2016 ICOMOS CIVVIH Seoul Meeting
Scientific Symposium - Sustainable Urban Development
Issues in Historic Cities in Other Regions

A REAL EXPERIENCE – THE PAGUS PROGRAM

Programme of Assistance and Governance for Urban Sustainability

November 2016 - Seoul, Korea
PAGUS (Programme of Assistance and Governance for Urban Sustainability)

R.F.O. (Regional Operation Frame) project developed in the Interreg 3C Programme (2003-2007) involving 7 regions of 6 different EU member countries, implemented in more than 20 heritage cities and towns, fully oriented to heritage cities and towns.

The program had the aim of developing urban renewal of historical cities and their centers with a sustainable approach, through rehabilitation integrated projects, both for residential, commercial and services, of the public spaces, including also programs for mobility of persons & goods and actions for ease access to ITC technologies.

THE PARTNER REGIONs
Objectives, guidelines, methodology and implementation tools in sectors as heritage management, accessibility, ITC, combined together formed the integrated strategy for sustainable urban heritage development.

The Program was developed with the following 3 main actions:

1) **Skill professional and administration experts** in the planning and management of urban renewal programs, through theoretic stages and practical projects developed on significant examples.

2) **Development of studies and plans to facilitate the accessibility** to central areas of historical cities from the suburbia and hinterland, by innovative transport systems, and integrated logistics for commercial and service activities.

3) **Project Implementation to provide historical and heritage areas** with advanced communication systems, to facilitate access by residents and tourists to information and public services, to implement the interactive exchange, to improve e-government.
ACTIONS
Three basic actions appeared necessary to retain and improve residents and activities within the heritage centers of minor cities in many countries of Europe, that in the last 30/40 years have been generally facing a decrease of population in favor of new suburban areas, with relevant costs, not only economic, but also under the social and environmental conditions.

Interventions and programs strictly related to physical renewal and upgrading of residential tissue were not enough, or capable anymore to attract residents and develop productive activities compatible with the heritage patrimony; emerged that was necessary to assure also the historic areas accessibility and daily mobility with innovative transport systems, both for persons and goods, to allow the sustainable operation of commercial and service activities.
**ITC TECHNOLOGIES**

In addition to physical accessibility, was indispensable the immaterial access to ITC technologies, through development of communication and data transmission networks, implementation of websites and consulting platforms, for permanent information of citizens and tourists, and facilitate interactive on-line dialogue with authorities and services operators, so to have a permanently updated tool for planning the different actions required.

These technologies also gave a strong support to local identity through specific actions as virtual reconstructions of historic urban pattern, visitors guides on mobile devices (innovative at that time), open Internet forums and debates, **helped to raise awareness and participation among the citizens** and residents and **enhance community feeling**, giving a relevant contribute to social cohesion policies.

Several partners had already developed programs on ITC technologies and digital tools for facilitating the access to a wide number of citizens and on-line interaction with public planning activities and services, therefore verifying their experience at multi regional level with other EU countries, as this sector was then advancing rapidly but with different approaches.
PAGUS KEY - WORDS:

1. RETAIN RESIDENTS AND ACTIVITIES
2. INTEGRATED PLANNING
3. MANAGING CAPABILITIES
4. PERMANENT DIALOGUE
1. **RETAIN RESIDENTS AND ACTIVITIES**

Main objective of PAGUS program was to retain permanent inhabitants and activities in the urban heritage context, so now coinciding totally on the topic focused in this symposium.

This task was a challenge to fight the progressive abandon of the traditional residents to modern new residential clusters, and obtained results with the improvement of the existing housing facilities at higher and updated standards, from basic ones as: heating, sanitary, insulation, etc., by accepting some flexibility in the often too strict rehabilitation rules.

The aim was the safeguard of the existing patrimony and its main elements as typologies, facades, materials and so on that characterized the historic image and original urban pattern, as well keep traditional activities.

This process was developed through a permanent communication and information action, with the involvement of all main actors and the active participation of inhabitants, making them share and support the general urban renewal strategies and the specific rehabilitation projects.
2. INTEGRATED PLANNING

PAGUS approach has been of integration, both horizontal among the different sectors involved in the study areas and implementation projects, and vertical of each phase from concept layout, to master-planning and detailed projects through the activation of administrative tools as special urban development units, planning and management teams, capable to follow-up all the rehabilitation processes.

Integrated methodology has been successfully applied in several urban renewal and rehabilitation programs of several heritage cities; since the 90’ was at the base of Santiago de Compostela (Spain) Master Plan, that served as a model from where learn and upgrade a common tool and methodology.

This approach has been one of the program’s main task, as need of such a methodology was in the “vision” of each partner, that considered necessary an unique approach to face complex problems of urban heritage renewal not with different sector plans.

Integration also helped reduce bureaucratic issues and competences, often overlapping in rules and authorizations, allowing to identify easier procedures that such complex interventions required.
3. MANAGING CAPABILITIES

One of the 3 actions was represented by the training of professionals, experts and administration staff in planning and management of urban renewal with an integrated approach: this was achieved not only through theory, but activating stages based on the practical experience and implementing pilot-projects on significant buildings in every partner city.

This action was integrated, with the aim of producing homogeneous returns, also by exchange and rotation in partner cities of teachers and students so to have an UE common formation.

Result was most successful as experts and staff team of each partner had the opportunity to work together with colleagues of other countries, each bringing it’s own experience. Some partners also had the opportunity to confront their problems with those of 6 Latin American historic cities, 3 of them belonging to the world heritage list. by the extension, under the URB-AL cooperation program, of the PAGUS-AL project.
4. PERMANENT DIALOGUE

The experiences of some partners underlined the need of involving all actors and citizens in the urban renewal process since the very beginning in defining the future city in both social and physical pattern, with the most active participation.

To assure permanent dialogue between the two main parts involved in the rehabilitation process: planners – citizens in the identification of strategies and tools in order to enable their respective role in the urban heritage and environment safeguard were implemented several actions.

These included continuous information campaigns, round-tables, public debates, and the use of the ITC to implement local interactive platforms, dedicated sites for on-line dialogue with the local authorities and project responsibilities.

Local radio programs were activated by some partner focusing in the residents personal conditions and requests, with the intervention of experts, social workers, psychologists, sociologists, economists, etc.)
During his visit to Santiago de Compostela, Mr. Barros met Mr. Morán, president of the CIP CIWES.

PAGUS approves 12 sub-projects

The Steering Committee of PAGUS, an IFO, on the assistance and sustainable urban management, has approved 12 sub-projects concerning the mobility of people and goods, urban information systems and training in the planning and management of urban renovation projects. The project co-ordinator, the region of Umbria (Italy), and its partners Andalusia and Galicia (Spain), Eastern Macedonia and Thrace (Greece), Valle del Mala (Mallorca) and the Vau Valley Association of Municipalities (Portugal), held their Steering Committee meeting on the 14th and 16th February in Santiago de Compostela (Galicia, Spain). The President of the European Commission, M. Durão Barroso, was also in Santiago de Compostela that day and the OBC co-ordinator seized the opportunity to speak to him about "PAGUS".

Another parallel activity also took place: the presentation of a recently approved URBAL project, with a main objective: to establish a network of Municipalities in historical restoration and rehabilitation techniques. Anticipated esperiences can be developed and tested to enrich the know-how to enable the enhancement of highly historic and cultural urban cores.

ROBINWOOD starts up

"Robinwood" may not become the legend of a certain European region's forest but it will have an effect on their rural and mountain areas as it seeks to revitalize their economy through sound management of forest resources. The Regional Framework Operation "Robinwood" was officially launched at an international press conference in Brussels last February in the Office of Liguria the region leading the operation. Representatives of all the operaion partners: Liguria (Italy), Brandenburg (Germany), Murcia (Spain), Wales (United Kingdom), Pomeraania (Poland) and Eastern Slovenia (Slovenia), attended the event, as well as numerous correspondents from European media.

The partners' rural and mountain areas are threatened by migration to urban areas, soil erosion, weak basic infrastructure and public services and the need for maintenance of the rural landscape and cultural heritage. In this context, wood is seen as the resource upon which rural revitalisation will be based. Robinwood will identify and test new sustainable development schemes for rural and mountain areas through an integrated approach involving forest management, soil protection and energy exploitation of woody biomass. These key issues have been at the heart of the partners' regional policies.

The "Robinwood holiday" at its last meeting in Brussels.

Arquitectos europeos cambian experiencias en rehabilitación

Entre ayer y hoy se celebran unas jornadas del Pago.

Arquitectos europeos asisten a unas jornadas técnicas enmarcadas en el programa de la Unión Europea sobre Gestión Urbana Sostenible

INFORMACIÓN CÁDIZ

La Junta de Andalucía y el Colegio de Arquitectos de Cádiz han organizado entre ayer y hoy unas jornadas enmarcadas dentro de las actividades previstas en tal caso para la realización de actividades de carácter público y de interés general.

La celebración de ambos talleres se basa en la participación de la capital gaditana en la iniciativa europea Pago (Programa de Asistencia a Gestión Urbana Sostenible), que tiene como objetivo desarrollar instrumentos y estrategias necesarios para la conservación y renovación urbana sostenible de las ciudades históricas.

La jornada pretende ser un punto de interacción entre profesionales, concejales y expertos de los diferentes sectores, con el objetivo de fomentar la participación de los colectivos y dar a conocer las actividades desarrolladas en las Jornadas de Asistencia a Gestión Urbana Sostenible.

Varios arquitectos europeos aportan en Cádiz sus experiencias en la rehabilitación de cascos históricos

Asisten a unas jornadas organizadas con motivo de la participación de la ciudad en el Programa de Asistencia a Gestión Urbana Sostenible
PRESS RELEASE

Una nueva aula formará a expertos en rehabilitación de media Europa

El Instituto Gallego de Vivienda (IGVS) y el programa PAGUS, que desarrolla en varias regiones de la Unión Europea, han iniciado un programa de formación a nivel internacional. El programa se centrará en la rehabilitación de edificios de media Europa, con el objetivo de formar expertos en el campo.

Los datos:
- **Objetivo:** El programa se centra en la formación de expertos en rehabilitación de edificios de media Europa.
- **Dias:** Los cursos se realizarán en diferentes regiones de la Unión Europea.
- **Inversiones:** El programa PAGUS cuenta con un presupuesto que se usará para financiar el programa.

El aula internacional se inaugurará en Compostela, con la participación de expertos de distintos países europeos.

Santiago liderará la formación de expertos en rehabilitación

El alcalde, Xosé Sánchez Bugallo, recibió ayer a los coordinadores del programa PAGUS en Santiago de Compostela. El programa tiene como objetivo formar a expertos en la rehabilitación de edificios de media Europa.

Accesibilidad y Vigo estudiarán el transporte público en zonas monumentales

El alcalde de Vigo, Hugo, recibirá a los coordinadores del programa en Vigo. El programa busca mejorar la accesibilidad en zonas monumentales.

Sin contaminar y Ribadeo abordarán medios de transporte innovadores y sin polución

Ribadeo, en la provincia de Lugo, también estará presente en el programa. El objetivo es abordar medios de transporte innovadores y sin polución.

Los datos:
- **Inversiones:** El programa PAGUS cuenta con un presupuesto que se usará para financiar el programa.
- **Aula internacional:** El aula se inaugurará en Compostela, con la participación de expertos de distintos países europeos.
Olinda capacitará na Europa técnicos em preservação
RESULTS 1

After almost a decade many of the actions have been implemented positively, meaning that approach and intervention methodologies proved to be substantially correct and that, updated and integrated, can be further developed and implemented in other heritage urban contexts.

Overall and specific objectives have been reached as the general one for identification of tools and actions oriented to maintain residents and activities in the historical urban areas; the 12 sub-projects gave practical and feasible solutions in the fields of renewal and rehabilitation, mobility and immaterial information, by implementing pilot projects.

Sub-projects not only upgraded the general awareness and attention on the urban sustainable development, but defined the tools and instruments applied by regional and local authorities for the EU 2007-2013 planning period of FEDER structural funds, with measures oriented to urban heritage development.
Sub project 2D
M.A.G.U.S.

Management and Governance of Urban Sustainability
Assistance for the Socio-Economic development for the Valletta Fortifications

Legislative framework
Case studies
Public-private partnerships
Social-Economic benefits

It is envisaged that an urban renewal process of the area will be implemented through the acquisition of new technologies and models, possibly through a public-private venture.

Social profile of housing restoration in historic town centers

Environmental management systems in sustainability policies of historical centers
RESULTS 2
Second general objective regarding skill and capacity of professionals and experts has been most successful, further developed by several partners in the diverse regions with direct involvement of the main actors as councils, public authorities, urban development agencies.

Main added value is represented by the awareness risen, not only among the participating partners, but to external actors and beneficiaries, of the great relevance of the rehabilitation, renewal and sustainable re-use of urban areas and the protection of tangible and intangible patrimony.

This was emphasized by the consciousness that this methodology was shared by all the regions participating directly or indirectly to the PAGUS activities, and interest was confirmed by the actions implemented after on policies and strategies for the sustainable urban heritage development.

PAGUS results continued in at least two regions with the activation by local universities of yearly stages based on the project indications.
Programme d'Assistance et Gestion Urbaine Soutenable
HELLENIC REPUBLIC
EUROPEAN UNION
«ALTERNATIVE – NON POLLUTING TRANSPORTATION SYSTEMS IN PANAGIA AND KASTRO REGION - KALVA»

Study: PETAMIDES CHARALAMPOS Urban Planner – Traffic Engineer
TYROLOGOS KYRIAKOS Civil Engineer – Traffic Engineer
KAVALA MAY 2006

PLAN DE ACCESIBILIDAD Y GESTION URBANISTICA SOSTENIBLE
CENTRO HISTORICO ARCOS DE LA FRONTERA

PROYECTO P.A.G.U.S.
INTERREG III C

ACCESIBILIDAD Y MOVILIDAD EN EL CENTRO HISTÓRICO DE RIBADEO

ACCESSIBILITY AND MOBILITY IN HISTORICAL CENTER OF RIBADEO
RESULTS 3

Other specific results achieved were those of the 12 subprojects, regarding particular actions within one of the 3 main guidelines; from the analysis of them we can say that most of them have been reached, some also immediately implemented, obtaining funds like compatible transport systems.

It is confirmed that the overall activity increased awareness and engagement of local authorities on relevant issues regarding urban heritage sustainable development and to provide at regional level important advises in the renewal and implementation of the planning methods and managing instruments.

Another general achievement has been the opportunity offered to many local authorities, to participate and work together with similar administrations on common problems, identifying shared methodologies and strategies of intervention.
4C PROJECT: VIRTUAL MUSEUM

Roman Lugo rampart and Hot springs, Cathedral, Mosaics and environment
Lugo (Galice)

4B PROJECT: VIRTUAL AGORA: ACTUAL SITUATION

• Meeting Sevilla 26th October
• Direct local discussions TV programs in historic Centers zones
• Participation by sms
• TV programs is release oriented by the people sms.
• Will make in the “Areas de Rehabilitación Integrada” zones

Sevilla (Andalucía)

4D PROJECT: DIGITAL HISTORIC CITIES: ACTUAL SITUATION

GUADIX: LEADER ACTIVITIES
Seminars
Guadix, 29th and 30th June
Activities
Ethic Code
Style Prescriptions
Unit Web Site
Forum use
Next activities
GUADIX: OWN ACTIVITIES
Guadix (Andalucía)

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4D PROJECT: DIGITAL HISTORIC CITIES: ACTUAL SITUATION

GUADIX: OWN ACTIVITIES
Guadix (Andalucía)
LESSONS LEARNED

From almost ten years of monitoring the PAGUS results, is now confirmed that most of the premises were right, the objectives identified clear and generally achieved, and strategies and methodology adopted proved to be positive and successful.

Best practices indentified by the pilot –projects where followed by specific measures of the following UE Planning Period (2007-2013) and obtained financial support from the FEDER Structural Funds, that allowed their implementation.

Many renewal programs and upgrading interventions on urban heritage realities have been implemented successfully and the defined guidelines, rules and intervention tools appear still fully operational.

In mobility sector an innovative transport example is Perugia’s Minimetro, combined with an entire compatible system) as a model almost unique to be replied elsewhere, Malta Urban Transport Plan is another.

ITC sector has advanced in 10 years so fast that the actions foreseen appear now almost obsolete and taken-over, anyway going in right direction!!(interactive information on mobiles, online data-base, virtual reality representations,etc.).
MINIMETRO’

7 STAZIONI
25 VETTURE DA 50 POSTI Ciascuno
LUNGHEZZA m 3.015
10 MINUTI
DA P. DI MASSIANO AL CENTRO STORICO
COSTO 95 MILIONI DI EURO
The Valletta Conference for Sustainable Urban Transport Systems.

Bus Rapid Transit (Interreg IIIC)

- Target to reduce dependence on cars
- Increasing efficiency of public transport (by prioritizing PT vehicles)
- Feasibility Study for the adoption of BRT technology in Malta
- Area of Study is the Inner Harbour Region

Project Part Financed by the European Union
28th, 29th 30th November 2006
SAS Radison Hotel, Malta.
CONSIDERATIONS 1

From the observation and analysis of the achievements reached in PAGUS and other similar programs, as a personal reflection, shared already with several colleagues, there is a question that emerges more and more… related to a more wider topic, represented by the dimensions and dimensions and size of the interventions to be managed.

In fact, one of the conditions considered as necessary for the success of integrated planning, the active participation of citizens and an easy dialogue between main actors, is strongly reduced as increases number of population and size of the intervention area.

Feeling is that also diminishes social cohesion and sense of community, a deep lack that facilitates the downgrading of the intangible heritage, and that, as stated in the symposium topics, represents the necessary “interaction between tangible and intangible elements of the city”, values without whose rises the risk that an heritage city becomes just an …old city without identity….!!

Then question is: are the identified measures and interventions, valid for small-medium size heritage cities, effective also in greater contexts or in just reduced clusters, included in metropolitan areas, where they already lost any intangible heritage, represented by the original inhabitants and activities.??
CONSIDERATIONS 2

Another great danger for all heritage cities is nowadays represented by so called “cultural” tourism that if not properly regulated and managed can suffocate their values, expels original residents, and in long term determine serious damages to local economy.

Cultural tourism seemingly offers historical cities a new opportunity. The sudden interest in history is generally promoted as a resource for heritage cities, but this tourism linked to existence of the historic city, favors instead modification processes, and balance of urban functions in historic city is strongly altered by seasonal masses using the city in a way till now unknown.

It matters them little that city is inhabited or not. The historic town becomes a pure showcase where monuments are a minor part, replaced by T-shirt shops and fashion boutiques, fast foods! above street level the life of residents try to continues as normal, but more and new problems arise from overwhelming tourists masses. Result is that many residents don’t spend their daily life in some parts of the historic city.

Heritage preservation is the demand from citizens groups that ask more attention, services, and better care for monuments and traditions. Management strategies and rehabilitation must be oriented to recover to local heritage, tangible and intangible, and rule massive tourism, to avoid the progressive lack of local identity.
CONCLUSIONS

Historic Cities and Villages is a definition that by itself supposes a scale limit and this dimensional limit is fitting many European realities where urban development has been based on a net of small-medium size cities, mostly at short distance from each other, with homogeneous and traditionally settled populations, strong human relations, intense community life and high social cohesion and identity...but also this model can be endangered by the arrival of many new inhabitants.

Why has the forecast that 70% of world population will live for 2050 in urban areas will settle mostly in macro-cities or huge metropolitan areas? The Athens Charter, that promoted zoning is far behind and answers to new demands must and can be different.

ITC are reducing the need of daily commuting home-work, and home-working is increasingly experimented, so why this not to far scenario, (who could imagine the change in our life coming from the digital tools only 30 years ago?) can help reevaluate the heritage, tangible and intangible, that small cities still have and can assure a better quality of life, social cohesion and permanent sustainable urban development.

Can’t instead be supported the attractiveness of minor centers, that have surely more values and resilience, with adequate urban enhancement and services, developing an efficient transport and mobility network between them? This would protect heritage values of urban settlements, local traditions, favour social cohesion and sustainable permanent economic development.

Let’s promote it...!!!
Thank you for your attention

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