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SOME STRATEGICAL ASPECTS FOR CONSERVING ARCHITECTURAL HERITAGE ASSETS

Важность сохранения архитектурного наследия основывается на понимании необходимости сохранения знаний об истории городов, в которых мы проживаем; их роли в развитии страны и нашего национального самосознания; видении его общекультурной ценности.

При разработке программ, организации работ по сохранению и реставрации объектов архитектурного наследия юга Украины полезным может оказаться опыт других стран. В тезисах изложены некоторые аспекты стратегии сохранения исторического наследия в штате Калифорния, США, обозначены направления деятельности организаций, вовлеченных процесс.

1. Роль федеральных и местных органов:

-- государственное финансирование программ установления, инвентаризации и охраны объектов наследия; финансовая поддержка посредством льготного налогообложения, кредитов и безналоговых фондов;
- разработка и внедрение внутренних стандартов реставрации и реконструкции объектов архитектурного наследия.

2. Некоммерческие организации – оказание адвокатской поддержки; участие в разработке технических рекомендаций, экспертизе; проведение экономического анализа проектов и законодательных актов по сохранению наследия.

3. **Спонсорская помощь и членство** в общественных организациях с целью финансовой и обучающей поддержки идей бережного отношения к архитектурному наследию в обществе.

4. **Общественное просвещение** и пропагандирование сохранения культурных традиций и исторического наследия.

5. Развитие **«культурного» туризма**, предполагающего погружение посетителей в культурную среду города или места, изучение его артефактов, истории. С точки зрения [4], это – чистая индустрия, но она стимулирует развитие инфраструктуры региона – дорог, аэропорта, водо- и энергоснабжения, сферы услуг, безопасности, т.е. стимулирует развитие экономики. Кроме того, «культурный» туризм способствует национальной самоидентификации населения.

Изучение приведенных стратегических аспектов представляется немаловажным звеном при принятии решений по сохранению архитектурных объектов национального наследия региона.

The importance of preservation of architectural and cultural assets grounded on the ability to understand the history of the places we live and visit in relation to the long-term view of our shared heritage. The California's experience and some strategic aspects may be referenced in developing national strategy for conservation of cultural heritage of southern region of the Ukraine.

Federal funds and local governments participation is the key role for developing financial incentives and methodological consistency to encourage the development of historic context statements, inventory architectural and cultural places, promotion of the general preservation policies that advance conservation of architectural heritage. Federal registration programs designate historic resources, for instance, the National Historic Places, the California Register of Historical Landmarks and California Points of Historical Interest. Federal and state funds support variety of historic preservation programs and tax relief for historic property owners. Since 1972 state property tax incentive – Mills Act, named for state senator James Mills of Coronado, has been employed across California with remarkable

results, according to A Report for the California Cultural and Historical Endowment (2011) [2]. Tax-exempt revenue bonds has been regulated by Marks Historical Rehabilitation Act (1976) to authorize financing for the rehabilitation of significant historic buildings. The regulatory of the rehabilitation codified by the Internal Standards – series of concept about maintaining, repairing, and replacing historic materials as well as designing new additions or alterations. The Standards for Rehabilitations are regulatory for the review of the rehabilitation work in the Historic Preservation Tax Incentives program. The Advisory Council on Historic Preservation (ACHP) promotes “the preservation, enhancement, and sustainable use of... nation’s diverse historic sources, and advises the President and the Congress on national historic preservation policy.” The National Alliance of Preservation Commissions (NASP) provides technical support and manages an informational network to help local commissions accomplish their objectives, NASP also serves as an advocate on federal, state and local level.

Non-Profit organizations, for instance, California Office of Historic Preservation (OHP) serves as an advocate and educator about historic preservation [1]. OHP generated recommendations for inventory, local communities engagements, economic analysis of the historic preservation impact and the Mills Act and Marks Act beneficial application.

Sponsorships and memberships are the significant results of the federal and non-profit organizations effort to propagate cultural heritage. Their role to support mentoring and leadership training programs that transmit cultural knowledge to the next generation.

Education of public thru exhibitions, partnerships, and training to foster succession programs to ensure the longevity of cultural assets.

Heritage Tourism – travel to experience the “soul” of a city, town or rural landscape through its historic places, artifacts, and activities that communicate the stories of the past. The U.S. Department of Commerce’s Office of Travel and Tourism Industries defines a cultural heritage traveler as “having participated in one or more activities: art, gallery..., musical, cultural heritage sites, ... and national

parks”. Refer to OHP, “according to a 2009 national research study, over 78% of all U.S. leisure travelers participate in cultural and/or heritage activities....Almost three quarters of international visitors visited a historic place and 41% visited a cultural heritage site. Over one-quarter of those visitors came to California, second only to New York.” Cultural heritage travel is a significant part of a robust tourism economy. Average spending of cultural and heritage totals 30% higher than other tourists [3].

“It is generally a clean industry...But it does put demands on the infrastructure – on roads, airport, water suppliers and public services like police and protection” [4].

Beyond its economic value, cultural and heritage tourism contribute to cultural identity by supporting traditional aspects of culture and local architectural gems.

Combining the variety of strategical efforts and means may develop the critical decision-making path into conservation of our national heritage assets.

Literature

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3. «Economic Impact of Travel in California», <http://tourism.visitcalifornia.com/Research/California-Statistics-and-Trends/> accessed June 2011.
4. «Cultural & Heritage Tourism Allians» <http://www.chtalliance.com/about.html> accessed September 2011.