



# **BUDAPEST – NEW INVESTORS CONTRA PRESERVATION**

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# CONTEXT

- MAIN CHARACTERISTICS OF THE
  - BUILT URBAN HERITAGE OF BUDAPEST
  - CURRENT SITUATION
  - LEGAL FRAMEWORK
  - FINANCIAL CONDITIONS



# CHALLENGES

- PHYSICAL DEGRADATION
- „MORAL” DEGRADATION
- REHABILITATION ISSUES
  - QUALITY AND QUANTITY
  - FUNCTIONAL
  - SOCIAL
- DIVIDED STRUCTURE OF SYSTEM
- MARKET-PRESSION (BEFORE AND AFTER THE **EU** ADHESION)
  - SHORT TERM EXPECTATIONS



# SWOT – ANALYSIS

- STRENGTHS
- WEAKNESSES
- OPPORTUNITIES
- THREATS



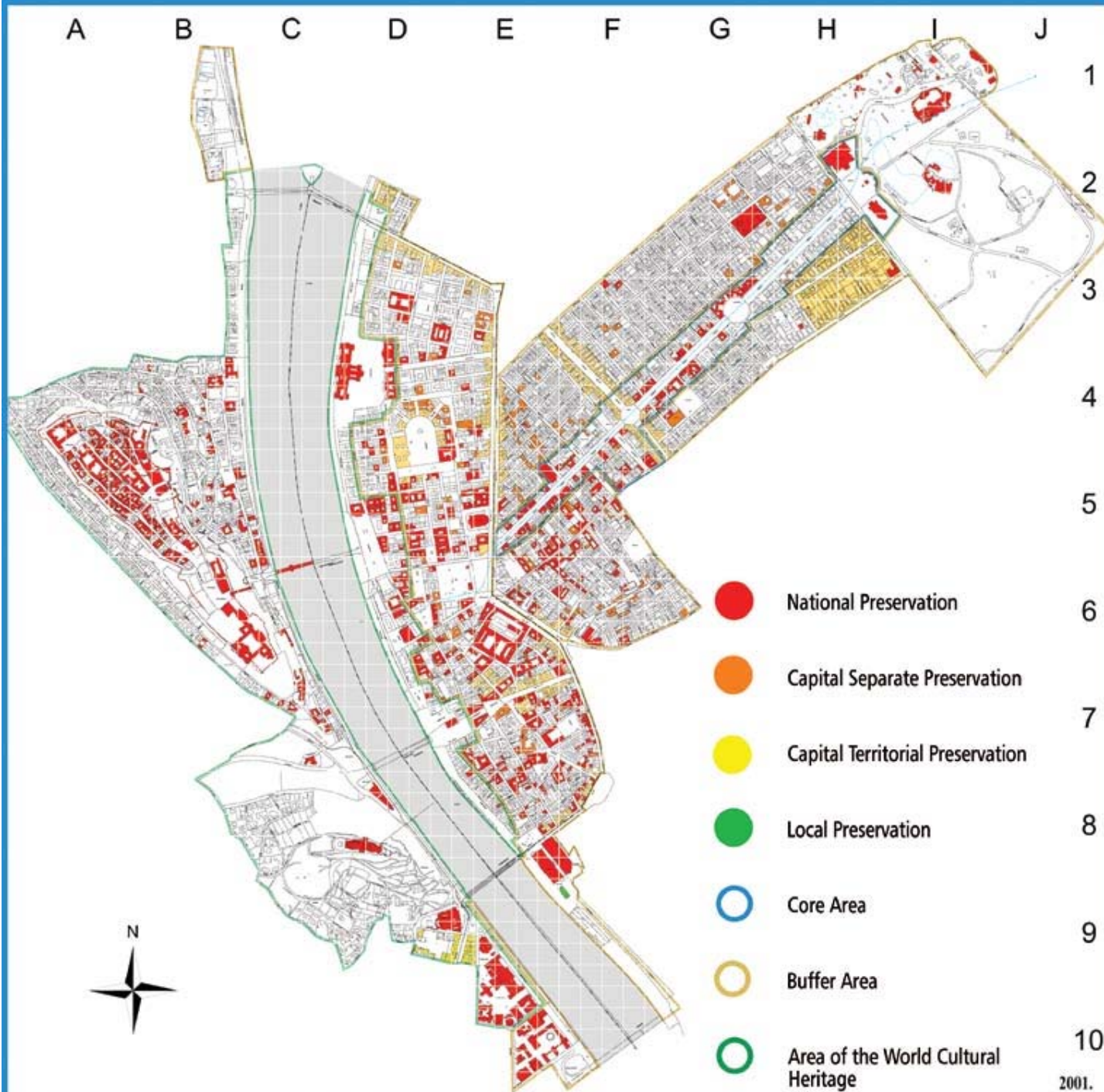
- Meglévő, megmaradó épület
- Műemlék
- Bontás
- Ráépítés
- Projektfüggő átalakítás
- Új beépítés
- Bontás / építés felülvizsgálendő
- Gyalogospasszázs
- JM Javasolt műemlék
- HV Helyi védettségű
- HVJ Helyi védettségre javasolt



# STREIGHTS

- RICH 19<sup>TH</sup> CENTURY HERITAGE
- EXISTING URBAN INFRASTRUCTURE
- STRONG INTANGIBLE CONTENT
- LIVING CULTURAL SETTING
- **WH** RECOGNITION
- COMPARATIVE PRICES
- EASY ACCESIBILITY FROM WORLDWIDE





# WEAKNESSES

- POOR CONDITIONS OF THE HERITAGE
- WRONG STRUCTURE OF OWNERSHIP
- LOW LIFE STANDARDS IN HISTORIC QUARTERS
- ALMOST MISSING GRANTS AND INCENTIVES
- LOW ARCHITECTURAL LEVEL OF NEW INFILL-BUILDINGS





# OPPORTUNITIES

- REHABILITATION OF HISTORIC QUARTERS – ADDED VALUE OF LOWER DENSITY AND LARGER SPACE
- HIGHER LIFE STANDARDS
- KEEP THE MAJORITY OF RIVERAINES
- KEEP INTANGIBLE – KEEP COMPARATIVE ADVANTAGES
- LARGE OFFER OF TURISTIC ATTRACTIONS





# THREATS

- LOW ENFORCEMENT LEVEL OF LEGAL FRAMEWORK
- SHORT TERM AND EXTRA-PROFIT EXPECTATIONS OF INVESTORS
- CHANGE OF TRADITIONAL USE COMBINED WITH FACADISME
- (KORRUPTION)



# EXAMPLES

- DEMOLITIONS
- NEW ARCHITECTURE
- PUBLIC SPACES







# CONCLUSIONS

- NEED
  - FOR CONSISTENT REGULATION
  - SUPPORT OF LONG TERM EXPECTATIONS
  - MAINTENANCE AND SUSTAINABILITY
- PREDICTABLE PUBLIC PARTICIPATION AT
  - DECISIONS
  - FINANCIAL SUPPORT
- STRONG QUALITY CONTROLL OF THE ARCHITECTURE OF NEW CONSTRUCTIONS



**THANK YOU FOR YOUR ATTENTION!**