

Culture: Key to Sustainable Development  
The Hangzhou International Congress  
Hangzhou, China,  
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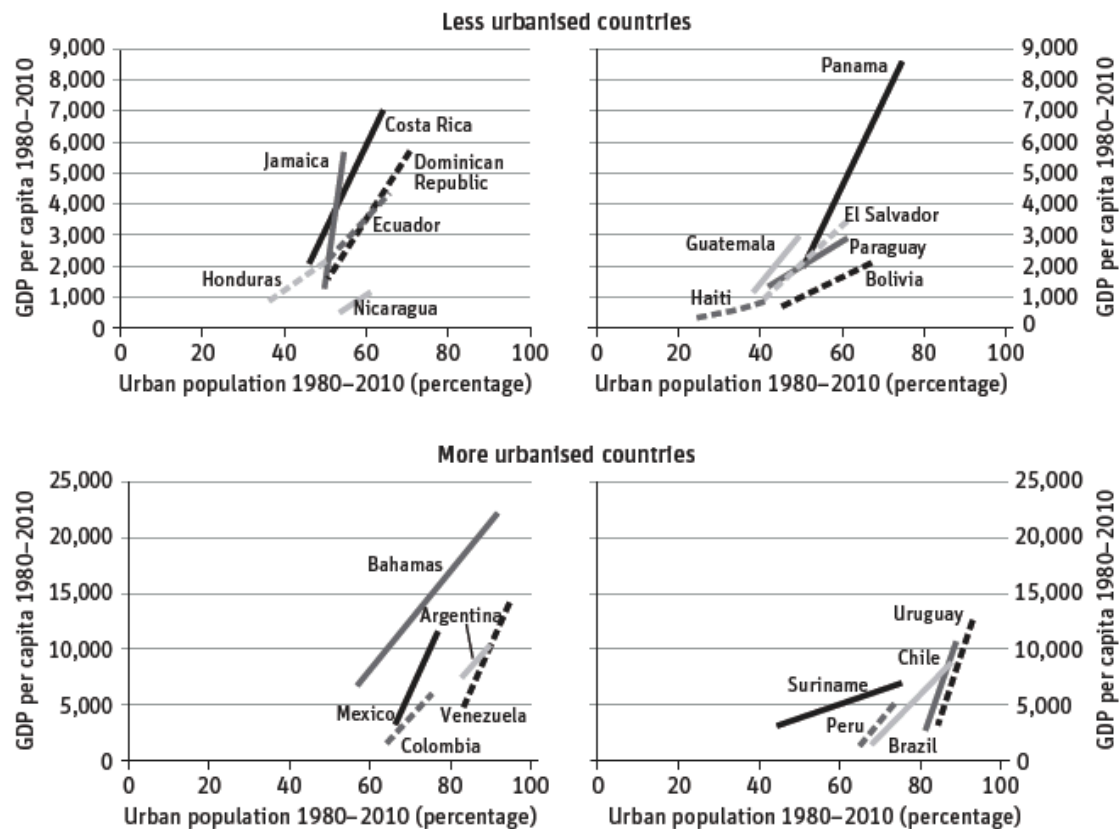
# **SUSTAINABLE PRESERVATION AND DEVELOPMENT OF THE URBAN HERITAGE**

Reccomendations for a Development Agenda



# sustainable development needs sustainable cities...

**Figure 1.1** Urbanisation and Economic Development in the LAC Region, 1980–2010



Source: UN-HABITAT (2007) and IMF (2008).



...the **heritage** is not only provides meaning and identity...

...it also provides **assets** for development...

# the role of urban heritage in sustainable city development

the urban heritage component of the development agenda

# the challenges of adequately managing urban heritage

a task of all social actors

# new mechanisms for integrating the urban heritage into the sustainable development of cities

cooperation and joint action



# the role of urban heritage in sustainable city development

## the urban heritage component of the development agenda



the **material urban heritage** is a stock of physical capital:  
streets, squares, monuments, public and private buildings and the city  
scape....

...that the urban community **inherits** from the past...

the **intangible urban heritage** is a set of individual and collective attributes also **inherited**...

... that enable individuals to **live** and **cooperate** in a city

...they are **assets** that an urban community received as **gifts** from the previous generations and that are **shared** by most of its members...

...a **commons**



...the **material** urban heritage has multiple values...

...**socio cultural** values:

aesthetic, spiritual, social, historic, symbolic



and...

...it is a **fix capital** that can generate a flow of cash so it brings **economic benefits** for society ...

...its **economic use** value....

...the **intangible heritage** is valued...

because it forms part of the **community's culture** allowing its members to communicate and cooperate in the management of their affairs

...the loss of a **Commons**

...the loss of a material  
development **asset**...

Historic Centre of Quito  
Ecuador  
in the late 1980's



Eduardo Rojas

...the loss of a intangible  
asset...

pole production in  
Pushkar, India,  
in 2010



...the **material** urban heritage provides physical support for **productive** and **non-productive** activities and...

the **intangible** urban heritage the foundations of an **integrated** and **inclusive** society.

# the challenges of adequately managing urban heritage

a task of all social actors



...there is a need to **expand** the developmental contribution of the urban heritage...

...going beyond the traditional conception of the heritage as a provider of meaning and identity to communities...

...foremost, the urban heritage **provides material and intangible** means of production and for the improvement of the quality of life.





...traditional approaches to the **management** of the heritage  
emphasize the **protection** of the material heritage...



under these approach the urban hertiage become a **liability**...

...a **SOURCE** of government (or private) **spending**...

and...

...a **restriction** to urban development

The conservation of a historic centre is considered **sustained** when:

...the historic centre **is attractive** to a wide variety of users that demand space for developing residential, commercial, service, cultural and recreational activities and **use** and **maintain** the buildings

and....

...**private investment** is amply supplying the demand for space from these activities and maintaining the private buildings so they **retain the characteristics** that makes them part of the community's heritage;

so...

...**public resources** are used mostly for the provision of public goods.

...an approach based on the **adaptive rehabilitation** of the material urban heritage...

...can lead to the **sustainable conservation** of its heritage values...

that is...

...heritage buildings and public spaces are used to  
**accommodate contemporary demands...**

...within the restrictions imposed by the **capacity** of the  
**heritage assets** to do so without losing the characteristics  
that gives them its heritage value...

... this approach turns the urban heritage from a **liability** into an **asset** for the sustainable social and economic development of the community....

the historic centers' buildings and public spaces must be **adapted** to accommodate contemporary activities and be made attractive for the widest possible variety of social actors.



the spontaneous operation of the **markets...**

...only **rarely** lead to such state of affairs in historic centers

new mechanisms for integrating the urban heritage into the  
sustainable development of cities  
cooperation and joint action



for the **sustainable** preservation of heritage areas...

...it is necessary to engage the interest of **all social actors** that are interested in preserving the variety of **values** held by this form of material heritage,

and...

...these heritage areas should **accommodate most** urban activities

# a multidimensional valuation of the historic centres...

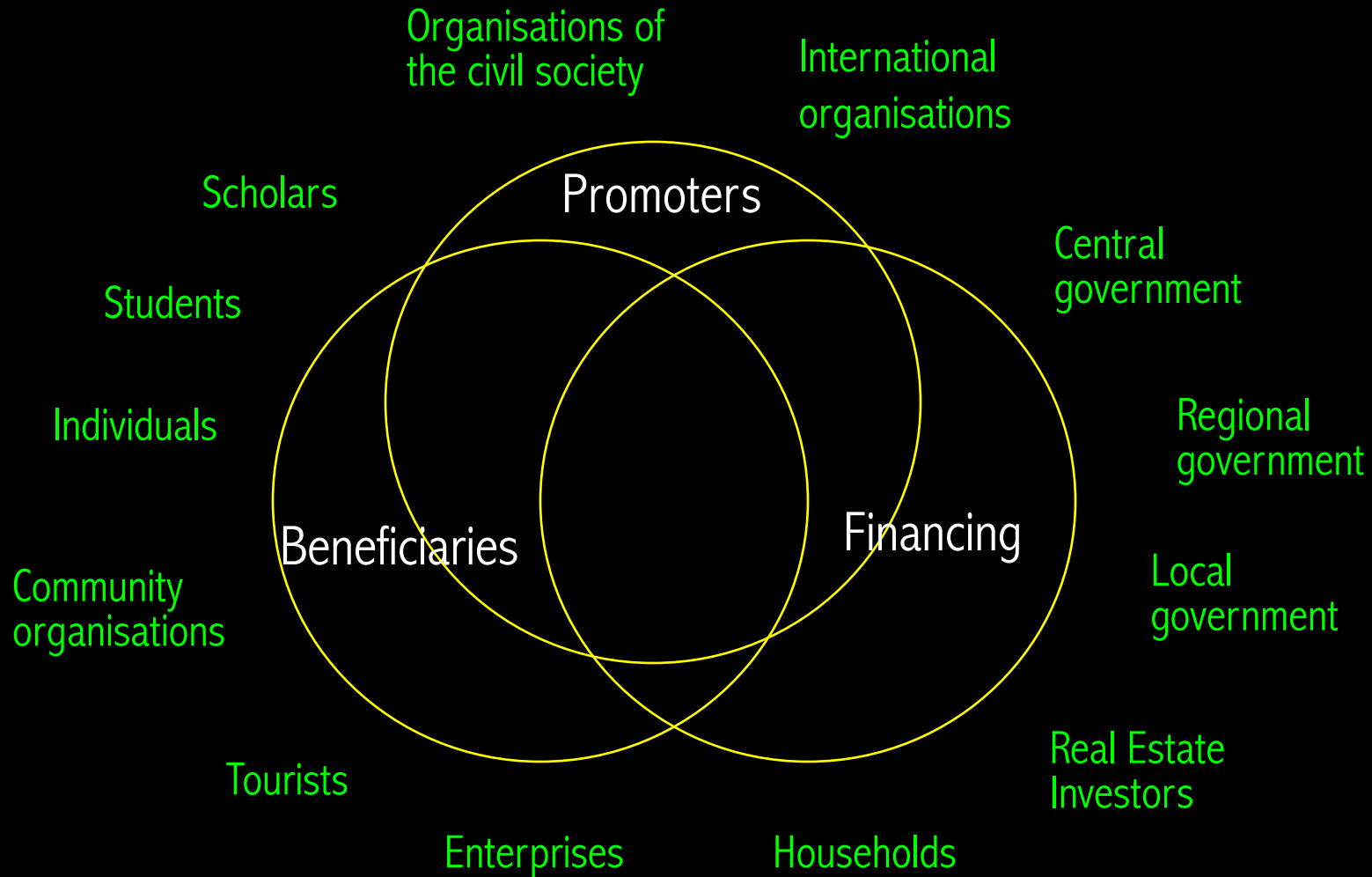
- Economic values
  - Use values
    - Direct use
    - Indirect use
  - Non use values
    - Existence
    - Inheritance
    - Philanthropic
- Socio cultural values
  - Aesthetic
  - Spiritual
  - Social
  - Historic
  - Symbolic



...that attract the interest of a multiplicity of actors...

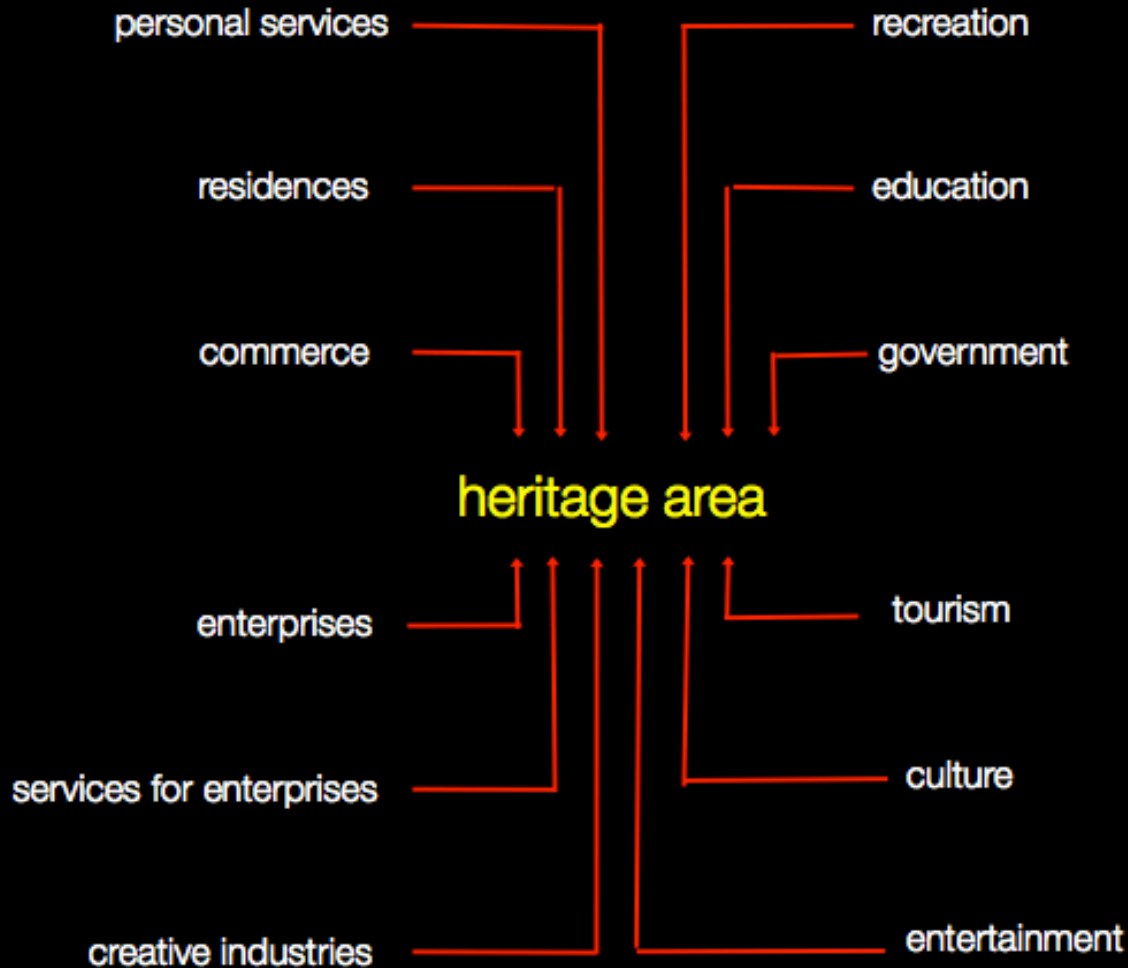
variety of actors





and accommodate many urban activities...

variety of **activities**



# the tale of two historic centres





Quito, Ecuador



Edinburgh, Scotland

