The city of Split is the second largest city in Croatia. Historic urban landscape of the Split region is a proof of the 25 centuries urban tradition. The first Greek colonisation in the 4th century BC is a new heritage layer on the Illyrian proto-urban settlements Salona: Tragurion, Epetion and Pharos.

Five projects represent concept of connecting heritage sites and local neighbourhoods creating balance between economy of tourism and public places for inhabitants. The projects were developed by master students at the Faculty of Architecture in Zagreb on the Landscape Architecture Workshop entitled Urbanscape Emanation and Master Thesis under the mentorship of Prof.dr.sc. Bojana Bojanić Obad-Šćitaroci: Iva Batina (Kastela), Tamara Marić (Split), Nera Nejašmić (Brač), Maja Šurjak (Hvar) and Ana Topić (Imotski).

SPLIT - linear urban landscape connecting Marjan forest and archaeological park Salona in Solin
KASTELA - Citadel Promenade along the coast through seven settlements
IKOSTANSKI - connecting hinterland with coastal areas
BRAC - Vista Promenade connections
HVAR - connected settlements around the Ager Pharensis

natural and cultural heritage
project proposals

Prof.dr.sc. Bojana Bojanić Obad-Šćitaroci and Tamara Marić

The University of Zagreb, Faculty of Architecture, Department of Urban Planning, Spatial Planning and Landscape Architecture
Research project Heritage Urbanism - Urban and Spatial Planning Models for Revival and Enhancement of Cultural Heritage (HERU HRZZ-2032)
bbojanic@arhitekt.hr and tmanc@arhitekt.hr
Design Innovation in Archaeological Contexts

The construction of the limit as a synthesis between ethics and semiotics in new architectures

Vincenzo P. Bagnato

Department of Civil Engineering and Architectural Sciences (DICAR - Bari, Italy)
International Research Group on Architecture and Society (GIRAS - Barcelona, Spain)
bagnato@bdfarchitetti.it
An excursion into the Cultural Landscape along the Peloponnesian Railways

The train as a “backbone” mechanism along the cultural landscape of Peloponnesse!

Problem 1:
- a) Instead of several regional and national level transport (train & bus) routes, the rest of the network which illustrates potential as railway heritage and touristic routes is inactive.
- b) For all travellers from Athens to the touristic hotposts of Peloponnesian culture but a strong tension to keep railway transport, poor passenger services, inefficient transitions.

What happens around important railway nodes?

Problem 2:
- a) There is no a strategic plan for future railway and tourist development along the network and mainly around transport hubs improving accessibility and services.
- b) There is no railway culture but a strong tension to keep railway stations out of the historic centres.

Collaboration at any cost! Shared market risk vs. hierarchic mandates and bureaucratic entitlement

Problem 3:
- a) Combine the various interests between cultural heritage management and sustainable tourism.
- b) There are numerous involved stakeholders in each part of the network with limited culture of collaboration.
- c) The spatial planning system of Greece orientates to a strong top-down approach.

Key stakeholders for tourism and cultural heritage management in the case of Peloponnesian

References:

Theodora Papamichail, Dr.Ana Peric
PhD candidate, Chair of Spatial Development, ETH Zurich
Lecturer and PostDoc Fellow, Chair of Spatial Development, ETH Zurich
tpapamic@ethz.ch, aperic@ethz.ch
Assessing urban management policies: An application of an innovative assessment framework on Florence (Italy) as a case study

INTRODUCTION
The conservation and management of historic urban environments is one of the most urgent tasks of our time. The recent definition of the UNESCO Historic Urban Landscape approach and the adoption of its related recommendation in 2011 represents one of the most recent international contribution in the identification of a new holistic urban management framework for reconciling heritage conservation with urban development. It exemplifies the international recognition that a new paradigm for urban conservation and management has gradually taken shape since the beginning of the 21st century.

This research started from the assumption that in order to implement this new paradigm of urban conservation toward a better integration with development, there is a need to assess how existing urban management frameworks currently operate as well as to develop systematic assessment methodologies for an adequate consideration of the gap between cultural heritage management and sustainable urban development.

OBJECTIVE
The objective of this poster is to propose a way to develop a critical assessment of local urban management policies in order to evaluate if the new paradigm’s principles have been already incorporated into local urban management policies and how. With this objective, it presents the assessment framework developed by the author that allows to evaluate and compare different kinds and levels of regulatory and planning tools involved in a (or more) urban management system(s). It presents the results of its application on the case study of Florence (Italy).

METHODS AND MATERIALS
1st Phase: Definition of a sample urban management policies to be assessed
Considering that the purpose of this research is not an exhaustive assessment of all the policies involved in the urban management system (including infrastructure and mobility, education, environment, pollution, garbage, culture and sport, etc.), but the evaluation of those policies directly and currently involved in the conservation, management and development of Florence’s historic urban landscape, only a selection of the most recent and publicly available plans and specific regulations of these three sectors was carried out. They were selected according to a multi-sectorial and a multi-scalar perspective: multi-sectorial because they refer to the research sectors of interest (heritage conservation, heritage management, urban and territorial planning and socio-economic development) and multi-scalar because they belong to the four levels involved in the urban management system (regional, provincial, local and World Heritage).

Moreover, the data collected from the text-based sources were supplemented and validated by semi-structured interviews carried out with relevant local stakeholders (policy makers, officers, academics and professional experts) involved in the definition and implementation of these documents.

2nd Phase: Linking theory to practice: an original policy assessment framework
The second methodological step focused on the definition of an original policy assessment framework. After a literature review, six existing assessment frameworks related to policy document analysis in the field of tourism planning (Simpson, 2001; Ruhanen, 2004), World Heritage site management (Landorf, 2009; World Heritage Centre, 2008; SITI, 2012) and Historic Urban Landscapes (Veldpaus, 2015), were considered the most relevant in relation to the research scope and field. However, while relevant for some aspects, none of them was completely adequate to the research scope and an innovative assessment framework was designed.

A literature review carried out by the author identified four main principles characteristic elements of the international approach (“the new paradigm”) to urban heritage conservation and management. These key concepts were transformed into four specific sections of the assessment framework developed by the author, working as initial coding categories for carrying out the assessment. Then, four (section 1.2 and 4) or five (section 5) qualitative coding items have been associated to each of these sections to delineate specific operational parameters to be considered during the analysis.

AN ORIGINAL ASSESSMENT FRAMEWORKS

RESULTS

Francesca Giliberto
Politecnico di Torino (Italy) and University of Kent (UK)
PhD candidate jointly supervised (co-tutelle)
francesca.giliberto@polito.it
The importance of the role of the Municipality in the implementation of the Recommendation on the Historic Urban Landscape. The case of Cuenca, Ecuador

PHASE 3: IDENTIFICATION OF LANDSCAPE UNITS AND ELABORATION OF LANDSCAPE FILES ASSESSMENT

Despite the effort displayed during the execution of the Project, the lack of continuity from the Municipality as well as the scarce follow-up actions, constitutes the main risks. To allow a permanence, the Municipality as an institution in charge of Heritage management in Cuenca should guarantee the application of the Recommendation and, in specific, the actions resulted during the Visioning Conference as the result of the participatory process. Likewise, it is Municipality’s responsibility to use the third and fourth tool proposed by UNESCO: Regulatory systems and Financial. In order to implement step 6 form the action plan, consisting on establishing local partnerships and management frameworks and to ensure the right development of step 4 and 5.

PHASE 4: INTEGRATE IN URBAN DEVELOPMENT FRAMEWORK AND STEP’S PRIORITIZE ACTIONS, RETURN INFORMATION TO THE COMMUNITY VISIONING CONFERENCE

PHASE 5: AGREEMENT BETWEEN MUNICIPALITY OF CUENCA, UNIVERSITY OF CUENCA AND WHITRAP.

JULIA REY PÉREZ
University of Seville
reyj@us.es
HUL Recommendation in action

Ecuadorian and worldwide urban management practices

María Eugenia Siguencia Avila

Universidad de Cuenca - Ecuador
RLICC / KU Leuven - Belgium
mariaeugenia.siguenciaavila@kuleuven.be

Cuenca in Ecuador, a HUL Recommendation implementation

- Knowledge sharing
- Civil engagement
- Regulatory Systems
- Task
- Stakeholders

Six-step action plan (UNESCO)

1. Map resources
2. Build consensus
3. Assess vulnerability
4. Integration
5. Prioritize actions
6. Establish partnerships

Following the six-step action plan, strengths were found in the case of Cuenca.

An academy-driven process: identification and interaction between actors involved.

World Heritage (WH) and HUL Recommendation implementation

Increasing number of WH properties surpasses the monumental spectrum and includes a much wider context.

814 Cultural, 203 Natural and 35 Mixed

68% of the WHS classified: cities and cultural landscapes

Towards a learning process

Figure 1 & Table 1 show cities (whether or not on the WHL) engaged in the implementation of the Recommendation on HUL. Initiatives started in 2008 with special attention on Community and academic involvement processes.

Necessary to:

* Evaluate in which stage of the HUL implementation cities are
* Set proper objectives in every context
* Carry on an academic/government/expert driven processes, depending on the site strengths

Figure 1

Table 1
Addressing the interplay between preferences and the picturesque in Historic Urban Landscape Assessment

Historic Urban Landscape Approach
Conceptual Framework

RELATIONALITY
- Processes
- Ecological
- Cultural
- Socio-economic

Spatial Structure

Cultural Values

VALORIZATION
- Tangible & intangible attributes
- WHAT?
- Cultural values
- WHY?

Valued by WHO?
- Experts & decision makers vs users
- definition of heritage

PARTICIPATION
- Community Empowerment
- Cultural Mapping
- Local Participation

ADAPTATION
- to change over time
- City Level
- Project Level
- User Level

Landscape Preferences Vs Photos on Flickr
Between preferences & the picturesque

FLICKR: most posted photo
FLICKR: least preferred photo
FLICKR: medium posted photo
FLICKR: least posted photo
FLICKR: medium posted photo
FLICKR: second most posted photo

FIELD SURVEY: most representative photo of the city
FIELD SURVEY: least preferred photo
FIELD SURVEY: most preferred photo
FIELD SURVEY: second most preferred photo
FIELD SURVEY: medium preferred photo
FIELD SURVEY: medium preferred photo

FLICKR TAGS
- Form/Physical Features
- Historic Features
- Landscape Scenery
- Natural Features
- Social
- Economic Features
- People
- Social Practices
- Mood/Feelings

Cultural Heritage

WHAT?
- Cultural
- Heritage

WHY?
- Values

Manal Ginzarly
Université de Liège, Belgium
LEMA
manal.ginzarly@doct.ulg.ac.be
Authoritarian Modernism of Le Corbusier
UNESCO World Heritage

Anu Singh, Tejasi Gadhki
Registered Member of Council of Architecture India, Associate member of Indian Institute of Architects
Council of Architecture India, Toronto Society of Architects, Canada
anusingh.csctobedimmicate.com, tejasi.gadhki@gmail.com