

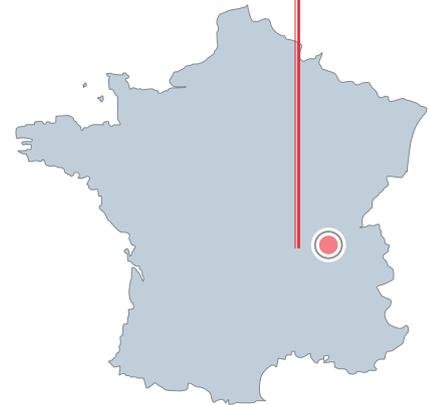


LYON FRANCE

Urban Heritage Observatory

A focused citizens' involvement methodology

LYON
FRANCE
530,715 INHABITANTS
(2018)



Since 1998, the historic part of Lyon has been listed as a UNESCO World Heritage site. The listing was a recognition of urban and architectural heritage exceptional value and has led institutional actors to commit themselves in the preservation and enhancement of Lyon cultural heritage: Listing is not a privilege or a first prize, but a responsibility towards the inhabitants and the visitors.

The historic site of the city is part of the modern city. It contributes to its attractiveness and is embedded in the way Lyon functions and the way its inhabitants live. It encounters overall and specific challenges among which preserving and enhancing cultural, architectural urban and landscape heritage; keeping living districts and maintaining functional, social and generational mixing on historic site.

To find a balance between the rapidly developing urban area and the protected historic city, Lyon adopted a management plan in 2013.

The management plan presents the vision to manage and guarantee the place of the historic site inside a changing city. It proposes a governance framework for proper coordination of all the participants involved, and it determines strategic directions and related actions that will structure territorial development for the next years.

One of the actions of the management plan concerns the creation of the Urban Heritage Observatory.

How to manage and guarantee the place of a historic site inside a changing city?

Based on a quantitative approach the Urban Heritage Observatory aims to define the main characteristics of overall evolutions and dynamics working at the scale of the UNESCO area by comparing the situation in the historic center in 1998 and

in 2016, and how this evolution differs from the one in the different districts of Lyon metropolitan area. It produces thematic reports for the analysis of urban changes on: demographics, economic activities and tourism, mobility and transport, built heritage, housing, public spaces, green areas and blue corridor.

As a complement to this approach, an experimentation has been conducted to start better understanding fast-changing rising phenomena such as news ways of living for which no quantitative data is available at the moment. This experimentation lays on qualitative, not-measurable data, innovative animation tools and a participatory approach:

- ▷ A mixed group has been set up bringing together inhabitants and professionals
- ▷ Participants were found in the indirect network of the project holders (not direct relationships)



Impact and results

The Urban Observatory of Lyon Historic site differs from other classical observatories in proposing an innovative approach based on the three following aspects:



A participative approach: the observatory aims to make sure that all the stakeholders (namely the city of Lyon, the metropolitan level, the tourism office, region-based state services, technical operators, but also inhabitants, storekeepers and entrepreneurs associations, tourism actors, etc.) are participating in the definition of the process, the process itself and the analysis of the findings. The approach should not be specialist focused, but on the contrary take advantage of the actors on the ground.



Quantitative and qualitative combined approaches: the observatory does not only come down to a simple monitoring tool. Quantitative indicators will be used to measure quantifiable trends (number of visitors, socio-demographic snapshot, etc), but this traditional observation approach will be complemented with a more innovative approach and the development of qualitative tools to work on what is unquantifiable (representations, opinions etc.) and to better explain the origin and consequences of a phenomena. In particular, the definition of qualitative tools will allow to identify, discuss and understand new living and housing usages (like third place, co-working spaces, co-location and Airbnb type phenomena) in an urban and in a cultural heritage environment.



An incremental and iterative approach: the definition and implementation of the observatory work cannot be written in stone. The participative approach induces a permanent evolution taking into consideration ideas and proposal as they emerge from the different stakeholders as well as opportunities and constraints arising in the implementation phase.

Transferability

- ▷ Methodology: Five meetings a year, almost two hours each, in a neutral place such as the Urban Development Agency, not at the mayoral or metropolitan headquarters. There should be a pleasant atmosphere (coffee, cakes, etc.), one facilitator and one assistant. The minutes are written each time as well as a final report. The focus group consists of about ten people, as well as temporary guests if needed. There is a step by step process: there are have general goals, but precise actions are decided after each meeting.
- ▷ Setting up of a focus group: ten people have been identified to participate in the participative focus group. People participating in this group have diverse profiles but have in common that they all are concerned with the topic being studied. The group members work on a voluntary basis and are willing to contribute to a constructive and experimental reflexion on new usages of living and housing in a cultural heritage environment.
- ▷ Definition and organisation of working sessions: specific issues have been defined in 2018 (for example impact of Airbnb type phenomena on the historic site). Five working sessions are scheduled with a precise agenda and precise questions that need to be answered: what do we want to observe? With what aim? How do we proceed considering our means? Each of these working sessions are co-prepared by the Urban Development Agency and the ROCK project coordinator.
- ▷ Production and collection of information and data: production and collection of data is an important step to be taken. Special attention is given to making sure that we do not exclusively collect quantitative data or expert insights, but also, and as much as possible, collect more qualitative information: on site visits, collection of oral or written testimonies, photos or videos, etc.
- ▷ Analysis of collected information: all information gathered will be analysed and processed by the Urban Development Agency as a facilitator. First results will be presented in front of the group who can amend and validate them before final delivery.

Management level and partners

- ▷ The Urban Observatory is one of the Action of the UNESCO site Management Plan and is managed by the Direction for Urban Management (City of Lyon) with the Urban Agency as implementing partner. Different steps have been defined with the production of deliverables on demography and housing, economic activities and tourism, mobility, public spaces and built heritage.
- ▷ The setting up of this participative approach is to be seen as a complement of the above mentioned deliverables and will contribute to provide a comprehensive picture of the situation in the UNESCO site.

Budget and financing

The Observatory is running with around 0.5 full time person and the support of the Urban Agency for the production of the deliverables.

The Focus Group on new usages that complements the traditional work of the Urban Observatory has been set up and coordinated as part of the ROCK project.

Future plans and sustainability

As part of ROCK project, the City of Lyon is currently addressing the question of the city nightscape quality. Inhabitants' perceptions of public lighting is a key element that needs to be further investigated. This will be done applying the same kind of qualitative methodology and by setting up focus groups to understand perceptions of inhabitants and also as a mediation process to raise awareness on permanent lighting being a cultural heritage as such.

Contact person

Richard Nordier

r.nordier@urbalyon.org

Claire Vincent

claire.vincent@mairie-lyon.fr

