Real-life development - both dynamic urban transformations and changing spatial planning regulations in post-socialist Bulgaria since 1990s, has posed complex challenges to sustainable urban development in general and to cultural heritage preservation in particular. The tasks of the planning system in achieving effective preservation and socialization of cultural heritage would require integrated, proactive and collaborative approaches. It would also need a stronger focus on value-based priorities and a clearer message to professional communities, policy-makers and civil society about the urgency of steps to undertake at the urban and regional level in order to guarantee and promote the socio-spatial identity of settlements.