

THE TRANSFORMATIONS OF URBAN HERITAGE OF ROSTOV-ON-DON (RUSSIAN FEDERATION)

There is description of some current problems of the historic centre of Rostov-on-Don and action plan for solving these problems in the paper. Design hypothesis consist in successful realization of all objectives in this paper and further practical activities, resulting in the transformations of urban heritage of Rostov-on-Don through developing projects of physical, cultural, social and economic rehabilitation of Rostov historic centre. Basically the author explores and applies a modern approach of UNESCO – “The Historic Urban Landscape”.

Keywords: *historic urban landscape, urban heritage, historic centre, knowledge and planning tools, civic engagement tools, financial tools*

1. Background

Rostov-on-Don is a port city and the administrative centre of Rostov Region and the Southern Federal District of Russia. It lies on the River Don, 32 kilometers from the Sea of Azov. Population: 1,089,261 (2010 Census). The city has a great history and is now continually evolving. There are a lot of investment and business activities in the city and region (the international airport complex "Southern" - the largest infrastructure project of the Rostov region, Don Industrial Parks, new sport objects for Football Championship of 2018). Besides, it is my home town where I've been living for all my life allowing me to observe its evolution and its problems.

Objectives of this paper are:

- to identify the problems;
- to identify values of the city;
- determining the goals;
- researching the possibility of the Conservation in the Urban Development Process in Rostov-on-Don (how would the city respond to the conservation policies in RoD);
- creating preconditions for a new integrative policy for effectuation the competent Management of Changes in the city;
- creating of the list of actions for achieving the goals for the successful conversion of urban heritage in RoD based on the HUL-approach [1].

2. Current problems of the historic centre of Rostov-on-Don

If we analyse the situation in the historic centre of the capital of Rostov Region, it will be possible to identify the following problems:

- 2.1. The historical centre is polynuclear and is divided into administrative parts.
- 2.2. Majority of the historical mansions in the central part of the city are in poor conditions. The historical interiors in most of the buildings are changing. Only the facades, inner stairs and entrances are in their original form. To the central historical part, in this case, can be referred streets, which are located close to the port of Rostov-on-Don and streets around the Nativity Cathedral. At the end of the

19th century, when Rostov-on-Don was the third trading city in Russia, there was built a big quantity of private mansions for merchants and officials [2].

2.3. Engineering infrastructure of the central part of the city is very old and needs renewal, as its condition is harmful for the historical buildings' condition (mainly – through the destruction of the foundation and wooden beams).

2.4. Although there are a lot of important building of cultural significance in good condition, they are far away from each other and not connected by any tourist infrastructure.

2.5. The current basis of tourist flow is business-tourism (42% according to the 2012 statistics). Also the large numbers of tourists are transit travelers, heading further to the south of Russia or people invited to Russia by relatives or friends. Few come to Rostov or Rostov Region for rest and recreation and for being acquainted with this place, for its cultural heritage.

These problems have a great impact on the identity of the whole city as a historical place [3, 4] and how people experience in this environment.

3. Values of the city

The *nature value* is:

- the wonderful nature in the floodplain of the river Don (especially in the headwaters of the river).

The *geographic value* of the city is:

- the convenient geographic and transport location (has such names as: “The gate of Caucasus”, “The port of five seas”), including being located simultaneously in Europe and Asia (the left (south) bank of the river Don located in Asia and the right (north) – in Europe).

The *historical values* of the city are [5]:

- the long and eventful history of this city (the city was founded in 1749);
- the great amount of historical settlements in the region (the archaeological site of Tanais, which is included in the Russian “Tentative List” of UNESCO World Heritage [6], Starocherkasskaya and Veshenskaya villages).

The *architectural value* is:

- the great amount of architecture and cultural monuments (large quantity of historical mansions in the central part of the city, theatres and administrative buildings created by well-known architects).

The *social value* of the city is:

- a large number of the educational institutions and therefore a lot of young people living and studying in the city.

4. Attributes of the values

Each value has a different set of attributes:

- attributes of nature value are: nature in the floodplain of the river Don and prairies with special plants;
- attributes of geographic value are: the convenient geographic and transport location and “meeting point” between European and Asian parts of Eurasia;
- attributes of historical value are: the city’s history and the great amount of historical settlement in the Rostov region;
- attributes of architectural value are: different cultural monuments, historical mansions, theaters and administrative buildings created by well-known architects;
- attribute of social value is a large number of the educational institutions.

5. Design hypothesis and goals

Design hypothesis consist in successful realization of all objectives in this paper and further practical activities, resulting in the transformations of urban heritage of Rostov-on-Don through developing projects of physical, cultural, social and economic rehabilitation of Rostov historic centre. For this it is necessary to implement activities according to the action plan showed below.

6. Action Plan

For the dynamic improvement of situation I offer the following list of actions according with a description that each action can achieve. Groups of goals are shown in the order in which to realize them:

6.1. Regulatory systems goals:

- to create a comprehensive culture for development policy, and as part of an integrative approach to the city centre as a whole;
- to divide the centre of city into administrative districts with its own budget and management for the creation of the Results Base Management of the city centre;
- organizing the special committee on this programme realization in the Municipality of the city for regular monitoring of actions and the achievements for historic preservation;
- to develop and introduce regulations, for added value in development projects in the centre;
- to ban intrusive advertising in the historical part of the city. Instead, we can use wooden signs, artistic wrought-iron signs, write the name of the shop/cafe on the facade coating (as it is in the historic parts of European cities). It is necessary to maintain the historic atmosphere in the city centre;
- to ban warehouse placement and doubtful shebang (slots, saunas) in the historical part of the city. The historic centre is not the place for such establishments and people need to understand this.

6.2. Financial goals:

- the allocation of federal and regional funds for repairing of engineering infrastructure, financing of project activities;
- allowing to optimize resettlement of tenants into residential areas of the city with the payment of material compensations which is enough for buying a new housing. It will help these people to move home more easily;
- attraction of long-term investment from financial institutions and commercial enterprises located in the Rostov region;
- appeal to successful Rostovites for the help in the preservation of historic heritage: micro-financing, grants, tax-breaks.

6.3. Civic engagement goals:

- literacy activation and the support from the authorities about the importance of urban conservation and the role of every citizen in this matter;
- to target society to the establishing of charitable organizations, such as «Friends of Rostov heritage» (with the comparison to a large number of similar organizations in Glasgow (Scotland)), joining them into groups on social networks and offering to save money for restoring and preservation the objects of cultural heritage of Rostov. It will help to bring people together for historic preservation;

- to set signs on the historical buildings, containing information about the year of building, architect, famous owners and tenants, and also information about investors and sponsors who took part in restoring of this monument (such way of gratitude is widespread in Israel). It will help to give each home its "face" and people will appreciate these buildings more.

6.4. Knowledge and planning goals:

- organization of workshops between local specialists and representatives from other cities, where there is the successful development of historic urban landscape;
- in parallel to develop projects of historical building reconstruction and/or restoration and start, according to financing, to their implementation.

These decisions can help to develop projects of physical, cultural, social and economic rehabilitation of Rostov historical centre using foreign experience (HUL approach) - "Urban monuments have taken a prominent role in the creation of national identities in all parts of the world".

- to set backlight on the restored buildings of the historical centre to emphasize their beauty and expressiveness;
- to paint facades of the new buildings in the historical style or set stained glass window film with the historical pictures, if the building has full glazing. In this case, already constructed modern buildings will not single out from the historical buildings so much;
- to develop tourist route in the historical part of the city with its own symbolism. And if we draw a path on the tourist maps of the city, the research of the city will become a "game", which can be interesting for guests of the city;
- to set stands with maps and tourist routs in different places of the city to inform tourists and residents. If these stands will be decorated with the emblem of the city and the description of the main objects, it can reinforce the positive attitude of residents and tourists to the city;

Greatest success can be achieved only in cooperation of all stakeholders: government, public service providers, private sector, international organizations, national and international non-governmental organizations.

7. Evaluation

According to the UNESCO Recommendation on the Historic Urban Landscape [1], improvements from the "list of decisions" deal with problems (see p.2) in the following way:

- a) knowledge and planning tools should help protect the integrity and authenticity of the attributes of urban heritage through a new integration of tradition and modernity, of the tangible and intangible environment. In my case they should also to improve quantity of life for inhabitants, to help with solving the problem of poor conditions of historic mansions (in part of planning and design), to connect important cultural objects by tourist infrastructure and finally to increase a number of tourists who comes to Rostov and Rostov region for having a rest and getting acquainted with this place, as the object of cultural heritage. "Urbanism is not a theory or doctrine any more, but rather a set of principles that accompany the creation of possible alternative scenarios for the evolution of the city" [1].
- b) civic engagement tools should involve a diverse cross-section of stakeholders and empower them to identify key values in their urban areas, develop visions that reflect their diversity, set goals, and agree on actions to safeguard their heritage and promote sustainable development [1]. In some

other countries the local communities are the custodians of the tangible and intangible heritage of historic cities. It must be in Rostov too. Inhabitants and visitors alike share a responsibility for the preservation of the sense of place.

- c) financial tools should aim to build capacities and support innovative income-generating development, rooted in tradition using a city development strategy (CDS). In my case it should help to restore the engineering infrastructure of the central part of the city and to solve the problem of poor conditions of historic mansions (in financial part).
- d) regulatory systems should reflect local conditions and may include legislative and regulatory measures aiming at the conservation and management of the tangible and intangible attributes of the urban heritage. They can help to solve the question about the Management of Changes according to achievements of all points from my list of actions.

For the achievement of desired results we should try to use Result-Base Management Strategy (the RBM life-cycle approach: planning-monitoring-evaluation [7]).

“The future of our historic urban landscape calls for mutual understanding between policy makers, urban planners, city developers, architects, conservationists, property owners, investors and concerned citizens, working together to **preserve the urban heritage while considering the modernization and development of society in a culturally and historic sensitive manner, strengthening identity and social cohesion**” [8, p.15].

Е. В. Котлярова

ПРЕОБРАЗОВАНИЯ ГОРОДСКОГО НАСЛЕДИЯ РОСТОВА-НА-ДОНУ (РОССИЙСКАЯ ФЕДЕРАЦИЯ)

Представлено описание некоторых актуальных проблем исторического центра города Ростова-на-Дону и представлен план возможных действий по решению и предотвращению этих проблем в дальнейшем. Гипотеза исследования состоит в успешном достижении всех перечисленных целей и практических мероприятий, в результате которых должно осуществиться преобразование городского наследия Ростова-на-Дону через реализацию проектов по физической, культурной, социальной и экономической реабилитации исторического центра Ростова. В основном автор исследует и применяет современный подход ЮНЕСКО - "Исторический городской ландшафт".

Ключевые слова: исторический городской ландшафт, городское наследие, исторический центр, планирование, общественные инструменты, финансовые инструменты.

Ե.Վ. Կոտլյարովա

ՔԱՂԱՔԱՅԻՆ ԺԱՌԱՆԳՈՒԹՅԱՆ ՁԵՎԱՓՈԽՈՒՄԸ ԴՈՆԻ ՌՈՍՏՈՎՈՒՄ (ՌՈՒՍԱՍՏԱՆԻ ԴԱՇՆՈՒԹՅՈՒՆ)

Ներկայացված է Դոնի Ռոստով քաղաքի պատմական կենտրոնի որոշ արդի հիմնախնդիրների նկարագրությունը և բերված է հետազայում այդ խնդիրների լուծման և կանխարգելման հնարավոր գործողությունների պլանը: Հետազոտության վարկածը թվարկած նպատակների և գործնական միջոցառումների հաջողությամբ իրականացումն է, որոնց

արդյունքում պետք է իրականացվի Դոնի Ռոստովի քաղաքային ժառանգության ձևափոխումը՝ քաղաքի պատմական կենտրոնի ֆիզիկական, մշակութային, սոցիալական և տնտեսական վերակենդանացման նախագծերի իրականացման միջոցով: Հեղինակը հիմնականում հետազոտում և կիրառում է UNESCO-ի «Պատմական քաղաքային լանդշաֆտ» ժամանակակից մոտեցումը:

Առանցքային բառեր. պատմական քաղաքային լանդշաֆտ, քաղաքային ժառանգություն, պատմական կենտրոն, հատակագծում, հասարակական գործիքներ, ֆինանսական գործիքներ:

References

1. **Francesco Bandarin, Ron Van Oers.** The Historic Urban Landscape. Managing Heritage in an Urban Century. - A John Wiley & Sons, Ltd., Publication, 2012. – 236 p.
2. **Ильин А.М.** История города Ростова-на-Дону. – М.: Книга по требованию, 2011. – 157 с.
3. **New life for historic cities.** The historic urban landscape explained: booklet of UNESCO. - 2012. – 24 p.
4. **The Illustrated Burra Charter.** Good practice for heritage places. – Australia ICOMOS, 2004. – 114 p.
5. **Ruskin J.** The seven lamps of architecture. – New York: Farrar, Straus and Giroux, 1981. – 210 p.
6. **Operational** Guidelines for the Implementation of the World Heritage Convention - UNESCO World Heritage Centre, 2013. – 167 p.
7. **Results-Based** Management. Handbook. Harmonizing RBM concepts and approaches for improved development results at country level. – United nations development group, 2011.
8. **Vienna Memorandum** on “World Heritage and Contemporary Architecture - Managing the Historic Urban Landscape” and Decision 29 COM 5D. - Paris, 2005. – 7 p.

Մուսյարովա Եկատերինա Վլադիմիրի, տնտ.գ.թ., դոց. (Ռուսաստանի Դաշնություն, ք. Դոնի Ռոստով) - ՌՊՇՀ, Ճարտարապետության և քաղաքաշինության ամբիոն, +7(918)555-86-10, ekkot.arch@gmail.com:

Комлярова Екатерина Владимировна, канд.экон.н., доц. (Российская Федерация, г. Ростов-на-Дону) - РГСУ, кафедра Архитектуры и градостроительства, +7(918)555-86-10, ekkot.arch@gmail.com.

Kotlyarova Ekaterina Vladimirovna, doctor of philosophy (Ph.D.) in economic sciences, assistant prof. (Russian Federation, Rostov-on-Don) - Rostov State University of Civil Engineering, the Chair of Architecture and Urban, +7(918)555-86-10, ekkot.arch@gmail.com.

Ներկայացվել է՝ 26.04.2014թ.

Ընդունվել է սպազորության՝ 07.05.2014թ.