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European Council of Spatial Planners
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HERITAGE

IN A PLANNING CONTEXT

online young planners workshop

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INTRODUCTION

About ECTP-CEU

ECTP-CEU (the European Council of Spatial Planners – Conseil Européen des Urbanistes), founded in 1985, brings together 40 000 spatial planners with 27 professional town planning associations and institutes from 25 European countries. It is an umbrella association providing its members with a common framework for planning practice, planning education, continuing professional development and the definition of professional responsibilities.

ECTP-CEU sets standards of education and conduct for the planning profession; identifies, celebrates and rewards examples of good planning all over Europe; and engages in dialogue with local, national and European governments. In accordance with these objectives, the initiative of the Young Planners' Workshop seeks to set out young planners' perspectives and experiences within the context of new European paradigms.

About 2020 Workshop

In the last twenty years, the cultural heritage role in urban management has evolved from institutionalising conservation efforts to placing heritage at the heart of sustainable development. Therefore, the aim of the workshop is to question and understand the dynamics and interactions between cultural heritage, conservation, sustainability and the planning context. These fields have been regarded as opposing practices by some, although it has long been accepted that good planning is necessary and also responsible for conservation to date in many countries.

However, over the last few decades, conservation in urban areas has concentrated on the preservation of individual buildings and famous historic monuments. Increasing urbanisation, and the consequent pressure for economic development has also resulted in the loss and permanent destruction of many traditional rural and urban

communities and their domestic landscape. In response to this, UNESCO devised their 'Historic Urban Landscape' (HUL) approach to heritage recognition and conservation for spatial and urban development planning policies. It suggests that heritage must integrate the wider landscape, as it concerns not only the physical building, but the broader context including cultural traditions and socio-economic aspects. It recognises that good conservation contributes to sustainability, as well as bringing economic benefits to the local population in spatial and urban development.

The UNESCO Historic Urban Landscape (HUL) method, which advocates a multi-disciplinary analysis of urban conservation for a heritage landscape-based approach,¹ is increasingly being used as a model at a global level. It attempts to reconcile the multi-layered functions and development agendas of the urban area, and places heritage as new 'generative value' and a dynamic asset in city planning and development. Heritage is a testament to human creativity, as well as a resource for the construction of the identities of people and communities.

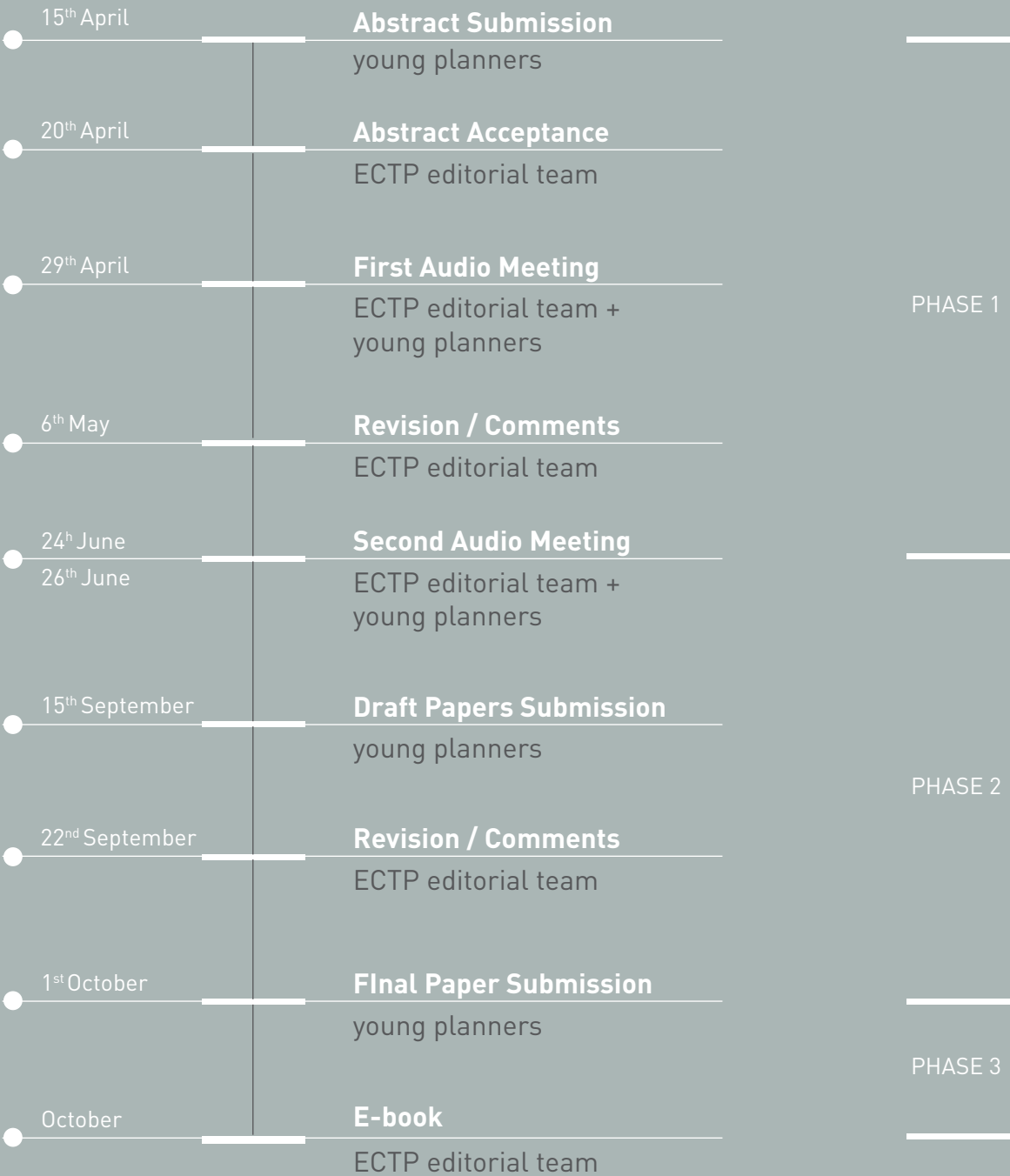
In this workshop, the ECTP-CEU seeks to further the debate on the ability of planning to adopt this multi-disciplinary methodology to find ways of planning and balancing spatial and urban development and heritage conservation and sustainability.

Drawing on heritage as cultural capital and an urban phenomenon, we believe the discipline of planning provides an opportunity to strengthen the understanding between these sometimes competing aspects in contemporary society and in sustainable development. To this end, this workshop seeks innovative projects from participating countries which manage this complex relationship and we ask that they be brought as exemplars for learning between nations. These might include:

- a) addressing conflicting and complementary views, explanatory systems and theories that stem from understanding and interpreting the approaches and methodologies by means of these practices to address the tensions present between preservation, heritage, development and planning;
- b) demonstrating how new approaches will offer benefit at different spatial scales of planning including national, regional and local, and in particular, how global approaches influence the local;
- c) investigating relevant models of governance for the new approaches to heritage conservation in the light of new integrated approaches;
- d) formulating and developing response, disciplinary and/or practical instruments to overcome and manage new development, including infrastructure construction, tourism pressures and associated development, informal/illegal settlements, temporary events and associated structures, to resist these threats to heritage conservation of the built and natural environments.

From the Program of the Workshop.

PROCESS



PAPERS

TITLE

HERITAGE AND URBAN DESIGN
COMPETITIONS: GLOBAL
CHALLENGES AND LOCAL
EXPERIENCES FROM SERBIA

authors

Đorđević Aleksandra*
Ph.D., Teaching Assistant,
aleksandra.dj@arh.bg.ac.rs

Pešić Mladen*
Ph.D., Teaching Assistant,
mladen.pesic@arh.bg.ac.rs

Milovanović Aleksandra*
M.Arch. Ph.D. candidate, Research Assistant
alekmil@arh.bg.ac.rs

*University of Belgrade, Faculty of Architecture

**Đorđević
Aleksandra**

Dr. Aleksandra Đorđević (1990) is a teaching assistant at the University of Belgrade - Faculty of architecture. She finished Ph.D. studies of Architecture and Urbanism at the same University. In the research activity, she is interested in urban planning, post-socialist development, design regulations, urban morphology and urban form. As a member of the various author's teams, she received numerous awards and recognitions for architecture and urban design competition projects.

**Pešić
Mladen**

Dr. Mladen Pešić (1986) is a teaching assistant at the University of Belgrade, Faculty of Architecture. His research is generally focused on visual display, spatial representation and memory. As a part of scholarship he was involved in scientific projects organized by Faculty of Architecture and Ministry of Education, Science and Technological development of Republic of Serbia.

**Milovanović
Aleksandra**

Aleksandra Milovanović (1993) is an architect and researcher. She graduated from the University of Belgrade - Faculty of Architecture (2015 – bachelor degree, 2017 – master degree). She was awarded for exceptional accomplishment during studies as the best student of her generation who graduated from the Faculty of Architecture in the academic year 2016/2017. She is a PhD candidate in the field of architecture and urbanism at the same faculty since 2017. She is a research assistant at the University of Belgrade - Faculty of Architecture since June 2018, where she is engaged in the national scientific project TR 36034 "Research and Systematization of Housing in Serbia in the Context of Globalization and European Integration in order to Improve the Quality and Standards of Housing", financed by Ministry of Education, Science and Technological Development of Serbia.

ABSTRACT

This research aims to open up a discussion about urban design competitions as a tool for collecting in-depth considerations and solutions for sites relevant to the local government unit. Research starts from the hypothesis that competitions are used as a part of an institutional and professional effort to maintain and provide sustainable use of heritage. The challenges that are set ahead planners are how to assure unique and site-specific solutions and still protect tangible and intangible heritage yet answer to the demands of sustainable urban development and reduce negative effects of globalization and neoliberal pressures perceivable in heritage degradation through marginalization, inadequate use, gradual decline due to unresolved ownership statuses and even overshadowing by and multiplication of identical patterns and forms.

The paper will briefly review the Serbian planning context in relation to urban design competitions and consider its impact on urban development practice. The focus of the paper will be on researching the practice of initiation, evaluation, presentation, and implementation of several urban design competitions carried out for small and medium sized cities. Analysis of the above-stated stages of urban design competition could provide comprehensive insights into understanding the way how heritage is treated in different stages of planning and urban development process by different actors and institutions. This paper will argue for the value of urban competitions for a wider understanding of urban heritage, faced with various social and political pressures by recognizing specific values, their interpretation and providing a new lifespan for the inherited elements.

1. INTRODUCTION

Urban design competitions occupy a special position within the disciplinary framework of urban design and planning as a field of expertise in which the profession has the task of providing answers and offering original concepts on set topics and competition brief. In this sense, the competition can be characterized as a kind of both professional and social event in which arena of urban design and planning is given a distinctly place in the process of the urban development as an activity that is both artistic and directly socially responsible. According to UIA and ACE (2019), design competition is (1) a quality based and project orientated selection procedure, and (2) a source for innovative, economic and sustainable solutions. The UNESCO-UIA rules for architecture and urban planning competitions adopted by the 130th UIA Council in Seoul, March 2017, are generated on theses that through design competitions, society benefits from solutions with cultural value that contribute to a sustainable future. Based on studies by the UIA International Competitions Commission, it is recognized that competitions achieve incomparably better results compared to procedures based on price criteria primarily due to the tendency of competition design to take into account the impact on the local social framework. In that order, the leading global instances within the guidelines and declarations on design competition (UIA & ACE, 2019; UIA, 2017; ACE, 2016) single out the issue of participation of citizens as one of the basic

premise in the process of preparation and implementation of design competition. Participation of citizens in the scope of urban design competition is reflected in two perspectives: (1) in the process of preparing a competition brief through giving input regarding the needs, discussing design perspectives, conducting different types of questionnaires, and (2) during the decision-making process through involvement in a discussion of competition entries, organization of a public exhibition of competition entries and other public events aimed at promoting the results of the competition to the wider community. Involving the local community in the process of urban design competition directly strengthens the cooperation of the public sector as the announcer and implementer of the competition and the civil sector as key stakeholders who will be users of the space transformed, reconstructed or built based on the results of competition. The Vienna Memorandum on World Heritage and Contemporary Architecture, among others, singles out two main principles and aims of contemporary architecture in the historic urban landscape: (1) to respond to development dynamics in order to facilitate socio-economic changes and growth on the one hand, while simultaneously respecting the inherited townscape and historic city's

Table 1. The overview of (a) design competition principles, (b) benefits to clients, competitors and society and (c) measures to their achievement. Developed according to: UIA&ACE, 2019.

PRINCIPLE	BENEFITS	MEASURE
QUALITY	result in architecture and urban developments of high quality	defining a complex system of criteria for evaluating the competition entries within a brief
INNOVATION	a source of innovative, economic and sustainable solutions	defining criteria so as to encourage the affirmation of contemporary approaches in innovation-oriented design
TRANSPARENCY	transparent and non-discriminatory, building credibility and public trust while promoting fairness and non-corruption via anonymous entries	defining clear instructions on completing the design competition entry and its application in accordance with the conditions of anonymity
FLEXIBILITY	suitable for small and large entities, and for experienced clients as well as those with little experience	designing a competition brief in line with the competition deadlines and expected results in terms of the level of elaboration
GUARANTEED QUALITY	highly qualified, independent professional jurors, along with client representatives, assess proposals against well-defined criteria	formation of a relevant jury commission includes a multidisciplinary team consisting of representatives of several relevant experts, as well as representatives of local governments or private investors
COST-EFFICIENCY AND VISIBILITY	costs for competitions are on the level of one percent of the overall construction budget, while compensating competitors adequately	objective prediction of funds for prizes and potential compensation for participants in the competition in case of unsuccessful implementation of the competition
PUBLIC PARTICIPATION	offer the opportunity to involve citizens in shaping the built environment, stimulating public debate on needs and design approaches	organization and implementation of public events (exhibitions, round tables, public insight) aimed at the local community
EQUAL OPPORTUNITY	provide young and relatively unknown designers with the opportunity to complete major works; they are especially helpful in providing young professionals with a very good chance to enter the market	openness of the competition for professionals with experience, as well as for students and young professionals
CREATIVITY	create opportunities to test new ideas, inviting various approaches to formal expression	

authenticity and integrity on the other, and (2) to develop 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 (UNESCO, 2005). The starting hypothesis of this paper is developed following these challenges, hence presuming that competitions are used as a part of an institutional and professional effort to maintain and provide sustainable use of heritage. This research aims to open up a discussion about urban design competitions as a tool for collecting in-depth considerations and solutions for sites relevant to the local government unit.

After the review of the importance of competitions in field of architecture and urbanism and identification of global principles, the paper offers review of the procedural and substantial aspects of competitions in context of Serbia. The third segment is mainly focused on case studies, providing insight to the treatment of heritage in the competition program and applied design perspective. The fourth segment consist of the comparison of case studies reflecting on the way how topic of heritage was treated in competition brief and how competition meets identified global principles. The final segment is focused on developing general and specific recommendations arising from analysis in order to improve local practice.

2. METHODOLOGY

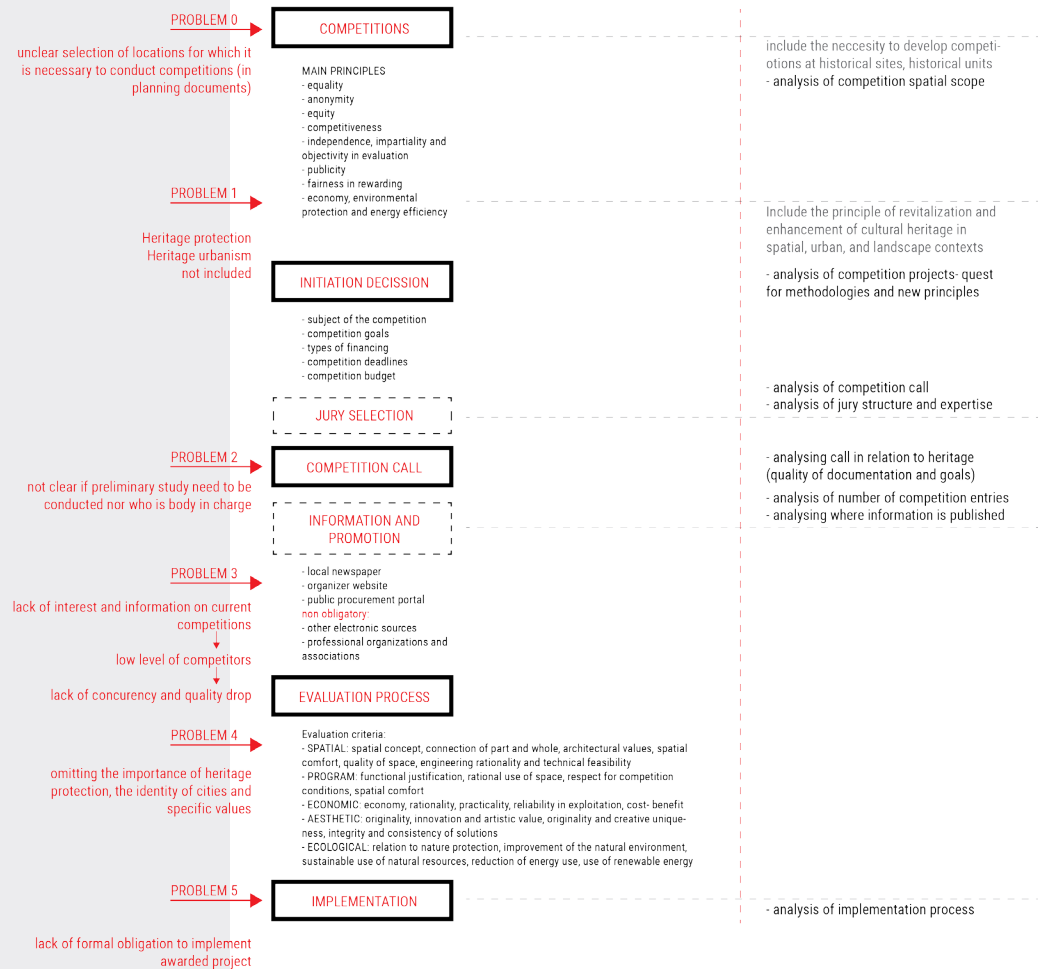
The paper uses several methods to develop an outline for case study analysis and interpretation. The content analysis method has been used in several stages (1) review of the most important conventions, studies and charters related to design competitions and treatment of heritage (2) review of the laws and rulebooks in context of Serbia and (3) review of competition briefs of the selected case

studies. The conclusions of the first group of documents were used as a starting point for the development of principles, their benefits and implementation measures, according to which case studies were evaluated. The conclusions of the second stage enabled systematization of the key elements and identification of critical spots in the procedural manner, while conclusions of the third segment were used as starting point to understand substantial problems in process of competition preparation and implementation. The focal methodology in this paper is multi-case study analysis, followed by the comparative analysis. In total, five case study were selected according to the criteria of city size (small and medium cities), competition scope (large central areas with strong historical component), location due to the similar institutional framework and planning tradition and capacity (south of Serbia) and the fact that authors of the paper were engaged in the competition, either independently or as a part of the team. The last criterion is perceived as an essential one since it allowed insight to the applied design perspective that often remains unclear and unspoken. The results of previously mentioned steps were interpreted in a set of recommendation for more sustainable treatment of heritage in urban design competitions.

3. CONTEXT OF COMPETITIONS IN SERBIA

The urban-architectural competition is one of the few instruments in the Serbian planning practice that provides a framework for the implementation of plans. The procedural aspect is determined by the Rulebook on the manner and procedure for announcing and conducting an urban-architectural competition (Official Gazette 31/15) and in the cases when the investor is public institution Public Procurement Law (Official Gazette 124/12, 14/15 and 68/15) and Rulebook on mandatory elements of tender documentation in public procurement procedures and the manner of proving the fulfillment of conditions (Official Gazette 86/15, 41/19). The content analysis of the mentioned documents enables the gaining of insights into both procedural and substantial aspects of urban-architectural planning practice in Serbia. Additionally, the analysis of specific case studies was conducted in order to enhance the importance of substantive. Having in mind a substantial aspect, the competitions should be organized according to principles of equality, anonymity, equity, competitiveness, independence, impartiality, and objectivity in evaluation, publicity, fairness in rewarding and economy, environmental protection, and energy efficiency. The main procedural steps include initiation of the decision to organize a competition, jury selection and creation of competition brief, submission of entries, and evaluation process (Figure 1).

Figure 1.
The competition
process in the context
of Serbia



The fourth problem is perceivable in the lack of interest and information on current competitions since the information on the competition is available in a local newspaper or organizer website and public procurement portal, and it is not obligatory to advertise it in other electronic sources or on the professional organization and association websites. These problems further reflect in a low level of competitors, lack of concurrency, and eventually quality drop. The fifth problem is recognized in the general evaluation criteria, which omit the importance of heritage protection, the identity of the cities, and specific values. The final issue is perceived in the fact that there is no formal obligation to implement awarded projects.

Regarding the competition timeframe, organizer is obliged to organize the Q&A session at the one third of the competition duration, while at the half of the competition the colloquium and study trip can be organized but are not practiced in Serbian practice. After the end of the competition, organizer is obliged to organize the public exhibition or internet presentation, mainly organized in city administration units with using a chance to present the competition results to a wider community and organize public discussion (Figure 2).

4. RESEARCH - CASE STUDIES

In order to perceive global challenges and local experiences of treatment of urban heritage in urban design competitions, five case studies from the Republic of Serbia were selected. The selection criteria were based on the city scale (medium and small towns in Serbia), type (open, one stage, and anonymous competitions) and that one of the authors of this paper submitted the project individually or as

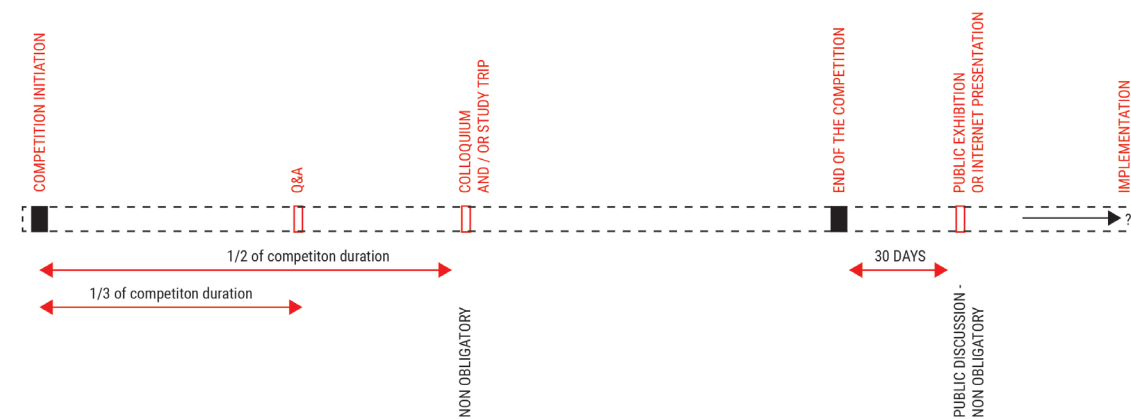


Figure 2. The competition timeframe in the context of Serbia

a team member. On this ground, competitions launched for the central areas of Leposavić (2018/19), Vranje (2018/19), Ivanjica (2018), Kuršumlija (2015), and Leskovac (2013) were selected. Each of the case studies was analyzed on two levels. The first level implies analysis of competition brief (competition organizer, budget, competition objective, subject of the competition, competition task, and evaluation criteria) to understand the overall context of the competition and specific competition challenges (Table 1). The second level implied the research of submitted projects with the focus on the treatment of heritage in the program as perceived and evaluated by the authors, and adopted design perspective, with the goal of finding more adequate and sustainable solutions.

Figure 3.
Map of the selected
case studies

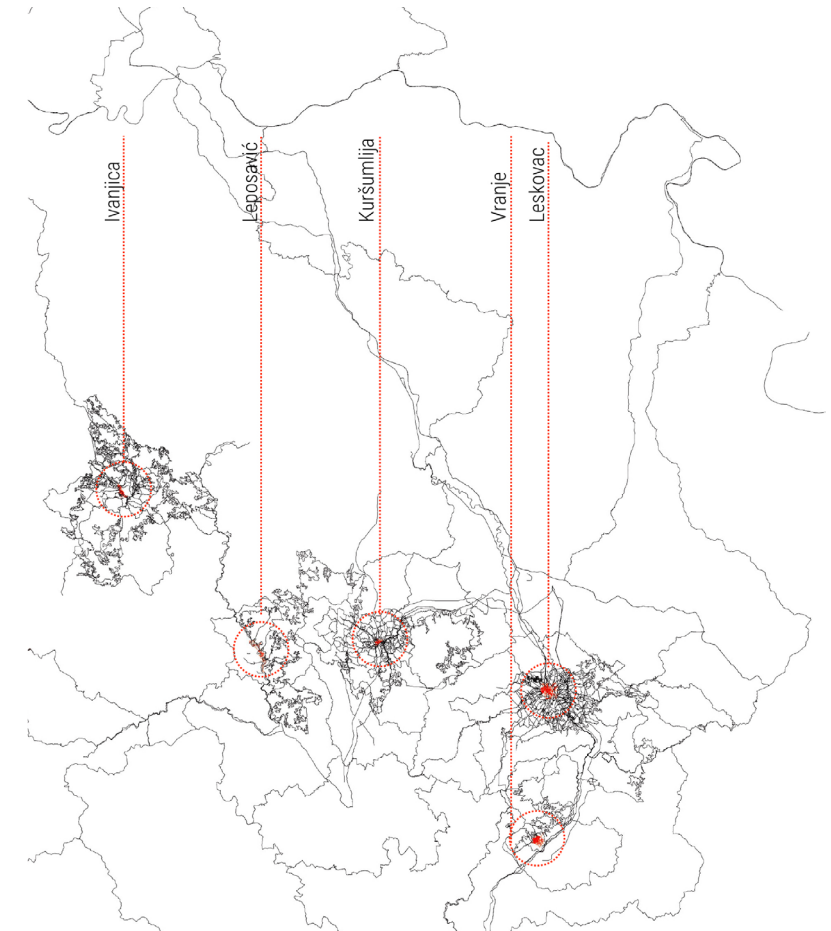


Table 1. Attributes, their variables and values for in situ method

COMPETITION	COMPETITION OBJECTIVE	SUBJECT OF THE COMPETITION	COMPETITION TASK	EVALUATION CRITERIA
IVANJICA	By considering the improvement of the local identity and the attractiveness of the given spatial - cultural - historical whole, the urban - architectural elaboration of the space is planned. The competition treats the spatial-cultural-historical whole of great importance for the Republic of Serbia (segment in the area of the old square, the city church, the Stone Bridge and the Technical School) and the area next to the protection zone, by providing traffic from the Stone Bridge, integrating the bridge with the church port, the old square and the river belt, but also the construction of the planned new bridge (100 m downstream from the Stone Bridge) relies on the existing architectural heritage.	The subject of the competition is the development of an urban-architectural solution which defines the framework and long-term roadmap for undertaking protection measures and arranging works of the spatial-cultural-historical whole and the zone of protection of immovable cultural property.	The task of the Competition is to create an urban-architectural solution of the part of the "Old Bazaar" and the immediate surroundings - the conceptual design of the new bridge in Ivanjica, with all the elements required by the Competition program. The planning basis for the urban-architectural competition is the Plan for detailed regulation of the tourist-recreational zone "Jakovića polje", the Recommendation of the Institute for the Protection of Cultural Monuments Kraljevo, the Decision on technical protection measures of the Institute for the Protection of Cultural Monuments Kraljevo and detailed traffic guidelines for the construction of a new bridge in Ivanjica.	<ul style="list-style-type: none"> • The character and quality of the new urban identity of the area in the context of the image of the city • Urban-architectural design and ambient characteristics of the whole and characteristic parts: <ul style="list-style-type: none"> • Attitude towards architectural and cultural heritage and attitude towards the wider environment, • Relation to the immediate environment and contact area • Program and market justification of the proposed solution • Approach in accordance with the principles of sustainability (environmentally and energy sustainable solutions, preservation and improvement of environmental quality) • Implementation of the solution • Persuasiveness of argumentation - clarity of communication through graphic attachments
Organizer: Municipality of Ivanjica 2018				
KURŠUMLIJA	Based on the decision made by the Municipality of Kursumlija, the goal of the competition is to get a precious, oldest space in the narrower part of the city with a four-letter "S" park, dedicated to the liberators from the Turks, the Toplica Uprising and the victims of the 1999 war. inspired and diverse conceptual solutions that should emphasize the recognizability of the town of Kursumlija as one of the capitals of "Nemanjić"	The subject of the competition is the development of a conceptual urban-architectural solution of the part of the center of Kursumlija with the city park as the focus area and the immediate environment - narrower and wider context, in terms of inclusion in the analysis and review of relations to the focus area and vice versa.	The task of the competition is multiple and multi-layered: <ul style="list-style-type: none"> • The planning level aims to connect the space of the central (focus) area with the context and the urban environment • The program level includes the formation of development programs in a way that activates all the potentials of the subject area, increases the degree of its attractiveness and paves the way for revitalization and more adequate use of space in the central urban area as a whole. • The project level includes the urban-architectural solution of the focus area in terms of content, typology, model-form and structural-ambient sense 	<ul style="list-style-type: none"> • Answer to the topic of the competition • Solution concept • Program and structure of the solution • The topicality of the solution in contemporary architectural and urban discourse • Attitude towards the protection, preservation and promotion of cultural and historical heritage and the continuity of development of the central urban area • Financial rationality in the implementation of the tender solution
Organizer: Municipality of Kursumlija and Public Directorate for Construction, Planning and Design, Urbanism and Housing Affairs of the Municipality of Kursumlija 2015				
LEPOSAVIĆ	The aim of the competition is to choose a quality-based conceptual urban and architectural solution of the center and the immediate surroundings in the settlement Leposavić, which will functionally and ambiantly improve the space into a recognizable part of the settlement through redesign and arrangement of public areas, which will increase the attractiveness of the center. The selected solution will serve as a basis for further elaboration of planning and technical documentation.	The subject of the competition is the development of the conceptual urban-architectural solution of the part of the center of the Leposavić city (narrower context) and the immediate surroundings (wider context) and the development of the conceptual parterre and horticultural arrangement of the new memorial site for NATO bombing victims in 1999.	The task of the competition is to develop a conceptual urban-architectural solution that will be the starting point for urban renewal of the subject area in the context of sustainable development, with all the elements defined in the tender documentation. <ul style="list-style-type: none"> • PLANNING LEVEL • PROJECT LEVEL • ARCHITECTURAL- URBAN SOLUTION OF THE FOCUS AREA 	<ul style="list-style-type: none"> • Response to the topic of the competition - improving the urban identity and the space-use in relation to the needs of the local community • Spatial concept of the solution - planned purpose and content in space, improvement of traffic communications and attitude towards the existing environment • Functionality of the proposed solution, urban-architectural design and aesthetics of ambient units • Sustainability of space use - accessibility, safety, ease of maintenance • Cost-effectiveness and feasibility of the proposed solution
Organizer: Provisional body of the municipality of Leposavić 2018/2019				

COMPETITION	COMPETITION OBJECTIVE	SUBJECT OF THE COMPETITION	COMPETITION TASK	EVALUATION CRITERIA
VRANJE	The competition goal is to provide inspiring and various ideas for one of the most important, the oldest part of the inner city center, nearby St. Petka and St. Nicholas churches and the "White Bridge" listed as cultural monuments. Through a new spatial organization, the project should emphasize the importance of the old city of Vranje and Bora Stanković's work.	The subject of the competition is the construction of an ethno complex in order to form a tourist, catering, commercial content. The complex needs to have an attractive identity, blended into the historical environment with facilities that would raise the historical and tourist value of the location in the immediate vicinity of the city center.	PLANNING LEVEL: to connect the space of the central area with the context and the urban environment in multiple ways - visual communication, functional, content, form, contextual, typological, etc. PROGRAMMING LEVEL: to form programs in a way that activates all the potentials of the subject area, increases its attractiveness and traces ways of revival and adequate use within the central urban area PROJECT LEVEL includes the urban-architectural solution in content, typology, model-form, and structural-ambient properties. This level aims to propose the change, reshaping (remodeling) of the entire space, physical structures and composition of open/green areas, clearly "defines" the scope of the ethno complex, aesthetically leads to the level of attraction that deserves and formally establishes the architectural recognizability of both its micro-environments and the area as a whole	<ul style="list-style-type: none"> • architectural and urban design criteria (50/100 points) <ul style="list-style-type: none"> - visual identity of the solution; - functional solution - feasibility of the solution in relation to the planning documentation • technical criteria (30/100) <ul style="list-style-type: none"> - Investment - economic aspect of the solution in construction and exploitation - Application of ecological and energy sustainable solutions for preservation and improvement of quality of the environment; - Convincing concept-argumentation and clarity of communication through graphics • total estimated investment value (20/100)
Organizer: City of Vranje: City Administration 2018, 2019				
LESKOVAC	The aim of the competition is to define the urban-architectural concept of the central zone of Leskovac (formation of a heterogeneous structure of the central zone through a set of different, mutually recognizable spatially ambient micro-units and the central motif).	The subject of the competition is the conceptual urban solution of the central zone of Leskovac, the city park and the space in its immediate vicinity.	- The task of the competition is to collect solutions for the arrangement of the central zone of Leskovac and within that for: 1. Formation of a square in the area between the department store "Belgrade" and the business and trade facility "Fashion House". 2. Interconnection of pedestrian zones in a given area (Svetozara Markovića Street and park zone) with unification of automobile traffic according to conditions for pedestrians. 3. Ground floor arrangement of sidewalks in the scope of the competition and pedestrian paths in the park. 4. Landscaping. 5. Urban furniture (benches, baskets, canopies for city bus stops, etc.) and square lighting. 6. Parking solution in a given area.	<ul style="list-style-type: none"> • Compliance with the conditions of the announcement and the program of the competition • The concept of the solution is appropriate to the significance of the subject location • Originality of concept • Relationship of the proposed solution with the environment • Feasibility of the idea and cost-effectiveness / economic justification of the proposal
Organizer: The City of Leskovac and the Directorate for the Urbanism and Construction 2013				

IVANJICA

A.1. Treatment of Heritage in the Program

Program of the Competition for the development of urban -architectural solution of the central zone of Ivanjica with the conceptual design of the new bridge in addition to general information about the context and conditions of the subject location includes a segment related to the "Catalog of objects protected as cultural goods" within the register of the Institute for the Protection of Cultural Monuments Kraljevo, which is responsible for the territory that is the subject of the competition. Within the boundaries of the competition scope and the immediate surroundings, 8 buildings or units of great historical and cultural significance have been identified, including the central

zone of the city itself, which represents a spatial-cultural-historical entity of great importance for the Republic of Serbia. Within the criteria related to “urban-architectural design and ambient characteristics of the whole and characteristic parts”, the attitude towards architectural and cultural heritage, and towards the wider environment is singled out. This criteria focuses on the diversity of content and the coherence of the urban context, both as a whole and in details, through the harmony of the contrast of the old and the new and the realization of the identity of each ambient wholes and subunits. An integral part of the Program is the “Recommendation of the Institute for the Protection of Cultural Monuments Kraljevo” with the “Decision on technical protection measures”.

A.2. Design perspective: Creating a hierarchy of urban elements

The primary design perspective is based on conservation and reinforcement of the existing urban identity, authentic 19th-century architecture in order to create the hierarchies of urban elements. The competition entry aims to create a unique, authentic ambient whole in the context of the image of the city, the relationship between the impression of unification and the integrity of space, through the flow and continuity not only in physical but also in a programmatic sense.

B. LEPOSAVIĆ

B.1. Treatment of Heritage in the Program

Program of the Competition for the development of the urban-architectural solution of the part of the center and the immediate surroundings in the settlement of Leposavić with the proposal for the new location of the memorial victims of the 1999 NATO bombing gives insight into the general features of the location and presentation of zones in relation to the competition area without explication about the value framework of urban heritage or additional materials that define certain conditions for the treatment of heritage in the design process. Competition criteria are also defined at the general level without interpreting the specifics of the local context and perspectives of heritage interpretation through design.

B.2. Design perspective: Interpolation of autonomous spatial-programming entities

The starting point of the competition entry is to define a rounded urban conception of the design proposal with the aim of (1) urban renewal of the spatial framework of the central zone of Leposavić settlement and (2) improvement of the ambient values of the subject area. The competition entry aims to frame and focus all layers of the cultural heritage of the Central Zone - spiritual, monumental and cultural. The interpolation of new spatial-programming entities defines the axes of future development and establishes the gradation of public spaces.

Figure 4 .
Competition entry for
Ivanjica.

Authors: Verica
Krstić, Jelena Ristić
Trajković, Aleksandra
Milovanović, Marko
Dragičević

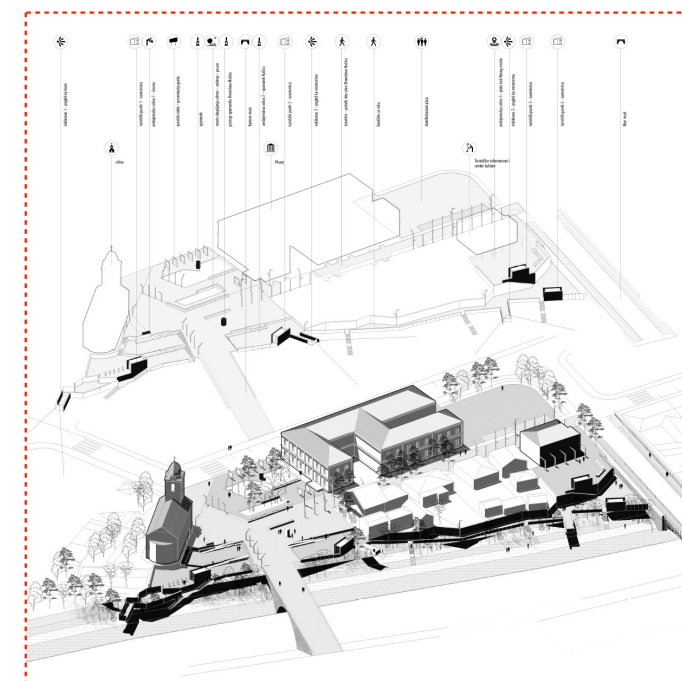
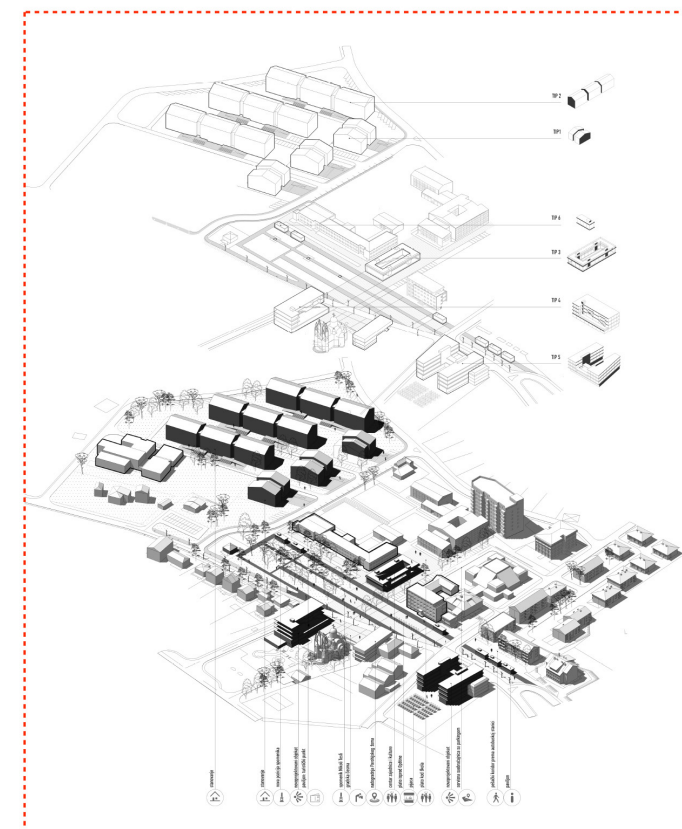


Figure 5.
Competition entry
for Leposavić.

Authors: Verica
Krstić, Jelena Ristić
Trajković, Aleksandra
Milovanović, Marko
Dragičević, Marko
Dedić, Jovan Matović



C. KURŠUMLIJA

C.1. Treatment of Heritage in the Program

Competition Program includes a special segment dedicated to the cultural and historical values and architectural heritage of Kursumlija within which immovable tangible cultural heritage has been identified and presented. An integral part of the program is an insight into the General Regulation Plan of Kursumlija and a map of cultural heritage protection zones. As the final part of the competition program, the regimes of preservation, use and protection of architectural heritage are singled out, directed towards permanent integrative protection of immovable cultural property, as well as appropriate activation of their cultural-historical, scientific-educational and tourist potentials. The treatment of architectural heritage is based on principles integrative conservation, where monumental heritage is treated as non-renewable resource and a source of identity, cultural, historical and scientific capital and protects together with space and objects of importance for protection, research and use with functional harmonization in line to the requirements of contemporary life. The attitude towards the protection, preservation and promotion of cultural and historical heritage and the continuity of development is one of the leading criteria defined within the program.

C.2. Design perspective: Centralization of planning composition through urban acupuncture

The competition entry aims to identify, value and typologically classify townhouses from the late 19th century on the one hand and traces of socialist heritage on the other. The basic design perspective is thus reflected in the reconstruction and reactivation of the forgotten heritage and its integration into the flows of contemporary urban structure.

D. VRANJE

Treatment of Heritage in the Program

The “Tulbe” location is recognized as one of the oldest parts of the city of Vranje, which clear purpose and spatial compactness got lost over time. Unable to keep up with changing contexts and users needs, this zone became just one of many urban spaces that are slowly losing its use, attractiveness due to devastation and decay. These were the main reasons behind launching a competitions by public administration two years in a row. Even though the importance of heritage is highlighted in the competition goal, the very program does not provide specific information aside general ones about individual listed buildings nor includes aspect of heritage protection and treatment of heritage in the evaluation criteria.

Figure 6.
Competition
entry. Aleksandra
Milovanović, Katarina
Škrbić, Aleksandra
Bašić, Aleksandra
Mitković, Tamara Ilić,
Ana Miletić, Marija
Pantović

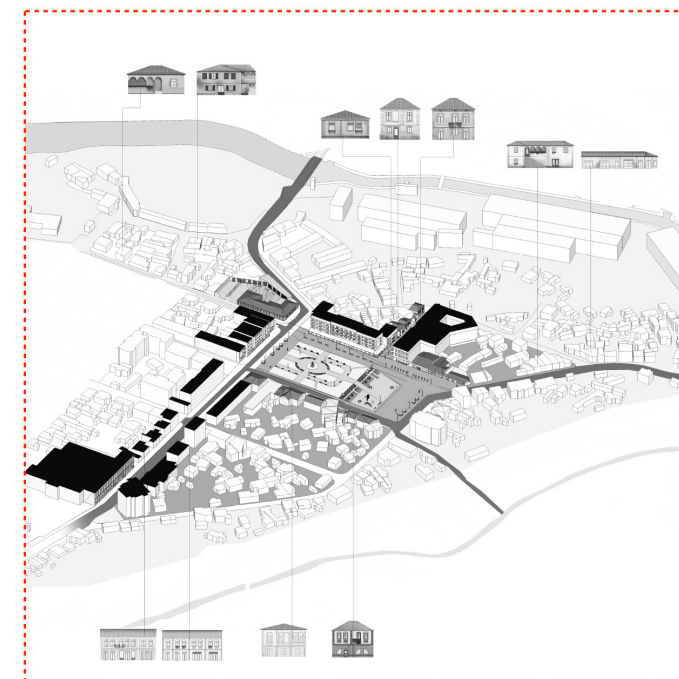


Figure 7.
Competition entry.
Authors: Kostić Miloš,
Djordjević Aleksandra,
Zorić Ana, Basta
Jelena, Arsić Nikola,
Bugarski Jovana



Design perspective

The planned old-town complex “Borino Vranje” aimed to show the tangible and intangible heritage of the city of Vranje, perceiving heritage as a phenomenon associated with culture, based on the transmission and preservation of cultural forms and patterns over time, according to which the population has built an emotional relationship which formed the backbone of the identity of this place. The project concept of complex strived to connect the location with the wider context and the urban environment, establishing spatial and programmatic links between historical objects and spaces important for the life and work of the famous writer Bora Stankovic. Having this in mind, design perspective was developed according to Interpretation of traditional elements (“divanhana”, “doksat”, arcades, housing patterns), revitalisation of historical spaces (the first recreational space and the first swimming pool), promotion and presentation of intangible heritage (the language translated into interactive urban equipment and pavement).

LESKOVAC

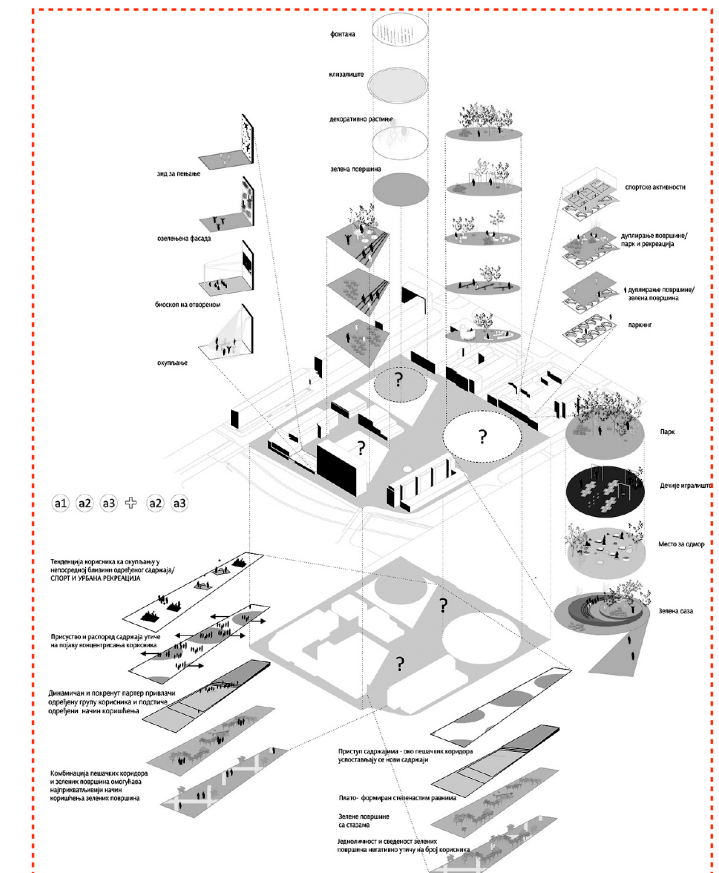
Treatment of Heritage in the Program

Immediately after the Second World War, Leskovac received the first urban plan which envisages a total reconstruction of city center. During the bombing in 1944 whole city was seriously damaged, leading to devastation of prewar urban structure. After the Second World War this part of Leskovac was transformed into according to the principles of post war reconstruction and principles of a modern city. Previous urban structure and patterns along with prewar buildings and oriental structures (from Ottoman period) were completely demolished and city center was given a new form and morphology. In 1983, a diagonal street, which had been positioned across the central zone, was reconstructed as a pedestrian route.

Design perspective

During the formation of the design proposal, authors paid great attention to the importance that this location has in the historical and cultural context within the city of Leskovac. Although it was not obligatory in design brief, as an imperative in the process of generating the solution, the idea of authors was to keep the existing character of the location as much as possible, and to identify the existing positive characteristics of this zone of Leskovac and to further improve and emphasize it with the newly designed solution. However, the idea was not to rely only on conservation, but the basic concept was to find a unique formula for combining the existing with the new. As one of the basic goals of the competition proposal, the author's points out the need to neutralize spatially inappropriate and undesirable elements that have formed over time in the narrower zone of the subject location.

Figure 8.
Competition entry for
Leskovac. Authors:
Ana Raković, Mladen
Pešić, Milorad
Pejanović



Namely, over time, the subject zone of Leskovac turned into a space without a clear hierarchy of content, urban structure and morphology. This zone has become a place of transit without the possibility of permanent residence in the open space with public areas that do not meet the modern functional requirements of urban design. The concept of the proposed solution is based on the formation of a network of spaces and corridors which, in addition to the function of pedestrian passages, will have the role of public areas with different purposes. In order to form a unique functional - program unit, the authors proposed that the central zone of Leskovac should be treated as a system of squares, parks and smaller plateaus that are interconnected and pass from one spatial form to another without a clearly defined boundary.

5. COMPARISON

The analysis of five case studies has provided valuable insights on how heritage is treated in the competition brief (Table 3), particularly emphasizing the problems of exclusion of heritage from evaluation criteria (in 3 case studies), lack of recommendations from the Institution under whose jurisdiction heritage is listed (in 4 case studies), lack of practical technical protection measures to be implemented in the project (in 3 case studies), lack of conditions and regimes of preservation, use and protection of heritage (in 4 case studies) and lack of involvement of citizens in the competition process (in 4 case studies). On the positive note, in almost all case studies, cultural heritage was identified and incorporated as an integral part of the competition brief, accompanied by the planning framework that highlights the protection zones and individual buildings. Having in mind problems that were perceived in the phases of competition brief preparation, Table 4 testifies that the practice of urban design competitions in

Table 3. Comparison of the way how topic of Heritage was treated in Competition brief

Treatment of Heritage in the Program	Leposavić	Vranje	Ivanjica	Kuršumlja	Leskovac
Evaluation criteria			*	*	
Identification of Cultural Heritage		*	*	*	*
Recommendation of relevant institutions			*		
Decision on technical protection measures			*	*	
Planning Framework - cultural heritage protection zones		*		*	*
Regimes of preservation, use and protection of heritage				*	
Involvement of citizens (in the process of preparing competition brief and discussions/exhibitions afterwards)					*

Table 4. Comparison on how competition meets global challenges

GLOBAL CHALLENGES	LOCAL EXPERIENCES				
COMPETITION PRINCIPLES	LEPOSAVIC	VRANJE	IVANJICA	KURSUMLIJA	LESKOVAC
QUALITY				*	
INNOVATION				*	
TRANSPARENCY	*		*	*	*
FLEXIBILITY	*	*	*	*	*
GUARANTEED QUALITY			*	*	*
COST-EFFICIENCY AND VISIBILITY					
PUBLIC PARTICIPATION					*
EQUAL OPPORTUNITY	*	*	*	*	*
CREATIVITY				*	*

Serbia only partially meets the identified global challenges (Table 4). In this sense, competition practice in Serbia fails to use all the potentials that urban design competition could bring in the field of sustainable use of heritage. Thus, it reduces the competition to the procedural and formal aspects of the obligation to conduct the public procurement process in urban development. Following these conclusions, the list of recommendations was developed in the remainder of this paper.

6. RECOMENDATIONS

The fundamental question that arises is what precisely the heritage in question is and how it should be treated when preparing competition brief, conducting competition procedure, and implementing competition results. Is heritage concerned only with the built structures, or could it be transposed to urban patterns, morphology, the ambiance of particular complex, intangible heritage? Specific recommendations are developed on three levels: 1) Preparation of the Design brief, 2) Process of evaluation, and 3) Implementation of the competing proposals.

1. Preparation of the Design Brief

- Design Brief should be given in a clear and precise manner. It should be prepared in cooperation with local institutions and experts based on conducted questionnaires' expert studies and users needs analyses;
- in the process of preparing a competition brief through giving input regarding the needs, discussing design perspectives, conducting different types of questionnaires;
- Local context and specificities should be emphasized. Design Brief should have all the necessary documentation regarding the specific competition site;
- Historical survey / Identification of Cultural Heritage should precede drafting of the competition brief;

2. Process of evaluation

- Evaluation criteria should be precise and measurable. They should be locally specific and unique;
- The distinction between mandatory requirements and non-binding guidelines should be clearly emphasized;
- The jury has to be multidisciplinary and comprised of inter/national and local experts and professionals
- Treatment of the heritage, its definition and role has to be clearly defined,
- The competition results should be presented and discussed with the wider community during the brief preparation, decision-making process, public exhibition of competition entries, and other public events.

3. Implementation of the competition proposal

- Regulate the formal obligation of the competition organizer to implement the proposal
- Define the contract between awarded authors and authorities
- Introduce two-stage competition in local practice in the case where there are no adequate answers

Alongside these specific recommendations, as a result of the workshop process and comments given by the ECTP representatives, two general practical recommendations were developed to improve local practice. First, as part of personal and professional endeavors, manual for local governments on how to prepare design competition from its initial stage to implementation should be developed. The second recommendation concerns the lack of visibility of current competition and lack of competitiveness, conceptualized through the development of a specialized platform that will announce, follow and promote competitions and competition results in the context of Serbia.

The paper concludes that competitions can be used as a part of an institutional and professional effort to maintain and provide sustainable use of heritage, but that they require specific attention in phase of design brief preparation and process of evaluation, and stronger effort for implementation of awarded design proposals. On contrary, if there is a lack of attention to the way how heritage is treated in both competition brief and authors design perspective it can become powerful tool to legitimize decisions that could even jeopardise heritage sustainability.

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ECTP-CEU (aisbl)
European Council of Spatial Planners
Conseil Européen des Urbanistes
Architects' House
21 rue Ernest Allard 1000 Bruxelles /
Ernest Allardstraat 21 1000 Brussels
secretariat@ectp-ceu.eu
www.ectp-ceu.eu
+32 (0) 470 350 432



Athnes