

## CULTURAL HERITAGE AS AN INITIATOR OF URBAN DEVELOPMENT: THE CITY SQUARE IN BRČKO

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**Abstract.** *Locations, where cultural heritage is located are potential drivers of urban development due to their importance in the urban space and social community. These buildings worldwide influence cities' economic, sociological and urban development. Such a case can be seen in the town square in Brčko. This square is the subject of analysis to examine cultural heritage's influence on urban development. The paper examines the importance of cultural heritage buildings in urban development by analyzing planning documents based on which cultural heritage mapping was done. After that, the quality of the town square in the Brčko area was determined with the help of specific quality criteria. The results indicated the role of cultural heritage buildings in driving urban development. Based on the results, guidelines and recommendations were given for adequate inclusion of cultural heritage in urban development.*

**Key words:** *Cultural heritage, urban development, city square, quality criteria, city of Brčko*

### 1. INTRODUCTION

Cultural heritage buildings are significant segments of urban areas because they represent a particular area's culture and potential triggers of the urban structure's development. Heritage buildings can symbolize the past received through buildings and displays, spectacular locations and events at those locations, and memories and site preparation for cultural purposes and consumption [1]. Heritage can also be described as a form of cultural capital that encourages people to connect mutually and also with the space surrounding that heritage [2]. From the above, the conclusion is that cultural heritage can be considered all those buildings within the urban ensemble that have a particular cultural, emotional, temporal, historical, and economic value to the community. This value is an essential characteristic that makes heritage buildings potential development drivers within urban space. In addition to these buildings' importance for the community, their design and ability to attract new activities are also fundamental.

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Nevertheless, for a more precise categorization of particular buildings under the term cultural heritage, it is essential to note that architectural heritage is a vital part of the cultural heritage of cities. In their laws, many countries define heritage buildings as "built heritage". However, as such, it belongs to a specific category based on its significance, purpose, characteristics, and others [3]. Under the term cultural heritage, different forms of capital can be classified, material, which includes monuments, historical places, cultural landscapes, and buildings, and intangible, which includes language, tradition, religion, and others. [4]. Based on the above, it can be concluded that a particular building heritage can be defined as cultural if it had a specific influence on the social community in the cultural aspect (influence on language, art, manifestations, cultural and political events).

When it comes to the ability of buildings to stimulate the development of a specific space, Jan Gehl [5] states that the design of buildings that concern the relevant human dimensions plays a crucial role in this because it depends on how much time it takes to walk to a certain point within an open space. This is precisely one of the main reasons why, in practice, open public spaces are developed next to heritage buildings or in their immediate vicinity. Of course, different types of open public spaces are developed even without any connection to heritage buildings. However, the development of city squares, promenades, etc., to a certain extent, in certain cities, may depend on the proximity of buildings that have a specific significance for the local community. On the other hand, the existence of open public space in the vicinity of heritage buildings leads to the need to maintain and restore these buildings because the enjoyment of visitors when using a particular open public space depends mainly on the design of the buildings surrounding it. Therefore, heritage buildings and open public spaces can have a mutual connection that can influence their development. However, in this research, the question arises whether buildings of cultural heritage can be drivers of urban development. So, it is clear that the design of certain buildings, and in this case, cultural heritage buildings, can be crucial in creating new architectural and urban spaces and, thus, new open public spaces. Buildings around open public spaces can be divided into three categories: business buildings, residential buildings, and other buildings [6]. The other buildings can include school, religious, medical, sports, and many other buildings, including cultural heritage buildings. Given that those cultural heritage buildings mainly represent urban elements around which there are different types of open public spaces, it is clear that these buildings have a certain degree of attractiveness that affect urban development, and therefore it is an exciting field of research.

This research examines the impact of buildings included in cultural heritage in driving urban development within cities. Namely, the paper will examine what influence these buildings had on creating the attractiveness of the space that surrounds them and how this attractiveness influenced the development of open public spaces alongside cultural heritage buildings. As an adequate case study, the paper will consider the city square in Brčko as the city's most important open public space. The idea is to determine how certain activities and activities were positioned within the square and the buildings of cultural heritage located there and to show how this all affected urban development, which implies changes in the urban structure. These changes are visible through the reconstruction of the town square and the development of new buildings intended for housing and economic activities. The paper will analyze the spatial and urban plans as the two most important planning documents of the city of Brčko. The two mentioned documents were created in the first decade of the 21<sup>st</sup> century and therefore contain data that can be used in a comparative analysis of the state of the city square in two periods - at the beginning of the new millennium and 20 years later. Based

on these documents and data from the field, maps will be created that will show the locations of cultural heritage buildings and economic and social activities in the narrower part of the city of Brčko. Also, the paper will use unique criteria for the quality of open public spaces to determine whether and to what extent cultural heritage sites have influenced the quality of open public spaces, positioning certain activities within that space. Finally, as stated, the research is expected to determine whether cultural heritage buildings are one of the drivers of urban development.

### 1.1. Typology of heritage buildings

For this research, it is crucial to determine the buildings included in the cultural heritage for the results to be relevant. Many researchers over time have dealt with the typology of buildings considered heritage. Nevertheless, the typology that may be useful for this research is based on certain conclusions of Randall Mason [7]. His opinion is that buildings belonging to cultural heritage have historical, sociological or cultural significance. They can also be religious buildings and buildings with aesthetic importance for specific urban units. Buildings whose content has been essential for the community over time can also be declared heritage.

**Table 1** Typology of heritage buildings (Based on Mason, 2002)

Types of heritage buildings	Description of types
<i>Historical</i>	Buildings that are old or something significant has happened to them in the past.
<i>Social</i>	These buildings have a unique role in the social community because they relate to specific people or events.
<i>Cultural</i>	Buildings that contribute to the processes of cultural affiliation, i.e., have a specific historical, political, ethnic or some other meaning.
<i>Religious</i>	Buildings that have spiritual value as places of worship.
<i>Aesthetic</i>	Buildings that represent a beautiful architectural work.

Using this typology, from Table 1, in the city of Brčko, it is possible to find many urban regions composed of buildings of cultural heritage and open public spaces. Also, open public spaces near heritage sites can be viewed as a network of open public spaces. However, this research will explore those cultural heritage sites along the main city square in Brčko.

## 2. BACKGROUND RESEARCH - THE RELATIONSHIP BETWEEN URBAN DEVELOPMENT AND HERITAGE

Due to the increasing need for new residential and business space, urban development has marginalized cultural heritage buildings, impairing their quality and connection with other city areas [8]. Nevertheless, on the other hand, in developing cities, it is possible to find many buildings with cultural heritage status, the importance of which local authorities, planners and many others try to preserve and use in different ways. One of the ways to preserve these buildings and make them stand out in the urban space is the development of open public spaces such as squares, parks or promenades around them. Also, buildings that have a specific significance, i.e. buildings characterized as cultural heritage, are increasingly

recognized as primary drivers of urban development because they attract the location of economic activities in their immediate surroundings in a specific way, and undoubtedly also because actors in the planning process they use the space around these buildings for the development of new public spaces. From the above, it can be assumed that heritage buildings (including cultural heritage buildings) encourage specific spatial planning processes. However, this paper aims to examine how much potential these buildings have for urban development, which implies the creation of new high-quality open public spaces.

If a specific area is analyzed as a whole dominated by open public space and buildings of cultural heritage, it concludes that this kind of space has much potential for urban development, and the tourist attractiveness of the analyzed whole stands out among the first. In this way, the whole, and especially buildings of cultural significance, become part of the business policy of cities, that is, essential elements of their tourist offer [9]. Such examples exist in many cities where cultural heritage monuments are crucial in creating a square. One example is the city of Milan, where the Duomo di Milano is an essential element of the urban structure of the city square. At the same time, Copenhagen City Hall encouraged the creation of a network of open public spaces in the Danish capital. Therefore, cultural heritage, i.e. the buildings that belong to it, can conditionally be considered as a factor that significantly contributes to the quality of the place and can influence the levers of urban development [10]. However, before defining the impact of heritage on overall urban development, this research needs to examine what impact these buildings have on the development and quality of open public spaces. Indeed, developing new high-quality open public spaces is also considered an essential factor in urban development. Therefore, this paper assumes that cultural heritage represents buildings with architectural and urban value, a certain degree of authenticity and a vital historical component that can activate the attractiveness of urban space [11].

The development of cities and urban settlements, i.e. urban units, is a complex process resulting from many interdependent components. Urban development, above all, largely depends on the geomorphological characteristics of the terrain, but let us temporarily ignore this assumption. In that case, the development of cities and settlements depends on the existing urban structure and spatial possibilities for planning new social and economic activities, and this certainly implies that the social community is the one that influences urban development. In other words, urban development depends on the ability of different interests, experiences and actors in space who want to cooperate [12]. Precisely because of that, urban development consists of many other components. These are, first of all, the importance of buildings in the developing area or whose further development has yet to begin, then the ability of the space to retain existing visitors or become an exciting area. Finally, attracting new users would result in a new potential for urban space, primarily referring to the possibility of activating new economic activities within the area.

Given that urban development depends on many different interrelated factors, it is clear that there must be a specific urban policy to guide, complement and accommodate site and community development. For example, suppose particular buildings of importance for the social community are identified as urban development initiators, such as heritage buildings. In that case, development must be adapted to these buildings, i.e., emphasizing their role. In other words, urban development must contain elements contributing to sustainability in the planning process [8]. When heritage triggers urban development, its importance and potential can be expressed by creating an open public space with characteristics that will not endanger the mentioned buildings. Also, the participation of heritage, and in the first place, cultural heritage,

is significant in encouraging the development of certain economic activities in their immediate environment [13]. The significance of cultural heritage is that it can attract other activities within a specific social community and thus influence the activation of processes such as social bonding of the population [14]. The link between heritage as a consumable and economic development is potentially attractive to different groups of space users [15]. One example that shows the connection between cultural heritage and economic growth is the city of Valletta in Malta, presented in research by Gregory Ashworth and John Tunbridge [16], emphasizing the crucial role of historical heritage in tourism development.

As mentioned, buildings of cultural significance within a particular urban area can influence the creation of new surfaces and open public spaces. The benefits that open public spaces and buildings representing heritage provide to the population are reflected in the convenience for citizens to spend their free time there or even perform recreational activities while creating new social relationships within the community [17]. The spatial configuration and urban forms that open public spaces create with other public or private spaces and buildings have the most significant impact on the quality of life of residents, but also on the quality of urban space [18]. In this regard, one of the essential open public spaces in the city is the square, and it is undoubtedly an open public space that forms the most compact unit with cultural heritage buildings. Throughout history, formal public spaces, such as the town square, have represented and still represent the centres of cities and urban settlements. However, they also attract activities and events and are the focus of public life [19].

If all of the above is analyzed, it is evident that cultural heritage buildings can play a crucial role in improving the quality of urban spaces. The question in this research is whether these buildings can be real drivers of urban development, whether they can influence the creation of new public spaces, and at the same time, whether they can attract new activities to their surroundings. In other words, this research is trying to find whether cultural heritage buildings can be drivers of overall urban development, which implies the development of new spaces and attracting various socio-economic activities. Therefore, this paper will analyze the example of the town square in Brčko. This square is attractive because of its transformation in the last two decades, and cultural heritage buildings played an essential role in that process. Also, this urban entity, which consists of the town square and heritage buildings, has, in recent years, become a natural magnet for the positioning of certain economic activities such as catering, trade, banking and other activities. First, this paper will present the location of the town square and cultural heritage buildings. The research will then focus on whether these buildings are fundamental urban development drivers and their importance. Therefore, it will be necessary to cartographically display the buildings in which economic activities occur and cultural heritage buildings. After that, with the help of unique criteria, the work will investigate the quality of open public spaces. The main goal of using these criteria is to determine the impact of cultural heritage on the quality of open public spaces and overall urban development.

### 3. METHODOLOGY

As already stated in the paper, to determine the impact of one phenomenon on another, that is, the impact of cultural heritage buildings on urban development, it is necessary to analyze a specific urban entity in which certain changes have occurred over time. In order to

examine the actual impact of cultural heritage buildings in Brčko on the development of the town square, the mapping of the buildings belonging to the mentioned category, as well as the location and boundaries of the town square, will first be done. The significance of urban maps in research of this type can be multiple. Above all, maps help researchers and actors in planning processes better understand the urban area's structure and evolution. Furthermore, based on the maps, it is possible to recognize the mutual influences that the elements of urban design can have on each other and the influence that these elements can have on the external environment [20]. The aim of mapping in the paper is to define the effect of cultural heritage on the development of open public space and the positioning of economic activities within or around that open public space. To do this correctly, data from the Spatial Planning Documentation of the City of Brčko will be used.

Given that the research examines urban development, it is essential to note that it can have several dimensions. First, it can be seen as developing new open or closed spaces, public or private. Also, urban development can be seen as an economic component that views the city or urban area as a space that develops as a place of active consumption [21]. Therefore, this paper will observe urban development as a phenomenon composed of the two mentioned dimensions, urban and economic. In other words, the paper will investigate whether cultural heritage buildings influence the attractiveness of economic activities and the development of new urban spaces. After mapping the cultural heritage buildings, it will be necessary to carry out a more detailed analysis of the planning documents to determine the changes in the urban structure and economic activities during the last 20 years in the central part of the city of Brčko [22]. Given that the analysis of the planning documents of the city of Brčko alone cannot fully represent the impact of cultural heritage buildings on urban development, this paper will also apply the criteria for determining the quality of open public spaces. Areas that are directly affected by the presence of heritage buildings and various activities in their immediate surroundings will certainly be analyzed.

By using quality criteria on a specific example of an open public space and with previous knowledge about its transformation obtained from planning documents, it is possible to determine the actual impact of cultural heritage buildings on urban development. Many different criteria can be used to analyze the quality of space. This document will use the criteria that directly include individual heritage buildings in the analysis. One of the criteria that can determine the quality of open public space, and at the same time, the impact of heritage buildings on the development of open space, is the existence of various contents that attract visitors' attention [23]. This criterion can undoubtedly be seen as a quantitative value because it discusses the elements that make the space attractive for visitors. This criterion is also mentioned in the PROMPT project, which notes that the attractiveness of the space (under the influence of location, connectivity and equipment) is a fundamental criterion that must be met in order for the space to be attractive to users [24]. Among the criteria that can define the influence of cultural heritage buildings on the creation and quality of new open public spaces is privatization. It is about privatization- the appropriation of space by private companies or the conversion of buildings for the needs of individuals or smaller interest groups. Privatizing the building and the surrounding open space means the public status is lost, which means that not all residents can visit that space, but only certain groups. Therefore, changing the purpose of buildings leads to the denial of citizens' right to use the open space that surrounds these buildings and belongs to them. This means that citizens can no longer gather in that space, arrange it according to their needs or perform various activities [25]. Therefore, this criterion is fundamental when it comes to the influence of cultural heritage buildings on urban development, and this can be seen through the research of Korosec-Serfaty

[26], in which she asserted that the phenomenon of privatization, i.e. appropriation of space, affects economic and sociological characteristics in near that area.

Use or non-use of space is also one of the criteria that define the quality of open public space [27]. Based on the knowledge of whether a specific open public space is used and to what extent, the influence of other architectural-urbanistic and socio-social elements on the quality of the space can be determined.

One of the most critical factors in the quality of public space is aesthetics. Aesthetics, or the appearance of an open public space, affects the user's perception, which is undoubtedly one of the main reasons for the visitation of an open public space. All the elements that make up the space affect the aesthetics of the open public space and the user's perception, and when it comes to spaces such as the town square in Brčko, the cultural heritage buildings located there make an enormous contribution. Of course, the perception of space will not be the same for all users. It will vary depending on the age and interest of the visitors [28]. Nevertheless, regardless of differences, the contents and elements that potentially represent drivers of urban development should attract the attention of all visitors.

An essential criterion of the quality of the space is the economic aspect, that is, the economic benefits arising from the relationship between open public space and various activities. As stated in the paper, the research aims to examine the impact of cultural heritage buildings on urban (spatial and economic) development. Given that economic development can be viewed as a cause-and-effect process, it is clear that the impact of heritage buildings on economic development can be determined by analyzing the financial aspect of open public space. Therefore, many researchers have characterized the economic benefit as one of the main criteria for the quality of space because it shows whether the price of real estate and the location of economic activities are higher near that space [29].

**Table 2** Quality criteria for open public space (Based on Gehl, 2011 & Vukmirović, 2013)

Criterion	Description of criteria
<i>Representation of different contents</i>	Based on this criterion, it is possible to determine whether the space attracts different socio-economic contents, i.e. to what extent it is attractive to different users.
<i>Privatization</i>	A criterion that answers whether different contents around the open space affect its privatization, i.e. the restriction of its use for different demographic groups.
<i>Use of space</i>	A criterion that depends on the previous two reveals whether the space is used, i.e., it attracts users.
<i>Aesthetics / Perception</i>	By analyzing the appearance of the entire space and its elements, it is possible to determine whether the open public space is attractive to passers-by and visitors to the public space.
<i>Economic benefits</i>	With knowledge of the location of economic activities and the price of the surrounding space, it is possible to assess the quality of open public space because it shows its ability to attract the population.

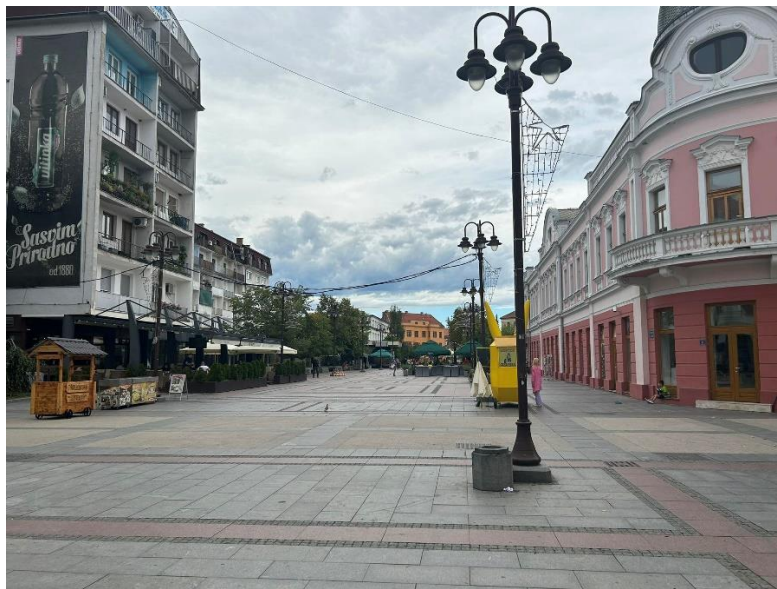
#### 4. RESULTS AND DISCUSSION

This part of the paper will present the results of research that will show whether buildings belonging to cultural and historical heritage impact urban development. Therefore, the proposed criteria in Table 2 will be used in this part of the work on the selected case study. However, before using the criteria, the location of the chosen case study will be shown on the map and the layout of the cultural heritage buildings around that location.

#### 4.1. Case study - city square in Brčko

For this research and its results to be adequate and to correctly present the real impact of cultural heritage buildings on urban development, it is necessary to choose a case study. As mentioned in the paper, it will be the town square area in Brčko. Brčko is located in the northeastern part of Bosnia and Herzegovina along the Sava River. According to the last census from 2013, there are about 40,000 inhabitants in the city [30]. Based on the number of inhabitants, it can be assumed that the town square has a perfect average daily attendance.

The town square in Brčko is located in the old city centre, near the Sava River. According to data from the Urban Plan of the City of Brčko, the period of Austro-Hungarian rule is taken as the period of the formation of the square. From 1882 to 1918, the most intensive period of urbanization began in the city of Brčko, and therefore the construction of buildings largely determined the boundaries and development of the city square. The buildings developed in that period still have the same purpose today and are considered cultural heritage: the "Town Hall" (Fig. 2) and the hotel "Posavina" (Fig. 3). In the period after the mentioned until today, residential and business buildings were developed in this area, reconstructed over time or entirely replaced by new buildings. Some buildings, of course, have received the cultural heritage status, and today they are significant for the town square and the city of Brčko. Today, the buildings surrounding the town square, in addition to residential functions, also serve catering and commercial activities and administrative functions. A certain number of buildings that are part of the heritage today serve culture; that is, they were used for establishing and placing the city gallery and museum. The town square has been called "Trg Mladih (Youth Square) (Fig.1)" for the last two decades (after the war). Also, it is essential to emphasize that the change in the design of the square in the previous 20 years greatly influenced the positioning of service and commercial activities in the buildings located next to the city square.



**Fig. 1** The city square in Brčko from 2003 (*Source: Author*)



The space selected for this research is part of the city's urban structure that has changed significantly in the last two decades and has become what public spaces should be: essential places of the city's cultural, political and economic life [31]. Precisely because of that, but also because of the urban morphological structure of this city square, it is possible to determine whether and to what extent the buildings of cultural heritage impact urban development. It is also important to note that the cultural heritage sites along the town square are on the Provisional List of National Monuments of Bosnia and Herzegovina [32].



**Fig. 2** Town Hall Brčko (*Source: Author*)



**Fig. 3** Hotel "Posavina" (*Source: Author*)

A significant fact is that most of the cultural heritage buildings in the inner city core were built in the pseudo-Moorish style [33]. The pseudo-Moorish style has not yet been precisely defined or adequately scientifically processed [34]. Nevertheless, it could be said that this style was an attempt to reconcile different traditions (specifically European and Oriental) in Austro-Hungarian architecture that marked the end of the 19<sup>th</sup> century in Bosnia and Herzegovina [35]. Although there are no official data in the planning documents on changing the urban structure of the city square in Brčko, it is necessary to mention that at the beginning of the 21<sup>st</sup> century, this open public space was an active traffic route. In contrast, in the period until 2021, it changed. Today, there is a ban on motor vehicles in this area.

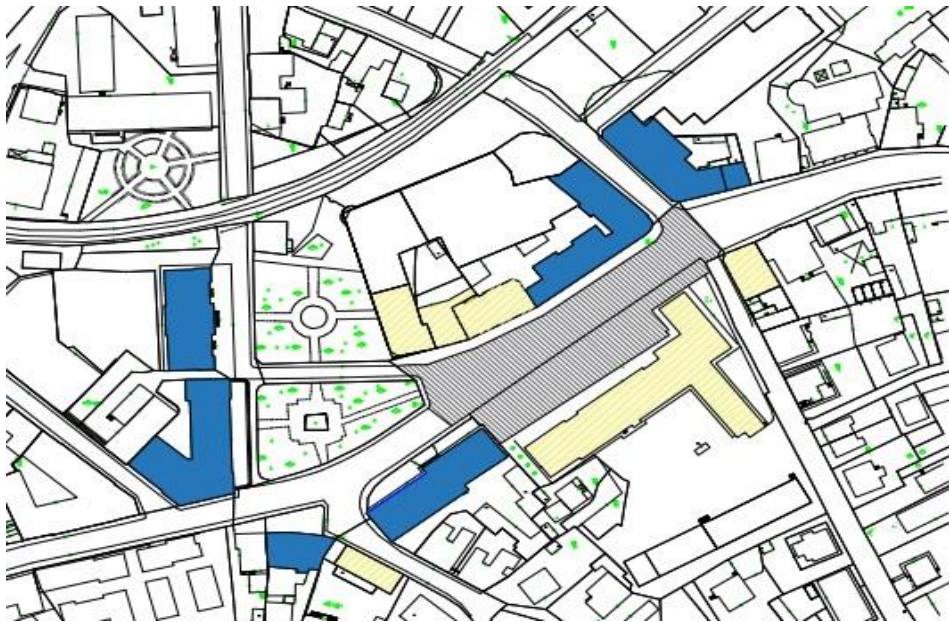
#### **4.2. Mapping buildings**

As mentioned in this paper, the map will show the position of the city square, cultural heritage buildings, and the buildings in which economic activities are located around the city square. Based on that, it will be possible to determine whether the buildings belonging to the cultural heritage impact the creation of new open public spaces and whether they can influence the overall urban development, including the location's economic growth.

For the mapping of the buildings to be adequate, the paper will use the data from the existing available planning documents adopted for the area of the city of Brčko. In addition, it will use specific knowledge about the area obtained through fieldwork. Therefore, this research analyses the Spatial Plan of the Brčko District of BiH for 2007-2017 and the Urban Plan of the Brčko District of BiH for 2007-2017. The Spatial Plan of the Brčko District of BiH emphasizes preserving and reconstructing monuments and cultural heritage. Therefore this document prohibits actions and projects that endanger the elements of protection. In this planning document, guidelines for the preservation of heritage are still being proposed. Due

to the earlier inconsistency of planning documents brought about by the change in the functioning of the city and the state after the war, it is clear that the heritage, and therefore the buildings that are the subject of analysis in this paper, were not the main focus of the actors in the planning process. This spatial plan only emphasizes the importance of cultural heritage in Brčko.

On the other hand, the Urban Plan of the Brčko District of Bosnia and Herzegovina defines this area much more. Namely, in this planning document, the heritage buildings around the town square are clearly defined and presented. It was also stated that the buildings were built in the Austro-Hungarian period. Furthermore, according to the norms of the methodological approach in the urban plan, this document defines the space of the city square and the cultural heritage around it as the first category of space in the urban area. The space categorization in the mentioned plan was based on analyzing the existing condition using historical materials and photo documentation. Four protection zones were determined, and valorization was carried out to categorize individual buildings. The buildings around the town square are defined as buildings of monumental and architectural value, and the entire square (with buildings) is included in the first category. A significant handicap for this research is the inability to access older strategies adopted for the city of Brčko. These plans were moved several times during the war in the nineties of the 20<sup>th</sup> century, and it was impossible to reach them for this paper.



**Fig. 4** Map of the city square in Brčko from 2003 (*Source: Author*)

As shown in Figure 4, in 2003, the city square, which is coloured grey, covered a specific area between cultural heritage buildings represented in blue and mixed-use buildings, i.e. residential and commercial buildings illustrated in yellow. The buildings of cultural heritage represented in blue in Figure 4 are the Town Hall, the Posavina hotel, and other buildings that

are presented in the planning documents as buildings in Bosne srebrna Street (the name of the street that is part of the town square today) and on Trg mladih. Despite their cultural importance for the city of Brčko, these buildings are not defined and described in detail in the Spatial and Urban Plan. However, specific data are stated in the Urban Plan for the mentioned hotel and the Town Hall. Namely, the Posavina hotel, which still serves the same purpose today, was built in 1891 with peaceful, modestly decorated neo-Renaissance features and is one of the buildings that belongs to the already mentioned pseudo-Moorish style. Today's town hall (it had the same purpose when it was built), located next to the hotel, was built in 1892 according to the project of Ćiril Metod Iveković. This town hall belongs to the same style as the hotel "Posavina", and it is characterized by the fact that it was built a year before the town hall in Sarajevo (the most important city in this area), which speaks volumes about its importance for the city of Brčko. These two cultural heritage buildings were highly influential in positioning the town square at the beginning of the 20<sup>th</sup> century. However, as can be seen, in 2003, the town square did not extend to all the heritage buildings, including the town hall and the hotel (the two buildings marked in blue closest to the left margin of the picture).



**Fig. 5** Map of the city square in Brčko from 2021 (Source: Author)

By comparing Figures 4 and 5, it can be concluded that in the period until 2021, the area of the city square has increased. This is because the public space has been expanded to almost all buildings belonging to the heritage. Also, it is essential to emphasize that the buildings belonging to the heritage category have not been demolished or endangered over time. On the contrary, the city government has renovated their facades in the last two decades and adjusted the buildings to their purpose. It is fascinating that the number of buildings in which economic activities are located has increased, as shown in Figure 5. The town square, defined as an open

public space and buildings of cultural heritage, which make up the urban whole, was a decisive factor in attracting new economic activities, even in buildings located on the periphery of that whole. Namely, this area, which represents the centre of the inner city core, is undoubtedly the central place of cultural and political life in Brčko. During the period of expansion of the town square (during the last 20 years), various activities were positioned in this space. The city square was also an attractive location for catering establishments, but today, bank branches, post offices, boutiques, etc., can be found there. This indicates that determining the purpose of the town square as an exclusively pedestrian zone affected increasing attractiveness. Of course, by locating different contents, which led to a higher frequency of citizens, this space became the most crucial part of the city of Brčko.

#### 4.3. Evaluating the quality of the city square

As can be seen in the maps presented in this paper, the city square has significantly changed over time, thanks to the location's attractiveness. The main change is the expansion of the city square during the previous two decades. The purpose of the mixed city square was also changed, which meant the simultaneous presence of pedestrians and traffic. Today this space is intended exclusively for pedestrians.

However, to determine the actual quality of this city square, i.e. the impact of cultural heritage buildings on that quality and the development of this open public space, this part of the paper will use the criteria already presented in this research.

**Table 3** Determining the quality of the city square in Brčko

Quality criterion	Quality evaluation
<i>Representation of different contents</i>	Around the city square, and based on planning documents, various socio-economic contents are located, which greatly influence the attraction of visitors.
<i>Privatization</i>	The buildings of cultural heritage influenced the attractiveness of the location and the attraction of new activities. Still, that influence did not cause the privatization of public space nor the reduction of its area.
<i>Use of space</i>	In this case, the city square as an open public space is a very attractive and visited location precisely because of the various buildings.
<i>Aesthetics / Perception</i>	By renovating the facades of cultural heritage buildings and preserving the existing style, it is possible to increase the aesthetic quality and create a pleasant ambience for visitors.
<i>Economic benefits</i>	Based on the location analysis and the maps that are an integral part of this research, the conclusion is that the urban ensemble consisting of the city square and building heritage influences the attraction of economic activities and the value of the surrounding area.

Based on the data from Table 3, the city square's quality as an open public space is very high. Of course, this quality directly depends on the complete urban ensemble in which this open public space is located. Nevertheless, above all, it depends on the buildings of cultural heritage. What is especially interesting is that cultural heritage has dramatically influenced the attractiveness of the space and the attraction of new activities.

However, it is essential to note that this attractiveness would not be at the current level without the prior restoration of cultural heritage sites. Another important fact is that the urban development of this part of the city did not initiate the privatization process but, on the contrary, influenced the increase of the area of open public space.



## 5. CONCLUSIONS

Cultural heritage buildings are essential for every urban environment. These buildings are representatives of the past, tradition, culture, and ethnological values and are also locations that enable the activation of various activities in urban space. In recent years, buildings with heritage status have become instruments in urban regeneration. Based on their values, the so-called cultural industry also improves the quality of space used by the community [36]. Therefore, the preservation and renovation of these buildings are one of the priority goals in the planning policies of developed countries. Also, these buildings can significantly impact the state's economy, city or smaller settlements in which they are located. This influence can encourage launching tourism, whose primary activity is getting acquainted with a particular territory's cultural values.

Based on the above, it is evident that buildings belonging to the cultural heritage can become drivers of urban development, including spatial, urban, and economic aspects. As seen in this paper, cultural heritage buildings can initiate the development of new open public spaces and attract visitors, investors, and other interested actors, thus reviving a particular location and making it an attractive area.

However, for these buildings to be interesting, it is necessary to maintain and restore them and preserve their architectural style without jeopardizing their cultural, historical, or other value. Furthermore, the assumption is that the correct planning and design policy is pursued. In that case, these buildings can undoubtedly be the initiators of urban development that will not endanger any other urban unit or individual urban element but will, on the contrary, enable overall spatial and economic development. However, to fully ensure that cultural heritage buildings are the drivers of urban development in Brčko and other metropolitan areas, it is possible to include certain activities in the planning policy processes that would ultimately affect the attractiveness of locations. These activities can include, but are not limited to:

- Inclusion of cultural heritage buildings in the tourist offer of the city or settlement to improve the promotion of these locations;
- If possible, the prohibition of other activities such as parking, traffic, and others, which may reduce the attractiveness of cultural heritage sites and thus reduce the attractiveness of urban space;
- Planning and launching content that aligns with the structure and importance of heritage buildings, which, together with these buildings, would affect the attractiveness of the location and faster and more dynamic urban development.

In addition to the above, it is possible to include many other activities that would affect the preservation of heritage sites and which, at the same time, would not conflict with the spatial or economic development of a particular urban space. Also, it is essential to emphasize that cultural heritage buildings significantly influence the creation of open public spaces. As presented in the paper, the heritage buildings in Brčko had a specific impact on the reconstruction of the city square. At the same time, they influenced the qualitative capabilities of that open public space.

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## **KULTURNO NASLEĐE KAO POKRETAČ URBANOG RAZVOJA?: GRADSKI TRG U BRČKOM**

*Lokacije na kojima se nalazi kulturno nasleđe su potencijalni pokretači urbanog razvoja zbog svog značaja u urbanom prostoru i društvenoj zajednici. Ovi objekti širom sveta utiču na ekonomski, sociološki i urbani razvoj gradova. Takav primer se može vidjeti na gradskom trgu u Brčkom. Ovaj trg je predmet analize kako bi se ispitaio uticaj kulturnog nasleđa na urbani razvoj. U radu se ispituje značaj objekata kulturnog nasleđa u urbanom razvoju analizom planskih dokumenata na osnovu kojih je rađeno mapiranje kulturnog nasleđa. Nakon toga, uz pomoć specifičnih kriterijuma kvaliteta utvrđen je kvalitet gradskog trga na području Brčkog. Rezultati su ukazali na ulogu objekata kulturnog nasleđa u pokretanju urbanog razvoja. Na osnovu rezultata date su smernice i preporuke za adekvatno uključivanje kulturnog nasleđa u urbani razvoj.*

**Ključne reči:** *Kulturno nasleđe, urbani razvoj, gradski trg, kriterijumi kvaliteta, grad Brčko*