



Polski Komitet Narodowy  
Międzynarodowej Rady Ochrony Zabytków  
I C O M O S



# *Architectural Design in Historical Context – Design studio*



Erasmus+

# **Heritage value of the historic built environment**

identification, elicitation/elaboration,  
statement of significance, integration of assessments

# **Value has always been the reason underlying heritage conservation**

- group of experts determined what constituted “heritage” and how it should be conserved (elitist, exclusive heritage);
- recently more groups have joined the heritage identification process (democratic, inclusive heritage);
- the **articulation and understanding of values** have acquired greater importance when heritage decisions are being made about:
  - what to conserve,
  - how to conserve it,
  - where to set priorities,
  - how to handle conflicting interests;

Including all stakeholders into the heritage process, we (as experts, conservation specialists) must turn to other disciplines:

- ✿ the approaches of **environmental conservation** have emulated in the heritage field;
- ✿ **economists** searching for ways of improving their tools to make them more useful in the heritage field;
- ✿ the **social research** methods (identifying the opinion of community and taking into consideration the imperative of public participation).

## **Challenges of modern conservation:**

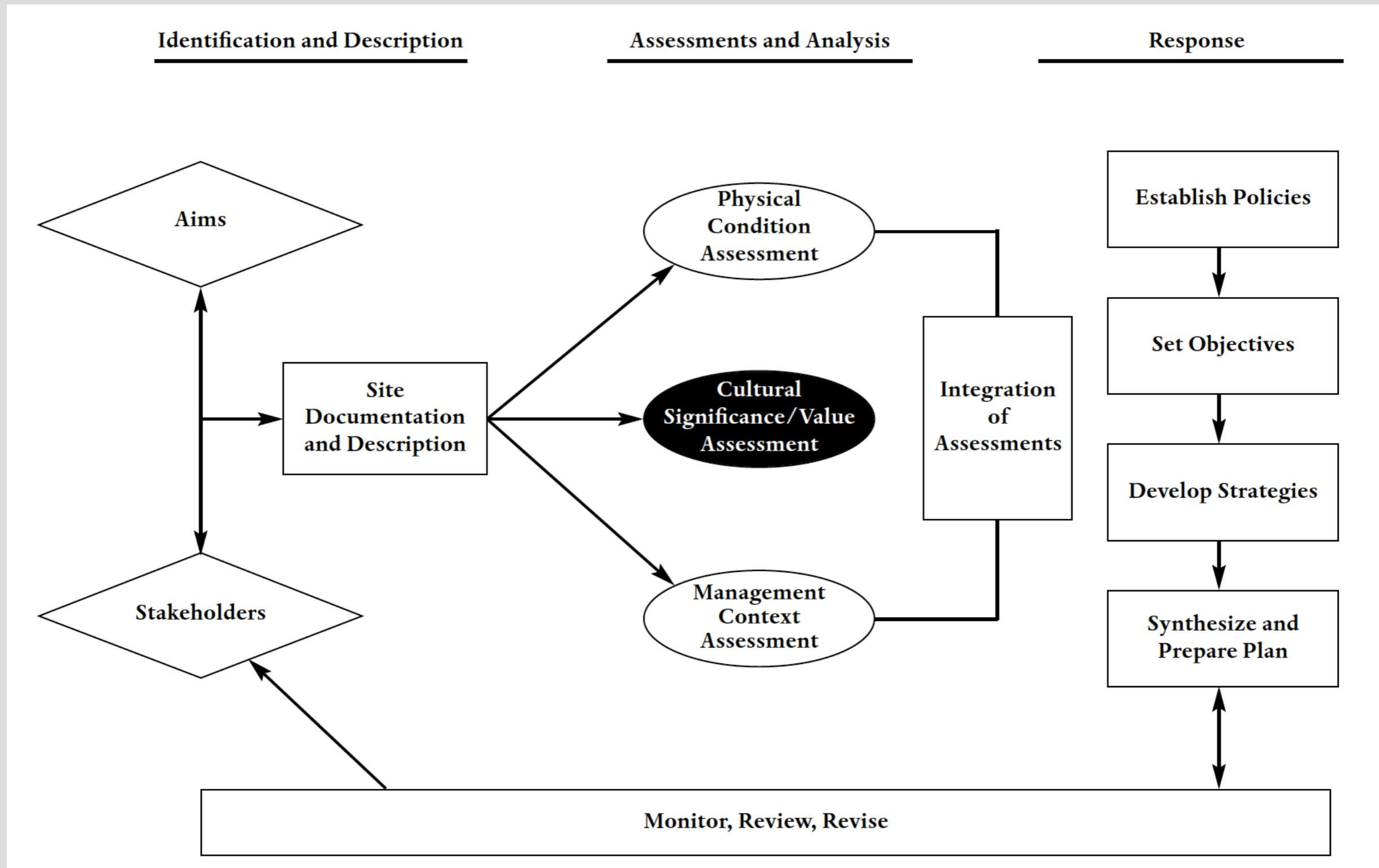
- conservation professionals faces two challenges: of **power sharing** and of **collaboration**;
- democratization of conservation decision making could **contradict** the professional devotion to conservation;
- the **inevitability of compromises** and the respectful and meaningful gathering of different modes of valuing have to be recognized.;
- aim is .... to continue searching for the means **to serve the public good** by preserving material remains of the past

## **How heritage values can be assessed in the context of planning and decision making**

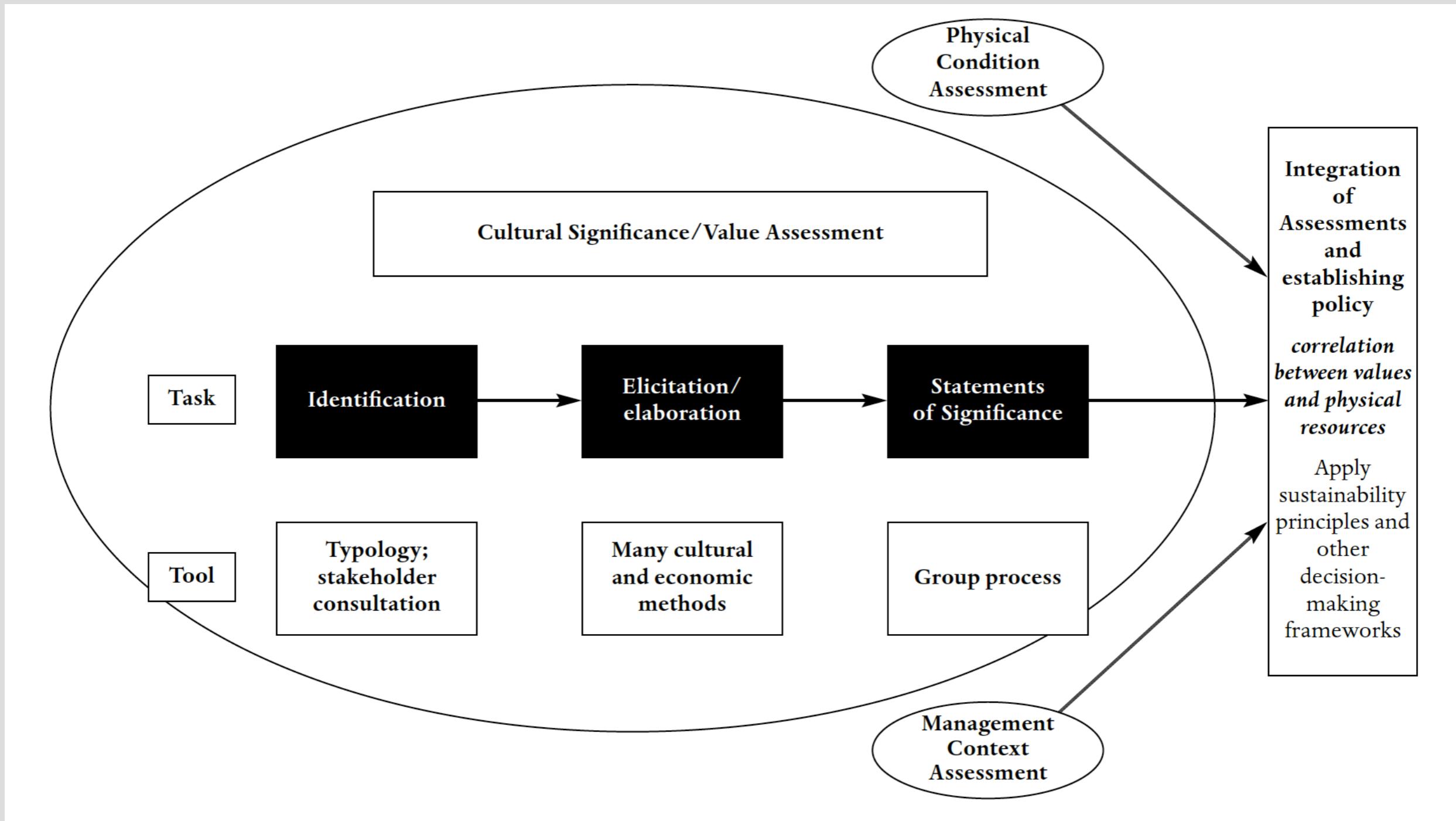
methodologically, assessment of heritage values face with **difficulties**:

- ➊ **diverse nature of heritage values** (cultural, economic, political, aesthetic, and more—some of which overlap or compete);
- ➋ **values change over time** and are strongly shaped by contextual factors (such as social forces, economic opportunities, and cultural trends);
- ➌ values sometimes **conflict**;
- ➍ the wide **variety of methodologies and tools** for assessing the values (as used by a wide variety of disciplines and professions).

# **Deliberate, systematic, and transparent process of analyzing and assessing all the values of heritage**



# The cultural significance/value assessment process



This three-part model of value assessment is a more detailed rendering of the “Cultural significance/value assessment” oval occupying the center of the planning process methodology. With the different parts of the value assessment process identified, planners can apply a logical sequence of tasks to generate and collect knowledge about values and use this within the overall planning process.

# Few assumptions regarding the problems of value assessment in conservation planning

- heritage conservation is best understood as a **sociocultural activity**, not simply a technical practice; it encompasses many activities preceding and following any act of material intervention;
- it is important to **consider the contexts** of a heritage conservation project—social, cultural, economic, geographical, administrative—as seriously and as deeply as the artifact/site itself is considered;
- the study of values is a useful way of **understanding the contexts and sociocultural aspects** of heritage conservation;
- heritage values are, by nature, **varied**, and they are **often in conflict**;
- traditional modes of assessing “significance” rely heavily on **historical, art historical, and archaeological** notions held by professionals, and they are applied basically through **unidisciplinary means**;
- consideration of **economic values**, a strong force shaping heritage and conservation, is outside the traditional purview of conservation professionals, and their integration with cultural values presents a particular challenge;
- no single discipline or method yields a full or sufficient assessment of heritage values; therefore, a **combination of methods from a variety of disciplines** should be included in any comprehensive assessment of the values of a heritage site;
- conservation management and planning should employ a **strategy of inclusiveness** by calling on different disciplines and bringing in the views of “insiders” and “outsiders” in the planning process;
- a more **encompassing assessment** of heritage values, and integration of these different values, will lead to better, more **sustainable conservation** planning and management;
- the test of more effective conservation planning is its responsiveness to the needs of stakeholders, communities, and contemporary society.

## **4 specific questions in a planning process**

- 1. *Characterizing values:*** How can the wide range of heritage values be identified and characterized in a way that is relevant to all the disciplines and stakeholders involved?
- 2. *Methodological issues and strategies for assessing heritage values:*** What kinds of methodological strategies and specific assessment tools are available and appropriate for assessing heritage values?
- 3. *Tools for eliciting heritage values:*** How can the views of the many parties with a stake in a heritage site be accommodated in the conservation planning process, including its specific value-assessment phase?
- 4. *Integrating assessments and guiding decision making:*** Once the range of heritage values has been articulated, how can they inform decision making?

# Characterizing Values

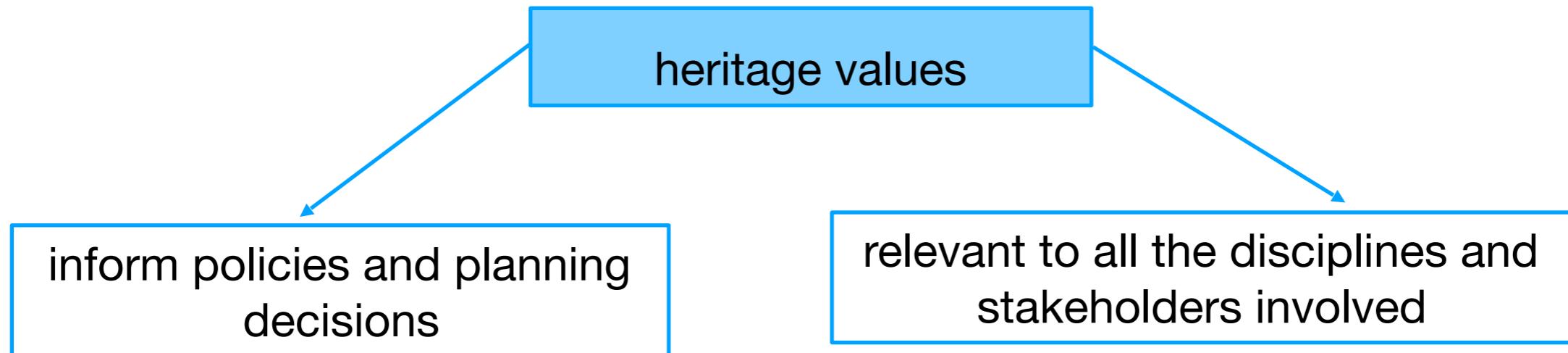
**Values** is most often used in one of two senses:

- as morals, principles, or other ideas that serve as guides to action (individual and collective);
- in reference to the qualities and characteristics seen in things, in particular the positive characteristics (actual and potential).

There we will directly concern with the second definition.

We will follow the **anthropological perspective**, attempting to understand the full range of values and valuing processes attached to heritage — as opposed to the normative, art historical view common in the conservation field, which *a priori* privileges artistic and historical values over others.

# Value Typologies



## traditional treatment of values of heritage conservation:

one kind of value predominates  
and blots out consideration of others

values are treated as a "black box",  
and all aspects of heritage value collapsed into  
"significance."

# Value Typologies

- the subjectivity and contingency of heritage values make it difficult to establish a clear framework or even a nomenclature of values
- typology — an attempt to create a common starting point from which a modified typology can be constructed in a variety of heritage planning situations
- the typology is both an analytical tool and a way to advance wider participation in the planning process
- heritage value typologies were devised by different scholars and organizations; they describe the same object in different ways

<b>Reigl (1902)</b>	<b>Lipe (1984)</b>	<b>Burra Charter (1998)</b>	<b>Frey (1997)</b>	<b>English Heritage (1997)</b>
Age	Economic	Aesthetic	Monetary	Cultural
Historical	Aesthetic	Historic	Option	Educational and academic
Commemorative	Associative-symbolic	Scientific	Existence	Economic
Use	Informational	Social (including spiritual, political, national, other cultural)	Bequest Prestige Educational	Resource Recreational Aesthetic
Newness				

Summary of heritage value typologies devised by various scholars and organizations.  
Source: Assessing the Values of Cultural Heritage. Research Report. 2002. The Getty Conservation Institute, Los Angeles.

## Provisional Typology

provisional typology is neither exhaustive nor exclusive—it is offered as a point of departure and discussion;

### Sociocultural Values

Historical

Cultural/symbolic

Social

Spiritual/religious

Aesthetic

### Economic Values

Use (market) value

Nonuse (nonmarket) values

Existence

Option

Bequest

Provisional typology of heritage values

# Intrinsic values

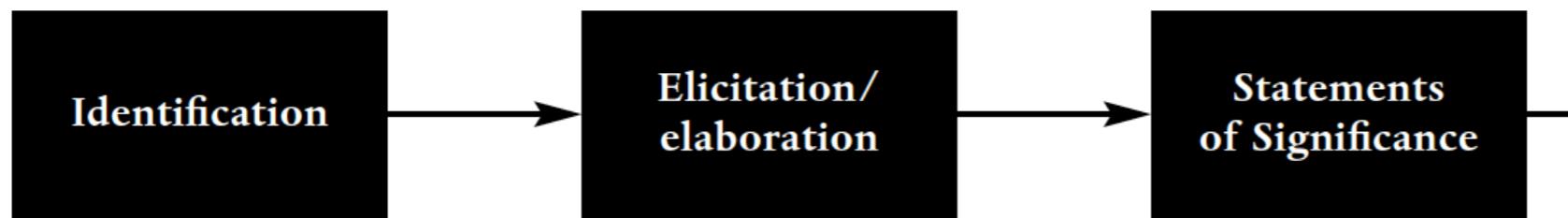
- typology is premised on the assumption that values are fundamentally contingent, that they are socially as well as spatially constructed;
- one can assume that some of the values of heritage are **intrinsic** (if not fixed or absolute), that some kind of historic value is intrinsic to the whole notion of something being identified as heritage?
- intrinsic-value argument in heritage conservation would be analogous to the “intrinsic” argument in environmental conservation, through which it is assumed that “natural” characteristics (wildness) are intrinsically valuable;
- This idea parallels the notion of **authenticity** in the heritage field, which presumes that some kind of historic value is represented by— inherent in—some truly old and thus authentic material (authentic in that it was witness to history and carries the authority of this witness). Thus, if one can prove authenticity of material, historical value is indelibly established.

## Methodological strategies and tools for assessing heritage values

- the conservation field have great potential for borrowing or adapting value-assessment methods from disciplines such as anthropology and economics.
- some general issues and conditions surrounding the activity of value assessment;
- **quantitative** and **qualitative** methods for value assessment, and the fundamental epistemological and practical differences between them;
- the need for a “**toolbox**” methodological approach to heritage value assessment, one that flexibly combines a wide variety of assessment tools;
- identification of stakeholders and the widely recognized political issue of participation; the political and pragmatic imperative to give voice to experts, professionals, and other “insiders” to conservation, planning, and decision making, as well as to give voice to laypeople, local communities, and other “outsiders” to the process.

# General Issues and Conditions

- Assessment can be broken down into three parts: **identification, elicitation and elaboration**  
*(including evaluating connections and evidence) and resulting and finalisation.*



- Adopting a number of quite different perspectives (epistemologies) and **methodologies**; a suite of varied **methods**— (quantitative or qualitative, economic or anthropological)— is the best course;
- Context** refers to physical, geographical surroundings; to historical patterns and narratives; and to the social processes with discernible impact on heritage and its conservation. Heritage sites and objects must be understood in relation to their contexts—**holistically**.
- Values** come from people—they are **opinions** (they must be articulated); the dilemma is: how broad is the net of informants, spokespeople, and experts?

# Quantitative and Qualitative Methods

- **economic values** are best elicited and expressed by **quantitative research methods**;
- **cultural values** submit to quantification only fitfully and inadequately. **Qualitative research methods**, ranging from narratives and analyses written by experts to interviews of ordinary citizens, elicit cultural values more effectively.
- The best assessment of heritage values, comes from a **complementary use of economic and cultural methods**;
- **Quantitative and qualitative methodologies** derive from quite different epistemologies. The two approaches can be seen as attempts to measure the same values, but from different perspectives, with different tools and discourses, and with different results. They may be seen as **competing paradigms**, the information they generate is often **complementary**.
- values and other forms of meaning are produced out of the interaction of artifacts and their contexts, not from the artifact itself. There **qualitative research methods** have a particular strength; they are **sensitive to contextual relationships** and are therefore indispensable in studying the nature and interplay of heritage values.

# A Toolbox Approach

how does one begin to **match methods to values?**

the specifics of the method (the survey questions, the data collected, the experts consulted) would have to be designed, on a case-by-case basis;

**expert analyses**

quantitative/economic studies of use and nonuse values

**economic impact analysis**

**surveys of tourists** (including both narrative questions and quantifying methods);

**ethnographic studies centered on local communities**

**interviews with local political officials and business people**

**analyses of the historical value**

**artistic value**

**educational value**

**other values from the scholarly/expert community**

# Tools for Eliciting Heritage Values

where the values have already been identified and a typology for the site has been created, the methodological issue is choosing tools appropriate to elicit and characterize (elaborate upon) the different heritage values;

## Tools Suited to Cultural Values

- suite of different methods
- will include both quantitative and qualitative methods
- suite approach is inclusiveness;
- can be adjusted and applied to other projects

## EXPERT ANALYSIS (TEXTUAL/ICONOGRAPHIC/ FORMAL/SEMILOGIC)

- **ETHNOGRAPHY** (Surveys and Interviews and other participatory methods)
- **MAPPING**
- **PRIMARY (ARCHIVAL) RESEARCH** and **WRITING HISTORICAL NARRATIVES**
- **SECONDARY LITERATURE SEARCH**
- **DESCRIPTIVE STATISTICS**

**conservation field has traditionally relied on expert appraisals**

- art historians, architects, and archaeologists;
- traditionally relied on scientific and documentary methods to analyze the physical conditions of heritage and to determine how to conserve;
- Art historical canons of taste, beauty, innovation, and authenticity—along with age or perception of age— have traditionally been an important source of valuing for the conservation field;
- the contextual approach will be broader;
- qualitative methodological approaches is used in humanities and social science disciplines (ethnography with anthropology, archival research with history, mapping with geography) ;

# Tools Suited to Economic Values

## REVEALED-PREFERENCE METHODS

- Economic impact studies
- Hedonic pricing methods
- Travel-cost methods

## STATED-PREFERENCE METHODS

- Contingent valuation methods
- Choice modeling

the methods described need professional economists to direct them;

the stated-preference methods, which include extensive survey processes, open up a lot of common ground (and potential collaboration) with the approaches used by anthropologists and other social researchers.

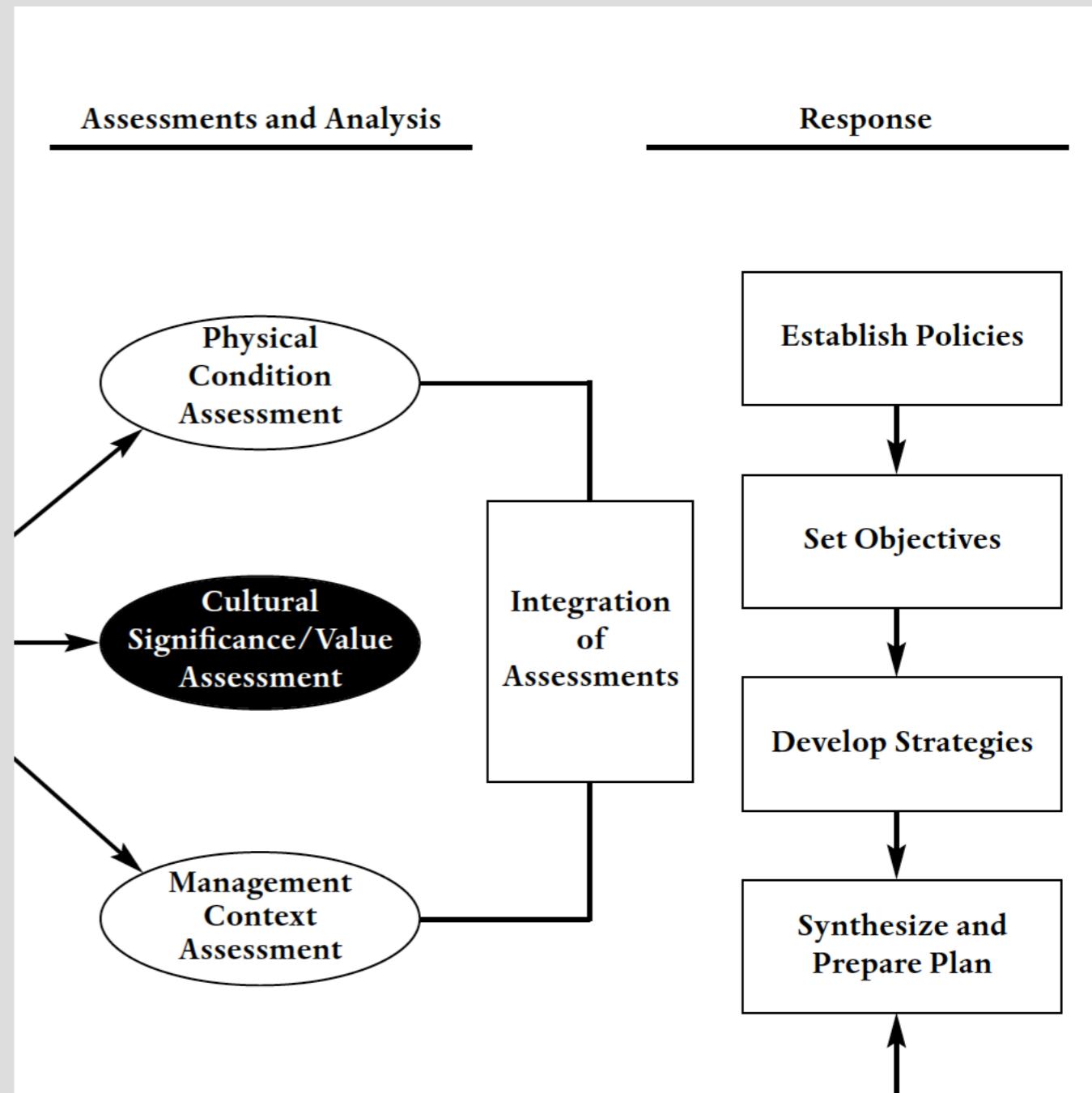
# Integrating Assessments and Frameworks for Decision Making

the broad array of values linked to a site are assessed;

How to connect these assessments with the difficult, politicized work of prioritization and decision making?

How to connect the “assessments and analysis” phase of management planning with the “response” phase?

how **sustainability principles** could be adapted to provide some frameworks for making and evaluating management planning decision?



# Integrating Value Assessments

4 steps are suggested **for integrating value assessments** and implementing as part of the planning process:

1. creating statements of significance,
2. matching values to physical resources and site characteristics,
3. analyzing threats and opportunities,
4. making policies and taking actions.

## 1.

Statements of significance flow directly out of the value assessments.

Synthesizing the reasons for the site conservation, development, interpretation, and providing clear positions that would form the basis of later decisions and evaluation.

cataloguing and articulating of all aspects of site significance; to introduce some sense of priorities by assessing and stating the uniqueness or importance of the site's values

## 2.

the correspondences between values and the physical attributes of heritage need to be made explicit.

all the main physical elements of the site could be linked with specific types of value:

clear delineation of how each of the values identified for the site is expressed, embodied, or otherwise represented in the materials of the site;

key “complexes” of (material) resources and (immaterial) values could be identified

## 3.

Threats can be quite varied: physical threats stemming from environmental factors, from vandalism or violence, from neglect or poor management, or from economically driven redevelopment; and social, cultural, or political forces that produce changes in meaning and valuing.  
decisions to take advantage of opportunities

## 4.

The planing process have moved to “response” section; the actions needed involve not so much integrating values but, rather, acting upon them.

# SUSTAINABILITY PRINCIPLES FOR HERITAGE CONSERVATION

The principles are built on the notion of sustainability developed in the fields of ecological conservation and economic development and adapted in light of Throsby's notion of **cultural capital** (heritage resources) as analogous to natural capital.

The notion of sustainability accords with the principles underlying values-based conservation planning in that it adopts a holistic view of resources (cultural resources) and their contexts and aligns with the goal of taking account of the widest range of heritage values.

the sustainability principles will influence the planning model in several ways:

these principles constitute an ideal, which could shape:

- the setting of project goals,
- the composition of the stakeholder group,
- the analysis of significance and management contexts,
- the evaluation of project outcomes.

the principles would be designed to serve as tests, or criteria, against which the policies and the actions can be judged;

Sustainability principles also recognize the **moral aspect** of sustainability, through principles regarding intergenerational and intragenerational equity, which overarch and strengthen the scientific, economic, and pragmatic arguments for sustainability.

**How are the various sustainability criteria/tests weighted?**

**Are they all equally important in a particular project?**

**What exactly is being sustained—cultural resources themselves (buildings, artifacts, sites) or cultural memory and meaning?**

Answers to these questions can help connect the sustainability principles with the issues of heritage values and valuing.

# on all possible values

## SUSTAINABLE PRESERVATION: PRINCIPLES AND INSTRUMENTS

... few valuable lessons for the design and implementation of sustainable preservation programs. One lesson is the need to put all values embedded in urban heritage into play, as they are the drivers that mobilize a diverse set of stakeholders.

**Sociocultural values**—historic, artistic, educational—mobilize the cultural elite, philanthropists, and community leaders.

**Economic values** (mostly direct use) attract consumers and real estate investors.

The wider the variety of values put into play, the more sustainable the preservation process will be, as it draws the support, financing, and skills of diverse and capable stakeholders.

...to take responsibility for preserving the public-good component of urban heritage, mostly its sociocultural values: the existence of buildings and public spaces of aesthetic, spiritual, social, historic, and symbolic value to be enjoyed by future generations.

source: SUSTAINABLE PRESERVATION OF THE URBAN HERITAGE Lessons from Latin America , by EDUARDO ROJAS in *Concervation perspectives*. THE GCI NEWSLETTER Fall 2011, Historic cities, [http://www.getty.edu/conservation/publications\\_resources/newsletters/26\\_2/sustainable.html](http://www.getty.edu/conservation/publications_resources/newsletters/26_2/sustainable.html)

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