



COMMUNITY-LED URBAN STRATEGIES IN HISTORIC TOWNS (COMUS)

REFERENCE PLAN

ZHOVKVA (UKRAINE)



Community-led Urban Strategies in Historic Towns (COMUS)

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CONTENTS

FOREWORD

PROJECT IMPLEMENTATION UNIT

LOCAL STAKEHOLDER GROUP

ANALYSES

VISION

STRATEGY

ACTIONS

RESULTS



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Abbreviation

COMUS	Community-Led Urban Strategies in Historical Towns
EU	European Union
CoE	Council of Europe
NSG	National Stakeholder Group
LSG	Local Stakeholder Group
PIU	Project Implementation Unit



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FOREWORD

On 18th September 2015 the Deputy Minister of Culture and Chief of Staff, Yuri Zubko, during his working visit to Georgia, signed a Memorandum of Understanding between Ukraine and the EU/Council of Europe on the project "Community-led urban strategies in historic towns» (COMUS).

The COMUS project is a joint Council of Europe/European Union initiative that is part of the second Eastern Partnership Culture Programme. It seeks to stimulate social and economic development by enhancing cultural heritage in nine historic towns in Armenia, Belarus, Georgia, the Republic of Moldova and Ukraine.

The project introduces innovative ideas and concepts, especially concerning "urban rehabilitation" as a tool contributing to wider objectives, such as the celebration of diversity, constructive dialogue and the promotion of mutual respect between people of different cultures and religions, greater well-being and a better quality of life.

COMUS focuses on the following challenges: raising the importance of heritage as a key and abundant resource in historic towns, fostering an integrated approach, managing existing urban constraints and pressures, introducing public debate and encouraging local participation in the decision-making process, making the most of existing urban fabric to foster a new kind of modernity.

To implement the COMUS project in Ukraine, three pilot cities were selected; Lutsk, Zholkva and Pryluky. It is hoped that the examples and results from these pilots can be used in the future to provide impetus for discussion at the national level concerning reform. They will enhance the status of cultural heritage and include the issue in local development strategies in particular, forming a model of the local community based on new understandings of cultural heritage, its distribution in Ukraine and its use to promote social cohesion based on the diversity of cultural heritage.

The experiences gained through COMUS will serve as examples, inspiring projects in other towns in Ukraine, but also in other international contexts, while impacting on existing national policies and intervention models to encourage local development processes.

The project is implemented by the Ministry of Culture of Ukraine jointly with the Ministry of Foreign Affairs, Ministry of Regional Development, Ministry of regional development, Ministry of Economic Development and Trade, the Parliamentary Committee on Culture and Spirituality, the Ukrainian Centre for Cultural Studies and Association of Ukrainian cities.



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The Reference Plan for Zhovkva was elaborated during the COMUS Planning Phase. It is a strategic document which was developed as a result of co-operation between Zhovkva Municipality, Project Implementation Unit (PIU) and Local Stakeholder Group (LSG).

LIST OF ZHOVKVA PROJECT IMPLEMENTATION UNIT

1. Valentyna Demian – COMUS National Co-ordinator in Ukraine
2. Oleksandr Butsenko – COMUS Project officer
3. Andriy Mazan – Co-ordinator of Local Stakeholders Group
4. Olena Klak – Project leader in Zhovkva, local expert
5. Anatoliy Chemerys – local expert
6. Taras Pivtorackyy – architect, local expert





LIST OF LOCAL STAKEHOLDER GROUPS

1. Petro Vykhopen – Town Head of Zhovkva
2. Roman Shchur – Vice Town Head of Zhovkva, specialist on issues of building land tenure, architect
3. Andriy Mazan – Secretary of Town Council, Group co-ordinator
4. Olena Klak - executive Director of the NGO Zhovkva Center of Town Development
5. Volodymyr Gerych – director of State’s Historical and Architectural Reserve in Zhovkva Town, head of NGO Fund "International co-operation for Zhovkva"
6. Mykhaylo Kubay – vice-director of research and restoration of State’s Historical and Architectural Reserve in Zhovkva Town
7. Nataliya Pyeh – head of the Research Department of the State’s Historical and Architectural Reserve in Zhovkva, historian
8. Anton Davydenko – scientific employee of the State’s Historical-Architectural Reserve in Zhovkva Town, architect
9. Lyudmyla Baybula – scientific employee of the State’s Historical-Architectural Reserve in Zhovkva Town, historian
10. Orest Tsap – the chief of District Administration Department of Urban Planning, Architecture and Municipal Services, Chief Architect of District
11. Ruslana Kobryn – specialist of District Administration Department of Urban Planning and Municipal Services, architect
12. Lubomyr Kravets – director of municipal enterprise "Tourist Information Center", head of youth NGO "Foundation of Zhovkva Regional Initiatives"
13. Igor Muravskyy – self-employed
14. Oleg Borys – self-employed
15. Ivanna Kundyra – self-employed (tourism)
16. Yaroslav Demandzhara – advocate
17. Victoriya Seliverstova – specialist of Youth and Sport Department of District Administration



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18. Volodymyr Kudyk – self-employed
19. Iryna Ivashchuk – legal adviser of District Council, deputy of Town Council, Head of Commission on Social and Economic Issues, assigned to the town's historic district
20. Volodymyr Tsymbala – doctor, the chief of Gynecological Department of Central District Hospital, deputy of Town Council, member of Commission on Social and Economic Issues
21. Zinoviy Krehovets – self-employed, Deputy at the Town Council, member of the Commission on Social and Economic Development
22. Igor Pytel – self-employed, Deputy at the Town Council, assigned to the town's historic district
23. Vasyl Dyak – currently unemployed, Deputy at the Town Council, assigned to the town's historic district
24. Volodymyr Luchka – advocate, Deputy of Town Council
25. Oresta Brodyk – legal adviser of town municipal enterprise "Town Production Municipal Services", Deputy of Town Council, assigned to the town's historic district
26. Lesya Butsyak – teacher at Secondary School № 1, Deputy at the Town Council, assigned to the district in historical part of town
27. Tetyana Klymchuk – chief doctor of the Department of Railroad Hospital in Lviv, Deputy at the Town Council, assigned to the town's historic district
28. Yuriy Yakovuk – doctor, Chief of Department of Central Regional Hospital, deputy of Town Council, assigned to the district in historical part of town
29. Myroslava Nikitina-Bazylevych – currently unemployed, Deputy at the Town Council
30. Victoriya Kylnyk – Head of the Registration Department of the Central District Hospital, deputy of Town Council
31. Andriy Pidosnyy – currently unemployed, Deputy at the Town Council
32. Iryna Ivanets – specialist of District Department of Pension Fund of Ukraine, Deputy at the Town Council
33. Volodymyr Borovyk – deputy chief doctor of the Central District Hospital on the medical issues
34. Lyubov Bas – self-employed
35. Lesya Pelyk – teacher at Lviv Commercial Academy





ANALYSIS

Basic information

Zhovkva is a historic town located in the western Ukraine, close to the Polish border. The town is the administrative centre of Zhovkva district in Lviv region. It is a small ancient town with the territory of 7.65 square km and 13,500 inhabitants. The town is well connected to the regional centre, Lviv, which is only about 25 km away.



The town is 232m ASL at the foot of Haray mountain (365 m, the Roztochya range of hills) on the Svynya river (46 km); a boundary of the main European watershed.

Three suburban recreational forest and park zones are found at the town's boundaries. The town is located in a secure seismic and ecological zone, the relief is mainly flat and the soil is not shear.

The town is surrounded by an interesting natural environment, with picturesque landscapes, numerous lakes and small rivers, forests and mountains.





History and cultural heritage



Zhovkva is one of Ukraine's most interesting small historic cities, founded by the end of 16th century by a Field Crown Hetman and the Great Chancellor of Poland, Stanislaw Zolkiewski, as a private fortified settlement with a castle. Its plan was based on the high principles of an ideal European Renaissance city, and was considered to be highly developed in various spheres, including culture and the arts. It played an important role in the history of the Polish Republic and Europe. For a long period, Zhovkva was the private residence of the well-known King of Poland, John III Sobieski, and was at the centre of historical events, one of the most beautiful residential towns in Europe. Many famous figures from Ukraine, Poland, Russia, Belarus, Moldova, Romania and Hungary are connected with Zhovkva. Not only were the high ideals of European humanism applied when the city was built; its highly educated patrons contributed to the city's development in different spheres of social life.

The Cultural Heritage of Zhovkva is an asset and provides a brilliant example of the fruit of the collaboration between Ukrainians, Poles and the city's Jewish community, who jointly built and developed it. This heritage finds its representation in several dimensions:

1. Direct links of the city with the most prominent historical figures of a few neighbouring countries and great European events in 17th and 18th centuries.



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Stanislav Zholkevsky John III Sobiesky Bohdan Khmelnytsky Ivan Mazepa Peter I Romanov Dimitrie Dosoftei

2. During 17-19th centuries, Zhovkva was one of the key centres of Jewish culture in Eastern Europe, whose achievements in philosophical thought and book-printing are widely known.



3. Architectural heritage of the city is represented by unique Renaissance defence complex from the late 16th-early 18th centuries. There are more than 100 architectural monuments of global, national and regional significance, 24 building and architectural complexes, a monument that is included in a UNESCO World Heritage listing, monument of landscape architecture, and a further 15 historical monuments. The Renaissance building complex is of high historical and cultural, artistic, scientific and applied value, and is unique not only as the only surviving historic planned town-residence in Ukraine, but also as an example of a rare type of idealised town planning. The historic core of the city maintains its original Renaissance plan and – what is especially valuable – the functions of a city centre.



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Town-planning heritage

St. Lawrence church and Market square

Holy Trinity Church

4. The city artistic heritage is multifaceted and comprises: large historical art collections and paintings of Zhovkva castle, including works of Royal painting workshop dated from the late-17th century in particular; a series of several dozens of portraits of eminent persons of the Polish Republic; a unique series of ten large Polish-Turkish battle paintings and four huge battle-pieces (8x10 m and 5x6 m) depicting the victories of S. Zolkiewski and J. Sobieski; numerous sculpture works of European artists in Parochial and Dominican churches; unique heritage of paintings and wood carvings from Zhovkva school of Ukrainian baroque of 17-18th centuries; and, amazing temple paintings in Ukrainian modern style of the first half of 20th century.



Polish-Turkish battle paintings

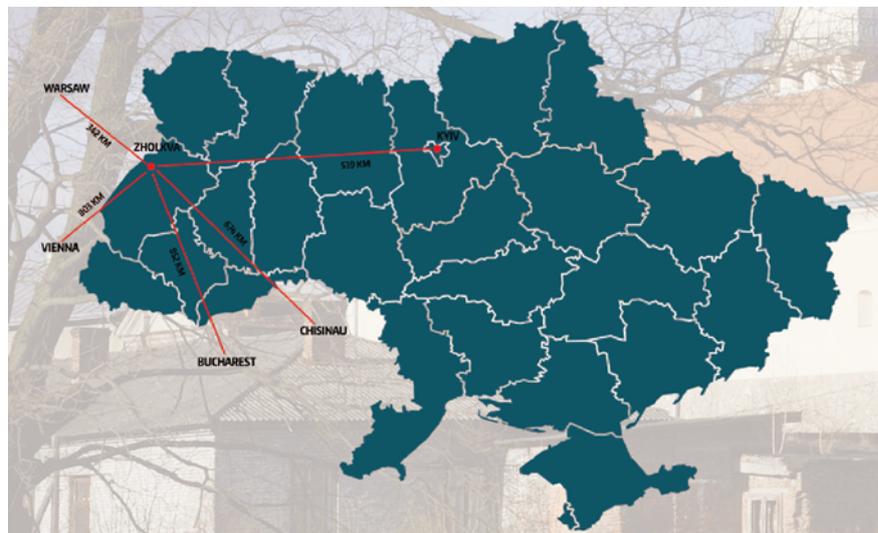


Unique heritage of paintings and wood carvings from Zhovkva



Ssculpture works

Location and transport accessibility



It is one of the best economically and geographically situated small cities in the region. It is:

- 1) close to Lviv, the large economic, cultural and tourist centre of Western Ukraine;
- 2) close to the border with the European Union;



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- 3) close to wholesale trading networks and business centres in Lviv and boundary regions in Poland;
- 4) in the cross-border region of Ukraine and Poland, to which EU economic and technical assistance programmes are directed;
- 5) in two trans-border economic zones; Bug and Carpathian, which are the focus of European technical assistance;
- 6) directly borders with a large natural recreation territory of cross-border Roztochya highlands;
- 7) is in the centre of one of the biggest agricultural districts in the region, which specializes in the cultivation and processing of agricultural products and has great potential of local alternative renewable fuels production;
- 8) on the international road fork.

Zhovkva is situated in the centre of the administrative district, one of the largest agrarian area in the region. The distance to the international airport “Lviv” is only 40 km. Zhovkva is on the cross-road from Ukraine to Poland, Belarus and Baltics.



International motor roads



Airport “Lviv”



Railway branch Lviv – Zhovkva

Demographic situation

The city’s total population is 13,316 inhabitants. In general, experts have provided a positive assessment of the Zhovkva’s demographic processes; with rejuvenation trends and population growth, the birth rate has significantly increased over the last decade. The level of education remains relatively high and the balance of migration is positive.

Employment in the city is high with 7,100 people registered as employed. Unemployment remains at level of 4% of working-age population. Traditionally, people migrate to Zhovkva from surrounding villages and from Zhovkva to Lviv in search of work. About 300 people temporarily





work in the EU and Russia. Women and young people with higher education are experiencing a significant shortage of jobs in Zhovkva.

The population of Zhovkva - statistics

<i>For ages</i>	<i>Age</i>			
	0 - 15	16-39	40-59	60 and over
	<i>Number of people</i>			
	2,895	5,046	3,225	2,150
<i>Average family size</i>	4 people			
<i>Average monthly household income</i>	6600 grivnas			
<i>Official unemployment rate</i>	4 %			
<i>Average monthly salary</i>	3500 grivnas			

Economic potential of the town

Zhovkva is located in the centre of agricultural district and industry is not well-developed. Clay, coal deposits and thermal waters have been discovered within the city's boundaries. The pressure hydrogen sulphide water with surface temperature of 39°C can be used for thermal hydrotherapy. Thermal medicinal springs founded not far from the city could also be used.

Small enterprises mainly specialize in agricultural products, wood harvesting and processing, as well as printing products, metal working and metal works manufacturing. There are small construction, transport and trade enterprises, district enterprises of electricity, heat, water and gas supply. Private entrepreneurs mainly work in trade and the service industries, woodwork and furniture production.

Leading enterprises are:

№	Enterprise	Foundation year	Number of employees	Production area m²	Products
1	Zhovkva state forest enterprise	1939	197	782	wood products, sawn timber, sawn billets, fast moving consumer goods
2	State vetsanzavod	1988	50	1,360	meat and bone meal, soap, powdered laundry soap



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3	JSC “Shlyakhindutsriya”	1978		7,800	machines and equipment for transportation, binder dosing and spreading during road constructions and repairs, metal structures
4	JSC “Zhovkva bakery plant”	1994	65	1855	bakery products, pasta, soft drinks
5	Publishing House “Misioner” (Zhovkva book printing house)	1895	90		books, posters, other printing products
6	LLC “Galfrost” Enterprise with foreign investments (The Netherlands)		130		fruit products storage and processing for export and domestic sales
7	LLC “MTextile” Enterprise with foreign investments (France)		50		textile products
8	LLC “Agrokap” Tecnocap group (Italy)	2006	40		production of packaging lids
9	LLC “LustPackUkraine” Enterprise with foreign investments (Poland)				dairy products packaging
10	LLC “Halytski tradytsiyi” Enterprise with foreign investments (Poland)				chocolate glaze production
11	Soft drinks manufactory of Zhovkva RSS				soft drinks production



LLC “Galfrost”



LLC “Agrokap”

The Cultural Heritage of Zhovkva is an essential resource for its economic development, together with the natural and recreational potential of Roztochya, and the district’s potential in terms of processing agricultural products.





SWOT analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> - small, historic, beautiful, secluded, comfortable and safe place with strong cultural values - advantageous geographical location - good transport connections - Pleasant climate and diverse and rich natural environment - active local community - significant flow of investment into the city - positive population growth - presence of specialists able to implement projects - attractive to potential investors - well-known in Ukraine and abroad for its remarkable historical and cultural heritage - public open area suitable for mass cultural and art events - long-lasting and meaningful international relationship and partnerships with cities and organizations - great sports traditions and achievements in cycling, table sports, football and model sports - low seismic risk and environmentally prosperous area - homogeneous composition of the population, 	<ul style="list-style-type: none"> - cultural potential of the city is not used to local development - majority of cultural monuments in poor condition and require urgent restoration - high levels of physical degradation of historic residential area - lack of engineering infrastructure in the centre of the city - poorly-developed tourist infrastructure and services - residents on low incomes - residents have low levels of awareness and knowledge concerning cultural heritage management - high standing groundwater - underdeveloped offer of cultural recreation and leisure for youth and children - unsatisfactory level of consumer services, some services are not provided - catering industry underdeveloped, does not meet the needs of tourist service - lack of specialist shops; lack of variety of goods, salons, etc. - lack of public organization, practically no



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<p>social cohesion, low crime levels, no social and sectarian conflicts.</p>	<p>residents' associations or bodies set up for self-organization.</p>
<p>Opportunities</p>	<p>Threats</p>
<ul style="list-style-type: none"> - situated within two trans-border economic zones – Bug and Carpathian – which are the focus of European technical assistance - member of the European Commission initiative "Covenant of Mayors" - partnerships with other historic cities (e.g. Zamosc) - implementing a number of development programmes - economically advantageous location is an incentive for private investment - entrepreneurial potential is increasing, in particular due to the significant inflow of funds from the foreign earnings. - the Historical and Architectural Reserve of Zhovkva, which is directly subordinated to the state government and is financed by the state budget - Large territories (up to 140 historic land plots) for restoration investments and reconstruction of historic buildings with the location of housing and small businesses objects. 	<ul style="list-style-type: none"> - unfavourable ecological situation - unstable national currency rate - social passivity of the residents, residents distrust the local government - lack of cultural awareness of residents - increasing emigration - difficult economic situation weakens the interest of residents in local culture - instability in completing state programmes, including publicly-funded facilities.



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Identification of the COMUS project areas



Historic core map with the boundaries of research and planning

The COMUS project implementation area comprises the historic core of the city, all its historic buildings and architecture ensembles. The historic core of the city is well preserved and functions as a city centre, both commercial and public. Most of the administrative, educational and cultural buildings are concentrated here, including the headquarters of local public administration.





Challenges and vision

After a set of public discussions, it was accepted that the city faces serious challenges which the COMUS project could help to solve. These challenges include:

1. The integrity and quality of historic building complex is fragmented and requires essential architectural and landscape restoration. In particular, about 80 historic residential areas need to be reconstructed.
2. Preserved historic nucleated habitat is physically degraded, basements of historic buildings are partially flooded. The inhabitants of the historic area are mostly elderly and on low incomes.
3. Most of the architectural monuments and groups of buildings are in poor technical shape, with partial demolition and rebuilding affecting their integrity. They require significant investment to restore and adapt them.
4. The traffic flows downtown adversely affect the condition of historic buildings and the development of tourism.
5. Lack of engineering infrastructure in the downtown impedes the development of business and social life in the area of Vicheva Square.
6. Tourist and service infrastructure is poorly developed.
7. The urban area has poor engineering infrastructure which requires basic reconstruction and development.
8. The combination of factors – the lack of coherence in the urban area and the unsatisfactory engineering infrastructure – generate ecological challenges related to contamination of ground water and soil, a situation which is worsened unsatisfactory collection and removal of residential solid waste.

There is also a set of social challenges:

1. Low incomes and unemployment – local inhabitants seek work abroad or in Lviv;



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2. Unsatisfactory consumer services, including trade and facilities in peripheral areas;
3. Under developed cultural, educational, artistic and museum organizations;]
4. Under developed establishments for culture and leisure, especially for youth and children;
5. Lack of civic engagement; few local associations, absence of self-organized bodies and a platform for co-ordinating civic activities;
6. Environmental problems have a negative impact on all other areas of life in the city;
7. International routes, the only way to the city, are often overloaded with traffic and at times are at the centre stage of public strikes.

One the main challenges of cultural and development strategies is to mobilize the local community, especially the younger generation, in perceiving and using the city's historic heritage as a potential asset and valuable resource for urban development and international co-operation.

VISION

The common vision, reached during the project Planning Phase through discussions and surveys, is ***to become a well-known centre for research and training and home to scientific conferences related to cultural heritage, heritage management and heritage educational tourism.***

STRATEGY

The fulfilment of this vision could be possible through the implementation of Zhovkva development strategy with a focus on key project ideas. The Strategy was developed and the projects ideas were proposed by the local stakeholders group (LSG).

- (1) community revitalization;
- (2) creation of tools for the preservation of cultural heritage and urban development;
- (3) reconstruction and development of urban infrastructure;
- (4) restoration of the historic environment of the city and revitalization of historic housing;





(5) restoration and adaptation of public cultural heritage for museum institutions and other cultural, educational and social needs.

Necessary activities:

(1) Community revitalization

- ***To create conditions and encouragement of citizens and local NGOs working in the fields of culture, cultural heritage and socio-economic development by:***
 - providing comprehensive support for activists, their participation in projects and programmes;
 - facilitating the emergence of local NGOs;
 - providing annual financial support from the city budget for important initiatives of local NGOs and citizens; to adopt the programme of the Community budget to support community initiatives;
 - ensuring the establishment and operation of community centre;
 - organizing the support of community activities in local media;
 - promoting the creation of local public media.
- ***To organize the system of cultural and educational work among citizens by:***
 - organizing cultural and educational activities to promote cultural heritage;
 - providing study materials to local schools on the themes of the city's history and its cultural heritage'
 - subsidising visits to museum exhibitions and all major cultural heritage sites for local inhabitants;
 - developing, publishing and printing leaflets, booklets, brochures and books on the city's history and cultural heritage.
- ***To ensure the transparency of local government and state institutions and public involvement in decision-making:***
 - establishing and maintaining official local authority websites and timely updating of information on their activities;
 - creating an online platform for Zhovkva cultural heritage;
 - equipping the City Council public reception space;
 - creating the Zhovkva centre for support of private investors;



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- preparing to adopt local regulations on public hearings.

(2) To development planning and normative tools for cultural heritage preservation and development.

- *To develop and adopt a basic planning documentation by*
 - completing the existing surveying of the city;
 - developing and adopting the Historical and architectural city support program
 - developing and adopting a Detailed plan of the city's historic core
 - developinf and adopting the territory protection zones and modes to use them for all detached immovable cultural heritage objects .
- *To develop and to approve policy documents of city strategic planning*
- *To adjust, to develop and to implement the local regulations in the areas of construction, land acquisition and land use improvement, small architectural forms, and advertising*

(3) Reconstruction and development of urban infrastructure

- *Comprehensive reconstruction of engineering infrastructure of the city's historic core*
- *To eliminate the threat of historic core building from the flood waters by:*
 - conducting a phased replacement of all the old water supply network on the territory of the downtown area;
 - restoring and reproducing Zhovkva's castle fortifications;
 - installing historic defensive walls drainage;
 - restoring the historic pond in the castle park.

(4) Restoration of the historic environment of the city and revitalization of historical housing.

- *To reconstruct existing and recover lost historical streets and driveways, historic core public spaces by:*
 - developing new solutions for transportation in the city, especially in the historic and heritage zone;
 - withdrawing the transport streams from downtown and expand pedestrian areas;



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- restoring and adapting the Lviv suburb to the urban boulevard with recreation sites and monumental art works;
 - restoring monasteries and church courtyards and their surroundings with sympathetic adaptation to modern features.
- *To revitalize the historic residential area in Zhovkva by:*
- conducting a survey of owners of historic buildings;
 - implementing a pilot investment project of complex restoration and revitalization of historic residential areas;
 - conducting a comprehensive restoration and revitalization of the historic residential area.

(5) Restoration and adaptation of public cultural heritage for museum institutions and other cultural, educational and social needs.

- *Adaptation of Zhovkva Castle in cultural and artistic, educational and tourist centre.*
- *Revitalization of Zhovkva synagogue, collections at the Regional Jewish museum and tourist centre.*
- *Restoration and adjustment of the preserved historic monasteries in the city centre.*
- *Restoration of a significant part of the city's historic fortifications complex.*
- *Improvement of the layout and zoning of administrative and public facilities in the prestigious historical sites.*

The approved Strategy for the city's development includes the following objectives:

1. Improving standards of life:

- development of urban technical and engineering infrastructure;
- increase in local governance involving community;
- improvement of urban environment.

2. Culture and tourism:

- development of cultural, artistic and educational facilities;
- development of tourist and information services;



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- preservation and re-use of cultural heritage.

3. *Environment:*

- improvement of water resources;
- development of operating system with communal waste;
- removal of threats related to flooding and under-flooding.

As some of the ideas suggested by the group were taken on board by other partnerships and projects (such as the restoration of the castle and revitalization of the river), others have emerged as priorities. Therefore, the stakeholders group selected the following project ideas to be part of the COMUS project.

ACTIONS

Selected project ideas

1. Establishment of a heritage platform to promote, inform, encourage research and act as an educational tool that will connect young activists, policy-makers, journalists, researchers with experienced professionals and historians on local, regional and national level.
2. Revitalize of Market Square and its historic residential area.
3. Establish the regional Jewish museum and tourist centre on the basis of Zhovkva synagogue.
4. Improve engineering infrastructure in the historic core of the city (water-supply, waste collection, sewerage, etc.).
5. Develop new solutions for transportation in the city, especially in the historic and heritage zone.

Funding sources

1. Subsidies from the national state budget to the municipal budget.
2. Financing from local government budget.
3. Grants from the government and international agencies.
4. Private contributions: investors, patrons, donors.



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RESULTS

Outputs:

- Establishment of a heritage platform to promote and inform, and act as a tool for research and education; a basis for international conferences and training activities;
- activation of local community, especially civil society;
- development of planning strategy;
- development of tourist strategy.

Outcomes:

- Increased visibility of the city among European and the world heritage cities;
- revitalised community;
- increase in tourism;
- improved cultural heritage preservation;
- stronger cultural and creative industry;
- the city is transformed into a well-known centre for research and training and home to scientific conferences related to cultural heritage and heritage management and heritage educational tourism.

