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**

*Less urbanised countries*

*More urbanised countries*

...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*...
pole production in Pushkar, India, in 2010

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

Eduardo Rojas
...traditional approaches to the management of the heritage emphasize the protection of the material heritage...
under these approach the urban heritage 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...
and accommodate many urban activities...
the tale of two historic centres