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**REVITALISATION AS A PROCESS
OF RESTORING THE IDENTITY OF A PLACE
THROUGH PROTECTION OF ITS CULTURAL HERITAGE –
A CASE STUDY OF THE CITY OF ŁÓDŹ**

**REWITALIZACJA JAKO PROCES
ODBUDOWUJĄCY TOŻSAMOŚĆ MIEJSCA
POPRAZ OCHRONĘ DZIEDZICTWA KULTUROWEGO –
STUDIUM PRZYPADKU MIASTA ŁODZI**

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ABSTRACT. Revitalization is currently one of the most important processes and urban policies that are carried out in Łódź. This is not only because of social or economic nature of revitalization, which today is placed above strictly repair aspect of this process. The article, based on an analysis of literature, municipal documents and financial data indicates that revitalization remains in Łódź one of the most important processes and urban policies due to its concentration in the center of the city, where the most objects of material cultural heritage are located. Objects of material cultural heritage located in the center contribute to the reconstruction of the identity of places and people and may result in the development of the city as a whole. The restoration of material cultural heritage could be therefore considered to be an essential part of the revitalization process.

The purpose of this article is to analyze the place and importance of protection of the cultural heritage in the municipal revitalization program adopted for the city of Łódź in the context of other documents of urban policy in this regard.

KEY WORDS: revitalization of urban areas, cultural heritage, protection of monuments, Łódź

ABSTRAKT: Obiekty dziedzictwa kulturowego skoncentrowane są najczęściej w centrach miast i stanowią tożsamość miejsca. Rewitalizacja obszarowa centrum Łodzi jest jednym z głównych kierunków działań podejmowanych przez władze miejskie. Potencjał tkwiący w dziedzictwie kulturowym powinien być łączony z celem rewitalizacji, którym jest trwałe ożywienie społeczno-gospodarcze rewitalizowanego obszaru. Ożywienie terenów zdegradowanych powinno uwzględniać działania przestrzenne, społeczne i gospodarcze. Zabytkowa tkanka miasta, która buduje jego tożsamość, stanowi składową rewitalizacji i może tworzyć markę miejsca. To właśnie ochrona dziedzictwa kulturowego w centrach miast, poprzez budowę tożsamości miasta,

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miejsca i ludzi, może przyczynić się do wzrostu zaangażowania kapitału społecznego, sukcesu rewitalizacji i dalszego rozwoju miasta jako całości.

Celem niniejszego opracowania jest analiza miejsca i znaczenia ochrony dziedzictwa kulturowego w gminnym programie rewitalizacji przyjętym dla miasta Łodzi.

SŁOWA KLUCZOWE: rewitalizacja obszarowa, dziedzictwo kulturowe, ochrona zabytków, Łódź

Introduction

In cities, most cultural heritage assets are situated in their centres, so unlocking the centres' potential for development can entail the development of cities as a whole. However, there are many cases when revitalisation processes initiated to bring about long-term socio-economic recovery of the targeted area fail to sufficiently take account of the potential of its cultural heritage. These cases are particularly controversial when revitalisation involves the centre of a city, because by protecting cultural heritage in city centres the identity of the city, the place and the residents, is created, which can contribute to stronger engagement of local communities, success of revitalisation work and the city's further development.

This article was designed to analyse the position and significance of cultural heritage protection in the municipal revitalisation programme adopted by the City of Łódź in the context of other documents of urban policy in this regard.

The authors decided to explore this subject because of dilemmas accompanying the process of developing the municipal revitalisation programme and the inadequacy of the literature studying direct relationships between revitalisation and the protection of cultural heritage. The following research hypothesis was formulated: municipal revitalisation programmes focused on an area vital to the city's identity and defining measures to protect and accentuate its cultural heritage can unlock the potential of that area, thus contributing to the success of revitalisation and the development of the entire city. The article is interdisciplinary in its character and based also on the experiences of the authors in the consulting of the Łódź revitalization program and projects for leading consulting firms.

Revitalisation and protection of cultural heritage

Urban revitalisation is a complex and comprehensive process encompassing all sectoral policies of a municipality (mainly social, spatial and economic), which is initiated to bring new life into urban areas (run-down city centres, but also industrial areas, military areas, ports, or residential estates) in need of intervention. Urban revitalisation has three distinctive features: 1) complexity, 2) focus on a specific area, 3) long-term social and economic revival of the designated area as a primary goal of its processes. It also needs various partners, including people living in the area to be revitalised. This aspect of revitalisation, which is known as social participation, can take different

forms, including financial support. Social participation is considered a factor ensuring the sustainability of revitalisation effects. The reasons why social participation is given an increasingly important role in municipal policies are many, from the citizens' increasing awareness and sense of responsibility to the insufficiency of public funds and the evolving model of public governance. The importance of including local communities in urban revitalisation is related to many conflicting interests in the target areas. Nevertheless, urban revitalisation is always the responsibility of public authorities and social participation should serve its purposes rather than being a goal in itself.

The main purpose of revitalisation, as it has already been mentioned, is to ensure the long-term social and economic revival of the selected area, to make it a better place for the residents and entrepreneurs, and to improve the quality of local life (Krajowa... 2015). There are three specific objectives that municipal development strategies assign to revitalisation: the protection of cultural heritage (material as well as non-material), social integration, and increased economic activity in the area undergoing revitalisation. These are broken down into technical, architectural, environmental and socio-economic goals, as well as goals related to urban development. However, the social aspects of revitalisation should not be treated as equivalent to social participation, because an erroneous assumption that urban revitalisation should pursue social participation may cause its social dimension to be assigned an overriding or even exclusive role, while in fact it is as important as any other goal. For revitalisation to fulfil its main purpose, all its goals must be carefully balanced. The perception of one goal as being more important than the others may create dilemmas conflicting with the overall vision of the city's development, which in some cases will make its revision necessary. In other words, there must be consistency between urban revitalisation programmes and other municipal plans, including social policy or a monument protection programme.

While social integration, or economic recovery, are obviously related to the socio-economic revival of the area of revitalisation, the protection of material cultural heritage has drawn special interest only recently. It is interesting to note here that unlike the previous financial perspective period (2007-2013), when the term 'revitalisation' was used to denote purely repair works, the current National Urban Policy for Poland states that urban revitalisation should pursue social and economic goals and treats technical and planning activities as complementary. However, the National Urban Policy does not question the need to protect material heritage present in the space designated for revitalisation, following Aleksander Wallis' opinion that "the presence in the cities of the most valuable elements of its brick-and-mortar history has not only ethical but also world-view value, and shapes the city's physical and social structure. It is not until we understand the meaning of monuments as a medium carrying certain world-view contents and their role in social integration processes and social continuity that we appreciate their social significance" (Wallis 1977).

It should be emphasized also that urban revitalisation is expected not only to lead a neglected urban area out of crisis, but also to produce sustainable effects. The only way to achieve this sustainability and to ensure that the revitalised area continues to

recover is to make local communities part of revitalisation processes. As indicated in the literature, in creating local patriotism and strengthening local residents' sense of ownership, maintaining traditions and heritage-bearing buildings related to local history is important (Rykwert 2013).

Polish and European documents, such as the Declaration of Toledo, discuss at length the potentially central role of revitalisation as a factor in urban development. The Declaration puts an emphasis on integrated urban revitalisation set in a wider context of integrated urban development as a strategic tool enabling the achievement of the goals set in the Europe 2020 Strategy. In the National Urban Policy that Poland adopted in October 2015, revitalisation, an important part of thinking about urban development, is defined as a primary programme of socio-economic activities that a city should have to address its problem areas.

As it seems, the main argument for the importance of urban revitalisation, as a factor stimulating the development of a city, arises from an analysis of revitalisation applied to city centres, where various urban functions (tourism, services, culture, etc.) influencing the lives of all residents are situated, as well as the majority of cultural heritage assets (which determine the identity of the city, the place and its residents) (Tylman 2015: 355-364). Referring to Aleksander Wallis, Bohdan Jałowiecki wrote: "Most importantly, the city centre functions as a symbolic factor integrating the members of an urban community and enabling their identification with the city. For them, the centre is an area of many values and therefore, at least partly, an area of culture [in itself – added by the authors]" (2012). This opinion has been confirmed by the National Urban Policy for Poland, which views historic city centres as a cultural phenomenon of frequently supra-local influence. Heritage complexes and cultural heritage parks (likewise individual monuments, institutions of culture or historic heritage monuments) can therefore become important factors catalysing revitalisation processes.

The overall conclusion from the above is that revitalisation programmes should be designed for the run-down city centres that are a cultural phenomenon in their own right, or where the physical assets of cultural heritage defining the "physical and social structure of the city" are situated. The renewal of a neglected city centre boosts its identity and consequently the identity of the city and its residents. The city's growth potential increases as the latter become more proud of where they live, giving the residents even more reason to take pride in it. The following presentation of the Łódź case will show how protecting the material and non-material heritage of the city centre can determine the ultimate success of revitalisation.

Revitalisation and protection of cultural heritage – the example of the City of Łódź

The significance of urban revitalisation has been recognised in the key strategic documents on Łódź development adopted by the City Council, which also point to the centre

of Łódź as an area qualifying in need of revitalisation because of the intensity of its social problems and the presence of many assets of cultural heritage. The centre of the city of Łódź has also been named as an area that plays a key role in preserving the city's identity.

One of the documents, the “Strategy of Integrated Development of Łódź 2020+” adopted on 25 June 2012, points to the “revitalisation of urban space focused on the key challenges identified in the specific area of the city” as one of the major problems that Łódź needs to face (Strategia... 2012). The focus of revitalisation processes should be on the historic centre of the city, particularly on its part named the Metropolitan Zone. According to the Strategy, the Łódź strategic efforts should concentrate on making its centre a thriving place by “boosting investment processes in the city centre, revitalisation, good public spaces, and the full exploitation of the Metropolitan Zone. It is vital to retain as much of the existing urban fabric as possible, while ensuring the highest standard of new infrastructure. New projects must complement the present urban environment in the Zone. Priority should be given to projects related to the metropolitan system: facades of squares and streets, and yards inside the blocks of streets”. The Strategy makes it very clear that a thriving centre is a crucial factor in the development of Łódź as a whole (Strategia... 2013).

“The City of Łódź Policy on Municipal Housing Stock 2020+”, too, indicates that one of the key problems that the city needs to solve is to improve the quality of

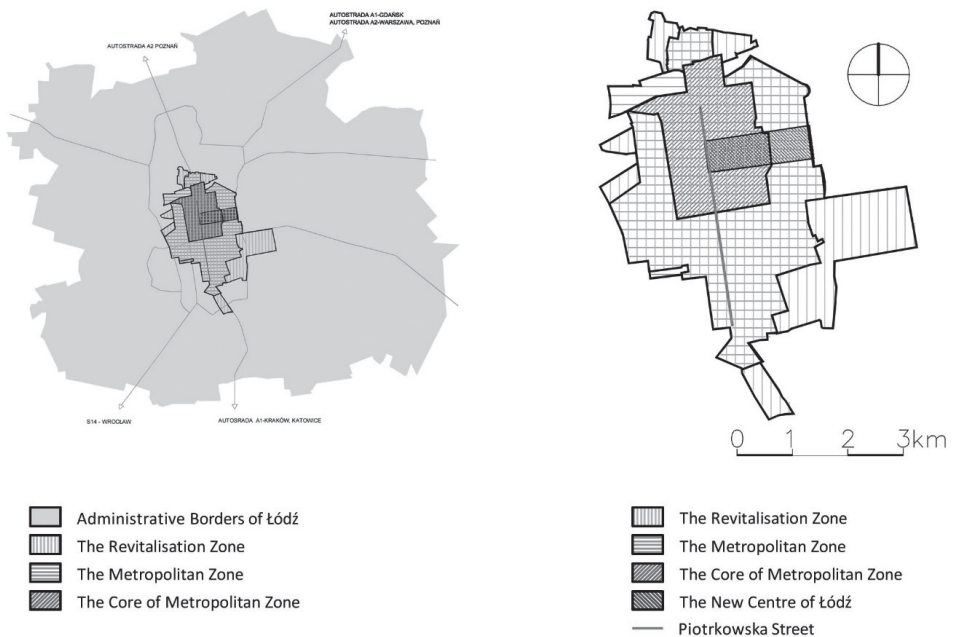


Fig. 1. The location of the Metropolitan Zone and the revitalised area within the city's administrative borders and the Core's and EXPO location inside the revitalised area

Source: own work.

urban fabric in the Metropolitan Zone (Polityka... 2012). The “Draft Social Policy for the City of Łódź 2020+” is built around civic activity, the prevention of exclusion, the enhancement of social capital, and the ways of making and monitoring changes. The Sustainable Transport System Model, which is currently in the process of consultations, highlights improvements that the road and public communication system in the Metropolitan Zone needs. The “Attractive City Spaces 2020+” programme explains how the appeal of the Zone’s public spaces can be enhanced (Atrakcyjne... 2015). “The New Centre of Łódź,” a programme developed specifically for a vital component of the Metropolitan Zone, provides for the construction of a multimodal transport hub and creates metropolitan functions on the old railway grounds. One of the strategic goals of the “Municipality’s Monument Conservation Programme” is to “redevelop the Metropolitan Zone that is currently affected by destructive spatial, social and economic processes” (Gminny... 2014).

A comparison of “The Strategy of Integrated Development of Łódź 2020+” and other sectoral policy documents with the Łódź Revitalisation Programme leads to some interesting observations.

From the perspective of the “Łódź Revitalisation Programme”, the purpose of revitalisation is “to free the potential held by the centre of Łódź and its residents” by helping the weakest and supporting local entrepreneurs and communities, as well as by reviving neglected spaces by carrying out activities within three complementary spheres: social, economic and spatial. Accordingly, revitalisation processes should aim to revive and consolidate the social life in the areas making up the historic centre of Łódź. The instruments of economic recovery should include support for local entrepreneurship and traditional crafts, and education strengthening entrepreneurial attitudes. To recreate social cohesion, a diversity of local communities should be ensured as a means of eliminating spatial segregation and social polarisation. The problem of inherited poverty should be solved by supporting civic initiatives and active participation in culture. The means of achieving these goals are multi-functional buildings, flats of different sizes and proximity of jobs.

“The Strategy of Integrated Development of Łódź 2020+”, as well as other documents of urban policy, and the Łódź Revitalisation Programme seem slightly inconsistent, particularly regarding their approach to economic recovery. In contrast with the Strategy that promotes high-quality investment projects, the MDP places local entrepreneurship, heritage crafts (the manufacture of textiles – added by the authors) and education in entrepreneurial attitudes at the top of the agenda. Notwithstanding, both documents confirm a close relationship between the economic and social revival of the centre of Łódź and the protection of its cultural heritage. They also agree in that the positive image of this part of the city should be built around its identity and high-profile 2020+ investment projects harmonised with the renewal of the existing urban fabric. Therefore, both documents emphasise the material cultural heritage of the centre of Łódź, even if they differ in other aspects.

The revitalisation and cultural heritage protection area – maps and numbers

The area that has been designated for revitalisation in the Łódź Revitalisation Programme consists of the Metropolitan Zone (except for the *Manufaktura* and *Sukcesja* shopping centres) and some adjacent areas. It has 119,170 residents (almost 18% of the total population of Łódź) and accounts for 4.53% (1,331 ha) of the total city area. The heart of the Zone is called the Core. It contains urban layouts and structures that are vital to the city's cultural heritage and are protected to a different degree under the heritage conservation law. The Core is made up of 20 areas, 8 of which have been granted the status of priority intervention areas.

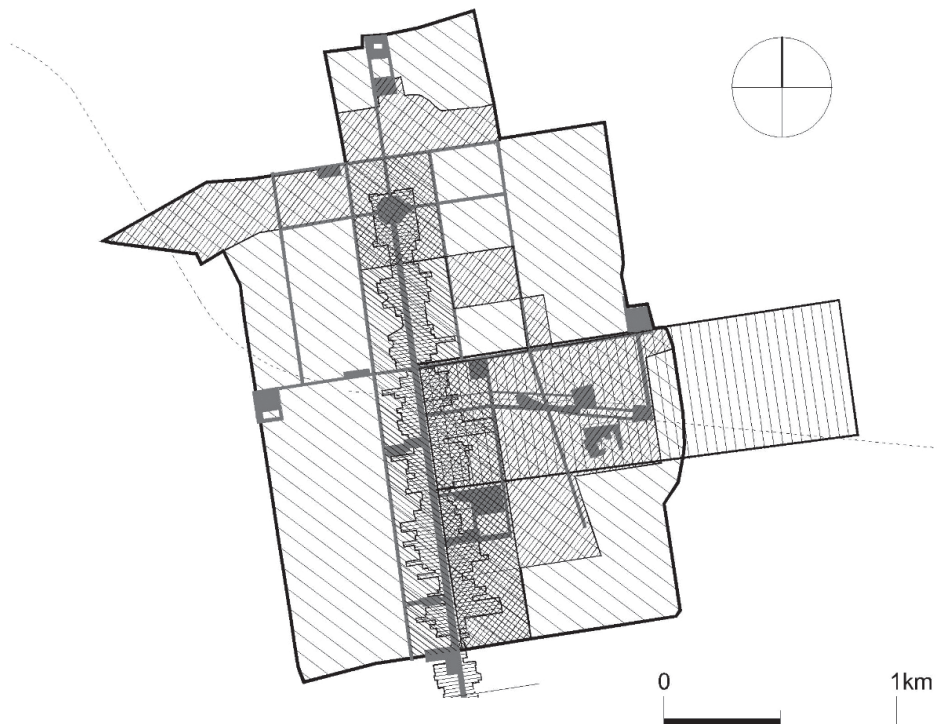


Fig. 2. Zones of protection of the cultural heritage and City Programmes in the centre of Łódź
Source: own work.

How important the 8 areas are for the city's cultural heritage can be judged from the level of protection to which they are entitled, namely:

- the buildings along Piotrkowska Street and Stanisława Moniuszki Street have the official status of historic monuments; the status being granted by the President of Poland to sites of special value for national cultural heritage;

- following the Łódź Council's Resolution XXI/483/ of 9 December 2015, the Piotrkowska Street Cultural Park was established;
- most priority intervention areas have been entered into the municipal register of monuments as heritage urban areas and the cultural landscape of the historic districts of Łódź;
- the buildings along Piotrkowska Street between Plac Wolności and Al. Marszałka Józefa Piłsudskiego and Al. Adama Mickiewicza and the buildings along Stanisława Moniuszki Street have also been entered to the register of monuments;
- the local zoning plans give special treatment to the zone of protected heritage urban layout in the centre of Łódź and sites of special importance to the centre's spatial structure.

The purpose of revitalisation works designed for these 8 areas is to upgrade spaces in the centre of Łódź, which also includes restoration of buildings, most of which are protected under the heritage conservation law. The majority of improvements (such as the use of high-quality materials to replace the existing ones, the installation of greenery and the elements of small architecture, improving the technical infrastructure) will be carried out in Plac Wolności, Stary Rynek (The Old Market), Plac Komuny Paryskiej, and Pasaż Schillera to make their spaces more useful, safer and more accessible to people with motor disabilities. Another important goal is to increase the proportion of people using public transport and bicycles to move around the city.

It is worth mentioning that some of the most interesting changes intended to restore the identity of the place will be introduced in Park Staromiejski. During World War II, people who lived in this part of the city were driven out by the Germans and the buildings were demolished to create a buffer zone between Litzmannstadt Ghetto and the rest of the city. The pre-war layout of the streets and buildings in this area will be symbolically restored using new spatial solutions, greenery, the elements of small architecture and lights. The lay of the land will be changed to enable the construction of retaining walls at the former intersection of Wolborska Street and Jerozolimska Street to mark the lines of building facades. The shapes of pre-war buildings and yards will be recreated by means of low walls and low greenery. Where Wschodnia Street used to cut through Staromiejski Park lamp-posts will be installed. The lamp-posts along the old routes of Wolborska Street, Wschodnia Street and Jerozolimska Street will be modelled on the typical lamp-posts that used to light streets of Łódź before 1939. The entrances to the *Eljasz Karos* indoor market hall will be marked by new "gates" designed as elements of small architecture and integrated into the park layout. All these efforts to reconstruct and revive the memory of the extinct city quarter take further activities initiated by the Museum of the City of Łódź, which are currently conducted by Mr. Michał Gruda under the project called "In search of the extinct quarter".

The total value of revitalisation works, as presented in the "Łódź Revitalisation Programme for the period of 2017-2026" is PLN 369,708,171. The City's share is 47.03% and the EU and private entities account for the remaining 52.97%. Works in the 8 priority intervention areas are planned to be financed during the first stage of revitalisation (Gminny... 2016).

Table 1 shows the breakdown of funds by type of revitalisation works in the 8 priority intervention areas (including the restoration of buildings included in the Register or Schedule of Monuments).

Table 1
Projected cost of revitalisation works in the selected priority intervention areas in Łódź (PLN)

Specification	Total	Total in which: restoration of buildings entered into the Register/Schedule of Monuments
Area 1	208 518 706,00	54 808 000,00
Area 2	106 219 629,00	38 619 469,52
Area 3	78 635 543,00	20 298 889,50
Area 4	199 633 148,00	17.300 000,00
Area 5	68 090 000,00	12 630 000,00
Area 6	55 113 467,00	30 552 359,00
Area 7	219 449 450,00	50 850 000,00
Area 8	76 274 000,00	43 100 000,00
Total	1 011 933 943,00	220 306 359,02

Source: developed by the authors, based on information on the cost of works projected for areas 1-8 (May 2015) obtained from the website of the Municipal Revitalisation Programme (131-166) and from the City Hall of Łódź.

As the data in Table 1 show, the amount of funds allocated to revitalisation works in areas 1-8 is PLN 1,011,933,943 and also the modernisation works and technical improvements to buildings on the Register/Schedule of Monuments has been costed at PLN 220,306,359, which accounts for as much as 21.77% of the revitalisation funds for all 8 areas.

Table 2
Types of structures targeted for revitalisation in Łódź

Specification	Types of structures targeted for revitalisation	
	developed properties	buildings
Area 1	57	196
Area 2	118	370
Area 3	45	142
Area 4	96	341
Area 5	83	207
Area 6	43	133
Area 7	74	208
Area 8	30	111
Total	546	1 708

Source: www.uml.lodz.pl/rewitalizacja/konsultacje_1_8/wstepne_plany_projektow_obszarow_1-8/.

The numbers of buildings scheduled for restoration are the highest and lowest in areas 2 and 4 and 6 and 8, respectively. Areas 6 and 8 will benefit from the highest proportion of revitalisation funds that will be used to restore the historic heritage of Łódź. However, the amount of available funds should not be deemed as indicative of the number of buildings that will ultimately be improved, as the latter depends on the type of revitalisation works that will be necessary.

Conclusion

A review of the literature and documents setting out the development policy of Łódź, as well as the financial analysis, proved the research hypothesis correct: revitalisation in Łódź has consistently focused on its centre and has made a point of protecting its cultural heritage. Unlocking the potential of the place by accentuating its identity and the way space is arranged and organised are some of the key factors that make space appealing to residents and play a major role in creating the potential (including the demographic potential) of regions and cities (Lamprecht 2016).

However, the “Strategy of Integrated Development of the City of Łódź” and the “Municipal Development Programme” differ slightly in how they plan to achieve economic recovery of the city centre. In the MDP, the stress is given to effective social policy, while the Strategy promotes an extensive investment policy focused on high-quality projects. In considering these differences and the significance of the city centre and its cultural heritage, we should take account of the non-material dimension of cultural heritage that reveals itself through the attitudes, customs and awareness of people living in Łódź. The MDP is right to view Łódź crafts and the manufacture of textiles as part of local identity and an asset, but freeing the physical potential of the centre of Łódź is not less important, particularly that the tradition of textiles manufacture is decreasingly present in the city and in the awareness of its residents as a constituent element of the city’s history and a factor contributing to its economic potential.

It is also noteworthy that while the social aspects are an integral element of urban revitalisation, they include not only support for residents, but also their participation in this process, including the financial one. Because this financial perspective period is the last one in the EU, the financial participation of the city’s residents may be necessary to continue revitalisation when the EU funds become unavailable. The question faced by the Łódź authorities is the following: Will the residents of the revitalised centre be ready to support revitalisation financially? In other words, will the municipality be able to bring people to live in the city centre, by what means, and what kind of people these should be?

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