CONSERVING THE PAST AS A FOUNDATION FOR THE FUTURE

A World Bank Urban Development Series Knowledge Paper
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Funding: The Italian Cultural Heritage Trust Fund at the World Bank


- 18 years; 12 projects
- US$1.3 billion in loans
- US$ 260 million for cultural heritage

Contributions by: Many past and current TTLs, PMOs, SACH, & local specialists, governments & communities
Trends: Increasing Size & Integration
From Components to Standalone Projects

<table>
<thead>
<tr>
<th>FY</th>
<th>PROJECTS</th>
<th>CH Loan Amt. (US$ M)</th>
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<tr>
<td>1993</td>
<td>Zhejiang Multicities Development</td>
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<td>1995</td>
<td>Liaoning Environment</td>
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<td>1996</td>
<td>Inner Mongolia and Yunnan Earthquake Reconstruct</td>
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<td></td>
<td><strong>RESPONSE TO IMMEDIATE NEEDS</strong></td>
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<td>1999</td>
<td>Sichuan Urban Environment</td>
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<td>2000</td>
<td>Chongqing Urban Environment</td>
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<td>2003</td>
<td>Shanghai Urban Environment APL 1</td>
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<td><strong>SYSTEMATIC ANALYSIS &amp; PRIORITY SETTING</strong></td>
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<td>2004</td>
<td>Zhejiang Urban Environment</td>
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<td>2008</td>
<td>Xi’an Sustainable Urban Transport Project</td>
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<td>Yunnan Urban Environment</td>
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<td>2011</td>
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<td><strong>INTEGRATED &amp; BROAD-BASED APPROACH</strong></td>
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<td></td>
<td><strong>Total</strong></td>
<td>259.83</td>
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THREE AREAS OF EMPHASIS

Three broad areas of work and why they matter:

1. Integrating heritage conservation in urban regeneration efforts to strengthen cities
2. Supporting best practice in heritage conservation to protect valuable heritage
3. Increasing the links between conservation and local economic development to reduce poverty
TYPICAL PROJECT ACTIVITIES

Lending Activities
- Urban planning
- Infrastructure upgrading
- Conservation planning & mgt.
- Conservation works
- Intangible heritage conservation
- Cultural heritage interpretation
- Cultural tourism planning
- Institutional frameworks & capacity building

Non-Lending Activities
- International conferences
- Projects & lessons learned documented with:
  - published case studies
  - videos
  - web-based slide shows

Chongqing Urban Environment
1. CULTURAL HERITAGE & URBAN REGENERATION

- Strengthening Local Urban Planning Skills
- Upgrading Basic Infrastructure in a Historic Context
- Improving Traditional Housing to Meet Rising Expectations

1. CULTURAL HERITAGE & URBAN REGENERATION

Increase Multisectoral Planning

- Make use of different skills & perspectives
- Identify full range of heritage assets
- Make the case for unique characteristics to maintain livability & create branding opportunities
- Integrate heritage areas into greater urban and regional context
1. CULTURAL HERITAGE & URBAN REGENERATION

Improve Urban Development-Control Mechanisms

Promote sympathetic land use through support for:

- Municipal planning units & heritage bureaus with authority to protect historic areas
- Development control manuals & guidelines w/ attention to:
  - building heights
  - buffer zones
  - significant views
  - demolition

Shandong Confucius & Mencius Cultural Heritage Conservation & Development Project

1. CULTURAL HERITAGE & URBAN REGENERATION

Design Infrastructure to Enhance Historic Areas

- Planning sensitive to historic areas
- Specification, construction & installation to minimize impact
- Design & materials to reflect local historic character

Xi’an Sustainable Urban Transport Project
Shaoxing, Zhejiang Urban Environment Project
1. CULTURAL HERITAGE & URBAN REGENERATION

**Improve Housing & Protect Residents**

- Keep as many residents in their homes as possible to preserve:
  - equity
  - social fabric & support networks
  - unique local character
  - tourism & branding potential

Zhejiang Urban Environment Project

2. BEST PRACTICE IN CONSERVATION

- Supporting Conservation Institutions & Specialists
- Increasing Community Participation & Support
- Enhancing Sustainability of Conservation Activities
2. BEST PRACTICE IN CONSERVATION

Support Conservation Institutions & Specialists

Develop tools and TA for the long term

- Cultural heritage strategies
- Digital archives
- Conservation and management plans
- International cooperation

Chongqing Urban Environment Project  Sichuan Urban Environment Project

2. BEST PRACTICE IN CONSERVATION

Increase Community Participation & Support

Involve stakeholders in decision making to define cultural assets and prioritize action:

- Stakeholder consultations
- Attitude surveys
- Public forums
- Community-based inventories

Gansu Cultural and Natural Heritage Protection & Development Project
2. BEST PRACTICE IN CONSERVATION

Enhance Sustainability of Conservation Activities

Improve post-conservation operation, maintenance & monitoring through:

- Budget planning for O&M
- Strategies to create extra-budgetary revenues for O&M
- Evaluation systems that document benefits & justify O&M allocations

Shaoxing, Zhejiang Urban Environment Project

3. LOCAL ECONOMIC DEVELOPMENT (LED) & CONSERVATION

- Adapting Historic Buildings for New Uses
- Facilitating Sustainable Cultural Tourism
3. LED & CONSERVATION
Adapt Historic Buildings for New Uses

Adaptive reuse projects:
- are a direct source of local jobs & are more labor intensive than new construction
- create places for new activities & economic opportunities
- provide income streams that can be used for building O&M

Shandong Confucius & Mencius Cultural Heritage Conservation & Development

3. LED & CONSERVATION
Plan for Multiple Issues & Ongoing Management in Adaptive Reuse

Planning considerations:
- market demand activities relevant to community needs & interests
- building capacity & costs vs. potential revenues

Management considerations:
- Private sector - critical level of activity & spending
- Public sector - sympathetic use & maintenance of buildings

Huguang Huiguan, Chongqing Urban Environment Project
3. LED & CONSERVATION

Support Tourism Bureaus and Strategic Planning

- Market research & analysis
- Tourism product improvement & development
- Branding & marketing strategies
- Training & study tours

Tianlong, Guizhou

3. LED & CONSERVATION

Invest in Integrated Tourism Site Development

Investments in:
- Conservation
- Interpretation
- Infrastructure
- Tourism products
- Monitoring & maintenance
- Community training
- Administration training

Maijishan, Gansu Cultural and Natural Heritage Protection & Development Project
3. LED & CONSERVATION

Improve Community Benefits from Tourism

Increase:
- Visitor length of stay
- Visitor spending

By quality & number of:
- tourism services (restaurants, accommodations) and thus the prices that can be charged
- tourism products (tours, souvenirs, special events, entertainment)

Next Generation Issues and Challenges

Leverage Traditional Knowledge for Smart Growth & Energy Conservation

- Historic buildings are often energy efficient
- Traditional building concepts are useful today
- Conserving buildings supports smart growth
Next Generation Issues and Challenges

Strengthen the Integration of Conservation & Tourism Development

- Tourism is a significant share of China’s GDP & growing
- Cultural tourism depends on heritage conservation
- Sustainable tourism must provide communities with more benefits than costs

Next Generation Issues and Challenges

Recognize Conservation as an Asset for Creative Industries

- International trade in creative goods and services is large and growing.
- Creative industries are playing an increasing role in China’s economy
- Cultural heritage provides the basis for innovation in creative industries
Thank You