UNESCO’s Historic Urban Landscape recommendation and its early application

Dr. Lodovico Folin Calabi
UNESCO World Heritage Centre
Cities team, HQ Paris

Urban sector week 2011, World Bank HQ, Washington
Topics

The Historic Urban Landscape approach

• Why?
• what?
• How?

Early applications

Emerging issues
Why?
Global Phenomenon
260 World Heritage Cities
350 World Heritage properties in urban areas
911 World Heritage properties inscribed on the UNESCO World Heritage List (2010)
BEFORE: “Wien-Mitte” Project Site, 2002
AFTER: New “Wien-Mitte” Project Site, 2005
Tower of London
Saint Petersburg, Russian Federation
Saint Petersburg, GAZPROM HQ Project (2005)

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Timbuktu, Mali, 09

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Timbuktu, Mali, never?
Background and Process

• Request for new criteria for regulation and management (UNESCO World Heritage Committee, July 2003)

• Vienna Memorandum, (Vienna, May 2005)

• WH General Assembly “Declaration on the Conservation of Historic Urban Landscapes” (October 2005)

• UNESCO General Conference gave green light to new UNESCO Recommendation (October 2009)

• Adoption of new UNESCO Recommendation (October 2011)
Process

8 Expert Meetings:
- Jerusalem (June 2006)
- UNESCO Headquarters (September 2006)
- Saint Petersburg (February 2007)
- Olinda, Brazil (November 2007)
- UNESCO Headquarters (November 2008)
- Zanzibar, Tanzania (December 2009)
- Rio de Janeiro (December 2009)
- UNESCO Headquarters (February 2010)
Institutional Partners
2011

Inter-Governmental Meeting in May 2011 (UNESCO HQ)

Adoption by the General Conference of Member States of UNESCO of the Recommendation on the Historic Urban Landscape
What?
Current issues in Urban management

• SETTING: old and new urban pressures
• CONTEXT: loss of tradition and continuity
• Rigid division between Development districts and artificial Conservation areas ➔ Limits of Acceptable Change?
• Discipline has no TOOLS for Objective and Scientific Assessment – INCONSISTENCY
• VALUES-Based Urban Conservation Management
HUL Approach

- From Monuments and Archaeological Sites to Living Cities and Cultural Landscapes
- From Restoration to Urban Upgrade and Managing Processes of Change
- From Mono-Disciplinary to Integrative and Participatory process
- From Preservation of Buildings to Enhancement of Values
The HUL approach aims at preserving the quality of the human environment and enhancing the productivity of urban spaces.

• Change & Continuity: historic cities as dynamic and evolving living cities
• Layering of significances: Landscape approach to urban heritage
• Context (genius loci) and setting
• Conservation as tool for more effective development
• Morphologies & local values
• Impact Studies: Visual, Socio-Economic and Heritage
• Involvement of main stakeholders in development projects
• “Culture” oriented urban development projects
Draft Recommendation

• For all cities (not only those inscribed on World Heritage!)

• Definition of Historic Urban Landscape as an Approach, not a new category

• Concise and Comprehensive: tool for local governments

• References to geo-cultural specificities to indicate DIVERSITY of TRADITIONS, but adaptation to local context is key
How?
HUL Action Plan

6 Steps

1. Mapping

2. Participatory Planning & Consultations on Values

3. Assessment of Vulnerability

4. Integration of Heritage Values into Wider Framework

5. Prioritize Actions for Conservation & Development

6. Partnerships & Management Frameworks
Pilot test cities of the HUL Approach

- Naples, Italy
- Beirut, Lebanon
- Cairo, Egypt
- Baku, Azerbaijan
- Zanzibar, Tanzania
- Living Indian cities
- Rio de Janeiro, Brazil

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Why Naples?

Emblematic case study of the HUL Approach

• Example of an urban settlement as an historic layering of cultural and natural values

• Stratification of different Historic Urban layers

• Living historic city with extremely productive yet not fully effective cultural districts

• Port as a key element of the city and Port Authority as main stakeholder
Advisory Mission by UNESCO (2008)

1. Urban fabric and the engaging of stakeholders
2. Establishment of a management plan
3. Delimitation of the property, maps and an indication of the surface area of each component of the inscribed property
4. Potential development projects
5. Rehabilitation projects and the extension of this successful approach and the creative re-use of major historic buildings
6. Damaging effects of traffic
7. Potential threats as a result of increased uncontrolled cultural tourism
8. System of regular evaluation and follow-up in accordance with international standards
A management plan prepared in full consultation with all stakeholders, the World Heritage Centre and ICOMOS;

And...

Requested the State Party to consider the conclusions of the advisory mission and to take into account the detailed recommendations
UNESCO-Italian Government Funds in Trust by Local authority
(Municipality of Naples)

Agreement, February 2010
UNESCO’s Advisory and Technical Assistance

Provide its expertise and institutional support
Assist in identifying an appropriate scientific framework
Assist in identifying and good practices and case studies
Provide guidance in the drafting of an appropriate management system

for the effective protection and enhancement of the World Heritage property of the Historic Centre of Naples, with opportunities for more responsible and lasting development
June – December 2010

- Working group
- Involvement of all stakeholders
- Participatory processes
- Agreement with Port Authority
- Management Plan
- New boundaries
- Innovative framework
- New partners and donors
The HUL vision’s in Naples can be grouped under 4 main themes:

- Cultural productive chain
- Quality of life
- Territorial system
- Integrated conservation and development
How is it relevant for Urban Governance?

Seeks to obtain government support in the field of urban conservation and urban development

Provides guidance in terms of approach for those working on an urban context

Offers a set of tools to assist local governments in defining strategies for sustainable urban development

Provide a basis for regulatory framework and local urban governance

Retaining Conservation at the Heart of the Agenda when Exploring Economic Opportunities for Development
HUL

- **UNESCO WH Centre** participated in dozens of conferences & lectures worldwide
- HUL perhaps most widely discussed conservation topic at the moment
- Renewed set of interlocutors and partners (Development agencies, Local governments, Private Sector, Leading personalities and thinkers, ...)

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International Research Centre on the Economics of Culture (IRCEC), Torino, Italy
UNESCO World Heritage Centre

l.folin-calabi@unesco.org

7, Place de Fontenoy 75352 Paris
07 SP France
v +33 (0)1 45 68 10 00 f +33 (0)1 45 68 55 70 e wh-info@unesco.org
w whc.unesco.org