

**ICOMOS-CIVVIH**  
**2016 Annual Meeting & Scientific Symposium**  
**14-16 November 2016**  
**Seoul-Korea**

**Scientific Symposium**  
**“ Urban Heritage and sustainability”**

# **The Grand-Place of Brussels** **World Heritage Site and Management**

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City of Brussels - Town Planning Department - Historical Heritage Unit

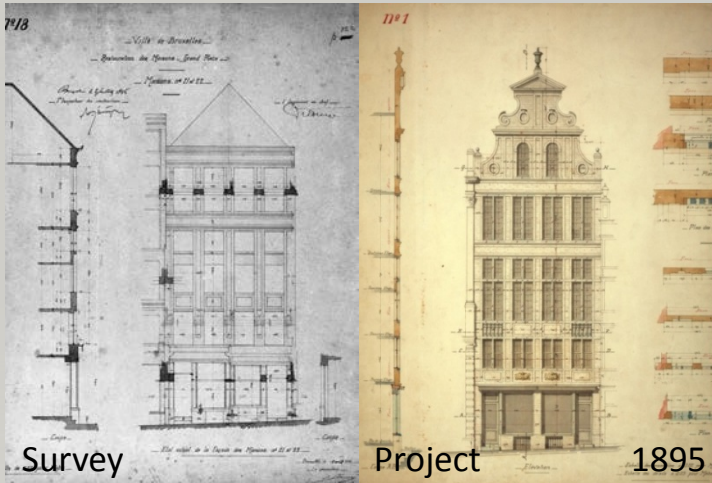
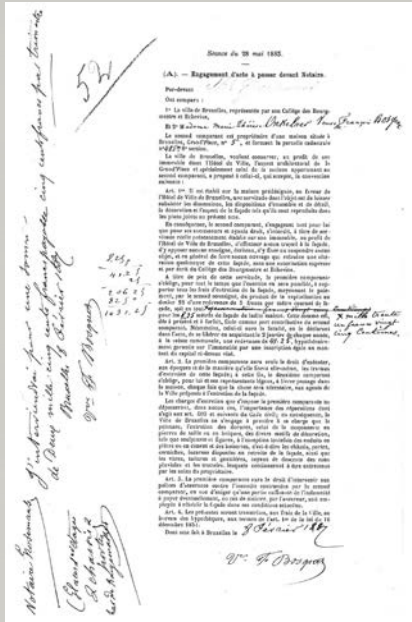




- Introduction - the Brussels context
- First studies and works
- Active management since 1998
- The public consultation
- Conclusion







1850 - First recognition of the heritage value of the site  
(mayor Charles de Brouckère 1848-1860)

Late 19<sup>th</sup> century - restoration of the façades of the houses  
(mayor Charles Buls 1881-1899)

1883 - easement agreement established between the City  
and the owners of the houses

Introduction - the Brussels context



# The Grand-Place of Brussels



1936 - First listed buildings  
City Hall - City Museum 'Maison du Roi'

1977 - Façades and roofs of the houses

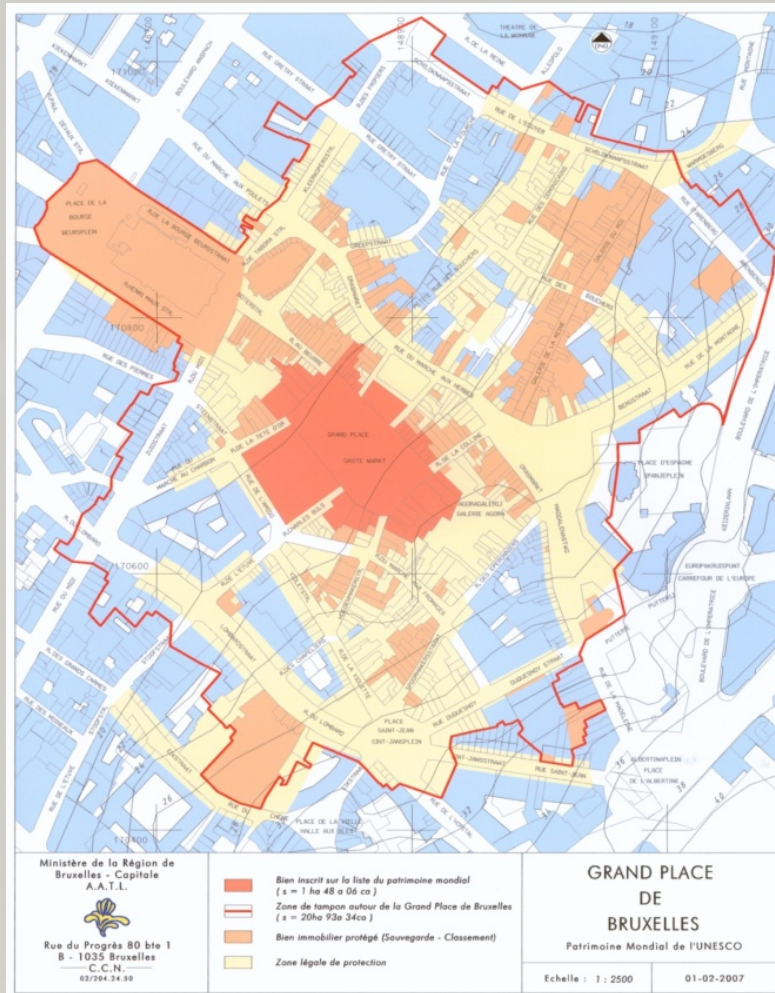
**Introduction - the Brussels context**



## Inscription on the World Heritage List 2 December 1998

*Criterion ii: "The Grand-Place is an outstanding example of the eclectic and highly successful blending of architectural and artistic styles that characterizes the culture and society of this region."*

*Criterion iv: "Through the nature and quality of its architecture and of its outstanding quality as a public open space, the Grand-Place illustrates in an exceptional way the evolution and achievements of a highly successful mercantile city of northern Europe at the height of its prosperity."*



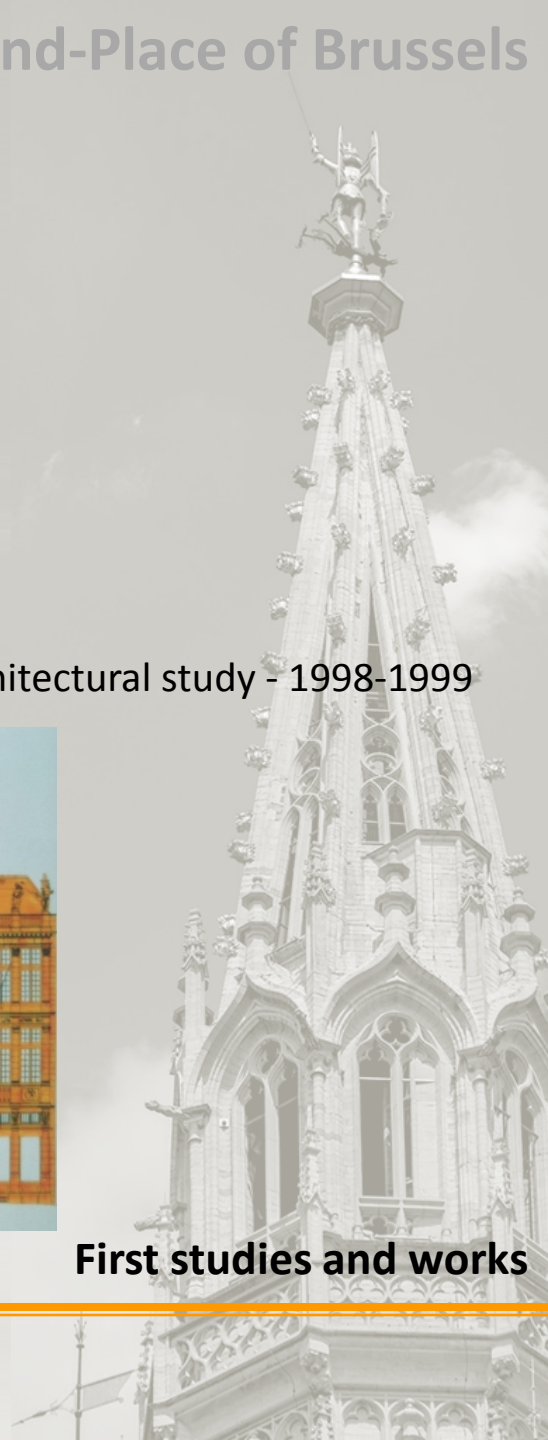
United Nations  
Educational, Scientific and  
Cultural Organization



La Grand-Place, Brussels  
• inscribed on the World  
Heritage List in 1998


## Introduction - the Brussels context





# nd-Place of Brussels

itectural study - 1998-1999

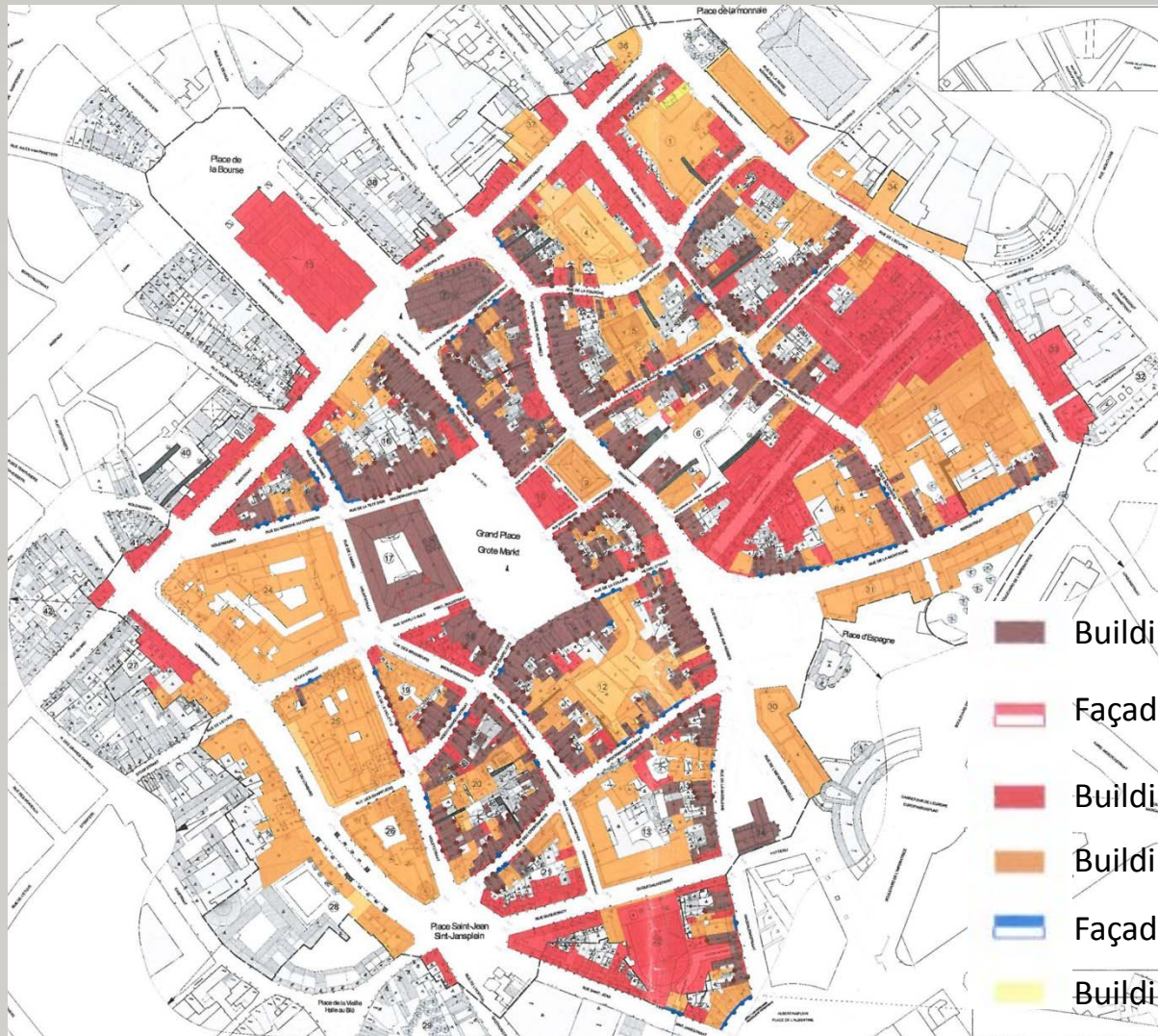


## First studies and works





# The Grand-Place of Brussels



25 blocks  
Site : 1.48 ha  
Buffer zone: 20.93 ha

Urban evolution study of the buffer zone - 2002-2007

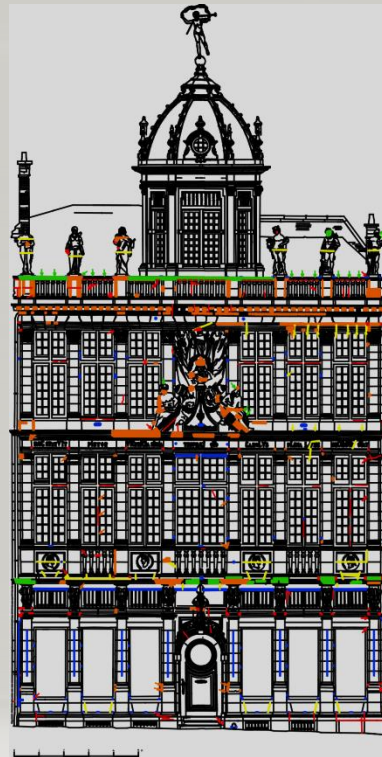
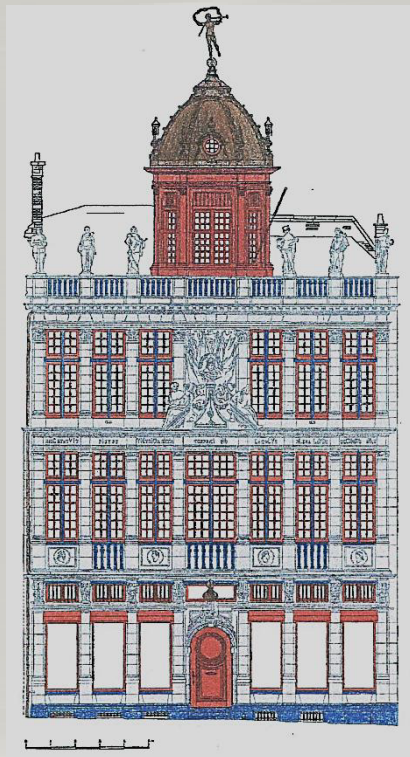
**First studies and works**



# The Grand-Place of Brussels



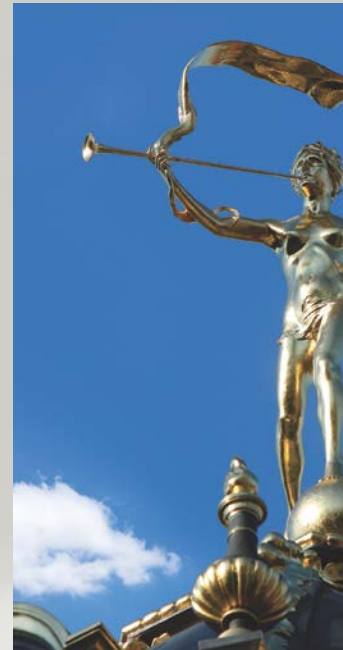
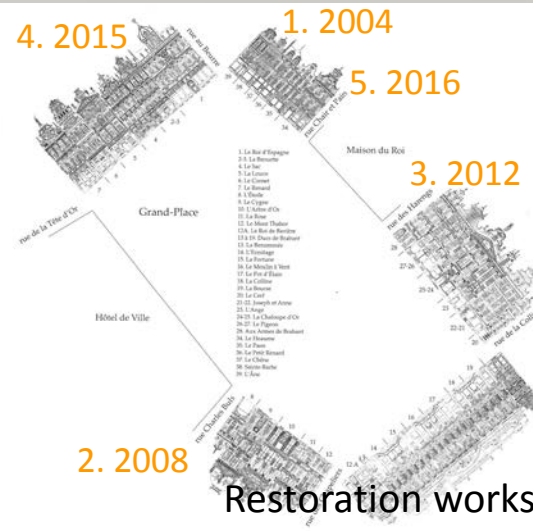
## Survey of materials and pathologies



## First studies and works



# The Grand-Place of Brussels



First studies and works



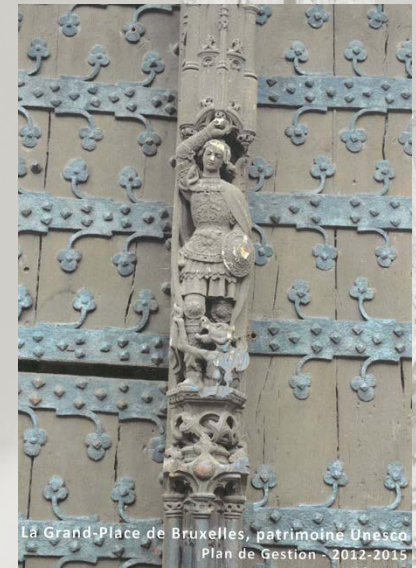
UNESCO World Heritage - Management Plan 2012-2015

City of Brussels' website FR and NL - <http://www.bruxelles.be/6820>

5 Strategic objectives - 18 Specific objectives - 46 Actions plans

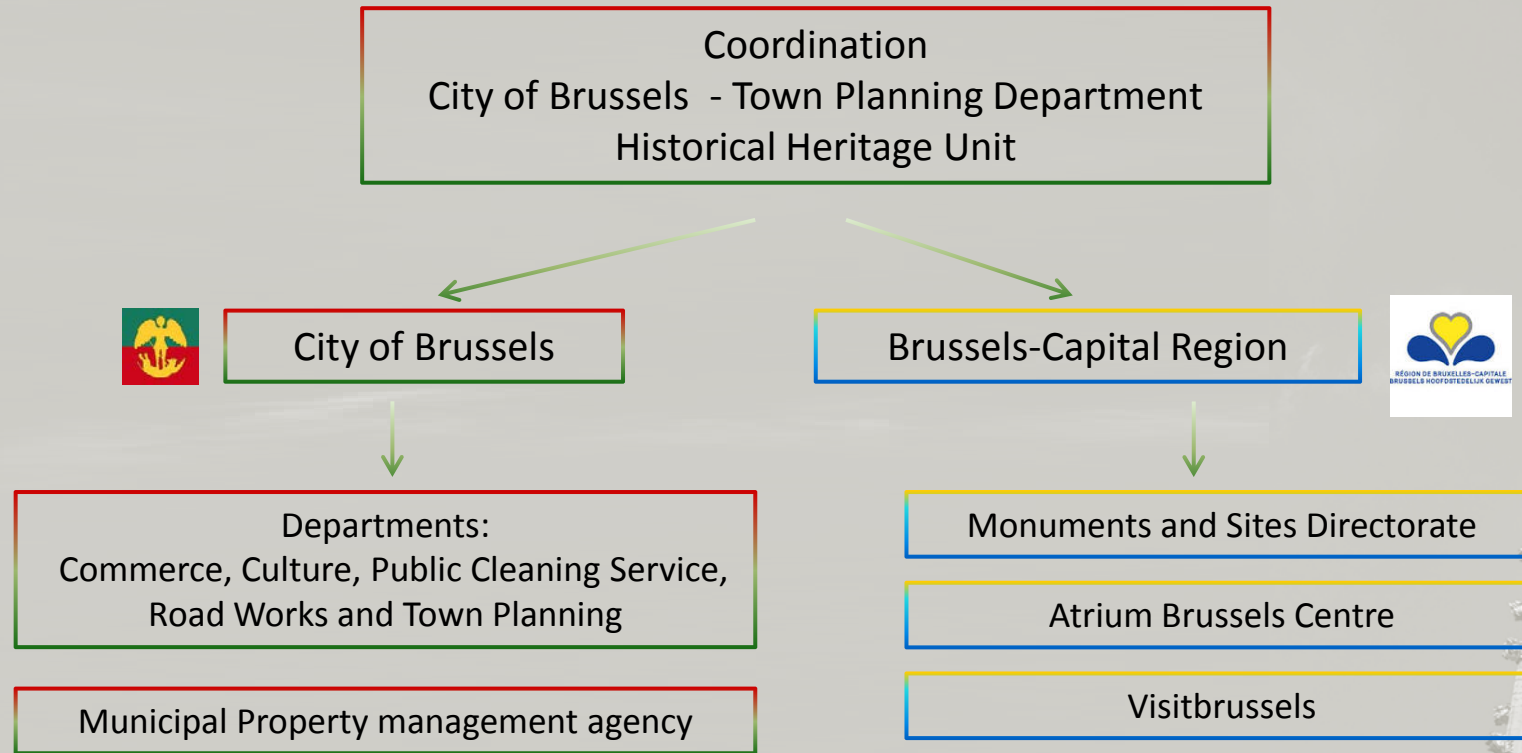
## Strategic objectives

1. Governance of property
2. Conservation of the heritage by ensuring integrity and authenticity
3. Development of functional mix in particular, retail and habitat
4. Improvement of the environment
5. Information, promotion, exchanges and tourism development



**Active management since 1998**





## UNESCO World Heritage - Management Plan 2012-2015

Elaboration of the management plan - joint reflection and writing - collaboration between departments

- Consistency with the general policy of the City
- A perspective of all the actions and projects developed for 15 years by the City of Brussels and the Brussels-Capital Region

**Active management since 1998**



		1. Governance of property	2. Conservation of the heritage by ensuring its integrity and authenticity	3. Development of a functional mix, in particular, retailing and housing	4. Improvement of the environment	5. Information, promotion, exchanges and tourism development	Total projects	%
→	continued action	9	2	3	1	5	20	26
★	ongoing action	0	3	2	2	3	10	13
●	without development	5	4	0	3	5	17	22
	action completed	0	2	0	2	5	9	12
?	lack of information	2	5	0	6	8	21	27
	<b>Total projects</b>	<b>16</b>	<b>16</b>	<b>5</b>	<b>14</b>	<b>26</b>	<b>77</b>	<b>100</b>

## The 2013 assessment

In all, 46 action plans corresponding to 77 projects foreseen in the 2012-2015 Management Plan were evaluated.

Some action plans:

- depend on the availability of resources
- require new ways of working and the establishment of partnerships

The importance to define more clearly the priorities for the next management plan according to the present political program

**Active management since 1998**

## UNESCO World Heritage Management Plan 2012-2015 updated for a six year period (2016-2021)

Organization of public consultations by the City of Brussels in 2016:

- online survey (16/09/2016 to 17/10/2016)
- participative workshops (December 2016)

Public consultation aims and objectives:

- to increase the public awareness of the management plan
- to get feedback from the various stakeholders
- to work together to propose improvements for the existing management plan
- to gather the points of view of inhabitants, traders and users of the area
- to provide information on the interventions that are taking place on the site



### The public consultation



# The Grand-Place of Brussels



Publicity:  
Outdoor information - buffer zone

The public consultation



# The Grand-Place of Brussels

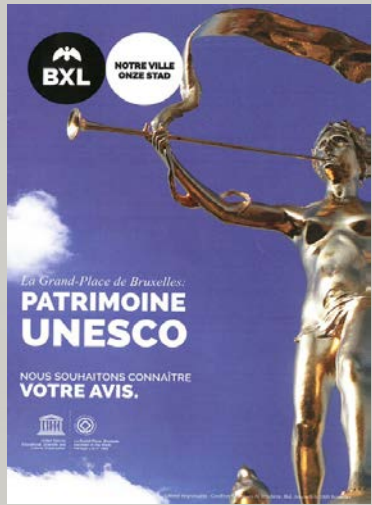


## Publicity:

- publication in the city magazine 'Brusseleir', city website and the social networks
- distribution of booklets in the buffer zone

## The public consultation





## Online survey

The questions were based on the five strategic objectives of the management plan:

- The Unesco recognition
- Governance of the site: the development or adaptation of the legal framework
- Conservation of this heritage
- Housing and trade sector
- Public spaces
- Communication

In total the time needed to answer the 8 questions of the survey was estimated approximately in 5 to 10 minutes. The participants were also asked to identify themselves (inhabitant, tradesman, etc.) and if they wished to be informed about the participative workshops.

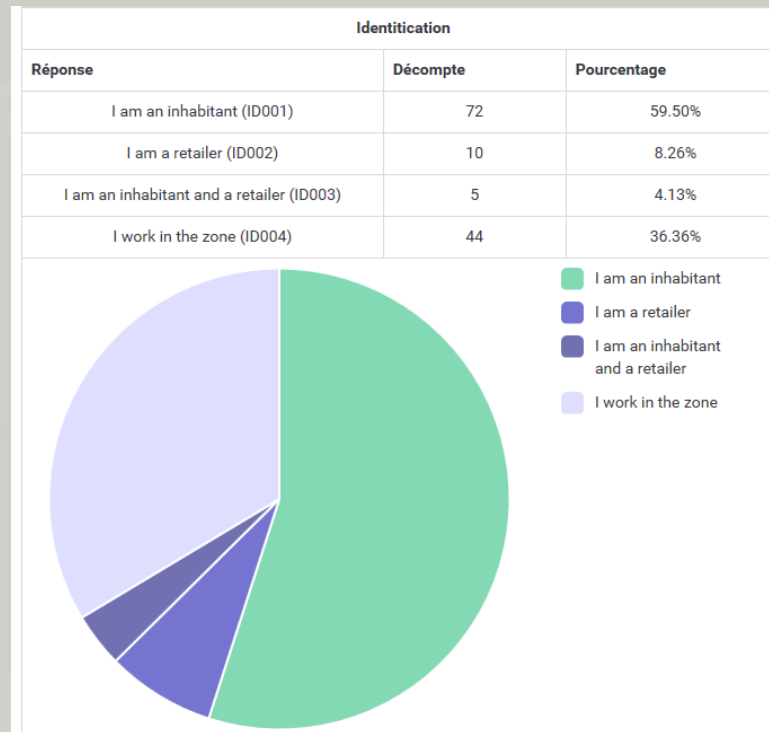
The city received 121 answers and the results are currently being processed.

## The public consultation

## Online survey

### IDENTIFICATION:

- I am an inhabitant
- I am a retailer
- I am an inhabitant and a retailer
- I work in the zone
- other, please specify:



**The public consultation**



## Online survey

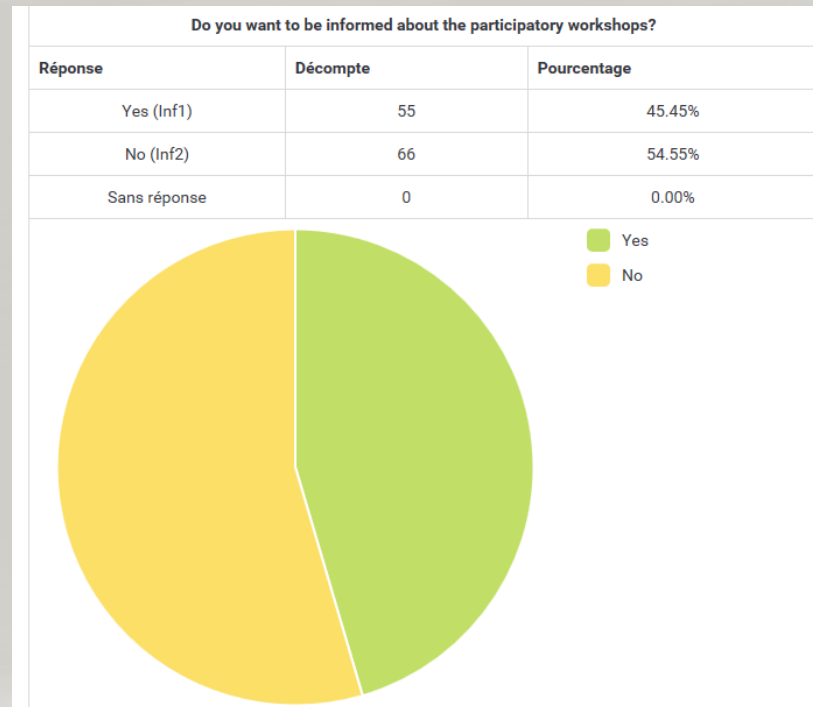
### PARTICIPATORY WORKSHOPS

In the frame of the current revision of the management plan for the "Grand-Place, UNESCO heritage site" for the 2016-2021 period, for the very first time, the City of Brussels will organise participatory workshops at the end of October 2016 (organisation of round tables based on strategic goals in order to analyse together how to enrich the strategic plan).

Do you want to be informed about the participatory workshops?

☐ Yes, please leave your e-mail address to receive an invitation

☐ No



The public consultation

## Online survey

### COMMUNICATION

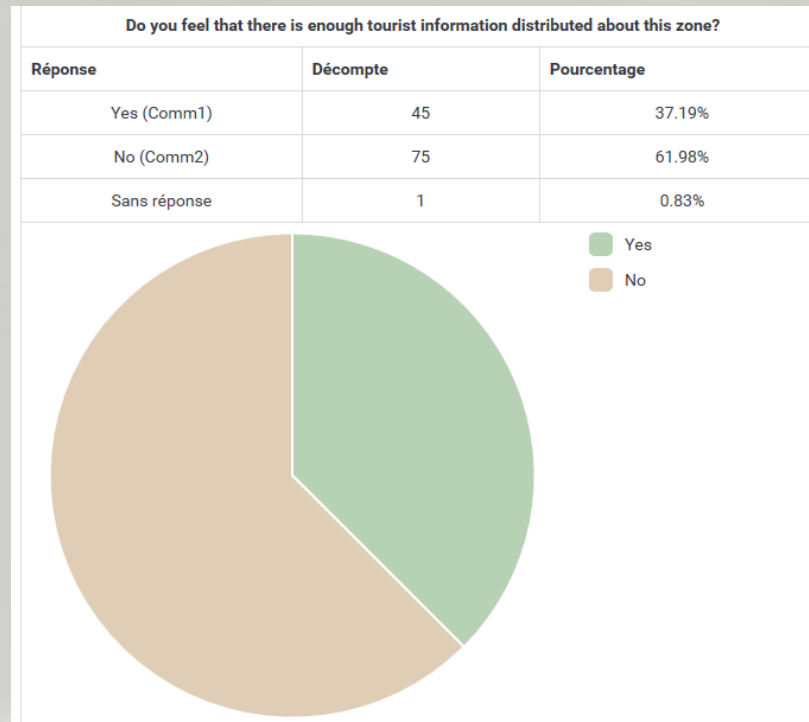
Grand-Place, an exceptional heritage site, is a living and lively place that provides the setting for many events.

7. Do you feel that there is enough tourist information distributed about this zone?

- ☐ Yes
- ☐ No

8. If no, what actions do you think could be a priority for improving this. List the elements which you believe to be a priority by order of importance (from 1 to 3, with 1 being the most important and 3 being the least important).

- ☐ update and improve information on the City of Brussels' website
- ☐ produce publications in order to offer better knowledge and a better understanding of this site
- ☐ develop attractive circuits with a heritage and a cultural theme
- ☐ other, please specify:



The public consultation



- The management plan is an important tool to address the need to develop a program of measures which not only guarantees the good conservation of the site but also ensures its development.
- The importance of the involvement of the local population in the entire process of development and implementation of the management plan.
- The update of the management plan of the Grand-Place of Brussels offered a valuable opportunity to engage in a dialogue with the local population, to improve the communication and to get everyone involved.

## Conclusion



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