

**Draft for Public Consultation** 

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# MANAGEMENT PLAN FOR THE HISTORIC CENTER OF PRIZREN Draft for Public Consultation

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# Management Plan for the Historic Center of Prizren 2019-28





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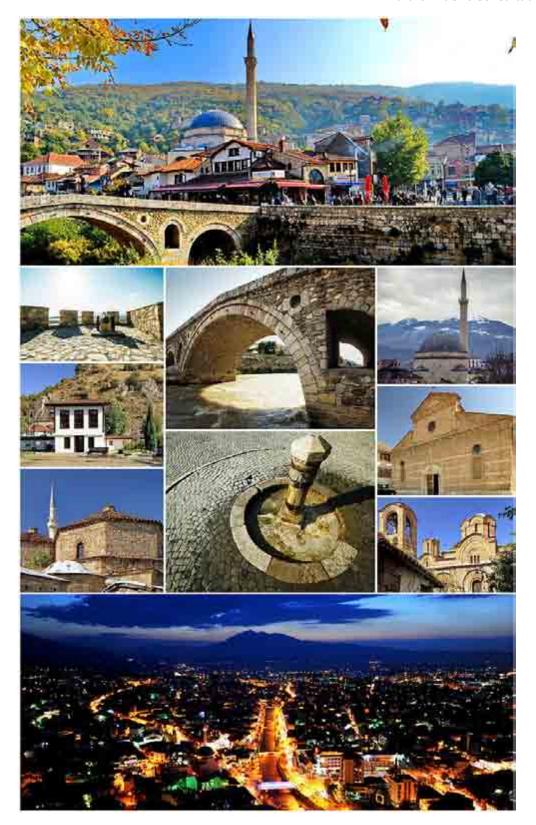


Photo 1, from top down: Old City, the Fortress, Stone Bridge, Sinan Pasha Mosque, Prizren League Complex, Shadervan Square, Cathedral of Our Lady Help of Christians, Hammam of Gazi Mehmet Pasha, St. Friday Church (Levisa Church) and Prizren in the evening.

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#### **ACKNOWLEDGMENTS**

We would like to thank the Ministry of Culture, Youth and Sports for its initiating, funding and unreserved support for the process of developing the Management Plan for the Historic Center of Prizren.

We would like to thank the Municipality of Prizren for supporting the drafting process, but also for its commitment to implement provisions of this Plan.

For all professional and financial assistance providing to various stages of drafting the Management Plan for the Historic Center of Prizren, we would like to thank the OSCE Mission in Kosovo, EC Ma Ndryshe (funded by the Kosovo Foundation for Open Society) and the Autostrada Bienale (funded by the Cultural Heritage Without Borders - CHwB Kosova).

We hereby extend our gratitude to all member organizations and people from organizations that are part of the Network of Cultural Organizations in Prizren (RrOK).

Special thanks are extended also to all other stakeholders, including representatives of central and local institutions, independent professionals, professional organizations, civil society organizations, and all citizens of Prizren involved in the process.

The Drafting Team

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#### **PROJECT TEAM**

Enes Toska, Project Coordinator (EC Ma Ndryshe)

Rand Eppich, International Cultural Heritage Expert

Nora Arapi-Krasniqi, local expert for cultural heritage conservation (RCCH Prizren)

Artnet Haskuka, local spatial planning expert (CHC HCP)

Dita Dobranja, Economics and Demographics Consultant

Ruzhdi Halili, Legislation Consultant

Arif Muharremi, Education Consultant

Vesel Hoxhaj, *History Consultant* 

Stan McGahey, Tourism Consultant (US Embassy in Prishtina / Fulbright Scholar)

Eliza Hoxha, Yll Rugova and Jeton Jagxhiu, Branding and Promotion Consultants

Edona Shala-Morina, GIS (Geographic Information Systems) Consultant

Enes Toska, Chief of Field Research (EC Ma Ndryshe)

Eni Arapi, researcher

Veron Tara, researcher

Fulin Dervis, researcher

Gresa Berisha, researcher

Labëri Dakaj, researcher

Malbora Krajku, *Project Assistant (Lumbardhi Foundation)* 

Ares Shporta, Communications Officer (Lumbardhi Foundation)

Tringa Kasemi and Julind Thana, Finance Officers (Lumbardhi Foundation)

Egzon Bytyqi, front image

#### **CONTRIBUTION TO THE PROCESS**

The Working Team was established by a decision of the Ministry of Culture, Youth and Sports of 21 June 2016 (prot. no. 1914/2016), led by Vjollca Aliu, Director of Department for Cultural Heritage. Other members of the Working Team: Feim Hoxha, Brikena Mulliqi, Imer Hakaj (MCYS), Samir Hoxha (RCCH Prizren), Shafi Gashi (KKTK), Agim Gërguri (KIPM), Edona Dërguti (QRTK Prishtinë), Milot Berisha (IAK), Suzana Goranci, Luan Nushi (MESP), Mytaher Haskuka, Fatmir Memaj, Ehat Oreshka, Islam Thaçi, Sevil Kazazi (Municipality of Prizren), Florina Jerliu (UP-FCEA), Arbnor Morina, Artnet Haskuka (KTK-QHP), Ares Shporta (RrOK Prizren, NGO Lumbardhi), Edon Mullafetahu (NGO EC Ma Ndryshe), Sali Shoshi, Nol Binakaj (NGO CHwB Kosova), Lorika Hisari (UNDP¹/independent professional²), Marija Mirceska, Ylber Veseli (OSCE), Elvida Pallaska (MESP³/UBT⁴), Vesel Hoxhaj (Archeologist), Ardiana Qorraj (KIPM), Dafina Morina (MK) and Fitore Bytyqi (RCCH Prizren).

<sup>&</sup>lt;sup>1</sup> Institution designated by MCYS Decision

<sup>&</sup>lt;sup>2</sup> Position in conclusion of drafting of the MPHCP

<sup>&</sup>lt;sup>3</sup> Institution designated by MCYS Decision

<sup>&</sup>lt;sup>4</sup> Institution designated by conclusion of drafting of the MPHCP

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#### **ABBREVIATIONS**

- KAI Kosovo Archeological Institute
- **KIPM** Kosovo Institute for Protection of Monuments
- KCCH Kosovo Council for Cultural Heritage
- **CHC** Cultural Heritage Council for the HCP
- MLGA Ministry of Local Government Administration
- MEST Ministry of Education, Science and Technology
- MF Ministry of Finance
- MCYS Ministry of Culture, Youth and Sports
- **MESP** Ministry of Environment and Spatial Planning
- MTI Ministry of Trade and Industry
- **MED** Ministry of Economic Development
- **OSCE** Organization for Security and Cooperation in Europe
- MPHCP Management Plan for the Historic Center of Prizren
- **HCP** Historic Center of Prizren
- **RCCH** Regional Center for Cultural Heritage
- **RrOK** Network of Cultural Organizations in Prizren
- **CH** Cultural heritage
- **CNH** Cultural and natural heritage
- **UBT** UBT College
- **UNDP** United Nations Development Program
- UNESCO United Nations Education, Science and Culture Organization
- UP-FCEA University of Prishtina Faculty of Civil Engineering and Architecture
- HCPO Historic Center of Prizren Office
- **SPZ** Special Protective Zones

#### 1. EXECUTIVE SUMMARY

The Historic Center of Prizren, according to Article 1 of Law No. 04/L-066 (2012) is deemed an asset of cultural and historic heritage **under permanent protection and classified as a special protected Zone** with values of local, national and international interest.

The Ministry of Culture, Youth and Sports, in cooperation with the Network of Cultural Organizations in Prizren, upon signing a Memorandum of Understanding in August 2016, initiated the development of the Management Plan for the Historic Center of Prizren 2019-28. This initiative came as a necessary response in addressing problems accumulated for many years in the Historic Center, but also to meet the requirements as per the Law on Cultural Heritage, no. 02/L-88, and the Law on the Historic Center of Prizren, no. 04/L-066. This Plan is the fruition of numerous years of efforts of institutions and civil society in Prizren in their aim to protect and promote the historic center of the City. As part of continuity of such efforts, stakeholders agreed to extend their cooperation towards reaching common objectives of protecting the historic character of the city center, improved social well-being, and sustainable urban and economic development.

The purpose of the Management Plan for the Historic Center of Prizren is to set forth strategic policies for the protection, administration and sustainable development of the Historic Center of Prizren. By applicable legislation, this historic center has been identified as an area of architectural conservation (ord. no. 1327), cultural and historic heritage asset under permanent protection, and a Special Protection Zone, with values of local, national and international interest. The Management Plan for the Historic Center of Prizren 2019-28 commenced in drafting since March 2017, and it is **the first document of a kind, developed for a historic center in Kosovo**. The plan aims to address the challenges of this Zone, and list solutions to such challenges, based on most advanced international practices and standards. The document is the first of this kind, also to establish a partnership between central and local level public institutions, and civil society in Prizren.

The Management Plan for the Historic Center of Prizren 2019-28 is structured into two chapters, executive and analytical:

- **1. The First Chapter** of the Management Plan, namely the **executive part** of the document, contains essential information on the applied methodology, declaration of mission, vision, including objectives, and an Action Plan. This chapter also lists several inspiring examples from the region, including ways and challenges of their management.
- 2. The second chapter of the Management Plan, namely the analytical part of the document is organized in annexes addressing specific topics of the Historic Center of Prizren. Each annex is structured in an overview of the nature of the issue, problem analysis, and ending in conclusions and specific recommendations. It may be stated that analytical annexes represent the main basis for all projects/activities listed in the MPHCP Action plan, which is presented in the first section. Annex 1 contains detailed analysis of the context of the Historic Center, including the history, the legal background of the area, an analysis of the urban structure, stakeholders and their involvement in the process, field research findings, SWOT analysis, a socio-demographic profile, economic development, education and awareness raising, visual identity and branding, tourism development, concluding with an analysis of cultural heritage values of the zone. In due consideration of the complexity of the legal protection status for various assets in the HCP, items have been listed in a tabular form in **Annex 2**. Field research maps are provided with the **Annex** 3, while more specific analyses for public areas and their individual cards are presented in the Annex 4. The document concludes with an Annex 5, which enumerates the provisions of establishing the Historic Center of Prizren Office, which is also one of the primary steps in implementing this very Plan.

#### 2. INTRODUCTION

The Municipality of Prizren, with a surface area of 627 km2 (5.94% of the territory of Kosovo) is located in the south-western area of Kosovo, with 76 settlements and a population of 177781. It boasts an urban population of 94.517, and rural population of 83.264. It is most commonly referred to as: The Prizren Area, the Prizren Basin, or the Dukagjini Plain. It is bound with the Municipalities of GJakova, Rahovec, Suhareka, Shterpce and Dragash, but also with Albania and Macedonia. In this regard, the Prizren Plain extends in a sea level of around 400 meters, while several Sharri mountain peaks stand higher than 2000 m of sea level. The city's climate is extraordinarily diverse. In lower areas, due to the influence of a Mediterranean climate, and rather hot summers, harvests are amongst the largest in the South-Eastern Europe, with incomparable advantages in agriculture: grape, fruits and vegetables. In more mountainous areas, the dominating climate is Alpine, thereby causing that until June, there might be areas covered with snow, and even mid-summer, one may see mountain tops covered in snow.<sup>5</sup>

The City of Prizren, known from ancient history as Theranda, has developed on commercial routes of Balkan. during the Byzantine Period, it was known as Prisdriana, and in the 13th century, it became a part of the Kingdom of Stefan Prvovencani. During such periods, Prizren was a city of free trade, a capital city, an eparchy, and a regional center of arts and culture, protected by two fortifications. Numerous historic Orthodox Christian churches, including the Church of the Saint Savior, were built during this period. By the end of the 16th Century, as a result of conflicts and political instability, the city degraded, and was taken under Ottoman administration. In the 16th century, the city marked larger progress, resulting with the development of impressive Ottoman monuments, including the Gazi Mehmet Pasha Mosque, the Gazi Mehmet Pasha Hamam, and the Sinan Pasha Mosque. On 10 June 1878, the League of Prizren was established to defend Albanian interests at an era of various tensions in the region. In the early 20th century, and especially between the late 1920s, and early 1930s, the city underwent an era of massive reconstruction, especially in commercial quarters of the city. <sup>6</sup>

Unfortunately, today, a rapid growth of population (for the moment, a population of around 178.000), pressure exerted by construction and commercial activities, a dramatic growth in numbers of vehicles, the last war, deficiencies in operations of the law, order and institutions, and financial constraints, are largely threatening the historic structure of the city, but also the quality of life of citizens in this zone. Public properties and urban structures, the urban landscape and vegetation, are all under equal risk.

The Historic Center of Prizren is currently managed with a Conservation and Development Plan, developed in 2006, and adopted in 2009. This plan is applied as an Urban Regulatory Plan, pursuant to the Law on Spatial Planning. Despite numerous legal and institutional mechanisms established to protect the Historic Center of Prizren, the Conservation and Development Plan has not been entirely enforced, while the Historic Center itself has been under permanent degradation, and this process has yet to be halted.

The legal basis for this Plan is built upon the following legal provisions: Article 6, paragraph 6.6 of the Law on Cultural Heritage no. 02/L-88; Article 2, paragraph 1.4 of the Law on the Historic Center of Prizren no. 04/L-066, and also in due consideration of Objective 2, Measure 2.1.3 (Development of Management Plans, and assignment of management units of major cultural heritage sites), and Objective 3, Measure 3.3.4 (of an approach based on the Historic Urban Landscape for planning and inter-municipal management of the wider zones/territories of cultural heritage, pursuant to UNESCO Recommendations (2011)), of the Action Plan from the

<sup>6</sup> Council of Europe: Architectural and Urban Heritage of Prizren, Kosovo, 2000

<sup>&</sup>lt;sup>5</sup> https://kk.rks-gov.net/prizren/qyteti/siperfaqja/

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National Cultural Heritage Strategy 2017-27. Applicable legislation also provides that conservation and protection of the Historic Center of Prizren shall be conducted in compliance with international principles and standards, as per the Law on Cultural Heritage, the Law on Spatial Planning, and international treaties of UNESCO for the protection of cultural and natural heritage and EU treaties.

The Management Plan for the Historic Center of Prizren 2019-28 aims to provide a detailed analysis of the current situation, thereby including a review and consolidation of relevant plans and existing knowledge of the Historic Center, an assessment of the social, economic and demographic condition, an analysis of the legal framework, a snapshot of the physical condition, and a survey of other relevant matters in this zone. The document shall also contain an action plan, to include components such as conservation, visual communication, economic and tourism plans, educational programs, and other strategic matters, to be identified during the process, thereby also including one of the key recommendations, the establishment of the Office of the Historic Center of Prizren/the Zone's Management Unit.



Photograph 2. A view of the Historic Center during the evening

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#### 3. MANAGEMENT PLANS IN ACTION

**EXAMPLES OF HISTORIC CITIES** 

"If you fail to plan, you are planning to fail!" -

Benjamin Franklin

This quote does summarize the very purpose of a management plan. There is no other place in which this quote takes more relevance than Prizren, where the communities and built heritage have developed in co-habitation with the environment, for centuries on row. Only several short years of failure to plan were destructive, since the historic nature of the center is fragile, and it is a non-renewable resource. This lack of planning is what is currently present in Prizren, with more than the half of historic houses ruined in less than 10 years. Due to a rapid pace of modern construction, mechanisms and mass-production materials, the change being made currently is irreversible. Today, Prizren direly needs a Management Plan to be enforced, otherwise, this unique city will soon transform, like in many other countries, a place of some isolated historic structures. It is never too late though, because with a good management plan, institutions with committed staff, enforcement of the law, and the support of our society at all times, it is still possible to halt any further degradation of the Historic Center of Prizren.

Leaders who are serious and determined to protect and preserve their city's historic heritage have a management plan, enforcement methods, permanent communication with communities, and an implementation process. This chapter brings to surface many examples that have been written, and re-written, and have obtained support of the community in terms of management plan. This overview should attract the attention for the best practices, and how they can be applied in Prizren. These examples were selected from the region, and it is more than advisable for the responsible authorities in Prizren to visit and interview the government agencies and managers of non-profit organizations in such historic cities. In this manner, we would recognize the benefits and outcomes of the management plan in a more concrete manner. Such visits and interviews shall provide the Prizren leaders an idea of difficulties faced by other historic centers, and other social and economic benefits.

In the following sections, one may find a summary of two cities of the region that have recently updated their management plans, Ohrid in Macedonia, and Corfu in Greece. Dubrovnik is the third example, which had no management plan for years, but was encouraged by UNESCO and Europa Nostra to develop one. it is clear that Dubrovnik has most recently completed its management plan, and therefore can be a good reference point, since the leaders in Prizren have a lot to learn from such recent experience.

Each city is different, but all confront with challenges of a similar nature, and these cities of World Heritage have many similarities and challenges with Prizren. A study of such examples may be of great assistance for the development and adoption of the Management Plan for the Historic Center of Prizren.

## Ohrid (Macedonia)

Natural and cultural heritage of the Ohrid Region. Spread over the banks of the Ohrid Lake, the city of Ohrid is one of the oldest settlements in Europe. Built mainly between the 7 and 19th centuries, it hosts the oldest Slavic monastery (St. Pantelemon), and more than 800 icons of a Byzantine period, dating from the 11th century and to the end of the 14th century. After the Tretiakov Gallery in Moscow, Ohrid is considered to have the most important collection of icons in the world.<sup>7</sup>



Photograph 3. Ohrid (Macedonia)

Ohrid has a lot in common with Prizren, it is an ancient settlement along commerce routes, monasteries and their icons, an Ottoman legacy, and what is most important, a place of natural heritage, a lake and mountains. Prizren is similar in being surrounded by mountains that are protected and unique, with their endemic species of flora and fauna, combined with a river, and also spreads on the border between Albania and Macedonia. In terms of constructed heritage, Ohrid is also similar to Prizren and its urban architecture and "built heritage", "well-preserved Ottoman housing architecture from the 18th and 19th centuries", and a "narrow street network".8 Like Prizren, Ohrid also has a fortification on a hill, surrounded by neighborhoods, and a new town on its bounds.

Recently, the Ministry of Culture of the Republic of Macedonia has submitted an updated management plan to UNESCO<sup>9</sup>, designed to manage the city and the whole region for the period 2014-2020. This plan was an outcome of work between the Ministry of Culture and the Ministry of Environment and Spatial Planning, and in turn, was adopted officially by the Government.

<sup>&</sup>lt;sup>7</sup> https://whc.unesco.org/en/list/99

<sup>8</sup> ibid

<sup>&</sup>lt;sup>9</sup> Request for a property of World Heritage

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There were also several regional seminars and international workshop held by the Regional UNESCO Office in Venice. The Management Plan is well organized, with a clear introduction stating the vision for the city and the region, followed by a presentation of boundaries of the site, and a short description of values, integrity and authenticity, to continue with the purpose, status, legal framework and the process. It is important to underline that a whole chapter is dedicated to a description of values, in three sections, the cultural values (landscape, immoveable, urban and architectural,), natural and socio-economic values (scientific, educational, economic/touristic). Another chapter lists the risk factors, and other chapters stating the potentials, a more detailed vision, general objectives, and key issues. Other specific chapters include an action plan and an implementation plan (responsibilities, financing, monitoring and review). The Management Plan is written in an easily comprehensible English, topic-focused, well-illustrated with images and maps, anad contains numerous references. The plan is also honest in its criticism, and careful in avoiding the city being largely dependent on tourism development. The Action Plan is divided into short, medium and long term goals, and allocates clear responsibilities to government agencies. In a critical manner, it grounds upon an earlier management plan dating from 2010. It is essential for the Prizren leaders to comprehend that management is a process, and not a sole document.

While Ohrid is property of World Heritage in two categories (cultural and natural), it may serve as a good example for Prizren. It boasts many physical and cultural similarities, but also similar challenges. One of the ways in which the city is trying to cope with such challenges is establishing a Committee, with vertical and horizontal representation, through government agencies. Though it is a large committee with more than 20 members, this approach is rather similar to PRizren, since there is an office proposed for the Historic Center. Also, these challenges are being addressed with a multitude of programs in building capacities of planning and management. Ohrid authorities have recently completed a Pilot-Project <sup>10</sup> in addressing the main threats to the region, and they have sent individuals to attend various courses of construction heritage to the ICCROM<sup>11</sup>, and have also completed several management planning workshops <sup>12</sup>, but also taken part in cross-border projects supported by the European Union.

In brief, the following are good practices that Prizren may acquire from Ohrid:

- Establishment of an office or inter-departmental committee to manage and implement the Management Plan
- Tabling of an action plan with clear responsibilities in short/medium/long terms
- Revision of the Management Plan after a few years
- Incorporation of nature in the management plan
- Incorporation of tourism within the plan
- Proactive efforts to get involved in EU cross-border projects
- Assistance of international organizations
- Inclusion of archaeological remnants outside the city center

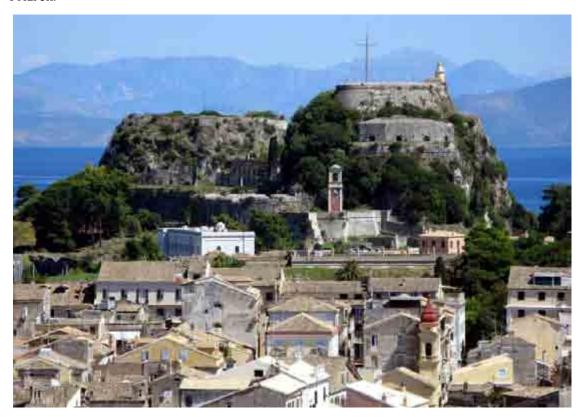
<sup>&</sup>lt;sup>10</sup> "Toward strengthened governance of the shared transboundary natural and cultural heritage of the Lake Ohrid Region"

<sup>&</sup>lt;sup>11</sup> International Centre for the Study of the Preservation and Restoration of Cultural Property 12 https://whc.unesco.org/en/news/1252/

# Corfu (Greece)

The ancient city of Corfu, in the Corfu island in the western coast of Albania and Greece, is found in a strategic position at the brink of the Adriatic Sea, and with its roots dating since the 8th Century BC. The three city fortifications, designed by famous Venetian engineers, were used for four centuries to defend marine commerce interests of the Republic of Venice against the Ottoman Empire. In due time, towers were renovated, and partially reconstructed for several times, most recently under the British rule in the 19th century. The neo-Classical stock of houses/apartments in the old city comes partially from the Venetian period, and others are younger, especially the 19th century. As a fortified Mediterranean port, Corfu's urban and port ensemble is notable for its high level of integrity and authenticity<sup>13</sup>.

Please pay attention to the description of the "housing stock" from the World Heritage. It must be underlined, because the majority believes that traditional houses are less valuable compared to the monumental architecture, including mosques, churches or fortifications. Criterion (iv) in the Outstanding Universal Value defines the city's integrity, dominated by its fortress - which is very similar to Prizren. Over the old houses of Corfu, there is a fortress that was just recently repaired, again similar to Prizren. There is also a high level of protection, where responsibility is taken by various agencies, including the Hellenic Ministry of Culture, Ministry of Environment, Spatial Planning and Public Works, and the Corfu Municipality. This shows that while many agencies may be responsible, they may also come together to protect this ancient city. There is also a (semi) independent office for supervision and protection, something similar to the one proposed for Prizren.



Photograph 4. Corfu (Greece)

<sup>&</sup>lt;sup>13</sup> World Heritage Centre UNESCO https://whc.unesco.org/en/list/978

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Ultimately, there is also a management plan and an urban action plan. This plan is an update of an earlier successful plan for the period 2006-2012. This plan includes a long-term vision, and represents the concept of a "Consultative Committee", a way of ensuring permanent committment of stakeholders and decision-makers, but also an updated action plan. The Management Plan also includes the establishment of an Owner's Registry, and recognition of the importance of funding for the plan implementation. An interesting and quite useful item in the plan was the incorporation of comments from stakeholders and citizens.

The Management Plan includes all standard components, including the vision, descriptions, identification of issues and risk management. A critical aspect for Prizren is the inclusion of a traffic plan, parking and physical access plan. Since there is no traffic study, the management plan should address this important issue. In an updated traffic section, there are distinct matters that resonate similaruty with the Prizren situation<sup>14</sup>.

In conclusion, there is no perfect plan, and historic cities such as Corfu will continue to face important challenges, including the expansion of the port, unlawful changes, and tourism on the rise. However, they do have an existing document which gets all agencies and stakeholders together.

Good practices Prizren may adopt from Corfu:

- Needs assessment for a traffic and parking study.
- Establishment of a consultative committee to engage and coordinate stakeholders
- Inclusion of a best practice report within the management plan to provide good examples in facilitating implementation
- Pursuit of the SUSTCULT method (similar to Ohrid)
- A clear coordinative network for the application and impacts of the Action Plan, with indicators and responsibilities
- Proactive involvement with EU research and cross-border cooperation projects

-

<sup>14</sup> http://urbact.eu/corf%C3%B9

## **Dubrovnik (Croatia)**

The "Adriatic Pearl", spread over the Dalmatian coast, became an important Mediterranean power from the 13th century onward. Although it was heavily destroyed by the 1667 earthquake, Dubrovnik did manage to preserve the beautiful Goth, Renaissance and Baroc churches, buildings and fountains.

The city was once again damaged in the 1990s from the armed conflict, and was the centerpiece of an important restoration program, coordinated by UNESCO. The small coast city was entered in the World Heritage List rather early, in 1979.



Photograph 5. Dubrovnik (Croatia)

Dubrovnik does also have many similarities to Prizren. Dubrovnik was built upon commerce networks, which is quite strongly linked with Prizren. A small tradesman delegation from Raguza<sup>15</sup> established itself permanently in Prizren, and was rather successful in establishing one of the first consulates, which also speaks of the relevance of the city. The city is surrounded by mountains, and an existing castle, and the city around. The city is proud of its preservation of houses, and for its monumental architecture. Today, the city faces numerous challenges, including transport and major issues with tourism.

For many years, Dubrovnik had no management plan. There have been many decisions by the World Heritage Committee, and encouragement from the UNESCO World Heritage Center and Europa Nostra<sup>16</sup> for the city to develop a management plan. There are plans for regional<sup>17</sup>, coast and environment management, but not a plan that would specifically address the historic center.

In 2017, the World Heritage Committee, with its decision WHC/17/41.COM/8B.Add and WHC/17/41.COM/INF.8B1. stated: 1. Refers to the proposed minor modifications to the boundaries of Old City of Dubrovnik, Croatia, in order to allow the State Party to: Explain in detail how and when will the Management Plan shall be finalized and amended, to include necessary regulatory and management measures to allow the buffer zone to effectively act as an added layer of protection for the inscribed property.

This was not the first time though, an earlier decision had been made in 2016 as well: Develop and submit to the World Heritage Centre for review by the Advisory Bodies the Management Plan of the property, including a tourism strategy, legal regulations for cruise ship tourism, identification of the sustainable carrying capacity of the city, a risk-preparedness action plan and an interpretation strategy.

<sup>&</sup>lt;sup>15</sup> In the past, Dubrovnik used to be known as Raguza

<sup>&</sup>lt;sup>16</sup> Europa Nostra advocates sustainable development plan for Dubrovnik, Nov. 2013.

<sup>&</sup>lt;sup>17</sup>http://medwet.org/2017/06/development-of-a-management-plan-for-the-neretva-delta-in-croatia/

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And also in 2014: requests the State Party to submit to the World Heritage Center for review by the Advisory Bodies the Management Plan of the property, including a tourism strategy and legal regulations of cruise ship tourism, as well as the project documentation and the respective heritage impact assessment (HIA);

According to the Dubrovnik Restoration Institute<sup>18</sup>: "Currently, Dubrovnik is in a stage of developing a Management Plan for the Historic Center and Contact Areas, coordinated by the Dubrovnik Restoration Institute. Within the process "Walled Cities & Open Societies:

Managing Historic Walls in Urban World Heritage Properties", Siena, Italy. 26-27 January 2017 (page 7), several activities have been initiated: communication with civil society, various groups of interest and experts, development of several studies, presentations, research, GIS bases, workshops, focus groups, problem identification, etc. Several databases were established to functionalize the Management, and to ensure the highest possible quality."

It is clear that there had been major delays in developing the Management Plan. This shows that it is not an easy job to develop such a comprehensive document, with inputs of numerous stakeholders. The absence, and further delay in developing the Management Plan as required by the UNESCO World Heritage Center, may have been due to several reasons: 1) strict existing legislation on protection and planning, 2) strong local and state institutions and non-profit organization, 3) international assistance in regard of early introduction within the List, 4) management plans are difficult to develop and adopt, especially when there are large and strong stakeholders involved, 5) political and development pressure, considering the strong tourism component.

One year earlier, the Venice UNESCO Office held a workshop called "Management Plan development process, and implementation to preserve the Old City of Dubrovnik<sup>19.</sup> The seminar involved the Dubrovnik Restoration Institute, the Croatian UNESCO Commission, the Ministry of Culture, and international experts. Topics of discussion were similar to the issues faced by Prizren today, including boundaries, unlawful construction or inappropriate restoration, governance structure, and priorities of the management plan.

Dubrovnik has just completed its management plan. Therefore, leaders in Prizren must visit Dubrovnik and get acquainted with the city, the state, not-for-profit organizations, and those who developed and completed the plan. This would provide a clear overview of quite recent difficulties faced by the city, and the adoption of the plan by many different stakeholders.

While the plan has not been made public yet, Dubrovnik does provide some good practices to adopt.

- involvement of a civil society organization in managing and preserving the City, specifically the Society of Friends of Dubrovnik Antiques.
- A specific municipal office dedicated to social and economic development.
- A rich calendar of social activities for the citizens to economically benefit from, and attraction of visitors to the Historic Center.
- Organization of various agencies into a specific local office specialized in preservation and management.

<sup>&</sup>lt;sup>18</sup> January 2017, Walled Cities & Open Societies: Managing Historic Walls in Urban World Heritage Properties, January 2017

<sup>&</sup>lt;sup>19</sup> http://www.unesco.org/new/en/venice/about-this-office/single-view/news/process of management plan development and of its applicatio/

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- Involvement of the Venice UNESCO Office in aiding the adoption of a Management Plan.
- Organization of forums of cultural heritage preservation, including meetings of the Europa Nostra and "Best in Heritage", an annual global conference on museums and projects of heritage and conservation 20.
- · Crowd and tourism management

In conclusion, developing a management plan is difficult, while adoption and implementation even more difficult. Nevertheless, these examples are very valuable and necessary for each city to take seriously in preserving its historic character. It is hereby strongly recommended that Prizren leaders contact the cities referred to here as examples, and to visit, meet and learn from their performance. These examples were specifically chosen also for their proximity to Prizren, since they can be visited within a few days, and authors of such management plans may be contacted and met quite easily. These cities also do share some commonalities, challenges and histories with Prizren. Not only could the Prizren leaders learn about the management plans, but they could also learn about cultural tourism, festivals, marketing, etc. Such meetings could also help in future networking.

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<sup>&</sup>lt;sup>20</sup> https://www.thebestinheritage.com/

#### 4. METHODOLOGY

#### The Burra Charter Process

Steps in planning for and managing a place of cultural significance



Table 1 A schematic overview of the Burra Charter process in drafting Management Plans and project phases of the Management Plan for the Historic Center of Prizren

> STAKEHOLDER ANALYSIS

The methodology of the Management Plan of the Historic Center of Prizren is grounded upon the principles of the Burra Charter, and most advanced international practices in cultural heritage management.

A very important element of this Plan is inclusiveness, throughout the process. various wavs Through communication, including informal meetings, official meetings, consultative meetings with various institutional and societal groups, workshops and public presentations, the Project has consulted stakeholders and their rights, obligations and interests in the areas of protection, promotion, and socioeconomic utilization of the Historic Center of Prizren.



#### 5. VALUES AND STATEMENT OF IMPORTANCE

Values, Significance, and Authenticity are essential topics as these are the fundamental underpinnings that guide what is important, what must be protected, and assist in defining the priorities for the future.

Values include historic, scientific, social, environmental, aesthetic, and economic, and if a city centre is to be considered authentic, these values must be protected and expressed truthfully and credibly.

Conservation of cultural heritage in all its forms and historical periods is rooted in the values attributed to it by people. Our ability to understand these values depends, in part, on the degree to which information sources about these values may be perceived as credible or truthful. Knowledge and understanding of these sources of information, about original and subsequent characteristics of the cultural heritage, and their meaning, is a prerequisite basis for assessing all aspects of authenticity. This statement comes from the Nara Document on Authenticity. The Nara Document builds upon the Venice Charter in the light of an expanding scope of cultural heritage concerns. It addresses the need for a broader understanding of cultural diversity and cultural heritage as it relates to conservation and underscores the ability to allow us to make different conservation choices. Basing conservation philosophy upon values aids in rectifying issues with earlier philosophies concerned solely with materials, stylistic restorations, and provides for a much broader definition of conservation. Different cultures and generations have very different values and therefore different approaches to conservation. All judgments about values attributed to cultural properties as well as the credibility of related information sources may differ from culture to culture, and even within the same community. Thus it is not possible to base judgments of values and authenticity within fixed criteria. On the contrary, the respect due to all cultures requires that heritage properties must be considered and judged within the cultural contexts to which they belong.

Increasing awareness of values is a fundamental dimension of heritage and an absolute necessity to arrive at measures for safeguarding the vestiges of the past. Protection means developing a greater understanding of values represented by the cultural properties themselves, as well as respecting the role such monuments and sites play in contemporary society.

So what do we preserve if we are not saving the physical materials?

By assessing the principles that are attributed to heritage we are preserving the underlying values that people hold in these places. Values reflect the diversity of ways in which people relate to cultural heritage. Values are the means by which we define authenticity and significance. It is through this understanding that we can begin to identify what requires protection.

The assessment process is an important phase in determining the conservation approach, decisions for the future, vision and objectives for the Historic Center of Prizren.

The Historic Center of Prizren represents a complex settlement, where history, architecture, urban development integrate with traditions, customs and daily changing life. To establish a thorough and detailed understanding, such assessment is divided into several levels.

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The assessment of the Historic Center of Prizren is structured into three levels:

### 1. Building level

- 1.1. Assets listed under the List of Cultural Heritage under Protection;
- 1.2. Individual buildings located within the boundaries of the Historic Center of Prizren;

# 2. Zone Level

- 2.1. Prizren Fortress;
- 2.2. Sub-Fortress Zone;
- 2.3. Housing area (organic structure) Pantelia;
- 2.4. Housing area with construction trends (Potok Mahala, Papaz Carshia);
- 2.5. Traditional Shopping Area Shadervan, Kujumjiluk, Sinan Pasha Carshia;
- 2.6. River Bank Area pedestrian trails;
- 2.7. Western Zone Suzi Celebi and Tabakhane;
- 2.8. Mixed use and housing zone Atik Mahala;
- 2.9. Commercial line area Arasta Mahala;
- 2.10. Commercial line area Saraçhane;
- 2.11. Commercial line area Kovac Mahala, and Adem Jashari Street;
- 2.12. Mixed use and housing zone Rahlin Mahala;

# 3. City Level

- 3.1 World Heritage Criteria for definition of Special Universal Values
- 3.2 Nara Grid

#### 1. Building level

At this level, assessment takes two aspects:

**First item** addresses individual buildings listed under the official Cultural Heritage List of protection, as approved by the Ministry of Culture, Youth and Sports.

The List of Cultural Heritage under Temporary Protection was made official in 2011<sup>21</sup>, and it is updated annually. The List of Cultural Heritage under Temporary Protection 2017-2018<sup>22</sup> includes 61 monuments and 6 ensembles/complexes spread within the perimeter of teh Historic Center of Prizren. These assets are registered under the category of Archaeological Heritage, subcategory: Monument / Ensemble, and in the category of: Architectural heritage, sub-category: Monument / Ensemble. The Historic Center of Prizren is categorized under: Architectural Conservation Area.

In 2016, the List of Cultural Heritage under Permanent Protection was adopted. This list includes 4 assets of cultural heritage located within the perimeter of the Historic Center of Prizren.<sup>23</sup>

Heritage in Prizren, accessed on January 09, 2018.

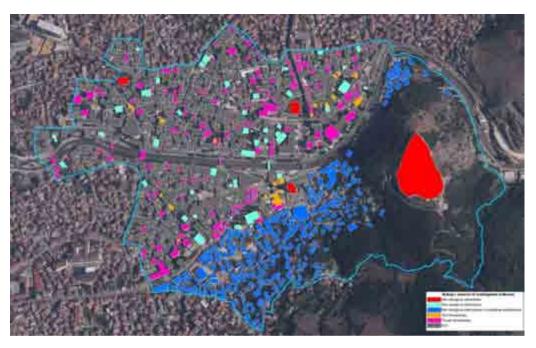
<sup>&</sup>lt;sup>21</sup> Memli KRASNIQI, "Positive changes in culture, sport, cultural heritage and youth in 2011" *in Kosovo's Culture, Youth and Sport Neësletter*, No.1, January-February 2012, 2.

 <sup>&</sup>lt;sup>22</sup>List of Cultural Heritage under Temporary Protection 2017-2018, Ministry of Culture, Youth and Sports, source: Archives of the Regional Center for Cultural Heritage in Prizren, accessed on January 09, 2018.
 <sup>23</sup> List of Cultural Heritage under Permanent Protection, source: Archives of the Regional Center for Cultural

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For such monuments, a preliminary detailed study, made by professionals of the area of cultural heritage, and files with relevant textual, literature and graphic data have been rendered available to the developers of the Management Plan of the Historic Center of Prizren.

These monuments were examined again in the field, and the assessment process was updated.



Map 1. Map of cultural heritage monuments under protection (legal status)

**The second aspect** involved all individual buildings that are situated within the Prizren Historic Centre. For this level three categories of evaluation were determined:

- Buildings with Cultural Heritage values;
- Buildings without compelling historic or aesthetic values but in harmony with and contributing to the historic context;
- Buildings without compelling historic or aesthetic values and in disharmony with the historic context mostly referring to new construction that exceeds the building permit;

Values definition and typology was done according to the international conventions<sup>24</sup> and national laws and regulations<sup>25</sup>, and also based on the recommendations stated in the Conservation and Development Plan for the Historic Zone of Prizren<sup>26</sup>.

For each individual building, field evaluation was conducted and a matrix form was completed.

<sup>&</sup>lt;sup>24</sup>Management Guidelines for World Cultural Heritage Sites", ICCROM, Rome, 1998.

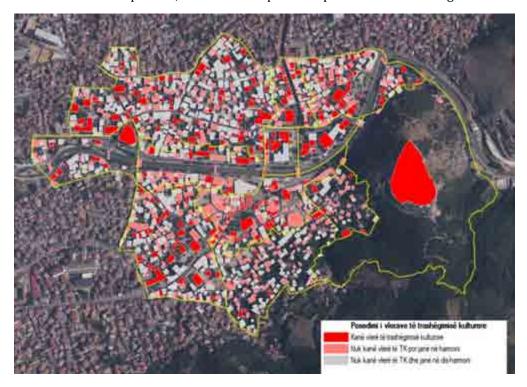
<sup>&</sup>lt;sup>25</sup>Rregullore Nr. 05/2008 mbi regjistrimin, dokumentimin, vlerësimin dhe përzgjedhjen e trashëgimisë kulturore për mbrojtje, <a href="http://www.mkrs-ks.org/?page=1,111">http://www.mkrs-ks.org/?page=1,111</a>, accessed January 09, 2018.

<sup>&</sup>lt;sup>26</sup>Enes TOSKA editor, *Conservation and development plan for the historic zone of Prizren, advantages and challenges of implementation*, (Prishtina: CHwB, 2010).

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Cultural values	Historic (Related to the present time)	Artistic (sensory and intellectual)	Scientific (technical/con struction)	Rarity (Based on statistics)	Identity (Based on determinati on/knowled ge)	tal (Natural and historic landscape)
Social values	Social (Meaning for a group/community )	Educational (Teaches something)	Political (For one or another group)			
Economic values	Economic (tourism, utilization)	Functional (Still in use)		•		

Based on the assessment process, there were maps developed of cultural heritage values.



Map 2. Map of individual building values

# 2. Zone Level

The urban structure of the Prizren Historic Zone was presented in a previous chapter. As stated also in that chapter, city structure within time experienced transformations in urban aspect, related also with new constructions and transformations of the functions in the historic subzones. Values assessment conducted for individual buildings, at zone level will be upgraded to the assessment of values as ensembles.

The 12 selected zones (Mahallah):

- 2.1. Castle of Prizren
- 2.2. Nënkalaja zone
- 2.3. Housing zone (organic pattern) Pantelija

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- 2.4. Housing zone in construction trend (Potok Mahalla, PapazÇarshija)
- 2.5. Traditional market zone Shadërvan, Kujumxhilluk, Sinan Pasha market
- 2.6. River Bank zone Kej
- 2.7. Western zone SuziÇelebi and Tabakhane
- 2.8. Mixed use and housing zone AtikMahalla
- 2.9. Commercial axis zone Saraçhane
- 2.10. Comercial axis zone Arasta Mahalla
- 2.11. Commercial axis zone Mahalla e Kovaçëve and Adem Jashari street
- 2.12. Mixed use and housing zone Rahlin Mahalla

For 12 selected zones (Mahallas) within Prizren Historic Centre value assessment was conducted by taking into account these aspects:

- Main architectural attributes of the zone
- Historical periods and dominant styles
- Integration of tangible with intangible values: building and functions of the zones, their transformation within time, and what remained that should be kept today?
- Quality of urban design features: values assessment of the public spaces

After evaluation based on the aforementioned aspects, a guidelines and restrictions regarding the level of proposed interventions will be given and enforced for each zone in order to preserve, protect, and restore the cultural heritage values.



Map 3. Map of Zones within the Historic Center of Prizren



Map 4. Map of cultural heritage buildings and boundaries of Zones - Mahalas

# 3. City Level

Prizren is one of the oldest cities in Kosovo endowed with an extraordinary urban and architectural character. The city contains rich cultural heritage of high aesthetic, spiritual, scientific and economic values.

Prizren is a city rich in culture, history, languages, and nature. The World Heritage property of the church of the Holy Virgin of Ljevisa, which is currently on the List of World Heritage in Danger, is in the city centre<sup>27</sup>. The city is also home to the Albanian League of Prizren, a possible World Heritage property candidate, where the birth of a nation, Albania, was formulated in late 19<sup>th</sup> century. Prizren is the cultural and spiritual centre of Kosovo and, indeed, southeast Europe as more languages are spoken here than elsewhere, and the city has three major religions, Islam, Christianity, and Jewish. But the values also extend beyond the city as Prizren is surrounded on two sides by mountains and the internationally recognised Sharr Mountains National Park, which holds many endemic species.

#### **OUTSTANDING UNIVERSAL VALUES**

So how is it possible to evaluate all these values at a city level?

One established method for describing the values of a heritage place is to use the ten criteria outlined by UNESCO for placing a site on the World Heritage List.

These 10 criteria are the main working tool of the World Heritage Convention and use the concept of Outstanding Universal Value; that is to say, the values stand out as being representative of all human kind. Sites that are accepted to the World Heritage List must protect, above all, these defining criteria and the conservation of these sites are monitored and assessed using these

<sup>&</sup>lt;sup>27</sup>Update of the List of World Heritage in Danger (Retained Properties), <a href="http://whc.unesco.org/en/decisions/6926">http://whc.unesco.org/en/decisions/6926</a>, accessed January 10, 2018.

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criteria. In addition, new petitions to the World Heritage List are evaluated on these criteria<sup>28</sup>. Therefore it is a useful tool and can, in the future, be transformed into a draft nomination dossier for Prizren to the World Heritage List.

#### All ten criteria are:

- (i) to represent a masterpiece of human creative genius;
- (ii) to exhibit an important interchange of human values, over a span of time or within a cultural area of the world, on developments in architecture or technology, monumental arts, town-planning or landscape design;
- (iii) to bear a unique or at least exceptional testimony to a cultural tradition or to a civilization which is living or which has disappeared;
- (iv) to be an outstanding example of a type of building, architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history;
- (v) to be an outstanding example of a traditional human settlement, land-use, or sea-use which is representative of a culture (or cultures), or human interaction with the environment especially when it has become vulnerable under the impact of irreversible change;
- (vi) to be directly or tangibly associated with events or living traditions, with ideas, or with beliefs, with artistic and literary works of outstanding universal significance. (The Committee considers that this criterion should preferably be used in conjunction with other criteria);
- (vii) to contain superlative natural phenomena or areas of exceptional natural beauty and aesthetic importance;
- (viii) to be outstanding examples representing major stages of earth's history, including the record of life, significant on-going geological processes in the development of landforms, or significant geomorphic or physiographic features;
- (ix) to be outstanding examples representing significant on-going ecological and biological processes in the evolution and development of terrestrial, fresh water, coastal and marine ecosystems and communities of plants and animals;
- (x) to contain the most important and significant natural habitats for in-situ conservation of biological diversity, including those containing threatened species of outstanding universal value from the point of view of science or conservation.

One or more criteria must be selected to be used as it is not intended that a nomination to the World Heritage List be described using all criteria. Based on conducted research and results from evaluation workshop organised during summer 2017 with stakeholders, the following criteria were foreseen to apply to Prizren:

**V** - To be an outstanding example of a **traditional human settlement**, land-use, or sea-use which is representative of a culture (or cultures), or human interaction with the environment especially when it has become vulnerable under the impact of irreversible change;

Prizren is just such an example of a traditional, yet still in use, thriving settlement. It has evidence of many past civilisations from pre-history to Roman, Byzantium, Ottoman, Albanian, and Serbian. Not only is Prizren a traditional settlement with vernacular architecture, it also has monumental architecture in the Mosque of Sinan Pasha, engineering works such as the Stone Bridge, and major fortification architecture.

The archaeological findings show that the Castle of Prizren has been inhabited since at least the Bronze Age with archaeological excavations and historical records pointing to a continuous overlap of cultural layers from ancient times.

<sup>&</sup>lt;sup>28</sup>The Criteria for Selection, Operational Guidelines for the Implementation of the World Heritage Convention. http://whc.unesco.org/en/criteria/, accessed January 18, 2018.

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This area attests to urban and social diversity through the style of the houses that were mostly built in the Ottoman period, which offers a sense of community.

It is this mixture of settlement, architecture, and styles that makes Prizren an outstanding example of a traditional human settlement.

**VI** - to be **directly or tangibly associated with events** or living traditions, with ideas, or with beliefs, with artistic and literary works of **outstanding universal significance**<sup>29</sup>.

Prizren is home to the Albanian League of Prizren. Faraway European treaties of the 19th century decided the fate of Kosovo, but coming together in Prizren were concerned leaders and citizens from throughout the Albanian speaking areas of the Balkans. They formed the League of Prizren to decide their own fate<sup>30</sup>. Initially they sought to maintain integrity within the Ottoman Empire, but when this proved fruitless the direction was later oriented toward independence. This is the first time and place where the citizens of Albanian speaking regions collected together to **express the outstanding universal value of self-determination, in order to protect their lands from being divided between other states**. This peaceful meeting set an example for other ethnically diverse people from within the Ottoman Empire who wished to voice their concerns and vision for the future. The outstanding universal value expressed here is an event, idea and belief in self-determination. In addition religious values of three major religions co-existed peacefully for hundreds of years in Prizren.

II, III, IV to exhibit an important interchange of human values, to bear a unique or at least exceptional testimony to a cultural tradition, and to be an outstanding example of a type of building, architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history - These categories have already been recognized by the World Heritage Congress and UNESCO in the early 14th-century frescoes in the church of the Holy Virgin of Ljevisa which houses a representation of the appearance of a new Palaiologian Renaissance style, combining the influences of the eastern Orthodox Byzantine and the Western Romanesque traditions. The style played a decisive role in subsequent Balkan art. Our Lady of Ljeviš (Serbian: Богородица/Бевишка, BogorodicaLjeviška; Albanian: Kisha e Shën Premtës) embeds different cultures and periods, it is a 14th-century Medieval church, built over the foundations of a paleo-Christian church, later converted to a mosque during the Ottoman period and then back into a church in the early 20th century<sup>31</sup>.

Similar criteria can be applied to the Sinan Pasha Mosque which is an excellent example from the Ottoman period.

VII - to be outstanding examples representing major stages of earth's history, including the record of life, significant on-going geological processes in the development of landforms, or significant geomorphic or physiographic features;

Surrounding Prizren is the last continuous natural area of high altitude mountains in Southeast Europe, the Sharr Mountains. These mountains contained the endangered Balkan Lynx and other indigenous plants. The Sharr Mountains National Park (Albanian: Parku Kombëtar Malet e Sharrit) is a national park in Ferizaj within the Prizren District and covers 53,272 hectares (532.72 km2) and is centred on the northern Sharr Mountains, a mountain range that extend in north-eastern Albania, south-eastern Kosovo and north-western Macedonia. The park encompasses of various terrain including glacial lakes, alpine and peri-glacial landscapes<sup>32</sup>. The mountains in the area around Prizren are unique and different from those along the borders

<sup>32</sup>EuroNaturShar mountain National Park, https://www.euronatur.org/en/what-we-do/project-areas/project-areas-a-z/shar-mountains/.

<sup>&</sup>lt;sup>29</sup> The World Heritage Committee considers that this criterion should preferably be used in conjunction with other criteria <sup>30</sup>Jelavich, Barbara, "History of the Balkans: Eighteenth and Nineteenth Centuries", Cambridge University: Cambridge University Press. 1999. p. 361.

<sup>&</sup>lt;sup>31</sup> UNESCO World Heritage List <a href="http://whc.unesco.org/en/list/724">http://whc.unesco.org/en/list/724</a>, accessed January 18,2018.

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between Macedonia, Albania and Kosovo. These glacial lakes exist in one of the highest and largest mountain ranges in the Balkans. This unique landscape of natural untouched beauty, while not within the centre of Prizren, but abuts the city, should be recognized for its Outstanding Universal Value.

#### **NARA GRID**

Another method is the Nara Grid that was generated from the Nara Document on Authenticity<sup>33</sup>. It was completed as checklist to help identify different dimensions and aspects that cover the values attributed to the architectural heritage.<sup>34</sup> The Nara Grid visualises the relationship between the abovementioned aspects and dimensions as a summary of multidisciplinary values. The grid can be adapted or extended to the special and sometimes unique values a special heritage building may contain.<sup>35</sup>

This method is a matrix that lists the various dimensions of values and cross references them with aspects of the city. In this way the values of Prizren can be divided, analysed and described. The following grid, modified for Prizren, summarises s the values of the city in a concise format.

Dimensions of Heritage	Aspects of Sources
	Form and design; Materials and substance
Aesthetic	The mixture of styles, which could result in a chaotic expression of the urban landscape, are a cohesive whole as the urban fabric was developed harmoniously over hundreds of years. The small scale of the vernacular and commercial architecture is in keeping with the scale of the monumental architecture.
Historic	Built cultural heritage combined with civic, religious buildings and urban fabric with narrow streets; represent buildings typology of different periods, characteristic for this part of Kosovo yet unique in that Prizren was a cultural, commercial, and administrative centre.
Social/ Religious	Urban composition inherited mainly from the 19th and 20th centuries with numerous small squares that highlight religious building in the centre, a public fountain and a market area where specific crafts were practised, are indicators of how social life influenced the development of the city.  The various religious and social functions have resulted in numerous architectural forms including mosques and their minarets as well as church towers and complexes
Economic	Prizren presents one of the main venues for visitors coming from different parts of the region and world. It is target for Albanian visitors worldwide, visiting the Albanian League of Prizren; also target for visitors from Turkey visiting the Balkan Peninsula for its Ottoman period built heritage, as well as one of the main places for international Orthodox community, especially

<sup>&</sup>lt;sup>33</sup>Koenraad van BALEN, "The NARA Grid: An evaluation scheme based on the Nara Document on authenticity", *APT Bulletin*, Vol.39, No.2/3, (2008): 39-45, accessed March 03, 2011.
<sup>34</sup>Ibid. 40.

<sup>&</sup>lt;sup>35</sup>Marieke JAENEN, "Safeguarding the spirit of an historic interior on the basis of the Nara-grid", paper presented at 16th ICOMOS General Assembly and International Symposium: 'Finding the spirit of place – between the tangible and the intangible', 29 September – 4 October 2008, Quebec, Canada, accessed November 03, 2011, http://openarchive.icomos.org/71/.

	Serbian community who visit the Orthodox churches. The flux of visitors has a direct economic impact on the city supporting numerous businesses.
Natural	Despite the built urban structure the city centre is interconnected with nature. The Lumbardhi River that flows through the city centre presents a natural break as well as the planned open public space. The Hill where the Castle is placed together with Marash compound to the east, offer a recreational and natural resort, integrated and at the same time divided from the busy urban part. This is combined with the nearby Sharr Mountains viewable from every corner of Prizren.
Dimensions of Heritage	Aspects of Sources
	Use and function, location and setting
Aesthetic	The historic city is used as a residential area and meeting point for family and social life, as well as one of the main zones where business activities are conducted. It still functions as a centre due to the aesthetic character, form, compactness, and the scale.
Historic	Historic functions in the centre were maintained to an optimal personal scale. The ground floors of the residential areas were adapted to respond to economy trends, where farming functions were transformed to trade and service. The religious sites have kept their original function. While old bazaars were transformed into shopping areas where the trade function replaced traditional craftsmanship.
Social/ Religious	The majority of religious buildings and places are still in function. Open public spaces are transformed into main venues for development of social everyday life. Many historic buildings and squares host cultural activities and festivals that offer a new dimension to the city.
Economic	The built heritage concentrated in the historic centre attracts a high number of national and international visitors to Prizren. They are used as a backdrop to continuous use of the city centre. Few of the historic buildings such as the Lumbardhi Cinema function as artistic community gathering places. There is a potential for developing strategies for sustainable development through adaptation and revitalisation of historic buildings and sites.
Natural	River Lumbardhi is used fragmentally as venue for various cultural and social activities, including 40Bunar Fest activities, and as a temporary outdoor cinema during Dokufest.  Prizren is located adjacent to the mountains with hills and canyons penetrating the city. Those areas have potential for developing different sports and ecotourism activities.

Dimensions	Aspects of Sources
of Heritage	
	Traditions techniques workmanship
	Traditional construction techniques of stone work and wood carving
Aesthetic	presented in different building typologies inherited from the past, present one

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	of the major accomplishments in the artistic dimension. On the other hand traditional craftsmanship of clothes, filigree jewellery and works of art are fragmentally presented in the shops and workshops areas.
Historic	The built heritage sites, religious, civic and profane, itself present the material evidence of the traditional construction techniques. In this way they belong to the construction history of Prizren.
Social/ Religious	Religious diversity in the city is also presented with the number of active Sufi orders' community, religious traditions of celebration of Ramadan (Muslim holy month), Bajram (Muslim religious holiday), Catholic and Orthodox Christmas Eve, Jewish holidays, as well as other pagan rituals like celebration of Summer Day (Karabash).
Economic	The continuation of the traditional craftsmanship is one of the main aims of the built heritage preservation. Historic structures could serve as material evidences for the education and training the professional craftsmen capacities for traditional construction techniques. This would generate working places and meanwhile would present a major contribution to the safeguarding of historic workmanship.
Natural	
1	
Dimensions of Heritage	Aspects of Sources
	Spirit and feeling
of Heritage	Spirit and feeling  When one enters the historic centre of Prizren the Aesthetics of the traditional buildings in their materials, form and scale contribute to a feeling of home and comfort for the residents while visitors, if not explicitly, implicitly feel this through the attitude and interactions with local community  The historic background gives the spirit of solidity, gravity and resilience to Prizren. This depth and mixture of styles informs visitors and the community that the city has a rich history as it is present at every corner of the city.
of Heritage  Aesthetic	Spirit and feeling  When one enters the historic centre of Prizren the Aesthetics of the traditional buildings in their materials, form and scale contribute to a feeling of home and comfort for the residents while visitors, if not explicitly, implicitly feel this through the attitude and interactions with local community  The historic background gives the spirit of solidity, gravity and resilience to Prizren. This depth and mixture of styles informs visitors and the community

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	The views from within the city of the wild mountains maintain the connection
Natural	of urban fabric to nature and contribute to the spirit and feeling. In addition the
	river that runs through the heart of the city is the soul of the city and frequent gathering place in summer.
	The interrelation between built and natural environment give a specific character to the town; an attribute that distinguishes Prizren from other towns in Kosovo.

# PRIZREN STATEMENT OF SIGNIFICANCE:

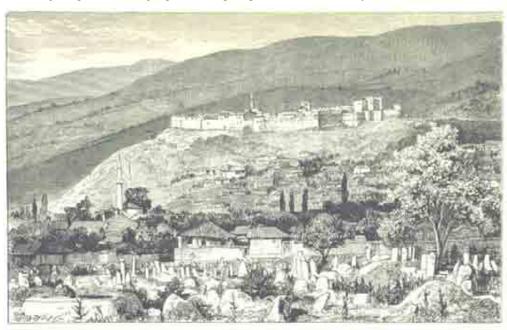
The Historic Center of Prizren is the core of the city, located in a cross-section of ancient routes, and boasts evidence of pre-historic civilizations and cultures, dating from Prehisoric, Dardani to the Pre-Roman, Roman, Byzantine, Arbëror, Serbian, Ottoman and Albanian periods.

HCP represents an example of a traditional settlement in bloom, still in use, distinct vernacular and monumental architecture, engineering works and fortification architecture, integrated with natural resources of a river and mountains, in an environment entwined in harmony.

Its values include historic evidence of societal life in the past, traditional concept and transformations of family and society, urban morphology and achievements in construction technology. It also testifies of the livelihood of a multi-ethnic community throughout a time period spanning in thousands of years, in which the city has developed constantly, under the influence of various cultures that further enrich today's cultural diversity.

Prizren is the seat of establishment of the Albanian League of Prizren, when during the last part of the 19th century, the foundations for an Albanian state were laid. Elements defining the character of the city are the applied architecture, traditional construction techniques, the ambient related to road construction and networks, the spiritual dimension of daily life and religious life, a rich cultural ambient, intertwined with the nature and manner of livelihood, translated into a historic urban landscape of the city.

Apart from material evidence of the past, the historic urban structure of the city plays an important inspiring role in shaping and designing the environment of tomorrow.



Photograph 14. An image taken from the page 121 of Volume 2 of "Travels in the Slavonic Provinces of Turkey-in-Europe, by MACKENZIE, Georgina Mary Muir - and further SEBRIGHT (Georgina Mary) Lady and IRBY (Adelina Paulina). An original held and digitized by the British Library. Copied by Flickr.

More detailed analysis of sub-zones, including recommendations and limitations, and the application of the Nara Grid in the Prizren case, may be found in Annex 1. A context analysis of the Historic Center of Prizren in chapter 1.12.

#### 6. VISION, UNESCO APPROACH OF THE URBAN HISTORIC LANDSCAPE

**The Vision Statement** of a city is elaborated in a manner of reflecting on the existing situation, identity and dreams about the role that the city should have in the future. How will the city look like in 10, 20 or 50 years in the future? Will it be similar to other cities in Balkan, with a few historic monuments surrounded by new and nondescript buildings, or shall it preserve its specificity, history and identity?

For cities like Prizren, defining a vision is more complicated, since there are many stakeholders to involve, very different stances of various political parties, and a major and permanent duty to preserve the dynamic functioning system of the city. The City's Vision must be long-termed, exceed the projections of a current generation, and be a forecast all can share, and simultaneously be clear and concise. Fortunately, in cities like Prizren, there is general pride with their values and identity, which may help overtake small cultural and social differences. It is a place of rich history and important monuments, and vernacular architecture, giving a feeling of longevity and gravitation. Prizren is also an active city, with lively people in the street, family, friends and visitors.

Defining a vision as a singular process does not suffice, and this action must be followed by other concrete steps to be taken in implementing the vision. These steps are defined as aims, objectives, strategies and actions. Often, these are steps combined between themselves, but each of the actions have a certain definition:

- The goal is a long-term aim towards fulfiling the vision;
- Objectives are medium-term aims, and must contribute to the attainment of a goal;
- Activities/tasks are specific short-term actions, strategies and programmatic approaches in fulfiling objectives;

To have a clearer overview on such steps, we may refer to a pyramid, in which the individual actions making the base, objectives making the middle, and the goal as the crown jewel on top. Strategies represent the ways and manners of how and when the stones will be placed. Risk analysis and emergency plans are also important if any of the actions or even objectives change, and must be sufficient to prevent the whole pyramid from falling.

This structure shall help us fulfill the vision in time, but also should allow to guide people acting in relevant current tasks towards indirect duties that may largely determine the responsibilities, roles and positions in the future. This enables individual initiatives to contribute to the fulfillment of goals and long-term vision.



Schedule 1 Pyramid of activities up to the Plan Vision

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Having this approach in mind, the project development team have held various workshops and meetings, thereby involving a large number of stakeholders, starting with representatives of civil society, citizens, representatives of institutions and independent professionals. These meetings have discussed and approached the definition of the Vision and objectives for the City of Prizren. These meetings have also seen examples of vision of cities small and large, and different cultural contexts, and samples of goals, objectives, and manners in which such planning have affected the communities' livelihood.

# **VISION STATEMENT**

# PRIZREN 2050, a World Heritage city and Candidate for the European Cultural Capital

- Cultural and spiritual capital city of Kosovo, with its deserved place in the tourist offer in South-East Europe
  - Special city of national, linguistic and religious diversity, which offers unique experiences, a vibrant cultural scene and clean environment



Photograph 6. View of the Historic Center from the Sub-Fortress area (credit: Shkelzen Rexha)

The vision proposed for Prizren is ambitious, underlines an actual reality, and is grounded upon the general pride as a shared element, expressed by stakeholders in various meetings in the consultation process.

The vision initially sets forth a time, year 2050, which was agreed upon by the Vision authors, who tried to forecast a long-term future, covering the generations of children and nephews. 30 years from now is the period within which we should attain this ambitious goal, turning into a Cultural Capital of Europe. This is an inclusive process, lengthy and costly process, which

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European cities of a solid economy may afford. This goal is attainable, though requiring undertaking of solid steps to achieve.

The vision does reflect the existing situation - a city of World Heritage. In its historic center, Prizren hosts the St. Friday (Levisa) Church, an asset listed in the UNESCO List of World Heritage under risk. Although its situation is far from satisfactory, it remains still one of the most important assets of cultural heritage. The vision also represents a visionary aim for the Albanian League of Prizren, a site of outstanding importance for the history of the Albanian nation, which may be a potential candidate for nomination with the World Heritage List.

Another important element existing today, but requiring major support, is the fact that Prizren is the spiritual and cultural center of Prizren. There are many languages spoken in Prizren, there are three major religions present, and a rich history. This position strengthens Prizren not only within Kosovo, but also in South-Eastern Europe.

A European Capital of Culture is a city designated by the European Union (EU) for a calendar period of a year, during which there are cultural events held in a powerful Pan-European dimension. Preparation for applying for a European Capital of Culture is an opportunity for the city to generate considerable cultural, social and economic benefit, and may help stimulate urban regeneration, change the image of the city, and improve visibility and international profile of the city<sup>36</sup>.

The European Capitals of Culture initiative is designed to:

- Highlight the richness and diversity of cultures in Europe
- Celebrate the cultural features Europeans share
- Increase European citizens' sense of belonging to a common cultural area
- Foster the contribution of culture to the development of cities

The European Commission manages this title, and every year, the Council of Ministers of the European Union officially select cities to bear such status. So far, more than 40 cities were accorded such title. In 2004, a study conducted for the Commission, known also as the "Palmer Report" demonstrated that the selection for a European Capital of Culture has served as a catalyst for developing culture and city transformation. As a result, social and economic benefits, and the impact on the selected city are now highly valued in determining and selecting candidate cities. In March 2018, for the first time, Kosovo made itself a participating site in the Creative Europe Program<sup>37</sup>.

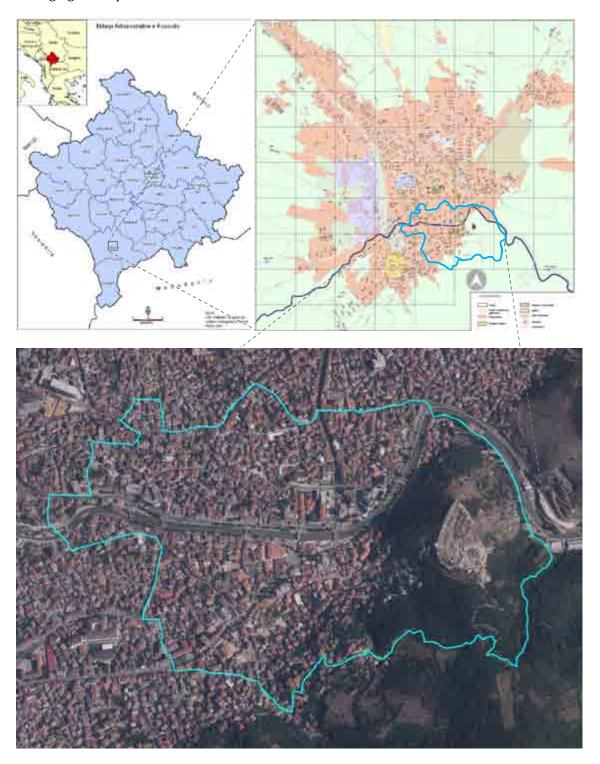
Kosovo has recognized the title of Prizren as a cultural center, but the vision goes beyond such fact, including neighboring countries and the region. Indeed, the city is visited by numerous visitors from various countries visiting an asset of the World Heritage List and other monuments, but other ways must be found to include the city and to attract visitors to other sites, and for them to stay longer in Prizren. To complement that, the nature has been included in the Vision. Prizren is surrounded in two sides by wild and untouched mountains and forests, which offer numerous opportunities, and a river which goes through the city center.

The Vision depicts Prizren as a place open for visitors, and offering a unique experience, a city of festivals, rich cultural life, and a door to economic opportunities that the city may utilize. Ultimately, it is important to underline that a vision for the Historic Center of Prizren is not generated to prevent change, but to inspire. The vision is not about freezing the past, but a

<sup>&</sup>lt;sup>36</sup> https://ec.europa.eu/programmes/creative-europe/actions/capitals-culture\_en

<sup>&</sup>lt;sup>37</sup> https://eacea.ec.europa.eu/sites/eacea-site/files/22032018-eligible-countries\_en.pdf (Subject to the signing and notification of an Agreement with the European Commission)

positive glance towards the future. It is not about preventing development, it is about guiding and managing development.



Photograph 7. Position of the Historic Center of Prizren relative to Kosovo (top left) and the urban zone of the City of Prizren (top right).

### **UNESCO** Approach of Urban Historic Landscape

Prizren is a historic city, undergoing rather rapid change. Changes that may be simultaneously both positive and negative. These changes depict a city that is alive, developing and adjusting with the modern world and the needs of its communities. Many of the changes may improve the lives of people in Prizren, including light transport, sufficient public lighting, potable water supply and sewage, and air conditioning. A city without change is a static one, frozen in the past, and risking abandonment. However, other changes adversely impact the nature, atmosphere and spirit of Prizren, which has gradually evolved for hundreds of years. These changes include the demolition of traditional houses for parking lots, covering decorative facades with large inscriptions, and construction of buildings beyond the scale or percentage relative to their historic neighborhoods. These unfavorable changes occur slowly, one property after the other, with little attention paid, however each historic structure and their defining attributes, although irrelevant at a first sight, contribute to the whole, and can never be replaced. Therefore, all changes must be carefully managed, and not necessarily prevented, with a view of accomodating both change and protection of a Historic Prizren.

These ideas are the core of the UNESCO Approach on the Historic Urban Landscape - HUL. The HUL Approach seeks to strike a delicate equilibrium between preservation and development by management and planning, which recognizes that cities must be alive and livable, thereby preserving also what is unique and valuable. This approach opposes the division of a city in special protective zones, in creating a museum of a static city, while aiming to preserve and promote quality of life and productivity of urban communities. The HUL approach aims to manage change in the site, instead of preserving only the past - in a way of integrating environmental, social, cultural and economic concerns. It also encourages the involvement of stakeholders at all levels<sup>38</sup>.

Recognizing that improvement of livelihood in historic centers of cities like Prizren is essential, the HUL approach accepts this relevance, and attempts to integrate development principles into conservation and planning management. This integration is key for cities like Prizren, where economic advance has been rapid, tourism is on the rise, while availability of modern materials and new construction techniques is rather evident. The HUL approach acknowledges that the community desires and needs contemporary commodities, and new construction projects must be linked to the local culture, while authorities wish to protect the urban historic landscape and Outstanding Universal Values.

HUL extends the thought from specific heritage resources towards a treatment of a broader urban context and its geographic context. Prizren cannot only be taken as a sum of its monuments, for it must be treated as a whole city, with its ensembles of structures, monuments and landscapes, skylines, rivers and fortifications, shaped by humanity and nature in due time, resulting therefore in a special urban character. The Urban Historic Landscape approach aims to preserve the quality of human environment, thereby expanding the productive and sustainable utilization of urban areas, by recognizing their dynamic nature, and by promoting social and functional diversity. It integrates the objectives of urban heritage conservation with those of social and economic development. The concept is rooted on a balanced and sustainable relation between the urban and natural environment, between the today's and tomorrow's generations and the heritage of the past.<sup>39</sup>

<sup>&</sup>lt;sup>38</sup> UNESCO. (2011). *Recommendation on the Historic Urban Landscape*. UNESCO. Retrieved from http://whc.unesco.org/en/activities/638

# ${\bf MANAGEMENT\ PLAN\ FOR\ THE\ HISTORIC\ CENTER\ OF\ PRIZREN}$

Draft for Public Consultation

For these reasons, it is essential that the Vision Statement of Prizren incorporates the principles of the UNESCO Approach of Urban Historic Landscape.



Photograph 8. Participants of the workshop defining the first draft of the Vision for the Historic Center of Prizren

#### 7. ACTION PLAN

In the next ten years, the Historic Center of Prizren shall be an important pillar of promotion of Kosovo and sustainable development for the Municipality of Prizren. In this regard, the Ministry of Culture, Youth and Sports, the Municipality of Prizren and other partners should make efforts to further enhance the protection systems, in effective cooperation and better participation in development planning and management, but also in promoting realistic socio-cultural and economic values of cultural heritage..

Based on the vision developed, a detailed Action Plan was developed, with all projects and activities addressing the set aims and objectives.

#### **VISION STATEMENT**

## PRIZREN 2050, a World Heritage city and

## **Candidate for the European Cultural Capital**

 $\hbox{-} \textit{Cultural and spiritual capital city of Kosovo, with its deserved place in the tourist of fer}$ 

in South-East Europe

- Special city of national, linguistic and religious diversity, which offers unique experiences, a vibrant cultural scene and clean environment

AIMS	OBJECTIVES
1. HISTORIC CENTER OF PRIZREN, WITH PROTECTED CULTURAL AND NATURAL HERITAGE, AND EFFECTIVE MANAGEMENT	1.1. Establishment and operationalization of the Historic Center Office.  1.2. Preservation and promotion of the HCP by nominating monuments in the UNESCO List of World Heritage.  1.3. Establishment of the legal basis for a proper functionalitz of the protection, management and promotion of cultural heritage  1.4. Full inventory of cultural heritage assets and prioritization of conservation interventions in the HCP.  1.5. preservation of cultural heritage values through a process of spatial planning and urban development  1.6. HCP protection, development and promotion through an approach of urban regeneration of sub-zones and revitalization of public buildings  1.7. Promotion of spiritual heritage and museal capacity building in the city  1.8. Transformation of the HCP into a friendly environment for the protection and promotion of nature
2. HISTORIC CENTER OF PRIZREN, A PLACE OF VALUES CONNECTED TO EDUCATION OF FUTURE GENERATIONS	2.1. Development of formal and informal education on cultural heritage and diversity 2.2. Awareness raising in the areas of cultural and natural heritage 2.3. Enhanced quality of festivals, and transforming the city into a capital of year-long festivals

# MANAGEMENT PLAN FOR THE HISTORIC CENTER OF PRIZREN

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3. PROVISION OF DIGNIFIED HOUSING, WITH MODERN CONDITIONS, AND HARNESSING POTENTIALS FOR HOUSING DEVELOPMENT WITHIN THE HCP	3.1. Documentation of all traditional houses within the HCP and categorization for interventions and future potentials 3.2. Awareness raising for traditional house owners on the values of heritage and property management
4. PRIZREN CITY BRANDING: CULTURAL CAPITAL OF EUROPE, A DRIVER OF SUSTAINABLE ECONOMIC DEVELOPMENT	4.1. Prizren City promotion and branding 4.2. Sustainable economic development by cultural tourism 4.3. Enhanced quality of festivals, and transforming the city into a capital of year-long festivals
5. HISTORIC CENTER OF PRIZREN, A PEDESTRIAN- FRIENDLY ZONE, QUALITY PUBLIC SPACES AND CONTEMPORARY INFRASTRUCTURE	5.1. Drafting relevant documentation to ensure safe mobility, a clean environment and infrastructure by modern standards 5.2. Development of sustainable and all-inclusive policies for public space management

## Goal 1. HISTORIC CENTER OF PRIZREN WITH PROTECTED CULTURAL AND NATURAL HERITAGE AND EFFICIENT MANAGEMENT

## OBJECTIVE 1.1. Establishment and functioning of the Office of the Historic Center

No.	Projects/Activities	Priority	Project deadline	Key responsibility	Estimated cost (€)	Reference / Comment
1.1.1	Establishment of the Office of the Historic Center  1. Addition - Amendment to the Decision of the Municipal Assembly of Prizren on the Internal Organization and Systematization of Jobs of the Municipality in 2012.  2. Inclusion of the role and responsibilities of the HCP Office in this decision 3. Drafting job descriptions for office employees to be recruited.  4. Implementing relevant administrative procedures to ensure that the employed officials are granted the status of civil servants.  5. Pursuing legal and administrative procedures to increase the number of staff through: staff reallocation, and/or budget planning.  6. Staff recruitment	High	Long-term 5-10 years	Municipality of Prizren	17,000.00	According to Article 21, paragraph 1, of the Law (No. 04/L-066) on the Historic Center of Prizren  Cost for staff /per year
1.1.2	Functioning of the Office of the Historic Center and Implementation of the Mandate as defined in the Management Plan (See Chapter 6)  1. Coordination of actions related to the protection, development and promotion of the Historic Center of Prizren, including international assistance.  2. Informing the public on the importance and the protected status of the Historic Center of Prizren.  3. Promotion and development of the Historic Center of Prizren as a tourist destination with a rich cultural heritage;  4. Promotion and development of the Historic Center of Prizren as a tourist destination with a rich cultural heritage;	High	Long-term 5-10 years	Municipality of Prizren	/	According to Article 21, paragraph 1, of the Law (No. 04/L-066) on the Historic Center of Prizren
1.1.2.1	Coordination of actions related to the protection, development and promotion of the Historic Center of Prizren, including international assistance.  1. Setting up a joint roundtable between stakeholders for HCP  2. Drafting a medium-term plan to identify all activities and projects within the HCP  3. Synchronizing and prioritizing projects of central and local level institutions within the HCP  4. Compiling a joint list of priorities for projects in HCP  5. Creating a joint consultative group to address cases/requests for interventions within the HCP (Group consisting of the Municipality of PZ: DUSP, DI, Council of HCP and RCHC Prizren)  6. Identify potential donors and apply for investment funds in HCP	High	Long-term 5-10 years	HCP Office	/	According to Article 21, paragraph 3, of the Law (No. 04/L-066) on the Historic Center of Prizren

1.1.2.2	Informing the public on the importance and the protected status of the Historic Center of Prizren.  1. Establish a joint working group for coordination of the public information process related to activities within the HCP.  2. Reciving information from local and central institutions (Municipality, MCYS, RCHC Pz and civil society), verification, processing, accuracy and placement to the public	High	Long-term 5-10 years	HCP Office	/	According to Article 21, paragraph 3, of the Law (No. 04/L-066) on the Historic Center of Prizren
	Note: The elaboration of this mandate is done in coordination with relevant central and local institutions in relation to article 21 par. 3					
1.1.2.3	Promotion and development of the Historic Center of Prizren as a tourist destination with a rich cultural heritage  1. Creation of a joint working group to coordinate the process of promoting activities within the HCP (Municipality, RCHC and civil society)  2. Providing and disseminating information and promotional materials on the Historic Center of Prizren, including information maps, list of services provided, cultural agendas and advertisments  Note: The elaboration of this mandate is done in coordination with relevant central and local institutions in relation to article 21 par. 3	High	Long-term 5-10 years	HCP Office	/	According to Article 21, paragraph 3, of the Law (No. 04/L-066) on the Historic Center of Prizren

## OBJECTIVE 1.2. Protecting and promoting HCP through the nomination of monuments to the UNESCO World Heritage List

No.	Projects/Activities	Priority	Project deadline	Key responsibility	Estimated cost (€)	Reference / Comment
1.2.1	Providing the conditions to allow for the removal of the Saint Friday Church from the List of World Cultural Heritage in Danger  1. Drafting the conservation plan, based on the assessment of the physical condition;  2. Drafting the maintenance and management plan;  3. Restoration and rehabilitation of the Church of Our Lady of Ljevis according to the Conservation Plan;  4. Adequate signage of the Church in the city to ensure easier access to visitors;  5. Design a promotion campaign at the national and international level;  6. Visiting schedule;	Medium	Medium- term 3-5 years	OPM and MCYS	/	Operational Guidelines for the Implementation of the World Heritage Convention  Law (No. 02/L-88 on Cultural Heritage

1.2.2	Nominating the Prizren League complex on the World Heritage Sites Tentative List  1. Ensuring cooperation and coordination of responsibilities between local and central level institutions: Signing of the Memorandum of Understanding.  2. Appointment of the special committee for the initiation, research and promotion of the nomination of this site to the World Heritage List  3. Drafting the Dynamic Action Plan for the Committee appointed to prepare the file for the Tentative List.  4. Implementation of the Dynamic Action Plan:  4.1 Collection of basic documents needed to support the nomination file  4.2 Study of other nomination files  4.3 Allocation of the budget to support the nomination process  4.4 Developing the literature of other nomination files from successful examples  4.5 Sending Committee representatives to the World Heritage Congress and ICOMOS to initiate lobbying.  4.6. Promoting the nomination process at the national and international level	High	Medium- term 3-5 years	MCYS (KCCH) and Municipality of Prizren (Office of HCP)		Operational Guidelines for the Implementation of the World Heritage Convention  Law (No. 02/L-88 on Cultural Heritage
1.2.3	Exploration of other Cultural Heritage assets in the HCP on the potential to apply for the World Heritage Tentative List - UNESCO  1. Appointment of the working group for the initiation and implementation of the analysis  2. Analysis and evaluation of existing Cultural Heritage sites under Permanent Protection - located within the HCP perimeter  3. Analysis and evaluation of existing Cultural Heritage sites under Temporary Protection - located within the HCP perimeter  3.	Medium	Medium- term 3-5 years	MCYS (KCCH) and Municipality of Prizren (Office of HCP)	5,000.00	Operational Guidelines for the Implementation of the World Heritage Convention  Law (No. 02/L-88 on Cultural Heritage

## OBJECTIVE 1.3. Regulation of legal basis for proper functioning of the process of protection, management and promotion of cultural heritage

No	. Projects/Activities	Priority	Project deadline	Key responsibility	Estimated cost (€)	Reference / Comment
1.3.1	Proposal of the Historic Center of Prizren to the List of Cultural Heritage under Permanent Protection as a Historic Urban Area with Local, State and International Interest Values  Note: Data prepared on the analysis of the existing state of affairs and the assessment in relation to the HCP during the drafting process of the Management Plan can serve as a basis for the completion of the application.	High	Short-term 0-2 years	MCYS (KCCH and RCHC Prizren)	/	Law (No. 02/L-88) on Cultural Heritage  Regulation on the Designation of Public Cultural Heritage Institutions, subordinate to the Ministry of Culture, Youth and Sports, as competent institutions (No. 06/2017
1.3.2	Amendments to the current law (No. 02/L-88) on Cultural Heritage  Note: Inclusion of the legal basis for the drafting of Management Plans for cultural heritage sites	High	Short-term 0-2 years	MCYS	/	

1.3.3	Drafting and adopting the Law on Museums	Medium	меатит- term	MCYS	/	
1.3.4	Drafting of the rules of procedure on the duties and responsibilities of the Cultural Heritage Inspectorate (MCYS)  Note: Defining the relationship between their duties in relation to the obligations deriving from the Law on Historic Center and the Law on SPZ.	High	Short-term 0-2 years	MCYS	/	Law (No. 02/L-88) on Cultural Heritage Law (No. 04/L-066) on the Historic Center of Prizren Law (No. 03/L-039) on Special Protective Zones
1.3.5	Drafting a joint regulation between MESP and MCYS defining and dividing responsibilities and areas of cooperation between the MESP Inspectorate (central and local level) and the MCYS Inspectorate in relation to the HCP	Medium	Short-term 0-2 years	MCYS MESP	/	
1.3.6	Amendments to the HCP border based on the research and recommendations of the HCP Management Plan	Medium	Medium- term 3-5 years	MESP, Municipality of Prizren MCYS	/	
1.3.7	Completion and synchronization of cultural heritage assets between the Cultural Heritage List under Temporary Protection (2017-2018) and Annex II of the HCP law  - Analysis and evaluation of the sites listed in Annex II of the HCP law  - Preparation of Inventory Files  - Synchronization and inclusion in the CH List under Temporary Protection  - Amendments to Annex II of the HCP law	High	Short-term 0-2 years	MCYS		
OBJECT	TIVE 1.4. Full inventory of cultural heritage assets and prioritization of co	nservation i	interventions	in the HCP		1

Project

deadline

Priority

Projects/Activities

Key responsibility Estimated

cost (€)

Reference / Comment

1.4.1	Creating a database of HCP data  - Documentation of buildings on the GIS platform;  - Scanning all official documents (decisions, strategies, urban plans, maps and old pictures);  - Entry of data on the digital platform (database);  - Promotion of the database to the public  - Updating the data annually  Note: Full access to all data is allowed to local and central institutions, whereas the public (students, creators, scientific researchers, etc.) upon request and with special permission	Medium	Medium- term 3-5 years	Municipality of Prizren (HCP Office)	100,000.00	This database will serve the needs of the Municipality of Prizren (Urbanism, Cadastre, HCP Council) as well as the Regional Center for CH in Prizren
1.4.2	Inventory of sites that are not included in Annex II of the Law on HCP, and in the CH List under Temporary Protection.  - Preparation of files for proposals to the CH List under Temporary Protection  Note: This also includes assets from the second part of the XX century - examples of modern architecture	High	Short-term 0-2 years	RCHC Prizren	/	
1.4.3	Completion of technical documentation for ensembles listed in the CH List under Temporar y Protection 2017-2018: Complex Nënkalaja, Pantelija, and Potokmahala; Marash Mahala Complex, and Tabakhana - Accurate redefinition of boundaries of ensembles; - Identification of CH assets to be protected; - Determining accurate development criteria for such ensembles.	Medium	Medium- term 3-5 years	RCHC Prizren	/	
1.4.4	Drafting the list of priorities for emergency intervention in cultural heritage assets in HCP based on needs and situation on the ground	High	Short-term 0-2 years	RCHC Prizren	/	
1.4.5	Documentation and Inventory of Shadërvan Square, and Preparation the Proposal File on the CH List under Temporary Protection (2019-2020)	Medium	Short-term 0-2 years	RCHC Prizren	/	
1.4.6	Documentation and Inventory of Adem Jashari street, and Preparation the Proposal Files for the CH List under Temporary Protection (2019-2020)	Medium	Short-term 0-2 years	RCHC Prizren	/	
1.4.7	Documentation and inventory of all cultural heritage assets in the Second Protection Zone of HCP and preparation of the proposal file for temporary protection.	Medium	Medium- term 3-5 years	RCHC Prizren	/	

## OBJECTIVE 1.5. Protecting cultural Heritage values through thr process of spatial planning and urban development

N	o. Projects/Activities	Priority	Project deadline	Key responsibility	Estimated cost (€)	Reference / Comment
1.5.3	Evaluation of the Municipal Development Plan and drafting of the Municipal Zoning Map	High	Short-term 0-2 years	Municipality of Prizren/ DUSP	/	Law No. 04/L-174 on Spatial Planning

1.5.2	Redefining the Second Protection Zone of HCP according to the proposal of HCP MP and its integration in the Municipality's Zoning Map  - Drafting the Detailed Regulatory Plan for the Second Protection Zone of	Medium	Short-term 0-2 years	Municipality of Prizren/ DUSP	30,000.00	Law No. 04/L-174 on Spatial Planning
1.5.3	the HCP  Drafting of the Conservation and Development Plan of HCP as a			Municipality of	40,000.00	Law No. 04/L-174 on Spatial Planning
	Detailed Regulatory Plan  Note: Complementary document of the HCP Management Plan for the technical aspects of protection and development of the zone	High	Short-term 0-2 years	Prizren/ DUSP	,	,

## OBJECTIVE 1.6. Protection, development and promotion of HCP through urban regeneration approach of sub-zones and revitalization of public buildings

No.	Projects/Activities	Priority	Project deadline	Key responsibility	Estimated cost (€)	Reference / Comment
1.6.1	Drafting the urban regeneration project and facade rehabilitation for: Nënkalaja and Pantelia	Medium	Short-term 0-2 years	Municipality of Prizren	20,000.00	The project cost includes the design and does not include implementation
1.6.2	Drafting the project of conservation, rehabilitation of facades and urban regeneration for: Marin Barleti street	High	Short-term 0-2 years	RCHC Prizren	56,000.00	Project: "SOCIO-ECONOMIC REVITALIZATION AND INTEGRATION OF THE LOCAL COMMUNITY ON MARIN BARLETI STREET IN PRIZREN" in cooperation between MCYS/RCHC Prizren, NGO EC MA Ndryshe, European Union Office, and British Embassy in Prishtina  The project cost includes the design but does not include implementation
1.6.3	Drafting the project for the rehabilitation of facades and addressing the cobblestone in Shadërvan Square  Note: Shadërvan Square, as a reference point for many citizens and tourists, should be reliveved from some functions in order to avoid any impact in its urban and historical integrity. Various operators need to find other alternatives to organize their activities in other areas that are not fully utilized.	High	Short-term 0-2 years	RCHC Prizren and Municipality of Prizren (DPS)	20,000.00	The project cost includes the design and does not include implementation
1.6.4	Drafting the urban regeneration project for: Kujumxhillëk (st. Pushkatarë) - redesign and transformation into a handicraft zone	Medium	Medium- term 3-5 years	Municipality of Prizren	20,000.00	The project cost includes the design and does not include implementation
1.6.5	Drafting the urban regeneration project for: Lumbardhi riverbanks	High	Medium- term 3-5 years	Municipality of Prizren	35,000.00	The project cost includes the design and does not include implementation
1.6.6	Note: This plan will integrate and present monuments from different time periods: Archaeological site, Arasta Minnaret, Beledije old spring, WW2 Monument, KLA War Monument.	Medium	Short-term 0-2 years	Municipality of Prizren	20,000.00	The project cost includes the design and does not include implementation
1.6.7	Drafting the urban regeneration project and facade rehabilitation for: street Adem Jashari	Medium	Short-term 0-2 years	Municipality of Prizren	35,000.00	The project cost includes the design and does not include implementation
1.6.8	Drafting the urban regeneration project for: Tabakhane neighborhood	Medium	Short-term 0-2 years	Municipality of Prizren	20,000.00	The project cost includes the design and does not include implementation

1.6.9	Identification of public buildings suitable for changing their intended			Municipality of Prizren	/	Ruzhdija reconstruction project is being drafted by
	purpose into alternative functions and drafting of adaptation projects					TIKA; This project will be implemented by TIKA;
	1. Changing the intended purpose of existing public buildings for cultural					
	institution creation: Art Gallery, Multi-functional Cultural Center, Concert					
	Hall etc.		Long torm			
	2. Installation of diplomatic missions or other administrative institutions in	Medium	Long-term 5-10 years			
	HCP;		3-10 years			
	3. Changing the intended cultural/artistic function in unused public					
	buildings: First City Cinema, Old Austro-Hungarian Embassy, Beledije					
	Building, Ruzhdia, etc.					

## OBJECTIVE 1.7. Promotion of spiritual heritage and increasing the city's museum capacities

No.	Projects/Activities	Priority	Project deadline	Key responsibility	Estimated cost (€)	Reference / Comment
1.7.1	Documentation and inventorying of spiritual heritage in Prizren Municipality related to the HCP	High	Medium- term 3-5 years	Municipality of Prizren (DCYS) and MCYS - DCH	50,000.00	
1.7.2	Creation of a list of spiritual heritage in Prizren Municipality related to the HCP, with relevant categories	High	Medium- term 3-5 years	Municipality of Prizren (DCYS) and MCYS - DCH	/	
1.7.3	Increasing the capacities and functions of existing city museums  1. Albanian League of Prizren;  2. Archaeological Museum of the region of Prizren;  Note: Ensuring of parking for visitors, access for people disabilities, audioguide, souvenir shop corners, full interpretation of museums' funds in official languages.	High	Medium- term 3-5 years	MCYS - DCH and Municipality of Prizren	50,000.00	
1.7.4	Establishment and complete functioning of existing city museums  1. Mother Theresa Museum;  2. Hydro-electrical chemistry Museum;  3. Ethnological Museum of Prizren - Shehzada House;  Note: Determining the status of the Museum (Municipal, Regional, National);  Drafting the Statute of the Museum; Drafting the Promotion and  Management Plan; Recruitment of professional staff, and Preparation of the exhibition.	Medium	Long-term 5-10 years	MCYS - Museum of Kosovo and Municipality of Prizren	280,000	
1.7.5	Establishment of the City Museum where the history of the city and its cultural diversity will be reflected  Note: Determining the location, status, drafting the statute, staff recruitment and preparing the exhibition.	Medium	Long-term 5-10 years	Municipality of Prizren and MCYS - Museum of Kosovo	30,000.00	The project cost includes the design and does not include implementation/construction
1.7.6	Establishment of the Museum of Artists of Prizren  Note: Determining the location, status, drafting the statute, staff recruitment and preparing the exhibition.	Low	Long-term 5-10 years	Municipality of Prizren and MCYS - Museum of Kosovo	30,000.00	The project cost includes the design and does not include implementation/construction

## OBJECTIVE 1.8. Transformation of the HCP into a friendly environment for conservation and promotion of nature

No.	Projects/Activities	Priority	Project deadline	Key responsibility	Estimated cost (€)	Reference / Comment
1.8.1	Documentation and inventorying of natural heritage	Medium	Medium- term 3-5 years	Municipality of Prizren (DPS) and MESP - KIEP (Kosovo Institute for Environmental Protection)	30,000.00	Law (No. 03/L-025 on Environmental Protection.
1.8.2	Entering into documented natural heritage protection	Medium	Medium- term 3-5 years	Municipality of Prizren (DPS) and MESP - KIEP	/	Law (No. 03/L-025 on Environmental Protection.
1.8.3	Promotion of biodiversity within HCP	Medium	Short-term 0-2 years	Municipality of Prizren (DPS)	5,000.00	
1.8.4	Establishment of the association for environmental protection within the HCP	Medium	Long-term 5-10 years	Municipality of Prizren (DPS) and Local NGOs	8,000.00	Cost per year
1.8.5	Increasing the green areas and planting seedlings in public spaces	High	Short-term 0-2 years	Municipality of Prizren (DPS) and Local NGOs	/	

## Goal 2. HISTORIC CENTER OF PRIZREN AS A PLACE OF CONNECTION WITH VALUES FOR EDUCATION OF FUTURE GENERATIONS

## OBJECTIVE 2.1. Development of formal and informal education about heritage and cultural diversity

No.	Projects/Activities	Priority	Project deadline	Key responsibility	Estimated cost (€)	Reference / Comment
2.1.1	Integration of the curriculum of the public university of Prizren with the needs of the cultural heritage sector	Medium	Medium- term 3-5 years	UPZ	/	
2.1.2	Inclusion of cultural and natural heritage in the curriculum of primary and secondary schools and the use of various creative methods of nonformal education on heritage  - Teacher training program with proposed activities  - Teacher's Handbook on Culture and Diversity	Medium	Long-term 5-10 years	Municipality of Prizren/ DPS	10,000.00	Curriculum Framework for Pre-University Education (MEST)
2.1.3	Heritage in Schools  1. Week of Heritage in schools (primary schools - grades 6-9)  2. Heritage Clubs (high schools - grades 10-13)  3. Program of lectures and educational visits to students in cultural heritage sites for primary and secondary schools of the city  4. Cultural heritage quiz for city schools	High	Long-term 5-10 years	Municipality of Prizren/ DPS	50,000.00	Sub-activities can be covered at no additional cost while the sub-activity 3. includes lectures and 60 educational visits for 3 years (€ 20,000)  Activity 4 includes lectures and competitions between schools for 3 years (€ 30,000)
2.1.4	Heritage outside schools  1. Acquire (adopt) a heritage site (high school - grades 10-13) 2. What have my grandparents told me79 (primary schools - grades 6-9; high schools - grades 10-13)  3. Open Museums/Night at the Museum (High schools - Grades 10-13)  4. Heritage Cinema (+ discussion) (High schools - grades 10-13)  5. Summer School of Heritage/Heritage Olympiads (for both levels)	Medium	Long-term 5-10 years	Municipality of Prizren /DCYS and DPS	130,000.00	
2.1.5	Organization of campaigns for restoration camps for traditional homes targeting young people, craftsmen and owners	Medium	Long-term 5-10 years	MCYS - DCH RCHC Pz Office of HCP	50,000.00	Regional Restoration Camps across the Balkans (CHwB Albania)
2.1.6	Establishment of a center for the revival of traditional crafts and education of new generations on such crafts Development of a revival program for old handicrafts that are disappearing by linking traditional handicrafts with the potential of cultural tourism development o Identification of old crafts that have survived o Documentation of old crafts o Building professional capacities through trainings and education of traditional crafts	Medium	Long-term 5-10 years	Municipality of Prizren Businesses	150,000.00	The existing project of the Esnaf association "Filigree Craft School"

овјест	TIVE 2.2. Raising awareness in the field of cultural and natural heritage					
No.	Projects/Activities	Priority	Project deadline	Key responsibility	Estimated cost (€)	Reference / Comment
2.2.1	Marking the European Heritage Days in Prizren	Medium	Long-term 5-10 years	Municipality of Prizren /DCYS and DPS	40,000.00	The theme of the activity can be changed every year Cost per year
2.2.2	Education through Entertainment 1. Path of discoveries (Electronic Game) 2. Discover the Historic Center - Board Game 3. Classes of artisans	Medium	Long-term 5-10 years	Municipality of Prizren /DCYS and DPS	70,000.00	Cost per year
2.2.3	Organization of awareness campaigns about the implementation of the Law on Protection of Cultural Heritage	Medium	Medium- term 3-5 years	MCYS Municipality of Prizren Professional Associations	1,500.00	Cost per year
2.2.4	Organization of local and international seminars on the protection of cultural and natural heritage	Medium	Long-term 5-10 years	MCYS Municipality of Prizren Professional Associations	20,000.00	Cost per year
2.2.5	Building local capacities in the field of cultural and natural heritage, study visit program, scholarships, etc.	Medium	Long-term 5-10 years	MCYS Municipality of Prizren Professional	35,000.00	Cost per year

5-10 years

Associations

#### Goal 3. ENSURING DIGNIFIED HOUSING WITH MODERN CONDITIONS AND ENSURING THE POTENTIAL FOR DEVELOPMENT OF HOUSING FACILITIES WITHIN HCP

#### OBJECTIVE 3.1. Documentation of all traditional houses within the HCP and their categorization for interventions and potential for the future

No.	Projects/Activities	Priority	Project deadline	Key responsibility	Estimated cost (€)	Reference / Comment
3.1.1	Categorization of old traditional houses based on their values, and determining the criteria for which actions/ interventions can be made in such homes	High	Medium- term 3-5 years	MCYS/RCHC Prizren	20,000.00	The project cost only includes the design and does not include implementation
3.1.2	Drafting the action plan for restoration and revitalization of old houses within HCP	Medium	Medium- term 3-5 years	MCYS/RCHC Prizren and Municipality of Prizren (DUSP)	10,000.00	
3.1.3	Development of a guideline for revitalization and re-functioning of traditional houses (such as guesthouses)	Medium	Short-term 0-2 years	MCYS/RCHC Prizren	25,000.00	
3.1.4	Developing a guideline on cheap methods of maintenance of traditional houses	Medium	Short-term 0-2 years	MCYS/RCHC Prizren	25,000.00	
3.1.5	Implementation of plans, manuals drafted	Low	Long-term 5-10 years	MCYS/RCHC Prizren and Municipality of Prizren (DUSP, DPS)	2,000,000.00	

## OBJECTIVE 3.2. Raising awareness of owners of traditional houses on heritage values and their property management

No.	Projects/Activities	Priority	Project deadline	Key responsibility	Estimated cost (€)	Reference / Comment
3.2.1	Establishment of the association of owners of traditional houses	Medium	Short-term 0-2 years	Civil Society/RrOK Pz and HCP Office	5,000.00	
3.2.2	Organization of awareness campaigns for owners	High	Long-term 5-10 years	Civil Society/RrOK Pz and HCP Office	20,000.00	Cost for 10 years
3.2.3	Drafting information brochures and relevant technical documentation for owners of cultural heritage assets  Note: Information on the procedures for obtaining permits, interventions and maintenance of cultural heritage assets	Medium	Short-term 0-2 years	HCP Office	7,500.00	
3.2.4	Drafting information brochures and relevant technical documentation for owners of new buildings in HCP  Note: Information on the procedures for obtaining permits, interventions and	Medium	Short-term 0-2 years	HCP Office	7,500.00	

## Goal 4. BRANDING OF THE CITY OF PRIZREN: CULTURAL CAPITAL OF EUROPE AS A DRIVER OF SUSTAINABLE ECONOMIC DEVELOPMENT

## OBJECTIVE 4.1. Promotion and branding of the city of Prizren

No.	Projects/Activities	Priority	Project deadline	Key responsibility	Estimated cost (€)	Reference / Comment
4.1.1	Branding of the City of Prizren Developing the project design for the competition for the branding of the city based on the following structure:  1. Opening the (international) competition 2. Organization of specific thematic workshops for city branding and formulation of collective narratives according to the above fields. 3. Application of various methods of civic participation on branding themes (field questionnaires, online questionnaires on municipal websites, photo contest, and other similar competitions etc.) 4. Design and development of the brand (including the textual, conceptual and visual side) 5. Design of elements and urban signs based on the overall branding of the city (including pedestrian orientation signs for cultural and natural heritage) 6. Applying the brand to different media and targeting different audiences 7. Monitoring and Management of the Brand	High	Medium- term 3-5 years	Municipality of Prizren/DTED	50,000.00	Cost of project includes activities 1 to 4
4.1.2	Application for the status of the European Capital of Cultureo Establishment of the commission and drafting of the application file o Reviewing other successful examples of Capital Cities of Culture o Defining the dynamic plan, budget needed and influencers to work on this objective o Establishment of a steering committee for the review o Conducting an economic study with cost-benefit analysis of the process o Highlighting long-term economic benefits from the status of European Capital of Culture - increased tourism, attention to and placement of Prizren on the map"	High	Medium- term 3-5 years	Cabinet of the Mayor MCYS	150,000.00	The project can be part of the broader EU Creative Europe platform and can be co-funded between MCYS and the Municipality of Prizren.
4.1.3	Developing the city's tourism website including smartphone application platform	High	Medium- term 3-5 years	Municipality of Prizren/DTED	/	
4.1.4	Interpretation tables for monuments of cultural heritage sites connected to barcodes with the city's tourism website  Provision of free Wi-fi within the HCP and promotion of the city within this network	Medium	Long-term 5-10 years	Municipality of Prizren/DTED	10,000.00	Cost for tables of 20 monuments
4.1.5	Participation in tourist conventions and sponsoring stands for the promotion of Prizren  - Fairs in Kosovo  - Fairs in the region  - Membership to the World Tourism Organization (Madrid)  - ITB Berlin	Medium	Long-term 5-10 years	Municipality of Prizren/DTED MTI / KIESA	20,000.00	Cost per year

No.	Projects/Activities	Priority	Project deadline	Key responsibility	Estimated cost (€)	Reference / Comment
4.2.1	Designing a tourism strategy as part of the overall economic development strategy of the city  - Identifying the visitor experience in the city of Prizren (collection of statistics from visitors, satisfaction with the services offered)  - Annual program for the development of tourism activities  - Development and provision of travel packages that include Prizren as part of broader tourist packages.  Encouraging the development of Ecotourism	High	Short-term 0-2 years	Municipality of Prizren/DTED		
4.2.2	Subsidizing owners of traditional houses to transform them into guesthouses (BnB)	Medium	Long-term 5-10 years	Municipality of Prizren/DTED	160,000.00	The cost would include drafting the project and investing up to 10,000 Euro per house (total 15 houses for 3 years). The project would be conducted through a public competition, the owners themselves would express the will to offer the house as a guesthouse while the Municipality would invest in technical improvements.
4.2.3	Capital investment in restoration of cultural heritage sites	Medium	Long-term 5-10 years	Municipality of Prizren/DTED	/	Number of buildings and cost of intervention is determined on the basis of specific analysis of buildings
4.2.4	Professional capacity building for tourism development:  • Vocational training  • Study visits  • Trainings for tour guides and their profiled certification	High	Medium- term 3-5 years	Municipality of Prizren/DTED	25,000.00	Cost per year
4.2.5	Strengthening touristic info-center capacities and equipping them with appropriate promotional materials  Drafting of a monthly brochure for promotion of cultural activities taking place in the HCP and Prizren	High	Long-term 5-10 years	Municipality of Prizren/DTED Tour operators	10,000.00	Cost per year
4.2.6	Zoning of business activities within HCP - categorization of the type of business that can be developed within the HCP - creation of commercial zones with the revival of old crafts and bringing new businesses. (Remodeling the Adem Jashari street)	Medium	Medium- term 3-5 years	Municipality of Prizren/DTED	/	
4.2.7	Development of the Culinary offer o Traditional food market once a week in the HCP o Promotion of traditional food in restaurants in the city	Medium	Long-term 5-10 years	ESNAf and the Craftsmen Association	/	

4.2.8	Raising funds for investments within the HCP o Creating an earmarked investment fund for HCP from the money generated within the HCP o Establishing a special fund for the revival and maintenance of the HCP o Incentives and Promotional Packages for Small Businesses and Innovation. In cooperation with innovation centers and business incubators, improve the environment for new and sustainable business ideas. o Issuing permits for pop-up business ideas, and in the medium-term providing physical infrastructure to do so (such as provision of booths) in which specific businesses can operate.	Medium	Long-term 5-10 years	Municipality of Prizren/DTED MED	/	
4.2.9	Creating fiscal policies for facilitating investments within CPH o Modification /expansion of the list of products subject to a reduced VAT rate of 8% used in cultural, artistic, tourist and recreational activities. o Implementation of the Administrative Instruction on Tax Breaks, limited to investments in sectors with employment potential, including tourism.	Medium	Long-term 5-10 years	Municipality of Prizren/DEF MF	/	

## OBJECTIVE 4.3. Increasing the quality of festivals and transforming the city into a center of festivals throughout the year

No.	Projects/Activities	Priority	Project deadline	Key responsibility	Estimated cost (€)	Reference / Comment
4.3.1	Drafting a cultural strategy that will provide conditions for development, management and promotion of spiritual heritage, cultural institutions and cultural activities.  - Drafting the regulation and setting the criteria for financing cultural activities  - Reorganization of annual cultural activities for a more even distribution throughout the year  - Updating and formalizing the cultural calendar  - Promoting the annual cultural calendar	High	Long-term 5-10 years	Municipality of Prizren /DCYS and DPS RROK Pz	20,000.00	
4.3.2	Establishment of Festivals for the Promotion of Heritage Values(Traditional Food, Traditional Music: City and Folk Music, etc.)	Medium	Long-term 5-10 years	Municipality of Prizren/DCYS NGOs	20,000.00	Cost per year

## Goal 5. HISTORIC CENTER OF PRIZREN, PEDESTRIAN FRIENDLY AREA, WITH THE QUALITY PUBLIC SPACES AND MODERN INFRASTRUCTURE

#### OBJECTIVE 5.1. Drafting relevant documentation to ensure safe mobility, clean environment and infrastructure according to contemporary standards

No.	Projects/Activities	Priority	Project deadline	Key responsibility	Estimated cost (€)	Reference / Comment
5.1.1	Drafting the Mobility Plan, addressing all relevant issues (traffic in the area, regulation and standardization of parking lots, cable car, cycling path, etc.)	High	Medium- term 3-5 years	Municipality of Prizren /DPS	50,000.00	Article 12 of the Law on HCP
5.1.2	Implementation of the existing Waste Management Plan and its amendment and functioning in the HCP	Medium	Short-term 0-2 years	Municipality of Prizren /DPS	/	Article 11 of the Law on HCP
5.1.3	Drafting of the Emergency Plan for HCP Protective measures against fire or natural disasters 1. The Municipality shall draft a plan for the protection of the Historic Centre of Prizren against fire, dangers and natural disasters and other disasters. 2. Every site, cultural monument under private or public property within the Historic Centre of Prizren must be equipped with fire extinguishers in accordance with the applicable Laws as well as with the manual on protection measures against natural disasters or fire disasters.	High	Short-term 0-2 years	Municipality of Prizren /DPS	10,000.00	Article 13 of the Law on HCP
5.1.4	Preventive measures for heritage buildings in a poor physical condition that pose a danger to passersby	High	Short-term 0-2 years	Municipality of Prizren /DPS	150,000.00	This fund would be used for physical consolidation of approximately 20 buildings
5.1.5	Regulation of underground infrastructure and its modernization in line with the HCP context	Medium	Long-term 5-10 years	Municipality of Prizren /DPS	500,000.00	Prizren zoning map
5.1.6	Drafting of a project for access to monuments and public buildings, with adequate inclinations and signage for people with disabilities	Medium	Long-term 5-10 years	Municipality of Prizren /DPS	20,000.00	The project cost includes the design and does not include implementation
5.1.7	Drafting a guideline for vertical and horizontal traffic signs, including those for cultural and natural heritage sites at the municipal, city and HCP level  • Street signs  • Signs for cultural heritage monuments  • Interpretative table for cultural heritage monuments  • Signs for natural heritage sites  • Interpretative table for natural heritage sites	Medium	Medium- term 3-5 years	MESP, MI, Municipality of Prizren /DPS	80,000.00	The project section should be implemented after the central level drafts the regulation

## OBJECTIVE 5.2. Developing sustainable and comprehensive policies for managing public spaces

No.	Projects/Activities	Priority	Project deadline	Key responsibility	Estimated cost (€)	Reference / Comment
5.2.1	Developing a framework/guide to increase the number of public spaces and adjusting their use (public lighting, children's playground, drinking water fountains, public toilets, regulation of Keji i Lumbardhit, etc.)	Medium	Medium- term 3-5 years	Municipality of Prizren /DPS	15,000.00	The project cost includes the design and does not include implementation

5.2.2	Draft a guideline for urban design and furniture		Medium-	Municipality of Prizren	10,000.00	The project cost includes the design and does not
		Medium	term	/DPS and DUSP		include implementation
			3-5 years			
5.2.3	Creation of special stands and with adequate design for street vendors		Medium-	Municipality of Prizren	20,000.00	The project cost includes the design and does not
	and kiosks in the HCP	High	term	/DPS		include implementation
			3-5 years			
5.2.4	Drafting the regulation and technical guidelines for ads in HCP		Medium-	Municipality of Prizren	10,000.00	The project cost includes the design and does not
		High	term	/DPS		include implementation
			3-5 years			

#### 8. IMPLEMENTATION PROVISIONS AND MONITORING

#### **Public consultations**

Ministry of Culture, Youth and Sports shall open the public consultation process, as the initiating and funding party of the Management Plan of the Historic Center of Prizren (MPHCP) project, pursuant to Article 6, paragraph 6.6 of Law No. 02/L-088 on Cultural Heritage; Article 2, paragraph 1.4 of Law No. 04/L-066 on Historic Center of Prizren; and taking into account Objective 2, Measure 2.1.3, and Objective 3 Measure 3.3.4 of the Action Plan of the National Strategy on Cultural Heritage 2017-27, apart from the consultations made during the drafting process, the final public consultation process has been completed.

## **Approval**

The Management Plan for the Historic Center of Prizren is approved by the Ministry of Culture, Youth and Sports, in consultation with MESP, Municipality of Prizren and other parties involved in the process.

## **Implementation and Monitoring**

MPHCP is a strategic multi-sectorial plan and its implementation involves various institutions of central and local level, as well as other implementing agencies. While the competent institution for monitoring of management plans is not defined in the new Law on cultural heritage, monitoring of the implementation of MPHCP shall make a special Supervisory Commission determined by the MCYS, including all relevant stakeholders.

This Commission drafts its Duties and Responsibilities on the basis of relevant legislation. The Supervisory Commission is recommended to inform various international instances about the approval and implementation of the MPHCP such as UNESCO, ICCROM, Europa Nostra, etc. These instances can also serve to increase capacities and support in the implementation and financing of activities derived from the MPHCP.

#### Timeframe and revision

The Management Plan for the Historic Center of Prizren will cover a ten-year period 2019-2028 and its revision is envisaged during its implementation.

The first assessment of the document's applicability shall be in the end of 2020, whereas subsequent document revisions are foreseen in the end of 2023, 2026 and 2028.

The digital and GIS (Geographic Information System) database shall be updated on annual basis.

# MANAGEMENT PLAN FOR THE HISTORIC CENTER OF PRIZREN

Draft for Public Consultation

## 9. BIBLIOGRAPHY

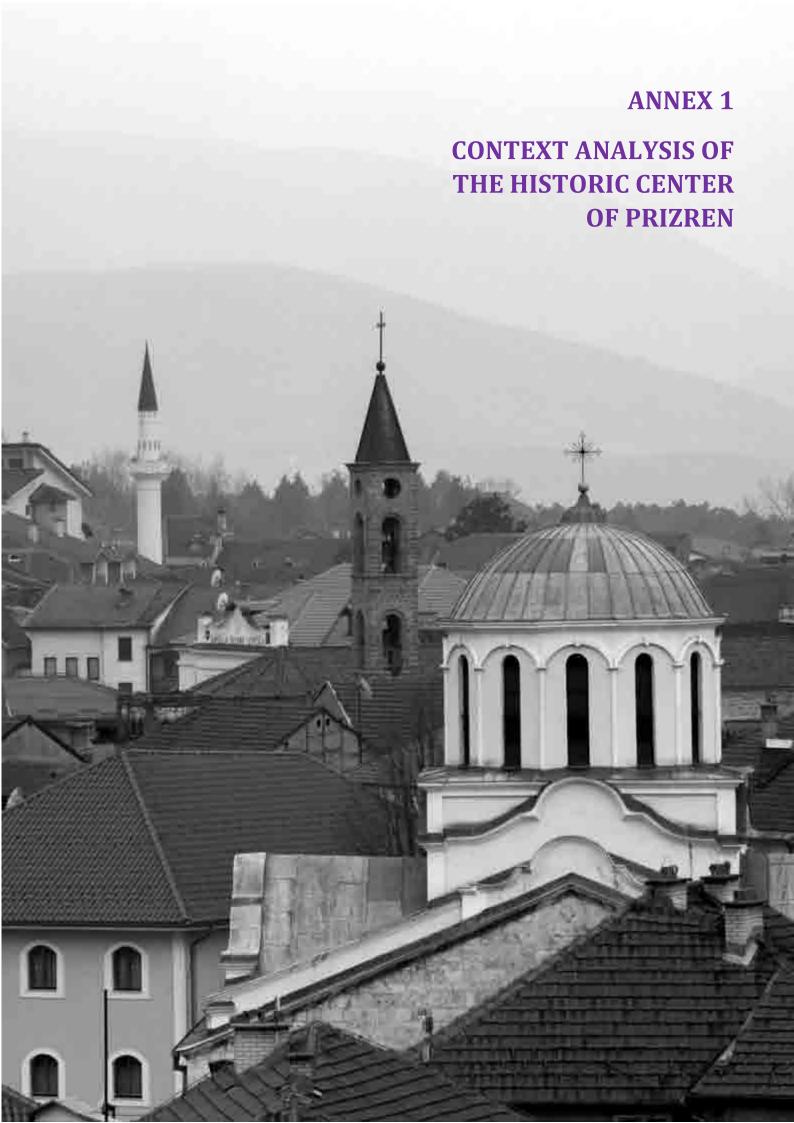
Note: To be concluded in the final draft of the document

# MANAGEMENT PLAN FOR THE HISTORIC CENTER OF PRIZREN

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# 10. INDEX OF PICTURES, MAPS AND SCHEMES

Note: To be concluded in the final draft of the document





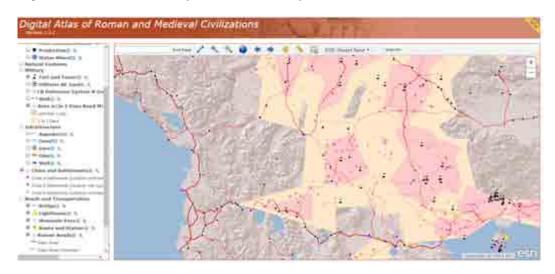
#### 1.1 HISTORY

Prizren is one of the most ancient cities in Kosovo and possesses a distinctive urban and architectural character. The city has rich cultural heritage with high aesthetic, spiritual, scientific and economic values. Traces of material cultural heritage indicate that this heritage includes a continuation since prehistoric times in antiquity, medieval times, renaissance and to this date. This gives Prizren a unique spirit and architecture, characterized by the integration of local culture with the influences, beliefs and civilizations brought by traders and various occupiers. <sup>1</sup>

The city was known as Theranda, Prizdriniana, Peneropolis, Praeserem, Prizna, Prizrenum, Presarin, Prisareno, Prizirendi, Prezren, Prozdren, Pruzrenin, Zorin, Torzerin, Perserin and Prizrend. Situation in a good geographic and geopolitical position, Prizren was always located at the crossroads of big cultures, on important trade routes from the Adriatic to the Balkans.<sup>2</sup>

#### **Antiquity**

The area of the Prizren valley was originally inhabited by the Illyrian tribe, Dardans. Later, the region of Kosovo falls under the rule of the Romans, after the war between the Romans and Daradians, in the 2nd century BC. Prizren was initially recognized as the Roman city of Theranda, in the geography of Ptolemy in the 2nd Century AD, and later as Petrizen by Procopius of Caesarea in *De Aedificii* in the V century. <sup>3</sup>



Map 1- Prizren is located along the ancient trade routes connecting the mountain plateaus to the Mediterranean and the links between the Balkan Peninsula and the Aegean Sea (Harvard DARMC, 2016)

#### **Medieval period Centuries 11-12**

The Byzantine period finds the city with the name Prisdriana. The Charter of the Byzantine Emperor Basil II mentions the city as a Diocese under the jurisdiction of the Archbishop of

<sup>&</sup>lt;sup>1</sup> Nixha & Partners, "Protection of Cultural Heritage", in the Urban Development Plan of Prizren 2003-2013, 1.

<sup>&</sup>lt;sup>2</sup> Noel MALCOLM, "Presentation" in Kosovo a Short History, (London: Pan Books, 2002), 5.

<sup>&</sup>lt;sup>3</sup> "Prokop Buildings", published in the Loeb Classical Library, 1940, arrived on April 17, 2012, http://penelope.uchicago.edu/Thayer/E/Roman/Texts/Procopius/Buildings/4B\*.html.

#### MANAGEMENT PLAN OF THE HISTORIC CENTRE OF PRIZREN

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Ohrid. In the early 13th century, the city fell under the Bulgarian rule, with the exception of the period 1214-1216, when Prizren was conquered by Stefan Prvovenčan (the first to be crowned) from the Serbian Nemanja Dynasty. <sup>4</sup> During this period, the city was protected by a fort, and several fortifications in its surroundings. <sup>5</sup> Prizren was a city of free trade, residence to the Catholic bishop and the Byzantine, Bulgarian and Serbian bishop, and a center of art and culture.

The medieval orientation of Prizren consisted of an axis between the town's Castle, that was on the top of the hill and the basilica of Saint Friday. Other religious and profane buildings are assumed to have been built along this axis between the Castle and the Basilica along the Lumbardhi River. During the 12th and 13th centuries, in the urban-architectural development of Prizren, apart from the Basilica and the Castle, there are few other indications. <sup>6</sup> The course of the river is assumed to have had a different path from its current location. <sup>7</sup>

## The medieval period of the 14th Century

Prizren reached the peak of its historical development, assuming a typical appearance of medieval western cities with sophisticated fortifications, *civitas* (administrative and economic center) and *castrum* (city castle). During the first half of the 14th century, Prizren hosted a large colony of Ragusian (today's Dubrovnik) merchants. To protect their interests, the Ragusian merchants operating in Prizren demanded the appointment of a consul in the city. This marked the beginning of consular life in Kosovo.<sup>8</sup>

In the second half of the 14th century, the city was weakened due to political conflicts and divisions. At that time, after the death of Emperor Dusan (1355), the city was ruled by Serbian king Vukasin (1360-1371) and later, after the death of Vukasin, in 1371, Prizren was governed by an Arber prince of the families Balsha and Kastriot. <sup>9</sup>

Apart from the urban character of Prizren as a shopping center, the city also took on the characteristics of a regional capital, influencing the development of urban structure and the establishment of public institutions. <sup>10</sup> During the 14th century monuments known as the Church of the Holy Virgin - Bogodorica Ljeviska were erected, which was adapted from a basilica into a church with a chappell and a bell tower (in 1307) and during 1352 the Monastery of Archangels was built over the ruins of a the previous ecclesiastical complex.

<sup>4</sup> Noel MALCOLM, "Medieval Kosovo before Prince Lazar: 850-1380" in 'Kosovo a Short History, (London: Pan Books, 2002), 41-44.

<sup>5</sup> Jahja DRANÇOLLI, "History of Prizren" in the Conservation and Development Plan for the Historic Area of Prizren, advantages and challenges of implementation, (Prishtina: CHwB, 2010), 17-19.

<sup>6</sup> Serafin NIKOLIC, Prizren from the Middle Ages to the Modern-Urban Age - Architectural Development, (Prizren: Grafika, 1998), 68-74.

<sup>7</sup> Ibid, 68-74.

<sup>8</sup> Jahja DRANÇOLLI, "History of Prizren" in the Conservation and Development Plan for the Historic Area of Prizren, advantages and challenges of implementation, (Prishtina: CHwB, 2010), 17-19.
9 Ibid, 17-19.

<sup>10</sup> Serafin NIKOLIC, Prizren from the Middle Ages to the Modern-Urban Age - Architectural Development, (Prizren: Grafika, 1998), 68-74.

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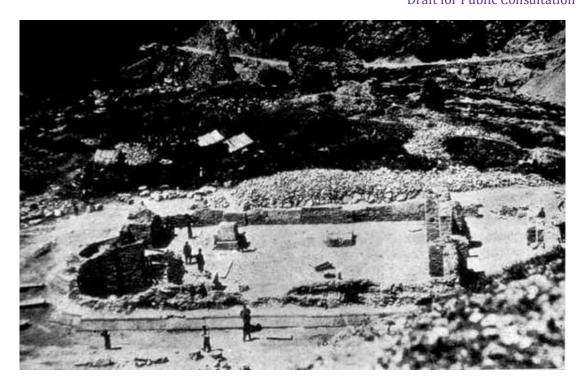


Photo 1. Images of excavations in the Monastery of Archangels in 1927 (source http://www.wikiwand.com/sr/)

#### Prizren under the Ottoman Empire 15-19 Centuries

Prizren was conquered by the Ottoman Empire in 1455.<sup>11</sup> The city witnessed another expansion period from the 16th century when it became a cultural and commercial center of the region. Taking advantage of its favorable geographic position on the important trade routes that connected it within the Ottoman Empire, Prizren became one of the most important craft and trade centers during the 18th-19th centuries.<sup>12</sup>

Prizren was transformed into an important cultural, religious and administrative center with important *waqfs* (charity foundations), mosques, madrassas (religious schools), primary schools, hammams (public baths) and bridges. Prizren's ethnic and religious diversity was encouraged by the Ottoman rule and was distinguished by the coexistence of Muslim Albanians, Catholic Albanians, and Orthodox Serbs and Albanians. <sup>13</sup>

By the end of the 19th century, Prizren became the main political center where the League of Prizren was organized for the first time to protect the rights of Albanians in the region and initially to advocate for a greater autonomy within the Ottoman Empire. <sup>14</sup> During this crucial

<sup>&</sup>lt;sup>11</sup> Noel Malcolm, "Early Ottoman Kosovo: 1480-1580" in 'Kosovo a Short History, (London: Pan Books, 2002), 91-105.

<sup>&</sup>lt;sup>12</sup> Emin RIZA & Nijazi HALITI, Kosovo buildings in 18-19 centuries, (Prishtina: Grafoprint, 2006), 30.

<sup>&</sup>lt;sup>13</sup> Noel Malcolm, "War, Rebellion, and Religious Life: 1580-1680" in Kosovo a short history, (London Pan Books, 2002), 126.

<sup>&</sup>lt;sup>13</sup> Noel Malcolm, "The League of Prizren with the New Turkish Revolution: 1878-1908" in 'Kosovo a Short History, (London: Pan Books, 2002), 215-238.

<sup>14</sup> Ibid.

period the city continued to expand its perimeter while maintaining its organic and open structure.



Photo 2- Church of Saint Friday (Ljevisa) transformed into a Mosque

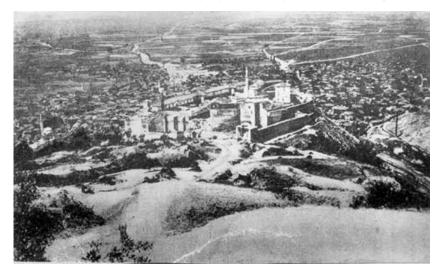


Photo 3 - View of the Castle of Prizren during the Ottoman period, end of the 19th century

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Photo 4. Views from the Castle of Prizren in 1913

## 19th Century - years 1912-1999

This period is characterized with the end of the rule of the Ottoman Empire and drastic urban interventions with the aim of modernization. The capitulation of the Ottoman Empire in 1912 and the end of its rule in the Balkan Peninsula was a turning point for many nations. With the departure of the Ottoman army, Kosovo was quickly occupied by the Kingdom of Serbia. 15 In 1918, Prizren and Kosovo became part of the Kingdom of Serbs, Croats and Slovenes, which after 1929 was called the Kingdom of Yugoslavia. 16 After the establishment of the Socialist Federal Republic of Yugoslavia, Kosovo was given the status of an autonomous province with significant rights and self-government.

The urban structure of Prizren consisted of existing urban elements, residential and shopping districts, river and bridges, road networks and streams.

A geodetic survey conducted by military engineers in 1913 marks the first attempt to record the existing urban situation. Then, in 1924, a re-urbanization plan of the city was drafted. 17 According to this plan, the city's organic oriental model was planned to be replaced by a regular orthogonal network. Due to economic constraints, this plan was not implemented and by the end of World War II in 1945, urban development in Prizren continued unplanned.

To meet the modern needs of a growing city, during the period between the two world wars many new public, economic, educational and residential buildings were built: First Hydropower Plant; Gymnasium; Catholic religious school near the Catholic Church; First Hotels; Residential buildings that differ from residential buildings of the 19th century where the European style influence is evident.

<sup>&</sup>lt;sup>15</sup> Noel Malcolm, "Great Rebellions, cerbian conquest, World War One: 1908-1918" in 'Kosovo a Short History, (London: Pan Books, 2002), 239-263.

<sup>&</sup>lt;sup>16</sup> Ibid. 239-263.

 $<sup>^{17}</sup>$  Serafin NIKOLIC, Prizren from the Middle Ages to the Modern-Urban Age - Architectural Development, (Prizren: Grafika, 1998), 332-369.

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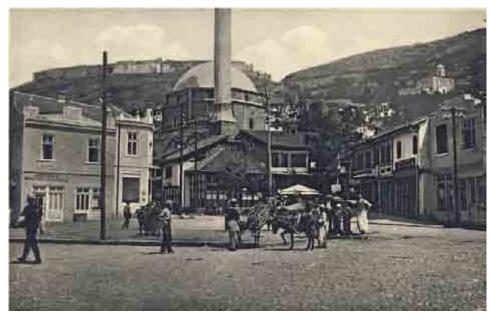


Photo 5. City view at the beginning of the 20th century (1930s)

During the socialist era, the city experienced a thriving development under the motto of 'modernization', which resulted in the loss of the inherited oriental model from the 19th century. <sup>18</sup> The old center of Prizren experienced drastic changes, with the destruction of traditional bazaars and their replacement with multi-story concrete buildings.

Urban development started to be planned with the establishment of the Institute for Urbanism and Protection of Monuments and Natural Rarities in 1967 and the drafting of the first Urban Development Plan in 1977. The first law on the protection of cultural heritage monuments was also adopted in 1977. The main objectives of this plan were to define the old and new parts of the city, expand the city towards the north and west, develop new residential areas in the north, develop the industrial zone in the west, and concentration of educational, health and sports activities in the West. <sup>19</sup>

Handicraft activities grew to a larger scale with the creation of an industrial zone in the northwestern part of the city. Many new public buildings were erected: two cinemas, one

<sup>19</sup> Ibid, 387-390.

<sup>&</sup>lt;sup>18</sup>Ibid, 401-432.

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cultural center, one radio station, primary and secondary school, sports center, bank, health center and a military zone in the north of the city.





Photo 6. Changes to the river bed level and new constructions in Arasta Square

The unstable political situation in Yugoslavia was caused by Tito's death in 1980. In 1991, the Socialist Federal Republic of Yugoslavia dissolved and Kosovo remained under the Serbian rule, where the political and social situation deteriorated especially for its Albanian residents. <sup>20</sup> A few decades after the installation of suppressive Serbian rule in Kosovo and Prizren, the city again became one of the Kosovo-Albanian war centers for independence. <sup>21</sup>

## Century 21 - years 1999-2012

From the spring of 1998 until the summer of 1999, Kosovo was the scene of an armed conflict and wild ethnic cleansing. The end of the war and the placement of Kosovo under United Nations provisional administration marked the beginning of a new era for its residents.

In February 2008, the independent state of Kosovo was declared, giving specific rights to all its inhabitants, particularly the minorities.

The change in the political situation was also expressed in the urban development of the city. Uncontrolled urban development and massive constructions characterize this period. The socialist planning system characterized by large-scale construction, dense residential apartment blocks has now been inherited by private developers.

Independence was followed by the liberalization of the economy, general privatization of public property coupled with less building rules. This resulted in a dramatic change in the social structure as well as in the character and nature of the historic urban core. In the mids of rapid construction, multistory buildings were built on the periphery of the center as well as inside the center. These buildings were not in line with the historical character and expressed the use of new materials such as concrete, aluminum and glass. This had an impact in increasing the value of the property and resulted in maximization of areas used for construction, putting the historic structures under pressure. The ground floor of residential buildings was replaced with space for commercial activities, having a significant impact on the urban structure and the silhouette of the city.

<sup>&</sup>lt;sup>20</sup> Noel Malcolm, "Kosovo after Tito's death: 1981-1998" in 'Kosovo a Short History, (London: Pan Books, 2002), 346.

<sup>&</sup>lt;sup>21</sup> Jahja DRANÇOLLI, "History of Prizren" in the Conservation and Development Plan for the Historic Area of Prizren, advantages and challenges of implementation, (Prishtina: CHwB, 2010), 17-19.

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In order to control the rapid development and draft strategies for a planned development, central and local institutions adopted urban and regulatory development plans for the city of Prizren. In 2008, these changes were observed and addressed by a master-plan known as the Conservation and Development Plan for the Historic Zone of Prizren. This plan was adopted by the Municipal Assembly of Prizren, and despite the fact that it is largely respected, it has failed to ensure overall protection of individual property and preservation of the historic urban entirety.

In the political field, European integration represents an important goal in the current Kosovo agenda, as well as in other Balkan states. Conservation and promotion of ethnic diversity and cultural heritage plays a vital role in this regard.

So far, many plans, laws, and regulations have been adopted for the protection of material and spiritual cultural heritage. The legal measures adopted in Kosovo include the Law on Cultural Heritage, in 2006; Law on Special Protective Zones, in 2008; Law on the Historic Center of Prizren in 2012, and the Law on the Village of Hoca e Madhe in 2012.

At the beginning of 2016, with the initiative and funding of the Ministry of Culture, Youth and Sports of Kosovo, and the implementation of the Network of Cultural Organizations in Prizren, the process of drafting the Management Plan for the Historic Center of Prizren was initiated.



### 1.2 LEGAL FRAMEWORK

## Institutions responsible for cultural heritage preservation and management

Cultural heritage in Kosovo is managed by central and local level institutions.

The Kosovo Council for Cultural Heritage is an independent agency established in 2007 by the Kosovo Assembly, in accordance with the Constitution of the Republic of Kosovo, and pursuant to the Law on Cultural Heritage No. 02/L-88. The main mandate of the Council consists of assessment and proclamation of cultural heritage under permanent protection, project evaluation and definition of financial priorities in the field of cultural heritage, and cooperation with domestic and international institutions to enhance and safeguard the cultural heritage in the Republic of Kosovo.

The Ministry of Culture, Youth and Sports, established in 2002, represents the main central institution for managing the overall culture sector in Kosovo. The Department of Cultural Heritage within this Ministry, through its subordinate authorities, represents the main body responsible for cultural heritage management and preservation in Kosovo.¹ This department has affiliate officies of the National Institute and the Regional Centers for Cultural Heritage, through which, programmatic policies are developed for inventory strategies, preservation and protection of cultural heritage assets, drafting intervention plans for cultural heritage preservation and promotion.

The Regional Center for Cultural Heritage in Prizren was established in 1967<sup>2</sup>, formerly known as the Institute for Urbanism and Protection of Monuments and Natural Rarities, and placed under local level administration. In 2001, the institution was placed under the remit of the central level, renamed as the Prizren Institute for Monument Protection, while in 2010, it changed again the name to the Regional Cultural Heritage Center in Prizren. The RCCH is an institution responsible for protection, preservation and promotion of cultural heritage in southern municipalities of Kosovo, namely the Municipalities of Prizren, Suhareka, Rahovec, Dragash, Malisheva and Mamusha.

**Cultural Heritage Inspectors,** according to the Law on Cultural Heritage, were just recently appointed by the Ministry of Culture, Youth and Sports. <sup>3</sup> Terms of reference and their job descriptions have not been defined yet, and it is not yet clear what their role would be in ensuring compliance of works with permits issued within the Historic Center of Prizren.

The Ministry of Environment and Spatial Planning was established in 2002, with a key mandate in developing and implementing legislation on general management in the fields of environment, waters, spatial planning, and construction and housing. Pursuant to applicable legislation, this

<sup>&</sup>lt;sup>1</sup> Robert PICKARD and Florent ÇELIKU, "State of cultural heritage policies in South-East Europe - Kosovo (UNMIK)" në *Analysis and Reform of Cultural Heritage Policies in South-East Europe*, Strasbourg: Council of Europe, 2008, 61-70.

<sup>&</sup>lt;sup>2</sup> Jusuf XHIBO, "Sfidat në mbrojtjen e Zonës Historike të Prizrenit" (Challenges in preserving the Historic Center of Prizren), within the *Plani i Konservimit dhe Zhvillimit për Zonën Historike të Prizrenit, përparësitë dhe sfidat e implementimit* (Conservation and Development Plan for the Historic Center of Prizren, advantages and challenges of implementation), (Prishtina: CHwB, 2010), 162-165

<sup>&</sup>lt;sup>3</sup> In 2017, the MCYS presented the achievements and challenges, accessed on January 29, 2018, <a href="http://www.mkrs-ks.org/?page=1,6,1648#.Wm8l5q6nHcs">http://www.mkrs-ks.org/?page=1,6,1648#.Wm8l5q6nHcs</a>.

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Ministry is responsible for the enforcement of the Law on Special Protection Zones, including the Historic Center of Prizren, and other laws developed on the basis of such law, including the Law on the Historic Center of Prizren.

The Inspectorate of the Ministry of Environment and Spatial Planning operates under such ministry, mandated with inspection supervision of the Historic Center of Prizren, which enjoys the status of a special protection zone.<sup>4</sup>

**The Implementation and Monitoring Council**<sup>5</sup> was established by the Ministry of Environment and Spatial planning, tasked with monitoring of implementation of legal provisions in the Republic of Kosovo related to protection of Serbian religious and cultural heritage in Kosovo, including specifically provisions of the Law on Special Protection Zones, the Historic Center of Prizren and the law on the Village of Hoça e Madhe.

At the local level, **the Municipality of Prizren** is the institution responsible for development management of the city. Matters related to cultural heritage are addressed by the Department of Urbanism and Spatial Planning<sup>6</sup>, Department of Culture, Youth and Sports, Department for Economic Development and Tourism, Department of Inspection, and the Cultural heritage Council in Prizren, in cooperation with the Regional Center for Cultural Heritage in Prizren.

**The Council for Cultural Heritage of Prizren** was established by the Municipal Assembly of Prizren to have an advisory role in activities taking place in the Historic Center of Prizren related to preservation of cultural heritage.<sup>7</sup>

The Office of the Historic Center of Prizren, according to the Law on the Historic Center of Prizren, is proposed for establishment by the Municipality of Prizren. The main mandate of this office would focus on coordinating activities related to protection, development and promotion of the Historic Center of Prizren, awareness raising on the relevance and status of the Historic Center, and also promotion and development thereof as a tourist destination.<sup>8</sup> Despite the fact that the Law was adopted in 2012, this office has not been established yet.

<sup>&</sup>lt;sup>4</sup> Law no. 04/L-175 on the Inspectorate for Environment, Waters, Nature, Spatial Planning and Construction, accessed on March 12, 2018, <a href="https://gzk.rks-gov.net/ActDetail.aspx?ActID=8910">https://gzk.rks-gov.net/ActDetail.aspx?ActID=8910</a>.

<sup>&</sup>lt;sup>5</sup> Law on Special Protection Zone, accessed on January 12, 2018, <a href="http://www.assembly-kosova.org/?cid=2,191,248">http://www.assembly-kosova.org/?cid=2,191,248</a>.

<sup>&</sup>lt;sup>6</sup> Shpresa OSMANOLLAJ, "Plani Rregullues Urban për Zonën Historike të Qytetit të Prizrenit, si Udhërrëfyes për Zhvillim Lokal të Qytetit" (Urban Regulatory Plan for the Historic Zone of the City of Prizren, a guideline for local development of the city), *Plani i Konservimit dhe Zhvillimit për Zonën Historike të Prizrenit, përparësitë dhe sfidat e implementimit*, (Conservation anad Development Plan for the Historic Center of Prizren, advantages and challenges of implementation) (Prishtinë: CHwB, 2010), 166-169.

<sup>&</sup>lt;sup>7</sup> Law on the Historic Center of Prizren, accessed on January 12, 2018 <a href="http://gzk.rksgov.net/ActDetail.aspx?ActID=2836">http://gzk.rksgov.net/ActDetail.aspx?ActID=2836</a>
<sup>8</sup> Ibid.

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Schedule 1. Chart of cultural heritage management, central and local level, Kosovo

### Legal mechanisms

The **Law (no. 02/L-88) on Cultural Heritage** was developed by the Ministry of Culture, Youth and Sports, with the support of the Council of Europe, and adopted in 2006. This law represents a legal means for regulating the process of inventory, documentation, selection, protection, preservation, restoration, development and promotion of cultural heritage in compliance with international charters and treaties. This law aims to establish an organizational scheme of competent institutions which would work directly deal with the implementation of responsibilities provided by law.

In implementing this Law, deficiencies have been identified in terms of enforcement, and in this regard, an amendment process was initiated in 2012, yet to be completed.

Deriving from the law, regulations have been developed to help clarify duties and responsibilities and ensure an effective implementation thereof.

**Regulation (MCYS) No. 06/2017** on definition of public institutions for cultural heritage, subordinates of the Ministry of Culture, Youth and Sports, in the capacity of competent institutions<sup>11</sup>, sets forth the duties and specific responsibilities of National Institutes and Regional Centers for Cultural Heritage in general, and additional responsibilities of the Regional Center for Cultural Heritage in preserving and management of the entirety of the Historic Center of Prizren.

The **Law (no. 04 – L/174) on Spatial Planning** was adopted initially in 2003, and was amended in 2013. This law aims to promote rational development of spatial planning, thereby striking a balance between spatial development and preservation, but also environmental protection. <sup>12</sup> In its basic principles, the Law on Spatial Planning provides that spatial planning and regulation must, apart from others, be built upon promoting common interests of Kosovo citizens, thereby protecting natural resources, cultural heritage, and supporting sustainable development.

Integration of cultural heritage in the process of spatial planning is addressed with an approach of integrated conservation, which is a novel concept for the Kosovo institutions. The concepts of sustainable development and integrated conservation are presented in this Law, with articles providing upon the need for a special regime of organization, development, utilization and preservation for special areas of specific characteristics.

Another law which strengthens further the preservation of cultural heritage, with a special focus on the religious heritage, is the **Law (No. 03/L-039) on Special Protection Zone**<sup>13</sup>, which was one of

<sup>11</sup> Accessed in archives of the RCHC Prizren, on January 11, 2018.

<sup>&</sup>lt;sup>9</sup> Law on Cultural Heritage, Law no. 02/L-88/2006<a href="http://www.assembly-kosova.org/?cid=2,191,205">http://www.assembly-kosova.org/?cid=2,191,205</a>, accessed on January 12, 2018.

<sup>&</sup>lt;sup>10</sup> Ibid.

<sup>&</sup>lt;sup>12</sup> Law on Spatial Planning, accessed on January 12,2018 <a href="http://www.assembly-kosova.org/common/docs/ligjet/Law%20on%20spatial%20planning.pdf">http://www.assembly-kosova.org/common/docs/ligjet/Law%20on%20spatial%20planning.pdf</a> .

<sup>13</sup> Law on Special Protection Zones, accessed on January 12, 2018, http://www.assembly-kosova.org/?cid=2,191,248.

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the recommendations before the declaration of independence of Kosovo<sup>14</sup> and adopted in 2009. The main purpose of the Law is to ensure preservation and protection of Serb Religious monuments, and cultural heritage sites of specific relevance for the communities living in Kosovo, by establishing Special Protection Zones.

One of the recommendations deriving from the law was the establishment of a Special Protection Zone of the Historic Center of Prizren, that would include important cultural heritage sites of different historic periods.

Based on recommendations of this Law, a new **Law (No. 04/L-066) on the Historic Center of Prizren**, adopted by the Assembly of the Republic of Kosovo in 2012<sup>15</sup>. The Law was developed by the Ministry of Environment and Spatial Planning, with the support of The International Civilian Office (ICO), and in cooperation with representatives of the MCYS, RCCH Prizren, and the Municipality of Prizren.

The Historic Center of Prizren represents a zone of specific relevance, and is protected by a special law, the purpose of which is to set the rules for protection, administration and modern and sustainable development of the Historic Center of Prizren as a **cultural and historic heritage site under permanent protection** and classified as a Special Protection Zone of values of a local, national and international level. <sup>16</sup> In administering the Historic Center of Prizren, this Law provides on mechanisms to act in its regard. These mechanisms are independent institutional bodies that are responsible for all activities within the area, with distinct competencies, and acting within their own scope of responsibility by law. The Law also provides on limited and prohibited activities in the territory of the Historic Center, and interventions in infrastructure, signage, vehicular traffic, and protection against natural disasters.

This Law provides on manners and procedures of obtaining permits, stakeholder consultation and information.

Despite the fact that the Law provides that the Historic Center of Prizren is proclaimed a cultural heritage site under permanent protection, the site continues to remain under the List of Cultural Heritage under Temporary Protection.<sup>17</sup>

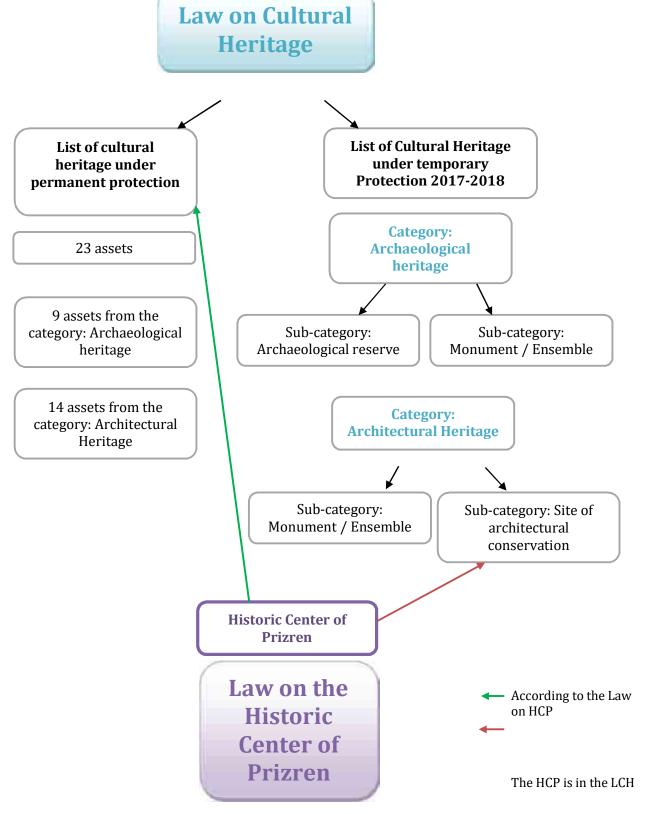
16 ibid.

<sup>14</sup> Martti AHTISAARI," Report of the Special Envoy of the Secretary-General on Kosovo's future status", accessed on April 05, 2012, http://www.unosek.org/docref/report-english.pdf.

<sup>15</sup> Law on the Historic Center of Prizren, accessed on January 12,2018,

http://gzk.rksgov.net/ActDetail.aspx?ActID=2836.

<sup>17</sup> List of Cultural Heritage under temporary Protection 2017-2018, Source: Archives of the Regional Center for Cultural Heritage, accessed on January 09,2018.



Schedule 2. Chart of categories of cultural heritage according to the Law on Cultural Heritage

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### Institutional responsibilities related to the Historic Center of Prizren

Pursuant to the Law (no. 04/L-066) on the Historic Center of Prizren, institutional responsibilities for the preservation, protection, management and promotion of cultural heritage within the Center are divided between the Municipality of Prizren, as the local government authority, and the Regional Center for Cultural Heritage<sup>18</sup> in Prizren, a subordinate institution of the Ministry of Culture, Youth and Sports.

Aside the Law on the Historic Center, institutions mentioned above operate on the basis of other strategic planning documents, including: Kosovo Spatial Plan 2010-2020; Municipal Development Plan of Prizren 2013-2025; Urban Development Plan of Prizren 2003-2013, and a Conservation and Development Plan for the Historic Zone of Prizren, adopted in 2008.

Upon amendment of the Law on Spatial Planning in 2013, official denominations and planning approaches in such strategic planning documents have changed. The Municipality of Prizren has in 2017 initiated a process of developing the Zoning Map of the Municipality. Until the approval of the new Zoning Map, provisions in existing documents shall remain applicable, consequently also the Conservation and Development Plan for the Historic Center of Prizren is still applicable.

### **Municipality of Prizren**

With its relevant departments, and especially the Department for Urbanism and Spatial Planning, the Municipality is responsible for planning and implementation of spatial planning documents, transport regulation, protection against risks, and public transparency in terms of activities taking place within the boundaries of the Historic Center of Prizren.

Another responsibility of the Municipality is the establishment of a Council for Cultural Heritage, and an Office for the Historic Center of Prizren.

Another important remit of activity for the Municipality is management and coordination of the permitting processes for any kind of intervention within the Historic Center of Prizren.

The Department for Urbanism and Spatial Planning, in coordination with the Regional Center for Cultural Heritage in Prizren, and the Council for Cultural Heritage, shall ensure an efficient and transparent process in reviewing applications for physical interventions within the Historic Center of Prizren.

On the other hand, the Department of Inspection is responsible for the assignment of inspection activities in the areas of urbanism, construction, cultural heritage and public services in the Historic Center of Prizren.<sup>19</sup>

<sup>18</sup> Note: The Law cites the RCCH of Prizren with the old name: Prizren Institute for Monument Protection.

<sup>19</sup> Law on the Historic Center of Prizren, accessed on January 12,2018,

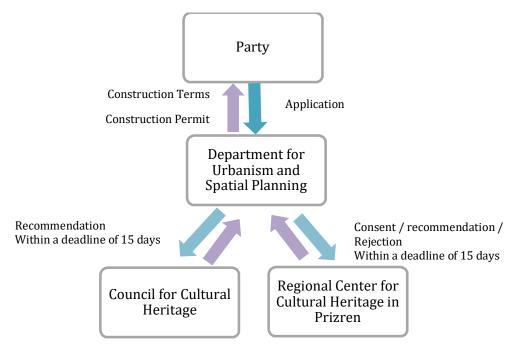
http://gzk.rksgov.net/ActDetail.aspx?ActID=2836.

### **Council for Cultural Heritage**

Has an advisory role in terms of activities taken in the Historic Center of Prizren. One of the key duties of the Council is to provide recommendations against applications filed by the Department of Urbanism, all within 15 days.

### Regional Center for Cultural Heritage in Prizren

Pursuant to the **Regulation (MCYS) No. 06/2017**, the RCCH Prizren is responsible for cooperation and coordination of activities in the areas of urbanism, construction, cultural heritage and public services within the Historic Center of Prizren, together with the Department of Urbanism and Spatial Planning, and the Inspectorate.



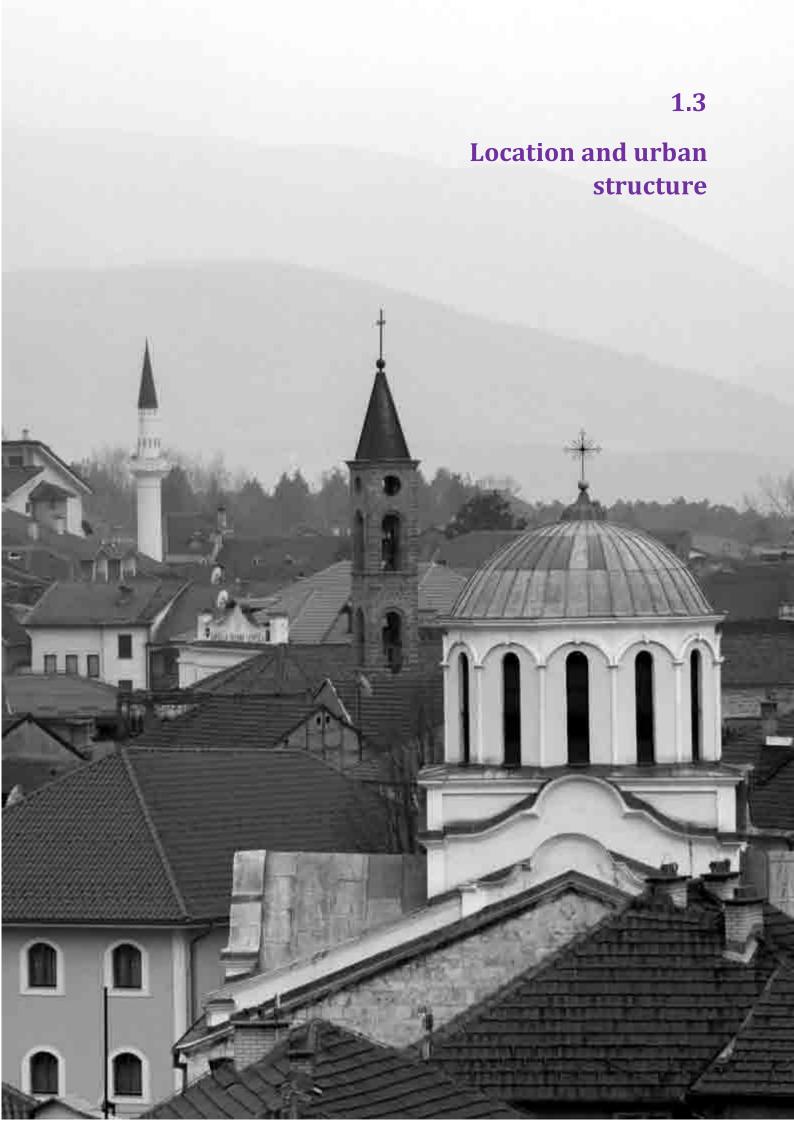
Schedule 3. Permitting procedure for various activities within the Historic Center of Prizren

In case of dispute, parties shall be entitled to lodge appeal to the Ministry of Environment and Spatial Planning (MESP). Complaint review by the MESP is conducted in cooperation with the Ministry of Culture, Youth and Sports, and the Kosovo Council for Cultural Heritage.<sup>20</sup>

Complaints related to the Serbian Orthodox Church shall be referred to the Implementation and Monitoring Councils through the Ministry of Environment and Spatial Planning, Ministry of Culture, Youth and Sports, Kosovo Council for Cultural Heritage, and if necessary, the competent Court.<sup>21</sup>

<sup>&</sup>lt;sup>20</sup> Law on the Historic Center of Prizren, accessed on January 12,2018, http://gzk.rksgov.net/ActDetail.aspx?ActID=2836.

<sup>&</sup>lt;sup>21</sup> Ibid.



#### 1.3 LOCATION AND URBAN STRUCTURE

"Picture a charming Balkan city. A city draped along the banks of a shallow river and backed by towering green mountains, a city linked to the coast and the interior by ancient trade routes, a city dotted with elegant old buildings constructed over many centuries, a city covered by snow in the cold winters and by dust in the hot summers, a city that has seen many different people and rulers come and go, a city that has seen destruction and restoration many times over, a city that has survived and overcome adversity, a city that is now looking firmly to the future. This city is Prizren".

The city of Prizren is positioned in the south of Kosovo and covers an area of 3194 ha, with an altitude of 412-500m, predominated by continental and Mediterranean climate. Prizren as the capital of settlements around has overcome adverse stages of development with impact of numerous components. One of the most significant components impacting development is the favourable physical and geographic conditions, not disregarding socio-economic conditions that have played a key role in establishment and development of Prizren.

This chapter will provide urban analyses of the city based on the following:

- Existing spatial planning documents;
- Urban fabric of the Historic Centre based on the heritage features from the past and
- Urban fabric of the Historic Centre based on the categorization into sub-zones according to the Conservation and Development Plan for the Historic Centre of Prizren

# **1.3.1. Existing spatial planning documents** - developments in the municipality and the city of Prizren are based on spatial planning documents as it follows:

- The Spatial Plan of Kosovo 2010-2020 is a central level Strategic Plan, which has incorporated Prizren within the Gardens of Kosovo as an Orange Area<sup>2</sup>. According to this plan, Prizren is a city with ancient cultural and historical values and should be declared as a "Museum City", with development activities such as in education, trade, tourism, agriculture, light food industry, textile, pharmaceuticals. In reference to the Special Protective Zones, they are defined based on the Ahtisaari Package<sup>3</sup> providing prohibited actions in these areas. This plan does not elaborate in detail Special Protective Zones (SPZ) and does not specify any parameters.
- The Municipal Development Plan (MDP) of Prizren 2025 is a local level plan based on the Law on Spatial Planning. This plan treats the municipality of Prizren through detecting challenges of the municipality, strategic priorities and development scenarios providing direction to municipal development. MDP of Prizren did not cover the area within the urban boundary, where is the Historic Centre of Prizren also. However, later the Historic Centre was treated with the Conservation and Development Plan for the Historic Zone of Prizren.
- The Urban Development Plan (UDP) 2003-2013 following the last war conflict (1999) Prizren and other cities have experienced migration of population from rural to urban areas and rapid construction developments, imposed as challenge for unprepared cities to give proper direction to development. Even if the Municipality of Prizren had a General Plan of 19814, which was valid until 1991, it has been almost impossible to control and give proper direction to the ongoing developments. Therefore, in 2003, the decision to draft a new plan was taken, the Urban Development Plan 2003-2013. A

<sup>&</sup>lt;sup>1</sup>Jeroen Van Marle, Tourist guide Prizren in Your Pocket, editor, 2010

 $<sup>^{\</sup>rm 2}$  Institute for Spatial Planning - MESP, Spatial Plan of Kosovo

<sup>&</sup>lt;sup>3</sup> Comprehensive Proposal for the Kosovo Status Settlement

<sup>&</sup>lt;sup>4</sup> NIXHA & Partners, Urban Development Plan of Prizren 20043–2013, Prizren, 2004

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number of elements and parameters have been taken into consideration for drafting of this plan. The main goal in this plan was protection of urban-architectural values and has served in city profiling<sup>5</sup>. According to the Urban Development Plan 2003-2013, the centre complex <sup>6</sup> is consisted of three zones (see the scheme);

- First Protection Zone the existing centre of the old town of Prizren,
- Second Protection zone and
- Contact zone.

First Zone has defined boundaries (see the dark purple map) and includes the central area of the city with the Fortress of Prizren outside its boundary.

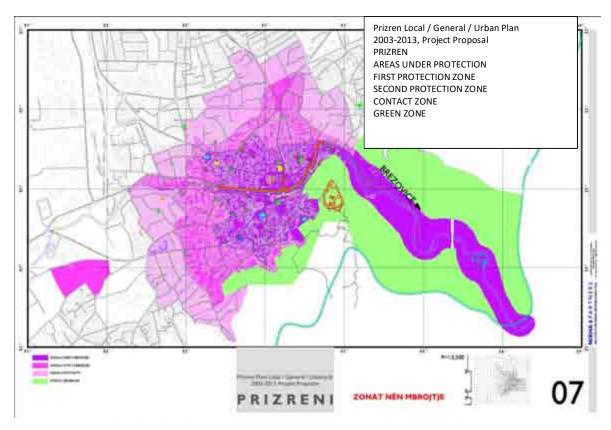
The following is a schematic presentation of interconnection of the UDP and centre complexes with the Conservation and Development Plan for the Historic Zone of Prizren.



Scheme 5. The centre complex scheme according to the Urban Development Plan 2003-2013

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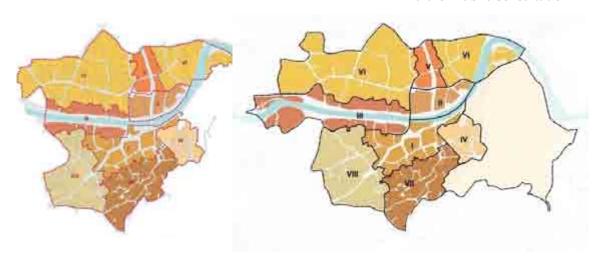
Map 1 Areas under protection according to the Urban Development Plan 2003-2013

The Conservation and Development Plan for the Historic Zone of Prizren - taking into consideration the importance of the centre, in 2008, the Conservation and Development Plan for the Historic Zone of Prizren, has been drafted, which has served as a Regulatory Urban Plan. The zone boundary was defined by the Urban Development Plan 2003-2013. Meanwhile, in June 2008, the Assembly of Kosovo adopted the Law on Special Protective Zones as an integral part of the Ahtisaari's Package<sup>7</sup>, part of which was also the Historic Zone/Centre of Prizren. Drafting of laws for these zones was a requirement of Ahtisaari's Package. Later, the Historic Centre of Prizren is protected by the Law on Historic Centre of Prizren (No.04 / L-066), extending its boundaries and including the Fortress and few other buildings within its boundaries. It should be noted that two types of terms are used in both of these laws, the term *ZONE* used in the Conservation Plan, and the term CENTRE used in the Law (No. 04 / L-066).

The Historic Centre of Prizren is located in the core of the city, divided along the eastern - western axis of the Lumebardhi River, with the Fortress in the eastern part and residential areas around the transversal, which definitely impacted its development.

<sup>7</sup> Comprehensive Proposal for the Kosovo Status Settlement

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Map 2 Historic Centre according to the Conservation Plan and the Law on Historic Centre of Prizren

The Historic Centre of Prizren covers an area of 62.88 hectares and has a considerable number of zones including a number of complexes, high number of buildings ranging from religious to housing buildings, fountains and public buildings of high cultural heritage value. One feature that makes this part even more attractive is that it does not extend on a flat surface but its altitude varies. At the highest point - the silhouette of the centre – is predominated by the Fortress, supposed to be the city's first core. It has a heart shape and is one of the oldest sites.

### 1.3.2. Urban fabric of the Historic Centre based on the heritage features from the past

"The city is the environment in which the process of condensed human life takes place. This environment is conditioned by natural, economic, technical, social, aesthetic and intellectual climate. The OLD AND the NEW create a unique climate process in this type of environment ... The city is created and is on the move. It faces tensions. Becomes an ideal, a symbol and it inspires. Prizren as such is one of the members of the POLIS valuable cities "Bashkim Fehmiu ("Prizren-Masterpiece of Unknown Masters")<sup>8</sup>.

During XV-XX centuries, trade in Prizren reaches a high development and becomes a trade and administrative centre<sup>9</sup> with impact on construction of a variety of cultural heritage assets classified among the monuments of high historical and architectural value. Wars and congestion in the city influenced on formation of the city's character, but economic development has played a key role in shaping the city's image. During this time, *mahallas* / neighbourhoods have been created, characteristic for their distinctive features, organic structure of road networks, proximity to water springs, water flows in the courtyards in form of urban waterlines<sup>10</sup>, squares and public spaces, significant cultural and historic complex sites and many religious and sacred buildings. Urban fabric of the city was categorized in two large organizational units based on their diverse function: residential areas – *MAHALLA* / NEIGHBOURHOODS and *BAZAARS*<sup>11</sup>. Even

<sup>8</sup> NIXHA & Partners, Urban Development Plan of Prizren 2004-2013,

<sup>9</sup> HASKUKA Esat, Analiza Historiko Gjeografike e Funksioneve Urbane të Prizrenit, [Historic Geographic Analysis of the Urban Functions of Prizren], Prizren: Kosova, 2004.

<sup>10</sup>HASKUKA Esat, Analiza Historiko Gjeografike e Funksioneve Urbane të Prizrenit, [Historic Geographic Analysis of the Urban Functions of Prizren], Prizren: Kosova, 2004.

<sup>11</sup>NIKOLIC Serafin, Prizren od Srednjeg Veka do Savremenog Doba – Urbanisticko – Arhitektonski Razvoj, [Prizren from the Middle Ages to the Modern Period – urban architectural development], Prizren: Grafika, 1998

if these organizational units have lost their authenticity, yet they are present nowadays in the historic centre. In the following of the text we will discuss about:

- a) Bazaars / Çarshia in the context of historic development and transformations over time
- b) Neighbourhoods / Mahallas in the context of historic development and transformations over time

## a) Bazaars / Çarshia in the context of historic development and transformations over time

High economic, social and political development of the city of Prizren influenced on construction of many trade buildings, respectively traditional marketplaces (bazaars) as a specific urban configuration, taking place at important road intersections of the city. To provide quality in terms of functioning these trade buildings were built nearby water sources, river and close to important public buildings, set in a grouped or linear layout. Storey height of buildings was comprised of two storeys, the ground floor served for commercial activities, and the ground floor has served as a workshop or a resting place. The *Bazaar* as an architectonic complex is classified in two types<sup>12</sup>:

Type 1 – comprises of the *Bazaar* mainly functioning in a group setting around religious buildings, in a free organic form, which included Saraçhana (2), Arasta (1) and Sinan Pasha (5) marketplaces. A common element of *Bazaars* was that they were open type marketplaces built around mosques. *Arasta Bazaar* as an enclosed type marketplace was an exception.

The origin of **Saraçhana** term derives from the Arabic word *serjun*, meaning saddle<sup>13</sup>. Mainly, *SADDLERS* worked in this Bazaar, and they processed leather and loincloth, belts and other horse equipment. There were also *TINSMITH* making household appliances, and *BLACKSMITHS* making agricultural tools, and *CUTLERS* making knives, hammers<sup>14</sup>.

**Arasta** term derives from the Persian language which means closed/covered, and the main reason why it has been a covered marketplace is to be protected from atmospheric precipitation, also prevent from thefts. It consisted of 41 shops and for security reasons it was closed in the evenings. It was the richest Bazaar in Prizren, got burned twice and after 1913 disappeared<sup>15</sup>. In this *bazaar* were sold the goods such as china and textile; and also there were craftsmen working here such as quilt-makers, greengrocers, tailors, kebab shops, etc.

**Sinan Pasha Bazaar** has been named as such because it was located around the Mosque of Sinan Pasha. The first photo shop was opened at this bazaar, but there were also greengrocers, textile dealers, bookstores and shoe repair shops.

Type 2 – comprises of the *Bazaar* taking place on the front line of the route; *Çarshia e Kovaçëve /Blacksmiths Bazaar* (4).

Çarshia e Kovaçëve was located along the main road. Craftworks dealing with iron processing operated in this marketplace.

Unfortunately today few of the above-mentioned *bazaars* such as Sarachana, Arasta, and a part of *Kujunxhilluk/Jewellers* Bazaar are completely destroyed. The rest, although it does not maintain its authenticity (especially the *Blacksmiths Bazaar*) is found in the Historic Centre of

<sup>12</sup>lbid

<sup>13</sup> Haskuka Esat, Ura, Çarshia dhe Lagjja Arasta (Bridge, Bazaar and Arasta Neighbourhood) 1999

<sup>14</sup> Muhamed Shukriu, Prizreni i lashtë (Ancient Prizren)

<sup>15</sup> Haskuka Esat, Ura, Çarshia dhe Lagjja Arasta (Bridge, Bazaar and Arasta Neighbourhood) 1999

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Prizren. Mostly goldsmiths and scissor makers operated at the *Jewellers Bazaar*, and carpenters at *Tabakhana Bazaar*. In terms of authenticity, preservation of originality can be observed at the Shadërvan centre, where commercial activities have been carried out in the ground and first floor. However, lack of detailed and proper plans, socio-politic circumstances have and continue to jeopardize preservation of the values and the visual comfort that this *bazaar* offers.



Map 3 Position of the Bazaars during the XVI-XVII century

## b) Neighbourhoods / Mahallas in the context of historic development and transformations over time

Mahallas are neighborhoods / settlements comprised of residential buildings, mosques, schools,

shops, fountains and small squares. These were created on behalf of resident's interests (close to water sources, fountains, commercial and religious buildings), development of road network and high quality of land. Neighbourhoods were diverse in terms of size and had specific denominations.

Differences between the neighbourhoods have existed and still exist. Presence of water has been evident in few of the neighbourhoods, while few have been on steep terrain, thus the residential houses have been adapted to the terrain along with the road network making an organic form. Another indicator was financial status of the residents.



Photo 10 Former view of Nënkalaja

Urban waterlines had a great impact on the urban fabric, flowing through the houses, thus few neighbourhoods are more dense and closer to water source. Four main branches are branched

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out of Lumbardhi River, distributed in form of waterlines through the neighbourhoods, penetrating in form of waterlines in the courtyards of the houses. Unfortunately, these urban waterlines have not been preserved and today can be found only as preserved structures in house courtyards.

Usually, as result of natural development neighbourhoods had organic form. River is another important element with impact on urban development of Prizren. River has impact on composition and function of most of the buildings surrounding it.



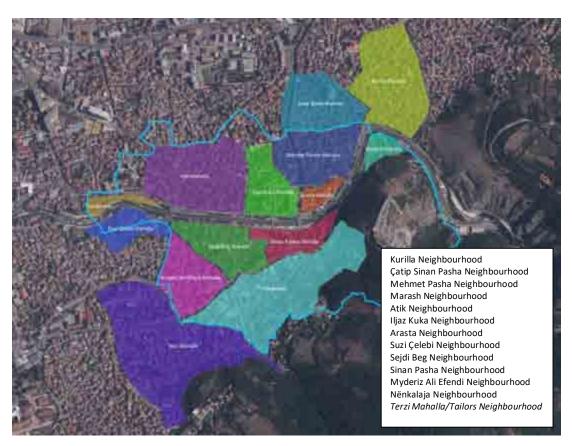
Photo 11 View of the neighbourhoods/mahallas in the early XX century

Neighbourhoods have been denominated on the basis of architectural buildings, still preserving their names at present, though in unofficial form. Economic and social development has influenced on changing lifestyle trends, and reflected not only in construction, but also in transformation of the urban fabric of neighbourhoods.

To have a better picture and understand neighbourhoods / mahallas we will give an example from the XIX century. The most popular neighbourhoods were: Atik Neighbourhood, Suzi Çelebi Neighbourhood, Arasta Neighbourhood, Ilijaz Kuka Neighbourhood, Mehmet Pasha, Neighbourhood, Çatib Sinan Neighbourhood, Kurilla Neighbourhood, Marash Neighbourhood, Myderiz Ali Efendi Neighbourhood, Sejdi Beg Neighbourhood, Sinan Pasha Neighbourhood, Nënkalaja Neighbourhood (neighbourhood under the Fortress)<sup>16</sup>.

The map below includes neighbourhoods of the XIX century and boundary of the Historic Centre of Prizren (HCPz), displaying which neighbourhoods are inside boundaries of HCPz.

<sup>16</sup>NIKOLIC Serafin, Prizren od Srednjeg Veka do Savremenog Doba – Urbanisticko – Arhitektonski Razvoj, [Prizren from the Middle Ages to the Modern Period – urban architectural development], Prizren: Grafika, 1998



Map 4 Neighbourhoods / Mahallas in the XIX century

# 1.3.3. Urban fabric of the Historic Centre based on categorization into sub-zones according to the Conservation and Development Plan for the Historic Centre of Prizren

Prizren is one of the oldest cities in Kosovo with an extraordinary urban-architectonic fabric and rich heritage fund displayed in high culture, material and spiritual values created upon the rise and continuous adversities through the centuries. Traces of material culture prove that this legacy ranges from prehistoric, antique and medieval times to contemporary history and makes Prizren a city with a special spirit and architecture, characteristic with combination of local culture and impact of cultures brought by merchants and various conquerors.

The Conservation and Development Plan for Historic Zone of Prizren (CDPHCPz) has been approved in 2009 as an Urban Regulatory Plan. This plan categorizes the Historic Centre into 8 units<sup>17</sup> called as Zones. Zones within CDPHCPz are: Traditional Market Zone (Zone I), Traditional Market Zone (Zone II), River Bank Zone (Zone III), Housing / Mixed Utilization (Zone VI), Trade Axis Zone (Zone V), Housing/Mixed Utilization (Zone VI), Organic Housing Zone (Zone VII), Housing Zone according to current construction trends (Zone VIII).

For further analysis, next chapter will provide analyses of divisions according to the Conservation and Development Plan for the Historic Zone of Prizren (CDPHCPz), presented in the following map.

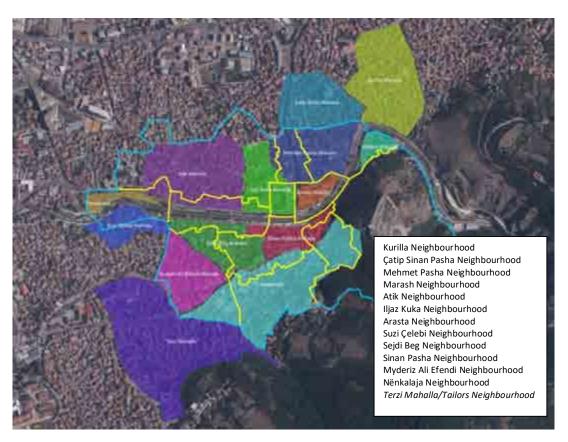
<sup>&</sup>lt;sup>17</sup> TOSKA Enes editor, Conservation and Development Plan for the Historic Zone of Prizren – Advantages and Challenges of Implementation, Prishtina: CHwB, 2011



Map 5 Division of zones according to the Conservation and Development Plan for the Historic Zone of Prizren

If we analyse divisions and denominations of the neighbourhoods of the XIX century and that of the Conservation and Development Plan for the Historic Zone of Prizren, it can be observed that there are differences both in the name and division, as reflection of changes that the centre has undergone over the years. The following map includes two layers: neighbourhoods of the XIX century and division of the zones according to the Conservation and Development Plan for the Historic Zone of Prizren, with display of neighbourhood's locations of at present and which zone they belong to:

- Nënkalaja and Pantelija, as one of the major neighbourhoods in the Conservation Plan, divided in two parts, one is Nënkalaja and the other is Organic Housing Zone (zone VII).
- Sinan Pasha Neighbourhood and one part of Sejdi Beg Neighbourhood included in the Traditional Market (zone I).
- Myderiz Ali Efendi Neighbourhood included in the Housing Zone according to current construction trends (zone VIII).
- One part of Atik, Suzi Çelebi and Saraçhana Neighbourhood included in the River Bank Zone (zone III), and the other part in the Housing Zone / Mixed Utilization (zone VI).
- Ilijaz Kuka Neighbourhood and one part of Mehmet Pasha Neighbourhood included in the Trade Axis Zone (zone V).
- Saraçhana and Arasta included in the Traditional Market Zone (zone II); and
- Mehmet Pasha Neighbourhood and Marash Neighbourhood included in the Housing Zone / Mixed Utilization (zone VI).



Map 6 The boundary and division of zones according to the Law on the Historic Centre of Prizren and the neighbourhoods/mahallas of the XIX century

Denomination of units in the Conservation Plan are rarely known to the citizens of Prizren, and for this reason it is proposed in the future, when drafting detailed regulatory plans, to take into review the zones with common characteristics, and retrieve former denominations that are still used in daily life by the residents of this zone. The above said action followed by other physical actions and urban interventions, facilitates conditions for recovery of identity and renewal of collective citizen memory.

In the following *Neighbourhoods / Mahallas* and *Bazaars* will be discussed in the framework of division according to the Conservation and Development Plan for the Historic Zone of Prizren:

- 1.1 The Fortress of Prizren
- 1.2 Nënkalaja (zone IV) (Varosh Neighbourhood)
- 1.3 Organic Housing Zone (VII) (Pantelia)
- 1.4 Housing Zone according to current construction trends (zone VIII) (Papas Çarshia/The Priest's Bazaar)
- 1.5 Traditional Market Zone (zone I ) (Shatërvani / Jewellers Bazaar and Sinan Pasha Bazaar)
- 1.6 River Bank Zone (zone III)
- 1.7 Suzi Çelebi and Tabakhane
- 1.8 Housing / Mixed Utilization (zone VI) (Atik Neighbourhood)
- 1.9 Traditional Market Zone (zone II) (Saraçhana / Saddlers Bazaar)
- 1.10 Traditional Market Zone (zone II) (Arasta Neighbourhood)
- 1.11 Trade Axis Zone (zone V) (Çarshia e Kovaçëve / Blacksmiths Bazaar)
- 1.12 Housing / Mixed Utilization (zone VI) (Ralin Neighbourhood)

#### 1. The Fortress of Prizren

The Fortress (Kalaja) lies east of the Historic Centre of Prizren, located on a cone-shaped hill, at

the highest peak of the city centre. Topographic position, prevailing over the city, charming natural landscape and highly esteemed architecture configuration, make this site with indisputable environmental, scientific, historic and economic values. The Fortress is treated with the UDP 2003-2013 within special complexes of important cultural values. The plan proposes valorisation of complexes and monuments inside, as well as drafting



Map 7 The Fortress of Prizren

of detailed development/regulatory plans for these complexes. The

Conservation and Development Plan for Historic Zone of Prizren does not address the Fortress Zone as it is located outside the boundary zone defined in this plan. The Law no. 04 / L-066 on the Historic Centre of Prizren pursuant to Article 7 for the Fortress Zone prohibits all construction and infrastructure actions, except those in direct relation with conservation, restoration, reconstruction and management of this zone.

Hence, CHwB drafted a project on this site with mixed content in terms of utilization opportunities implying transformation of the upper part of the city into an environment where different cultural events would be organized. The terrain composition was used to create a flexible amphitheatre, to enable shows and various performances, such as concerts, movies, etc. Infrastructure works have been carried out; toilets for visitors have been built also. In addition, a very significant element that the project addresses is providing access to everyone; including access to people with special needs<sup>18</sup>. Signage as an important element should be present based on international standards and at the same time unified signage in all other zones.



Photo 12 Historic photo of the Fortress of Prizren

### 2. Nënkalaja (zone IV) - Varosh Neighbourhood

It lies in the eastern part of the Historic Centre with organic shape, surrounded by an amphitheatre of residential buildings visible throughout the city. Highlighted housing elements display a special view to the city which is sadly losing its authenticity. Amphitheatrical shape providing each house a view of the city, lightening and sufficient insolation<sup>19</sup>. Mutual neighbourly respect not only in this area but throughout the city has proven on a high ethics of construction.



After the recent war conflict (1999) and the March riots of 2004, Nënkalaja zone was subject to damages. In this case, the Government of Kosovo, in cooperation with international organizations, established the Commission for Reconstruction and Implementation (CRI), assigned on assessment and rehabilitation of caused damages.

In 2005, the Commission for Reconstruction and Implementation (CRI) conducted damage assessment and implemented reconstruction projects for damaged monuments and sites. The neighbourhood zone of Nënkalaja along with Pantelia and Potok Neighbourhoods are complexes in the List of Cultural Heritage List under Temporary Protection.

Nënkalaja Zone still preserves traces of antiquity, however undertaken interventions over time are not consistent with criteria's derived from the UDP and the Conservation and Development Plan for the Historic Zone of Prizren, with impact on diminishing its antiquity. The Conservation and Development Plan for the Historic Zone of Prizren provides basic four criteria for protection of the zone's image: dimension characteristics, façade characteristics, detail and ornament features and the street view features, each criteria contains parameters that should be respected while undertaking various interventions. If we analyse Nënkalaja zone in terms of fulfilling criteria such as: relation between buildings, relation between constructed and free areas that should not exceed 50% of parcel use, height should not exceed 1 to 2 storeys, two or four pitched roofs, facade materials foreseen to be made of adobe, wooden made windows and doors, use of soft colours, cobble stone road, green areas, it can be observed that complying the above said criteria is not at a satisfactory level. Constructed buildings in violation of the above mentioned criteria had a great impact on destruction of the urban fabric, consequently negative image of the zone.

Mobility and easy access to buildings is another important element that impacts our life quality. Organic road samples are yet clearly evident. Access is difficult in some parts of the zone. Therefore, paving all the streets within the zone is a compulsory matter, and also not neglecting the lighting of the zone in compliance with architecture of the zone. Non-unified type markings are noted in the zone, which is yet another element without any positive impact to the zone image.

<sup>19</sup> NIKOLIC Serafin, Prizren od Srednjeg Veka do Savremenog Doba – Urbanisticko – Arhitektonski Razvoj, [Prizren from the Middle Ages to the Modern Period – urban architectural development], Prizren: Grafika, 1998



Photo 13 Historic photo of Nënkalaja dating from the middle of the XX century

### 3. Organic Housing Zone (zone VII) - Pantelia

It lies in the southern-eastern part of the Historic Centre as continuation of the Nënkalaja zone characterized by steep land composition and densely housing. Most of the buildings are two and three storeys, not distinguished for any kind of genuine architecture. Steep land composition provided each house with sufficient lightening, but nowadays this is a lost value due to high-rise and uncontrolled constructions taking place in this area. As conclusion, this area has not preserved at all the old urban fabric, and even less perspective of life in the community.



Map 9 Organic Housing Zone -Pantelia

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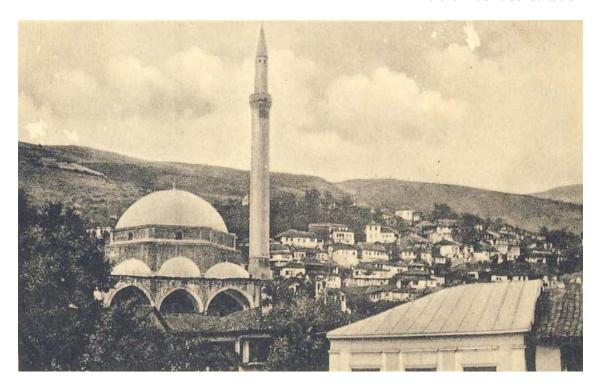


Photo 14 Historic photo - view of Pantelia

Organic Housing Zone as a complex is in the Cultural Heritage List under Temporary Protection. According to the Conservation and Development Plan for the Historic Zone of Prizren (CDPHCPz), defines criteria such as for dimensions, size of buildings that shall not exceed 50% of the parcel, maximum storey height to 2 storeys, two or four pitched roofs, doors and windows with traditional opening patterns, green areas and use of white and soft colours. CDPHCPz proposes preservation of the traditional model and use of natural stone / cobblestone and for emergency situations it shall be foreseen regulation of service routes. The current situation is not in compliance with the above mentioned criteria. At present, this area or Pantelia zone the ratio building - house yard is large and does not provide any space for setting of indoor house yards with green areas, storey height is larger and variable, façade elements and materials are inconsistent with traditional architecture, resulting with an inconsistent view reflected in the image and structure. Organic road pattern is preserved except for the material being used, where one can found concrete cubes and stones in some places. If foreseen implementation criteria are taken into consideration in view of different constructions, it is clearly obvious that in reality we have a totally different situation, an image and silhouette far beyond from what has been in the past. The current situation does not contribute to preservation of authenticity and environmental values of the area. In areas with major land inclination, it is useful considering using stairways to facilitate mobility. No signage has been used in this area. However, there is yet possibility to improve lighting in compliance with traditional architecture.



Photo 15. Current view of the Organic Housing Zone - Pantelia

# 4. Housing Zone according to current construction trends (zone VIII) Papas Çarshia/The Priest's Bazaar

Situated in the southern-western part of the centre, connected with Pantelia, continues in direction of the centre to the border of the river bank. Comprised of a large number of buildings with diverse altitude and storey height, ranging from one to four storey height buildings.

This area is not distinguished by authentic architecture and former urban fabric. According to the basic criteria defined by the CDPHCPz, buildings shall be connected to and shops on the ground floor, use of parcel shall not exceed 60%, storey height ranges from 2 to 3 storeys,



Map 10 Housing Zone according to current construction trends / Papas Çarshia / The Priest's Bazaar

prohibited gardens on the front part of the building, opening patterns shall be in compliance with traditional dimensions, wooden made windows, two or four pitched roofs, white and soft colours shall be used, and asphalt material shall be used for roads and cube stones for sidewalks. As result of not implementing the above said criteria, produced a chaotic situation. In the silhouette of the area prevails the Catholic Church with view intermittence due to the high-rise buildings. Reflected image is not something to feast your eyes on, in view of the diversity of

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opening patterns, façade materials, high-rise buildings, colours and material used for sidewalks. Further, it has been identified on lack of pedestrian safety on the roads used by vehicles, consequently the CDPHCPz proposed on pedestrian safety. Due to high density of the area, there is lack of green areas. Although the area includes few important buildings, proper signage and information is lacking.



Photo 15 The Church Neckdown, before and after



Photo 16 A view of the Mosque of Iliaz Kuka and the neighbourhood, before and after

## 5. Traditional Market Zone (zone I) - Shadërvani Bazaar /Kujumxhilluk/Jewellers and Sinan Pasha Bazaar

In border with Nënkalaja and *Papas Çarshia* in the south and Lumbardhi river bank in the north. This area constitutes today's core of the city of Prizren including Shadërvani Fountain, namely Shadërvani square, appraising the city's reputation. A range of significant buildings with immense heritage values are located nearby and alongside this area. Organic shape arrangement of buildings around Shadërvani makes this area unique.



Map 11 Traditional Market Zone/ Shadërvani, Bazaar/Jewellers and Sinan Pasha Bazaar

Road network comprised of small shops concentrated based on craft kind assembles an extraordinary architectural-urban composition. Until recent it has been the economic centre of the whole city, and today is a key area with useful promotion of economy and tourism.

Component image elements of the zone such as original dimensions, height of buildings are not entirely preserved but if compared with other areas within the Historic Centre, the Traditional Market Zone is an area that offers more visual comfort. Both plans, UDP and CDPHCPz propose that the area should be preserved and encourage revival of traditional crafts, also integrate new activities as a driving force for invigoration of life in this area. Despite the fact that CDPHCPz has foreseen this area as a pedestrian zone, there is still vehicle circulation and overtime vehicle parking. In some cases the signage placed in this area impose barrier to the view of the city. Use of granite cubes in the Shadërvani Square and other material types in some areas and sidewalks is another phenomenon that is encountered, and should be addressed in compliance with criteria deriving from the CDPHCPz.

Not least important element is urban furniture and multiple lighting observed in this area. CDPHCPz has foreseen that all elements composing the city image shall be in compliance with traditional architecture of Prizren. The zone facilitates increasing green areas that can be used by citizens and visitors.

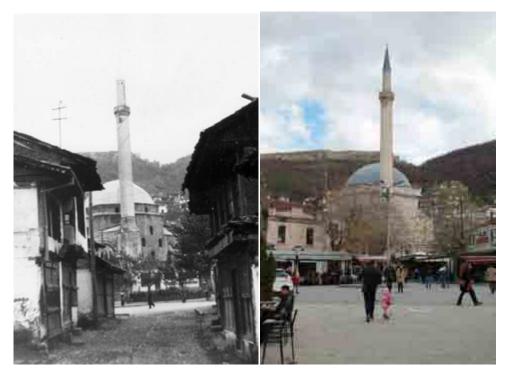


Photo 18 Shadërvan Square before and after

#### 6. River Bank Zone (zone III)

Situated in the central part of the Historic Centre. Characteristic for dividing along the eastern - western axis from Lumbardhi River and the road section in two parts, one section with collective residential 4 storey buildings, and the other section with low-rise buildings. Linking position had a great impact on running of commercial activities in the ground floor of the buildings on both sides of the river.



Map 12 River Bank Zone

This area with Lumebardhi River, bridges at logical distance merging the two banks of the river display an extraordinary natural and environmental heritage, providing opportunities for this area to be protected with interventions, and by means of genuine presentation to become an attraction for visitors. Nevertheless, next to the right side of the river appears a dynamic silhouette that does not reflect traditional architecture. Both plans, UDP and the CDPHCPz set out protection criteria, but this current view is result of uncontrolled undertaken actions. Use of materials, colours in violation with the criteria as foreseen in the CDPHCPz has resulted with an area that does not reflect environmental values, and as an image that does not offer visual enjoyment. Adding up green areas would increase life quality of citizens. Lighting and signage are two elements that should be present and respond to the required criteria. Also adding up urban furniture would provide opportunities for free areas to be used for socialization purposes of citizens.





Photo 19 The Stone Bridge, before and after

#### 7. Suzi Celebi Neighbourhood and Tabakhane

Suzi Çelebi Neighbourhood and Tabakhane Complex are located on the west of the Historic Centre of Prizren. Tabakhane lies on the northern shore of Lumbardhi River amid Ahmed-Bey Mosque, Suzi Mosque and Beledije Building. Tabakhane neighbourhood has taken this name as this has been known place for leather processing and relevant treatments as: washing, drying, painting, etc.



Map 13 Suzi Çelebi and Tabakhane Neighbourhood

After the floods of 1979, Tabakhane nearly got completely destroyed and lost its characteristic appearance, and presently only the mill and leather storehouse remained. UDP treats the area of Tabakhane in the second protection zone with proposal to integrate the area into contemporary flow, respecting and restoring architectural and environmental value of Tabakhane. CDPHCPz does not treat this area as it is outside the defined boundary. However, Tabakhane according to the Law no. 04L-66 on the Historic Centre of Prizren is included within protection boundary. Although not visible presence of Lumebardhi River as a natural element dividing the area in two sections, enhances natural and environmental value.

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Contemporary planning methods, river integration within the zone will improve the city's image. In some parts there is possibility of adding up green areas that can be transformed into places for socializing of young people. Appropriate uses of lighting, urban furniture, colours in compliance with traditional architecture are conditions that further enhance environmental value of the area.



Photo 20 View of floods in 1979

# 8. Housing/Mixed utilization (zone VI) - Atik Neighbourhood

It lies in the northern-western part of the Historic Centre, consisting of a large number of residential buildings. This dense area incorporates monuments and a small number of preserved valuable buildings.

Uncontrolled actions impeded a series of buildings with high cultural heritage values.



Map 14 Housing/Mixed utilization - Atik Neighbourhood

Although the CDPHCPz clearly defines criteria for construction, where parcel use shall not exceed 60%, maximum height shall be 3 storey buildings, opening patterns shall be in accordance with traditional architecture, wooden made windows, white or soft colour, it is noted that very few of these criteria have been respected. Actions in violation with the above mentioned criteria produced an image that does not provide visual comfort. Narrow streets, congested sidewalks with parked vehicles, over ground power network, even more impact on deprivation of environmental values of the area. Vehicle traffic, pedestrian safety and traffic regulation are essential matters to be taken into consideration in the future in this area. There are no available green spaces in the area. Application of contemporary planning methods such as regeneration would provide an opportunity to slightly improve the zone image.



Photo 21 Atik Neighbourhood, before and after

### 9. Traditional Market Zone (zone II) - Saraçhana / Saddlers Neighbourhood

It lies in the central part of the Historic Centre, east of Housing/Mixed Utilization (Zone VI). The Mosque of Saraçhana and the Complex of Tekke Halveti dominate in this area. Being subject to adverse changes transformations impacted on alteration of function and urban fabric.



Map 15 Traditional Market Zone / Saraçhana / Saddlers Neighbourhood

Despite the fact that UDP and CDPHCPz propose preservation and presentation of urbanarchitectural values, this area has slightly preserved its authencity. After 1999, the area was congested by vehicles and served as a parking lot. Revival of crafts, businesses has been impossible due to the lack of people circulation.

Through research conducted by UN-Habitat, problems have been identified. Given the situation of the zone with cooperation between the Municipality of Prizren and UN-Habitat it is decided to improve the situation in this area. Application of a participatory and comprehensive process in the working methodology resulted in awarding "ownership" to the citizens of Prizren. Deprived vitality of the "Farkatarëve" (Blacksmiths) Street has been re-established through restoration of several urban elements. This project can serve as a model – transformation of a motorway road into a pedestrian road, and other road section with limited speed. With

advanced lighting, underground electric network, materials used for roads, all these generate an advanced image. Use of improper signage, likewise in all other areas, remains a challenge that needs to be addressed in this area, also.



Photo 22 Farkatarëve (Blacksmiths) Street, before and after

#### 10. Traditional Market Zone (zone II) - Arasta Neighbourhood

Situated in the northern-eastern part of the Historic Centre, which apart from the minaret of the mosque is subject to total deprivation of originality. Today, this neighbourhood incorporates high-rise buildings built in the second half of the XX century dominating the centre silhouette and view intermission from different parts of the city. The area also includes the square with commercial activities and the archaeological finding, which research is not yet finalized.



Map 16 Traditional Market Zone - Arasta Neighbourhood

Even though the archaeological finding is a resource that can be used for tourist attraction, it is exposed to destruction from atmospheric conditions and human factor. Proper management and protection is indispensable for survival of this site. Lumebardhi River and its liaison position with other areas such as Shadërvani and Marash enhance environmental and natural value of this zone. For purposes of revitalisation of this area, the project "League of Prizren" has been implemented, where traffic road has been transformed into a pedestrian area.

Image of the area is an interlacement of diverse historical periods with remains on the urban fabric ranging from archaeological finding, the minaret of the Arasta Mosque dating from the Ottoman period, and buildings of the Socialist period.



Photo 23 Arasta Neighbourhood, before and after

### 11. Trade Axis Zone (zone V) - Çarshia e Kovaçëve / Blacksmiths Bazaar

It lies in the northern part of the Historic Centre including complex of commercial buildings from both sides of the main road (linking the centre to the northern section of the city and access to the highway). Commercial activities are carried out in these two-storey buildings.



Map 17 Trade Axis Zone – Çarshia e Kovaçëve/Blacksmiths Bazaar

Over the years this area has been subject to visible transformations in height of the buildings, materials with impact on structure and general image. Despite the fact that CDPHCPz defines precise criteria that shall be applied during construction, the current situation proves a contrary situation with proposals emerging from the plans. A variety of façade elements can be noted in the city image indicating on uncontrolled construction actions carried out.

The zone is divided in two sections from the main vehicle traffic road, which reduces the pedestrian safety. Also, it can be noted on the presence of illegal parking lots located along the area, as a negative phenomenon that should be addressed.

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Photo 25 View from Carshia e Kovacëve / Blacksmiths Bazaar

### 12. Housing/Mixed Utilization (zone VI) - Ralin Neighbourhood

It lies in the northern - eastern part of the Arasta Zone, divided in two sections; the section along the river, otherwise called Marashi area linking with the recreational area, and the section along the road bordered with the Trade Axis Zone. The section along the road includes a large number of new buildings; of two and three storey with diverse façade elements and altitude.



Map 18 Housing/Mixed Utilization/Ralin Neighbourhood

Lumebardhi River enhances freshness to this area and at the same time interconnecting environmental and natural values. Narrow road model has been preserved but urban morphology has evolved in view of undertaken actions. The main road level has been in same level with the river, but during the construction of the road to Tetovo this level increased, and has impacted on the change of the area's image. Small number of valuable buildings does not contribute much to the urban fabric, as currently there is lack of urban waterlines running through the house yards, former green areas are lacking, also. If the criteria set out in the CDPHCPz such as: maximum height of buildings shall be three storey buildings, 60% of parcel use for construction, wooden made traditional windows, and if comparing the existing situation in the area, we may conclude that we have to deal with uncontrolled actions in this area, however it is a better situation compared to other areas.

Circulation of vehicles on narrow roads, narrow sidewalks occupied by vehicles make pedestrian mobility difficult and at the same time their safety is not at a satisfactory level. Existing lighting provides possibility for advance lighting in line with architecture of the area. Presence of unified signage on valuable buildings creates a complex that does not offer much visual comfort.

In addition, this area should be also protected and presented with cultural, historical and natural values, as well as their integration into all development strategies enhancing and promoting tourism and economic development.

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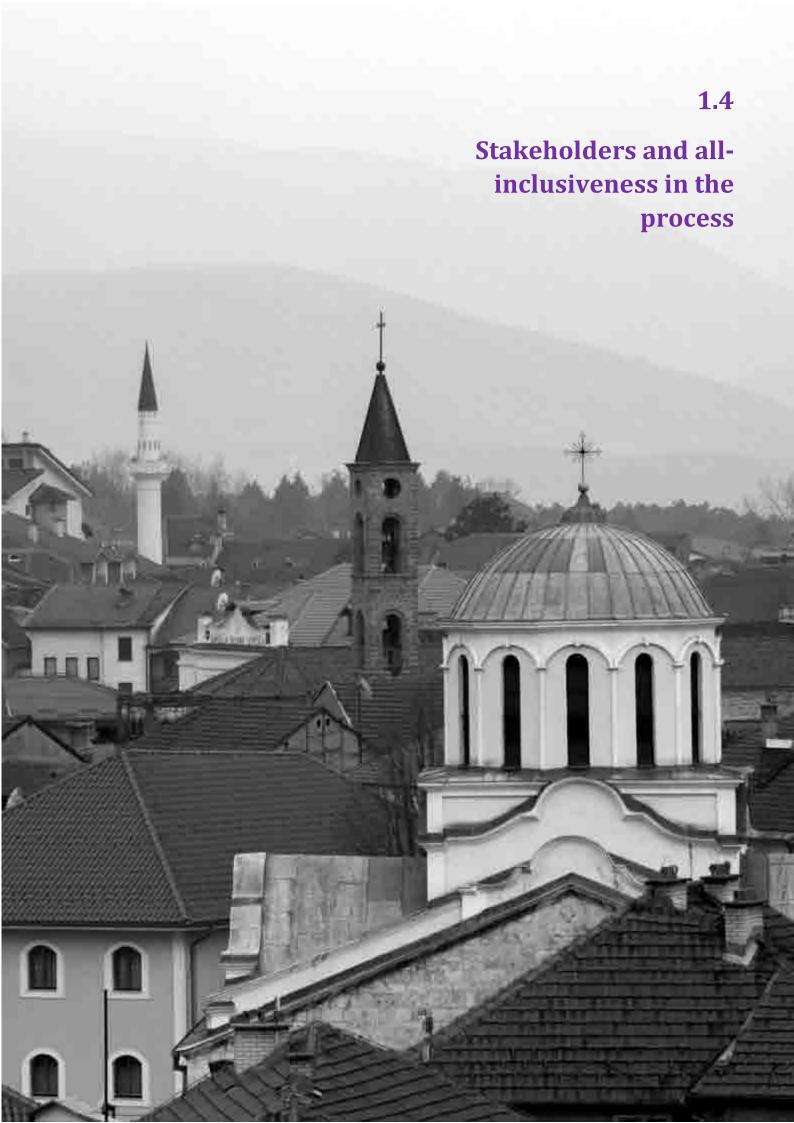
Photo 26 Ralin Neighbourhood, before and after

#### Conclusion

The above mentioned facts in this chapter indicate that Prizren as an ancient city with development over many centuries is among the cities with presence of Lumebardhi River, composing its natural value. Urban and architectural physical structures are dispersed on both sides of the river forming the city's image. In the silhouette of the city prevails the Old Fortress, regrettably today cannot be seen from all sides due to the view intermittence caused by high-rise buildings.

We can conclude that the Historic Centre of Prizren has been subject to adverse changes, transformation and deprivation of its former value. As a component part of the urban fabric there were residential houses with surrounded courtyards and rich green gardens with presence of urban waterlines, which today cannot be found. In areas with steep land composition, houses are set in an "amphitheatre" manner, with tendency to provide the right to the view and sufficient insolation. Because of the high-rise buildings and uncontrolled actions in many areas this value is no longer retained.

Today, the Historic Centre includes organic zones (formed naturally) that are bordered by narrow streets but the morphological composition has undergone visible transformations on account of high-rise buildings, hotel Theranda, altitude change in buildings, use of inadequate materials for road pavement, improper signage, unified lighting, loss of green areas, improper public art, memorials, etc. Despite actions in violation with urban and architectural character appraisal elements of the city of Prizren, and the criteria defined by the UDP, the CDPHCPz and the existing legislation, yet there is possibility to recover the city image. Application of modern planning methods such as the Urban Regeneration can contribute to enhancing the environmental values and image recovery. Given the fact that these areas are overloaded by vehicles, which makes mobility difficult, it is proposed in the future to conduct regulation of vehicle circulation. With purpose to increase pedestrian safety, it is necessary to re-examine the possibility of transforming vehicle roads into pedestrian and cyclist paths (road closure for vehicles is also foreseen by CDPHCPZ). Proper urban furniture, unified signage based on international standards, lighting in compliance with traditional architecture, are elements that will contribute on the image enhancement. Considering that protection of cultural heritage within the city concept presents one of the fundamental elements, this plan will propose actions aiming on protection and promotion of the Historic Centre of Prizren, to serve as an asset for tourism and economic development.



#### 1.4 STAKEHOLDERS AND ALL-INCLUSIVENESS IN THE PROCESS

One of the first tasks of the team responsible for drafting the Prizren Historic Center Management Plan (PHCMP) was to identify stakeholders and their representatives to be included in various phases of the process. This activity required the inclusion of a larger number of individuals, institutions and organizations, among different stakeholders directly or indirectly related to the Historic Center of Prizren.

The participant analysis was performed based on thematic spheres, and comprised a dynamic process that assisted in the identification of legitimacy, interest and role of each participant in the plan's drafting process. Special attention was paid to involving vulnerable groups, such as women/girls, elderly, minority communities and persons with special needs.

Involvement of stakeholders in the process also required the fulfillment of a number of important criteria, including:

- *Partnership*; using the partnership approach, whereby participants must work together;
- *Leadership,* in order to overcome challenges and ensure results, participants must have leadership abilities;
- *Continuity*, is substantial for partnership and leadership to ensure a long-term strategy;
- *Vision sharing,* the vision should be shared and agreed upon by a wider group of participants;
- *Action implementation,* participants must ensure the implementation of actions deriving from the plan.

In order for the drafting process of the Management Plan of the Historic Center of Prizren to be as comprehensive as possible, a large number of stakeholders were identified. The following table includes stakeholders and their roles in institutions/organizations



*Image 1. View of consultative meetings with various stakeholders.* 

1. STAKEHOLDERS IDENTIFIED IN THE MPHCP PROCESS	
Stakeholder	Role and mandate
CENTRAL LEVEL	
Ministry of Culture, Youth and Sports	Central institution tasked with drafting policies and strategies on protection of cultural heritage. Central institution for preservation and management of Kosovo's cultural heritage.
Regional Center for Cultural Heritage in Prizren	Subsidiary of the Ministry of Culture, Youth and Sports, responsible for the preservation, restoration and management of cultural heritage in Prizren municipality and region.
Ministry of Environment and Spatial Planning	Mandate of the Ministry of Environment and Spatial Planning is defined in UNMIK No. 2002/5 and 2005/15. Under these regulations, responsibilities include creation and implementation of legislation on overall management in the fields of environment, waters, spatial planning and construction and residential matters¹. MESP is also the initiating party of the Law on Historic Center of Prizren, adopted in 2012.
Ministry of Education, Science and Technology	MEST was established under UNMIK Regulation No. 2001/19 (amended by Regulation No. 2005/15 on the Executive Branch of the Provisional Institutions of Self-Government in Kosovo) to perform functions in the sphere of education and science. According to said regulations, MEST is responsible for education policies and legislation in general, including higher education and life-long learning, research and development, libraries <sup>2</sup> .
Ministry of Trade and Industry	Institution responsible for collection, processing and analysis of statistical data on Kosovo trade, with the aim of improving current trade, allocating new markets, concluding trade agreements with the EU and third countries, through the functioning of a free market and always avoiding market damaging behavior by different companies from third countries. The Department of Industry/Division of Tourism also functions under this Ministry.

<sup>1</sup> https://sq.ëikipedia.org/ëiki/Ministria e Mjedisit dhe Planifikimit Hapsinor e Kosov%C3%ABs

<sup>&</sup>lt;sup>2</sup> https://map.rks-gov.net/getattachment/11b68209-82c1-467d-82e1-8ecf2aa4fe73/Ministria-e-Arsimit,-Shkences-dhe-Teknologjise.aspx

Kosovo Council for Cultural Heritage	Kosovo Council for Cultural Heritage (KCCH) is an independent agency established in
	compliance with Article 142 of the Constitution of the Republic of Kosovo. KCCH is mandated to pronounce that cultural heritage is under permanent protection, as well as to perform other tasks as defined in Law No. 02/L-088 on Cultural Heritage; Law
	No. 03/L-039 on Special Protection Zones, Law No. 04/L-066 on Historical Center of Prizren, its subsidiary legislation and other applicable laws.
Kosovo Monument Institute	A subsidiary institution of the Ministry of Culture, Youth and Sports, responsible for the preservation, restoration and management of cultural heritage at national level.
Kosovo Archeology Institute	A subsidiary institution of the Ministry of Culture, Youth and Sports, responsible for the preservation, restoration and management of archeological heritage at national level.
Implementation and Monitoring Council (KZM)	A body defined in Law No. 03/L-038 (2008) on Special Protected Zones, mandated to monitor the implementation of legal provisions of the Republic of Kosovo in relation to the protection of Serbian religious and cultural heritage in Kosovo, including, in specific, laws on Special Protected Zones, Historic Center of Prizren and Village Hoce e Madhe.
LOCAL LEVEL	
Prizren Municipality	Local institution responsible for managing and developing the city in general, including the Historic Center of Prizren.
Prizren Basic Prosecutor's Office	Criminal prosecution institution.
Cultural Heritage Council for the Historic Center of Prizren	Established by Prizren Municipal Assembly, with an advisory role related to activities related to Historic Center of Prizren and protection of its cultural heritage.
Islamic Community Council of Prizren	Representatives of the Islamic community residing in Prizren.  Owners of a number of monuments in HCP.  Religious awareness raising.  Education.
Serbian Orthodox Church	Representatives of the orthodox community. Owners of a number of monuments in HCP. Religious awareness raising. Education.

Kosovo Apostolic Administration – Prizren Parish  Evangelical Protestant Church in Prizren.	Owners of the religious complex within HCP which is in the protection list, and a number of facilities within HCP Religious awareness raising. Education.  Representatives of the protestant community residing in Prizren.	
Jewish Association in Prizren	Representatives of the Jewish community residing in Prizren	
INTERNATIONA	L REPRESENTATIVES	
European Union Office in Kosovo	The EU Office in Kosovo plays a key role in the implementation of the considerable EU institutional and financial assistance for Kosovo. EUSR offers advice and support to the Kosovo Government on political processes; ensures general coordination of EU presence in Kosovo; and contributes to the development and consolidation of respect to human rights and basic freedoms in Kosovo. The Office functions under the authority of the High Representative for Foreign Affairs and Security Policies <sup>3</sup> .	
OSCE	A leading role in all matters related to institution-building and democracy, and human rights in Kosovo. The Mission focuses its work, among other, in the sphere of protection and promotion of human and community rights; gender equality and citizen participation; capacity enhancement for the judiciary, Kosovo Police and public administration; and provision of support in elections. <sup>4</sup>	
UNESCO	UNESCO (United Nations Education, Science and Culture Organization) is responsible for coordinating international cooperation in education, science, culture and communication <sup>5</sup> .	
Europa Nostra	Is the pan-European federation of NGOs in the heritage sphere, supported by a wide array of public bodies, private companies and individuals. Covering 42 countries in Europe and 5 countries outside the old continent, is a	

 $<sup>^3\</sup>underline{\text{https://eeas.europa.eu/delegations/kosovo/7629/p\"{e}r-zyren-e-be-s\"{e}-n\"{e}-kosov\"{e}ppbe\ sq}$   $^4\underline{\text{https://www.osce.org/sq/mission-in-kosovo/mandate}}$ 

<sup>&</sup>lt;sup>5</sup> https://en.unesco.org/about-us/introducing-unesco

	representative network working in the sphere of heritage in Europe <sup>6</sup>				
US Embassy	Maintains and develops relations between USA and Kosovo				
Great Britain Embassy	Maintains and develops relations between the United Kingdom and Kosovo				
Turkish Embassy	Maintains and develops relations between Turkey and Kosovo				
Albanian, Norway, Luxembourg and other embassies	Maintains and develops relations between respective embassies and Kosovo				
TIKA	Turkish Agency for Cooperation and Coordination (TIKA) is a cooperation mechanism for state organizations and institutions, universities, non-for-profit organizations and the private sector <sup>78</sup>				
CIVIL SOCIETY	REPRESENTATIVES				
RrOK Prizren	Network of Culture Organizations in Prizren is an informal network of over 23 cultural organizations in Prizren municipality. The mission of this network is to ensure a developed local economy in Prizren through the enrichment and structuring of its touristic offer, based on the enhancement of quality and volume of cultural activities. The basic objective of RrOK Prizren operations include: enrichment of the cultural life, enhancement of existing cultural activity quality, improvement of cultural policies at municipal level, decentralized management of culture, diversification of funding of cultural activities and stimulation of an active and responsible civic community.				
EC Ma Ndryshe - RrOK member	Local Prizren NGO promoting active participation of citizens in policy drafting and raising awareness on protection and promotion of cultural heritage.				
Lumbardhi Foundation - RrOK member	Local Prizren NGO, established in April 2015, as a continuation of Lumbardhi Cinema protection initiative.				

<sup>&</sup>lt;sup>6</sup> http:// www.europanostra.org/

http://www.tika.gov.tr/en/page/about us-14650

<sup>&</sup>lt;sup>8</sup> International representatives, such as EU and abovementioned embassies, are noted due to their severe presence and financial investments in the Historic Center of Prizren. This does not preclude other embassies and agencies that have worked or invested in HCP.

DokuFest - RrOK member	Local Prizren NGO, an international festival of short and documentary film in Prizren		
CHwB Kosova - RrOK member	Foundation active in protection and promotion of cultural heritage at Kosovo level		
Autostrada Biennale – RrOK member	Local NGO supporting strengthening of modern culture and its community		
Business community (1. Association of Prizren Craftsmen and Businessmen, 2. ESNAF Association, and 3. SOFRA Association)	Local NGOs comprising members from various ethnic communities and representing interests of the business community in Prizren.		
DOWN Sindrome - Prizren	NGO active in protection and respecting of human rights and dignity of persons with Down Syndrome		
Handikos	NGO supporting persons with disabilities, by advocating, lobbying and providing services through a network spread throughout Kosovo.		
Association of Kosovo Architects	NGO, an association of architects joined for the creation and development of a creative environment in Kosovo, and definition of a common voice to speak on behalf of the majority for all issues of significance for the profession, society and environment.		
Association of Kosovo's Construction companies	NGO representing Kosovo's construction companies		
Association of Kosovo Planners	NGO representing Kosovo's planners		
EDUCATION.	AL INSTITUTIONS		
Ukshin Hoti Univeristy	A public institution of higher education in Prizren		
Hasan Prishtina University	A public institution of higher education in Prishtina		
Music Schools "Lorenc Antoni"	A public education institution in the Historic Center of Prizren		
OTHER REJ	PRESENTATIVES		
FEMAktiv	An initiative of women and girls of Prizren aiming to challenge patriarchal mentality and public discourse in the city		
Tur Operator	Touristic service operator		
Kosovo Privatization Agency – Office in Prizren	Agency authorized to administer, including authorizations for sale, transfer and/or liquidate socially-owned enterprises and assets		

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TV Besa	Local television networks with various television broadcasts				
Televizioni Opinion	Local television networks with vario television broadcasts				
TV Prizreni	Local television networks with various television broadcasts				
Regional Prizren Library	Educational institution				
Owners of traditional houses	Owners, users and beneficiaries				
Prizren League	A museum within the HCP				
Kosovo Police	Citizen security				

After the analysis on whether the participants fulfill abovementioned criteria, whether they are directly or indirectly affected, whether they have vested interest on specific matters and the extent of their control over resources (financial, technical, intellectual), the participants were divided into key stakeholders with direct impact on the Management Plan for the Historic Center of Prizren, and other important stakeholders for the Plan. The table below presents key stakeholders with direct impact, and their roles in the Management Plan for the Historic Center of Prizren.

2. KEY STAKEHOLDERS WITH DIRECT IMPACT ON MPHCP DRAFTING				
Stakeholder	Role in MPHCP			
Ministry of Culture, Youth and Sports	Initiates and funds the drafting of MPHCP			
	Establishes, leads and takes part in the project			
	Working Team			
	Responsible for MPHCP implementation and			
	funding of activities deriving from this Plan			
Prizren Municipality	Responsible for MPHCP implementation and			
	funding of activities deriving from this Plan			
	Part of the project working team			
Regional Center for Cultural Heritage in	Professional expertise in drafting the			
Prizren	Management Plan (local expert)			
	Part of the project Working Team			
	Part of the project Drafting Team			
Cultural Heritage Council for the	Professional expertise in drafting the			
Historic Center of Prizren	Management Plan (local expert)			
	Part of the project Working Team			
	Part of the project Drafting Team			
RrOK Prizren	Part and member of the Working Team and			
	Drafting Team			
	Contracting party (with Lumbardhi			
	Foundation acting as Secretariat) with MCYS on project drafting			

EC Ma Ndryshe – RrOK member	MPHCP Coordinator – responsible for planning and managing the drafting process for MPHCP under RrOK Prizren Professional Expertise Funding of special MPHCP activities Part of the project Working Team Part of the project Drafting Team		
Lumbardhi Foundation – RrOK member	RrOK Secretariat for drafting MPHCP and project administration Part of the project Working Team Part of the project Drafting Team		

In addition to key stakeholders, we have another group of important parties with interest in specific management issues. Following is a tabular presentation of said group members and their roles.

3. OTHER STAKEHOLDERS WITH INTEREST IN MPHCP DRAFTING AND IMPLEMENTATION			
Stakeholder	Role in MPHCP		
Ministry of Environment and Spatial Planning	Part of the project working team		
Ministry of Trade and Industry	Participant in drafting process activities		
Kosovo Council for Cultural Heritage	Part of the project working team		
Kosovo Monument Institute	Part of the project working team		
Kosovo Archeological Institute	Part of the project working team		
Implementing and Monitoring Council (IMC)	Monitoring of Plan implementation, pursuant to laws in force		
Council of the Islamic Community in Prizren	Participant in the MPHCP drafting process and consultations		
Serbian Orthodox Church	Participant in the MPHCP drafting process and consultations		
Kosovo Apostolic Administration – Prizren Parish	Participant in the MPHCP drafting process and consultations		
Protestant Evangelical Church in Prizren	Participant in the MPHCP drafting process and consultations		
Jewish Association in Prizren	Participant in the MPHCP drafting process and consultations		
European Union Office in Kosovo	Participant in the MPHCP drafting process and consultations Potential donor for funding activities deriving from MPHCP		
OSCE	Part of the project Working Team Funder of special MPHCP activities Potential donor for funding activities deriving from MPHCP		

Participant in the MPHCP drafting process and consultations Potential implementer of activities deriving from MPHCP Part of the project Working Team Punder of special MPHCP activities through the Biennale Highway Potential implementer of activities deriving from MPHCP Autostrada Biennale – RrOK member  Business community (1. Association of Prizren Craftsmen and Businessmen, 2. ESNAF Association) Handikos Association) Handikos Association of Kosovo Architects  Association of Kosovo Architects  Participant in the process through its professional members  Association of Kosovo's Construction companies  Participant in the process through its professional members  Participant in the process through its professional members  Participant in the process through its professional members  Participant in the MPHCP drafting process and consultations  Participant in the MPHCP drafting process and consultations		D		
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Noteworthy, there is a group of special importance with a specific role within the Historic Center of Prizren, but with no impact and interest in the Management Plan. The following table presents the role of this group's members and their role in the Plan.

4. PARTIES THAT HAVE NO IMPACT BUT MAY HELP THE IMPLEMENTATION OF THE MPHCP IN THE FUTURE					
Stakeholder			Role in MPHCP		
Ministry	of	Education,	Science	and	Future inclusion in the implementation of
Technolog	зу				activities deriving from MPHCP

Basic Prosecutor's Office in Prizren	Raising indictments in case of damage caused to cultural heritage assets		
UNESCO	Information of the relevant institution,		
	upon MPHCP drafting		
	Potential assistance in the implementation and funding of activities deriving from		
	MPHCP		
T. W.			
Europa Nostra	Information of the relevant institution, upon MPHCP drafting		
	Potential assistance in the implementation		
	and funding of activities deriving from		
	МРНСР		
US Embassy	Potential assistance in the implementation		
	and funding of activities deriving from		
	МРНСР		
UK Embassy	Potential assistance in the implementation		
	and funding of activities deriving from MPHCP		
	WI Her		
Turkish Embassy	Potential assistance in the implementation		
	and funding of activities deriving from MPHCP		
	Mrncr		
Albanian, Norway, Luxembourg and other	Potential assistance in the implementation		
embassies	and funding of activities deriving from		
	МРНСР		
TIKA	Potential assistance in the implementation		
	and funding of activities deriving from MPHCP		
	Mrncr		
Ukshin Hoti University in Prizren	Implementing party in the future through		
	educational activities		
Music School "Lorenc Antoni"	Implementing party in the future through		
	educational activities		
Kosovo Privatization Agency - Office in	Potential assistance in the implementation		
Prizren	of activities deriving from MPHCP		
my p			
TV Besa	Advocacy in the implementation of activities deriving from MPHCP		
	activities deriving from Mr Hor		
TV Opinion	Advocacy in the implementation of		
	activities deriving from MPHCP		

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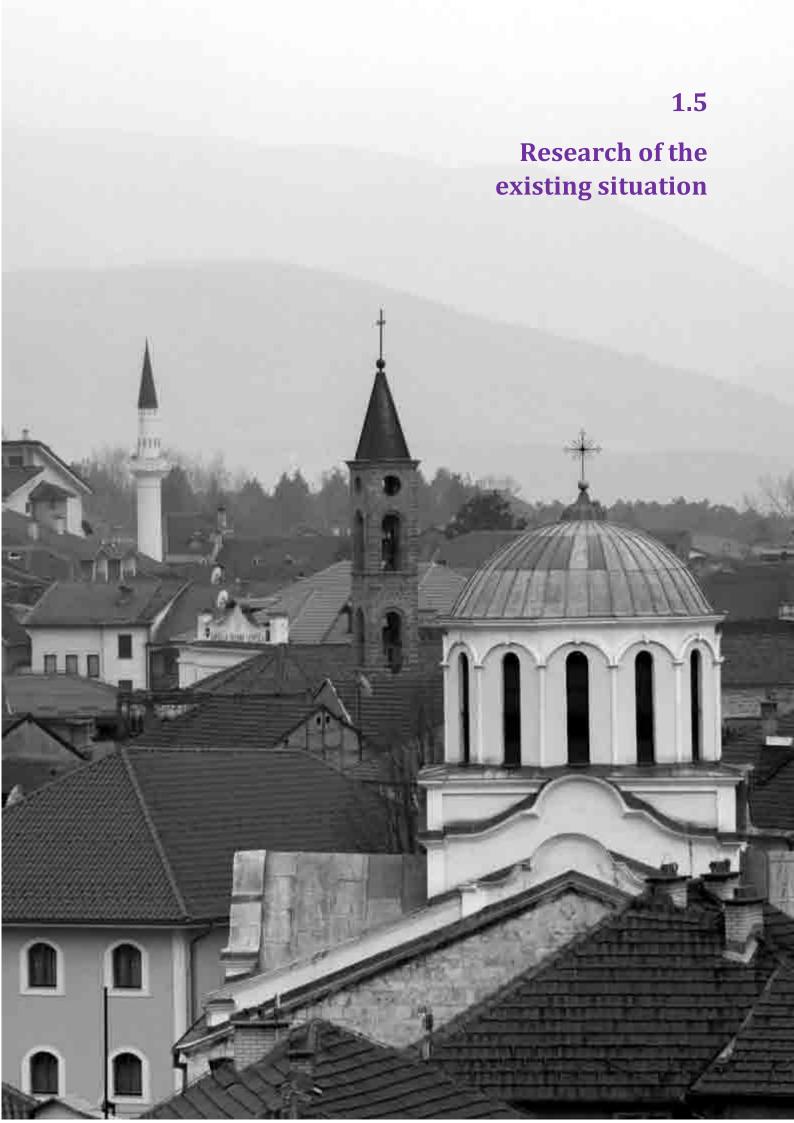
TV Prizreni	Advocacy in the implementation of activities deriving from MPHCP
Kosovo Police	Provision of security and protection of cultural heritage assets within the boundaries of the Historic Center of Prizren

A very important element of this plan is comprehensiveness throughout the process. The project, through different forms of communication, including informal meetings, official meetings, consultative meetings with different groups of the society, workshops, etc., has consulted over 100 stakeholders on rights, obligations and interests in the sphere of protection, preservation, promotion and socio-economic utilization of the city's historic center.





Image 2. View of consultative meetings with different stakeholders.



#### 1.5 RESEARCH OF THE EXISTING SITUATION

#### 1.5.1 The Historic Centre of Prizren

The main objective of this research is to provide accurate reflection of the existing situation involving all physical structures (total 1622) located in the Historic Centre of Prizren, including heritage assets, new buildings, bridges, monuments, fountains, etc, and further follow up the given condition undertaking substantial actions to address challenges emerging from this zone.

Methodology of work consisted of: outdoor analysis of buildings and monuments and in certain cases also performing indoor analyses, research of official documents, research of literature, direct meetings with institutional officials, interviewing professionals dealing with the field of cultural heritage and spatial planning, interviews with owners of cultural heritage assets, and performing field visits to achieve a thorough analysis of the existing situation on the ground.

In reference to the data based on the List of Cultural Heritage under Permanent Protection (October 2016), the List of Cultural Heritage under Temporary Protection (October 2017) and the Law on Historic Centre of Prizren - Annex II: Cultural Monuments in Historic Centre of Prizren (HCPz) (April 2012), the Historic Centre of Prizren counts following monuments: (See the complete list of assets in Annex 1)

- **13** Mosques
- **3** Masjids (*Tekke*) and Shrines (*Tyrbe*)
- 10 Serbian Orthodox Church Buildings
- 1 Catholic Church Building
- 13 Mills and Fountains
- **6** Gravestones
- 11 Public Buildings
- 38 Residential Complex Buildings
- **5** Education Institutions
- 1 Natural rarity
- **5** Architectural complexes

Photo 1. Among the most prominent monuments of the Historic Centre of Prizren to be cited are such as: City Fortress, Church of Our Lady of Ljeviš, Mosque of Sinan Pasha, Cathedral of our Lady of Perpetual Succour, Albanian League of Prizren, House of Shehzade, City Hammam, Shadërvan Fountain, Stone Bridge, Clock Tower, etc.





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According to the Law on the Historic Centre of Prizren, exceptional buildings or those of special value are entitled to the status of protected buildings, for e.g. lighting fixtures dating from the XX century, traditional workshops, cinemas, etc. Thus, one cannot calculate with numbers all valuable buildings and conclude that those not included in the list are of no value. We should keep in mind that the assessment process is ongoing and is not yet finalized<sup>1</sup>. Moreover, there is a considerable number of assets that are only inventoried but do not have a protection status.

Hereinafter, is the description and explanation of criteria used during research and field work:

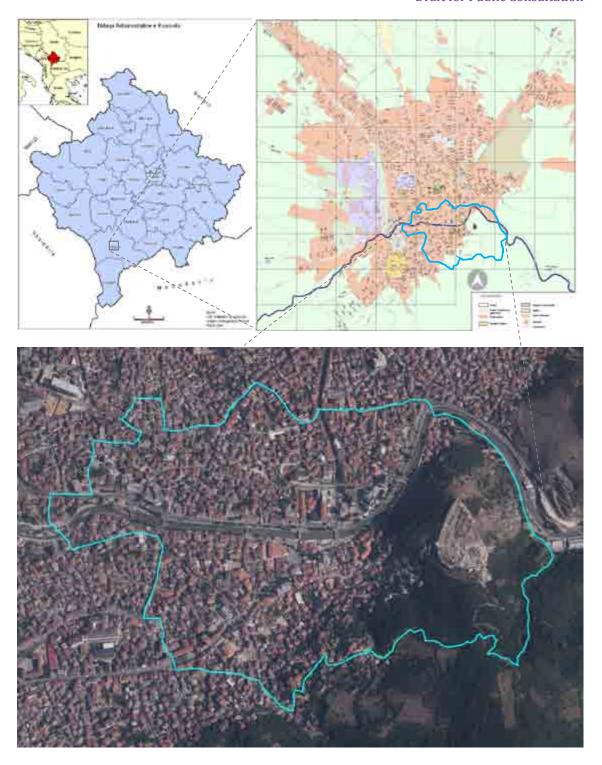
<u>Name of the monument.</u> Made in reference to the Cultural Heritage List under Temporary Protection or the Law on the Historic Centre of Prizren (HCPZ). If the asset has another or alternative name, it is also added.

<u>Georeferencing.</u> The overall territory of the Historic Centre of Prizren was georeferenced and the data processed on the Geographic Information System (GIS) platform. In the future this system can be useful to update field data and produce different analyses.

<u>Photo documentation.</u> Photographing of all physical structures located in the Historic Centre of Prizren (heritage assets, new buildings, bridges, memorials, fountains, etc.) has been made and produced a photo database, including photographs from the archive of Regional Centre of Cultural Heritage (RCCH) in Prizren.

<u>Location.</u> Determination if the building is located within the boundaries of the Historic Centre of Prizren, the Second Protection Zone or the Contact Zone.

<sup>&</sup>lt;sup>1</sup> Annex Law on the Historic Centre of Prizren, pg.14



Map 1. The position of the Historic Centre of Prizren in ratio with Kosovo (upper left side) and urban zone of Prizren city (upper right side).

<u>Construction time</u>. Determination of the age of the building, historic period and construction time (century, year or approximate dates).

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Photo 2. Field research

Storey height of buildings. Data on permited maximum storey height of buildings according to the Conservation and Development Plan in force and the existing field data have been collected.

<u>Physical condition of buildings.</u> To perform general assessment of physical condition, the criteria have been defined based on damage type of the asset's/consruction's elements on: exterior walls, roof (roof eaves, chimney and gutters), doors and windows and the interior, in all accessible areas<sup>2</sup>.

Consequently, combination of damage types displayed on the asset provided a picture of their physical condition, listing the asset in one of the following categories:

*Good:* when the building is stable in construction terms, without any damages and need for interventions;

Average: when the building is stable in construction terms, but needs minor interventions and general maintenance;

*Bad:* damages on walls, or a leaking roof, with damages caused by atmospheric influences, usually associated with damages on substantial part of the building's elements.

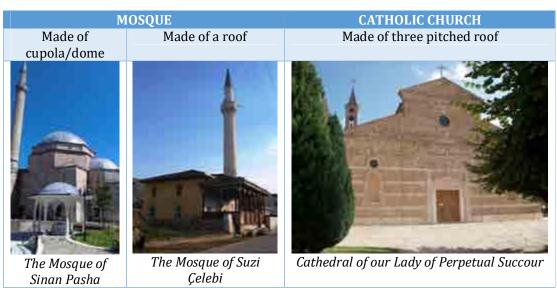
*Very bad:* when the building has demolition of any construction part indicating clear signs of instability (masonry deterioration, decline in roof construction, display of humidity).

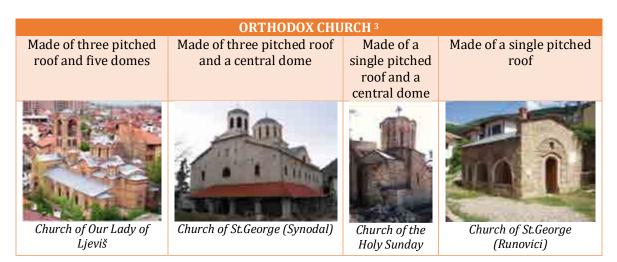
<sup>2</sup> Historic England (2017) How to Assess Condition. https://historicengland.org.uk/images-books/publications/guidance-delisting-building/

*Partially ruined:* when all construction parts of the building are not distinguished, still remain in form and stand above the ground or when the building's construction is not noticeable, or when construction parts can be scattered across the site.

Ownership of buildings has been analysed based on the official data obtained from the Municipality of Prizren. Unfortunately, collection of all ownership data was not possible as the Municipality has not updated information for this category.

<u>Typology and architectural subtype.</u> Initially, the general architectural type of the building has been defined, such as: fortress/stronghold, mosque, church, house, school, shrine/tyrbe, masjid tekke, mill, Turkish bath/Hammam, monument/memorial, etc. Also, data on historic period and style have been collected. The next step was definition of architectural subtypes (where applicable), with examples of several cases presented in the following tables:





<sup>3</sup> Access to monuments and data provided by the Serbian Orthodox Church and RCCH Prizren

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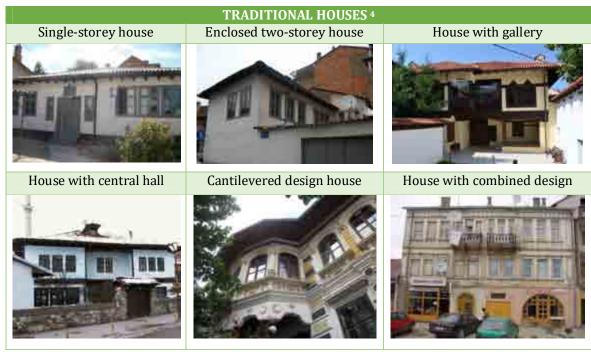


Table 1 Architectural typologies and subtypes

<u>Current function</u>. All applicable functions in the buildings have been defined, such as: housing, business, education, administration, etc. Frequently, two or more functions have been observed in one building. These functions have been analysed whether they are usable or not.

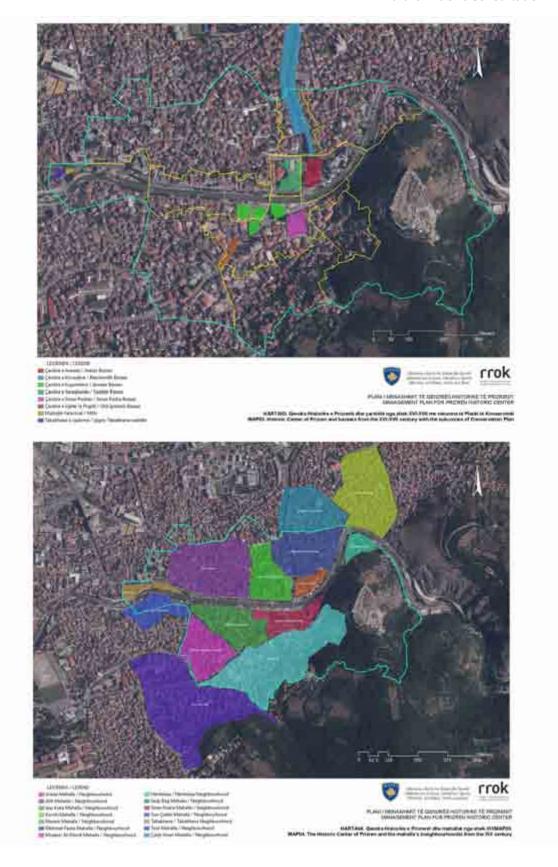
<u>Values and harmony of buildings.</u> In the first instance, it has been defined whether these buildings are in possession of cultural heritage values. If so, it has been further studied in details about types of building's values (for further information about value analysis see Chapter 5. Values, importance and authenticity). Another category of analysis was about buildings not containing heritage values (mostly those built at later stages) if they are in harmony or not with historic urban context.

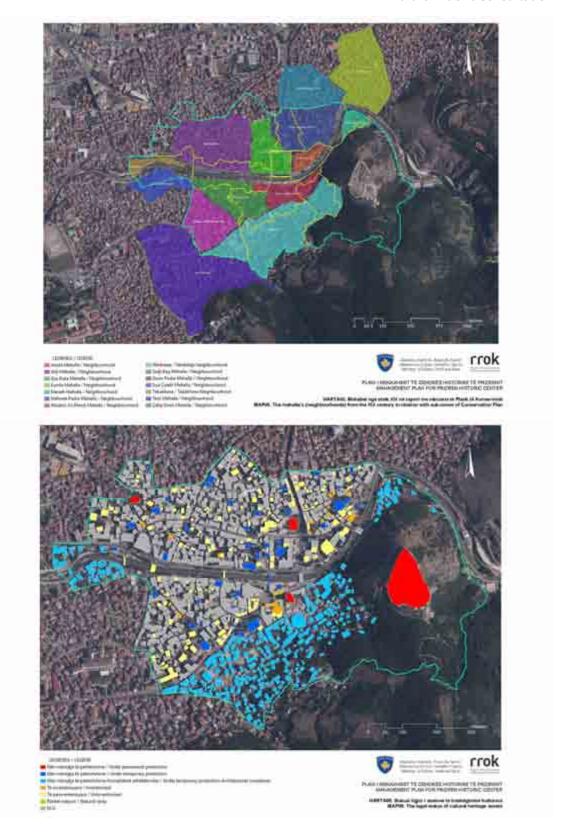
In the following pages find attached maps from the field research. For higher quality of maps, see Annex 3.

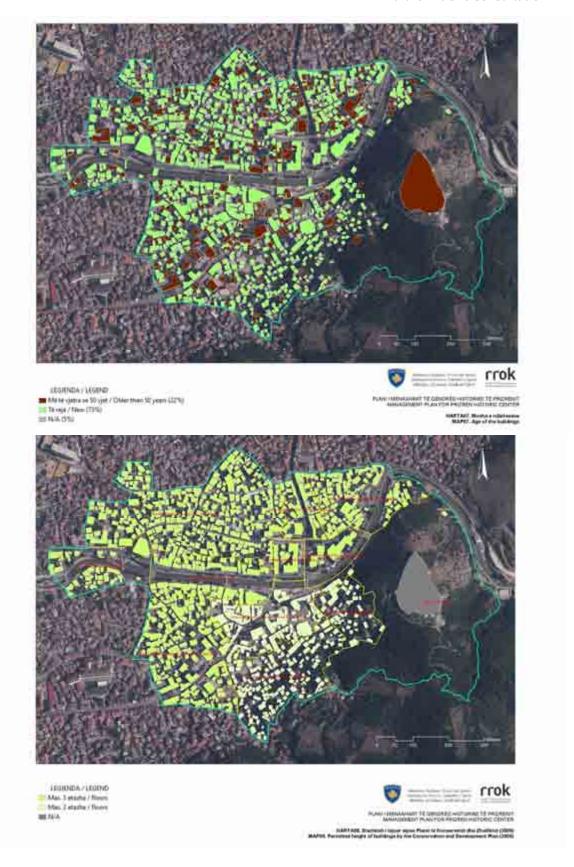
## Conclusion

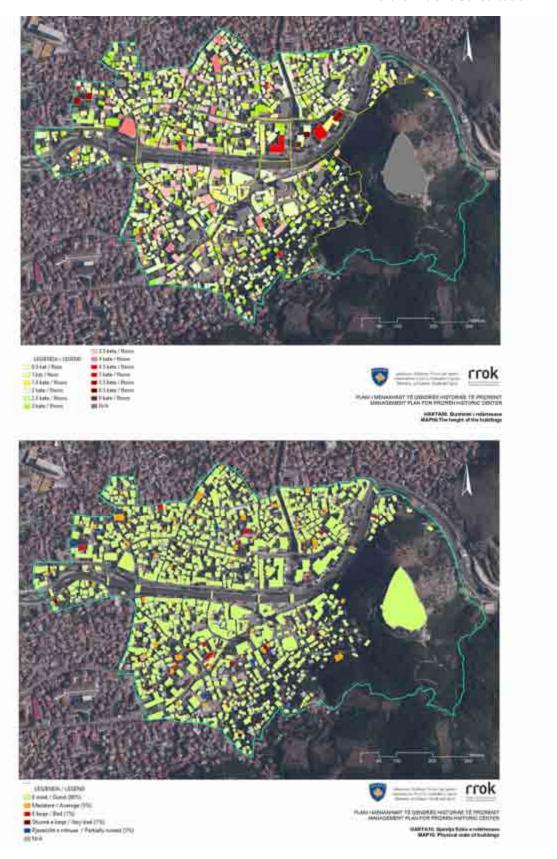
It is recommended update of data on the database of Historic Centre of Prizren (HCPz) on annual basis, and in this way check over construction trends and eventual acts of exceeding.

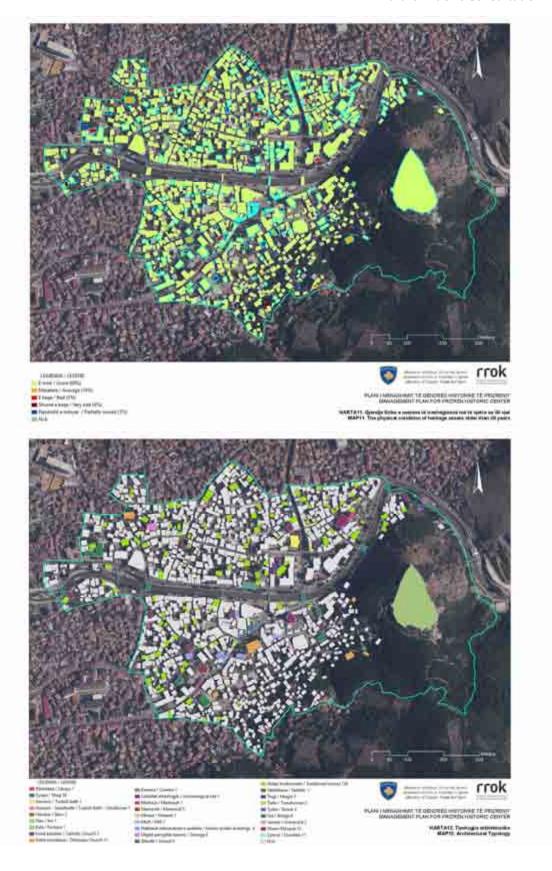
<sup>4</sup> Classification of houses was made based on the survey made by Emin Riza "National housing of Prizren" ("Banesa popullore e Prizrenit"), published by: The Albanian Academy of Sciences

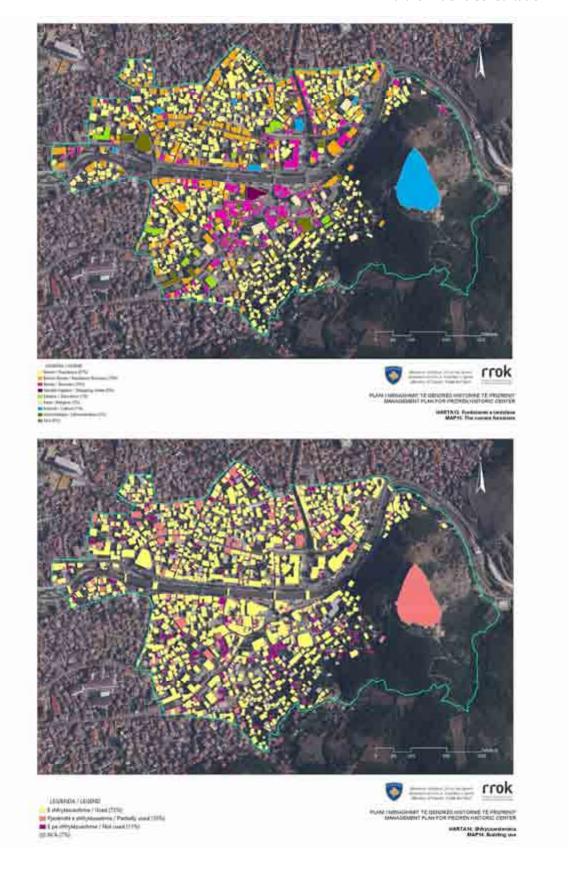


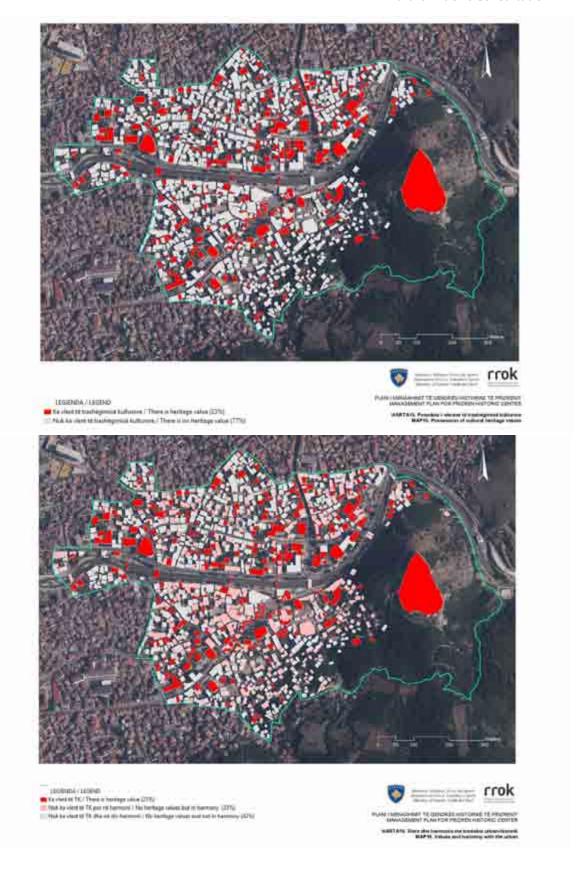


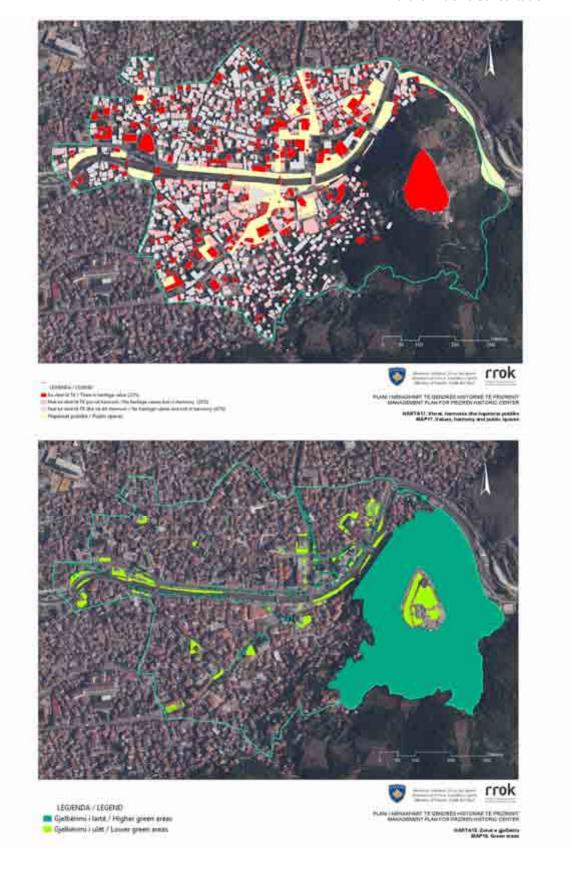


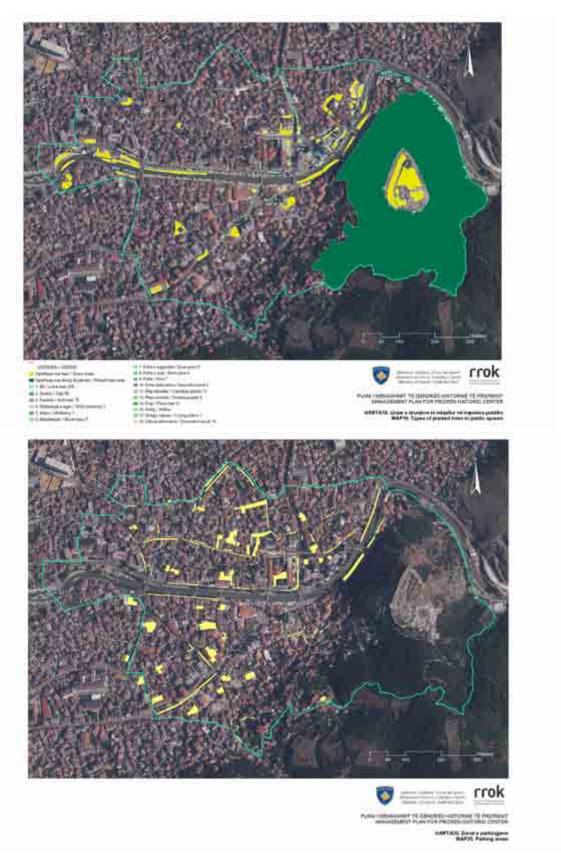


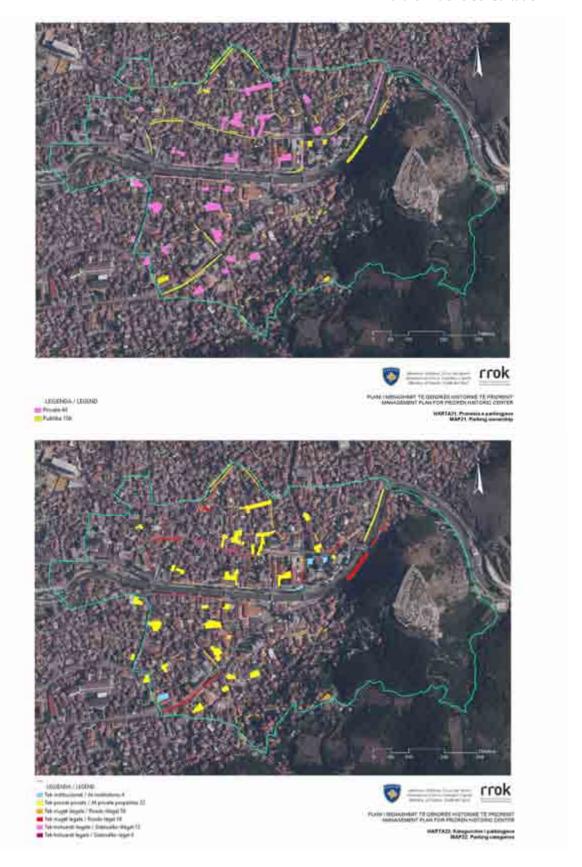












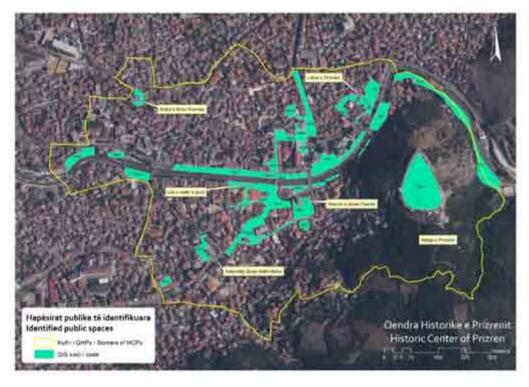
## 1.5.2 Public spaces

Our impression of a city, apart from historic and urban identity, is also made up by the quality of public spaces. These areas should be satisfying, accessible and provide security. Moreover, they have an important role in social and economic life of communities living and enjoying these spaces.

During 2017, a research<sup>5</sup> of all public spaces of the Historic Centre of Prizren was conducted. This research contains data on three principal categories of public spaces:

- 1. Existing Public Spaces,
- 2. Semi-public Spaces (mainly those in cultural monuments, and in particular religious monuments) and
- 3. Potential spaces to be transformed into public spaces in the future.

Following elements were subject of analyses during the research such as: current functions of all identified spaces, characterizing elements, including the existing urban furniture, accessibility for people with disabilities and lacking elements of these spaces. Usability capacities of these spaces have been determined after taking into account all of the above mentioned elements and their use on annual basis.



Map 2. The boundary of the Historic Centre of Prizren and the areas covered in the research. For other research maps see Annex 3.

<sup>&</sup>lt;sup>5</sup> This part of Management Plan of HCPz, except the MCYS, was carried out with additional support by the NGO EC Ma Ndryshe, financially supported by the Kosovo Foundation for Open Society KFOS, and was implemented within the project "Enhancing European Knowledge in Planning and Urban Development".

## What are public spaces?

There is a network of areas between the city buildings making and strengthening connections between people. When we refer to roads or other areas of one city we are actually talking about the city's own identity. Public spaces are social open areas accessible to people. These spaces have a significant role in social and economic life of the community. A good public space is an area reflecting diversity, encouraging people to live together without any effort, providing necessary conditions.

In a broader definition, public spaces are areas where everyone enjoys coexistence and represent collective life and common interest to cope with diversities.

The quality and security of public spaces depends on several elements<sup>6</sup>:

Diversity of usability: Diversity generates various activities contributing to the security of the area. This variety of functions should be applied at any time of the day. If



Photo 3. Shadërvan Square as a reference point for public spaces in Prizren. Author: Berat Hoxha

public spaces are used only during daytime, they will still remain as unsafe areas.

"Active façades": Connection between buildings, sidewalk and road contributes to safety and attractiveness of public spaces. In addition, this connecction impacts on the people's perception of the city and the manner they should use it.

*Social Dimension and Urban Vitality:* Public space as a collector of people has an impact on social dimension. Roads, squares, parks, sidewalks, bicycle paths and urban furniture, with comprehensive approach prompting interaction between people and environment, establish a positive use of space and enhance urban vitality.

*Human Proportions:* Building large-scale areas can adversely impact on people's health. In his field surveys, Jan Gehl observed and underlined that people tend to walk faster when they go to vacant or inactive areas, unlike slower and quiet pace of walking in more liveable and active environments. Human scale constructions have a positive impact on the people's perceptions about public spaces.

*Lighting:* Effective and people-focused lighting facilitates use of public spaces during night time, increasing safety and providing necessary conditions for a safe movement in lack of natural light.

*Promoting Local Economy:* Qualitative public spaces not only offer vacant areas to people, but also have potential to raise capacities of local economy.

Local Identity: Public spaces should also integrate small businesses characteristic of the country. Large enterprises can contribute to the economy in general, but small businesses and enterprises have an important long-term impact, give character and make up the identity of the country. When planning public spaces, it is necessary to take into account social dynamics and cultural

<sup>&</sup>lt;sup>6</sup> Public Spaces: 10 Principles for Connecting People and the Streets (The City Fix: World Resources Institute, Ross Centre)

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specifics of the area, to create a good link between people and the country. Use of environment friendly local construction materials is a very important element, also.

*Green areas:* In addition to contributing to the quality of air and facilitating on lowering high temperatures in summer, public green areas empower humanizing the city by attracting people to outdoor activities. As cities become more and more dense, access to green public areas will become even more important, as urban forestation can reduce people's stress and increase welfare in the cities.

Social Participation: Involvement of residents in drafting, planning and administration of public spaces is a crucial issue to maintain quality of these spaces. Further, involvement of residents (including hereby equal gender representation) ensures that the nature and use of public space fulfils specific needs of the community. If a space does not reflect requirements and needs of local population, it will not be used or maintained. Social participation displays a primary element for building safe and equal public areas.

## The objective of the research

This objective of this research is to analyse the existing condition of all public spaces in the Historic Centre if they fulfil optimal living conditions and enhance values of urban and historic context of the city centre. Further, this research pursues to provide suggestions and recommendations on how these spaces will improve life quality of citizens and how to be more useful to residents of the area, as well as frequent visitors and tourists visiting these areas.

In 2017, a research of all public spaces of the Historic Centre of Prizren was conducted. The Historic Centre of Prizren, protected by a special law, incorporates high historic and cultural values. This centre in addition to the prominent monuments contains an organic urban network linking these monuments and forming a specific character not only in Kosovo, but wider, also. Furthermore, the city centre of Prizren is one of the most visited cities in Kosovo.

#### Methodology and the field findings

Research of public spaces was conducted by identification and assessment of a total of 36 public spaces on the ground, including data collection and photo-documentation. After data analyses for each public space based on useability of space during a one-year cycle, an assessment of their usability has been made, also. Existing photo-documentation was made from different perspectives. Photo attachements of various activities held in specific areas to give a complete perception on space use, have been added also.

All data procession of public spaces was made in the Geographical Information System (GIS) platform and the same ones codified, to be used for further research. For the purpose of a thorough research, several public areas because of their character and functions are divided into fragments, such as: Lumbardhi River Bank is not treated as a single area but it has been analysed in view of eight segments. The reason is that several sections of Lumbardhi's River Bank are fruequently used and functional, whilst other sections are rarely used.

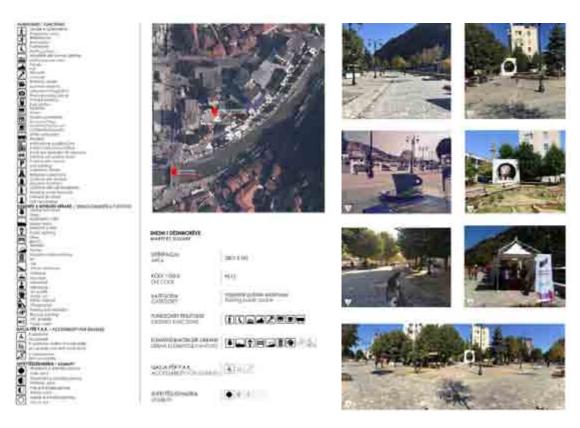


Photo 4. Sample of the card / form for each identified public space. See for all research cards in Annex 4.

## **Identification of spaces**

The Historic Centre of Prizren covers a total area of 62.88 hectares and only 9% of this area is used as a public area. The research was primarily focused on functional public areas and this percentage did not include the road network and in few cases the sidewalks.

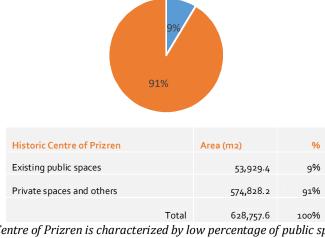


Table 2. The Historic Centre of Prizren is characterized by low percentage of public spaces.

GIS Code	Name of public space	Area (m2)
PS01	Lumbardhi River bank 1	2,279.3

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PS02	Lumbardhi River bank 2	188.5
PS03	Lumbardhi River bank 3	618.4
PS04	Lumbardhi River bank 4	623.7
PS05	Lumbardhi River bank 5	122.3
PS06	Lumbardhi River bank 6	81.5
PS07	Lumbardhi River bank 7	649.8
PS08	Lumbardhi River bank 8	1,860.9
PS09	Fortress of Prizren	11,282.2
PS10	Marash 1	1,803.8
PS11	Marash 2	5,861.8
PS12	Martyr's Square	3,801.9
PS13	Shadërvani Square 1	2,208.2
PS14	Shadërvani Square 2	1,834.0
PS15	Shadërvani Square 3	2,490.7
PS16	Former Artisan Centre	1,295.0
PS17	Open Archaeological Museum	1,661.0
PS18	Area in front of the Albanian League of Prizren	371.0
PS19	Area behind the House of Gani Dukagjini	235.1
PS20	"Saraçët" Street	1,598.4
PS21	"Farkatarëve" Street	1,114.4
PS22	Entry area of the Post Office	479.5
PS23	Courtyard of Sinan Pasha Mosque	2,414.4
PS24	Courtyard of Emin Pasha Mosque	792.8
PS25	Courtyard of Gazi Mehmet Pasha Mosque	1,312.3
PS26	Courtyard of Gazi Mehmet Pasha Hammam	887.1
PS27	Courtyard of the Albanian League of Prizren	950.7
PS28	Courtyard of the Cathedral of the Lady of Perpetual Succour	1,294.9
PS29	Courtyard of the St.George Church	1,739.7
PS30	Courtyard of the Church of Our Lady of Ljevis	831.5
PS31	Plateau of Europe Complex	630.7
PS32	Area in front of the Family Medicine Healthcare Centre 1	613.9
PS33	"Marin Barleti" Street	785.7
PS34	"Adem Jashari" Street	2,976.7
PS35	"Remzi Ademaj" Street	5,350.9
PS36	Fuel station area	1,525.7

Table 3. List of public spaces analysed jointly with GIS coding.

# **Categorization of spaces**

To provide typology analyses of the total of 36 public spaces identified, they are categorized in the following three groups as presented below:

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1. Existing public spaces: Existing spaces, which are always open and easily accessible to citizens.



Photo 5. "Farkatarëve" Street is a circulated pedestrian street and at the same time a public space being used at great extent.

2. Semi-public spaces: Areas surrounding a public building (or a courtyard), managed by a building manager or a service provider. These spaces are not fully open and are under control. The most common cases are religious or sacred monuments, such as the *City Hamam*. In certain occasions these areas are accessible by fee payment or by special permission.

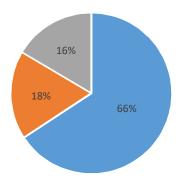


Photo 6. The St. George's Church and it's court yard represents an example of a semi-public space.

3. Potential public spaces: Potential areas to be converted into public spaces for citizens. This category has been defined by taking into account small number of public spaces in the Historic Centre, which in the future may serve for planning by municipal bodies.



Photo 7. The fuel station in the western part of the HCPz is not in compliance with urban and historic character of the area. It represents a potential area for conversion into a public space for the community.



Historic Centre of Prizren	Number of spaces	Area (m2)	%
Existing public spaces	22	42,461.4	66%
Semi-public spaces	10	11,468.0	18%
Potential public spaces	4	10,639.0	16%
Total	36	64,568.4	100%

Table 4. Categorization of public spaces and their area percentage.

## Functions, elements and urban furniture of spaces

*Existing functions:* Existing functions in public spaces have been reviewed separately for each area. The data on all functions that one public space should contain during a calendar year have been displayed. A public space could have several functions and these are presented in details in the chart below and cards in Annex 4.

*Elements and urban furniture:* during the assessment of public spaces, all existing elements and urban furniture have been taken into consideration. Also, based on the character of the area, the lacking elements have been identified, to be fulfilled and become fully functional.

#### Access for disabled

In framework of this research, all spaces for accessibility of persons with disabilities have been analysed, also. In this context we can mention that these conditions would also be suitable for parents with children strollers. These spaces are classified in the following groups:

- 1. Accessible Spaces without any barriers providing free movement of persons with disabilities.
- 2. Accessible only with assistance Spaces in which people with disabilities cannot move freely due to the lacking of proper wheelchair ramps, or any other obstacles, and places where their movement is possible only with assistance.
- 3. Not accessible Barrier areas where movement of people with disabilities is impossible.

Lloji i funksionit të hapësirës publike	Numri i hapësirave publike ku paraqitet funksioni	%
Pushimore	19	15%
Lëvizje e qytetarëve	14	11%
Kafeteri / restaurant	12	10%
Hapësirë për shumë qëllime	8	6%
Dyqane	8	6%
Lokacion fotografimi	7	6%
Koncert	6	5%
Dyqan suvenirësh	6	5%
Institucione publike / zyre	6	5%
Zonë me qarkullim të veturave	6	5%
Parking për vetura	5	4%
Kinema verore	4	3%
Shitës ambulant	4	3%
Ceremoni fetare	4	3%
Çeshme për ujë të pijshëm	4	3%
Panair	3	2%
Çeshme për abdest	3	2%
Rekreacion	2	2%
Nuk ka asnjë funksion	2	2%
Varreza të vjetra	2	2%
Pompë benzine	1	1%
	126	100%

Table 5. The most frequent functions of public spaces in the HCPz are those for recreation, pedestrian areas as well as commercial functions such as cafés.

	Number of functional public	
Function type of public space	spaces	%
Resting place		
Pedestrian area		
Coffee / restaurant		
Multi purpose area		
Shops		
Photographing location		
Concert		
Souvenir shop		
Public institution / office		
Vehicle traffic zone		
Vehicle parking		
Summer cinema		
Peddler		
Religious ceremony		
Drinking water fountain		
Fair		
Ablution fountain		
Recreation		
No function		
Old cemeteries		
Fuel station		

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Elementet & mobileritë urbane prezente në hapësira publike	Numri i hapësirave publike ku paraqitet elementi	%
Gjelbërim i ulët	30	19%
Ndriçim publik	27	17%
Gjelbërim i lartë	25	16%
Shportë e mbeturinave	24	15%
Ulëse	22	14%
Fontanë	5	3%
Art publik	5	3%
WCpublike	5	3%
Rampë për P.A.K. (8%)	3	2%
Jaz	3	2%
Memorial	3	2%
Kënd i lojërave	3	2%
Paking për biçikleta	2	1%
Nuk ka elemente / mobileri	2	1%
	159	100%

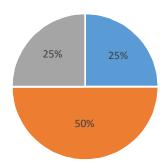
Table 6. Public spaces are dominated by green areas and majority of these areas have public lighting, with only few spaces observed for children and bicycle parkings.

Elements O Holom from Name to	Number of public
Elements & Urban furniture in public spaces	spaces with elements
Green area	
Public lighting	
Trees	
Bin	
Bench	
Fountain	
Public art	
Public toilet	
Ramps for disabled (8%)	
Urban waterline	
Memorial	
Playground	
Bicycle parking	
No elements / furniture	

Numri i hapësirave Elementet & mobileritë urbane që publike ku paraqitet mungojnë në hapësira publike mungesa Rampë për P.A.K. (8%) 24 29% 18% Paking për biçikleta 15 Ulëse 10 12% Shportë e mbeturi nave 10 12% 7% Ndriçim publik Gjelbërim i ulët 6% Nuk aplikohet 5% WC publike 4% Nuk ka mungesë të mobilerisë urbane 4% Kënd i lojërave 2% Gjelbërim i lartë 1 1% 100%

Table 7. Majority of public spaces need proper wheelchair ramps for disabled and bicycle parkings.

Number of lacking public spaces	%
	_



Accessibility for disabled	Number of public spaces	%
Accessible	9	25%
Accessible only with assistance	18	50%
Not accessible	9	25%
Total	36	100%

Table 8. Public spaces in the Historic Centre are not properly accessible for people with disabilities

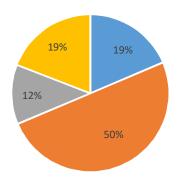


Photo 8. In framework
of the days of
International
Contemporary Art,
held in Prizren, Ec Ma
Ndryshe and Biennale
Highway organized a
public performance as
reaction for not using
of river bed as a public
space.

## **Usability of spaces**

Following analyses of all elements related to public spaces and collected information on usability of public spaces per one-year cycle, the research concludes with categorization of usability, and classification in four groups:

- 1. Fully used Public spaces that are mostly used.
- 2. Partially used Public spaces that are widely used, especially at certain times of the year.
- 3. Rarely used Public spaces that are used only during a certain period of the year or on certain days.
- 4. Not in use Public spaces, which due to various reasons and obstacles, are not used at all.



Usability of public spaces	Number of public spaces	Area (m2)	%
Fully used	5	12,029.6	19%
Partially used	14	32,288.0	50%
Rarely used	11	7,893.2	12%
Not in use	6	12,357.6	19%
Total	36	64,568.40	100%

Table 9. Highest percentage of public spaces is usable but still need improvement in certain cases.

#### Conclusions and recommendations

Based on the above presented analysis in this research, down below is a list with conclusions and recommendations about public spaces in the Historic Centre of Prizren addressed to relevant institutions:

- The Municipality of Prizren, as a decision-making authority to provide conditions and maintenance of public spaces, should adopt a comprehensive approach on treatment and adaptation of public spaces for the needs of the community, in harmony with the Historic Centre of Prizren and in consultation with Regional Cultural Heritage Centre (RCCH) of Prizren and Council of Historic Centre of Prizren (HCPz).
- The Municipality of Prizren should apply a public competetion and a comprehensive approach on creating new spaces.
- The Municipality of Prizren should increase efficiency on waste collection, in particular in the Historic Centre of Prizren.
- Lumbardhi River Bank should be treated based on its natural configuration and 'restore' this asset to the citizens. It should be treated as a component part of the city centre, investing in different elements such as the green areas, public toilets and additional functions.
- Despite the fact that green areas are present in majority of public spaces, the Municipality should further invest in this direction. Evident lacking of green areas is observed at Lumbardhi River Bank, in particular during the summer season.
- To conduct repairs on all sidewalks of public spaces, providing access for people with disabilities and parents with children strollers. Building of disabled ramps in all public areas, including reconstruction of existing disabled ramps with adequate inclination percentage.
- The Fortress of Prizren, as one of the most prominent monuments of the Historic Centre to provide full access to the disabled, without damaging and undermining cultural-historical values of this monument-site.

- The Shadërvan Square, as a reference point for many citizens and tourists, should be dismissed of several functions such as: peddlers, temporary business display counters, etc, not to undermine urban and historic integrity of this area. These various business operators should search for alternatives to run their activities in other areas, which are not fully usable and in specially designed areas/kiosks for these purposes.
- Open Archaeological Museum situated nearby the Albanian League of Prizren should be reconcepted as most of citizens are not familiar with this museum and it is rarely visited. This area is mostly visited during the summer season, when the summer teahouse is opened.
- The barriers placed in front of the Main Post Office and Hotel Theranda preventing free movement of citizens should be removed.
- Religious monuments, with surrounding areas, should be more accessible and open to the public. Majority of these areas do not display their visiting hours or any contact information for visit purposes.
- Public spaces with proper security measures, should design children playgrounds.
- Due to the insecurity of movement in lack of natural lighting, to add up effective lighting fixtures in the areas identified in the research.
- Drinking water fountains should be added as one of historic urban elements of Prizren.
- Bicycle parking areas should be added throughout public spaces. In this relation, the Municipality should also cooperate with organizations/companies providing bicycles for rent.
- Approximately half of the public spaces are not used in a due manner. The municipality should redesign and increase quality of public spaces, providing a range of alternatives to its citizens.
- Public art is a constituent part of many public spaces. Thus, extra care should be taken that this art does not undermine integrity of cultural heritage in the Historic Centre of Prizren.
- Setting an area for running of artisan activities, production and sale of these articles.
- Conception of proper design layouts for peddlers, kiosks, local bus stops, various public announcement tables, etc. All of these should have a "common denominator" in their design layout, and there should be no display without concept and harmony with historic character of the centre.
- It is strictly prohibited placement of posters, advertisements and various notices on tree bodies, showcases, building walls, bridges, etc.
- Due to limited public spaces there should be strategic planning about their increase, as it follows:
- 1.To conduct urban regeneration of the area at "Marin Barleti" and "7 Korriku" Road (former artisan centre);
- 2. Searching for new alternatives for vehicle movement at "Remzi Ademaj" and "Adem Jashari" Streets, and in this way increase the area of public spaces in the Historic Centre of Prizren;
- 3. To conduct redesign of the public area located at the Martyrs' Square (former Arasta), considering preservation and meritorious presentation of monuments dating from different periods: archaeological site, the Minaret of Arasta and the fountain (from the Ottoman period), memorial of martyrs from the World Second War and memorial of the 1999 war martyr; and
- 4. Dislocate the fuel station situated inside the borders of the Historic Centre of Prizren and convert this area to a public space.
- 5. The Old Plane Tree area (*Plantanus orientalis*) in Marash neighbourhood is endangered by the café-restaurant and the *Tekke* with cutting of plane tree branches, as well as from entering of motor vehicles in this part. This natural monument should have a meritorious presentation such as setting fences, lighting, green areas around, etc.

The concluding part of the research contains two annexes showing maps and cards produced for each analysed space (Annex 4).

### 1.5.3 The City Museums

Museum is an institution devoted for collection of artefacts and other objects of artistic, cultural, historic or scientific importance. Museums display these artefacts to the public through exhibitions that may be of permanent or temporary<sup>7</sup> nature.

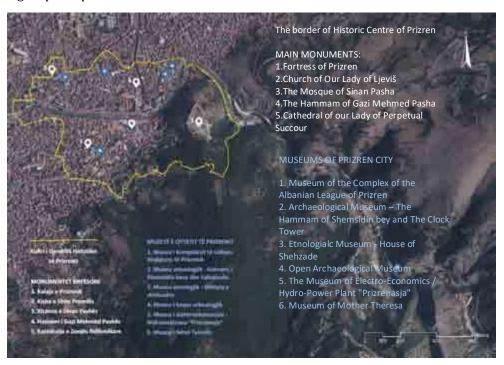
Largest museums are found in large cities around the world, while thousands of local museums can be found in cities, towns and small rural areas.

Museums have different purposes, ranging from those providing services to researches to those for general public service. The purpose of providing services to researchers is more and more being replaced with that of public service.

Since 2010, rapid growth of information digitization, combined with increasing storage capacity of this information, is generating expanding of traditional museum model involving virtual multimedia exhibitions, as a creative approach to public education.

The city of Prizren, apart from given attribution as the cultural capital city of Kosovo, according to the general perception of the Kosovar public is a city of traditional cultural and historic values and holds the attribution of the "Museum City".

Museums of Prizren city, where most of them are located in the Historic Centre are shown on the following map and pictures:



Map 2. Museums Map in the city of Prizren

<sup>7</sup>Edward Porter Alexander, Mary Alexander; Alexander, Mary; Alexander, Edward Porter (September 2007). Museums in motion: an introduction to the history and functions of museums. Rowman & Littlefield, 2008. ISBN 978-0-7591-0509-6. Retrieved 6 October 2009.



Photo 9. Museum of the Complex of the Albanian League of Prizren



Photo 10. Archaeological Museum - The Hammam of Shemsidin bey and the the Clock Tower



Photo 11. Ethnological Museum – House of Shehzade



Photo 12. Open Archaeological Museum



Photo 13. The Museum of Electro-Economics/ Hydro-Power Plant "Prizrenasja"



Photo 14. Museum of Mother Theresa

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The attribution "Museum City" necessarily reflects preservation of historic structure of the city and consequently implies promotion of this asset to general public. The Spatial Plan of Kosovo 2010-2020+ in the southern region including Prizren, Suhareka and Dragash municipalities (in spatial terms this Plan conceives them as gardens of Kosova) at the chapter on visioning and general goals cites that Prizren should be declared and promoted as a "Museum City".

Knowing that the city of Prizren is one of the most visited cities in Kosovo, one of the promotion means of this asset of Prizren are the museums, called to convey this mission. But does Prizren deserve such an attribution today? How many museums there are in Prizren and how many of them are functional and open to public today? What is the condition and what do the museums of this city offer? How much is the cultural diversity of this city reflected in its museums?

Based on the most recent research<sup>8</sup> Prizren city museums do not fully meet with the applicable international standards. Consequently, the attribution "Museum City" seems to be not by merit, as result of deprivation and degradation of cultural heritage sites taking place over the last few years.

Two out of six city museums are not open to public at all and are not functional. Additionally, the situation in other four city museums does not seem to be at satisfactory professional and technical level.

General problems arising in these four functional museums start from the fact that none of them are represented in any international or regional initiative; do not represent cultural diversity of the city of Prizren meritoriously; do not have modern services that would be attractive to visitors; are not at all comprehensive in terms of addressing needs of the contemporary audience, as well as of the audience of people with disabilities, etc.

Even though existing museums are in possession of valuable and rich collection fund, in some cases their presentation is not properly displayed, such as dust in exhibits, damaged glasses and showcases, traditional clothings nailed on the walls, etc.

Last but not least, in reference to the importance, it has been noted on a great lack of human and professional capacities in the city museums.

In the following there is a list with recommendations addressed to three different levels of institutions on how to address issues and challenges detected in the city museums of Prizren:

### To the Ministry of Culture, Youth and Sports

- Adopt as soon as possible the Law on establishment and functioning of museums in the municipalities of Kosovo
- Adopt the Administrative Instruction for Municipalities defining museum typologies and legal requirements to be fulfilled for their establishment and function
- Supporting new concepts of museums with greater interaction/communication with the public, outdating the concept of ethnological/ethnographic museums
- Create a database with data about museum visitors and statistics, managed by this institution, including generating revenue from visitors
- Continuous increase of professional capacity building of the museum staff managed by this institution

<sup>&</sup>lt;sup>8</sup> Research publication "Prizren, "museum city" without museum?" EC Ma Ndryshe, 2018

- Museum of the Albanian League of Prizren and Archeological Museum to be managed by the Municipality of Prizren, with purpose of efficient management. Museum activities could be financed jointly by the Ministry of Culture, Youth and Sports (MCYS) and the Municipality of Prizren
- Public consultation and comprehensive approach in management of the existing museums and planning construction of the new museums
- Opening and functioning of the Museum of Hydropower-Plant
- Opening and functioning of the Museum of Mother Theresa
- Opening and functioning of the Museum of Prizren Fortress

### To the Municipality of Prizren

- Create a database with data about museum visitors and statistics, managed by this institution, including generating revenue from visitors
- Continuous increase of professional capacity building of the museum staff managed by this institution
- Public consultation and comprehensive approach in management of the existing museums and planning construction of the new museums
- City monuments in lack of the function to convert into creative thematic museums with purpose to prevent their degradation and non-use
- Establish the City Museum of Prizren, with presentation of history and urban development of
  the city, cultural adversities throughout history, including presentation of cultural diversity of
  the city. The museum should also include the exhibition section displaying the city's important
  personalities throughout history, or only treated as a museum
- Establish the Museum for the famous actor Bekim Fehmiu

### To the City Museums of Prizren

- Develop an efficient management system for professional and technical staff
- Enrich the existing museum fund, performing modern interpretation of collections in all local languages and English language as well, and including audio guides, video projections, virtual exhibitions, etc.
- Change working hours of museums from usual working days. The city has more visitors during the weekends, consequently museums should be open during these days
- Public working hours, visit time, ticket price, phone contact info and website should be displayed in the museum's entrance table
- Providing joint and affordable visitor tickets so that they visit few or all city museums
- Re-adaptation of city museums so that they can be used for various activities, such as conferences, seminars, workshops. In this way additional revenues would be generated for sustainability of museums
- Planning special educational and interactive programs for pupils and students making museums more attractive to visit, for e.g. create special sections with copies of artefacts that can be tangible, designed and drawn
- Remove all physical barriers in museums and adaptation to use for people with disabilities, e.g. providing disabled ramps with accesss to museum entrance, free access (without doorstep) to the museum interior, toilets for disabled, interpretation of collection in the Braille alphabet for blind, proper signage for partially blind persons, etc.

- Planning special educational and interactive programs attracting for visit people with disabilities
- With purpose of creating financial self-sustainability, they should run different forms of small businesses not to be completely dependent on public funds (coffee/tea/drinks corner, souvenir shops, bookstores, etc.). This would also facilitate on creating new job positions
- To design special publications about existing museums collections
- To design museum webpages including virtual visits
- Adding up various communication channels in the social media sites, considering that these tools are massively used, especially among young people

### 1.5.4 Signage and advertisements

Road signage, marking of heritage sites and interpretation tables of these sites are a substantial or essential element on promotion of cultural and natural heritage sites.

In the world there are defined standards related to road signage and marking of cultural and natural heritage. Although they may vary from state to state, what is common is the brown/gold colour that symbolizes this international standard.

When visiting the city of Prizren the first impression of a visitor is the lack of proper signing of heritage sites, or in other cases, variety and multiplicity of signs and advertisements being displayed. This multiplicity often leaves a chaotic impression for a historic city that should be more attractive in visual terms.

UNESCO world heritage sites contain the same standard, with one exception that UNESCO protection symbol is clearly indicated. International marking, apart from signage, visitor orientation and promotion of sites, also uses special standards and could convey different messages.

Based on the latest research9, in the city of Prizren and in particular, in the historic centre, the condition of signage and commercial advertising is fairly chaotic. The reason for this situation is unsatisfactory level of existing norms, failure implement these norms, and also the lack of technical guidelines for businesses that would regulate this area. This issue is even more emhpasized when we have to deal wit low civic awareness, by not applying international signage standards of a historic city.



Photo 15. Signage in the Historic Centre of Prizren (HCPz)

<u>The Conservation and</u> <u>Development Plan of the Historic Zone of Prizren</u>

<sup>9 &</sup>quot;Chaotic signage and advertisements in the Historic Centre of Prizren" EC Ma Ndryshe, 2018

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The Conservation and Development Plan of the Historic Zone of Prizren, drafted in 2006 and adopted in 2009 as a Detailed Regulatory Plan, provides general recommendations but not general graphic guidelines for regulation of signage in the historic centre of the city. Specific recommendations are provided below:

Materials for signs and colour schemes should be consistent with the building's material and colour scheme, and in accordance with the road view character. Permitted materials are: wood, painted wood, laminated metal, forged iron, bronze, or other metal composition, stone, glass or plastic material only as rolled sheets. Prohibited materials are: anodised aluminium, asbestos and plastic or vinyl printed digitally sheets, used in any other way than the specified one<sup>10</sup>.

Signs for individual shops should be set in such a way that they will not cover any component architectural element. Signage of historic heritage, such as traditional engravings in mortar, tree reliefs or stone carvings, etc, indicating information about original name of the building, construction year, name of the former owner or all other historic heritage information shall be maintained<sup>11</sup>.

### The Law on Historic Centre of Prizren

According to this law, pursuant to Article 6, one of the limited activities in this area is placement of permanent advertisements, private signs, decorations or barrier elements with a surface area larger than one meter square  $(1m^2)$  and without the consent of the Institute for Protection of Monuments of Prizren.

Furthermore, pursuant to Article 21 of this Law, the Municipality of Prizren shall, within its liabilities, establish an Office for the Historic Centre of Prizren. This office has four scopes of assignment, out of which the fourth assignment is mandate on production and dissemination of accurate information about the Historic Centre of Prizren, including information maps, list of available services, cultural agenda and advertisements. This office, since 2012, due to institutional negligence of the central but also local level has not yet been established.

### Decision on placement of tables and advertisements in the territory of the city of Prizren

Following the approval of the Law on the Historic Centre of Prizren, in 2015, the Municipality of Prizren also adopted a special Decision on placement of tables and advertisements in the territory of the city of Prizren, including those in the Historic Centre of the city.

According to the above said Decision, the permission for placement of Tables and Advertisements in the Historic Centre of Prizren will be defined based on conditions and criteria, in compliance with cultural-historic values of buildings and locations. The most specific articles of this decision are described below:

Article 2.1 of this Decision states that "The placement of advertisements, private signs, decorations should not cover larger area than one square meter  $(1m^2)$ , and with prior approval of the Institute for Protection of Monuments of Prizren. However, depending on size and nature of the building, the competent institution (RCCH Prizren) can require smaller size advertisements, or deny their placement on buildings".

<sup>&</sup>lt;sup>10</sup> Normatives on details and decorations according to the Conservation and Development Plan of the Historic Zone of Prizren (2009)

<sup>&</sup>lt;sup>11</sup> Details and ornaments of civil architecture according to the Conservation and Development Plan of the Historic Zone of Prizren (2009)

Article 2.2: It is prohibited placement of advertisements on the building's roof, decorative elements and elements endangering building's construction, as well as on the elements obstructing view of the building or surrounding buildings.

Article 2.3: Depending on the size of the façade, the advertisement should not cover more than 20% of the façade surface.

Article 2.6: Advertising material shall not be made of (radiant) light source (with screen display) or having a light source inside.

Article 2.7: It is prohibited placement of advertisement made of fluorescent lights, or made of motion (dynamic) lights.

Article 2.9: When the nature of the building does not allow advertisement placement, or when the building has high cultural, historic value etc, then the advertisement is placed on glass of the showcase or attached (according to RCCH guidelines);

Article 2.10: Advertising material shall not damage the building or passers-by in any way;

Article 2.11: Advertisement shall be written in different materials (in accordance with item 5) and it (advertisement) shall be lightened by a white light (without colour) from the outside.

Finally, it should be also underlined that in the Historic Centre of Prizren, there is an evident lack of interpretation tables, in both, the city museums and heritage monuments, probably with the only exception, the Fortress of Prizren.



Photo 16. Interpretation table at the Fortress

This research has identified a total of 224 buildings that have commercial tables and advertisements of different businesses, acting in violation with the Law on the Historic Centre of Prizren and the Decision on placement of tables and advertisements in the territory of the city of Prizren.





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Photo 17. Advertisements in violation with the Law and Decisions in force

Based on the data presented in this research, the condition of signage of cultural and natural heritage in the Historic Centre of Prizren, including placement of signs and advertisements actually reflects the general state of this field at the country level.

First of all, there is a lack of legislation at the central level, while at the local level, although there are few documents, laws and decisions regulating this area, there is clear unwillingness on implementation of these laws, either by institutions or by businesses and citizens themselves.

The Municipality of Prizren has proven to be incapable of controlling the situation, by not applying penalties for violators of the law and not providing explanation on how they should be designed. Furthermore, the Municipality does not generate revenues from these advertisements, which in other countries is an applicable practice.

In general, there is a tendency of political parties, organizations, but also businesses placing their advertisements without permission and consent of competent bodies of cultural heritage. As a result, physical damages caused to the monuments and general visual degradation in the historic centre has been detected, caused for advertising purposes.

### Recommendations

### To the institutions of central level

- Ministry of Culture, Youth and Sports and Ministry of Infrastructure should conclude as soon as
  possible definition of legislation for standardization of road signage about cultural heritage
  sites.
- Ministry of Culture, Youth and Sports and Ministry of Infrastructure should conclude as soon as possible the Guidelines for Kosovo municipalities, defining technical layout of road and pedestrian signage, including the issue of multilingualism that should be displayed in cultural heritage signs.
- Ministry of Environment and Spatial Planning and Ministry of Infrastructure should conclude as soon as possible definition of legislation for standardization of road signage for natural heritage sites.

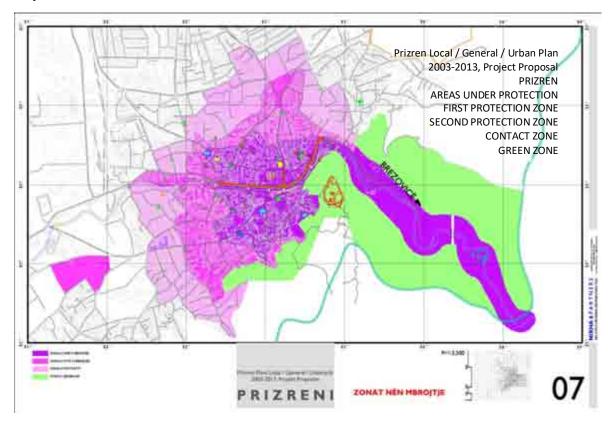
### To the Municipality of Prizren

- Updating and improving the Decision on placement of tables and advertisements in the territory of the city of Prizren by adding few relevant articles and clarifying few other articles.
- Drafting a graphic guideline for signs and advertisements in the Historic Centre of Prizren. This
  guideline should address exactly how these adverts are addressed in cultural heritage sites and
  new buildings.

- After updating the Decision and drafting technical guideline, warning all owners of the Historic Centre of Prizren about outdated advertisements and setting a deadline (proposal: 3 months) for correction by the owners themselves.
- Application of special advertising fees and taxes so that the Municipality generates income.
- In case of violation by the owners, application of penalties according to the applicable law and remove advertisements in violation of the Law on the Historic Centre of Prizren and the Decision on placement of tables and advertisements in the territory of the city of Prizren.
- Following the approval of standards from the central level, to carry out design and placement of road and pedestrian signage for cultural heritage sites with the approval of competent institutions of cultural heritage.
- Designing and setting up interpretation tables at the monuments of the Historic Centre of Prizren with the approval of competent institutions of cultural heritage.
- Designing smartphone applications that would interact with barcodes fixed on the exterior walls of the monuments of the city of Prizren.

### 1.5.5 Second Protection Zone

Based on the analysis, data and in accordance with the international principles for zoning cultural heritage values, the Urban Development Plan 2003-13 defines 3 (three) Protection Zones in the framework of the city of Prizren. The boundaries of protected areas are shown in the following map:



Map 3. Areas under protection according to the Urban Development Plan 2003-2013

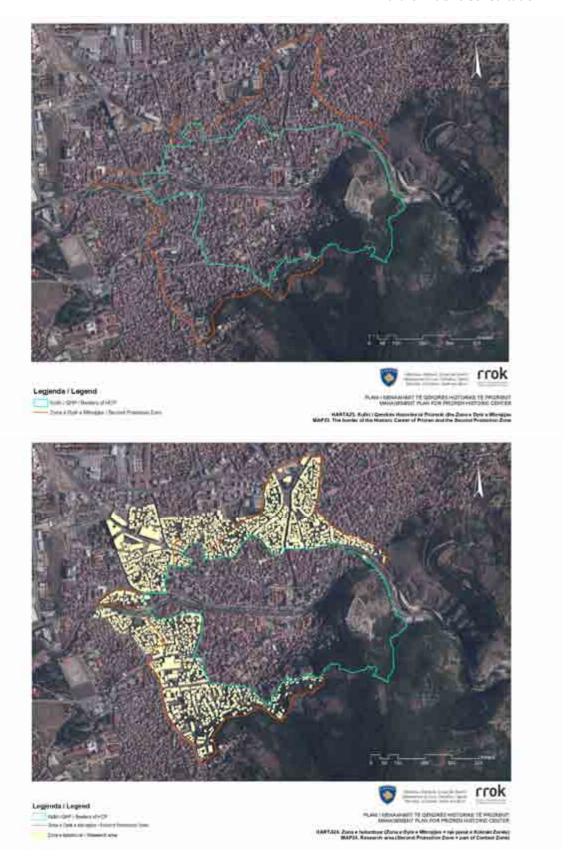
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The Second Protection Zone would include parts of the old city with minor urban and architectural integrity, but identified as a complete urban system, which necessarily require coordination action forms. This area still reflects with complexes such as the Karabash area and buildings of historic, architectonic and environmental value, which have been transformed thus historic, architectural and environmental character of this area have been endangered 12.

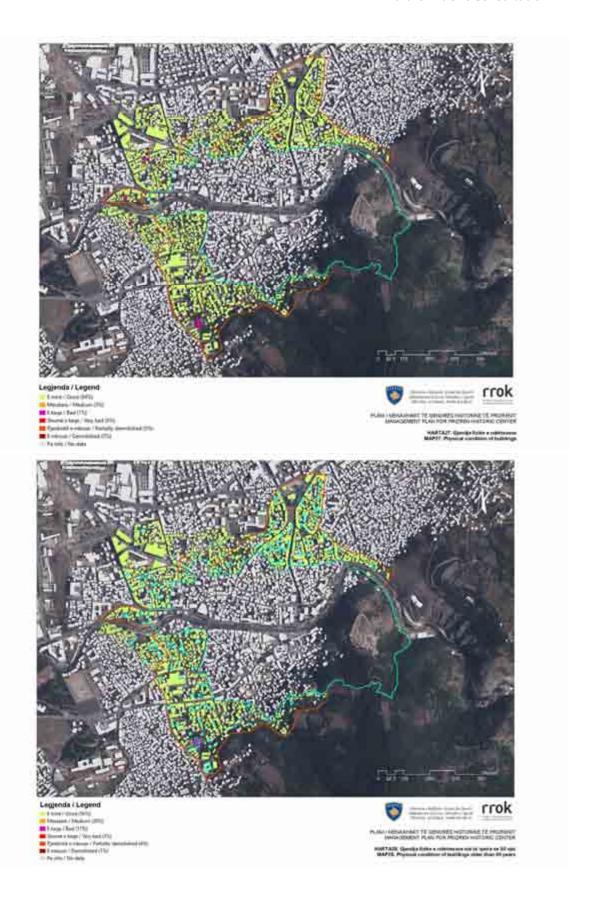
The project team of the Management Plan for Historic Centre of Prizren, with purpose of not defining research on urban fabric and historic segment only within borders of Historic Center of Prizren (HCPz), they extended their research to the Second Protection Zone and one part of the Contact Zone. Research criteria (although reduced in some aspects) remained the same way as those applied for the Historic Centre of Prizren. This research has included more than 2000 physical structures. Below you can find attached findings from this part of the research:

Below you can find attached maps from the field research. For higher quality of maps, see in Annex 2.

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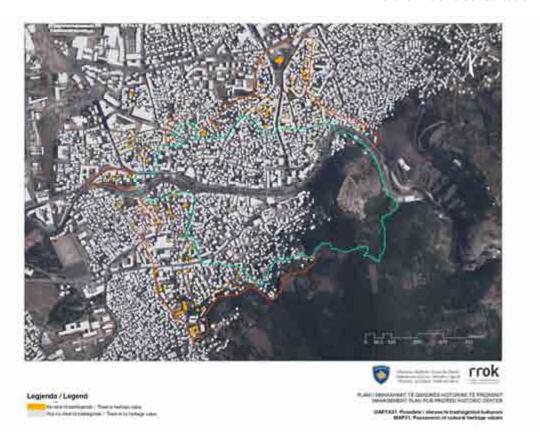






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### Conclusion

Based on the research of the Second Protection Zone and one part of the Contact Zone, it is recommended to perform complete inventorising of cultural heritage assets and provide protection status to those who meet the criteria. Furthermore, this area contains remains of diverse architectural complexes that should be preserved and conserved.

In particular, if we take into consideration the complex of shops at Adem Jashari Street shaped in linear arrangement, these buildings display an architectural complex of special values. This architectural complex with the Historic Center of Prizren (HCPz) border is divided in two sections, accordingly it is recommended in the furture to expand borders of the HCPz to the White House Residence building/Municipal Assembly building.



### 1.6 SWOT ANALYSIS

In the various informal and formal meetings, consultative meetings and workshops organized during the process of drafting the Management Plan of the Historic Center of Prizren, a SWOT analysis was also prepared. This analysis defined the strengths, weaknesses, opportunities and threats that are related with the HCP and other factors in the wider context of the Municipality of Prizren. This analysis largely served as a tool to define the vision, goals and main objectives for the protection and promotion of the Historic Center of Prizren.

The SWOT analysis is one of the tools for assessing the existing situation and serves to gather various ideas from representatives of particular sectors, who are actively participating in the process. The name of the SWOT analysis derives from the first letters of the words in English:

Strengths - positive internal attributes of the HCP.

Weaknesses - Negative internal attributes of the HCP.

Opportunities - External factors that can improve the situation of HCP.

Threats - External factors that may threaten and exacerbate the situation of HCP.

Working with different stakeholders involved in the process of drafting the project resulted with the following data in five different thematic areas:



Photo 1. View from the workshops during the drafting process of the MPHCP

### 1. Cultural and natural heritage

## Strength

- 1. Legal protection
  - Large number of monuments that have special status/protection
  - Existing legal infrastructure
  - Sufficient professional and human capacity for advancement of CH
  - Existence of mechanisms for the protection of cultural heritage (KCH HCP & RCHC)
- 2. Presence in the UNESCO World Heritage List
  - Church of Saint Friday as part of four medieval Kosovo monuments on the UNESCO List of Heritage in Danger
- 3. Diversity of heritage assets
  - The diversity of cultural heritage (different architectural styles and variety within a small area)
  - Preserved ensembles (Papaz Qarshija, Shadërvan Square, Street of Blacksmiths, Marash Complex, Prizren League Complex, partially Adem Jashari)
  - Characteristic urban structure (presence of nature in urban area)
- 4. Presence of various investment projects within the HCP
  - Adaptation and interpretation project of the Prizren Castle
- 5. Cultural heritage and environment
  - Presence of the river in the Historic Center of Prizren
  - City surrounded in mountains (Sharri Mountain)
  - Rich Biodiversity
  - Presence of a green area near the urban area of Shadërvan-Marash
  - A mixture of nature and architecture (water, wood and stone)
  - Community of citizens that do recreation

### 6. Public spaces

- "Bunarfest" festival promotion for protection and care of nature through the festival
- Marash Castle Walkway

## /eaknesses

- 1. Insufficient implementation of the law and lack of political will
  - Failure to comply with the legal framework for the protection of HCP
  - Failure to implement the law (additional floors beyond permits, billboards, usurpation of public spaces, etc.)
  - Lack of coordination between institutions and actors
  - Lack of political will at the local and partly the central level for the preservation of cultural heritage
  - Lack of qualified staff in the directorate of inspectorates in the Municipality of Prizren
  - Lack of access of the Directorate of Urbanism in monuments (only MCYS has this competence)
  - Lack of support from the Kosovo Police for adequate functioning of field inspectors
- 2. Challenges in the restoration of monuments
  - Lack of investments for maintenance and restoration of monuments
  - Lack of maintenance of monuments
  - Lack of funds for restoration
  - Costly maintenance
- 3. Challenges in the functioning of monuments
  - Non-functioning of restored monuments

- Lack of a City History Museum
- Lack of monument management and functioning

### 4. Improper signage

- Lack of signs and adaptation to the existing ones
- Inadequate signage

### 5. Inadequate access for all

- Lack of access for people with disabilities
- Areas under the management of the Serbian Orthodox Church do not offer open access to citizens and visitors

### 6. Challenges in legislation

- Undefined legal status of private property under protection
- Usurpation of public spaces and monuments
- Limited access to old buildings
- Property disputes challenge for the implementation of works within the Historic Center of Prizren
- Lack of sanctions/ filing criminal reports against violators of the law within the HCP

### 7. Lack of adequate management

- The management plan for the Castle of Prizren does not foresee any concrete steps for the development of conservation/restoration interventions in the Castle area.
- Lack of a Directorate / Section for cultural heritage within the Municipality of Prizren
- Lack of serious commitment of the Municipality of Prizren in monitoring the implementation of laws
- Operation of illegal parkings constructed in places of old houses and the failure of the Municipality of Prizren to sanction them
- Failure of institutions to properly address issues related to conservation/reconstruction works in the Castle of Prizren. Construction of the Museum in the Castle (reconstruction on existing foundations) and refusal to rebuild the mosque in the Castle after the community-based petition (reconstruction on existing foundations) has created a model of nontransparency and double standards when addressing issues.
- Construction exceeding the permitted size and unpermitted constructions by the Catholic Church in the premises of the Church of the Lady Helper in Prizren

### 8. Lack of infrastructure for natural heritage

- Lack of suitable ramps in the area
- Lack of maps for natural heritage

### 9. Environmental Challenges

- Reduction of green spaces
- Lack of advocacy for nature protection
- Acoustic pollution (noise, music)
- Lack of fauna in the river
- Lack of greenery
- Lack of an organized community of environmentalists in the city
- Unbearable acoustic pollution for residents (max 70db)

### 10. Challenges in Public Spaces

- Issues with waste and weaknesses in the hygiene management system
- Inadequate design of public spaces
- Usurpation of public spaces
- Archaeological site without adequate care by the League Square

- Non-maintenance of public spaces in Marash
- Lack of an address to report emergencies in HCP
- Lack of public toilets, baskets, etc.
- Lack of adequate management of public spaces
- Lack of suitable children's playgrounds
- Lack of access for people with disabilities

# Opportunities

- 1. Establishment of the HCP Office for the Implementation of the HCP Management Plan and facilitation of coordination between the institutions and various stakeholders
- 2. Comprehensive process of drafting the HCP Management Plan
- 3. Drafting a new Plan/Revision of the HCP Conservation Plan/Regulatory Plan
- 4. Revision of Existing Plans
- 5. Donor interest for investments in HCP
- 6. Prioritizing HCP for investments at the central level
- 7. The Historic Center of Prizren is a priority of the state agenda of Kosovo
- 8. The HCP Office needs to gather key stakeholders: Prizren Municipality, MCYS / RCHC and civil society
- 9. Installation of diplomatic missions or other administrative entities in HCP
- 10. Planned gentrification of the process of protection of cultural heritage
- 11. Conversion of cultural heritage assets into creative functions through adaptive reuse
- 12. Generation of revenues from monuments
- 13. Utilization of unused space for different purposes (Culture, NGO, Charity, Health)
- 14. Cultural heritage and environment
  - Integration (restoration) of the Lumbardh River with the urban space and social life
  - Control of entry into the Castle and establishment of a management team for its sustainable development
  - Integration of the Castle and Dalltullum in the historic part
  - Waste recycling
  - Education of new generations on natural heritage

### 15. Public spaces

- Revival of the functioning of Kino Lumbardhi's as an alternative public space
- Creating sustainable areas for use throughout the year
- Possibility of opening space around monuments for alternative activities
- Re-design of existing public squares and spaces
- Identification of public properties owned by the Municipality of Prizren and their redestination for cultural activities

### **Threats**

- 1. Failure to join UNESCO
- 2. Politicization of heritage in the context of HCP
- 3. Lack of a Sustainable Development Strategy based on the potentials of HCP
- 4. Uncontrolled Urban and Economic Developments
- 5. Usurpation of monuments, buildings and public buildings
- 6. Acoustic pollution from noises of cafeteria and premises, especially in the Sinan Pasha Mosque, Saraçhane and Sejdi Beu
- 7. Non-professional interventions in monuments and urban structures
- 8. Loss of old urban structure
- 9. Loss of traditional construction techniques
- 10. Lack of a market for traditional materials
- 11. Ghettoization of the historic center (spaces of July 7, Pantelia, Nënkalaja)
- 12. Degradation of private property

- 13. Environmental pollution, water (sewage that discharges into the river), soil erosion in the Castle
- 14. Disappearance of flora and fauna in Lumbardh
- 15. Project for the concrete installation (cascades) in Lumbardh

### 2. Education, spiritual heritage and cultural activities

## Strengths

- 1. Culture and collective awareness
  - A city with a cultural, religious and linguistic diversity
  - Interconnection of urban and spiritual heritage
  - Collective memory for the historic center, namely the city, buildings and events
  - HCP as a source of important cultural institutions (Institute for the Protection of Monuments, Music School, CAS Agimi, Theater, Cinema, Dogri Yoli and the CASs)
  - Central position in social and public life
- 2. Active community for the protection of CH
  - Public and religious monuments with their own active community
  - High collective awareness and civil society on the values of the cultural heritage of the city
- 3. High number of festivals, worthy competitor for the Capital of Kosovo
- 4. Spiritual heritage
  - Folklore
  - Diversity in cooking
  - Folklore costumes
  - Customs
  - Tradition in crafts like Filigree

## aknesses

- 1. Lack of adequate support and management
  - Lack of (updates to) a calendar of cultural activities
  - Lack of support for handicrafts
  - Lack of cultural governance
- 2. Insufficient infrastructure for cultural development
  - Lack of spaces for organizing cultural activities (squares, facilities, concert halls, etc.)
- 3. Inadequate documentation
  - Lack of a digitized inventory of spiritual heritage (XX 20th, 19th, 18th centuries, clothing/ornaments...)
- 4. Unsustainable organization of cultural/crafts associations
  - Non-functioning and non-coordination of the association of handicrafts (politicization of the association)
  - Problems in the CAS Agimi
- 5. Inadequate awareness
  - Low awareness on the values of spiritual heritage
- 6. Insufficient promotion and development
  - Very limited offer in restaurants that promote traditional cuisine
  - Seasonal tourism non distributed throughout the year
- 7. Presence of acoustic pollution
  - Acoustic pollution from cafees that prevent the development of cultural activities such as Dokufest
  - Acoustic pollution from musical activities developed within the HCP
- 8. Challenges in the promotion of monuments
  - Lack of regional and international promotion of HCP and Prizren CH

- Lack of a narrative and interpretation of monuments, houses and the center
- Lack of online (digital) promotion
- 9. Challenges on human resources
  - Lack of investments in human capacities
  - Lack of human resources and professional capacities (Restoration, CH, Tourism, Management of Culture)
  - Lack of licensed companies for restoration
- 10. Insufficient education and awareness
  - Lack of formal and informal education on heritage
  - Deliberate demolition of old buildings
  - Lack of will by private owners for the preservation of old houses
  - Lack of educational packages on CH & HCP

# Opportunities

- 1. Institutional Support of Cultural Organizations
- 2. Setting criteria for financing of cultural activities
- 3. Training and licensing of staff professional guides for cultural and natural heritage, and support to the tourism office with professional capacities
- 4. Co-ordination and cooperation between cultural organizations and local institutions
- 5. Support of handicrafts Filigree, blacksmiths, traditional hat workers, carpet workers, leather workers-shoes
- 6. Creating spaces for organizing cultural activities (concert halls, galleries, etc)
- 7. Training of staff in traditional cousine
- 8. Interpretation of legends, myths, urban traditions ...
- 9. Branding the city with figures such as Bekim Fehmiu, Suzi Celebiu and others.
- 10. Restoration of the city's charm through the functionality of some old customs: using the cannonball at the Castle of Prizren to mark special religious and official holidays
- 11. Integration of the human potential of Public University in HCP/ Education with practice

### Threat

- 1. Disappearing crafts
- 2. Lack of interest of new generations on crafts and cultivation of crafts
- 3. Uncontrolled demolitions of old buildings

### 3. Local economic development

## Strength

- 1. Existing potential of cultural heritage monuments
  - Revitalization of the Castle
  - Presence of cultural activities / festivals (Dokufest, Zambaku i Prizrenit, Ngom Fest, 40Bunar Fest, etc.)
  - Organization of traditional fairs
- 2. Existing potential of businesses
  - Remittances from diaspora during summer
  - Large number of small active businesses (SMEs)
  - Large number of visitors
  - Opening of hotels and restaurants
- 3. Human potential
  - Sufficient human resources
- 4. Natural landscape and historical character of the city suitable for tourism development

## Weaknesses

### 1. Failure to comply with institutional responsibilities

- Lack of adequate information on heritage in websites
- Lack of a strategy for economic development and strategy for tourism development
- Lack of support for an info-center by the local government
- Lack of an organization of activities for tourists
- 2. Insufficient awareness
  - Insufficient awareness on the importance and benefits from the Historic Center of Prizren
- 3. Lack of winter tourism
  - Lack of visitor during winter
- 4. Lack of infrastructure/mobility
  - Lack of cross-border activities
  - Lack of sustainable transport for tourists; from the airport to Prizren, regional transport within the boundaries of Prizren municipality
  - Insufficient information on activities and values in the region of Prizren
- 5. Presence of illegal activities
  - Excessive varieties of advertisements in stores that spoil the city's historic character
  - Presence of inadequate kiosks that spoil the city's historic character

# Opportunities

- Cultural heritage and tourism to be considered the pillar of economic development for Prizren
- 2. Development of four-season tourism (mountainous, cultural, natural, recreational)
- 3. Revival of tourist activities: kayaking, climbing, hiking
- 4. Increase the number of festivals
- 5. Greater revenue generation by Prizren for Prizren
- 6. Creation of a fund from monuments for management of cultural heritage
- 7. Increase the number of employees in the cultural tourism sector and sustainable economic development
- 8. Development of cross-border natural and cultural activities
- 9. Promotion of Prizren outside the borders of Kosovo
- 10. Organize transport connections for better mobility

Threats

- 1. Reduction of the number of visitors/tourists
- 2. Reduction of economic standards
- 3. Political instability
- 4. Loss of external investors-donors



Photo 2. Presentation of the SWOT analysis to the working groups

### 4. Traditional residential buildings/residential issues

### Strengths

- 1. Residence culture
  - Continuity of the tradition of living in the city
  - Embodiment of traditional architecture, cultural activities, culinary and hospitality of Prizren
- 2. Rich traditional architecture
  - Rich traditional architecture of old houses
  - Old houses preserved from different periods
  - Diversity of architectural typologies and styles
- 3. Adaptation of old houses for new residential functions
  - Use of houses for accommodation during Docufest and throughout the year
  - transforming houses into restaurants and including traditional food in menus

## Veaknesse

### 1. Insufficient maintenance and restoration

- Lack of maintenance of traditional houses
- Lack of a fund for the maintenance of traditional houses
- Lack of basic knowledge how old homes can be transformed and used
- 2. Presence of uninhabited/empty houses
  - A part of the area with empty houses uninhabited
- 3. Lack of institution-owner cooperation
  - Lack of responsivenes of municipal institutions (inspectorate)
  - Lack of responsivenes of Central Institutions (Inspectorate)
  - Lack of adequate information of owners of old houses that their property is under protection
  - Ignoring the opinion of owners while incorporating their houses into the list of protection
  - Lack of facilitations from state institutions for investments in old traditional homes
  - Lack of support from local authorities to advise and raise awareness on steps to be taken to transform old houses into businesses: hostels, guesthouses
- 4. Unresolved property issues
  - Problems with ownership (multiple owners) in residential buildings
- 5. Unsuitable infrastructure and access to residential quarters
  - Inadequate Physical Infrastructure
  - Lack of access for people with disabilities
  - Lack of lighting in residential quarters
  - Lack of playgrounds in residential quarters
  - The problem of waste collection in narrow residential streets
- 6. Vacuums in the Legal Framework
  - The current cultural heritage law does not provide support mechanisms for traditional homeowners
  - Lack of accurate criteria on which homes should be prioritized for protection and intervention

# Opportuniti

- 1. Renovation of traditional houses according to priorities on a continuous basis
- 2. Use of spaces around houses for multipurposes
- 3. Provision of alternatives how old houses can be used for local development
- 4. Promotion of traditional residential architecture by competent bodies
- 5. Materialization/standardization of residential buildings
- 6. Representation of owners of old houses in decision-making processes

- 7. Education and awareness of owners of old houses about the value and potential of their properties
- 8. Stimulate owners of old houses with creative ideas, not just with direct investment and funding
- 9. Proposal of one form to ensure a better communication between owners and inspectors
- 10. Free counseling services for owners of houses within HCP, economic, financial, architectural, construction consultations
- 11. Organization of owners of old houses in the form of association for advocacy, organization, and easier management of issues related to conservation and adaptation of old houses.
- 12. Assets collected from the collection of property tax within the HCP, to be invested in the restoration of old houses within the HCP

### **Threats**

- 1. Demolition of traditional houses for business needs (parking lots, hotels, etc.)
- 2. Overpopulation of the HCP
- 3. Loss of image in the area from new constructions
- 4. Lack of investments in private property
- 5. Resistance of owners of old houses to be included in the Protection List for their properties/buildings



Photo 3. View from the workshops during the drafting process of the MPHCP

### 5. Infrastructure and Mobility

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### Strength

### 1. Suitable geographic position

- Adequate access
- Geographical proximity to Albania and Macedonia
- Proximity to mountainous and coastal resources
- 2 . Suitable existing legal infrastructure
  - Existing infrastructure of public spaces
  - Large number of bridges (connection of the city between the two sides of the river)
  - Pedestrian-friendly city
  - Relatively good road infrastructure
  - Easy access to monuments

## Veakness

### 1. Lack of a mobility plan

- Large number of vehicles
- Uncontrolled access of cars to HCP
- The main road going through HCP
- Failure to comply with the schedule of vehicle circulation in HCP
- Abuse of traffic and parking permits issued by the Directorate of Public Services
- 2. Insufficient parking
  - Lack of organized public parking
  - Private parking uncontrolled by the responsible authority
  - Lack of garages in residential buildings in HCP
  - Large number of illegal parking
  - Disruption and non-control of parking prices during the summer season
- 3. Lack of access for people with disabilities
  - Buildings, inaccessible roads for people with disabilities
  - Lack of adequate walkways for blind people
- 4. Waste and litter
  - Lack of waste management, especially in HCP
- 5. Inadequate signage
  - Lack of adequate road signs
  - Lack of adequate signs for monuments; Lack of information on cultural heritage (signaling table); Inconsistent Tables (UNESCO, MCYS and other donors)
- 6. Lack of walkways
  - Lack of cylce paths
- 7. Inadequate technical installations (electricity, cable network, Internet)
  - Lack of security and public lighting (the road to the Castle, Marash-Kala walkway, Marash Park)
  - Electrical /Internet network in HCP
  - Lack of underground infrastructure Plan (Distribution of sewage pipes for the plant in Shatervan and others should be done in a coordinated manner)
- 8. Lack of security plan emergencies, especially those for cultural heritage assets
- 9. Lack of transparency of local authorities for existing infrastructure plans
  - Lack of transparency in drafting projects (cable car to the Castle, cascade on the Lumbardh River, etc.)
- $10\,.$  The presence of gasoline pump in the HCP contradicting the historical character of the area

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# Opportunities

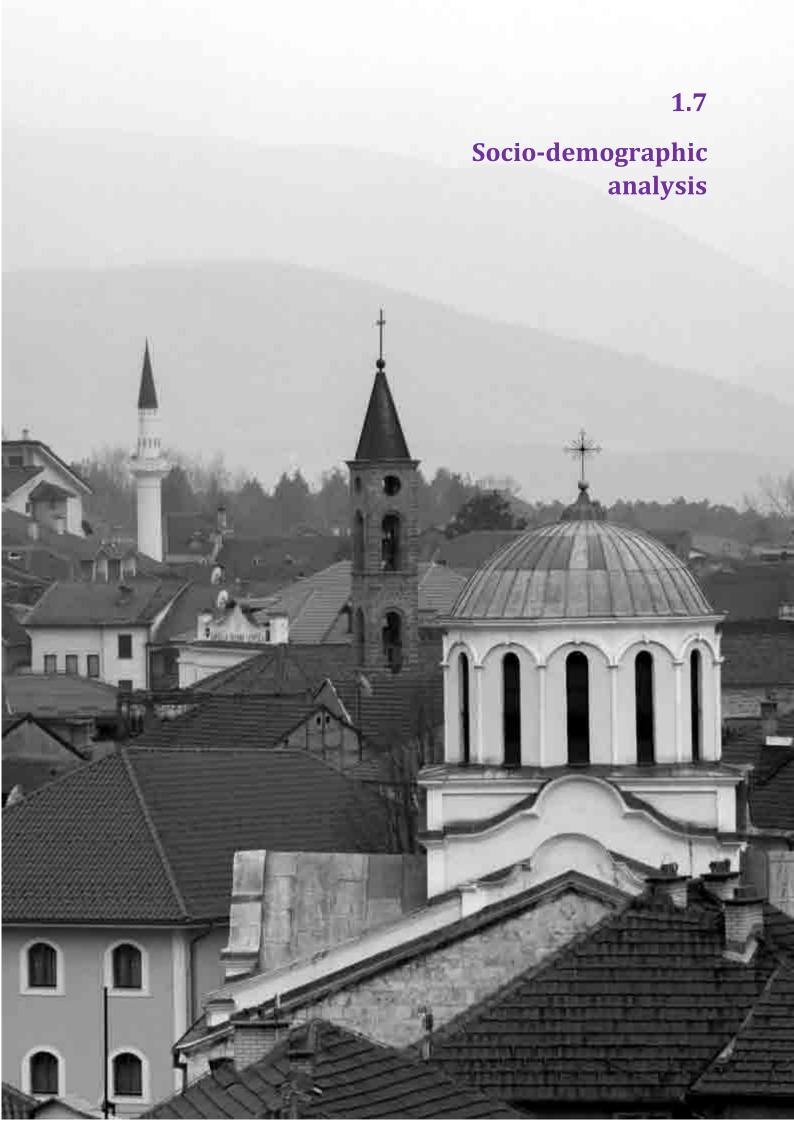
- 1. Drafting of the mobility plan for the Municipality of Prizren and particularly the plan and the special regime for vehicle transport within the Historic Centre of Prizren with the purpose of ensuring easy and continuous movement by promoting non-motorised means of transport as an obligation as per the Law on HCP (Article 12).
- 2. Drafting of a plan for the protection of the Historic Centre of Prizren against fire, dangers and natural disasters and other disasters.
- 3. Strengthening public transport for better mobility
- 4. Provision of adequate solutions for access to the Castle
- 5. Creation of a fund from public parkings
- 6. Provision of parking opportunities outside the HCP
- 7. Alternative ways to close the road for cars, opening of the underground road for cars and parking (Remzi Ademaj street)
- 8. Integration of monuments into public spaces by removing physical barriers (fences)
- 9. Waste management by electric vehicles that don't pollute, at convenient times
- 10. Drafting the guide for urban mobility design criteria (advertising, tents, chairs, desks, lighting...)
- 11. Drafting a guide for public art design criteria in the HCP

### **Threats**

- 1. Air pollution from congested vehicle transport
- 2. Uncontrolled vehicle circulation inside the HCP



Photo 4. Presentation of the SWOT analysis to the working groups



### 1.7 SOCIO-DEMOGRAPHIC ANALYSIS

#### Introduction

Prizren has diverse demographic and social characteristics. Prizren's population, albeit with an Albanian majority (about 82 percent), the remaining population is about 10 percent Bosnian, about 5 percent Turkish, and about 1.63 percent Roma. This ethnic diversity is an important and distinctive part of Prizren's identity. However, certain ethnic groups are more likely to be part of vulnerable groups, both economically and socially.

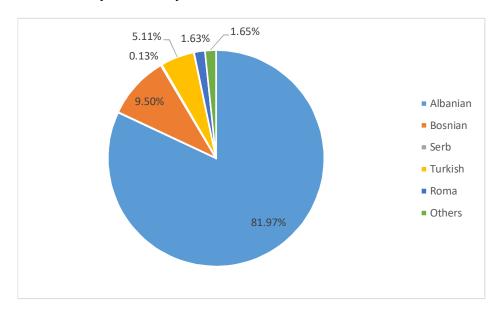


Figure 1: Ethnic groups in Prizren Source: Kosovo Agency of Statistics

In the Historic District of Prizren, however, the composition of the population does not fully reflect the population in Prizren, given that this area has a greater concentration of the population of Serb ethnicity. Various international programs in cooperation with the Municipality of Prizren have invested in the return of Serb families in the area. These programs are considered extremely important, especially considering the cultural heritage status of homes that have been restored before the return of Serb families.

### **Analysis**

Demographic characteristics, especially those related to the age of the population, have very important implications for the historical centers, especially those placed in cultural and historic heritage protection lists. According to UNSECO, demographic changes, especially in countries where the population is older, may present a future problem. The increased share of the elderly population requires adaptation of living conditions, either through infrastructure changes, in order to allow

<sup>&</sup>lt;sup>1</sup> Sustainable partnerships for assistance to minority returns to Kosovo (SPARK) e implementuar fillimisht nga UNMIK dhe UNDP, dhe në fazën e dytë nga Danish Refugee Council.

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easier access for the elderly, or resulting in a greater number of homes and facilities under protection that remain vacant. Currently, the demographic distribution by age group in Prizren is still positively skewed towards the younger population. Only 7 percent of the population are over the age of 65. Over 50 percent of the population are under the age of 30. Thus, even if we consider the fact that the older population is concentrated in historic and protected areas, the Historic Center of Prizren still does not face the problems stemming from the elderly population.

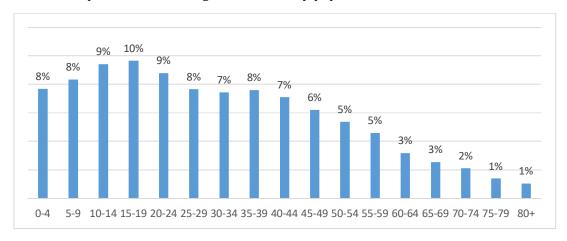


Figure 2: Share of population based on age group Source: Kosovo Agency of Statistics

Another characteristic with a high potential impact on the maintenance of historical centers is the socio-economic situation of the population concentrated in these areas. In cases where there is no public investment in the maintenance and potentially restoration of facilities in historic areas, and when the latter are necessary, the economic situation of the owners is key to the sustainability of protected areas. The number of families registered to receive social assistance in Prizren shows a declining trend as well as a clear decline in total numbes. These data can be used as a proxy indicator to assess the general economic gaps, in the absence of specific data.

However, the data show a growing trend of demolitions of the buildings in the Historic Center of Prizren, and the use of the remaining space for private parking as well as an increasing trend of destination-change of legally protected buildings. This trend shows a tendency for changing the destination of use to gain from short-term economic benefits, which may be the result of unfavorable economic conditions of families living in this area.

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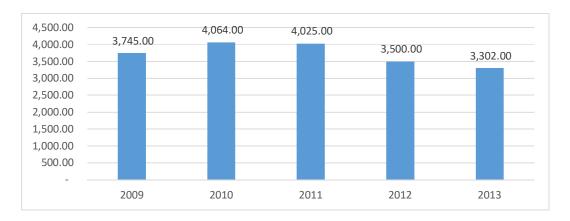


Figure 3: Families benefiting from social assistance Source: Kosovo Agency of Statistics

Another source of problems in the protected historic and cultural heritage areas in developing countries are property disputes. In the Historic Center of Prizren, a considerable number of traditional family houses have property disputes. Based on the low level of property settlements through wills and other legal documents, such problems remain widespread. In the analysis of the average number of members for households, there has been a trend of increasing number of individuals per household until the early 1980s, which was also influenced by the disproportionate increase of population compared to the increase of individual unit households. The largest number of household members increases the number of potential heirs of residence.

Based on Ec Ma Ndryshe data, 49 percent of business-registered objects serve as dual-function buildings – both residential and business. Using the average number of family members in Prizren, the projections show around 1,700 residents in the Historic District of Prizren reside in the buildings registered with a double-function. This increases the difficulty of intervention in the restoration of objects.

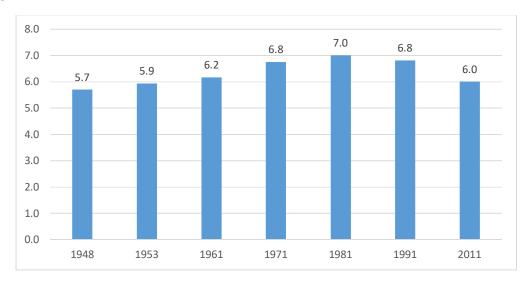


Figure 4: Average number of family members per family unit Source: Kosovo Agency of Statistics

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These problems impede the potential implementation of action plans for offering integrated services in the Historic Center of Prizren, which can be realized through the cooperation of the inhabitants of the area.

In addition, access to this area remains limited for vulnerable groups. Lack of public lighting impacts the lack of security, and results in limited access for youth, for people with disabilities as well as for women. In the research that analyzes the access to the Historic Center of Prizren for Disabled People, Ec Ma Ndryshe, finds that most of the spaces are either non-accessible or partially accessible to persons with disabilities. In only 25 percent of cases, the Historic Center spaces are fully accessible for people with disabilities.

The inclusion of the Prizren Historic District as an Architectural Conservation area in the list of cultural heritage under temporary protection has also increased the focus of the city towards promoting cultural heritage as a unique characteristic of Prizren, as a result also focusing on city branding. However, tourism as one of the main economic activities of Prizren, also requires the improvement of the workforce competences to accommodate the tourist requirements.

Although Prizren has a Public University, as well as a considerable number of vocational schools and centers of competence, the curricula offered by these educational institutions is not in line with the needs of city-economy focusing on tourism. Vocational schools are focused on specializations that are only slightly aligned with the needs of the labor market in Prizren. As a result, labor market supply and labor market demand are not in equilibria, this discrepancy thus contributing to rising unemployment. The same applies to the Public University of Prizren, whose specializations are similar to those offered in other public universities in Kosovo. Investing in capacity building and specialization of the workforce, to align with the needs of the local economy and the development focus of the city, ensures the reduction of the unemployment rate as well.

### Conclusions and recommendations Next Steps

A multifaceted approach is necessary to address the demographic and social problems of the Historic Center of Prizren.

- (1) The municipality should design social support policies intended for residents in areas that fall within the Historic Center of Prizren, thus reducing the risk of change of purpose of protected sites or their overall demolition.
- (2) Awareness raising directed at citizens and institutions alike, on the importance of property registration, property dispute resolution, and for the future, prior decisions on property inheritance, are of utmost importance. Thus, the likelihood of resolving property disputes increases, and the facilitation and development of joint activities of the residents of the area in the Historic Center of Prizren becomes more likely.
- (3) Establishment of associations of residents of the Historic Center of Prizren, based on the specific scope of their property, to enhance the opportunities for joint organization of complementary services, is necessary.

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- (4) Mechanisms should be created which give priority to local businesses to acquire the properties from those families who are no longer interested in staying in the Historic Center of Prizren. This would eliminate the risk of property re-destination and would allow original owners to be involved in determining the development of the district. This is of particular importance to the buildings owned by Serb families who have returned to the Historic Center of Prizren through various international programs in cooperation with the Government of Kosovo, but in the case of lack of integration prefer to relocate.
- (5) Development of infrastructure to improve access to vulnerable groups, especially of persons with special needs, is a next step. This measure involves physical access to public facilities and buildings, investment in lighting, and in the medium term, provisions that provide transport services to these areas.
- (6) A coordination of market needs with the labor force by reviewing and changing the curricula and specializations offered in vocational schools, competence centers, and the Public University is needed. This action, undertaken in co-operation with the central government, would result in narrowing the employment gap, and will also stimulate ideas and innovation in the field of tourism.

#### 1.8 ECONOMIC DEVELOPMENT

#### Introduction

# The importance of tourism and culture in economic development

Tourism is one of the main pillars of the local economy in countries that have tourism development potential, whether natural or cultural. In Kosovo, and especially in Prizren, tourism is a central sector for economic development. Tourism in Prizren is based on cultural tourism, especially in cultural heritage. As such, Prizren has a tourist potential that is not dependent on seasons. However, as seen from the data, the cultural activity calendar, which is mainly centered during the summer season, creates a greater concentration of tourists during this season. Taking this into account, the strategic development plan for tourism in Prizren, and all the supporting documents, have to be in line with the tourism development plan across all seasons of the year - thus contributing to the local economy directly throughout the year.

# **Background**

Prizren is the second largest city in Kosovo, with a most recent population estimate of 185,000<sup>1</sup>. The main economic sector in Prizren is trade, followed by services, mainly those related to tourism. Being one of the main tourist destinations in Kosovo, Prizren provides opportunities for economic expansion in tourism. Based on the 2006 Cultural Heritage Law of Kosovo, the Prizren Historic Center has been listed as an Architectural Conservation area under temporary protection in 2016.

This decision, while welcome, has been marred with problems of implementation. The 2012 law on the Prizren Historic Center includes 1000 buildings as protective zones, of which 104 are cultural monuments and 5 are architectural ensembles. Moreover, of the 388 traditional vernacular houses in the Prizren Historic Center, currently only 155 are still standing, with the remaining 233 ruined, or undergone change of purpose.<sup>2</sup> Of those who are in ruins or whose purpose has been changed, an overwhelming number (that is 34) have been converted into parking lots, which has proven to be a quick business idea, especially profitable during the peak touristic times.

In particular, the buildings in the Historic District of Prizren have a different purpose, which further impact local economic development. Specifically, about 38 percent of buildings in the Historic District of Prizren are business oriented, while 62 percent have a different purpose. Of the buildings which are used for a business purpose, 49 percent operate with a dual function - residential and business, while 51 percent operate only as a business. This functionalization of facilities in the Historic District

<sup>&</sup>lt;sup>1</sup> Kosovo Agency of Statistics, Population Estimate Data

<sup>&</sup>lt;sup>2</sup> Ec Ma Ndryshe, Gjendja e fizike e monumenteve dhe shtepive tradicionale te qytetit, http://www.ecmandryshe.org/repository/docs/171123103319 Reduced Gjendja fizike e monumenteve dhe sh tepive tradicionale te qytetit.pdf

of Prizren should serve as a sign for socio-economic development, giving an added importance to the buildings serving a dual function.

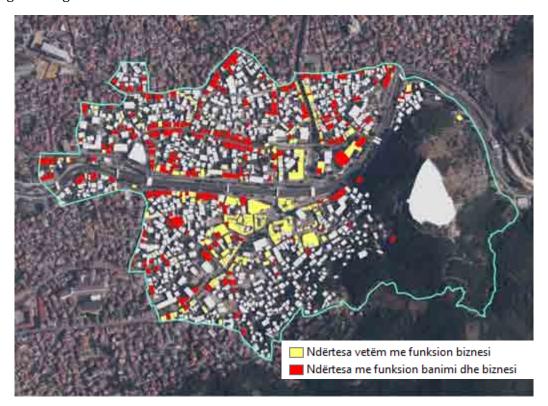


Photo 1. Mapping of business functions in HCP

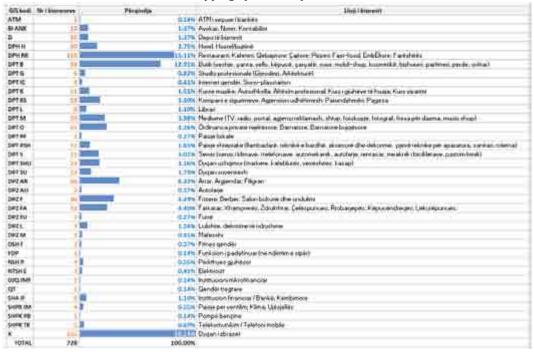


Photo 2. Business statistics in HCP

In terms of the private sector, firms operating in Prizren show positive trends of investment and in terms of employment. More than half of the businesses in Prizren have invested in the past year, with investments averaging 6,000 EUR.<sup>3</sup> However, in terms of yearly turnover, more than 75% of businesses have yearly turnover below 100,000 EUR. With the vast majority, in fact operating with less than 50,000 EUR yearly.

Even with the historic and cultural offerings of Prizren, only around 30 percent of firms operate in sectors related to tourism. While for Prizren as a whole this may not present a big problem, for businesses operating in the Historic District of Prizren the statistics are more worrying. Only about 15 percent of businesses are registered for gastronomic activities and about 3 percent for hotel activities. Closely linked to tourism or businesses that benefit from tourism are also few, including about 6 percent of businesses that are registered as goldsmiths, jewelers, or filigree, and about 2 percent of businesses that are souvenir shops. In addition to these businesses directly related to tourism activities, around 13 percent of businesses operating in the Historic District of Prizren are retail businesses in clothing and alike. The category with the largest number of businesses is that of empty objects/shops. This, though worrying, can be seen as a potential for easier functionalization of these businesses in the future, without the need for a shift in economic activity.

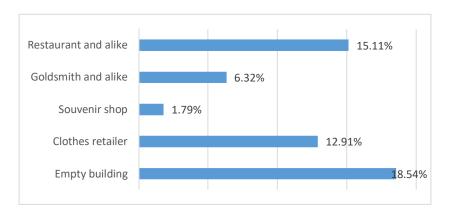


Figure 3: Economic activity in the Historic District of Prizren Source: MPHCP

In the strategic planning of Prizren, the idea of grouping strategic tourism businesses in areas of a historical and cultural character should be integrated. More specifically, this idea should be implemented at the Historic District of Prizren, where priority should be given to the activation of businesses of cultural, historic, and traditional character, as well as businesses that are related to the tourist character of the center.

However, while the number of firms operating in the tourism sector has shown a steady increase, there has also been a continuous increase in the number of visitors, as well as an increase in the number of nights of stay per person.

<sup>&</sup>lt;sup>3</sup> Riinvest Institute, SMEs in Kosovo, 2017

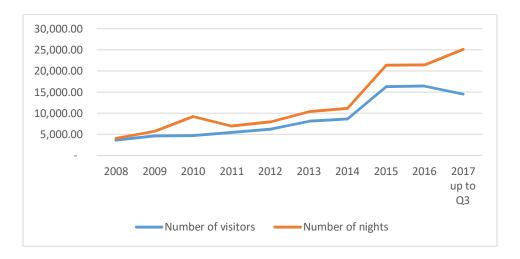


Figure 2: Number of visitors and nights of stay per year Source: Kosovo Agency of Statistics

However, while the increased tourism activity is a positive development, Prizren's tourism is largely impacted by festivals and cultural activities that are clustered in specific times of the year, rather than having continuous tourism inflow during the whole year. As can be seen in Figure 2, the peak number of visitors is recorded during the third quarter of the year, with the fourth quarter recording the least number of visitors through the years. To ensure sustainable economic benefits from tourism, Prizren needs to focus further on ensuring the development and promotion of year-long tourism.

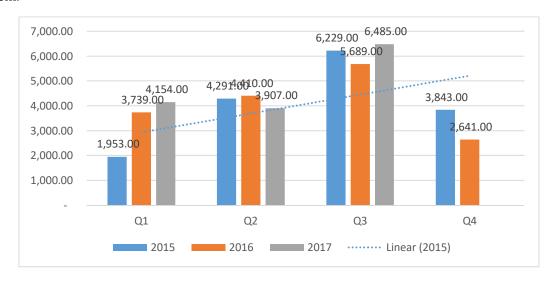


Figure 2: Number of visitors, per quarter, per year Source: Kosovo Agency of Statistics

The economic impact of festivals, who generate the largest number of visitors during the third quarter of the year, is also reflected in the calculations of the specific impact of the festivals in the Gross Domestic Product (GDP). Specifically, the GAP Institute has calculated the economic impact of the DokuFest documentary film festival in 2011 and has designed the economic impact of festivals

for the coming years. According to GAP, DokuFest had an annual impact of around 3.1m euros in the local GDP if the impact is measured by the number of visitors, while this impact reaches the figure of 3.8m when calculating in terms of consumer spending per visitors.<sup>4</sup> Given that DokuFest visitors have shown a year-on-year increase, we can reasonably believe that the economic impact of DokuFest, on Kosovo's GDP, and in particular in the local economy of Prizren, has also increased. With proper planning, the impact of DokuFest, and other cultural activities in Prizren, can be distributed throughout the year.

In terms of employment, Prizren has similar employment and unemployment characteristics as the rest of Kosovo. Of those employed, around 86 percent have a fixed workplace, 9 percent do not have a fixed workplace, and 3 percent of those employed, work from home. In terms of the gender divide of the working population, 80 percent are men, and 20 percent women. However, women are more highly concentrated in traditional jobs with a fixed workplace, where the share of women is larger than in total, compared to workplaces that are not fixed, where only 7 percent of the total are women.

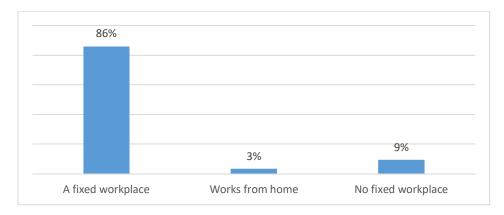


Figure 4: Structure of workplaces of employed Source: Kosovo Agency of Statistics

However, the increased economic activity, while beneficial to the local economy, has been taxing to the city in terms of cultural and historic heritage. The latest Kosovo report of the European Commission has stated that while there has been progress in terms of the legal provisions pertaining to the Prizren Historic Center, the area has also seen degradation and demolition of cultural heritage. Albeit there has been an increase in the number of inspectors, this increase has not shown results in increased sanctions against perpetrators. The degradation of cultural heritage in Prizren has been in the function of short-term economic gains. While the lack of awareness in the general public has played a major role in this regard, there is still an essential need for law enforcement from the local and central institutions. The loss of cultural heritage in Prizren, apart from the historic impact, has long-term social and economic repercussions which need to be taken.

<sup>&</sup>lt;sup>4</sup> Instituti GAP – Impakti ekonomik i DokuFest, 2011

<sup>&</sup>lt;sup>5</sup> European Commission: Kosovo Report, 2016

# The role of central government and fiscal policies

The Law on the Historic Center of Prizren, foresees the drafting and implementation of necessary administrative instructions which will ensure fiscal and budgetary support to the maintenance, restoration, and development of the historic center. Currently, however, specific measures have been lacking. The Kosovo Fiscal Package 2.0, which was adopted in 2017, foresees general measures that impact the Prizren historic center indirectly.

The first measure to be taken is the modification/expansion of the product list which are subject to the reduced VAT rate of 8 percent, used in cultural, artistic, tourism, accommodation, and recreational activities. This reduced VAT rate is considered as a stimulus to the sectors subject to it. Considering the structure of Prizren's economy, such stimuli can prove beneficial, however, the longer term impacts remain to be seen.

The second measure impacting the Prizren Historic District is the issuance of Administrative Instruction for time-bound tax break for investments in sectors with employment potential, including tourism. Such tax breaks are only applicable for a certain time period, as well as being bound by employment generation.

Finally, the Mid-term Expenditure Framework of the Kosovo Government, foresees, 40,350 EUR financing for the Prizren Historic Center.<sup>7</sup> This budgetary commitment can be used by the Prizren Municipality to implement activities that have been proposed and foreseen by local experts, which will contribute positively to the historic center of Prizren.

# Indicators of economic and tourism impact

Cultural heritage sites are a source of value, however the measurement of the value added to the society, and especially the economy is oftentimes problematic. Considering that assessing the economic value of cultural heritage, although it has been subject to many economic analysis, is still problematic, it is important to use a break-down method in attempts to best capture the total economic value.

As postulated by Pagiola (1996), the concept of Total Economic Value is used to assess the economic impact of environmental and cultural heritage sites.<sup>8</sup> A decomposition of the Total Economic Value includes two main components, that is: (1) use value, which includes extractive use value and non-extractive use value, and (2) non-use value. For the purpose of this paper, another component, that of the labor value will be discussed. Given that the extractive use value refers to the value of the goods that can be extracted from the historic site, it is of no interest for the time being, thus, this chapter will focus on non-extractive use value, and non-use value, of the Prizren Historic Center.

<sup>&</sup>lt;sup>6</sup> Kosovo Prime Minister's Office – Fiscal Package 2.0, 2017

<sup>&</sup>lt;sup>7</sup> Korniza Afatmesme e Shpenzimeve 2018-2020

<sup>&</sup>lt;sup>8</sup> Stefano Pagiola, "Economic Analysis of Investments in Cultural Heritage: Insights from Environmental Economics Environment Department", World Bank, 1996

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Use-value components are those that can be measured in willingness-to-pay terms. The main non-extractive use values for the Prizren Historic Center are the **aesthetic** and the **recreational** values. To be able to measure the impact of the Center, in terms of the aesthetic value it offers, it is important to acknowledge that such measurements are highly objective. However, one measurement of the aesthetic value of the Center is to ensure that the historic aesthetics remain intact through restoration of those currently degraded and ensuring continuous available funding for future restoration. Through this, the Historic Center of Prizren will uphold its aesthetic value, which in turn has a positive impact on the touristic and economic gains of the city.

Recreational value of the Prizren Historic District is closely linked to the overall Prizren municipality. The recreational value rests on a combination of cultural heritage, natural resources, as well as the services provided in order for those interested to be able to benefit from them. Thus, through the functionalization of the information centers and offering guided tours of the city, with special focus on the Historic Center, while also offering trails and other nature-related activities, the recreational value of the city will increase and thus contribute to further tourism and economic gains.

In specific measurement terms, the willingness-to-pay of visitors, for both aesthetic and recreational value can be calculated, through data collection of tourism levels and approximation of the monetary value spent to be able to access the site.

The existence of the Prizren Historic District, in itself, provides the non-use value which contributes to the total economic value of the site. However, continuous degradation that the Center has been subject to, reduces its non-use value drastically. As a result, through measurements of negative impacts as well, the economic value of the Historic Center can be calculated. As a result, ensuring that the Prizren Historic District is preserved, makes not only cultural and sentimental sense, but also economic sense.

Moreover, another indicator of the value added by the Prizren Historic Center is the labor impact. The labor impact can be indirect and direct. The indirect labor impacts include the increase in employment from business ventures related to the Center, including tourism (guides, information workers, small businesses that offer recreational value to tourists), accommodation and catering, as well as other business generating activities stemming from the Historic Center. The direct labor impacts include the restoration work, which is labor intensive, as well as direct labor pertaining to the upkeep and promotion of the Historic Center. Through statistical measurements of the employment generation activities, the added economic value of the Prizren Historic Center can be further measured.

Through these measures, the index for evaluating the total economic value of the Prizren is easily constructed and while evaluating these indicators themselves is challenging, this guide should serve as the basis for data collection, so that the impact can be measured.

The index for measuring the total economic value (TEV) of the Prizren Historic Center should include:

$$TEV = UV_{aesthetic+recreational} + NV_{non-use} + LV_{labor\ value}$$

#### Where:

- TEV is the Total Economic Value index
- UV is the Use Value, including the aesthetic and the recreational value
- NV is the non-use value and can be negative
- LV is the labor value

UV - The value of use includes active businesses in the Historic District of Prizren, where businesses that affect tourism and are affected by tourism - which will mean the values of the district - have the greatest positive impact. These include businesses that are registered for hotel activities, restaurants and alike, as well as businesses that perform activities such as filigree or souvenir retail. In total, in the Historic District of Prizren, these businesses account for about 23 percent of businesses.

In addition to the value of recreational use, added value is extracted from aesthetic use as well, implying the positive impact of businesses that have aesthetic value that is in line with the historical character of the Historic District of Prizren. As such, objects that deviate from the center's character have a negative impact.

NV - The value of non-use includes all objects and opportunities that are not put into use, which in the Historic District of Prizren include over 18 percent of business objects.

LV - The value of employment is measured in different periods, with higher impact of seasonal employment, thus making it possible to calculate the impact on employment of various activities, and making it possible to isolate the impact of businesses and their operation at the historic district.

#### **Conclusion and recommendations**

# Possibilities of economic improvement utilizing the historic core

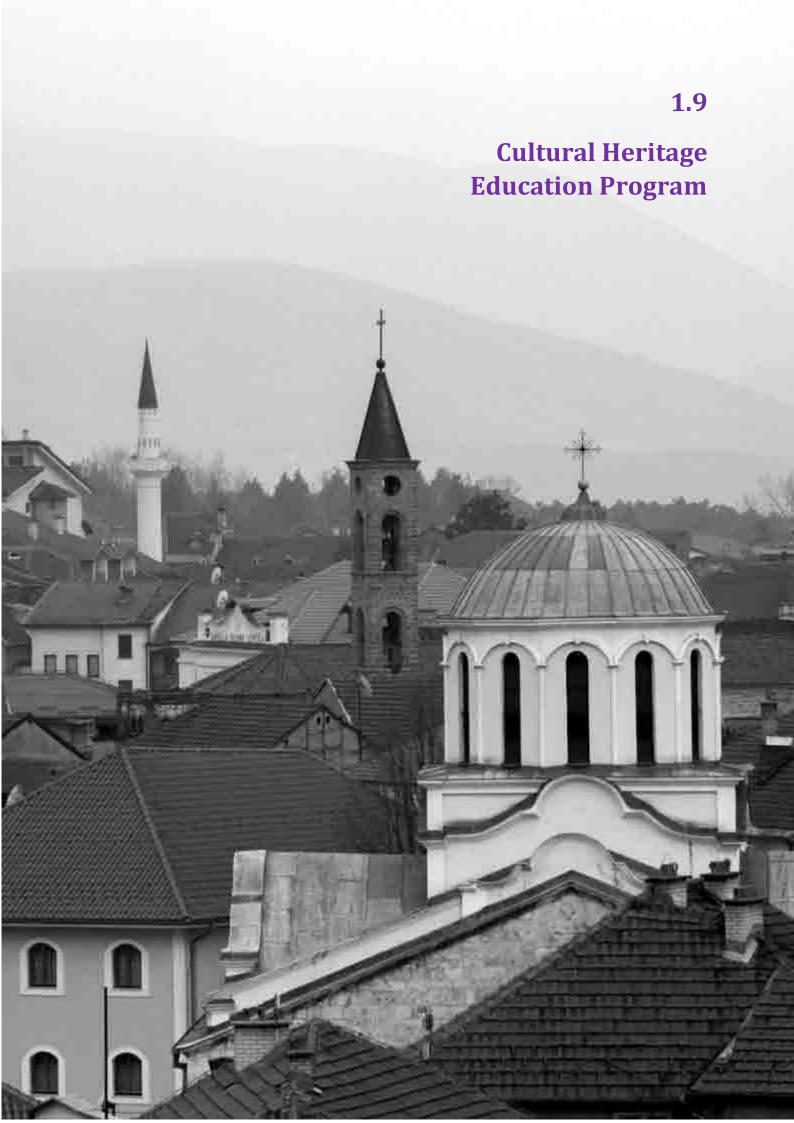
While much of the degradation that has been done to the Prizren Historic District has been done in attempts of economic gain, in long term view, the demolition and lack of up-keep of the Historic District has a negative economic impact, for the city as a whole. The approach to ensuring that the Prizren Historic District is not only considered as an important cultural heritage site, but utilized to the improvement of the socio-economic conditions in Prizren, needs to be focused on both short-term and long-term interventions.

In the short-term, the local institutions need to focus on implementable interventions that have little to no budgetary implications. Medium and long term interventions need to explore cooperation with central government, international organizations and donors.

- (1) There needs to be continuous and even increased support for festivals and other cultural and traditional activities that have a positive impact on tourism and stimulate the local economy.
- (2) Preservation of cultural heritage and stimulation of revitalization of pre-designated objects related to the cultural and historical values of Prizren needs to be a priority.

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- (3) Investment in infrastructure for alternative modes of transportation, such as bicycle lanes. In the medium term, this intervention can be expanded to include bicycle stations and offer tours to visitors. Ensuring a bicycle friendly city will not only impact the attractiveness of the city, but also stimulate the use of bicycles as a mode of transportation, thus decreasing the need for cars. As a result, the decrease in demand for parking, will lead to decrease in supply.
- (4) Stimulation and promotion packages for small businesses and innovation. In cooperation with innovation hubs and business incubators, improve the environment for innovative and sustainable business ideas.
- (5) Stimulating the revival of old handicrafts by creating synergy with innovation and modern technology. Investing in the technology sector and synchronizing innovation with traditional business. By giving special innovation a special role for reviving the traditional, interest and opportunities for the traditional will grow. Specifically, look for investment opportunities in informal education in filigree, tailoring specifically quilts and other similar products characteristic of Prizren. Further consideration should be given to cooperation with courses and vocational schools to provide specialization in characteristic sectors for Prizren. As a result, create opportunities for streamlining the traditional to match the needs of the modern market.
- (6) Issuing permits for pop-up business ideas, and in the medium term providing the physical infrastructure to do so (such as cabins), in which specific businesses can operate. Especially supporting local artists for offering photography or painting courses centered on the Historic Center of Prizren. Trial periods can include the busier times of the tourism season, however, such ventures can be offered year-round.
- (7) Functionalization of touristic and information centers and establishment of the touristic guide club. Fully operational and updated information centers can serve as the go-to address for tourists. The establishment of a tourist guide club can provide an employment opportunity for youth and/or even elderly citizens, who can work with groups to offer different guided tours.
- (8) In cooperation with tourist agencies, offer travel packages which include Prizren as part of a more comprehensive tourist package. Work with neighboring cities in the region, to provide twinning tourist packages.
- (9) Draft and adopt a legislative basis to regulate exterior design of buildings in the historic district, with the aim of preserving the cultural heritage. For businesses operating in the protected area, provide mandatory guidelines for terrace and façade design, to ensure a respectable and cultural display.



#### 1.9. CULTURAL HERITAGE EDUCATION PROGRAM

Initially, it is very important to stress the need for developing educational initiatives in Kosovo, which incorporate culture, art and cultural heritage. Lack of systematic implementation of educational activities (formal and informal) that incorporate art, culture and cultural heritage, is contributing to forgetting local culture values.

In the event that this trend continues, there is an increasing risk for the local community to not appraise traditional life, folklore and values of local culture – issues that may have an impact on the cultural identity and collective memory of all communities living in Kosovo.

The formal education system in Kosovo symmetrically presents problems and transitions of a young state; a curricula loaded beyond capacity, limited access to technology in schools, and unmotivated teachers will affect students suffer consequences in the future. In this context, education on culture and cultural heritage comprises no exception.

On the other hand, civil society organizations too have not done enough in this sense. With the exception of some donor-based awareness-raising campaigns, and some publications regarding cultural heritage with limited circulation, Kosovo NGOs start to express interest on cultural heritage only when it suffers damages or becomes a hot and sensitive topic of the moment – which in Kosovo context happens when issues of heritage are politicized.

In the city of Prizren, the Historic Center incorporates the main part of local values: cultural diversity of communities living in Prizren. Manifestation of cultural diversity through heritage is not displayed as well in any other city of Kosovo.

However, the level of urban degradation of the Historic Center of Prizren is alarming. Although the Historic Center enjoys legal protection, irresponsible parties continuously contribute to its degradation and loss of values.

Being such an exclusive cultural asset, parties responsible for the protection of the Historic Center must prioritize the implementation of educational activities, by increasing cooperation between the Municipal Education Directorate, Regional Center for Cultural Heritage in Prizren, Museums and members of the Network of Cultural Organizations in Prizren. For this reason, a memorandum of understanding between them should be the first step to be undertaken to ensure sustainable educational activities are undertaken, with the aim of enhancing knowledge of local cultural values.

#### Heritage in schools: Curriculum

Based on education statistics<sup>1</sup>, Prizren Municipality has 71 primary schools (grades 1-9) and 14 secondary schools (grades 10-12). As per the municipal education directorate, 31,957 students attend 58 primary and secondary schools, and are, thus, part of the formal education.

Based on the census conducted in 2011<sup>2</sup>, municipality of Prizren has 177,781 inhabitants. Subsequently, 17.9% of the entire Prizren population are students.

<sup>&</sup>lt;sup>1</sup> http://masht.rks-gov.net/uploads/2017/12/statistikat-e-arsimit-ne-kosove-2016-17-shqip.pdf

<sup>&</sup>lt;sup>2</sup> http://www.osce.org/kosovo/13128?download=true

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In 2010, a common project of the Council of Europe and EU "Promotion of Cultural Diversity in Kosovo (PCDK)", implemented a research on the incorporation of cultural heritage in social/civic education literature of grades 3 to 9. The research was implemented for internal project purposes, but results showed that cultural heritage is taught only superficially, and main references are religious and ethnic representations (churches, monasteries, mosque, etc.). Important aspects of spiritual heritage or relevant historic monuments, sites and ensembles are not mentioned at all.

Noteworthy, in the period between 2010 and 2015, PCDK has organized HAJDE educational visits with over 5000 participants, including students, teachers and parents, from 20 primary schools in Kosovo. This process expanded to common discussions, teacher trainings on cultural heritage and compilation of a manual for teachers on diversity and heritage<sup>3</sup>. In 2015, the Ministry of Education, Science and Technology adopted the manual on heritage and diversity as an extracurricular mean for "Society and Nature" (grades 3-9). The liaison officer between MEST and PCDK, Arber Salihu, stated that some parts of the manual for heritage and diversity are incorporated in the formal education curriculum.

Based on an informal coverage of the work of 24 teachers that were initially involved in the project, only 6 of them continue to use the manual in their teaching practices as an optional (non-binding) method.

In 2017, the Ministry of Education, Science and Technology launched the curricula in all Kosovo schools<sup>4</sup> and topics regarding cultural heritage are part of the *Society and Environment* subject.

### Heritage in the basic curricula:

- In the basic curriculum of lower primary grades (grades 1-5)<sup>5</sup>, in the chapter in which natural and social processes are described under the Society and Environment subject, it is stated that "this concept includes knowledge, approach and evaluation of the society on cultural and natural heritage values, co-habitation, solidarity, tradition, holidays and other social processes describing changes in daily lives.
- In the basic curriculum for higher primary grades (grades 6-9)<sup>6</sup>, in the subject Society and Environment, in the chapter which describes the environment, sources and sustainable development, it is underlined that "this concept includes knowledge on space/universe (Earth and solar system), socio-geographic phenomena and processes, religion, and acquaintance with cultural and natural heritage monuments, and their protection."
- In the basic curriculum for secondary schools (grades 10-12)7, in the subject Society and Environment, in the chapter which describes the environment, sources and sustainable development, it is underlined that "this concept includes knowledge and awareness on environmental protection, sources and energy, preservation of cultural and natural heritage sites, in function of sustainable development."

<sup>&</sup>lt;sup>3</sup> Doracak per mesimdhenes – Njesi mesimore per trashegimine kulturore dhe diversitetin kulturor - <a href="https://rm.coe.int/16806ae5c8">https://rm.coe.int/16806ae5c8</a>

<sup>&</sup>lt;sup>4</sup> http://masht.rks-gov.net/uploads/2017/03/korniza-kurrikulare-finale.pdf (Page 42)

<sup>&</sup>lt;sup>5</sup> http://masht.rks-gov.net/uploads/2017/02/kurrikula-berthame-1-finale-2.pdf (Page 64)

<sup>&</sup>lt;sup>6</sup> http://masht.rks-gov.net/uploads/2017/02/korniza-berthame-2-final 1.pdf (Page 67)

<sup>&</sup>lt;sup>7</sup> http://masht.rks-gov.net/uploads/2017/02/korniza-berthame-3-final.pdf (Page 67)

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Noting current trends, it may be concluded that there is a tendency of having cultural heritage become one of the topics to be included in the new primary and secondary school curriculum. To this end there are two key problems in learning on cultural heritage:

- Lack of knowledge and adequate training of teachers on terminology and basic concepts of cultural heritage and its values for the society, and
- Lack of a practical approach to learning cultural heritage.

Official heritage institutions (museums, hammams, etc.) in Prizren have not undertaken any action to design and implement educational activities or programs with local schools.

There are in total 6 museums in Prizren, but only 4 of them are open for public. Frequent but unsystemic activities are organized in the Prizren Hammam, Belediye Center and Kino Lumbardhi. These centers may be used for developing and incorporating educational activities, since the architectonic structure of the facilities is suitable for organizing such activities. Also, a research should be conducted with the aim of revealing potential heritage assets – public or private – which may be used to implement educational activities.

Services provided in museums are limited, e.g. audio guides or souvenir corners. Also, most of exhibited items are not interpreted or are only named in Albanian, which limits comprehension and interpretation of exhibitions for tourists. Also, no Prizren museum possesses infrastructure suitable for persons with disabilities.

In addition to the lack of educational programs, there is a severe lack of community inclusion in museum activities. To this end, the lack of volunteering culture, in terms of preservation and promotion of cultural heritage assets, is evident.

The Regional Center for Cultural Heritage of Prizren, which manages the museums and hammam, confirms that their activities do not encompass the education component. According to Jusuf Xhibo, acting Director of the RCCH in Prizren, the main educational cooperation of his institution in Prizren is with architecture students in Prishtina, and master level students of Prizren University. It is not known whether there will be sufficient will or initiative to include piloting of the educational component in RCCH.

The aspect of education through entertainment, in relation to cultural heritage, is generally underused not only in Prizren but throughout Kosovo. Other than one-day activities of participatory nature, such as Bunar Fest, comic book festival, or small educational activities under DokuFest, activities of such nature are limited. There is an immediate need for local craftsmen (e.g. filigree), local theater, musical and folklore ensembles (Agimi), public cinema (Lumbardhi) or traditional events (e.g. Hasi echoes) to be included in educational awareness-raising activities in schools.

To have a clearer overview of the matter, there is a need to have an overview of the activities of stakeholders included in educational activities in the Historic Center of Prizren.

As noted above, the Regional Center for Cultural Heritage and the Council for Cultural Heritage of Prizren have not engage in educational activities regarding cultural heritage.

*Civil society organizations* in Prizren are the only active voice that addresses problems in time. A number of organizations are working in different fronts and organizing frequent activities on

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raising awareness and promoting values of heritage in the Historic Center. Their work includes mobilization of citizens and objective to establish a new open platform for active civic engagement, to oppose illegal activities in the Historic Center. For example, NGO Ec Ma Ndryshe acts as a watchdog organization, and has produced a number of research papers on the Historic Center, while remaining engaged in monitoring harming trends and their reporting to media and cultural center authorities. The Network of Cultural Organizations in Prizren – RrOK, which includes over 20 local organizations, including DokuFest, through a public petition managed to place Kino Lumbardhi in the list of protected cultural heritage sites, thus stopping the process of its reconstruction or transformation into a trade center; while youth organizations (like IPSIA, THY, etc.) promote cultural diversity among younger generations through different activities.

*Educational institutions (schools)* don't focus on topics and matters of relevance for the context. Formal education institutions need to pay greater attention to the preservation of heritage assets and acquaintance with values of the Historic Center of Prizren. While the damage of heritage assets and the indifference of cultural institutions reaches an alarming level, investment in education seems to be the most promising road to improving the image in the long-term.

However, with the current dynamics of curriculum implementation, schools will not manage to sustainably implement educational activities related to heritage, since teachers are not ready to be trained or to implement such modules in or out of classrooms.

It is worth to mention that the National Kosovo Strategy on Cultural Heritage<sup>8</sup> (2017 – 2027) pays peripheral attention to heritage education. Other than local and national museums, the strategy fails to address other bodies responsible for the implementation of formal and informal educational activities in the sphere of heritage. In addition, there were no adequate steps towards the implementation of the educational section of the strategy. In this aspect, cooperation between the Ministry of Culture and Education is necessary, in order to shift the passive trend.

In the case of Prizren, a possible facilitator of the educational program on heritage could be the Office of the Historic Center, to be established in 2018. The mandate of this office shall be to design, review, monitor and evaluate the work of the Directorate of Education, RCCHs, Prizren museums, and RrOK, as the main implementers of the activity.

# **Recommended programs**

Educational activities proposed below, above all, aim to familiarize students with the importance of the Faro convention, and to have them understand values of heritage for the society. Also, this proposal includes some necessary activities addressed to all teachers wishing to advance and strengthen their professional methods for training and teaching cultural heritage subjects.

Learning methodology entices parents and teachers to be part of the process. This is the reason why activities are divided in the following units:

#### UNIT 1 - <u>Teacher training program</u>;

 1.1 A training program for teachers with proposed activities, can be found here<sup>9</sup>: a twoday training for teachers will be focused on cultural heritage and cultural diversity components.

<sup>&</sup>lt;sup>8</sup> http://www.mkrs-ks.org/repository/docs/shqip\_strategjia\_per\_trashegimi.pdf

<sup>&</sup>lt;sup>9</sup> Program trajnim – mësimi mbi trashëgiminë kulturore dhe diversitetin kulturore, <a href="https://rm.coe.int/16806ae6af">https://rm.coe.int/16806ae6af</a>

- 1.2 A manual for teachers on culture and diversity, can be viewed <a href="here">here</a>. 10: units that describe basic concepts of cultural heritage and diversity, based on experiential methodologies.
- 1.3 Teacher manual on culture and diversity appendices can be viewed <a href="here">here</a>1: to provide additional training materials on specific units on cultural heritage and diversity.

### **UNIT 2 - Heritage in schools**;

• 2.1 Heritage week in schools (primary schools – grades 6-9)

Activity description: each year, a group of 20 students and coordinators (parents/teachers) design a 5-day activity, to include visits to heritage locations, visits to craftsmen, preparation of traditional foods, classroom tales, projection of movies with heritage themes and/or documentaries, discussions on heritage, exhibitions with pictures/paintings of heritage sites or locations.

• 2.2 Heritage clubs (secondary schools – grades 10-13)

Activity description: Lead by the facilitator (teacher), student groups (by school) will take part in systematic programs related to heritage, e.g. picture exhibitions, school lectures on heritage by an expert, or heritage quizzes.

### UNIT 3 - heritage outside school

• 3.1 Adopt e heritage site/location (secondary schools – grades 10-13)

Activity description: Students and coordinators (parents or teachers) select a heritage location relevant for the community. Activities to be conducted may be cleaning and maintenance of the facility, and projection of movies with heritage themes, lectures and discussions on heritage issues and exhibition of traditional food.

 3.2 What my grandparents told me (primary schools – grades 6-9; secondary schools – grades 10-13).

Activity description: Students worth with elderly (grandfather or grandmother) in summarizing tales on the city or neighborhood. Tales focus on various elements and practices of spiritual heritage, such as food, crafts, wear, rituals, holidays, songs, instruments and other similar elements that complete the image and perception of living in Prizren throughout the years. The idea is to divide collective knowledge and pass values from one generation to another. Another example can be found here.

 3.3 Days of European Heritage (DTE) (primary Schools – grades 6-9; secondary schools – grades 10-13).

<sup>&</sup>lt;sup>10</sup> Doracak per mësimdhënës – Njësi mësimore për trashëgiminë kulturore dhe diversitetin kulturor - <a href="https://rm.coe.int/16806ae5c8">https://rm.coe.int/16806ae5c8</a>

<sup>&</sup>lt;sup>11</sup> Shtojcë për njësite mësimore për trashëgimine kulturore dhe diversitetin kulturor https://rm.coe.int/16806ae5c7

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### Activity description:

NGO Coordinators will prepare a school program that will be presented during DTE in Prizren. Activities may include multimedia presentations which will be prepared by students, quizzes on heritage (school competitions), visits to sites, exhibitions of crafts, traditional foods, visits to old houses or discussions on preservation of Prizren heritage.

• 3.4 Open museums/Night at the museum (secondary schools – grades 10-13).

Activity description: During the night at the museum activity (ethnological museum, archeological museum, city hammam, League of Prizren complex) students will be able to prepare their program with specific activities that will include museum crafts, projection of heritage movies, exhibition of family photos, museum tales, readings of local poets and invitations to local musicians.

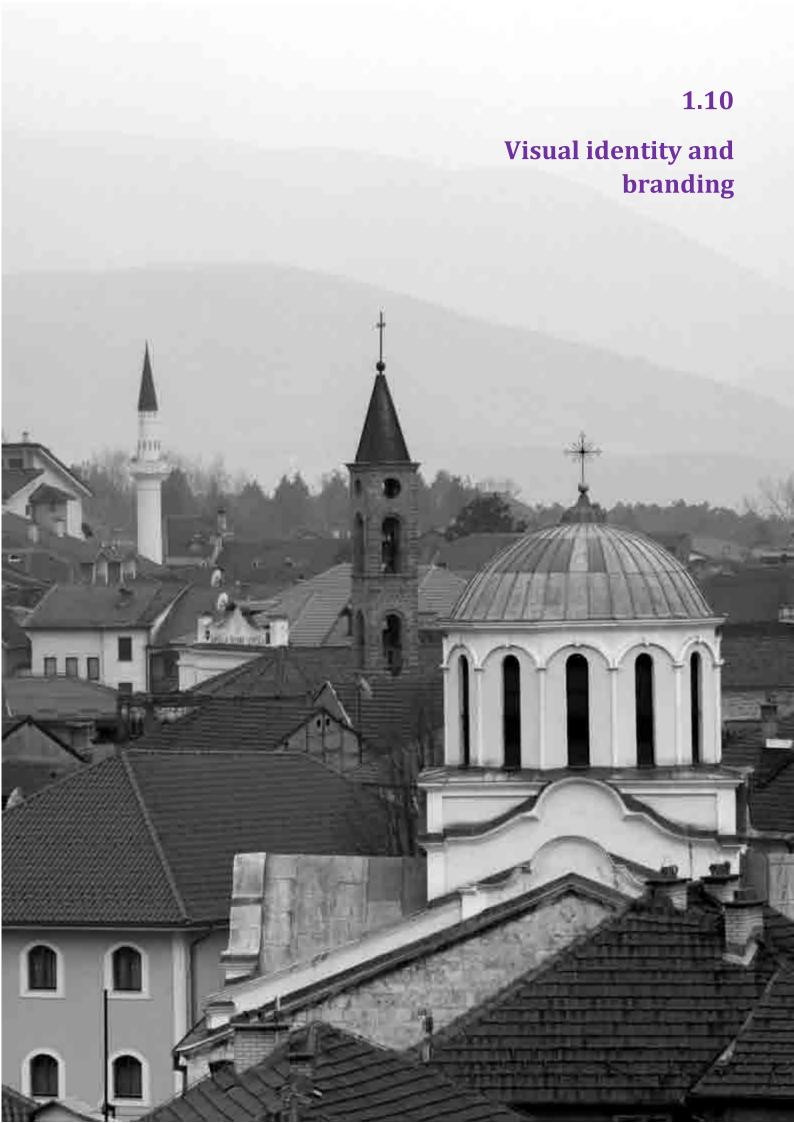
• 3.5 Cine Heritage (+ discussion) (secondary schools – grades 10-13)

Activity description: Once a month, students take part in projection of movies with heritage themes (for example, in Lumbardh). During the second session, students are encouraged to take part in discussions regarding the movie, while teachers would moderate the discussion.

• 3.6 Summer Heritage School/Heritage Olympics (for both levels), developed by local NGOs.

# UNIT 4 - Education through entertainment

- 4.1 Trail of revelations (electronic game) There is a digital model that could be adapted in the context of Prizren. The game reveals the road to heritage assets of Kosovo and gives basic details on their history.
- 4.2 Explore the Historic Center table game. The model of the game in its "Explor Junik" version exists and is produced by the PCDK project. It should be adopted to fit the context of Prizren/Historic Center.
- 4.3 Artisan classes obtain skills from local artisans and transfer knowledge and values of spiritual heritage practices to new generations (e.g. filigree).



#### 1.10 VISUAL IDENTITY AND BRANDING

A two-day workshop on "Branding of the city of Prizren" was held as part of the drafting process of the Management Plan of the Historic Center of Prizren. The purpose of the workshop was to present city branding concepts, discuss comprehensively on elements of branding and draft an action plan for this specific sphere. The workshop was the first of its nature to be held in Prizren, and gathered different stakeholders who discussed openly on the possibility and need for branding the city o Prizren, the significance of the process and the manner in which such a process should be conducted, if applied.

Branding of a place (including its marketing and promotion) is a new comprehensive term, which includes branding of a nation, region or city.¹ Branding of a given place is a process of communicating an image to a target market. Undoubtedly, it is related with the notion that places compete with each other for people, resources and businesses; globally, part of this competition are 2.7 million small towns, 3000 large cities and 455 metropolises.²³⁴⁵ Branding of a place/city can be defined as a process lead by public administrations which aims to establish a place's trade mark. "Branding of a place is a network of associations in the mind of the customer, based on visual expression, verbal and behavioral exhibition of a place and its stakeholders. Such associations differ in terms of impact within the network and significance for the customers of the place"6. Therefore, the aim is to affect the perceptions of a given place and to position it in favorably (positively) in the minds of target groups. Branding of places can also be considered "a governance strategy for projecting images and managing perceptions regarding certain places". Branding of a place suggests that places, cities, regions or cities can be considered a trademark for as long as they are perceived as one. To this end, many public administrations implement their own branding strategies.

To reveal further the branding concept, the workshop was use to present brand aspects, as a product and as a process, at different levels and contexts. What is the basic difference between branding and Marketing and where extra care is necessary, being that brands should be trustworthy and always aspire to ensure proper representation. Different levels of branding were discussed during this process, including branding of places, cities, nations, regions, public spaces, etc.

<sup>&</sup>lt;sup>1</sup> "City branding: a state-of-the-art review of the research domain", produced by Andrea Lucarelli and Per-Olof Berg, Journal of Place Management and Development, Vol. 4 Iss: 1, pp.9 - 27, 2011

<sup>&</sup>lt;sup>2</sup> "Understanding Sustainable Cities: Competing Urban Futures", written by Simon Guy & Simon Marvin, University of Newcastle, European Urban and Regional Studies 6(3) 1999

<sup>&</sup>lt;sup>3</sup> "Global Market of Cities", produced by Metti & Bronner 2011

<sup>&</sup>lt;sup>4</sup> Competitive Advantage of Nations, written by Michael E. Porter, Harvard University Business School, Free Press 1998

<sup>&</sup>lt;sup>5</sup> "Competitive Identity", written by Simon Anholt, Palgrave Macmillan 2006

<sup>&</sup>lt;sup>6</sup> Zenker, S. & Braun, E. (2017): Questioning a "one size fits all" city brand: Developing a branded house strategy for place brand management. Journal of Place Management and Development. 10(3), 270-287. Link: https://doi.org/10.1108/JPMD-04-2016-0018

<sup>&</sup>lt;sup>7</sup> Braun, Erik, Eshuis, Jasper, & Klijn, Erik-Hans. (2014). The effectiveness of place brand communication. Cities, 41, 64-70.

Further, the main focus shifted to branding factors, such as strong factors related to infrastructure and services and soft factors related to the emotional part and feeling of belonging and identity. Among them, an important factor is management of resources that establish the brand increase representation and identification with the place. In this case, the values of the historic part of the city of Prizren, which were the fundament for the vision and objectives for this zone's development and management, were presented.





Image 1. Branding workshop

The work in groups aimed to ensure a comprehensive process to present ideas and thoughts on the main material and immaterial elements that define Prizren as a city and surrounding. Therefore, two focus groups were established, one working in immaterial elements and one in material elements.

Part of the workshop was also a presentation and simulation of Prizren branding, starting from the keyword that could identify it in virtual rooms (such as #prizrening) and moving further to its internal and external elements. Moreover, details on representative elements, through their design and use in documents, logos and other city elements, were presented.





Image 2. Branding conference

# **Specifics of branding of the city of Prizren**

The main purpose of branding is to identify the city's main potentials and underline them for the community and targeted external public. It should be trustworthy, measurable and tangible in order to strengthen the uniqueness and identifying aspects of Prizren in comparison to other cities in the

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region and beyond. Therefore, what should be the main specifics of Prizren in the process of its branding?





Image 3. Branding workshop

In spatial terms, there are three circles on which the tale of Prizren branding could be based: 1. Historic Center, 2. City/municipality, and 3. Prizren Region. This can encompass main physical and environmental characteristics, to include the mountainous landscape, water as an important element for the city's development and expansion, flows, mills, wells and the cult of the mother of water. Also, it is to include physical elements, such as Prizren castle, cult sites and many residential houses that are characteristic for the urban landscape built over time. On the other hand, the spiritual layering inherited and in the minds of old residents of the city is yet another important element. Prizren is the image of harmony of all religions, cohabitation and tolerance. In addition, other 'soft' elements or spiritual heritage, such as music (Prizren Lily Festival), wear (especially leather processing) and food with specific recipes (lamb, Sharr cheese, hashlama) also carry an important spot.

Beyond very strong inherited elements, the brand may also be buil on new elements that have started to leave their trace and give Prizren an important place in the global communication map (DokuFest, NgomFest, 40BunarFest, and as of recently the first modern art Biennale in Kosovo, and the first of the kind in the region – Biennale Highway).

In this pallet of marks of time, what could be at first glance the main readable attributes for the branding of Prizren and which of the elements support such branding? This depends on our approach and on whether we want to brand for the city and its citizens, alluding on establishment and increase of collective pride, or do we want to brand Prizren for a wider public, alluding also the platform of cultural tourism and what Prizren can offer within the urban area and the in the region.

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Image 4. Historic Center of Prizren; Albanian League of Prizren; Prizren Lily Festival; traditional wear of communities in Prizren





# **Collective memory**

Collective memory as relatively new concept has made it possible to go beyond the memory and history legitimized in a given concept and open ways for additional stories and histories that enrich and give a different taste to the city. Therefore, it is very important to have elements, layers and tales of importance for the tradition of the city of Prizren and the region collected, if they are not archived and legitimized and may also be disappearing traditions, and researched and highlighted through verbal and material histories of Prizren individuals and families.

In fact, the collective memory as such, and its loss, was underscored throughout the workshop held on Prizren branding. There is still no minimum and necessary civic consensus on what are the common values of Prizren – its song, food, drink, monument(s), tradition, history, stories, writer, painter, color or motive, which could be used to identify Prizren. Therefore, the branding process should be used to establish a critical mass of citizens aware on the value of their city. Without having the citizens of Prizren understand its values, it will be difficult to 'sell' them to visitors. This is a very important process in the road of legitimizing collective memory as the fundament for collective pride for the city and for branding as its reliable storytelling tool.



Image 5. DokuFest; NgomFest; 40Bunarfest; Biennale Highway.

# Forms of branding

Branding may be organic or constructed. Organic branding comprises elements that are found within a city or place, which are part of their natural identity. On the other hand, constructed branding is the sort of branding that is built with the aim of accomplishing a vision or ideal conception of what we want the city to be in the future, and to underline new identification elements in the overall competition of cities around the world. Initially, the accent should be placed on the significance of awareness, and then the significance identity.

The distinction of identity and raising of the collective awareness on identity layering, as a value of the city on which the platform of economic development should be built, will provide the space and will for identification, as an important process for the connection of residents with the city, and the new need



to serve the city in the process of opportunities it is able to provide its citizens.

The starting point in the process of Prizren branding could be the elaboration of case studies from other cities with similar characteristics. The workshop revealed the branding of the city of Porto in Portugal. Attached to this document is the visual presentation of the city of Porto, along with branding elements and their analysis used in establishing the brand as a logo, as a city marking tool and as an overall package for locals and tourists alike.

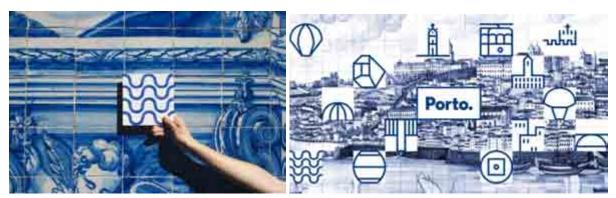


Image 7. Elements of branding of Porto, Portugal.

#### **Historic Center of Prizren**

Special attention should be paid to values, vision and objectives of the Historic Center of Prizren, by localizing the tale in the city of Prizren and underlining the main physical elements and their values within the old area of the city. Emphasis should be placed on the risk of losing the status of a historic center in the future, due to vast destruction in this area and potential for change, which again redirected the debate towards the lack of collective awareness on common goods and cultural heritage.

Branding must underline the 2000 year history of the city, which is visible in small parts. There should be a memory map, which orientates the tale of the historic zone and its values. There should be, simultaneously, a new strategy for all residential houses within the zone, which aim to shift the function from private to public, their gardens open to become public space and new urban rooms and increase public space as such. The process will yield more benefits for both residents and visitors. Marking and lighting will be an important element within the urban area. Lighting should be in harmony with building proportions and the overall image of the area, and should, as such, emphasize important architectonic and environmental moments, shedding light on them in the nighttime landscape. Marking should also be framed in terms of size and typographic types, and here the diversity of entrepreneurs' ideas can come to expression, but should remain under the overall spirit of the area.

# **Environment around the city**

Municipality of Prizren is the municipality with the largest territory in Kosovo. It stretches from low altitudes (285m) to alpine heights (2660m). The Mediterranean climate penetrates into the city through the gorge of river Drini i Bardhe (60%) and is blended with the continental climate (40%) coming from Sharr mountains. Due to this configuration and climatic fusion, the region is home to various plants – fig, kiwi, okra, parsley, fennel, watermelon, peppers, tomatoes, cherries, walnuts, various apples and other nut cultivars growing in higher grounds.

The city of Prizren is placed in the shape of an amphitheater. Its location at the exit of Lumbardhi canyon, under Sharr mountains, offers a view of villages around Drini i Bardhe river and all the way to edges of the Dukagjini valley, around Peja. This type of geographic configuration makes it possible for Prizren citizens to use the first days of May for skiing in Prevalla in the morning and swimming in Drini i Bardhe in the afternoon.

## Prizren region

Prizren is a reality a summary of the values of its surroundings. Cultural, food, linguistic, religious diversity, motives, songs and values of the city are a consequence of diversity around Prizren. In Has lives Albanian population of both Catholic and Islamic confessions. In Zhupa live Bosniak and Serbian communities, Muslim and Orthodox. In Opoja and Gora, Albanians and Bosniaks live with their old customs and rites. Anadrini is a region in the valleys, Rahoveci cultivates vineyards, while Podguri is a tale totally different from all abovementioned zones. Without its diversity, Prizren would not be what it is. The kitchen of the city is unimaginable without the contribution of each region. Lamb comes from has, Sharr cheese and sheep meet come from Opoja and Gora, peppers and tomatoes from Anadrini, wine from Rahovec, apples and wild pears from Podgori, while Zhupa contributes with wild fruits and game (deer, hog and goat). Diversity is the main value on which the city and region and Prizren branding should be based. Of note here are archeological sites of different periods found in Prizren region.

## **Basic narration**

Road, river, Sharr Mountains and the castle are the four pillars on which the city has founded itself and survived for the 2000 years of its life.

**Roads** – a road connecting two global superpowers that ruled the Balkans for 2000 years passed through Prizren. Located in the middle of the centers (once Rome and Constantinople and later Venice and Istanbul) is Prizren.

**Sharr Mountains** – are the city's greatest natural resource. Until recently, it was home to a population of 300.000 sheep. Meat, skin, horns and to some extent milk were exported to the largest markets around the Mediterranean. Almost all wealth of the city was created from trade with sheep and accompanying crafts (such as wool processing).

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**River** – once its natural flow was turned in the entrance of the city to generate energy from the river's accelerated flow. Later the flow was branched by others into more streams to build around 20 mills (equivalent to 20 factories today), which placed the city into motion. Traces of these channels or streams (which passed through all city streets) are noticeable from the winding roads in the historic center of Prizren.

**Castle –** an identifying element that rules the city's silhouette and is placed in the highest ground above the city. Prizren is the only city in Kosovo with such a castle and configuration.

# Elements identified in branding function

To treat the matter of branding of Prizren city in a holistic manner, the workshop was divided into two groups addressing two different and complimentary spheres of branding. One group addressed the immaterial/spiritual side of the city's heritage and collective memory that needs to be displayed, including tales, history, personal experiences, etc. The second group worked in the material side, including architectonic sites, esthetic aspects and symbolic qualities that impact the perception and living the city and impressions of it.

As a result of the work of working groups, the following markers were identified: Immaterial markers:

- Traditional music and old songs (Prizren Lily)
- CAA 'Agimi' and its activity
- Lumbardhi Cinema (open and closed cinema)
- Leather production and traditional wear of Prizren region
- Food (hashlama, Sharr cheese...)
- Film festival DokuFest (new values)
- River festival 40BunarFest (new values)
- International Biennale of Modern Art Biennale Highway (transformation of the entire city into an open museum-gallery, innovative highway between the biennales of Istanbul and Venice),
- Etc.

#### Material markers:

- River
- Castle
- Fountain
- Albanian League of Prizren
- Stone bridge
- Under-castle
- Cult sites/churches, mosques, tekkes
- Hammam
- Marashi
- Traditional residential houses
- Lily flower
- Filigree

- Clock tower
- Prizren runner and other elements of archeological heritage
- Open cinema (cinemas improvised as a new value)
- Etc.

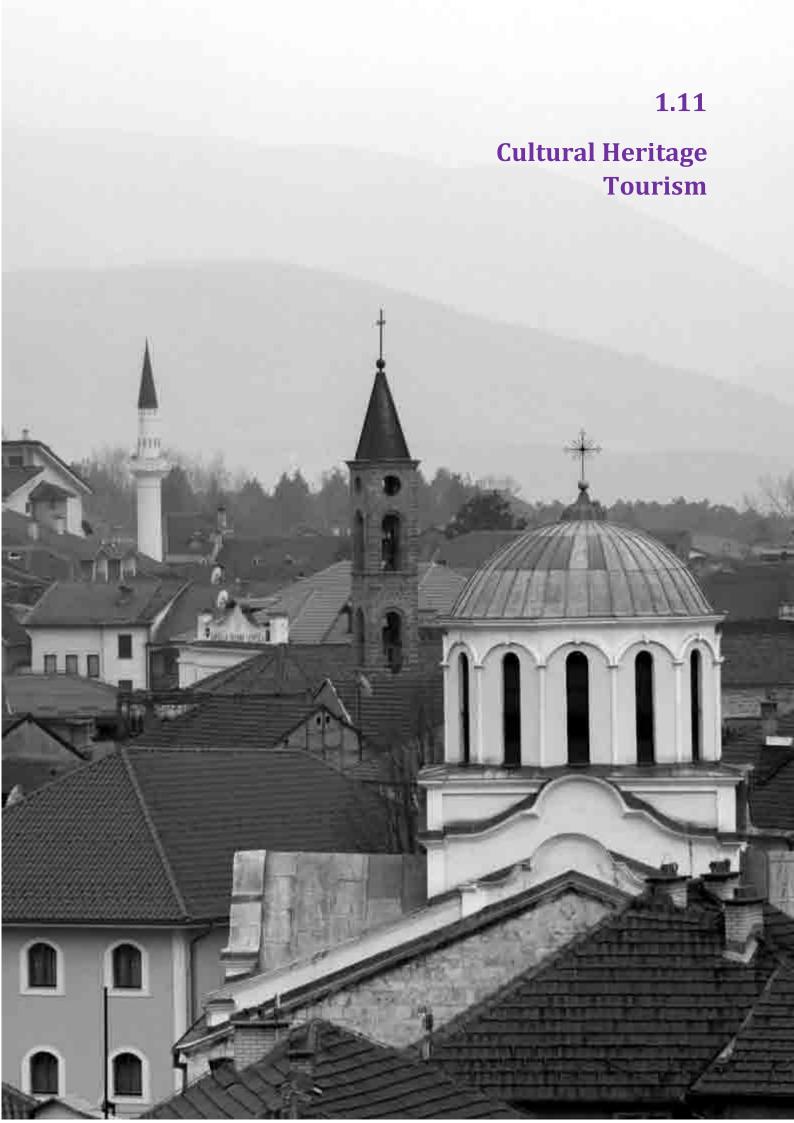
In the workshop, emphasis was placed on having branding focused on finding a common element for all ethnicities and religious cultures. One of the elements discussed as a common element was the lily flower – Prizren lily, which can be constructed as a new and future marking for Prizren. This does not exclude other markers, but will simply become a distinctive mark for the logo, slogan and a common denominator for the Prizren branded internally and for tourists.

This is only one of the markers discussed in the workshop, but could represent a good starting point for the research and revelation of various elements, tales and other starting points for completing the image and narration on Prizren.

# Conclusions towards a plan of action

Branding as a process must be open and ensure that the best ideas will assist Prizren achieve economic growth, collective pride and welfare for its citizens through branding, in the process of embracing and opening towards numerous potential visitors.

- Compilation of the competition projection task for branding the city, will be based on the following structure:
  - Research of archive materials regarding branding of the city of Prizren. The research is conducted while focusing on information in the following spheres:
  - Cultural activities: museums, festivals, traditional events, customs, etc.
  - Cultural and spiritual heritage: gastronomy, historic layering, architecture, hospitality, artisan crafts, diversity (ethnic, linguistic, religious, etc.) national costumes, etc.
  - Environmental values: Lumbardhi river, Drini i Bardhe river, Sharr Mountains, various integral parts of the city (Anadrini, Zhupa, Opoja, Gora, Hasi, Vrrini, Luma, Podguri of Prizrenit all the way to Suhareke town), recreational activities, sports, wildlife, flora and fauna, Sharr dog, sheep, specific region food products, ethnology, archeology, etc.
- Opening of an international competition
- Organization of specific thematic workshops on city branding and formulation of the collective narration, as per the abovementioned fields. No more than three workshops.
- Application of various methods for citizen engagement and inclusion in the branding issue (field questionnaires, online questionnaires in the municipality webpage, photography completion, and other comprehensive competitions, etc.)
- Brand design and development (including textual, conceptual and visual parts)
- Design of urban elements and signs, based on the overall city branding (including orientation signs for pedestrians for cultural and natural heritage sites)
- Application of the brand in various media and with different target audiences
- Brand monitoring and management



#### 1.11 CULTURAL HERITAGE TOURISM

#### 1. Introduction

Tourism is the worldwide activity and business of people traveling for pleasure and business, or to visit friends and relatives. Tourists can travel independently and make their own arrangements as they go, or they can travel using a personal tour package or as part of a guided group tour. Tourists can travel abroad as international tourists, or they can travel in their own country as domestic tourists. Each year, there are more than one billion international tourists, and an estimated ten billion domestic tourists. This mass movement of people in all directions requires a multitude of products and services provided by a wide variety of businesses in the tourism industry and many additional businesses that support industry needs. No wonder, tourism is often considered the world's largest industry and has its own United Nations specialized agency, the United Nations World Tourism Organization.

Tourism is a major producer of jobs, tax revenue, community wealth, and infrastructure development in virtually every country in the world. Even countries embroiled in war, internal strife, and other misfortunes, often look to tourism as a future source of economic development. Tourism is considered a pillar of Kosovo's economic development, and Prizren is widely regarded as one of its premier tourism destinations. For the Management Plan for Prizren Historic Center to be an effective and influential document, it must address the mutually-beneficial connections between Prizren's tourism industry and its cultural heritage resources.

# 2. Cultural Heritage Tourism

Cultural heritage is ubiquitous in every part of the world, and cultural heritage tourism is a major part of the tourism industry. Cultural heritage resources include cultural heritage sites, objects, and performances. Some of these remain in situ, while others are displayed in purpose-built structures, such as museums and folk villages. Cultural heritage includes both tangible (material) and intangible (spiritual) resources. The tangible resources, such as castles, monuments, and mosques, are often the highlights of a sightseeing itinerary. The intangible resources, such as language, music, dance, cuisine, and festivals, are found everywhere, including daily life. They help bring a destination to life, animate static attractions, and enable tourists to make personal connections with the local people.

Every place in the world has cultural heritage resources that can be used to enhance its tourism industry. Just as every person has a story worth telling and a history worth remembering, so does every community and every country. The world is full of living cultures that reveal our humanity and how we are similar and different from the other seven billion people who share our planet. The world is also full of patrimony, some of it ancient and some of it quite recent. Every person and every civilization that has lived before us has helped shape the foundation of our lives in the 21st century. The culture we have inherited from them makes us who we are, and it shapes our beliefs, behaviors, and way of life. And, we have a right to know as much about it as possible.

Tourists travel for many purposes, often with multiple motivations on a single journey. Whether it is consciously considered as the primary motivation or not, visiting other people, interacting with them, and sharing their cultures, enables us to better understand the world and our place in it. Nothing attracts people more than other people. It is in our DNA. As Ernest Hemingway once

noted, "People are the limiters of happiness." We are drawn to our own species above all else, and that includes our forefathers from lands near and far. We are interested in archaeological sites that reveal how the ancients lived, and we are interested in our own personal genealogy in an attempt to discover our roots. And, as we travel, we are interested in the person who passes us on the street, sits next to us on the bus, or serves us a cup of tea. Every person is interesting, and each of them reveals a part of the human mosaic that is a complex mystery we will never totally solve.

Cultural heritage provides us with personal identity and a sense of self within the broader context of world society and history. Tourism enables us to visit diverse cultures and experience cultural heritage sites that provide insights and appreciation of where we came from and how we became who we are today. The United Nations World Tourism Organization estimates that more than 40% of international tourists are cultural tourists. As a market segment, cultural tourists are more highly-educated, travel more often, and spend more money than typical tourists.

# 3. Tourism Industry Operating Sectors

Tourism is a multi-dimensional social phenomenon, and the tourism industry is a fragmented mega-industry consisting of the airline industry, the hotel industry, the cruise industry, and many more. The heart of the tourism industry is its four operating sectors, which are the components that every tourist uses on every trip he or she takes. These four sectors are transportation and attractions, known as the travel sectors, and accommodations and food and beverage, known as the hospitality sectors.

Most important among them is the attractions sector. If there is no compelling reason to visit a destination, it will receive very few tourists and very few benefits from tourism. When tourist attractions are identified and developed, they become a catalyst for the development of the other three sectors. Transportation links are improved, hotels are built, and restaurants are opened. These businesses, in turn, buy many products and services from other local professionals and businesses ranging from marketers, bankers, accountants, mechanics, farmers, and repairmen to construction companies, furniture stores, office equipment and supply companies, janitorial services, laundry services, and many others that support the tourism industry. In this way, tourism revenue passes through many hands in the local economy and serves as an income multiplier.

Tourist attractions are based on two types of resources, natural and cultural. Natural resources are created by God, while cultural resources are created by man. Prizren, and the surrounding area, have an abundance of both types of resources, which are available for use as outstanding tourist attractions. Prizren has great natural beauty in the snow-capped mountains that surround it and the white-capped river that surges through it. But, Prizren is best known for its cultural resources, most of which are built and quite old. These resources have the potential to serve as exceptional tourist attractions.

The most prominent of the built attractions is the Prizren Fortress which sits atop a hill and overlooks the city. It dates from at least the 6<sup>th</sup> century and was an important defensive structure during Ottoman rule of the area from the mid-15<sup>th</sup> century to the early 20<sup>th</sup> century. Among the many other important built attractions that depict Prizren's cultural heritage are the Albanian League of Prizren dating from 1878, the Sinan Pasha Mosque dating from 1615, the 16<sup>th</sup> century Stone Bridge, and the Church of the Holy Virgin of Saint Ljevisa which is built upon the ruins of a Roman temple dating from the 2<sup>nd</sup>-3<sup>rd</sup> century and is a UNESCO World Heritage Site, and the

Helping Lady Cathedral dating from 1870 and is the church where Mother Theresa's father was educated and baptized.

# 4. Funding Cultural Heritage and Tourism

So, what is the relationship between tourism and cultural heritage and how is each impacted by the other? Everyone agrees that cultural heritage has value and should be protected for future generations while it is also used and appreciated by the current generation. But, that requires ongoing coordination, planning, restoration, management, and funding. So, the big question is who is going to fund all these efforts. Sources are limited, as are their ability and willingness to provide funding. The obvious source is government, both at the national and municipal levels. But governments have many priorities, many stakeholders, and many hands reaching out to them for various projects and causes. Meanwhile, the main concern of the average citizen in a developing country is the government funding of projects that will provide them with a higher standard of living and a better quality of life. People want personal benefits that they can readily see improve their life. Where does that leave cultural heritage?

Other funding sources include donors, such as the United Nations, the European Union, and foreign governments, such as the United States, which funded the recent restoration of the Prizren Fortress. Various international organizations, such as the Aga Khan Foundation, provide funding for cultural heritage projects. But these requests are also highly competitive, and funding is normally only provided for a specific project for a specific period of time. Sometimes, there are ongoing donations from community members, such as at religious sites they visit on a regular basis. Depending on the site and its local importance, this may or may not provide sufficient funding. So, what is the long-term solution? Often, it is tourism.

Some cultural heritage attractions charge tourists an admission fee, such as the museum at the Albanian League of Prizren. But this is often a small fee that covers only a fraction of a heritage site's annual budgetary needs. Many cultural heritage attractions are completely free, such as the Prizren Fortress and the Sinan Pasha Mosque, which is an active place of worship that many non-Muslims probably view only from the outside. The Helping Lady Cathedral, which is a Catholic church, and all the local Orthodox churches, including the Saint Ljevisa Cathedral, are currently closed to the general public and to tourists, except by appointment. To enter any of these cultural heritage sites is difficult and time-consuming, since a person with a key must be contacted, and they must be available and willing to come unlock the site and stay until tourists finish visiting it. This type situation does not work well for tourists who are normally on a tight schedule or an inflexible tour itinerary. The same is true for the many historic houses and buildings that are, nonetheless, promoted to tourists on display boards placed throughout the Prizren Historic Center.

If all these sites received enough funding to be open for tourists, would they be willing to do so? If not, Prizren's tourism product and appeal is diminished, and tourists are deprived of seeing all the best that Prizren has to offer. They depart frustrated, unsatisfied, and with less than an optimal memory of Prizren as a tourist destination. This deflates the repeat and referral value of their visit to the detriment of the local tourism industry and everyone it supports. Prizren will also pale in comparison to other regional destinations whose reputation is built on cultural heritage sites, such as Gjirokastra, Albania; Sremski Karlovc, Serbia; Ohrid, Macedonia; Kotor, Montenegro; Mostar, Bosnia and Herzegovina; Dubrovnik, Croatia; and Lake Bled, Slovenia. On the contrary, to appeal to tour operators and independent travelers, Prizren must strive to be on

the same level operationally as these other must-see destinations in the Balkans. Prizren could even be a stop on a Heritage Tourism Trail through the Balkans if one were created.

Once again, cultural heritage attractions are in need of adequate self-funding. Admission fees are only part of the answer. And, more tourists mean more impacts and the need for more funding. So, what else can tourism do to be a true benefactor for cultural heritage? There are several answers. As stated, renowned attractions, both natural and cultural, attract more tourists, who stay longer and spend more money. Overnight tourists not only spend money on their accommodations, they also eat more meals, consume more drinks, buy more souvenirs and incidentals, seek more nightlife and entertainment, and visit more sites, including those with admission fees, and hire more tour guides. And, they also leave with more vivid and lasting memories.

#### 5. Tourism Taxes

The tourism industry in most destinations generates its own funding source through tourism taxes by passing a law that imposes a specific tax that is normally a percentage of the room rate added to the hotel charge. Hence, it is also called a hotel tax, a bed tax, a transient tax, or an accommodation tax. This tax supports local tourism offices and their many functions, such as:

- 1. Promoting the destination to its international (and domestic) source markets
- 2. Funding additional infrastructure and public services required by tourists
- 3. Operating tourist information offices/tourist complaint centers
- 4. Maintaining and developing tourist attractions, including cultural heritage sites
- 5. Providing grants for festivals and special events
- 6. Building and operating its destination website
- 7. Creating and distributing brochures, maps, and other collateral materials
- 8. Attending tourism fairs and conferences
- 9. Placing advertisements and performing public relations
- 10. Conducting training
- 11. Paying for tourism office staff and their operational expenses

Destinations decide what they can charge without discouraging individual tourists from visiting or staying longer because they object to the tax. A hotel tax that is too high can also discourage tour operators and meeting planners from booking a destination. The percentage charged normally ranges from 3% to 12% or more depending on the quality of the destination and the affluence and expectations of the markets it serves.

The Government of Kosovo passed Law 03/L-027 Law on Accommodation Tax in Hotels and Tourist Facilities on December 18, 2008, and it was promulgated on July 1, 2009. However, the law, which did not stipulate a specific percentage to be charged, was never implemented because the Tax Administration of Kosovo (TAK) never developed the capacity to collect it. In addition, hotels and other accommodation facilities resisted the tax because it would make their rooms more expensive, and; thus, less competitive, and they would only be passing on that increase to the government. In fact, they were correct because those tax funds were to be paid directly into the Kosovo Republic Budget Account rather than into a fund dedicated to enhancing the tourism industry.

Most tourists, especially international tourists, are willing to pay for quality. They do not want to fly for several hours, take a two-hour bus ride, and then visit a substandard destination that

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disappoints them because the funding was not sufficient for proper development, maintenance, cleanliness and sanitation, site interpretation, or any other important function. If the room costs 50 euros per night, and the tourism tax is 5%, or even 10%, they will not complain about paying an extra 5 or 10 euros. What they will complain about, and rightfully so, is paying a tourism tax, and then not getting any perceived benefits from it. Then they feel like they have been taken advantage of or cheated.

The other major concern with tourism taxes is how the government at the destination, either the mayor or the city council, uses the money. The greatest benefits come when tourism tax is used strictly for the growth of the tourism industry. There are three reasons for this. First, they are the ones who earned it! They should be able to spend it to enhance the same industry that has earned it. Second, a strong tourism industry ripples through the economy and benefits all those other businesses that support it. The old adage, "A high tide lifts all boats", applies here. Third, tourism also creates attractions, facilities, and infrastructure that benefit the entire community. The establishment of a dedicated fund begins by giving it a name that clearly delineates its purpose, such as the "Tourist Attraction Fund".

So, how do you ensure that tourism tax is spent on tourism and not on somebody else's pet project or poured down a "rabbit hole", such as the General Fund, to never be seen again? First of all, you write it into the law as a tax dedicated to support the tourism industry. Second, the law should state which government entity, such as the tourism committee of the city council, has the authority to allocate it, under what criteria, and how that is to be done. Third, you need an ethical, responsible person to be in the leadership position of that entity. That person must understand the obligation he or she has to the tourism industry and all the businesses it supports and all the people who have jobs because of it. They must be a strong gatekeeper who will not begin disbursing funds (against the law) whenever a political friend or patron needs some funding, and they must prevent it from being raided during times of emergency. The government should have other contingency funds available for those purposes. If there is a true emergency, tourism will also need additional funds to continue contributing to the community's economic well-being and job security. When properly collected and allocated, the tourism tax enables a destination, such as Prizren, to compete successfully with other destinations in the Balkans, Europe, and beyond. All of this must be executed in a completely transparent manner at meetings open to the public and according to the rule of law.

Tourism tax can be used to fund cultural heritage sites in two ways. First, by giving them direct subsidies based on their need and their importance to the tourism industry. Although many cultural heritage attractions do not charge admission or make enough money to finance their budget, they are a vital part of the tourist attractions mix that fuels the demand that generates tourist expenditures in tourism's other three operating sectors, which, in turn, results in tourism industry expenditures in other parts of the local economy. These direct subsidies can be an allocation from the "Tourist Attraction Fund", in competition with all other valid requests, and is; therefore, subject to denial or a lower allocation than desired. They can also be a fixed percentage of the overall annual tourism tax. Second, as stated above, tourism tax is normally spent on functions such as maintaining and developing tourist attractions, which include cultural heritage sites, and providing grants for festivals and special events which are a form of cultural attraction that also often include elements of cultural heritage.

One additional way that cultural heritage can be funded is by adding a small amount of money or even a tiny percentage to an existing tax or price of an item. For example, if the VAT or sales tax

is 7.5%, it could be increased to 7.6% with the additional 0.1% supporting cultural heritage, or, if the accommodations tax was ever implemented, some percentage could be devoted to cultural heritage. An admission fee to a tourist attraction that charges 3.75 euros could be increased to 4 euros, with the additional 25 cents designated to support cultural heritage. An example of one cent being added to the general sales tax in the United States is "Penny for Pasco" in the state of Florida. This supplemental tax was so successful in providing funds that improved the community's quality of life that it was extended for an additional ten years and will likely go on infinitum.

# 6. Tourism and Cultural Heritage Need Each Other

As cultural heritage sites are enhanced to serve the tourism industry, they often gain additional acclaim and interest within the local community. As their importance becomes better understood, they will gain increased acceptance and increased support from local donors, civic groups, individual volunteers, and government funding. But everything begins with the tourism industry understanding that it needs cultural heritage attractions, and the managers of cultural heritage sites realizing they need the funding assistance that tourism can provide. Therefore, a fusion, or marriage, needs to take place between tourism and cultural heritage that is mutually beneficial. When the destination is developing its tourism values, philosophy, and vision, it must consider its cultural heritage resources, both tangible and intangible. The same is true when it is formulating its tourism policy. And, when it conducts tourism planning and development, it must consider the tourism value of all its cultural heritage sites and resources to create optimal tourism products and facilities.

Destination marketers should examine local cultural tourism resources, both living and heritage, for possible inclusion in the creation of a dynamic destination image, brand, and unique selling proposition. Tour operators and other components of the distribution system must consider all cultural resources, both living and heritage, when they create product offerings. In addition to the attractions sector, which is chock full of cultural heritage resources of all types, the other three sectors of the tourism industry can also take advantage of cultural heritage resources to differentiate and enhance their products. Transportation, for example, uses vintage trains and boats, and tourists ride elephants, camels, and horses. Accommodations apply adaptive reuse to convert historic buildings into boutique hotels, they utilize traditional designs and local materials in construction of rooms and common areas, and they furnish them with antiques and local works of art. Food and beverage allows tourists to experience local cuisine ranging from national foods and drinks to traditional meals such as luaus, barbecues, and potlaches.

Tourists may be short-term visitors, but they are looking for lifetime memories. Some tourists, are admittedly, most happy when they can take their comfort zone with them and stay in a franchise hotel and eat the same food as they do back home. But for many others, the ultimate travel experience is to, for at least a short period of time, experience life as the locals do. Or, as the renowned American guidebook writer and tour operator, Rick Steves, proclaims, "become a temporary local". The best way they can do this is through cultural immersion and cultural heritage tourism.

The Prizren Historic Center by virtue of its name is emphasizing its cultural heritage in all forms. Therefore, it needs to look at how it can provide cultural heritage tourism products and experiences in as many ways as possible without becoming a caricature of itself or a tourist trap. This is accomplished through maintaining cultural authenticity to the extent it is possible and

necessary. This will require close cooperation between tourism managers and cultural heritage managers. Tourism managers must realize they are also in the business of presenting cultural heritage, and cultural heritage managers must also realize they are part of the tourist attractions mix, whether they like it or not. Each side has a responsibility to the other to ensure their mutual success and benefit.

Tourism managers are used to catering to the wants and needs of tourists. In regards to cultural heritage tourism, some tourists are interested in every detail, while others just want a quick photo op. This can create a conundrum, as cultural heritage managers want to provide educational experiences for their patrons, while tourism managers want to provide entertaining ones for theirs. This creates the combination of experiences known as "edutainment". And, it works well for tour groups, and even most independent travelers, who are on a schedule, have little knowledge of the destination's historical or cultural background, and are happy to learn something while mainly having an enjoyable time.

# 7. Tourism and Cultural Heritage Organizations in Prizren

Prizren has a long history of hosting travelers as a trading center and seat of government, and in modern times it has become a prominent tourist destination in Kosovo. But its tourism industry is still unorganized. The Municipality's Office of Tourism and Economic Development has its own traditional building in a prime location along the Lumbardhi River near the main historic sites. But it is led by a government appointee with no tourism experience, has a small, inexperienced staff, a very small budget, almost no baseline research or tourist profiles, and very few marketing tools or resources. And, every time the mayor (who has his own tourism advisor) changes, the government appointee is subject to change. In addition, a tourism position for the Prizren Historic Center that was established by law several years ago has never been filled. At the national level, there is little to no support from the tourism department at the Ministry of Trade and Industry (MOTI). Even its website has no useful information or links to Kosovo's regional Tourist Information Offices. Who will train the Office of Tourism staff? Who will provide them with experienced leadership? Who will help them interface with tourism's private sector? Who will help them develop cultural heritage tourism that could provide so many benefits to the community? Where is the collaboration with the local private sector tourism industry? Where is the communication and the transparency that engenders community trust and support?

Cultural heritage, on the other hand, is a major division within the Ministry of Culture, Youth, and Sport with an experienced, professional director, a strong regional office in Prizren, and the support of additional cultural organizations. While its budget is also small, the MCYS manages to produce excellent publications on the cultural heritage of many of the most important municipalities, and it has recently created the National Strategy for Cultural Heritage 2017-2027 that was passed into law in December of 2016.

Furthermore, its regional office in Prizren is staffed by professional architects and has a newly-created position for cultural heritage tourism that is staffed by a cultural heritage expert who is rapidly and enthusiastically learning how the tourism industry functions and the synergy that exists between cultural heritage and tourism. There is also a Prizren Cultural Heritage Council that deals with built heritage conflicts, professional NGOs such as EC Ma Ndrshe and the Regional Development Agency South which work on many projects including cultural heritage and tourism, and the Docufest office that organizes Prizren best-known cultural festival, attracts

participants and attendees from all over the world, and introduces them to many local tourism opportunities.

So, while the cultural heritage side seems to be functioning well, the tourism side still has many obvious shortcomings. One solution that is the norm in almost every successful destination in the world is the creation of a private-sector led tourism association with many working committees. At present there is no such organization as the Prizren Tourism Association, or the Prizren Hotel and Restaurant Association, or any tourism committee within the Prizren Chamber of Commerce. So, tourism's private sector is also totally unorganized in Prizren. As such, it depends on a weak Office of Tourism for leadership and support but has no organized representation within in it to discuss issues, set priorities, or initiate projects. This leaves cultural heritage managers, who have a long-term perspective, wondering who they should work with in tourism and what their efforts will bear. So, the cooperation, coordination, and resultant synergy that could benefit both tourism and cultural heritage does not exist or only occurs on an ad hoc basis.

# 8. UNESCO World Heritage Status

The Municipality of Prizren's main tourism areas are its Historic Center, the Sharr Mountains, and traditional ethnic villages. It can ill-afford to lose any of the magic left in the Historic Center, or it will become a mere logistical hub for the region and a place to sit around the Shadervan to drink tea, and tell everybody, as they do in many places that used to be special, "You should have been here 20 years ago".

There has been talk of trying to get Prizren's Historic Center designated as a UNESCO World Heritage Site. This is a real longshot now that so many traditional houses and other buildings have been destroyed. While the evidence of Prizren's historic past is rapidly fading, evidence that it really does not care and that it will not do what is required to maintain World Heritage Site (WHS) status, if it were granted, is mounting, including huge amounts of trash and litter in the river and wherever people throw it, a coffee shop/bar and lounge atmosphere, and heavily-congested, highly-polluted streets. Any hope at all for UNESCO WHS status would be based on showcasing the Albanian League of Prizren complex with the nearby mosques and tekkes, the Prizren Fortress, and any other nearby traditional houses and heritage sites.

# 9. Tourist Information Office/Tourist Complaint Center

Hopefully, future management of the Prizren Historic Center will include filling the long-vacant position for a tourism expert who is a true tourism professional with the proper credentials, experience, and leadership ability to do the job well. The Prizren Historic Center also needs a well-located, stocked, and staffed Tourist Information Office that will provide excellent customer service during the hours when the tourists need it seven days a week, not just when it is convenient for the staff to be there. The hours of operation should be clearly posted, and if for some reason it must be closed for a few minutes, the time when the staff will return should be clearly marked, which is not the case now, even though this lack of accountability is extremely inconsiderate to waiting tourists who have limited available time.

Although Kosovo law stipulates full-time work is 40 hours per week, the Prizren TIO is only open 8:00-4:00, Monday through Friday, which is 40 hours; however, deducting daily lunch hours, the total is only 35. In addition, the office is often closed during its normal working hours for no apparent reason. It is also unclear whether the one person who staffs the TIO is actually an employee, or just a volunteer who also uses the office to promote the services of the tour company

with which he has a professional relationship. In any event, the Prizren TIO, which is located on the first floor of the Beledija (the Office of Tourism and Economic Development is located on the second floor), is not adequately staffed and does not serve its intended purpose per the Report on Promoting the Establishment of Tourism Information Offices, published by the Ministry of Trade and Industry in July 2017.

The office should also have a prominently displayed sign that shows it is also a Tourist Complaint Center, as well as a Tourist Information Office. Tourists do have complaints, and its best to find out about them right away, so maybe something can be done before the offended tourist departs. In addition, the tourism industry will also learn what needs improved. It also shows tourists that Prizren genuinely cares about visitor satisfaction and continuous improvement. The TIO/TCC can also utilize tourism students and interns who are friendly, knowledgeable, well-trained, and passionate about local tourism as supplementary staff. A few maps and simple brochures could also be kept outside the office in a weather-proof container for tourists to access when the office is closed.

Prizren is also lacking in adequate tourism brochures and collateral materials. The material currently in stock is not helpful to visiting tourists or attracting tourists. They are mainly large, expensive brochures, or booklets published for those interested in historical or archaeological research. They are not appropriate for tourist distribution at the destination or at a travel fair. Typical brochures provided to tourists include small individual brochures on attractions, accommodation, dining, festivals, and similar topics. Prizren's Office of Tourism recently printed a new brochure with nice photos of major sights, but their accompanying descriptions are atrocious, both in Albanian and in English. The English descriptions are likely a Google Translate without any proofreading by a native speaker. This is a lost opportunity, wasted money, and an embarrassment to the city and the local tourism industry. Where are the tourism professionals?

Prizren's Tourist Information Offices (TIO) are also ineffective. The two in the Historic District primarily sell maps and books. They are not staffed by individuals trained to work in a TIO, which requires a combination of local tourism knowledge, customer service, and promotional expertise. During the high season, they should post individuals near the Stone Bridge, in the Shadervan, and anywhere else where there is a high volume of tourists. These individuals can be trained volunteers who can welcome tourists, handout maps and brochures, answer simple questions, provide directions, and refer tourists to the TIO for other needs. The Prizren bus station is the main transit hub for independent travelers, but there is no tourist information there at all, no map on the wall, no brochure rack, and nobody to help with anything except to provide bus departure times and point to the toilet downstairs. Arriving tourists are on their own!

### 10. Tourism Statistics

We used in live in a world where data was king. Now it is even more important. It has become Big Data, and it has taken over our lives. It knows who our friends are, which grocery store we use, and what brand of shoes we wear. But Kosovo knows virtually nothing about its tourists. Aside from not having any meaningful visitor profiles, its tourist arrival statistics are spotty also. Different sources provide different statistics, the wording of their tables is ambiguous, and there is virtually no descriptive analysis that explains their meaning to potential international tourism industry partners or investors. The following statistics are found in the Statistical Yearbook of the Republic of Kosovo 2017.

Year	Number of visitors		Nights of stay		
	Local	Fareign	Local	Foreign	
2008	19.678	24.616	22.602	46.910	
2009	52.631	36.318	54.876	76.042	
2010	44.662	34.382	45.123	76.394	
2011	42.044	30.349	44.757	65.584	
2012	49.973	30.349	52.008	90.968	
2013	45.380	50.074	54.867	83.883	
2014	46,477	61.313	55.274	102.066	
2015	60.200	79.283	81.372	120.669	
2016	45.579	83.710	62.211	131,785	

Tabela 1. Number of local and foreign visitors and their nights of stay by year 2008-2016

As the Statistical Yearbook shows, Kosovo's inbound tourism grew from 79,283 in 2015 to 83,710 in 2016, which is less than 10%. The growth rate from 2016 to 2017 is unknown since the arrival statistics for 2017 have either not yet been published or are buried somewhere in bureaucracy. Figures are available for Kosovo's neighbors, who also happen to be its primary competitors. In 2017, the number of foreign tourists who visited Albania increased by 24% to 2.37 million, in Montenegro foreign tourists increased by 19.2% to 843,609, and in Macedonia foreign tourists increased by 23.5% to 630,594.

While Prizren assumes it is the international tourism capital of Kosovo, it actually ranked a distant third in 2015, according to Baki Hoti, Head of Kosovo Alternative Tourism Association. Prishtina was first with 53,057, Peja was second with 12,694, and Prizren was third with 9,779. Much work needs to be done on a coordinated, professional level, both locally and nationally, for Prizren to reach its tourism potential.

### 11. Tourism Master Plan

As the old saying goes, "If you fail to plan, you plan to fail." Prizren does not have a Tourism Master Plan, nor does one exist for Kosovo. All that exists is various municipal and national development plans and economic plans that mention tourism in a small section or in scattered sentences as one item among several options. Kosovo has many priorities on its nation-building agenda. Perhaps tourism is one of them. But, it keeps getting pushed farther down the list in terms of planning, funding, and importance, and it still has no national tourism organization to coordinate the industry at a national level and develop international markets.

The Management Plan for Prizren Historic Center (MPPHC) has the potential to provide direction for what is normally mentioned as the most important area in one of Kosovo's most important tourism destinations. As such, it can provide a service to many other destinations nationwide by providing a template and by generating measurable results that justify additional tourism development in destinations of all types, and, in particular, those with prominent cultural heritage resources which adds to their value and their sources of funding.

For Prizren, the Historic Center is only one part of the city, and it is only one part of a much larger Municipality with diverse tourist resources and development potential that complement the

Historic Center and make the entire area a much more attractive destination to tourists and the tourism industry. When the MPPHC is completed, a tourism master plan for the entire Municipality needs to be created. And, it should be created in consultation with neighboring Municipalities and central government authorities. A well-constructed, fully-funded and implemented Tourism Master Plan has helped many destinations achieve tourism success. Other destinations have benefitted from merely going through the process of examining their resources and determining how they should utilize them. Prizren can benefit in this manner also.

The most important component of a Tourism Master Plan, besides the collaborative efforts of its stakeholders (government, businesses, and the local community), is its attractions. Since all attractions are based on natural and cultural resources, Prizren has the potential for substantial tourism growth. An inventory of all attractions must be conducted. Then they are analyzed, rated as to their tourism appeal and availability, and mapped. That is the core of Prizren's tourism industry. Everything else depends on the ability of these attractions to attract and satisfy tourists (the paying customers). A SWOT analysis of the attractions mix can determine its strengths and weaknesses. Strengths are used for marketing purposes, such as branding, image building, developing slogans and symbols, and creating promotional messages, materials, and website content, as well as additional product development. Weaknesses can become targets for development. Opportunities provide new targets for growth and competitive advantages, while threats can be neutralized as part of a realistic, ongoing marketing and development strategy.

Once this assessment has been completed, stakeholders are able to examine what Prizren currently offers. Then they need to collaborate and decide what type of tourism industry they want in their community by developing their guiding principles as a foundation for beginning the process of planning and developing it to grow in that preferred direction. Prizren already has a tourism industry with showcase products and support facilities. A Tourism Master Plan provides an important opportunity to suggest necessary changes and improvements, but only if it is prepared with input from all stakeholders and utilized as a blueprint for the future. Otherwise, it will sit on a shelf somewhere and gather dust, which is the fate of many such plans.

Leadership is critical throughout the process of creating and utilizing a Tourism Master Plan. As mentioned, this is seriously lacking in Prizren due to a politicized Office of Tourism and a non-existent Prizren Tourism Association. Many people, some of them experienced professionals, are busily engaged trying to preserve old buildings and cater to tourists. But, there is no qualified leader who can guide the development and implementation of a Tourism Master Plan and ensure that tourism growth will provide positive impacts. The Golden Rule of Tourism states: "The only reason to develop tourism anywhere is to benefit the local people." Will a Tourism Master Plan for Prizren ensure this happens, or will its success lead to uncontrolled, unwanted growth, and the type of over-tourism that is plaguing Venice, Barcelona, Dubrovnik, and other popular destinations? Yes, tourism is booming in all those places, but the local people have begun to demonstrate against it. Outsiders who control the profit machines of tourism are getting rich, while the local people's quality of life suffers, or they can no longer afford to live in their hometown, as it is quickly turning into a theme park for international tourists. Venice has even installed turnstiles for entering tourists!

The Historic Prizren Center is already in desperate need of a mobility plan that will ease vehicular congestion and pollution. Cars are parked on the sidewalks, and people are walking in the streets! On weekends and holidays during low season, Prizren's Historic Center is packed with local people. Sidewalks along the river have been commandeered by local tea shops and restaurants.

How will Prizren accommodate more tourists during high season? All the facilities are packed during the two weeks of Docufest. Is this a desirable situation for the entire summer? Or, year-round? The goal of a Tourism Master Plan is to generate positive impacts. Because people travel for fun, tourism is basically seen as a benign industry, "one without smokestacks", as the popular phrase states. But, when tourism is not properly planned, developed, promoted, managed, and operated, bad things can and do happen, especially when the local community loses control of its own tourism industry or residents do not realize what is happening until it is too late. They are like the frog sitting in the pot of water on the stove. It does not realize that the stove is getting hotter little by little, so it boils to death before it realizes it should have jumped out.

Creating a Tourism Master Plan is a quite complicated process that requires considerable time, money, input, and expertise. If this is not on Prizren's immediate horizon, several preliminary steps can be taken in the meantime. First, Prizren needs to understand its tourists. It needs a visitor profile for it various markets that examines their activities and expenditures, their expectations, and their satisfaction levels. This is not difficult to do. There are tourists in Prizren everyday who, if approached properly, would be happy to reflect on their experience here and complete a short survey. Second, is a survey of residents' attitudes on the local tourism industry. What do they like or dislike about it? How does it personally affect them? What are their suggestions and recommendations? This is also easy to do. Third, hold an annual tourism summit.

Many of the things that can make cultural heritage tourism more productive in Prizren are easy and inexpensive to accomplish. But, they can make a big difference. It is time to hold a summit of all stakeholders, discuss issues, assign responsibilities, and get to work. Who will lead this effort? Who will introduce tourism to cultural heritage and assist with their courtship, so they can live happily ever after? The summit should last for one or two days and take place in a venue large enough to hold everyone who wants to attend, listen, learn, and say what is on their mind. An agenda of critical items (from the surveys of tourists and residents' attitudes, if available) must be created, and a cross-section of people to serve as speakers, panel members, session leaders, and moderators must be invited. Active participation must include all stakeholders, including the media, academia, special interest groups, NGOs, and ordinary residents. Ensure there is plenty of time for questions and answers from the audience. Use microphones and cameras to record and document the summit. Then publish the proceedings, use them for ongoing discussions and improvements, and review them at subsequent summits to ensure progress.

A tourism summit is much easier to organize and conduct when the destination has an active tourism association that has a good working relationship with government officials involved in tourism and with various community leaders. This presents a challenge for Prizren, but the process must start at some point. Solutions to problems and ways to take advantage of opportunities and surmount challenges come from many sources, normally from those most affected by them. How do you find the answers to important questions? Ask!

# 12. Final Thoughts

**PRIZREN THE DESTINATION**: Prizren as a tourism destination is a mixed bag. Sometimes it is beautiful, as you gaze across the Stone Bridge and see the Sinan Pasha Mosque in the foreground and the Prizren Fortress on a verdant hilltop in the background with a blue sky and a few puffy, white clouds above it. And, sometimes it is ugly, as you look into the Lumbardhi River and see

piles of trash, breathe exhaust fumes and cigarette smoke, dodge traffic, push your way past beggars, weave in and out of crowds, and watch people mindlessly tossing litter everywhere.

Tourism officials must realize that while Prizren has some excellent natural and cultural attractions, so do many other places in the Balkans and around the world. And, tourism is global now. Tourists can go anywhere in the world in two days, which means that Prizren competes with every other place in the world. There are thousands and thousands of incredible destinations available to todays' travelers. Tourism happens, whether or not a destination is properly planned or managed. Prizren is proof of that. But, for Prizren to optimize its tourism potential and compete successfully with other fast-growing, professionally-developed and promoted destinations, it must get serious about how it is organized and who is in charge.

Prizren also has a major competitive disadvantage. It is not conveniently located on any major tourism circuits as a destination for sightseeing or as a stopover to spend the night, even for most tours of the Balkans. It may be on the highway that runs between Prishtina and Albania, but most tourists make a side-trip here from Prizren or Tirana and back again. For independent travelers, there is no train connection, buses from Prishtina take two hours and make at least 30 stops, and the airport requires a taxi ride and a bus trip. Many destinations have a colorful history, an old town, a hilltop fortress, mosques and churches, and a river, lake, or seacoast. So, Prizren must work harder and be more attractive than other comparable destinations. It's one unique selling proposition (USP) is the Albanian League of Prizren complex. But, that appeals mainly to the Albanian diaspora. Is Prizren only content to attract domestic tourists, those with Albanian roots, a few groups that include it as part of a Balkans tour from the many that visit the region, backpackers who stay for a couple of days, and any other tourists who happen to wander through via blind luck just because it is there? Unfortunately, it appears so.

FRIENDLINESS: Destinations are often judged by the friendliness (and helpfulness) that tourists receive from their residents. Are people in Prizren friendly? Yes. Are they outgoing to strangers? No. The arrival of foreign tourists elicits more curious stares than welcoming smiles. Prizren's residents are cliquish. They sit with friends, stroll with friends, and socialize with friends. Or, with relatives. And, sometimes for hours. But, rarely do they reach out to tourists and initiate contact with them. Prizren's Historic Center has its own lively ambiance, but foreign tourists are mainly just observers, not participants. That's unfortunate because "people" memories are the most lasting and the ones that are told over and over again. Where is Prizren's "living room", the place where people can meet and enjoy each other's company? It's not the Shadervan where you must buy a seat at a table (a confined space) by ordering food or drinks. Places to sit and relax and say hello to a stranger or two along the Lumbardhi River have all been commandeered by restaurants, shops, and cafes. Something is missing. Maybe this is a contributing factor to why the average stay for foreign tourists is only a little over one and a half days each. They see the main sights and go.

ANIMATING ATTRACTIONS: Festivals and events are temporary attractions with a wide variety of themes, programs, and venues, that showcase local culture, promote host-guest interaction, and help reduce seasonality. Prizren already hosts several successful annual festivals and events. An inventory of all its festivals, commemorations, rituals, holidays, and events should be developed into an annual calendar that can be posted on websites and printed for distribution. Many destinations animate their static attractions, normally cultural heritage ones, by staging daily events that have great appeal to visiting tourists and compel them to be at a certain place at a certain time to enjoy them. Some are mechanical marvels, and some are colorful live

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performances. In Munich, the mechanical figures of the Glockenspiel on the upper facade of the City Hall entertain amused tourists watching from the street below several times a day, and in Prague, the tolling of the Astronomical Clock on the side wall of the Old Town Hall sends mechanical apostles, skeletons, and sinners dancing to the delight of the crowd. In London, the daily ceremonial Changing of the Guard at Buckingham Palace is a "must-see" event for every tourist. Similar ceremonies draw large, enthusiastic crowds daily at Deoksu Palace in Seoul and at the Prince's Palace in Monaco.

While Prizren does not have a palace or an ornate building with musical figures, it does have a hilltop fortress that was the stronghold of several empires and kingdoms. A daily ceremony that is both historically accurate and entertaining could be presented by costumed reenactors representing soldiers, diplomats, kings, sultans, imams, merchants, craftsmen, commoners, and any other characters who could help tell the story and entertain the crowd. There are enough eras that can be represented, such as Dardanian, Roman, Byzantine, Serbian, and Ottoman, that a different one could be highlighted each day of the week or during different weeks or months during the tourist season. The Albanian League of Prizren complex presents another setting for historic reenactments, gastronomic feasts, or cultural heritage festivals when security concerns abate.

**RIVER WALK:** The Lumbardhi River is a prominent natural feature of Prizren's Historic Center, but it is underutilized as a public space and as a tourist attraction. The river runs perpendicular to the Fortress and is flanked by mosques, businesses, sidewalk cafes, parks, and the Albanian League of Prizren complex. Prizren's iconic photo is taken from the north side of the river and features the Stone Bridge, the Sinan Pasha Mosque, and the Prizren Fortress. Although the riverbed has been lined with beautiful stone walls, it is accessible in only a few places. Locals and tourists walk above it, sit on benches with their backs to it, and mostly hear it more than they see it. In this regard, it is a wasted resource. Development of a river walk similar to the ones in Seoul and San Antonio would enable people to walk next to it for a considerable distance. They could sit and read, talk to a friend, or just relax away from all the hubbub taking place just above them. The river walk could be beautified with plants and flowers and form a botanical trail. It could be the venue for music, festive events, and other forms of entertainment, as well as a place to display permanent or temporary works of art. It could have small waterfalls, evening illumination, and colored lights, and its small natural islands could be developed and made accessible to everyone. A river walk would also provide additional public/recreational space in the often-crowded Historic Center and become a key component in a new mobility plan by providing an interesting pedestrian link between various tourist sites.

ACCESS TO SOURCE MARKETS: Most countries receive the majority of their tourist arrivals from neighboring countries. Kosovo has joint tourism agreements with Albania, Macedonia, and Montenegro, but its longest border by far is with Serbia, and that is an impediment to arrivals. If road, rail, and ship arrivals are problems, then Kosovo must expand its airline connections: more flights and more frequency to more destinations. More flights also mean more tour groups visiting only Kosovo, or at least beginning and/or ending their tours here. This means more itineraries, more destinations, more attractions, more overnight stays, more meals, and more expenditures on many other items. Every country wants international tourists to stay longer, spend more money, and visit more destinations. This enhances the benefits of tourism, spreads them geographically, and generates more nationwide support for the tourism industry. In addition, the airlines want to fill every seat on every flight. To increase their load factor (and their

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profitability), they provide discounted seats to tour operators who fill those seats with passengers they recruit for their tours. So, both the airlines and the tour companies begin promoting Kosovo and its destinations to their customer bases. That's free marketing for Prizren.

**EDUCATION**: While a destination's success is said to depend on the quality of its natural and cultural resources, its most important resource are its human resources. Any organization or industry is only as good as the people in it, and that is especially true for tourism. However, Kosovo does not offer sufficient tourism education, the kind designed to produce managers, leaders, and entrepreneurs. Currently, it provides primarily vocational training, the kind that produces workers who are skilled in various tasks. Remember, training helps people get jobs; education builds careers and industries. Kosovo needs professionals who are dedicated to the tourism industry and make it their life's work. Wisdom is the accumulation of knowledge and experience. Today, this essential element is lacking among Kosovo's tourism industry leaders.

Kosovo has no masters or doctoral programs at all. For Kosovo to progress in tourism, it needs to grow its own leaders who understand how tourism works as a system and as an industry within the national economy. To compound matters, most university students are unable to study abroad in established tourism programs due to visa and funding difficulties. Tourism programs at universities require qualified tourism professors who also conduct research, write papers, consult on projects, host and attend conferences, and interface with their tourism colleagues in other countries in the region and around the world. These activities help identify opportunities, develop best practices, and solve problems that advance tourism in all its sectors. At present, Kosovo must depend on secondary input from foreign tourism scholars addressing issues affecting other destinations. This is not an optimal way to keep pace in the highly-competitive tourism industry.

LITTER: From the perspective of foreign tourists, whether they are from Western Europe, East Asia, North America or virtually anywhere else on the planet, litter is repulsive, especially in places promoted for their natural beauty and cultural importance. This is an issue that cannot be stressed enough in Kosovo because it is so bad here. It is pervasive and epidemic, and it is disgusting and sickening to see. Litter assaults your senses upon arrival and continues to shock you with its magnitude and random scope throughout your stay. It makes areas that are otherwise scenic and picturesque look awful. It makes tourists think local people are sloppy, lazy, careless, and disrespectful to their neighbors and to "Mother Earth". Foreign tourists shake their heads and wonder aloud, "How can people live like this? What is wrong with them?" And, they do not easily forget it when they return home and recount their visit to others. It is a topic of conversation and amazement. It is also not a memory that will result in repeat and referral business, which is the most effective and cheapest means of international promotion in the tourism industry.

Litter is a learned behavior, and it can be unlearned. Our ancestors ate food directly from trees, fields, and streams. Any packaging was natural and biodegradable, and anything still useable was recycled and reused. There were also fewer people, fewer designated places to dispose of waste, less knowledge of sanitation and health, and lower expectations. Things have changed...many years ago in most parts of the world. Now there is a heightened awareness of the negative impacts of littering of any kind, especially tossing toxic cigarette butts by the thousands on the ground each day that end up in rivers and soil and affect our water and food supplies and the Earth's ecology. Plastic bottles, wrappers, and other items both large and small become mountains of

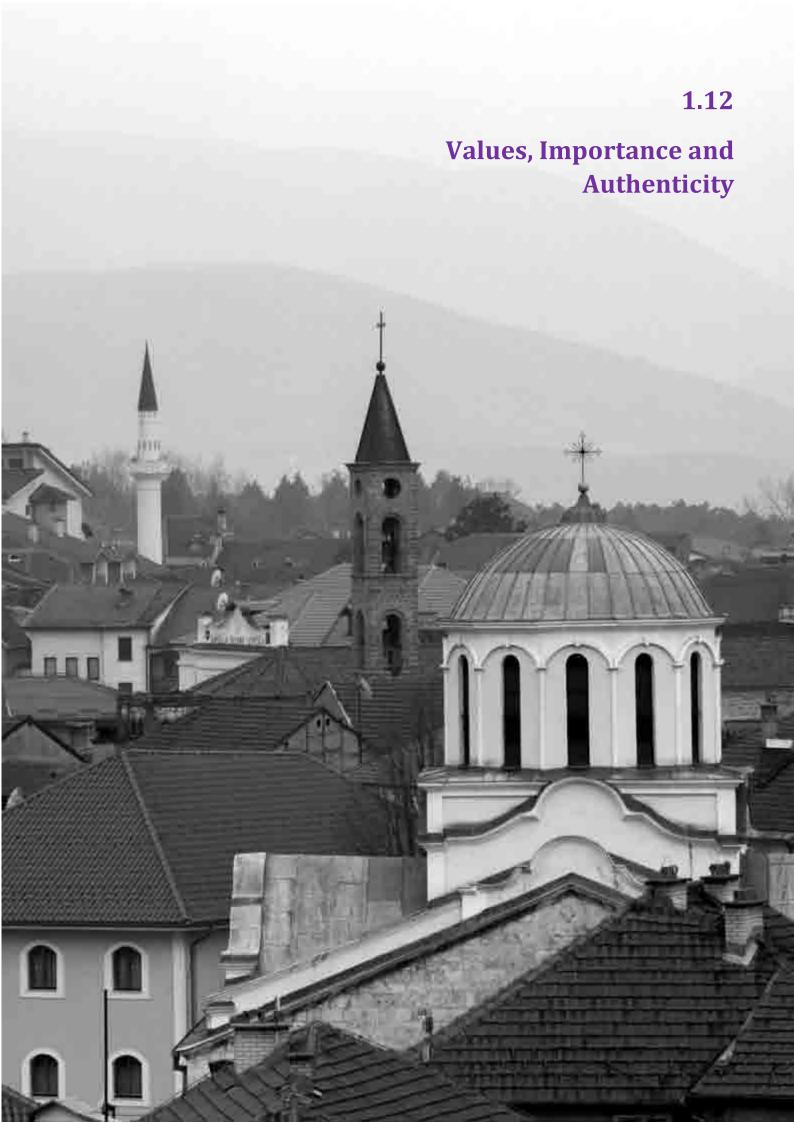
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debris that are horrible to see (when visible) and clog riverbeds, shorelines, roadsides, parks, and wooded areas.

Why? Because people think it is acceptable, and there is no penalty for doing so either by public condemnation or punitive measures that are commonplace in other countries, especially those advanced enough to send high-spending tourists to Prizren and the rest of Kosovo. Families walk together and litter together, thinking nothing of it, whether they are old grandparents or young children. It is natural to them. But not to tourists, health and tourism officials elsewhere, and most of the rest of the people in the known world. But where are the public officials in Kosovo? In Prizren, they are sending crews to cut short grass (which is biodegradable) even shorter in road dividers, while ignoring the plastic litter they are cutting to pieces and spreading everywhere. They also cut the grass growing on the small islands in the riverbed next to the Historic Center while ignoring large pieces of plastic and other very noticeable debris that has been stuck between rocks and other places for several months. Unbelievable! These are misplaced priorities. What has happened to city management and common sense?

What are the tourism officials doing about litter? Is it their concern when litter of all types clogs the river, is tossed in huge piles next to the sign that proclaims: "I love my city!" in four languages at the entrance to the Fortress, and is routinely dropped on the streets of the Historic Center? If you are going to invite people to visit your house, you clean it! The same goes for tourism. What is their sense of pride in the city? Can they reach out to other government agencies, school, mosques, civic organizations, and the media to help reorient the behavior of people of all ages and backgrounds? Should top government officials back them with appropriate laws, regulations, signage, awareness campaigns, and enforcement? People need to understand if they are not part the solution, then they are part of the problem.

Earth Day, an event full of activities that promotes awareness of our fragile planet on a worldwide basis each April, has once again come and gone. Nothing of note was done by anyone in Prizren, where Earth Day should be observed every day of the year until the scourge of littering is no longer practiced or condoned. Time for sustained action. "Make Prizren Beautiful!"



# 1.12 VALUES, SIGNIFICANCE, AND AUTHENTICITY

# Why is Prizren important?

### INTRODUCTION

**Values, Significance, and Authenticity** are essential topics as these are the fundamental underpinnings that guide what is important, what must be protected, and assist in defining the priorities for the future.

Values include historic, scientific, social, environmental, aesthetic, and economic, and if a city centre is to be considered authentic, these values must be protected and expressed truthfully and credibly.

Conservation of cultural heritage in all its forms and historical periods is rooted in the values attributed to it by people. Our ability to understand these values depends, in part, on the degree to which information sources about these values may be perceived as credible or truthful. Knowledge and understanding of these sources of information, about original and subsequent characteristics of the cultural heritage, and their meaning, is a prerequisite basis for assessing all aspects of authenticity. This statement comes from the Nara Document on Authenticity. The Nara Document builds upon the Venice Charter in the light of an expanding scope of cultural heritage concerns. It addresses the need for a broader understanding of cultural diversity and cultural heritage as it relates to conservation and underscores the ability to allow us to make different conservation choices. Basing conservation philosophy upon values aids in rectifying issues with earlier philosophies concerned solely with materials, stylistic restorations, and provides for a much broader definition of conservation. Different cultures and generations have very different values and therefore different approaches to conservation. All judgments about values attributed to cultural properties as well as the credibility of related information sources may differ from culture to culture, and even within the same community. Thus it is not possible to base judgments of values and authenticity within fixed criteria.<sup>2</sup> On the contrary, the respect due to all cultures requires that heritage properties must be considered and judged within the cultural contexts to which they belong.3

Increasing awareness of values is a fundamental dimension of heritage and an absolute necessity to arrive at measures for safeguarding the vestiges of the past. Protection means developing a greater understanding of values represented by the cultural properties themselves, as well as respecting the role such monuments and sites play in contemporary society.

So what do we preserve if we are not saving the physical materials?

By assessing the principles that are attributed to heritage we are preserving the underlying values that people hold in these places. Values reflect the diversity of ways in which people relate to cultural heritage. Values are the means by which we define authenticity and significance. It is through this understanding that we can begin to identify what requires protection.

This section (chapter) will:

<sup>&</sup>lt;sup>1</sup>The Nara Document on Authenticity – UNESCO World Heritage Centre http://whc.unesco.org/document/9379

<sup>&</sup>lt;sup>2</sup>Origins and Influence of the Nara Document on Authenticity, Herb Stovel, APT Bulletin, Vo. 39, No 2/3 2008 pp 9-17 Nara Document on Authenticity

<sup>&</sup>lt;sup>3</sup> Ibid.

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- Highlight key international documents, namely the Burra Charter and Nara Document on Authenticity and address how a focus on values can protect and enhance Prizren.
- Value assessment of Prizren Historic Centre in three different levels: buildings, zones, and the entire city.
- Draft a Statement of Significance that encapsulates the values.

### **VALUES AND KEY INTERNATIONAL DOCUMENTS**

# The Burra Charter - The Australia ICOMOS Charter for Places of Cultural Significance

### Article 5. Values4

"5.1 Conservation of a place should identify and take into consideration all aspects of cultural and natural significance without unwarranted emphasis on any one value at the expense of others".

Assessing the values that are attributed to heritage is a very important activity in conservation work since these values heavily influence and shape the decisions that are made. Values reflect the diversity of ways in which people relate to heritage assets. They are the means by which we define the significance of a place. A balanced, comprehensive approach should ensure consideration of all aspects of significance.

# Article 26. Applying the Burra Charter Process

26.1 Work on a place should be preceded by studies to understand the place which should include analysis of physical, documentary, oral and other evidence, drawing on appropriate knowledge, skills, and disciplines.

26.2 Written statements of cultural significance and policy for the place should be prepared, justified and accompanied by supporting evidence. The statements of significance and policy should be incorporated into a management plan for the place.

Values definition process is a complex process which is related to the cultural context of a place. This process should be designed with the inclusive approach and should involve authorities, professionals, the owners, the users and the local community. Values definition and assessment should be based on relevant sources of evidence and must be articulated in ways that the wider community can understand.

"Value" and "significance" are central concepts to values-based management5

Values-based site management is the coordinated and structured operation of a heritage site with the primary purpose of protecting the significance of the place as defined by designation criteria, government authorities or other owners, experts of various stripes, and other citizens with legitimate interests in the place.

<sup>&</sup>lt;sup>4</sup>"The concept of cultural significance" in *The Burra Charter:* The Australia ICOMOS Charter for Places of Cultural Significance 1999.

<sup>&</sup>lt;sup>5</sup> Marta de la TORRE, "Introduction" in *Heritage Values in Site Management Four Case Studies*, (Los Angeles: The Getty Conservation Institute, 2005), 5-9.

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This approach requires awareness of all the values of a site; it relies on consultation and therefore involves more of society in the conservation process, and it created a deeper understanding of the resource. Most importantly, it is seen as means of achieving sustainability for the heritage, by promoting the participation and involvement of all those who care.<sup>6</sup>

The heritage management approaches that are most often favoured are those called value based in which the main management goal is **the preservation of the significance and values of the place**. Understanding all the values attributed to cultural resources is fundamental to these methods. Only after this happens, one can consider how these values are to be effectively protected.<sup>7</sup>

# The NARA document on authenticity 8

"The Nara Document on Authenticity is conceived in the spirit of the Charter of Venice and builds on it and extends it in response to the expanding scope of cultural heritage concerns and interests in our contemporary world"

Preamble

Nara Document on authenticity presents one of the most important aspects of modern conservation theory, which defines the authentic monument values to be safeguarded for future generations.<sup>9</sup> Taking into account the respect on cultural heritage diversity stated at this document, it is as a very useful tool for value assessment of cultural heritage places.

# Cultural Diversity and Heritage Diversity

One of the most important elements in defining the authenticity monument value is the respect, protection, and enhancement of cultural heritage diversity. As stated is the principle of UNESCO, "the cultural heritage of each is the cultural heritage of all," the responsibility for the protection of cultural heritage belongs not only to the professional community which cares for it but also to the cultural community that has generated it. Here the role of the cultural community is crucial for assessment, protection, and safeguarding of the cultural heritage.

### **Values and Authenticity**

Based on the main principle of the 1964 Venice Charter, authenticity is considered the essential qualifying factor concerning the heritage values. With respect to the cultural diversity, the definition of the authenticity and cultural heritage values should be judged within the cultural context to which they belong. As such, standardised procedures for the determination of authenticity values of monuments are avoided.

Further, the Article 13 of the Nara Document states that the values assessment may be linked to the variety of sources of information, such as **form and design, materials and substance, use and function, tradition and techniques, location and setting and spirit and feeling**. Using these sources the **artistic, historic, social and scientific values** of the cultural heritage may be defined.

<sup>&</sup>lt;sup>6</sup>Amra Sarancic, "Methods of Understanding Heritage Significance" presented at 31<sup>st</sup> Regional Restoration Camp, CHwB, Gjirokastra, Albania, 2016.

<sup>7</sup> Ibid.

<sup>&</sup>lt;sup>8</sup> The NARA Document on Authenticity, Japan, 1994, <a href="www.whc.unesco.org/document/116018">www.whc.unesco.org/document/116018</a>, accessed January 09, 2018.

<sup>&</sup>lt;sup>9</sup> Michael PETZET, "Principles of Preservation" in *International charters for conservation and restoration*, (ICOMOS: Lipp GmbH, 2004), 16.

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The multidisciplinary approach and awareness rising within the public are the crucial necessities in order to conceive the heritage preservation. An important issue in heritage assessment is the understanding of values represented by the cultural properties as well as their actual role in contemporary society.



Figure 1 Values assessment workshop, held in Prizren

### VALUES ASSESSMENT FOR PRIZREN HISTORIC CENTRE

Values definition process presents an important phase in determination of the conservation approach, future actions, vision, and objectives for the Prizren Historic Centre.

Prizren Historic Centre presents a complex site where history, architecture, urban developments are integrated with traditions, customs, and every day changing lives. Therefore, it was necessary to structure the Values Assessment in multiple levels to develop an in-depth, comprehensive understanding.

The Values Assessment for Prizren Historic Centre was structured in three levels:

### 1. Building level

- 1.1. Cultural heritage buildings listed in the Cultural Heritage List Under Protection;
- 1.2. Individual contributing buildings within Prizren Historic Zone.

### 2. Zone level

- 2.1. Castle of Prizren;
- 2.2. Nënkalaja zone;
- 2.3. Housing zone (organic pattern) Pantelija;
- 2.4. Housing zone in construction trend (Potok Mahalla, PapazÇarshija);
- 2.5. Traditional market zone Shadërvan, Kujumxhilluk, Sinan Pasha market;
- 2.6. River Bank zone Kej;
- 2.7. Western zone SuziÇelebi and Tabakhane;
- 2.8. Mixed use and housing zone AtikMahalla;
- 2.9. Commrcial axis zone Saraçhane;
- 2.10. Commercial axis zone Arasta Mahalla;
- 2.11. Commercial axis zone Mahalla e Kovaçëve and Adem Jashari street;
- 2.12. Mixed use and housing zone Rahlin Mahalla;

# 3. City Level (National and International Aspect)

- 3.1 Outstanding Universal Values
- 3.2 Nara Grid

# 1. Building Level

In this level the assessment was conducted considering two aspects:

**The first aspect** treated individual buildings that are listed in the official Cultural Heritage lists of the Ministry of Culture, Youth and Sports.

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The list of Cultural Heritage under temporary protection was formalised in 2011, and it is being updated annually<sup>10</sup>. Cultural Heritage List under temporary protection 2017-2018<sup>11</sup> includes 61 monuments and 6 ensembles/complexes that are located within the boundaries of Prizren Historic Centre. These assets are placed under the category Archaeological Heritage, sub-category: Monument / Ensemble, and the category: Architectural Heritage, sub-category: Monument/Ensemble. Prizren Historic Centre is stated under the sub-category: Architectural conservation field.

In 2016 the List of Cultural Heritage under Permanent Protection was formalised. In this list there are 4 cultural heritage assets within the boundaries of Prizren Historic Centre.<sup>12</sup>

For these monuments a prior study was conducted by local cultural heritage professionals, and a dossier with relevant textual, bibliographical and graphic data was offered for the means of drafting the Management Plan for Prizren Historic Zone.

These monuments were double-checked in the field, and a value assessment was conducted.



Map 1Map with cultural heritage monuments under protection (legal status)

<sup>&</sup>lt;sup>10</sup>Memli KRASNIQI, "Positive changes in culture, sport, cultural heritage and youth in 2011" in Kosovo's Culture, Youth and Sport Newsletter, No.1, January-February 2012, 2.

<sup>&</sup>lt;sup>11</sup>List of Cultural heritage monuments under temporary protection 2017-2018, Ministry of Culture, Youth and Sports, source: Archive of the Regional Centre for Cultural Heritage in Prizren, accessed January 09, 2018.

<sup>&</sup>lt;sup>12</sup> List of Cultural Heritage under Permanent Protection, source: Archive of the Regional Centre for Cultural Heritage in Prizren, accessed January 09, 2018.

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**The second aspect** involved all individual buildings that are situated within the Prizren Historic Centre. For this level three categories of evaluation were determined:

- Buildings with Cultural Heritage values;
- Buildings without compelling historic or aesthetic values but in harmony with and contributing to the historic context;
- Buildings without compelling historic or aesthetic values and in disharmony with the historic context mostly referring to new construction that exceeds the building permit;

Values definition and typology was done according to the international conventions<sup>13</sup> and national laws and regulations<sup>14</sup>, and also based on the recommendations stated in the Conservation and Development Plan for the Historic Zone of Prizren<sup>15</sup>.

For each individual building, field evaluation was conducted and a matrix form was completed.

Cultural values	Historic (Related to the present time)	Artistic (sensory and intellectual)	Scientific (technical/con struction)	Rarity (Based on statistics)	Identity (Based on determinati on/knowled ge)	Environmen tal (Natural and historic landscape)
Social values	Social   (Meaning for a   group/community   )	Educational (Teaches something)	Political (For one or another group)			
Economic values	Economic (tourism, utilization)	Functional (Still in use)		•		

According to the values assessment map with buildings with cultural heritage values was produced.

<sup>&</sup>lt;sup>13</sup>Management Guidelines for World Cultural Heritage Sites", ICCROM, Rome, 1998.

<sup>&</sup>lt;sup>14</sup>Rregullore Nr. 05/2008 mbi regjistrimin, dokumentimin, vlerësimin dhe përzgjedhjen e trashëgimisë kulturore për mbrojtje, http://www.mkrs-ks.org/?page=1,111, accessed January 09, 2018.

<sup>&</sup>lt;sup>15</sup>Enes TOSKA editor, *Conservation and development plan for the historic zone of Prizren, advantages and challenges of implementation*, (Prishtina: CHwB, 2010).

Nuk kane viere të TK por janë në harmoni

18.6 kané sleré té TK dhe jané né de hamon

Cultural heritage (CH) values
No CH values but in harmony

Map 2 - Map with values for individual buildings

# 2. Zone Level

No CH values in dis-harmony

The urban structure of the Prizren Historic Zone was presented in a previous chapter. As stated also in that chapter, city structure within time experienced transformations in urban aspect, related also with new constructions and transformations of the functions in the historic sub-zones. Values assessment conducted for individual buildings, at zone level will be upgraded to the assessment of values as ensembles.

The 12 selected zones (Mahallah):

- 2.1. Castle of Prizren2.2. Nënkalaja zone2.3. Haveing zone (or
- 2.3. Housing zone (organic pattern) Pantelija
- 2.4. Housing zone in construction trend (Potok Mahalla, PapazÇarshija)
- 2.5. Traditional market zone Shadërvan, Kujumxhilluk, Sinan Pasha market
- 2.6. River Bank zone Kej
- 2.7. Western zone SuziÇelebi and Tabakhane
- 2.8. Mixed use and housing zone AtikMahalla
- 2.9. Commercial axis zone Saraçhane
- 2.10. Comercial axis zone Arasta Mahalla
- 2.11. Commercial axis zone Mahalla e Kovaçëve and Adem Jashari street
- 2.12. Mixed use and housing zone Rahlin Mahalla

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For 12 selected zones (Mahallas) within Prizren Historic Centre value assessment was conducted by taking into account these aspects:

- Main architectural attributes of the zone
- Historical periods and dominant styles
- Integration of tangible with intangible values: building and functions of the zones, their transformation within time, and what remained that should be kept today?
- Quality of urban design features: values assessment of the public spaces

After evaluation based on the aforementioned aspects, a guidelines and restrictions regarding the level of proposed interventions will be given and enforced for each zone in order to preserve, protect, and restore the cultural heritage values.



Map 3 Map with zones within Prizren Historic Centre

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Map 4 Map with buildings with cultural heritage values and zone perimeters included

### 2.1. The Castle of Prizren

The Castle of Prizren is a cultural heritage asset inscribed in the List of Cultural Heritage under permanent protection<sup>16</sup>, and is categorised as archaeological heritage. The Castle is placed on a rock hill that dominates the Prizren Historic Centre's skyline.

This zone presents the sublimation of historical transformations and developments of the town, and in **historic** and **scientific** values it presents one of the most important zones within the Historic Centre. When the natural setting and the harmony with the surrounding landscape are considered, this adds also **the environmental value**.

According to historical data the Castle was used for protection purposes of the communities and the military. The primary function of the castle for defence was abandoned in the beginning of the 20th century. Now the Castle of Prizren presents one of the main landmarks of the town and the potential site for the development of **cultural tourism**.

<sup>&</sup>lt;sup>16</sup> List of Cultural Heritage under Permanent Protection, source: Archive of the Regional Centre for Cultural Heritage in Prizren, accessed January 09, 2018.

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Besides being an archaeological reserve / site, the castle is also an open public space. According to the evaluation this site is partially used for various cultural and recreational activities that involve concerts, summer cinema, photographic shoots and a place of recreation. The Castle connects the jogging path situated to the east of Prizren with the walking path that connects the Nënkalaja zone and the city centre. One of the issues is accessibility and the risk of degradation of the archaeological site by overuse or misuse.

This zone has high historic, scientific, aesthetic, environmental, and economic values. Historically, the castle guarded the mountain passes, protected the population in times of conflict, and provided a base of operations for the military. The castle served this role for the entire human history of the region from the Bronze Age until the recent conflict serving as an observation post for the German KFOR forces. As one of the oldest portions of Prizren it has high scientific values in the archaeological remains discovered during the recent restoration works. There are numerous additional areas which have remained unexcavated and in the future these can contribute to the

Aesthetically, the fortress looms above the historic city centre visible from nearly every home and street. It thus has become one of the defining symbols of Prizren. However, it also valued aesthetically from the opposite direction, providing sweeping views of the city, valley, and mountains beyond placing Prizren in its urban and natural context. Environmentally, the castle is surrounded by nature, separated from the city by a green belt and the adjoining the Natural Park. This permits flora and fauna to thrive within meters of the historic centre. Finally, it has high economic value in that people visit Prizren to see the views from the castle and it is also a venue for film screenings and music events. Its proximity and distance from the city centre make it the perfect location for such events allowing easy access yet limiting disturbances.

# **Guidelines and regulations**

This zone must be treated very sensitively, taking into account the above mentioned values. The historic fabric must be carefully preserved even though the castle is used as a venue for events. There must not be any additional unauthorized alterations in the form or materials to accommodate these venues. Any temporary additions or installations must be approved by the appropriate authorities and removed after each event. There must not be any additional construction within, on top of, or around the castle as this would diminish its remaining values – aesthetic, historic, scientific, and environmental. The approaches to the castle must be improved for safety with the addition of low level lighting and made weatherproof. A disabled access program could also be put into place with vehicular access on the east side.



scientific understanding of the development of the region.



Figure 2 Use of the Castle for concerts and movie screenings, @Dokufest

# 2.2. Nënkalaja (Zone IV) - Varosh Mahalla

Nënkalaja zone together with Pantelija and Potokmahallaare complexes found on the Cultural Heritage List under temporary protection 2017-2018. This zone is situated on the hill below the Castle of Prizren, presenting the continuum of life under the Castle.

Destruction of old vernacular houses started during the second part of the  $20^{\rm th}$  century, which was replaced with new construction.

The Kosovo-wide riots on March 17-18, 2004, also caused damage to Orthodox monuments and the neighbourhood of Nënkalaja, resulting in the loss of the original fabric of old traditional houses. The Saint Saviour Church is situated in the



southern peak and presents one of the main landmarks for this zone, including also the Saint Sunday Church, the Church of Saint Damian and Kuzman, and High School of Music.

Besides the cultural heritage monuments, this zone is concentrated with new construction of residential buildings that were designed using the guidelines from the Conservation Plan. Despite few issues, the zone is concentrated with construction in harmony with historic fabric of the centre.

This was a residential zone and generally retains this initial function, except that it is only partially inhabited and has lost some of the spirit of the place.

Bitter events of the past impacted this zone including the loss of families, damage to the original fabric, and inappropriate alterations, hence diminishing the historical and artistic values of the old traditional houses. But on the other hand, the pattern of housing and the narrow street network are adapted to the terrain configuration, creating coexistence between the architectural ensemble and the nature.

### **Guidelines and regulations**

Because this zone is situated in the heart of the city centre below the castle with views over Prizren and easy access it has high economic values. There is potential abuse in combining the residential functions with services such as hotels, hostels, cafes, and restaurants. The management of this area is difficult given that the upper reaches of this neighbourhood are Serbian and many residences remain vacant. The open development pattern must also be maintained as it allows more light and air and affords views to the city centre below. Therefore, the current balance between open space for nature and buildings must be kept strictly under control with a defined and enforced ratio of open space / structure. In addition, this protects the isolation of the castle above and the religious monuments.

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Figure 3 View of Nënkalaja neighbourhood

# 2.3. The Organic Zone of Residence - Pantelia

Pantelia together with Nënkalaja and Potokmahallaare complexes found on the Cultural Heritage List under temporary protection 2017-2018. This zone lies on the south part of the Historic Centre, or to the west of Nënkalaja Zone. This zone has a concentration of new construction dating from the end of the 20<sup>th</sup> century to the beginning of the 21<sup>st</sup> century. The new construction did not respect either the building coverage or the building height allowed in the Conservation and Development Plan for the Historic Zone of Prizren.



Few traditional houses in very poor condition and the terrain configuration are the only elements preserved from the past. The zone is completely dominated by new construction that does not respect the terrain configuration and balance between architectural and natural ensembles.

It was used as residential zone and keeps the initial function, but historic urban fabric and connection between houses and surrounding landscape were lost.

# **Guidelines and regulations**

The current condition of this zone is critical as there have been numerous illegal demolitions and construction with inappropriate materials and buildings out of scale with the centre. This creates a negative image for an important part of the historic Centre. Despite the existing situation, this zone is an integral part of the historic silhouette and has a potential for developing **economic and environmental values** because it is in the centre with convenient market access while abutting the mountains. Therefore the balance between nature and construction, open space and development, and residential and commercial must be kept in balance. Sensitive interventions, which involve **façade rehabilitation** together with **urban regeneration** and infrastructure, are proposed measures to be taken in order to restore the historic urban character of the zone. Demolitions, new inappropriate construction and alterations must be prevented with the enforcement of existing laws.





Figure 4 View of Pantelija Neighbourhood

# 2.4. Residential Zone according to current construction trends - Potok Mahalla/Papas Carshia

Concentration of monuments of three religions, public and utility buildings and a considerable number of traditional houses characterise the urban fabric of this zone. Despite new construction that is in disharmony with the historic fabric, the main architectural features were conserved to significant scale.

The compound of the Catholic Church with surrounding buildings situated at the crossroads, dominates the silhouette of this zone. In close interaction with the compound to the south, the Saint Nicholas – Rajk church together with the 19<sup>th</sup> century Old School are located. In addition, there is the 16<sup>th</sup> century Old Mosque located just opposite and to the north of the Catholic Church complex.



The urban fabric between these main landmarks is characterised with narrow streets, and dense housing with a considerable number of old traditional houses that are still resisting development pressures.

This zone presents an important part of the city especially during the 19th century, when main administrative and diplomatic functions were concentrated in the south-western part of the Historic Centre. The presence of three important religious compounds, together with public and economic buildings such as the old electric substation, first hotel and residential buildings contributes in preservation of the historic urban fabric.

The presence of the Catholic Church complex historically resulted in the gravitation of the catholic population in the surroundings. This zone is still populated mainly with catholic residents, and is used mostly for residential purposes, with the combination of small commercial activities.

Inside this zone there are potential public spaces concentrated around the main religious and public buildings, starting from the yard of the Myderiz Ali Efendi Mosque, yard and open space in front of the Catholic Church complex, and the yard of the medical centre that could be redesigned and offered for use of general public. This would contribute in increasing the landscape values of the zone.

# **Guidelines and regulations**

This area has important **historic**, **aesthetic**, **social**, **and religious** values.

In order to protect the historic values the build heritage must be conserved and restored. This can be accomplished through a program of structural stabilizations, façade restorations, and complete building restorations. There must be a list of priorities developed for public structures such as the electrical tower and street infrastructure. For private structures a system of enforcement and encouragement must be adopted. The owners must be made aware of the contribution of their individual structures to the zone and the legal restrictions placed upon them. The owners must also be offered incentives to conserve their property in the form of free conservation advice and, if possible, tax breaks and financing permitting façade and roof subsidies. The mix of these approaches must be decided upon a case-by-case basis but applied in a uniform manner for all property owners.

To ensure the religious values are protected professionals assistance and guidance must be given to the religious institutions in this zone. Meetings must be held on a regular basis with those authorities and guidance offered for maintenance, repairs, and larger interventions. They must also be made aware of the significance of their structures and their contribution to the values of the entire zone as well as this document. The social values are tightly entwined with the religious

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values and therefore can be protected in a similar way with the addition of protecting the open spaces. These open spaces allow people of similar social interests to congregate informally and must be legally protected from any encroachment. In order to improve the historic urban character in this zone cultural heritage buildings should be **conserved**, while the cases that disrupt the historic silhouette should be treated through **façade rehabilitation**.



Figure 5 View of the Church compound and Electric tower

# 2.5. Traditional Market Zone - Shadërvan, Kujumxhilluk and Sinan Pasha

Situated in the centre of the historic core, this zone is one of the most frequented parts. The dominant positions of Sinan Pasha Mosque – a cultural heritage asset under permanent protection, the Stone Bridge together with Shadërvan fountain and the square, and the Saint George Church compound in the south part, present the main landmarks of this zone and the historic core in general.



This area presents the interaction and integration of historical transformations in the city within time. The eastern part is dominated with neoclassical facades dating from the beginning of the 20th century. Buildings oriented towards the square in the western part kept the initial traditional architecture attributes dating from the 19th century, while the inner part presents a remodelled craftsmen market dating from the second half of the 20th century.

The zone was used as market area with different workshops of traditional craftsmanship. The market function is still preserved with transformations of production into trade function. Loss of traditional craftsmanship and replacement with modern functions has changed the character of this zone, but the main spirit was preserved. This place involves the concentration of important cultural heritage monuments, where the urban pattern between the monuments complements the general image. Despite structure, the Shadërvan square presents the main meeting point for local community but also for visitors.

Shadërvan square is one of the biggest open public spaces within the Historic centre. It is the venue for everyday life but also the main reference point for different cultural and social activities. The

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open public space continues towards the east to the area behind the Sinan Pasha mosque, and also in front of the mosque where connection with the river banks was tried to be achieved.

# **Guidelines and regulations**

This zone is the core of the commercial historic centre with **high historic**, **architectural**, **social**, **and economic values**. Therefore this zone should be treated with **sensitive conservation and restrictive development** approach.

The economic values within the commercial hub are often seen in conflict with other values as business owners seek to maximise their space and renew façades. Therefore there must be an outreach to every owner to inform them of the restrictions and also possibilities. They should be offered an incentive in collaborating with the local authorities but also strict enforcement must be enacted. One critical aspect is that economic values do not need to be in conflict with the protection of other values. The protection of historic and aesthetic values more often enhances the long-term economic value.



Figure 6 View of Shadervan Square

### 2.6. Riverbank Zone

The main characteristic of this zone is its position along two sides of the Lumbardhi River. The river divides the zone along the east – west axis. Urban transformations as result of socio-economic changes had a large scale negative impact in this zone. Height extensions, use of inappropriate materials, and style, inappropriate scale of new buildings in relation with the historic cityscape, are some of the main problems. Few cultural heritage monuments distributed across the area, lose



their visibility and urban impact due to loss of historic urban pattern in between.

The Riverbank zone in the west part has kept some remains of traditional architecture of the  $19^{\rm th}$  century, with traditional houses distributed along the street. In the east part stand public and commercial buildings that mark the urban modernisation process of the second half of  $20^{\rm th}$  century, such as Lumbardhi Cinema and the Shopping Mall. The rest of the zone is specified with recent construction, most of which reduce the heritage values of the Historic Centre.

Orientation of buildings along the main street affected the development of commercial activities, especially on the ground floors. Based on recent developments, there is a trend of transformation of residential functions to commercial activities.

The Lumbardhi River passes along the east-west axis, but the surrounding walls do not allow direct connection between the zone and the river. The southern road is partially closed for vehicle circulation, but instead of open public space it is occupied by car parking.

# **Guidelines and regulations**

This zone is the green heart of the historic centre with historic, architectural, social, environmental and high economic values that are often in conflict with the other values. This conflict has resulted in numerous unauthorised changes to take advantage of high pedestrian traffic and the popularity of the area. In general this zone has lost the historic urban pattern, except few fragments that remained isolated around the zone. Urban regeneration that involves façade rehabilitation as well as urban furniture and open public spaces is a necessary step in order to retrieve lost heritage values.

To protect the historic, architectural, and aesthetic values of this zone very strict guidelines must be put in place and enforced with regard to materials, scale and unauthorized alterations to historic buildings. In addition infill buildings must also meet guidelines. Private building owners must be made aware of the importance of this area and its values as well as the restrictions on their property and the need to obtain approvals for construction.

An often overlooked value in this area is environmental values of this area. This zone is divided by the river, a natural, green open space that is not only popular with residents and visitors but also used by migrating birds.

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Figure 7 River Bank Zone from different corners

# 2.7 Tabakhane and Suzi Çelebi Mahalla

Suzi Çelebi Mahalla and Complex of Tabakhanė are located on the west boundary of the Historic Centre of Prizren. This zone presents the drastic transformation and changes of the socio-economic circumstances that affected also the change in the urban aspect. The Suzi Çelebi Mosque together with surrounding buildings, such as the old library, graveyards, and the bridge dominate the silhouette of this part. On the north shore of the river are situated old mill and the leather processing workshop as the only remains of the Leather



processing craftsmanship that was functioning in this zone.

In the east part lays one of the most distinctive buildings of the modernism period that initially was used as a bank, and now accommodates the offices of Prizren Municipality. Opposite to present Municipality stands the 19th century old Beledije – Municipality building.

This zone is with remains of different historical periods starting from the 16th century religious compound, to the workshop area standing isolated after the demolition of other parts, and the

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contrast between the 19<sup>th</sup> century and 20<sup>th</sup> century public buildings of the Municipality. The recent construction between these landmarks break the historic urban fabric.

After the change of the riverbed the original function of leather processing was disappeared. Now the zone is partially serving for residential functions, combined with commercial and administrative activities.

North banks of the river are designed as open public spaces that offer a close relation between the urban fabric and the river.

# **Guidelines and regulations**

This part of the Historic Centre embeds **important historic, social, environmental and economic values. Sensitive conservation approach** in combination with **urban regeneration** should be used to restore the lost identity of this area. Mainly commercial business and property owners must be made aware of the importance of appearance of their city. A dedicated campaign that meets with every business owner and explains to them the importance of clean streets and adherence to the management plan is essential.

Special subsidies for limited repairs and technical assistance can be put into place. For other areas that contain illegal construction a new overall design is necessary as this is one of the main entries into the city centre. Such a design should include street trees, furniture, and enforcement of a sign ordinance.





Figure 8 Tabakhane and Suzi Çelebi compound

### 2.8. Housing/Mixed Use zone - Atik Mahalla



The Church of Holy Virgin Levisa is situated in the north-west part of the zone and presents one of the main landmarks of the Historic Centre. It is the only monument in Prizren that is listed in the World Heritage List in Danger of UNESCO<sup>17</sup>. Archaeological museum with Clock Tower, old traditional houses distributed around the zone and old mosques present the main architectural features.

Atik Mahalla is considered one of the oldest neighbourhoods of Prizren. The church of Holy Virgin Levisa encompasses historical periods of city development. Archaeological museum with Clock Tower on the other hand presents functional transformations within time, while its original function was a public bath – *Hamam* adapted into a museum during the second half of the 20th century. A considerable number of the 19th century traditional houses are present in this zone, but they are spread and obstructed by new construction that reduce the heritage values, by interfering in the historic urban fabric. Modern construction of the second half of the 20th century where public functions were accommodated are located in the western corner.

There is no open public space in this zone, except of the area around the Ljevisa Church that is not open for public except by special arrangement.

# **Guidelines and regulations**

This zone presents one of the most problematic areas of the Historic Centre. It consists some of the most important cultural heritage landmarks, but inappropriate construction and interventions in between has caused the loss of its historic urban features and character.

Development of a detailed **urban design** project that would address issues of this zone, starting from the monuments' signage, treatment of façade elements, specific and sensitive infill projects along with urban furniture is necessary. This would restore the lost identity of this zone, conserve the existing values and create new values. While most of the historic character defining features have been lost it does not necessary mean that the zone cannot be made attractive.

<sup>&</sup>lt;sup>17</sup>Update of the List of World Heritage in Danger (Retained Properties), <a href="http://whc.unesco.org/en/decisions/6926">http://whc.unesco.org/en/decisions/6926</a>, accessed January 10, 2018.

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Figure 9View of the Church of Holy Virgin Levisa and surroundings

# 2.9. Commercial axis zone - Saraçhane;

This zone lies perpendicular to the Historic Centre and is characterised with monuments of different historical periods. On the west part, the remains of 19th century urban structure and buildings survived until today, while on the east side are situated public buildings as the result of big scale urban modernisation process during the second half of the 20th century. Farkatarët (Blacksmith) street preserved its original setting with narrow street pattern and attached traditional buildings facing the street. The compound of HalvetiTekke together with Sarachane Mosque creates an exotic atmosphere with high historical, artistic, social and landscape values. The post building located in the east side presents evidence from the public building of the socialist period. The latter interventions done



to the hotel building situated in the south-east corner reduced the heritage values of the zone in general.

Sarachane bazaar initially was used for practising the traditional craft of *saddler*, where workshop and trade functions were concentrated. With the modernisation process and development of technology, the traditional craftsmanship has started to fade. This zone today is concentrated with combined functions of residential, religious, commercial, and service. Area in front of Post building and the Hotel presents an open public space that is divided with other open space in the east, by the main road. On the south side the zone is continuation of an open public space from Shadervan square, through the Stone Bridge. Despite the presence of urban infrastructure, unfortunately the open public space is suffocated with parking.

# **Guidelines and regulations**

This zone also has important **historic**, **artistic**, **social**, **educational and economic** values. Redesign of the hotel building in order to restore the architectural attributes of modern period, and redesign and re-functioning of an open public space would contribute in conservation of the historic as well as economic values and thus revitalise the image of the zone.

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Figure 10Farkatarët street and Saraçhane today

### 2.10. Commercial axis zone – Arasta Mahalla;

This zone continues to the east of Saraçhane Mahalla and presents an area where historical transformations are distinctly present.

The archaeological remain found in the square is supposed to date back to late Antiquity ( $4^{th}$  -  $5^{th}$  century B.C.), the Minaret of Arasta mosque and stone fountain from the  $19^{th}$  century and multi-storey buildings from modernisation period present the evidences of different cultures that dominated in Prizren.

This zone until the first half of the 20<sup>th</sup> century accommodated the *Arasta* (Closed) Bazaar which consisted of one story buildings with workshop and trade functions, a small square with a mosque in the

workshop and trade functions, a small square with a mosque in the centre, and a covered bridge with shops attached in two sides and road in the middle. Modernisation process changed drastically the urban fabric and the scale of not only this zone but of the historic centre in general.

Now the part of the square that faces the Lumbardhi River is organised as an open public square where the restaurants and café functions are concentrated. Leaving the open archaeological remains without protection and deserved attention. Despite the indirect view to the Lumbardhi bed, there is no connection between the square and the river shore.

### **Guidelines and regulations**

This area has high social values as it is often used as a venue for gathering and is popular with young people. This high social value combined with the location in the centre has led to very high economic values given the pedestrian traffic. This high economic value has resulted in illegal construction and insensitive use of new materials. Nevertheless, the area still retains some historic and aesthetic values that with a **sensitive conservation approach** in combination with **urban regeneration** should be used to restore the lost values. Commercial property owners must be made aware of the master plan and existing laws and that illegal construction will not be tolerated.



Figure 11Arasta today

# 2.11. Area of Trade Axis (zone V) - Çarshia e Kovaçëve

Commercial functions continue perpendicular to the river to the north of *Saraçhane* and *Arasta* square with area of trade axis where traditional blacksmiths' craftsmanship was practiced during the 19th century. The Gazi Mehmed Pasha Hamam presents one of the main landmarks of this zone, together with Emin Pasha Mosque placed behind it. The area is characterised with attached buildings oriented to the main street where various commercial and few craftsmanship activities are developed today. Besides commercial buildings oriented towards the street, there are some traditional old houses placed in the inner parts of the zone. The House of Sokoli Family with its' main façade decorated in Baroques style, is one of the houses that should be highlighted.



As this is one of the main entrances into the city the economic values are high. Despite few new inappropriate construction that cut the linear facades row with neoclassical style decorations, in general this axis preserved to a considerable scale its historic character. Numerous street trees also contribute to the aesthetic and environmental values.

The yard around the Hamam is surrounded with railings, restricting the free access and use of this area as a public open space. The street itself presents a potential public space.

### **Guidelines and regulations**

Together with surrounding sub-zones this axis holds high economic values. Despite this the areas has retained a human scale with 1-3 story façades, sidewalks and trees. This economic activity must be encouraged and combined with an **urban design plan**. Such a plan will protect the aesthetic and environmental values from commercial operators who could exploit the area and construct larger buildings or create parking lots.





Figure 12Gazi Mehmet Pasha Hamam and AdemJasharistreet

# 2.12. Mixed use and housing zone - Rahlin Mahalla

This zone is situated to the east of the Historic Centre and functions as the eastern gate to the city. The *Marash* compound presents an architectural ensemble where the terrain configuration, interrelation between the Lumbardhi River, the Castle Hill, narrow streets pattern and residential buildings offer an intimate scale of the historic urban pattern. This ensemble functions also as a connection between urban and natural parts of the historic centre.



Opposite to *Marash* ensemble lays the compound of the Albanian League of Prizren where the museum complex is surrounded with traditional houses, and the Gazi Mehmet Pasha Mosque that dominates the silhouette of this zone. A considerable number of old traditional houses complete the urban fabric between the main monuments.

The monumental complex of the Prizren League, together with the mosque compound, traditional houses distributed around the area and the narrow street pattern create the feeling of a fragment from the 19th century Prizren. In comparison with other residential areas within the historic centre, here historic urban pattern between old traditional houses is not interrupted and well preserved.

Residential function dominates this zone where high number of traditional houses was preserved. The central part where the League complex is situated and where the river Lumbardhi passes along is used for cultural and social activities.

The area near Albanian League complex together with river banks offer an optimal open public space but is not designed appropriately.

# **Guidelines and regulations**

This zone has preserved the traditional spirit and historic urban character with important historic, artistic, landscape, and economic values. Thus restrictive development and conservative approach must be strictly applied. The significance of the Albanian League complex must be promoted, both to residents of Prizren and potential visitors.





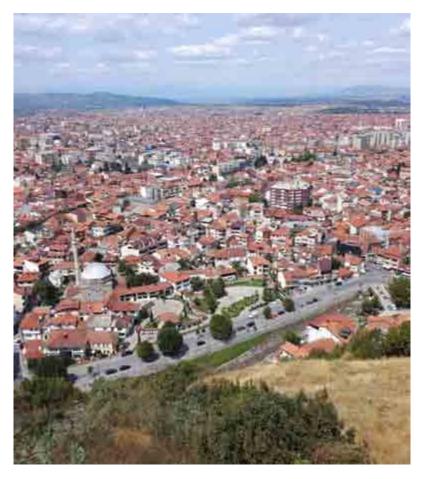


Figure 13 View of Marash and Rahlin neighbourhoods

# 3. City Level

Prizren is one of the oldest cities in Kosovo endowed with an extraordinary urban and architectural character. The city contains rich cultural heritage of high aesthetic, spiritual, scientific and economic values.

Prizren is a city rich in culture, history, languages, and nature. The World Heritage property of the church of the Holy Virgin of Ljevisa, which is currently on the List of World Heritage in Danger, is in the city centre<sup>18</sup>. The city is also home to the Albanian League of Prizren, a possible World Heritage property candidate, where the birth of a nation, Albania, was formulated in late 19<sup>th</sup> century. Prizren is the cultural and spiritual centre of Kosovo and, indeed, southeast Europe as more languages are spoken here than elsewhere, and the city has three major religions, Islam, Christianity, and Jewish. But the values also extend beyond the city as Prizren is surrounded on two sides by mountains and the internationally recognised Sharr Mountains National Park, which holds many endemic species.

### **OUTSTANDING UNIVERSAL VALUES**

So how is it possible to evaluate all these values at a city level?

One established method for describing the values of a heritage place is to use the ten criteria outlined by UNESCO for placing a site on the World Heritage List.

These 10 criteria are the main working tool of the World Heritage Convention and use the concept of Outstanding Universal Value; that is to say, the values stand out as being representative of all human kind. Sites that are accepted to the World Heritage List must protect, above all, these defining criteria and the conservation of these sites are monitored and assessed using these criteria. In addition, new petitions to the World Heritage List are evaluated on these criteria<sup>19</sup>. Therefore it is a useful tool and can, in the future, be transformed into a draft nomination dossier for Prizren to the World Heritage List.

### All ten criteria are:

- (i) to represent a masterpiece of human creative genius;
- (ii) to exhibit an important interchange of human values, over a span of time or within a cultural area of the world, on developments in architecture or technology, monumental arts, town-planning or landscape design;
- (iii) to bear a unique or at least exceptional testimony to a cultural tradition or to a civilization which is living or which has disappeared;
- (iv) to be an outstanding example of a type of building, architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history;
- (v) to be an outstanding example of a traditional human settlement, land-use, or sea-use which is representative of a culture (or cultures), or human interaction with the environment especially when it has become vulnerable under the impact of irreversible change;
- (vi) to be directly or tangibly associated with events or living traditions, with ideas, or with beliefs, with artistic and literary works of outstanding universal significance. (The Committee considers that this criterion should preferably be used in conjunction with other criteria);
- (vii) to contain superlative natural phenomena or areas of exceptional natural beauty and aesthetic importance;

<sup>&</sup>lt;sup>18</sup>Update of the List of World Heritage in Danger (Retained Properties), <a href="http://whc.unesco.org/en/decisions/6926">http://whc.unesco.org/en/decisions/6926</a>, accessed January 10, 2018.

<sup>&</sup>lt;sup>19</sup>The Criteria for Selection, Operational Guidelines for the Implementation of the World Heritage Convention. http://whc.unesco.org/en/criteria/, accessed January 18, 2018.

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- (viii) to be outstanding examples representing major stages of earth's history, including the record of life, significant on-going geological processes in the development of landforms, or significant geomorphic or physiographic features;
- (ix) to be outstanding examples representing significant on-going ecological and biological processes in the evolution and development of terrestrial, fresh water, coastal and marine ecosystems and communities of plants and animals;
- (x) to contain the most important and significant natural habitats for in-situ conservation of biological diversity, including those containing threatened species of outstanding universal value from the point of view of science or conservation.

One or more criteria must be selected to be used as it is not intended that a nomination to the World Heritage List be described using all criteria. Based on conducted research and results from evaluation workshop organised during summer 2017 with stakeholders, the following criteria were foreseen to apply to Prizren:

**V** - To be an outstanding example of a **traditional human settlement**, land-use, or sea-use which is representative of a culture (or cultures), or human interaction with the environment especially when it has become vulnerable under the impact of irreversible change;

Prizren is just such an example of a traditional, yet still in use, thriving settlement. It has evidence of many past civilisations from pre-history to Roman, Byzantium, Ottoman, Albanian, and Serbian. Not only is Prizren a traditional settlement with vernacular architecture, it also has monumental architecture in the Mosque of Sinan Pasha, engineering works such as the Stone Bridge, and major fortification architecture.

The archaeological findings show that the Castle of Prizren has been inhabited since at least the Bronze Age with archaeological excavations and historical records pointing to a continuous overlap of cultural layers from ancient times.

This area attests to urban and social diversity through the style of the houses that were mostly built in the Ottoman period, which offers a sense of community.

It is this mixture of settlement, architecture, and styles that makes Prizren an outstanding example of a traditional human settlement.

**VI** - to be **directly or tangibly associated with events** or living traditions, with ideas, or with beliefs, with artistic and literary works of **outstanding universal significance**<sup>20</sup>.

Prizren is home to the Albanian League of Prizren. Faraway European treaties of the 19<sup>th</sup> century decided the fate of Kosovo, but coming together in Prizren were concerned leaders and citizens from throughout the Albanian speaking areas of the Balkans. They formed the League of Prizren to decide their own fate<sup>21</sup>. Initially they sought to maintain integrity within the Ottoman Empire, but when this proved fruitless the direction was later oriented toward independence. This is the first time and place where the citizens of Albanian speaking regions collected together to **express the outstanding universal value of self-determination, in order to protect their lands from being divided between other states**. This peaceful meeting set an example for other ethnically diverse people from within the Ottoman Empire who wished to voice their concerns and vision for the future. The outstanding universal value expressed here is an event, idea and belief in self-determination. In addition religious values of three major religions co-existed peacefully for hundreds of years in Prizren.

<sup>&</sup>lt;sup>20</sup> The World Heritage Committee considers that this criterion should preferably be used in conjunction with other criteria

<sup>&</sup>lt;sup>21</sup>Jelavich, Barbara, "History of the Balkans: Eighteenth and Nineteenth Centuries", Cambridge University: Cambridge University Press, 1999, p. 361.

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II, III, IV to exhibit an important interchange of human values, to bear a unique or at least exceptional testimony to a cultural tradition, and to be an outstanding example of a type of building, architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history - These categories have already been recognized by the World Heritage Congress and UNESCO in the early 14th-century frescoes in the church of the Holy Virgin of Ljevisa which houses a representation of the appearance of a new Palaiologian Renaissance style, combining the influences of the eastern Orthodox Byzantine and the Western Romanesque traditions. The style played a decisive role in subsequent Balkan art. Our Lady of Ljeviš (Serbian: Богородица/Бевишка, ВодогодісаLjeviška; Albanian: Kisha e Shën Premtës) embeds different cultures and periods, it is a 14th-century Medieval church, built over the foundations of a paleo-Christian church, later converted to a mosque during the Ottoman period and then back into a church in the early 20th century<sup>22</sup>.

Similar criteria can be applied to the Sinan Pasha Mosque which is an excellent example from the Ottoman period.

VII - to be outstanding examples representing major stages of earth's history, including the record of life, significant on-going geological processes in the development of landforms, or significant geomorphic or physiographic features;

Surrounding Prizren is the last continuous natural area of high altitude mountains in Southeast Europe, the Sharr Mountains. These mountains contained the endangered Balkan Lynx and other indigenous plants. The Sharr Mountains National Park (Albanian: Parku Kombëtar Malet e Sharrit) is a national park in Ferizaj within the Prizren District and covers 53,272 hectares (532.72 km2) and is centred on the northern Sharr Mountains, a mountain range that extend in north-eastern Albania, south-eastern Kosovo and north-western Macedonia. The park encompasses of various terrain including glacial lakes, alpine and peri-glacial landscapes<sup>23</sup>. The mountains in the area around Prizren are unique and different from those along the borders between Macedonia, Albania and Kosovo. These glacial lakes exist in one of the highest and largest mountain ranges in the Balkans. This unique landscape of natural untouched beauty, while not within the centre of Prizren, but abuts the city, should be recognized for its Outstanding Universal Value.

#### **NARA GRID**

Another method is the Nara Grid that was generated from the Nara Document on Authenticity<sup>24</sup>. It was completed as checklist to help identify different dimensions and aspects that cover the values attributed to the architectural heritage.<sup>25</sup> The Nara Grid visualises the relationship between the abovementioned aspects and dimensions as a summary of multidisciplinary values. The grid can be adapted or extended to the special and sometimes unique values a special heritage building may contain.<sup>26</sup>

<sup>&</sup>lt;sup>22</sup> UNESCO World Heritage List <a href="http://whc.unesco.org/en/list/724">http://whc.unesco.org/en/list/724</a>, accessed January 18,2018.

<sup>&</sup>lt;sup>23</sup>EuroNaturShar mountain National Park, https://www.euronatur.org/en/what-we-do/project-areas/project-areas-az/shar-mountains/.

<sup>&</sup>lt;sup>24</sup>Koenraad van BALEN, "The NARA Grid: An evaluation scheme based on the Nara Document on authenticity", *APT Bulletin*, Vol.39, No.2/3, (2008): 39-45, accessed March 03, 2011.

<sup>&</sup>lt;sup>26</sup>Marieke JAENEN, "Safeguarding the spirit of an historic interior on the basis of the Nara-grid", paper presented at 16th ICOMOS General Assembly and International Symposium: 'Finding the spirit of place – between the tangible and the intangible', 29 September – 4 October 2008, Quebec, Canada, accessed November 03, 2011, <a href="http://openarchive.icomos.org/71/">http://openarchive.icomos.org/71/</a>.

This method is a matrix that lists the various dimensions of values and cross references them with aspects of the city. In this way the values of Prizren can be divided, analysed and described. The following grid, modified for Prizren, summarises s the values of the city in a concise format.

Dimensions of Heritage	Aspects of Sources			
	Form and design; Materials and substance			
Aesthetic	The mixture of styles, which could result in a chaotic expression of the urban landscape, are a cohesive whole as the urban fabric was developed harmoniously over hundreds of years. The small scale of the vernacular and commercial architecture is in keeping with the scale of the monumental architecture.			
Historic	Built cultural heritage combined with civic, religious buildings and urban fabric with narrow streets; represent buildings typology of different periods, characteristic for this part of Kosovo yet unique in that Prizren was a cultural, commercial, and administrative centre.			
Social/ Religious	Urban composition inherited mainly from the 19th and 20th centuries with numerous small squares that highlight religious building in the centre, a public fountain and a market area where specific crafts were practised, are indicators of how social life influenced the development of the city.  The various religious and social functions have resulted in numerous architectural forms including mosques and their minarets as well as church towers and complexes			
Economic	Prizren presents one of the main venues for visitors coming from different parts of the region and world. It is target for Albanian visitors worldwide, visiting the Albanian League of Prizren; also target for visitors from Turkey visiting the Balkan Peninsula for its Ottoman period built heritage, as well as one of the main places for international Orthodox community, especially Serbian community who visit the Orthodox churches. The flux of visitors has a direct economic impact on the city supporting numerous businesses.			
Natural	Despite the built urban structure the city centre is interconnected with nature. The Lumbardhi River that flows through the city centre presents a natural break as well as the planned open public space. The Hill where the Castle is placed together with Marash compound to the east, offer a recreational and natural resort, integrated and at the same time divided from the busy urban part. This is combined with the nearby Sharr Mountains viewable from every corner of Prizren.			
Dimensions of Heritage	Aspects of Sources			
	Use and function, location and setting			
Aesthetic	The historic city is used as a residential area and meeting point for family and social life, as well as one of the main zones where business activities are conducted. It still functions as a centre due to the aesthetic character, form, compactness, and the scale.			
Historic	Historic functions in the centre were maintained to an optimal personal scale. The ground floors of the residential areas were adapted to respond to economy trends, where farming functions were transformed to trade and service. The religious sites have kept their original function. While old bazaars were transformed into shopping areas where the trade function replaced traditional craftsmanship.			

# MANAGEMENT PLAN OF THE HISTORIC CENTRE OF PRIZREN

**Draft for Public Consultation** 

Social/ Religious	The majority of religious buildings and places are still in function. Open public spaces are transformed into main venues for development of social everyday life. Many historic buildings and squares host cultural activities and festivals that offer a new dimension to the city.
Economic	The built heritage concentrated in the historic centre attracts a high number of national and international visitors to Prizren. They are used as a backdrop to continuous use of the city centre. Few of the historic buildings such as the Lumbardhi Cinema function as artistic community gathering places. There is a potential for developing strategies for sustainable development through adaptation and revitalisation of historic buildings and sites.
Natural	River Lumbardhi is used fragmentally as venue for various cultural and social activities, including 40Bunar Fest activities, and as a temporary outdoor cinema during Dokufest. Prizren is located adjacent to the mountains with hills and canyons penetrating the city. Those areas have potential for developing different sports and eco-tourism activities.

Dimensions of Heritage	Aspects of Sources	
	Traditions techniques workmanship	
Aesthetic	Traditional construction techniques of stone work and wood carving presented in different building typologies inherited from the past, present one of the major accomplishments in the artistic dimension. On the other hand traditional craftsmanship of clothes, filigree jewellery and works of art are fragmentally presented in the shops and workshops areas.	
Historic	The built heritage sites, religious, civic and profane, itself present the material evidence of the traditional construction techniques. In this way they belong to the construction history of Prizren.	
Social/ Religious	Religious diversity in the city is also presented with the number of active Sufi orders' community, religious traditions of celebration of Ramadan (Muslim holy month), Bajram (Muslim religious holiday), Catholic and Orthodox Christmas Eve, Jewish holidays, as well as other pagan rituals like celebration of Summer Day (Karabash).	
Economic	The continuation of the traditional craftsmanship is one of the main aims of the built heritage preservation. Historic structures could serve as material evidences for the education and training the professional craftsmen capacities for traditional construction techniques. This would generate working places and meanwhile would present a major contribution to the safeguarding of historic workmanship.	
Natural		
Dimensions of Heritage	Aspects of Sources	
	Spirit and feeling	
Aesthetic	When one enters the historic centre of Prizren the Aesthetics of the traditional buildings in their materials, form and scale contribute to a feeling of home and comfort for the residents while visitors, if not explicitly, implicitly feel this through the attitude and interactions with	

# MANAGEMENT PLAN OF THE HISTORIC CENTRE OF PRIZREN

**Draft for Public Consultation** 

Draft for 1 ubite consultation			
	local community		
Historic	The historic background gives the spirit of solidity, gravity and resilience to Prizren. This depth and mixture of styles informs visitors and the community that the city has a rich history as it is present at every corner of the city.		
Social/ Religious	Although there have been recent difficulties, nevertheless, the spirit and feeling is toward tolerance and acceptance of a rich religious diversity. The overall long history of tolerance and cooperation within the local community should be used as reference point for functioning of the modern communities today.		
Economic	The vernacular dwellings, among religious monuments, the fortress and bridges, present one of the main pearls that Prizren comprises. The ambience created with the remains of historic urban fabric in combination with rich cultural activities and festivals may contribute to the cultural tourism development.		
Natural	The views from within the city of the wild mountains maintain the connection of urban fabric to nature and contribute to the spirit and feeling. In addition the river that runs through the heart of the city is the soul of the city and frequent gathering place in summer. The interrelation between built and natural environment give a specific character to the town; an attribute that distinguishes Prizren from other towns in Kosovo.		

#### PRIZREN STATEMENT OF SIGNIFICANCE:

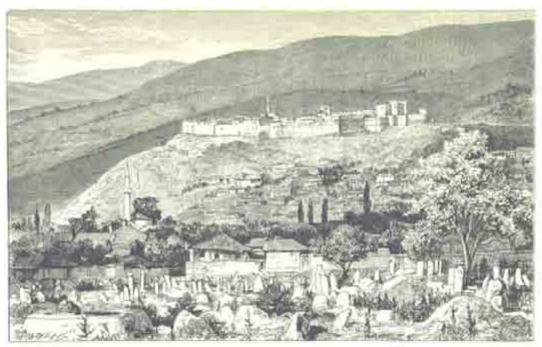
The Historic Center of Prizren is the core of the city, located in a cross-section of ancient routes, and boasts evidence of pre-historic civilizations and cultures, dating from Prehisoric, Dardani to the Pre-Roman, Roman, Byzantine, Arbëror, Serbian, Ottoman and Albanian periods.

HCP represents an example of a traditional settlement in bloom, still in use, distinct vernacular and monumental architecture, engineering works and fortification architecture, integrated with natural resources of a river and mountains, in an environment entwined in harmony.

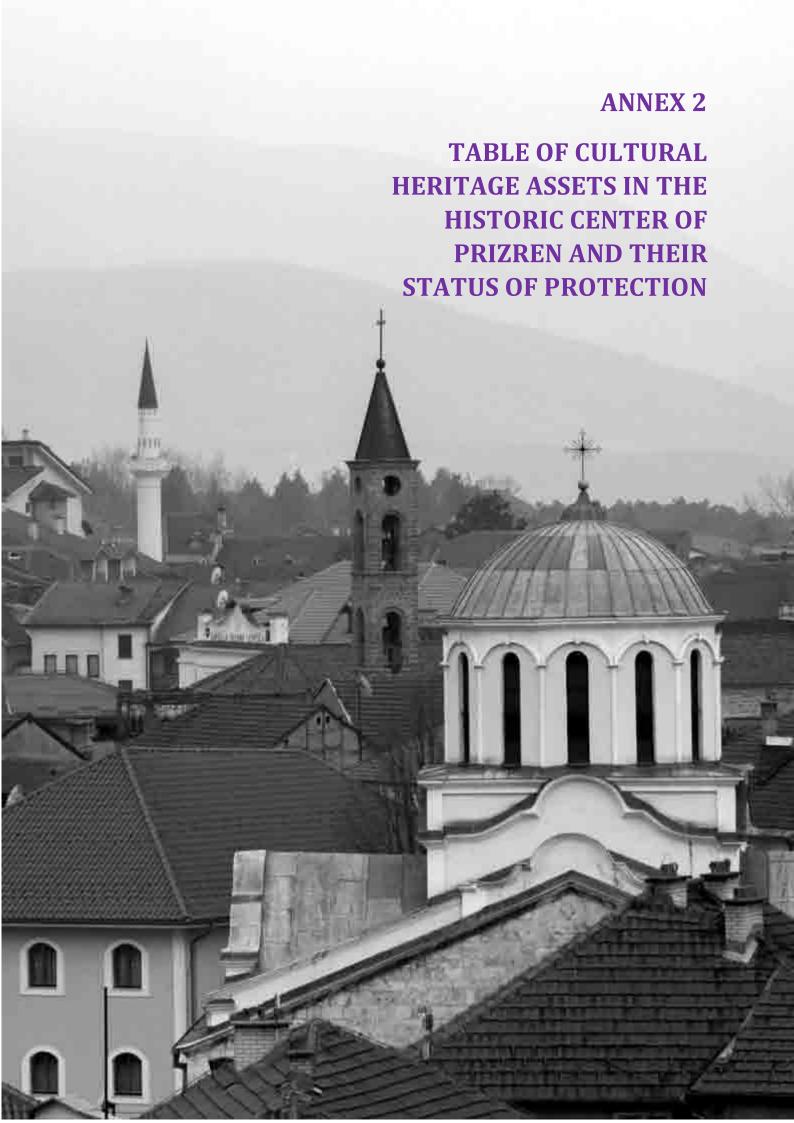
Its values include historic evidence of societal life in the past, traditional concept and transformations of family and society, urban morphology and achievements in construction technology. It also testifies of the livelihood of a multi-ethnic community throughout a time period spanning in thousands of years, in which the city has developed constantly, under the influence of various cultures that further enrich today's cultural diversity.

Prizren is the seat of establishment of the Albanian League of Prizren, when during the last part of the 19th century, the foundations for an Albanian state were laid. Elements defining the character of the city are the applied architecture, traditional construction techniques, the ambient related to road construction and networks, the spiritual dimension of daily life and religious life, a rich cultural ambient, intertwined with the nature and manner of livelihood, translated into a historic urban landscape of the city.

Apart from material evidence of the past, the historic urban structure of the city plays an important inspiring role in shaping and designing the environment of tomorrow.



Photograph 14. An image taken from the page 121 of Volume 2 of "Travels in the Slavonic Provinces of Turkeyin-Europe, by MACKENZIE, Georgina Mary Muir - and further SEBRIGHT (Georgina Mary) Lady and IRBY (Adelina Paulina). An original held and digitized by the British Library. Copied by Flickr.



# Table of Cultural Heritage Assets in the Historic Center of Prizren and their legal protection status

No.	The name of the cultural heritage asset	List of Cultural Heritage under Permanent Protection (October 2016)	List of Cultural Heritage under Temporary (yearly) Protection (October 2017)	Law on Historic Center of Prizren Annex II: Cultural Monuments in HCP (April 2012)		
MOS	MOSQUES					
1	Mosque of Sinan Pasha	•		•		
2	Mosque of Maksut Pasha <sup>1</sup>			•		
3	Mosque of Myderiz Ali Efendi		•	•		
4	Mosque of Sejdi Bej		•	•		
5	Mosque of Gazi Mehmed Pasha		•	•		
6	Mosque of Emin Pasha		•	•		
7	Mosque of Haxhi Ramadan		•	•		
8	Mosque of Kukli Mehmed bej		•			
9	Mosque of Iljaz Kuka					
10	Mosque of Suzi		•			
11	Masjid Mosque		•	•		
12	Mosque of Ahmed bej					
	Minaret of the mosque of Jakub		•	•		
13	1 /		•	•		
LOD	Evronos Zade (Arasta) GES and SHRINES					
1				•		
2	Halveti lodge		•	-		
3	Melami <sup>2</sup> lodge		•	•		
	Shrine of Axhize -Baba SITES OF THE SERBIAN ORTHODOX	CHIDCH				
1		CHURCH		•		
2	Church of Our Lady of Ljeviš <sup>3</sup>	•				
3	Church of the Holy Savior Orthodox School for Priests			•		
3						
	St. Cyril and Methodius		•			
4	(Orthodox High School)					
4	The Church of Saint Pantelemon		•	•		
5	Saint Sunday's Church - Saint		•	•		
COM	Mary's Annunciation PLEX OF EPISCOPIC RESIDENCE					
6						
_	Bishop's Residence					
8	St. George's Cathedral St. George's Church (Runovic)		•			
9			•			
10	St. Nicholas Church (Tutic) The seat of the Bishop - the former		•	•		
10	Russian Consulate			•		
MILI	S AND FOUNTAINS					
	Mill of Shotman					
2	Mill of Shehzade		+	•		
3						
4	Topokli fountain (Six fountains)  Fountain of Sinan Pasha			•		
5	Fountain of Sinan Pasna Fountain of Perolli family			•		
6	Fountain of Perolli family  Fountains in the Mosque of Gazi		+	•		
6	Mehmed Pasha			•		
7	Stone fountain			•		
8	Fountain of Binbashi		•	•		
9	Fountain of former Municipality		•	•		

<sup>1</sup> Maksut Pasha Mosque is not part of the List of Cultural Heritage under Temporary (yearly) Protection (October 2017) but is considered part of the Marash Complex

<sup>&</sup>lt;sup>2</sup> This asset is registered as a part of Marash Complex

<sup>&</sup>lt;sup>3</sup> This asset is also found on the UNESCO World Heritage List at Risk

				T
10	Fountain of the Haxhi Ramadan		•	•
	Mosque (Qoraga)			
11	Fountain of the Shadërvan square		•	•
12	Fountain of Destan Kabashi		•	•
13	Fountain of Lady Esma		•	
	VESTONES			
1	Gravestone of Myderiz Ali efendi			•
2	Gravestone of Emin Pasha		•	•
3	Gravestones in the yard of the			
	Mosque of Iljaz Kuka			
4	Gravestones in the yard of the			
	Mosque Suzi		-	
5	Gravestones of Suzi and Nehari		•	•
6	Gravestones in the yard of the			
	Mosque Gazi Mehmed Pasha			
PUB	LIC BUILDINGS			
1	Gazi Mehmet Pasha Hamam	•		•
2	Prizren Castle	•		•
3	Hamam of Shemsidin Bej			
	(Archaeological Museum) and		•	•
	Clock Tower			
4	Complex of Albanian League of			
	Prizren <sup>4</sup>			
5	Two power substations		•	•
6	Stone bridge		•	•
7	Former Municipality		•	•
8	Regional Archive Building			•
9	The building of the former museum			
	of NLW (National Liberation War)			•
10	I l Jl-: C:			
10	Lumbardhi Cinema		•	
11	Culture and art association Agimi		•	
11	Culture and art association Agimi HOLIC RELIGIOUS SITE		•	
11	Culture and art association Agimi		•	
11 CAT	Culture and art association Agimi HOLIC RELIGIOUS SITE Cathedral of Our Lady of Perpetual Succour		•	•
11 CAT	Culture and art association Agimi HOLIC RELIGIOUS SITE Cathedral of Our Lady of Perpetual Succour DENTIAL BUILDINGS		•	•
11 CAT	Culture and art association Agimi HOLIC RELIGIOUS SITE Cathedral of Our Lady of Perpetual Succour		•	•
11 CAT 1 RESI	Culture and art association Agimi HOLIC RELIGIOUS SITE Cathedral of Our Lady of Perpetual Succour DENTIAL BUILDINGS		•	•
11 CAT 1 RESI	Culture and art association Agimi HOLIC RELIGIOUS SITE Cathedral of Our Lady of Perpetual Succour DENTIAL BUILDINGS Family of Bilurdagi and Grazhdo		•	•
11 CAT 1 RESI 1 2	Culture and art association Agimi HOLIC RELIGIOUS SITE Cathedral of Our Lady of Perpetual Succour DENTIAL BUILDINGS Family of Bilurdagi and Grazhdo Family Mijiq			
11 CAT 1 RESI 1 2 3	Culture and art association Agimi HOLIC RELIGIOUS SITE Cathedral of Our Lady of Perpetual Succour DENTIAL BUILDINGS Family of Bilurdagi and Grazhdo Family Mijiq Ymer Prizreni		•	•
11 CATI 1 RESI 1 2 3 4	Culture and art association Agimi HOLIC RELIGIOUS SITE Cathedral of Our Lady of Perpetual Succour DENTIAL BUILDINGS Family of Bilurdagi and Grazhdo Family Mijiq Ymer Prizreni Zija Bej (Burgi)		•	•
11 CATI 1 RESI 1 2 3 4 5	Culture and art association Agimi HOLIC RELIGIOUS SITE Cathedral of Our Lady of Perpetual Succour DENTIAL BUILDINGS Family of Bilurdagi and Grazhdo Family Mijiq Ymer Prizreni Zija Bej (Burgi) Family Shpejti		•	•
11 CATI 1 RESI 1 2 3 4 5	Culture and art association Agimi HOLIC RELIGIOUS SITE Cathedral of Our Lady of Perpetual Succour DENTIAL BUILDINGS Family of Bilurdagi and Grazhdo Family Mijiq Ymer Prizreni Zija Bej (Burgi) Family Shpejti Destan Kabashi Xhejshylmedine family residential complex		•	•
11 CATI 1 RESI 1 2 3 4 5 6	Culture and art association Agimi HOLIC RELIGIOUS SITE Cathedral of Our Lady of Perpetual Succour DENTIAL BUILDINGS Family of Bilurdagi and Grazhdo Family Mijiq Ymer Prizreni Zija Bej (Burgi) Family Shpejti Destan Kabashi Xhejshylmedine family residential		•	•
11 CATI 1 RESI 1 2 3 4 5 6	Culture and art association Agimi HOLIC RELIGIOUS SITE Cathedral of Our Lady of Perpetual Succour DENTIAL BUILDINGS Family of Bilurdagi and Grazhdo Family Mijiq Ymer Prizreni Zija Bej (Burgi) Family Shpejti Destan Kabashi Xhejshylmedine family residential complex		•	•
11 CATI 1 2 3 4 5 6 7	Culture and art association Agimi HOLIC RELIGIOUS SITE Cathedral of Our Lady of Perpetual Succour DENTIAL BUILDINGS Family of Bilurdagi and Grazhdo Family Mijiq Ymer Prizreni Zija Bej (Burgi) Family Shpejti Destan Kabashi Xhejshylmedine family residential complex Adem aga Xhoni		•	•
11 CATI 1 RESI 1 2 3 4 5 6 7	Culture and art association Agimi HOLIC RELIGIOUS SITE Cathedral of Our Lady of Perpetual Succour DENTIAL BUILDINGS Family of Bilurdagi and Grazhdo Family Mijiq Ymer Prizreni Zija Bej (Burgi) Family Shpejti Destan Kabashi Xhejshylmedine family residential complex Adem aga Xhoni Family Arapi		•	•
11 CATI 1 RESI 1 2 3 4 5 6 7	Culture and art association Agimi HOLIC RELIGIOUS SITE Cathedral of Our Lady of Perpetual Succour DENTIAL BUILDINGS Family of Bilurdagi and Grazhdo Family Mijiq Ymer Prizreni Zija Bej (Burgi) Family Shpejti Destan Kabashi Xhejshylmedine family residential complex Adem aga Xhoni Family Arapi Family Paqarizi		•	•
11 CATI 1 RESI 1 2 3 4 5 6 7	Culture and art association Agimi HOLIC RELIGIOUS SITE Cathedral of Our Lady of Perpetual Succour DENTIAL BUILDINGS Family of Bilurdagi and Grazhdo Family Mijiq Ymer Prizreni Zija Bej (Burgi) Family Shpejti Destan Kabashi Xhejshylmedine family residential complex Adem aga Xhoni Family Arapi Family Paqarizi Family Perolli		•	•
11 CATI 1 2 3 4 5 6 7 8 9 10 11	Culture and art association Agimi HOLIC RELIGIOUS SITE Cathedral of Our Lady of Perpetual Succour DENTIAL BUILDINGS Family of Bilurdagi and Grazhdo Family Mijiq Ymer Prizreni Zija Bej (Burgi) Family Shpejti Destan Kabashi Xhejshylmedine family residential complex Adem aga Xhoni Family Arapi Family Paqarizi Family Perolli Sava Toska		•	
11 CATI 1 2 3 4 5 6 7 8 9 10 11 12 13	Culture and art association Agimi HOLIC RELIGIOUS SITE Cathedral of Our Lady of Perpetual Succour DENTIAL BUILDINGS Family of Bilurdagi and Grazhdo Family Mijiq Ymer Prizreni Zija Bej (Burgi) Family Shpejti Destan Kabashi Xhejshylmedine family residential complex Adem aga Xhoni Family Arapi Family Paqarizi Family Perolli Sava Toska Family Myftiu <sup>5</sup>		•	
11 CATI 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15	Culture and art association Agimi HOLIC RELIGIOUS SITE Cathedral of Our Lady of Perpetual Succour DENTIAL BUILDINGS Family of Bilurdagi and Grazhdo Family Mijiq Ymer Prizreni Zija Bej (Burgi) Family Shpejti Destan Kabashi Xhejshylmedine family residential complex Adem aga Xhoni Family Arapi Family Paqarizi Family Perolli Sava Toska Family Myftiu <sup>5</sup> Sevime Dorambari Vehbi Haxhiu		•	
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11 CATI 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17	Culture and art association Agimi HOLIC RELIGIOUS SITE Cathedral of Our Lady of Perpetual Succour DENTIAL BUILDINGS Family of Bilurdagi and Grazhdo Family Mijiq Ymer Prizreni Zija Bej (Burgi) Family Shpejti Destan Kabashi Xhejshylmedine family residential complex Adem aga Xhoni Family Arapi Family Paqarizi Family Perolli Sava Toska Family Myftiu <sup>5</sup> Sevime Dorambari Vehbi Haxhiu Guesthouse of Shani Efendi Gani Dukagjini Family Doda		•	
11 CATI 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18	Culture and art association Agimi HOLIC RELIGIOUS SITE Cathedral of Our Lady of Perpetual Succour DENTIAL BUILDINGS Family of Bilurdagi and Grazhdo Family Mijiq Ymer Prizreni Zija Bej (Burgi) Family Shpejti Destan Kabashi Xhejshylmedine family residential complex Adem aga Xhoni Family Arapi Family Paqarizi Family Perolli Sava Toska Family Myftiu <sup>5</sup> Sevime Dorambari Vehbi Haxhiu Guesthouse of Shani Efendi Gani Dukagjini		•	
11 CATI 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17	Culture and art association Agimi HOLIC RELIGIOUS SITE Cathedral of Our Lady of Perpetual Succour DENTIAL BUILDINGS Family of Bilurdagi and Grazhdo Family Mijiq Ymer Prizreni Zija Bej (Burgi) Family Shpejti Destan Kabashi Xhejshylmedine family residential complex Adem aga Xhoni Family Arapi Family Paqarizi Family Perolli Sava Toska Family Myftiu <sup>5</sup> Sevime Dorambari Vehbi Haxhiu Guesthouse of Shani Efendi Gani Dukagjini Family Doda Family Mashkulli			
11 CATI 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20	Culture and art association Agimi HOLIC RELIGIOUS SITE Cathedral of Our Lady of Perpetual Succour DENTIAL BUILDINGS Family of Bilurdagi and Grazhdo Family Mijiq Ymer Prizreni Zija Bej (Burgi) Family Shpejti Destan Kabashi Xhejshylmedine family residential complex Adem aga Xhoni Family Arapi Family Paqarizi Family Perolli Sava Toska Family Myftiu <sup>5</sup> Sevime Dorambari Vehbi Haxhiu Guesthouse of Shani Efendi Gani Dukagjini Family Doda Family Mashkulli Fikret Mustafa			

<sup>4</sup> This asset is registered as a separate building but also as a Complex without mentioning which buildings belong to the Complex

<sup>5</sup> This asset was demolished by the owner in December 2017

<sup>&</sup>lt;sup>6</sup> This asset is registered as a part of Marash Complex

23	Izet Bajmaku <sup>7</sup>		
24	· · · · · · · · · · · · · · · · · · ·		•
	Shop Beni		•
25	Shop Rada		•
26	Tush Krasniqi		•
27	Shuaip Spahiu	•	•
28	Hilmi Hisari		•
29	Bajram Sokoli		•
30	Family Bardhi-guesthouse		•
31	Family Kaçamaku		•
32	Destan Kabashi 2 <sup>8</sup>	•	•
33	Family Fishekçiu	•	
34	Family Ismet Sokoli	•	
35	Shemsedin Kirajtani	•	•
36	Guesthouse and blacksmith of		
	family Kovaç	•	
37	Family Shukriu	•	
38	Drini family residential complex	•	•
EDU	CATIONAL INSTITUTIONS		
1	Secondary music school Lorenc		
	Antoni <sup>9</sup>		•
2	Primary school Lidhja e Prizrenit /		
	Bajram Curri <sup>10</sup>		•
3	Medical school (now gymnasium)11		•
4	Library of Suzi		•
5	Madrasa of Sinan Pasha	•	
NAT	URAL RARITY		
1	Old plane tree "platanus" in Marash		•
ARCI	HITECTURAL COMPLEXES 12		
1	Marash neighbourhood	•	•
2	Nënkalaja neighbourhood	•	•
3	Pantelia neighbourhood	•	•
4	Potokmahalla neighbourhood	•	•
5	Tabakhane neighbourhood	•	
	I abakilalic licigiibbai libba		

<sup>&</sup>lt;sup>7</sup> This asset is registered as a part of Marash Complex

<sup>&</sup>lt;sup>8</sup> After the analysis of the law of PHC, number of parcels and the borders at the Annex of the law, this house is outside the borders of PHC.

<sup>&</sup>lt;sup>9</sup> This asset is registered as a part of Nënkalaja, Pantelia and Potokmahalla Complex

 $<sup>^{10}</sup>$  This asset is registered as a part of Nënkalaja, Pantelia and Potokmahalla Complex

<sup>&</sup>lt;sup>11</sup> This asset is registered as a part of Catholic Church Complex

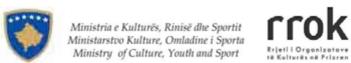
<sup>&</sup>lt;sup>12</sup> Within these complexes all buildings are included within the protected area, and they automatically have the decision under protection.



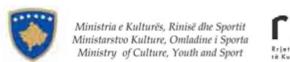
ANALYSIS MAPS OF THE EXISTING SITUATION OF THE HISTORIC CENTER OF PRIZREN













## LEGJENDA / LEGEND

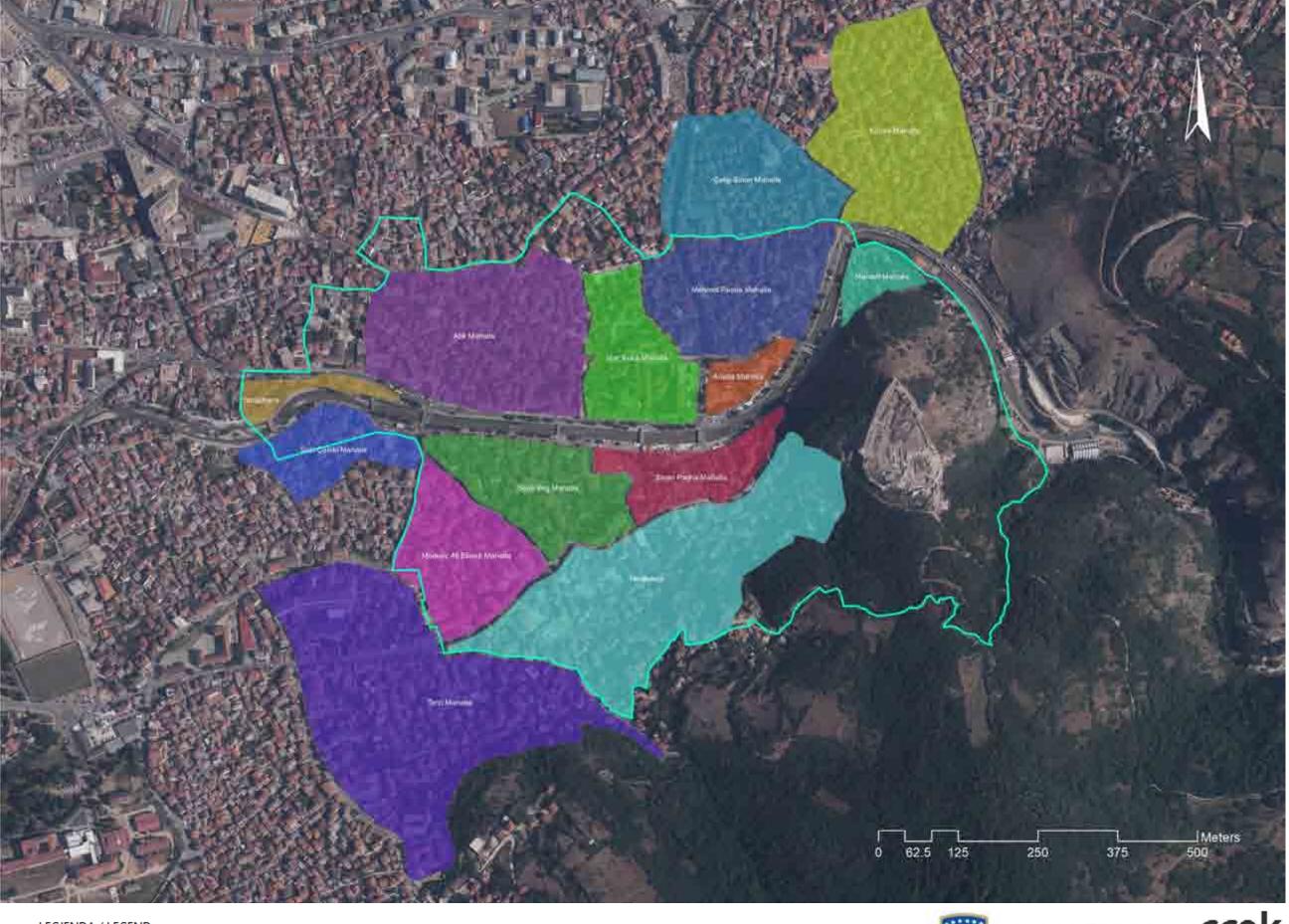
- Çarshia e Arastës / Arasta Bazaar
- 🔳 Çarshia e Kovaqëve / Blacksmith Bazaar
- Çarshia e Kujunxhive / Jeweler Bazaar
- Çarshia e Saraqhanës / Saddler Bazaar
- Mulinjtë-Valavicat / Mills
- Tabakhane e sipërme / Upper Tabakhane-saddler





PLANI I MENAXHIMIT TË QENDRËS HISTORIKE TË PRIZRENIT MANAGEMENT PLAN FOR PRIZREN HISTORIC CENTER

HARTA03. Qendra Historike e Prizrenit dhe çarshitë nga shek.XVI-XVII me nënzona të Planit të Konservimit MAP03. Historic Center of Prizren and bazaars from the XVI-XVII century with the sub-zones of Conservation Plan





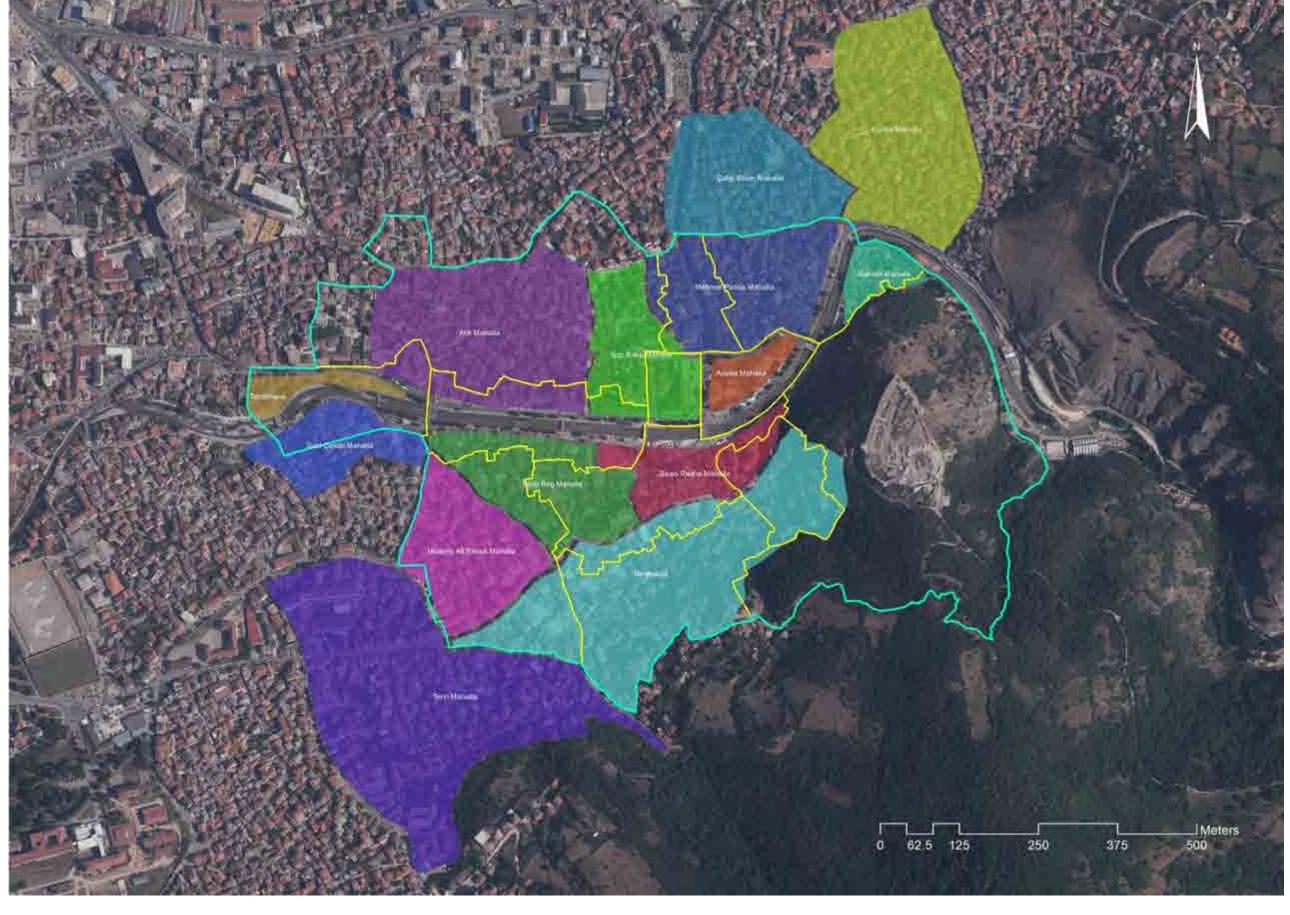
- Arasta Mahalla / Neighbourhood
- Atik Mahalla / Neighbourhood
- Iljaz Kuka Mahalla / Neighbourhood
- Kurrila Mahalla / Neighbourhood
- Marash Mahalla / Neighbourhood
- Mehmet Pasha Mahalla / Neighbourhood
- Muderiz Ali Efendi Mahalla / Neighbourhood
- Nënkalaja / Nënkalaja Neighbourhood
- Sedji Beg Mahalla / Neighbourhood
- Sinan Pasha Mahalla / Neighbourhood
- Suzi Çelebi Mahalla / Neighbourhood
- Tabakhana / Tabakhana Neighbourhood

Çatip Sinan Mahalla / Neighbourhood

- Terzi Mahalla / Neighbourhood
- Ministria e Kulturës, Rinisë dhe Sportit Ministarstvo Kulture, Omladine i Sporta Ministry of Culture, Youth and Sport

PLANI I MENAXHIMIT TË QENDRËS HISTORIKE TË PRIZRENIT MANAGEMENT PLAN FOR PRIZREN HISTORIC CENTER

HARTA04. Qendra Historike e Prizrenit dhe mahallat nga shek.XIXMAP05. MAP04. The Historic Center of Prizren and the mahalla's (neighbourhoods) from the XIX century



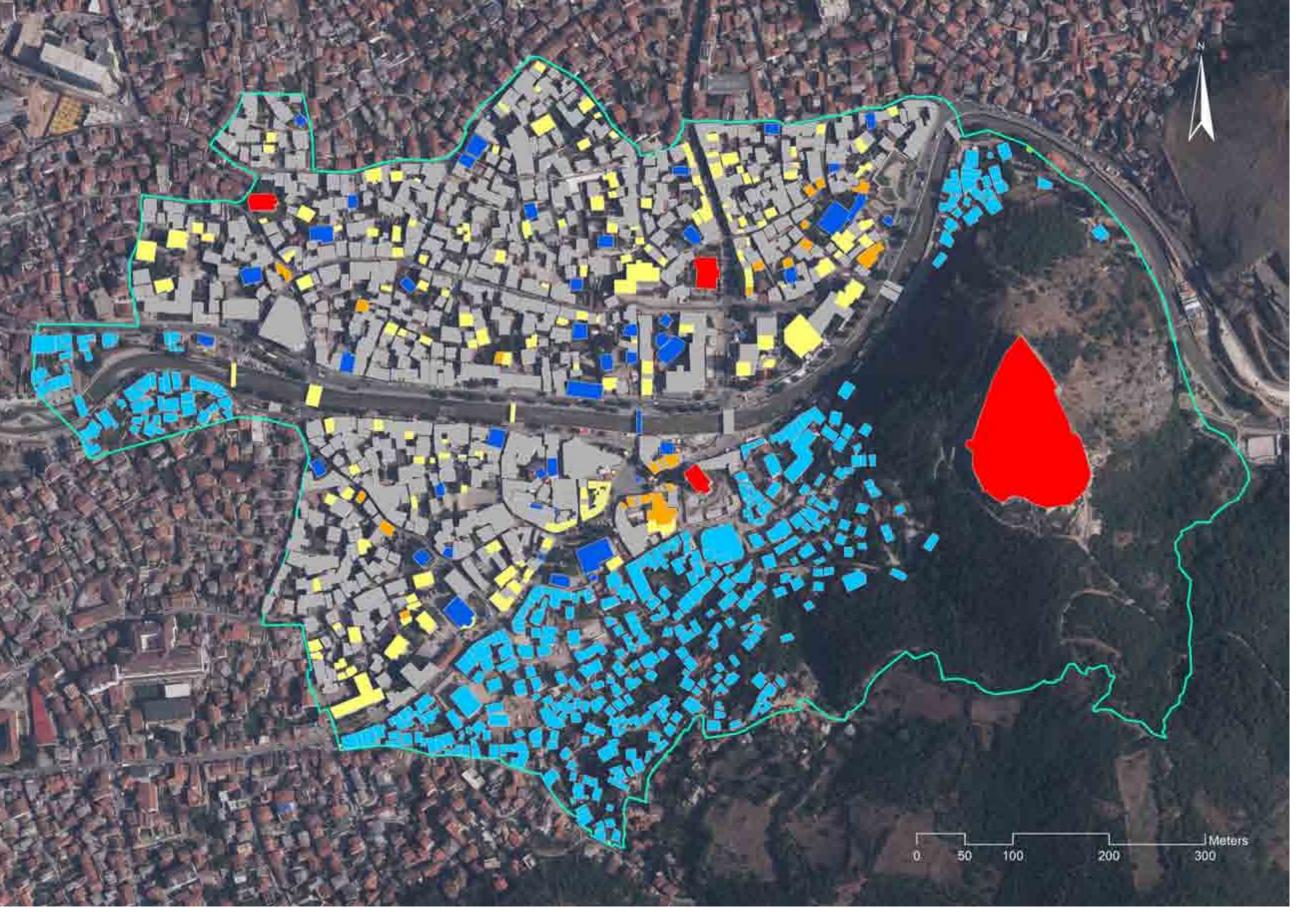


- Arasta Mahalla / Neighbourhood
- Atik Mahalla / Neighbourhood
- Iljaz Kuka Mahalla / Neighbourhood
- Kurrila Mahalla / Neighbourhood
- Marash Mahalla / Neighbourhood
- Mehmet Pasha Mahalla / Neighbourhood
- Muderiz Ali Efendi Mahalla / Neighbourhood
- Nënkalaja / Nënkalaja Neighbourhood
- Sedji Beg Mahalla / Neighbourhood
- Sinan Pasha Mahalla / Neighbourhood
- Suzi Çelebi Mahalla / Neighbourhood
- Tabakhana / Tabakhana Neighbourhood
- Terzi Mahalla / Neighbourhood
- Çatip Sinan Mahalla / Neighbourhood





HARTA05. Mahallat nga shek.XIX në raport me nënzona të Planit të Konservimit MAP05. The mahalla's (neighbourhoods) from the XIX century in relation with sub-zones of Conservation Plan



### LEGJENDA / LEGEND

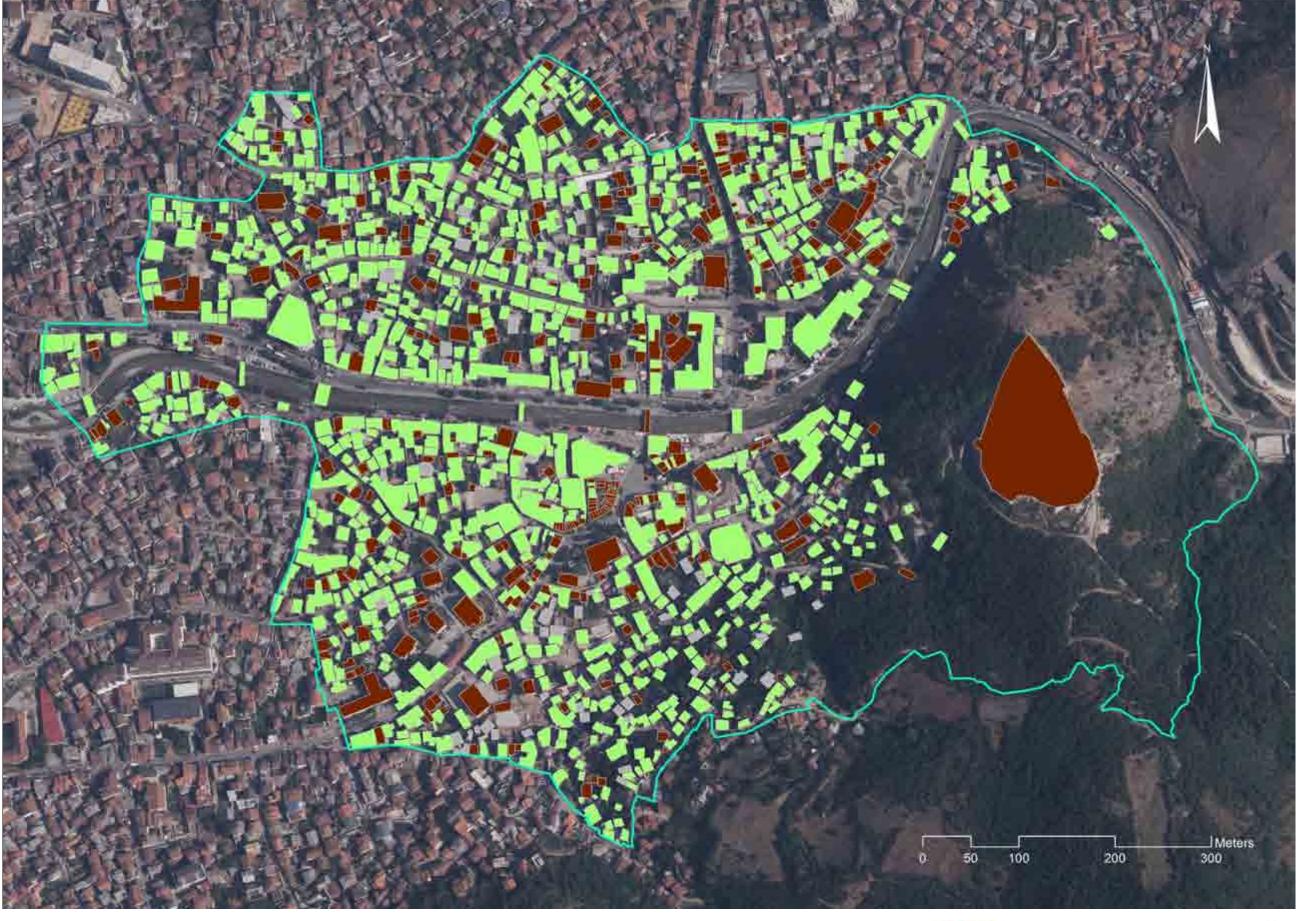
- Nën mbrojtje të përhershme / Under permanent protection
- Nën mbrojtje të përkohshme / Under temporary protection
- Nën mbrojtje të përkohshme-Komplekset arkitektonike / Under temporary protection-Architectural complexes
- Të inventarizuara / Inventorised
- Të painventerizuara / Uninventorised
- Raritet natyror / Natural rarity

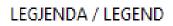




PLANI I MENAXHIMIT TË QENDRËS HISTORIKE TË PRIZRENIT MANAGEMENT PLAN FOR PRIZREN HISTORIC CENTER

HARTA06. Statusi ligjor i aseteve të trashëgimisë kulturore MAP06. The legal status of cultural heritage assets





■ Më të vjetra se 50 vjet / Older than 50 years (22%)

Të reja / New (73%)

N/A (5%)









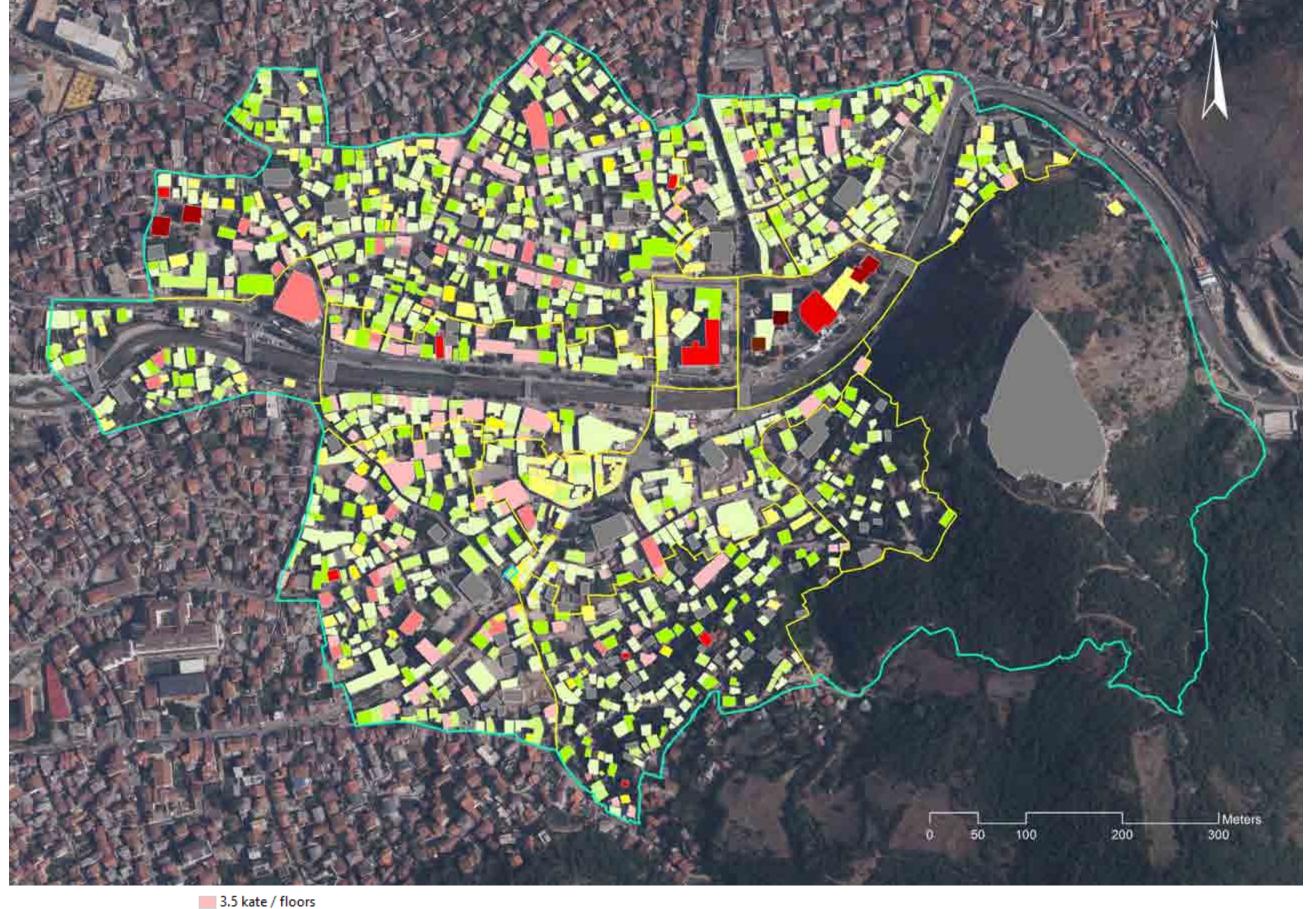
Max. 3 etazha / floors

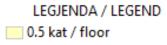
Max. 2 etazha / floors

N/A









1 kat / floor

\_\_ 1.5 kate / floors

2 kate / floors

2.5 kate / floors
3 kate / floors

4 kate / floors

4.5 kate / floors

■ 5 kate / floors ■ 5.5 kate / floors

■ 6.5 kate / floors

9 kate / floors

N/A







LEGJENDA / LEGEND

E mirë / Good (86%)

Mesatare / Average (5%)

E keqe / Bad (1%)

Shumë e keqe / Very bad (1%)

Pjesërisht e rrënuar / Partially ruined (5%)

N/A





PLANI I MENAXHIMIT TË QENDRËS HISTORIKE TË PRIZRENIT MANAGEMENT PLAN FOR PRIZREN HISTORIC CENTER

> HARTA10. Gjendja fizike e ndërtesave MAP10. Physical state of buildings





E mirë / Good (69%)

Mesatare / Average (19%)

**■** E keqe / Bad (5%)

■ Shumë e keqe / Very bad (4%)

Pjesërisht e rrënuar / Partially ruined (3%)

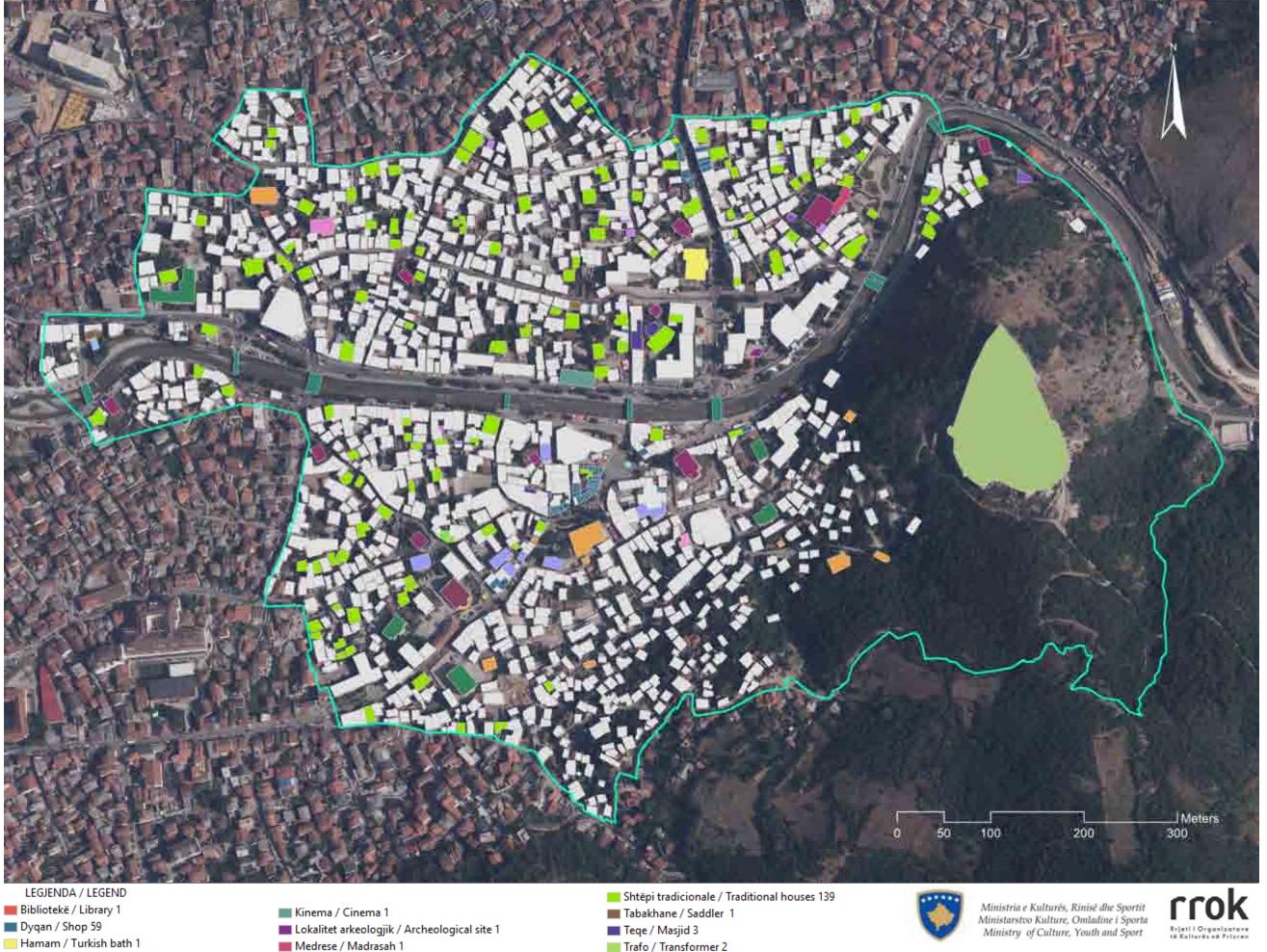
N/A





PLANI I MENAXHIMIT TË QENDRËS HISTORIKE TË PRIZRENIT MANAGEMENT PLAN FOR PRIZREN HISTORIC CENTER

HARTA11. Gjendja fizike e aseteve të trashëgimisë më të vjetra se 50 vjet MAP11. The physical condition of heritage assets older than 50 years



Hamam - Sahatkullë / Turkish bath - Clocktower 1

Hambar / Barn 2

Han / Inn 1

Kala / Fortress 1

Kishë katolike / Catholic Church 1

Memorial / Memorial 5

Minare / Minaret 1

Mulli / Mill 1

Ndërtesë administrative-publike / Admin-public buildings 8

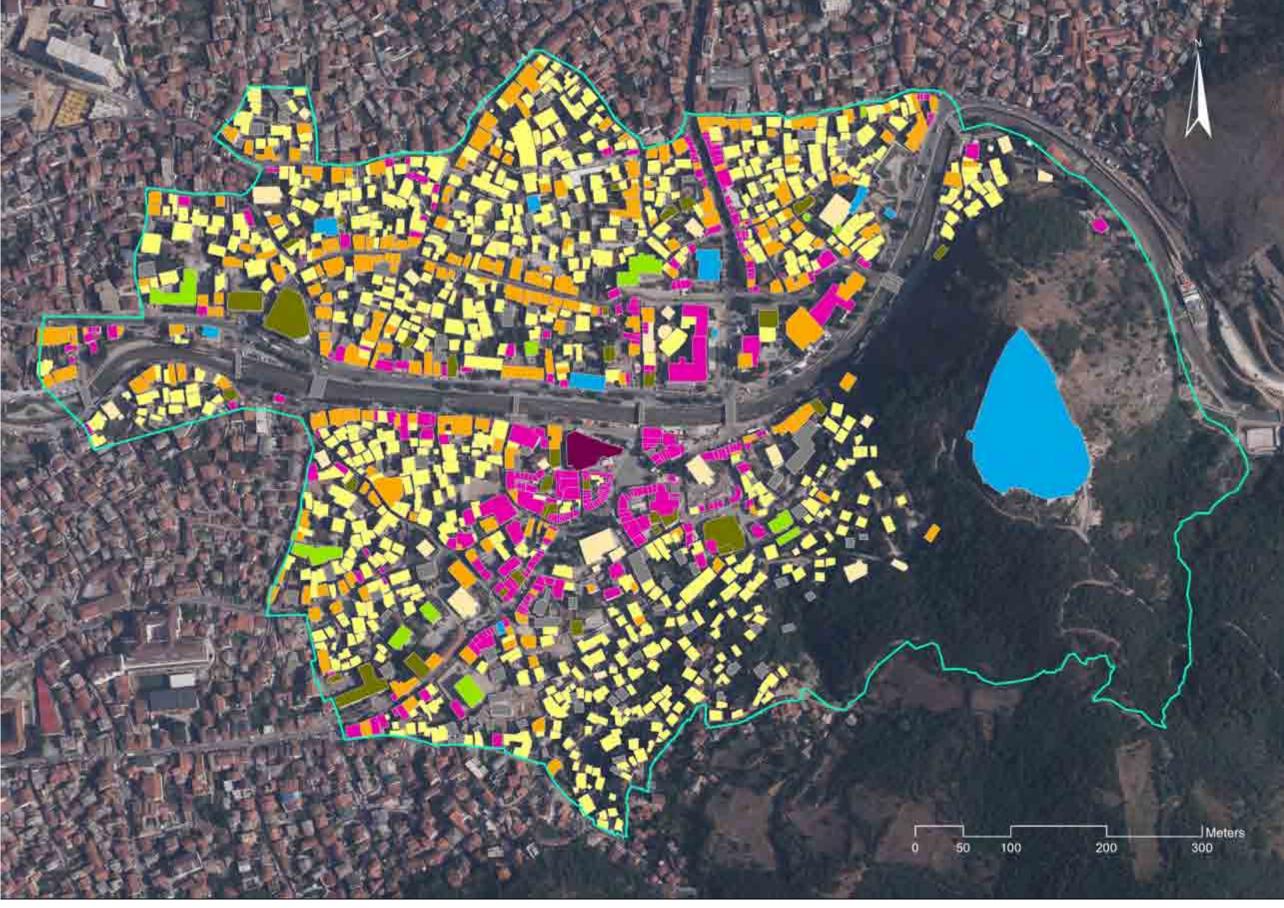
Shkollë / School 5

Kishë ortodokse / Orthodox Church 11

Trafo / Transformer 2
Tryrbe / Shrine 3
Urë / Bridge 9
Varrezë / Graveyard 2
Xhami Mosque 12
Çezme / Fountain 11

PLANI I MENAXHIMIT TË QENDRËS HISTORIKE TË PRIZRENIT MANAGEMENT PLAN FOR PRIZREN HISTORIC CENTER

HARTA12. Tipologjia arkitektonike MAP12. Architectural Typology





- Banim / Residence (47%)
- Banim-Biznes / Residence-Business (19%)
- Biznes / Business (19%)
- Qendër tregtare / Shopping center (0%)
- Edukim / Education (1%)
- Fetar / Religion (2%)
- Kulturë / Culture (1%)
- Administratë / Administration (2%)
- N/A (9%)





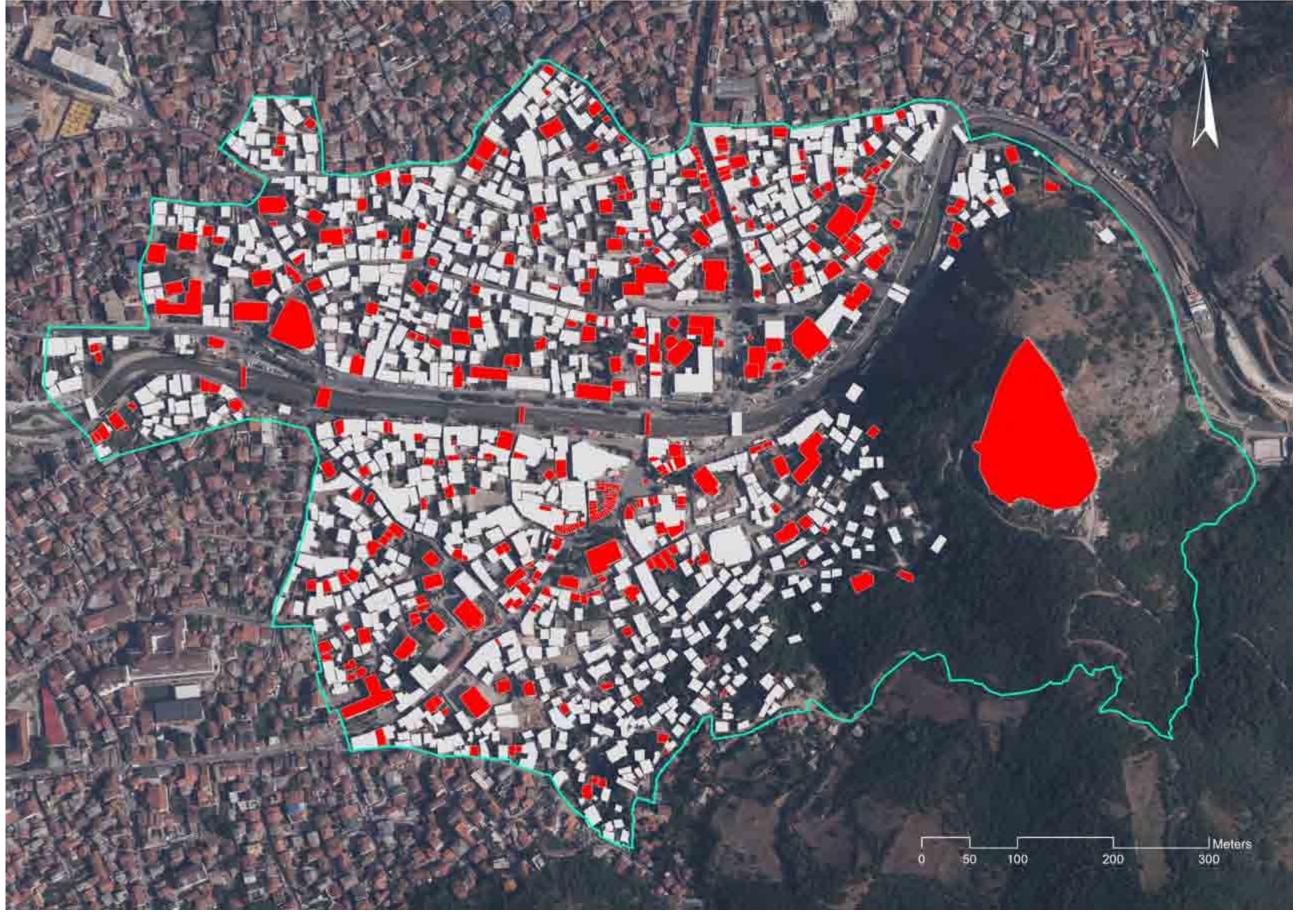


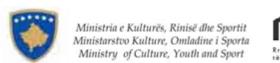


- E shfrytëzueshme / Used (73%)
- Pjesërisht e shfrytëzuehme / Partially used (10%)
- E pa shfrytëzueshme / Not used (11%)
- N/A (7%)









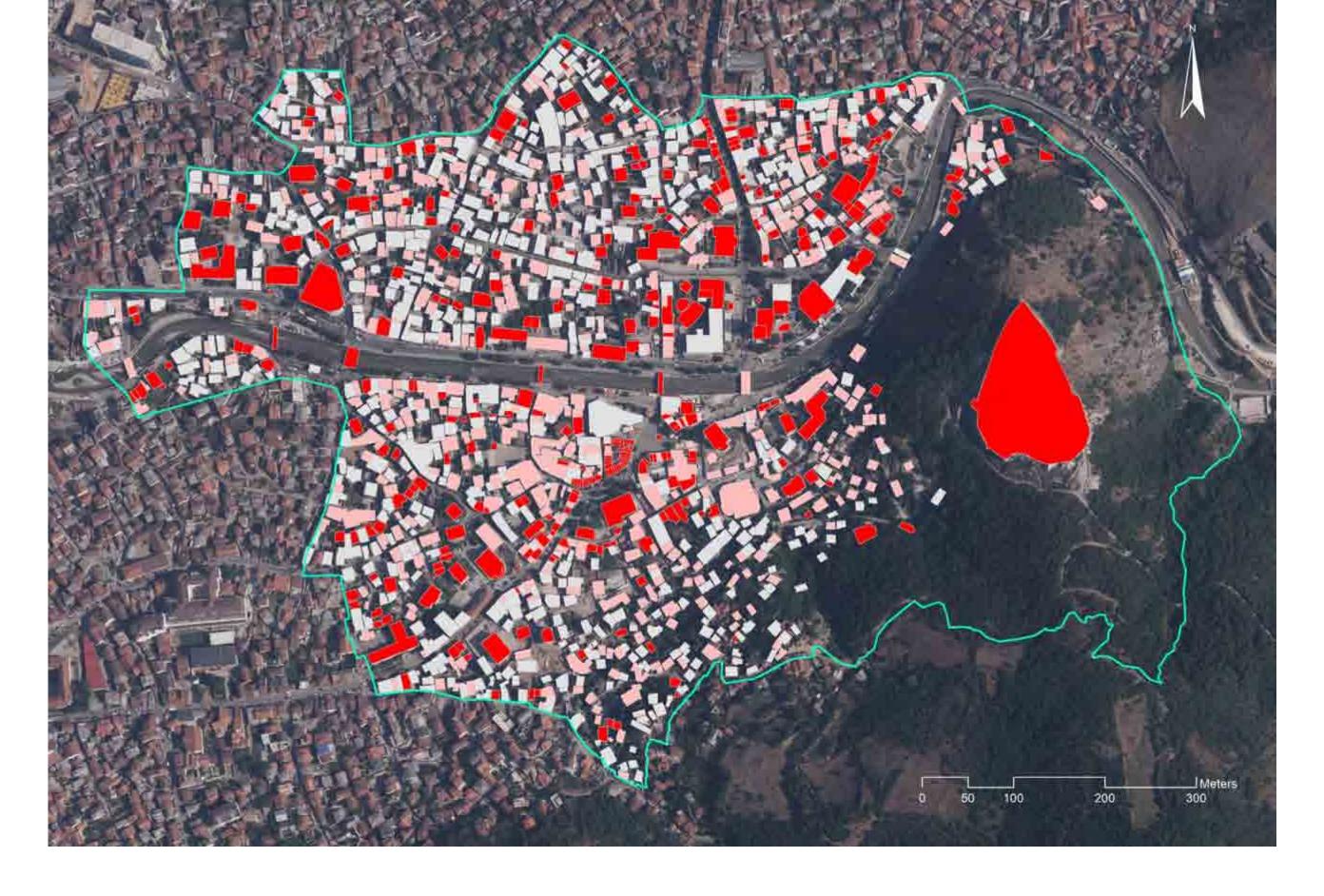


■ Ka vlerë të trashëgimisë kulturore / There is heritage value (23%)

Nuk ka vlerë të trashëgimisë kulturore / There is no heritage value (77%)

PLANI I MENAXHIMIT TË QENDRËS HISTORIKE TË PRIZRENIT MANAGEMENT PLAN FOR PRIZREN HISTORIC CENTER

> HARTA15. Posedimi i vlerave të trashëgimisë kulturore MAP15. Possession of cultural heritage values





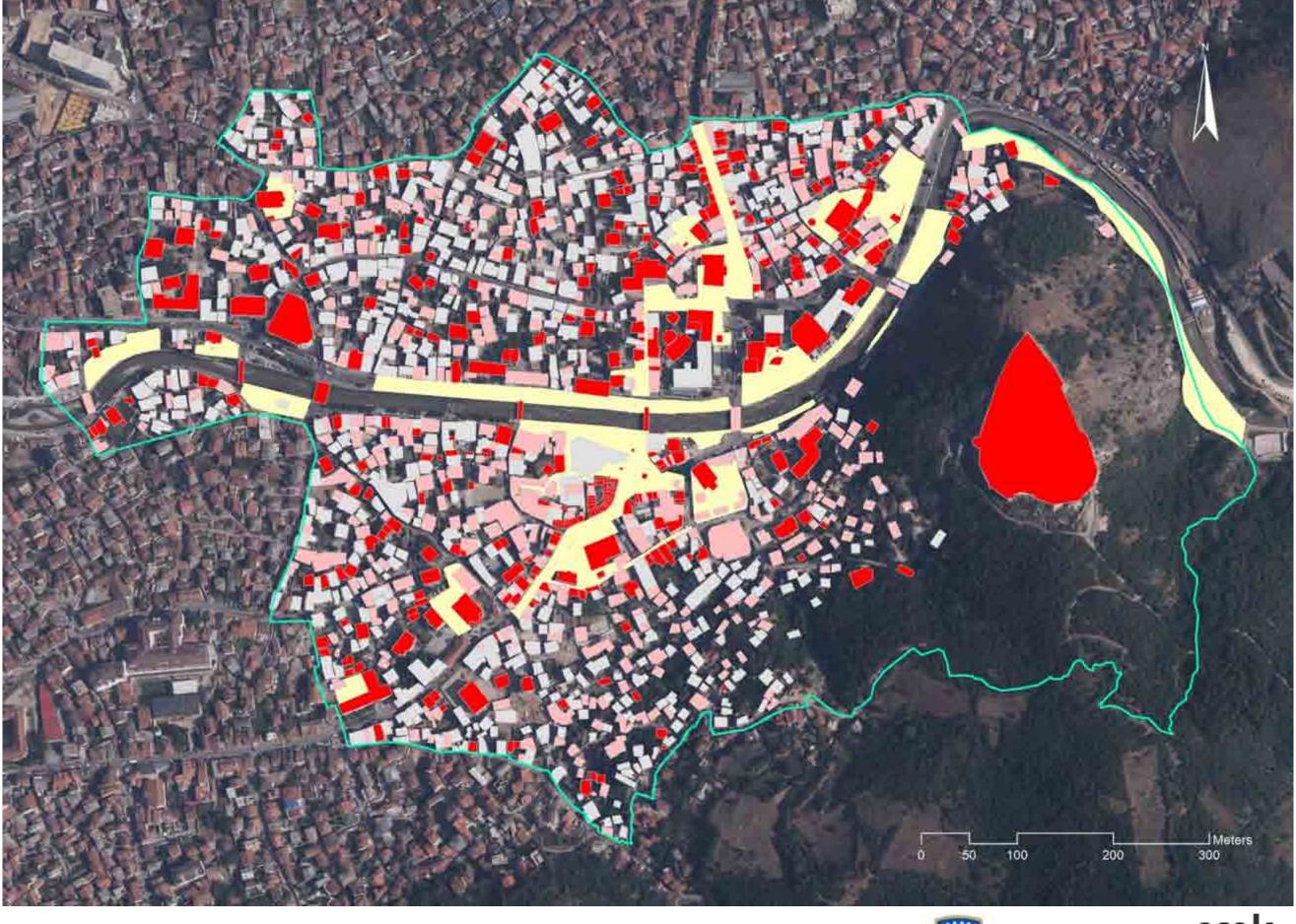
Ka vlerë të TK / There is heritage value (23%)

Nuk ka vlerë të TK por në harmoni / No heritage values but in harmony (35%)

Nuk ka vlerë të TK dhe në dis-harmoni / No heritage values and not in harmony (42%)









Ka vlerë të TK / There is heritage value (23%)

Nuk ka vlerë të TK por në harmoni / No heritage values but in harmony (35%)

Nuk ka vlerë të TK dhe në dis-harmoni / No heritage values and not in harmony (42%)

Hapësirat publike / Public spaces





PLANI I MENAXHIMIT TË QENDRËS HISTORIKE TË PRIZRENIT MANAGEMENT PLAN FOR PRIZREN HISTORIC CENTER

HARTA17. Vlerat, harmonia dhe hapësirat publike MAP17. Values, harmony and public spaces





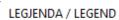
Gjelbërimi i lartë / Higher green areas

Gjelbërimi i ulët / Lower green areas









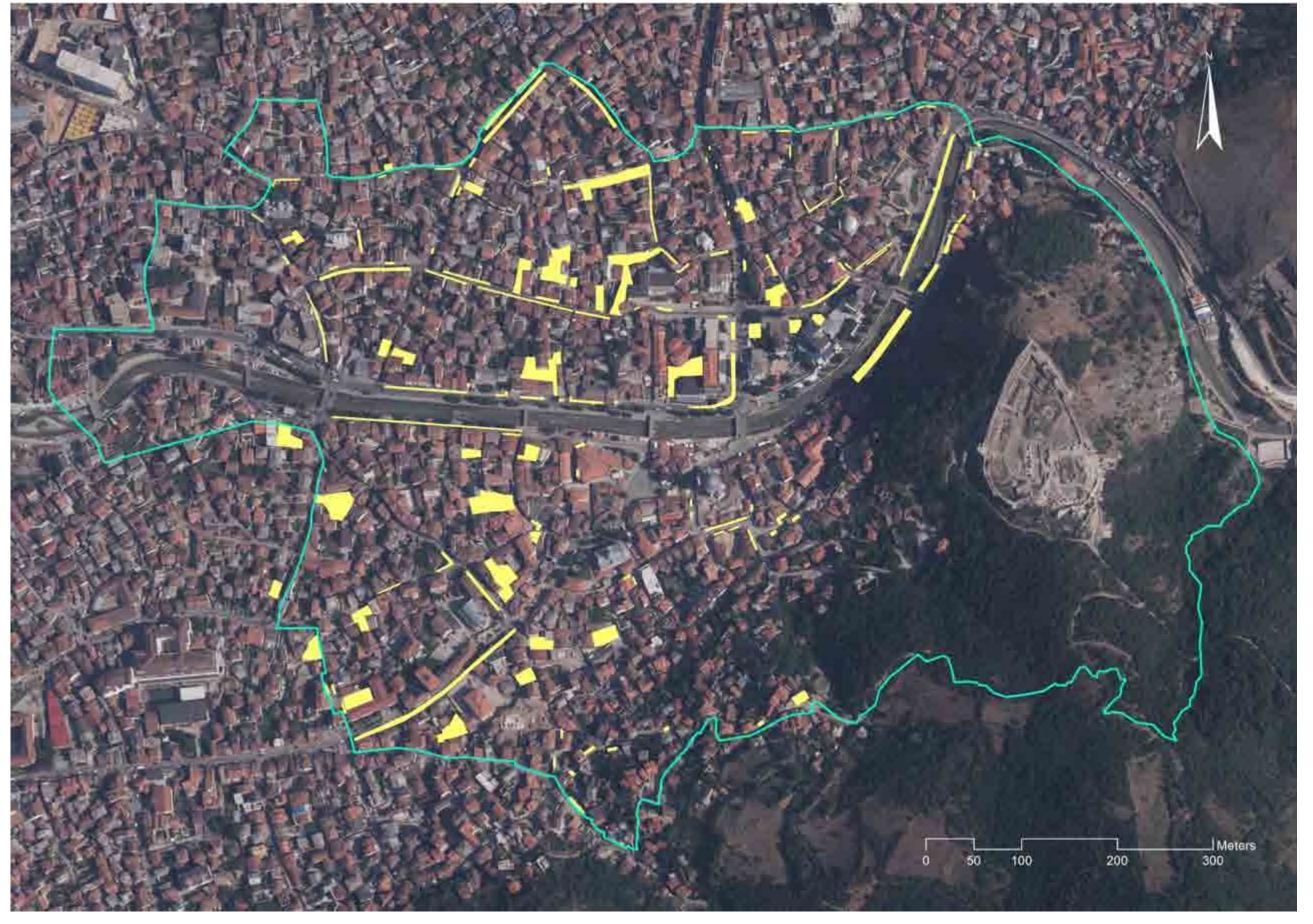
- Sipërfaqe me bari / Grass areas
- Sipërfaqe me drunj të përzier / Mixed trees ares
- 1. Bli / Lime tree 209
- 2. Dushk / Oak 90
- 3. Frashër / Ash tree 79
- 4. Gështenjë e egër / Wild chestnut 2
- 5. Mani / Mulberry 1
- 6. Mështekën / Birch tree 21

- 7. Pisha e argjendtë / Silver pine 21
- 8. Pisha e zezë / Black pine 4
- 9. Pishë / Pine 7
- 10. Pishë dekorative / Decorative pine 3
- 11. Plep kanadez / Canadian poplar 12
- 12. Plepi oriental / Oriental poplar 9
- 13. Rrap / Plane tree 52
- 14. Shelg / Willow
- 15. Shelgu vajtues / Crying willow 1
- 16. Shkure dekorative / Decorative shrub 16



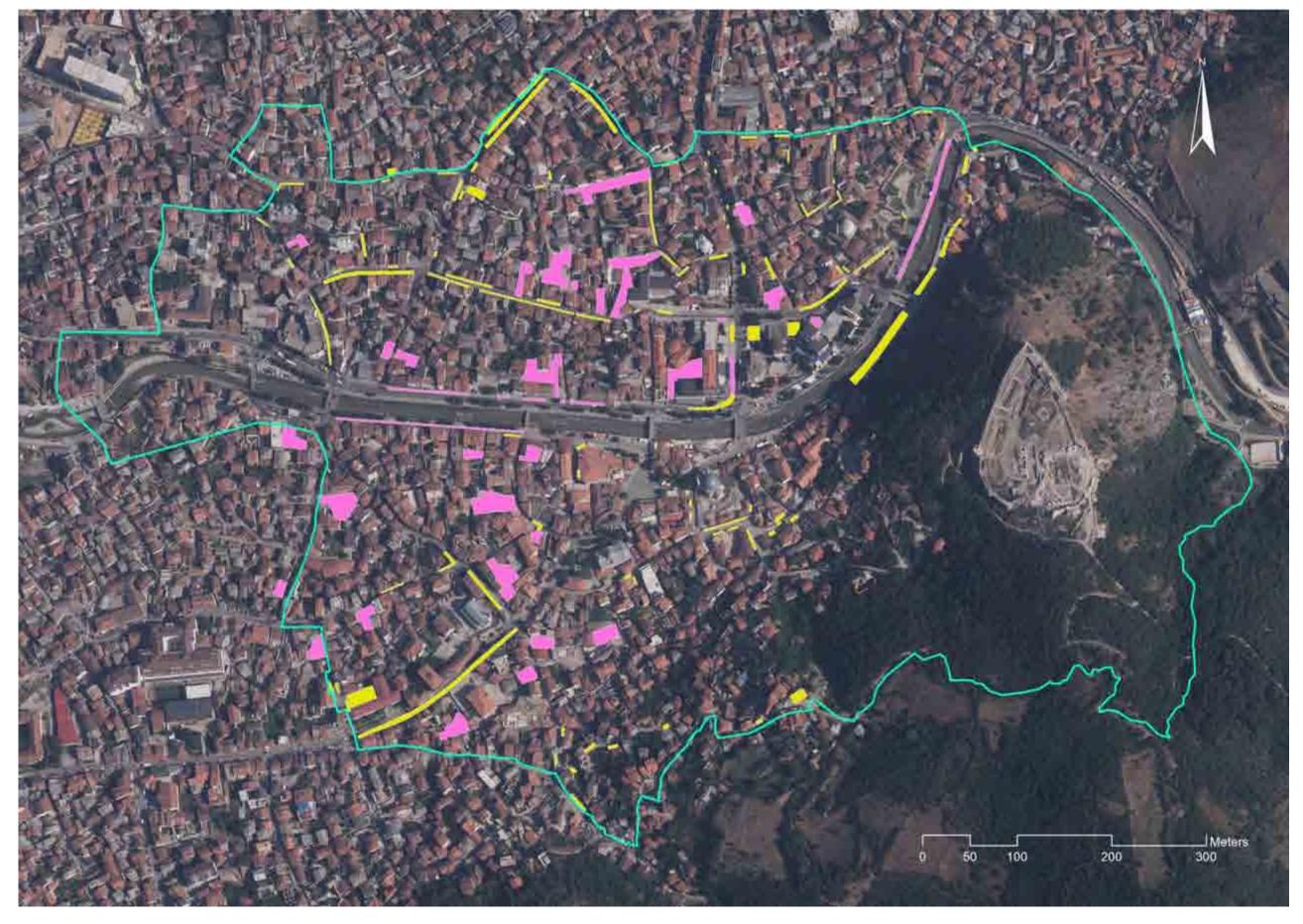


HARTA19. Llojet e drunjëve të mbjellur në hapësira publike MAP19. Types of planted trees in public spaces



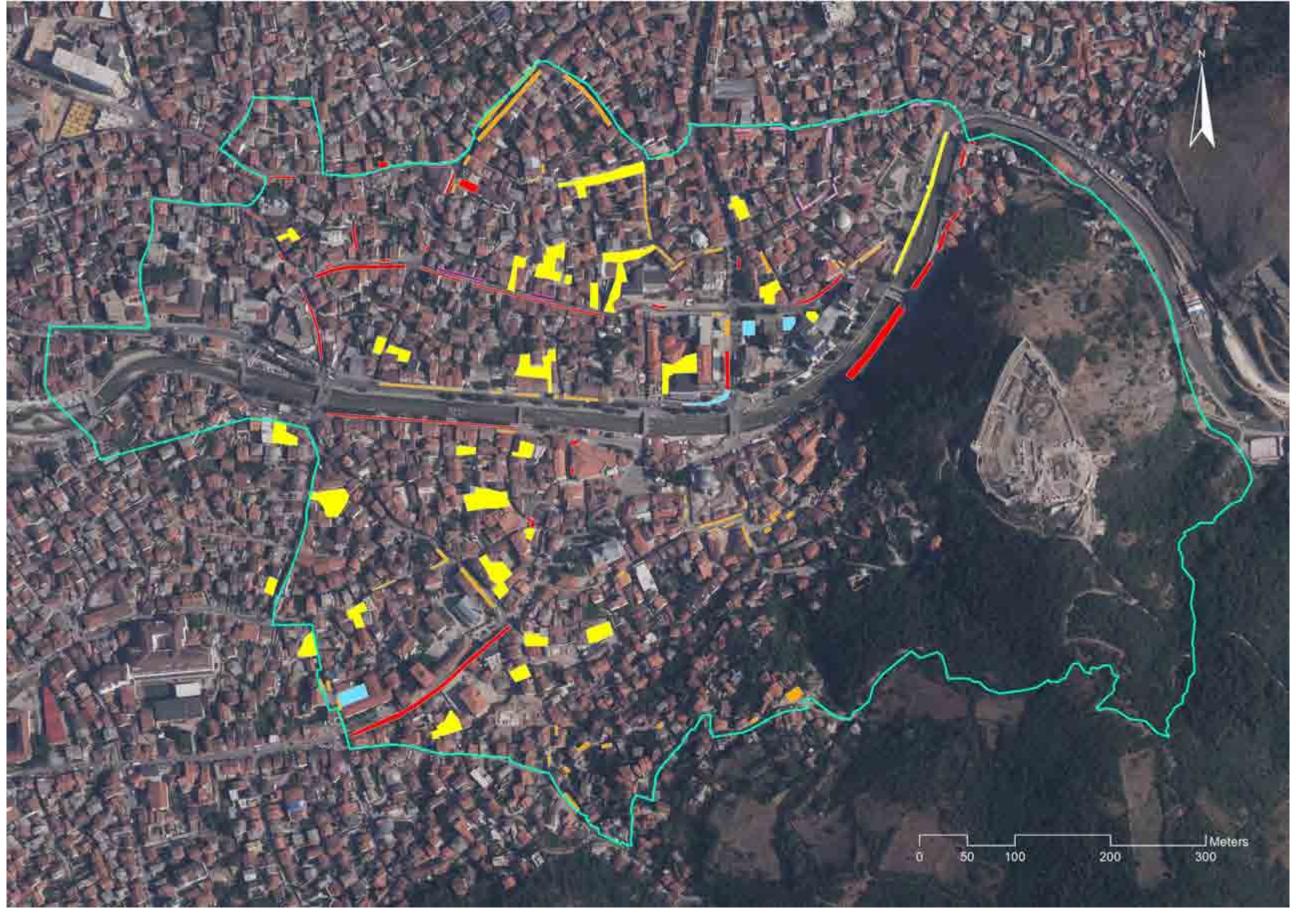














- Tek institucionet / At institutions 4
- Tek pronat private / At private properties 32
- Tek rrugët ilegale / Roads-illegal 59
- Tek rrugët legale / Roads-legal 39
- Tek trotuaret ilegale / Sidewalks-illegal 12
- Tek trotuaret legale / Sidewalks-legal 4









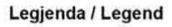


Zona e Dytë e Mbrojtjes / Second Protection Zone











Zona e Dytë e Mbrojtjes / Second Protection Zone

Zona e hulumtuar / Research area







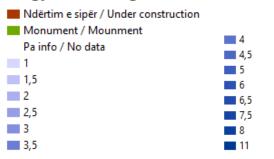
# Legjenda / Legend

- Ndërtesa të reja / New buildings (89%)
- Ndërtesa më të vjetra se 50 vjet / Buildings older than 50 years (11%)
- Të tjera-Pa info / Other-no info













PLANI I MENAXHIMIT TË QENDRËS HISTORIKE TË PRIZRENIT MANAGEMENT PLAN FOR PRIZREN HISTORIC CENTER

HARTA26. Numri i etazhave të ndërtesave MAP26. Number of stories in the buildings



- E mirë / Good (94%)
- Mesatare / Medium (3%)
- E keqe / Bad (1%)
- Shumë e keqe / Very bad (0%)
- Pjesërisht e rrënuar / Partially demolished (0%)
- E rrënuar / Demolished (0%)
- Pa info / No data





PLANI I MENAXHIMIT TË QENDRËS HISTORIKE TË PRIZRENIT MANAGEMENT PLAN FOR PRIZREN HISTORIC CENTER

> HARTA27. Gjendja fizike e ndërtesave MAP27. Physical condition of buildings



- E mirë / Good (56%)
- Mesatare / Medium (26%)
- E keqe / Bad (11%)
- Shumë e keqe / Very bad (3%)
- Pjesërisht e rrënuar / Partially demolished (4%)
- E rrënuar / Demolished (1%)
- Pa info / No data





PLANI I MENAXHIMIT TË QENDRËS HISTORIKE TË PRIZRENIT MANAGEMENT PLAN FOR PRIZREN HISTORIC CENTER

HARTA28. Gjendja fizike e ndërtesave më të vjetra se 50 vjet MAP28. Physical condition of buildings older than 50 years



Xhami me kupollë / Mosque with dome
Xhami me kulm / Mosque with roof
Teqe / Masjid
Shtëpi / House
Postë
Ndertese administrative

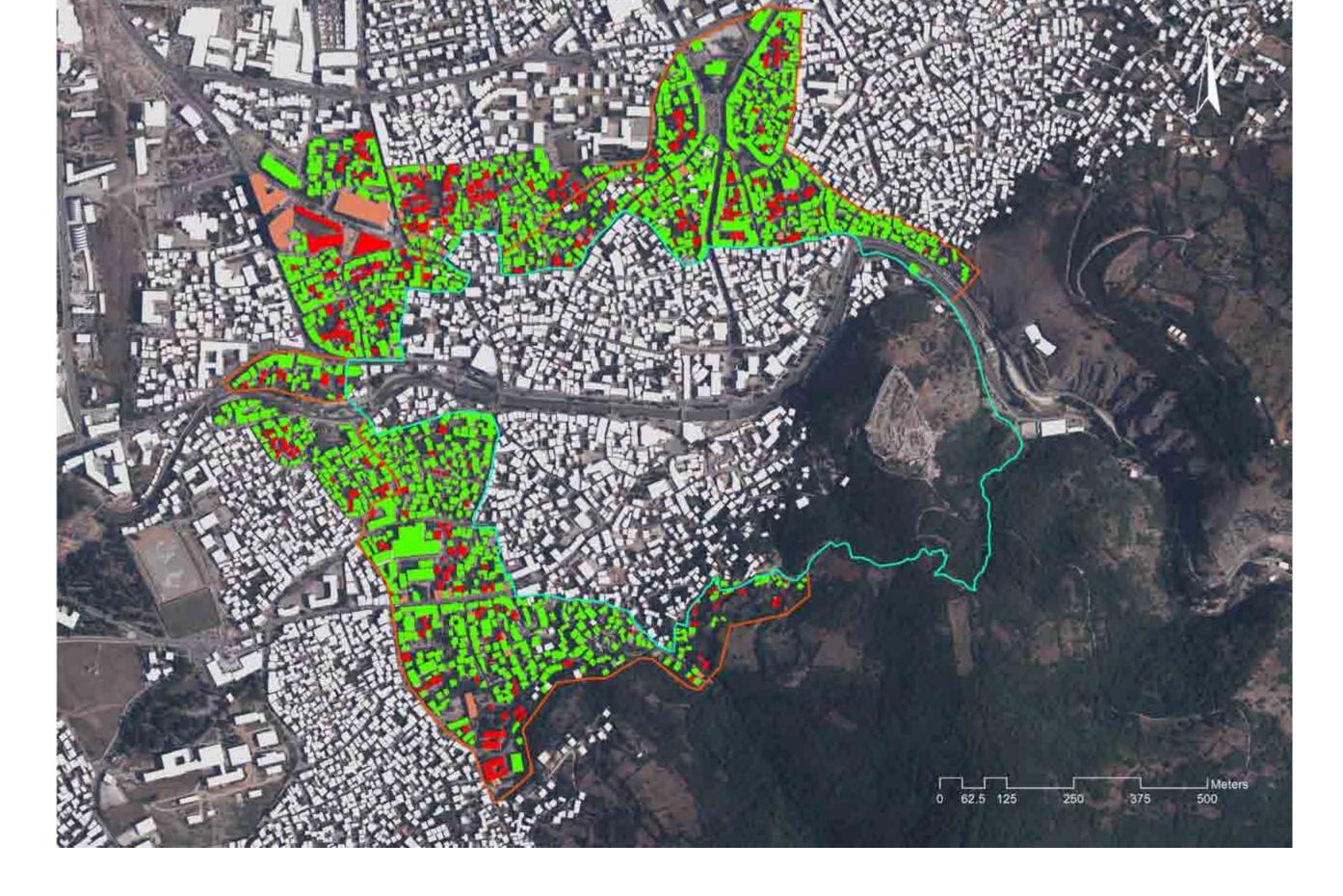
Shtëpi me zgjidhje të veçantë / House with special solutions
Shtëpi me qoshk / House with closed galery
Shtëpi me sallë qendrore / House with central hall
Shtëpi me çardak / House with open galery
Shtëpi e mbyllur me kat / House with closed story
Shtëpi përdhesë / Groundfloor house

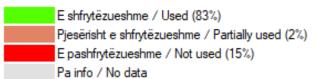


Ministria e Kulturës, Rinisë dhe Sportit Ministarstvo Kulture, Omladine i Sporta Ministry of Culture, Youth and Sport



PLANI I MENAXHIMIT TË QENDRËS HISTORIKE TË PRIZRENIT MANAGEMENT PLAN FOR PRIZREN HISTORIC CENTER



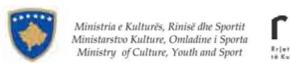




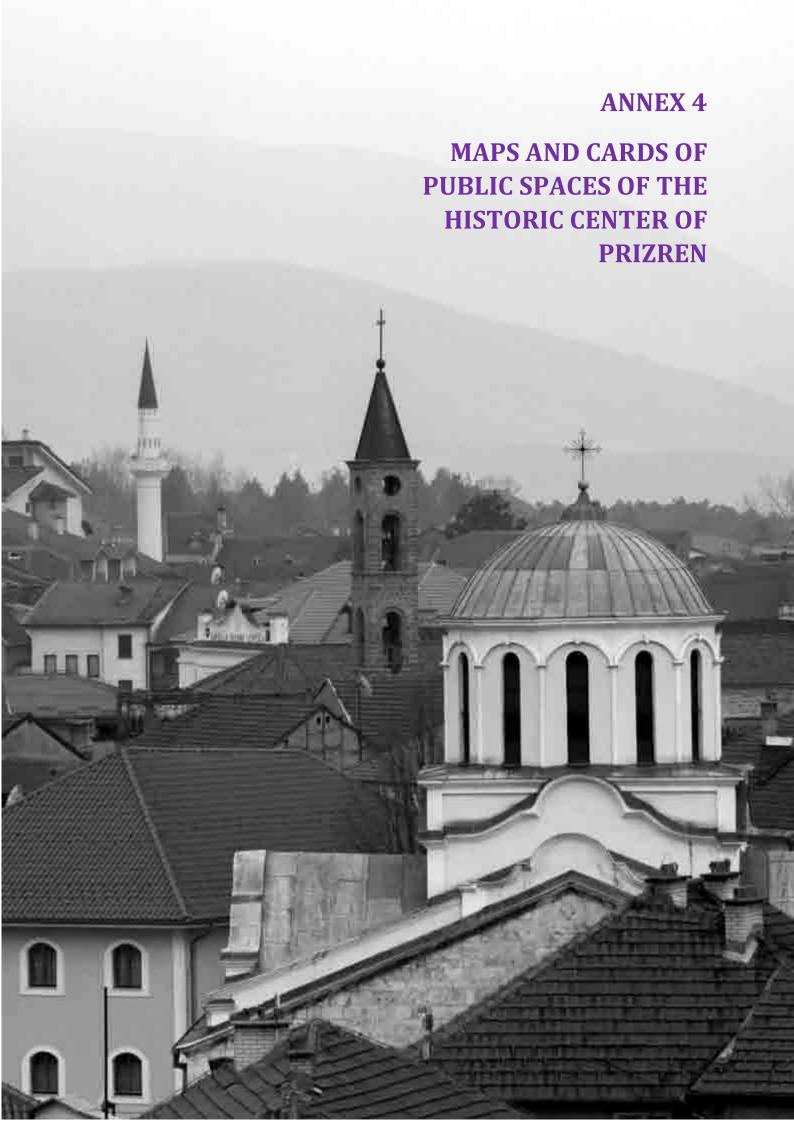


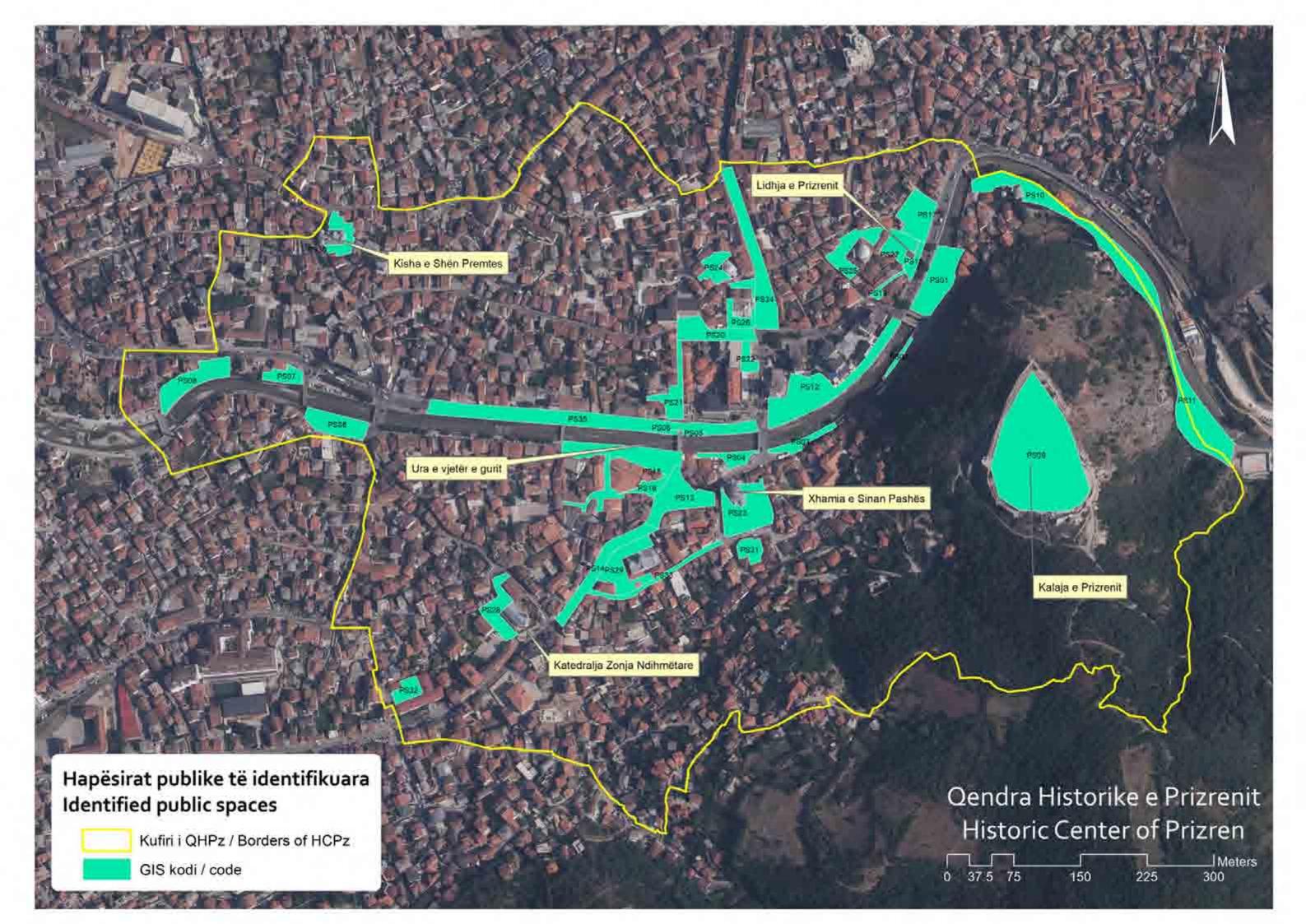
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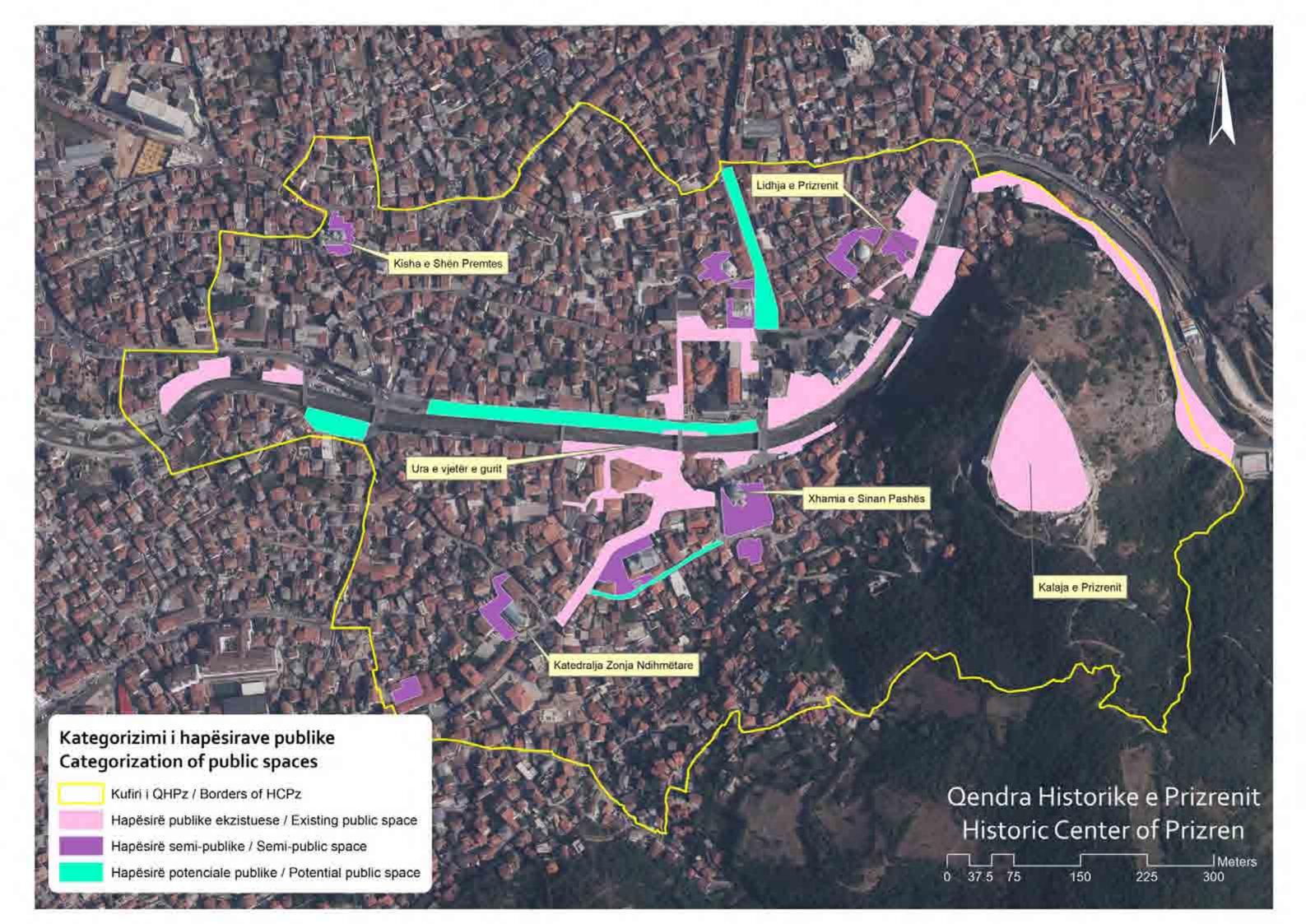


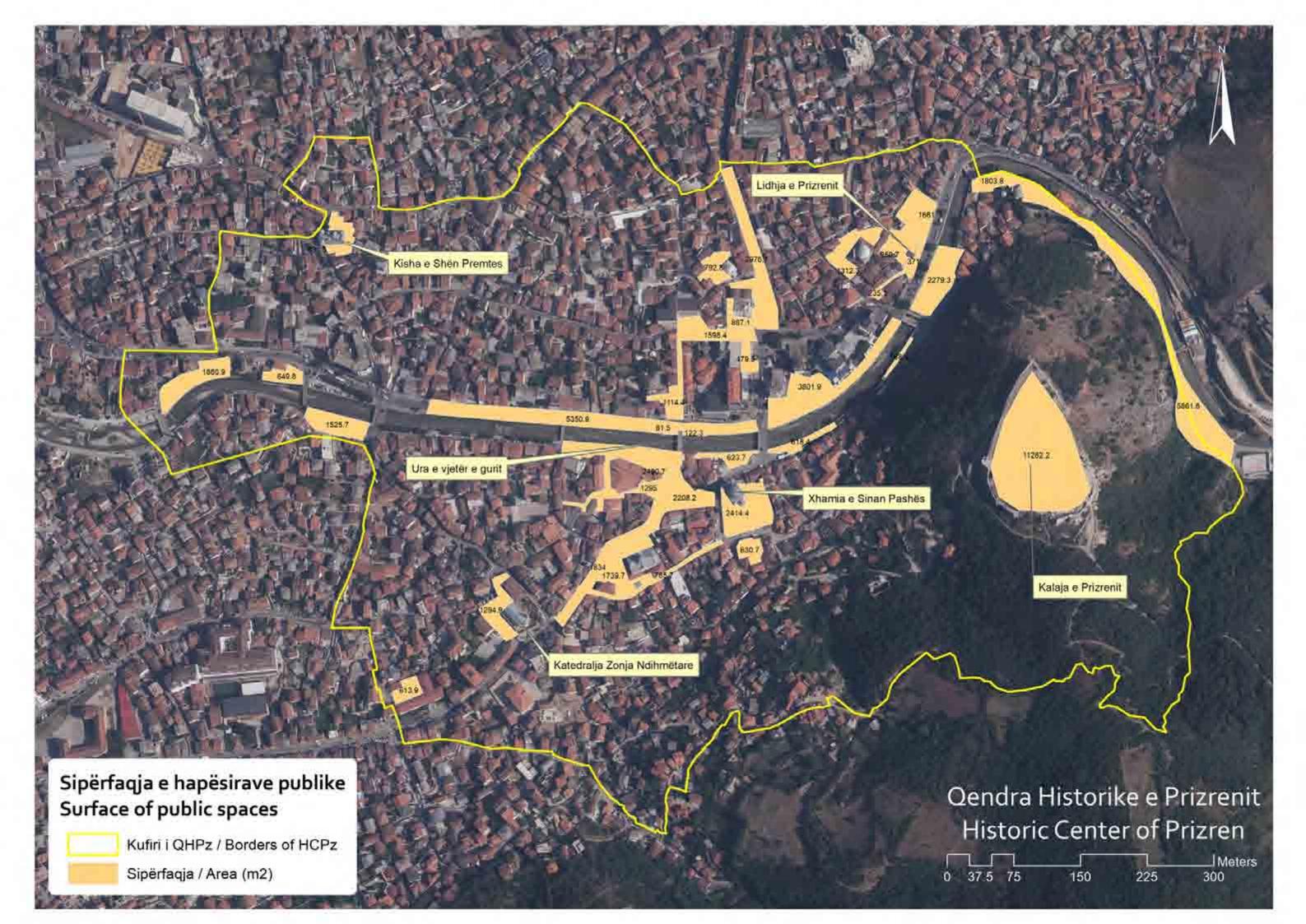


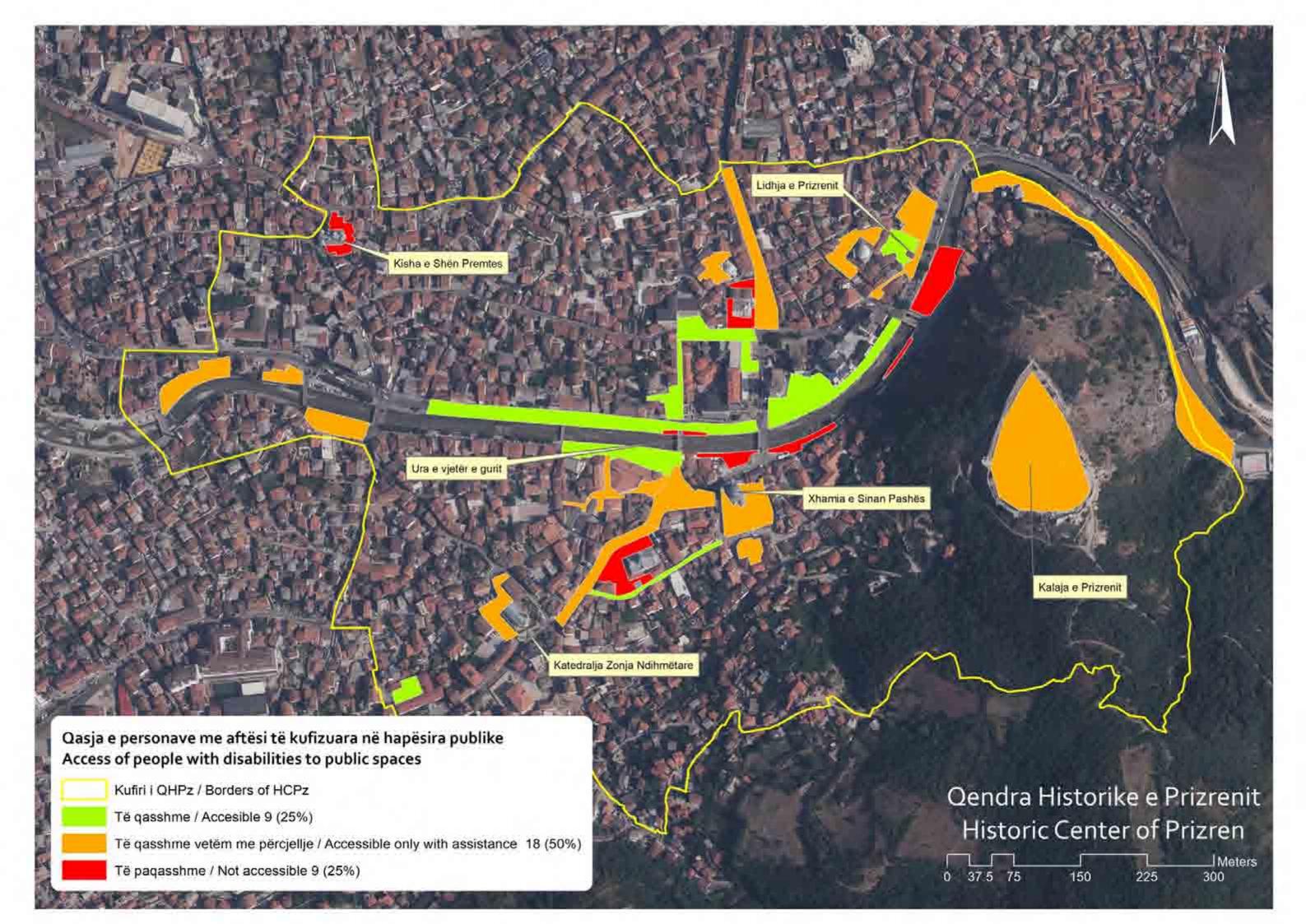


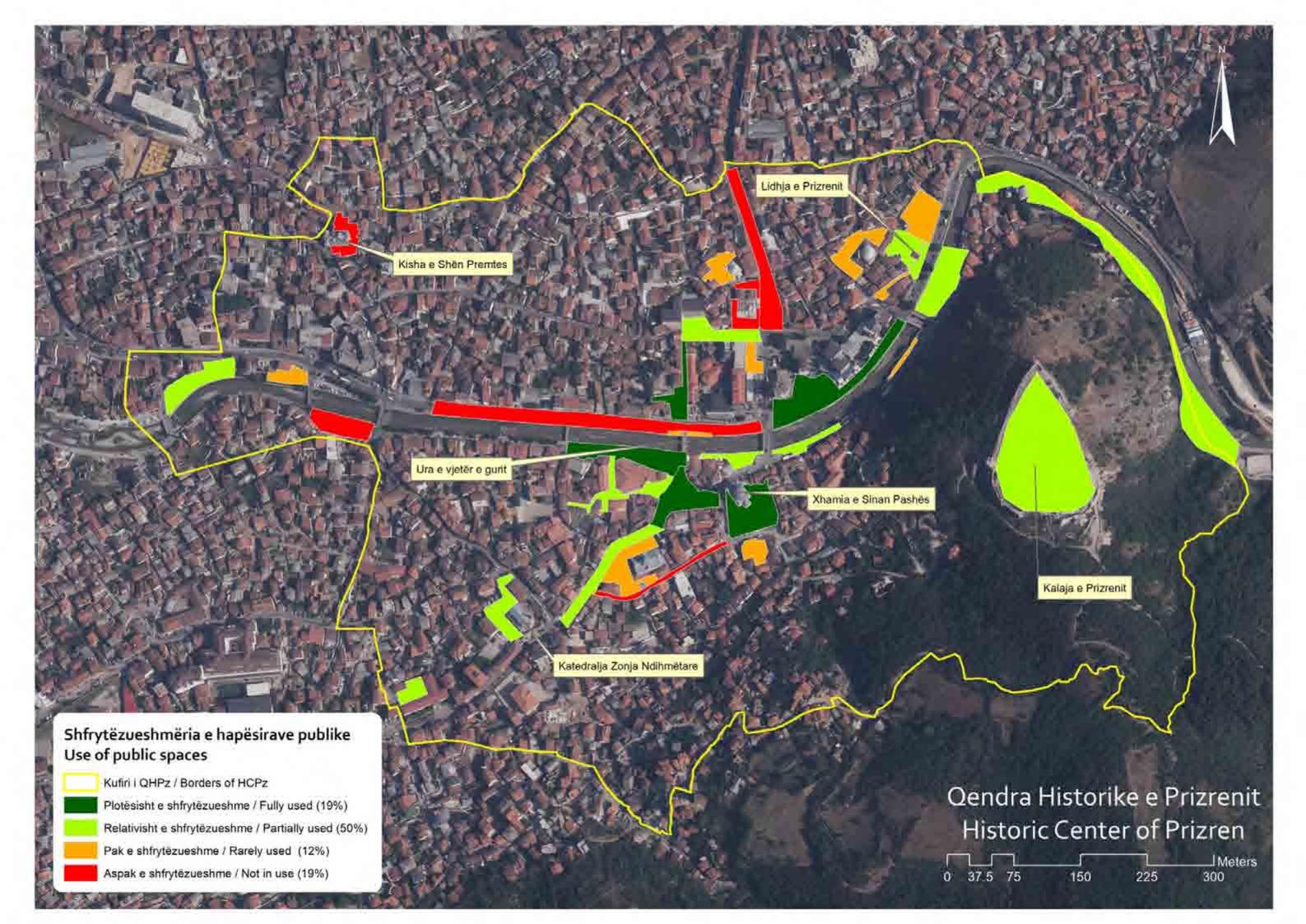












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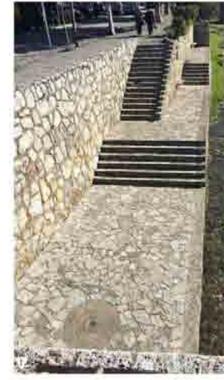




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KODI TGIS II GB CDDE

PS05

KATEGORIA CATEGORY

Hapësirë publike ekzistuese Existing public place

FUNKSIONET EKSIZTLIESE EXISTING FUNCTIONS:



ELEMENTE&MOBILERI URBANE URBAN ÉLEMENTS & FURNITURE



QASJA PER P.A.K. ACCESSABILITY FOR EUSABLED







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QASJA PER P.A.K. / ACCESSIBILITY FOR DISABLED & Gostone:

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SIPERFAQUA AREA

81.5 M2

KODI TGIS II GB CDDE

PS06

KATEGORIA CATEGORY Hapésré publike ékzistuese Existing public place

FUNKSIONET EKSIZTLIESE **EXISTING FUNCTIONS** 



ELEMENTE&MOBILERI URBANE URBAN ELEMENTS A FUNNTURE



QASJA PER P.A.K. ACCESSABILITY FOR DISABLED | A D. K









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SIPERFAQUA AREA

649.8 M2

KODI TGIS II GB CDDE

PS07

KATEGORIA CATEGORY

Hopesine publike ekzistuese Existing public place

FUNKSIONET EKSIZTLIESE EXISTING FUNCTIONS:

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QASJA PER P.A.K. ACCESSABILITY FOR DISABLED









## **FUNKSIONEL / FUNCTIONS** Litrytzier er dyf erfarilliws. Fenderchilden szeme 4 Retrespoint. Recreation Fug-muse

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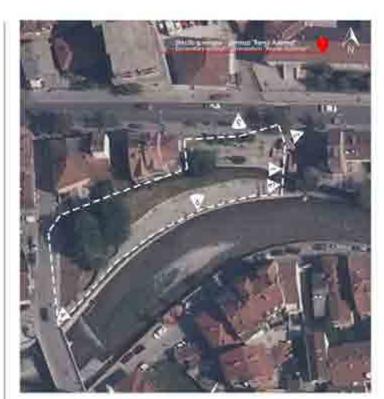
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SIPERFAQUA AREA

1860.9 M2

KODI TGIS II GB CDDE

PS08

KATEGORIA CATEGORY

Hapësirë publike ekzistuese Existing public place

FUNKSIONET EKSIZTLIESE **EXISTING FUNCTIONS** 

ELEMENTE&MOBILERI URBANE URBAN ELEMENTS&FURNITURE



QASJA PER P.A.K. ACCESSABILITY FOR DISABLED



SHFRYTEZUESHMERIA LISABILITY





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ELEMENTE & MOBILERI URBANE / ELEMENTS & URBAN FORNITORE Gjetskomi Haitki

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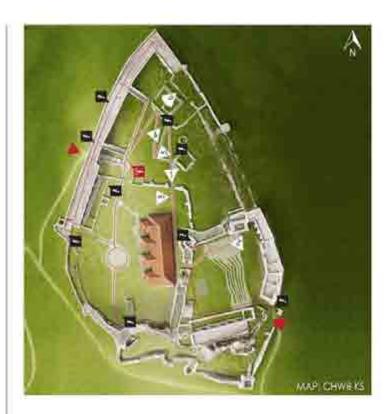
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SIPERFACUA AREA

11282.2 M2

KODI TGIS-II GIS CIDDE

PS09

KATEGORIA CATEGORY

Hapësirë publike ekzistuese Existing public space

FUNKSIONET EKSIZTLIESE EXISTING FUNCTIONS:



ELEMENTE&MOBILERI URBANE ELEMENTS & LIRBAN FURNITURE



QASJA PËR P.A.K. ACCESSABILITY ACM ENSABLED









#### **FUNKSIONET / PUNCTIONS** Angle is cytefcräve Fedulition orac Setremainn. Reuseafun. Pushimow: funding proce. Malf-purpose mice Ponor 8 Konnett Concert Xinamo verony Symmer-classics. 0 Listoción fetografilm Photostopolitie place himpé bendrie Sunt stoomin . Dynaranti Propie. Qyyaxi azvenného 8 Solverid Roop. Kaleten/Rettackant ... Classical/Restaurant Shille andulani Pudate: wallfuctions publice/Zine Public Mathucians/Office Zonill this consulting till visitutores 600 Vehicle of central mod P Province pro-verbing: Corproduct Corproduct fettice **ВИДОНК синимоли** Cerivini pilk obdani Albituture flourations Cestron pilcult til pipinen Costall water to colon Vurrega 10 vjetka: **Eld** cettelenes ELEMENTE & MOBILERI URBANE JURBAN ELEMENTS & FUTURITURE Ties! Gjeloenny Juliet Omen Amis Françiris poblis Pidtoc agriting 11/0'om F ... Boyum Kampia State of Shoote is modument 1 See Arbert watering Protock **Fauntain** 4 Memorial Alemong Art public Fublic of Kend lipjeve Masground Marking por bigations. ĕ₽ bloycle possing. Will TARRIES wc Parell's India? QASJA PER P.A.K. / ACCESSIBILITY FOR DISABLED E-agsshwe Accomplain L'oquinne withmore pleasure Accessible only with most rancy Epopassiree Not and emplie SHPRYTÉZUESHMERIA / USABILITY PioMoint is shrtyten, estime. Fixily yeard: Relativisti e shivytëzveshme Particly used

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SIPERFAQUA AREA

1803.8 M2

KODI TGISIII GIS CODE P\$10

KATEGORIA CATEGORY Hapésiné publiké ekzistuese. Existing public space

FUNKSIONET EKSIZTUESE EXISTING FUNCTIONS



ELEMENTE&MOBILERI URBANE URBAN ELEMENTS&FÜRNITÜRE



QASJA PĒR P.A.K. ACCESSABILITY FOR DISABLED

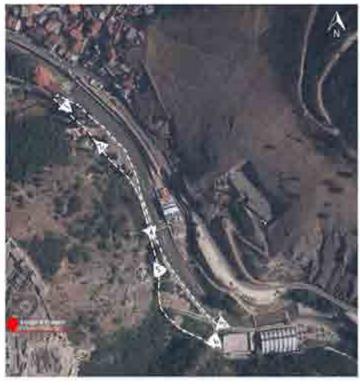




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SIPERFAQUA AREA

5861 B M2

KODI TGIS II GIS CIDDE

P511

KATEGORIA CATEGORY

Hapesine publike ekzistuese. Existing public space

FUNKSIONET EKSIZTLIESE EXISTING FUNCTIONS:

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ELEMENTE&MOBILERI URBANE URBAN ELEMENTS&FURNITURE



QASJA PER P.A.K. ACCESSABILITY FOR DISABLED





#### **FUNKSIONET / FUNCTIONS** averatetyp e elphane Pedelmidir pred Retression. Neureation Futhiroour Kenting block Happhard per mumit offirm Амій рокорзе ште Ponoit 8 Konnett CIDONI Kirema veture Summer channel 0 Lottacion fotografitrii thorosecotting place Forego benzive Rost states 177 Dybraraniss Piopin Oyegan szeminkás 8 Sourcer's Strong Fateten/Restaurant • Coffee/Rigmanger Shirts ambukani Fooder: militucione positice/Zyre Public multipology/Office Sone and posturity of vortexase ~ Vernicle circulation mod P Parking out virtura: Cor nurking Corecroni fedom. Religious ceremony Сейлин рек жодей Arbitration Roundain Connece per use to pishwere Omiting water fourteen Vorrego re gettor Old contributions. FLEMENTE & MOBILERI GRAANE / HIRBAN ELEMENTS & FIRMITUTE Trees Cialomine) unt Comm Area **Наприні риві** Public lighting Mitthe Semen Rampo Number shporte e moctumare SCIE Urban waterline Fontant **Fountain** Mannoncti A Minmondi Art thurse 3 florest off Kend libyave Navaround. **Рамею рат Ырынны** &P BICYCIO DOFFINA WAS passioner wc Proble fedure GALIA PER P.A.K. / ACCESSIBILITY FOR DISABLED E-gasthme ACIDEE98/8/81 E gastrine within the philippe Accepted only with auditorical Epoquishina Not accerdible SHFRYTEZUESHMERIA / USABILITY Flotenint e shtryfebueithme FUTY GOOD!

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## SHESHI I DESHMOREVE MARTYRS SQUARE

SIPERFAQUA AREA

3801.9 M2

KODI TGIS II GIS CIDDE

P512

KATEGORIA CATEGORY Hopesre publike ekzistuese Existing public space

FUNKSIONET EKSIZTLIESE EXISTING FUNCTIONS:



ELEMENTE&MOBILERI URBANE URBAN ELEMENTS & FURNITURE



QASJA PER P.A.K. ACCESSABILITY FOR DISABLED





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SIPERFACUA AREA

2208.2 M2

KODI TGIS II GB CDDE

P\$13

KATEGORIA CATEGORY

Hopesire publike ekzistuese Existing public place

FUNKSIONET EKSIZTLIESE EXISTING FUNCTIONS:



ELEMENTE&MOBILERI URBANE
URBAN ELEMENTSÆ FURNITURE



QASJA PER P.A.K. ACCESSABILITY FUR DISABLED









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GASJA PER F.A.K. / ACCESSIBILITY FOR DISABLED

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SIPERFACUA AREA

1834 M2

GB CDDE

P514

CATEGORY

Hopesine publike ekzistuese Existing public place

FUNKSIONET EKSIZTLIESE EXISTING FUNCTIONS:

大人西西里岛



QASJA PER P.A.K. ACCESSABILITY FOR DISABLED.









KODI TGIS II

KATEGORIA

ELEMENTE&MOBILERI URBANE URBAN ELEMENTS & FURNITURE





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SIPERFACUA AREA

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KODI TGIS II GIS CIDDE

PS15

KATEGORIA CATEGORY Hapësirë publike ekzistuese Existing public place

FUNKSIONET EKSIZTLIESE EXISTING FUNCTIONS:



URBAN ELEMENTS & FURNITURE



ACCESSABILITY FOR DISABLED

















#### FUNKSIONET / FUNCTIONS Lövise e gytetarilye Pedastrian area Rollegacion Recreation Puttimore floring color-Nopécié per shumé gééme. \*\*\* Multi-purgose mea-Poor FOR 8 Xericari Concert Chiama week Sammer Chemics 0 Longolim Inlogration Photothooling proce Primati bendrik A Full Hatton Dygone CT ⊒hocc. 雷 Dyggo syvenitery Sourrent Illiago Külpher//bearpotent . Coffee/meanaurant ShiVis-contissioni Percioner: iraltfrictione publike/2yre-Pundic institucions/CIRSon Zobě obe acritofico të ve havvve 6 Vehicle circulation midd Fixing per vistura: Clar positive Cerembill fetare Religious ceremonly Ceshibe pitr abdest Appullion liquidities Cashme per ust të pijmëm. Driving water tourton Victoria 16 vietro. (3id cigmateries ELEMENTE & MOBILERI URBANE / UNBAN ELEMENTS & FURNITURE Globamii (1946 Giolbidini Ludit ₩. Green Area Nation public Public Highling thésb: Ħ Bunch Komera Amno Shoorté a mbofuthique m Uroan waterfine Penhanii Foortlain Abstractor Minicontil Art pools. 4 (fublic or X011011 REQUIRE - Playground Porking pair (seklerte) dicycle powing Will publike wc Poblic folker QASJA FER P.A.K. / ACCESSIBILITY FOR DIXABLED à 5 racushme Acresitáli Eapuhrer written me parciellar Accessible only with assistance Epodestime North conversable SHERYTEZUESHMERIA / USABBITY Pfolidelshit e whtiv/Qacos/mns July west rauguviçat e satistituuminim Postody used Pair e shfrytikaamtrime Reservirient Азрож в этруческие пов Not in use

















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SIPERFACUA AREA

1295 M2

KODI TGIS II GIS CIDDE

P\$16.

KATEGORIA CATEGORY Hapésré publike ekzistuese. Existing public space

FUNKSIONET EKSIZTLIESE EXISTING FUNCTIONS:

大里雷雷



CLEMENTES MOBILERI URBANE URBAN ELEMENTSS FÜRNITIRE

ACCESSABILITY FOR EXSABLED - ASIA

SHFRYTEZUESHMERIA LISABILITY.

QASJA PËR P.A.K.



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GASJA PER P.A.K. / ACCESSIBILITY FOR DISABLED

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SHFRYTEZUESHMERIA / USABILITY

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SIPERFAQUA AREA

1661 M2

KODI TGISHI GIS CODE

P\$17

KATEGORIA CATEGORY Hopësirë publike ekzistuse Existing public place

FUNKSIONET EKSIZTUESE EXISTING FUNCTIONS



ELEMENTE&MOBILERI URBANE URBAN ELEMENTS&FURNITURE



QASJA PĒR P.A.K. ACCESSABILITY FOR EXSABLED















#### **FUNKSIONET / FUNCTIONS** jávigo o gyletaráve Federifoon area Relitedation Programation: Fusitimore Restling pidder Happisal pilk dond ummir 3 8 × F Multi puspour sawa Panet: FOF Konomit Concert Юнепта Увгосе Боличної сачентої cokacion fotografimi Profeshooling place Pompit treeston. PURE/FURIOR Dyggerm: Shippin. Dyggan sover best Souvener Stops Kateten/Kestourgnt Coffee/flestourier/ SNIKK amoulant Peddio hall/biolorm politike/Zyre Public #sillucions/Office 2010 menages/Nm to vehicane P Vérvices circulation rolais Pocking pitti venuta Cor posting Cerement letare. Religious deremonia Cernme për obderf Attitudos Francizos Continue più uiù le personi Droising water fourname Varrista (6 vjetis) City L'eminissière ELEMENTE & MOBILERI URBANE / URBAN ELEMENTS & FURNITURE Topos Chelpenny Luke Green Ania isdoctní public Middle sighting (£500) Rompo Ramp: Stipottà e riperturba-e Birk Orbbe womming **Foreigně** Fegnitalia 4 Memorial Memorial Air putile Public art Könni i Islanyo Manapoomif Potting pêr biquesta dP Bidyole porentg. WC pulpher PURISC NAMED QASJA PER F.A.K. J ACCESSIBILITY FOR DISABLED I accomme Accession É pasième vetêm me pêrcjete Accountile only with policy Еподаніті Not pocasition SHFRYTEZUESHMERIA / USAGILITY Profession a shouldening Flythy upperct. Bridgilyand as shiry lifes a screen Portially soud Fox e shirytopusshme Romby Liped

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SIPERFAQUA AREA

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KODI TGIS II GIS CIDDE

PS18

KATEGORIA CATEGORY

Hapësirë publike ekzistuese skisting public place

FUNKSIONET EKSIZTLIESE EXISTING FUNCTIONS:

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URBAN ELEMENTS & FURNITURE



QASJA PER P.A.K. ACCESSABILITY FOR FUBABLED & A





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SIPERFAQUA AREA

235.1 M2

KODI TGIS II GIS CIDDE

KATEGORIA CATEGORY Hapësirë publike ekzistuese Existing public place

FUNKSIONET EKSIZTLIESE EXISTING FUNCTIONS:





QASJA PER P.A.K. ACCESSABILITY FOR DISABLED









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GASJA PER P.A.K. / ACCESSIBILITY FOR DISABLED

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SIPERFAQUA AREA

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KODI TGIS II GIS CIDDE

PS20

KATEGORIA CATEGORY Hapësirë publike ekzistuese Existing public place

FUNKSIONET EKSIZTLIESE EXISTING FUNCTIONS:



URBAN ELEMENTS&FURNITURE



ACCESSABILITY FOR ENSABLED & In 18 QASJA PER P.A.K.

















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SIPERFACUA AREA

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P\$21

KATEGORIA CATEGORY Hapësirë publike ekzistuese Existing public place

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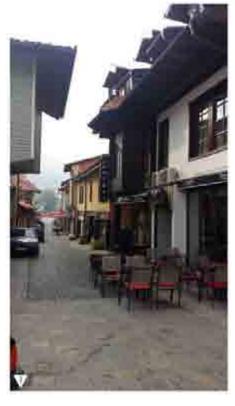
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QASJA PËR P.A.K. ACCESSABILITY FOR EXSABLED















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SIPERFAQUA AREA

479.5 M2

KODI TGIS II GB CDDE

PS22

KATEGORIA CATEGORY

Hapësirë publike ekzistuese fixiting public-space

FUNKSIONET EKSIZTLIESE **EXISTING FUNCTIONS** 





QASJA PER P.A.K. ACCESSABILITY FOR DISABLED

















#### FUNKSIONET / FUNCTIONS Lévide e gyferenavé Pedestron gred Referencian Rescention Puthmore Restinguislance HANDOD GWAYS AND MANGOON Mulk purpose orea 9 8 4 Planet Concert Coppert Kinema verore Summer charbo Lokation folografiny Photoshooting place Forman borgine Fuel Hallotti Dysone 17 Diriogra. 6 Dissent warenights 1 Kafeferi/Restaucant Culter/Reddwiggt Shiftles carso-Sarol. People? frattucione publike/fyre PVBKE HITTOGGENUDMON Zoně me annodím tě vetorove óψ Version circulation record P Positing per vehical Corrocering: Dimpropolii fotgre A Refigious ceremony Centime pile doored AUUTUON TOWINGS Certime per up to update Drinking water foundary Variatio 16 seption Old committees ELEMENTE & MOBILERI URBANE / UNBAN ELEMENTS & FURNITURE Operation and a contract Owner Arms Ŷ Hetricky popili Public splitting. Ulfilm Sence: Rampa Stamp 面 Shootte e moetuneave-#81 Usean warmine Footorio Founfain. Animoral I Morponet Art publis 0 PUBLIC IST Kérial Iskove Fleeground Funksigptit bij komi. Boxes porting WC publie WÇ Public riving QASJA PER P.A.K. / ACCESSIBILITY FOR DISABLED & Equations Accessible Flagstome vetern me perciette Acceleble only with antidonce Epogostiniii Not accountly SHFRYTEZUESHMERIA / USABILITY Plotecim e entryténiechme. fully ratio Relativistit e shirizhimiethime Partally Wed Fich a shifty/da.minime ACTIVITY MARCI Aspak e infryfêscestime \$452 0 c jugm





SIPERFAQJA AREA

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KODI TGIS-II GIS CODE P\$23

KATEGORIA CATEGORY Hapësitë semi-publike Semi public space

FUNKSIONET EKSIZTUESE EXISTING FUNCTIONS



ELEMENTE&MOBILERI URBANE URBAN ELEMENTS&FURNITURE



QASJA PĒR P.A.K. ACCESSABILITY ACM EUSABLED



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SIPERFACUA AREA

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KODI TGIS II G5 CDDE

PS24

KATEGORIA CATEGORY Hapésiré semi-publike Sami public place

FUNKSIONET EKSIZTLIESE EXISTING FUNCTIONS:

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ELEMENTE&MOBILERI URBANE URBAN ELEMENTS&FURNITURE

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QASJA PER P.A.K.



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SHFRYTEZUESHMERIA / USABIUTY

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SIPERFACUA AREA

1312.3 M2

KODI TGIS II G5 CDDE

P525

KATEGORIA CATEGORY Hapësirë semi-publike Semi-public place

FUNKSIONET EKSIZTLIESE EXISTING FUNCTIONS:



URBAN ELEMENTS & FURNITURE



QASJA PËR P.A.K. ACCESSABILITY FOR EXSABLED

















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SIPERFAQUA AREA

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KODI TGIS II GB CDDE

P\$26

KATEGORIA CATEGORY

Hapésiré semi-publike Semi public place

FUNKSIONET EKSIZTLIESE **EXISTING FUNCTIONS** 















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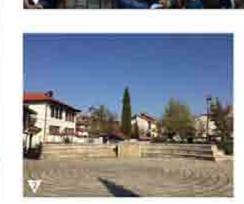
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SIPERFAQUA AREA

950.7 M2

KODI TGIS II GB CDDE

PS27

KATEGORIA CATEGORY

Hopesine semi-publike Semi public piace

FUNKSIONET EKSIZTLIESE EXISTING FUNCTIONS:



ELEMENTE&MOBILERI URBANE URBAN ELEMENTS & FURNITURE



QASJA PER P.A.K. ACCESSABILITY FOR DISABLED











#### **FUNKSIONET / FUNCTIONS** Lévige e gyfotoréve Pedeltrion bred. Retrequitin Reservation Postnirroom Renting bridge. Mapping Simure idea (See again) Will balbote dood Panar Koncert Concert Tinamis verble Summer chartes coxación fofografim-Photoshooting place Pempé berseille Aust station. Dynamie Block. Dygor savereith Source Shop Kateteri/Restuuxant Cultire/Restaucoril Print phibliant Paralater MINICIONE DUISNA/Zyre PUBLIC HITAICIST STOTTICE Zoné me didroitim tél vistumro Vehicle citrulation road Rooking per vehical Cor persong Coompani to fare Relgious ceremony Cestation pills appoint Abitytion flowisters Centeres pilk um te pjetidos Denking worker tourstown Varieta le viella. Otromatesia: ELEMENTE & MOSILERI URBANE / URBAN ELEMENTS & FURNITURE Cliniohmmi i (40) Orinem Arroy ₽ F Halicini publii Public lighting. bein 8moh Represent Marria Shporte e croeturitove Sar N -1 -4 60 66 Mithair warninge Funt;pos **Fountain** Americas Awypowell Art publis Public of Kepaflaave flaggoing Parking per bic/likela Ricycle porting wc WC publish PUBRIC ITHING GASJA PÉR P.A.K. / ACCESSIBILITY FOR DISABLED & Equilime Accession E apunime yetem me percede Accessible only with quildonce E possisting SHFRYTEZUESHMERIA / USABILITY Plotěsími e infrytézusuhme Folly coned Robatrialit e statry/Emissionice markety lived Pax e shifty/dauwntine Markly Used Asodi: a shfryRequesture Note our



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SIPERFACIJA 1294,9 M2

KODI TGIS-II PS28 GIS CODE

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QASJA PĒR P.A.K. ACCESSABILITY FOR EKSABLED



SHFRYTEZUESHMERIA













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SIPERFAQUA AREA

1739.7 M2

KODI TGIS II GB CDDE

PS29

KATEGORIA CATEGORY Hapësirë semi-publike Semi public space

FUNKSIONET EKSIZTLIESE EXISTING FUNCTIONS:



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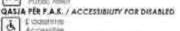
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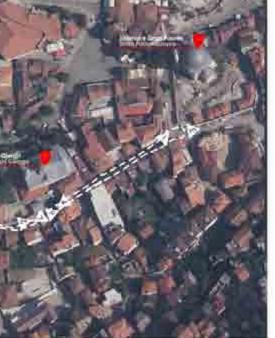
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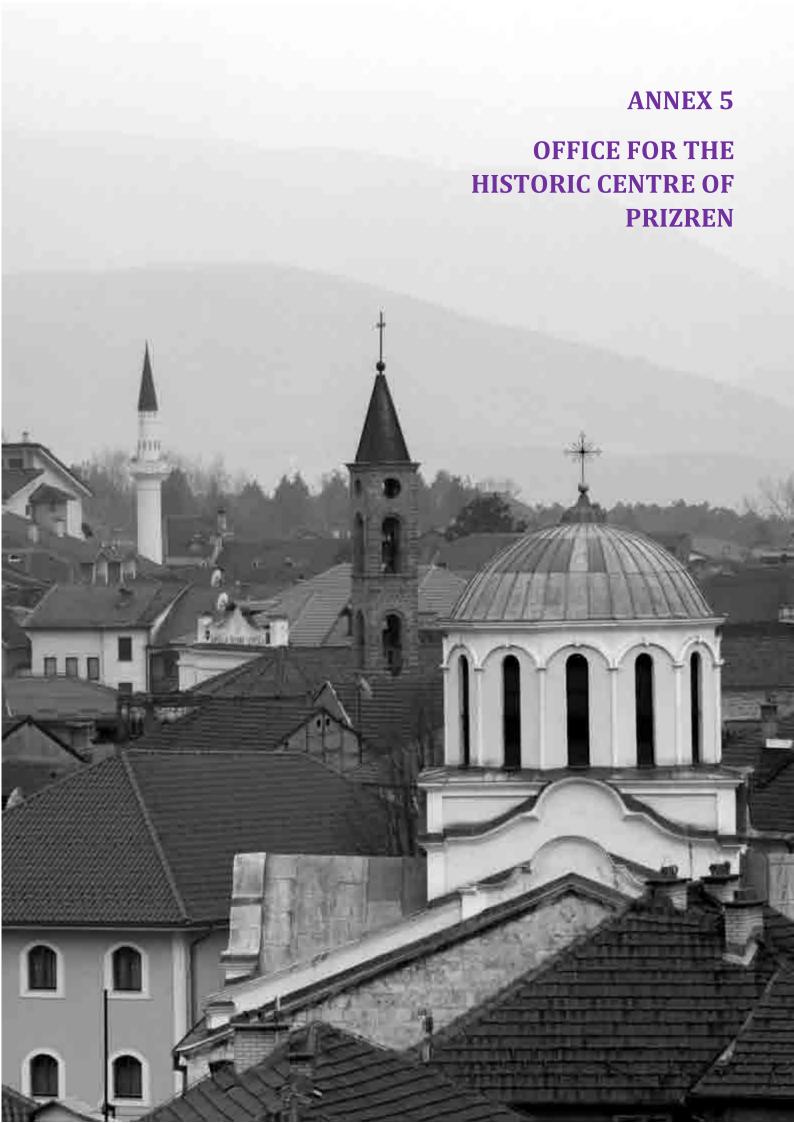


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#### 5. THE OFFICE OF HISTORIC CENTRE OF PRIZREN

Following the situation analysis, it has been revealed that the legal basis for Historic Centre of Prizren, as well as for cultural heritage, in general, appears to be rather complex and confusing in terms of various legal and subordinate legal acts. A similar situation appears to be in the institutional authorities responsible for cultural heritage, including those for Historic Centre of Prizren (HCPz). On the other hand, despite the great number of institutions at the local and central level, there is still a lack of a authority that will ensure interaction and synergy between activities carried out by these bodies. Thus, such an institutional technicality is foreseen to be completed with establishment of the Office of Historic Centre of Prizren (OHCPz). The Office is foreseen to be established by the Law on Historic Centre of Prizren and the Administrative Instruction of Ministry of Environment and Spatial Planning (MESP) No. 12/2014. Even though the legal basis for establishment of this office was decided in 2012, its implementation has not yet been applied.

Therefore, this chapter aims to contribute on providing sufficient information on the Management Plan of Historic Centre of Prizren, which at the same time will serve as a guide, explaining legal procedures, explaining in more details the mandate of this office, providing a proposal organogram, selection of the office staff job positions, issuing recommendations about potential activities that the office can undertake in the short term plan, and further details in terms of future stages upon functioning of the Office.

## 5.1 Legal Framework

The Legal Framework for Protection of Cultural Heritage, including protected areas of cultural heritage, and more specifically of the Historic Centre of Prizren, appears to be rather complex issue. However, it is considered that the state of Kosovo has a very favourable legislative and institutional framework on protection of cultural heritage assets. A number of laws, subordinate legal acts, and central level strategic documents have been into force for a long time<sup>1</sup>. This legislative framework has defined a number of institutional authorities at the central and local level, with oversight, coordination, enforcement, and inspection responsibilities, depending on the nature of institutions and position in the state organizational bodies. Furthermore, it is noted that the state institutions, at both levels of government, have not yet established a coordination system between the two fields of public policy, spatial (and urban) planning and protection of cultural heritage.<sup>2</sup>

The Special Protective Zone for the Historic Centre of Prizren was established by a special law, although the provisions on status, preservation, protection and maintenance derive from a number of laws and subordinate legal acts. In exception of few bodies with assigned responsibility, the Office of the Historic Centre of Prizren (OHCPz) should play a special role, also. The legal basis for the establishment of the Office of Historic Centre of Prizren is established by the Law no. 04 / l-066 on the Historic Centre of Prizren, respectively Article 21, which obliges the Municipality of Prizren to establish this office. In addition, this article, respectively paragraphs 1.1 to 1.4 also define the scope of responsibilities of this office.

<sup>&</sup>lt;sup>1</sup> Ec Ma Ndryshe, A Brief Analysis, Laws not protecting the Historic Centre of Prizren April 2014, pg. 2.

<sup>&</sup>lt;sup>2</sup> Ibid.

Although this law was adopted in 2012 this office has not yet been established. Except to this Law, the establishment of the office is foreseen with the Administrative Instruction of Ministry of Environment and Spatial Planning (MESP) 02/2012 on the establishment, selection, responsibilities and functioning of the Council for Cultural Heritage of Prizren and the Office of the Historic Centre of Prizren. The Administrative Instruction (Article 17) reiterates the responsibilities of the office set out by law, but does not specify any further details. As an additional element in comparison to the law, the Administrative Instruction stipulates that the Office shall comprise of one Chairperson and two Officials (Article 18), defines the background and qualification of the Chairperson and the Office's obligation to report to the Municipal Assembly of Prizren every 6 month, report which should also be published. It is worth mentioning that the Instruction in a detailed manner regulates composition, conditions, selection criteria, responsibilities and functioning criteria of the Council for Cultural Heritage of Prizren, whilst regulation of the same elements for the office is more limited and not profound. This element, and also the fact that the office has not yet been established even after 6 years since the adoption of legal basis, has pushed forward the need to produce a detailed analysis and proposal on the office responsibilities and steps to be followed for its establishment.

#### 5.2 Institutional Framework

The current legislation envisages the establishment of a number of institutional bodies for cultural heritage issues from the Assembly of the Republic of Kosovo, the Government to the municipal level.

## **Assembly**

The Council for Cultural Heritage (CCH) - is a body established by the Law on Cultural Heritage and has supportive role to the Assembly on the policies and legislation proceeded by the Government, respectively the Ministry of Culture, Youth and Sports (MCYS), reviews, approves, rejects proposals for protection of cultural heritage, supervises MCYS on implementation of policies and legislation related to cultural heritage, and among other things, carries out Review and Reassessment of Protected Historic Centre of Prizren with all its elements, in cooperation with competent cultural heritage institutions, upon the request or proposals submitted by natural or legal persons, based on the Law on Historic Centre of Prizren (Article 4).

#### Government

Ministry of Culture, Youth and Sports (MCYS) holds the key role and responsibility for Cultural Heritage in the Government, which consists of a number of policy-making and coordinating bodies (Cultural Heritage Department), advisory (Councils), decision-making, oversight and executive bodies (institutes, museums, Regional Centres for Cultural Heritage, etc).

In reference to the Historic Centre of Prizren at the MCYS level, the Regional Centre for Cultural Heritage of Prizren has an important role. In addition, the cultural heritage inspectors, according to the Law on Cultural Heritage, have been recently appointed by the Ministry of Culture, Youth and Sports. Mandate and regulation of their duties has not yet been determined, and it is not clear what their role will be in terms of ensuring to obey laws during construction works based on the permits issued within the Historic Centre of Prizren.

Apart from MCYS and subordinate institutions within the Government, the Ministry of Environment and Spatial Planning holds a significant role, in framework of its responsibilities

for oversight, policy-making, coordination, decision-making and executive responsibilities of spatial and urban planning. The elements of Government's responsibility referred hereby include the Historic Centre of Prizren as a Special Interest Zone.

## Institutional framework at the level of the Municipality of Prizren

In terms of local level, in framework of the Municipality of Prizren there are several bodies holding responsibility at the municipal level for areas in the scope of the Historic Centre of Prizren. The cultural heritage issues are being managed in perspective of urban and spatial planning by Directorate of Urbanism and Spatial Planning, issues related to culture by Directorate of Culture, Youth and Sports, issues of economic development and tourism by Directorate of Economic Development and Tourism, whereas Inspectorate Directorate, respectively Construction Inspectorate is responsible for inspection of constructions matters, in general within the municipality<sup>3</sup>, the Council for Cultural Heritage of Prizren as a special body established for the Historic Centre of Prizren and also the Office of the Historic Centre of Prizren, which has not yet been established and functioning.

The Council for Cultural Heritage of Prizren (CCHP) contains the legal basis for its establishment in the Law on Local Self-Government, article 52.1, while its responsibilities derive from Article 14.2 of the Law on Historic Centre of Prizren. The Council pursuant to this Law has an oversight and advisory role for activities in the Historic Centre of Prizren for preservation of its cultural heritage. The Council, by law, has an advisory role and representation and consultation of stakeholders during the review of requests for approval of projects related to the Historic Centre of Prizren (Article 15, 16, 17 of the Law). The Council coordinates its work with the Office of the Historic Centre of Prizren through the Council's Administrator.

### 5.3 The Office of the Historic Centre of Prizren

As mentioned above, institutional framework for preservation, protection, management and promotion of cultural heritage in Kosovo, at the same time for the Historic Centre of Prizren (HCPz) mandates a number of institutions at central and local level with this responsibility. Such a body often implicates lack of clarity in terms of responsibilities, lack of coherence and cohesion in actions and fulfilment of the obligations provided by the legislation. This type of situation requires a coordinated approach between their actions, which in most cases cannot be applied spontaneously unless there is a mechanism attributed with such responsibility. Therefore, the Law on the Historic Centre of Prizren has foreseen establishment of the Office of Historic Centre of Prizren (OHCPz), considered to be a responsible body. The OHCPz will perform in the capacity of horizontal coordinator of actions carried out by the institutions each in perspective of their responsibilities. For e.g., if Directorate of Tourism and Economic Development is responsible for development of tourism in the municipality, and Directorate of Urbanism and Spatial Planning is responsible for urban planning issues, the OHCPz will perform in the capacity of providing a strategic approach in coordination with these two directorates, and at the same time shall identify and plan projects on promotion of tourism and economic development. By means of a coordinating approach, planning of these projects will be in full and

<sup>&</sup>lt;sup>3</sup> Decision on Internal Organization, Systematization, Description and Classification of Job Positions in the Administration of the Municipality of Prizren, dated 15 November 2012.

timely coordination with Directorate of Urban and Spatial Planning, ensuring that the planned projects are in compliance with urban planning conditions and criteria. Coordination in terms of strategic perspective will also be provided with the Regional Cultural Heritage Centre and other liable bodies.

Thereupon, with functionalization of the OHCPz, coordination activities on protection, development, promotion and information should be brought under a single umbrella system. These actions require development of coordinated activities jointly with other liable institutions since identification of the needs for development and protection of HCPz, development of priorities, development of short-term and mid-term planning activities. They also aim identification and support of planning budgetary funds, whether those of the state or alternative resources, and further activities providing its protection, further activities for promotion of the HCPz, as well as providing information to visitors and other stakeholders.

#### 5.4 Mandate of the Office of Historic Centre of Prizren

Hence the Article 21 of the Law on the Historic Centre of Prizren and Article 24 of the Administrative Instruction of MESP 12/2014 stipulate that the purpose of establishment of the OHCPz is as it follows:

- 1. Coordination of actions regarding protection, development and promotion of the Historic Centre of Prizren, including international assistance;
- 2. Information of public on importance and protection status of the Historic Centre of Prizren:
- 3. Promotion and development of the Historic Centre of Prizren as a tourist destination with a wealthy cultural heritage;
- 4. Production and dissemination of accurate information about the Historic Centre of Prizren, including information maps, list of available services, cultural agenda and advertisements.

The nature of OHCPz responsibilities as defined by law can be discussed in the following:

## Coordination of Planning and prioritization of activities on protection, development and promotion of the HCPz.

The Office shall be responsible to assist the Municipality of Prizren and other institutions on identification of activities and prioritize them with purpose of protection, development, promotion and information of the HCPz. Identification of these activities will proceed with an analysis process of the current condition of the HCPz, from where will emerge needs, and problems as possibility for actions to be undertaken. Planning will be carried out through a coordination process by the Office in cooperation with all other relevant stakeholders. The Office can draft a mid-term plan (with a duration of 3 to 5 years), which will identify all activities and projects to be implemented for the Centre by the Municipality in cooperation with other institutions (MCYS and subordinate institutions, MESP, etc). The said plan can be incorporated in the Development Plan of the Municipality of Prizren, in general, or also incorporated within the Municipal Development Plan.

The Office shall be responsible for linking this plan with the municipal budget process and identification of other budget sources, whether from different donors, or the private sector through public-private partnership or other supporting means. Coordination of the work in monitoring implementation of planned obligations accordingly with the plan, as well as

consolidation of implementation reports shall be the responsibility of the Office. Pursuant to Article 19 of the Administrative Instruction of the MESP 12/2014, the Office shall report twice per year to the Municipal Assembly of Prizren, and publish reports on the website of the Municipality.

Upon identification of requirements and planning the Office shall be responsible for project development and management or monitoring of their implementation.

### Activities for Protection of the Historic Centre of Prizren (HCPz)

Directorate of Urbanism, Ministry of Culture, Youth and Sports (MCYS) and other institutions, each from their perspective, hold their role in protection of the HCPz. MCYS and the Municipality have appointed inspectors, responsible for inspection of actions carried out within the Centre, if they are in compliance with the legislation and approved construction permits or by other liable institutions. However, a proactive approach on protection of the Centre has never been more imperative. This can be conducted by the Office, either by planning medium-term activities and projects aimed at preventing human activities or natural occurrences (through mid-term plan mentioned above), or by oversight and monitoring activities taking place permanently, if these are in accordance with the legislation or permits approved by the competent bodies.

#### Promotion of the Historic Centre of Prizren

The fact itself, protected status of the centre indicates on the values of this centre and assets that it contains. However, it is necessary to promote them through diverse information activities and increase visibility of assets possessed by the HCPz, identification and targeting of the audience, identification of means through which information reaches the audience, e.g. local and national media, social media, web pages, leaflets, etc. Planning of promotional activities should be performed through a plan that can be incorporated into the Action Plan of the Management Plan of the Historic Centre of Prizren.

#### Information about the Historic Centre of Prizren

Information required to be distributed to the audience can be found in various sources, and from various public and private structures. Therefore, it is required that these information and materials to be classified through a verification and review process, specification, etc. Hereby, the OHCPz with play a key role in coordination of activities in this regard and cooperation with other institutions. Passing of the information to the mass public the Office will receive from various institutions, including the Regional Centre for Cultural Heritage in Prizren, the Ministry of Culture or other municipal bodies. But the Office shall have the duty to filter and adapt this information to make them more comprehensible and suitable to public, visitors, investors, or other target audience.

## Serves as a contact or info point for the Historic Centre of Prizren

The Law no. 05 / L-033 on the General Administrative Procedure facilitate improving provision of services to citizens by public institutions through establishment of single contact points (Article 33). Pursuant to Article 33.1. "When, by the law, two or more public bodies are involved in a single administrative procedure, all procedural steps and necessary formalities shall be dealt through a single contact point". Such a function can be very ambitious for the Office, and requires undertaking measures that need coordination and decision of many institutions, as well as human resources and tools, which cannot be available by the Office at least for a midterm period. However, the office can select a number of services that may serve as a single information point for e.g. In relation to: 1. traditional house owners - this interest group faces

similar problems but is not organized. Establishment of an association of owners, and their organization to raise awareness on significance of maintenance of the houses, or alternative manners on using these houses would be more than necessary; 2. Interested Owners / Investors to invest within the Historic Centre of Prizren (HCPz) - Investors who are interested in buying property or investing in the HCPz, shall contact this office, initially to get information about specific conditions for construction. At the same time, this office shall provide appropriate alternatives to ensure preservation of the values of the HCPz and increase life quality - economic profit, e.g. examples how the old houses can be adapted into a restaurant, hostel, or any other function. In addition, the possibility of digitalisation process for providing certain services that can be initiated by the Office, as well as undertaking initiatives to simplify and facilitate procedures related to available administrative services for the HCPz, can be considered.

## 5.5 Establishment and Operation of the Office of Historic Centre of Prizren

Pursuant to Article 21 paragraph 1 of the Law on Historic Centre of Prizren, the Municipality of Prizren within its scope of activities is responsible for establishment of the Office. For this reason, the Municipality of Prizren shall undertake the following steps:

- 1. The organizational structure of the Municipality of Prizren is defined by the Decision of the Municipal Assembly of Prizren on Internal Organization and Systematization of the job positions of the Municipality of Prizren (2012). Therefore, for establishment of this office as the first step to be undertaken by the municipality is amendment of this decision, including role and responsibilities of the Office in the new version (respectively at article 5).
- 2. As a second step, it is required to draft job descriptions for the officials to be employed in this office. According to the Administrative Instruction it is foreseen to hire one Chairperson and two officials. This does not exclude employment of other officials if such a requirement is justified and included in the Annual Budget Law.
- 3. New job positions that shall be included within the office shall be covered by budget. There are two means to cover new budget positions:
  - a) If within the municipality there is an alternative through amending a position that is already covered with the budget but the job description has to be changed, then this shall be accomplished at any time through a request for approval of changes addressed to the Ministry of Finance; or
  - b) If new job positions require budget, they should be included in the annual budget plan. Request for inclusion in the annual budget is made through regular budget planning of the municipality and approval by the Ministry of Finance and the Assembly, or by following a similar procedure through a six-month budget review.
- 4. Taking into consideration that the officials who will be employed in the office will hold the status of civil servant (Article 18.1 of the Guideline 12/2014 of MESP), it is necessary to approve and include these positions in the job catalogue, which is managed by the Ministry of Public Administration. Their approval and inclusion is made through a request attached with job descriptions, addressed to the Department of Civil Service Management (DCSM) at the Ministry of Public Administration, which shall also make approval of new positions for inclusion in the civil service. With regard to approval of these new positions DCSM requires these positions to be included or covered by the budget, according to the instructions given in the paragraphs

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under point 3 cited above. The said approval facilitates to start with the recruitment procedures for new staff.

5. Mandate and responsibilities of the office could require higher staff number apart from the Chairperson and two officials, as foreseen in the Regulation. If such a requirement arises, the Municipality of Prizren can submit request for new job positions through annual budget plan. The fact that the Administrative Instruction of MESP foresees hiring of staff of 3 civil servants does not prevent the Municipality and the Ministry from including a higher number of staff. This is for the simple reason that the budget law after its adoption prevails the administrative instruction of MESP.



Scheme 1. Procedure for the establishment of the OHCPz

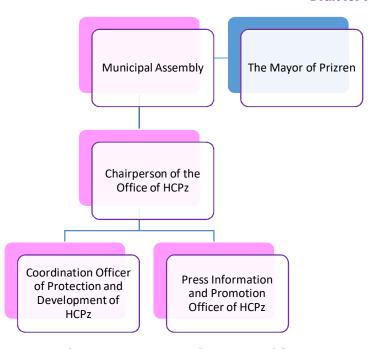
## 5.6 Organizational Structure and position of the Office of Historic Centre of Prizren (OHCPz) with Municipal Bodies

In view of the coordination role in relation to other bodies within the Municipality of Prizren, especially with Directorate of Urbanism, Directorate of Culture, Youth and Sports, Directorate of Tourism and Economic Development etc. as well as with central level bodies, Regional Centre for Cultural Heritage (RCCH), Ministry of Culture, Youth and Sports (MCYS) and other stakeholders, it is recommended that the OHCPz in terms of the hierarchical aspect to report to the Municipal Assembly, as well as directly to the Mayor of Prizren, to be included under the category of offices regulated pursuant to article 5 of the Decision on Internal Organization, Systematization, Description and Classification of Jobs Positions in the Administration of the Municipality of Prizren.

If the scenario of the current legal framework about the staff number of the Office is preceded, it is proposed to be comprised of the following structure:

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Scheme 2. Organizational Structure of the OHCPz

## 5.7. Human Resources for the Office of Historic Centre of Prizren (OHCPz)

It should be noted that the number of officials, who will be recruited in the Office of Historic Centre of Prizren (OHCPz) is very limited, and job descriptions for them will include a wide range of responsibilities. Therefore, to ensure a good performance of the staff requires a combination of general and specific skills for cultural heritage, including skills related to the Historic Centre of Prizren (HCPz). As a general skill required, implicates skills with reference to: planning, leadership, management, communication, promotion, monitoring, etc. In addition, they will need specific skills for cultural heritage sector, in particular for the specifics of the Historic Centre of Prizren, and the audience or stakeholders related to this Centre.

The Municipality of Prizren and the Office after it starts functioning, is encouraged to explore for additional alternatives on hiring temporary staff or experts in addition to the staff foreseen for recruitment, on the basis of potential projects, supported by alternative sources, in particular from outsource donors. Moreover, support with experts can also be provided by non-governmental organizations, active in the field of cultural heritage, in particular those providing contribution to the Historic Centre of Prizren.

