Global Standards for Contextual Development
UNESCO Historic Urban Landscape Recommendation: Urban Heritage & Sustainability Challenges & Tools

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UNESCO Historic Urban Landscape Recommendation
St. Petersburg, a horizontal city, Courtesy Francesco Bandarin

Presentation has four components:
2. HUL Recommendation toward Proactive, Integrated Change Management
3. Holistic Urban Functions- Community, Economy, Life Quality, Tourism, etc.
4. Explore the HUL Tool Kit toward interdisciplinary urban heritage planning:
   - Civic Engagement Tools
   - Knowledge & Planning Tools
   - Regulatory Systems
   - Financial Tools
21st Century Urban Heritage Pressures

- Global urban population 50%+ result uncontrolled growth
- Universal desire for healthful, vital urban environments largely unmet
- City population decline & devastating losses of urban fabric and heritage
- Socio-economic transformations & functional changes questioning values
- Climate change, environmental disasters, impacts of armed conflict
- Degrading impacts of infrastructure, transportation upgrades
- Appropriation of urban heritage for corporate gain
- Development pressures, starchitecture, city branding
- Global competition for economic growth and tourism income

Enter the Anthropocene — Age of Humanity

A new name for a new Geologic Epoch
one defined by massive human impact on the planet.
That mark will endure in the geologic record long after our cities have crumbled.
The Historic Urban Landscape approach aims at preserving the quality of the human environment and enhancing the productivity of urban spaces. It integrates the goals of urban heritage conservation with the goals of social and economic development. It is rooted in a balanced and sustainable relationship between the built and natural environment.

http://whc.unesco.org

- 2003-2011 intensive global HUL discussions, address global urban regional issues & future
- Lightening rod of contemporary architecture in the historic urban context, Starchitects
- Recognition that urban places hold differing values, that are continually renegotiated
- Attention to managed change to retain heritage & urban vitality, competitiveness
HUL Spark - Vienna's Wein Mitte Project Furor

High-rise proposal left
Low massing re-design below

Intensive international dialogue around transit-oriented center adjacent to Vienna historic core, resolved with scale re-design.
Courtesy Gustavo Araoz

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St. Petersburgh, Gazprom City Branding Concept

Gazprom Headquarters Design, RMJM, 2005
Courtesy Francesco Bandarin

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Global Urban Branding through Stararchitecture

- Rate and type of urban changes in the 21st century
- Impetus for the UNESCO Recommendation on the Historic Urban Landscape 260 cities and 350 urban centers World Heritage inscribed
- Beyond World Heritage HUL is about all cities and towns
- Each unique, each a place of heritage
- HUL extends the notions of historic center & urban ensemble to the broad urban context and geographic setting

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WH delisting Dresden, Elbe River Bridge

The Elbe River Bridge at Waldschlösschen in Dresden

Design and Structure
In 1897, a European design competition was initiated to find a design for the new railroad, footway and pedestrian bridge at Waldschlösschen, a scenic site on the Elbe river in Dresden. The interdisciplinary competition (36 teams of architects, engineers and landscape architects) had been invited after an earlier application and assessment process marked the inception of the modern idea of the cityscape improvement and entered into the elaboration of a social and cultural landscape for the city between the historic center of Dresden and the 19th century Bäderinsel a bridge adjoins the new to the west. The summit of the castle end of the bridge was part of the competition brief - an intersection with the two routes through the bridge was specified in no change for a low-profile of the bridge deck in order to preserve the views from the river and the spa area to the city skyline.

The bridge's design is intended as a modern interpretation of the historic arch bridge in the old town of Dresden. The bridge's 421-meter span is anchored at either end and the river crossing – the main deck space over a graceful arch-shaped pier. The large spans of the bridge are supported by granite pylons.
HUL Urban Pressures- Tourism & Heritage

- Tourism Global Economic Engine
- Focus on Short Term Visitor & Specific Place
- Authenticity is the Magnet, Unique Culture is the Draw
- Choices Link to Cultural Landscapes
- Integrate Resident & Visitor Needs
- Quality of Place & Quality of Life
- Global Engine Travel & Mobility
- Experience Economy

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Tangible Resources of the Historic Urban Landscape

- Natural Systems, Geomorphology, Hydrology, Topography
- Land Uses, Patterns, Spatial Organization, Visual Relationships
- Vegetation
- Circulation & Transportation Systems
- Water Features, Natural and Constructed
- Buildings- Mass, Scale, Form, Details , Purposeful & Favelas
- Structures- Bridges, Walls, Tunnels
- Vocabulary of Urban Art, Sculpture, Site Furnishings & Objects

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US Capitol Document Tangible Heritage Evolution

1874  1882  1894  1956  1987  2010

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Intangible Heritage Residing in the Historic Urban Landscape

- Festivals, rituals, traditional music, dance, performance
- Spiritual worship, pilgrimage, celebration
- Iconic shared places and/or symbols the embody the shared urban image
- Places of memory, marking events, joy-suffering, commemoration
- Traditional practices
- Urban and ex-urban farming, food plants
- Local cuisine, harvesting places for native plants
- Traditional arts and crafts, gathering places materials, work places

*Documentation is a baseline, Planning must be informed by intangible heritage*

San Juan Chamula, Mayan Village, Mexico

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Mecca’s Changed Tangible Heritage for Hajj Spiritual Pilgrimage

Champaner Pavagaadh, India World Heritage Cultural Landscape

- Pilgrimage Tourism Landscape
- Issues at Champaner Pavagadh Hill, World Heritage Site, Gujarat
  - Worship, Religious Importance
  - Pilgrimage, Heritage Tourism
  - Historic Features
  - Local People
  - Farming & Grazing Communities
  - Intense Use
  - Soil Erosion
  - Water Scarcity

- Urban Heritage Solution:
  - Respect heritage resources
  - Address land degradation
  - Increase comfort
  - Enhance sustainability

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Tools to Address Continuity & Change in the Historic Urban Landscape

1. Civic Engagement Tools
2. Knowledge and Planning Tools
3. Regulatory Systems
4. Financial Tools

1 HUL Civic Engagement Tools

- Accessible, multi-platform urban planning vision processes
- Public forums about aspects of the urban future
- Web based local heritage games
- Urban heritage issues web exchange blogs, chat rooms
- Planning charrettes with open dialogue
- Documentation projects, oral interviews and videos
- Community heritage stewardship skill development workshops
### "History Hunt" Civic Engagement Tools

<table>
<thead>
<tr>
<th>Photo</th>
<th>Brief Description of History/Style</th>
<th>Address/Common Name</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image.png" alt="Image" /></td>
<td>This structure can be found in a Victorian-era garden cemetery, which opened in 1871. The area not only provided peaceful burial grounds but also a quiet area for the living to picnic, relax and escape the noise of the downtown center.</td>
<td>Lakeview Cemetery</td>
</tr>
</tbody>
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Preservation Burlington, History Hunt

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### 2 HUL Knowledge and Planning Tools

- Documentation of tangible & intangible community heritage
- Urban viewscape mapping for building envelope height and location
- Planning for conservation of natural & cultural resources
- Targeted urban preservation, management and tourism plans
- Green infrastructure knowledge applied with heritage considered
- Plans that incorporate heritage values to address streets, public facilities, stormwater, parks, etc.
- **Holistic planning processes that incorporate urban heritage and values**

Lake Como, Italy

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Planning for Intangible/Ephemeral Heritage Traditions

Public Square Market Land Use adjacent to Church
Planners Informed by Community & Observation
San Juan Chamula, Mexico

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Planning- Annapolis, Maryland, Heritage of Colonial Core

- Traditional harbor town on the Chesapeake bay
- Capitol city of Maryland, 17th century founding, community value of place
- High integrity cohesive 18th and 19th century architectural ensemble
- Unique character of streets, views, building massing, materials, details
- Managed through zoning & development approval process

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Planning - Annapolis Continuity of Building Form

- Preservation issues alongside resident pride and engagement, community character, environmental quality, economy, tourism, etc.
- Example of opposing a street tree proposal

Planning - Edinburgh Defining the Sky

Courtesy Hal Moggridge

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3 HUL Regulatory Systems incorporating Heritage

- Zoning ordinance underpinned by urban heritage database
- Conservation easement law
- Historic district commission law
- Traditional and customary systems, indigenous peoples
- Legislated climate change targets
- Tree protection ordinance
- Urban viewscape controls (Edinburgh example)
- Multi-purpose overlay districts, for economy, heritage, aesthetics
- Legislation specifically addressing urban heritage stewardship/management

Vote for Conservation Fund Taxation

- Charlotte, Vermont on Lake Champlain, Population 4,500
- Citizens Voted to approve Conservation Tax Fund Legislation
- Small Town Land Trust
- Private Donations Add to Financial Base
- Purchase, Resale, Easements
- Shared Values of Scenic & Agricultural Landscape
- Multiple Parcels Conserved with Easements & Partnerships
4 HUL Financial Tools

- Public Capital Improvements - Current ARRA Funding National Mall Project
- Private Public Partnership targeted funding for Urban Heritage
- Heritage Property Donation, Purchase, Conservation Easements, TDR, etc.
- Revolving Loan Funds addressing Historic Structures
- Grant Programs for Urban Intangible and Tangible Heritage Actions
- Taxation Laws Favoring Preservation Investments
- Private Building and Property Maintenance
- Ongoing Public Maintenance Staffing & Budgets

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NYC Green Infrastructure Funding

- Green Infrastructure Commitment
- New York, Chicago, Philadelphia
- Funding for bioswales
- Green band between street–sidewalk
- Averts costly combined sewer work
- Infiltrates water
- Quells urban heat island
- Recaptures traditional street pattern
- Acceptable managed change
- Eliminate 1.5 B/gal/yr sewer
- 2012-100 R-O-W Bioswales
- $2.4 B public/private - 18 years

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Chicago as an Integrated Green City

- Multiple values expressed
  - Driving force is to be competitive, liveable, a destination
  - Green roofs, Bee hives, Bird agenda, Fish hotels
  - Energy efficient housing retrofits
  - Transits improvements
  - Overall carbon footprint reduction
  - Is city heritage being preserved?

HUL Charleston 80 Years Guided Community Change

- **All Four Groups of Tools Employed = Engage/Plan/Regulate/Finance**
- 1931 First Historic District
- 1947 Historic Charleston Founded
- 1948 Festival of Houses
- 1950-59 Building Crafts Training Program
- 1957 Revolving Fund for Neighborhood
- 1958 Philanthropic support Woodwards
- 1962-66 Threatened Buildings Acquired
- 1966 Zoning Study revised 1931 Ordinance, District Expansion
- 1968 Broad Street Project trees, buried power, signage, building color scheme
- 1968-75 Proposed James Bridge location opposed, moved to Calhoun Street
- 1974 Historic Preservation Plan & Comprehensive Inventory 2,288 buildings
- 1974 HCF Reproductions Shop Opens
Charleston, Urban Form Stewardship 1930s to 2010s

- 1977-85 Dialogue to develop compatible hotel convention complex
- 1977 target 2 uptown neighborhoods for home ownership stabilization
- 1982 HCF underwrites tourism management study
- 1983-88 Design and siting of federal courthouse annex
- 1983 Restoration of Charleston’s oldest graveyard
- 1984 Historic Snee Farm coalition creates Charles Pickney NHS
- 1987 700-acre Mulberry Plantation purchased for conservation resale
- 1989 Hurricane Hugo response, damage assessment, funding
- 1994 US DOE award for weatherization of 100 low-income homes
- 1995 First HCF sponsored US/ICOMOS international intern
- 1999-2002 NRHP nomination for 30,000 acres Cooper River Properties
- 2004 Charleston Antique Show begins, earned income
- 2006-08 Mayor’s Walled City task force uncovers wall, artifacts

Premises that Underpin the Historic Urban Landscape Approach

- Urban heritage, combined work of humanity & nature over time, worthy of conservation
- Imbedded tangible and intangible values of history, society and economy are
- Processes of continuity & change are present, cities are dynamic
- Intensity & speed of changes, including climate change
- Unique urban landscape identity express a living heritage
- Urban landscape contains heritage values in complex ensemble
- Historic urban landscape recognition, documentation, analysis needed

Planning is a doorway to managing & retaining heritage values into the future
UNESCO Historic Urban Landscape Recommendation

HUL broadens the framework for our global commonwealth of urban heritage, through recognition that tangible and intangible heritage is valued for differing reasons and motivations by residents, tourists, politicians, employers, municipal governments, developers and the preservation community.

HUL approach: stewardship of urban heritage is a shared integrative undertaking that affirms heritage as a sustainable element of the future.

Thank you