

# Architectural Heritage as a Socioeconomic Opportunity for Revitalization of Historic Urban Centres: a Global Perspective

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**ABSTRACT.** The focus of the research was to analyze how the use, re-use and the preservation of the architectural heritage could contribute to the socioeconomic revitalization of historic urban centres. The research was based on the analysis of literature and examples and was carried out from the global perspective: the experience of different countries on how the architectural heritage could become a socioeconomic catalyst was reviewed and compared. The results of the research include the conceptual framework for the architectural heritage as a socioeconomic opportunity for rehabilitation of historic built environment based on the idea that sustainably managed use, re-use, preservation, and maintenance of architectural heritage can have multipartite positive impact on revitalization and successful development of historic urban environment.

**KEYWORDS:** architectural heritage, heritage preservation, historic urban environment, socioeconomic viability, sustainable development.

The structure and architecture of many European cities started to develop during the Middle Ages or even earlier. The historic cores of numerous Lithuanian cities and towns also have deep historical origins, and some of them started to evolve together with the Lithuanian state. The urban cores surrounded by the historical suburbs have gradually become the centres of contemporary cities and are constantly evolving. They are affected by the tendencies of decline and destruction; the initiatives and movements of preservation also take place there. For example, the historic centres and districts of many European cities in democratic countries and behind the “iron curtain” had undergone the so-called post-war modernization or renewal, which had demanded numerous sacrifices of built heritage, authentic urban fabric, and cultural identity. This unprecedented destruction had encouraged numerous heritage preservation movements and fostered the contemporary ideas of preservation and management of historic urban environment as a whole [1]. Even if, according to A. M. Tung [1], the dramatic changes of the 20<sup>th</sup> century in the historic cores of urban settlements in democratic and non-democratic European countries seem similar, it is necessary to consider that the comprehensive works of rehabilitation of Lithuanian and other Central and Eastern European historic urban centres were carried out during the period of the communist rule. The insularity of the Soviet empire, ideological reasons and the absence of the private property had determined certain architectural expressions and solutions for the social problems. After the restoration of the country’s independence the problems and tendencies typical of Western city centres, such as increasing influence of economic and cultural globalization, commercialization, gentrification, mass tourism etc. started

to appear in Lithuanian historic urban cores. It contributes to the analysis of the characteristic features of rehabilitation of historic urban centres in the post-communist transition countries. This analysis, performed in our previous studies [2, 3, 4], allowed distinguishing the main aspects, which should be regarded revitalizing historic urban environment in the transition countries:

*The insertion of new architecture into the historic urban fabric should be seen and treated as the means for the heritage preservation.* In such sensitive urban areas new architecture cannot be based on mere requirements of functionality or the aesthetic tastes of the architect or his client. The issues of *contextuality* and *visual integrity* of the historic environment should be regarded. The main challenge in this case is to find the middle path between the radically contrasting modernist insertions and neo-historicisms directly repeating the historical forms and to secure *continuity and evolution of historic urban fabric.*

*Improvement of the ecological situation,* which is important not only in the peri-urban areas, but also in the densely built historic urban centres, usually lacking greenery and open spaces. However, the lessons of post-war modernization should be regarded, and the insertion of the additional greenery should not compromise the distinctiveness and integrity of historic urban structure.

*Development of sociocultural networks, strengthening of the centrality in the historic urban environment, and development of new sociocultural centers and attractive spaces.* The sociocultural viability of the historic urban environment is of considerable importance in the transition countries, as the societies and communities in the post-communist space are often characterized as passive, closed, and sceptical about any social, cultural, or economic initiatives and innovations [5].

*Innovations* of different kind are crucial for the continuous evolution of the historic urban environment. Their spectrum can be very wide ranging from the architectural design and contemporary heritage preservation technologies to the development of augmented reality projects for tourism or art and business incubators.

It was also determined that the shift in heritage preservation attitudes was needed: the *preservation of urban and architectural heritage, which in the post-communist space is often limited to strict regulations and development restrictions, should be seen not as the financial burden, but as a driver of social, cultural, and economic viability.* The experience of very different developed and developing countries demonstrates that heritage preservation programs and projects not solely require considerable financial investments; they can be beneficial for the

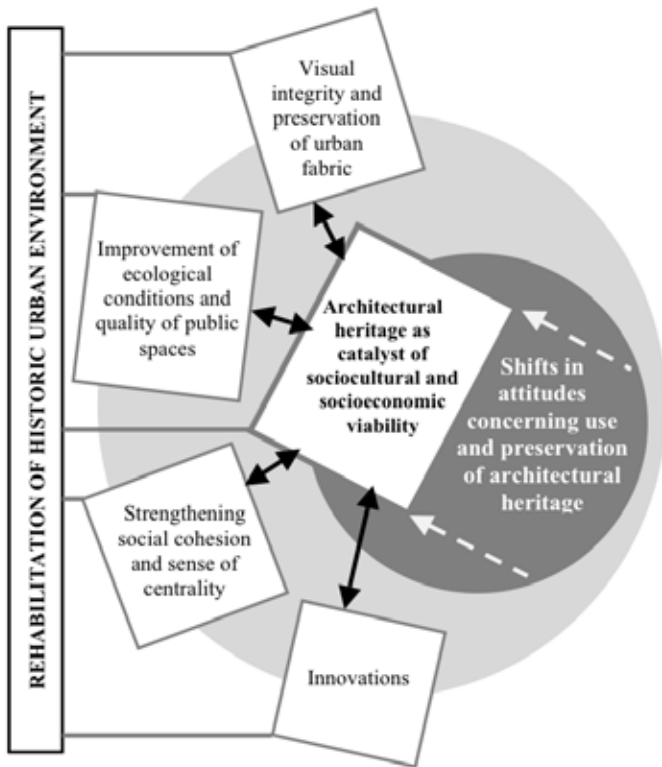


Fig. 1. Hypothesis of the research.

society, local communities, and the physical built environment form various points of view: can generate additional household income and jobs, foster small businesses related to restoration and maintenance of historic buildings and other directly and indirectly related economic activities, improve the image of the city and foster sustainable cultural tourism, strengthen local communities, provide affordable housing opportunities, thus encouraging extensive sustainable renovation and repair of the built environment, and even can contribute to the sustainable use of resources and the improvement of the ecological situation [6, 7, 8, 9, 10]. Such socioeconomic promises by the preservation and maintenance of architectural heritage seem attractive to the historic cities of the post-communist space, which often lack funds not only for heritage preservation, but also for the social and cultural programs. *It is possible to presume that the preservation, maintenance, and appropriate use of architectural heritage can foster other above-mentioned aspects desirable in revitalization of historic urban centers, such as sustainable innovations, development of sociocultural networks, improvement of ecological conditions, and preservation of the integrity of valuable urban fabric* (Figure 1). This allows analyzing the global experience of how the architectural heritage can be beneficial from the socioeconomic point of view for revitalizing the historic built environment. The characteristic features of transition countries also make it possible to perform such an analysis: the socioeconomic potential of built heritage has been completely ignored by the communist rule, and the radical recent political, cultural, and economic shifts urge to analyze how the new tendencies of globalization, commercialization, gentrification etc. can be dealt with in the historic urban environment, how preservation of the built heritage can become socially and

economically beneficial without compromising its identity and multiplicity of meaning involved.

G. J. Ashworth [11] distinguished three main uses or functions of cultural heritage: cultural, social-political, and economic. It is evident that the economic function of architectural heritage encompasses not only its direct economic benefits, such as the profits from the purchase and sale transactions of heritage buildings, entry and rent fees, and other services, but also the indirect influence of this heritage, its preservation, and use on the economic development of settlements, regions, and states and the wellbeing of the society. The analysis of literature allowed distinguishing 5 main categories of the social and economic influence or the socioeconomic potential of the architectural heritage and its preservation relevant to the revitalization of historic urban environment: 1) influence on wellbeing of local communities, 2) influence on businesses, 3) role in the tourism sector, 4) influence on the real estate prices and the renovation and repair of the built environment, 5) influence on the ecological situation and rational use of resources.

#### I. INFLUENCE ON ECONOMIC WELLBEING OF LOCAL COMMUNITIES

The economic wellbeing of society and local communities is one of the main aspects in the context of preservation and sustainable development of the historic built environment. In the second half of the 20<sup>th</sup> century, the turn in cultural policy of the developed countries from the subsidized culture to the culture enhancing economic development [12] induced the interests in the influence of cultural heritage to the economic wellbeing of the society. The main quantitative indicators defining the economic wellbeing of the society and communities are the household income and employment; however, the long-term wellbeing cannot be secured without the economic viability and competitiveness of communities.

**Income and employment.** The influence of the architectural heritage and built historic environment on the employment and household income was comprehensively analyzed in the United States; such analyses were also carried out in Australia, Norway, Sweden, Great Britain, and Palestine [7, 8, 9, 10, 13, 14, 15, 16, 17]. The largest part of such studies is limited to the analysis of the market data and presents the quantitative information on the new employment possibilities and the increase in the household incomes generated by the certain heritage preservation project, regional or national preservation program. For example, the research commissioned by the Colorado Historical Society (USA) has demonstrated that in the period between 1981 and 2002 the expenditure of 1.5 billion dollars on the heritage preservation in the State of Colorado created 21 327 jobs and 522.7 million dollars of additional household income [15]. D. Rypkema [8] indicates that in Norway the programs of renovation of historic buildings create 16.5 percent more jobs than the sector of new construction. Such studies are usually carried out in order to demonstrate the economic benefits of the heritage preservation or the economic use of a certain preservation project in quantitative terms. Even if one-sided and potentially tendentious such studies demonstrate that the architectural heritage and its preservation positively influence the above-mentioned aspects of the economic wellbeing. This influence can be very important preserving the physical fabric

and socioeconomic viability of the historic urban environment in the developing and underdeveloped countries. Heritage preservation projects financed by the Swedish International Development Agency implemented in Palestine demonstrate that heritage preservation can contribute to the employment and self-improvement possibilities and create additional household income to local population simultaneously improving the quality of the built environment even in very complicated political and economic circumstances [8, 9].

**Self-improvement and innovations.** The analysis of literature allowed concluding that the preservation and maintenance of architectural heritage could contribute to the wellbeing of communities not only in a short-term but also in a long-term. For example, the positive economic influence of the heritage preservation is determined not only by new employment possibilities, but also by the character of the jobs created. Restoration and renovation of historic buildings are not only labour intensive. The jobs in heritage preservation sector also require high qualification and are well paid. Moreover, the demand for such professionals is increasing. Other sociocultural aspect related to working in heritage preservation sector also exists. Local construction traditions and skills vanish if they are not transferred from generation to generation; however, these skills can be maintained simultaneously, by creating new jobs for local communities. Revitalization of local construction skills and techniques and their employment in heritage preservation activities are typical of the rural areas. However, in some regions mud-brick dwellings and other vernacular construction techniques are characteristic of historic urban centres. Works of the Egyptian architect H. Fathy demonstrate how mud-brick constructions can be revived and widely employed in renovation of historic buildings and new construction. Similar strategies not only provide the employment possibilities, but also replace the imported knowledge and materials with local ones [7, 8, 10, 14, 18]. This is also useful from the economic development point of view: revived vernacular technologies based on local resources can become a stimulus for the sustainable innovations.

**Social cohesion, competitiveness, and stability.** However, it is necessary to note that in the contemporary context of economic and cultural globalization, constant changes, and new economic development, based on new information technologies, cultural and creative industries, the wellbeing of the society and communities is determined not solely by the additional jobs and household income. The ability of the communities to retain their competitiveness in the globalizing world, to avoid the threats and to use the benefits of globalization is especially important in these circumstances. In the past the competitiveness and wellbeing of cities and towns were mainly determined by their geographical location and natural resources. In the last decades the situation has radically shifted [7, 8, 19]. The economists and sociologists acknowledge that in the postmodern, postindustrial economy the experiences more and more often become the most profitable products [20]. In such circumstances the local identity and distinctiveness become increasingly important [21]. The urban communities striving towards the sustainable socioeconomic and cultural development in the globalizing world must identify their resources, which could highlight local identity and distinctiveness

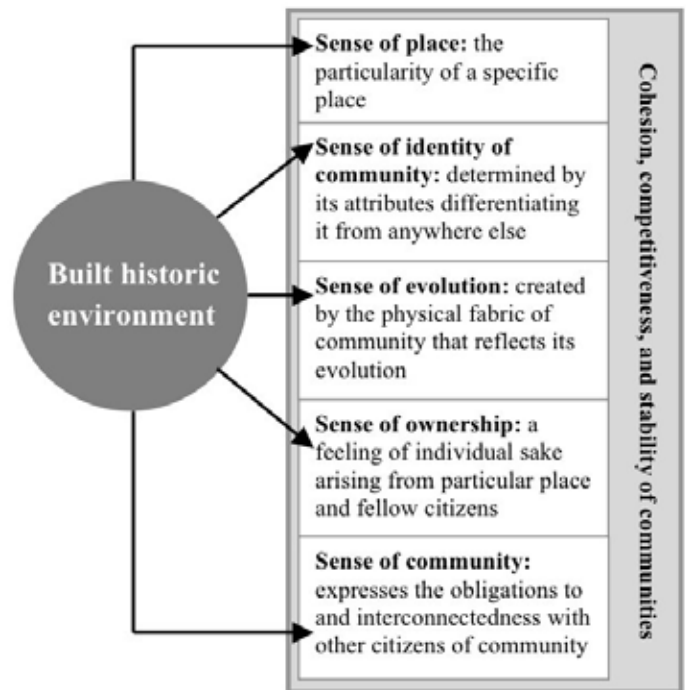


Fig. 2. Influence of historic built environment on the viability and competitiveness of communities with reference to D. Rypkema. [8, 14]

and contribute to the economic competitiveness. Even small historic urban settlements have such exceptional resources. One of them is the built historic environment and architectural heritage. D. Rypkema [14] has distinguished the main features of the viable and competitive communities, including the sense of place and identity, the sense of evolution, ownership, and community. The architectural heritage can create and strengthen these features (Figure 2). Competitiveness and cohesion of communities have become increasingly important developing cultural industries, which is discussed in the further subsection.

The issues discussed above allow concluding that the identity and distinctiveness created by the architectural heritage, new jobs and self-improvement possibilities offered by the heritage preservation sector may positively influence the economic stability and wellbeing. The prospects of the economic stability provided by the heritage preservation sector become very important in the context of globalization. The threat of economic instability in the globalizing world is acknowledged by numerous researchers [22] and is evident in the recent economic downturn. According to D. Rypkema [9], the scale, costs, and the labour-intensity of the heritage preservation projects enable to implement them even in the periods of economic downturns, thus at least partially contributing to the stability of the local economy.

## II. INFLUENCE ON BUSINESS

The analysis of literature has demonstrated that the architectural heritage may have the influence on businesses both at the local and global levels. Businesses themselves also influence the possibilities to preserve the built historic environment. The need to reconcile the economic benefits of the architectural heritage and its preservation in the long term encourages the analysis of its miscellaneous influence on businesses. It is possible



Fig. 3. Controversial “architectural hill” in the center of Vilnius (photograph by I. Gražulevičiūtė–Vileniškė).

to distinguish three dimensions of the analysis: the role of the architectural heritage in the development of local small and medium businesses; the role of the architectural heritage in the context of big national, international or global businesses, and the role in the heritage industries.

**Small businesses directly and indirectly related to heritage preservation.** The issues of employment and self-improvement discussed above demonstrate that restoration and renovation of historic buildings foster development of small and medium businesses based on local communities [7, 8, 14]. Moreover, according to D. Listokin *et al.* [10], R. Mason [15], M. Dadswell and W. B. Beyers [17], the expenditures of governmental, non-governmental, and private sectors on heritage preservation and revitalization foster the development of other businesses indirectly related to heritage preservation.

**Office space for small and medium enterprises.** The analysis of literature demonstrates that there are also other ways in which the architectural heritage can contribute to small and medium businesses development. After the economic depression of 1970s, the developed countries started to reorient their economies towards the businesses and products based on the knowledge, intellectual potential, creativity, and culture. This shift has enhanced the importance of the small flexible enterprises [19]. This also provided the possibility for such small and medium enterprises to locate themselves not only in the purposefully designed office buildings in large cities but also in smaller urban settlements and in re-used historic buildings. For example, the attractive small urban settlements can become the desirable locations for the information technology enterprises, which become less and less constricted by the geographical location. D. Rypkema [7, 14] notes that small and medium enterprises can create more

jobs than big international businesses: enterprises having less than 20 employees create 85 percent of all jobs in the United States. According to D. Rypkema, the historic buildings can become the incubators of the small businesses. Small enterprises usually cannot afford to rent or purchase the office space in new office blocks; meanwhile, the historic buildings in historic urban districts can be much more affordable. As businesses based on information technologies require less office space, the lodgement in the historic buildings can be a good alternative for them.

**Attractive environment for big business development and its impact.** Sociologists, heritage preservationists and researchers from other fields indicate the negative effects of activities of large international, regional, and global enterprises on the identity of urban areas and their architectural heritage [22, 23]. For example, Z. Bauman [22] states that global enterprises are not constricted by the geographical location and can easily move their departments from one location to another under unfavourable circumstances; whereas, the local institutions and communities must solve the problems created by the activities and retreat of the enterprise. The activities of any businesses or institutions ignoring the local distinctive features may create the heritage preservation problems and cause the threats to the local identity and distinctiveness. These tendencies are undoubtedly negative; however, it would be inaccurate to state that the big enterprises completely ignore the environment in which they institute their departments. For example, V. Rubavicius [24] has noted that the distinctiveness of the place makes it more attractive to the investors. This explains the tendency to concentrate new commercial and residential development in the historic districts and in the visual neighbourhood of the historic city centres (Figure 3).

This trend can have the positive as well as negative outcome. The interaction between new and historical development can highlight the distinctiveness of the place, its historical continuity and the future prospects or can irreversibly damage the urban structure. The result of the interactions of new development and the historic built environment depends not only on the abilities of the institutions to regulate new development but also on the strategy of the enterprise itself. The enterprises highlighting local distinctiveness with new high quality architecture, not diminishing it, can expect the positive attitude of local communities and institutions and the long-term economic success.

**Development of cultural industries.** The identity and distinctiveness of the place created by the architectural heritage are of crucial significance to the expanding trend of cultural industries. The heritage industries are the segment of cultural industries closely related to the architectural heritage. The heritage industry can be described as the segment of commercial activities based on the products and services with heritage components [25]. In this epoch of fast communication and “decreasing distances” this industry becomes the important economic sector. According to Y. Aoyama [20] and Z. Bauman [22], the demand for the cultural experiences and diversity is increasing. The built historic structures create the indispensable environment for the development of the heritage industry products. Consequently, it is possible to presume that preservation, use, and re-use of the architectural heritage are important for the successful development of heritage industries. Heritage industries are economically beneficial; however, heritage preservationists are concerned that the commercialized cultural heritage reduced to the product of mass-consumption can lose its multidimensionality and the multiplicity of meanings [24, 25]. Nevertheless, the profits from the heritage industries and the economic wellbeing generated by them can contribute to the preservation of the historic urban environment. Moreover, the heritage industries based on the distinctiveness created by cultural heritage should also be concerned about its preservation. Consequently, considering the demand for the diverse cultural experiences in the world market [20] and the ethical and technical heritage preservation requirements, the creation of diverse heritage products, revealing the multiplicity of meanings of heritage should be seen as positive. The idea of management of heritage conflicts expressed by G. Ashworth [11] would be useful in this context looking for the ways to reconcile economically beneficial application and preservation of the architectural heritage.

### III. ROLE IN THE TOURISM SECTOR

The constantly expanding tourism industry is one of the leading sectors in the economy of the world. The researchers of various disciplines acknowledge that architectural heritage and historic urban environment play a very important role in the tourism industry [14, 18]. Consequently, the role of the architectural heritage in the tourism sectors deserves special consideration.

**Diverse impact of tourism.** It is evident that numerous services provided by the tourism industry, such as transport, catering, accommodation, are based on the distinctiveness and attractiveness of the place created by its cultural heritage, including the built environment. The positive influence of

architectural heritage on the tourism sector theoretically should foster concerns about its preservation, as the decline of the local distinctiveness would reduce the flow of visitors. However, the researchers analyzing the phenomenon of tourism [1, 24, 26] describe the ambiguous impact of tourism on the built heritage, historic environment, and the local communities.

In some cases, the prospects of economic wellbeing offered by the tourism industry had encouraged the local communities to revive their vanishing identities and traditions. S. Butkus [27] indicates that some European historic cities and towns (for example, Amsterdam, Trondheim) base their identity on certain categories of tourism. However, in other cases the local population had abandoned the historic centres and districts because of the increase of the real estate prices and the changes of the social and cultural environment caused by tourism. In such cases, the historic built environment becomes a theme park for tourists [21, 24]. Venice is the characteristic example of such abandonment. The increasing profits from tourism and rising real estate prices push out the traditional uses from the historic city; the traditional shops and meeting places give way to hotels, restaurants, and souvenir shops. Consequently, the middle-class families and elderly residents leave the central city. The number of permanent residents decreases, and numerous historic buildings are being abandoned or stand empty waiting for the further increase in the real estate prices. The abandoned historic buildings started to decay without the continuous maintenance and repair [1]. It is evident that in the case of Venice the economically beneficial tourism negatively influences the wellbeing of the local residents and the state of the built environment. The declining heritage will inevitably reduce the profits from tourism in the long-term. This case demonstrates that the ignorance of the heritage preservation and the social issues can bring miscellaneous economic and non-economic losses. However, A. M. Tung [1] presents the alternative case of Singapore, which has sacrificed the unique colonial architectural heritage for the economic wellbeing. The governmental institutions of the city-state directed their attention to the built heritage only when the profits from tourism went down.

**Incentives for cultural tourism development.** The examples presented above demonstrate the undeniable links between the tourism sector and the architectural heritage. However, the different categories of tourism have different links with and impact on the architectural heritage and built historic environment. The mass tourism is usually identified as the most harmful to the local distinctiveness and cultural heritage. According to A. M. Tung [1], mass tourists travel in large organized groups and rarely use the services provided by the local population. Consequently, the mass tourism is more beneficial to the international tourism companies, hotel and restaurant chains than to the local economy. The congestion in the most visited sites, especially in historic urban cores, created by the mass tourism brings more damage to monuments than benefits to the host country (Figure 4). The analysis of literature demonstrates that the most beneficial category of tourism for the preservation of architectural heritage and for best revealing its socioeconomic potential is cultural tourism. The cultural tourism is described as the travel aimed at getting acquainted with and experiencing



Fig. 4. Congestions created by mass tourism in the center of Florence (photograph by I. Gražulevičiūtė–Vilėniškė).

the local cultural environment: landscapes, built heritage, local lifestyles, traditions, and other cultural and creative processes [17].

Analysis of literature demonstrates that cultural tourism can be equally or more profitable as the tourism of other categories. For example, T. Nypan [18] notes that cultural tourists in the State of New Jersey (USA) spend 60 percent more money than other kinds of tourists. The researchers analyzing this phenomenon [1, 7, 17] state that cultural tourists tend to stay longer in the place they visit; they use public transport and the services provided by the local residents. Moreover, individuals with higher income usually choose such way of travelling. Besides, cultural tourists tend to travel alone or in small groups, they have a much wider spectrum of interests and do not create congestion near the most visited monuments.

The experience of the European and other countries has demonstrated that well-organized cultural tourism can contribute to the economic wellbeing of communities and socioeconomic viability of smaller and larger urban settlements [28]. The opportunities of the economic wellbeing offered by cultural tourism are very important to smaller historic urban settlements having no natural resources or geographical advantages. The built heritage of these settlements can become attraction for cultural tourists or can be re-used for the needs of tourism infrastructure. Nevertheless, it is necessary to acknowledge that even the cultural tourism can have negative effects if the flow of tourists

and the tourism infrastructure are unevenly distributed. In order to avoid the large concentration of tourists in the most popular sites, the underdevelopment of less attractive urban settlements, and to employ the economic potential of the architectural heritage of different categories and different significance, it would be favourable to attract tourists to less popular urban areas, to create and popularize thematic cultural routes encompassing the architectural heritage of different categories existing in different cities and smaller urban settlements.

#### IV. INFLUENCE ON THE REAL ESTATE PRICES AND THE RENOVATION AND REPAIR OF THE BUILT ENVIRONMENT

The analysis of literature demonstrates that the socioeconomic potential of the architectural heritage is of crucial importance for the rehabilitation of declining historic built environment. The migration into the suburbs in the second half of the 20<sup>th</sup> century caused the abandonment and social decline of many historic urban cores and central districts in Europe and the United States [7, 29]. The historic urban centres suffer from the abandonment and decline in the developing counties as well [1].

**Social catalyst for physical renewal.** The analysis of the influence of architectural heritage on the revitalization of historic built environment has demonstrated the strong mutual interconnection between the preservation and renovation of historic buildings and the socioeconomic viability of the area. Restoration and re-use of the historic buildings foster different economic activities and social viability; meanwhile, the viable communities and economic wellbeing are essential for the preservation of built environment. D. Rypkema [7] notes that two important conditions for the viability of historic districts are the affordable high quality housing and the development of small businesses and retail. The historic buildings existing in urban centres and historic suburbs can be useful for the both issues. The buildings of different sizes, historical periods, and quality affordable for different social segments can be usually found in the historic urban areas [6, 7]. As it was mentioned above, these buildings with affordable prices or rent fees can be used for various commercial activities. D. Listokin *et al.* [10] and A. C. Helms [30] state that the rehabilitation of historic buildings can work as a catalyst for the historic district: the renovation of one or several buildings may foster the renewal of the adjacent ones. The issues of suburbanization and the decline of the inner urban areas were already addressed in 1970s in Great Britain and the United States [7, 31]. In the last decades, the programs targeted at the revitalization of historic centres and districts were implemented in numerous countries. For example, the policy of urban renewal in Great Britain encouraging mixed residential, commercial, entertainment, cultural uses had fostered the social revival and rehabilitation of the built environment of historic centres of cities of different sizes (London, Manchester, Bristol, Sheffield etc.) (Figure 5) [29, 31, 32].

The programs of revitalization of historic urban districts carried out in France, Netherlands, Austria [1], the United States [7] had also fostered the restoration of historic buildings and the improvement of the physical environment; however, they had brought different social and economic consequences.

**Influence of real estate prices and gentrification.** According to A. M. Tung [1], Roschelle and Wright [33] and Bromley *et al.* [29], the rehabilitation of physical environment of decaying historic centres and neighbourhoods is often achieved at the expense of the social diversity and the identity of the place. The social change induced by the prestige and the specific aura of the historic environment, when the middle and higher social classes push out the local residents of the lower social classes, is usually referred to as gentrification [29, 31, 32]. New residents of the gentrified historic urban environment usually restore and renew the decaying historic buildings. The improvement of the physical environment and the changes of the social climate often induce the increase of the real estate prices and rent fees. Consequently, housing in the historic environment becomes unaffordable for the local individuals and households because of the high property prices and rents. In the gentrified areas, the retail chains and commercial centres also push out the small businesses based on the local communities. Moreover, the growing prestige and increasing real estate prices attract the investments and new constructions into historic areas. These physical changes induced by the process of gentrification can cause serious heritage preservation problems. In the United States, it is believed that not only the renovation of the historic buildings but also their listing may have the influence on the real estate prices [15, 34]; however, D. Rypkema [35] notes that this increase may be related not to the fact of listing, but to the prestige of the historic district, its urban and architectural significance, the compensations and incentives provided to the owners of protected buildings, and the guaranty provided by listing that the identity of the historic environment will be preserved. In literature, the revitalization of the historic urban centres and neighbourhoods is usually linked with the process of gentrification and its socioeconomic consequences. However, it is necessary to note that the restoration, renovation, or re-use of historic buildings increase its market price naturally. Meanwhile, the compensations and incentives provided to the local residents by the governmental institutions can preserve the social diversity of historic districts. The revitalization of *Le Marais* in Paris is often presented as the example of the efforts to combine the economic wellbeing, heritage preservation, and the maintenance of the social diversity [1, 26].

#### V. INFLUENCE ON THE ECOLOGICAL SITUATION AND RATIONAL USE OF RESOURCES

The analysis of literature demonstrates that the preservation and appropriate use of the architectural heritage may positively influence the rational use of the environmental resources and thus contribute to the improvement of the ecological situation. It is possible to distinguish two main interrelated aspects of this influence: the possibility to prevent the expansion of urban areas simultaneously retaining the socioeconomic viability of urban centres and the influence of the rational use and re-use of the historic buildings and territories on the energy savings and the efficient use of raw and construction materials.

**Contribution to compact development.** Despite the above-described revitalization of historic urban areas and the phenomenon of gentrification, the urban expansion



Fig. 5. Viable public spaces in the center of Sheffield created as a result of “heart of the city” city center rehabilitation project (photograph by I. Gražulevičiūtė–Vilėniškė).

and the continuous consumption of natural and agricultural land are the characteristic processes of the 21<sup>st</sup> century. L. Gailing [36] has noted that in Germany 105 hectares of vacant land are built up every day. As it has been mentioned above, the rapid urban expansion often causes the decline of the inner urban areas. The urban sprawl also has other negative social, environmental, and cultural consequences: the ineffective use of vast areas, the ineffective transportation system and increasing use of automobile, the lack of the sense of place and distinctiveness in the areas of new development, and the declining quality of life in the peri-urban and inner urban areas. R. Rogers and A. Power [37] note that the vacant land and natural areas are not renewing or expanding resources. In order to preserve these areas, they recommend the rational use of inner urban areas and the existing buildings. However, these currently popular ideas are not new. In 1961, J. Jacobs [38] admired the densely built multifunctional North End district in Boston and criticized the new low-density urban development. The renovation and conversion of the existing abandoned buildings, including the historic ones in the inner urban areas and the former industrial areas, some of which also have the heritage significance, to the commercial, residential, cultural and other functions could at least partially contribute to the sustainable compact development of urban areas.

**Rational use of resources.** One of the main aims of the sustainable economic and environmental development is the rational use of resources and the reduction of energy consumption [39]. The adaptive re-use of existing buildings, including the historical ones, can substantially reduce the consumption of construction materials and energy. The study carried out in the United Kingdom has demonstrated that circa 90 percent of mineral resources extracted in its territory not used for the production of energy are consumed by the construction sector [40]. It is also necessary to consider that the transportation of the construction materials consumes the energy from the non-renewable resources; the waste generated by the construction and demolition activities constitutes 30 percent of the annually produced waste in the United Kingdom [16]. The rehabilitation and re-use of existing historic areas and buildings also offer the possibility for the more efficient use of the existing infrastructure and transport system and for reducing the pollution [41]. Moreover, numerous studies demonstrate that the adaptive re-use

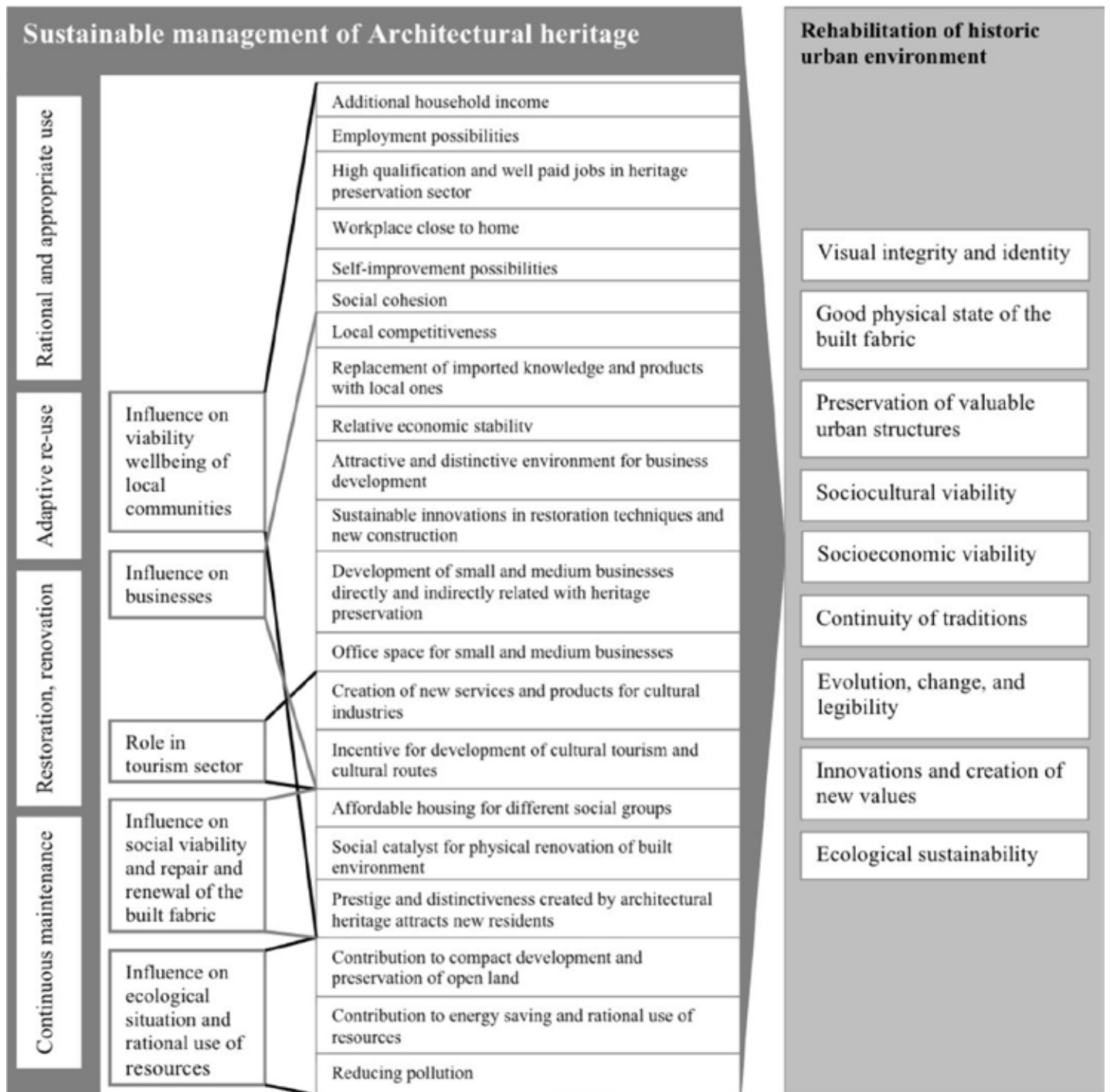


Fig. 6. Conceptual framework for the architectural heritage as a socioeconomic catalyst in rehabilitation of historic built environment.

of historic buildings often is not less economically beneficial or more expensive than new construction. R. Mason [15] indicates that in the case, when no demolition of the existing buildings is required, the renovation and re-use of the existing buildings or building complexes, for the commercial purposes, usually cost from 12 percent less to 9 percent more than the implementation of the new construction project of the same extent. In the case, when the new development requires demolition of the existing buildings in construction site, the renovation and adaptive re-use of the existing structures would cost from 3 to 16 percent less. The assessment of alternatives for demolition of the existing

buildings should also include the fact that the existing historic buildings are the significant investment of energy and capital, which would be lost by demolishing them.

#### CONCLUSIONS

Historic urban cores and historic suburbs are the unique accumulation of architectural heritage. Previous research demonstrated that retention of visual integrity and preservation of the urban fabric, improvement of ecological conditions and quality of public spaces, strengthening social cohesion and sense of centrality, developing social networks, and



introducing sustainable innovations are significant for sociocultural, socioeconomic, and physical rehabilitation of historic urban environment. The analysis of literature also demonstrates that rational, appropriate use and adaptive re-use, restoration, renovation, and maintenance of architectural heritage can serve as a sociocultural and socioeconomic catalyst. This allows presuming that shifting the attitudes towards heritage preservation from the architectural heritage as a financial burden to the architectural heritage as socioeconomic opportunity can contribute to the achievement of the above presented issues desirable for the rehabilitation of historic urban environment and thus should become a part of strategies and plans of integrated management of urban environment.

The analysis of literature and experience allowed concretizing and developing the hypothesis of the research. It has been determined that sustainably managed use, re-use, preservation, and maintenance of architectural heritage can have multipartite positive impact on development and rehabilitation of historic urban environment (Figure 6): it can positively influence the wellbeing of local communities through development of economic activities related to heritage preservation; architectural heritage can contribute to the development of businesses by creating attractive distinctive environment and providing an affordable office space; architectural heritage can play a significant role in the economically significant tourism sector as an incentive for the development of sustainable cultural tourism and cultural routes; by creating local distinctiveness and attracting new residents it can serve as a social catalyst and contribute to the physical rehabilitation of the built fabric; adaptive re-use of architectural heritage can positively influence the ecological situation and rational use of resources.

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**Indrē Gražulevičiūtē–Vilēniškē, Vilius Urbonas. Arhitektūras mantojums kā sociālekonomiskā iespēja pilsētu vēsturisko centru atdzīvīšanai: globālā perspektīva**

Pēdējās desmitgadēs Rietumeiropas valstīs un Amerikas Savienotajās Valstīs kultūras mantojuma, jo īpaši vēsturisko celtnu, aizsardzība tiek pamatota ne tikai ar to kultūrvērtību. Pieņemot lēmumus, tiek ņemta vērā arī sociālā nozīme, kā arī ekonomiskais labums, ko mantojuma objekti var dot. Tas norāda uz šī pētījuma aktualitāti. Pētījuma mērķis – izanalizēt, kā pareiza arhitektūras mantojuma lietošana, tā atkārtota izmantošana un aizsardzība var palīdzēt pilsētu vēsturisko centru sociālajā un ekonomiskajā atdzīvīšanā. Šajā gadījumā analīze tika veikta globālā perspektīvā. Tika analizēti literatūras avoti un piemēri dažādās pasaules valstīs un pilsētās, kas atklāj, kā arhitektūras mantojums un tā sakārtošana var kļūt par sociālekonomisko katalizatoru. Tomēr šis pētījums ir svarīgs, raugoties arī reģionālā un lokālā perspektīvā. Valstis, kas atradās aiz dzelzs priekškara, arī Lietuvā, padomju okupācijas gados mantojuma sociālais un ekonomiskais potenciāls tika ignorēts. Tādēļ šeit arī šodien arhitektūras mantojums bieži vien redzams kā stabils un nemainīgs un tiek traktēts kā finanšu nasta. Pētījums parādīja, ka arhitektūras mantojums var ne tikai sniegt ekonomisko labumu, piemēram, no ieejas maksas, nomas vai citu sniegto pakalpojumu saņemamajiem ieņēmumiem. Šim mantojumam var būt daudzpusīga ekonomiskā ietekme uz sabiedrības labklājību, uzņēmējdarbību, harmoniskas attīstības mērķu īstenošanu. Literatūras analīze parādīja, ka arhitektūras mantojuma aizsardzībai un izmantošanai var būt pozitīva ietekme uz iedzīvotāju mājāsaimniecību ieņēmumu palielināšanos un nodarbinātību. Turklāt, mantojums var pozitīvi ietekmēt sabiedrības ekonomisko dzīvotspēju un konkurētspēju globalizācijas kontekstā īstermiņā un ilgtermiņā. Konstatēts, ka arhitektūras mantojums, tā radītās vietas savdabības un ekskluzivitātes, kā arī plašo pielietojuma iespēju dēļ, var būt nozīmīgs ne tikai tūrisma un mantojuma nozaru sektoriem, bet arī lokālās mazās un lielās nacionālā, starptautiskā, reģionālā un globālā līmeņa uzņēmējdarbības kontekstā. Arhitektūras mantojuma objektu izmantošana un pielāgošana jauniem uzdevumiem tāpat var arī palīdzēt racionāli izmantot resursus un pilsētu iekšējās un ārējās teritorijas, kā arī uzlabot ekoloģisko situāciju. Pētījums atklāj, ka arhitektūras mantojuma sniegtās nodarbinātības, apdzīvotības un uzņēmējdarbības attīstības iespējas, tā radītās vietas savdabība un ekskluzivitāte veicina vēsturiskās apbūvētās vides fiziskā stāvokļa uzlabošanu un sociālo, kā arī ekonomisko dzīvotspēju. Minētie aspekti atklāj, kādu lomu arhitektūras mantojums un tā aizsardzība varētu ieņemt pilsētu vēsturisko centru atdzīvīšanas stratēģijās un integrētās pārvaldes plānos.

**Индра Гражулевичуте–Виленишке, Вилиус Урбонас. Архитектурное наследие как социально-экономическая возможность возрождения исторических центров городов: глобальная перспектива**

В последние десятилетия в европейских странах и в Соединенных Штатах Америки защита культурного наследия, особенно исторических сооружений, обоснована не только их культурной ценностью. При приеме решений учитывается также социальная и экономическая выгода, которую объекты наследия могут приносить. Это свидетельствует об актуальности настоящего исследования. Цель исследования – проанализировать, как правильное пользование архитектурным наследием, его повторное использование и защита может влиять на социальное и экономическое возрождение исторических центров городов. Анализ литературных данных и образцы из разных стран и городов показывают, что архитектурное наследие и управление им может стать катализатором положительных изменений в социальной экономике. Исследование также имеет региональное и локальное значение. В странах, оказавшихся за “железным занавесом”, также как и в Литве в годы советской оккупации социально-экономический потенциал наследия игнорировали. В связи с этим здесь и по сей день архитектурное наследие трактуется как стабильное, не меняющееся и считается финансовой ношей. Исследования показали, что архитектурное наследие может дать не только экономическую пользу в виде доходов за входные билеты, аренду или другие услуги. Наследие может оказать разнообразное влияние на благосостояние общественности, развитие бизнеса, стать одним из способов осуществления целей устойчивого развития. Анализ литературы показал, что защита и использование наследия может оказать положительное влияние на занятость населения и рост доходов домашних хозяйств. Наследие может положительно влиять на экономическую жизнеспособность и конкурентоспособность сообществ в контексте глобализации как в краткосрочной, так и долгосрочной перспективе. Установлено, что архитектурное наследие в связи с многообразием и исключительностью места, на котором оно находится, широкими возможностями использования, может быть важным не только для секторов индустрии туризма, но и в контексте локального мелкого и крупного национального, международного, регионального и глобального уровней бизнеса. Использование объектов архитектурного наследия и применение их для новых целей может способствовать рациональному использованию ресурсов, внутренних и внешних территорий городов и улучшению экологической ситуации. Исследования показывают, что увеличение занятости, создание новых мест для проживания населения, улучшение возможностей для развития бизнеса и другие выгоды, которым способствует архитектурное наследие, также самообразие и исключительность мест, на которых оно находится, содействует улучшению физического состояния исторической застроечной среды, ее социальной и экономической жизнеспособности. Обсужденные аспекты показывают, какое значение и роль могло бы иметь архитектурное наследие и его защита в планах возобновления исторических центров городов и интегрированного управления.