The Grande-Place in Brussels, Unesco heritage Management plan – 2016-2021

United Nations
Educational, Scientific and
Cultural Organization

La Grand-Place, Brussels
inscribed on the World
Heritage List in 1998

MANAGEMENT PLAN FOR THE SITE OF THE GRAND PLACE IN BRUSSELS

2016-2021

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1. INTRODUCTION

The Grand Place in Brussels, a prestigious setting in the centre of community life, was declared a UNESCO World Heritage Site in December 1998 and the surrounding area, commonly known as the "Ilot Sacré", was designated as a buffer zone at the same time. This international recognition was an opportunity for the City of Brussels to draw up a series of action plans and launch various projects while laying the foundations for a comprehensive reflection aimed at restoring this major heritage to its former glory.

This inscription at the global level implies a specific management of the heritage in question, and its buffer zone, in the light of the requirements of the World Heritage Convention. This requires the implementation of management plans which make it possible, based on a precise situational analysis and by identifying the problems affecting the heritage, to plan actions and interventions, to set future priorities, to set budgets accordingly in order to guarantee the effective conservation and preservation of the monuments, respect for their authenticity and integrity as well as the values for which they have been recognised by the World Heritage Committee.

The UNESCO guidelines specify that the main objective of a management plan is to ensure the sustainability of World Heritage sites:

Each site nominated for inscription on the World Heritage List must have a relevant management plan, which specifies the measures aimed at protecting the outstanding universal value of the site. The main purpose of the management plan is to ensure the effective protection of the designated site, so that it can be passed on to future generations. To be effective, a management plan must be designed according to the type, characteristics and needs of the proposed site, as well as its cultural and natural context. It can also integrate traditional practices, existing urban or regional planning instruments[1].

In 1998, when the Grand Place in Brussels was inscribed on the World Heritage List, the requirement to have a management plan was not yet in force. In 2012, to comply with World Heritage guidelines, the City of Brussels took the initiative to introduce such a management plan, together with the Directorate of Monuments and Sites of the Brussels Capital Region.

Its development has put into perspective all the actions and projects developed over the past ten years by both the City of Brussels and the Brussels Capital Region, the two institutions which safeguard the values that have allowed these sites to receive worldwide recognition.

This document has made it possible to plan the management of the site as well as possible, it establishes a transversal working relationship between the various stakeholders, and it constitutes guidelines for the strategies yet to be developed.

[1] ***"Operational Guidelines for the Implementation of the World Heritage Convention",*** United Nations Educational, Scientific and Cultural Organisation, Intergovernmental Committee for the Protection of the World Cultural and Natural Heritage, UNESCO

2. METHODOLOGY

The development of the management plan for the Grand Place and its buffer zone was made possible by having detailed knowledge of the site. Historical and architectural studies, as well as situational analyses, were carried out on all the buildings in the Grand Place from 1999 onwards.

At the same time as these specifically heritage-related projects, urban planning studies for the district centred around the Grand Place and referred to as the “Ilot Sacré" were launched. This corresponds to the buffer zone and includes 25 blocks (area of 15 ha 68 a).

This management document, which up until now has been non-existent within our administrations, has made it possible to implement an innovative working methodology, based above all on transversality between the various departments.

Grouping all the ongoing actions and projects has made it possible to structure the management plan around five strategic objectives. These objectives stem from a political will developed in recent years, and more directly from the City of Brussels' general policy programme for the 2006-2012 mandate:

1. governance of the site;
2. conservation of the heritage by ensuring its integrity and authenticity;
3. development of a functional mix, in particular, retailing and housing;
4. improvement of the living environment;
5. awareness raising, promotion, exchanges and tourism development.

These strategic objectives are divided into specific objectives, which are themselves broken down into action plans. These have been set out in collaboration with the various municipal departments and partners involved. They include actions already currently underway, as well as future actions.

The first management plan was drawn up for a period of three years (2012-2015) and its content was endorsed in 4 stages:

1. At the City level, the implementation of administrative and technical structures that have followed the concept of the management plan, and which will ensure the future management of the site. The Historical Heritage Unit of the City of Brussels was tasked with coordination. It has brought together the various involved departments of the City of Brussels on several occasions. This has allowed the ongoing actions to be coordinated and new proposals to be put forward. The action plans are the drivers of the management strategy. Each department has been involved in the drafting of the management plan.
2. At the level of the Brussels Capital Region, coordination meetings with the City of Brussels on all the ongoing actions and new proposals for listed buildings. The regional services have also been involved in drafting the management plan.
3. First approval by the College of Mayor and Aldermen of the City of Brussels, before consultation with the various institutions and organisations active in the area: the Royal Commission for Monuments and Sites, Icomos Belgium, Neighbourhood Committees, Atrium Brussels centre, etc.
4. Approval of the final document by the College of Mayor and Aldermen of the City of Brussels. This has been revised and completed for a period of 6 years (2016-2021).

3. DESCRIPTION AND IMPORTANCE OF THE SITE

The Grand Place in Brussels is an outstanding example of a successful fusion of the architectural and artistic styles which are typical of the culture and society of this region. Due to the nature and quality of its architecture, and its value as an open public space, it is an exceptional illustration of the evolution and vicissitudes of an affluent northern European commercial city at the height of its prosperity.[2]

Panoramic view of the Grand Place

3.1. The Grand Place - historical context

Since the Middle Ages, the Grand Place has been the economic and political heart of Brussels. Initially limited to an esplanade intended for the organisation of markets, this vast space was gradually lined with houses, shops and public buildings: a bread, cloth and meat hall, rebuilt several times and finally replaced in the 15th century by a building intended for the offices and courts of the ducal power and an imposing municipal hotel, built in several phases in the first half of the 15th century. Directly involved in the exercise of power, various professional representations - the corporations - built houses in the Grand Place or in the surrounding streets. Constructed in successive waves, the Grand Place nonetheless shows wonderful stylistic uniformity.

This set of buildings was destroyed in August 1695, during the bombardment of the city by the troops of King Louis XIV, under the command of Marshal de Villeroi. Only a few façades held out, including those of the *Town Hall* and the *King's House*.

Northwest side of the Grand Place after the bombardment of 1695.
Drawing by Augustin Coppens.

[2] *Proposal for the inscription of the Grand Place in Brussels on the World Heritage List*, Brussels Capital Region, Directorate of Monuments and Sites, May 1997.

Reconstruction was rapid but strictly controlled by the authorities: a regulation was enacted in 1697 to allow the Magistrate to control the aesthetic quality of the planned façades.

For both economic and political reasons, the destroyed buildings were rebuilt on the model of narrow houses, once again incorporating the demarcation of plots from mediaeval times. Each owner rebuilt his house in a particularly inventive hybrid baroque style.

At the end of the 18th century, French revolutionaries invaded our regions. Various houses on the Grand Place were ransacked: the sculptures on the façades were destroyed and the contents of the rooms were looted.

In 1798, the revolutionary power confiscated the property of the corporations. Their houses became straightforward investment property, with shops on the ground floor and apartments on the upper floors.

Many façades were transformed in the early 19th century - windows were enlarged, carved decorations and gables were dismantled - and most houses suffered from a lack of maintenance.

Following national independence in 1830, awareness of the heritage value of the Grand Place slowly emerged within the Brussels Municipal Council. The first beneficiary was the Town Hall, which was restored in 1840. The first interventions on the façades of houses date back to the 1850s. But it was not until the 1880s that a concerted policy, conceived on the scale of the entire Grand Place and planned for the long term, was implemented under the leadership of Mayor Charles Buls.

This restoration campaign had the stated intention of rediscovering what was deemed to be the original forms of the façades. Various types of interventions were implemented, from more or less interventionist restoration to total reconstruction.

1895

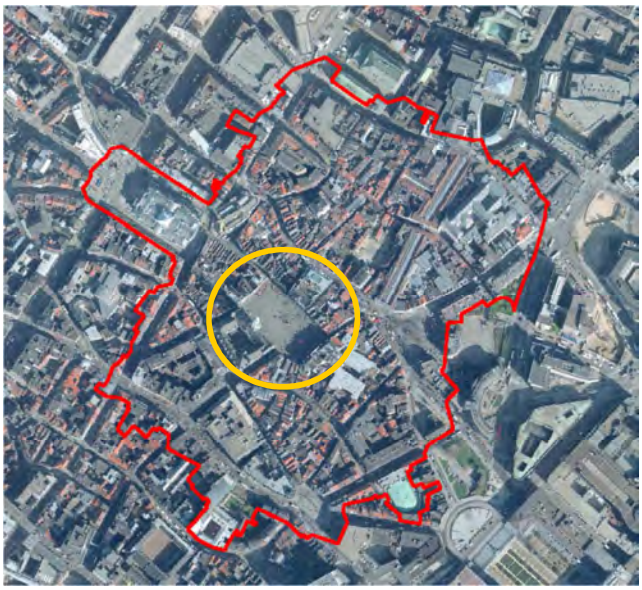
1899

Houses no. 20 to 28 Grand Place, from right to left: *Le Cerf, Joseph et Anne, L'Ange, la Maison de Tailleurs, le Pigeon* and *Aux Armes de Brabant*. Before and after the restoration campaign of the 19th century.

This second renaissance, officially celebrated in 1897 but actually completed in 1920, left an indelible mark on the appearance of the Grand Place, which in places was restored, while in other places was completely reconstructed, that was somehow truer than life, but with a striking visual coherence.

3.2. The buffer zone - styles, architectural typologies and plots

The protection zone around the Grand Place, known as the "buffer zone", is made up of a set of 26 blocks.



Protection zone referred to as a "buffer zone" © Brussels Urbis

The fabric of these blocks, which are generally made up of a very narrow and deep plot, testifies to urban planning which dates back to the Middle Ages. The habitat develops into precise typologies: twin houses with identical gables, gathered behind a single façade of two small single-family houses and separate houses. These are generally composed of a building facing the street followed by a courtyard and a rear building called an "achterhuis", which is sometimes accessible by a dead-end or alleyway inside an block.

The main building consists of a cellar, a commercial ground floor and one or two floors reserved for accommodation, with an attic above. Each floor generally has a front and rear room linked by a central staircase.

The main baroque façades of the late 17th and 1st half of the 18th centuries are topped by straight, scrolled or stepped gables. The simpler rear façades are generally crowned by a simple, straight gable.

From the end of the 18th century (1770-1780) under French influence, Brussels adopted new aesthetic criteria and the neoclassical style predominated. The most common type was the cornice façade topped by a dormer window stretched between two corbel-shaped jambs and pierced by a bull's eye.

In the existing building, this transformation was done gradually with the removal of the gables, replaced by hipped roofs, resulting in a reorganisation of the façade and part of the structure. Most of the time, the interiors of the houses were barely affected by this type of transformation. Apart from the relocated or replaced stairwells, the structure and rear façades were generally preserved. The bays were also transformed, the stone crossbars were replaced by wooden crossbars.

Rue des Chapeliers n°s 18-20
tiered gable

Rue des Eperonniers n°s 49-51
curved gable

Rue Marché aux Herbes n°s 8-10- two houses behind a single façade.

Rue des Chapeliers n° 34, main façade transformed in the 19th century, typology of the preserved plot: main building, courtyard (covered on the ground floor) and rear building.

In the 1960s, a Special Land Use Plan (PPAS in French) was drawn up at municipal level to specify the development of part of the territory in terms of uses, establishments, dimensions and building characteristics. This plan was drawn up with a view to safeguarding the "old character" of the district. The main measures to achieve this were to remove the old alignment plans and classify the buildings into different categories:

- façades to be preserved or restored;
- façades to be built "in the styles of the 17th and 18th centuries";
- façades to be built in an "architecture whose composition is harmonious with that of the traditional architecture of the time";
- façades that can be rebuilt.

Although many buildings were preserved in this way (or at least their façades), the prescriptions of the plan resulted in a major reconstruction with pastiche architecture. In addition, the plan also resulted in a significant densification of the interiors of the blocks, as it allowed the construction of a building which was higher than the main building at the rear of the block.

Rue de la Montagne n°s 24 to 40 - block 6
pastiche architecture

Densification of buildings inside the block (4)
Centre gallery

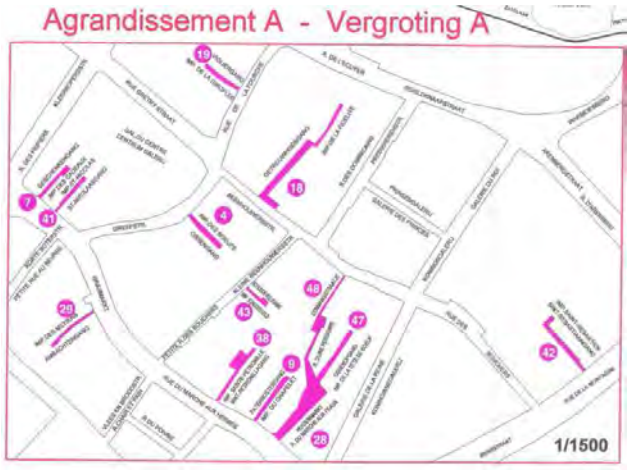
3.3. The buffer zone - roads and dead-ends

The district has preserved the old morphology of its narrow and winding streets[3]. The old commercial routes, rebuilt almost exactly as they were after the bombardment, still have the designation 'Marché' (Market) today. These streets have partly preserved their natural stone paving heritage.

[3] As part of the project to develop the roads in the city centre, a historical note was produced by the Historical Heritage Unit of the City of Brussels (translation): *Historical note on the road surface of the "comfort zone".*

Transfer to a current plan of the situation of the plot in the second half of the 18th century - Grand Place.
©City of Brussels, Historical Heritage Unit

Several streets, regular or straight and significantly wider, were constructed at the start of the 19th century: Rue du Midi, the neoclassical openings to Place Saint-Jean, Rue Duquesnoy and Rue Saint-Jean. A set of streets was then created when the central boulevards were constructed: the surrounding area of the Stock Exchange (Bourse de Commerce) (Rue Henri Maus and Rue de la Bourse), Rue Grétry and the wide curved Rue du Lombard.



Plans of dead-ends
©City of Brussels - Planning and Authorisations Unit.
Enlargement A

Various dead-ends and alleyways also characterise the district. 17 are listed. 14 of these are public properties, 6 of which are enclosed by a gate or door.

Their layout dates back to the Middle Ages[4] and was created over the years to give access to the rear buildings or buildings within blocks (some of which have a commercial or cultural use, such as the famous "De Coffÿ" cabaret located on the site of the current Galerie Agora) as the area became densified.

[4] Several dead-ends in the centre can be seen on Jacob van Deventer's map produced between 1550 and 1554.

The dead-ends also give access to series of small craftsmen's or workers' houses. Over the centuries, industrial development around the River Senne increased the demand for workers' housing in the centre, leading to episodes of speculation within the urban space. A police law of 1 February 1844 assimilates dead-ends and alleyways to public roads. The impact of this law is gradually diminishing as many dead-ends were privatised and sometimes removed during the 20th century. The administration conducted a large-scale hygiene survey, which aimed at the gradual elimination of dead-ends, as the population of the centre reached its peak around 1880 with more than 140,000 inhabitants in the central area (compared to less than 40,000 in 1997).

The most well-known dead-ends include the Impasse Saint-Nicolas located on Rue du Marché aux Herbes with the café l'Imaige de Notre-Dame, the Impasse Sainte-Pétronille where the Theatre Toone is located with its typical estaminet and traditional puppet theatre. The famous Estaminet la Bécasse located in a small dead-end (currently undesignated) in Rue Tabora also welcomes many visitors.

Impasse des Cadeaux and Impasse Saint Nicolas, leading onto Rue Marché aux Herbes

3.4. Protection measures

The history of protecting this site, which is so symbolic of the city's history, dates back to the end of the 19th century: by decision of the Municipal Council of 28 May 1883, the municipal administration imposed conservation measures by means of a servitude of view for the benefit of the Town Hall.

The legal and financial intervention of the City in managing private properties with heritage value therefore long predates the law of 1931 on procedures for the listing of architectural works[5] and anticipates the inclusion of the façades of the houses on the Grand Place in the list of properties listed in Brussels by almost a century[6]. In effect, in the rather elitist perspective of the first waves of listings made before the Second World War, only major monuments benefited from this protection.

[5] Article 1 of this Law stipulates that monuments and buildings whose conservation is of national interest from a historical perspective shall be listed in whole or in part by Royal Decree and placed under the protection of the State. Proposals may come from the Royal Commission for Monuments and Sites or the College of Mayor and Aldermen of the municipality where the property is situated. The main objective of this type of protection is to provide a legal existence for properties with heritage value, to prevent the irrational destruction of buildings with heritage value, and to allow public authorities to intervene to ensure their maintenance and restoration. This procedure took a few years to come into force, with an inventory first being drawn up for prestigious buildings, churches, town halls, palaces and castles.

[6] Royal Decree of 19 April 1977.

As such, the Town Hall and the *King's House*, listed by Royal Decree of 5 March 1936, are the only buildings in the Grand Place that enjoy extensive protection.

Secondly, the special land use plan "Ilot Sacré", approved by Royal Decree of 24 August 1960, provides relative protection for the ancient heritage, by listing a number of façades to be preserved and restored[7]. At the same time, restorations were encouraged by the City, which subsidised a quarter of the costs of works. This initiative made it possible to revitalise the historic centre, since many façades were restored or reconstructed, the two approaches being generally combined, which was one of the limits of this first preservation initiative. Pastiche architecture has often prevailed over conservation[8].

During a clean-up campaign undertaken in 1975, the municipal authorities became aware of the deteriorated state of the façades, some of which were no longer even able to withstand cleaning with water. It was evident that the most affected façades needed to be restored within a relatively short space of time[9]. Considering that the financial burden of conserving such a group of buildings could not be borne solely by itself and the property owners, the City took the initiative to request that the façades and roofs of the buildings bordering the Grand Place were listed as monuments. Within this framework established in advance, the houses in the Grand Place were listed by the Royal Decree of 19 April 1977.

Following this change in the status of façades in terms of their legal protection, the City departments started work to restore the façades, which were then subsidised by the higher authorities: the State. These works took place between 1984 and 1990, and encompassed *Le Petit Renard* and *Le Chêne*, *Les Ducs de Brabant* and *Le Cornet.*[10]

In 1993 and 1994, the protection was supplemented by the listing of the houses *Le Roi de Bavière* and *La Balance*, which up until that point had been ignored because of their rather peripheral location in relation to the Grand Place[11]. These delayed protections reflected the changing concerns in terms of heritage protection. From that point on, the interiors of the houses were taken into consideration and benefited from legal protection; partially for *Le Roi de Bavière* and completely for *La Balance*.

As for the interiors of the other houses in the Grand Place, it was not until 2001 that listing was extended to interior elements, initiated by the departments of the City of Brussels. Unfortunately, this delayed protection only came after successive waves of transformations that had gradually destroyed the structures and interior decorations of many of the houses.

In the meantime, the Grand Place's inscription on the UNESCO World Heritage List, made effective on 2 December 1998, was a worldwide recognition of the heritage value of this site. This recognition, which is placed on top of the existing national and regional protection, is based on two criteria. Firstly, the Grand Place is considered *"an exceptional and highly successful example of an eclectic*

[7] This particular land use plan was repealed in 1995. A new plan is being developed.
[8] The three-year competition for old façades, organised by the 'Ligue Esthétique belge' and the Brussels Tourist Office, awarded prizes for restorations and the best reconstructions.
[9] In the letter addressed to the French Minister of Culture dated 18 July 1975, the City of Brussels submitted proposals for the listing of the façades of the Grand Place. The restoration was estimated at 20,000,000 Belgian francs, for a period of 5 years, to be divided over 3 fiscal years. In the same letter, houses no. 13 to 19*, Les Ducs de Brabant* were deemed the most damaged.
[10] The work carried out can be summarised as follows: cleaning the façades, maintaining the stability of existing elements, repointing, stone repairs and consolidation.
[11] These are located on the boundary between the Grand Place and Rue de la Colline and Rue des Chapeliers.

blending of architectural and artistic styles of Western culture" and, secondly, through *"the nature and quality of its architecture and its remarkable value, the Grand-Place testifies in particular to the success of Brussels, mercantile city of northern Europe [..] at the height of its prosperity*".[12]

3.5. Legal situation: the protection of architectural heritage

The legal protection of heritage has been a regional competence since 1989.

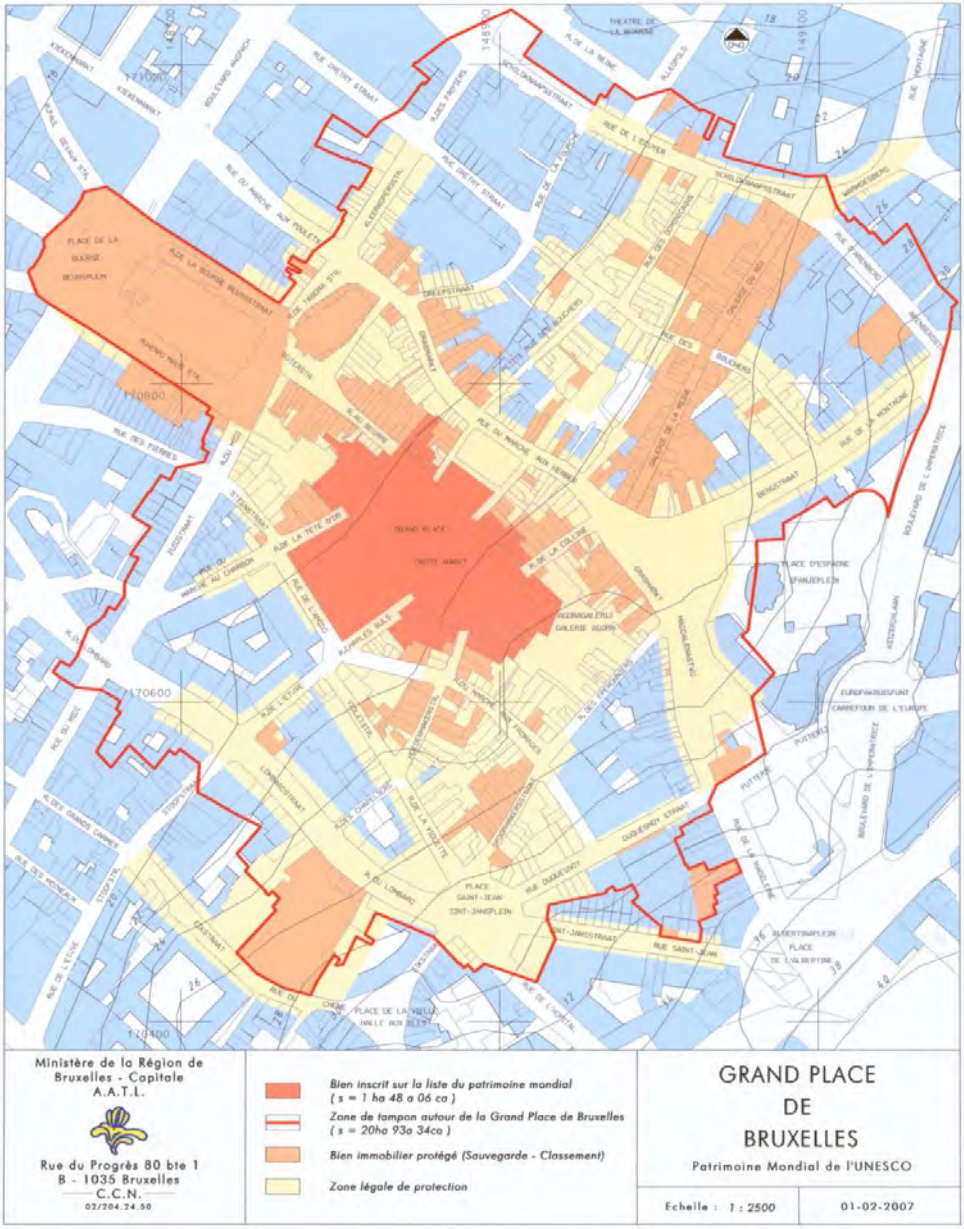
The buffer zone currently includes 223 protected properties (218 listings and 5 safeguards).

The listings include public buildings, such as the Brussels Town Hall, the King's House, currently the City Museum, the Brussels Parliament, the Stock Exchange and two churches: Saint-Nicolas and Sainte-Madeleine. However, most of the listings pertain to traditional 17th and 18th century houses.

Around 150 listings date from after the inscription of the Grand Place on the World Heritage List.

The legal protection zones surrounding the listed properties already cover a large part of the UNESCO perimeter - the buffer zone.

[12] Report of the 22nd session of the UNESCO Committee, criteria: C (ii) and (iv).



Listed properties located in the buffer zone (in Annex - Volume 3).

©Directorate of Monuments and Sites - Brussels-Capital Region.

Property inscribed on the World Heritage List (s = 1 ha 48 a 06 ca)
Buffer zone around the Grand Place in Brussels (s = 20 ha 93 a 34 ca)
Protected property asset (Safeguard - Listing)
Legal protection zone

4. OUTSTANDING UNIVERSAL VALUE

Brief synthesis

Around a cobbled rectangular market square, La Grand-Place in Brussels, the earliest written reference to which dates back to the 12th century, features buildings emblematic of municipal and ducal powers, and the old houses of corporations. An architectural jewel, it stands as an exceptional and highly successful example of an eclectic blending of architectural and artistic styles of Western culture, which illustrates the vitality of this important political and commercial centre.

The Grand-Place testifies in particular to the success of Brussels, mercantile city of northern Europe that, at the height of its prosperity, rose from the terrible bombardment inflicted by the troops of Louis XIV in 1695. Destroyed in three days, the heart of the medieval city underwent a rebuilding campaign conducted under the supervision of the City Magistrate, which was spectacular not only by the speed of its implementation, but also by its ornamental wealth and architectural coherence. Today the Grand-Place remains the faithful reflection of the square destroyed by the French artillery and testifies to the symbolic intentions of the power and pride of the Brussels bourgeois who chose to restore their city to its former glory rather than rebuild in a contemporary style, a trend commonly observed elsewhere.

A pinnacle of Brabant Gothic, the Hôtel de Ville (City Hall), accentuated by its bell tower, is the most famous landmark of the Grand-Place. Built in the early 15th century, the building partially escaped bombardments and underwent several transformations over time. Its ornamental programme is largely due to the restoration campaigns conducted in the late 19th century. Facing it, the King's House, rebuilt in the historicist vein, is perfectly integrated into the ensemble. Its elevation is in keeping with the Gothic style edifice prior to the bombardment and testifies remarkably to the ideals of the contextual conservation of monuments advocated in the 19th century. The King's House has been occupied for decades by the City Museum. On both sides of these monuments symbolic of public authority were houses occupied by powerful corporations. Each different but built over a very short time, they illustrate remarkably the Baroque architecture of the late 17th century, with a singular treatment of the gables and decorations, sometimes fretted, sometimes more classical. Each house has a name and specific attributes, heightened with gold, reminiscent of the status of its occupants. It is interesting to note that this is a rare example of a square without a church or any other place of worship, which emphasizes its mercantile and administrative nature.

Criterion (ii): The Grand-Place is an outstanding example of the eclectic and highly successful blending of architectural and artistic styles that characterizes the culture and society of this region..

Criterion (iv): Through the nature and quality of its architecture and of its outstanding quality as a public open space, the Grand Place illustrates in an exceptional way the evolution and achievements of a highly successful mercantile city of northern Europe at the height of its prosperity.

Integrity

The Grand-Place in Brussels meets the conditions of integrity in terms of location, size, and function, as well as with regard to architectural expression.

Over the centuries, the Place has retained its shape, coherence and the essentially Gothic and Baroque attributes which characterize it. It is still a reflection of the Lower Market as reconstructed in the late 17th century and testifies to the willingness of the authorities to preserve the harmony of the square during the rapid rebuilding campaign that followed the terrible bombardment of 1695 so that it could regain its former aspect and splendour. These were top priorities during the restoration campaigns organized by the City from 1840 in the historicist style and during more recent operations. The City Hall still houses a significant portion of municipal services. Embellished by its bell tower, it is the most emblematic element of the square, dominating the landscape of the Lower Town. The old guild houses, at least their façades, retain their specific architectural attributes of Renaissance or Baroque styles, although they have changed functions and have often been transformed into shops. The degree of conservation of the original structures inside the various houses varies greatly. In some cases, almost no changes have been made since the 18th century, while others have been more radically converted or modernized. The Grand-Place and its buildings all benefit from heritage protection measures that guarantee the maintenance of their integrity.

As the size of the Grand-Place is by definition limited, its immediate vicinity corresponding to the historic Lower Town has been included in the buffer zone. This perimeter, also called "sacred block", serves as an approach to the property. Its medieval morphology is partly preserved, however several blocks were transformed in the 19th and 20th centuries. Some incorporate important monuments such as the Galleries Royales Saint Hubert (architect A. Cluysenaar, 1847), the Gallerie Bortier (architect A. Cluysenaar, 1848), the Brussels Stock Exchange (architect LP Suys), whose interior is contemporary with those of the central boulevards and vaulting campaigns of the Senne, and those for the sanitation and beautification of the city in 1870. This area is subject to strong commercial and tourism pressures and requires special attention so that its historic urban fabric and architectural features can be preserved.

Authenticity

The authenticity of the Grand-Place, the oldest references to which date back to the 12th century, is undeniable. Evolving over the centuries and rebuilt after the bombardment of 1695, the Grand-Place has retained its configuration over the last three centuries, virtually unchanged.

The authenticity of the City Hall, which preserves 18th-century Gothic components that are intact and highly visible, is established both in terms of materials, style and function. Most of the individual buildings around the square have retained their authenticity to a similar degree, although the interiors of some have been radically altered. Although the main period of reference of the square is the end of the 17th century, the notion of authenticity must also be examined in terms of historicist restoration campaigns initiated at the end of the 19th century which, based on historical documents, attempted to strengthen the coherence of the whole and its rich ornamentation. The statuary of the City Hall and its interior decor were reconstituted at that time. It is in this context that we must perceive the demolition and reconstruction of the King's House, which stands on the site of the former Bread Hall, and of several houses restored at this time based on historical documents and

particularly on the engravings of F. J. Rons of 1737. Stone façades of Gobertange calcareous sandstone (or Bruxellian) or Euville stone, sculpted ornaments, and woodwork, were generally reproduced in this context, taking into account the original materials and shapes**.** Since inscription on the World Heritage List, morphological studies of each house have been conducted by the City, and additional protective measures have been taken to ensure the preservation of the structures and old interior parts of the buildings. The paved foundation of the Grand-Place also benefits from special legal protection.

Protection and management requirements

All the buildings of the Grand-Place are listed monuments. The protection measures and regular restoration campaigns initiated by the City and controlled by the Directorate of Monuments and Sites help maintain the integrity of the whole.

Following the morphological and heritage studies conducted since inscription on the World Heritage List, several decrees for the extension of protection measures covering the interiors of buildings bordering the Grand-Place were issued by the Government of the Brussels-Capital Region. The foundations of the Grand-Place have been listed as a site, and more than 150 buildings have been protected in the buffer zone, particularly in the streets leading to the square and along the Rue du Marché aux Herbes.

In the Brussels Region, the current legislation does not differentiate the management of properties inscribed on the World Heritage List from those of other protected properties. Interventions on these properties are monitored by the Directorate of Monuments and Sites in consultation with the architects of the Historic Heritage Unit of the City of Brussels and/or private owners and, barring exception, must follow a specific procedure in accordance with the procedures established by the Brussels Spatial Planning Code (COBAT) The Directorate of Monuments and Sites also manages the granting of regional subsidies to cover part of the restoration and maintenance costs of the property, which can amount to 80% of the cost of the work.

In addition to the specific measures for listed properties, specific measures for monitoring the property and the planning of the buffer zone are implemented at the initiative of the City of Brussels. In the buffer zone, which consists of 26 densely built blocks subjected to commercial, real estate and tourism pressures, there are many challenges in preserving the traditional urban fabric and the specific characteristics of the historic structures. To meet these challenges, the City of Brussels adopted a Management Plan which aims to better coordinate the actions of various private and public actors in various domains in the fields of heritage, urbanism, road systems, mobility, tourism, appropriations, housing, and to add value to the property and its buffer zone. In this context, a general analysis of the property and the buffer zone was conducted, highlighting several issues: tourism pressure, economic pressure and commercial development, real estate pressure, administrative pressure, densification of the inner blocks, loss of morphology, road congestion, accessibility, traffic and parking, occupancy and social mixing, problem of abandoned buildings and storeys, erosion/pollution, emergency interventions. Increased means, especially in terms of budget and personnel, would be desirable to carry out effectively all of these actions, in particular those related to the buffer zone.

5. KNOWLEDGE OF THE SITE - BUILDING STUDIES

In terms of archives, there is comprehensive documentation on the buildings in the Grand Place and the buffer zone. However, some of this information is limited to façades visible from the public space.

The first survey of the complete area was published in 1989 in the form of an inventory: *L'inventaire du patrimoine monumental de la Belgique – Bruxelles* (The inventory of the monumental heritage of Belgium - Brussels) Mardaga editions, volumes 1A-B-C. It provides a description, per street, of all the buildings deemed interesting.

To establish a better knowledge of these buildings, studies were carried out within the municipal administration, highlighting the authenticity of the architectural form and original structure of the buildings in the Grand Place and buffer zone. These studies were carried out with the aim of presenting an objective assessment of the state of conservation of this major heritage site.

A vital supplement to these studies are the visits made by the departments of the City of Brussels and the Directorate of Monuments and Sites of the Brussels-Capital Region, in the context of requests for town planning permits for the realisation of works. These visits are another opportunity to deepen the knowledge of the interiors of old buildings.

In addition, as regards listed buildings, the Directorate of Monuments and Sites of the Brussels-Capital Region keeps all the archives of the work carried out on these properties. These files consist of a historical study, preliminary studies, a detailed overview of the existing state, a photographic report, an analysis of pathologies, and a technical part concerning the works to be carried out.

5.1 The architectural and historical study of the houses of the Grand Place in Brussels

Conscious of the importance of this major architectural heritage site, and its rapid deterioration, the City entrusted its Historical Heritage Unit with a historical and architectural study of the houses in the Grand Place in 1998, with the aim of presenting an objective assessment of its state of conservation, in order to better manage it in the future.

The study took into consideration the thirty houses that border the Grand Place. Each house (façade and interior) was meticulously analysed in order to draw up a situational analysis of its history and architectural characteristics.

The work was divided into five volumes, since five blocks demarcate the Grand Place:

- N°s 1 to 7 between Rue au Beurre and Rue Tête d'Or;
- N°s 9 to 12 between Rue Charles Buls and Rue des Chapeliers;
- N°s 12a to 19 and n° 24 Rue de la Colline, between Rue des Chapeliers and Rue de la Colline;
- N°s 20 to 28 between Rue de la Colline and Rue des Harengs;
- N°s 34 to 39 between Rue Chair et Pain and Rue au Beurre;

It was important to situate each house in the context of the block to which it belonged.

However, this general perception is only the context in which the in-depth study of each house finds its meaning. The interpretation of each building, based on various plans, elevations and current photographs, is outlined in three points:

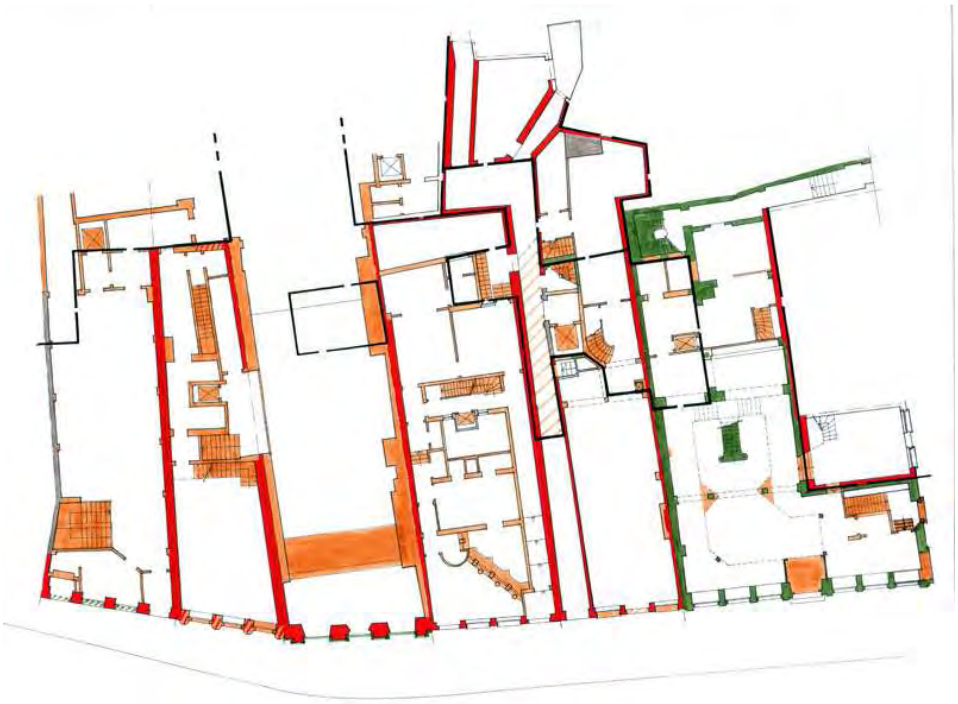
1. the study of the façade facing the Grand Place, from the reconstruction of 1695 to the present day;
2. the analysis of the interiors, carried out by comparing the observations made on-site and the information contained in the archives. It is therefore essentially a preliminary work, comparable to the prospecting phase for an archaeologist, whose conclusions must be confirmed, supplemented or disproved by surveys whenever the possibility arises in the future;
3. an inventory of the archival documents kept, detailed for each house or group of houses.

The content of the work is based mainly on two types of sources: firstly, the buildings themselves, which were visited, photographed and drawn, and secondly, the written and graphic sources kept by the various departments of the City of Brussels, which were inventoried for the occasion.

The work was designed to allow for a dual interpretation of the information. The first is synthetic and takes a graphic approach. A colour scheme with a corresponding legend makes it possible to quickly understand the main phases of the evolution of the buildings over the space of three centuries, regarding both façades and interiors. The second section gives precise details of the various interventions, describes them, situates them in time and refers to the objective elements that made it possible to establish them (iconography, archival documents, plans, on-site observations).

This study resulted in the publication of a detailed monograph of the houses in the Grand Place[13].

[13] V. Heymans (under the direction of), *Les Maisons de la Grand-Place*, éditions CFC, 4th edition, 2012.



Eléments originaux, datant soit d'avant le bombardement de 1695, soit de la reconstruction.
Eléments liés aux opérations de restauration du XIXe s. et à leur prolongement au début du XXe s.
Interventions dans le courant du XXe s.
Eléments non datés.

Murs et sols.
Voûtes et plafonds.

Original elements, dating either from before the bombardment of 1695 or from the reconstruction.
Elements related to the restoration operations of the 19th century and their extension at the beginning of the 20th century.
Interventions during the 20th century.
Undated elements.

Walls and floors.
Vaults and ceilings.

Extract from *l'Etude architecturale et historique des maisons de la Grand-Place.*
Synthesis plans per construction periods carried out for all the houses.
Examples of houses n°s 1 to 7, "*Le Roi d'Espagne, La Brouette, Le Sac, La Louve, Le Cornet* and *Le Renard*".

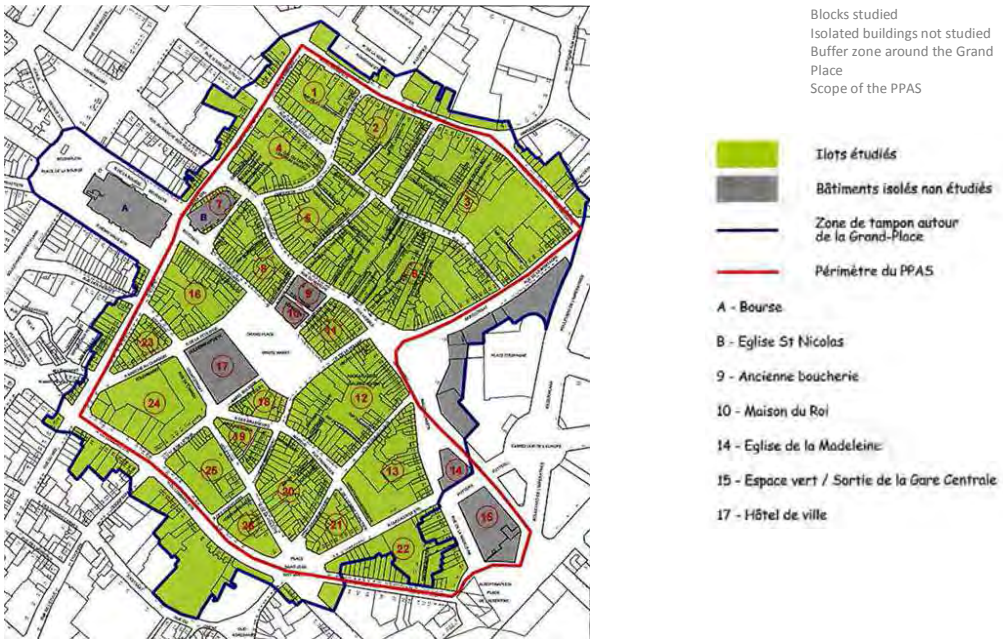
5.2 Study of the evolution of the buildings in the “Ilot Sacré”

When the Grand Place was inscribed on the UNESCO World Heritage List in 1998, a protection zone called the "Buffer Zone" was established around the square.

Its perimeter corresponds to the demarcation of the former PPAS (Special Land Use Plan)[14] to which was added the built front constituting the opposite side of the boundary streets.

This PPAS, repealed by the Regional Development Plan in 1995, was soon replaced by a new one.

In 2003, the City decided to carry out a preliminary study of the evolution of the building of the blocks bordering the Grand Place[15].



Study of the evolution of the buildings in the Sacred Block
Map realised by the Historical Heritage Unit - City of Brussels.

Carried out block by block, it systematically shows each house to allow a detailed understanding of its integration within its block and into the fabric of the city (extract from the study in annex - volume 3).

This study includes a stylistic analysis of the various elements visible on the façade, and an inventory of the transformations made to the building. The analysis of the built volumes as well as the transformations made in terms of the occupation of the plots were also carried out. This data is collected and visualised using maps showing:

- the evolutions of these houses within the blocks and the different periods of construction;
- the different types of implantation in the block.

The data were obtained from documents kept in the Archives of the City of Brussels. The consultation of these documents focused on the 'Public Works funds' as well as on certain older plans, in order to make an inventory of the various applications to transform each house.

[14] The PPAS, called "Grand-Place et environs" (Grand Place and its surroundings) was approved on 24 August 1960.

In addition to this analysis, visiting the interiors of blocks made it possible to verify whether the plans drawn from the information contained in the archives corresponded to the current situation.

Studying the evolution of the buildings within these blocks makes it possible to highlight, based on chronological plans, the continuation of older elements which it would be wise to conserve using measures that will be established in the programme of the special land use plan.

In addition, this study is also used as an analytical tool by the departments of the City to guide the owners of houses in the city centre during the realisation of works. In the event of an application for transformation, the study makes it possible to establish priorities with regard to the conservation, or not, of the built volumes.

6. MANAGEMENT PLAN 2016-2021, OBJECTIVES AND ACTION PLANS: DETAILED DESCRIPTION - SHEETS

Strategic objectives

1	**Governance of the site management**	**29**
2	**Conservation of heritage by ensuring its integrity and authenticity**	**79**
3	**Development of a functional blend, in particular, retailing and housing**	**127**
4	**Improvement of the living environment**	**179**
5	**Awareness, promotion, partnerships and tourism development**	**215**

7. Strategic objective 1 - Governance of site management

Strategic objective 1 **Governance of the site management**	

Specific objective 1	**Ensure specific site management**	
Action Plans	**1.** Adaptation of the organisation and skills of the City's departments to heritage-related issues	
	a. Monitoring Committee - GRAND-PLACE, UNESCO Heritage	31
	b. Coordination and monitoring committee for permits in the UNESCO zone	35
	c. Lunchtime information sessions	39
	d. Heritage documentation of the site and zone	41
	2. Coordination of the sustainable development concerns of Agenda 21 with the management plan of the Grand Place	43

Specific objective 2	**Development or adaptation of a legal framework and its implementation**	
Action Plans	**3.** Improvement of the legal status for the buffer zone	45
	4. Heritage protection policy, listings	47
	5. Heritage protection policy, legal inventory	49
	6. Municipal Zoned Town Planning Regulation "Grand Place UNESCO heritage - Commercial Expression".	51
	7. Perimeter subject to right of pre-emption	55
	8. Monitor violations and enforcement tools	61

Specific objective 3	**Mobilise resources to ensure the management of the site**	
Action Plans	**9.** Grant strategies	
	a. Award grants for all conservation work for listed heritage	67
	b. Grant financial assistance to restore the visible unlisted small-scale heritage in the public space, in order to preserve and enhance it	69
	c. Communicate and values existing subsidies. Implement bonuses specific to the strategies implemented. Attract public and private investors	71

Specific objective 4	**Involve the various target groups and actors, and in particular the inhabitants and shopkeepers of the neighbourhood**	
Action Plans	**10.** Creation of the Consultative Council of Inhabitants and shopkeepers	75

Strategic objective 1 **Governance of the site management**

Specific objective 1	**Ensure specific site management**
Action Plan 1	Adaptation of the organisation and skills of the City's departments to heritage-related issues **a.** Monitoring Committee - GRAND-PLACE, UNESCO Heritage

Context of the action

Following the inscription of the Grand Place on the UNESCO World Heritage List in 1998 and the establishment of a buffer zone surrounding this heritage site, several actions and strategies were developed and implemented.

These are conducted by various departments, both in the City of Brussels and the Brussels-Capital Region, and all fall within the same framework: the general and concerted upgrading of the targeted perimeter, for which the fundamental objectives are to enhance the heritage, restore the urban mix, improve the living environment and promote integrated economic and tourist development.

In order to create a space for exchange and shared work between these different departments, the first committee was set up in 1999, following the inscription of the Grand Place on the World Heritage List. This committee was set up again by decision of the College of Mayor and Aldermen in 2003.

This committee, entitled Monitoring Committee - GRAND-PLACE, UNESCO Heritage, organises around 2 to 3 meetings every year at the invitation of the Alderman for Town Planning, and brings together representatives of the departments of the Administration of the City of Brussels and the Brussels-Capital Region, the Royal Commission for Monuments and Sites, and Atrium (see below, partners).

It deals with the following issues in particular:

- derelict buildings and sites and empty floors above shops;
- renovation of buildings or restoration of heritage, impacts of public and private real estate projects;
- commercial image (shop frontages, signs, night shops, terraces, commercial typology, etc.);
- circulation and implementation of pedestrian traffic, development and management of the public space;

Thematic working groups are set up according to the priorities and requests of the departments.

By pooling all these actions and due to the fact that the departments supporting them meet with each other, synergies can be created for the benefit of all.

Objectives of the action

The monitoring committee which the City decided to set up in 2003 has the following objectives:

- to be the preferred venue for consultation and debate between all the actors in the zone;
- to identify an overarching vision and translate it into a common strategy shared by all;

- to coordinate all actions in the perimeter in question, both public and private, by regularly bringing together stakeholders around an overarching vision;
- to create a space for information and exchange between the departments, and assess the consistency of projects and actions with the above-mentioned revitalisation strategy;
- to formulate suggestions, opinions, propose initiatives to provide answers to certain problems.

Measures and modalities

Projects:
· Continuation of meetings of the Monitoring Committee - GRAND-PLACE, UNESCO Heritage

Steering:
City of Brussels, Town Planning Department: Historical Heritage Unit

Partners / composition of the Monitoring Committee:
City of Brussels:
· Department of Town Planning: Development Planning and Strategies Unit, Authorisations, Control, Legal, Coordinator of the UNESCO zone
· Department of Commerce and Land Management Unit
Brussels-Capital Region:
· Town Planning Directorate
· Directorate of Monuments and Sites
· Royal Commission for Monuments and Sites
· Atrium Brussels-Centre

Timetable/main dates:
Continuous action
Meetings 2 to 3 times a year.

Resources:
Staff resources (steering of the committee): 18 days per person per year
Ordinary budget of the City of Brussels

Indicators:
Number of meetings per year
Number of participants in meetings per year
Number of projects submitted per year
Number of Themes developed per year

Reminder of the projects carried out:
From 1993 to 2015, the Monitoring Committee met 27 times.

Monitoring Committee "GRAND-PLACE, UNESCO Heritage"

Number of meetings per year:	1999*	2003**	2004	2005	2006	2007	2008	2011	2013***	2014	2015
	26 Jan	3 Oct	28 Apr	4 Mar	4 May	26 Jan#	7 Mar	19 Sep	19 Apr	16 May	8 May
	11 Feb	8 Dec	18 Nov	22 Apr	4 Oct	24 Apr	21 Nov		11 Oct		
	25 Feb			27 May							
	25 Mar			14 Oct							
	29 Apr			19 Dec							
	11 May										
	17 Jun										
Total	**7**	**2**	**2**	**5**	**2**	**1**	**2**	**1**	**2**	**1**	**1**

Total (1999 - 2014) 26

* Working Group Grand-Place - World Heritage - CPH

** Monitoring Committee "GRAND-PLACE, UNESCO Heritage" - DDV

Monitoring Committee "Grand-Place, UNESCO Heritage" Restricted Working Group "Expression Commerciale"

*** Monitoring Committee "GRAND-PLACE, UNESCO Heritage" - CPH

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Strategic objective 1 **Governance of the site management**

Specific objective 1	**Ensure specific site management**
Action Plan 1	Adaptation of the organisation and skills of the City's departments to heritage-related issues **b.** Coordination and monitoring committee for permits in the UNESCO area

Context of the action

The Coordination and Monitoring Committee for permits in the UNESCO zone was established at the end of 2010 and meets once every two months to analyse all information relating to the UNESCO zone.

Over the past 6 years, this committee has evolved and is no longer limited to monitoring town planning permits. Currently, this meeting also makes it possible to monitor the official reports of violations, draft projects, taxes, the monitoring of buildings where the floors are empty, etc.

The committee is made up of:

- representatives of the cabinet of the Alderman for Urban Planning and Heritage,
- the City's Town Planning Department:
- the Authorisations section - Town Planning Permits unit and Control unit,
- the Development Planning and Strategies section,
- the Architecture section - Historical heritage unit
- the coordinator of the UNESCO zone,
- the Finance Department: Municipal Taxes Unit and Cadastral Unit,

Objectives of the action

To have an overview of the UNESCO zone regarding applications for planning permission, to this end, a list of applications for planning permission has been drawn up and is updated every 2 months. Among other things, this makes it possible to monitor the zone by all the partners of the coordination committee;

This meeting has developed over time, and various partners have been added to broaden the scope of these meetings.

The meetings are no longer limited to the follow-up of permit applications, but the general management of the zone, hence the change of the committee's name to: Coordination and monitoring committee for actions in the UNESCO zone.

This committee consequently facilitates more complete monitoring, and allows transversality regarding the departments involved (see the list of partners above).

Measures and modalities

Projects:

- the meetings of the "Coordination and monitoring committee for permits in the UNESCO zone";
- the UNESCO database: this database centralises the list of all applications for planning permits, urban planning information, photographs and reports of visits, reports on draft projects and minutes of coordination meetings to monitor permits in the UNESCO zone.

Steering:

- City of Brussels: authorisations section and Architecture section - Historical Heritage unit.

Partners:

- representatives of the cabinet of the Alderman for Urban Planning and Heritage,
- the City's Town Planning Department:
- the Authorisations section - Town Planning Permits unit and Control unit,
- the Development Planning and Strategies section,
- the Architecture section - Historical heritage unit
- the coordinator of the UNESCO zone,
- the Finance Department: Municipal Taxes Unit and Cadastral Unit,

Provisional timetable: Ongoing actions, bimonthly meetings.

Resources:

- Staff: 1 representative from each Cell of the Town Planning Department and the sections involved.
- Budget: Ordinary budget of the City of Brussels

Indicators:

- number of meetings of the Coordination and monitoring committee for permits in the UNESCO zone per year

Reminder of the projects carried out:

Coordination and monitoring committee for permits in the UNESCO zone

Number of meetings per year:	2010	2011	2012	2013	2014	2015
	16 Dec	4 Apr	4 Apr	10 Jan	16 Jan	5 Feb
		5 May	3 Feb	28 Feb	13 Mar	23 Apr
		9 Jun	1 Mar	18 Apr	15 May	4 Jun
		7 Jul	29 Mar	6 Jun	26 Jun	3 Sep
		2 Sep	14 Jun	5 Sep	11 Sep	18 Nov
		6 Oct	6 Sep		27 Nov	
		10 Nov	8 Nov			
Total	**1**	**7**	**7**	**5**	**6**	**5**

Total (2010-2015)	**31**

© City of Brussels - Authorisations Unit, Historical Heritage Unit

Strategic objective 1 **Governance of the site management**

Specific objective 1	**Ensure specific site management**
Action Plan 1	Adaptation of the organisation and skills of the City's departments to heritage-related issues **c.** Lunchtime information sessions

Context of the action

In recent years, the City of Brussels has integrated the protection and valorisation of its heritage into its policy.

The various departments of the City work on a daily basis in the UNESCO zone, such as town planning departments through the issuing of permits, road works departments through the development of public spaces, and educational and tourism services through the promotion and valorisation of the zone.

A better knowledge of this zone as well as the protection challenges faced by the various departments of the City will make it possible to better define intervention strategies.

Objectives of the action

- integrate heritage-related issues into the professional practices of the various departments of the City;
- raise awareness among stakeholders in the zone of its important heritage.

Measures and modalities

Projects:

- implementation of continuous thematic training courses on heritage management in general, and more specifically on World Heritage for all the departments concerned.

Steering:

Town Planning Department: Historical Heritage Unit

Partners:

Timetable:

Continuous action.

First training to be organised in 2016 on the theme of heritage, global framework.

Resources:
Ordinary budget of the City;
Staff: City staff and invited experts.

Indicators:
- number of training sessions organised per year;
- number of participants.

Reminder of the projects carried out:

Strategic objective 1 **Governance of the site management**

Specific objective 1	**Ensure specific site management**
Action Plan 1	Adaptation of the organisation and skills of the City's departments to heritage-related issues **d.** Heritage documentation of the site and buffer zone

Context of the action

Having an in-depth knowledge of the immovable, movable and intangible cultural assets that make up the site and buffer zone is a necessary documentary basis for all stages of the governance of the site.

The existing documentation is extensive and diversified, but also scattered among regional and municipal authorities.

Objectives of the action

Establish an inventory of existing documentary resources (type, location, media)
Establish a digital and virtual pooling tool that does not require physical fundraising, or duplication.
Transfer to the tool, or gradually connect to it, the various funds identified through the most automated procedures possible

Measures and modalities

Projects:

Implementation of a working group including all partners
Inventory of the documentary resources of each partner and identification of any other funds
Mission to inventorise the movable cultural heritage of the UNESCO zone and, as a priority, the Town Hall and the King's House
Enrich the DMS Inventory websites (irismonument[&archaeology] - + movable heritage project) with all the heritage assets of the buffer zone, as a priority
Digitise and geo-reference the study of the evolution of the buildings in the 'sacred block' (see sheet 1_1_1c).
Develop as a priority the 'Brugis Historique' project of the DMS for the buffer zone, to link the databases identified in the inventory of resources

Steering:

Brussels-Capital Region - Directorate of Monuments and Sites

Partners:
Town Planning Department, Historical Heritage Unit
Archives and Museums of the City of Brussels
Documentation Centre of Brussels Urban Development
Directorate of Monuments and Sites (Inventory and Archaeology units)
Royal Institute for Cultural Heritage

Timetable:
- First meeting of the working group in the first half of 2016 to establish the initial planning
- 2016 to 2021

Resources:
Mobilisation of part of the ordinary operating resources of the various partners
Extraordinary municipal budget for the digitisation and geo-referencing of the study into the evolution of the buildings in the 'sacred block'
Extraordinary regional budget to develop the 'Brugis Historique' platform
Regional budget in development for the inventory of movable cultural heritage (partnership with IRPA)

Indicators:
- Number of meetings of the working group per year
- Availability and completeness of the inventory of resources
- Number of heritage assets referenced in the different databases per year
- Accessibility of the databases via web interfaces

Reminder of the projects carried out:

Strategic objective 1 **Governance of the site management**

Specific objective 1	**Ensure specific site management**
Action Plan 2	Coordination of the sustainable development concerns of Agenda 21 with the management plan of the Grand Place

Context of the action

In 2005, the City of Brussels began developing a Local Agenda 21 in order to meet its commitments and, above all, to structure and institutionalise its actions which integrate the sustainable development goals.

The City of Brussels was one of the first public institutions in Belgium to adopt its own Local Agenda 21, in March 2008. By adopting this structured and coherent tool for planning and coordinating actions, the City and the Public Centres for Social Action (CPAS in French) have decided to integrate all their brainstorming, management and interventions into a sustainable development model.

- From autumn 2009 on, after a year of implementation, the City and the CPAS launched a process to evaluate and update the Local Agenda 21.

The major changes lie in the restructuring of the action plan, which allows a more user-friendly overview of the commitments made by the City and the CPAS: the Local Agenda 21 has gone from 86 actions organised around 14 objectives in 2008 to 154 actions divided into 22 areas of action, themselves structured around 5 key objectives.

Objectives of the action

- Coordination of the sustainable development concerns and implementation of Agenda 21 with the requirements of the management plan of the Grand Place

The 5 objectives of Local Agenda 21 and its areas of intervention:

- **modern and effective governance** (areas of intervention: monitoring and evaluation tools, transparency and access to information, participation and raising awareness of sustainable development, quality of services and human resources management, public finances, public procurement, experience sharing);
- **responsible management of natural resources** (areas of intervention: biodiversity and green spaces, water policy, energy policy, waste reduction and recovery, labelling and impact management);
- **harmonious urban development** (areas of intervention: town planning, housing and accommodation, mobility);
- **greater social cohesion and solidarity** (areas of intervention: health, sports and leisure, social integration and equal opportunities, access to culture and knowledge, international solidarity, living environment);
- **a dynamic employment and economic development policy** (areas of intervention: employment, economic development, social economy);

  22 areas of intervention for 154 actions

Measures and modalities

Projects:

- coordination and implementation of Agenda 21 action plans in direct relation to the management of the Grand Place and the buffer zone.

  Five action plans (in annex - volume 3):
  - Action 2.5.2 - Labelling and impact management - Improve the environmental management of the Town Hall, a site labelled as an "eco-dynamic company";
  - Action 3.1.8 - Town planning, housing and accommodation - Living above shops;
  - Action 3.1.9 - Town planning, housing and accommodation - Strengthen the strategy to combat derelict buildings, sites and land;
  - Action 3.2.6.a - Mobility - Enforce zone 30 on the territory of the city centre;
  - Action 3.2.6.b - Mobility - Extend the pedestrian zone around the Grand Place.

Steering:
Office of the Municipal Secretariat

Partners:
City of Brussels: Historical Heritage Unit, Authorisations Unit, Development Planning and Strategies Unit;
Brussels-Capital Region: Directorate of Monuments and Sites, Town Planning Directorate, Brussels Regional Informatics Centre.

Timetable:
See Agenda 21 timetable.

Resources:
Budget of the City of Brussels

Indicators:
See indicators of the respective actions of Agenda 21.
https://www.bruxelles.be/artdet.cfm/8519

Reminder of the projects carried out:

Strategic objective 1 **Governance of the site management**

Specific objective 2	**Development or adaptation of a legal framework and its implementation**
Action Plan 3	Improvement of the legal status of the buffer zone

Context of the action

The buffer zone does not have a specific legal framework corresponding to its status.

Objectives of the action

Confirm the specific status of the buffer zone by giving it a status compatible with the provisions of regional legislation as expressed in the Brussels Spatial Planning Code - CoBAT.

Bearing in mind that no protection zone for the listed properties constituting the Grand Place inscribed on the World Heritage List covers the entire buffer zone, and that the demarcation of this zone has been determined on the basis of views and perspectives on and from Brussels Town Hall, which is its dominant monument, this measure will ensure, within a clearly defined legal framework, the monitoring of town planning applications relating to the properties located in the buffer zone, taking into account the particular character of the zone and its recognition as a World Heritage site. This measure will allow the Royal Commission for Monuments and Sites to be consulted for works which have an impact on this zone.

Measures and modalities

Project:

- Brainstorming/study in order to have a suitable management tool that corresponds to the demands and objectives of UNESCO, in relation to the PRDD (Regional Plan for Sustainable Development), PPAS (Special Land Use Plan) and zoned regulations.

Steering:

Brussels-Capital Region: Directorate of Monuments and Sites

Partners:

City of Brussels
Brussels-Capital Region: Royal Commission for Monuments and Sites

Provisional timetable:

3 years

Resources:
This action does not require the commitment of any particular resources.

Indicators:
- opinions of the advisory bodies;
- opinion of the College of Mayor and Aldermen;

Reminder of the projects carried out:

Strategic objective 1 **Governance of the site management**

Specific objective 2	**Development or adaptation of a legal framework and its implementation**
Action Plan 4	Heritage protection policy, listings

Context of the action

Following inscription on the World Heritage List, campaigns for listing have enhanced the protection of various houses on the Grand Place and its immediate surroundings, however without covering the entire perimeter of the buffer zone.

Following the entry into force of the law of 7 August 1931, the first listings only pertained to the public buildings on the Grand Place in Brussels, namely the Town Hall and the King's House, both listed in 1936. It was only in 1977 that all the façades of the Grand Place were listed. The Grand Place was the first site in Brussels to be inscribed on the World Heritage List, on 2 December 1998. Since then, the 1977 listings have been extended to the interior of the properties on the Grand Place, in 2002.

Objectives of the action

This action consists in drawing up an assessment of heritage protection in the UNESCO zone and is in line with the situational analysis process drawn up by the Directorate of Monuments and Sites, the visits carried out during permit applications and Consultation Commissions, and the updating of the architectural heritage inventory (Mardaga).

Assessing the protective measures already taken will make it possible to see whether all the properties with heritage value situated in the zone have been protected and whether corrective measures or new protections need to be proposed.

Measures and modalities

Projects:

- for properties not yet protected: draw up a list identifying the buildings which qualify for protection in the buffer zone, which have not undergone treatment during previous protection campaigns. In partnership with the Historical Heritage Unit;
- for properties already protected: Carry out reference states (see sheet 2.6.18a); examine the Orders for listing or safeguarding (formal examination), evaluate the protected and unprotected parts (examination of the property) and propose corrective measures if necessary

Steering:

Brussels-Capital Region: Directorate of Monuments and Sites

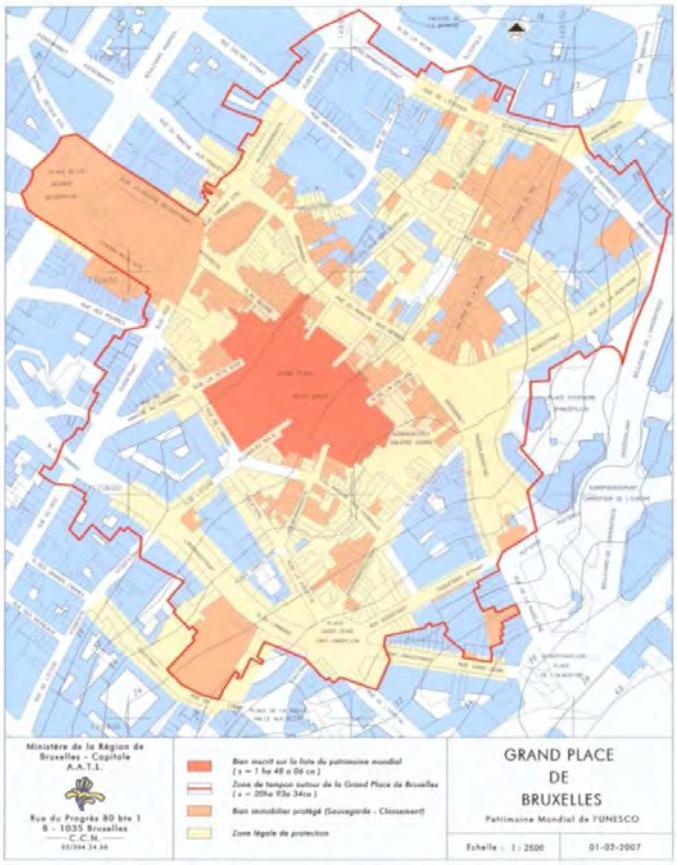
Partners:
City of Brussels: Historical Heritage Unit
Brussels-Capital Region: Royal Commission for Monuments and Sites

Provisional timetable:
Continuous action

Resources:
2 full-time equivalent employees.

Indicators:

- number of applications reviewed per year
- number of new proposals per year



Property inscribed on the World Heritage List (s = 1 ha 48 a 06 ca)
Buffer zone around the Grand Place (s = 20 ha 93 a 34 ca)
Protected property asset (Safeguard - Listing)
Legal protection zone

Listed properties located in the buffer zone.
©Directorate of Monuments and Sites of the Brussels-Capital Region

Strategic objective 1 **Governance of the site management**

Specific objective 2	**Development or adaptation of a legal framework and its implementation**
Action Plan 5	Heritage protection policy, legal inventory

Context of the action
Updating the inventory of architectural heritage with a view to adopting a legal inventory.

Objectives of the action
This action involves verifying the properties with architectural value to be included in the legal inventory based on an update of the scientific inventory (Mardaga).

Measures and modalities

Projects:
- On-site verification of the properties included in the inventory.
- Submission of a list to the Government.
- Publication of the updated inventory on the inventory website.

Steering:
Brussels-Capital Region: Directorate of Monuments and Sites

Partners:
City of Brussels: Historical Heritage Unit
Brussels-Capital Region: Royal Commission for Monuments and Sites

Provisional timetable:
2016

Resources:
2 full-time equivalent employees.

Indicators:
- Number of properties added to the inventory
- Adoption of the legal inventory by the Government

Strategic objective 1 **Governance of the site management**

Specific objective 2	**Development or adaptation of a legal framework and its implementation**
Action Plan 6	Municipal Zoned Town Planning Regulation "Grand Place UNESCO heritage - Commercial Expression"

Context of the action

Interventions on the commercial part of buildings, i.e. the development of shopfronts and the fitting of signs and other commercial elements, have a significant impact on the aesthetic quality of streets and built heritage. However, the buffer zone surrounding the Grand Place is characterised by an excessive quantity of signs and commercial elements that impair the quality of the heritage by obstructing the façades in some cases, or certain constituent elements.

On the other hand, commercial developments must not compromise the habitability of dwellings on the upper floors. However, without separate accesses, many upper floors are uninhabited (Action Plan 24).

Respecting and enhancing this heritage, which is recognised by UNESCO, as well as the desire to protect and promote housing, have justified the elaboration of a Municipal Zoned Town Planning Regulation "Grand Place UNESCO heritage" (RCUZ in French), including a range of specific provisions that govern interventions on commercial sections.

This regulation was adopted by the Municipal Council on 15.12.2008, approved by the Government on 26.03.2009 and published in the Belgian Official Gazette on 19.05.2009, (in annex - volume 3).

It was drafted by the City Development Delegation, under the supervision of the Monitoring Committee (Action Plan 1) and with the contribution of municipal and regional services.

An illustrated synthesis leaflet was published to raise awareness among stakeholders.

In addition, in July 2009, the City established a specific function in connection with the entry into force of the RCUZ (see sheet 1.1.2a).

Objectives of the action

The RCUZ aims to foster a balance between commercial and tourist attractiveness, heritage and habitat. The main objectives of the Regulation are:

- to contribute to the preservation and enhancement of the buildings on the Grand Place and the surrounding district;
- to improve the 'commercial expression' by ensuring better integration of commercial signs and elements with aesthetic and architectural qualities;
- to ensure the commercial and residential mix, in particular by facilitating accessibility to upper floors and limiting the inconvenience inside the blocks due to technical installations.

Measures and modalities

Projects:

- Revision of the RCUZ.

Steering:

Town Planning Department: Development Planning and Strategies Unit

Partners:

City of Brussels:

- Town Planning Department: Authorisations, Historic Heritage, Control, and Legal Units, Coordinator of the UNESCO zone;
- Department of Commerce.

Brussels-Capital Region:

- Town Planning Department and Directorate of Monuments and Sites
- Royal Commission for Monuments and Sites

Timetable:

Continuous action.

Resources:

Staff resources (monitoring the implementation of the RCUZ): 100 days per person per year

Indicators:

- number of derogations from the regulation per year

Reminder of the projects carried out:

Rue au Beurre n°s 34-36

Example of a high quality improvement of the commercial frontage (return of the window in the alignment plan, visibility of the plot - Art. 7, § 1, § 5), with support from the City of Brussels and the Directorate of Monuments and Sites of the Brussels-Capital Region. The applicants took the initiative to consult with the public authorities for advice and follow-up, from the preliminary phase of the project.

Before (2006) © DDV-AOS

After (2012) © DDV-AOS

Rue des Fripiers n°s 2-4

Example of a comprehensive project to repurpose two buildings, where a separate access was created (art. 10 of the RCUZ), the accommodation was renovated and the commercial image was improved following application of the RCUZ.

Before (2003) © DDV-AOS

After (2012) © DDV-AOS

Rue au Beurre n° 49

Example of a modification of the shopfront of the building following a violation and a permit for regularisation, which required coordinated support from various departments of the City of Brussels to restore old decorative elements (19th century mantling) to pristine condition. Cases of street sales (art. 8 of the RCUZ).

Before (2010) © DDV-AOS

Before (2012) © DDV-AOS

Rue au Beurre n° 19

Example of a transformation of a commercial frontage in a narrow façade of less than 4.50m - frequent typology in the perimeter. Restraint in composition and signage, use of quality materials.

Before (2002) © DDV-AOS

After (2012) © DDV-AOS

Strategic objective 1 **Governance of the site management**

Specific objective 2	**Development or adaptation of a legal framework and its implementation**
Action Plan 7	Perimeter subject to right of pre-emption

Context of the action

The fight against derelict properties is one of the major challenges of the perimeter of the buffer zone (see sheets 3.7.19 and 3.7.20), given the concentration of derelict and insalubrious buildings and the adverse effect they have on heritage quality, and more generally of the quality of the urban environment.

In view of this challenge, the City needs to have specific coercive legal tools at its disposal, in addition to the incentive measures that are being developed. The regulations applicable in the Brussels Region encompass various tools: a right of pre-emption, expropriation, injunction actions, taxes, right of public management.

The right of pre-emption is a measure that gives public authorities control over land by giving them the right of first refusal in the event of the disposal of a property located within a perimeter. It also allows for expropriation if it is in the public interest.

The City has implemented one of these, provided for by Title VII of the Brussels Spatial Planning Code - CoBAT (Articles 258 to 274): a perimeter of pre-emption was proposed by the City and adopted by the Region in 2005 (adapted in 2006). At the time, it was a pilot experiment, the first perimeter adopted in the Brussels Region. The perimeter is valid for a period of 7 years (> 2013). The perimeter covered 2 blocks near the Grand Place (see plan) and encompassed around 90 buildings in total. The choice of a restricted perimeter was deliberate, targeted on the most problematic cases, as a test regarding the workload of the Town Planning Department.

Following its expiry, a new request for a Decree establishing a right of pre-emption perimeter in the UNESCO zone is currently being processed by the Regional Coordination. The perimeter has been extended and corresponds to the buffer zone of the Grand Place. In practice, every property sold is notified to the City (the authority with a right of pre-emption), which has two months to decide and possibly acquire the property.

Objectives of the action

The objectives of the right of pre-emption fall within the public interest:

- to build facilities of public interest and service falling within the competence of the Brussels-Capital Region, or the municipalities, or CPAS;
- to combat derelict or insalubrious buildings;
- to safeguard or enhance the heritage inscribed on the safeguarding list, or which are listed;
- to develop social housing or medium-sized housing; - to foster the regeneration of commercial centres;

Measures and modalities

Projects:

- **Extension of the perimeter**

Steering:
Town Planning Department: Development Planning and Strategies Unit

Partners:
City of Brussels:

- Town Planning Department: Planning Unit - Acquisitions, Historical Heritage, Control, and Legal Units (development, monitoring of the perimeter and real estate transactions);
- Land Management Unit, Brussels Public Centres for Social Action (CPAS) (acquisitions);

Timetable/main dates:
- 14.07.2005: Government Decree on the establishment of a pre-emption perimeter within the territory of the City of Brussels
- 28.09.2006: Government Decree amending the Decree of 14.07.2005
- 17.09.2014: Request to the Government for the establishment of a new pre-emption perimeter for the "UNESCO" zone within the territory of the City of Brussels (in the process of being established on 13/04/2016)

Resources:
Public funds: the purchase price of the properties
Staff resources: 1 FTE 15 days per year

Indicators:
- number of property sales per year (= number of analysis sheets per building);
- number of buildings for which right of pre-emption was exercised per year;
- total number of dwellings, facilities and shops in buildings for which right of pre-emption was exercised.

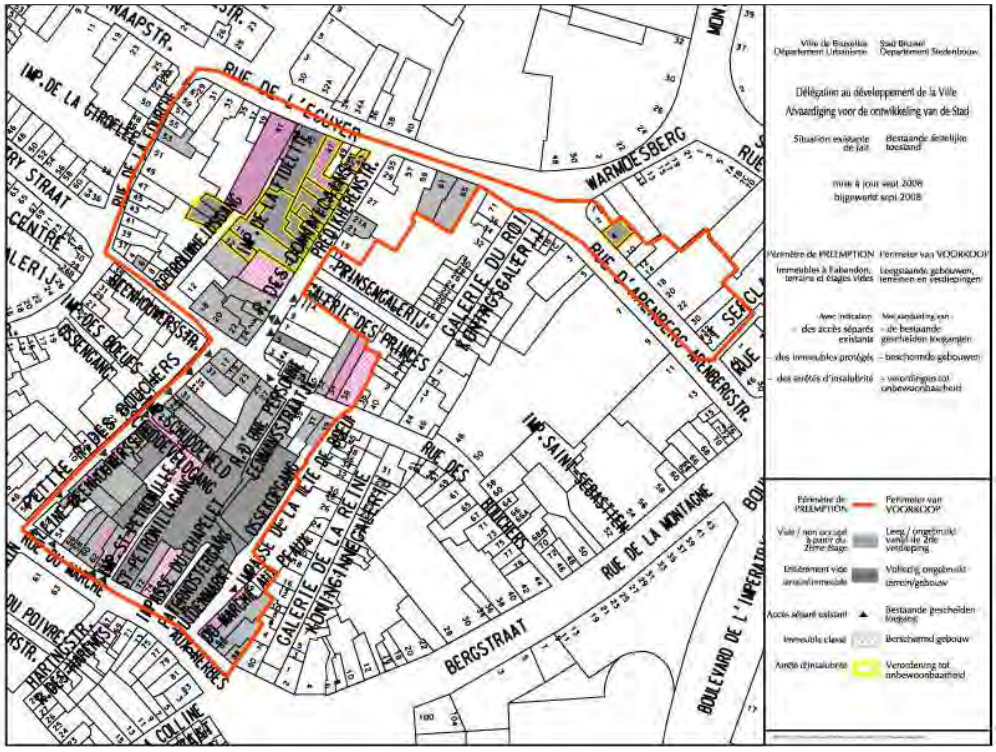
Annexes
1 - Map of the 1st perimeter adopted
2- Illustration of the derelict buildings situation in the perimeter
3 - Buildings acquired by the City following the adoption of the pre-emption perimeter
4 - Map of the 2nd perimeter (under adoption)

Reminder of the projects already carried out:

2005 - 2013 (1st pre-emption perimeter)

- 29 analysis sheets per building completed, following a sales agreement or town planning information;
- 2 buildings for which the City of Brussels has exercised its right of pre-emption
- 1 building for which the threat of expropriation has been used.

Annex 1 - Map of the 1st perimeter adopted



City of Brussels, Town Planning Department

City Development Delegation
De facto existing situation updated Sept. 2008

Perimeter of PRE-EMPTION
Derelict buildings, empty sites and floors
With indication:
of existing separate accesses
of protected buildings
of Decrees on insalubrity

Perimeter of PRE-EMPTION
Empty/unoccupied from the 2nd floor
Completely empty site/building
Existing separate access
Listed building
Decree on insalubrity

Perimeter of Pre-emption.
©City Development Delegation.

Annex 2: Illustration of the derelict buildings situation in the perimeter

Condition justifying the establishment of the perimeter of pre-emption

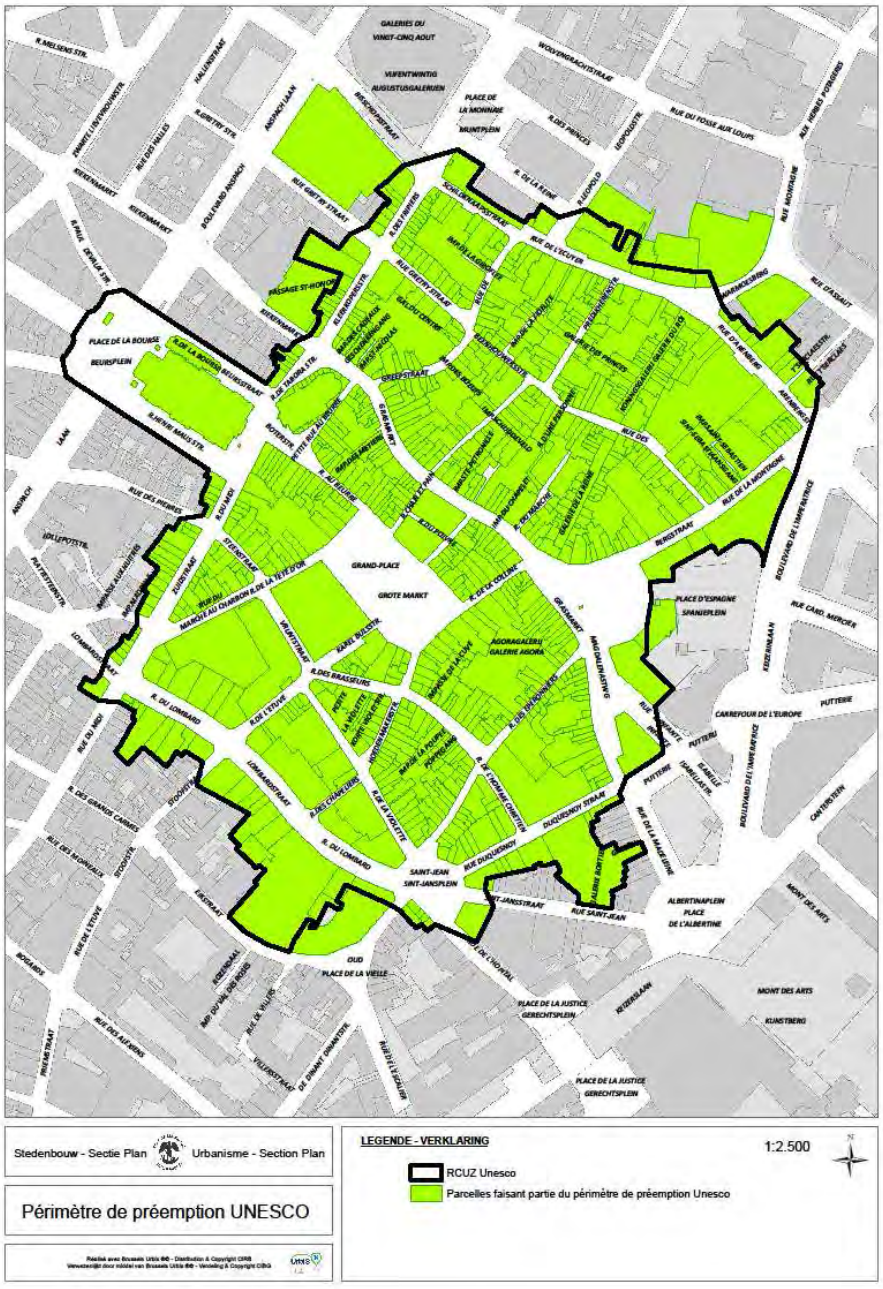
(Photos 2003)

Annex 3: Buildings acquired by the City following the adoption of the perimeter of pre-emption

Petite rue des Bouchers 21 (acquired in 2006)

Rue des Bouchers 25 - 27 (acquired in 2010)

Annex 4: Map of the 2nd perimeter (currently being adopted)



Town Planning Planning Section

Perimeter of pre-emption UNESCO zone

RCUZ UNESCO
Plots forming part of the perimeter of pre-emption UNESCO zone

Strategic objective 1 **Governance of the site management**

Specific objective 2	**Development or adaptation of a legal framework and its implementation**
Action Plan 8	Monitor violations and enforcement tools

Context of the action

Due to its geographical and tourist location, the UNESCO zone is subject to intense commercial pressure. Added to the fact that administrative procedures are relatively cumbersome and long, this means that companies [owners and traders] wishing to limit costs often prefer to open their establishments quickly and fail to apply for the necessary permits, often to the detriment of aesthetic and heritage aspects. Over time, this phenomenon has had various direct consequences on buildings: excessive quantities of 'commercial expression' (signs, advertising, etc.), uninhabited floors, access to floors removed, etc. Since these developments were inadequately controlled in the past, a significant proportion of the buildings are now in violation. Recently, in coordination with the various departments of the City and the Directorate of Monuments and Sites, as well as with the coordinator of the UNESCO zone, checks are made continuously (and much more regularly) in order to limit works carried out in violation of the regulations.

Legislation to crack down on violations has evolved considerably since the last reform of COBAT. In effect, it was previously the case that recorded violations, for which a report was drawn up, were only very rarely followed up by the Public Prosecutor's Office, due to a backlog of criminal cases. As a result, violators were very rarely prosecuted and violations continued. To remedy this shortcoming, the government therefore decided to introduce administrative (regional) fines to encourage people to cease any violations. It should be noted that, although the system is still in its early stages, the effects have been immediately felt, with the threat of a potentially significant sanction (from €250 to €100,000 depending on the severity) having encouraged people to react more quickly.

Objectives of the action

- continue to compile an inventory of current [recorded] violations in each building in the zone;
- inspect the work carried out with or without a permit within the zone;
- punish and follow-up recorded violations (formal notices, official reports leading to administrative fines, seals, etc.);
- implementation of other crackdown measures (injunctions, removal from office, etc.)

Measures and modalities

Projects:
- control of town planning violations in the broad sense;
- comprehensive checks on the legality, in town planning terms, of night shops;
- comprehensive checks on the legality, in town planning terms, of vending units on streets;
- systematic checks of town planning violations around the stock exchange;
- systematic checks of town planning violations at the 'sacred block' level;

Steering:
Control and Security Unit

Partners:
City of Brussels:
- Town Planning Department: Authorisations Unit / Historical Heritage Unit / Legal Department / Architecture
- Department of Commerce
- the coordinator of the UNESCO zone
- the Police
Brussels-Capital Region:
- Brussels Urban Development (BDU in French) - Inspections and Administrative Sanctions (ISA in French)

Provisional timetable:
- continuous monitoring of ongoing cases and new violations committed;

Resources:
In the Control Unit, the equivalent of +/- 2 half-time employees (2 inspectors also managing other areas of the City of Brussels) to manage the UNESCO zone.
Ordinary budget of the City of Brussels.

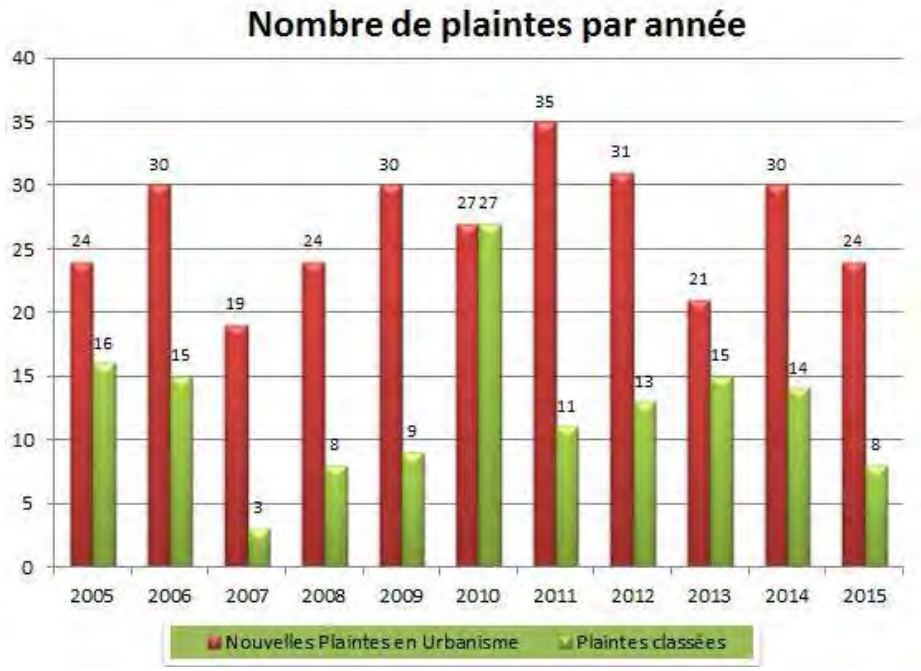
Indicators:
- number of new "complaints" submitted within the perimeter (town planning violation cases excluding official reports) per year
- number of "complaints" cases closed (violations resolved) in the zone per year
- number of official violation reports issued per year
- number of cessations of violations (resolved) drawn up per year

Reminder of the projects carried out:
In 2015
- number of new "complaints" submitted within the perimeter (town planning violation cases excluding official reports) in 2015: 24
- number of "complaints" cases closed (violations resolved) in the zone in 2014: 8
- number of official violation reports issued in 2014: 15
- number of cessations of violations (resolved) drawn up in 2014: 15

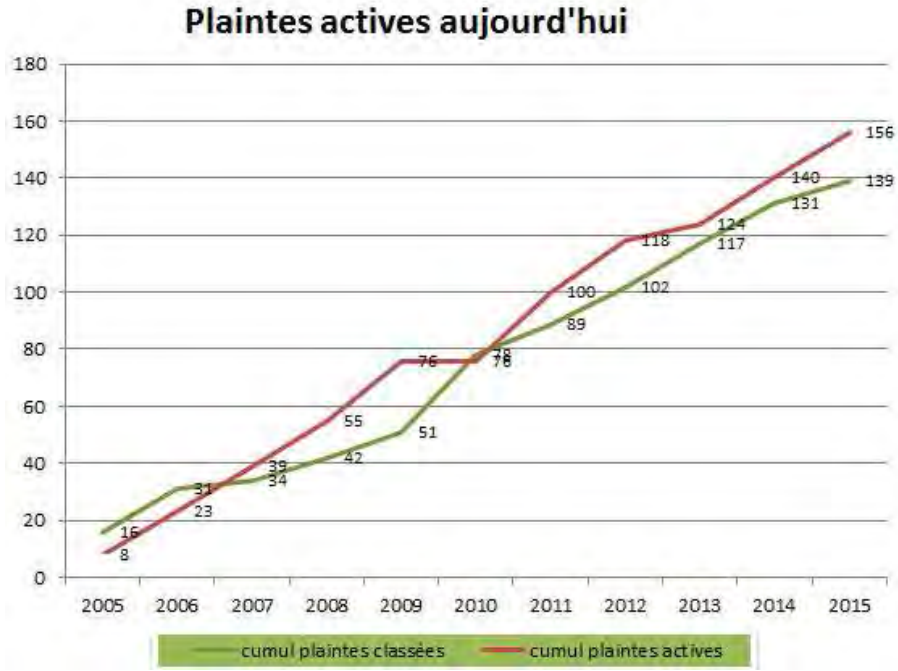
In total from 2005 to 2015

Suggestion: add 2015 in the graphs

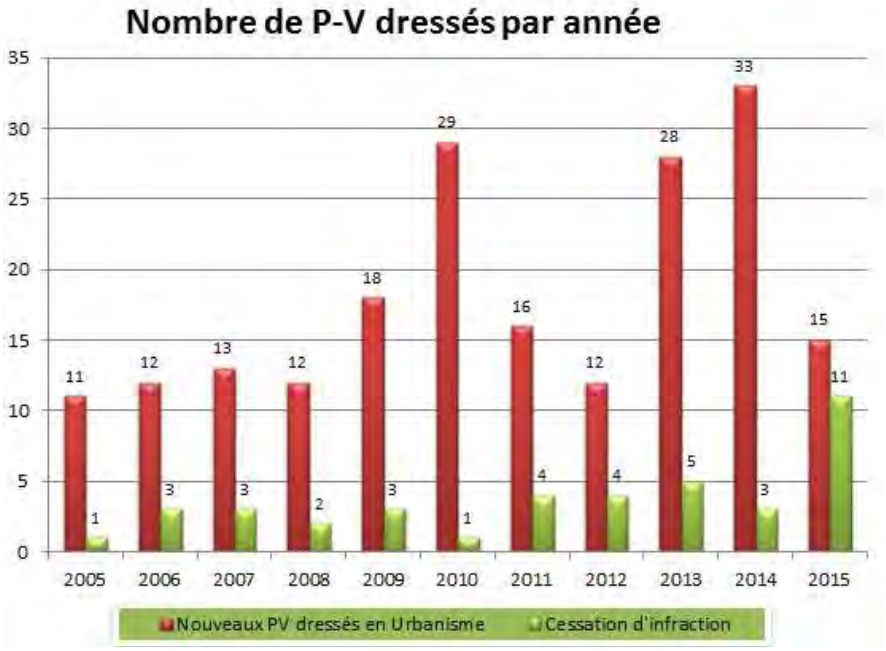
- total number of "complaints" cases being handled within the perimeter (cases of town planning violations excluding official reports) as of 01/01/2015: 156
- total number of "complaints" cases closed (violations resolved) in the zone from 1/1/2015: 139
- total number of official violation reports issued and active as of 1/1/2015: 159
- total number of reports of cessation of violation (resolved) as of 01/01/2015: 40



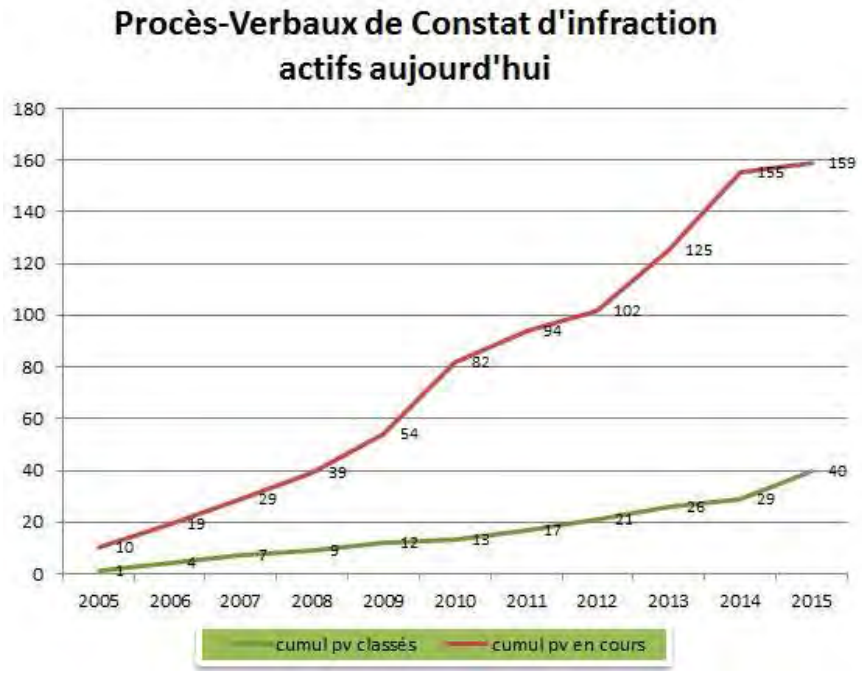
Number of complaints per year
New Town Planning-related complaints
Resolved complaints



Complaints currently active
Cumulative resolved complaints
Cumulative complaints currently active



Number of official reports drawn up per year
New official reports drawn up in Town Planning
Cessation of violation



Official violation report currently active
Cumulative official reports closed
Cumulative official reports in progress

Strategic objective 1 **Governance of the site management**

Specific objective 3	**Mobilise resources to ensure the management of the site**
Action Plan 9	Grant strategies **a.** Award grants for all conservation work for listed heritage

Context of the action

A grant may be awarded by the Brussels-Capital Region for any work to conserve the listed heritage. The Government Decree of the Brussels-Capital Region of 23 May 2014 lays down the conditions for awarding such grants.

Only maintenance and restoration work on definitively listed properties may be subsidised.

Works to upgrade comfort may be partly subsidised, in the event of any difficulties resulting from the obligation to preserve interior decoration elements.
Transformation works are excluded from the scope.

For public beneficiaries (Municipalities, CPASs, social housing companies, etc.) the subsidy rate is set at 80%, including VAT and architects' fees.
For private beneficiaries, the subsidy rate is 40% for conservation work.
These rates are increased by 25% if the beneficiary is a physical person who actually lives in the listed property and whose income is less than €40,000 plus €2,500 per dependent person, or if the property is included in the scope of a neighbourhood contract in force.
The subsidy rate may reach 80% if the building has significantly deteriorated and has been unused since at least 1 January 2000, if the building houses a museum whose interior sections are listed and accessible to the general public all year round, if it is a question of restoring missing elements of historical, archaeological, artistic, aesthetic, scientific, social, technical or folklore interest, if it is a question of studies, surveys, investigations and preliminary installations necessary for the preparation of the planning permit application, and for carrying out conservation work.
The Decree of 23 May 2014 stipulates that three quotes from different companies must be attached to the application, approved or otherwise.

The grants are committed based on the estimated price of the approved works.
Grants are paid on the basis of progress reports and supporting documents relating to the work carried out. They can be spread over several years.

Objectives of the action

The aim is to encourage the enhancement, conservation and good condition of the property heritage.

Measures and modalities

Projects:

- Award grants for any conservation work to listed heritage according to the conditions laid down by the Government Decree of 23 May 2014.

Steering:

Brussels-Capital Region: Directorate of Monuments and Sites

Partners:

Provisional timetable:

Continuous action.

Resources:

Grants are awarded on the basis of available budget allocations. New allocations are entered in the regional budget each year.
Officials from the Directorate of Monuments and Sites manage the award of grants.

Indicators:

- Number of grants awarded per year
- Annual report summarising the amount of commitments and the amount of payments made, for the Grand Place and the buffer zone respectively.

Reminder of the projects carried out:

Strategic objective 1 **Governance of the site management**

Specific objective 3	**Mobilise resources to ensure the management of the site**
Action Plan 9	Grant strategies **b.** Grant financial assistance to restore the visible unlisted small-scale heritage in the public space, in order to preserve and enhance it.

Context of the action:
Since the late 1990s, the Brussels-Capital Region has also focused on "**SMALL-SCALE HERITAGE**" and has launched various public awareness campaigns on the importance of ornamental elements such as sgraffiti, balcony and garden ironwork, ceramic panels or decorative elements for ornamental doors.

In 2010, specific legislation was adopted, and financial incentives were defined, to help owners restore the small-scale heritage elements of unlisted houses within the Brussels territory:

- Art. 206 of the COBAT 11 ° small heritage (translation): Particularly remarkable wall elements, which are accessory to the building's structure, fixed to the street front, door or windows, such as doorbells, mailboxes, stained glass windows, handles, or particularly remarkable elements that decorate the street-facing structures of the building, such as figurative or abstract works made using sgraffiti or polychrome tiles, or using any treatment of façade material, and which help embellish or give an identity to the façade, as well as particularly remarkable elements that are an integral part of the enclosure or decoration of the gardens located on the street front, in front of the building.

- Decree of 24 June 2010 amended on 31 January 2013 of the Government of the Brussels-Capital Region, establishing the conditions for awarding a grant for restoration work relating to small-scale heritage (Belgian Official Gazette of 6 July 2010 and 15 March 2013)

In the UNESCO buffer zone, commercial activities have led to major transformations and modifications of the buildings, mainly at the ground floor level of shops. Despite these modifications, there are still "small-scale heritage" decorative elements, such as signs, stained glass windows and remarkable woodwork. New window displays have often been created by packaging original elements with heritage value in a more contemporary setting.
Given their rather anecdotal presence, these elements are often not taken into account during a renovation or redevelopment of the building, and may get removed. However, in many cases, their presence means that these authentic elements can be highlighted, all the while adding a coherence and enrichment of the architectural heritage of this zone.

Objectives of the action:
Maintain and restore the small-scale heritage elements present on the façades of unlisted buildings in the UNESCO buffer zone.

Measures and modalities
Projects:
- manage grant applications for small-scale heritage, in accordance with the legislation in force
- carry out surveys in the zone to identify small-scale heritage elements
  contact the owners and raise awareness of restoring and enhancing these remarkable elements

Steering:
Brussels-Capital Region - Directorate of Monuments and Sites

Partners:

Timetable:
- Grants - Continuous action
- Prospecting - early 2017

Resources:
Grants are awarded on the basis of available budget allocations. New allocations are entered in the regional budget each year.
Officials from the Directorate of Monuments and Sites manage the award of grants.

Prospecting: Directorate of Monument and Sites?

Indicators:
- number of grant applications submitted per year;
- number of projects completed per year.

Reminder of the projects carried out:

Strategic objective 1 **Governance of the site management**

Specific objective 3	**Mobilise resources to ensure the management of the site**
Action Plan 9	Grant strategies **c.** Communicate and values existing subsidies Implement bonuses specific to the strategies applied. Attract public and private investors

Context of the action

Both the Grand Place and the buffer zone are primarily composed of plots belonging to private owners, with the public authorities owning a relatively limited number of properties (large public buildings and around ten houses with commercial ground floors). This "fragmentation" of ownership implies many stakeholders (between 500 and 800), which is a constraint to carrying out large-scale actions.

One of the levers to encourage these actions is to mobilise and promote financial resources to support individuals, accessible within the framework of heritage and town planning strategies (see below). These resources either come from public subsidies or from partnerships with private investors.

Objectives of the action

Mobilising resources aims to support and concretise the heritage and town planning strategies set out in the management plan, by granting financial supplements to private owners in order to encourage them to carry out high-quality projects.

Measures and modalities

Projects:

- **Communicate and values existing subsidies**:
  Existing regional grants are presented to owners and valorised:
- regional grants for maintenance and restoration work on listed properties (CoBAT, art. 240, Order of 30 April 2003) (action plan 10a);
- regional grants for the enhancement of small-scale heritage, i.e. the decorative elements that enrich the public space and the living environment (CoBAT, art. 240) (action plan 10b);
- housing renovation bonuses;
- bonuses for the embellishment of façades.

- **implementation of bonuses specific to the strategies applied:**
  a bonus has been implemented by the City of Brussels to support the renovation of empty floors above shops: a municipal bonus for the creation of separate access to the accommodation on upper floors.

- **attract public and private investors:**
  As part of the strategies to combat derelict properties (see sheets 3.8.23 and 3.8.42) and to advise applicants (see sheet 2.6.19), private owners are put in contact with public bodies - Social real estate agencies, Project X - and, where appropriate, private investors.

Steering:
Town Planning Department: Development Planning and Strategies Unit

Partners:
City of Brussels
Brussels-Capital Region

Timetable:
Continuous action
Municipal bonus: extension of the scheme for 2016.

Resources:
Public funds: grants, municipal and regional grants
Staff resources: 1 FTE 50 days per year

Indicators:
- Total budget per year allocated to the bonus scheme for separate accesses
- Number of buildings per year having received bonuses (by type)
- Number of applications submitted per year

Reminder of the projects carried out:

An awareness-raising brochure on the "separate access" bonus was created and updated in 2015.
In 2009/2011, the Atrium Brussels-Centre office set up a specific bonus for the action carried out in the Rue du Marché aux Fromages, aimed at valorising the commercial image (see sheet 3.9.25c).

Bonus for separate accesses:
- in 2010 - 10 applications for bonuses submitted
  2 bonuses paid - Total budget: €30,000
- in 2011 - 6 applications for bonuses submitted
  4 bonuses paid - Total budget: €51,299.38

- - in 2012 - 3 applications for bonuses submitted
  3 bonuses paid - Total budget: €44,176.70
- - in 2013 - 2 applications for bonuses submitted
  1 bonus paid - Total budget: €15,000
- in 2014 - 0 applications for bonuses submitted
  0 bonuses paid: €0
- in 2015 -1 application for bonuses submitted
- in 2016 - 2 applications for bonuses submitted

Strategic objective 1 **Governance of the site management**

Specific objective 4	**Involve the various target groups and actors, and in particular the inhabitants and shopkeepers of the neighbourhood**
Action Plan 10	Creation of the Consultative Council of Inhabitants and Shopkeepers

Context of the action

In 2015, the Council of Europe established a framework convention on the cultural heritage value for society, the Faro Convention[1]. This Convention makes an original contribution to the question of "living together", quality and the living environment in which citizens want to prosper in historic centres.

Heritage has a genuine role to play in the development of societies. It is an essential element of people's living and working environment. The regeneration of historic centres contributes to the revitalisation of cities. A better living environment fosters job creation and attracts people, a quality environment is the driver of a prosperous economy.

The Faro Convention encourages the protection of the cultural rights of individuals and the placing of people at the heart of the heritage process.

Since 2002, the City of Brussels, specifically the 'Maison de la Participation' - now called Bruxelles Participation - has organised public meetings by district, called Neighbourhood Forums.

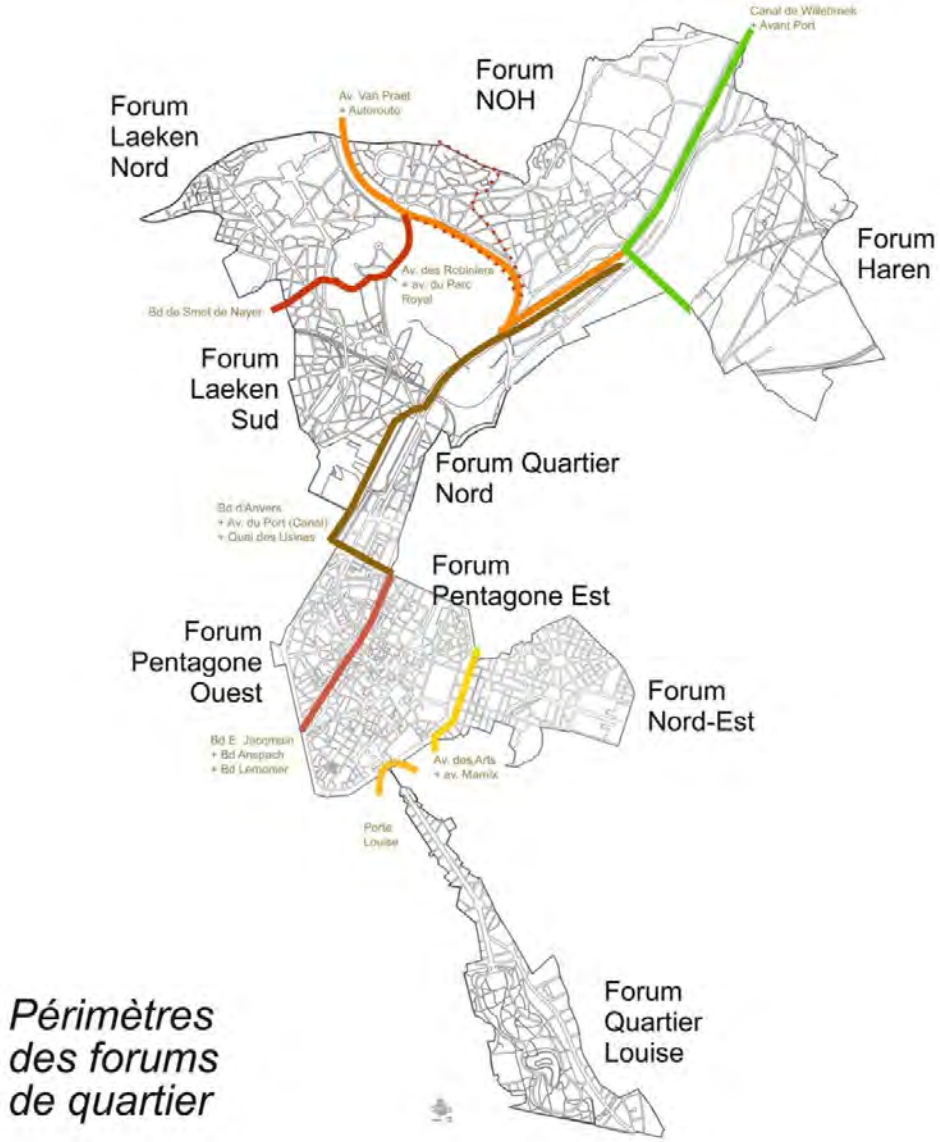
These neighbourhood forums are public. They are held in the city's neighbourhoods so that residents can meet the authorities and discuss their expectations regarding political projects.

The Grand Place and the buffer zone are part of the "Forum Pentagone Est" (Eastern city centre forum).

These forums are a way of involving the inhabitants and shopkeepers of this zone in the process of developing and revising the management plan for the Grand Place.

As part of the public consultations to create the Special Land Use Plans (PPAS), the City of Brussels, Planning Unit, also carries out surveys to gather views and remarks on certain aspects of these plans. This tool gives residents and users of the neighbourhoods the opportunity to express themselves.

[1] (http://www.coe.int/t/dg4/cultureheritage/heritage/identities/default_FR.asp)



Le découpage des périmètres de nos forums ne reflète aucune frontière administrative fixe.
Nous avons tenté de réaliser un découpage pragmatique pour ces réunions publiques.
Ainsi, ces périmètres ont été définis d'abord en lien avec les entités "historiques" établies, ensuite en suivant des "fractures" dans le tissus urbain comme le canal, les boulevards, etc. et enfin en essayant d'équilibrer la taille des quartiers à partir de la densité de la population.
Les forums Laeken-Nord et Neder-Over-Heembeek ont un territoire qui se chevauche en partie : le quartier "Mutsaard" (ce qui explique pourquoi nous avons mis une ligne en pointillé qui indique la séparation entre Laeken Mutsaard et NOH).

The boundaries of our forums do not reflect any fixed administrative boundaries. We have tried to demarcate the boundaries for these public meetings pragmatically. As such, these perimeters were defined first in relation to the established "historical" entities, then by following "interruptions" in the urban fabric, such as the canal, boulevards, etc., and finally by trying to balance the size of the neighbourhoods based on population density.
The Laeken-Nord and Neder-Over-Heembeek forums have a partly overlapping territory: the "Mutsaard" district (which explains why we have put a dotted line indicating the separation between Laeken Mutsaard and NOH).

Map of the City of Brussels, division by neighbourhood forums
©City of Brussels, Bruxelles Participation

Objectives of the action

By creating the Consultative Council of Inhabitants and Shopkeepers, and Neighbourhood Forums, the objective is:

- to integrate the inhabitants and shopkeepers of the Grand Place and the buffer zone into the process of developing and revising the Grand Place management plan through the organisation of neighbourhood forums and electronic surveys;

Measures and modalities

Projects:

- creation of electronic surveys for residents and shopkeepers in the Grand Place and the buffer zone
- organisation of thematic meetings

Steering:

Bruxelles Participation, Town Planning Department and Department of Commerce

Partners:

Brussels-Capital Region - Directorate of Monuments and Sites

Timetable:

Continuous action
One or two meetings organised per year.

Resources:

Ordinary budget of the City.

Indicators:

- Number of meetings per year
- Number of participants per meeting

Reminder of the projects carried out:

8. Strategic objective 2: Conservation of heritage by ensuring its integrity and authenticity

Strategic objective 2 **Conservation of heritage by ensuring its integrity and authenticity**

Specific objective 5	**Monitoring, conservation and maintenance of the Grand Place listed site**	
Action Plans	**11.** Façades of the houses on the Grand Place, periodic inspections, maintenance work	81
	12. Conservation and restoration of the interiors of houses owned by the City and private owners	
	a. Houses belonging to the City of Brussels, restoration project for houses no. 13-14 Grand Place	85
	b. Private houses, follow-up of permits submitted to the Directorate of Monuments and Sites	89
	13. Restoration and maintenance of the Town Hall	91
	14. Restoration and maintenance of the King's House	95
	15. Emergency planning of the Grand Place World Heritage Site and the buffer zone	99

Specific objective 6	**Monitoring, conservation and maintenance of the buffer zone**	
Action Plans	**16.** Listed buildings	
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Strategic objective 2 **Conservation of heritage by ensuring its integrity and authenticity**	
Specific objective 5	**Monitoring, conservation and maintenance of the listed site Grand Place**
Action Plan 11	Façades of the houses on the Grand Place, periodic inspections, maintenance work

Context of the action

Since the end of the 19th century, the City of Brussels has been responsible for the conservation and maintenance of the façades of the houses on the Grand Place.

A convention that imposes a servitude of view on the façades of the houses for the benefit of the Town Hall was established in 1883. This convention establishes the rights and obligations of each party.

Maintenance was carried out over the years but the first restorations were undertaken in the 1980s: all the façades of the Ducs de Brabant, Grand Place n^{os}. 13 to 19.

In 1998, conscious of the importance of the outstanding architectural heritage of the Grand Place, the City of Brussels tasked its Historical Heritage Unit with a historical and architectural study of the houses in the Grand Place. This study was then supplemented by an inventory of all the façades, with the aim of presenting an objective assessment of their state of conservation. This approach made it possible to identify the types of materials used for the construction of façades, the extent of their deterioration, the quality of joints and problems such as cracks, stone chips, plant growth, corrosion of metal elements, etc.

In October 2001, the Historical Heritage Unit commissioned trials and research prior to the restoration of No. 39, Grand Place, owned by the City of Brussels. These preliminary studies and the restoration of this façade, completed in May 2004, were carried out as an example and test for the techniques to be used during the restoration of the other façades of the Grand Place. A campaign to restore all the façades of the houses was then launched:

- 2007-2008 - restoration of the façades of the houses *L'Etoile, Le Cygne, La Maison des Brasseurs, La Rose and Le Mont Thabor,* Grand Place n^{os} 8 to 12*;*
- *2011-2012* - restoration of the façades of the houses *Le Cerf, Joseph et Anne, L'Ange, La Maison des Tailleurs, Le Pigeon* and *Aux Armes de* Brabant, Grand Place n^{os} 20 to 28;
- *2014-2015* - restoration of the façades of the houses *Le Roi d'Espagne, La Brouette, Le Sac, La Louve, Le Cornet* and *le Renard,* Grand Place n^{os} 1 to 7*;*
- *2015-2016* - restoration of these façades of the houses *Le Heaume, Le Paon, Le Petit Renard and Le Chêne et Sainte-Barbe,* Grand Place n^{os} 34 to 38*;*

Following these restorations, regular inspections will be carried out and a maintenance schedule for the façades will be drawn up.

Objectives of the action

- Monitor and ensure the conservation and maintenance of the façades of the houses in the Grand Place

Measures and modalities

Project:

- Implementation of dashboards to monitor the state of conservation of the façades of houses;
- Planning the preventive maintenance of façades.

Steering:

Town Planning Department - Historical Heritage Unit

Partners:

Brussels-Capital Region - Directorate of Monuments and Sites

Timetable:

- 1st inspection scheduled for 2018. Inspections to be carried out every 2 years.
- 1st maintenance planned for 2020, all the façades of the Ducs de Brabant. Maintenance to be planned according to the information in the dashboards for monitoring the state of conservation;

Resources:

Inspections: Budget of the City of Brussels, envisaged every two years

Maintenance:
Subsidies from the Brussels-Capital Region: 80%
Budget of the City of Brussels: 20%
Estimated average price per façade maintenance: €30,000.00 (20% of the total restoration cost per façade)

Indicators:

- Amount of maintenance performed per year

Reminder of the projects carried out:

- Restoration of the façade of house n° 39, *L'Ane*, 2003-2004

Before and after the restoration

- Restoration of the façades of the houses n^{os} 8 to 12, *L'Etoile, Le Cygne, La Maison des Brasseurs, La Rose* and *Le Mont Thabor,* 2007-2008

Before and after the restoration

- Restoration of the façades of the houses n^{os} 20 to 28, *Le Cerf, Joseph et Anne, L'Ange, La Maison des Tailleurs, Le Pigeon* and *Aux Armes de Brabant,* 2011-2012;

Before and after the restoration

- Restoration of the façades of houses n^{os} 1 to 7, *Le Roi d'Espagne, La Brouette, Le Sac, Le Cerf, Joseph et Anne, L'Ange, La Maison des Tailleurs, Le Pigeon* and *Aux Armes de Brabant,* 2014-2015

Before and after the restoration

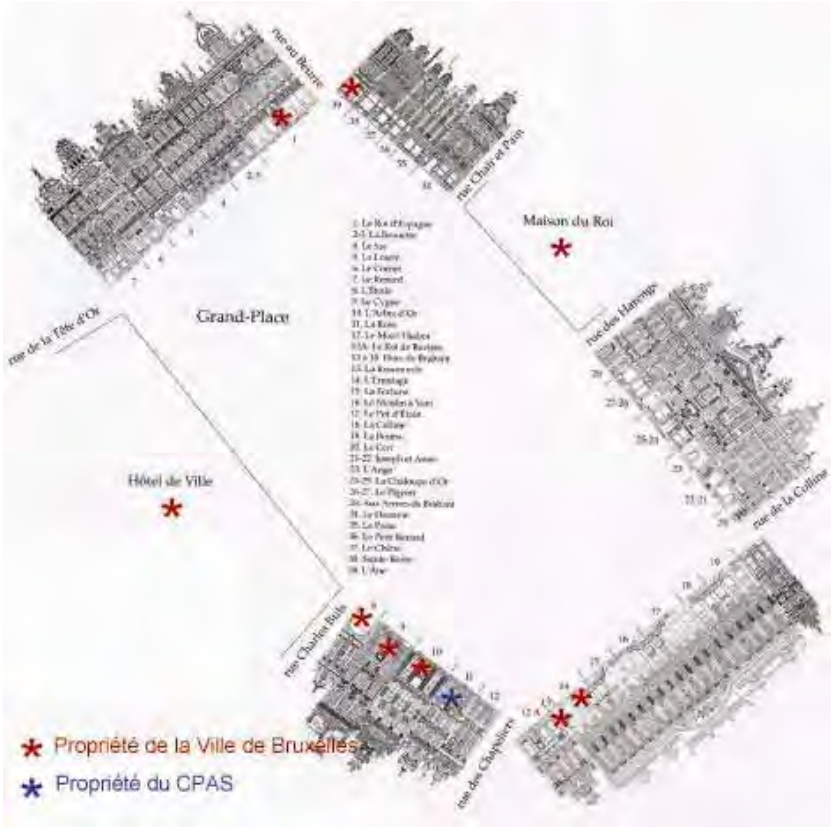
- Restoration of the façades of houses n^{os} 34-38, *Le Heaume, Le Paon, Le Petit Renard et Le Chêne* and *Sainte Barbe,* 2015-2016

Before and during restoration

Strategic objective 2 **Conservation of heritage by ensuring its integrity and authenticity**	
Specific objective 5	**Monitoring, conservation and maintenance of the listed site Grand Place**
Action Plan 12	Conservation and restoration of the interiors of houses owned by the City and private owners **a.** Houses belonging to the City of Brussels, restoration project for houses no. 13-14 Grand Place

Context of the action:

The City of Brussels owns the properties located at Grand Place 1, 9, 10, 13, 14 and 39. These are managed or leased by the Land Management Unit. The properties include *La Maison du Cygne, Le Roy d'Espagne* as well as *La Maison des Brasseurs*.



Property of the City of Brussels.
Property of the CPAS

These prestigious sites, on one of the most beautiful squares in the world, give the City of Brussels unique cachet, which it ought to maintain.

In 2008, house n° 39 "*L'Ane*" was the subject of a comprehensive restoration project: the work was carried out on the main building (interior and rear façade, the main façade had been restored in 2004 (see sheet 2.5.11) as well as on the rear building (interior and façade).

Houses n°s 13-14 "*La Rénommée*" and "*L'Ermitage*" are among the most recent acquisitions of the City of Brussels.
At its session of 8 December 2003, the Municipal Council approved this acquisition of public interest for €3,436,000.00.

Buildings n°s. 13-14, Grand Place, take up 2 separate plots.
N° 13 is accessible through a passage under the façade of n° 14 Grand Place.
N° 14 (*L'Ermitage*) is composed of a main building and a rear building. The end of the plot adjoins the buildings of the 'Galerie Agora', representing a vast volume inside the block, where previously dead ends and alleyways were located.
The project studies were entrusted to a consultancy outside the City.
The restoration project for the buildings also anticipates the upgrading of the technical and safety installations, and the heating system.

The draft of the restoration project includes space for the branch of Hard Rock Café at no. 13, a shop with an atelier on the ground floor of no. 14, offices on the 1st floor of no. 14, as well as in the rear annexes, and the rest is allocated to housing.

Objectives of the action:

- Restore and maintain this heritage owned by the City of Brussels.

Measures and modalities

Projects:

- Project to restore the houses located at Nos. 13 and 14, Grand Place.

Steering:
The Land Management Unit of the City of Brussels.

Partners:
Alderman for Staff and Tourism of the City of Brussels.
Town Planning Department - Heritage Unit of the City of Brussels.

Provisional timetable:
Background

- 5 January 2012: Submission of the permit application for the demolition of the unstable annex
- 8 January 2014: Submission of the application for a permit for preliminary studies

- 25 April 2014: Award of the permit for preliminary studies
- 2 June 2015: Award of the permit for the demolition of the unstable annex
- 4 July 2014: Commissioning of preliminary studies
- September 2014 to November 2015: Completion of preliminary studies
- 19 December 2014: Award of the permit for the restoration of the fresco in azulejos
- January 2015: restoration of the fresco in azulejos
- 2 June 2015: Award of the permit for the dismantling of false ceilings and walls
- February 2016 - May 2016: dismantling of false ceilings and walls
- May 2016: Asbestos removal
- Summer 2016: Verification of structures by resistance testing
  Detailed building survey
  Archaeological study carried out by the DMS
- Autumn 2016: Approval of the draft project
- Early 2017: Submission of the application for a restoration permit
- 2018-2020: Restoration work

Resources:
Budget: Land Management Unit of the City of Brussels.
- Total price of the restoration still to be estimated.

Indicators:
- Restoration of a listed historical heritage site.
- Regeneration of facilities spaces and possible creation of housing units.

Reminder of the projects carried out:
- **Complete restoration of the interior of the house n°39 *L'Ane*.**
  Work completed in 2008

Main building - 1st floor - before and after restoration

Main building - attic - before and after restoration

Main house - rear façade - before and after restoration

Rear house - main façade - before and after restoration

Strategic objective 2 **Conservation of heritage by ensuring its integrity and authenticity**

Specific objective 5	**Monitoring, conservation and maintenance of the listed site Grand Place**
Action Plan 12	Conservation and restoration of the interiors of houses owned by the City and private owners **b.** Private houses, follow-up of permits submitted to the Directorate of Monuments and Sites

Context of the action:
The houses owned by private individuals are closely monitored by the institutions involved in the conservation and protection of these houses: the Directorate of Monuments and Sites of the Brussels-Capital Region, and the Historical Heritage Unit of the City of Brussels. The projects are developed by architects at the request of the owners.

The conservation of the property heritage implies that the properties must be maintained in good condition, so our heritage can be passed on to future generations.
The Directorate of Monuments and Sites in collaboration with the Town Planning Department is responsible for monitoring the applications for conservation work on protected heritage sites (listed and safeguarded).
The Official in charge of town planning issues the town planning permit authorising the work, in the form of a single permit.
A grant may be awarded for any conservation work to the listed heritage site (see sheet 1.3.11).

Objectives of the action:
Maintain and restore private buildings while respecting their authenticity.

Measures and modalities
Projects:
- follow-up of permits submitted to the Directorate of Monuments and Sites.

Steering:
Brussels-Capital Region: Directorate of Monuments and Sites.

Partners:
Brussels-Capital Region: Royal Commission for Monuments and Sites.
City of Brussels: Historical Heritage Unit.

Timetable:
Continuous action.

Projects:
- restoration of the rear façades of house N^{os}. 26-27 *Le Pigeon* and the roof of house No. 27 *both on the Grand Place, work planned for 2016-2017*
- restoration of the monument at Everard t'Serclaes, Grand-Place n° 8, work planned for 2015-2016

Resources:
Budget: The works are subsidised by the Brussels-Capital Region (action plan 11a)
Private budget.

Indicators:
- number of applications submitted;
- number of projects completed.

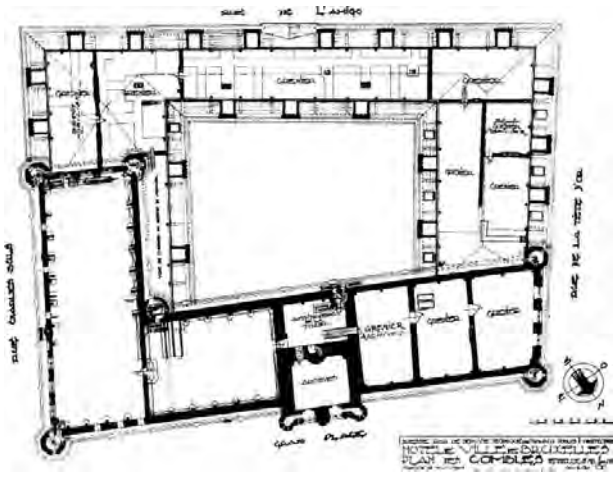
Reminder of the projects carried out:
Planning permits issued:
- restoration of the rear façades of house N^{os}. 26-27 *Le Pigeon* and the roof of house No. 27 both on the Grand Place.
- restoration of the monument at Everard t'Serclaes, Grand-Place n° 8 (2015)

Work completed:
- restoration/renovation of the roof of house n° 23 Grand Place, *L'Ange* (2011)
- transformation of the ground floor of house no. 20 Grand Place, *Le Cerf* (in 2012)

Strategic objective 2 **Conservation of heritage by ensuring its integrity and authenticity**	
Specific objective 5	**Monitoring, conservation and maintenance of the listed site Grand Place**
Action Plan 13	Restoration and maintenance of the Town Hall

Context of the action

Location
The Town Hall is located on the Grand Place, where it takes up most of the south-western side.



Main façade plan of the attic level

Background
The Town Hall in Brussels is both a major work of 15th century Gothic civil architecture and an exceptional testimony to a 19th century restoration. The splendour of its interior also makes this building one of the most sumptuous in the country. It boasts an important artistic and historical heritage (paintings, sculptures, tapestries) which evokes episodes from the history of the city, Brabant and the Southern Netherlands.
Nowadays, the Town Hall is the centre of the City's political management (seat of the College of Mayor and Aldermen), and the setting for occasional cultural events and official receptions.

Rooms and collections

The interior of the Town Hall is a blend of different styles and periods.

The front part testifies to the faithful reconstruction of the medieval building after the bombardment of 1695, and the very thorough approach of the 19th century restorers who were determined to restore the building to its original prestige.

At the rear, the construction of a new wing by the States of Brabant in the early 18th century has left us a series of rooms which are characteristic of the Louis XIV style. The two main rooms are now used for meetings of the College and the Municipal Council.

On the ground floor, the 'Militia' and 'Ogival' rooms hosted temporary exhibitions until January 2012; they were repurposed to host receptions and events, under the auspices of the City (meetings, conferences, etc.). In autumn 2015, the Militia room received the original plaster and bronze print of the monument 't Serclaes' (which had been replaced by a copy).

The art collections are managed by the Museums of the City of Brussels, which are responsible for their expert conservation and enhancement. Furniture and fixed decor restoration, and the follow-up, are handled and managed by the Historical Heritage Unit.

Objectives of the action

Even more than other buildings with heritage value belonging to the City, the Town Hall fulfils several functions that ought to be optimally managed despite sometimes conflicting interests:

- ensure the long-term conservation, maintenance and restoration of this monument, which is part of the protected historical heritage of the City of Brussels, as well as the expert conservation of the works of art and furniture it contains;
- preserve the political representation dimension of the Town Hall, a role that the building has performed for more than 5 centuries;
- ensure the recognisability of the building, study and propagate its history and ensure that it is open to the public for visits.

Measures and modalities

Projects:

- Exterior restorations:

- Restoration and maintenance of the woodwork and complete ironwork of the two double entrance gates of the Town Hall: maintenance and restoration - replacement of certain structural components in wood, repair of the carved weatherstrip of the gate of the Grand Place, restoration and maintenance of the decorative or operating ironwork on both gates; the general study was carried out in 2011; the results of the additional analyses will be available by the end of 2016.
- Project to restore the group of frames on the 1st floor of the Town Hall. Preliminary heritage study followed by a study of the state of the 1st floor frames (condition of the woodwork, glazing, woodwork protection, condition of the hardware, etc.)
- Pending restoration of all the slate roofs of the 2 main buildings, the complete renovation of the roofs was scheduled for completion by the summer of 2016.
- Valorisation at night by lighting the building's façade as part of the 'Lighting Plan' and in operation since 2014.
- Restoration of the fountains on Rue de l'Amigo, on both sides of the gate.

- Interior restorations:

- Restoration of the chimney mantle in the Renaissance-style Office. Heritage-related research on this complex, analyses and surveys of the stone and finishes, research into the causes related to the deterioration of the element to be restored.
- Adaptation of certain architectural elements or operating methods within the building to improve energy saving aspects, for example: the attics were insulated in 2011, project to check and repair the external frames, a complete 'relamping' of the Town Hall was carried out and a 'relighting' of the main rooms on the first floor is being studied, etc.
- Compliance with fire regulations: alarm, emergency lighting and, in the longer term, the complete renovation of power supply networks and lighting elements (bulbs) or luminaires in office areas (2nd floor)
- Restoration of furniture and works of art, on a continuous basis according to available budgets, restoration of the fixed decoration of offices (former office of the municipal secretary, etc.).

- Projects to refit certain areas:

- The installation of a conference room in the Militia and Ogival rooms on the ground floor has been completed.
- The refitting of the reception area has been completed.

- Works of art

- Update of the inventory of works of art, verification of their state of conservation;

Steering:
Projects: Town Planning - Architecture - Historical heritage unit.
Works of art - City Museum

Partners:
Mayor's Office;
Protocol Service;
"Visit Brussels" (ex-BITC);
Subsidised works (Ministry of the Brussels-Capital Region) Directorate of Monuments and Sites, Rue du Progrès, 80, box 1, 1035 Brussels;
Town Planning Department: consultancy (architecture); special techniques.

Timetable:

- Restoration and maintenance of the woodwork and complete ironwork of the two double entrance gates of the Town Hall: studies in progress;
- Restoration of the group of frames on the 1st floor of the Town Hall: ..;
- Roof restoration: to be redone in 2016 pending further restoration;
- Valorisation at night by illuminating the building's façade: completed in 2014;
- Restoration of the chimney mantle in the Renaissance Office: ..;
- Compliance with fire regulations: alarm, emergency lighting and, in the longer term, the complete renovation of power supply and lighting elements (bulbs) or luminaires in office areas (2nd floor): ongoing;
- Conference and reception room on the ground floor: completed;
- Refitting of the reception area: adaptations made;

Resources:
Budgets of the various departments of the City: Town Planning-Architecture, Organisation-Protocol;
Regional subsidies for listed properties (80% of the amount of restoration work).

Indicators:

- Compliance with the restoration timetable;
- Evolution of the budgets allocated to the restoration of the building;
- Update of the inventory of works of art, verification of their state of conservation;
- Evaluation of energy savings;
- Evaluation of safety measures and the annual fire evacuation exercise.

Reminder of the projects carried out:

- Restoration of the Belfry Tower and Saint Michael's Tower at the top: completed in 1997;
- Restoration of the façades and their sculpted elements: 1997-1998;
- Restoration of the decor of the Council Chamber: 1998-1999;
- Restoration of the decor of the 'Galerie Grangé': 1999;
- Restoration of the decor of the 'Staircase of Honour': 2000;
- 1st floor balcony, façade facing Rue de l'Amigo: 2003.
- Adaptation of certain architectural elements or operating methods within the building to improve energy saving aspects, for example: integrating efficient insulation into the attic space: 2011;

Condition of the attic before the works in 2011. During the work - November 2011

- Verifying and repairing the external frames, adapting the lighting to current needs and occupancy situations of the building, etc.
- Integration of a tourist information office: 2011;
- Installation of open-plan offices in the attic on the side of Rue Charles Buls: completed in 2011;
- Repairs to the furniture in the offices or rooms of the Town Hall: 2011;
- Repair and maintenance of the flagpoles on the main façade of the main square, etc.: 2011;
- Restoration of 2 paintings: 2011.

Strategic objective 2 **Conservation of heritage by ensuring its integrity and authenticity**	
Specific objective 5	**Monitoring, conservation and maintenance of the listed site Grand Place**
Action Plan 14	Restoration and maintenance of the King's House

Context of the action

Location

The King's House ("Broodhuis") is located on the Grand Place, in the middle of its northeastern side. This neo-Gothic building is the result of the reconstruction carried out between 1873 and 1894 by City architect Pierre-Victor Jamaer. Listed as a monument in 1936, the King's House has been a UNESCO World Heritage Site since 1998, along with the Town Hall and all the houses on the Grand Place.

The King's House – The Museum of the City of Brussels

Background

As early as 1860, the City of Brussels, in the midst of major historical and urban transformation, planned to create a municipal museum. To bring this about, it collected various testimonies of its past and asked various artists to immortalise the neighbourhoods earmarked for demolition. Charles Buls, Mayor of the City between 1881 and 1899, and the City archivist Alphonse Wauters, completed this project for a municipal museum. Inaugurated in 1887, it occupies the second floor of the King's House. At the time, Charles Buls already had a dual objective: to make the history of the city accessible to the local population, and welcome foreign visitors to Brussels.

Gradually, the museum expanded to fill the entire building in which it was housed, due to the growth of its collections. These collections are made up of significant donations (when it was founded, the museum received a considerable donation from its patron John Waterloo Wilson), artefacts from

archaeological excavations and the acquisition of objects and works of art which were representative of artistic crafts, Brussels folklore and the city's development.

The King's House, now the City Museum, continues its primary public service missions, namely: the scientific study of Brussels' heritage, its conservation and enrichment, as well as its valorisation among the public. In the tradition of the Museum's founding, this policy is reflected on a daily basis in the development of a programme aimed at making the history of Brussels accessible to as many people as possible. The presentation of the collections, spread over several levels, now includes the building itself, for which the history and architecture constitute a key pedagogical element presented to visitors.

Collections
Initially brought together to illustrate the history of Brussels and its inhabitants, and to provide models for industry and crafts, the collections of the City Museum were enriched throughout the 20th century and are highly diverse: works of art and applied arts, miscellaneous objects, historical evidence, documents, plans, models, archaeological collections, etc.
However, the wardrobe of Manneken-Pis is the main attraction of the museum.

As the collections were enriched, there were successive projects to develop them according to the interests of the times, with an emphasis sometimes on the archaeological and artistic character of the collections, sometimes on the development of town planning, or on different aspects of the intellectual, social and economic life of the City.

Today, the Museum of the City of Brussels has set itself the objective of going beyond the conventional aspect of presenting the city's history at the local level. The approach to the themes aims to reach a wide audience, Brussels inhabitants and beyond, and make often complex subjects accessible, following rigorous scientific treatment.

The presentation of the collections and the various projects of the Museum are accompanied by educational activities (treasure hunt for children and young people, guided tours and publications broken down into various collections). These tools help to bring the public closer to the collections of the City Museum, and develop a civic spirit which is conscious of Brussels' heritage and development.

Objectives of the action

- Ensure the conservation and restoration work and maintenance of the building.

Measures and modalities

Projects:

- Implementation of a scan of the building to create a 3D model. This work, which will give the exact dimensions and plans of the building, will be useful in various projects such as the restoration of the building, publications or even presentation to the public;
- Restoration of all façades and roofing. First stage - prepare a situational analysis to establish the restoration dossier;

- Implement the fire prevention and safety plan, including frequent reminders of general instructions and an annual fire drill.

Steering:
Historical Heritage Unit of the City of Brussels as the building manager, in charge of supervising its maintenance and restoration campaigns.

Partners:
- Museum of the City of Brussels as manager of the collections and the institution;
- Archives of the City of Brussels, as custodian of the archives and various other collections, and as the scientific team;
- The Brussels-Capital Region (AATL and DMS) as the authority issuing permits and subsidies for restoration, and monitoring the proper implementation of restoration sites;
- Various expert committees according to the planned projects.

Provisional timetable:
- in the short-term:
  - 2017-2018: restoration work on the building: restoration of the façades, exterior woodwork, roofs, sculpted decoration; Communication regarding these works to restore the faded glory of the façades
  - 2017: Increased reserve spaces.
- in the medium term:
  - 2019-2020: restoration and renovation of the museum's interior spaces, from the cellar to the attic. Increased accessibility of the Museum for persons with reduced mobility. New scenography and museography; more space dedicated to the Grand Place, its history and heritage.

Resources:
For the implementation of short-term and medium-term projects, financial assistance is provided by the City, the French Community and subsidies according to specific projects.
For major interior renovation works of the building and the renovation of the scenography, a competition with a budget request should be envisaged.
The Brussels-Capital Region covers 80% of all restoration work on the listed building.
Restoration work on all façades and roofs, estimated at €9,500,000.00.

Indicators
- Compliance with timetable;
- Completion of restoration work;
- Positive evaluation of the annual fire evacuation exercise.

Reminder of the projects carried out:
1998: cleaning of the façades of the main buildings facing the Grand Place;
2003: creation of new facilities for the public (toilets and reception).
2009: finalisation of the signing in 4 languages.
2011: implementation of a fire prevention and safety plan.

Strategic objective 2 **Conservation of heritage by ensuring its integrity and authenticity**

Specific objective 5	**Monitoring, conservation and maintenance of the listed site Grand Place**
Action Plan 15	Emergency planning of the Grand Place World Heritage Site and the buffer zone

Context of the action

Following UNESCO's request arising from the Periodic Reporting, Action Plan for Europe 2015 and the second protocol of the Hague Convention, preparatory measures should include the establishment of inventories, the planning of emergency measures to ensure the protection of property against the risks of fire and the collapse of buildings, the preparation for the removal of movable cultural property or the provision of adequate in situ protection of such property, and the designation of competent authorities responsible for safeguarding cultural property.

From a public security perspective, in October 2011 the City of Brussels set up a working group (translation) "Analysis of the risks associated with the use of public places when organising events likely to generate a risk for public security" to ensure preventive coordination of the disciplines involved in public security.

Objectives of the action

The objectives of the working group are to establish, as regards public safety, and over time according to priorities:

a. an "event" implementation plan for each public square, containing the maximum number of participants (depending on the type of event), the security plans for each discipline and any information useful for the proper management of security when organising events.

b. the multidisciplinary mechanism to be implemented in the event of an emergency situation.

c. the influence of a domino effect when several events are held simultaneously, in terms of mobility and the two previous points.

d. a special risk analysis will be carried out for the architectural grouping referred to as the "Sacred Block", a perimeter demarcated by the Rue des Fripiers, Rue de l'Evêque, Rue d'Arenberg, Rue de la Montagne and the Marché aux Herbes. This perimeter is unique as the width of the road does not allow the passage of emergency vehicles. At the request of the emergency services, the installation of additional hydrants to compensate for the lack of accessibility was planned during the redevelopment of the road. Evacuation needs to be organised as quickly as possible, to allow the

intervention of the rescue services, if necessary. A reflection on maintaining sun room awnings in the restaurant area should be considered.

The risk assessments carried out, the plans and proposed measures are presented to the civil security unit which is chaired by the Mayor for approval and are annexed to the City's General Emergency and Response Plan.

Measures and modalities

Projects:

- creation of an implementation plan for "events";
- multidisciplinary risk assessment for the Sacred Block;
- launch of a study for an evacuation alert system for the Sacred Block;

Steering:

The official in charge of emergency planning, under the direction of the City Secretary.

Partners:

The participants in the working group are representatives of the following disciplines:

1. Discipline 1: Fire and Urgent Medical Assistance Services
2. Discipline 2: Medical discipline including the Belgian Red Cross and the psychosocial assistance component
3. Discipline 3: Police
4. Discipline 4: City Logistics: Road Works and Town Planning Departments, as well as any useful logistical support (public transport companies, railways, food network operators, etc.) according to needs
5. Discipline 5: Communication
6. Discipline 6: Heritage: Town Planning Department, Historical Heritage Unit: Brussels-Capital Region - Directorate of Monuments and Sites, Bouclier Bleu (Blue Shield)

Timetable:

Continuous action: working group meetings several times a year.

Resources:

Staff resources: the official in charge of planning and a collaborator.
Budget of the City of Brussels.

Indicators:

- Number of meetings of the working group per year
- Number of risk assessments carried out in the UNESCO zone per year
- Number of plans and mechanisms proposed and approved for UNESCO zone per year

Reminder of the projects carried out:

- **1991**

In 1991, an alarm system was introduced in the Sacred Block. This installation consisted of several loudspeakers installed on the façades of the Sacred Block complex, where restaurants are located whose terraces encroach on the roadway. In the event of a disaster, the police or fire brigade could activate the broadcasting of the music from the film "The third man" which was the signal to restaurants and traders to clear the way for the fire services.
The technical aspects of this alarm were managed by the City's Sewerage Department, which was dissolved on 1 June 2010. The installation is no longer operational.

- **since 2012**

An intervention protocol for the Grand Place site and buffer zone has been established with the relevant departments (fire brigade, etc.).
Staff resources in the event of a disaster are identified in the City's General Emergency and Response Plan.
Training sessions on World Heritage were organised by the official in charge of emergency planning for museum guards;
Protocols were established for major buildings (see sheets 2.5.13 and 2.5.14):

- implementation of preventive measures against theft, damage, fire, water damage, and collapse, taking into account the cultural value of the property;
- identification of emergency backup premises, resources available or to be implemented;
- identification of the works to be protected as a priority.

A risk analysis was carried out for the architectural grouping referred to as the "Sacred Block", a perimeter demarcated by the Rue des Fripiers, Rue de l'Evêque, Rue d'Arenberg, Rue de la Montagne and the Marché aux Herbes. This perimeter is unique as the width of the road does not allow the passage of emergency vehicles. At the request of the emergency services, the installation of additional hydrants to compensate for the lack of accessibility was planned during the redevelopment of the road. Evacuation needs to be organised as quickly as possible, to allow the intervention of the rescue services, if necessary. A reflection on maintaining sun room awnings in the restaurant area is being studied.

- **2016**

A test of whether the standard vehicle size of the Emergency Services could pass through was carried out in the Sacred Block for the following roads: Rue Grétry, Rue de la Fourche, Rue des Bouchers, Petite rue des Bouchers, Rue du Marché aux Herbes, Rue de la Montagne, Rue des Dominicains and Impasse de la Fidélité.

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Strategic objective 2 **Conservation of heritage by ensuring its integrity and authenticity**

Specific objective 6	**Monitoring, conservation and maintenance of the buffer zone**
Action Plan 16	Listed buildings **a.** Restoration project of the Palais de la Bourse (Stock Exchange), a building belonging to the City of Brussels.

Context of the action:

Built at the same time as the major boulevards in the centre in 1873, the Brussels Stock Exchange is a neoclassical temple at the crossroads of two different urban typologies: the monumental neoclassical modifications of the 'Place de la Bourse' and the central boulevards and the streets with older routes surrounding the Grand Place.

In the repurposing project, the Stock Exchange is considered as a new link between the boulevards and the UNESCO perimeter, by the opening of its interior to the general public.

Since the digitisation of securities traded on the stock exchange thanks to the IT revolution, the central interior space of the Stock Exchange is no longer occupied by financial transactions, and needed a new purpose. The company Euronext left the premises for good at the end of June 2015.

The long-term lease was acquired by the City of Brussels at the end of 2011. The building aims to house a major centre for highlighting Belgian brewing culture, organised under a public-private partnership between the public authorities and the federation of Belgian brewers. The existing 'Bruxella 1238' archaeological site will be linked via the underground and both the route and roof will be completely renovated.

Objectives of the action:

- to valorise the value of the UNESCO buffer zone by creating a new dynamic in the heart of Brussels, by developing a new cultural, commercial and tourist hub based around Belgian beer, in the Stock Exchange building.
- to make a major part of Brussels' heritage accessible,
- to enhance the intrinsic heritage qualities of the building,
- to give the building a character of a covered public space,

Measures and modalities

Project:

- restoration and renovation of the Palais de la Bourse with the creation of a complex based on the brewing world, including: a Belgian Beer experience centre, but also a brewery, restaurant, sky bar, seminar centre, interior gallery (nave) housing indoor exhibitions, businesses related to the brewing world and an archaeological site.

Steering:
The Land Management Unit of the City of Brussels.

Partners:

Provisional timetable: to be updated
2016 -2017: Phase 2: Award of planning and environmental permits, drawing up of specifications for implementation. The multidisciplinary team in charge of the repurposing of the Stock Exchange will submit the necessary permits for the building, which is planned for the end of 2015, with award of the permit by August 2016.
One or more specifications will be drawn up for the execution of the works and interactive exhibitions, as well as the scenography and interior design. The award procedure for these specifications was scheduled for April 2017.
2018-2020: Phase 3: Realisation of the works and scenography.
The purchase order for the works was scheduled for late August 2017, and an initial estimate of the duration of the works is 370 working days, or 620 calendar days.
2018: Phase 4: Selection of the management team
At the same time as the works, a call for a building management team will be launched. The precise qualities and profiles required have yet to be identified.
2018 – 2020: Phase 5: Planning of events and active launch of the communication before the opening of the complex.
With the identified management team, the planning for the first 5 years will be signed off.
2020: Phase 6: Opening of the 'experience centre' and the 'Beer Palace'

Resources:
Budget: €25m for works
City of Brussels = €5m
ERDF: €7.3m
Beliris: €5m
Brewers =€5m
Region = €5m
Monuments & Sites of the Bxl-Capital Region = 80% of the restored sections

Indicators:
- project status
- Number of visitors to the Stock Exchange
- Number of visitors to the archaeological site

Reminder of the projects already carried out:
2012- 2015: Phase 1: Design of the architectural project and scenography for the beer experience centre
After a series of technical working committees, with the Head Architect and the Directorate of Monuments and Sites, among others, between 2012 and June 2014, the type and procedure for the

public contracts was selected and a set of service specifications for the design of the architectural and scenographic project was drafted and adopted by the College on 07/07/2014. An important historical study carried out by the Historical Heritage Unit was drawn up and is one of the foundations of the design study specifications.

The contract was awarded in June 2015 and the purchase order could be launched in September 2015.

The joint venture 'Robbrecht & Daem - Banneton Garrino-Popoff' presented a draft project which was approved by the College on 14 April 2016.

The submission of the single permit is planned for November 2016.

Strategic objective 2 **Conservation of heritage by ensuring its integrity and authenticity**

Specific objective 6	**Monitoring, conservation and maintenance of the buffer zone**
Action Plan 16	Listed buildings **b.** Restoration project of the houses located on Rue de la Tête d'Or no. 1 and 5

Context of the action:
Two listed houses situated on Rue de la Tête d'Or no. 1 and 5 belonging to the City of Brussels.

Objectives of the action:
- Conservation and valorisation of the listed heritage belonging to the City of Brussels in the buffer zone

Measures and modalities
Project:
- restoration of the houses situated on Rue de la Tête d'Or n^{os} 1 and 5

Steering:
The Land Management Unit of the City of Brussels.
Town Planning Department - Historical Heritage Unit

Partners:
Brussels-Capital Region - Directorate of Monuments and Sites

Provisional timetable:

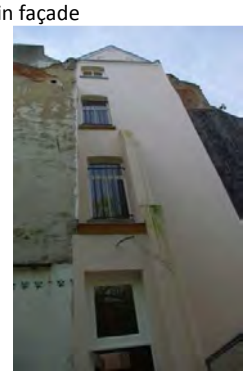
Resources:
Budget: Land Management Unit of the City of Brussels.
Restoration estimated at €250,000.00

Indicators:
-

Reminder of the projects already carried out:
The City of Brussels owns the listed house located at Rue Marché aux Herbes n° 64. The restoration was completed in 2010. The house is occupied by the 'Théâtre Royal de Toone'.
The cost of the work amounts to €500,000.

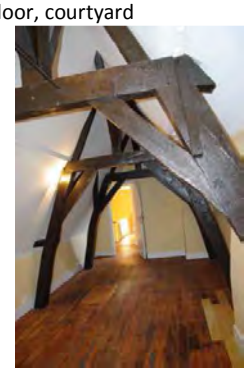
Photographs before the work in 2006 and after in 2010:

Main façade



Rear façade

Ground floor, courtyard



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Strategic objective 2 **Conservation of heritage by ensuring its integrity and authenticity**

Specific objective 6	**Monitoring, conservation and maintenance of the buffer zone**
Action Plan 17	Unlisted buildings

Context of the action:

The Land Management Unit of the City of Brussels.
The Land Management Unit manages the administrative and technical aspects of the properties owned by the Ministry of the Brussels-Capital Region. They own 5 buildings in the buffer zone, see attached plan.
Three houses located in the Impasse du Schuddeveld have recently been acquired **(1)**. These will be part of the extension project for the Théâtre Toone. The renovation of these three small houses will contribute to the preservation of buildings dating from the 17th century.

Belonging to the City of Brussels and its Land Management Unit.
The Land Management Unit of the City of Brussels owns around twenty properties within the UNESCO zone. It manages 25 apartments, a dozen commercial premises, including coveted hotels and restaurants and offices, the Salle de fêtes de la Madeleine, as well as 3 high-end properties sold on a long-term lease: the Stock Exchange, Hotel Amigo and the Ecuyer car park, see attached plan.

Determined to preserve and maintain its heritage, the Land Management Unit studies the possibilities of regenerating locations that need it, to offer better comfort to their users and allow the injection of new housing on the rental market, in this same zone.

Within the UNESCO perimeter, the buildings located on Rue des Bouchers, Rue des Dominicains and Petite rue des Bouchers are neglected by their owners, who are only interested in commercial profitability.
The Land Management Unit owns the property located at Rue de Bouchers n° 21 **(3).**
The buildings located in the Impasse Schuddeveld are completely empty **(2).** It is a block of three two-storey buildings connected by former courtyards which are currently covered.

The buildings are not listed or included on the safeguard list. However, they are old buildings dating from the late 17th - early 18th century, with later interventions.

Aerial view of Block 6

Objectives of the action:

- Renovation of the buildings owned by the public authorities by defining the quality of interventions in the buffer zone.
- Establishment of a portfolio as an example for other owners in the zone.

Measures and modalities

Project 1: Renovation of the three houses situated on the Impasse du Schuddeveld (Land Management Unit of the City of Brussels);
Project 2: Renovation of the block of buildings situated inside blocks which are accessible via Impasse du Schuddeveld (City of Brussels).
Project 3: Renovation of a building located at the corner of Rue des bouchers (n° 21) and Impasse du Schuddeveld (Land Management Unit of the City of Brussels)

Steering:
Project 1: Beliris and the Land Management Unit;
Project 2: City of Brussels: Historical Heritage Unit
Project 3: The Land Management Unit of the City of Brussels

Partners:
Project 1: City of Brussels;
Project 3: Town Planning Department of the City of Brussels.

Provisional timetable:
Project 1: Urban planning permit issued in 2015. Work planned for the end of 2016-2017.
Project 2: Urban planning permit to be submitted in 2017. Work planned for 2018-2020.
Project 3: Urban planning permit to be submitted in 2017. Work planned for 2018.

Resources:
Budget:
Project 1: Budget of the Brussels-Capital Region. Works estimated at €1,000,000;
Project 2: Budget of the Town Planning Department of the City of Brussels. Estimate of the work €580,000.
Project 3: Budget of the Land Management Unit of the City of Brussels. Estimate of the work ~€800,000.00.

Indicators:

- Number of renovations of houses completed.

Reminder of the projects already carried out:

Strategic objective 2 **Conservation of heritage by ensuring its integrity and authenticity**

Specific objective 6	**Monitoring, conservation and maintenance of the buffer zone**
Action Plan 18	Common strategies for listed and unlisted buildings **a.** Realisation of the reference state of listed properties in the UNESCO zone

Context of the action

Introduction

The "reference states" are multidisciplinary studies of protected buildings, aimed at collecting reference documentation on the morphology of a property, its physical evolution, its heritage-related importance and its state of conservation. These studies combine a historical study, an analytical description of the property, a survey, a complete photographic report, and a description of any pathologies (identification of degradations and proposals for solutions to remedy them). The aim is to supplement and update the documentation already compiled as part of the protection campaigns, which are necessary for the heritage management of the property.

The present sheet is devoted to the reference states of the heritage sites of the 'Ancien Régime' included in the UNESCO perimeter around the Grand Place, a mission in progress, which at its current stage is conducted almost exclusively in this zone.

The content of the reference states

1- Status of the dossiers

This section presents the status of the DMS documentation in order to highlight the investigations already carried out on the property. The aim is to avoid having to repeat research that already exists.

2- Historical studies

This section attempts to shed light on the physical evolution of the property by studying old archival documents: building permits, plot plans, postcards, photographs, publications, drawings, engravings, etc. The documentation collected is exhaustively reproduced and analysed in detail.

3 - **Analysis and description after site visit**

This section provides an analytical description of the property, accompanied by a photo report. The building is analysed from an archaeologist's perspective (it is not an archaeological study per se, as there are no surveys or other destructive investigations). The aim is to identify the various elements that make up the property, assess their heritage value, and try to determine their chronology in order to better understand the physical history of the property.

4 - Sanitary status

The various pathologies of the building are described in the form of sheets, in order of priority to be remedied. Solutions for restoration or maintenance work are proposed.

5 - Surveys

Plans of each level and sections are drawn up. These plans make it possible to understand how the spaces are distributed. They also make it possible to situate the photographs of the report precisely

(the angles of the shots and the numbers of the shots are shown). Coloured plans also situate the different construction periods revealed by the study.

6 - Photographic report

Photographs systematically illustrate:

- the decor covered by the listing;
- all the elements that can be photographed satisfactorily (doors, chimneys, framework, ceilings, staircases, etc.);
- general views of each room;
- degraded sections or areas whose state of conservation deserves to be documented.

Objectives of the action

The aim is to provide a tool to optimise the management of the protected properties. The reference states facilitate the processing of single permit applications and can even serve as historical studies prior to restoration. Knowledge of the state of the properties also makes it possible to highlight those at risk, in order to define the priorities for intervention. This also makes it possible to objectivise the prosecution of possible violations. The reference states also provide an opportunity to reassess the protections granted in the past, in order to identify readjustments that may be appropriate. As the reference states are also sent to owners, they help raise awareness among the latter of the heritage quality of their building. They also recommend to owners the various essential maintenance and restoration works, setting out the priorities. The reference states also increase the documentation available to support awareness-raising operations and publications. As such, they will clearly play an important role when it comes to updating the heritage inventory of the city.

The protected buildings in the UNESCO Zone

Countries have undertaken to take all appropriate measures to protect the monuments inscribed on the World Heritage List. Managing the heritage of the Grand Place and its buffer zone is therefore the subject of more resources, in order to strive for excellence. This is why the reference states focus primarily on the listed buildings in this zone. Exemplary management of these buildings could perhaps spill over in the future, not only on the management of the unlisted buildings in the zone, but also on the management of all the protected buildings in the Region.

Giving priority to drawing up reference states in the zone is also justified by the vulnerability of its heritage, which is essentially made up of houses for which only the ground floor shops have a purpose, while upper floors remain unoccupied far too often. This familiar situation has the effect of multiplying maintenance-related deficiencies and related degradations.

The protected buildings in the zone primarily consist of traditional-style houses, presumably from the 'Ancien Régime', and subsequently modified to varying degrees. There are 178 of these houses in the zone. These houses are subject to a reference state as a priority. The other protected buildings - primarily 16 modern houses and investment buildings (19th and 20th centuries), 7 churches and public buildings, and 2 shopping galleries - will not be considered in the first instance.

Progression of the mission

Since 2010, the Directorate of Monuments and Sites has been conducting various experimental reference states. The aim was to define a working method to be able to draw up specifications and

write a methodology, and subsequently entrust the mission to external service providers via a public contract.

Part of these reference states conducted by the Directorate of Monuments and Sites related to buildings located outside the zone (specifically 5 buildings on Rue de l'Etuve and two buildings from 1900). The reference states carried out in the zone documented ten buildings, namely Rue de Tabora 5, Rue du Marché aux Herbes 16, 18 and 24, Rue de la Madeleine 29 and 31, Rue au Beurre 29, 39 and 41, Rue Chair et Pain 3.

Following these experiments, a public contract was launched and then awarded to a joint venture of three heritage actors in December 2014: the non-profit 'Association pour l'Etude du Bâti' - Royal Museums for Art and History - Nicolas Gyömörey architecte. The mission, which involves completing 24 reference states in the zone, was to be extended until June 2016.

At the time of writing of the present sheet (January 2016), this public contract has already made it possible to document a dozen buildings: Impasse des Cadeaux 3, Impasse Saint-Nicolas 1, Rue du Marché aux Herbes 30, 44, 74 and 89, Rue des Eperonniers 53, 55, 57 and 59, Rue de la Coline 9 and 11, Rue des Chapeliers 18 and 20, Rue des Bouchers 7 and 9, Rue au Beurre 33.

The buildings chosen are primarily those affected by works in the short or medium term. As such, the studies are immediately useful in preparing interventions. Each reference state is also carefully reviewed by the Directorate of Monuments and Sites, and the results are validated before being distributed to the architects and owners concerned.

Measures and modalities:

Project:
- Realisation of the reference state of protected properties in the UNESCO zone

Steering:
Works Unit of the Directorate of Monuments and Sites of the Brussels-Capital Region.

Provisional timetable:
The number of buildings to be studied is not entirely predictable. There are potentially 178 buildings, but there is no obligation for owners to let the researchers enter their properties. As such, the number of buildings that can actually be treated, and therefore the duration of the mission, remain unknown.
As things stand at present, the specifications allow for the possible renewal of the contract for 24 additional studies, i.e. until the end of 2017.

Resources:
The contract was awarded for an amount of €111,410.75 incl. VAT for 24 reference states.

Indicators
- number of reference states produced per year.

Reminder of the projects carried out:

Listing of reference states of protected properties in the UNESCO zone already completed:

- Impasse des Cadeaux 3
- Impasse Saint-Nicolas 1
- Rue au Beurre 29, 33, 39 and 41
- Rue des Bouchers 7 and 9
- Rue Chair et Pain 3
- Rue des Chapeliers 18-20
- Rue de la Coline 9 and 11
- Rue des Eperonniers 53, 55, 57 and 59
- Rue de la Madeleine 29 and 31
- Rue du Marché aux Herbes 16, 18, 24, 30, 44, 74 and 89
- Rue de Tabora 5

Strategic objective 2 **Conservation of heritage by ensuring its integrity and authenticity**

Specific objective 6	**Monitoring, conservation and maintenance of the buffer zone**
Action Plan 18	Common strategies for listed and unlisted buildings **b.** Follow-up of town planning permits submitted to the City of Brussels

Context of the action

The Authorisations section of the Town Planning Department handles all applications for town planning permits throughout the City (approximately 1500, all applications combined, each year).
In a more targeted manner, the section processes around 50 applications for town planning permits (all permit applications combined) per year in the UNESCO zone.

The UNESCO perimeter contains a large number of listed and unlisted properties, some of which include small-scale heritage elements.

By way of derogation, the permit is issued by the delegated official in the following cases:

1° when requested by a public body designated by the Government, and provided that the acts and works are directly related to the performance of its missions;

2° when it concerns acts and works of public interest determined by the Government;

3° when it concerns acts and works located in a perimeter intended to

receive a project of regional interest, within a specified leverage zone indicated in

the regional development plan, or an area of regional interest indicated in the regional land use plan, perimeter and project as decided by the Government, after consultation with the municipalities concerned;

4° when it concerns a property which is completely or partly inscribed on the safeguard list, or listed, or in the process of being inscribed or listed, whether or not the acts and works concern the parts of that property inscribed on the safeguard list or which are listed, or which are the subject of an inscription or listing procedure;

5° when it concerns an unused business site listed in the inventory of unused business sites.

6° when it concerns acts and works concerning a specific project, situated on the territory of more than one municipality and within a perimeter determined by the Government after consulting the municipalities concerned.

7° where it concerns acts and works constituting a project which is subject to a prior impact assessment within the meaning of Article 127.

However, the City organises public inquiries and/or consultation committees for these planning permit applications, and issues an opinion from the College.
In the case of a listed property, the opinion of the College Of Mayor and Aldermen is in conformity as regards repurposing.

As regards planning information, this is issued by the town planning information unit, linked to the Development Planning and Strategies section;
As regards the follow-up of preliminary projects, this is carried out by the authorisations section with the assistance of the heritage and control units and the UNESCO coordinator.
As regards the processing and follow-up of town planning permits, the authorisations section manages these.

Objectives of the action

1. **to have a comprehensive overview:**
   to centralise planning permit applications and planning information relating to the UNESCO zone, within a single team.
   The objective to be achieved is to ensure compliance with the regulations in force in this zone, to raise awareness of heritage among owners and tenants, to recreate separate accesses to upper floors, and to reuse the upper floors as housing.

2. **to have a better knowledge of the situation and the regulations:**
   With the aim of providing the public and professionals with staff who fully understand the regulations and who can guide and advise them in this specific context.

Measures and modalities

Projects:

- Follow-up of town planning permit applications submitted to the City of Brussels.

Steering:
City of Brussels: authorisations section.

Partners:

Provisional timetable:
Continuous actions.

Resources:

- Staff: 2 officials and 1 expert
  3 officials to follow up these planning permit applications, one of whom centralises information, participates in the various meetings and draws up and updates the list of planning permit applications;

- Budget: Ordinary budget of the City of Brussels

Indicators:

- number of town planning permit applications processed per year.

Reminder of the projects carried out:

Number of town planning permit applications per year:	2009	2010	2011	2012	2013	2014	2015	**Total**
Planning Permits - (PU in French)	17	15	36	26	31	46	21	**192**
Single permit (Brussels-Capital Region) - (PFU in French)	14	9	19	15	16	14	5	**92**
Sign Permits - (PE in French)	9	3	37	12	15	5	15	**96**
Total	**40**	**27**	**92**	**53**	**62**	**65**	**41**	**380**

Total (2009-2015)		
	PU	**192**
	PFU	**92**
	PE	**96**

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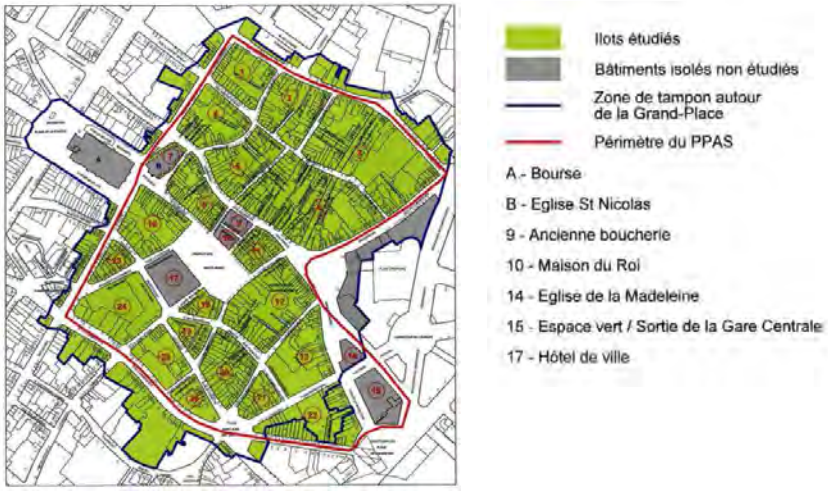
Strategic objective 2 **Conservation of heritage by ensuring its integrity and authenticity**	
Specific objective 6	**Monitoring, conservation and maintenance of the buffer zone**
Action Plan 18	Common strategies for listed and unlisted buildings **c.** Monitoring and follow-up of unlisted buildings

Context of the action:

When the Grand Place was inscribed on the UNESCO World Heritage List in 1998, a protection zone was established around the square, called the "Buffer Zone". With a view to conserving and enhancing this zone, it is the subject of particular attention on the part of municipal and regional specialists grouped within a UNESCO committee.

Study of the evolution of the buildings in the 'Sacred Block'

In order to have a better understanding of this zone, a comprehensive historical study was necessary. This study was carried out by the Historical Heritage Unit for four years from 2003 to 2007.
Its aim was to understand the evolution of the buildings within the blocks bordering the Grand Place. This zone includes a group of 21 blocks that reflect, through their architecture, changing architectural tastes. Studying the evolution of the buildings within these blocks makes it possible to highlight, based on chronological plans, the continuation of older elements which it would be wise to conserve.

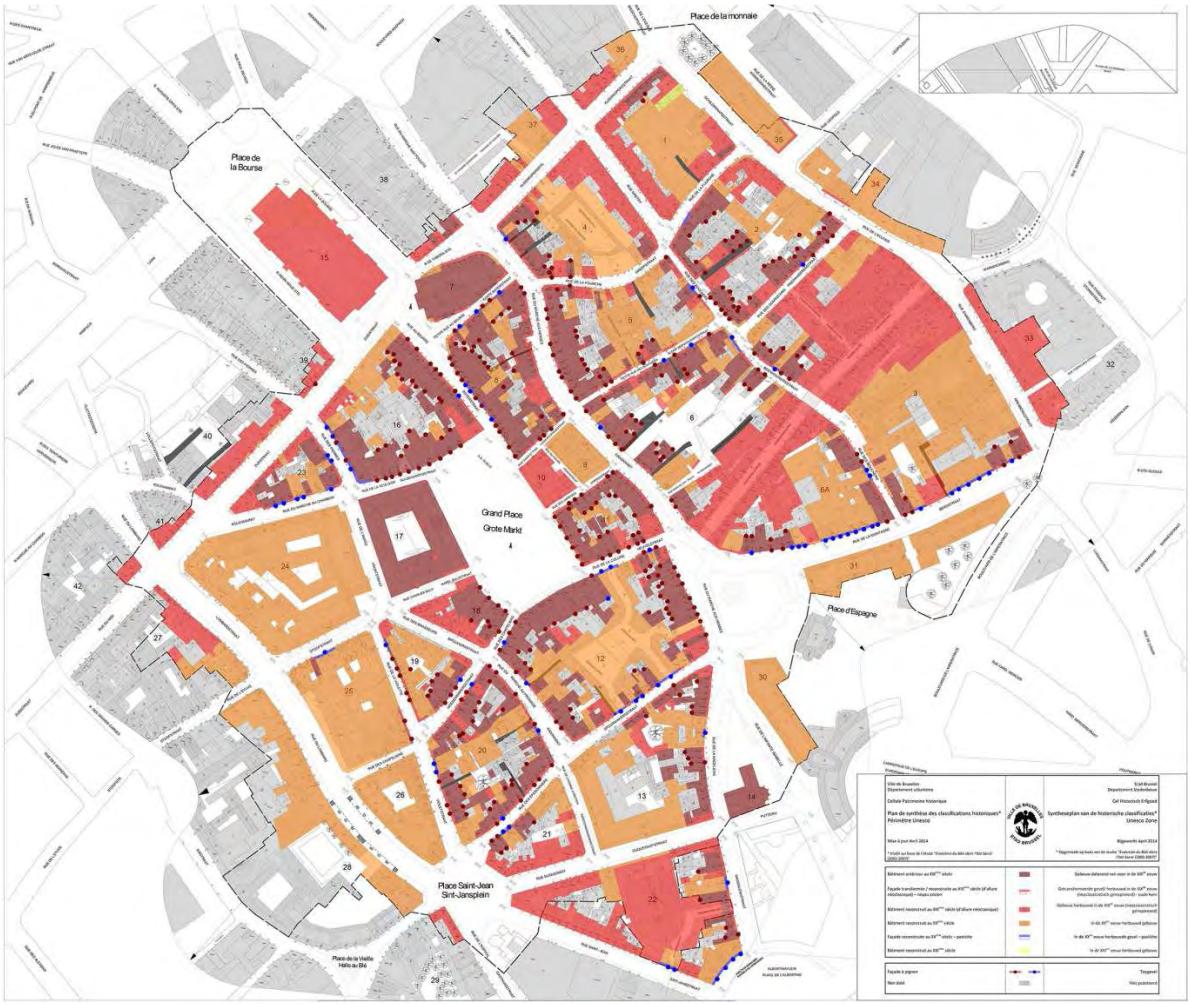


This study was carried out on the basis of archival documents consulted at the Archives of the City of Brussels. The consultation of these documents focused on the 'Public Works funds' as well as on certain older plans, which made it possible to draw up an inventory of the various applications to transform each house.

The cross-referencing of information from the various archival sources, and site and building visits, made it possible to better identify the different periods of construction of the buildings and the different types of establishment in each block.

This historical and town planning-related study was carried out block by block, and systematically shows each house to allow a detailed understanding of its integration within the fabric of the city and within its block. Thanks to a stylistic analysis of the various elements visible on the façade, and an inventory of the transformations made to the building, an analysis of the built volumes as well as the transformations made with regard to the occupation of each plot were carried out.

A synthesis plan containing the main phases of construction of the buildings in the 'Sacred Block' was drawn up. Three phases of construction were clearly defined: reconstruction after the bombardment of 1695, the 19th century and the 20th century.



Synthesis plan of historical listings. UNESCO perimeter.
© City of Brussels - Historical Heritage Unit.

In addition, this study may also be used as a management tool by the departments of the City to guide the owners of houses in the city centre. In the event of an application to carry out transformations, the study makes it possible to guide the choices regarding the conservation, or not, of important heritage elements.

In addition to the study, during each visit to the buildings, a situational analysis and diagnosis needs to be carried out: photographic report, building condition sheet, etc. In the case of listed buildings, a reference state will be created by the Directorate of Monuments and Sites of the Brussels-Capital Region (see sheet 2.6.18a).

Objectives of the action:

- a better understanding of the state of conservation of the existing buildings;
- a better understanding of the construction system of the buildings to meet energy challenges, while ensuring proper heritage conservation;
- careful monitoring of projects: guidance and advice to applicants before permits are submitted;
- the sharing of recommendations adopted within the UNESCO perimeter;

Measures and modalities

Projects:

1. Establishment of building condition sheets and diagnosis for each building visited;
2. Study on the energy performance of the buildings in the UNESCO perimeter.

Steering:

City of Brussels - Historical Heritage Unit

Partners:

1. City of Brussels: Development Planning and Strategies Unit, Authorisations, Control, and Legal Units, Coordinator of the UNESCO zone
   Brussels-Capital Region: Directorate of Monuments and Sites, Royal Commission for Monuments and Sites.
2. European Partnership: City of Brussels: Eco-Advice Unit, University of Coimbra, Portugal

Provisional timetable:

1. Continuous action.
2. Implementation of the 2017 partnership

Resources:

1. Budget: City of Brussels
2. Budget: European Funds

Indicators:

- Number of visits to buildings per year;
- Number of building condition sheets produced per year;
- Number of opinions on town planning permit applications per year.

Reminder of the projects already carried out:

Distribution of the ***Study of the evolution of the buildings in the Sacred Block*** to the various stakeholders in the zone. Data encoding in the GIS system of the City of Brussels, 2016 (see sheet 1.1.1d)

Distribution of adopted Recommendations:

- architectural and town planning recommendations:
    - for architectural projects in the historic centre, 1997;
    - relating to the allocation of buildings for cultural purposes, 1999;
    - relating to the examination of applications for planning permission to fit out studios and student rooms, 2000.
- recommendations for buildings located on Rue Henri Maus / Rue des Pierres, 2004;
- recommendations concerning the site Rue des Dominicains / Rue de l'Ecuyer / Impasse de la Fidélité, 2007;
- architectural and town planning recommendations for commercial developments within the UNESCO perimeter, 7 July 2011.

Strategic objective 2 **Conservation of heritage by ensuring its integrity and authenticity**

Specific objective 6	**Monitoring, conservation and maintenance of the buffer zone**
Action Plan 18	Common strategies for listed and unlisted buildings **d.** Systematic archaeological research of buildings

Context of the action:
The archaeology of buildings is based on the same approach as archaeological excavations: graphic surveys, analysis of horizontal or vertical stratifications (e.g., the superposition of plaster), analysis of the transformations (new bays, blocked passageways, etc.), calculation of the chronology of transformations made to the building; dating of certain materials used in construction (wooden beams, bricks, etc.).

The Archaeological Heritage Department of the Directorate of Monuments and Sites of the Brussels-Capital Region has been developing documentation work on the soil and building archaeology for several years.

The Brussels Spatial Planning Code provides for the realisation of studies of the archaeology of buildings, as soon as a town planning permit is submitted (Art. 245). Time frames are established to carry out the study before the permit is implemented.
A systematic archaeological research of the buildings within the UNESCO perimeter is envisaged by the Archaeological Heritage Department of the Directorate of Monuments and Sites of the Brussels-Capital Region.

Objectives of the action:
- a better understanding of the materials and construction systems of buildings

Measures and modalities

Projects:
- Systematic research of the archaeology of the buildings

Steering:
Brussels-Capital Region: Directorate of Monuments and Sites, Archaeological Heritage Department

Partners:
City of Brussels - Historical Heritage Unit

Provisional timetable:
Continuous action.

Resources:
Budget of the Brussels-Capital Region for the archaeology of buildings.

Indicators:

- Number of studies carried out per year;

Reminder of the projects already carried out

Listing of studies of the archaeology of buildings carried out in the UNESCO zone:

- Rue des Pierres n^{os} 18-20, 32, 34 and 36

9. Strategic objective 3: Development of a functional blend, shops and housing in particular

Strategic objective 3 **Development of a functional blend, shops and housing in particular**

Specific objective 7	**Promotion of housing and repurposing of derelict sites**	
Action Plans	**19.** Regeneration of empty floors above shops	129
	20. Regeneration of derelict buildings and land	135

Specific objective 8	**Promote the establishment of diversified and high-quality shops**	
Action Plans	**21.** Diversify the commercial establishments	
	a. Attracting high-quality shops to vacant premises	141
	b. Display information stickers in vacant premises to attract attention, and display stickers announcing the opening of new shops	143
	22. Improve the quality of the cafes and restaurants offering, and food services in general	
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Strategic objective 3 **Development of a functional blend, shops and housing in particular**

Specific objective 7	**Promotion of housing and repurposing of derelict sites**
Action Plan 19	Regeneration of empty floors above shops

Context of the action

The exodus of Brussels residents to the periphery in the 1970s and 1980s had negative effects on the city, including the emptying of the floors above shops of their tenants. This phenomenon was exacerbated by changes in commercial structures. The abandonment of upper floors, which in some cases continued for decades, also resulted in the deterioration of buildings, insalubrity (water damage, dry rot, etc.) and the irreversible loss of heritage elements.

Since 2001, the City has been campaigning to have these units reoccupied, and to diversify the solutions proposed to rights holders (owners, managers, tenants).
The perimeter surrounding the Grand Place is particularly blighted by the problem of vacant upper floors, due in particular to strong tourist and commercial pressure (high rental value of the commercial ground floor, to the detriment of upper floors) and the narrow medieval plots which are characteristic of the district.

Objectives of the action

The regeneration of empty floors above shops is intended to:
- increase the housing stock and promote the development of diversified housing on the market: social, conventional, private (urban mix);
- fight against deterioration and insalubrity, ensure security (of the property and its surroundings) and social control;
- preserve and enhance the architectural heritage, improve the image;
- increase the quality of the living environment, ensure the vibrancy of the district and its attractiveness.

Measures and modalities

Projects:

- **proactive steps among the various stakeholders**

The regeneration strategy is primarily based on negotiation and persuasion; incentive letters and general information are sent out, an inventory is kept up to date and data is mapped. Contacts are made with all stakeholders - shopkeepers, owners, investors, estate agents; visits to the properties are organised, which makes it possible to have an overview of the condition of the buildings and their heritage value, and makes the owner aware of the necessary work.

- **Awareness-raising activities**

Events, meetings, leaflets and other media are organised to raise awareness among owners and stakeholders:

- in 2003, a study day was organised (120 participants) and a leaflet was produced (see sheet 5.14.38);
- in 2004, a seminar for commercial chains was organised;
- in 2009, active participation of the City in preparing and organising the Atrium symposium, preparation of reports illustrating examples of good practice;
- organisation of press conferences, on the basis of assessments.

- **Fostering partnerships, particularly with social organisations**

Owners are put in contact with potential operators (see sheet 1.3.11b) - private investors, but above all social organisations (social real estate agencies, Project X, etc.) while targeting the most appropriate partnership - whether or not the investment is taken up, duration of the lease, etc. In addition, regular contacts are made with social organisations by providing them with addresses of buildings that may be taken in management.

- **Resolve the problem of creating separate accesses**

In the UNESCO Municipal Zoned Town Planning Regulations (RCUZ) (see sheet 1.2.8), Article 10 stipulates, in the event of conversion to commercial use, the obligation to create a separate access (except in façades > 4.50m and commercial areas > 30m²). Existing separate accesses must also be maintained. The analysis is done on a case-by-case basis, as part of permit applications or preliminary projects.
In 2010, the City introduced a municipal bonus for the creation of separate access to housing units, as a financial incentive for this type of intervention. The bonus covers a percentage of the cost for the work, with a fixed limit.

- **Realisation of architectural and financial feasibility studies and sketches**

For narrow buildings, access can be recreated to reach the upper floors of 2 or more adjoining buildings. With a view to encouraging this type of intervention, proposing concrete solutions and convincing the owners, sketches or studies are produced.

- **Incorporate coercive tools**

Coercive tools are continually analysed and used to help resolve the most problematic abandoned upper floors: where applicable, levying of the tax on abandoned premises, the application of injunctions, combating violations, drafting unilateral commitments, etc.

Steering:
Town Planning Department: Development Planning and Strategies Unit

Partners:
City of Brussels:

· Town Planning Department: Planning and Authorisations Sections, Historical Heritage Unit (monitoring of preliminary projects and permits), Control Unit (lever for violations), Legal Unit (coercive actions)
· Department of Finance (tax on abandoned premises)

· Department of Commerce

Brussels-Capital Region:

· Directorate of Monuments and Sites (preliminary projects and permits, protected buildings or buildings with heritage value)
· Atrium: field surveys, relay centres and information for traders

Provisional timetable:
Continuous action

Resources:
Staff resources: 1 FTE 150 days per year
Public financial resources: municipal bonuses (2016 budget: €30,000; this budget is reviewed every year).

Indicators:
Number of dwellings regenerated and in the process of being regenerated per year
Number of accesses recreated per year

Reminder of the projects carried out:
The action carried out from 2001 to March 2012 led to the regeneration, within the UNESCO perimeter, of the upper floors of 93 commercial buildings (around 217 housing units). A new survey shows that between 2013 and 2015, 78 buildings were regenerated (around 170 housing units).

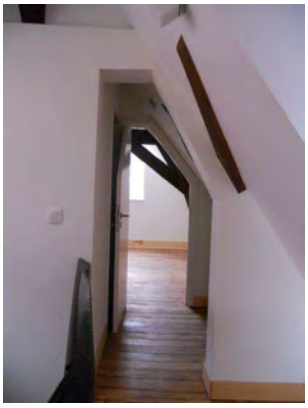
Examples of housing regeneration in vacant upper floors:

Rue au Beurre 25-27, 2002
- On request of the City (following planning permit condition)
- Regeneration by the commercial operator, via renovation lease
- Recreation of a separate access
- 1 apartment converted into a duplex

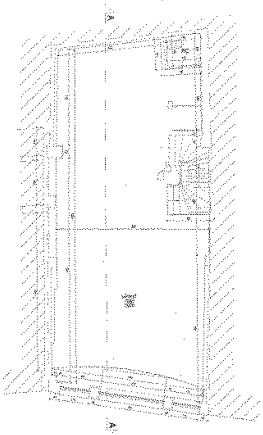
Rue du Midi 26-28, 2006
- **Grouping of two small buildings**
- **Creation of a separate shared access**
- **3 fitted housing units**
- **Preservation of the main heritage elements (19th century building)**

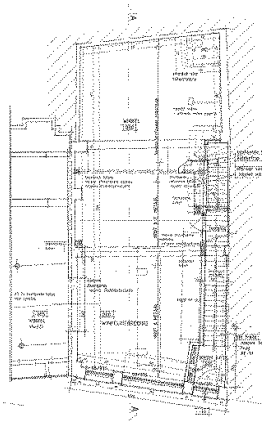
Marché aux Herbes 42, 2009
Regeneration of 4 housing units in a listed building (main building + rear house)
Recommissioning of the separate access.

Before (2004)

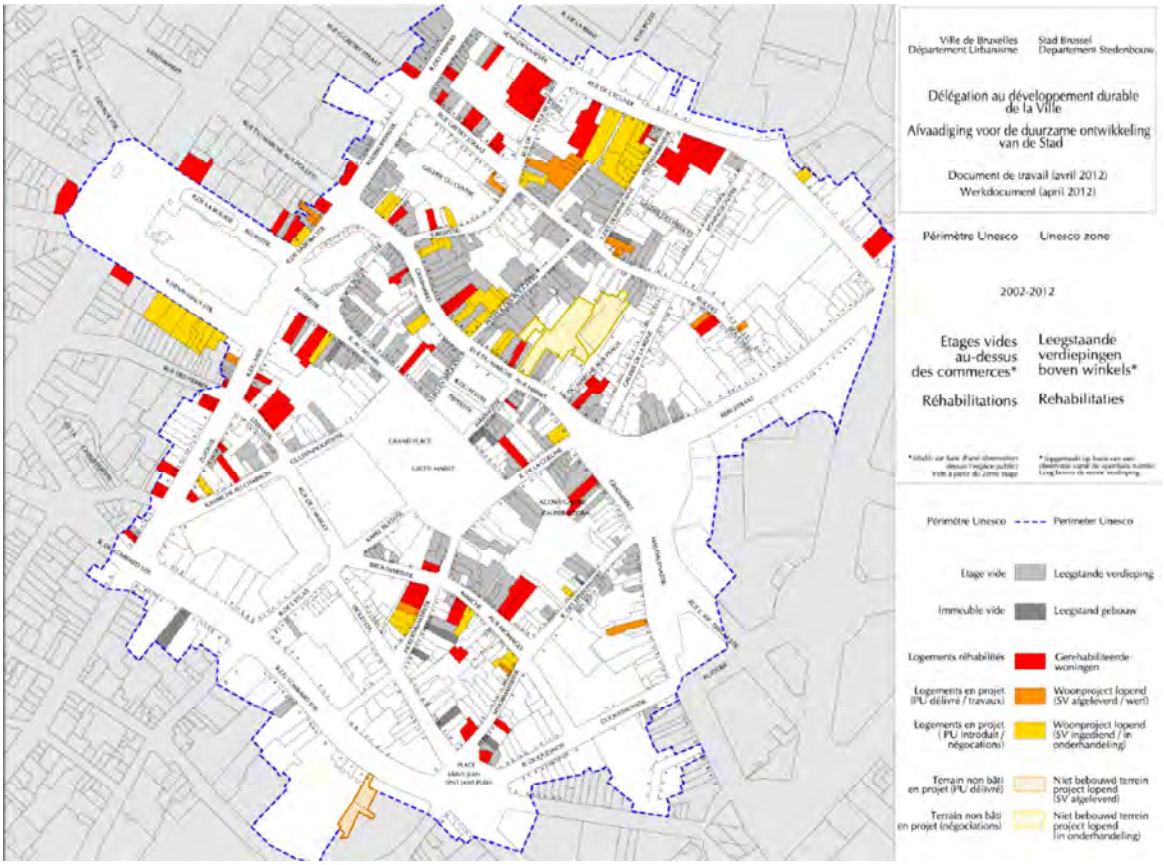

After (2011)

Marché aux Herbes 37, 2014
Recreation of a separate access


Existing condition


Projected condition

2014



City of Brussels
Town Planning Department

City Sustainable Development Delegation
Working document (April 2012)

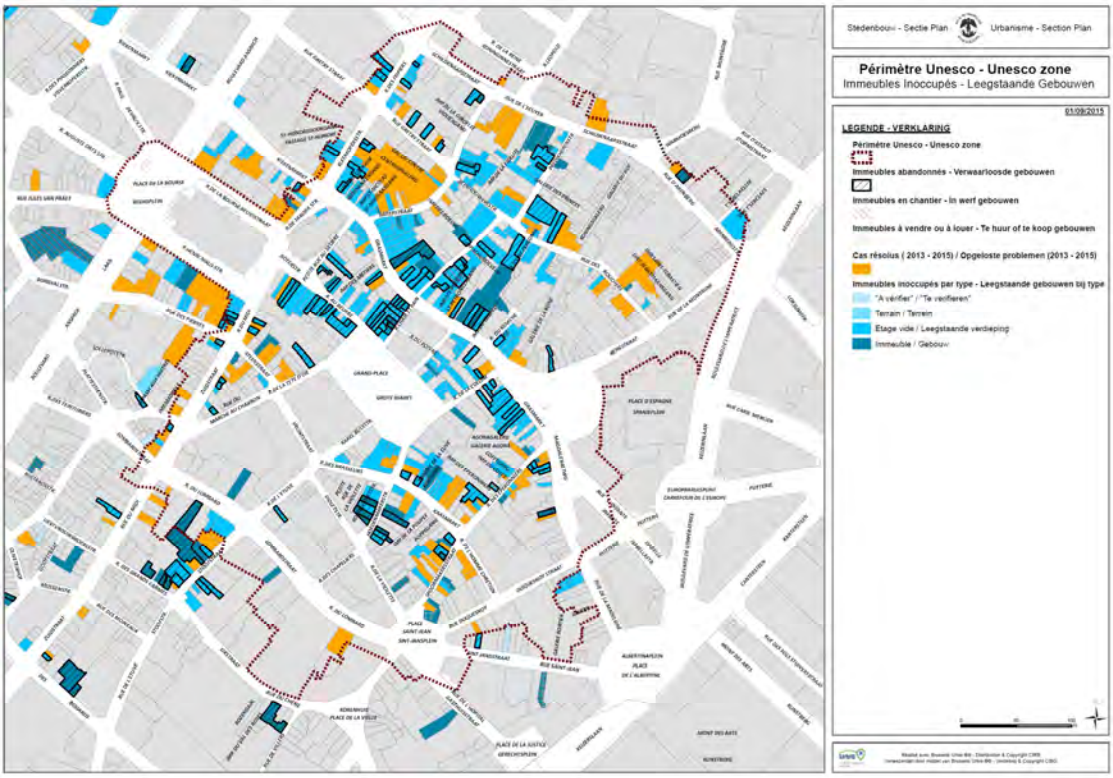
UNESCO perimeter
Empty floors above shops*

Regenerations

*(based on observation from the public space)

Empty from the 2nd floor up
UNESCO perimeter
Empty floor
Empty building
Regenerated housing units
Regenerated housing units
Housing projects (planning permit issued / works)
Housing projects (planning permit submitted / negotiations)
Undeveloped land in project (planning permit issued)
Undeveloped land in project (negotiations)

2012 © City Sustainable Development Delegation



Town Planning - Planning Section

UNESCO perimeter
Unoccupied Buildings

Legend
UNESCO perimeter
Derelict buildings
Buildings under construction
Buildings for sale or rent
Cases resolved (2013 - 2015)

Unoccupied Buildings by type
"To be checked"
Land
Empty floor
Building

2015 © Town Planning Department, Development Planning and Strategies Unit

Strategic objective 3 **Development of a functional blend, shops and housing in particular**

Specific objective 7	**Promotion of housing and repurposing of derelict sites**
Action Plan 20	Regeneration of derelict buildings and land

Context of the action

Throughout the perimeter, the Grand Place area has a significant concentration of derelict and insalubrious buildings. However, the persistent dereliction and deterioration of certain sites degrades their urban environment and undermines heritage preservation, the functional mix, and economic and commercial dynamism.

To combat this abandonment of property, various incentivising and coercive actions are undertaken.

Solving this problem was entrusted to the Interdepartmental coordination to combat wasteland in the City of Brussels which, at the initiative of the City Development Delegation, brought together the various departments responsible for this matter between January 1999 and 2006, in order to determine the most appropriate measures to be applied. Since 2015, this coordination has been in the form of an IT tool. An interdepartmental database, linked to a geographical information system (CityGis), shared between the Development Strategies Unit, the Town Planning Department's Control/Public Security Unit and the Finance Department's Tax Registration Unit, makes it possible to assess the situation in terms of building vacancies and abandonments, in order to guide the actions to encourage regeneration.

As regards listed properties, at the initiative of the Alderman for Town Planning of the City, and with the approval of the Minister President, the City Development Delegation and the Heritage Inspectorate of the Directorate of Monuments and Sites of the Brussels-Capital Region have drawn up a list of protected properties located in the UNESCO zone and its immediate surroundings, in an advanced state of dereliction or degradation, thereby affecting both the environment in the broad sense of the term and the image of the city's historic centre.

Objectives of the action

The aim of regenerating the empty buildings is to:

- combat deterioration and insalubrity, ensure security (of the property and its surroundings) and social control;
- increase the housing stock and promote the development of diversified housing on the market: social, conventional, private (urban mix);
- preserve and enhance the architectural heritage, improve the image;
- increase the quality of the living environment, ensure the vibrancy of the district and its attractiveness.

The action aims to continue the work of the Coordination and to speed up the resolution of unresolved cases, by activating newly applied, newly created or modified tools. These tools are continually analysed to see if they need adapting (Regulation-tax on derelict property, decrees on insalubrity, etc.).

Specifically for listed buildings, it is a question of developing a strategy specific to each property, taking into account its history, the urgency and the responsiveness of the owners, in order to obtain the preservation, maintenance and conservation measures that will ensure restoration, by all legal means, including summons before the competent court. In addition to valorising the heritage, these restorations generally make it possible to exploit renovated commercial premises, and also regenerate housing that was previously insalubrious or vacant.

Measures and modalities

Projects:

Projects: *I. Incentives*

1. Advice and guidance

Various proactive steps are being taken among various stakeholders: owners, tenants, investors, and estate agents, in order to regenerate derelict properties with regard to the above-mentioned objectives:

- telephone contacts, letters, on-site visits and meetings with all relevant stakeholders;
- advice in developing regeneration projects;
- incentives to take advantage of the available bonuses;
- external specialists are consulted (e.g.: Urban Centre, etc.) and involved in meetings;
- owners are referred to the various public services and bodies concerned. (Atrium, etc.)

II. Coercive measures

2. Taxation

The City of Brussels has amended its Regulation on taxes on derelict buildings and land. In particular, its scope has been extended to neglected, unoccupied or unfinished buildings. The concept of dereliction currently encompasses the state of deterioration of the façade. Since the entry into force of this amendment, new properties to be taxed have been proposed to the Department of Finance using a database shared between the Department of Finance and the Town Planning Department. This facilitates effective coordination of the actions, by ensuring, in the front line, a reciprocal view of recorded vacant premises, and the actions carried out.

3. Environmental actions for injunction (listed properties)

Environmental actions for injunction allow the City and the Brussels-Capital Region to bring actions before the Court of First Instance "as summary proceedings", with the aim of effecting cessation of the violation of Articles 214, 231 and 232 of the CoBAT, which oblige owners to keep their property in good condition.

It aims to stop the degradation of the property, and require that it is restored.

Modality:

- decision of the College to bring an action for injunction;
- conciliation phase with the owner: taking emergency measures to conserve the property; preparing and submitting the planning permit application for the comprehensive regeneration of the building;
- summons issued in the event of failure to reach a settlement, after a final formal notice.

Out of around fifty properties surveyed, approximately twenty are the subject of proceedings, with annual follow-up by the inspection unit of the Directorate of Monuments and Sites, and by the City Development Delegation. As such, exchanging information between the partners makes it possible to rectify the strategy if necessary or to reinforce its actions.

4. Injunctions on the basis of the housing code

An amendment to the Brussels Housing Code, which came into force in January 2010, allows the City to take legal action against a property owner, under a fast-track procedure, to force the latter to stop leaving the property vacant. This includes the possibility of requiring work to be carried out, which is necessary for the property to be occupied.

Modality:

- decision of the College to bring an action for injunction against an owner;
- formal notice by the lawyer;
- issuance of a summons.

5. Acquisitions of property within the perimeter subject to a right of pre-emption

(see sheet 1.2.9).

6. Expropriations

Under the Decree of the Executive of the Brussels-Capital Region of 19 July 1990, the City has the possibility of obtaining regional subsidies to acquire abandoned buildings, with a view to renovating them and repurposing them primarily to housing.
In addition, expropriation in the public interest is authorised within the perimeter subject to a right of pre-emption (see sheet 1.2.9).

7. Right of public management

Under the Brussels Housing Code (coordinated text of 27.06.2014), the City of Brussels may propose to the holder of a right in rem on an unoccupied dwelling that it manages his or her property, with a view to renting it out, if applicable, after having performed the work required to make it compatible with safety, health and facilities requirements.

Steering:

- Town Planning Department: Development Planning and Strategies Unit
- Directorate of Monuments and Sites of the Brussels-Capital Region (Environmental action for injunction, listed properties).

Partners

City of Brussels:

- Town Planning Department: Historical Heritage Unit (projects 1, 3 and 4); Legal Unit (projects 3, 4, 5 and 6); Planning-Acquisition Unit (project 5); Control Unit (project 5);
- Department of Finance: Tax Services (project 2).

Brussels-Capital Region:

- Directorate of Monuments and Sites, control unit assisted by the works unit (project 1).

Provisional timetable:

Continuous action

Resources:
Staff resources
City of Brussels: 1 PTE 50 days per year.
Brussels-Capital Region: one official at the Directorate of Monuments and Sites is responsible for monitoring this project. The costs of proceedings were approximately €10,000 in 2009 and €15,000 in 2010, excluding formal notices and attempts at conciliation prior to summons involving the Councils of the Region.

Financial resources
- Municipal aids: "access to upper floors" bonuses; (see sheet 1.3.11b)
- Regional aid: subsidies for listed buildings; subsidies for renovation; subsidies for the embellishment of façades, subsidies for "small-scale heritage"; "Atrium" subsidies;
- Coercive actions: legal costs to be borne by the City and/or Region;
- Regional subsidies for acquisitions, acquisition costs to be borne by the City.

Indicators:
Number of problem sites resolved / regenerated.

Reminder of the projects carried out:
1997: start of the action
1999: Round-table for Rues Ecuyer-Dominicains
Taxes: 14.12.2009: adoption by the Council of the amendment to the Regulation on taxes for the financial years 2010-2014;
Injunctions / Housing Code: 30.04.2009: amendment of the Housing Code regarding sanctions in the event of unoccupied housing (entered into force on 01.01.2010)

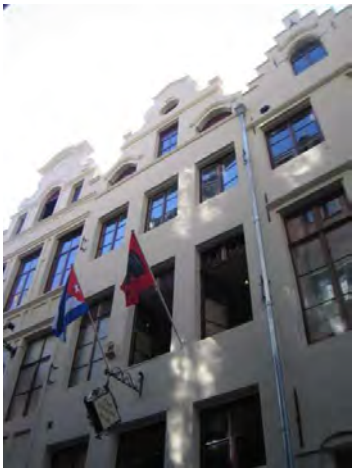
Environmental action for an injunction:
7 environmental injunctions completed, resulting in restoration work:
- Rue des Harengs n°s 14-16-18
- Rue de l'Ecuyer n° 47
- Rue de la Violette 38
- Marché aux Herbes n° 50:

Planning permit issued on 22/05/2014 (regularisation).
- Rue au Beurre n° 44:

Planning permit issued on 16/12/2013. Works completed.
- Grand Place 39

Works completed.
- Rue au Beurre n° 25
  Planning permit issued on 1/04/2014 (regularisation).

Rue des Harengs n°s 14-16-18 (2003 - 2009)
Regeneration of the façade, roof and listed elements.



Rue de l'Ecuyer n° 47 (2008)
Regeneration of the façade and roof.

9 environmental injunctions are in progress within the UNESCO perimeter:

Situational analysis (March 2016):

9 cases at the conciliation stage:

- Marché aux Herbes n° 66:

Action launched (summons issued) and judged in favour of the City. Penalties. Acquisition by a new owner. Planning permit issued on 22/12/2014. New planning permit application in progress submitted on 06/10/2014.

- Rue au Beurre n° 33:

Planning permit issued on 17/01/2014. Construction site on the ground floor.

- Rue des Chapeliers n°s 19-23:

Planning permit application submitted on 12/05/2014.

- Rue des Chapeliers n°s 22-24:

Void.

- Rue de la Colline n° 2:

Planning permit issued on 22/07/2010. Work not in conformity with the planning permit issued.

- Rue du Marché aux Herbes n°s 8-10:

Planning permit issued on 12/08/2013. Work in progress.

- Rue du Marché aux Herbes n° 48:

Planning permit issued on 22/05/2014. No construction work.

Rue du Marché aux Herbes n° 66:

- Rue des Chapeliers n° 17:

Planning permit issued on 19/11/2014. Under construction.

- Rue de Tabora 4

Planning permit application submitted on 19/11/2014.

Injunctions based on housing code

3 actions, approved by the Municipal Council in 2011, have resulted in empty housing being reoccupied:

- Rue des Dominicains n° 14
- Rue des Eperonniers n° 23
- Rue de la Bourse n°s 42/44

Right of pre-emption:

(see sheet 1.2.9).

Right of public management:

1 procedure to implement a right of public management was initiated by the City of Brussels in the UNESCO zone in 2014 for the property situated at 33 Rue des Fripiers.

Strategic objective 3 **Development of a functional blend, in particular, retailing and housing**

Specific objective 8	**Promote the establishment of diversified and high-quality shops**
Action Plan 21	Diversify the commercial establishments **a.** Attracting high-quality shops to vacant premises

Context of the action

The commercial vacancy rate in the UNESCO zone is rather high (above 8%), despite Atrium's actions in this zone in recent years (see Management Plan 2012-2015). Empty units are often degraded and affect the image of the zone.

The efforts made in the previous period to attract new high-quality shops to the UNESCO zone need to be continued. These shops need to be adapted to the needs of the local population.

In 2015, the City of Brussels adopted a Commercial Development Plan designed to support and strengthen the diversity, originality and quality of the commercial offering in its hyper-centre.

This is an essential mechanism that includes analyses and recommendations to address the development of new commercial centres in the Brussels Region, and to ensure the viability of the shops in the city centre.

Several actors contribute to this evolution: Atrium, for its prospecting capabilities (see sheet 3-8-21b), 'Entreprendre' for consistency with the City's commercial development plan, and the Land Management Unit as owner of various commercial ground floors in the city centre.

'Entreprendre' is a non-profit association set up by the City, responsible for actively contributing to the development, enhancement and reach of companies and shops in all their forms, both static and itinerant, within the territory of the City of Brussels.

Objectives of the action

Attracting high-quality local shops to fill the vacant units in the UNESCO zone has been proposed.

Measures and modalities

Projects:

- Setting-up of coordination between Atrium, Entreprendre, the Land Management Unit and the Department of Commerce to strengthen the prospecting of high-quality shops, specifically for the UNESCO zone.

Steering: the Entreprendre non-profit association and Atrium

Partners:

- Land Management Unit
- Private owners of vacant units

- Town planning (to clarify the town planning-related repurposing of vacant units)
- Commerce Department (for authorisations to operate units, in particular for cafes and restaurants)
- Impulse on a case-by-case basis (strategic establishments)

Provisional timetable: 2016-2017-2018 followed by an assessment

Resources:

- Commerce Observatory Web, a web tool launched in 2015 by the City to collect useful data for potential investors looking for areas in which to set up.

Indicators:

Per year:

- Number of shops situated in the UNESCO zone after joint prospecting
- Number of remaining empty units

Strategic objective 3 **Development of a functional blend, shops and housing in particular**

Specific objective 8	**Promote the establishment of diversified and high-quality shops**
Action Plan 21	Diversify the commercial establishments **b.** Display information stickers in vacant premises to attract attention, and display stickers announcing the opening of new shops

Context of the action

Some shopping districts in the centre of Brussels are lacking in quality (Rue du Marché-aux-Fromages, Sacred Block, etc.).
We also observe a lack of boldness and originality in the Brussels commercial offering, and the need to strengthen the image and complementarity of the various districts.
The Grand Place is registered on the UNESCO World Heritage List A protection perimeter has been identified: the buffer zone. The establishment of new shops within this perimeter must be related to and with respect for this heritage.

Atrium, a regional agency, offers aid to prospective retailers and brands to find the ideal location for their business in Brussels.
The agency proposes:

1. data collection: OliGo database: commercial mix, customer surveys, pedestrian traffic. These data serve as the basis for understanding the neighbourhood and advising on commercial establishment.

2. advice on establishing a shop for potential retailers: finding the best location, help with administrative procedures, data on the district, sending to partners (GEL, etc.).

3. targeted solutions (by street, district) and active searches for new concepts and candidate retailers: prospecting at franchise shows, at MAPIC, prospecting among associations, schools, etc.
   Types of shops to be established in this district:
   - Find a specific attribute of each of the 'galeries'.
   - Grand Place: innovative and bold shops, the showcase of Europe.
   - Also develop leisure-related shops.
   - Rue des Fripiers, Rue Marché aux Herbes, Rue Marché aux Poulets: quality, creativity and cutting-edge brands.
   - Rues Arenberg, Ecuyer: quality commercial offering, services, etc.

4. Proactive actions towards owners and developers: attracting investors to the centre, advising owners on the allocation of their commercial unit, follow-up of large projects.

Objectives of the action

The objective is to develop a coherent, varied and high-quality commercial mix for the district, in line with its image as set out in the Prospective Plan for the Commercial District (a study of the prospective image of the district).

As such, it is advisable to increase the complementarity and image of the various districts through the types of shops that establish themselves.

We need to ensure that we attract not only large retailers but also specialised and high-quality smaller retailers.

Finally, it is also important to encourage potential major projects and development opportunities to be seized, and to improve the quality of the shops on the major roads.

Measures and modalities

Projects:

- Display information stickers in vacant premises to attract attention, and display stickers announcing the opening of new shops.

Steering:

Atrium Brussels

Partners:

- Department of Commerce
- Town Planning Department
- GEL, Impulse etc.,: support for business creation, exchange of candidates with Atrium
- Participation Fund, Brusoc, etc.: project financing.

Provisional timetable:

Continuous action

Resources:

Budget and staff of Atrium Brussels.

Indicators:

Results indicators:	- Number of new shops opened per year. - Number of shops relet following the displaying of stickers per year.

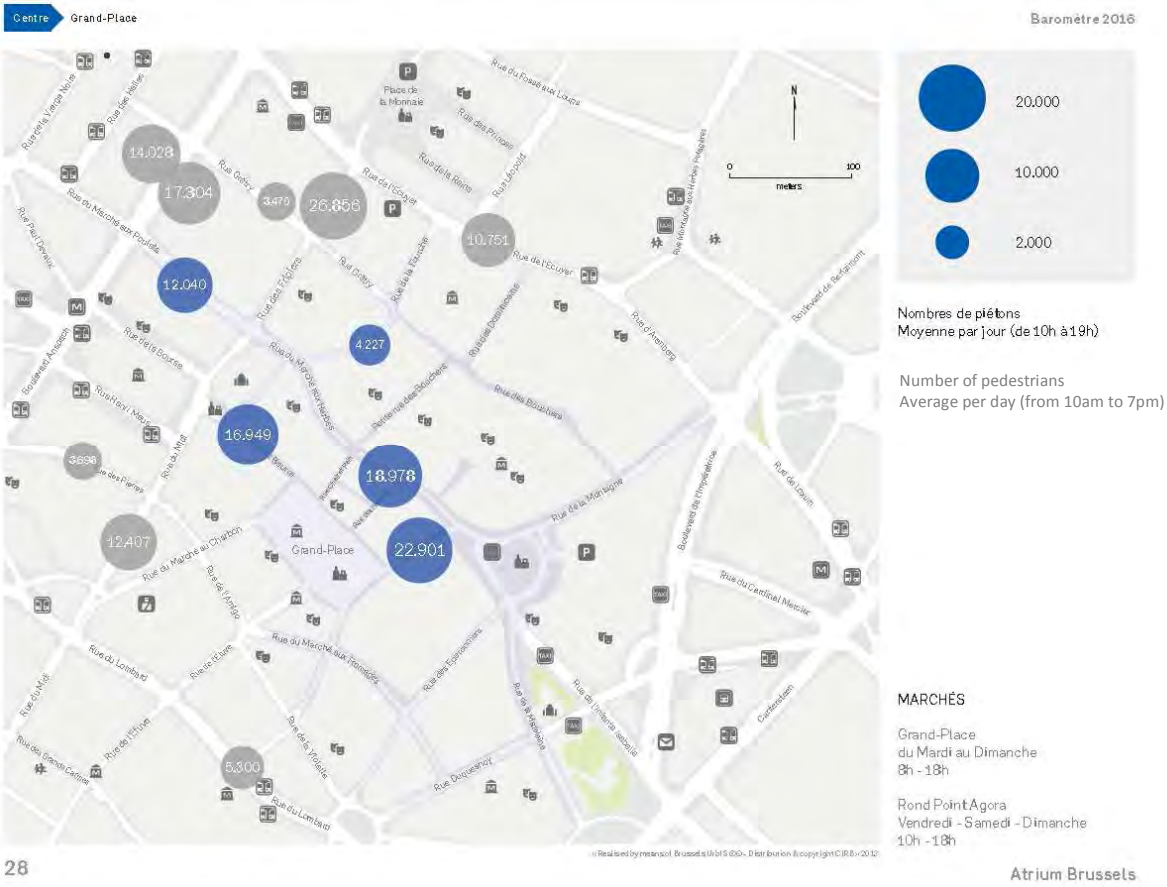
Illustrations

Food (8%)
Personal goods (19%)
Personal care / health (6%)
Services/leisure/miscellaneous (12%)
Hotels, restaurants, cafés (30%)
Household equipment (7%)
Available retail spaces (11%)
Fuels and transport equipment (0%)
Other (2%)
To be completed (0%)

Commercial mix in the Grand Place district.

Sticker announcing the opening of a business.

Sticker to encourage the rental of empty units.



Pedestrian traffic, Grand Place.

Strategic objective 3 **Development of a functional blend, shops and housing in particular**

Specific objective 8	**Promote the establishment of diversified and high-quality shops**
Action Plan 22	**Improve the quality of the cafes and restaurants offering, and food services in general** **a.** Strengthen the regulatory controls of cafes and restaurants in Rue des Bouchers, Petite rue des Bouchers, Rue des Dominicains and Rue de la Fourche

Context of the action

The cafes and restaurants sector largely dominates the commercial mix in the UNESCO zone, particularly in Rue des Bouchers, Petite rue de Bouchers, Rue des Dominicains and Rue de la Fourche, where this activity represents 87% of shops (2015).

This offering is in response to the demand of the many tourists who visit the UNESCO zone, and can influence the experience of these visitors in a positive or negative way. The numerous complaints received by Visit Brussels or on social networks such as TripAdvisor testify to a drop in the quality of the cafes and restaurants in these 3 streets (in terms of hygiene in particular), and aggressive practices (soliciting) which damage the image of the UNESCO zone. Renovation efforts will be undertaken by the City concerning the redevelopment of the road surfaces of these streets (see sheet 4.9.29a), but the attractiveness of the streets also, and above all, depends on the behaviour of the cafes and restaurants themselves.

The 'Horeca' unit is responsible for issuing patents and ensures compliance with hygiene, fire protection and morality regulations on the part of operators. It has been stepping up its inspections within the City's territory since 2015, and can coordinate joint inspections with various partners, including the police, the regional or federal social inspectorate, Brulabo, or Town Planning. These partners can impose sanctions on establishments found to be in violation (alcohol confiscation, fines and administrative sanctions, closure orders, etc.) and their coordinated intervention makes it possible to combine the sanctions for establishments with multiple violations.

Objectives of the action

It is proposed to combat the deterioration in the quality of the cafe and restaurants offering, and aggressive solicitation practices, by strengthening regulatory controls in Rue des Bouchers, Petite rue des bouchers, Rue de la Fourche and Rue des Dominicains.

Measures and modalities

Projects:

- establish a coordinated inspection schedule with the various inspection bodies, targeting the 3 streets in question at least once a year, unannounced;
- ensure the implementation of rapid and effective sanctions in the event of violations, which may extend to the closure of establishments until they are in compliance.

Steering: City of Brussels **-** Horeca Unit

Partners:

- Police
- Brulabo
- Social Inspectorate and Federal Economic Inspectorate
- Social Inspectorate and Regional Economic Inspectorate
- Urban Inspections and Municipal Hygiene Unit (Town Planning)
- Legal Department

Provisional timetable: 1 campaign every year in 2016-2017-2018 followed by an assessment

Resources: teams of inspectors from all partner organisations

Indicators:

- % of cafes and restaurants inspected in the 3 streets in question each year
- % of establishments in violation and sanctioned within 3 months
- Number of complaints registered by Visit Brussels for the 3 streets in question

Strategic objective 3 **Development of a functional blend, shops and housing in particular**

Specific objective 8	**Promote the establishment of diversified and high-quality shops**
Action Plan 22	**Improve the quality of the cafes and restaurants offering, and food services in general** **b.** Harmonise the authorised layouts for terraces

Context of the action

The cafes and restaurants sector largely dominates the commercial mix in the UNESCO zone, with 87% of shops on Rue des bouchers, Rue de la Fourche, Rue des Dominicans, and 50% on the Grand Place.

This offering is in response to the demand of the many tourists who visit the UNESCO zone, and can influence the experience of these visitors in a positive or negative way. Currently, several invasive terraces, or terraces equipped with gaudy and bulky furniture, impair this experience, hindering traffic and damaging the aesthetics of the streets. More than 130 terrace permits are issued for the UNESCO zone, in addition to the permits for easels or postcard tourniquets.

The Horeca Unit is responsible for issuing permits for terraces, easels and displays, and may attach conditions to these permits as to the type of furniture used and authorised dimensions. It also carries out inspections on-site to verify compliance with these requirements.

Objectives of the action

It is proposed to harmonise the presentation of terraces, easels and displays in the UNESCO zone, to improve the aesthetics of the streets and to keep the occupied public space to a level which is compatible with the flow of people in the zone. A 'Terraces' regulation will be drafted in 2016 by the Horeca Unit, and an annex to this Regulation may lay down specific requirements for the UNESCO zone. The enforcement of these prescriptions may also be supported by the City in partnership with retailers' associations.

The aim is to renew the terrace furniture, easels or displays of certain streets in accordance with this UNESCO Annex, and in coordination with all the retailers of the street in question.

Measures and modalities

Projects:

- Drafting of a 'Terraces' regulation for the City of Brussels, including an annex specific to the UNESCO zone
- establishment of a subsidy for retailers in collaboration with the 'RQGP' retailers' association is under study

Steering: Horeca Unit

Partners:
- Legal Department to revise the Terraces regulation
- RQGP retailers' association (to be confirmed)
- UNESCO coordinator

Provisional timetable: 2016/2017

Resources:
Budget of the City:
- Jurist from the Horeca Unit
- Subsidy to retailers via RQGP (budget to be defined)

Indicators:
- publication of the Terraces Regulation with UNESCO Annex
- number of subsidies awarded per year

Strategic objective 3 **Development of a functional blend, shops and housing in particular**

Specific objective 8	**Promote the establishment of diversified and high-quality shops**
Action Plan 22	**Improve the quality of the cafes and restaurants offering, and food services in general** **c.** Promote high-quality hotels and restaurants through a "masterchef" competition or a "croqueurs de chocolat" (chocolate munchers) label

Context of the action

The cafes and restaurants sector largely dominates the commercial mix in the UNESCO zone, with 87% of shops on Rue des bouchers, Rue de la Fourche, Rue des Dominicans, and 50% on the Grand Place.

This offering is in response to the demand of the many tourists who visit the UNESCO zone, and can influence the experience of these visitors in a positive or negative way. In order to create competition between cafe and restaurant operators and raise the average level of quality among the cafes and restaurants in the district, a form of competition could be organised, with a jury or public vote for the best cafe and restaurant service. Given the large concentration of chocolate shops, another Belgian emblem with a strong tourist impact, a similar competition or label could also be awarded for this type of business.

The Entreprendre.brucity non-profit association is an association that manages business promotion projects for the City of Brussels. This non-profit association could study the feasibility of this type of label or competition and identify potential project managers for operational implementation.

Objectives of the action

It is proposed to encourage an improvement in the quality of the food offering in the district, by promoting the most qualitative and popular shops. This action would take the form of a competition or a label awarded to both cafes and restaurants, and chocolate shops in the district.

Measures and modalities

Projects:

- Study the feasibility of a Masterchef Competition on the Grand Place
- Award a label to 'chocolate munchers'

Steering: the Entreprendre non-profit association

Partners:

- Horeca Unit
- RQGP retailers' association (to be confirmed)
- 'Federation Horeca' in Brussels (to be confirmed)

Provisional timetable: 1 label or 1 competition per year

Resources:

- subsidy to the Entreprendre non-profit association for publicity costs
- BME for logistics organisation
- link with cafes and restaurants by the Horeca Unit and RQGP
- jury with 'Fédération Horeca'
- possible sponsorship

Indicators:

- Number of institutions participating in the Masterchef initiative
- Number of candidates for the "chocolate munchers" label
- Number of participants in the vote for the "chocolate munchers" label

Strategic objective 3 **Development of a functional blend, shops and housing in particular**

Specific objective 8	**Promote the establishment of diversified and high-quality shops**
Action Plan 23	Proactive steps to stop the proliferation of undesirable shops in the UNESCO zone **a.** Organise and coordinate an inter-cabinet and interdepartmental working group with the aim of stopping the proliferation of night shops in the UNESCO zone

Context of the action

A municipal regulation for shops has been drawn up by the City of Brussels, targeting night shops. The application of town planning regulations requires that a night shop obtains a town planning permit in advance. (there is now case law: in the absence of a planning permit, the premises will be sealed)

The daily fieldwork carried out by the UNESCO zone coordinator has revealed an increase in night shops since July 2009. This type of shop, in addition to the type of commercial expression which is not in compliance with regulations (shops where windows are completely covered by articles, non-compliant signing, encroachment onto the public space by additional articles and tourniquets, etc.), sells alcoholic beverages that cause disturbances to public order during the night.

In 2009 there were ± 40 night shops / souvenir shops in total. **29** sold alcohol (including 2 Phone Shops); 15 had been recently opened (since September 2009) and **10** were only Gifts Shops (without drinks).

Following the obligation to close (sealing of stores by the Town Planning Department), 15 night shops have converted into day shops, with the appearance of a Gift Shop selling cigarettes (but without alcohol and therefore less nuisance in the public space).

Given the effectiveness of the UNESCO zone, the Mayor's Office requested the extension of the strategy to the neighbouring area (major boulevards also pedestrianised); closure of 4 other night shops (August 2015) in order to strengthen the action taken in the UNESCO Zone, and not simply push back nuisances to the boundaries of this zone.

Objectives of the action

- Draw up a cyclical situational analysis of the number of night shops
- Stop the proliferation of, or even reduce, the number of similar shops;
- Establish the correlation between night shops - the sale of alcohol, and criminality, when night shops are located in places where people go out at night;
- Ensure that the commercial expression of night shops (with authorisation) is in compliance with the UNESCO Zoned Town Planning Regulations.

- Development of new strategies to continue to curb the expansion of these night shops.

Measures and modalities

Projects:

- Organise and coordinate an inter-cabinet and interdepartmental working group with the aim of stopping the proliferation of night shops in the UNESCO zone.

The Coordination Unit for Night Shops was created under the impetus of the UNESCO zone coordinator, with the support of these three aldermen (Commerce, Town Planning and Tourism).
It brings together the Heads of the Cabinets of these three aldermen, plus the Mayor's Office, as well as the heads of the key departments of the administration including: the Legal Department, the Tax Department, and the Control Unit of the Town Planning Department. The Commerce and Horeca Department, and the Police, are also represented at this meeting.

2 plenary meetings have already been organised every year;
Various bilateral meetings have been held with the Police, the Mayor's Office and the Cabinet of the Alderman for Commerce.

Steering:

- Coordinator of the UNESCO zone for coordination, and the Cabinet of the Alderman for Commerce for the centralisation of data and secretarial duties.

Partners:

- The Aldermen of Commerce, Town Planning and Tourism.
- The Mayor's Office and the Police
- The heads of the departments: the Legal Department, the Tax Department, the Control Unit of the Town Planning Department, the Commerce and Horeca Department.
- Atrium: data, contacts with shopowners, advice on commercial establishment.
- Public Order Unit: At the request of the Mayor's Office, the Coordinator of the UNESCO zone integrated the Meeting on Public Order in July 2015 to strengthen action with the Police and the departments involved in this issue.

Provisional timetable:

Plenary meetings: once a year.
Meetings in small committees according to progress.

Resources:

Ordinary budget of the City.
Staff - City representatives and the Police.

Indicators:

- Number of meetings per year:
- number of night shops closed per year (data provided by the Control Unit)

Reminder of the projects already carried out:

Since the beginning of the action, around 15 night shops have already been closed. The objective of this coordination has been achieved (target of a 50% reduction 2013-2014, see Management Plan 2012-2015).
In addition (4 other night shops sealed in the Grand Boulevards zone)

Strategic objective 3 **Development of a functional blend, shops and housing in particular**

Specific objective 8	**Promote the establishment of diversified and high-quality shops**
Action Plan 23	Take proactive steps to stop the proliferation of undesirable shops in the UNESCO zone **b.** Reduce the number of low-end shops for passing customers

Context of the action

Despite the actions carried out since 2009 (Coordination Night Shop/Gift Shop (see Sheet 3.8.23a), following the various economic crises, many low-end shops are spreading in the UNESCO zone, seeking to capture a tourist clientele with low purchasing power. These shops consist of gift shops, snack bars and in recent years also massage parlours. These shops generally have an unsightly frontage that harms the image of the district. They also exert upward pressure on rents, resulting in the gradual eviction of local shops which are necessary for the housing sector.

This may be partly due to the consequences of the crisis... the increase in mass tourism and pedestrianisation of the area (2013)

Since the action targeting night shops is beginning to achieve results (see sheet 3.8.23a) this type of approach must therefore be strengthened and extended to new types of undesirable shops in the UNESCO zone.

Objectives of the action

It is proposed to discourage the establishment of new low-end shops for passing customers, and to reduce the number of such shops already established in the zone where possible, using the town planning or regulatory tools available to the City.

Measures and modalities

Projects:

- Launch of consultation between Commerce, Town Planning and the Land Management Unit regarding changes in town planning allocation requested by the shops in question (massage parlours, snack bars in particular)
- Study the possibility of specific commercial and town planning regulations concerning the zone of enhanced protection of the commercial mix, as defined by decision of the College on 7 May 2015, and including the UNESCO zone in particular.
- Ensure stricter application of the Regulation with checks in the field and implementation of concrete sanctions in the event of identified violations.

Steering:

- Department of Commerce for consultation on changes in town planning allocation.
- Town Planning for the study on a specific regulation in ZPRMC
- Coordinator of the UNESCO zone as co-steering body, and monitoring of the proliferation of these shops
-

Partners:

- Land Management Unit
- Town Planning Control Unit

Provisional timetable:

2016-2017-2018 then assessment

Resources:

- Advisory Committee Commerce - Town Planning - Land Management Unit (bi-monthly) see sheet 3.8.21a
- Legal Department Town Planning

Indicators:

- Number of gift shops per year
- Number of massage parlours
- Number of snack bars

Reminder of the projects already carried out:

Strategic objective 3 **Development of a functional blend, shops and housing in particular**

Specific objective 8	**Promote the establishment of diversified and high-quality shops**
Action Plan 24	Boost high-quality itinerant trade in the UNESCO zone

Context of the action

The large tourist traffic in the UNESCO zone is attractive for a large number of itinerant sellers, some of whom operate their activities unauthorised by obstructing traffic (musicians and street artists on Rue Marché aux Herbes). On the other hand, sellers offering quality products (crafts) or products related to the heritage of Brussels (painters on the Grand Place) can create a positive experience for passing tourists. Itinerant traders selling fresh produce could also help to reintroduce a form of local shops for local residents.

The Department of Commerce is responsible for organising outdoor markets, like the one in Place Agora (crafts) or Rue au Beurre (painters), and it also manages requests for spots for itinerant trade, particularly near the Grand Place (flowers and handmade postcards, fruit and vegetables) or near the Stock Exchange (whelks, horse-drawn carts).

Objectives of the action

It is proposed, firstly, to improve the quality of tourist-focused itinerant trade in the UNESCO zone (markets, itinerant traders) and secondly, to consider a permanent market offer in line with the housing sector and cafe and restaurant offering in the district.

Measures and modalities

Projects:

- Enhancing the AGORA market with stricter selection of artisans and implementation of an activity programme on the market
- Enlivening the Grand Place with high-quality itinerant traders (flowers and handmade cards)
- Strengthen controls on illegal itinerant traders in the UNESCO zone
- Feasibility study for an experimental covered market in the UNESCO zone or in the immediate vicinity (Halles St Géry, currently used as an information centre and cafe)

Steering:

- Markets Unit

Partners:

- The Region (holder of a long-term lease for the Halles St Géry)

Provisional timetable:

- 2016 for AGORA Market and Grand Place
- 2016-2017 for study on a covered market
- 2016-2017-2018 for control of itinerant traders, then assessment

Resources:

Subsidies for activity programme for the AGORA market
Call for tenders for spots for itinerant traders on the Grand Place

Indicators:

- Number of activities implemented on the AGORA each year
- Number of authorised itinerant traders in the UNESCO zone
- Number of controls for illegal itinerant traders carried out in the zone each year
- Decision for a covered market at the end of 2017

Strategic objective 3 **Development of a functional blend, shops and housing in particular**

Specific objective 8	**Promote the establishment of diversified and high-quality shops**
Action Plan 25	**Improving the commercial image** **a.** Creation of a specific channel for authorisation procedures (single permit) relating to shops within the Unesco perimeter

Context of the action

The evolution of the commercial activities in the zone around the Grand Place, a UNESCO World Heritage Site, has led to a deterioration in its architectural heritage. The spread of shops primarily targeting mass tourism has led to a deterioration in the appearance of the façades, mainly on the ground floor level.

It has become obvious that managing this situation is of particular concern for the listed properties in the zone. It is difficult to confront this situation, due to the rapid turnover of the occupants of these shops, their eagerness to carry out new shopfits, and their relative indifference to heritage and architectural issues. The solutions put forward are often unsatisfactory, whether these advocate a return to pristine conditions, or applying the Zoned Regulation of the City of Brussels. This Regulation recommends, in the form of very simple diagrams, a return to the type of shop windows inherited from the 19th century, for which the interpretation by applicants does not necessarily fit with the façades in question.

Objectives of the action

It is proposed to set up a specific channel dedicated to processing authorisation applications (single permit) relating to shops. Firstly, by allocating a specialised official to handle this type of application, and secondly, by incorporating specific and appropriate measures into the legislation and adapting procedures. These measures must make it possible to confront the rapid turnover of commercial shopfits, while aiming for quality and attention to the sustainable nature of the interventions, and by involving local shopkeepers more closely.

Regular coordination meetings with the City of Brussels are also proposed.

Measures and modalities

Projects:

- Allocate a specialised official within the Works Unit of the DMS to manage commercial applications
- organise a simplified procedure in order to follow the cadence of the reality on the ground
- Intervene in new regulatory texts, e.g. the Order applying exemptions
- Organise coordination with the City of Brussels

Steering:
Directorate of Monuments and Sites - Brussels-Capital Region.

Partners:
The City of Brussels

Provisional timetable:
Internal organisation DMS operational in 2016
Adapt legislation during 2016

Resources:
A DMS managing agent, part-time.

Indicators:
- number of rapid permits issued per year
- number of coordination meetings per year

Reminder of the projects carried out:

Strategic objective 3 **Development of a functional blend, shops and housing in particular**

Specific objective 8	**Promote the establishment of diversified and high-quality shops**
Action Plan 25	**Improving the commercial image** **b.** Strengthen the commercial identity of certain streets

Context of the action

Some characterful streets in the UNESCO zone have commercial and tourist potential that is under-exploited: low-end shops, gaudy signs, lack of lighting in the evening... Following the example of the Rue du Marché aux Fromages, enhancing the commercial identity of these streets could attract a new clientele.

The non-profit association Entreprendre.brucity is a municipal association responsible for promoting businesses. It could participate in a comprehensive brainstorming at street level in collaboration with the association of local retailers.

The illuminations during the holiday season represent another opportunity to temporarily highlight one or more streets, to support and reinforce this more comprehensive action plan. An illumination plan called "Commerces en lumière" (Shops in Light) has been deployed and extended every year with the help of the association BME, and could be further developed in the UNESCO zone.

Objectives of the action

It is proposed to highlight the shops on one or more streets in the UNESCO zone through a plan to improve shop windows, signage and lighting (Rue des Eperonniers) and by extending the "Commerces en lumière" route during the seasonal holidays (Rue de la Violette)

Measures and modalities

Projects:

- Preparation of a comprehensive action plan to reinforce the visual identity of the shops on Rue des Eperonniers
- Extension of the "Commerces en lumière" route to Rue de la Violette

Steering: the Entreprendre non-profit association

Partners:

- RQGP retailers' association (to be confirmed)
- Town planning Department (for signage and lighting)
- Coordinator of the UNESCO zone

- Brussels Major Events (for "Commerces en lumière")

Provisional timetable: 2016/2017

Resources:

- Study budget for the Rue des Eperonniers entrusted to the Entreprendre non-profit association
- Possible subsidy to retailers via RQGP (to be confirmed)

Indicators:

- Number of shops supported in the Rue des Eperonniers
- Number of streets participating in the "Commerces en lumière" route in the UNESCO zone

Strategic objective 3 **Development of a functional blend, shops and housing in particular**

Specific objective 8	**Promote the establishment of diversified and high-quality shops**
Action Plan 25	**Improving the commercial image** **c.** Pilot project for shop windows - Rue du Marché aux Herbes

Context of the action

The evolution of the commercial activities in the zone around the Grand Place, a UNESCO World Heritage Site, has led to a deterioration in its architectural heritage. The spread of shops primarily targeting mass tourism has led to a deterioration in the appearance of the façades, mainly on the ground floor level.

It has become obvious that managing this situation is of particular concern for the listed properties in the zone. It is difficult to confront this situation, due to the rapid turnover of the occupants of these shops, their eagerness to carry out new shopfits, and their relative indifference to heritage and architectural issues. The solutions put forward are often unsatisfactory, whether these advocate a return to pristine conditions, or applying the Zoned Regulation of the City of Brussels. This Regulation recommends, in the form of very simple diagrams, a return to the type of shop windows inherited from the 19th century, for which the interpretation by applicants does not necessarily fit with the façades in question.

Objectives of the action

It is proposed organising a brainstorming exercise in this zone that goes beyond an approach which is limited to the shop window, preferring an architectural vision that includes the building as a whole. This brainstorming should, among other things, make it possible to move away from a reductionist vision, characterised by the use of pastiche architecture which vaguely refers to a 19th century condition, as can be seen in certain ongoing projects. There is an urgent need to reintroduce an architectural quality to this zone which is in line with the exceptional heritage. This should go hand in hand with attention to the sustainability of interventions.

Measures and modalities

Projects:

- Pilot project for shop windows - Rue du Marché aux Herbes

The idea is to initiate a brainstorming exercise on the main principles of reconstructing the ground floor, while leaving room for flexibility in terms of occupancy. Starting on a single section of the Rue Marché aux Herbes, firstly, because this route has been one of the main trade routes (between Bruges and Cologne) since the Middle Ages and, secondly, because almost all the properties in this section are listed (with the exception of 2 houses) while their commercial ground floors no longer

have any historical elements. These are no. 22 to 50, comprising both narrow and wider plots and two corner plots, which means the brainstorming can be extended. It should be possible to apply the solutions thus identified to other listed properties in the UNESCO zone, contribute to the brainstorming on a new RCUZ and regulations, and serve as a basis for an awareness-raising action (publication of a brochure).
In order to accomplish this brainstorming, the DMS will launch a negotiated procedure without publication for the appointment of a consultancy whose mission will consist in proposing standard solutions and guidelines for the reconstruction of the commercial ground floors that meet the objectives as defined above.

The various stages should include:
- the historical studies of the properties in question and their study of the reference state. As the regional project to draw up reference states for all the properties listed in the zone is planned by the Directorate of Monuments and Sites, priority could be given to the properties in question for the "improvement of the commercial image" project;
- a photographic report of the properties in question;
- a brainstorming to be organised with the various partners by organising regular meetings, for which the conclusions will have to be drafted;
- launch of the contract notice using a negotiated procedure without publication; qualitative selection and award of the contract to a consultancy based on a methodological note and an offer of fees provided by each of the consultancies consulted;
- support of the mission entrusted to the selected consultancy (8 validation phases over a period of approximately 6 months).

Steering: Directorate of Monuments and Sites - Brussels-Capital Region.

Partners:
In the brainstorming to be organised: CRMS, City of Brussels, Master Architect Unit, Atrium.

Provisional timetable:
2017

Resources:
A DMS official, time yet to be specified.
Photographic report entrusted to an independent photographer: approximately 1 week.
€1500.
Budget of the mission: max. €67,000, excluding VAT.

Indicators:
- compliance with the timetable;
- availability of the budget;
- regularity of the steering meetings.

Reminder of the projects already carried out:

Strategic objective 3 **Development of a functional blend, shops and housing in particular**	
Specific objective 8	**Promote the establishment of diversified and high-quality shops**
Action Plan 25	**Improving the commercial image** **d.** Project Rue des Bouchers / Impasse de la Fidélité / Petite rue des Bouchers / Rue des Dominicains

Context of the action

The Grand Place has been a UNESCO World Heritage Site for the last decade. In order to preserve and enhance this heritage, a protection zone called a buffer zone has been set up. A zoned town planning municipal regulation has been developed to regulate the commercial expression of shops in a clear and uniform manner.

In collaboration with the City of Brussels, Atrium Brussels Centre has developed a pilot project to implement the main objectives of the regulation: ensure that the commercial image of the district is consistent with the architectural heritage, and promote the attractiveness of the area. This implies giving priority to the quality of signage over quantity, by integrating signage harmoniously into the urban environment without affecting commercial activity.

This project was applied on a small section in the heart of the zone, Rue du Marché aux Fromages, as a pilot project.

The aim of the project, simply improving the commercial expression (signs and menu boards), had to be extended to commercial frontages and façades. A certain number of frontages had been created in violation of regulations, and the state of conservation of certain façades required maintenance work or even plasterwork.

The project was developed in 2011 and the work was carried out in 2014-2015.

Rue du Marché aux Fromages

Pilot project, prospective view

©Atrium Brussels Centre

This first pilot project enabled us to establish a working methodology to be applied throughout the UNESCO perimeter.
The importance of establishing a preliminary study before the project, with the survey of the existing situation and the de facto situation in relation to all the shop frontages.
A second intervention zone was selected, the Rue des Bouchers, Impasse de la Fidélité, Petite rue des Bouchers, and Rue des Dominicains. This project is part of a comprehensive approach, with the reconstruction of roads within the UNESCO perimeter (see sheet 4.9.29a).

Objectives of the action

The project aims to improve the commercial image of the Rue des Bouchers, Impasse de la Fidélité, Petite rue des Bouchers and Rue des Dominicains, by intervening on the façades, commercial frontages and signs.

Measures and modalities

Project:

Rue des Bouchers, Impasse de la Fidélité, Petite rue des Bouchers, and Rue des Dominicains:

- propose specifications for the reclassification of commercial ground floors, or even the reconstruction of disfigured or removed ground floors, including commercial signs;
- possible creation of a municipal bonus as a financial incentive to improve shop frontages.

Steering:

City of Brussels, Town Planning Department, Historical Heritage Unit

Partners:

City of Brussels: Town Planning Department, Development Planning and Strategies Unit, Authorisations, Control, Legal, Coordinator of the UNESCO zone; Department of Commerce
Brussels-Capital Region: Directorate of Monuments and Sites

Provisional timetable:

Elaboration of the specifications: 2017.

Resources:

Budget: City of Brussels

Indicators:

- Number of town planning permits submitted for projects per year

Reminder of the projects carried out:

To launch this project:

- coordination meetings were held in 2014 with the various partners;
- a first field survey was carried out by the Development Planning and Strategies Unit and the Historical Heritage Unit. Sheets for each building were drawn up. A survey of existing problems was drawn up (shop frontages created in violation of regulations and signs installed without authorisation, works that do not correspond to the town planning permit issued, etc.).
- a coercive phase was launched by the Control Unit; drafting of formal notices and official reports of violation (2015-2016);
- preliminary meetings to raise awareness of the project were organised by the Cabinet of the Alderman for Town Planning and preliminary contacts in the field were made by the coordinator of the UNESCO zone with certain owners of street buildings under study;

Strategic objective 3 **Development of a functional blend, shops and housing in particular**

Specific objective 8	**Promote the establishment of diversified and high-quality shops**
Action Plan 25	**Improving the commercial image** **e.** Project around the Stock Exchange

Context of the action

The Brussels Stock Exchange building and the surrounding site are both listed. They are also part of the buffer zone around the Grand Place, which is itself included in the UNESCO World Heritage List.

These sites will be the subject of major road redevelopment work (see action plan 4.9.29b). The Stock Exchange building will be repurposed, being transformed into a museum (see action plan 2.5.16a).

A clean-up of this site has been proactively undertaken at the initiative of the UNESCO Coordinator and the Control Unit, in anticipation of its future redevelopment (in terms of signs, commercial expression material, terraces, temporary constructions in the public space, etc.)

In 2013, a City-Region coordination to clean up the area around the Stock Exchange was set up. Various field visits and meetings have already been carried out.

Following the attacks of 22 March, the square and the Stock Exchange building became an impromptu place of remembrance. Pedestrianisation and making it a car-free zone have certainly helped... This area has clearly become the Agora of Brussels or even the country... the Stock Exchange building, like the "Statue de la République" in Paris, is not intended to become the "Memorial" for the attacks. That is why a reflection is also ongoing to work out how to commemorate the attacks in Brussels in this area, while integrating into the heritage.

Objectives of the action

- Clean-up of the area around the Stock Exchange by measures to improve the commercial image of sign fronts, canopies, etc..;
- Adaptation of a specific commercial image;
- Research and proposal of high-quality care and restaurant equipment: terrace furniture: tables, chairs, screens, easels, etc., and reflection on the integration of terrace heating systems;
- Restoration of the historic canopies overlooking the listed site on Rue de la Bourse (also considered as listed);
- Reconstruction and return to a pristine condition of shop frontages;

- Special attention for exceptional shops (indoor and outdoor): Falstaff, Cirio, etc.
- Reflection on the Memorial to the Brussels bombings.

Measures and modalities

Projects:

- Organisation of City-Region coordination meetings to communicate on the progress (1 per year);
- Technical follow-up of coordination projects with City departments **and** DMS;
- Reflection on the location and form of the Memorial of the attacks of 22 March 2016.

Steering:
City of Brussels, Town Planning Department, Coordinator of the UNESCO zone for the City of Brussels (with the 3 main departments underpinning its work: Town Planning, Commerce (Horeca) and Tourism)**;**

Partners:
Brussels-Capital Region (Directorate of Monuments and Sites and Town Planning Department)
The Land Management Unit of the City of Brussels.
Departments of the City of Brussels: Control Unit, Commerce/Horeca Unit, Planning and Authorisations Unit, Historical Heritage Unit, Public Spaces Unit.
Road Works Department
Culture Department
Department of Commerce (Horeca)
According to the progress of the case....

Provisional timetable:

- 2015-2016: decision by the College to withdraw authorisation for annexes (covered terraces H. Maus and Bourse) - 2 planning permits submitted for the 2 cases; implementation of automatic removals if planning permits are accomplished around 2017 (depending on the date of issue by the competent authority);
- Completion of the work based on recommendations regarding screens for cafes and restaurants;
- Completion of works on the historical type of awnings on Rue de la Bourse with the Region (Directorate of Monuments and Sites); choice of the historical type to be reproduced; 2 designated architects; Pristine condition under discussion; regional bonuses will be granted for the restoration of awnings on Rue de la Bourse;
- 2017 -2018 restoration of the awnings on Rue de la Bourse and new modern awning on Rue Henri Maus 9-15 and 5-7 (restoration to be verified);
- Organisation of an interdepartmental meeting to discuss and propose a permanent memorial to the Brussels bombings (2016-2017).

Resources:

- Brussels-Capital Region bonuses (awnings, listed properties);
- City of Brussels bonus (for façade renovations);
- (Search for Atrium bonus (Regional via ERDF)

Indicators:

- Number of coordination meetings per year, of which one plenary session.
- Numerous meetings (field and office) with retailers and owners and their architects

Reminder of the projects already carried out:

Clean-up of the area around the Stock Exchange (carried out by the Coordinator of the UNESCO zone and the Control Unit)

- 2009 -2010: work to remove the old kiosks (Lotto, AMP, STIB) around the Stock Exchange;
- 2012: study of all violations (in terms of signs and frontages) with the Control Unit;
- Proposal to generalise the recommendations of the Region planned for the "Traviata" building (Rue H. Maus) for the area around the Stock Exchange;
- 2014: Some fifteen formal Town Planning notices and official reports have been issued in the area around the Stock Exchange by the Control Unit - City of Brussels".
- First implementation of ex-officio removals for the "Falstaff" (23/05/2014) (sign, sun tent, terrace and flower boxes) (College decision of 30/04/2014)
- 2015: the vast majority of signs have been removed thanks to administrative fines imposed following town planning-related official reports (first application);
- 2015: work on a frontage permit (Maus) and restoration to "Pristine condition" Rue de la Bourse n° 36.

Strategic objective 3 **Development of a functional blend, shops and housing in particular**

Specific objective 8	**Promote the establishment of diversified and high-quality shops**
Action Plan 25	**Improving the commercial image** **f.** Signage project for Galerie Bortier

Context of the action

Galerie Bortier is a changing space in the heart of the city:

- Its situation, close to the Grand Place, is excellent.
- Alongside the booksellers, we see the arrival of new shopkeepers, who are trying to set up a new dynamic (Les Sagas).
- A whole range of projects are ongoing: renewal of the lighting by the Land Management Unit, the installation of furniture (Seat & Read concept), participation in Design September, B-Gallery, etc.

At the initiative of shopkeepers, a working group for Galerie Bortier was set up, bringing together all the partners (Land Management Unit, various City departments, VisitBrussels, Atrium, MAD, etc.). Two meetings have already made it possible to initiate the dynamic and take stock of the various projects.

To support this interesting development, Atrium Brussels Centre, shopkeepers, the Land Management Unit and the City are proposing to jointly develop a commercial signage project to improve the visibility and attractiveness of the Galerie.

Objectives of the action

The objective of the project is to encourage the increased attractiveness of the Galerie Bortier by improving its signage in accordance with the municipal zoned town planning regulations "UNESCO Zone".

This project will also improve the appearance of the Galerie from Rue de la Madeleine and Rue Saint-Jean, and will therefore benefit the image and overall attractiveness of the district.

Measures and modalities

Projects:

- Signage project for Galerie Bortier

The project began with a signage study by a consultancy to define an identity concept for the Galerie, and propose variations of this concept in the commercial expression.

The study's conclusions propose installing two information totems, a luminous and interactive work of art and new harmonised signs for all commercial units.

A town planning permit has been obtained for the installation of the 2 totems at the entrances to the Galerie. A service provider has been hired via public procurement, and the totems will be installed at the end of 2015.

The application for a town planning permit for the installation of the lighting system and signage will be submitted at the beginning of 2016. They are scheduled for installation by the end of 2016 at the latest.

The project will be rounded off with an inauguration and a press conference.

Steering:
Atrium Brussels

Partners:
Shopkeepers
At the initiative of the project and the dynamics
Member of the Steering Committee

Land Management Unit (owner)
Member of the Steering Committee
Technical collaboration for implementation
Partial funding of the study

Alderman and Town Planning Department of the City (with UNESCO coordinator)
Member of the Steering Committee
Town planning advice and opinions (zoned regulation)
Assistance, advice and granting of planning permits
Partial funding

Alderman and Department of Commerce of the City
Member of the Steering Committee
Advice and opinions
Contacts with shopkeepers
Partial funding

Provisional timetable:

Phase	Start
Preparatory phase: drafting of specifications, establishment of a steering committee, City - shopkeepers meeting, etc.	Completed
Public contract for Study	Completed
Signage study	Completed
Planning Permits for totems	Completed
Public contract for totems	Completed
Creation and installation of signage elements	March 2016
Permit for lighting installation and signs	July 2016
Public contract for lighting installation	July 2016
Completion of lighting installation and signs	October 2016
Inauguration and press conference	November 2016

Resources:

Expenditure by item		**Revenues by source**	
Milk & Cookies Studies	€23,459	Region AAP 2013	€59,000
Totems	€40,000	Region AAP 2014	€30,000
Luminous artworks	€55,000	Land Management City 2013	€7,500
Illuminated signs (for six shops)	€4,000	Commerce dept. City 2013	€7,500
Miscellaneous and communication (translation, press conference, etc.)	€1,541	Town planning City 2014	€5,000
		Commerce dept. City 2014	€15,000
Total	**€124,000**	**Total**	**€124,000**

Indicators:

Indicators	Units	Situation at the start	Situation at the end
Signage study	Number	0	1
Signage elements	Number	0	Min 6
Empty units in the Galerie	Number	1	0
Footfall in the district (Rue de la Madeleine)	Number per day	5,779 (Pedestrian traffic, ATRIUM 2012)	7,000

10. **Strategic objective 4: Improvement of the living environment**

Strategic objective 4 **Improvement of the living environment**

Specific objective 9	**Improvement of the public space**	
Action Plans	**26.** City centre traffic plan	181
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Specific objective 10	**Management of public cleanliness**	
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Specific objective 11	**Improvement of the living environment**	
Action Plans	**34.** Assessment and management of disturbances and anti-social behaviour	213

Strategic objective 4 **Improvement of quality of life**

Specific objective 9	**Improvement of the public space**
Action Plan 26	City centre traffic plan

Context of the action

On 29 June 2015, the City implemented its City Centre Traffic Plan, during an 8-month test phase. It completely reorganises the traffic within the City Centre. During the test period, an evaluation was carried out within the City and in partnership with the other stakeholders concerned (police, STIB, Regional Directorate for Taxis, etc.). Adjustments will be made at the end of the evaluation and the final implementation of the City Centre Traffic Plan will be carried out in 2016 and effected by a complementary police regulation.
This project also includes the extension of the pedestrian zone.

Objectives of the action

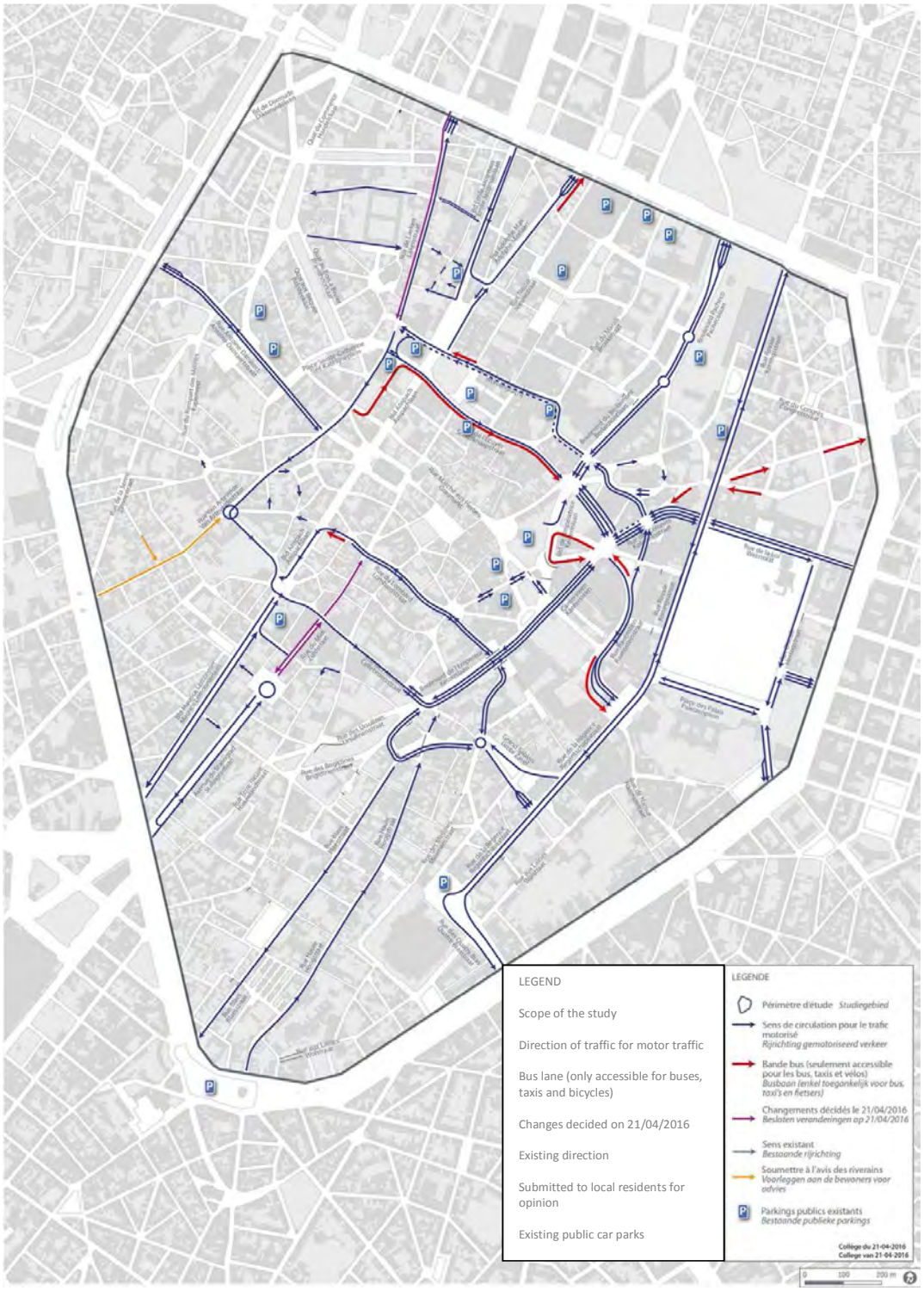
The City Centre Traffic Plan aims to reduce car pressure in the city centre by eliminating transit traffic in the city centre, directing motorists along major roads and encouraging the use of alternative modes of transport to private cars. As such, it aims to improve the living environment in the districts: reduced noise and atmospheric pollution, reduction in the number of accidents, enhancement of public spaces for other users (wider pavements, cycle paths, clean bus stops, pedestrian streets, etc.), etc.

Measures and modalities

Projects:

- "Definitive" implementation of the City Centre Traffic Plan

One-way main entry and exit routes to and from the inner ring road have been created, as well as a local service loop.
Within the UNESCO perimeter itself, certain traffic flows have been reversed. A study is underway for the area around the Central Station that could lead to new recommendations to improve traffic flow (all modes of transport).
Marked or suggested cycling lanes have been built where space permits.
New cycling routes could still be created.
Transit lines and public transport terminals, as well as parking, have been overhauled.
A reflection is also ongoing to implement signage to direct cars to public car parks via the main roads (see Action Plan 29).



City centre traffic plan
© City of Brussels - Mobility and Public Spaces Unit.

Steering:

- Mobility and Public Spaces Unit

Partners:

- Road works department: implementation of signage, markings, minor works, drafting of police orders and supplementary police regulations (in coordination with the legal department)
- Police
- Time stamp unit: parking aspects
- STIB
- Region: Directorate for Taxis, Brussels Mobility (Manager of the inner ring), etc.
- Town planning: applications for town planning permits for various developments

Provisional timetable:

- Test period: terminates at the end of February 2016
- Evaluation: end of February 2016
- Adjustments: second quarter of 2016
- Definitive implementation of the City Centre Traffic Plan, via publication of the supplementary police regulation: end of 2016
- Completion of work with planning permits: application for planning permit by 2018 - completion by 2020

Resources:

- Budget: City of Brussels To be determined according to the necessary adjustments and spread over various competences: traffic signs, markings, etc.

Indicators:

- Number of complaints
- Traffic counts in the city centre
- Number of inhabitants
- Pollution measurements (telemetric network for real-time air quality measurement)
- Number of accidents
- Number of cyclists

Strategic objective 4 **Improvement of the living environment**

Specific objective 9	**Improvement of the public space**
Action Plan 27	Extension of the pedestrian zone in the city centre

Context of the action

On 29 June 2015, in the context of the City Centre Traffic Plan, the City implemented an extension of its pedestrian zone, during an 8-month test phase. The definitive implementation of this Plan will be carried out in 2016, along with a supplementary police regulation. The signing will be supplemented by the installation of retractable bollards or a camera system in new pedestrian areas.
With regard to the management of the area (issuance of passes, etc.), a reflection is under way to evaluate the use of outsourced management of the pedestrian area.
Depending on this evaluation, further adaptations could be envisaged to review the traffic system in the non-pedestrian streets around the Grand Place and Place Saint-Géry as early as 2018.

It should be noted that various developments of the public space are planned in the pedestrian zone of the city centre: redevelopment of the boulevards of the centre and the square and surroundings of the Stock Exchange (see Action Plan No. 4_9_29b), the Sacred Block (see Action Plan No. 4_9_29a), repaving of the Grand Place (see Action Plan No. 4_9_29c), redevelopment of the Rue du Midi (see Action Plan No. 4_9_29d).

Objectives of the action

The extension of the pedestrian zone is intended to improve the quality of life in the city centre: reduce noise and air pollution, reduce the number of accidents, and enhance the public spaces.
It allows the public space to be reclassified (e.g. Place de la Bourse, etc.) and to be reappropriated by pedestrians and shoppers.
Pedestrianising the boulevards of the centre and the adjacent streets on both sides of the latter also makes it possible to better connect the districts on both sides of the boulevards, and remove the barrier effect they may have created. It also improves the commercial attractiveness and helps eliminate transit traffic.

Measures and modalities

Projects:

- Definitive extension of the pedestrian zone in the city centre

The pedestrian zone is therefore extended, inter alia, across a section of the boulevards in the centre (between Place De Brouckère and Rue Plattesteen) including the square and surroundings of the Stock Exchange and the sections adjoining it, as well as a part of Rue du Midi, Rue des Pierres, etc.
Deliveries are authorised from 4am to 11am. Taxis and cyclists are also allowed to travel in the pedestrian zone, as well as rights holders in possession of a pass (car park user, someone moving house, works, etc.).
A regulation will be adopted for managing access to the pedestrian zone.

The new pedestrian streets will be fitted with retractable bollards or cameras at the entrance and exit, to control access. The possibility to implement outsourced management of access to the pedestrian zone is currently being considered.
The directions of traffic have been reviewed to avoid transit traffic, especially between 4am and 11am.

The traffic system of the Rue de l'Amigo and Rue de la Violette located in the UNESCO zone could be reviewed after the evaluation, as well as other streets in the vicinity of the listed perimeter (Saint-Jacques district).

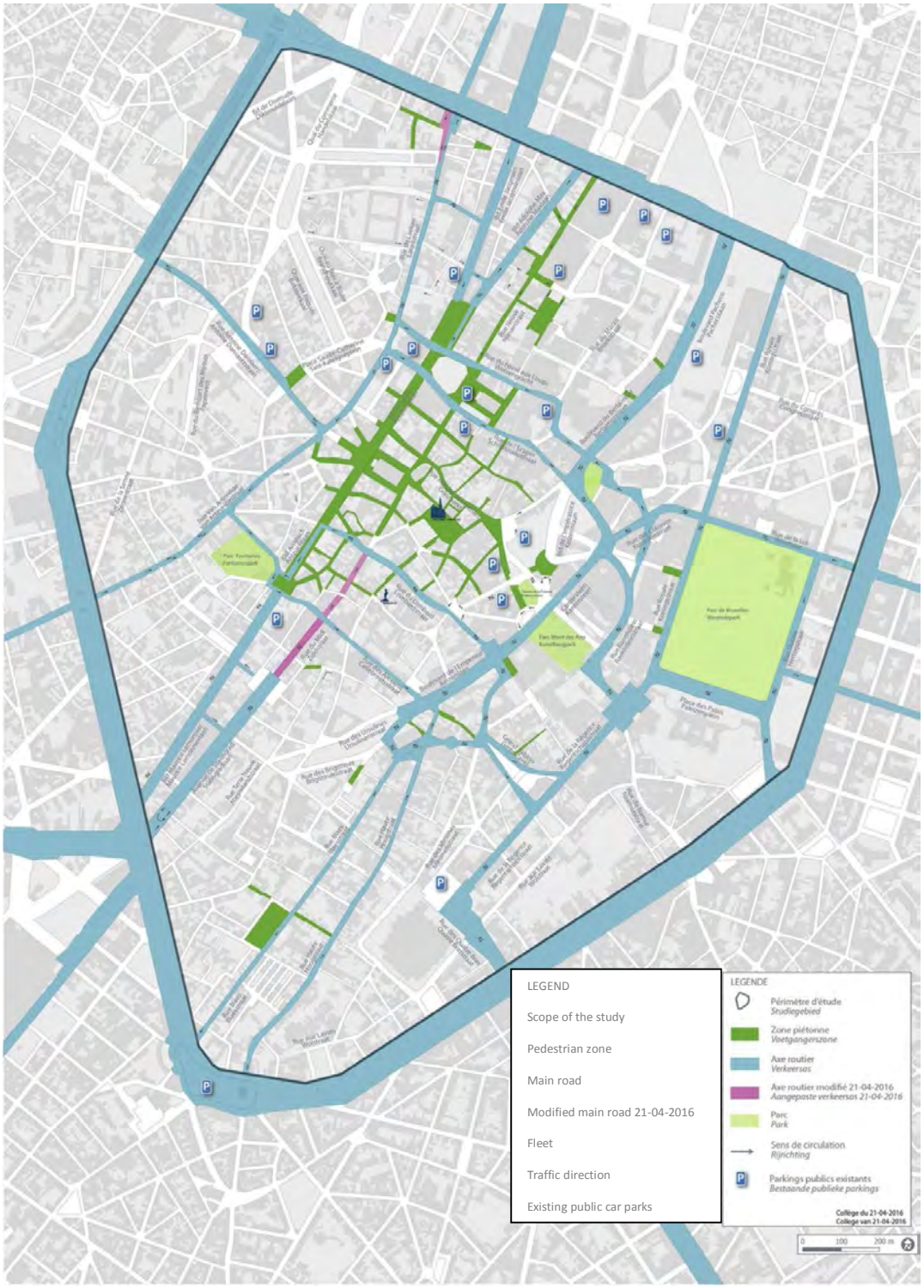
Steering:
- Mobility and Public Spaces Unit

Partners:
- Road works: placement of signs, reflection on outsourced management, retractable bollards or cameras, drafting of police orders and supplementary policy regulations (in coordination with the legal department)
- Police
- Demographics: issuance of passes

Provisional timetable:
- Test period: terminates at the end of February 2016
- Evaluation: end of February 2016
- Adjustments: second quarter of 2016
- Definitive implementation of the extension of the pedestrian zone, via publication of the supplementary police regulations and the regulations on access to the pedestrian zone: end of 2016
- Revision of the traffic regime on various streets: 2018

Resources:
- New retractable bollards: +- €60,000 per bollard or camera
- Outsourcing of management of access to the pedestrian zone: under study
- Signing

Indicators:
- Number of complaints
- Pedestrian counts
- Cyclist counts
- Number of inhabitants
- Number of passes issued
- Number of violations related to access to pedestrian streets



City centre traffic plan
© City of Brussels - Mobility and Public Spaces Unit

Strategic objective 4 **Improvement of the living environment**

Specific objective 9	**Improvement of the public space**
Action Plan 28	Additional mobility measures

Context of the action

As part of the test phase of the City Centre Traffic Plan, parking has been reviewed on some of the main roads of the city centre: parking spaces have been eliminated in pedestrian streets, spaces for disabled people have been relocated, taxi ranks have been reviewed, as have delivery areas, and spaces for motorcycles, bicycles and car-sharing.

All aspects related to parking, and restricted parking areas in particular, should also be reviewed for the city centre as a whole.

Bus services and terminals have been reviewed, in coordination with STIB. Further modifications may be made in the future as part of the Bus Plan (approved by the Government at first reading) and as part of a reflection for the commissioning of a new electric minibus service.

A reflection is also ongoing to implement signage to direct cars to public car parks more effectively.

New cycle routes within the city centre could be developed; this is currently being considered in collaboration with Brussels Mobility, which would subsidise some of these routes.

Objectives of the action

These complementary measures contribute to the objectives of reducing private car use in the city centre, and encouraging alternative modes of transport.

Measures and modalities

Projects:

- Additional mobility measures

Parking is an important lever for mobility. It needs to be organised in such a way as to better balance people's needs and limit traffic looking for parking spaces in public spaces. Following the implementation of the Traffic Plan and the extension of the pedestrian zone, which resulted in the elimination of nearly 450 parking spaces, reserved parking spaces were reviewed in the vicinity of the pedestrian zone and on the local service loop. Following the test phase, a supplementary police regulation will be drafted to uphold these measures.
As such, the places set aside for people with reduced mobility have all been relocated, with a few additional places, delivery areas have been increased, particularly on the local service loop, and stations for shared cars have also been relocated so as not to eliminate any places. Taxi spaces have also been reviewed in collaboration with the Directorate for Taxis, and various taxi ranks have been

created in the immediate vicinity of the extended pedestrian zone, in particular Rue de l'Evêque and Rue Infante Isabelle.
Parking for two-wheelers has also been reviewed and enhanced, particularly for bicycles. It should also be noted that, as part of the redevelopment of the boulevards in the centre, two underground bicycle parking spaces will be provided, each with 500 spaces; one is planned in the Bourse metro station.

The restricted parking areas in the city centre will also need be reviewed to limit long duration parking.
The car-sharing action plan will also be relaunched in order to increase the number of stations (by 2020) for all operators approved by the Region. Two other operators offering a shared electric car service (not yet present in the city centre) will therefore be involved and will be able to have spots at the new stations.

Coordination with STIB has been carried out to review all bus services and terminals in the city centre, in order to integrate them into the City Centre Traffic Plan. As such, terminals have been concentrated in 2 locations, bus contraflows have been eliminated in favour of certain dedicated sites, and bus services and stops have been; a bus service runs on the central service loop.
Further changes could be made as part of the ongoing Bus Plan.
An electric minibus project is also envisaged. This may cross the pedestrian zone, and consequently the UNESCO zone.

Remote sequencing of public car parks also aims to improve the organisation of parking and encourage long-term parking. This involves the installation of specific signing to better direct motorists to public car parks. From the radial roads, directional signing directs motorists to the main routes and in the most direct way, to avoid traffic in residential areas.
This is a regional project.
As regards the city centre, dynamic signing would be provided on the inner ring, supplemented by municipal signage (both dynamic and static) within the city centre itself and up to the entrances to public car parks. The public car parks on Rue Duquesnoy and Place Agora would be integrated into this project.
Pending the Regional project, temporary directional signage will be installed from the inner ring to the entrances of public car parks situated in the city centre. These are exclusively static signs that will be financed and installed by the Region, in coordination with City departments. This directional signage will need to be installed in the coming weeks.

A reflection is being carried out with the Region to plan comfortable and direct routes for cyclists in the city centre. The Region would contribute financially to the implementation of part of these new cycle routes.

Steering:
- Coordination: Mobility unit
- Parking aspects: Time stamp unit
- Public transport: STIB
- Remote sequencing of public car parks/directional signage: Region
- Cycling routes: Mobility Unit and Brussels Mobility

Partners:

- Mobility Unit: mobility opinion on parking aspects, car-sharing action plan (in coordination with the time stamp unit), coordination of taxi spaces, opinion on the routes planned for remote sequencing/directional signage of car parks, opinion on new cycle routes.
- Road works department: implementation of signage and markings, including remote sequencing
- Directorate of taxis: marking of taxi spaces
- Regional Parking Agency: opinion on the Municipal Parking Plan and the Car-sharing Plan

Provisional timetable:

- Parking measurements: 2018
- Public transport: confirmation of the adaptations made as part of the City Centre Traffic Plan: end of 2016, electric minibus: 2018.
- Remote sequencing of public car parks: study in progress in the Region
- Directional signage for public car parks: summer 2016
- Implementation of new cycle routes (planning permit): 2020

Resources:

Budget: City and the Brussels-Capital Region

- Signage for the implementation of parking measures (City)
- Financing of an electric minibus: reflection ongoing (City)
- Study and dynamic signage on regional roads (Region)
- Static and dynamic signage on regional roads (Region)
- Municipal cycle routes: regional budget envisaged

Indicators:

- Time stamp revenues
- Number of parking subscriptions issued
- Number of car-sharing customers
- Number of customers of public transport lines (via STIB)
- Occupancy rate of public car parks (subject to information being provided to public car park operators)
- Number of cyclists on cycle routes

Map of the STIB network - City centre.
© STIB

Strategic objective 4 **Improvement of the living environment**

Specific objective 9	**Improvement of the public space**
Action Plan 29	Development of public spaces **a.** Development of the roads of the “Ilot Sacré”

Context of the action

Development of the roads of the “Ilot Sacré”
(Rue des Bouchers, Petite rue des Bouchers, Rue des Dominicains, Rue d'Une Personne, Rue du Marché aux Peaux, Impasse de la Fidélité, Impasse du Chapelet, Impasse de la Tête de Boeuf, Impasse Sainte-Pétronille et Impasse Schuddeveld).

Objectives of the action

The City's project is part of the desire to reclassify streets and the public space in general around the Grand Place and within the UNESCO protection perimeter, in order to improve the coherence of typologies and materials with buildings and the heritage character of the location.

It draws lessons from the evolution of the development and paving of the “Ilot Sacré” and Grand Place district.
It also takes into account the "Galika" project, for which the town planning permit for the reconstruction of housing was issued on 18/07/2014. This project also reconstructs interior alleyways that have now disappeared.

Measures and modalities

Projects:

The project has two components:

- the development of the streets that form the backbone of the district, namely: Rue des Bouchers, Petite rue des Bouchers, Rue des Dominicains, Impasse de la Fidélité, Rue d'Une Personne, Rue du Marché aux Peaux, Impasse de la Tête de Bœuf, Impasse du Chapelet; The principle of awarding a works contract and the implementation file were adopted by the College of Mayor and Aldermen of the City of Brussels on 18/06/2015. The planning permit was issued on 27/08/2015. The College of XX/12/2015 awarded the works;

- the development of Impasse Sainte-Pétronille, Impasse Schuddeveld and the peristyle of the Galeries Royales Saint-Hubert.

As a corollary, the project involves the prior intervention of the contractors.

Steering:

The project is managed by the Mobility and Public Spaces Unit of the Department of Town Planning/Architecture of the City of Brussels.

Partners:
- Town Planning/Architecture Department - Historical Heritage Unit
- Road Works Department: implementation of signage
- Police (Technical Services)
- Other departments of the City (Land Management of Municipal Properties, Economic Affairs Unit and Sections of the Town Planning Department are indirectly involved)
- Brussels Mobility and the Osiris system for the management of the works of contractors.

Provisional schedule:
Component 1:
The principle of awarding a works contract and the implementation file were adopted by the College of Mayor and Aldermen of the City of Brussels on 18/06/2015.
The planning permit was issued on 27/08/2015.
The College of 10/12/2015 awarded the works.
The contractors will be working from the second half of 2016.
The works on the roads could start in the second half of 2017 and continue in 2018.
Component 2:
The application for a planning permit was submitted on 03/2016, the procedure is ongoing.

Resources:
The cost of the improvement works for the streets (component 1) is estimated at €700,000.00. This amount does not include the interventions of contractors. These are not covered by the City.
The works benefit from a subsidy from the Brussels Regional Public Service under the Ordinance of 16 July 1998 - three-year investment grant 2013-2015.

Indicators:

- Number of m² of roads developed:

Since the total surface area of the project is ± 3200m², the developed surface area is a good quantitative indicator.

- Number of pedestrians using the Rue des bouchers:

The evolution of pedestrian flows measured annually by "ATRIUM" in the streets adjacent to the Sacred Block, namely Rue des Fripiers, Rue de l'Ecuyer and Rue du Marché aux Herbes, can be a good qualitative indicator.

Reminder of the projects carried out since 2011:
A number of streets within the UNESCO protection perimeter have already been developed (work completed in June 2012)
These are Rue de l'Amigo, Rue des Brasseurs, Rue de la Violette, Rue de l'Homme Chrétien, Rue Charles Buls, Rue de la Fourche and impasse des Bœufs, Rue Grétry, Rue des Fripiers, Rue du Marché aux Poulet, Rue de Tabora and part of Rue du Marché aux Herbes, from Rue au Beurre, Petite rue au Beurre and Rue de la Colline.

Strategic objective 4 **Improvement of the living environment**

Specific objective 9	**Improvement of the public space**
Action Plan 29	Development of public spaces **b.** Redevelopment of the Place de la Bourse and the boulevards of the city centre

Context of the action

Development of Place de la Bourse (all public spaces adjacent to the Bourse building) and the boulevards in the centre as well as various public spaces located around this axis.
(Place de la Bourse, Rue Henri Maus, rue de la Bourse, Rue de Tabora behind the Bourse, Rue du Midi behind the Bourse, Boulevard Anspach, Place De Brouckère, Boulevard Adolphe Max, part of Rue Saint-Michel, part of Boulevard Emile Jacqmain, part of Rue Grétry, Rue des Halles, part of Rue du Marché aux Poulets, Rue Paul Devaux, Rue Jules Van Praet, Rue des Pierres, Rue Plattesteen, Rue des Teinturiers, Place Fontaines).

Objectives of the action

The project aims to restore these public spaces to their character as a central linkage point by reinforcing the east-west links between the Grand Place and the Dansaert and Saint-Géry districts, as well as Place Sainte-Catherine. The project seeks a new balance between the different modes of transport, aiming for a modal shift from cars to more sustainable modes: active modes and public transport.

Measures and modalities

Projects:

- Redevelopment of the Place de la Bourse and the boulevards of the city centre

The project includes the redevelopment of streets and squares included in the pedestrian perimeter. It also covers:

- the reclassification of access to the pre-metro stations Bourse and De Brouckère, and to the bicycle parking areas integrated into these stations in the same spirit as the overall development of the boulevards.
- the waterproofing of the pre-metro stations Bourse and De Brouckère
- the integration of kiosks
- the integration of specific plant development and automatic watering devices for plants

As a corollary, the project involves the prior intervention of the contractors.

Steering:

- City of Brussels and Beliris with certain interventions by Brussels Mobility (Brussels Mobility for access to metro stations and bicycle parking).

Partners:

- Town Planning Department/Architecture and other sections of the Town Planning Department
- Road Works Department: mobility and the implementation of signage
- Police (Technical Services)
- Other departments of the City (Land Management of Municipal Properties, Economic Affairs Unit)
- Brussels Mobility and the Osiris system for the management of the works of contractors.
- Beliris for financing
- an association of consultancies

Provisional timetable:

- Two applications for town planning permits cover the project perimeter. However, the project stages are completed simultaneously.
- The planning permits were issued on 12/01/2016.
- The preliminary work of the contractors has been in progress since 08/2015 and will continue in 2016.
- The actual work is expected to start in mid-2016 and be completed by the end of 2017.

Resources:

- The cost of the development work is estimated at €36,500,000.00 (City of Brussels, Beliris and Brussels Mobility - €6,500,000.00 covered by the City. This amount does not include the interventions of contractors.

Indicators:

- The number of m² of roads developed:

Since the total surface area of the project is ± 59,000m², the developed surface area is a good quantitative indicator.

- The number of pedestrians using Boulevard Anspach:

The evolution of pedestrian flows measured annually by "ATRIUM" in this road can be a good qualitative indicator.

Reminder of the projects carried out since 2011:

A number of streets within the UNESCO protection perimeter have already been developed (work completed in June 2012)
These are Rue de l'Amigo, Rue des Brasseurs, Rue de la Violette, Rue de l'Homme Chrétien, Rue Charles Buls, Rue de la Fourche and impasse des Bœufs, Rue Grétry, Rue des Fripiers, Rue du Marché aux Poulet, Rue de Tabora and part of Rue du Marché aux Herbes, from Rue au Beurre, Petite rue au Beurre and Rue de la Colline.
Some of these streets leading to the back of the Stock Exchange are located in the direct continuity of the project.

Strategic objective 4 **Improvement of the living environment**

Specific objective 9	**Improvement of the public space**
Action Plan 29	Development of public spaces **c.** Development of the Grand Place and development of a quality project for terraces

Context of the action

Development of the surface of the Grand Place is necessary because of its poor state of conservation. A historical study is being carried out to better understand the evolution and development of the square over the years. The ground is covered with oblong paving stones and the façades of the houses are bordered by blue stone and paved in platinum.
The surface is made rather irregular by the loosening of the paving stones; some blue stones on the pavements are cracked and broken.
The project falls within the road development projects carried out within the UNESCO protection zone and the expansion of the pedestrian zone in the city centre. This needs to take into account the high heritage value of the site.

The terraces of the Grand Place will also be the subject of a renewal project to bring a new tourist and economic dynamism to this area.

Objectives of the action

- Renovation of the surface of the Grand Place
- Improve the image of the terraces of establishments

Measures and modalities

Projects:

1. development of the Grand Place

The development of the Grand Place, in reality primarily a general restoration of the paving and pavements, will be an opportunity to identify the most appropriate profile, based on historical studies and the existing situation. A reflection on better accessibility for people with reduced mobility will be inevitable.

2. development of a quality project for terraces

Steering:

Project 1: Mobility and Public Spaces Unit, Town Planning Department/Architecture of the City of Brussels.
Project 2: Historical Heritage Unit, Town Planning Department, City of Brussels.

Partners:
Other departments of the City (Land Management of Municipal Properties, Economic Affairs Unit, Department of Commerce and Units of the Town Planning Department are indirectly involved)

Provisional timetable:
The works were included in the 2016 budget, but the funds were reallocated. Consequently, only the study phase can be undertaken in 2016.

Resources:
Budget: City of Brussels and the Brussels-Capital Region
The cost of the improvement works is estimated at €1,500,000.00.

Indicators:

1. Since the total surface area of the project is ± 6,500m², the developed surface area is a good quantitative indicator.

2. Number of pedestrians using the Rue du Midi:

The evolution of pedestrian flows measured annually by "ATRIUM" in the centre of Brussels can be a good qualitative indicator.

Reminder of the projects carried out since 2011:
A number of streets within the UNESCO protection perimeter have already been developed (work completed in June 2012)
These are Rue de l'Amigo, Rue des Brasseurs, Rue de la Violette, Rue de l'Homme Chrétien, Rue Charles Buls, Rue de la Fourche and impasse des Bœufs, Rue Grétry, Rue des Fripiers, Rue du Marché aux Poulet, Rue de Tabora and part of Rue du Marché aux Herbes, from Rue au Beurre, Petite rue au Beurre and Rue de la Colline.
Some of these streets leading to the back of the Stock Exchange are located in the direct continuity of the project.

Strategic objective 4 **Improvement of the living environment**

Specific objective 9	**Improvement of the public space**
Action Plan 29	Development of public spaces **d. Redevelopment of Rue du Midi**

Context of the action

Development of Rue du Midi (from Place Rouppe to Rue des Pierres) as part of the "Rouppe" Neighbourhood Contract. (the project also includes Rue Fréderic Basse, Rue Sallaert and Rue de la Fontaine outside the protection perimeter).

Objectives of the action

The project is part of the expansion of the pedestrian zone in the city centre and takes into account the new traffic plan which has been tested since June 2015. The aim is to improve the living environment of residents and shoppers, as well as the pleasant character of the city centre. It takes into account the tourist dimension of Rue du Midi, the main pedestrian entrance from the Gare du Midi.

Measures and modalities

Projects:

- Redevelopment of Rue du Midi.

Since the extension of the pedestrian zone, Rue du Midi has been pedestrianised from the back of the Stock Exchange to Rue des Bogards. On this part of its route, it is arranged over one level. From Rue des Bogards to Place Rouppe, traffic can only go in one direction. Over the whole route, the public space is inviting for visitors to stroll, is greener thanks to the planted trees, and is likely to improve the safety of pedestrians and cyclists by greatly reducing traffic and speed.

Steering:

- Beliris, Federal Public Service Mobility and Transport - Directorate of Transport Infrastructure

This falls under the Cooperation Agreement of 15/09/1993 between the Federal State and the Brussels-Capital Region and its amendments, and in particular initiative 4.1.38.1 "Neighbourhood Contract Rouppe - Brussels City - Public Spaces.

Partners:

Elaboration of the project was entrusted by Beliris to a consultancy and was followed by a Support Committee made up of representatives of ministerial cabinets, the Mayor and Aldermen as well as representatives of the regional administrations and the City.
Beliris is responsible for funding the studies and works (under closed envelope). The City is covering part of the costs for the study and works.

Provisional timetable:
The planning permit was issued on 10/03/2016.
Taking into account the procedures for awarding the necessary works and the intervention of the contractors, the works of the contractors could start during the second half of 2016.

Resources:
Budget: City of Brussels
The cost of the improvement works is estimated at €3,100,000.00. This amount does not include study fees and automatic bollards for access control. Finally, the amount does not include the interventions of contractors. These are not covered by the City.

Indicators:

- The number of m² of roads developed:

Since the total surface area of the project is ± 12,150m², the developed surface area is a good quantitative indicator.

- Number of pedestrians using the Rue du Midi:

The evolution of pedestrian flows measured annually by "ATRIUM" in this commercial street can be a good qualitative indicator.

Reminder of the projects carried out since 2011:
A number of streets within the UNESCO protection perimeter have already been developed (work completed in June 2012)
These are Rue de l'Amigo, Rue des Brasseurs, Rue de la Violette, Rue de l'Homme Chrétien, Rue Charles Buls, Rue de la Fourche and impasse des Bœufs, Rue Grétry, Rue des Fripiers, Rue du Marché aux Poulet, Rue de Tabora and part of Rue du Marché aux Herbes, from Rue au Beurre, Petite rue au Beurre and Rue de la Colline.
Some of these streets leading to the back of the Stock Exchange are located in the direct continuity of the project.

Strategic objective 4 **Improvement of the living environment**

Specific objective 9	Improvement of the public space
Action Plan 30	Monitoring and maintenance of the lighting to enhance façades

Context of the action

The historic centre of Brussels contains a heritage of exceptional architectural quality. The Grand Place, a UNESCO World Heritage Site, is currently undergoing façade restoration, as well as a general redevelopment project. These actions help to enhance its appearance during the day. Nevertheless, at night, this architectural treasure is plunged into darkness, except for the Town Hall and the King's House. And yet, the vision for a location at night is just as important as the vision for day-time.
In recent years, heritage enhancement projects have been carried out for the façades of the Grand Place and the Rue du Marché aux Fromages. Implementing these projects is a way of enabling both Brussels residents and the countless tourists from all over the world to discover or rediscover our rich heritage.

The lighting of the Grand Place is designed to be very soft, and is achieved by installing rails and LED mini-projectors on the façade of the buildings. The light is white, but the LEDs planned for the project are RGBW. This means that they can emit all possible colours of light. As a result, this installation also makes it possible to create animations during the holiday season, without the use of additional equipment. The LED technology makes it possible to modulate the intensity of the light. Each device is linked to a command, and the intensity of its luminous flux and colour can be individually adjusted to achieve the desired effect.

Work began in 2012 and was carried out on 3 blocks, and on the two public buildings in the square. These were halted in April 2013 due to the imminent restoration of the façades of the last two blocks. The restoration of the façades of the two blocks is currently nearing completion, and the lighting project should be finalised by the last quarter of 2016.

Following a decision by the College of the City of Brussels in 2014, all heritage lighting projects will now be managed by the Town Planning Department. The Road Works Department will conclude the Grand Place project, and maintain the installation.

As regards Rue du Marché aux Fromages, the street lighting project was structured around 3 actions:

- replace the sodium vapour lamps in the street lighting, which provide yellow-orange light which is unsuitable for street lighting, with metal halide lamps that provide a white colour and a better colour rendering index. This action was carried out during the first quarter of 2011;
- replace the current public lighting lamps with lamps which are identical to those installed in the Grand Place;
- a lightweight scenographic lighting system has been installed on the upper part of the façades. It will be used to highlight the pattern of the façades in the street. To achieve this, the project envisages the vertical installation of LED's at the level of the window frames. The

overall vision of these vertical linear elements will be seen as a musical score that will animate the street and make it stand out.

This project was completed in 2012.

Objectives of the action

- Finalise the project to highlight the Grand Place
- Ensure the maintenance of both installations

Measures and modalities

Projects:

- Maintenance of the lighting to enhance the Grand Place and Rue du Marché aux Fromages

Steering:

- Road Works Department.

Partners:

- The contractor FABRICOM appointed by approved procedure for the maintenance of installations between 2016 and 2019

Provisional timetable:

- The work is scheduled to be completed by the end of 2016
- Monitoring and maintenance; continuous action

Resources:

- Beliris budget for the finalisation of the installation
- Regular budget of the Road Works Department for the maintenance of both installations

Indicators:

- Number of maintenance operations per year

Strategic objective 4 **Improvement of the living environment**

Specific objective 9	**Improvement of the public space**
Action Plan 31	Maintenance and development of street furniture

Context of the action

Urban spaces showcase the city, reflecting its dynamism and identity. As a public decision-maker, the City of Brussels is aware of the political and economic implications of developing the public space and, above all, of the UNESCO perimeter.

Developing urban spaces is a relatively complex process, as it needs to satisfy all the actors of community life. Citizens have needs and demands that need to be taken into account. Likewise, the various municipal decision-makers often pay more attention to the values of cost, robustness, and durability over time, forgetting to take into account more social considerations, and failing to integrate street furniture coherently into its environment. The work of the City of Brussels therefore needs to actively try to develop, in collaboration with partners, comprehensive and well thought-out projects that take into account important principles such as the quality and importance of the historical heritage.

The street furniture in the UNESCO zone must be given special priority, given the tourist and economic importance it represents for Brussels.

The aim is to standardise the type of street furniture and coordinate the various actors working in the public space.

Objectives of the action

Much more than meeting purely functional needs, the development of the urban area within the UNESCO perimeter is an attempt to restore the dignity and quality of public space that it deserves. Given its heritage status, it is given the essential role of being an attractive tourist attraction, a place for exchange, meetings and leisure. Efforts must be made to create pleasant spaces that are in line with the importance of the location:

- embellish the general aspect of the public space and improve the quality of the environment;
- make pedestrian movements more smooth;
- develop urban furniture for resting (benches, seats, etc.);
- limit vehicle traffic and prevent unauthorised parking (with poles, barriers, automatic bollards);
- encourage durable development, favouring natural and maintenance-friendly enhancements;
- ensure the homogeneity and visibility of the designs, colours and materials of the furniture for their integration into the environment;
- achieve an improvement of 80% of street furniture in poor condition;
- ensure the maintenance of street furniture within a reasonable time.

Measures and modalities

Projects:

- coordination and development of furniture for public spaces;
- updating of the street furniture inventory in the UNESCO zone
- maintenance of street furniture

Steering:

- Road Works Department.

Partners:

- Cleanliness Department, COCOF, Land Management Unit and Department of Commerce, STIB, Tourism

Provisional timetable:

For coordination between departments; regular meetings per quarter
For the street furniture inventory; Systematic updating, continuous action;
For maintenance; continuous action;

Resources:

Budget: City of Brussels
- For the maintenance of street furniture; monitored by the Street Furniture Unit.
- For coordination; The Street Furniture Department and the consultancy of the Roadways Department in coordination with Town Planning and mobility

Indicators:

- Number of new furniture installed in public spaces per year?
- Amount of maintenance performed per year

Strategic objective 4 **Improvement of the living environment**

Specific objective 9	**Improvement of the public space**
Action Plan 32	Development of signage and tourist marking

Context of the action

Signage Unit

The City of Brussels, on the basis of its energy management policy, is taking action to reduce energy consumption. As such, during 2010 and 2011, the City gradually replaced the incandescent bulbs in traffic lights with type 2 LED lamps.

This LED model has been specially designed for traffic lights and complies with all applicable European standards. Its lifespan is 10 years, while a regular bulb only lasts 6 months, thereby reducing maintenance costs. In addition to its reliability, the LED 2 has a consumption of 8 Watts, which represents only 13% of the consumption of a 60W bulb. In addition, LED 2 operates on a voltage of 42V, which reduces the risk of electrocution in the event of work or damage. The risk of outage is also negligible, which reduces the risk of accidents at intersections. At the end of its life, the LED 2 is recovered by the manufacturer who extracts various components and certain precious metals such as gold and copper from the printed circuit board, which is not the case with the ordinary bulb, which is not recyclable.

The City of Brussels is continuing this gradual replacement of incandescent bulbs for traffic lights with type 2 LED lamps. However, with the new expansion of the pedestrian zone, several traffic lights have been removed.

Street furniture Unit (tourist signing)

The signing installed in the UNESCO zone is the result of a comprehensive action at the Brussels-Capital Region level carried out by the French Community Commission (COCOF) and the City of Brussels.

An identical visual for all tourist information, in order to better inform tourists, has been installed:

- Banner masts are designed to identify and promote all the museums recognised by the Brussels Museums Council, as well as the main cultural centres;
- wall plaques, affixed directly to the façades, commemorate famous figures or places from community life;
- historical posters and leaflets are intended to provide information to foreign visitors, but also to help residents to get to know their city better;
- truncated masts, set back from the façades, are self-contained holders of historical information that identify buildings of historical or heritage value.

The existing signage in the UNESCO zone is already overloaded, ruling out the possibility of adding additional markers. The Road Works Department manages the maintenance of the existing markers, but does not have a contract to develop new ones.

Objectives of the action

Signage Unit

- reduce the annual electricity consumption of traffic lights and signals.

Street furniture Unit (tourist signing)

- achieve the improvement of 80% of tourist signage in poor condition;
- inform tourists in a clear and comprehensive manner about a number of buildings and places of tourist importance.

Measures and modalities

Projects:

Signage Unit

- continue to replace 60W traffic light bulbs with LED 2 lamps

Street furniture Unit (tourist signing)

- updating of the tourist signage street furniture inventory in the UNESCO zone
- maintenance of signage - existing signage and tourist marking;

Steering:
Road Works Department

Partners:
COCOF, Mobility and Public Space Unit, the Region, Visit Brussels, Tourism, Police

Provisional timetable:
For signage; completion in progress
For tourist signage; systematic updating, continuous action

Resources:
Budget: City of Brussels
- For signage; supervision of the project by the Signage Unit.
- For the maintenance of tourist markers; supervision of the project by the Street Furniture Unit.

Indicators:

- Amount of maintenance performed per year
- Number of traffic light bulbs replaced per year.

Strategic objective 4 **Improvement of the living environment**

Specific objective 10	**Management of public cleanliness**
Action Plan 33	Adapt the technical and organisational practices of the municipal services to the maintenance of the public spaces of the listed site and the buffer zone **a.** Cleaning of the UNESCO zone with water

Context of the action

The UNESCO zone is crossed every day by thousands of tourists / commuters / inhabitants. It has a lively nightlife and hosts many events.

In order to ensure the cleanliness of this zone, the Cleanliness Department of the City carries out daily maintenance (including on Saturday and Sunday) on the streets within the perimeter.

Reinforced daily cleaning with water has also been carried out since May 2010, in order to effectively tackle all types of dirt.

Within the UNESCO zone, the following streets benefit from this treatment: the Tour de la Bourse (including Rue Henri Maus), Rue du Marché aux Herbes, Rue du Marché aux Peaux, Place Agora, Rue de la Colline, the pavements of the Town Hall, the pavements of the Grand Place, Rue des Harengs (wall of the King's house), Rue Chair et Pain (wall of the King's house), Petite rue au Beurre, Rue de la Tête d'Or, Rue de l'Amigo, Rue Charles Buls, Rue des Brasseurs, Rue du Marché aux Fromages, Rue des Chapeliers, Petite rue de la Violette, Rue de la Violette, Saint-Nicolas' church, and Rue de l'Etuve.

Objectives of the action

- Ensure the cleanliness of streets within the UNESCO perimeter by cleaning these streets with water.

Measures and modalities

Projects:
- daily cleaning of the streets in the UNESCO perimeter.

Steering:
Public Cleanliness Department.

Partners:

Provisional timetable:
Continuous action

Resources:
Budget of the City of Brussels.
Human resources Public Cleanliness Department.

Indicators:

- number of cleaning sessions per year

Strategic objective 4 **Improvement of the living environment**

Specific objective 10	**Management of public cleanliness**
Action Plan 33	Adapt the technical and organisational practices of the municipal services to the maintenance of the public spaces of the listed site and the buffer zone **b.** Crackdown on anti-social behaviour in matters of Public Cleanliness

Context of the action

In response to the lack of respect on the part of certain inhabitants / visitors / tourists in terms of public cleanliness, a plan to combat anti-social behaviour has been put in place and a new regulation on anti-social behaviour taxes in the area of public cleanliness has been adopted by the College and the Council (September 2007).

The actions carried out both by the Cleanliness Department, through sworn agents, and by the police, have multiplied in order to stamp out the perception of impunity that prevails in matters of cleanliness.

A total of 17,677 administrative taxes and fines (figures as of May 2011) have been imposed since the plan came into force in October 2007.

Objectives of the action

- ensure respect and cleanliness of the public space, the listed site and the buffer zone;
- change behaviour in matters of cleanliness.

Measures and modalities

Projects:

- Application and follow-up of taxes on fouling.

Steering:
Public Cleanliness Department and the Police.

Partners:
Department of Commerce, Atrium

Timetable:

Action	Total duration of the action	Start-up	Completion
Ensure the application of the regulation on taxes on fouling	Continuous action	09/2007	-

Resources:
Budget of the City of Brussels.
Human resources Public Cleanliness Department and the Police.

Indicators:

- number of taxes imposed per year.

Strategic objective 4 **Improvement of the living environment**

Specific objective 10	**Management of public cleanliness**
Action Plan 33	Adapt the technical and organisational practices of the municipal services to the maintenance of the public spaces of the listed site and the buffer zone **c.** Removal of tags and graffiti on façades

Context of the action

A new regulation on the removal of tags and graffiti came into force in February 2008. This regulation attempts to balance, as much as possible, the responsibility of the owner (who, under the regulation on buildings, is responsible for the condition of their façade, and in the event of negligence, faces police penalties), with the effectiveness of the service provided by the City to assist owners in meeting their obligations. The City of Brussels has also made significant resources available (€200,000 in 2007 and subsequent years, instead of €1,650 previously) to help owners fight this scourge, and has taken new measures to cut red tape.
The first intervention of the City on a property is free of charge. It will always be free if the façade is listed or if the owner applies an anti-graffiti protection treatment. This treatment is valid for two years.

In addition, zoned operations are also carried out. During these operations, 2 or 3 streets blighted by tags are selected, and a discharge is addressed to all identified owners within the streets. The regulations give them one month to react, after which the Departments are allowed to act on their own initiative. Since 2009, four such operations have already been carried out in the streets of the UNESCO perimeter.

Finally, since 2009, a "Michelangelo" painter has also ensured the cleanliness of the painted façades of the shops in the centre, every day and free of charge.

Objectives of the action

- ensure the cleanliness of the painted façades of the businesses participating in the "Michelangelo" action;
- help owners to keep their property(ies) in a perfect state of cleanliness;
- increase the information provided to owners so that they can use this service.

Measures and modalities

Projects:

- Ensure rapid and effective intervention, with the authorisation of the owners, on all properties located within UNESCO perimeter.

Steering:
Public Cleanliness Department.

Partners:
Coordinator of the UNESCO zone, Atrium

Provisional timetable:

Michelangelo

Action	Total duration of the action	Start-up	Completion
Ensure the cleanliness of the painted façades of the businesses participating in the "Michelangelo" action.	Continuous action	2008	-

Tag / graffiti regulation

Action	Total duration of the action	Start-up	Completion
Help owners to keep their property(ies) in a perfect state of cleanliness.	Continuous action	2009	-

Zoned operations

Action	Total duration of the action	Start-up	Completion
Ensure that this type of intervention is carried out within the UNESCO perimeter if necessary.	Continuous action	2009	-

Resources:
Budget of the City of Brussels.
Human resources Public Cleanliness Department.

Indicators:

- number of operations performed per year;
- number of applications submitted per year.

Strategic objective 4 **Improvement of the living environment**

Specific objective 11	**Improvement of the living environment**
Action Plan 34	Assessment and management of disturbances and anti-social behaviour

Context of the action

The City of Brussels has had a Public Order Manager since 2012. This new prevention role aims to contribute to the quality of life in the city.
The Public Order Manager meets the municipal teams, the Police and the services of the BRAVVVO non-profit association, with whom he or she works to resolve difficult situations related to anti-social behaviour and disturbances in the city centre.

The aim of the Public Order Unit is to improve public tranquillity and quality of life in neighbourhoods where local residents, businesses and nightlife (prostitution, party life, events) coexist, by implementing an integrated and comprehensive policy to combat disturbances and anti-social behaviour and by improving the monitoring of the interventions of local services.

As such, particular attention is paid to prevention and crackdowns, but also to the follow-up of the proposals made, with the aim of providing a common response to the problem and jointly organising action plans.

In order to provide an appropriate response to complaints from residents, a Public Order Meeting (RTP in French) was set up in 2013.

These meetings are held every two weeks to monitor problematic locations and establishments, particularly in terms of night-time noise. They make it possible for complaints to be centralised, analysed and managed. These meetings bring together the competent entities that have the necessary information to make a proper diagnosis of the situation. RTP meetings are organised in the presence of the Police, a representative of the Mayor's office, Town Planning, the legal department and the Horeca unit.

Following up the problems linked with an establishment can result in:

- a preventive letter with a reminder of legislation to shop owners;
- an interview or consultation with shop owners and/or residents
- Sanctioning via municipal administrative penalties (noise, terrace);
- temporary or permanent closure.
- A link to other Bravvo prevention services (in particular local or social mediation, peacekeepers)

The Public Order Unit pays particular attention to the partnership, relations with residents and a comprehensive and concerted approach to problems.

Objectives of the action

- Maintain, expand and consolidate the exchange network, which is essential for managing public disturbances within the City's territory;
- Development of an alcohol plan for the territory of the City of Brussels in order to propose the management of excessive alcohol consumption in public spaces which is related to disturbances to public tranquillity;
- Continue the reflection and monitoring of measures to manage disturbances related to street prostitution;
- Monitor the buildings of the Grand Place to follow the degradations of façades caused by vibrations during the concerts given on the square.

Measures and modalities

Projects:

1. Continue the "public order" meetings (RTP)
2. Implement a data collection file (monitoring) in order to have an overview of the follow-up of complaints by district (including the UNESCO zone) and by problem.
3. Monitoring of the Grand Place.

Steering:

Projects 1 and 2 - City of Brussels, Public Order Unit
Project 3 - City of Brussels, Town Planning Department - Historical Heritage Unit

Partners:

Projects 1 and 2:

- The members of the Public Order Meeting (the Police, the Mayor's Office, Town Planning, the legal department and the Horeca unit)
- Brussels Environment
- Neighbourhood committees
- Associations in the field (particularly in the area of prostitution)
- The Bravvo prevention service (local or social mediation, peacekeepers)

Projects 3: City of Brussels, Public Order Unit

Provisional timetable:

Project 1 and 2: Ongoing action.
Project 3: 2017-2019

Resources:

Budget: City of Brussels and the BRAVVO non-profit association
Project 1 and 2 operating budget
Project 3 extraordinary budget; estimate €35,000.00

Indicators:

- Number of meetings per year
- Number of periodic summary reports per year

11. Strategic objective 5: Awareness-raising, promotion, partnerships and tourism development

Strategic objective 5 **Awareness-raising, promotion, partnerships and tourism development**		
Specific objective 12	**Raise awareness among the various stakeholders and in particular the residents within the site**	
Action Plans	**35.** Interpretation Centre of the Grand Place, World Heritage Site	217
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Specific objective 13	**Establish partnerships with World Heritage cities**	
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Specific objective 14	**Promotion of quality tourism**	
Action Plans	**40.** Coaching and awareness-raising among the public and tourists	233
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Specific objective 15	**Compatibility of events / historical framework**	
Action Plans	**42.** Promote high-quality events	
	a. Events Unit	237
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Action Plans	**43.** Promotion of shops	241

Strategic objective 5 **Awareness-raising, promotion, partnerships and tourism development**

Specific objective 12	**Raise awareness among the various stakeholders and in particular the residents within the site**
Action Plan 35	Interpretation Centre of the Grand Place, World Heritage Site

Context of the action

Since the inscription of the Grand Place on the World Heritage List, the City of Brussels, through its various departments, in particular heritage and tourism, has undertaken various initiatives to promote its heritage. Up until now these have been infrequent actions.

The creation of an interpretation centre for the Grand Place, World Heritage Site commits the City to developing a reference site that presents the heritage of the city centre in an educational way. This space is designed to be a welcoming point for visitors, but also a place of encounters and information for residents.

Objectives of the action

- development of premises belonging to the City of Brussels for the installation of an Interpretation Centre for the Grand Place, World Heritage Site;
- valorisation and visibility of the advice and information service for owners and occupants of the zone;
- dissemination of cultural and tourist information on heritage (World Heritage and City of Art and History);
- organisation of small-scale temporary exhibitions to share the heritage, its valorisation, conservation and regeneration;
- establishment of a World Heritage reference site.

Measures and modalities

Projects:

- Development of premises belonging to the City of Brussels for the installation of an Interpretation Centre for the Grand Place, World Heritage Site;

Steering:

City of Brussels: Historical Heritage Unit, Town Planning and Museums Department of the City, Culture Department.
Brussels-Capital Region: Visitbrussels.

Partners:

Brussels-Capital Region: Directorate of Monuments and Sites

Provisional timetable:
Definition of the project 2017-2018.
Fitting-out of the premises 2022.

Resources:
Budget of the City of Brussels.
Budget to be defined according to the project to fit out the premises.
Recruitment of 1 FTE.

Indicators:

- number of visitors per year;
- number of exhibitions per year ;

Strategic objective 5 **Awareness-raising, promotion, partnerships and tourism development**	
Specific objective 12	**Raise awareness among the various stakeholders and in particular the residents within the site**
Action Plan 36	Indicate and formalise the recognition of the Grand Place as a UNESCO World Heritage Site

Context of the action

In December 2008, the City of Brussels launched a new website. It featured a new web address, an elegant design, innovative features and completely new information in terms of content and presentation. Accessibility to the site was also improved, to welcome daily visitors more effectively.

The site includes a lot of information about UNESCO heritage. However, accessibility to this information is relative. The so-called UNESCO information is fragmented across the various sections of the City's website.
In 2011, specific information about the inscription of the Grand Place on the World Heritage List was added. A UNESCO sub-site was created.
https://www.bruxelles.be/artdet.cfm?id=6820
A new version of the City's website is being developed (June 2017).

Since February 2011, the City of Brussels has been equipping certain places and buildings with QR (*Quick Response*) codes. Each code leads to a page which is formatted for a mobile device that gives a brief presentation of the location and provides clear and concrete information about its services and, where applicable, its history. Illustrations give an idea of the interior of the premises even if they are not open to the public.
Around thirty QR codes have already been installed in city museums, the administrative centre and liaison offices, as well as the Town Hall, the Land Management Unit, libraries, cultural sites and swimming pools.
This type of technology is rapidly evolving, and the City is adapting to "Radio Frequency Technologies".

Objectives of the action

- Update and enhance the information on the Grand Place site inscribed on UNESCO's World Heritage List, on its website;
- Use Radio Frequency Technologies to facilitate access to information for visitors / residents / tourists within the UNESCO perimeter.

Measures and modalities

Projects:

- Create links (emails, documents on the Grand Place) to the page relating to the Grand Place site inscribed on the UNESCO World Heritage List on the website of the City of Brussels, to increase its visibility;

- Develop projects using Radio Frequency Technologies such as beacons, by the City Museums.

Steering:
GIAL - Web Unit
City of Brussels, Town Planning Department, Historical Heritage Unit;

Partners:
City of Brussels, Town Planning Department, Coordinator of the UNESCO zone; Culture Department, City Museums;
VisitBrussels;
Brussels-Capital Region: Directorate of Monuments and Sites.
Brussels-Capital Region: UNESCO focal point in the Directorate of Monuments and Sites for any authorisation related to the use of the UNESCO logo.

Timetable:
Website - Ongoing action
Projects using Radio Frequency Technologies, timetable to be defined.

Resources:
Budget of the City of Brussels.
Human resources for drafting / uploading content (GIAL).

Indicators:
- number of visitors to the site per year.

Reminder of the projects carried out:
All the pages referring to UNESCO's World Heritage on the website of the City of Brussels in FR, NL and ENG were viewed 6,308 times in 2015 by 5,428 unique users, i.e.:
- Patrimoine mondial de l'UNESCO 2,353 views (2,013 users);
- Werelderfgoed van UNESCO 1,041 views (900 users);
- UNESCO World Heritage 1,005 views (893 users);

Strategic objective 5 **Awareness-raising, promotion, partnerships and tourism development**	
Specific objective 12	**Raise awareness among the various stakeholders and in particular the residents within the site**
Action Plan 37	Publications for better knowledge and understanding of the site

Context of the action

The public institutions directly involved in managing the Grand Place site and the buffer zone (City of Brussels and Brussels-Capital Region) have an editorial policy aimed at providing a better knowledge and understanding of the site via dissemination to a wider public.

Brussels-Capital Region (Brussels Urban Development / Directorate of Monuments and Sites)
Awareness-raising plays an important role in education and the transmission of knowledge regarding the protection and conservation of Brussels' architectural heritage.
The Directorate of Monuments and Sites is responsible for promoting and assessing this subject, and encouraging citizens to defend the embellishment and improvement of the urban environment, by supporting private initiatives, publications and exhibitions, while developing projects such as Heritage Days and educational activities throughout the region.

City of Brussels (Archives and Museums of the City, Historical Heritage Unit)
The City of Brussels is the direct custodian and manager of an exceptional architectural, artistic and archival heritage, in the listed site and its buffer zone. It ensures that this heritage is accessible, in a variety of ways, to a very wide audience in Brussels, Belgium and abroad, whether these are researchers, students, schoolchildren, visitors or tourists. In this context, the City of Brussels' editorial policy has been reinforced since 2000, with the aim of offering a better knowledge of the history of the municipality to a variety of audiences and to enhance its artistic and documentary heritage.

Objectives of the action

Awareness-raising among residents, visitors and users of the heritage value of the site inscribed on the World Heritage List, through widely disseminated popular publications.

The aim is to promote a better knowledge of:

- *the history of the municipality of Brussels to the public, and to valorise the artistic, historical and documentary heritage of the municipality, and the UNESCO zone in particular;*
- *the policy of conserving the heritage in Brussels in all its forms, whether buildings, works of art or archives;*
- *the wide range of missions of the departments of the Administration in charge of these matters (primarily the Department of Culture - Youth - Leisure - Sports and the Town Planning Department).*

Measures and modalities

Projects - Directorate of Monuments and Sites of the Brussels-Capital Region

Publication:

- Republishing of the issue of the Brussels - City of Art and History collection "La Grand-Place de Bruxelles - Patrimoine mondial".
- Publishing of a tour of the Sacred Block in the collection "Les Chemins de Ronde"
- Posting of the inventory of the city centre (including the UNESCO zone) online, on the responsive website www.irismonument.be to easily visualise, on portable devices, the details of the heritage inventory.
- Development of video clips which can be viewed from the responsive website www.irismonument.be and which offer virtual tours of the interiors of listed properties.
- Publishing of various awareness-raising brochures for owners and managers of listed and unlisted properties, in a special series "UNESCO zone" of the collection "Carnets d'entretien" on the following themes: shop windows, separate accesses, archaeology of buildings, etc.

Steering:

Brussels-Capital Region: Directorate of Monuments and Sites

Partners:

City of Brussels: Historical Heritage Unit, Archives and Museums of the City, City Development Delegation;
Brussels-Capital Region: Visit.Brussels.

Timetable:

- 2016:
  - Working meeting of the partners to define the content and target audiences
  - "The Grand-Place in Brussels World Heritage Site"
  - Inventory of the city centre online
  - Tour of the Sacred Block in the collection "Les Chemins de Ronde"
- 2017-2021
  - Annual working meeting of the partners to define the content and target audiences
  - special series "UNESCO zone" of the collection "Carnets d'entretien" on the following themes: shop windows, separate accesses, archaeology of buildings, etc.
  - virtual tours of the interiors of listed properties

Resources:

Mobilisation of a section of the standard means of communication of the Directorate of Monuments and Sites

Indicators:

- Number of publications released.
- Number of web pages of the responsive accessible heritage inventory
- Number of virtual tours of interiors

Projects - *City of Brussels - Archives and Museums of the City, Historical Heritage Unit*
Publications:

- *Brussels Town Hall, monograph*

Steering:
The initiatives in terms of publications on the study and enhancement of the cultural, artistic and historical heritage of the City of Brussels come essentially from two Departments of the Municipal Administration, working in consultation and sometimes in partnership:

- *the Department of Culture - Youth - Leisure - Sports:*
  - *Archives of the City of Brussels;*
  - *Museums of the City of Brussels;*
- *Town Planning Department:*
  - *Historical Heritage Unit.*

Partners:
As mentioned in the previous point, the Department of Culture - Youth - Leisure - Sports, and the Town Planning department, are joining forces to carry out their editorial projects.
After having experimented with taking charge of the entire process, including publishing and distribution, these departments also use publishers who ensure the manufacture and distribution of the most important works, following a public procurement procedure.
In terms of scientific collaboration, the City of Brussels enjoys close and privileged relations with various universities and colleges.

Timetable:

- *Brussels Town Hall, monograph and project*

Resources:
The resources implemented by the City of Brussels are financial and human resources:

- *Financial aspect: until now, the cost of publications has been covered by the City of Brussels, either directly or through the budgets it allocates to the non-profit organisation "Bruxelles - Musées – Expositions". But each contract awarded for the publication of a book is an occasion to negotiate with the publisher, particularly with regard to financing.*
- *Human aspect: the City of Brussels can count on qualified staff in various and complementary disciplines, enabling it to successfully complete editorial projects: philologists, historians, art historians, engineers, architects, technicians, etc. As mentioned above, it also benefits from the scientific contribution of members of universities and colleges with which it maintains priority links.*

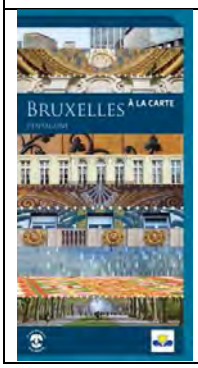
Indicators

- *Number of publications per year;*
- *Number of sales of the cited publications.*

The first 3 editions of the book "Les Maisons de la Grand-Place de Bruxelles" sold 4,500 copies.

Reminder of the projects carried out:

Projects - <u>Directorate of Monuments and Sites of the Brussels-Capital Region</u>

	Brochure "La Grand-Place et ses abords, un patrimoine mondial.
	"La Grand-Place de Bruxelles", from the 'Bruxelles-Ville d'Art et d'Histoire' collection
	P. Cordeiro and A. Schwaiger, L'évolution du bâti dans l'îlot sacré, in *Bruxelles Patrimoines*, n°10, p.108-119, DMS, Brussels, 2014
	"Bruxelles – Pentagone", A la Carte collection , 2015

Publications <u>- City of Brussels - Archives and Museums of the City, Historical Heritage Unit</u>

	A. SMOLAR, A. DEKNOP, M. VREBOS, ***Le Musée de la Ville de Bruxelles - La Maison du Roi,*** Musée de la Ville de Bruxelles, Brussels, 1992 (FR, NL, EN);
	Dir. V. HEYMANS, *Les Maisons de la Grand-Place de Bruxelles*, CFC Editions, Brussels, 2001 (FR); - *Les maisons de la Grand-Place de Bruxelles,* 4th edition revised and expanded, published in December 2012

	Dir. V. HEYMANS, *Les sentinelles de l'histoire – De schildwachten van de Geschiedenis*, City of Brussels, Brussels, 2000 (FR, NL.).
	B. DE LAVELEYE, A. VANDENBULCKE, A. VANRIE (editors.), *Actes du colloque Un musée pour une ville*, "Studia Bruxellae" collection n°2, Brussels City Museum, Brussels, 2003 (FR, NL, EN).
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	J.-L. PETIT, P. VAN BRABANT, M-C. VAN GRUNDERBEEK, *Jeu-Parcours. Bruxelles à l'aquarelle* Brussels City Museum, Brussels, 2010, (FR, NL).
	Y. JACMIN and Q. DEMEURE*, L'Hôtel de Ville*, "Historia Bruxellae" collection, (n° 14) Brussels City Museums, Brussels, 2011, (FR, NL, EN);

Publications - <u>City Development Delegation</u>

	Leaflet "Living on the floors above the shops"
	Brochure "Architectural and town planning recommendations"

	Brochure "Guide to the Municipal Zoned Town Planning Regulations, UNESCO Perimeter - Grand Place"
	Leaflet "A bonus for creating separate accesses"
	Exhibition "10 keys to embellish shopping streets"
	Map "Promenade du patrimoine commercial", "Le quartier de la Grand-Place", "Art Nouveau", "Entre-deux-guerres".

Strategic objective 5 **Awareness-raising, promotion, partnerships and tourism development**

Specific objective 13	**Establish partnerships with World Heritage cities**
Action Plan 38	Participation in the network of World Heritage Cities - OWHC

Context of the action

The Organisation of World Heritage Cities - OWHC - was created in 1993. It brings together a number of cities which have sites included on the UNESCO World Heritage List.
Within the organisation, these cities are represented by their Mayors with the active participation of their heritage management specialists.

The primary objectives of the Organisation aim to favour the implementation of the World Heritage Convention, encourage cooperation and the exchange of information on matters of conservation and heritage management and, finally, to develop a sense of solidarity between its member cities. In this respect, the OWHC organises World Congresses, conferences, seminars and training workshops on the subject of the challenges in the field of the management, and valorisation and conservation strategies for historic sites.
www.ovpm.org

The General Assembly is held every two years. The City of Brussels was first inscribed in 1999, and participated in the 1999 General Assembly which was held in Santiago de Compostela, Spain.

The Organisation of World Heritage Cities (OWHC) conducted a programme between 2008 and 2012 to collect case studies on the conservation and management of historic cities entitled "Developing Historic Cities: Keys for Understanding and Taking Action".
The approach consists in soliciting contribution from member cities on one (or more) exemplary project in order to understand in concrete terms the operational process, and describe it in a practical way, thereby reviving a culture of urban design and development that respects the heritage in general and World Heritage in particular.
The project to exchange know-how is not limited to conservation, but initiates an approach to urban planning and development based on heritage.
The City of Brussels participated in this collection of case studies.
http://www.ovpm.org/fichiers/Etudes_de_cas.pdf

Since 2013, the City of Brussels has been a member of the Board of Directors and for the period 2015-2017 it has been Vice President of the organisation.

Objectives of the action

- to inscribe the City in an international network for the exchange of practices and experiences in the field of World Heritage;
- increase the City's visibility at the international level.

Measures and modalities

Projects:

- participation in the General Assemblies and World Congresses of the OWHC, which are held every two years;

Steering:
Cabinet of the Alderman for Town Planning and Heritage

Partners:
Town Planning Department: Historical Heritage Unit

Timetable:
Continuous action.

Resources:
Budget of the City;
City delegates to participate in the various meetings and conferences.

Indicators:

- number of interventions and participation in the various activities of the organisation per year.

Reminder of the projects carried out:
The City of Brussels was represented at the following general meetings:

- October 1999, Santiago de Compostela, Spain;
- September 2003, Rhodes, Greece;
- November 2011, Sintra, Portugal. Presentation of a communication entitled *Grand-Place de Bruxelles - une gestion active*, at the OWHC World Congress;
- November 2013, Oaxaca, Mexico;
- April 2014, Kutná Hora, Czech Republic;
- November 2015, Arequipa, Peru.

Since 2013, when the City became a member of the Board of Directors (BOD), it has participated in the following meetings:

- Novembre 2013, Oaxaca, Mexico;
- April 2014, Kutná Hora, Czech Republic;
- January 2015; Colonia del Sacramento, Uruguay;
- May 2015, Angra do Heroismo, Portugal;
- November 2015, Arequipa, Peru.
- March 2016, Istanbul, Turkey.

Strategic objective 5 **Awareness-raising, promotion, partnerships and tourism development**

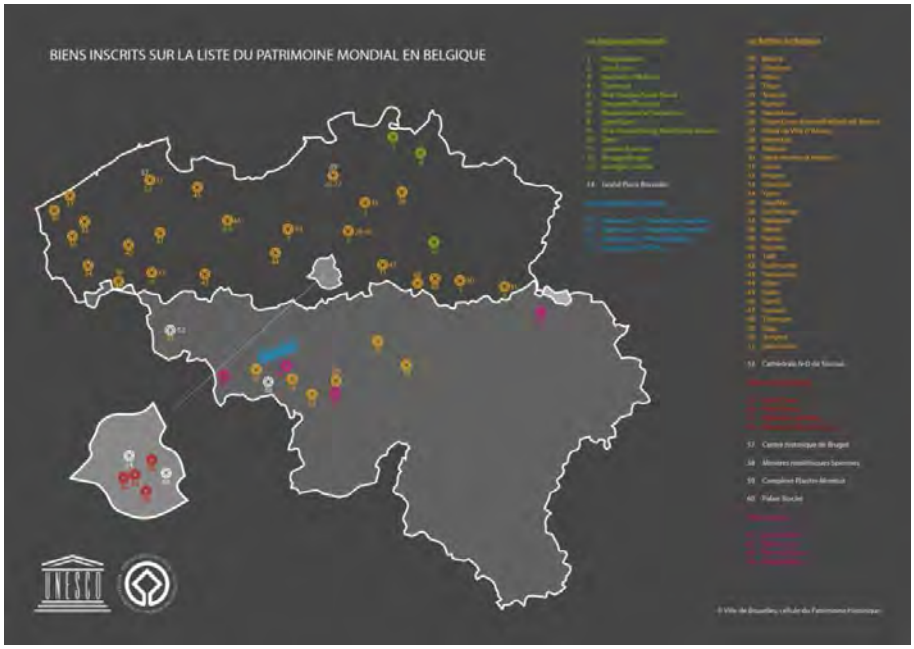
Specific objective 13	**Establish partnerships with World Heritage cities**
Action Plan 39	Creation of a network of Belgian World Heritage cities

Context of the action

Belgium ratified the Convention on the Protection of the World Cultural and Natural Heritage in July 1996.

Since this date, 11 properties have been inscribed on the World Heritage List in Belgium:

- The Flemish Béguinages (1998);
- La Grand-Place, Brussels (1998)
- The Four Lifts on the Canal du Centre and their Environs, La Louvière and Le Roeulx (Hainaut) (1998)
- The Belfries of Belgium and France (1999)
- Notre Dame Cathedral in Tournai (2000)
- Major Town Houses of the Architect Victor Horta in Brussels (2000)
- Historic centre of Brugge (2000)
- Neolithic flint mines at Spiennes (Mons) (2000)
- Plantin-Moretus House-Workshops-Museum Complex (2005)
- Stoclet House (2009)
- Major mining sites of Wallonia (2012)



Properties inscribed on the World Heritage List in Belgium
©City of Brussels, Historical Heritage Unit

Creating a network of Belgian World Heritage cities is intended to:

- help implement the Convention on the Protection of the World Cultural and Natural Heritage, the Convention for the Safeguarding of the Intangible Cultural Heritage, and the International Charter on the Conservation of Historic Towns;
- foster cooperation and the exchange of information and knowledge between all Belgian cities with cultural, natural and intangible world heritage within their territory, in close collaboration with other organisations pursuing similar objectives;
- promote the outstanding universal value (OUV) of Belgian sites on the list of world cultural, natural and intangible heritage to the citizen, the tourist public and professional operators.

Objectives of the action

The objectives of the association are:

- to promote information exchanges on themes related to the sites inscribed on the World Heritage List (site management, technical expertise, management plans, etc.);
- to develop sustainable tourism of Belgian sites inscribed on the World Heritage List;
- to organise meetings, conferences, exhibitions, thematic workshops, etc.
- to design of a website and publications of books, brochures and other materials to ensure dissemination of information;
- to organise joint cultural activities in a network to ensure the promotion of this world heritage;
- to seek funds and sponsorship (public, company or individuals);
- to implement pilot projects to raise awareness among residents and retailers (training of the staff of restaurants and shops, etc.).

Measures and modalities

Projects:

- creation and development of a network of Belgian cities with one or more sites and/or the expression of an intangible cultural heritage inscribed on the World Heritage List;

Steering:

Cabinet of the Alderman for Town Planning and Heritage
Town Planning Department: Historical Heritage Unit

Partners:

The members of the association:

The founding full members are the representatives of the Cities of Brussels, Tournai and Bruges.
The founding associate members are the focal points of the three regions: Wallonia, Brussels-Capital and Flanders.
The full and associate members:

- The Belgian cities with one or more properties within their territory and/or the expression of an intangible cultural heritage inscribed on the list of World Cultural, Natural and Intangible Heritage on its territory;
- the manager(s) of properties and sites on the World Heritage List;

- the owners of properties and sites on the World Heritage List;
- the associations involved in intangible cultural heritage.

Provisional timetable:
Continuous action.
Set up the association and organisation of the 1st General Assembly in 2016.

Resources:
Budget of the City to set up the association.

Indicators:
- number of Cities represented at the annual general meeting;
- number of thematic meetings organised per year;
- number of conferences organised per year;
- number of exhibitions organised per year;

Reminder of the projects carried out:
In order to promote exchanges between European cities and Belgian cities with one or more properties within their territory on the World Heritage List, several events have been organised:

- in 2012, an international conference on the *"Managing Europe's World Heritage historic city centres: a theoretical and practical approach". The cities of Albi, Brussels, Naples,* Regensburg, *Porto and Warsaw have shared their experiences;*

- in 2015, a study day: inclusion on the UNESCO World Heritage List: new perspectives for local development.
  The cities of Antwerp, Bruges, Brussels, Mons and Tournai have shared their experiences.

Strategic objective 5 **Awareness-raising, promotion, partnerships and tourism development**

Specific objective 14	**Promotion of high-quality tourism**
Action Plan 40	Coaching and awareness-raising among the public and tourists

Context of the action

VisitBrussels is the tourist office of the Brussels-Capital Region and the City of Brussels. This non-profit organisation, which employs nearly 80 people, has the task of promoting the Region, the City and the 18 other municipalities, via a series of themes which are specific to Brussels.
VisitBrussels welcomes leisure and business tourists, organises major events to promote the image of Brussels, and develops promotional actions to encourage congresses to be held in the capital.

The VisitBrussels Reception department manages the six tourist offices, which provide tourists with tourist information, hotel reservations, ticketing and product sales. At the same time, the reception department takes care of the reception of delegates, guided tours and mobile offices.
Training courses for guides are given in situ to activity guides and candidate guides

Objectives of the action

The objective is to offer tourists:

- a high-quality welcome which is worthy of the capital of Europe.
- reliable, scientific and attractive information to visitors.

And to raise awareness among as many guided tour associations as possible of the usefulness of these trainings.

Measures and modalities

Projects:

- continuous training of guides and reception staff in order to provide quality tourist information on the UNESCO zone

Steering:
VisitBrussels

Partners:
Town Hall: Mayor. Alderman for Tourism
Museums of the City of Brussels, tourism schools, universities, heritage and art history specialists and partners.

Provisional timetable:
Continuous action
Courses organised several times a year during the morning

Resources:
5 staff members on permanent standby in the tourist office
10 seasonal jobs for 2 months each year

Indicators:

- Number of courses organised per year
- Number of participants on the courses.
- Satisfaction surveys placed in reception offices (Brussels Quality Destination = quality monitoring of the destination, rolled out in 2011). Number of courses;
- Counting the number of visitors per month in the VisitBrussels reception offices at the Town Hall.

Reminder of the projects carried out:

- Statistics on the visitor numbers to the VisitBrussels reception at the Town Hall located on the Grand Place

Grand Place

	2010	2011	2012	2013	2014	2015
January	11731	11831	16033	14133	16740	17224
February	14973	15722	18105	12908	21652	20092
March	20158	20358	21945	22621	30992	21936
April	26937	27648	32767	20930	36656	23960
May	25746	25984	26421	30972	36448	29392
June	20344	20578	22589	26786	27868	25432
July	38793	40782	28875	41292	28568	29980
August	46137	48122	45519	46362	43340	27472
September	20836	21180	27199	22425	25992	23924
October	25361	25852	26660	24035	37792	24252
November	16569	17815	19800	24875	24528	11524
December	26343	27487	28358	20031	22336	14272
	293928	303359	314271	307370	347912	263460

Strategic objective 5 **Awareness-raising, promotion, partnerships and tourism development**

Specific objective 14	**Promotion of high-quality tourism**
Action Plan 41	Creation of attractive routes (heritage, shops, etc.)

Context of the action

The urban space is essentially a place of traffic and movement. Brussels, the capital of Belgium and Europe, and the Grand Place district in particular, are a central point of passage in Europe. Over the course of a stroll, the heart of the city can be transformed into a permanent exhibition space, where the passer-by becomes an active visitor.

To approach the public space and its contents, routes are proposed to the visitor, inviting them to discover the extent and richness of the heritage through various stopping-off points which are characteristic of a given period, artistic movement or theme.

Objectives of the action

Develop routes in the public space with a heritage and a cultural theme. The aim is to offer tourists a unique, understandable and complete route through the UNESCO zone.
The idea is to prepare a single comprehensive walk which takes in the Grand Place and the complete buffer zone, including curiosities along the way: the dead ends, remarkable buildings, façades, shops, etc.
The walk will be marked with special signage, still to be created. It will be included in a "UNESCO Zone" mini map. This mini map may include a general map, and several focuses on different themes (a focus on the dead-ends, a focus on shops, a focus on the façades of the Grand Place, etc.).

Measures and modalities

Projects:

- Highlighting of the circuits - UNESCO Grand-Place:
  - determine the route with professionals (guides, historians, heritage, etc.);
  - create specific signage for the UNESCO walking route;
  - create and affix plaques or panels at each attraction point
  - create a mini map (drafting - layout - mapping - illustrations):

Routes through dead-ends and alleyways: dead-ends (impasses) are a particular feature of Brussels' urban development. Over the centuries, various dead-ends have been created, the very first of which were in the immediate vicinity of the Grand Place. The circuit through the dead-ends and alleys will be specifically signposted.
Fountain routes: the fountains in the historic centre, sometimes hidden in the urban network, have an undeniable charm. All in different styles, genres and periods, they are a good reason to go on a stroll of discovery.

Steering:
VisitBrussels

Partners:
City of Brussels: City Development Delegation, Historical Heritage Unit, Museums of the City of Brussels, Alderman for Tourism, Alderwoman for Culture, Alderman for Commerce, UNESCO coordinator.

Provisional timetable:

2013	Design of the routes and tools
2014	Effective implementation

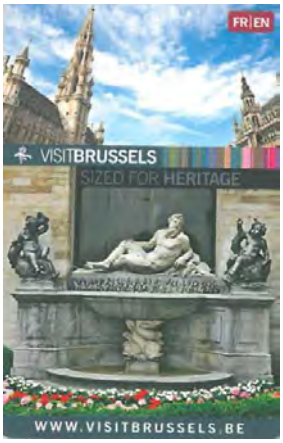
Resources:
1 consultant for 5 months = €25,000
Prices of the brochures: depending on circulation and languages.
For example: 25,000 copies in 1 language = +/- €14,000
Price of signage: depends on the number and materials used.

Indicators:

- number of participants;
- number of partners;
- diversity of the proposed routes;
- satisfaction surveys placed in the reception offices.

Reminder of the projects carried out:

Publication of a mini map in several languages (FR/EN, NL/DE and Japanese/ Chinese).



Route:

- The Grand-Place in Brussels
- Dead-ends and fountains in the buffer zone

Strategic objective 5 **Awareness-raising, promotion, partnerships and tourism development**

Specific objective 15	
Action Plan 42	Promote high-quality events **a.** Events Unit

Context of the action

The Grand Place, an exceptional heritage site, is a living and lively place that provides the setting for many events (either recurrent or otherwise).

A Management Committee was set up in 1995 to ensure the coordination of events on the Grand Place. Following the increase in the number of applications to organise events in recent years, the scope of action of the Management Committee has expanded throughout the City's territory. Currently, the Management Committee is composed of representatives of the Culture, Road Works, Commerce and Town Planning departments, as well as from the Police. The Cabinet of the Mayor and the Alderwoman for Culture are also represented. The Major Events Office is invited to weekly meetings. This committee is responsible for specifying the proper use of the site in order to ensure coherence between the preservation of the site and the needs related to the use of public space. In January 2012, the City of Brussels created an "Events Unit - management and coordination of public space and event communication". This includes and extends the powers of the Management Committee.

More limited working groups were set up in 2012 in order to specify the proper use of the site in order to ensure coherence between its preservation and the needs related to the use of public space.

Objectives of the action

- ensure that the event is compatible with the historical context in which it takes place;
- raise awareness and inform event organisers and their audiences about the historical context;
- promote high-quality events that do not hinder the visibility of the site.

Measures and modalities

Projects:

- creation of a technical sheet for the Grand Place describing all the technical aspects, the safety requirements and the proper technical use of the premises and infrastructure, the measures to be put in place for the different types of events, etc.
- In parallel with the creation of the technical sheet, the creation of a "good occupation" charter which raises awareness and commits the organiser to respecting the prescriptions for using the premises, to be communicated on the UNESCO label of the site, etc.
- Reconcile events with concerns related to sustainable development and the implementation of Agenda 21 (see sheet 1.1.2).

Steering:
Events Unit

Partners:
City of Brussels: Town Planning Department: Historical Heritage Unit, UNESCO zone Coordinator, Culture Department, Agenda 21, Technical Services of the City, Police, SIAMU
Brussels-Capital Region: Directorate of Monuments and Sites, Royal Commission for Monuments and Sites, VisitBrussels, Brussels Film Office.
Others: Brussels Habitat and Commerce (BHC), etc.

Provisional timetable:
- Completion of the technical sheet - 2017
- Production of the "good occupation" charter" - 2018

Indicators:
- number of working group meetings;
- number of events per year;

Reminder of the projects carried out:
- February 2012: creation of an "Internal" working group for the City of Brussels: events unit, historical heritage unit, UNESCO zone coordinator, culture department, road works department, technical services of the city, police, SIAMU. AIM: to set up the basis for the technical data sheet;
- March - April 2012: presentation of the project and working group "Monuments and Sites": events unit, Culture Department, Directorate of Monuments and Sites, CRMS, Brussels Capital Region;
- May - June 2012: extended working group: participants of the first working group, VisitBrussels, Brussels Film Office, Brussels Habitat and Commerce, Brussels Capital Region.

Strategic objective 5 **Awareness-raising, promotion, partnerships and tourism development**

Specific objective 15	**Compatibility of events / historical framework**
Action Plan 42	Promote high-quality events **b.** Event lighting

Context of the action

The City of Brussels has a permanent technical infrastructure on the Grand Place, allowing it to project special lighting effects, synchronised with a soundtrack (music or story). This equipment is used for various night-time events, such as the traditional summer sound and light show, the Ommegang, the flower carpet but also for occasional events, such as New Year's Eve.

Lighting with music creates a festive atmosphere and increases the attractiveness of night-time events that encourage people to frequent the city at night, help promote economic activity, tourism and cultural life at night.

Objectives of the action

- Participate in the development of a high-quality cultural offering, facilitating animations within the site, targeting all audiences.
- Encourage the use of high-end equipment for the designers of the various cultural events which take place on the Grand Place.
- Ensure the maintenance, upkeep and replacement of equipment.
- Anticipate technical and safety problems related to the use of the equipment.
- Use the equipment in a heritage perspective.

Measures and modalities

Projects:

Event lighting

- Continue to make the equipment available for events.
- Continue the planning of a sound and light show every summer.
- Implement a table listing the condition of the equipment and technicians' checks (maintenance, repairs, adjustments, etc.) in order to ensure proper equipment management and its proper integration within the heritage.

Steering:

Brussels Mayor Events (BME)

Partners:
Road works department (in charge of the City's lighting), Management Committee (in charge of contact with the organisers), Sibelga (in charge of the management and daily maintenance of the infrastructure).

Timetable:
This installation is used every year for events such as:

June - September	Summer sound and light show
1st week of July	Ommegang
Around 15 August (every 2 years)	Flower carpet
31 December	New Year's Eve

Indicators

- Maintain the budgets allocated to the maintenance and use of equipment.
- Number, diversity and attendance of events incorporating the equipment.
- Installation and maintenance of a table listing the condition of the equipment and technicians' checks (maintenance, repairs, adjustments, etc.).

Strategic objective 5 **Awareness-raising, promotion, partnerships and tourism development**

Specific objective 16	**Promotion of high-quality shops**
Action Plan 43	Promotion of shops

Context of the action

Brussels is a polycentric city, made up of several central areas. In addition to a comprehensive image for the Brussels Region, it is also advisable to highlight the image, diversity and complementarity of these different hubs.
The centre of Brussels needs to develop a brand image with international reach.
Retailers are also demanding a lot of help and support to organise promotional events in their neighbourhoods.

Objectives of the action

The objective is to revitalize the commercial activity through communication, promotion and advertising of the shopping districts and their image.

Measures and modalities

Projects:

1. The Shopinbrussels.be website, which features 20,000 shops in Brussels, including all those in the UNESCO zone: update of the Shops Database and promotion of the website (distribution of flyers, ads, etc.).

2. Assistance and support to retailers' associations: logistical assistance, presence on the ground, communication support, etc.

Steering:
Atrium Brussels

Partners:
Retailers' associations
VisitBrussels
Department of Commerce
Town Planning Department

Provisional timetable:
Continuous action

Resources:
Budget Atrium.Brussels

Indicators:

Indicators of accomplishment	- Number of collaborations with retailers' associations. - Number of collaborations with partners for promotional actions.
Results indicators:	- Number of visitors to the site Shopinbrussels.be. - Evolution of the total number of pedestrians counted in shopping districts.

Prospective diagram of shopping districts in the Grand-Place, Rue Neuve:
Prospective image study of shopping districts setting out an identity concept for the district by 2020 and a series of operational measures to be implemented to achieve this.

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HENKINET Catherine - historienne de l'Art
JADOT Caroline - urbaniste
SCHWAIGER Annick - historienne de l'Art

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13.**COLOPHON**

Coordination
City of Brussels, Town Planning Department, Historical Heritage Unit

Design and creation

City of Brussels
Cabinets of the Mayor, Aldermen of Town Planning, Tourism, Municipal Properties, Public Cleanliness and Informatics, Public Works, Commerce and Culture

Departments: Public Heritage, Town Planning, Commerce and Land Management of Municipal Properties, Culture, Road Works, Public Cleanliness and IT

Brussels-Capital Region
Directorate of Monument and Sites
VisitBrussels
Atrium

Consultants
Brussels-Capital Region - AATL
Royal Commission for Monuments and Sites
ICOMOS

Collaboration
Neighbourhood committees
Shopkeeper committees

CONTACT
City of Brussels, Public Heritage Department, Historical Heritage Unit
Boulevard Anspach 6, 1000 Brussels
Urb.patrimoine@brucity.be

Paula CORDEIRO
Architect, manager of the Grand Place site, UNESCO, coordinator of the management plan
paula.cordeiro@brucity.be