

Lyon Urban Heritage Observatory

Presentation of the approach

Overall context

In 2013, City of Lyon has elaborated a Management Plan both as an instrument for planning and a true patrimonial policy that covers the listed part of the City (almost the entire city centre). The Management Plan presents the vision to follow to manage the site and guarantee the place of the historic site inside a changing city, it proposes a governance frame for a proper coordination of all the participants involved, and it determines 6 strategic directions and related actions that will structure territorial development for the next years.

One of the actions (Action n°4) of the Management Plan is the creation of the Urban Heritage Observatory, in charge of producing a snapshot of property management and how it evolves. The goal here is to rely on a certain number of previously elaborated indicators to lead participants to “ask themselves the right questions”. Evaluation of our policies and practices is an important tool for decision making processes, as it allows to adapt depending on the results achieved with previously implemented measures. As such, evaluation is part of an overall approach towards Cultural Heritage management.

Presentation of the Urban Heritage Observatory

The Urban Heritage Observatory was set up in 2016 with the following main objectives:

- ✓ To develop an observation as well as a Decision-Making tool to feed the management and evaluation processes that have been developed as part of the Management Plan (like the Local Property Commission, UNESCO periodic reports)
- ✓ Provide more visibility and coherency in the analysis of the situation on UNESCO-listed site allowing the definition and implementation of future appropriate measures.
- ✓ To develop an observation as well as a Decision-Making tool for the implementation of sectorial urban planning policies and actions
- ✓ To develop an information base for decision-making of urban planning stakeholders and exchanges with the public.



What are the main challenges for the UNESCO-listed site?

Historic site of the city is part of the modern city. It contributes to its attractiveness and is embedded in the way Lyon is functioning and the way its inhabitants are living.

It encounters overall and specific challenges:

- ✓ Preserve and enhance cultural, architectural, urban and landscape heritage
- ✓ Keep living districts
- ✓ Maintain functional, social and generational mixing on the historic site
- ✓ Strengthen hyper city centre and metropolitan area activities
- ✓ Contribute to the influence, enhancement and promotion of the Metropolitan area of Lyon
- ✓ Contribute to the economic and residential dynamism of Lyon.

Main working approaches retained by the Urban Heritage Observatory:

- ✓ Define the main characteristics of overall evolutions and dynamics working at the scale of UNESCO perimeter
- ✓ Temporal analysis: Compare the situation of 1998 against 2016
- ✓ Spatial analysis: Compare the situation between the different districts of Metropolitan area of Lyon

In order to answer the following questions:

- ✓ Does the UNESCO listed area remain an active, living and populated area?
- ✓ Does the area remain balanced between main urban functions (housing, economy, culture...)? Does it maintain mixed living, working, housing practices?
- ✓ Does the UNESCO area keep its hyper city centre functions? What is the evolution of its urban position in the city and the Metropolitan area?

An innovative evaluation tool

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: it is his ambition to make sure that all the stakeholders (namely City of Lyon, Metropolis, Tourism Office, Region-based state services, Technical operators, but also Inhabitants and user's representatives, 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 ground actors like inhabitants, users, associations etc...

- Quantitative and qualitative combined approaches: The Observatory not only comes 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 uncountable (representations, opinions...) and to better explain the origin and consequences of a phenomena. In particular, the definition of qualitative tools will allow us to identify discuss and understand new living and housing usages (like third location, co-working spaces, co-location and "Airbnb" type of 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.

An auto-evaluation process will also take place all along the process to ensure the observatory meets its objectives as initially defined.

Work programme

Different steps as well as related deliverables have been defined. Some have been released in 2017 already: one on economic activities and tourism, the other on demography and housing environment:

- ✓ Economic activities and Tourism: presents an overview of the main evolutions of the historic sites with indicators like levels and sectors of activity, mapping of the activities, level and type of employment, number, provenance and activities of tourists, etc...
- ✓ Demography and housing: presents an overview of the main evolutions and current situation for example with respect to population profile, housing typology, levels of income, etc...

On the observation of the new usages and the setting up of qualitative tools the 5 following steps have been agreed:

- ✓ Setting up of a so-called "Focus group"

10 persons have already been identified to participate in the participative "focus group". Persons participating in this group have diverse profiles and status but have in common that they all are concerned with the topic being studied.



Persons are working on a voluntary basis and 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

A specific issue / problematic will be defined at the beginning of each year (for example Impact of Airbnb phenomena on the historic site zone). 5 working sessions will be 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 will be co-prepared by Urban Development Agency and ROCK Project Coordinator.

✓ Production and collection of information and data

Production and collection of data is an important step to be taken. Special attention will be given to make 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 will optionally amend them, validate them before final delivery.

✓ Conclusions of the work

A 10-page written report accompanied by a 1-to-2-page synthesis. This latest will be translated in English so as to be circulated among ROCK partners.

European perspective

During the work-shadowing visit that was held in Lyon at the beginning of December, partners have expressed their strong interest in the process as developed by Lyon Urban Heritage Observatory. The webinar foreseen on January 23 with ROCK partners will allow to define further steps to be taken. In particular a dedicated workshop could be organised at European level to exchange on the implemented processes and resulting outputs from the different cities involved in ROCK.

