



4.0 Case Studies: Districts and Trails

Introduction

Initial research on heritage conservation districts and heritage trails aimed to identify best practices for Sadar Bazaar. This section covers a range of representative or significant international examples, outlining their respective circumstances, features, and key lessons.

The heritage conservation districts explored within this section, are areas with cultural, historical, or architectural significance, protected by policies to manage change and ensure the long-term protection and enhancement of heritage assets. While a government-regulated heritage district for Sadar Bazaar was dismissed as unworkable soon after arrival in India, the related case studies still held valuable lessons for the development of bottom-up heritage conservation strategies (See **Section 6**).



4.1 Heritage Districts:

4.1.1 Byward Market Heritage Conservation District *Ottawa, Canada*

The ByWard Market is a historic marketplace located in Ottawa, the Canadian capital. Due to its national profile, Ottawa has developed a rich history. Founded in 1826 as ByTown, the city has grown and changed with time. Its 2011 population was 900,000 (9 lakh), with 1.2 million (12 lakh) in its metropolitan area.

Neighbouring the central business district, the Parliamentary Precinct, and the Rideau Canal UNESCO World Heritage Site, the ByWard Market is located near Ottawa's downtown core (see **Figure 9**). The heritage conservation district covers an area of about 14 hectares. The ByWard Market and the surrounding Lowertown neighbourhood are among the oldest parts of Ottawa and pre-date the city's designation as Canada's capital. Plans for the area were laid in 1826 and realized over many years. The ByWard Market is today one of the oldest continuously

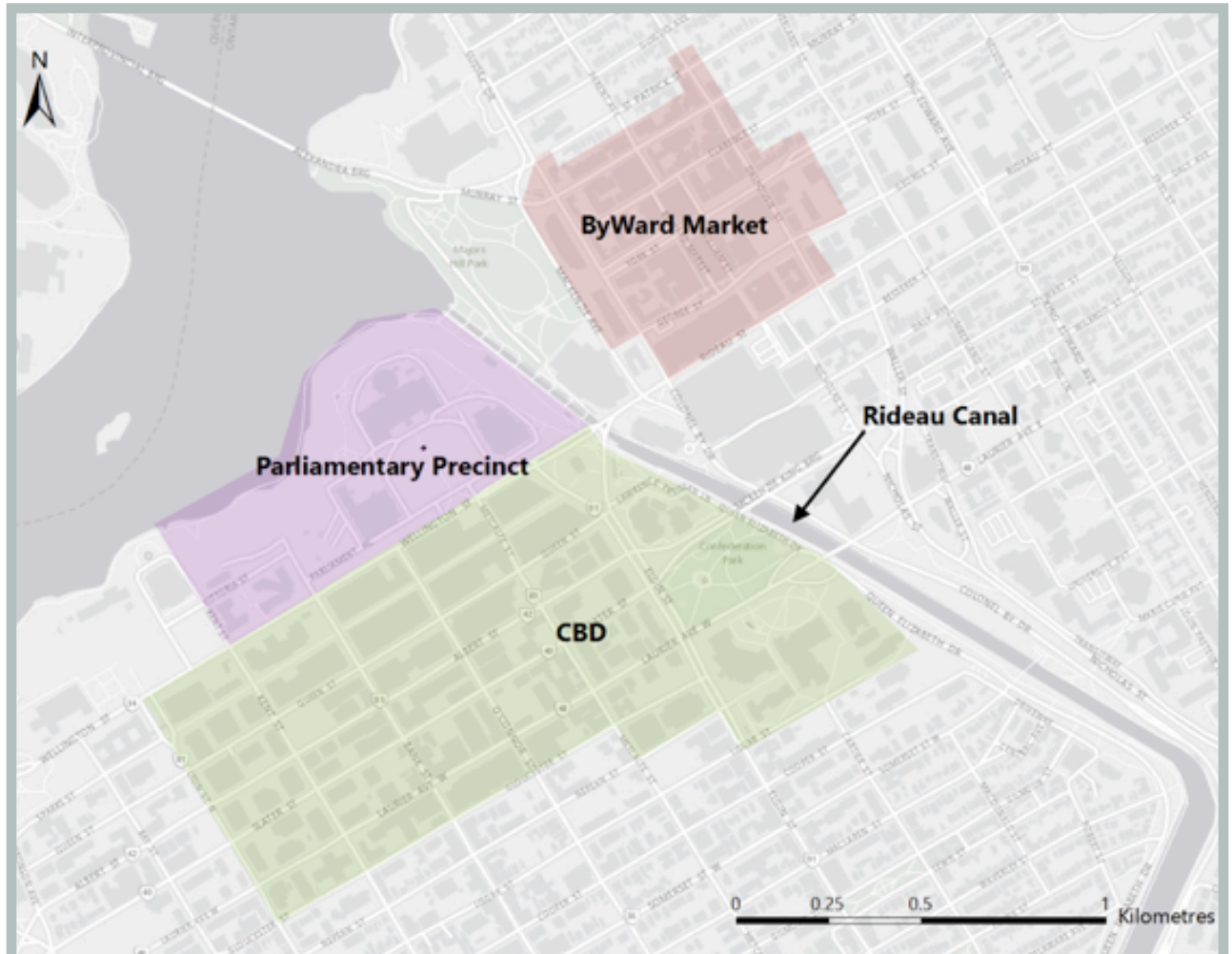


Figure 9: The ByWard Market in local context



Figure 10: Pedestrian streets in the ByWard Market (icomos.org, n.d)



Figure 11: Near the ByWard Market, 1903 (City of Ottawa, 2014)



Figure 12: ByWard Market, 1954 (City of Ottawa, 2014)

operated open-air produce (farm products) markets in Canada (Smith, 1990). In various periods, the ByWard Market served as the focal point of Irish, French, and Jewish communities in Ottawa, housing schools, religious and cultural facilities, businesses, and residences, each contributing to the character of the area. After World War II, the area became an entry point for immigrants from Italy, Eastern Europe, and later South Asia.

At its inception, the ByWard Market's function was to supply Ottawa with food from the surrounding countryside. Commercial activity stimulated development of related enterprises and housing construction. In the 1930s, activity expanded to food processing, shipping and warehousing. Following World War II, growing dominance of the automobile resulted in the demolition of corner and mid-block businesses and housing, replaced by parking garages, surface parking, and gas stations. From the 1970s, Ottawa placed increasing emphasis on retaining the historic character of the area. Declining industrial uses were replaced by retail, office, and residential uses (Smith, 1990). In 1992, the City of Ottawa market area was designated the ByWard Market Heritage Con-



Figure 13: High-rise construction near the ByWard Market (Wikipedia, 2014)



Figure 14: Vernacular architecture within the ByWard Market (Local Tourist Ottawa, 2010)

servation District, contributing to its renaissance as a tourist attraction (Norris, 2000).

The District:

The ByWard Market Heritage Conservation District was designated by the City of Ottawa in 1992 under the Ontario Heritage Act, a provincial law, in response to growing development pressures as the area became trendier among tourists and residents. Economic forces pushing for redevelopment threatened the area's heritage character.

The ByWard Market Heritage Conservation District plan set out design guidelines to encourage development that complements existing features. It prescribes that future development should be low profile and of comparable height to existing structures – particularly vital immediately surrounding the main square to protect its sun exposure during the frigid Canadian winter. In addition, new developments and alterations to existing structures are required to be compatible with the character of the area with respect to scale, size, lot development

patterns, setbacks, materials and other details. It further encourages the protection of the historic courtyards in the market area, linked through pedestrian walkways that pass behind and between buildings, as places freely navigable to the public.

Separately, the Official Plan, Ottawa's top planning document, designates specific view corridors which new development cannot impede (City of Ottawa, 2003; City of Ottawa, 2004a; City of Ottawa, 2004b).

Issues and Challenges:

With soaring tourist visits, activity in the By-Ward Market has increasingly moved towards entertainment and restaurant uses. Balancing traditional market uses, and maintaining the authentic heritage character in this context, has proved difficult (Smith, 1990). The challenges facing the ByWard Market today require a strong policy framework. Compared to the Queen Street West Heritage Conservation District (see page 21), the 1992 heritage conservation measures for the ByWard Market are showing their age. Policy gaps are apparent in view of recent legislative changes, and an updated, more expansive district study may be warranted.

ByWard Market Branding

The development of urban design guidelines for the ByWard Market was complemented by a branding scheme to visually identify the district beyond the central market building. A market logo was developed around visual devices that reflect area attractions, services, and businesses, including music, dining, art, and shopping, with a central focus

on the traditional farmer's market. Accordingly, the logo features a farmer carrying a basket of goods, which items that represent area activities and businesses (see **Figure 14**). The concept respects the heritage of the market building and surrounding architecture and is featured on lampposts, banners, street signs, as well as uniforms, print and marketing tools, and souvenirs. By identifying the area, the logo evokes the vibrancy of the market and promotes the district as a distinctive commercial area.



Figure 14: ByWard Market logo

Key Lessons

High-level planning

Heritage protection measures should be supported by high-level strategic plans.

Landmarks

Special attention at the areas surrounding landmarks may be warranted, such as for sightline protection and when developing guidelines for building massing.

Encourage traditional activity

Adaptation to reflect land use changes may be required, but encourage the continuation of activities central to an area's identity.

Invest in revitalization projects

Revitalize buildings and invest in public spaces to make the area more attractive to visitors and residents.

Branding

Develop a 'brand' for the area to promote visual identity.

1938



Present



Figure 15: Preservation of the Central Market Building within the Byward Market Heritage Conservation District (Past Ottawa, 2014)

4.1 Heritage Districts:

4.1.2 Queen Street West Conservation District *Toronto, Canada*

Toronto is the largest city in Canada, with a population in 2011 of 2.6 million (26 lakh). In recent decades the city has seen increased development pressure stemming from a booming economy and population growth. Real estate values have soared, and there is great pressure to redevelop land into more intensive uses, particularly in the city's core. Toronto, however, must balance unfettered development with the public interest, which by law includes preserving the city's heritage (City of Toronto, 2006).

In 2005, the city began studying the possible implementation of a heritage conservation district along Queen Street West, which was laid in 1793, and was one of Toronto's first streets. The study area, west of Toronto's downtown core and financial district, is located between Bathurst Street and University Avenue, at a distance of nearly one and a half kilometres (City of Toronto, 2006).

The street is lined with low to mid-rise buildings (2-4 floors), many of which are excellent examples of a range of architectural styles. Buildings are largely composed of retail stores at ground level and residences and offices on upper floors.



Figure 16: Queen Street West in downtown Toronto (Source: City of Toronto, 2006)

The two-year study process, which was marked by the input of local residents, businesses, property owners, and the wider public, identified a heritage character statement for Queen Street West and defined the distinctive heritage characteristics of the study area. All buildings within it were assessed to produce an inventory of structures contributing to this heritage character.

Armed with this information, the city developed guidelines to manage future change within the conservation district. Key aspects are summarized in the box on the next page.

Toronto City Council implemented the Queen Street West Heritage Conservation District once the study process was complete in 2007. The district is an excellent example of a Canadian approach to preserving the heritage character of an area through the establishment of guidelines that

1912



Present

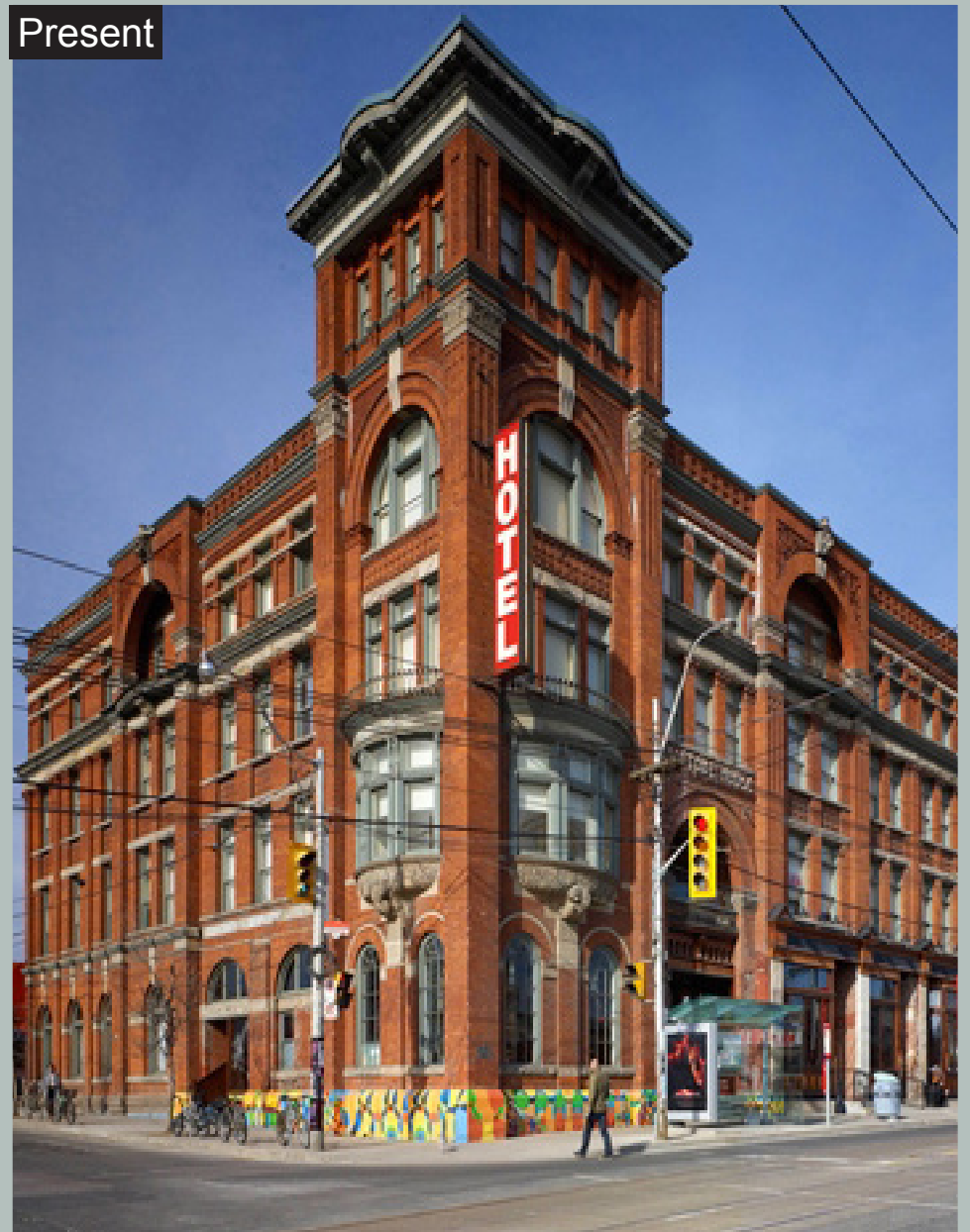


Figure 17: Continuity and change within the Queen Street West Heritage Conservation District (City of Toronto, 2006)

Key Guidelines in the Queen Street West Conservation District

Heritage Attributes	Key Guidelines
<i>Significant Architecture and Prominent Buildings</i>	<ul style="list-style-type: none"> - Protect buildings with heritage value from demolition - Renovations must follow original architecture - New buildings should be sympathetic to the heritage characteristics of the district, for instance in massing and key design features
<i>Street Wall</i>	<ul style="list-style-type: none"> - Build to property line and use full width of lot - Signage size and placement controls - Encourage recessed entries in new buildings
<i>Building Heights</i>	<ul style="list-style-type: none"> - Minimum height of two storeys, maximum of five, but requires 45 degree angular plane above 13 metres to mitigate shadowing impact - No blank facades on Queen Street or side streets
<i>Façade Patterns and Features</i>	<ul style="list-style-type: none"> - New and renovated buildings should enhance the character of the street, using quality materials and detailing to add visual interest - Commercial facades of no more than one storey - Glazing guidelines (approximately 80% window surface at ground level, 50% at upper floors) - Windows, doors, and other architectural components that add to the heritage character should be replaced with similar features - New and renovated buildings must have horizontal roof lines; if they slope they must slope towards Queen Street
<i>Public Realm</i>	<ul style="list-style-type: none"> - Maintain mid-block connections, such as alleys and pedestrian ways, and encourage new ones where appropriate - Protect and encourage new public spaces for street vendors and artists
<i>Circulation</i>	<ul style="list-style-type: none"> - Service access and parking access should be relegated to less-visible areas, such as back lanes and side streets - Protect the surface streetcar line for its heritage character - Support cycling, including through bike rack placement - Prohibit parking garages fronting Queen Street

Source: City of Toronto, 2006

manage change (City of Toronto, 2006). While development possibilities have narrowed as a result, the district has nonetheless enjoyed considerable support from the community. In large part this may be credited to the extensive public input sought by city officials throughout the process, which lent legitimacy to the final recommendations. During the process it became apparent that preserving the distinctiveness of their neighbourhood was indeed of interest to many local residents and business owners (City of Toronto, 2006).

Key Lessons

Building inventory

Conducting a building inventory in an excellent way to assess the heritage character of an area, which forms a strong base for developing heritage conservation guidelines

Collaborative

The development of a heritage conservation district need not be adversarial. Through active engagement with local stakeholders and the wider public, it can be collaborative.

Illustrated design guidelines

Conservation guidelines should not be explained through text alone. Accompanying them with illustrations and photographs adds clarity and reduces differences in interpretation.



Figure 18: Toronto illustrated the Queen Street heritage guidelines with photographs and drawings. The examples above demonstrates the height requirements to preserve the character of the street wall (City of Toronto, 2006)

4.1 Heritage Districts:

4.1.3 Kampong Glam Historic District *Singapore*

In Singapore, one of Asia's growing economies and among the world's most densely populated places, growth and development pressure is stiff. Nonetheless, in recent decades the city-state has implemented sweeping conservation measures that today protect over 7,000 buildings in over 100 conservation areas (Urban Redevelopment Authority, 2014). The Urban Redevelopment Authority (URA), the national agency for planning and architectural conservation, strikes a delicate balance between new development and the protection of old buildings. Its strategy permits respectful intensification while providing for the continued use and economic sustainability of historic buildings.

Internationally recognized as an excellent model, the URA Conservation Programme was presented with the Urban Land Institute Global Award for Excellence in 2006.

Founded in the 19th century as a British trading post, Singapore evolved as a diverse, cosmopolitan society with a range of architectural styles and ethnic districts.

From independence in 1965, the city-state developed rapidly. Widespread demolition and redevelopment gave rise to fears that important landmarks would be lost and that



Figure 19: Kampong Glam Historic District urban context (commons.wikimedia.org, n.d)

1960s



Present

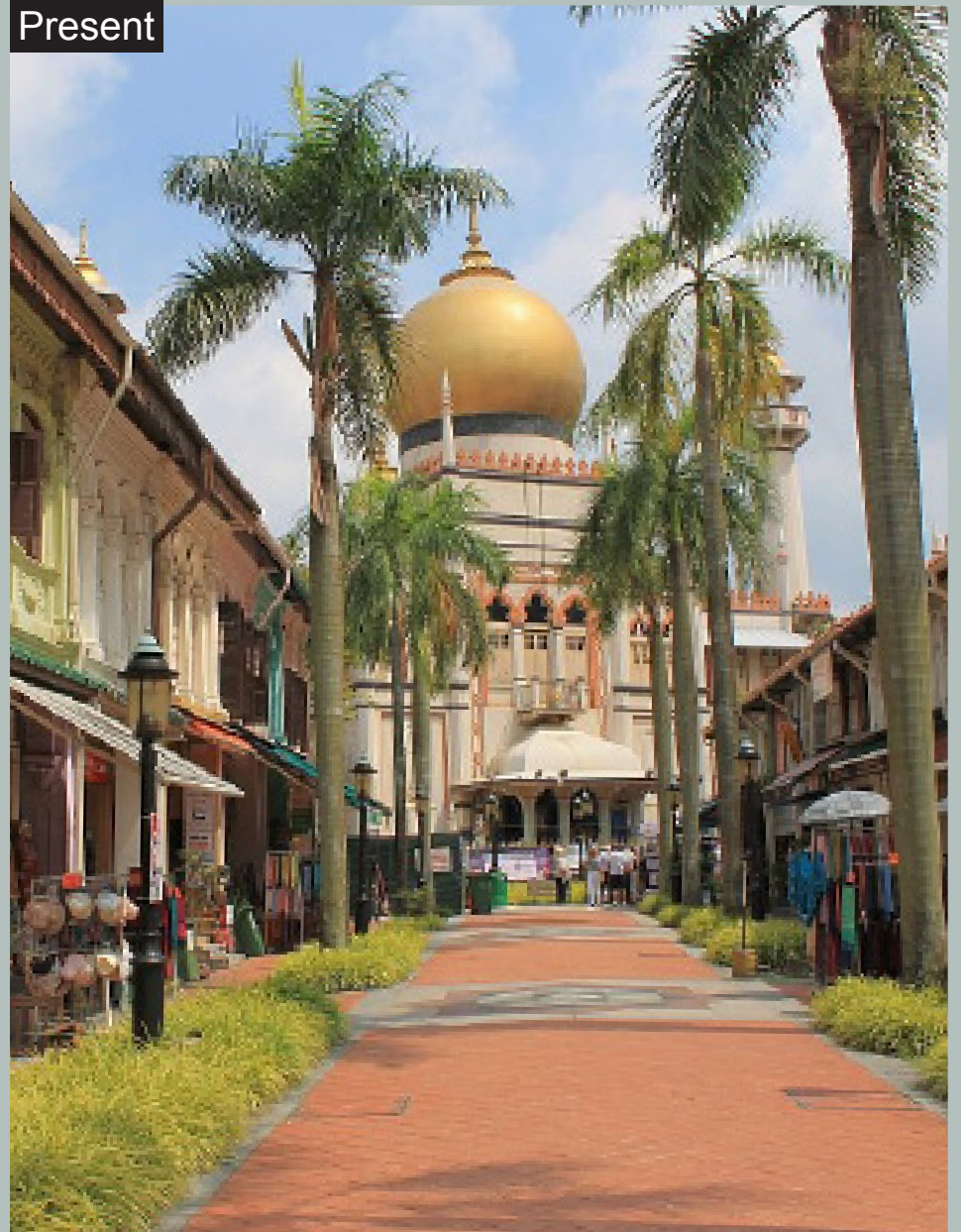


Figure 20: Continuity and change along Bussorah Street, leading to the Sultan Mosque in the Kampong Glam Historic District (URA, 2014)

Singapore would lose its mystique. In the 1980s, the government recognized architectural conservation as a means of reinforcing Singapore's unique character and fledgling national identity (URA, 2014).

A Conservation Master Plan, developed in 1986, and Singapore's 1989 Planning Act, granted the URA the authority to designate conservation areas with specific controls over development and guidelines for the conservation of buildings or land. The authority swiftly designated several of the oldest areas in the city as historic districts, notably the ethnic enclaves of Chinatown, Little India, and Kampong Glam (URA, 2014).

The District:

Originally a Malay settlement that evolved as an Islamic community, Kampong Glam is distinguished by the Masjid Sultan, an intricately-designed mosque, which lies at the centre of the district. Another landmark is the adapted Malay Heritage Centre, formerly the house of the Malay royal family. Both of these sites are National Monuments, but the Kampong Glam conservation area also covers 620 buildings in a 9-hectare area.

The area is recognized for its fine-grained street network, low-rise, mixed use buildings, traditional trades and shops, and cultural ambiance (URA, 2014).

Following the designation of the area in 1989, the Singapore Tourism Board and the Urban Redevelopment Authority sought to commercially revitalize the district and enhance its Islamic identity by redesigning

streetscapes and beautifying shophouses (URA, 2014). An architectural style native to Singapore, shophouses are two or three-storey buildings constructed in contiguous blocks that accommodate businesses on the ground floor and residents in the upper storeys. Their key architectural features were documented by the URA and protected in conservation guidelines. To illustrate the guidelines, the URA bought, restored,



Figure 21: Colourful building character within Kampong Glam (Flickr, n.d)

and sold at a profit a series of shophouses (URA, 2014).

The URA's revitalization of Kampong Glam also included streetscape improvements to Bussorah Street, a main pedestrian way. Lined with palm trees and old-style lamps, the street showcases traditional commercial activities and provides space for special functions. The addition of specially-designed

signboards and street furniture enhances the area's identity.

Kampong Glam is promoted as a historic district through a range of programs and events. The local business association runs events such as Arab Heritage Week and the Kampong Glam food fair. Heritage trails showcase notable sites and promote the area's culture and history.



Figure 22: Revitalized shophouses in Kampong Glam (Flickr, n.d)

Issues and Challenges

While successful in creating an aesthetically and architecturally pleasing area, the URA's top-down approach to conservation has been criticized for commodifying and gentrifying the district. Restoration of shophouses displaced occupants, many of whom could not afford to purchase the renovated properties. By prioritizing visitor experience, the authenticity of the area has eroded (Ismail, 2006). With the influx of tourists, inappropriate building uses have also emerged, such as nightclubs and bars close to the sacred Sultan, undermining the district's historic and religious significance. These challenges highlight the need for public dialogue, particularly with local stakeholders, when developing conservation strategies.

Conservation Guidelines

The URA laid out detailed guidelines for the restoration and development of buildings in conservation areas, prioritizing preservation of existing structures while granting leeway for necessary interventions and updates. In the case of restoration, as much of the existing structure as possible must be retained. If

Key Features of Singapore’s Conservation Areas

	Historic Districts	Residential Districts	Secondary Settlements	Bungalows
Definition	Mixed-use areas in the central city with two or three-storey shophouses	Low-rise residential areas with terrace houses and narrow streets	Developed between 1900 and 1960s outside the city centre	Independent dwellings in wooded environments
Examples	Boat Quay, Chinatown, Kampong Glam, Little India	Blair Plain, Cairhill, Emerald Hill	Balestier, Beach Road, Jalan Besar, River Valley	Chatsworth Park, Mountbatten Road, Southern Ridges
Architectural Conservation	Retain and restore building	Retain and restore buildings	Focus on streetscape	Bungalows within landscape
Building Use	Change of use permitted; first storey for shops and eating; number of prohibited uses	Restricted uses, residential with commercial in specified areas	Follow the Master Plan intention	Residential
Intensification	Vacant lands can be redeveloped subject to envelope control	Vacant lands can be redeveloped subject to envelope control; rear extensions permitted	Vacant land redevelopment; Rear additions to maximum allowable height	Bungalows must be discernable for new developments; subdivision

replacement is required, it should follow the original design and materials. New additions or installations must not radically affect the building’s character (URA, 2011).

Guidelines for heritage structures regulate building heights, profile, lot coverage, uses, and outline restoration requirements for key

external and internal design elements. Recognizing the range of architectural styles and historic influences in Singapore, conservation areas are subdivided in four categories: historic districts, residential districts, secondary settlements, and bungalows, each with clear conservation requirements. Key features are outlined in the table above.

New developments are required to preserve the continuity of the streetscape and conform to the area’s character and scale (URA, 2011). Still, the use of modern materials is encouraged to distinguish heritage buildings. Signage requires approval from the URA, and guidelines ensure that signs, be they traditional or contemporary, add in-

Key Lessons

Strong legislative framework

Conservation in Singapore is part of high-level and long-term planning. The integration of heritage in key policy documents creates a stable and supportive framework. Within the purview of a single, central authority, the conservation process is streamlined.

Incentives

The Singapore government does not offer cash grants for conservation, but does offer a range of economic incentives, including waiving development charges and reducing parking requirements.

Flexibility

Conservation in Singapore helps ensure heritage buildings stay relevant. Guidelines indicate how buildings may be adapted to new uses, and how properties may be intensified or modernized to accommodate change without compromising heritage value.

Pilot Project

To demonstrate the benefits of heritage conservation, the URA implemented pilot projects, restoring buildings in historic areas such as Kampong Glam. The investment in revitalization and streetscape projects attracted the attention of investors and tourists.

terest to buildings without being distracting. Their placement and size is controlled, and signs are prohibited from obstructing key architectural features.

Construction works within conservation areas, including development or renovation, require permission from the URA. Historic districts place great emphasis on building preservation. Some changes of use are permitted so long as they do not compromise architectural integrity. Allowing certain adaptive reuse improves buildings' economic sustainability.



Figure 23: Adaptive reuse of Malay Heritage Centre (URA, 2014)

4.1 Heritage Districts:

4.1.4 Campal Heritage Precinct

Panaji, India

The State of Goa development regulations provide for the creation of Conservation Zones, areas of architectural, archaeological, or historic value governed by more stringent regulations and development approvals processes (Goa Town and Country Planning Department, 2010). Panaji, the state capital, has recently implemented a series of these zones, which it calls heritage precincts. The Campal neighbourhood is a notable example. It is a residential area along the bank of the Mondovi River, featuring bungalow villas, expansive gardens, and stone bridges over a nearby canal (Ahmed & Shankar, 2012). Many of the villas date from the 18th century and typify the architectural style brought by Portuguese colonists in that period.

Maximum heights, lot coverage, and floor area ratios for Panaji heritage precincts are outlined in Goa development regulations, which also set forth guidelines for building

design to ensure respect for the character of heritage areas. Despite these legislative efforts, however, development pressures, building maintenance shortfalls, and the still incomplete approach to conservation threatens the integrity of Panaji's heritage precincts. While rising land values in Campal intensify development pressures, there remains no direct financial assistance to offset the maintenance of heritage buildings. Moreover, the absence of a comprehensive inventory suggests that many heritage properties remain unidentified. Strategies have been devised to address these issues, including the development of a heritage conservation management plan to identify heritage properties, introduce tax and grant incentives for proper building maintenance, and improve development controls tailored to the precinct (Ahmed & Shankar, 2012). Should these steps be taken, heritage in Campal may enjoy a new lease on life.



Figure 24: Campal Streetscape



Figure 25: Architecture in Campal

4.1 Heritage Districts:

4.1.5 Hemel Hempstead Conservation Area *United Kingdom*

Forty kilometres north of London, the city of Hemel Hempstead offers a western European example of a heritage conservation district. The Hemel Hempstead Conservation Area aims to ensure that development preserves and enhances the heritage character of the city's historic area. At key designated properties, works of alteration, extension, or demolition require municipal consent. Locally listed buildings of lesser heritage value are not legally protected, though the municipality encourages their preservation (Dacorum Borough Council, 2012).

In a conservation area in Hemel Hempstead, UK, the implementation of an urban design strategy to improve street lighting, signage, and video surveillance resulted in an improved streetscape, lower property vacancies, and a drop in crime. Residents have applauded these changes (Dacorum Borough Council, 2012).

Conservation Guidelines

Hemel Hempstead outlines design guidelines for its conservation area from a wide-ranging inventory and documentation of existing conditions. The guidelines include policies that address:

- Current buildings and structures;
- Surviving historical features;
- Current activities and uses;
- Focal points, views, and vistas;
- Open spaces, landscape, and trees;
- Public realm, such as street furniture and lighting, and
- Negative character features in need of improvement, such as dated surface treatments and poorly maintained or vacant buildings.



Figure 26: Streetscape in Hemel Hempstead

4.2 Heritage Walks:

4.2.1 Boston Freedom Trail

Boston, USA

Boston, Massachusetts, is a city rich with American history. The site of the Boston Tea Party in 1773, the city was the flashpoint of the American Revolution, unleashing a war that would win a colony its independence. Within the city's old downtown are dozens of places central to this history, including the headquarters of the colonial government, well-preserved houses and churches from the revolutionary period, monuments, and burial grounds (Wilson, 2003).

Though linked by a common history, until 1951, there was no designated route along the sites that would make these links apparent to the public. That year, however, a local newspaper editor proposed connecting them by way of a clearly demarcated route. The idea rapidly gained public support, also encouraged by the local Chamber of Commerce, which saw potential for tourism development. Within a month the Freedom

Trail was made official by the city government, establishing one of the first heritage walks in the world. Today it is run by the Freedom Trail Foundation non-profit, and it is partnered with the federal National Park Service, which administers several of the sites along the route (Freedom Trail Foundation, 2014).



Figure 27: Markers found at each of the 16 historic sites along the Freedom Trail (Skylight Studios, n.d)

While the Freedom Trail started as little more than a recommended path on a map, with the help of millions of dollars of capital investment it has developed into one of Boston's top attractions. Visitors' centres within the city – one located at the start of the trail – assist visitors in finding the way, and multi-passes for sale allow discounted entry at sites along the route (Freedom Trail Foundation, 2014). The trail itself enjoys excellent visibility. Distinctive red paving stones have replaced the painted line that originally indicated the route. Bronze markers are fixed at each of the sixteen historic sites.

Guided tour options are available for a range of audiences, such as school groups, at a range of prices. And the Freedom Trail is welcoming to digital audiences. It has a strong presence on the internet and social media, and it has developed apps for mobile devices, assisting users in wayfinding while

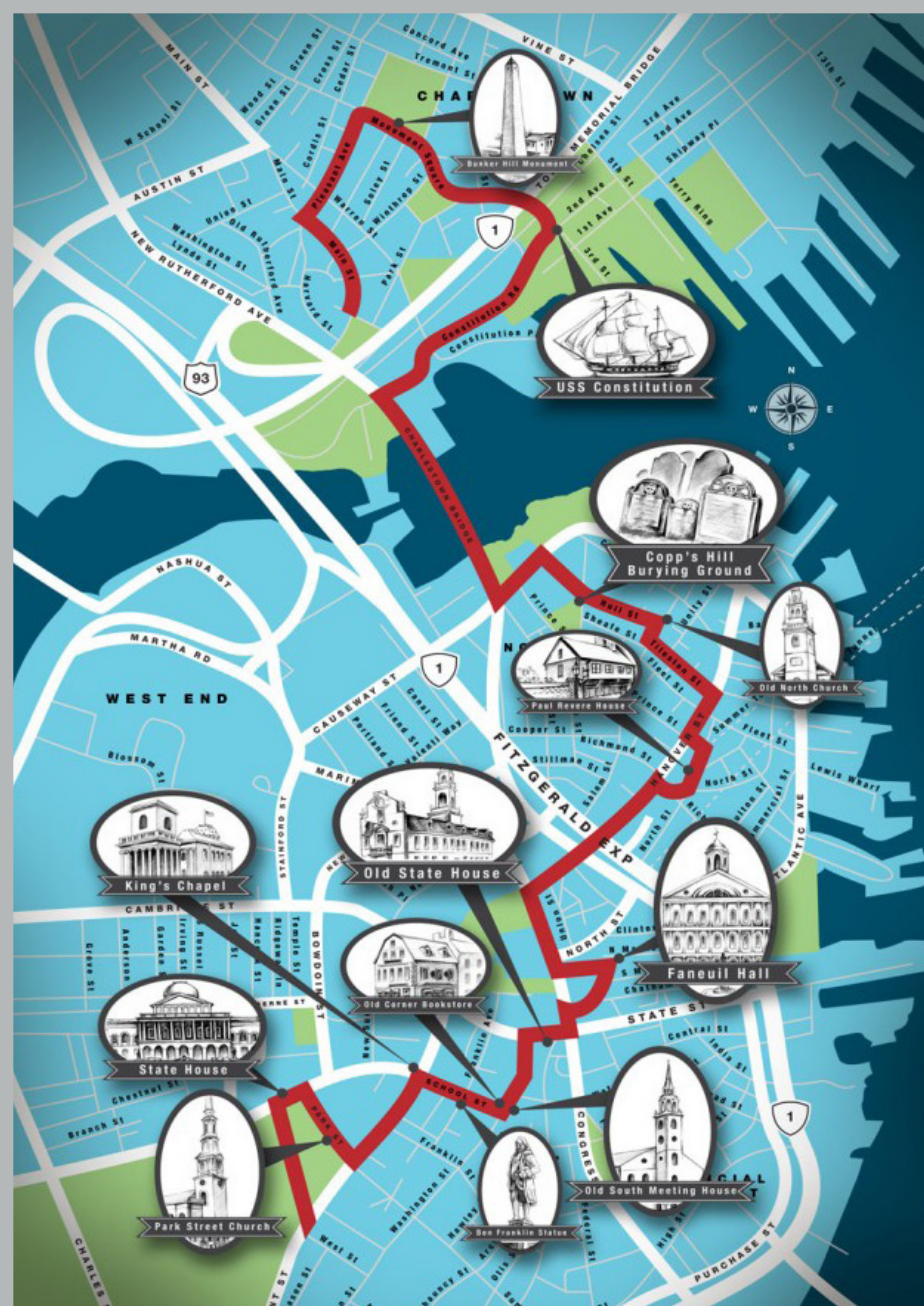


Figure 28: Boston Freedom Trail route and key sites (Freedomtrail.org, 2014)

offering brief location-specific texts and images (Freedom Trail Foundation, 2014).

The Freedom Trail is one of the leading heritage trails in the world. It performs its educational role superbly, reaching four million visitors every year, while also directly responsible for bringing an estimated \$400 million of revenue to the city annually, supporting Boston's 165,000 tourism-related jobs (Freedom Trail Foundation, 2014).

Some have argued that there remains room for improvement, however. Many sites along the route are inaccessible to people in wheelchairs. Public toilets are too rare, forcing visitors to take detours. And despite the profile it brings to Boston, the Freedom Trail lacks a dedicated revenue source to allow for long-term planning for further capital investment (Wilson, 2003). Despite these concerns, the Boston Freedom Trail example demonstrates the great potential in heritage walks, and can provide much inspiration to cities around the world.



Figure 29: Red paving stones show the way (Boston Gazette, 2011)

4.2 Heritage Walks:

4.2.2 Kampong Glam and Tiong Bahru Heritage Trail *Singapore*

Singapore takes a multipronged approach to heritage, embracing heritage conservation as well as heritage promotion to increase awareness and generate interest. Heritage trails are a popular outreach tool, and the NHB has developed over 14 as part of its wider goal of documenting and promoting heritage across the city. The government body works with communities, schools, businesses, consultants, and the Singapore Heritage Society, a non-profit, to develop the trails.

Tiong Bahru Trail:

Most of the heritage trails are self-guided, though some offer occasional guided tours. Launched in 2013, the 2.5km Tiong Bahru Trail was one of the first to offer monthly guided tours, run by local volunteers. Proceeds go towards a community development fund. With ten stops, the trail can be completed in about an hour. Starting at the Tiong Bahru

Market, the trail follows notable streets, highlighting temples, burial plots, sculptures, and the area's distinct architecture. Shops, cafés, and restaurants add interest to the route, and provide places to stop and rest. The trail has been praised by community members who note that it “helps preserve the memories of our community... and serves as a reminder of the history that we all share” (National Heritage Board, 2011).

While descriptive markers are located at key sites, some users have criticized the routes' lack of wayfinding assistance between markers (Little Day Out, 2013). The NHB has published a brochure that includes a map delineating the trail route online and in paper format.

Kampong Glam Trail:

One of the most well-known heritage trails in Singapore, the Kampong Glam Heritage Trail highlights notable sites in the Muslim-Malay



Figure 30: Tiong Bahru Trail Route

historic district. There are three route options of varying lengths. The main trail covers the designated conservation area, and starts from the Malay Heritage Centre, a prominent landmark, facilitating visitor access to the trail and to descriptive brochures. The Malay Heritage Centre also runs exhibitions that introduce the culture and history of the area.

The routes are identified at key locations by markers and storyboards that provide information and testimonials on the site's history (see **Figure 31**). These information sources are complemented by a digital app for mobile devices, freely available online. It features maps, photos, videos, oral accounts, three-dimensional models of historic buildings, and information about nearby transit lines. The app also integrates with global positioning systems (GPS) on mobile devices to show visitors their location along the trail.

Although key historic sites such as the Sultan Mosque are showcased by the trail, the streets, shophouses, and commercial activities are also vital to the experience. The streetscape is well-maintained, with clear street signage and pedestrian crossings, permitting comfortable travel. The revitalized shophouse facades add visual interest, and the unique array of commercial establishments offer opportunities to savour traditional foods or purchase traditional wares, like Malay toys. As the area combines traditional sites and businesses with newer, trendier establishments, Kampong Glam's evolution is a central theme to the trail.



Figure 31: Interpretive signage on the Kampong Glam trail



Figure 32: Kampong Glam Heritage Trail maps

4.2 Heritage Walks:

4.2.3 South Dublin County Heritage Walks

South Dublin County, Ireland

The South Dublin County Council, a regional government authority, has produced a series of walking tours exploring the heritage of several of its communities. The county, immediately south of Ireland's capital, Dublin, comprises a mix of suburban communities and rural villages.

Developed by South Dublin County Libraries and South Dublin County Tourism, the walks employ technology that enables them to be taken easily and conveniently. Participants visit the South Dublin Heritage Walks website, select the tour of their choice, and print a map with the stops indicated. To access a free audio guide to the tour, users scan a QR code on the map with their smart phone or visit the mobile website. Future app development may make audio guides still easier to access (South Dublin Libraries, 2014).

Audio guides provide directions on how to reach the start of the tour by public transit or private car, and indicate where to find parking space. Once users arrive at the start, they may begin the walking tour outlined on the map, listening to brief audio clips at point of interests that provide information about the site and directions to the next stop. The final clip gives directions back to the starting point and suggests where additional information about the heritage of

South Dublin County may be found (South Dublin Libraries, 2014).

The technology used by South Dublin Heritage Walks, requiring minimal operating costs, renders the walks easily accessible and free of charge. It illustrates an excellent, low-cost method to increase the profile of heritage in communities.

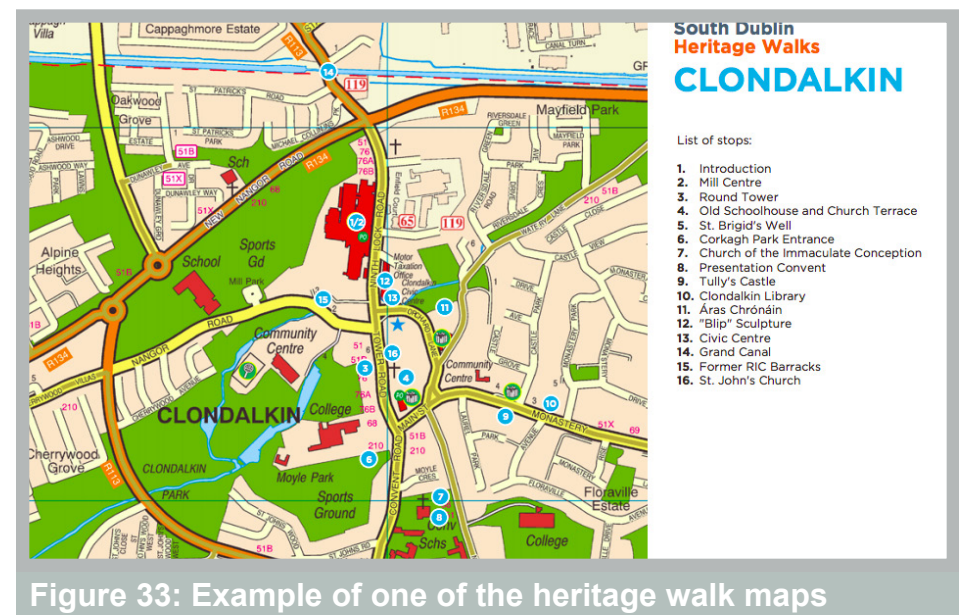


Figure 33: Example of one of the heritage walk maps

4.2 Heritage Walks:

4.2.4 “Curious About....?” Heritage Walks *United Kingdom*

“Curious About...?” is a series of self-guided heritage walks in cities and towns across the United Kingdom, created by Lightbeam UK Ltd, a private company. To participate, customers visit the firm’s website and select the town and route of their choice. At a cost of £5 (less for educational institutions), a 16-page booklet is delivered by post or by email. Booklets contain information on the history of the town and illustrate two “walks of discovery,” each about one to two miles in length. All walks are rated for their accessibility to persons using wheelchairs or children’s strollers. Where required, maps indicate alternate routes that avoid obstacles (Lightbeam UK Ltd, n.d.).

To make heritage more interesting and exciting for children and adults alike, the booklets include optional “treasure hunt” activities that encourage users to search for clues along the routes to answer questions about

local heritage. Clues are usually permanent fixtures found on descriptive plaques or signs, or building facades. To ensure clues remain in place, unchanged, Lightbeam UK Ltd regularly checks all its routes. Fully completing the activities requires about half a

day (Lightbeam UK Ltd, n.d.). “Curious About...?” is an innovative example of the role the private sector may take in presenting heritage in a way that is fun for all ages. Its business success illustrates that local heritage may well be highly marketable.

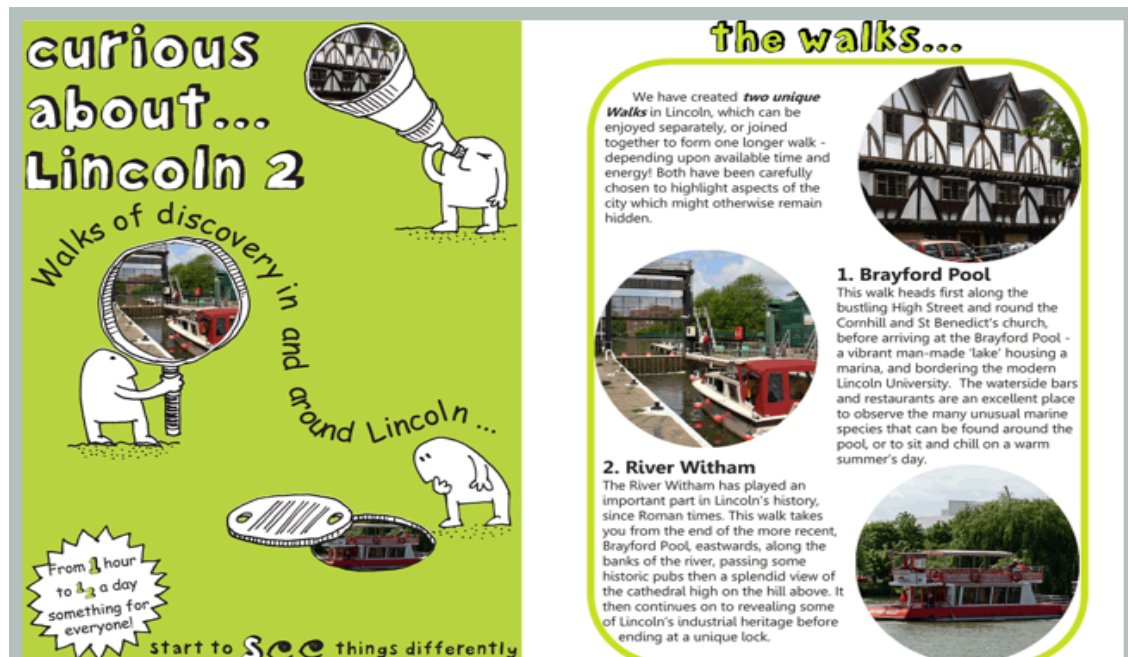


Figure 34: Example pamphlet (Lightbeam UK Ltd., n.d)