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Multiple values assessment- precondition for territorial presentation and interpretation of archeological heritage- Case study Sesvete

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Abstract

This paper explores the role of archaeological heritage in the context of sustainable development of the territory and its integration in the local community through different spatial models of presentation and interpretation developed for the Sesvete administrative area (a suburban district of Zagreb, the capital of Croatia) as an outcome of the EU project IPA SL-HR in 2015. The aim was to achieve long-term preservation, visibility and enhancement of archaeological heritage through its territorial interpretation, to strengthen local identity, to achieve social cohesion and to develop cultural tourism based on archaeological heritage assets. The authors recognize the importance of multiple values assessment of the territory as a factor that affects decisions in the process of defining the archaeological heritage models of territorial presentation and interpretation. This approach implies determination of a wider range of values by other specialists responsible for the archaeological heritage management, primarily heritage professionals and town/spatial planners. The proposed presentation models combine heritage conservation aims and urban and spatial planning views.

Keywords

Archaeological heritage, Presentation and interpretation, Multiple values assessment, Territory, Sesvete, Croatia

Introduction

Cultural heritage interpretation in Croatia has intensified in the last decade, driven by the needs of the tourism industry. It is less the result of the systematic development of the heritage interpretation methodology aimed at heritage protection and drawing the general public's attention at the importance of heritage. Environmental and heritage interpretation in Croatia has been stipulated only in public institutions for the management of protected natural areas.

The protection and presentation of the archaeological heritage of Sesvete (a city district of Zagreb, the capital of Croatia) was funded through the EU programme IPA - 2007-2013 ¹⁸ - Component 2 "Cross-border cooperation" within the project "Re-awakened archaeological sites - contemporary interpretation of heritage as the foundation of cultural tourism", acronym "The Birth of Europe", ²⁰ completed in September 2015. The objectives of the project were to link museum activities with the tourism industry, plan distinctive cultural tourism destinations based on archaeological heritage and draw attention to the importance of interpretation in communicating archaeological heritage to the public.

One of the results achieved by the project is the study of the protection and presentation of archaeological sites of

IB IPA - the Instrument for Pre-Accession Assistance, European Union programme and financial instruments for candidate countries or potential candidate countries. The programme ran from 2007 to 2013, and Croatia used it until the end of June 2013 when it became an EU member state. Funding was secured from ERDF European Regional Development Fund that aims to strengthen economic and social cohesion in the European Union by correcting imbalances between its regions. http://ec.europa.eu/regional_policy/en/funding/ipa/
 European Commission approved a Cross-border Co-operation Programme (with EU Member States and other countries eligible for IPA) for the period 2007-2013, which is adopted under and co-financed by the cross-border co-operation component of IPA. The programme between Slovenia and Croatia involves community support for 14 Slovenian and Croatian regions that lie along their common border. http://ec.europa.eu/regional_policy/en/atlas/programmes/2007-2013/crossborder/slovenia-croatia-ipa-cross-border-co-operation-programme-2007-2013. (24.03.2016)

²⁰ Five partners from Croatia and Slovenia took part in the project. Activities funded within the project belong to the following topics: development of tourism products, environmental protection, social cohesion and networks, cultural cooperation.

the Sesvete city district.²¹ The Study determined spatial and conservation prerequisites for sustainable management and enhancement of immovable archaeological heritage (sites) and proposed models for its conservation and presentation with an aim of using the potential of archaeological heritage for the development of cultural tourism and strengthening the identity of the local community.

This paper explores the need for determination of multiple values of territory as an addition to the common evaluation method used in archaeological heritage conservation.²² Theoretical assumptions in this work are tested on the immovable archaeological heritage of Sesvete: 50 archaeological sites of different characteristics dating back to prehistoric times, antiquity and the Middle Ages.

Territorial and social context

The administrative area of Sesvete city district occupies an area of 165.25 km2, a quarter of the total area of the City of Zagreb with the Sesvete urban area and 36 smaller suburban settlements.²³ The main spatial features of the area are two dominant relief elements: in the north the Medvednica mountain massif (1033 AMSL) and in the south the middle course of the Sava river. Both are core elements to the identity of the whole area of the City of Zagreb. According to the 2011 census Sesvete has 70,009 inhabitants, mostly concentrated in Sesvete itself (54,085).²⁴ Industrialization and the migration of thousands of new residents had already in the mid-1960s prompted rapid urbanization of Sesvete, a smaller settlement at the time, as well as of other settlements along the main eastbound city artery, all of which are now merged into a single urban area. Owing to these changes, in less than four decades the population of Sesvete has tripled.²⁵ As an urban periphery, this area is under great pressure of urbanization. The immigrant population is mainly concentrated in new residential areas – in reality urban sprawl – around Sesvete. The cultural identity of people living in Sesvete nowadays is a combination of cultures of old residents and new settlers, while the spatial identity has been markedly disrupted.

Archaeological heritage management context

The studied area/territory is a spatial unit determined by administrative boundaries which is considered as a limitation for the presentation and interpretation of heritage values. The institution in charge of the protection of cultural and natural heritage of the Sesvete area is the *City Institute for the Protection of Cultural and Natural Heritage in Zagreb*, which is in charge of the entire administrative area of the City of Zagreb. In 1976 a museum for the Sesvete area was established which conducts research into archaeological heritage.²⁶

The number of identified archaeological sites (50) is substantial; however, the existing knowledge of sites and the level of research are considered insufficient, whereas the documentation and information needed for the presentation and interpretation are flawed. Taking into account archaeological features of the area such as historical intensity of settlement, the continuity of the use during historical periods and the advantageous geographical position, it is assumed that full archaeological topography is not finalised or fully understood.

There are no archaeological sites in the area of the Sesvete city district that are presented or interpreted according to contemporary museological principles and managed by the standards of visiting with the purpose of education and cultural tourism. For instance, in the case of the archaeological site of Kuzelin – a prehistoric settlement and Roman citadel (*refugium*) – the museum in charge plans a presentation in situ as archaeological park.

²¹ Study of the protection and presentational potential of archaeological site Kuzelin and adjacent archaeological sites. The study was developed by the Department of Urban Planning, Spatial Planning and Landscape Architecture of the Faculty of Architecture University of Zagreb. Selected textual segments and graphic materials were published by the Museum of Prigorje. http://www.muzejprigorja.hr/izdanja/Studija-Kuzelin-izabrani-dijelovi.pdf (20.02.2016.)

²² This research is part of the scientific project Heritage Urbanism - Urban and Spatial Planning Models for Revival and Enhancement of Cultural Heritage (2032) financed by the Croatian Science Foundation and carried out at the Faculty of Architecture University of Zagreb.

²³ http://www.zagreb.hr/default.aspx?id=352 (20.2.2016.)

²⁴ The City of Zagreb has 790 017 inhabitants.

http://www.dzs.hr/Hrv/censuses/census2011/results/htm/H01_01_01_cet/H01_01_01_zup21_cet.html (20.2.2016.) http://www.dzs.hr/Hrv/censuses/census2011/results/htm/H01_01_01_01_b1_01_cup21.html (20.2.2016.)

²⁵ http://www.zagreb.hr/default.aspx?id=352 (20.2.2016.)

²⁶ Museum of Prigorje, Sesvete. http://www.muzejprigorja.hr (20.02.2016.)

Multiple value assessment

Archaeological heritage values are the fundamental factors for defining the management strategy. They have significant influence on decisions regarding legal protection, planning, implementation of conservation methods, presentation and interpretation, investments, archaeological heritage enhancement and so on. The valorisation method applied with an aim of defining the models of territorial presentation and interpretation and the models of protection of Sesvete archaeological heritage uses the common archaeological heritage evaluation method supplemented by a multi-value led assessment of the territory. The method is based on an interdisciplinary approach by linking the three sectors involved in the protection and management of archaeological heritage in Croatia: the museum sector, the cultural heritage conservation sector and the spatial planning sector. Within the Study primary valorisation of 20 selected sites²⁷ was carried out as well as the territorial evaluation of Sesvete city district in the context of archaeological heritage.²⁸

As a result the determined elements of the multi-value assessment of territory from the spatial, urban and land-scape planning, and conservation point of view include:

1. Visual values of the landscape

Value assessment takes into account whole area of Sesvete, divided according to the Landscape Character Assessment (LCA)²⁹ method into five types of landscape. Archaeological sites are unevenly distributed among the five types of landscapes with a varying degree of landscape quality: the natural mountain landscape of Medvednica, the hilly-mountain rural landscape of Medvednica, the lowland rural landscape, the lowland urban landscape of Sesvete and the Sava river lowland river landscape.³⁰ The natural mountain landscape possesses higher visual value and a higher degree of landscape preservation while in the other types visual value has been reduced by urbanization and contemporary changes in the landscape.





Ambient features of certain types of landscapes comprise various 'cultural and natural landscape' components that combine and overlap, contributing to the visual value or distorting the landscape image. Among the valuable natural landscape elements are relief features (mountain peaks, slopes, valleys, rocks and caves), vegetation (highland and lowland forests) and water (creeks, creek valleys, active water springs). Elements of the rural landscape include arable fields, meadows, vineyards, orchards and water-drainage channels. Settlements are characterized by unattractive, oversized and poorly designed new architecture with inadequate infrastructure that negatively

²⁷ Data for the complete primary evaluation exited only for 20 archaeological sites. The primary valorization procedure that was carried out is the same as in the Kingdom of the Netherlands, the criteria for evaluation include perception (aesthetic and historical value), physical quality (integrity and preservation) and scientific value (rarity, research potential, context or group value). (Deeben et al. 1999) The criteria used, in addition to group value, are stipulated for the valorization of cultural property in the Republic of Croatia - *Guidelines for valorization of cultural property recomended for entry in the Register of Cultural Goods of the Republic of Croatia*, Ministry of Culture, 2004.

²⁸ Primary valorisation is carried out at the first level of archaeological heritage management (inventory and registration phase) based on which, in practice, a decision is made regarding the legal protection and preservation in situ. Extended valorization is applied in analytical and planning and design phase of management/protection of individual archaeological sites and archaeological areas (drafting of management plans), and includes multiple value assessment of archaeological heritage. (Rukavina 2015)

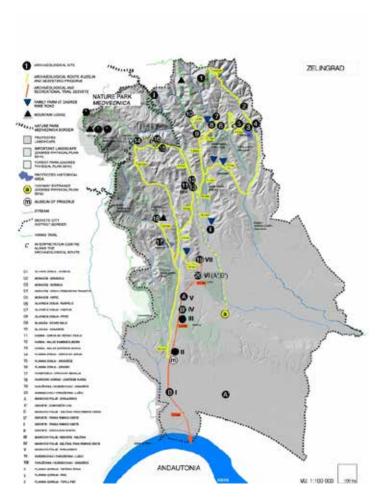
²⁹ For an outline of the process of Landscape Character Assessment, see Tudor 2014. https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/396192/landscape-character-assessment.pdf (19.4.16).

³⁰ General landscape types determined for the City of Zagreb were used. http://hdka.hr/wordpress/wp-content/uploads/2011/04/Krajo-brazna-osnova-Grada-Zagreba_VKMS1.pdf (24.3.2016.)

affects the image of the area. The perception of landscape is also negatively affected by large infrastructural projects in the area (power lines, electronic communication towers, retaining walls, electric facilities, new roads, etc.).

2. The values of other types of tangible and intangible³¹ cultural heritage

Values of cultural and historical features are shown in the matrix of preserved historical settlements (structurally and architecturally modified) and certain types of building/architectural heritage. Historic buildings, mostly churches and chapels accompanied by historical cemeteries, create a special atmosphere, shaping the spatial identity of cultural landscape with their prominent position. Historic vernacular buildings – traditional wooden residential and farm buildings – have been preserved to a lesser degree and in consequence are often in poor condition, creating a negative experience of heritage. Former picturesque historical settlements have completely or largely lost their typical historical ambience / authenticity and traditional elements of the cultural landscape are in decline due to reduced tillage, especially the neglect of vineyards. Several summer villas, however, have been preserved in the area as representatives of the higher end of historical residential architecture. Intangible heritage (legends, myths, fairy tales) that relates to historical events, historical figures and the natural elements of the area represent a special value category.



3. Natural heritage values

This group of value elements consists of natural values legally declared as protected areas (*Nature park Medvednica*³² and significant landscapes) as well as natural values of the area listed in urban and spatial planning documents (creek valleys, forests, meadows, individual trees, etc.).³³ Preserved natural values can be linked/included in the presentation and interpretation of archaeological heritage since the inter-relationship of people and nature is clearly expressed in the landscape.

4. Historical landscape/system values

Valorisation includes identification and an assessment of the significance of the historical dimension of the landscape. The historic characterization of the area attributes specific significance to its advantageous nodal position during all historical periods whose continuity is preserved in today's road network. The development of different types and forms of settlements and the use of territory is clearly associated with the importance of the infrastructure of travel: in prehistoric times it is seen with the development of first permanent settlements (evidenced by

finds of necropolises and hill-fort settlements); with the further economic development of the territory and the development of road infrastructure in the Roman period with associated structures along main and local roads (necropolises, villae rusticae, travel stations (mansiones), milestones, settlements); while during the medieval period (and, to a lesser extent, the Roman) the system of settlements coincides with contemporary settlements. The

³¹ Evaluated within the system of protection of architectural heritage, implemented conservation measures for the protection and preservation.

³² Spreading throughout the entire City and neighbouring counties.

³³ Categories of protected natural areas in Croatia are: strict reserves, special reserves, national parks, nature parks, regional parks, nature monument, important landscape, forest park and landscape architecture monument. http://www.mzoip.hr/hr/priroda/zasticena-podrucja.html (24.3.2016.)

Middle Ages is represented by archaeological remains of fortifications – earth and timber forts often accompanied with fortified suburbs. The fortifications can still be recognizable in the morphology of the terrain, located in a hilly-mountain landscape on prominent positions, on hill tops with panoramic views that make up the distinctive appearance and 'historical stratigraphy' of cultural and natural landscape of Medvednica. The medieval built heritage has been preserved only in religious buildings – medieval churches built in stone. Some other elements from different stages of the historic landscape are preserved, hidden or visible, in the contemporary landscape; however, they are intelligible (and of interest) only to professionals and specialists.

5. Spatial and functional valorisation

These values relate to the spatial and functional aspects of archaeological sites in the context of urban and spatial planning. The spatial and urban significance of the archaeological sites as an element of contemporary territory (landscape or urban areas) was assessed. Assessment included: existing use of archaeological sites, archaeological sites as spatial orientation points (sites situated in prominent positions), vistas, traffic accessibility of sites and the significance of site locations in the contemporary landscape/settlement/district/city.

6. Social values

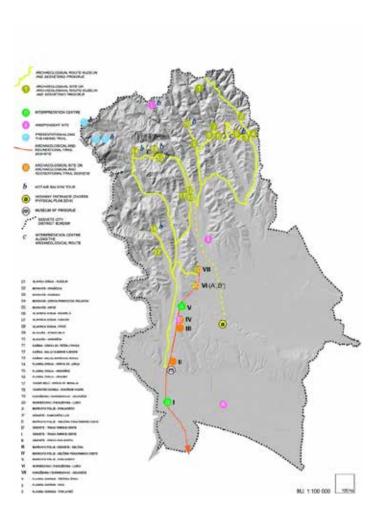
The social values of the area/territory in the context of archaeological heritage is primarily associated with the tradition of hiking, walking, visiting excursion sites, nature stays and the use of the area for recreation. Appreciation of archaeological heritage is manifested in marking archaeological sites along hiking trails, representation of sites in hiking publications and literature, adapting individual sites to serve as lookouts and excursion sites and as a general interest by this social group. Archaeological sites are also recognized in nature conservation conducted by the *Public Institution Nature Park Medvednica* by organized visits to cultural heritage sites in the Park area. The memorial value of archaeological heritage is also present, especially related to religious buildings, cemeteries and Catholic religious symbols in the area. Residents and the local community have been involved in financing the archaeological excavations, they cooperate with the museum in case of discovery of archaeological finds during farm work, construction etc., and possess small collections of archaeological finds themselves. Provisional social value represent numerous local stories/legends associated with certain archaeological sites (stories of a relocated church, a city that fell into the earth, a city built of glass, buried treasure, underground passages, etc.).

Presentation and interpretation models of archaeological heritage in the Sesvete city district

The developed presentation and interpretation models are part of the strategy for the protection and presentation of archaeological heritage of Sesvete. The presentation and interpretation concept was conceived as a dynamic system consisting of six different models that complement each other and overlap. The priority was to achieve greater visibility of the immovable archaeological heritage. The proposed system allows new sites to be added as well as the inclusion of other heritage types and complementary content (family farms, recreation facilities, local products, etc.), and is based on the existing knowledge of heritage, the use of the existing infrastructure, minimum investment and implementation in phases. The models consist of various combinations of types of presentation and interpretation in situ: archaeological parks, interpretation centres, interpretive panels, replicas of finds, landscape presentation, reconstruction and so on. The models were designed with an aim of developing cultural tourism and integrating archaeological heritage into the life of the community at the local level. Both group visits from the museum (guided tours, organized transport) and individual visits have been planned (pedestrian and bicycle trails, public transport, private transport, visiting while hiking, visiting in the context of using other facilities).

Model 1 Archaeological route *Kuzelin and Sesvetsko Prigorje* – The proposed archaeological (cultural) route links archaeological sites located in a picturesque and partly preserved hilly-mountain rural cultural landscape and the preserved natural forest mountain landscape of Medvednica. The presentation and interpretation of twenty archaeological sites is planned using the existing roads (accessible by various means of transport) connected by a marked route. The proposed tour includes stopping at the marked points and visiting sites from the prehistoric, ancient and medieval period, a tour of planned interpretive centres,³⁴ visiting protected historical settlements

³⁴ Together with the proposed archaeological route, the model envisages two interpretation centres in traditional or historical buildings: the interpretation centre of medieval fortifications and settlements - tribal county of Moravče and the interpretation centre of folk beliefs, legends and toponyms.



and natural areas, but also a possibility to stop in restaurants and other facilities. The model ensures a new distinctive cultural tourism destination.

Significance: tourism importance at the level of the City of Zagreb.

Model 2 Interpretation centres – Two independent interpretive centres were proposed with an aim of educating the general public and residents of the city district: Roman necropolis and burial customs Interpretation Centre and Roman roads Interpretation Centre. Visiting is envisaged within the framework of the use of the already established public facilities complementary with the presentation topics (town cemetery and the public library in a newly built residential district) with the use of the existing infrastructure. The choice of location is conditioned by the significance of archaeological sites and their location right next to or in the vicinity of the planned interpretive centres.

Significance: educational significance at the local level and at the level of the City of Zagreb.

Model 3 Presentation and interpretation of archaeological sites along hiking trails in Med-

vednica Nature Park – Visits to archaeological sites along existing hiking trails and the planned cycling routes is proposed, including the possibility for recreation and education, thus making it complementary to *Public Institution Medvednica Nature Park* action plans and programmes for the preservation of cultural heritage. The model includes presentation and interpretation of three archaeological sites in situ which do not have good transport accessibility, with a further possibility of including other archaeological sites located along hiking trails.

Significance: educational and recreational significance at the local level and at the level of the City of Zagreb.

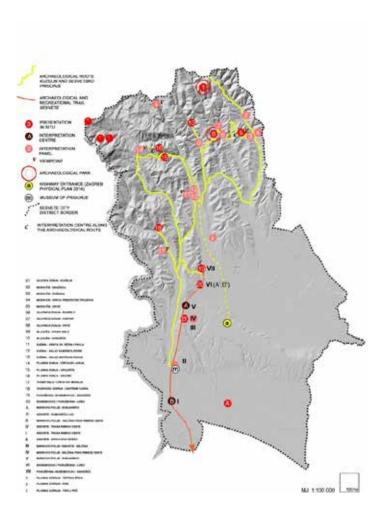
Model 4 Presentation and interpretation of selected archaeological sites – This concept of presentation and interpretation proposes two interpretive points along the contemporary road through the mountain pass that has been continually used from prehistoric times: a point/lookout/rest area on the site of a prehistoric stone axe discovery and a point on an ancient Roman rural villa site.

Significance: local.

Model 5 Sesvete archaeological and recreational trail – Walking and biking trail of urban and recreational importance for Sesvete. It represents the spatial integration/linking of two proposed interpretive centres (*Roman necropolis and burial customs and Roman roads*) with isolated sites by reusing the route of a Roman road as a walking and biking trail. The archaeological trail largely passes through the urbanized part of Sesvete, including a total of six archaeological sites. Connection with the existing recreational and sports facilities in the vicinity or the creation of new ones is proposed.

Significance: local urbanistic and social significance, social integration of archaeological heritage.

Model 6 Hot air balloon tour of archaeological sites on Medvednica mountain – a model for sightseeing difficult to access sites from the air, including recreation, attractions and enjoying the natural and cultural values of the protected landscape of Medvednica. The tour is complementary to *Public Institution Medvednica Nature Park* action plans and programmes for the preservation of cultural heritage. It is possible to extend the tour to parts of Medvednica outside the Sesvete city district.



Significance: tourism importance at the level of the City of Zagreb.

Conclusion

The paper shows the need for determining multiple values of territory as an addition to archaeological heritage evaluation. The authors highlight the impact of the identified multiple values of territory on the decision regarding presentation and interpretation and on the selection of the proposed model as a precondition for territorial presentation and interpretation of archaeological heritage. Determined territorial multiple values in the context of archaeological heritage include: visual values of landscape, natural and cultural heritage values, historical landscape elements/ systems, urban and spatial planning values and social values. The proposed models are a starting point for archaeological heritage management with the aim of sustainable development of the area.

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Colophon

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