

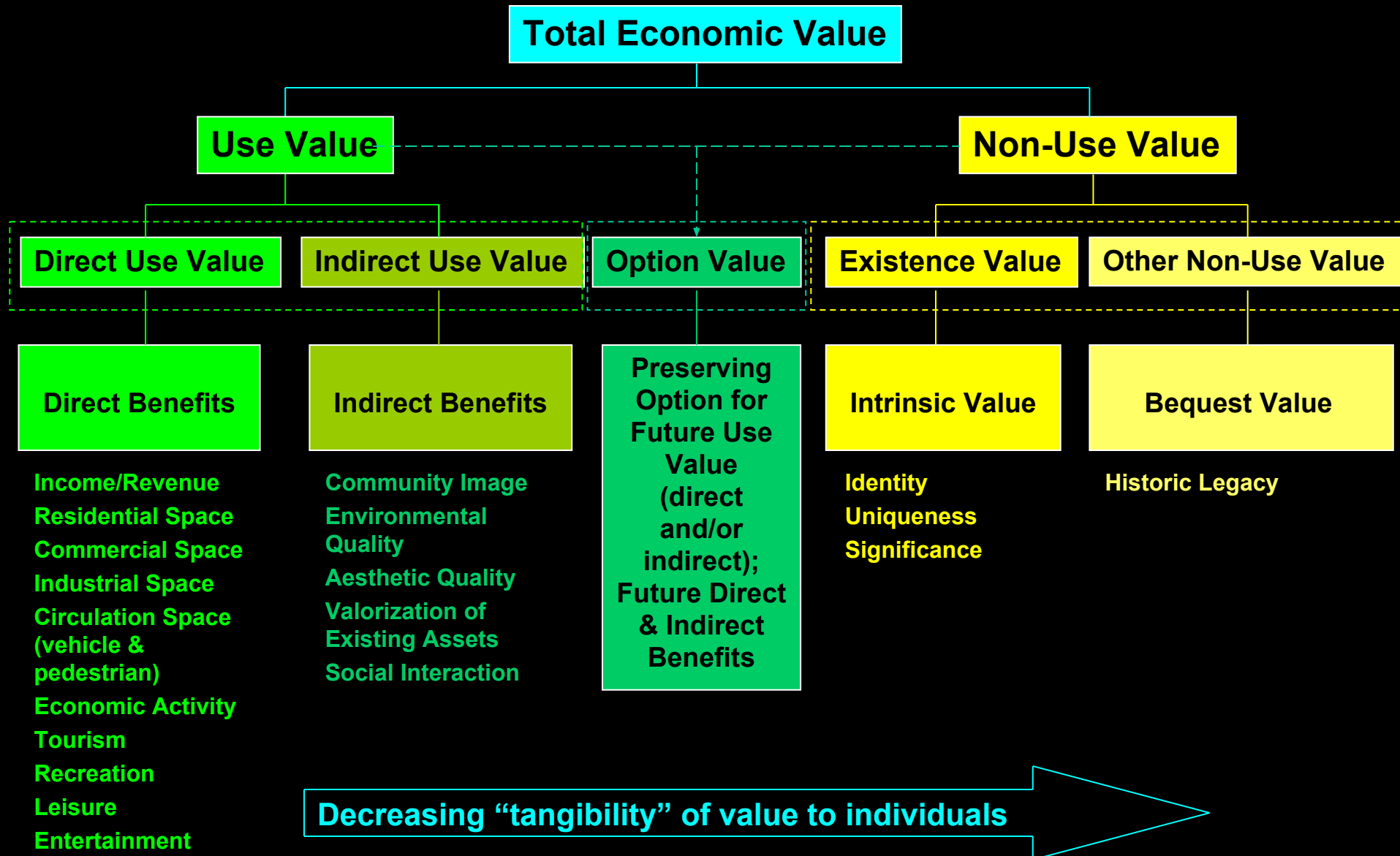
STRENGTHENING URBAN & REGIONAL PLANNING (SURP)
CAPACITY BUILDING PROJECT DEVELOPED IN PARTNERSHIP WITH MoMT & ERBIL GOVERNORATE

ECONOMY OF HERITAGE PRESERVATION

Dr. Mona Serageldin

**With Assistance From:
François Vigier
Barbara Summers**

Categories of Economic Values Attributed to Cultural Heritage



SOME PHILOSOPHICAL QUESTIONS

WHAT ARE WE TRYING TO PRESERVE ?

Key buildings

Urban character

A way of life

WHY DO WE WANT TO PRESERVE ?

Because it is part of our heritage

To improve the lot of the inhabitants

To earn money from tourism

WHO DO WE PRESERVE FOR?

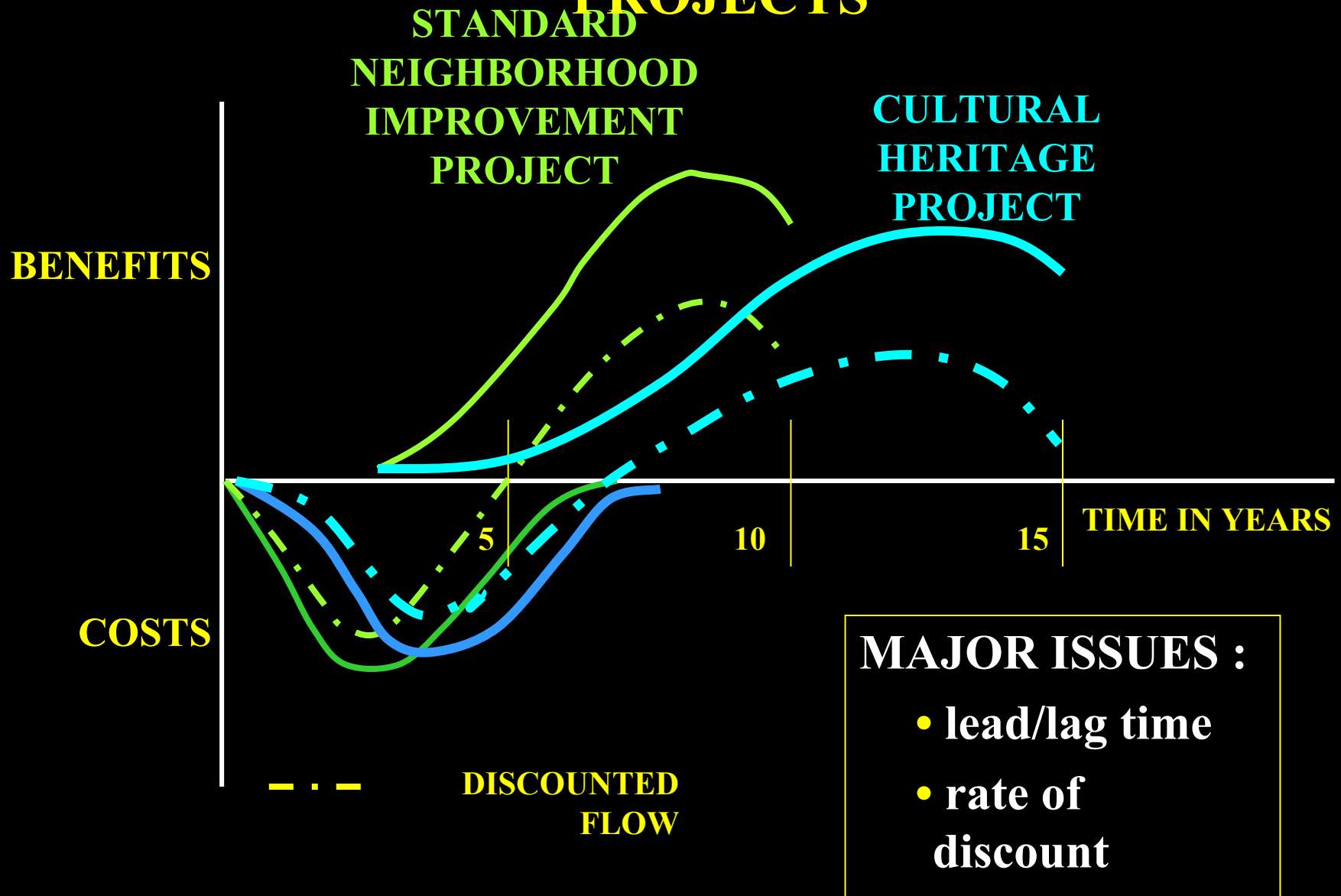
Present users

Future generations

Potential Residents and Visitors

Mankind at large

ECONOMIC ASSESSMENT OF HERITAGE PROJECTS



REHABILITATION PRIVEE AVEC PRETS DANS LA MEDINA ET SES FAUBOURGS









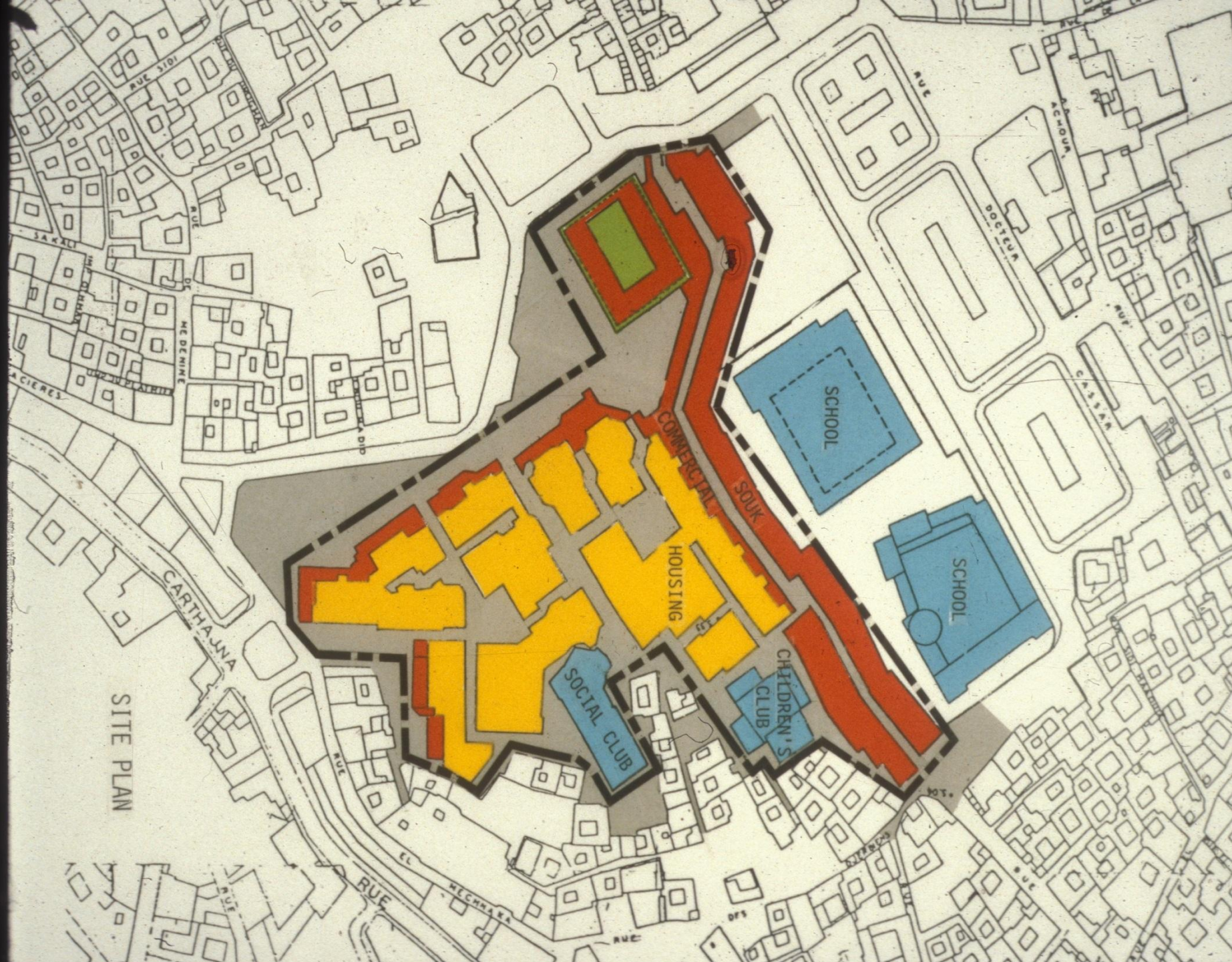








SITE PLAN





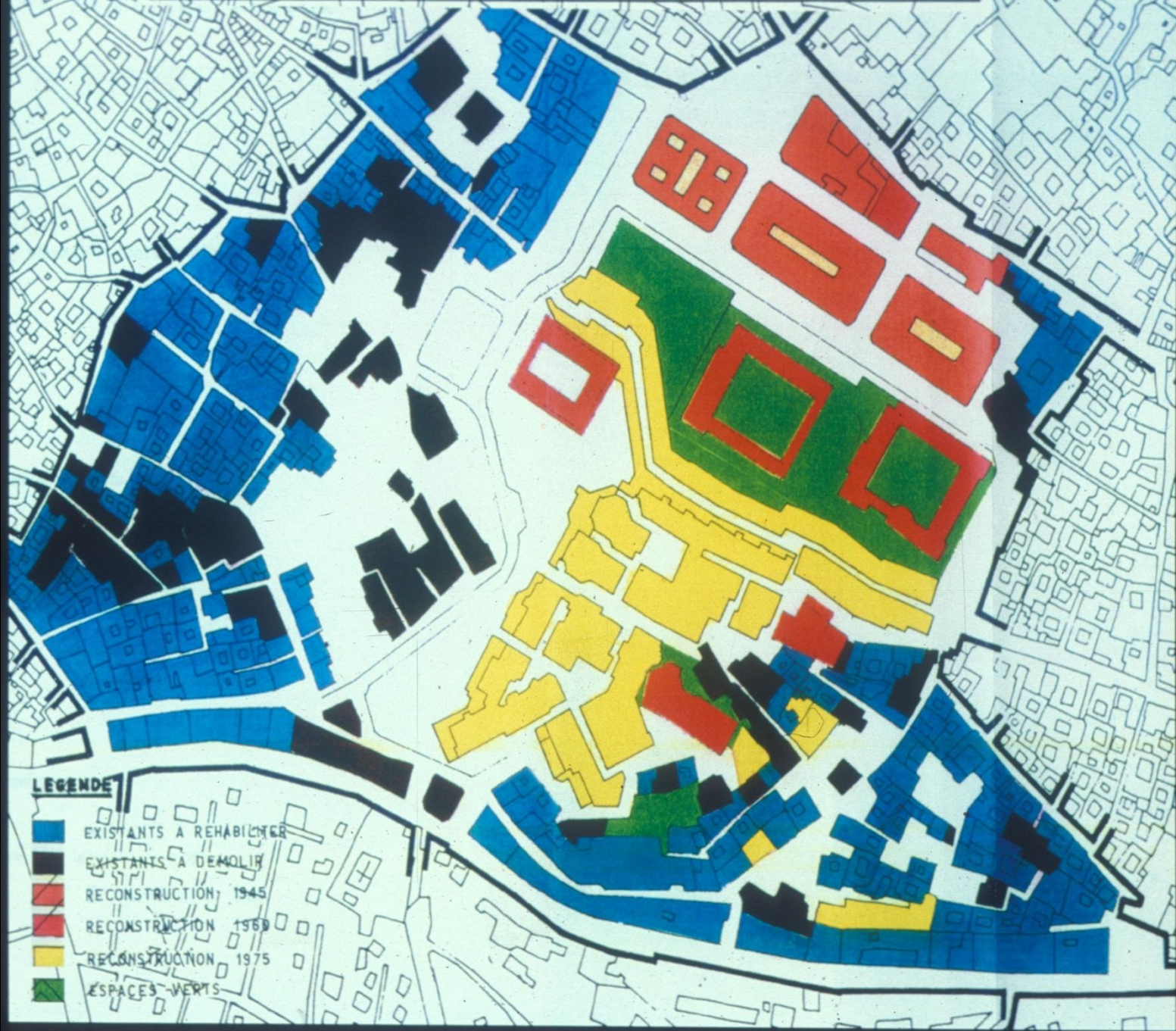






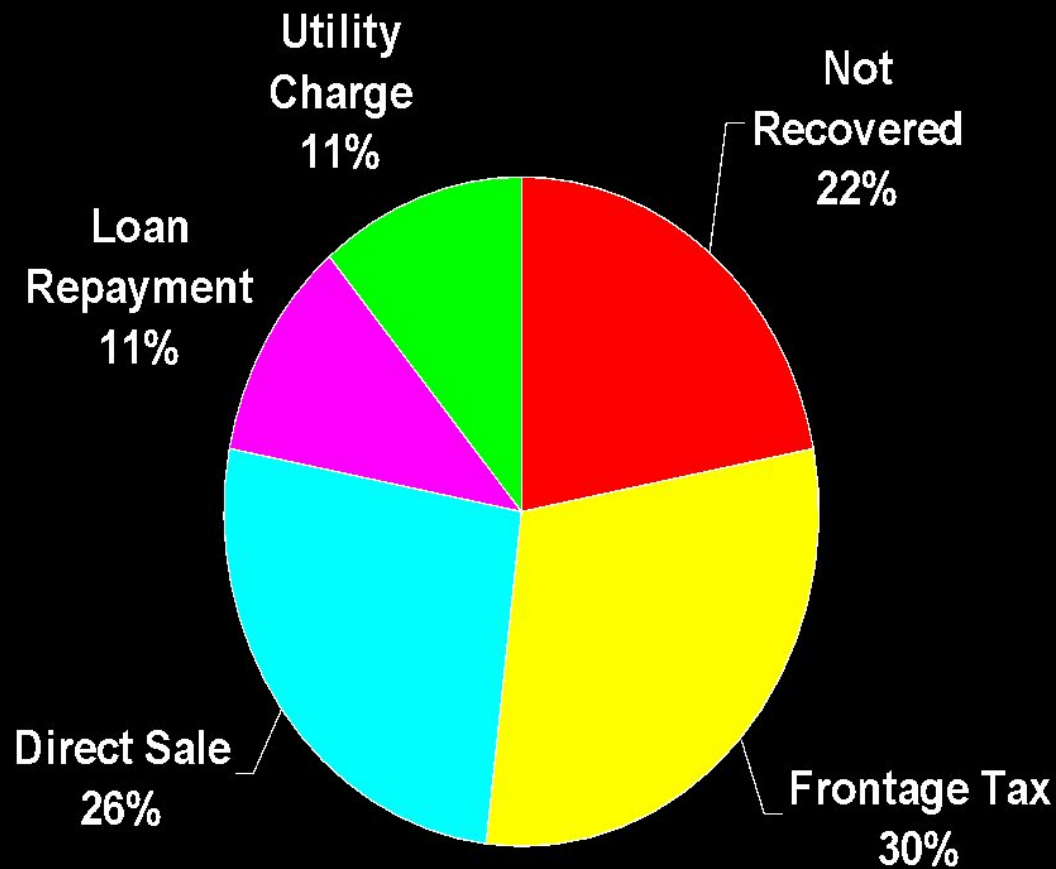


LE QUARTIER DE LA HAFSIA : SITUATION AVANT 1981

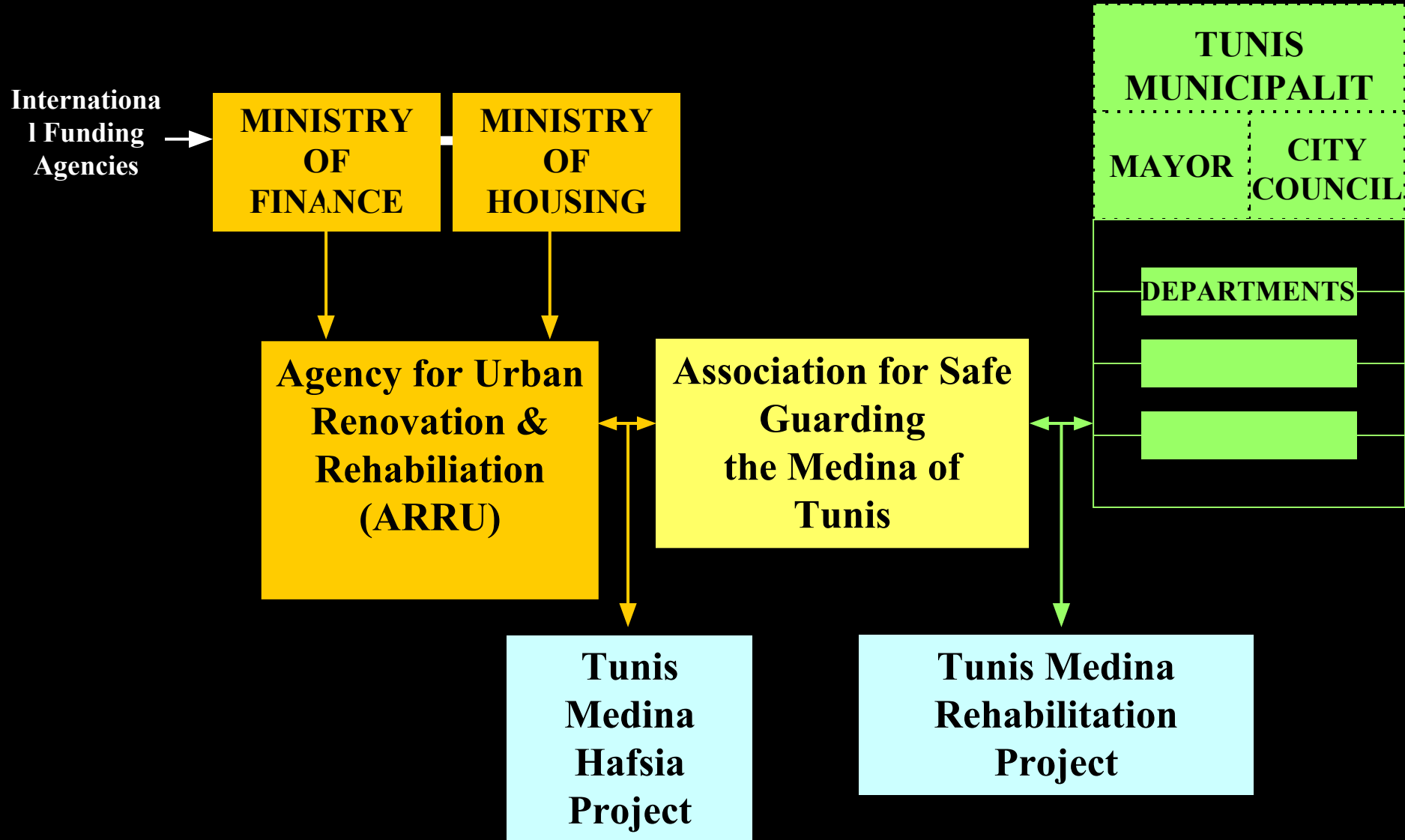


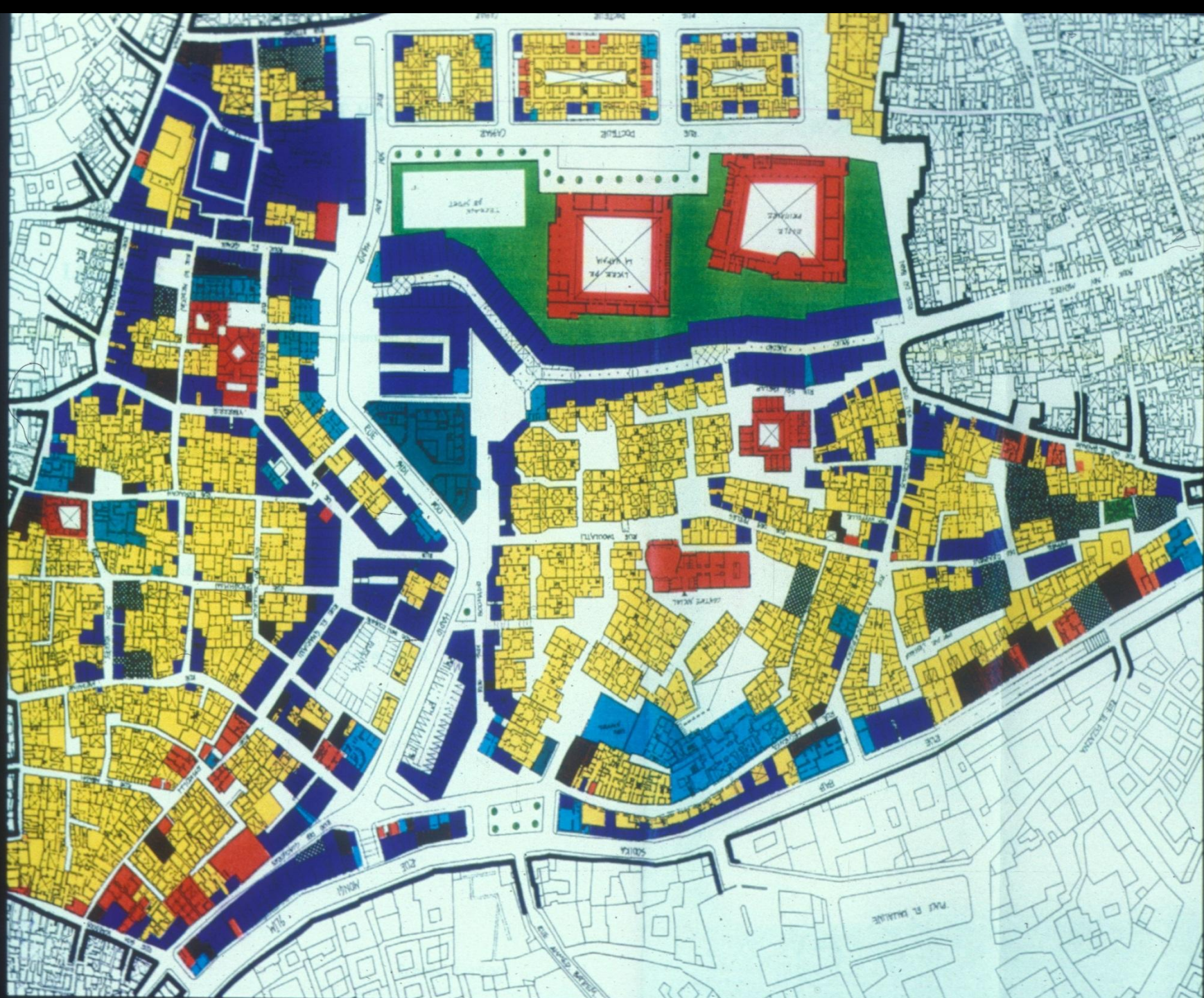
MODES OF COST RECOVERY

Tunisia Urban Development Project



TUNIS REVITALIZATION PROJECT ORGANIZATIONAL FRAMEWORK









رue des Nègresses
نهج الزنجيات





HAFSIA - RELOCATION OF DISPLACED HOUSEHOLDS

PROJECT ASSESSMENT 1994

	1 st tranche		2 nd tranche	
Relocation/Compensation Package	1982-84		1984-86	
Total				
Cash Compensation	17	20	37	
Dwelling Units in Hafsia	9	3	12	
Temporary Displacement	13	15	28	
Apartments in Hafsia (or elsewhere)	9	3	12	
Land in Douar Hicher (serviced site)	9	3	12	
No Information in 1994	19	24	43	
Total	76	68	144	



Project Financial Summary

Upgrading Component

Expenses (US\$)		Revenues (US\$)	
Infrastructure & community facilities	1,200,000	Repayment of home improvement loans	1,100,000
Home Improvement Loans	1,100,000	Profit sharing on land sales	1,200,000
Resettlement of displaced households	4,000,000	Repayment on resettlement loans	1,900,000
SUB-TOTAL	6,300,00	SUB-TOTAL	4,200,000

Rehabilitation Component

Expenses (US\$)		Revenues (US\$)	
Land acquisition	1,400,000	Land sales to private developers	1,500,000
Construction	4,800,000	ARRU sales of housing and shops	7,800,000
SUB-TOTAL	6,200,000	SUB-TOTAL	9,300,000



CATEGORIES OF ACTORS

From outside the historic city:

- International community at large
- International tourists
- National tourists
- National government

From inside the historic city

- Residents (owners)
- Residents (renters)
- Local businesses
- Community groups
- Local government
- Trusts (Waqfs)
- Investors

Private Investors

- Resident owners
- Local business, crafts
- Local community
- National investors
- International investors





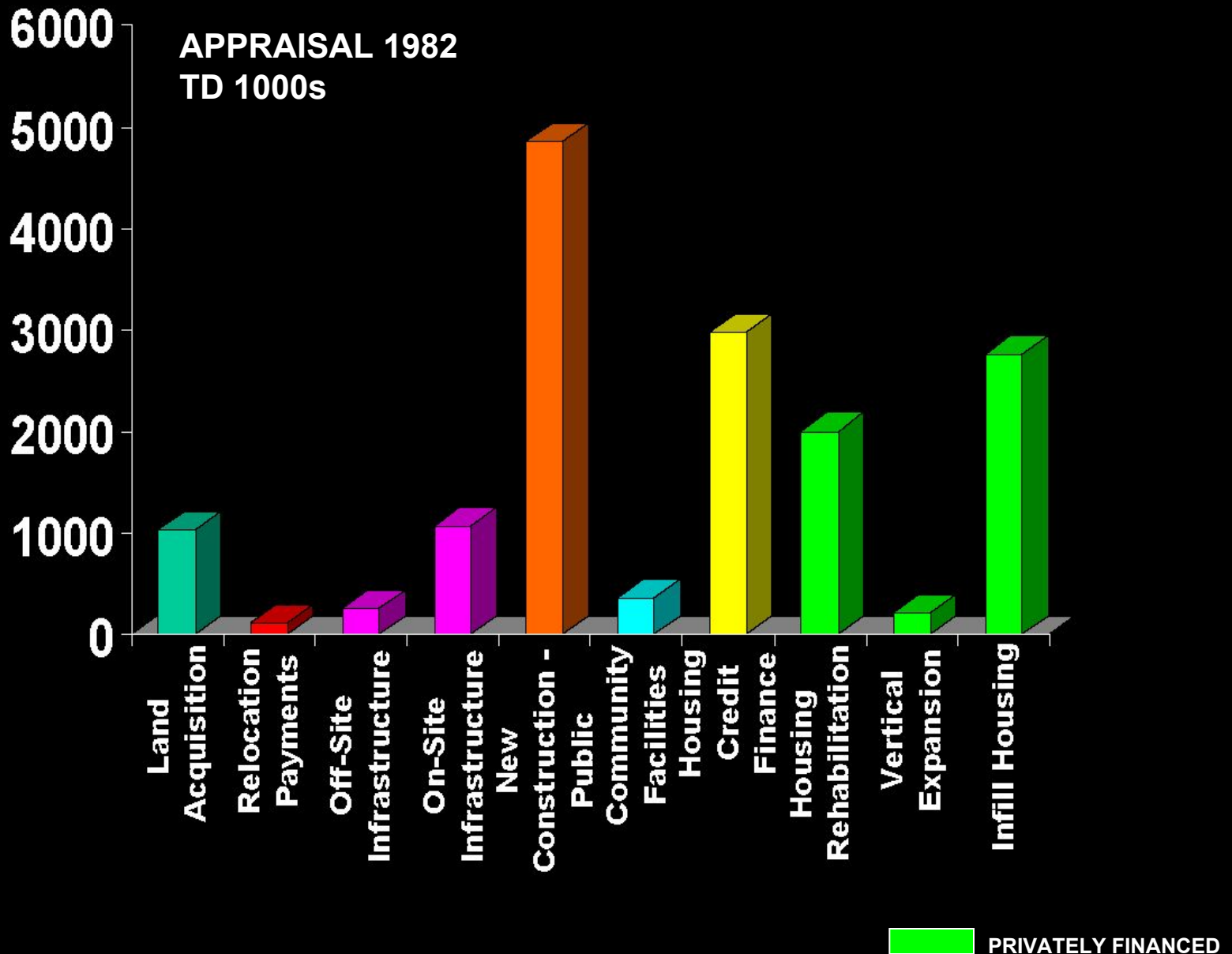


HAFSIA PROJECT DISBURSEMENTS

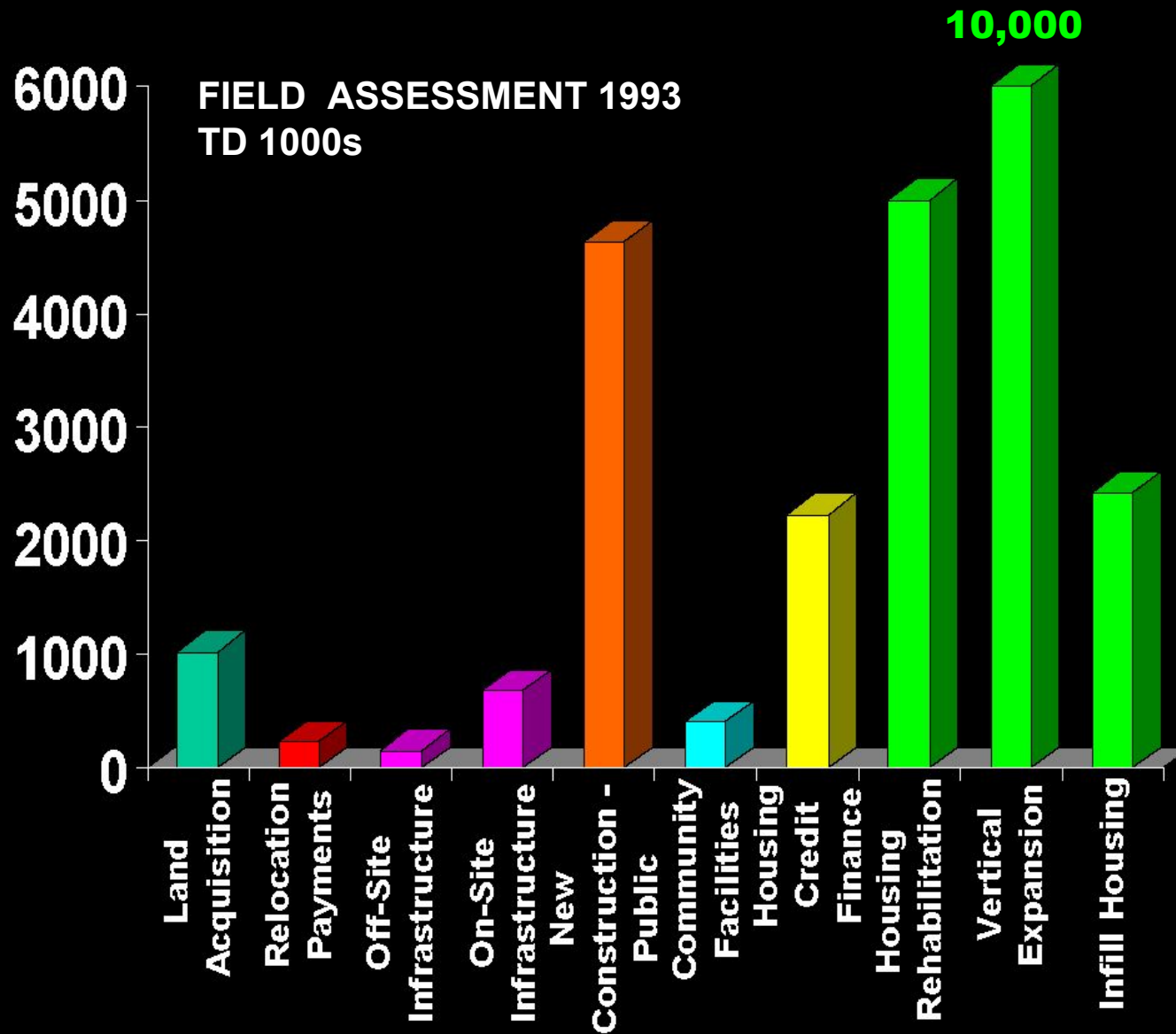
(1000 DINAR)

YEAR	INFRA- STRUCTURE	HOUSING	COMMUNITY FACILITIES	HOUSING CREDIT	TOTAL	PERCENT
83	0	0	0	0	0	0
84	104	0	0	0	104	1.3%
85	330	193	38	0	561	7.2%
86	264	521	10	0	795	10.2%
87	14	449	0	50	513	6.6%
88	18	157	0	375	550	7.0%
89	3	373	27	250	653	8.4%
90	1	984	86	125	1,175	15.0%
91	7	724	87	100	918	11.8%
92	8	540	17	150	715	9.2%
93	0	432	114	1,268	1,814	23.3%
TOTAL	749	4,373	359	2,318	7,798	100.0%

TUNIS MEDINA - HAFSIA PROJECT



TUNIS MEDINA - HAFSIA PROJECT



COST-BENEFIT ANALYSIS

- **Estimating Costs**
 - Direct
 - Indirect
- **Estimating benefits**
 - Tangible
 - Intangible
- **Selecting the discount rate**
 - Opportunity Costs
 - Time Preference

HAFSIA PROJECT

SUMMARY OF ECONOMIC ANALYSIS

PRELIMINARY - SEPTEMBER 1994

ECONOMIC RETURN

NPV (million T.D.) 3.71

EIRR 13.82%

GROSS EMPLOYMENT 2,180

DIRECT 1,230

Public Works 60

Building Construction

Private Sector 320

Private Developers 160

Informal Builders 190

INDIRECT 870

Micro-enterprises 730

Construction related 140

INDUCED 80

LEVERAGE RATIO 3.4

PUBLIC INVESTMENT (million T.D.)

6.9

PRIVATE INVESTMENT (million T.D.)

23.36



TUNIS - MEDINA
LOCATION DES OUKALAS



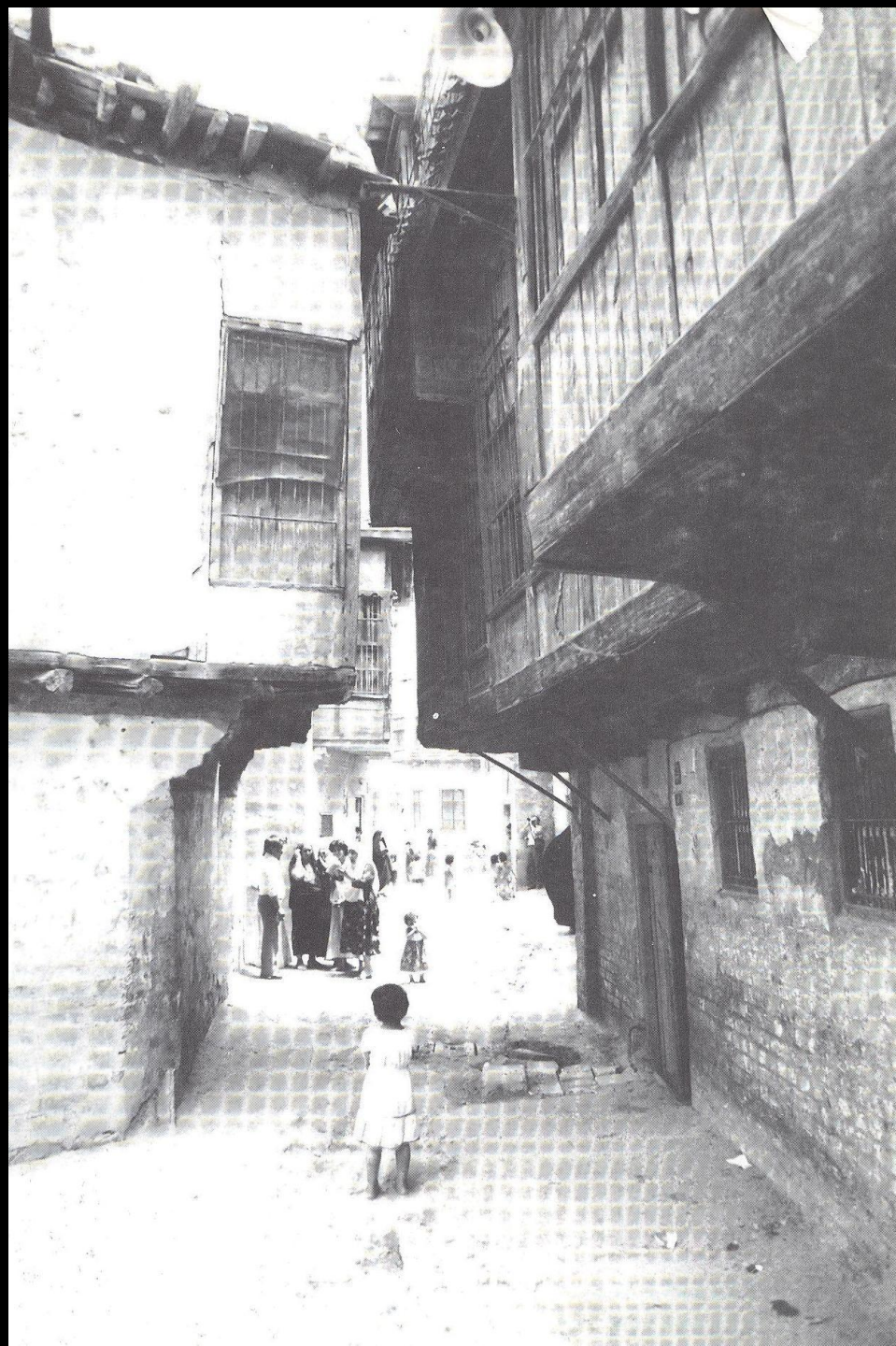


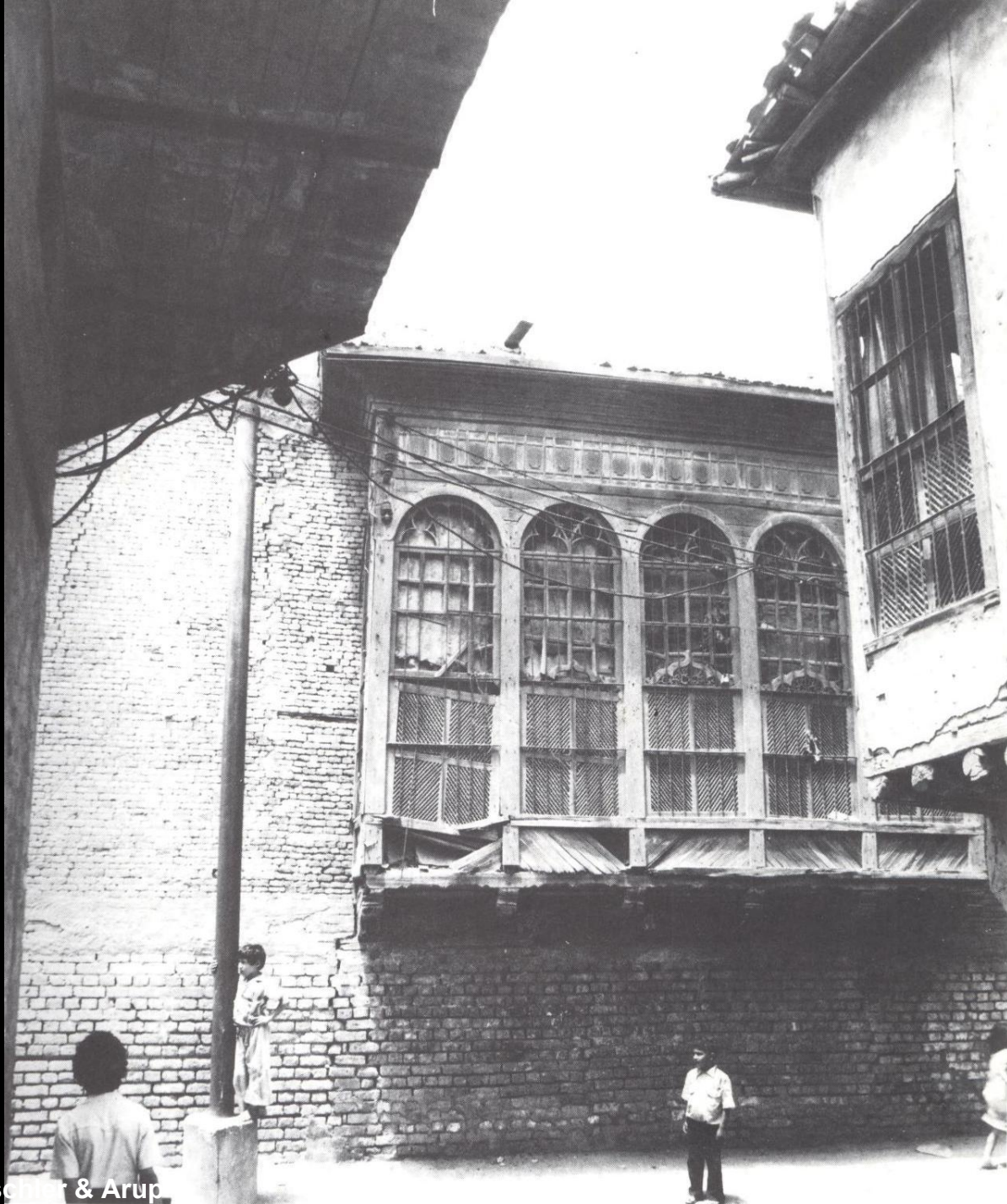




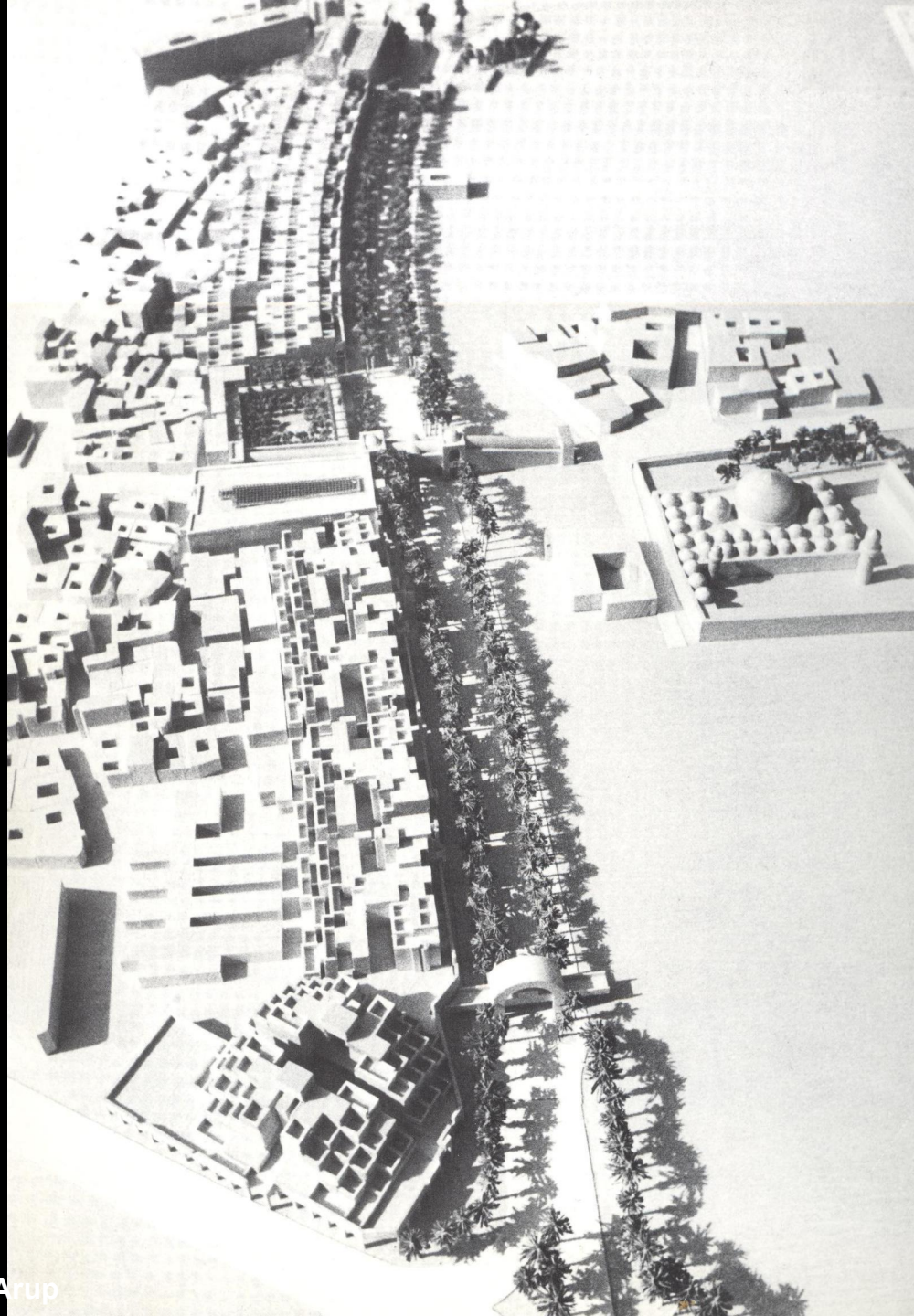






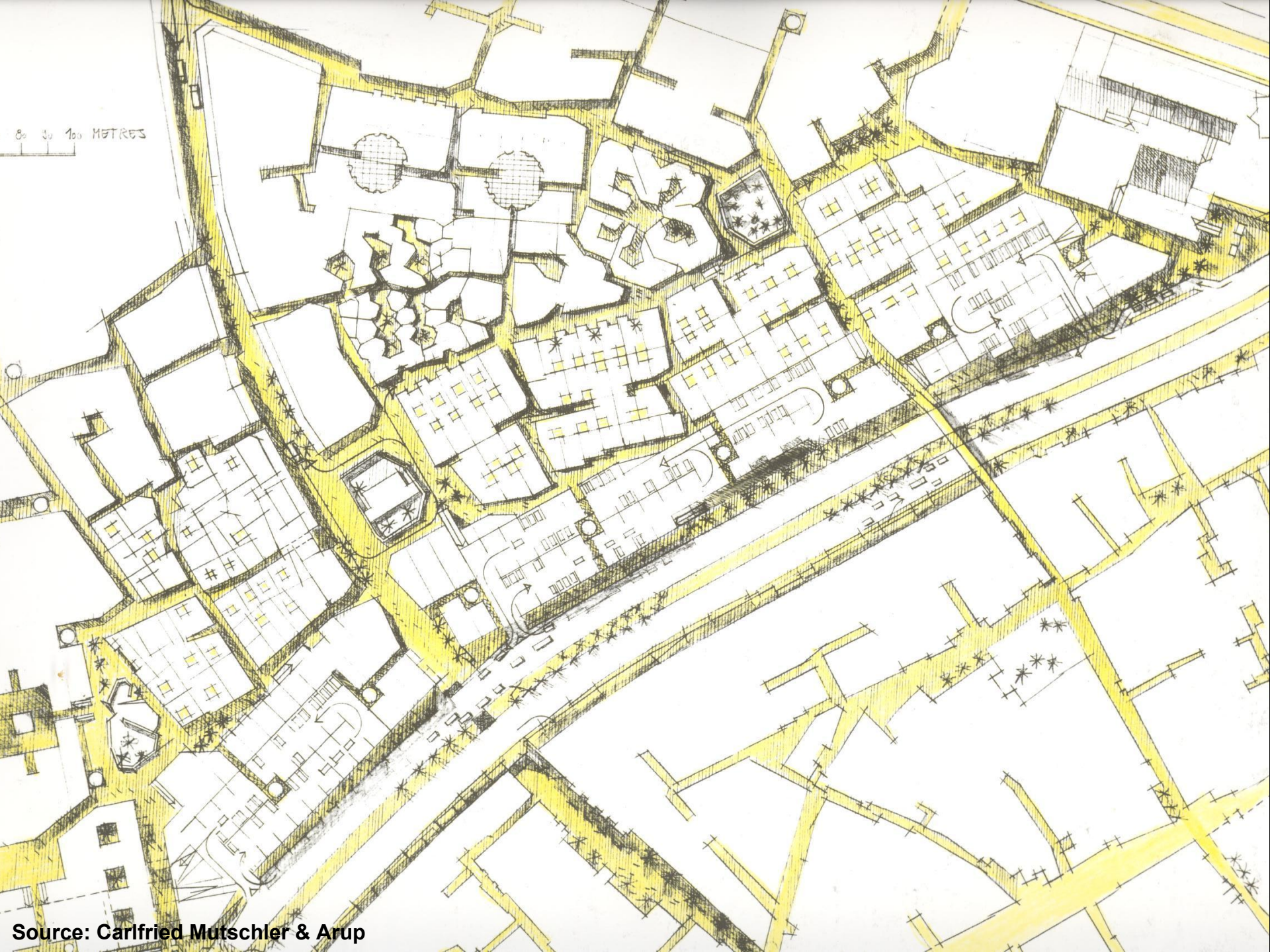


Source: Carlfried Mutschler & Arup

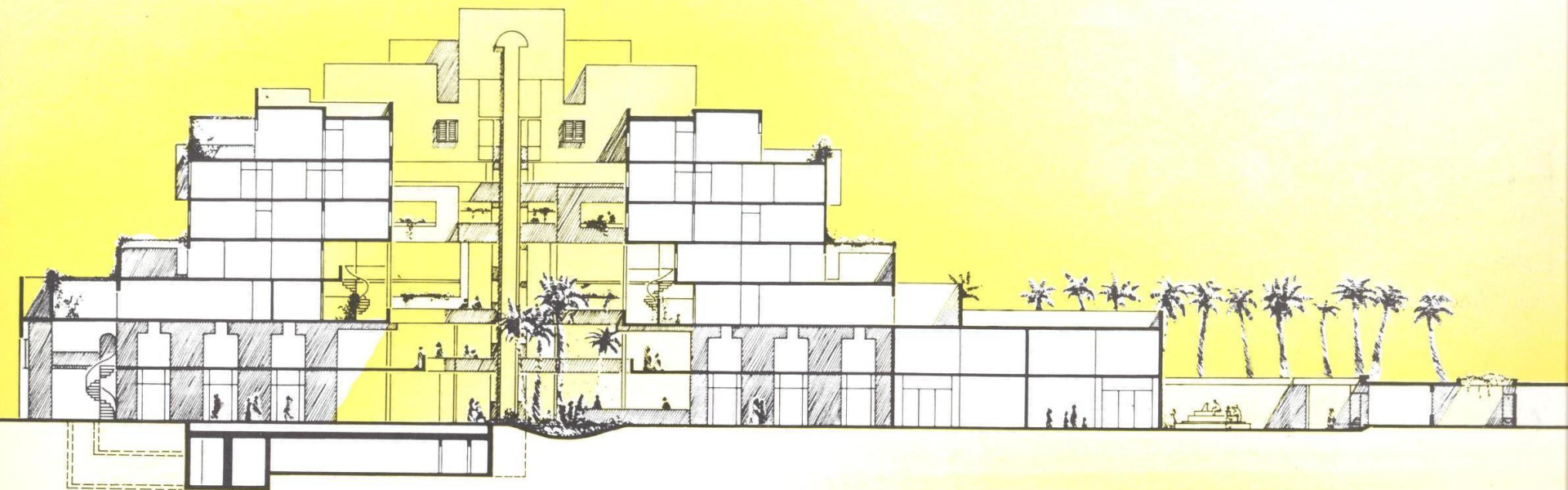


Source: Carlfried Mutschler & Arup





0 50 100 METRES







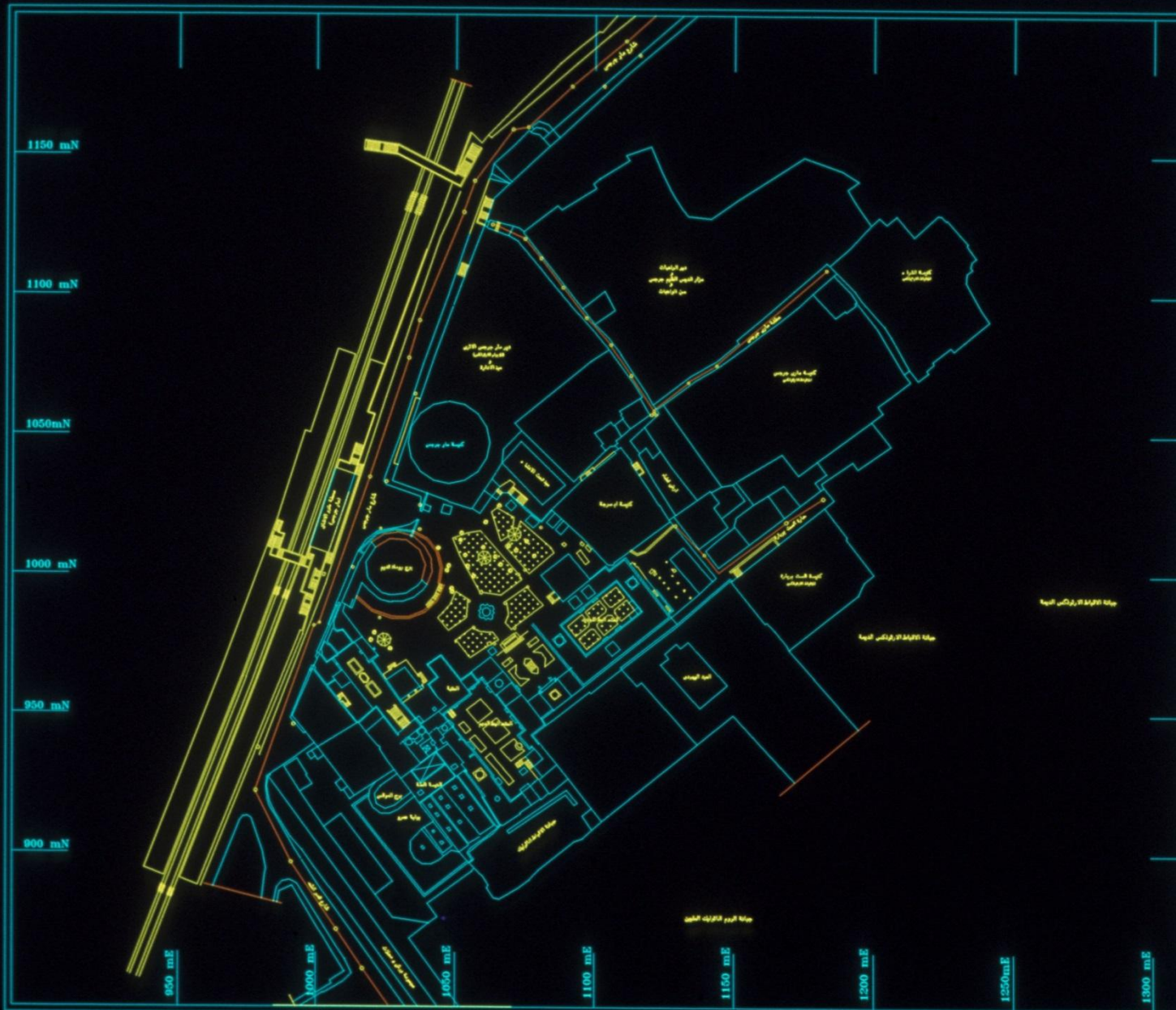












Notes :

- Residential Area
- Man Hole
- Elect. Unit
- Sewage Line
- Tree
- Green Area

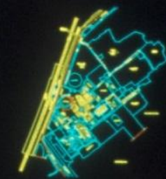
Scale :



NORTH



Key Plan :



المساحة العامة
المساحة العامة

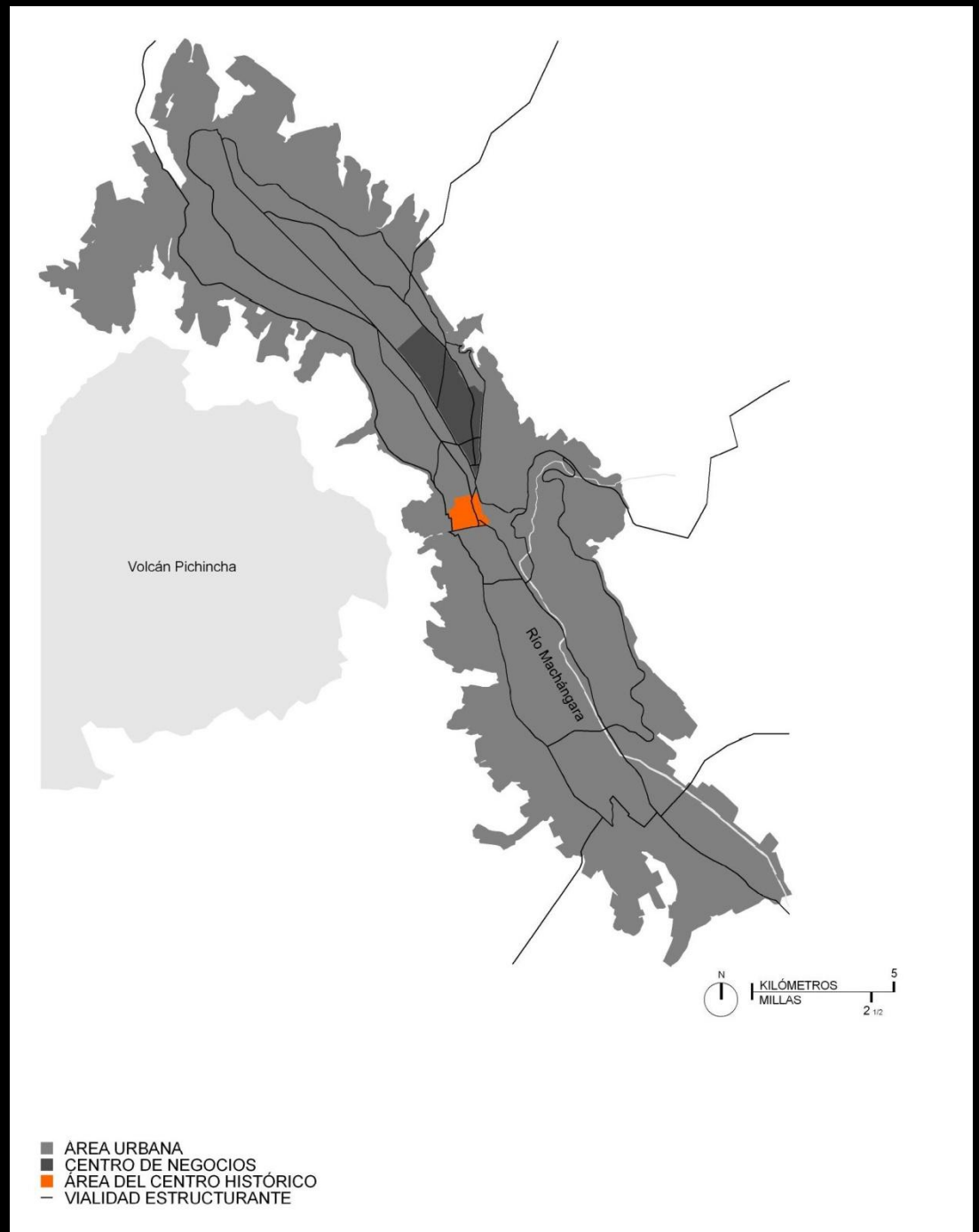
مخطط تخطيط وتوزيع المساحات العامة والمساحات الخاصة
المساحة العامة والمساحات الخاصة
DOCUMENTATION & RESTORATION PROJECT OF
THE HANGING CHURCH & THE COPTIC MUSEUM
(P.E.A. 2011)

المساحة العامة والمساحات الخاصة
المساحة العامة والمساحات الخاصة
المساحة العامة والمساحات الخاصة

Revised By :-
National Authority For Remote
Sensing and Space Sciences

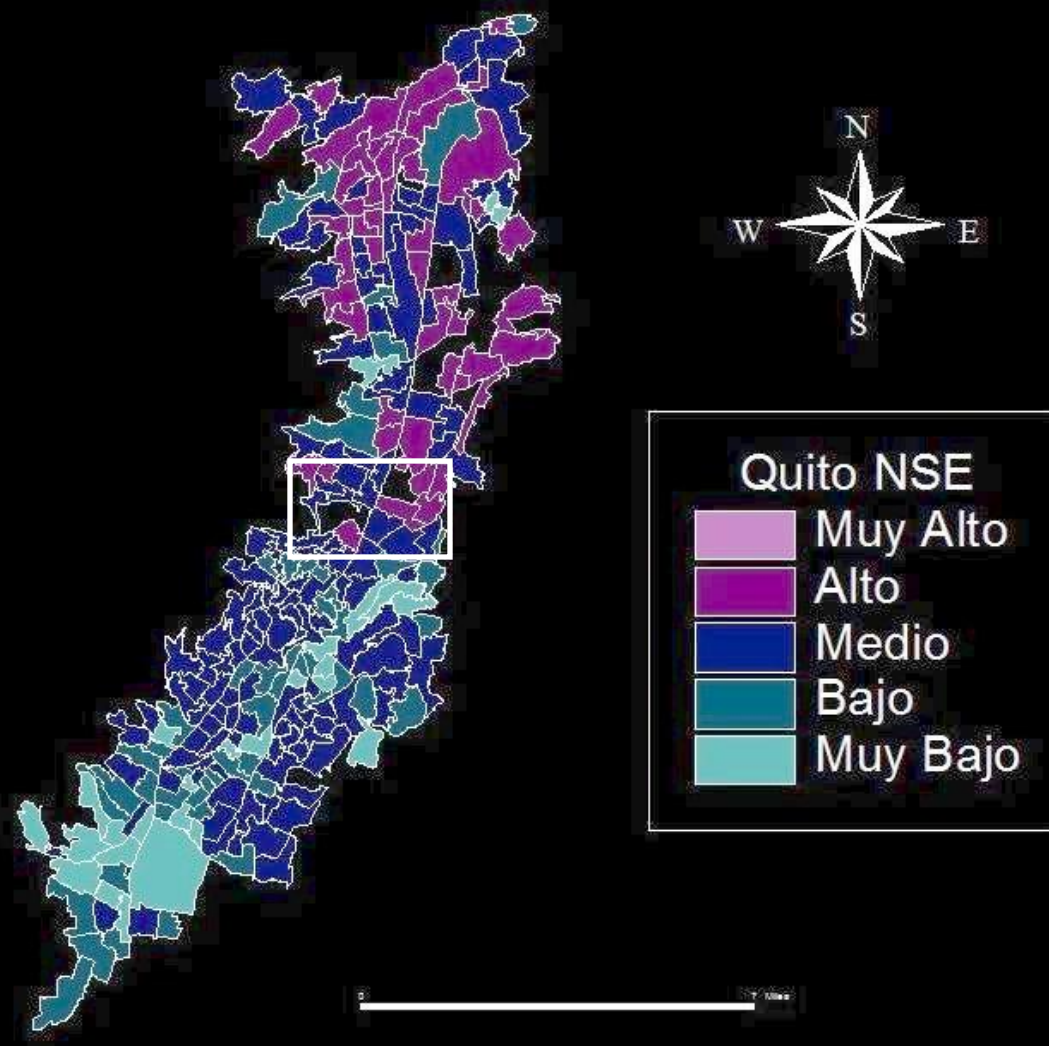
SURVEYING WORKS	SU - 02
GENERAL LAYOUT	1 : 500
DATE	DEC - 1998

Historic Centre Quito





Quito - Distribution of the population according to socioeconomic level and census zone

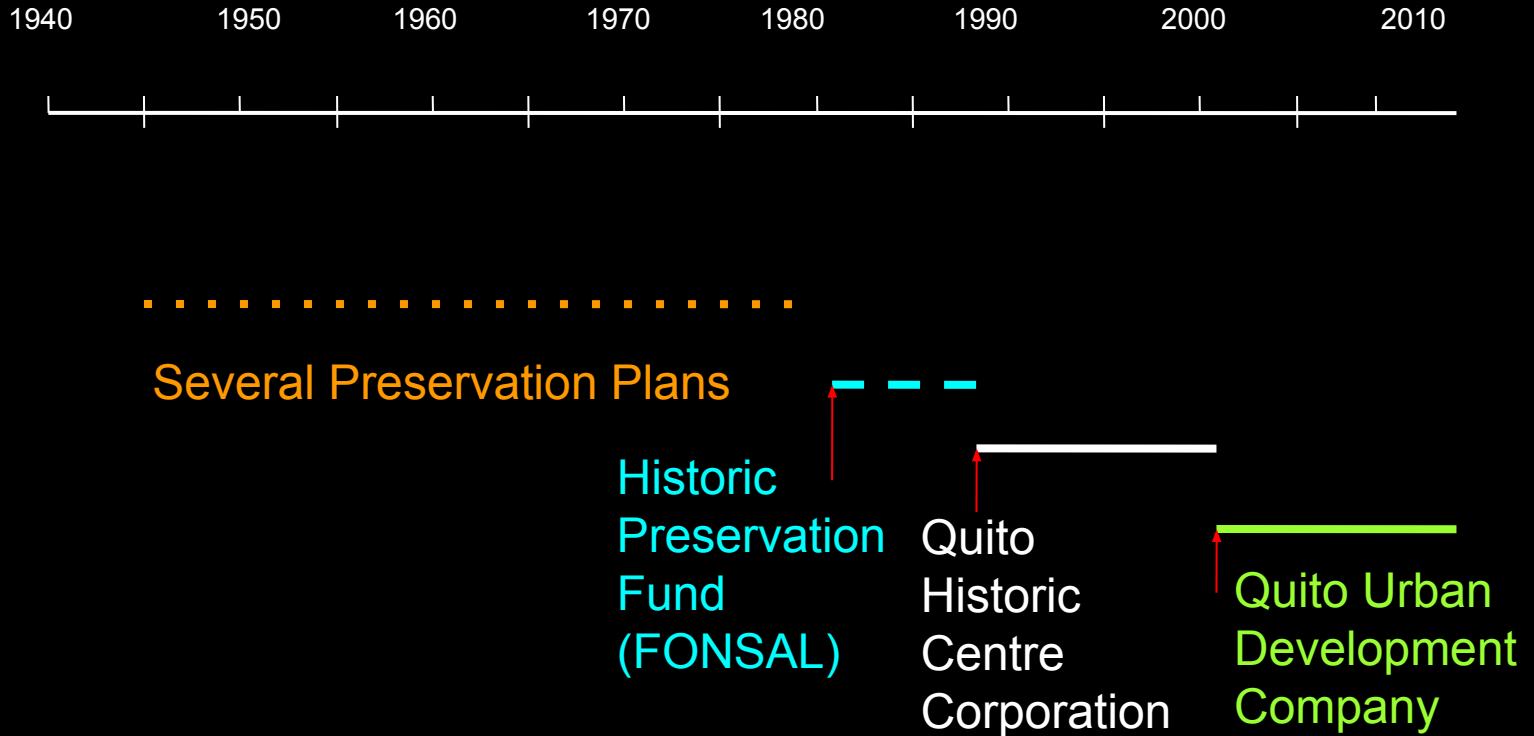






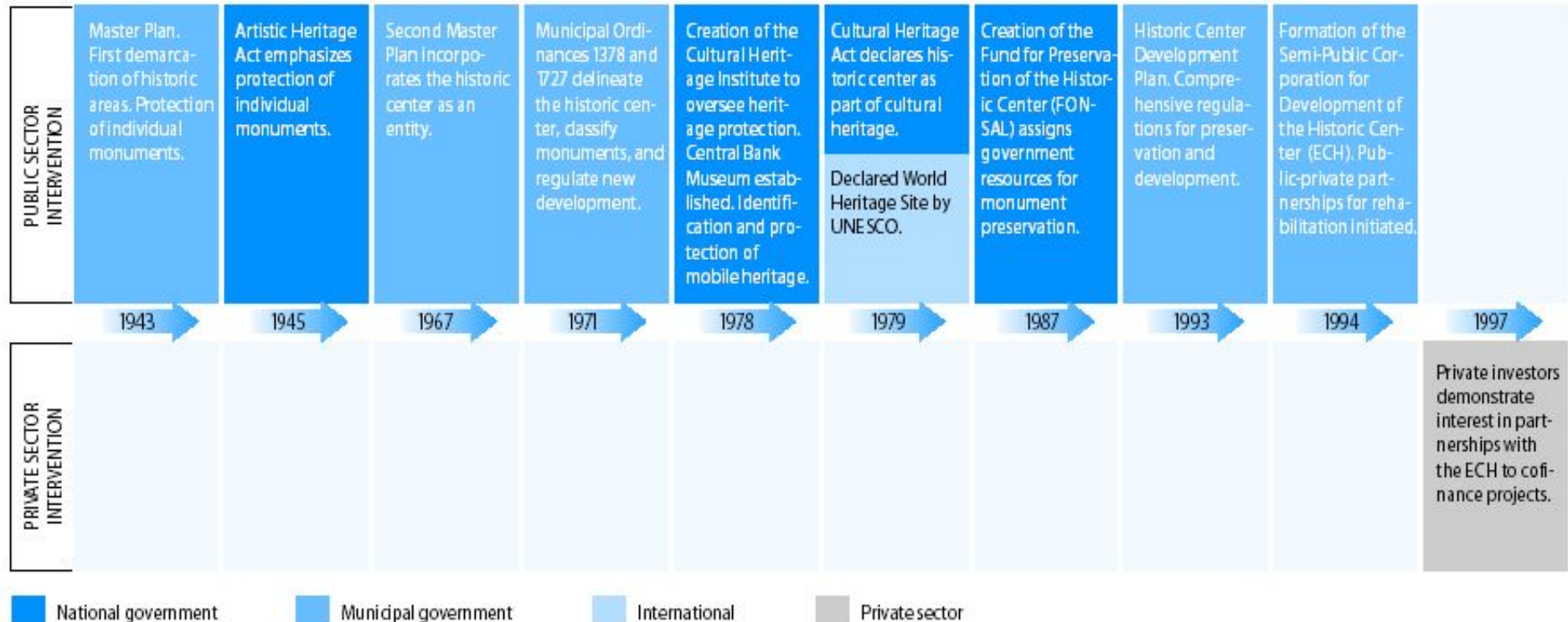
urban heritage rehabilitation programs
take a long time to get launched and
mature

Quito Historic Centre Rehabilitation Timeline



with the late arrival of the private sector...

Quito Historic Centre Rehabilitation Timeline



EVOLUTION OF HOUSING PRICES IN QUITO (in US \$)

Type of housing	1999	2000	2001
2 story house with 72 sq. m. of floor space	3,950	6,900	13,500
Price per sq. m.	55	96	188
1 story house with 34 sq. m. of floor space	2,150	5,100	8,000
Price per sq. m.	63	150	235

Source: Ecuahabitat (Cities Alliance, August 2002.)

A PUBLIC/PRIVATE PARTNERSHIP

PUBLIC GAINS

Revitalizing an old area

Preserving the Heritage

PRIVATE CONCERNS

Profit

Public commitment

Risk and degree of control

Financing package

Quality

Quito Historic Centre Corporation

- Mixed Capital Society
 - 90% of shares owned by the Municipality
 - 10% owned by the Caspicara Foundation
- Board
 - 12 members
 - 7 members come from the private sector
 - 5 members come from the public sector

- Capacities
 - Operate as real estate developer
 - Work in association with private sector
 - Land owners
 - Real estate developers
 - Cooperatives
 - Municipality can contract works directly with the Corporation

First Phase

Public Investment In Quito Historic Centre



- Public investment
 - Street improvements
 - Parking garages
 - Cultural facilities in historic buildings
 - Social sustainability
 - Low-income housing
 - Markets
 - Public safety





- Public private investments
 - Rehabilitation of buildings to demonstrate the feasibility to install and operate
 - Commerce
 - Residences
 - Offices
 - Recreational activities
 - The Historic Centre to offer a unique mix of services to compete with other centres in the city

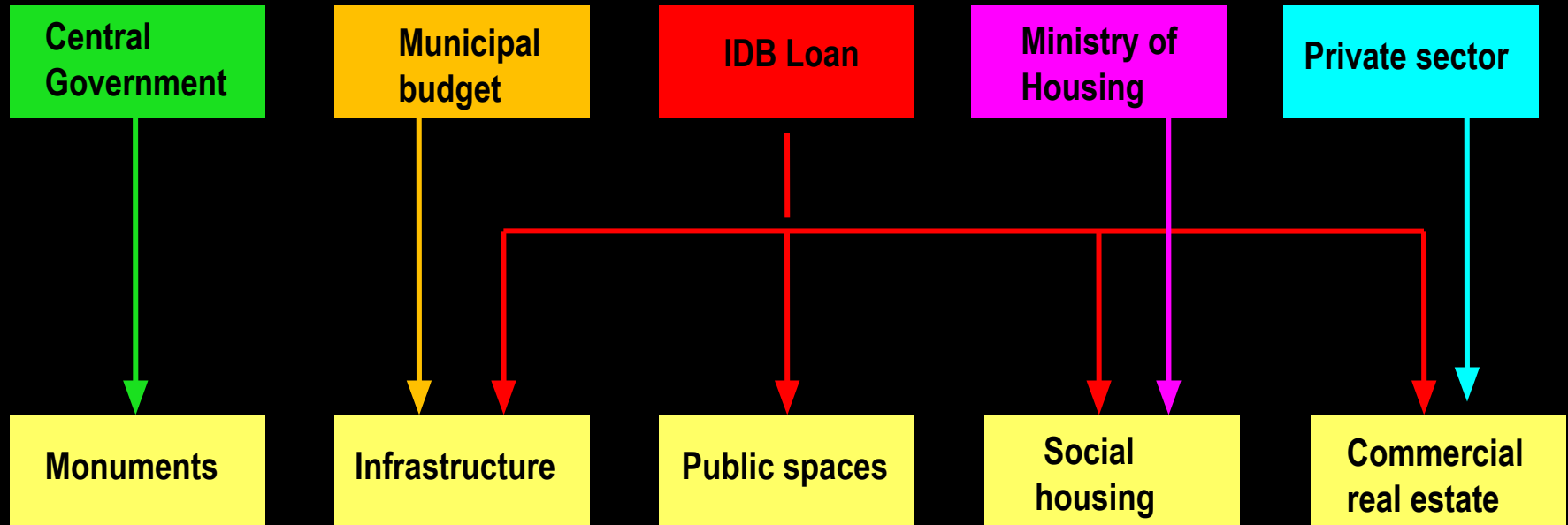


Programmed investments

US dollars (millions)

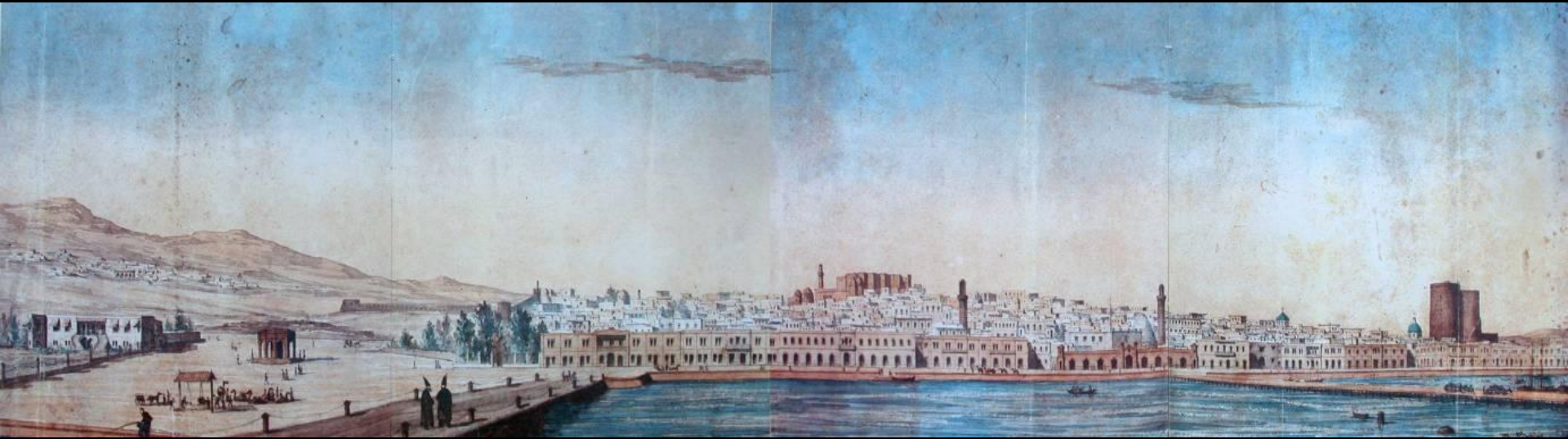
Investment	Public	Private	Total
Public investment	17.8		17.8
Public-private partnerships	12.0	10.4	22.4
Social sustainability	1.2		1.2
Total	31.0	10.4	41.4

Sources of Funding



Types of Investments

THE DEVELOPMENT OF AN INTEGRATED AREA MANAGEMENT ACTION PLAN: THE CASE OF BAKU



Institute for International Urban Development



Icheri Sheher within Historic Baku



Population: 5,300

**Designated as a UNESCO
World Heritage Site - 2000**

**One of the cities on the Silk
Route**

**Home to 600 Monuments
3 of World Importance
28 of National Importance
569 of Local Importance**

**Cost of 100 m² dwelling:
Upper part - \$2,000-
\$2,500 per m²
Lower part - \$3,000-3,500
per m²**

Strengths: Historic Fabric



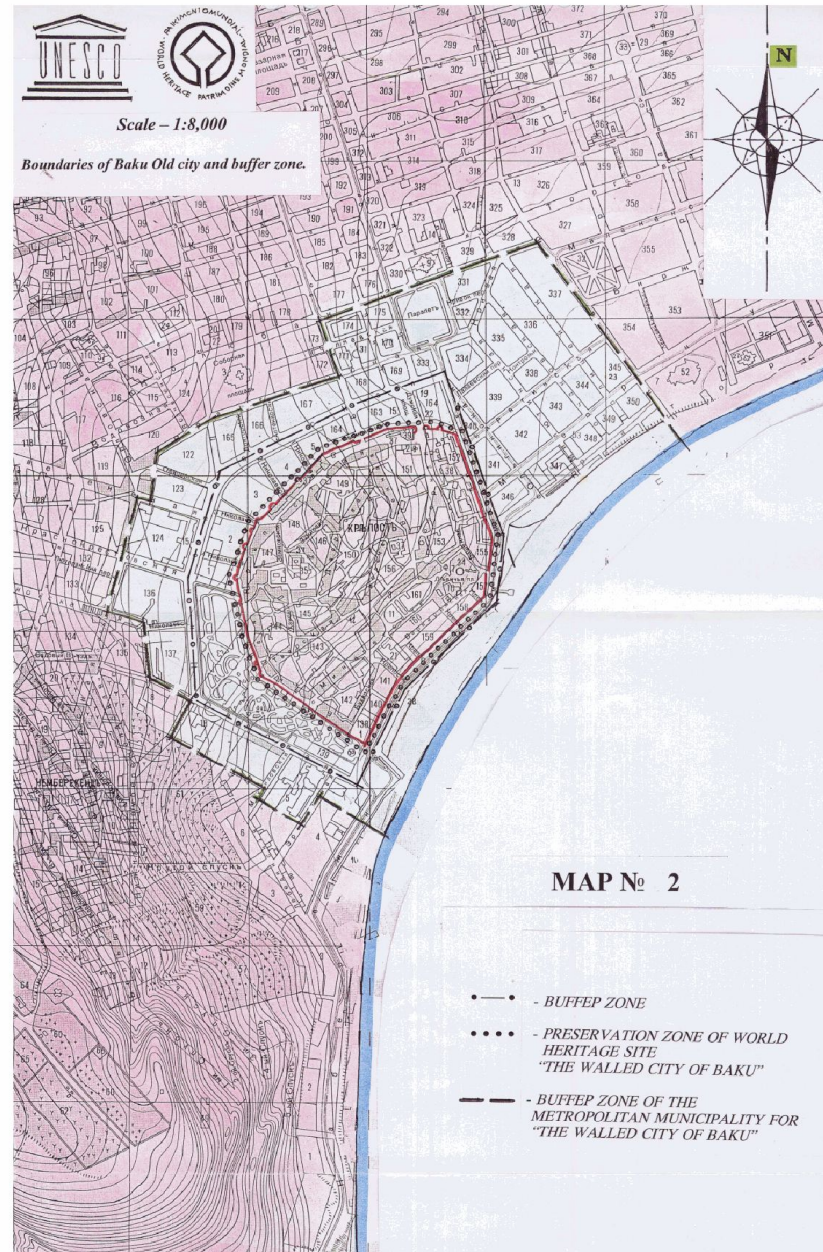
Strengths: Monuments of World Importance

The Shirvanshah's Palace





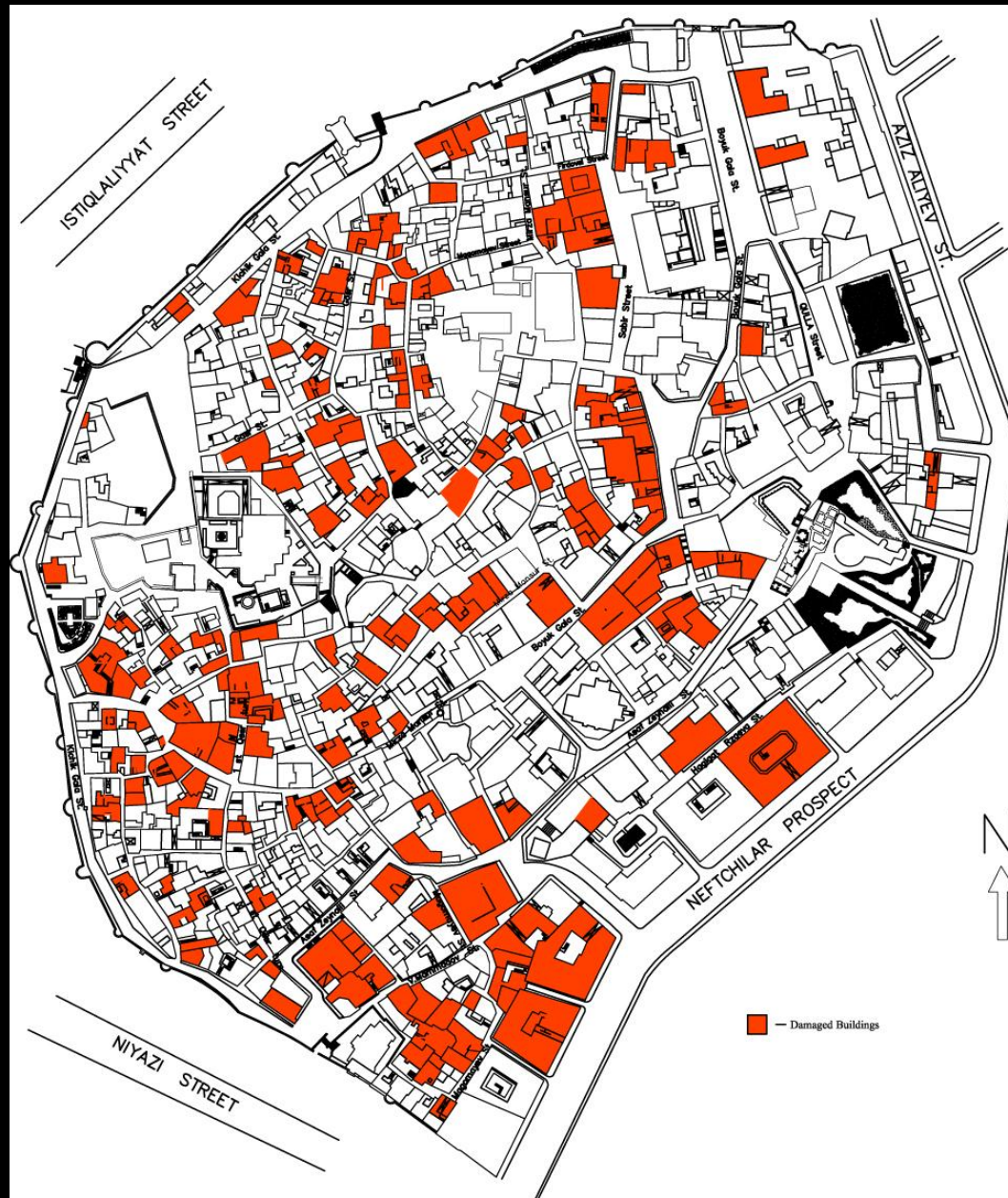
Strengths: Buffer Zone







2000 Earthquake and Resulting Reconstruction



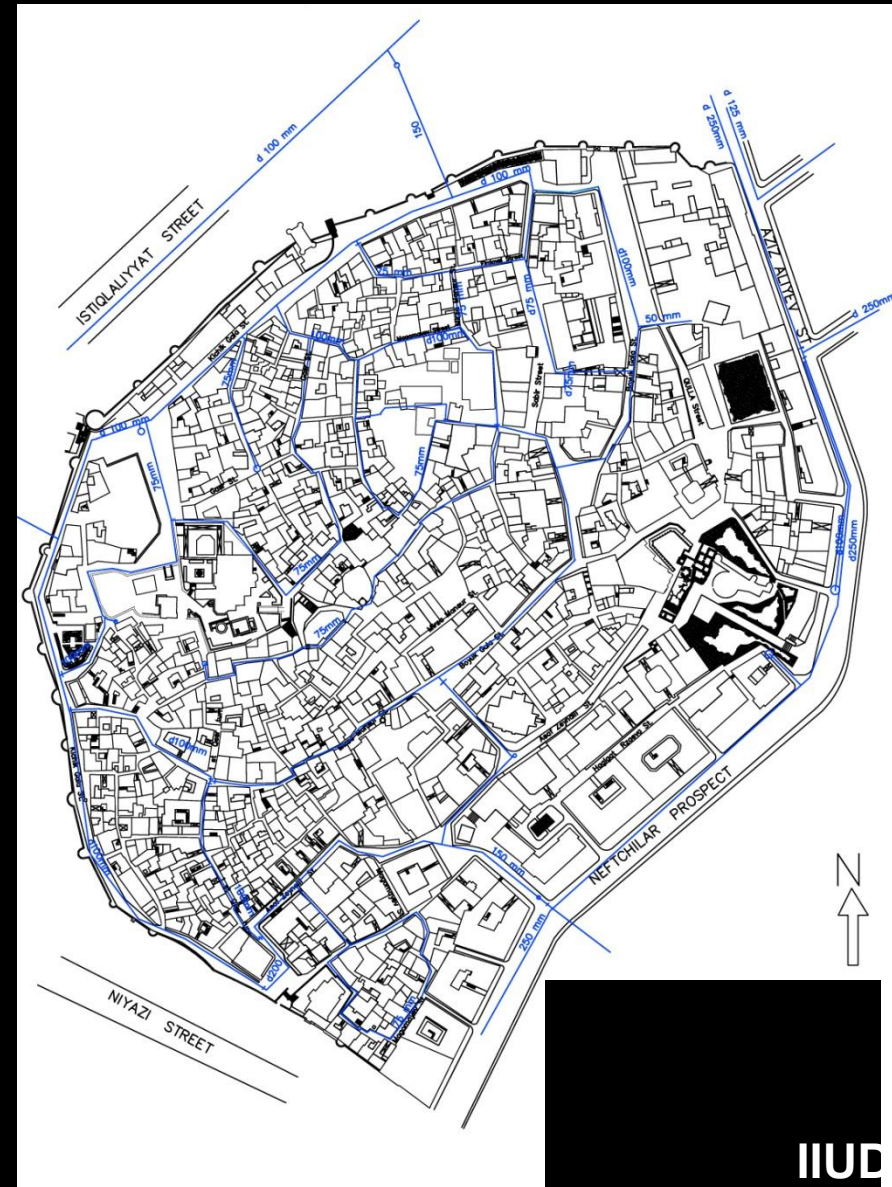
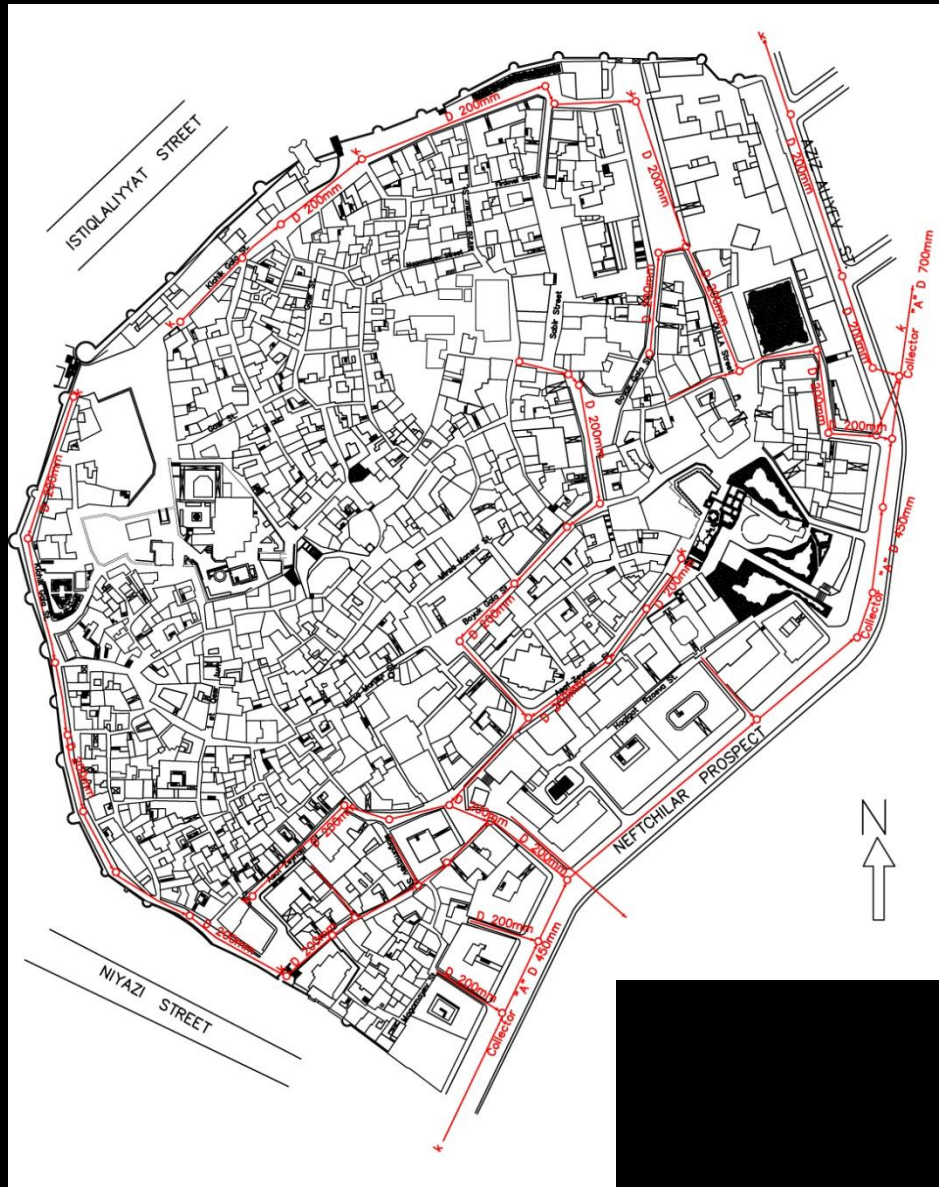
Weaknesses: Deterioration of Housing Stock



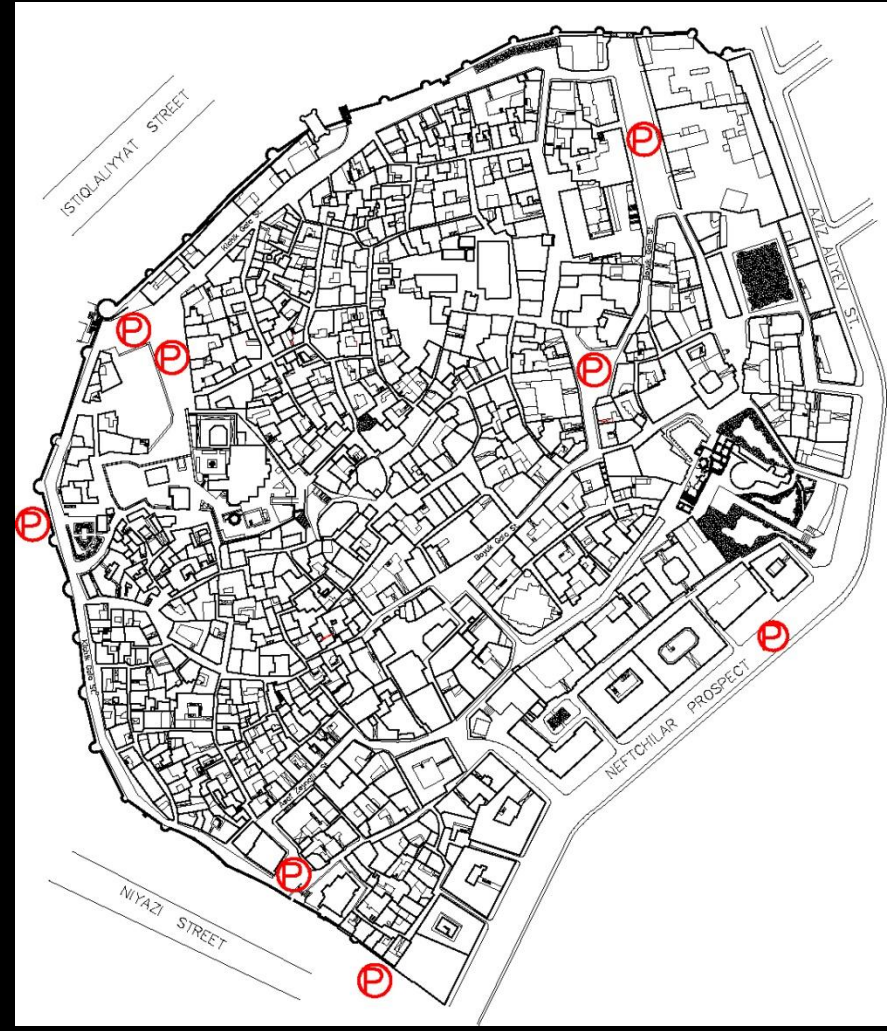
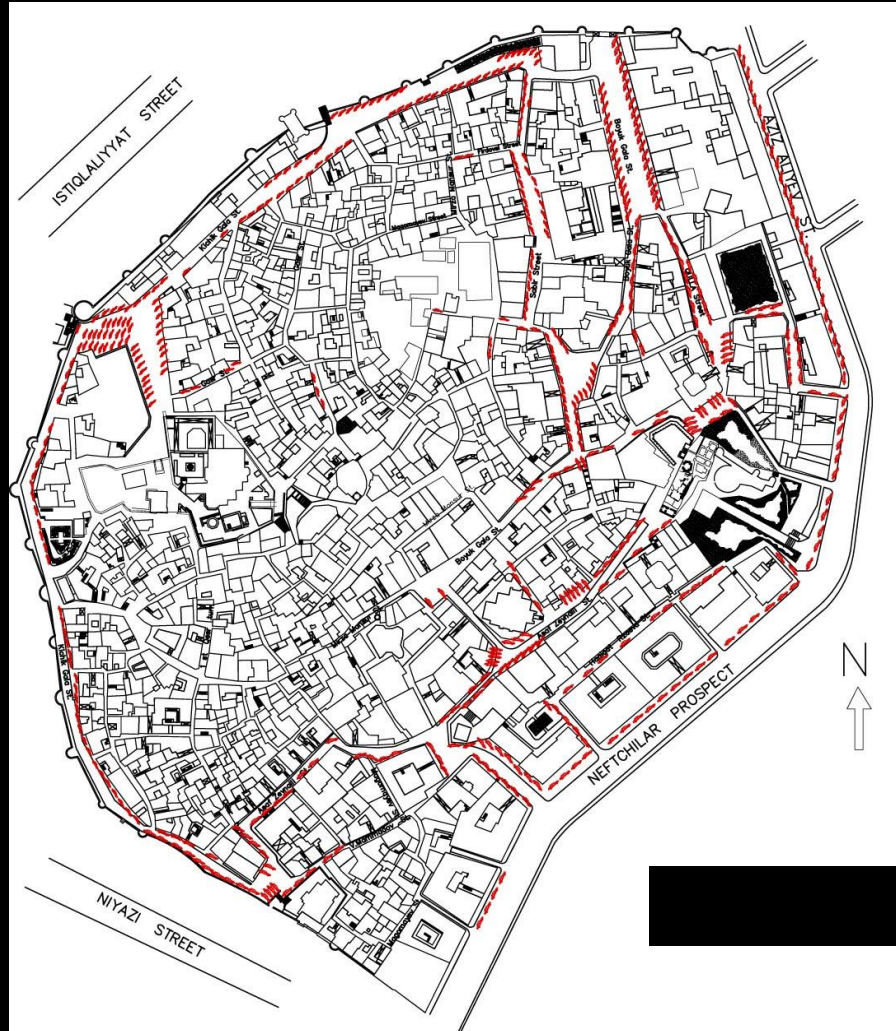


ALBA 1911
1911

Inadequate infrastructure

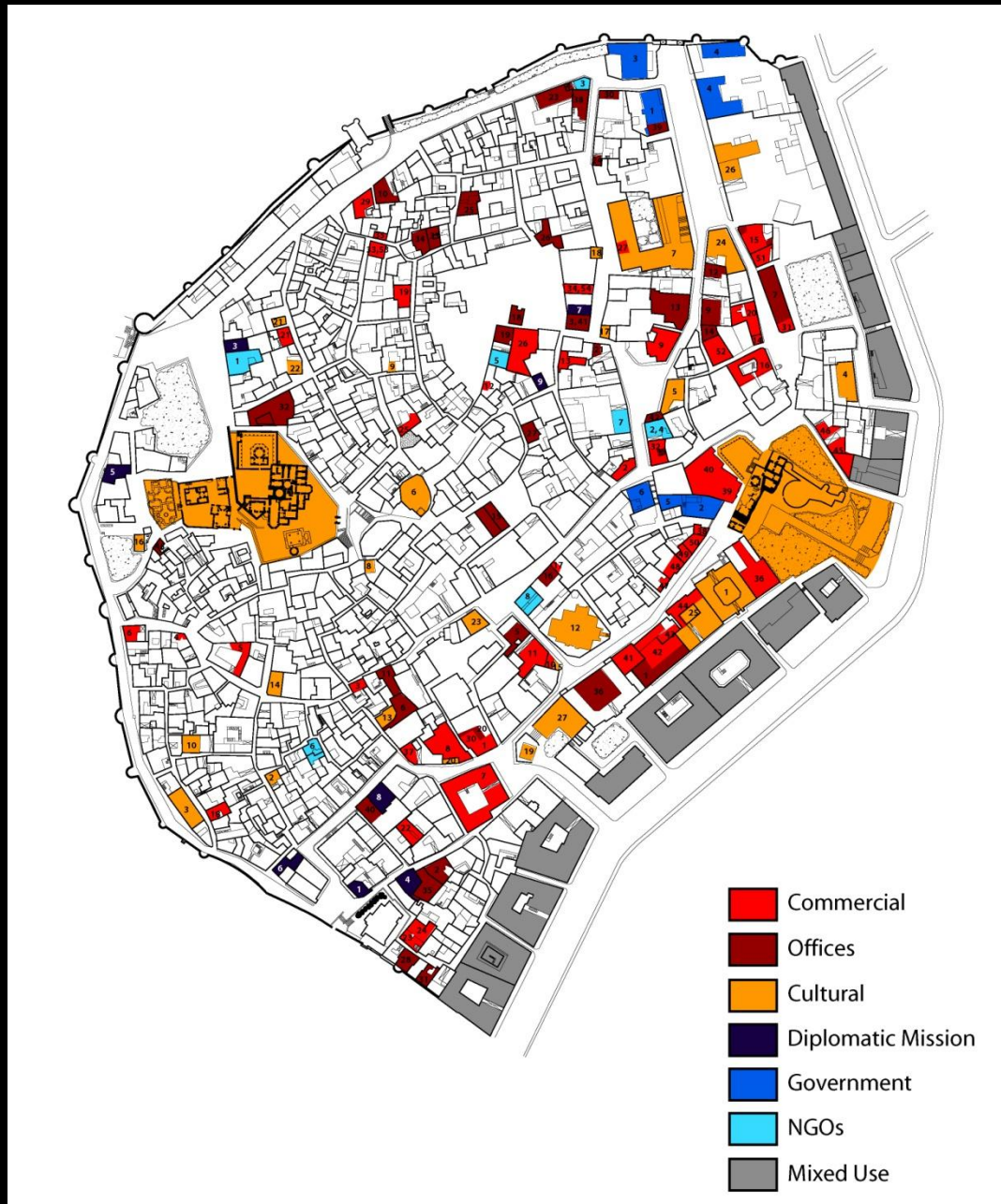


Weaknesses: Circulation





Threats: Intrusion of commercial and office uses



AGCentre



Icheri Sheher: Weaknesses

- December 2000 earthquake (6.7 on Richter scale) causes significant damage
- Lack of adequate infrastructure
- Intrusive infrastructure
- Deterioration of housing stock
- Intrusion of cars in the historical fabric
- **Weak legal framework for safeguarding the site**
- **Lack of coordination among governmental agencies responsible for the protection of the site**
- **UNESCO inscribes Icheri Sheher on the World Heritage in Danger list in 2003**

Opportunities: Potential as a Tourism Destination

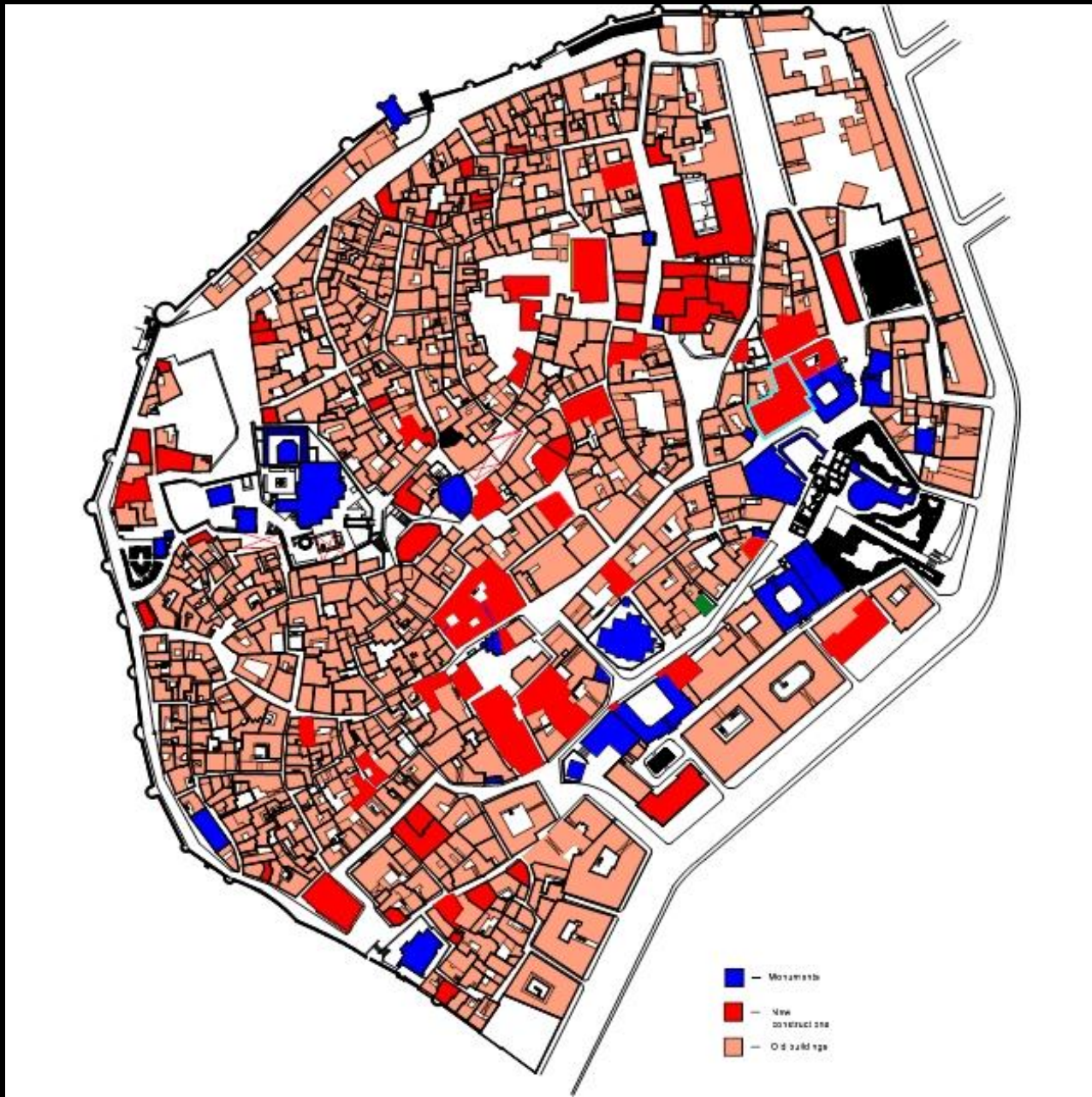


Opportunities: Archaeological Sites





Opportunities: Active Private Sector











CESSAT

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100 100

Weaknesses: Infrastructure



Outcomes of an IAMAP

- Propose an institutional framework to protect the historic site;
- Outline its technical and planning responsibilities;
- Define guidelines for a safeguard and development strategy for the site;
- Propose the key strategic interventions required to implement it;
- Outline development controls required to preserve its integrity while allowing the private sector improvements necessary;
- Structure a process for new interventions
- **Outline a participation process to ensure the involvement of concerned stakeholders and the transparency of the decision making .**

Territorial Allocation of Planning Responsibilities

Extents of Planning

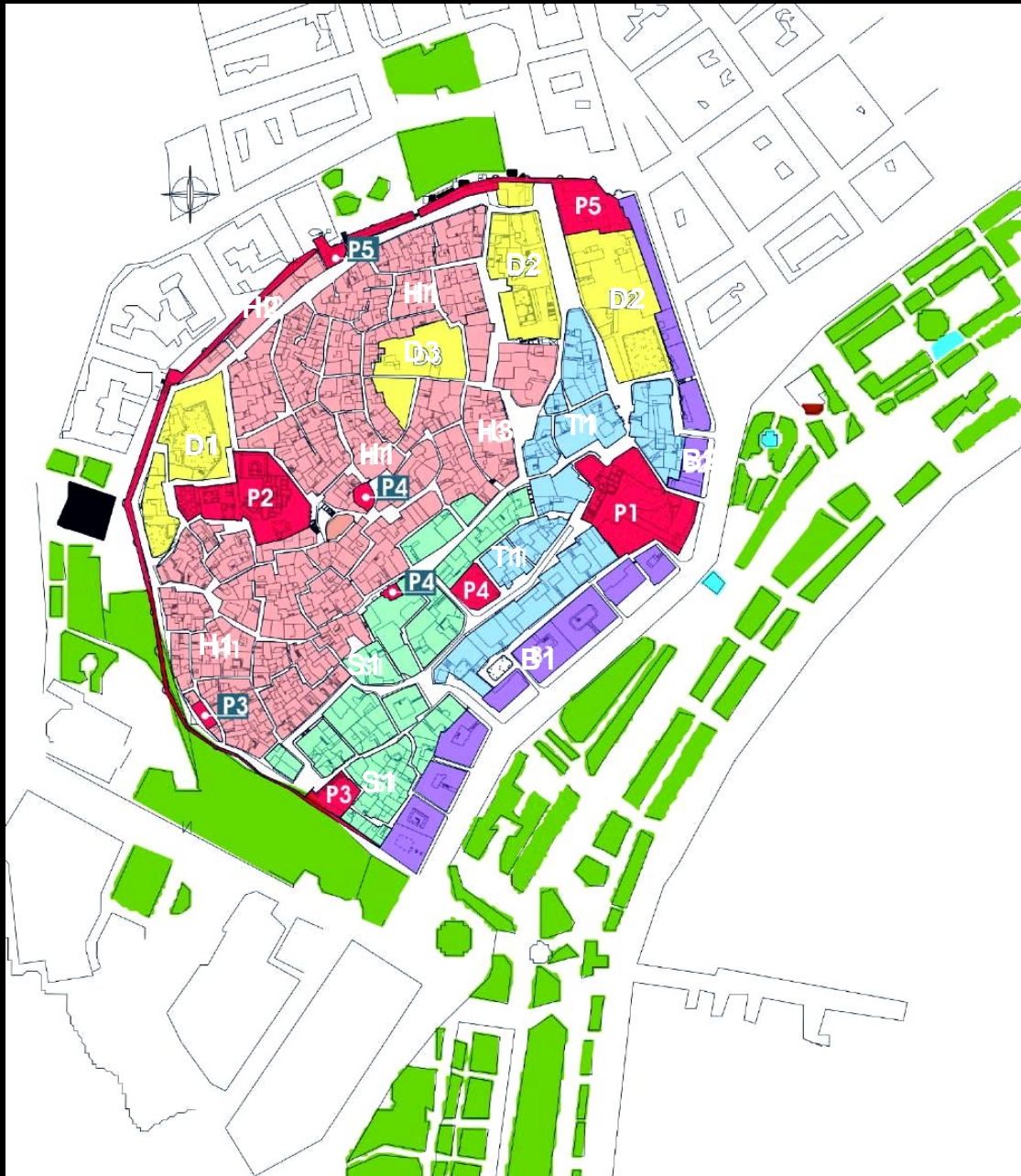
Authority to Plan

Baku		Executive Power of Baku
Historic Center of Baku		Executive Power of Baku + Ministry of Culture and Tourism
Icheri Sheher Buffer Zone		Executive Power of Baku + Ministry of Culture and Tourism + SDHARIS
World Heritage Site		SDHARIS

Regulate Vehicular Access



Development Control Areas



P: Main monuments and cultural buildings

B: Buildings located in the alignment of the former wall and along main traffic axes;

T: Concentrations of tourist services;

S: Concentrations of Local services;

H: Predominantly residential areas;

D: Major Development areas.

Allowable Uses

H – 1	Yes	2 stories/8 meters	Residential. Commercial by special permit
H – 2	Yes	1 story/4 meters	Residential. Commercial by special permit
H – 3	Yes	2 stories/8 meters	Residential. Commercial by special permit
B – 1	Yes	2 stories/8 meters 3 stories/11 meters by special permit	70% of ground floor for commercial or public use
B – 2	Yes	2 stories/8 meters 3 stories/11 meters by special permit	70% of ground floor for commercial or public use
D – 1 to D – 3	Yes	3 stories/11 meters	Mixes uses by Special Permit
T – 1	No *	-	30% of ground floor for commercial use
S – 1	Yes	2 stories/8 meters	30% of ground floor for commercial use
P – 1 to P – 5	No	-	Public use only

Strategic Interventions



A – Redesigned and expanded commercial cluster near the Maiden Tower

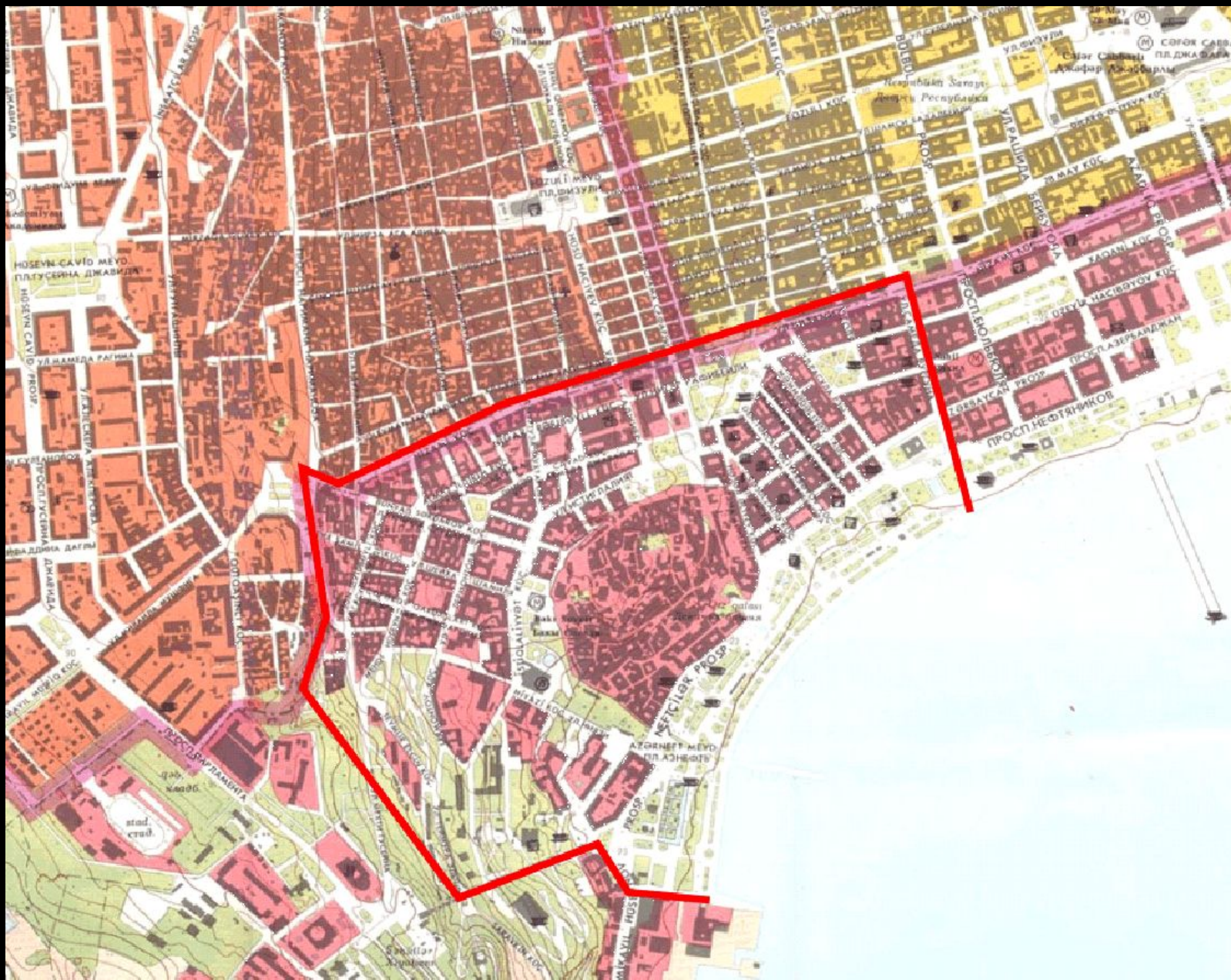
B – Economic and physical regeneration of Kicik Qala Street

C – Redevelopment or refurbishment of centrally located block of office buildings

Purpose of the Buffer Zone:

1. Preserve the late 19th century and early 20th architecture of Baku's historic center;
2. Manage vehicular access to the historic site of Icheri Sheher;
3. Control the use, design and height of new construction adjacent to Icheri Sheher.

Redefined Buffer Zone







СЕМЕНОВ

10-XL-520

