.

Lessons learnt and recommendations

- Importance of a strong will on behalf of public authorities
- Following the public example, the private sector is encouraged to engage itself in the same type of action in restoring their historical patrimony.
- Using existing legal tools to realize such actions
- Having social housing agencies for construction, repair and for managing tenants
- Having financial aid to help and encourage the private sector in restoring and rehabilitating historical buildings.

When look into quality of life in Poitiers it is very attractive city with mixture of all generation of people. The development in the historic centre of restoring the buildings and monuments made the historic centers more vibrant and attractive. The development process also includes introduction of groceries, supermarkets and other shops in the historic centre for the convenience of people without disturbing the continuity and harmony of ancient architecture.

Few quotes from students: *“Quality of life is great n Poitiers. We got everything here. Affordable houses, beautiful architecture, pleasant atmosphere and better environment than other parts of the country”.*

“Coming from China, Poitiers looks fabulous to me. The architecture and the environment are really great here. I like Poitiers more than Paris”.

“Superbe city. It is perfect for any age group of people. Social mixing is excellent”.

“The city is friendly, with a high quality of life. Its history can be sensed all around the city, the Romanesque churches and art works are just extraordinary. The delicious French cuisine famous for frog’s legs, snails, or eels is enjoyed by visitors to Poitiers”.

Festivals and the events in the city attracts more visitors and it helps for a mixture among the different communities of people and a better quality of life

- Les Polychromies de Notre Dame: from 21 June until Heritage Weekend and during the Christmas holidays, the Eglise Notre-Dame-La-Grande is transformed at nightfall into a dazzling array of color. Harking back to the medieval tradition of painted churches, the Polychromies light show, designed by the artists Skertzo, presents spectators with seven tableaux highlighting the individual details of this jewel of Romanesque architecture.

- Poitiers l'été (Poitiers in summer): a summer programme of varied events, most of which are free of charge, including open-air cinema, concerts, discovery tours, improvised theatre, arts and crafts fairs, nature walks and a night market.

- Festival des Expressifs: held in early October, this street theatre festival focuses on an eclectic array of artistic performances and different audiences, with a view to promoting emerging art projects and introducing spectators to a range of new artists. Completely free of charge, this event also prioritizes respect for the environment through its own ecological charter.

3.5.11. Environmental point of view:

The maintenance and reuse of the historic fabric, in particular of historic buildings and the historic centre in the Poitiers contributes to the efficient handling of natural resources through

In the historic center and heritage area of the towns are restored and maintained the authenticity of the ancient Romanesque architecture. Hence, strict rules have been implemented in the core area of the heritage for the new buildings or alteration of new buildings in order to reducing the need/ consumption of new materials in order to maintain the harmony and quality of living heritage.

Poitiers Agglo Heart:.

Poitiers Heart Agglo deeply transforming the public spaces of Poitou, to give everyone the pleasure of living in their city. A sense of movement redesigned, new modes of traffic, more green space and architectural heritage highlighted:

The aesthetics of downtown will be reviewed: pavers, benches, lighting ... everything is redesigned with simple elements and natural materials such as limestone. Heritage will be highlighted through the renovation of the facades, and new public spaces will be created.

The embellishment of the facades of downtown is an important project of Heart Agglo Poitiers. Poitiers has a heritage of great diversity, which is the subject of a Plan for the Protection and Enhancement. Heart of Poitiers Agglo fits perfectly into this desire to

preserve outstanding and significant architectural elements that contribute to give a welcoming image of the city.

A hundred fronts are affected by this renovation. For practical reasons, the whole downtown will be renovated at the same time. 8 axes were defined:



Streets that are in the process of renovation in the centre ville of Poitiers

Homeowners receive notice that has 2 to 5 years to implement the necessary measures. The City Council can support them in dealings with construction companies, and also offers financial assistance in part means test.

The next aim of the Poitiers in concern of environment is reducing the length of transport ways and emission of CO₂. So, Poitiers has introduced the concept of civitas, a mass transport system. Poitiers demonstrates a modal split of 65 percent individual and motorized vehicles, 10 percent public transport, 22 percent pedestrians, 1 percent bicycles and 2 percent motorbikes.

The city's strategic approach to transport management is currently defined by the Urban Transport Plan which was passed in 2001 and which is currently being revised. The main objectives include the implementation of a new collective transport system to meet new demand outside the historic centre; the development of alternative transport modes; and the promotion of intermodality and multimodality. The current revision includes three complementary approaches: the reorganisation and management of public areas; the development of services; and support to changing travel habits and creating a modal shift towards sustainable transportation.

And mainly, the vehicular access in the historic centre has been reduced in order to protect the monuments from the pollution. On Monday, August 30, 2010, a new traffic plan has been implemented in the central city of Poitiers. On Monday, August 30, 2010, a new traffic plan has been implemented in the central city of Poitiers. Motorists, cyclists, pedestrians, residents and residents will get easy access to the central business and you move quietly

Chapter 4: Results and Conclusions

The first part of the chapter presents results that are achieved from the case study analysis and interviews conducted from the professionals on issues related to conservation and revitalization of historic areas. The second part provides the comparison of results that are obtained from two different case studies that are discussed in the previous chapter.

4.1. Results:

4.1.1. Results of Regensburg, Germany (case study 1):

Historic Cityscape:

The city of Regensburg is famous for its medieval architecture and its one of the UNESCO world heritage site. From the first day of the inscription onwards it has been the main concern of the city of Regensburg to draw a proper integrated cultural heritage management plan. An effective management strategy is a necessity in order to maintain the city's historic cityscape. Meanwhile, a World Heritage Management Office was established, functioning as an independent body within the city of Regensburg's Planning and Building Department. The main concern of this office is the carrying out of a proper cultural heritage management for the World Heritage site of Regensburg. The World Heritage Management Office launched the international project HerO "Heritage as Opportunity", that runs within the URBACT II program of the European Union. As a lead partner the city of Regensburg is responsible for coordinating the three-year project that involves eight partner cities across Europe. The main objective of the HerO project is to conjointly develop integrated cultural heritage management systems and implement them in the HerO partner cities.

So, the main task for the Regensburg was to integrate new architecture into the historic cityscape without harming the historic, spatial and townscape characteristics. Regensburg has almost successful in this category with the strict rules implemented by the local government with guidelines recommended by UNESCO. Local residents of the Regensburg have also responded very well according the plan of the government as to protect the historic cityscape for future. It is estimated that nearly 17,000 residents are living the heritage area that concludes about 4000 buildings are presented in the heritage core. An official said, "The people of Regensburg are well known about the importance and prestige about the heritage. So, they are co operating with the government in a good manner".

Retail concept

Retail concept in the historic town was the next important aim of the development project. When the buildings get older, it is difficult to restore it. So, the new retailers prefers to put up their shops in the new buildings and shopping complexes outside the heritage core since it is more protected from natural and manmade disturbances such as rain, flood, burglary, etc. Within few years, Regensburg city center has filled with the local products shops for the tourists since the tourist arrivals increased drastically after the year 1996 that is when Regensburg inscribed in UNESCO world heritage site. But, the lack of supermarkets and grocery shops has increased. So, it is important to bring back those retail shops inside the city center to fulfill the needs of both local residents as well as the tourists. So, the steps

have been taken in order to encourage retail shops within the heritage core by HerO with the help of other governmental institutions of Regensburg.

So, the stakeholders and partners arranged for strategy conferences to discuss and find the approaches to future retail in the Regensburg Old Town. The concept development has been explained to public and retail shop owners and pointing out the importance and the benefit that they can achieve with this concept. The different organizations promote the location with concerned actions. In the meantime the amount of vacant stores has significantly diminished and a lot of new retail stores have opened.

Transport and Mobility:

The next concern for the Regensburg is to develop the multimodal public transport in the historic centre and also tried to improve coordinated mobility system within a pedestrian zone, which is partly open to (individual) motorized traffic. It was also helpful for the tourists in a way such as creating more space for pedestrians and bicycles which gives the tourists a chance to explore the heritage area better. With the actions above, Regensburg achieved a better transport and mobility in the town especially in the historic core area. Large spaces for pedestrians have been granted in order to develop the business of the retail shops and supermarkets in the center. In the written documents it is mentioned that preference would be given in accessibility for physically challenged people. But, from the review of the city of a Newspaper shows that officials had not taken this step as much as expected through the written documents.

Sustainable development:

The sustainable development of Regensburg is quite successful since the development project focused on all the dimension of the sustainable development. When we talk about economical development, it is proved in the previous chapter that the growth of employment has been hiked especially after the year 1996 (year that Regensburg inscribed in UNESCO world heritage list). The service sector jobs have been increased drastically after the world heritage status since the city started attracting more number of tourists and investors and developers. It is also learned that economy of the Regensburg has been increased by 4% than expected before. Thanks to tourism that helped in developing the economy. So, it is important to satisfy the tourists in order to attract more and more tourists each year. Hence, the development project came up with a solution of satisfying the tourists in all the dimensions. The monuments have been restored and maintained properly and the city council was very specific about marinating the historic cityscape which attracts the tourists. The hotels, bars, restaurants have been encouraged to set up their foot in the city center, reduction of vehicular access, visitors center has been established in order to exchange the information of the heritage site. Hence, the city attracted visitors, investors, students more in number, which is one of the main reasons for the better economy of Regensburg when comparing with other Bavarian cities in Germany.

Action plans that are related to environmental are one of big concern now days. In Regensburg, it was handled well enough in reducing the public transportation inside the historic town to preserve the monuments and historic building and at the same time it is

also helpful the whole environment. The motorized traffic has been reduced inside the heritage area in order to prevent the buildings from the pollution (emission of CO₂) caused by vehicles. For example, a large part of the historic city center as well as the Stone Bridge cannot be accessed by private cars or motorbikes. But, in the same time, the transport department of Regensburg made a plan for alternative route for the public transport in a way that will not be disturbing the historic monuments in the world heritage site. The goods transport vehicles are also reduced inside the city center and implemented a new collective system. The main focus was on reducing freight movements in particular, whilst maintaining the supply of goods to the wide range of stores in the centre.

The project is introduced to reduce the number vehicles within the historical 'Old Town' of Regensburg. Freight movements have been reduced by 55,000 truck kilometres up to the present day. The overall guiding principle for the mobility project that was introduced in Regensburg in 1998 was "Less traffic in the town, more quality of life for its residents." Since then, as well as saving 12,000 litres of fuel, about 30 tonnes of CO₂, NO_x, particulates and other pollutants have also been saved.

Buildings also advised to implement the energy efficiency techniques in order to reduce the emission of CO₂. But, it depends on the every individual. So, they result of the energy efficiency of buildings in the historic town is unknown.

The social life in Regensburg is better than the other Bavarian cities in Germany. The development process also focused on improving the public spaces in the historic center and creating beneficial conditions for Regensburg's citizens. A mix of residential uses and retail facilities (working and living) is also achieved for some extent in Regensburg and is expected to improve by the year 2020. The quality of life is improving in the city since the variety of employments, presence of more young students, newly installed retails, bars, restaurants and festivals and exhibits organized by the tourism department of Regensburg.

4.1.2. Results of Poitiers, France (case study 2):

Historic cityscape:

As concerning about the visual integrity, the addition or integration of contemporary architecture without harming the historic, spatial and townscape characteristics is the main goal of Poitiers as same as the previous case study. Even though Poitiers is not a UNESCO world heritage site, the strict rules for new contemporary buildings in the historic area are followed. As a part of restoring the old town, the government itself has taken the project with the partnership of HerO. Currently, the aesthetics of downtown is reviewing. Pavers, benches, lighting are redesigned with simple elements and natural materials such as limestone. Heritage is getting highlighted through the renovation of the facades, and new public spaces will be created. The City Council is supporting the local residents in dealings with construction companies, and also offers financial assistance for their convenience.

Keeping the city center alive:

It is important in Poitiers to keep the historic centre alive, mainly service activities are there. But, there is a lack of free time services as bars, restaurants, etc. to keep life also at night.

So, the local government is encouraging the free time services to open up in the city center which are moved to outskirts of the city center in order to get a new buildings and shopping centers. Further to this issue it is also taken into consideration that during the 3 months students summer break, the students leave the town and going home to save the rent. So, the flats are over this time tenant-less. So, the local government has started encouraging the social mixing housing concept to make the city center alive even during the summer break for students and it has been achieved quite well. More than 550 homes have been rehabilitated in the centre, in particular listed historic buildings, giving social housing a renewed image. This also raised the awareness of private owners about the importance of restoring historic buildings for city beautification.

Accessibility and mobility

Improving the mobility and accessibility is one of the main goals of Poitiers in the development plan. Especially, Improving accessibility and experience of the historic centre for handicapped people given more preferences. The aim of this action plan was to plan an easier access to public spaces in Poitiers, especially the access to culture and historical patrimony. The blind people are also taken into account when considering the design for easy access to the historical center. When we talk about the other public transport systems in the city is reduced in the historical center and allowing the visitors to walk or cycling in order to give a best experience of the city.

Sustainable development:

Poitiers has stronger economy already with the presence of multi companies of construction and civil engineering, trade, tourism, business support services, industrial logistics and the car industry and its well known university which accounts for a large number of students in relation to its size. The creation of the "Futuroscope" (a park that combines science, technology, education and entertainment, the 3rd French attraction with 1.5 million visitors / year) has been at the heart of the city's economic success. Regularly placed at the top business cities in its category, Poitiers shows sustained economic growth. So, the economic concern about the city is less. But, the development of heritage is involved with a huge amount of investments and it should be achieved back by improving the tourist facilities in the city center was one of the plan and it's been implementing slowly.

When talking about the environmental development in Poitiers its is proved that usage or consumption of new materials has been reduced due to the strict rules in the historic center in order to protect the authenticity of Romanesque architecture and the townscape. The new bus routes are also implemented in a way that the motorized vehicles are reduced in the city center.

Social life in Poitiers is also as same as Regensburg since the presence of large number of students and availability of all the needs of people within the city makes the quality of life better. The public spaces are also treated with simple and traditional materials which make the city more vibrant than ever. Social housing is also one of the reasons to make the city livelihood, especially the city center. The department of tourism and culture is organizing events and festivals every year to attract more visitors and the joyfulness of the local residents of Poitiers.

4.2. Comparison of the results:

The city of Regensburg and Poitiers are almost same as they both are historic old towns with great Romanesque architecture and great cityscape. Even though the city of Regensburg is twice as larger than Poitiers, it has population of three fourth of Regensburg's population. And both cities are recently developed and developing their cultural heritage assets with the help of HerO group. Even though, both the cities are developing their historic assets, the main aim and goals of the development project are different with each other due to the difference of the influence of their own countries economy, environment, infrastructure and institutional framework.

While talking about the economy, Poitiers economy is much stronger when comparing to Regensburg. But, Regensburg's main goal is to improve the economy by developing the tourism even though its economy is based on other manufacturing, IT companies and universities. Hence, the development has been made in heritage tourism and it produced a better result than expected by improving the growth of employment in the service and marketing sectors. In whereas, Poitiers economy is also revolves around construction and civil engineering, trade, tourism, business support services, industrial logistics and the car industry. "Futuroscope" which attracts 1.5 million visitors per year is the main backbone of the economy. So, Poitiers did not give importance for tourism in the historical center as much as Regensburg to set up a strategy of depending on tourism to improve the economy as main goal. But, Tourism in Poitiers city center also taken into account to some extent in order to get back the huge money that was invested during the restoration of the historical city center. The retail concept in the heritage area is introduced in Regensburg in order to fulfill the needs of different people such as needs of local people and needs of tourists. Now, the city center is almost filled with retail shops and supermarkets where there were vacancies before the introduction of the retail concept. Bars, hotels, restaurants are also encouraged to open up in the heritage core in order to fulfill the demands of the tourists which creates more job opportunity. In Poitiers, city center is encouraged to fill with bars, restaurants and hotels just to make the city more lively even during the nights and especially during the 3 months of summer breaks for students make the city more vacant. So, the development plan of city center is to make livelier and also Poitiers planning to have few hotels in the heritage center to make the tourist stay at the center town rather than staying at Futuroscope.

Poitiers is the city which gave more importance to accessibility and mobility for the handicapped people when comparing with Regensburg. With the results drawn from the previous section and chapter shows us clearly that Poitiers has taken this step more seriously than Regensburg. But, both the cities are taken necessary measures to reduce the number of motorized vehicle within the heritage area and allowing a chance for multimodal public transport. In both the cities it was common that large spaces for pedestrians have been granted in order to develop the business of the retail shops and supermarkets in the center and at the same time it also helps to protect the building from the pollutions caused by vehicles. Comparatively, it is difficult to plan and maintain the public transport in Regensburg in such a way not to disturb the historic area since it is quite larger area than the Poitiers.

Visual integrity of the city is again almost same in both the cities. Both the cities are very much keen to keep their historic cityscape as it is. So, the task for both the cities was to integrate new architecture into the historic cityscape without harming the historic, spatial and townscape characteristics. Regensburg has almost successful in this category with the strict rules implemented by the local government with guidelines recommended by UNESCO. Local residents of the Regensburg have also responded very well according the plan of the government as to protect the historic cityscape for future. Even, Poitiers is also successful in this approach because of the strict rules that are implemented by the local government. And the projects are undertaken by the government itself in some areas and Heritage is getting highlighted through the renovation of the facades. The City Council is supporting the local residents in dealings with construction companies, and also offers financial assistance whereas there was no proof of documents or source confirming the financial help in city of Regensburg. The differences in financial assistance are varied due to different institutional structures between the two countries (France & Germany).

When comparing the environments, it is clear that both the cities offer the good environment. Especially near the historic area, by reducing the vehicular access and encouraging pedestrians and cyclist. Regensburg is a city which has a buffer zone around the heritage core which is natural green space that is maintained properly. In Poitiers, there is an absence of buffer zone around the heritage core and the local city council realized the fact about the buffer zone and constructed few parks and gardens outskirts of the heritage core of Poitiers. But, both the cities offer the citizens and the tourists a pleasant and safe environment.

Social lives in both cities are above average level. And both the cities are given more importance in terms of developing social lives of the cities in the development plans. Regensburg is more focused on pact of the old town. The main objective is to strengthen the position of the Old Town as a location factor generating identity by working together "Living, working, shopping, coming together and having fun - all of these work together side-by-side. This multi-use function also needs to be maintained in the future and organized with as little conflict as possible". In Poitiers case, it was quite different. To balancing and fulfill the needs for all, Poitiers already have a very small city center and have enough retails shops, supermarkets even though some of them had vanished due to the introduction of shopping mall outskirts of the city center. So, the main problem for Poitiers is to overcome with dead city especially during the nights and 3 months summer break for students due to the absence of variety of bars and restaurants in the city center. So, Poitiers came up with a plan of social housing – A social mixture concept. The aim is to encourage families, different social classes and students to move back into the ageing and bourgeois city centre. The second aim is to rehabilitate degraded historic buildings. More than 550 homes have been rehabilitated in the centre, in particular listed historic buildings, giving social housing a renewed image. This also raised the awareness of private owners about the importance of restoring historic buildings for city beautification. Financial aid is proposed to owners with small income to help in rehabilitating their property, on condition of its rental to low-revenue tenants. Both the cities offer a better and colorful quality of life with the availability of different terms of needs, comfort and luxury. The festivals in both towns are notable ones since it offers a chance to mix with locals and to understand the culture of the people of that particular city and region.

4.3. Conclusions:

The study demonstrated that there is a considerable potential in using heritage based sustainable development for improving the local economy, environment and quality of life for the people in the historic towns and cities and this study acting as example for other historic towns to develop the same kind of strategy to improve themselves in particular sectors. Conclusions can be made with respect to the research questions posed in the introduction.

- *Does cultural heritage development contribute anything better towards economy?*

In overall, the current economies of the study cities are better than last decade even though it is hard time in Europe with economic crisis. It is proved above that heritage development contributed a better result than expected by increasing the employment rate in both service and marketing sectors due to the number of arrivals of tourists increased drastically after the heritage status. But, it is also understood that only the heritage development alone cannot boost the economy. It is also important that, it should attracts different types of investors, developers, manufactures, etc and act together in order to provide jobs for the local residents because, it is not possible for everybody can depends on the service and marketing sectors that improves significantly after the heritage status due to tourism.

- *What is the difference of society and environment before and after the development?*

Both cities are given importance in terms of social and environmental point of view when they decided to go with heritage based development. Because, it is default when heritage buildings are restored, it is mandatory to protect it from pollution and other natural disasters. So, to control with the pollution, cities came up with a plan of alternative public transport system and reducing the number of vehicular access in the heritage core area. Cultural landscapes can also take into account which acts as buffer zone of the heritage area that contributes better to the environment. Social life is also get better with number of policies and strategies are made when considering about heritage development. Social mixing, making the city alive, satisfying different needs of the people are also taken into account. So, it contributes a much towards the social life and environment. Before the development in both cities, there were no control of vehicular access and reduction of CO2 from the historic buildings and social life is almost as same as now, a local resident said in the interview of newspaper.

- *Are they considering physically handicapped people while making the development in terms of social point of view?*

Yes. Physically and visually challenged people are considered generally in the development action plan and it is proved in the previous chapter where in Regensburg and Poitiers tried to make easy access and mobility for the physically and visually challenged people in the

historic center. So, in most of the heritage development projects the handicapped people are given importance.

- *What data is needed to evaluate the economy, society and environmental status before and after the development?*

For the constructive evaluation of the historic urban areas with regards to heritage conservation and revitalization the detail data set that covers physical, functional, social and economic aspects of the area would be needed. The physical data may be required to evaluate the buildings and their harmony with the historic environment. Social and economic data is necessary for identification of bad social conditions determining profiles of inhabitants. It includes information on demographic structure of people, education, income households and attitude of people toward conservation and renewal.

- *Why cultural heritage development has been chosen for these towns as a tool for re development?*

Regensburg and Poitiers are generally historic towns and it is need to develop the city based on the strategies which are possible things to implement. When, looking at these cities, restoring and maintaining their unique built heritage is adopted as main objective to strengthen the towns. These kinds of project are applicable for small and medium-sized historic towns to be attractive and competitive centers, using the built-cultural heritage as asset for an integrated, sustainable urban development. Especially, these two towns tried to improve their economy by developing sustainable cultural tourism which is one of the important segment and a key factor for the success of many European towns and regions in the experience economy.

- *HerO – Heritage as opportunity is an organization which helps the town with cultural heritage based development. Regensburg, Germany and Poitiers, France are developed on the supervision of HerO. So, why did they choose these cities in particular?*

The URBACT network HerO unites 10 towns from different size which feature unique historic urban landscapes and the need to develop and implement *integrated* cultural heritage management systems as innovative tool to balance and co ordinate the different demands and interest on historic urban landscapes to support a sustainable, future-oriented urban development, which combines the preservation of the historic urban landscape with the socio-economic development. These towns are selected on the basis of their unique historic urban landscapes and the motivation behind improving the cultural heritage by the local government. There were also other cities which features unique urban landscape applied to join the HerO network but it is strictly reduced to 10 towns as the first phase of the network.

- *What level of co-operation did obtain from the local and from the different level of organization at public sector?*

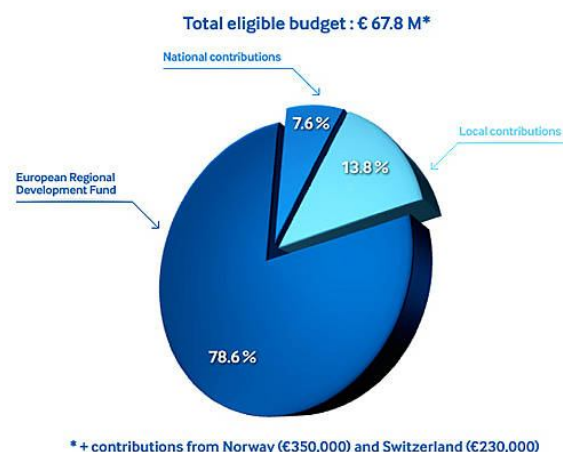
These kinds of projects are highly appreciated for the local government in all kind of sectors and as well as the public are also shown interest in heritage based development. Heritage development projects are something that is really needed to be assisted with the local government in different sectors. For example, when we talk about Regensburg, URBACT a Local Support Group involving the most relevant stakeholders (Public as well as private) in regards to the safeguarding and sustainable development of the UNESCO World Heritage Site. Few municipal departments that are involved in the projects are; Department for the Preservation of Monuments, Planning Department, Department of Urban Development, Local Building Authority, Department for the Environment, Department for Urban Development Assistance Funds, Department for Economic and Press Office.

- *What are the difficulties behind this development projects?*

Even though, heritage based sustainable development project gets more recognized in Europe, there are few problems also behind this projects. They are: lack of participation of local people in decision making process whereas the public participation in Poitiers and Regensburg was great and it cannot be expected to happen in every other city. Finding financial help is also another problem and maintenance after the development is also a big task for local authority. Renovation and redevelopment concepts require a very sensitive handling of the relevant buildings.

- *How do these towns manage funds for the implementation of the project?*

Regensburg and Poitiers are undertaken by HerO which is a part of URBACT and it is jointly financed by the European Union (European Regional Development Fund) and the Member States.



- *Did these towns achieve the results that they expected?*

Yes. Overall improvement in different sectors of Regensburg such as economy, quality of life and environment has shown positive signs due to the heritage based sustainable development. But, it is also to keep in mind that this is a very long process and it consumes time for the development of economy, society and environment. So, it can be possible to say that Regensburg has achieved the result to some extent since the positive signs in the employment sector especially in the marketing and service sectors after the heritage development. And Poitiers is the city that is recently developing its cultural heritage assets as same as Regensburg and we have to wait for some time to know the results.

4.4. Hypothesis justification:

With the answers for the questions above, it is satisfying to some extent that cultural heritage development can be an essential tool in the sustainable development of small and medium sized cities which are influenced with historic monuments and landscape. Especially it is understood that this strategy would be more relevant to small and medium cities than the bigger cities due to the difficulties in maintaining the buildings, monuments, controlling traffic and environmental protection are high when comparing with small and medium sized cities. At the same time, this development can also have negative results sometimes which can be dealt with careful attention. For example, installing solar panels on the roof of the buildings in Poitiers city center in order to make an effort for energy efficiency became a problem when it's considered from aesthetic and cityscape point of view. But, this problem can be solved out with the help of architects and designers by some innovative method in such a way it will not disturb the cityscape's aesthetic. However, the taken hypothesis is satisfying to some extent, it is bit difficult to say in this short period of research that integrating cultural heritage development into the sustainable development as an essential tool is the right thing to do since this kind of topic is needed more time and detailed study which may prove the taken hypothesis is perfect. Overall, this study paper may be useful for the further studies which may help to find the initial details and data related to cultural heritage development.

4.5. Recommendations

Recommendation to cities, regional and national governments:

Cities should regard culture as a strategic resource, and establish clear policies for its development that integrates it with a wider strategy for regeneration, linking economic, social and physical objectives. Culture should also be recognized as a resource for addressing the challenge of diversity.

Cities should elaborate a long-term vision for culture that engages policy makers, city officials, artists, the voluntary sector and other citizens.

The cultural policies of cities should value cultural heritage and creativity in equal measure. Cultural heritage is not only physical buildings, but also includes the diversity of local cultures. Enhancing creativity is strongly linked with arts education.

The city council's organizational chart and planning documents need to reflect the role of culture in urban development. A direct relationship between cities' cultural departments and departments for city planning should be encouraged. Cities should also aim to improve the synergies between their educational and cultural policies.

A key role for city government is to enable individuals to develop their projects. Partnership with civil society is therefore essential. Cities need long term funding for cultural projects organized by other professional and non professional artists.

The regional level should ensure the coherence of local policies, and in particular coherent spatial planning. Regional strategy should recognize the different roles of the regional metropolis and of medium-sized or small cities, and support cultural development in all of them in a way that reflects their different roles.

Effective development of urban culture requires closer and more substantial collaboration between the city authority and different departments of the state administration.

Municipal borders often no longer reflect modern social, economic and cultural relationships. Ministries for Local/Public Administrations or equivalent should foster inter-municipal cooperation to give political coherence to contemporary cities.

Internet portals, observatories and laboratories should be created at a national level for a better dissemination of examples, case-studies and good practices.

The EU should begin a dialogue with European cities on the development and implementation of an explicit urban regeneration policy, incorporating cultural strategy and policies, at the European level. This should include a coherent set of principles connected to long term programs and funding schemes. This policy should reflect a shift in core concepts from "urban regeneration" towards "urban development".

Culture policies and projects should be incorporated into an number of European programs including, but not limited to the urban programs. Social and educational measures will be required as well.

The structural funds:

- Should encourage cities to include culture as a part of their urban strategies, and should promote the mobility of different cultural actors - from artists to city officers working in the field.
- Should also create a European learning platform for cities to exchange experiences on each specific type of infrastructure: museums, libraries, cultural centers, etc.
- Could encourage cities, regions and states to invest in cultural "engines" linked to urban regeneration programs. Some co-funding could be provided in special cases.

Bibliography

- Betty S F Ho. **Achieving Heritage Conservation in Sustainable Development - Transfer of Development Rights as a Sustainable Solution**
- **Culture as a tool for development** - Challenges of analysis and action
- **Cultural heritage and local development** – A guide for African local governments. Published by UNESCO
- **Cultural heritage and sustainable development in SUIT** – SUIT Position paper September 2002.
- David William Pearce, Edward Barbier. **Blueprint for a sustainable economy.**
- Doratli, N. **Revitalizing historic urban quarters:** A model for determining the most relevant strategic approach. European planning studies, Vol. 13.
- Dr. Ebru Günlü & Dr. İge Pınar. **Preserving cultural heritage and possible impacts on regional development: case of Izmir.**
- **European cultural Heritage - Intergovernmental co-operations: collected texts** by Editions de conseil de l'Europe.
- Edward Burnett Tylor - **Primitive Culture**, 1871
- **European Cultural Heritage: A review of policies and practice** By Rob Pickard, Council of Europe.
- Gulersoy – Zeren N., Tezer, A., Yigiter, Koramaz, K. & Gunay, Z. 2003. **Istanbul project – Istanbul historic peninsula conservation study.** UNESCO world Heritage center, ITU faculty of Architecture, Urban and Environmental planning and Research center.
- Graham, Ashworth and Tunbridge 2002. **Historic preservation and tourism development: Planning for distinctiveness and sustainability in heritage tourism.**
- Greg Richards. **Cultural tourism: global and local perspectives**
- Greg Richards. **Cultural attractions and European tourism**
- Hajjar, F. 2008, **Revitalisation in a part of Jakarta Kota historic area.** Master Thesis, Universiti Teknologi Malaysia.
- Inger Liliequist, Director General, The National Heritage Board, Sweden. **Cultural Heritage – A resource in Urban Development.**
- Jacques P. Feiner. **Sustainable Rural Development Based on Cultural Heritage - The Case of the Shaxi Valley Rehabilitation Project.**
- Katrinka Ebbe. **Infrastructure and Heritage conservation:** opportunities for urban revitalization and economic development.
- Martin Mowforth and Ian Munt. **Tourism and sustainability: New tourism in the third world**
- Melanie K. Smith. **Issues in Cultural Tourism Studies**
- **New Technologies for the future of our Past.** EU Research for Sustainable Urban Development and Land Use Cultural heritage.
- Nijkamp, P. & Riganti, P 2008. **Assesing cultural Heritage benefits for Urban sustainable development.**
- Robert Riddell. **Sustainable Urban Planning - Tipping the Balance.**
- Stephen M. Wheeler and Timothy Beatley – **The sustainable urban development reader** 2004.
- Tiesdell, S., OC, T. & Heath, T. 1996. **Revitalizing historic urban quarters**, London, Architectural Press.

- Tanja Lerotic 2011. Master thesis. **Evaluation of Historic urban areas using 3D GIS technologies**. A case study of old city – Istanbul, Turkey.
- **The Untapped potential of cultural heritage** – *A Strategy Paper* by European Association of Historic towns and Regions.
- **UNESCO 2008**. Historic districts for all a social and human approach for sustainable revitalization.
- **Values and Heritage Conservation** - Research Report, the Getty Conservation Institute, Los Angeles.
- Wheeler Stephen - **Planning Sustainable and Livable Cities**, 1998, Routledge, New York.
- <http://www.culturalheritagetourism.org/>
- <http://urbact.eu/en/projects/cultural-heritage-city-development/hero/homepage/>

Appendix: Few monuments in Regensburg



St. Peter's cathedral



Stone Bridge

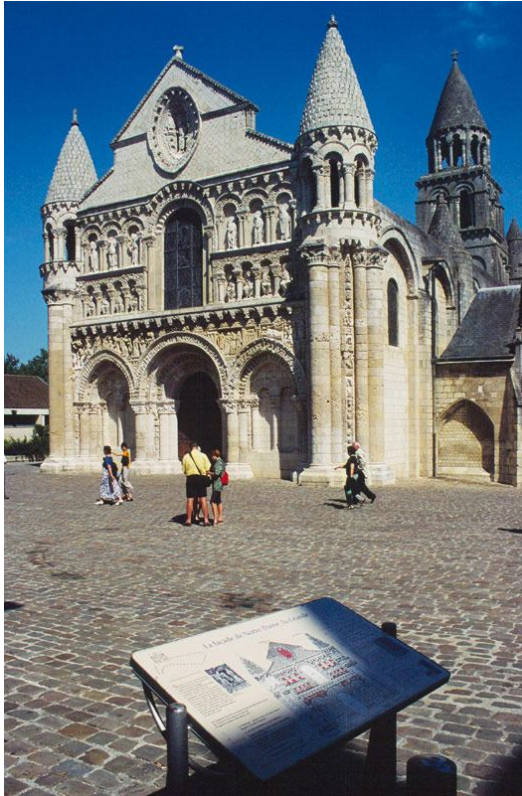
Portal of the scot church



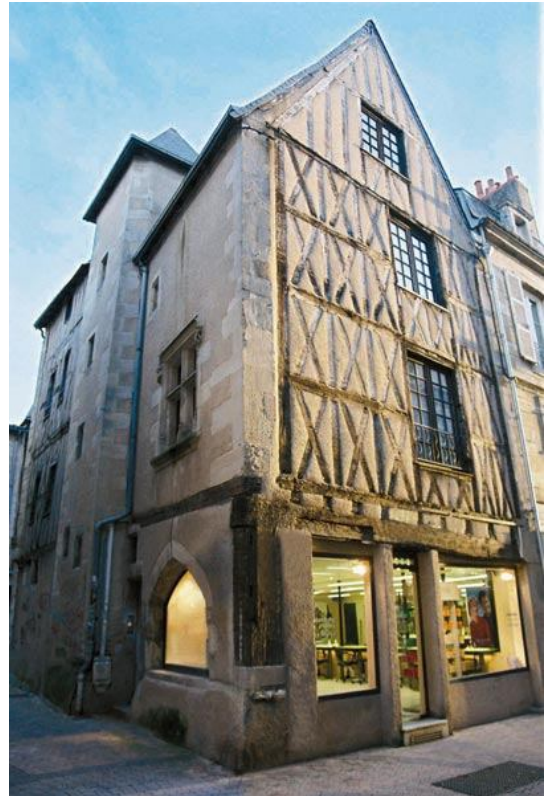
Bamburger tower



Few important sites in Poitiers:



Notre-Dame-La-Grande church



Maison in Pan de Bois

