CULTURE, SUSTAINABLE URBAN DEVELOPMENT AND URBAN REGENERATION

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Abstract

Concerns about the conflict between economy, development on one hand and urban cultural heritage on the other hand, have made the urban development to be lately one of the most important themes at European level. Also, another issue of concern is social equity, aiming to strike a balance between economic development and equal access to culture for all generations of inhabitants of urban communities. Basically, ensuring these balances between urban cultural heritage, economy and social equity we express the essence of the concept of sustainable development from the perspective of culture.

Urbanization is an ongoing process in all the cities of the world, but urban cultural heritage is a crucial element in the development of the cities and has an important impact over the quality of life of that community. Castles, churches, fortresses, squares and public buildings all contribute at the creating of the community history and of their characteristics.

Keywords: culture, sustainable development, urban regeneration

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1. Introduction

The concept of sustainable development, considered a new paradigm of development, was promoted in 1980 by the International Union for Conservation of Nature, but limited to conservation, with limited impact over the thinking at governmental level. Therefore, it is considered that the elaboration of this concept is linked to the establishment within UN, in 1983, of

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the World Commission on Environment and Development, thus being assigned by the United Nations General Assembly to develop a long-term strategy on environment. Brundtland Report (WCED Report) is published under the title "Our Common Future". In the broad meaning of sustainable development concept, as "the ability to meet the requirements of the present generation without compromising the ability of future generations to meet their own needs", economic prosperity and anthropogenic and built environmental conservation must support each other. On the basis of this concept have been identified the threats, collective changes and joint efforts, so that sustainable development has gained three dimensions: environmental, economic and social. Subsequently, to the UNESCO proposal, at the middle of the last decade, a fourth pillar, the cultural one was added.

In his paper "Technological transfer and investment ▢ Priorities of sustainable development", Prof. Gheorghe Zaman recalls the study called "National Strategies for Sustainable Development. Challenges, Approapches and Innovation in Strategic and Coordinated Actions" (Swanson et al., 2004), which points out that "Sustainable development put pressure for reconciling the election cycles on short term with planning and programming on long term, the purpose of economic growth with social and environmental sustainability, the advantages of policy coherence and coordination with the decentralisation movement".

Further, the same author writes that "in relation to the typology of sustainable development strategies we find the following categories":

a) comprehensive, multisided strategy
b) sustainable development strategies by domain
c) sectoral sustainable development strategies.

In the recent years, international organizations and researchers have analyzed the ways in which culture can be included in strategies and processes or development plans of the cities in order to build sustainable cities. Thus, the culture as the fourth pillar of sustainable development was included in many official documents such as: the UNESCO Convention on the protection and promotion of cultural diversity (2005,2009), General Assembly Resolution of the United Nations for culture and development, that highlights the role of culture in the sustainable development process (adopted on 20th of December 2010), Agenda 21 for Culture, supported by the Local Governments and Cities starting with 2004 and the Declaration of Cities and Local Governments Union "Culture: the fourth pillar of sustainable development"(adopted on 17th

November 2010). In addition, UNESCO named the decade 2005-2014 "Decade of Education for Sustainable Development". In the same time, the UNESCO Convention on the protection of world, cultural and natural heritage, adopted by the General Conference of UNESCO on November 16, 1972, provides in the section aims and objectives of the Convention, that states have the obligation of ensuring the identification, protection, conservation, presentation, valuing and transmission to future generations of cultural heritage situated on the territory of each country.

UNESCO Convention on the protection and promotion of cultural diversity from 2005 is among the first international documents that connect culture and sustainable development. At the request of UNESCO, David Throsby, Professor of Economicsat Macquarie University from Sydney, Australia, has drafted a document entitled "Culture in sustainable development: knowledge for future implementation of art. 13 ". The document of David Throsby notes the formal similarities between the natural capital (natural resources and natural ecosystems biodiversity) and cultural capital (cultural property, cultural diversity and cultural "ecosystems" or networks). In this way he indicates a set of development principles by which development can be considered culturally sustainable:

• intergenerational equity: development must have a long-term perspective and does not have to compromise the ability of future generations to access cultural resources and to answer to their cultural needs; this requires a particular concern for the protection and improvement of tangible and intangible cultural capital of a nation.

• equity within generations: development must ensure equity in the access to cultural events, glad and correct participation for all the members of the community without discrimination; in particular, attention should be paid to the poorest members of the society to ensure that development is consistent with the objectives of reducing poverty.

• the importance of diversity: sustainable development requires the protection of cultural diversity in the processes of economic, social and cultural development.

• the precautionary principle: decisions with irreversible consequences such as the destruction of cultural heritage or the disappearance of valuable cultural practices should not be adopted.

• Interconnection: the economic, social, cultural and environmental systems should not be seen in isolation; rather, a holistic approach is required,

meaning one that recognizes the interconnection, especially between economic and cultural development. These principles can be seen as a checklist against which specific policy measures can be judged, with the purpose to ensure the sustainability of culture.

2. Sustainable urban development and culture

Cities have a unique local cultural identity defined by cultural traditions and by the cultural heritage built up over the years and even centuries, by the existence of those urban sites.

In an analogy with sustainable development theories, we can identify local cultural sectors existing in contemporary cities as singular cultural ecosystems. They are complex and diverse as natural environments; they are unique because each of them is a legacy of a unique identity and history.

The final document of the 2010 Millennium Summit stresses the importance of culture in the sustainable development and its contribution to achieving the millennium development goals. These crucial messages were reiterated in two consecutive resolutions "Culture and Development" of the United Nations General Assembly from 2010 and 2011 that call for the introduction of culture in the development policies and strategies and highlights the intrinsic contribution of culture to sustainable development. The statistical indicators over the past decade and the data from the culture sector have highlighted the fact that this can be a powerful vector for the development and impact over the environment.

The proposed measures that may lead to a better contribution of culture to the sustainable development are:

• Integration of culture in the concept, development practices and measures with an inclusive and equitable advanced vision of the sustainable development;

• Providing support for the sustainable development of cultural tourism, of cultural and creative industries, of cultural institutions and of sectors to revitalize the urban cultural heritage, which generates jobs, stimulates local development and entrepreneurship;

• Culture, as a vector of development leads to the protection of cultural goods, which is a unique and non-renewable capital;

• Capitalization of artistic potential to promote social cohesion and the development of entrepreneurship especially among young people.

The declaration of culture inclusion in the sustainable development goals (Culture2015goal), adopted in May 2014, mentions culture as the fourth pillar of sustainable development and, in consequence, saving the cultural heritage, diversity, creativity and sending of the habits are an integral part of sustainable development.

The cities and local governments can not be absent from the debates on the role of culture in the sustainable development. At the end of the 20th century, the cities gained an important position at the discussions on the international scene. Thus, in May 2004 was created the organization of cities and local governments entitled United Cities and Local Governments (UCLG), which adopted in the cultural policies field a reference document entitled Agenda 21 for culture.

Agenda 21 for Culture is a tool to promote the role of culture in local policies. Until the date of adoption of this document it is considered that the concept of sustainable development culture is a tool and not an essential factor. Thus, the Agenda 21 for culture has become a mean by which culture is recognized as a pillar of sustainable development.

Agenda 21 for culture is a commitment of local governments to develop and implement with citizens cultural policies and programs. The document can be considered also a statement of the cities regarding cultural rights.

Agenda 21 for Culture was created in the idea that culture should bring its contribution to the development of humanity, because it promotes values such as creativity, diversity and human rights. The document has 67 articles that are focused on five main themes, namely:
- Culture and human rights
- Culture and governing
- Culture, sustainability and territory
- Culture and social inclusion
- Culture and economy

Articles are divided in three big sections:
- Principles
- Engagements
- Recommendations

With the adoption of Agenda 21 by the cities, are not obtained resources for culture, but has a big impact given the city's commitment to make culture a strength in urban policies. Agenda 21 for culture is considered to be an

opportunity for every city to create a long-term cultural vision as a basic pillar in their development.

3. Culture and urban regeneration

Urban regeneration is a concept born in the United States at the middle of the twentieth century and defined the renewal or recovery process of cities or urban areas. After 1970 the concept was brought in Europe, United Kingdom making the pioneering of this concept. In the UK the concept was used mostly following the industrial crisis of the '70s, when many factories or storage facilities remained unused and had to be given a new function. 1974 post recession and the economic restructuring were those that created this catalyst of urban policies reconceptualization of urban areas.

Political-economic and historical context of the time is also significant. In the 70s Great Britain was the first major European country that entered into recession and began a restructuring process of post-industrial society and after a period of ten years unemployment was significantly higher and GDP / capita was significantly lower than other major competitors Germany and France.

Over time were formulated a series of definitions of the concept of urban regeneration, some of them by authors of specialty studies and others by various government programs C. Couch in Urban renewal: Theory and Practice (1990) defines this concept as follows: "The process of urban regeneration is one in which the state or local community is interested in bringing back investments, services and consumption and increasing quality of life within that urban areas."

In 1994, the British government's priority program in the area of urban regeneration was increasing the quality of life of the population in those areas by reducing the gap between the affected areas and other areas, as well as those between different social groups.

A more contemporary definition of the concept is given by Chris Brown, Executive Director of the Fund for Regeneration IGLOO: "Urban regeneration is concentrated socially, economically and through actions in helping people in the vicinity to stop the decline and to create sustainable communities."

Urban regeneration was subsequently included in official documents of European union or statements of various summits, such as Leipzig Charter of the sustainability of European cities (2007), the Declaration of Toledo (2010) of EU ministers for urban development, Strategy Europe 2020.

We detail the direct ways in which policies were treated by France, Germany and Great Britain in terms of urban regeneration or restoration of cities, having as foundation the protection of the built urban cultural heritage.

In France, culture and in particular the urban cultural heritage is considered the pillars of the process of regeneration and urban development. France has a long experience in protecting the urban cultural heritage. Three years ago the French celebrated 50 years since the publication of the law regarding the protected areas (adopted on 4 August 1962). This law was introduced by the Minister of Culture at that time, Andre Malraux. The law was initiated as a result of the massive industrialization of the cities and due to the population migration towards cities, a process that resulted in the construction of new buildings without taking into account the existing urban cultural heritage value. At that time it was considered as the heart or center of the city recognized as such for centuries was considered a coherent overall assembly, which had to be administrated on a basis of a plan of increased protection. As a result of the constraints of that law, about 100 historical centers of different cities are now considered emblematic areas of their cities. Nowadays the vision of these areas has changed, in the sense of encouraging housing in these areas and performing various activities, so they have to be animated both by local residents as also by tourists or occasional visitors.

In France several periods can be identified in terms of urban regeneration policy. Starting with the mid 1970s there have been some changes in terms of urban renewal within the cities addressed policies. In 1981 it was launched a program called Social Development of Neighborhoods, which was implemented by each city. Between 1989 and 1991 changes have occurred in most of the cities, by adopting the Law of cities orientation, aiming at the association between poor cities and other cities based on solidarity.

In 1970 a new law, known as the Vivien law, introduced new provisions for unsanitary houses. This law was introducing a procedure by which was allowed, after declaring as public utility, the buildings purchasing that the state identify as unsanitary. In 1972 this procedure has undergone some changes, but the most important was the possibility of making a partnership with the state by the investors interested in order to reintroducing in the cities life of these buildings left in ruins by the former owners. This program called Politique de la ville, was focused on restoring building facades, improving the conditions in homes and of life of the people in cities and neighborhoods. The program was based on the partnership between municipalities, the state and the National

Authority for Housing Improvement. By this program was aimed also the networks restoring, the reintroduction in urban circuit of old buildings of heritage, reducing the energy consumption or the developing of alternative energy systems, creating pedestrian areas, as well as a specialization courses for workers in intervention works on old urban heritage buildings.

In 1983 begins a process of institutional decentralization by which mayors have become more responsible in managing urban cultural heritage, which represents a way to improve the city's image in the eyes of the people and to generate various related economic activities. Thus, besides the urban development plans of cities, were created by municipalities in partnership with state institutions, plans regarding the architectural urban and landscape heritage protection areas.

In the mid of the 90s was issued the Pact for the launching of cities, and since 2002 the central governmental point of regenerating urban policy was focused on social cession. In 2008, after a period of consultation, was elaborated a new strategy for the suburbs called Hope for suburbs. In 1981 was founded the National Commission for Social Development of Neighborhoods.

In 1988 was launched the project City contract (Contrat de ville) for 13 pilot cities, that were followed between 1994 and 1998 by 214 contracts of integrated cities in the State contract with the region. In 2003, was created the National Agency for Urban Renovation to be responsible for urban reconstruction and to oversee the National Urban Renewal Program. The program had as objective to restore the 530 districts with about 4 million inhabitants by 2013, investing 40 billion dollars.

The French cities, responsible by their own development strategy, understood very well the importance of valuing the historic centers and in general the urban cultural heritage.

In Germany three distinct periods can be identified in the politics of urban regeneration:

• "urban renewal" in the 70s, which supposed urban policy orientation amid the economic crisis, to existing buildings in terms of their beautification and revitalization

• Urban reconstruction from the `80s, that was focused on the construction of buildings for living

• Urban integrated development starting with 1990, a new challenge for the urban development after the Germany's reunification

The fall of the Berlin Wall in 1989 and German reunification in 1990 changed the orientation of the urban regeneration policy and urban development priorities. The new strategy of urban regeneration policy emphasized the definition of specific local characteristics and the use of touristic marketing for the promotion of cities, this leading both to their economic development as also at the enhancement of the built cultural and architectural heritage.

Culture was discovered as an important driver of urban regeneration, development and change of historical dimension of cities. This was reflected in the financing of a program to protect the urban cultural heritage and raising the awareness of the cultural dimension in the theory of urban regeneration in Germany.

The sustainable dimension in the urban regeneration policy of Germany is included in the National Action Plan for Urban Development of the Communities, document developed by the Ministry of territory planning, construction and urban planning in 1996. Targets of this plan include the creation of sustainable development strategies of cities which include the strengthening of the connection between centers and suburbs of cities and urban cultural heritage protection.

Following the adoption of the Leipzig Charter for Sustainable European Cities in 2007, the German government adopted in 2008 a memorandum entitled "Towards a national policy of urban renewal in Germany." This document was retrieving the same philosophy of the Leipzig Charter in the sense of establishing the target of making the cities an engine of progress and modernization in the context of regional national and global economic competition.

The main components parts of this national strategy are:
- Policies of territorial integration
- Demographic changes
- Identity and personalization as European city
- Climate changes and urban transformation
- Culture of constructions
- Regional cooperation between state, regions and local communities.

This strategy put the bases of launching a national program entitled: „The future of the city", that held 330 intention statements of inclusion in the program from some cities that had not been included in the 40 pilot projects cities. In February 2009 was launched the competition at national level entitled "Construction and life of the city".

In its turn, Great Britain focuses the urban regeneration policies on everything that means built and preserved historic environment, these covering three distinct phases: the identification of buildings of historic architectural interest that must be protected, supporting the owners and other organizations for their preservation and the awareness of population regarding urban cultural heritage value.

In the period 2000-2001 the English cultural heritage had benefits like grants in value of 34.2 million £.

From 1979 to the present three big periods can be identified in the process of urban regeneration in Great Britain:

• Starting with 1979 began a decade that experts in the field were considering the properties regeneration period. The period was characterized by the phenomenon of leaving domestic houses and central government sought to join the forces with the private sector for the conservation and regeneration of these constructions, without ignoring the local authorities.

• The second period beginning in 1990 sought to simplify and decentralize the process of urban regeneration in the sense of restoring and involving local authorities in this process by creating competition in the financing process of various projects.

• The third period that began after 1997, by which urban regeneration policy mainly was seeking to introduce granting programs conditioned by the achieving of certain targets in the regeneration of communities. Meanwhile the British government was developing a new urban agenda by which was aiming to encourage urban renewal and the creation of sustainable communities.

From this perspective we may say that in Great Britain the main objective was to make the private sector think about solutions for urban problems and creating competition between the actors involved in this. Thus, in 1991 Michael Heseltine, Secretary of State for Environment, launched an initiative called City Challenge, which introduced competition in accessing funds for urban regeneration and gave to new authorities a promotion role . For two years imported funds were distributed to the cities, not on the basis of needs but based on their ability to put together the access to what was attractive.

This created a competition between local communities, a process that forced them to develop clear and innovative visions of urban regeneration, based on strategies, action plans and implementation programs. The program was further funded through a special fund for the regeneration, managed by a national agency created specifically to manage the urban regeneration. This

newly established agency has created regional offices for a better performance of programs.

Regional Development Agencies (RDAs) thus established were the engine by which was encouraged the economic development by creating Urban Regeneration Companies (URCs) - a model for the idea of urban development and regeneration - and rethinking development partnerships. This approach was a real success, which led to a resurgence of many urban areas across the country.

In Romania, the preoccupations regarding urban regeneration are more recent, even before 1989 some achievements in this field were recorded, especially the rearrangement of the centres of the large cities in accordance with urban planning specific to the period. We refer to the centre of some county capitals – Braşov, Cluj-Napoca, Oradea, Timişoara, Sibiu, Craiova, Tg. Mureş, as well as the Centre of Bucharest; and also the Transylvanian stronghold towns like Sighişoara, Făgăraş and Deva. All of them benefited by general urban planning that took into account the standard needs of the urban regulation process, in general, but also the stringent need for the city function systematization, especially redesigning the commercial axes and those for rendering services to the population.

After 1990, a significant revival occurred in relation to the development of theories and methodologies related to the assessment of valences of the urban regeneration concept. Preocupations of some researchers from the "Costin C. Kiriţescu" National Institute for Economic Research" of the Romanian Academy are recognized in this area of interest: Maria Moldoveanu, Valeriu Ioan-Franc, Ana-Lucia Ristea, Gheorghe Zaman, Aurel Vainer.

In their paper "Urban regeneration and more opportunities for artistic expression and cultural consumptions", M. Moldoveanu and V. Ioan-Franc (2014), by citing D. Mirea (2012), refer to major preoccupations and the interest of the local authorities of the Romanian Capital in urban reconfiguration in a citz of over two million inhabitants like Bucharest. They reveal the preoccupations to properly use the industrial areas by urban regeneration in order to increase the role of the cultural pole of a European-scale city. The strong points of Bucharest are, on one hand, increasing investment and innovation. Out of over 4000 innovative enterprises active in Romania, 850 (21%) are located in the Bucharest-Ilfov Region, where about 42% of the national expenditure on innovation is made. Again we find here 73% of the expenditure on licences and patents, 57% of the total expenditure on R&D.

Moreover, the Romanian R&D units located in Bucharest produce 38% of the national figure of these industries.

Second, Bucharest has a high potential for business and cultural tourism. Both business tourism and the cultural tourism help to increase the tourist flows in the area, which is proved by low seasonal fluctuations. The accommodation capacity in the region has increased by 87% in the last ten years and the tourist incomings have increased by 80% over the same period, owing to the increasing flow of foreign tourists. Reconversion and its effects, according to D. Mirea (op.cit.), are based on the fact that "the industrial landscape resulted from the space and time dynamics of industry, industrialization, urban expansion diversification, urban functions… "can find a way of expression in the Bucharest-Ilfov Region. By explaining the concept of urban regeneration, the authors cited above deal with this topic from the perspective of the local interest and consider it is essential to restore the industrial buildings and change them into cultural areas – attraction and support points for increasing cultural consumption.

It is worth mentioning that today, in Romania, this process of reconfiguration takes place not only in Bucharest, but also in most of the cities and large towns, even on the industrial outskirts, where once the big industries were functioning. While before 1990, the urban planners' preoccupations were focused on the reconfiguration of the centres of the above-mentioned towns, now the "burden" of the industrial areas out of service has become a matter of high interest. "Postindustrial urban" regeneration, another concept discussed in the Romanian speciality literature, has found several purposes but, unfortunately, not the required resources – mainly financial – for effective action.

"In these circumstances, nonconventional zones for artistic expression and cultural consumption are created as alternatives to the conventional ones, generally owned by public cultural institutions (e.g. museums, libraries, theatres, show rooms, concert halls); they are called "leisure areas", "areas of living and creative expression", "mixed areas", "areas for the community's socialization and expression", "areas for entertainment, relaxation and cultural consumption", "postmodern areas of cultural infrastructures", "urban nightscapes", and sometimes, in an inspired way, "sensescapes" (for sensations suggested by sound and/or light, similar to those experienced in architecture). An example of such a cultural area is found in the central part of Bucharest - a zone dedicated to relaxation, but also an "artistic pub", where people can watch

a movie, read books, visit painting exhibitions, enjoy music or discuss with friend while drinking tea or coffee.

Ambience, in general, and everything happening in an unconventional space determines a proactive response to the local cultural environment.

Alternative cultural areas allow for smart artistic experiments and stimulate the culture producers' creativeness and the imagination of the public." (M. Moldoveanu, V. Ioan-Franc, op. cit.).

The creation of metropolitan areas, including the outskirts that can be reconfigurated by urban regeneration, could be a solution that undoubtedly may provide proper conditions for fulfilling the strategic objectives in accordance with the principles of cultural sustainability, cultural marketing and the needs for diversifying the cultural infrastructure.

4. Acknowledgment

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