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GUIDELINES FOR REVITALIZATION OF RURAL AREAS BASED ON LANDSCAPE STUDIES

WYTYCZNE DO REWITALIZACJI OBSZARÓW WIEJSKICH NA PODSTAWIE STUDIÓW KRAJOBRAZOWYCH

Abstract

The objective of the article is to present the possibility of using landscape studies in the development of guidelines for the revitalization of rural areas. Performing detailed analyses of the cultural and aesthetic values of the landscape has become the basis for formulating the directions for the development of the rural areas located in the vicinity of the town of Drawsko Pomorskie, that previously were part of state collective farms. Landscape studies included the identification and characterization of natural elements and cultural and aesthetic values of the area, based on the landscape audit methodology and commonly applied principles of valorization of cultural landscape. The analyses allowed us to identify areas that, due to a significant decline in the value of the landscape, caused mainly by the location of objects related to the former state farms, require the analysis of the legitimacy of their further protection within the "Pojezierze Drawskie" [hereinafter "Drawsko Lakeland"] Protected Landscape Area. As a result, it was possible to formulate new guidelines for the revitalization of the studied area.

Keywords: landscape research, post State Farm areas, village renewal, landscape audit

Streszczenie

Celem artykułu jest przedstawienie możliwości wykorzystania studiów krajobrazowych w opracowaniu wytycznych do rewitalizacji obszarów wiejskich. Wykonanie szczegółowych analiz wartości kulturowo-estetycznych krajobrazu stało się podstawą dla sformułowania kierunku rozwoju popegeerowskich obszarów wiejskich zlokalizowanych w sąsiedztwie miasta Drawsko Pomorskie. Studia krajobrazowe objęły zidentyfikowanie i scharakteryzowanie elementów przyrodniczych i walorów kulturowo-estetycznych terenu na podstawie metodyki audytu krajobrazowego oraz powszechnie stosowanych zasad waloryzacji krajobrazu kulturowego. Przeprowadzone analizy pozwoliły na wskazanie obszarów, które ze względu na znaczny spadek wartości krajobrazu, spowodowany głównie usytuowaniem na ich terenie obiektów związanych z działalnością byłego PGR, wymagają analizy zasadności ich dalszej ochrony w ramach Obszaru Chronionego Krajobrazu „Pojezierze Drawskie”. W rezultacie możliwe było sformułowanie nowych wytycznych dla rewitalizacji badanego terenu.

Słowa kluczowe: studia krajobrazowe, tereny popegeerowskie, rewitalizacja wsi, audyt krajobrazowy

1. Introduction

1.1. Preface

One of the elements of rural renewal processes is the reconstruction of degraded areas and elements of space, which conditions the revitalization of the cultural landscape, defined as a space historically shaped as the result of human activity, containing both products of civilization and natural elements [17, p. 119-120]. Properly carried out identification and valorization of the preserved elements of the cultural landscape aims at indicating the right directions and scope of spatial transformations that can be used to formulate the assumptions of revitalization programs for rural areas.

In a particularly difficult situation, in economic and social terms, are the former state-owned villages, where there are numerous degraded areas located in many cases in the immediate vicinity of both historic buildings, and protected landscape areas. The choice of an appropriate method for assessing and valorizing the landscape is not only a tool conditioning its proper implementation, but also proves to be significant (often due to socioeconomic determinants) for carrying out the processes of renewal and activation of the villages. It therefore has an impact on the future of residents and the development of the areas assessed. However, choosing them may be difficult due to formal or substantive reasons. Difficulties may require the use of a specific method as the client's requirement. On the other hand, despite the large number of methods for assessing and valorizing the landscape, there may be a shortage of comprehensive methods that take various factors into account, and can be used in various forms of landscape. However, the selection of tools and procedures that guarantee a reliable assessment of the landscape proves more significant in the process of its valuation and valorization.

1.2. Objective

The objective of the article is to present the possibility of using landscape studies in the process of village renewal, based on research methodology developed for the needs of expertise of cultural and aesthetic values of the landscape, carried out in the Drawsko Pomorskie municipality, as an example of a considered approach by local self-government bodies to shaping the village space.

2. Landscape study methods for landscape assessment

The landscape is the evidence [3] and the result of human activity, an image of human attitude and relation to space, and an expression of community culture and national property [14, 25, 26]. The beauty contained in the landscape is proof of society's maturity to be its host. For this reason, the cultural landscape is defined as "a space perceived by people, containing natural elements and products of civilization, historically shaped as a result of natural factors

and human activities” [22], as well as “the result of the combination of environmental and cultural interactions creating a specific structure, which manifests itself in its regional distinction” [11, 12], evaluated for its adequate protection and harmonious shaping and planning. [17, p. 119, 24].

Landscape is sometimes assessed and valorized (valuing the landscape for different purposes) due to a number of criteria. Among them, one can distinguish: state of preservation, degree of threat, aesthetic and natural values, and frequency of landscape occurrence. In valorization studies, the following scales are used: quantitative, qualitative digital scales (bonitation), continuous and ranking [8].

Many methods of landscape evaluation and valorization have been developed, which can be broadly divided into those based on the assessment of: natural values, aesthetic and scenic values and values for a specific purpose [4].

In the case of natural landscapes and areas of natural value for the assessment of their natural values, single-factor methods are mainly applied, in which the basis for assessment is the occurrence of specific plant communities or animal species in the area, such as the Braun-Blanquet phytosociological method, the avifaunistic method and the MIB method (Mean Individual Biomass of Carabidae) [21].

In relation to cultural landscapes, the methods of landscape assessment based on the analysis of both natural and cultural elements, which is carried out in order to assess aesthetic values and others, e.g. those related to the history and tradition of a given area, apply. Popular methods in this group include: perceptual methods and structural methods based on identification of urban composition elements defined by Lynch [9] and Wejchert [23], and the method of landscape types and elements of landscape interior design according to Bogdanowski [1, 2]. An example here is the Bogdanowski Method [1], which includes two basic stages: designation of architectural and landscape units (due to covering and shaping, and the spatial development of the area) and the valuation of landscape elements within individual units.

Structural methods are used to assess the combination understood as coherence and harmony with the cultural and natural context of individual structural elements of the landscape.

Among the perceptual methods, one should distinguish the method of the Wejchert sensation curve, which is a graphic representation of the observer’s emotional feelings regarding space in the timeline. Another perceptive method used to assess the aesthetic values of the landscape is the SBE (Scenic Beauty Estimation), based on the assessment of the beauty of the scenery with a few steps: division of the landscape into units that will be assessed, taking photographs for each unit that will represent its appearance, showing pictures to observers, calculations of observers’ ratings [5]. This is a static method, as opposed to dynamic perceptual methods that require real-time analysis (when walking we register feelings, map the terrain and prepare photographic documentation).

The interesting methods of evaluation that attempt to refer to landscape resources in a comprehensive manner are the methods that take into account intangible aspects of cultural heritage [26]. An example here is the *genius loci* [10] analysis of a given area for which the semantic method based on the space concept by Norberg-Schulz, who believed that space is more than a physical structure and as such must be considered more widely, taking into

account intangible values [13], was applied. During the analysis, the zones and elements that distinguish them in space are listed for the following criteria: historic, sacred, symbolic, psychological (sensual), social, historical, aesthetic, artistic, landscape, natural, and local/national/universal values.

The Panofski method [15] is the method that organizes and systematizes the information collected, the advantage of which is its comprehensiveness and universality [7]. It is based on three stages of analysis, showing: an automorphic image (based on the analysis of panoramas and view sequences), an exomorphic image (based on the analysis of landscape perception and *genius loci* according to Norberg Schultz), and the endomorphic image (synthesis in the form of conclusions). This method can be a “type of keystone” for the results of individual analyses [16].

3. The practical use of landscape studies for rural renewal – a case study

3.1. Site characteristics

The area covered by the expertise of cultural and aesthetic values of the landscape is located in the rural areas of the West Pomeranian Voivodeship in the Drawsko district. The western border of the area is provincial road No. 173, leading from the town of Drawsko Pomorskie towards the village of Zarańsko, from the north the area is bordered by a dirt road leading from Zarańsko, and to the east towards the village of Darskowo. The eastern border is formed by a dense forest wall and a dirt road leading to the village of Dalewo. The southern boundary is the bed of the Drawa river and a dirt road leading from Dalewa towards Drawsko Pomorskie. The analysed area is located within the “Drawsko Lakeland” Protected Landscape Area (PLA), at its western border (Fig. 1).

The area of the study is mainly used for agricultural purposes (cultivation of cereals, areas of meadows and wastelands), and at its borders there are buildings of the villages of: Dalewo, Gogółczyn and Zarańsko. The eastern part of the village of Zarańsko, which is the former manor farm with a complex of multi-family buildings from the 1970s, is located within the boundaries of the studied area.

3.2. Purpose and types of studies, research procedure and tools

In the research methodology developed for the needs of the expertise of cultural and aesthetic values of the landscape, as carried out in the Drawsko Lakeland municipality, selected elements of the landscape audit methodology were used, as presented in the audit instructions entitled “Identification and assessment of landscapes – methodology and main assumptions” (pol. “Identyfikacja i ocena krajobrazów – metodyka oraz główne założenia”) [18], selected for the specificity of the studied area. Due to the fact that it is a small area located in rural areas, where there are no priority landscapes, as defined by the Act of 24 April, 2015 amending certain laws in connection with the enhancement of landscape protection tools, also known as the “landscape

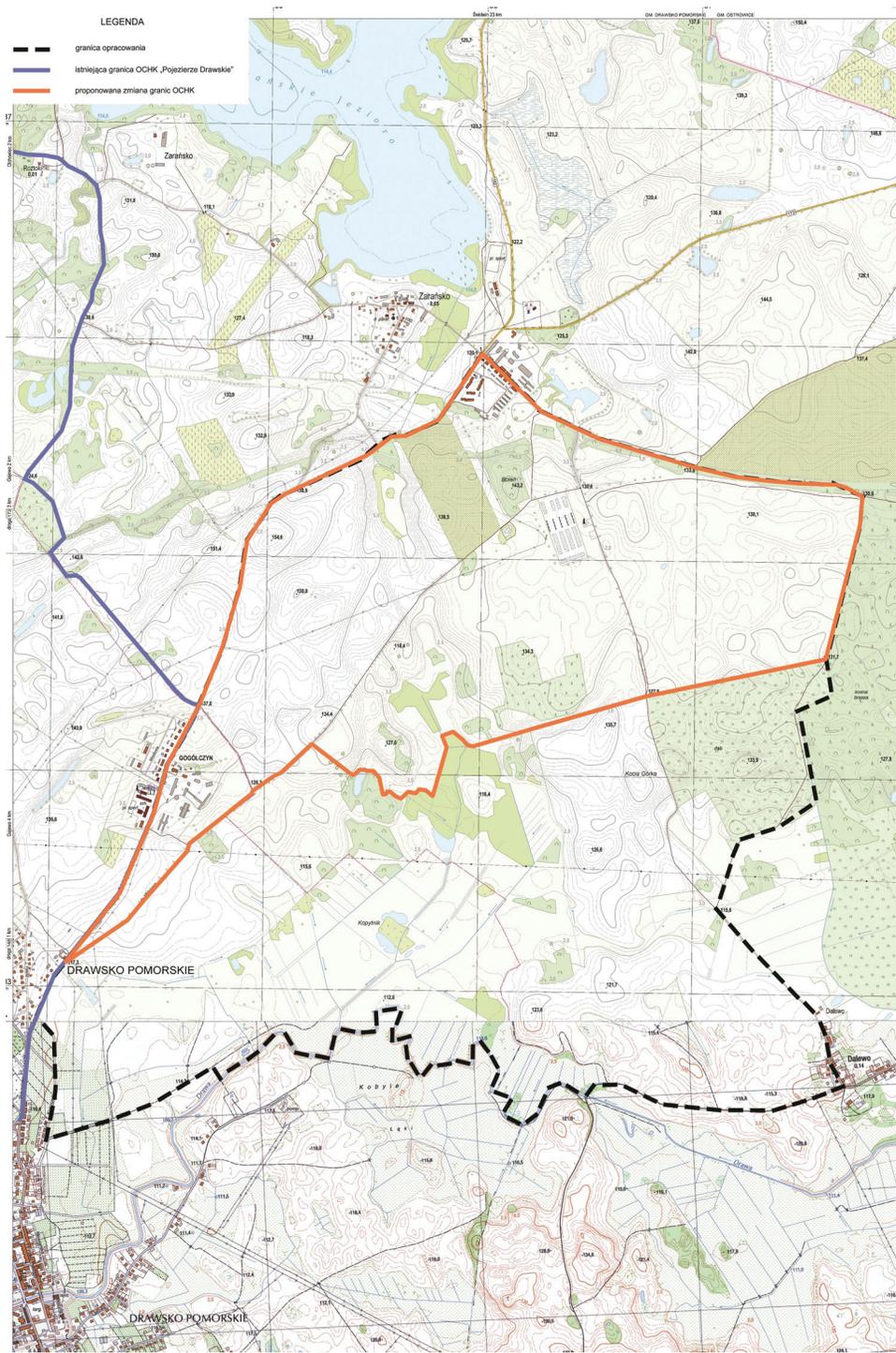


Fig. 1. Site map of the studied area, black line – studied area, blue line – existing border of the “Drawsko Lakeland” PLA, red line – proposed change of borders of the PLA (M. Czalczyńska-Podolska, M. Rzeszotarska-Palka 2016)



law” [21]¹, the indication and development of priority landscape cards has been abandoned. Therefore, the analyses included the preparation of a detailed landscape characteristic, within which its cultural and aesthetic values were identified. In the next stage of the work, identification and assessment of threats to the previously defined cultural and aesthetic values of the area as well as devastation of the landscape occurring in the studied area were performed.

In addition, the site’s vista availability was also analysed to verify its potential impact on landscape perception. Characteristic vista panoramas were identified: active and passive exposure venues. Active exhibition venues include panoramas extending from the study area to neighbouring areas, and passive exhibition locations include characteristic insights into the study area from neighbouring areas.

In order to perform the aforementioned analyses, a query was conducted on the source cartographic and descriptive materials [6, 19, 20, 24], as well as field studies. Two local visions of the investigated area were carried out, both in the leafless season for trees and shrubs, as well as in the midst of vegetation season.

3.3. Results of the analyses

3.3.1. Analysis of the scenic accessibility of the area

The site vista analysis was developed to determine the visibility of the area from generally accessible public roads, and as a result, the possibility of its impact on the perception of the landscape. Scenic accessibility from two public roads, which at the same time constitute its boundaries, was examined. These are: a fragment of provincial road No. 173, leading from Drawsko Pomorskie to Zarańsko – the western border of the area and a part of the dirt road leading from Zarańsko towards the east – the northern boundary of the area. Apart from the communication function, these roads also play the role of tourist routes.

As a result of the analysis of vista accessibility, it was found that the area is virtually visually inaccessible from these public roads. The view of the area is obscured by roadside vegetation growing along the dirt road from the north and the terrain along the provincial road – numerous hills with mid-field vegetation, as well as a chestnut alley along this road in the vicinity of Gogółczyn. It was also found that the limited scenic accessibility applies both to summer and winter. The few scenic clearances along the dirt road in the north of the area during the leafless season are practically obscured by terrain – a low embankment running along the dirt road, and the shrub vegetation, which even in its leafless state is so dense that it is an effective view barrier (Fig. 2).

The only two small scenic openings to the area are located at provincial road No. 173 to the north of Gogółczyn. Both openings are characterized by very low visual and aesthetic values due to the linear devastation of the landscape occurring there, in the form of two power lines: high and medium voltage that run through the study area from west to east (Fig. 3).

¹ Priority landscapes are areas that are particularly valuable to the public because of their natural, cultural, historical, architectural, urban, rural or aesthetic-scenic values.



Fig. 2. No vista access to the site, dirt road in the area of Zarańsko, bicycle route (photo by M. Czalczyńska-Podolska, 2016)



Fig. 3. High voltage line – view of the area from road 173 (photo by M. Rzeszotarska-Palka, 2016)

Analysing the existing scenic values inside the site, it is necessary to name the viewpoint in the form of the so-called Cat Hill [Pol. Kocia Górka], which allows for far-reaching insights into the area in practically every direction, exposing a typical landscape of agricultural crops (Fig. 4). However, it should be noted that this point, although it has unquestionable scenic



Fig. 4. Vista point, the so called Cat Hill (photo by M. Czalczyńska-Podolska, 2016)



qualities, which are not disturbed even by the view of the degraded area of the former state farm, and obscured by the tree planting line, it is not fully available to potential tourists because it is located in privately used agricultural land.

In conclusion, it should be stated that the analysed area is practically inaccessible from public roads and tourist routes, and as such has marginal significance when it comes to influencing landscape perception. Due to this, the manner of development and shaping of the studied area has no direct impact on the tourism and aesthetic potential of tourist and public roads existing in this area.

3.3.2. Identification of the cultural and aesthetic values of the area

The analysis of cultural values of the landscape covered the categories contained in the study “Identyfikacja i ocena krajobrazów” [18], such as: archaeological objects, rural buildings, objects of military and defence architecture, fortified architecture, communication infrastructure, religious objects and complexes, cemeteries, objects of old industrial and craft architecture, objects of court and residential architecture, post-occupancy facilities, objects of tourist and recreational investments, memorials, public facilities, monuments and memorial mounds, preserved traces of property, morphological type of the village, genetic type of the village (according to). The analysis was supplemented with the category of composed greenery, as well as objects entered in the Register of Monuments of the West Pomeranian Voivodeship and the Municipal Register of Monuments of Drawsko Pomorskie and existing tourist routes: walking and cycling.

Within the area of study, several objects were identified in the abovementioned groups, mainly archaeological objects and rural buildings. Among them, only one object was listed – the Evangelical church in the village of Dalewo, currently a branch of the Roman Catholic parish of Saint Stanislaus Kostka (Fig. 5). Numerous archaeological objects identified in the area of study are barely visible in the landscape in the form of small hills. Of the 14 objects of these type: six are settlements, another six – settlement points and traces, and two are burial grounds. The terrains on which archaeological objects are found are generally in the hands of private owners and are concentrated mainly in the vicinity of the existing settlement areas of the villages and the town of Drawsko Pomorskie. Among rural layouts, the villages of Zarańsko, Dalewo and Gogólczyn should be mentioned along with single residential and economic objects entered into the conservation register. The examined site also features composed greenery objects in the form of: a manor park and a chestnut alley located in the village of Gogólczyn.

In the immediate vicinity of the area, several objects with significant cultural values have been identified (in the villages of Zarańsko and Dalewo), which, though located outside its borders, have a strong impact on the landscape. There are also objects entered in the Register of Monuments: the palace park in Dalewo and the manor park in Zarańsko.

The analysis demonstrated that the area has few and only insignificant cultural and aesthetic values, mainly concerning several archaeological objects (hardly visible or completely invisible in the field) and architectural objects in the form of rural and religious buildings, the most valuable of which is the church with a wooden belfry to be found in Dalewo.



Fig. 5. The St. Stanislaus Kostka Church in Dalewo (photo by M. Czałczyńska-Podolska, 2016)

3.3.3. Assessment of threats to cultural and aesthetic values of the area

Among the most important threats related to the identified features of the cultural landscape of the studied area are:

- ▶ the decomposition and degradation of residential and park complexes: a mansion in Gogólczyn, which has not been used for many years, the completely blurred composition arrangement of the manor park in Gogólczyn; the manor and court park in Zarańsko – currently unused – have been gradually degenerating for several years;
- ▶ the decomposition and demolitions within manor farm complexes: the sole remaining building of the manor farm in Gogólczyn is the octagonal barn – currently unused; the Zarańsko manor complex is gradually becoming devastated – the farm yard layout has been preserved, but there are shortages in farm buildings, the preserved buildings have not been renovated for years and are subject to degradation; the preservation state of the housing colony of the Zarańsko manor farm is very bad – the previously uniform buildings were devalored by numerous conversions of their facades, replacement of window and door frames, and roofs, and the housing is accompanied by completely depreciated facility buildings in the rear of the yard;



- ▶ the neglect of historical rural cemeteries: post-evangelical cemetery in Dalewo with removed tombstones and shortages in the tree stand, poorly legible in the field.

Within the studied area, numerous elements of devastation of the cultural landscape were also found, such as:

- ▶ the area of the historical residential colony for employees of the farm in Zarańsko devastated by the introduction in its structure of the multi-family housing complex for employees of state farm in the second half of the twentieth century. The area is subject to surface devastation of cultural and aesthetic values of the rural landscape (Fig. 6);
- ▶ devastated area, used in the 2nd half of the 20th century by the state farm for the purpose of poultry farming and silage silos. The area is currently unused, the storage buildings and accompanying others are completely degraded, covered with self-sown plants, shrubbed, and littered. The area constitutes a surface dominant, which is unharmonious in the surrounding landscape, and negatively affects the aesthetic values of the area and the eastern part of the village of Zarańsko (Fig. 7);
- ▶ high voltage line running through the analysed area from west to east. Among the gentle hills of the Drawskie Lake District, covered with arable fields, meadows and mid-field trees, the high-voltage line is a linear disharmonial dominant, negatively affecting the aesthetic values of the landscape (Fig. 3);
- ▶ the medium voltage line running in the northern part of the studied area constitutes an element of linear disharmony in the landscape with an average negative impact on the aesthetic values of the landscape.



Fig. 6. Zarańsko, area of the former state farm – housing development
(photo by M. Rzeszotarska-Palka, 2016)



Fig. 7. Zarańsko, area of the former state farm – silos
(photo by M. Rzeszotarska-Palka, 2016)

3.4. Use of research results to develop recommendations for the analysed area

On the basis of the expert valuation of the cultural and aesthetic values of the landscape, it should be stated that the existing threats and devastations of the landscape of the site significantly reduce its aesthetic value, and the area of the former State Agricultural Farm in Zarańsko is down to the degraded, requiring urgent revitalization and reclamation activities.

The area subjected to landscape analyses, although located in a significant part within the boundaries of the “Drawsko Lakeland” Protected Landscape Area, does not have significant landscape values. Within its area, there is only one listed monument, and the landscape and aesthetic values of the area are reduced by the identified elements of the devastation of the landscape and the existing threats related to historic buildings. Significant aesthetic and scenic values can be observed only in the southern part of the area, near the picturesque Drawa River and the neighbouring village of Dalewo.

Due to the low cultural and aesthetic values of the area of the study, as well as the occurring devastation and threats to the landscape, it seems reasonable to change the course of the “Drawsko Lakeland” PLA boundaries and exclude the northern part of the area from the PLA. Such a change may bring socioeconomic benefits, opening the possibility of introducing new investments and, as a result, economic recovery of a larger area. It is possible to locate production facilities or tourist services in the northern part of the studied area, in the vicinity of the village of Zaráńsko. The landscape transformations connected with this, however, will not be visible from public roads and tourist routes, due to the shape of the terrain and trees. In the “Observation analysis of the site’s availability”, it was demonstrated that the area is practically invisible from public transport routes and viewpoints, and therefore the location of new cubature objects in this area will not adversely affect the cultural and aesthetic values of the landscape.

In the “Study of conditions and directions of spatial development of the Drawsko Pomorskie municipality” the main directions of development of economic activity in the Drawsko Pomorskie municipality were listed, as follows: “services, primarily related to tourism and leisure, and tourist services” [19, p. 203-205]. The development of production activities is also expected “allowing larger business ventures provided that they apply modern ‘green’ technologies that spare the natural environment”. The authors of the *Study* also stress that “in the areas of former state farms, it is advisable to develop economic activity activating the local unemployed population. Therefore, organizational and economic conditions should be created to stimulate the activity of the local rural environment. Newly emerging economic entities should be adapted to the scale of a given settlement unit”. The location of industrial and production facilities is predicted in rural settlements based on the existing economic base of former state farms and other farming cooperatives (SKR). The terms formulated in this way in the *Study* confirm the legitimacy of the location, in the vicinity of the former state farm village of Zaráńsko, of production facilities using the former state farm area, currently contributing only to the devastation of the landscape and significantly reducing the aesthetic value of the area. Such a location of production facilities or tourism services may contribute to the development of the village of Zaráńsko, the activation of its inhabitants, and in the long term even increase the aesthetic values of the landscape.

4. Final conclusions

Appropriate selection of methods, tools and procedures is the basis for a reliable landscape assessment and should always be connected with their adaptation to the landscape form and the scale of the development. In the analysed case, the use of only the landscape audit

methodology (as required by the client) would significantly impoverish the analysis. The omission of such important issues as the accessibility of the site, and the in-depth analysis of the value of resources identified in the area, could have a significant impact on the overall assessment. The combination of various methods (structural, perceptual and other) would appear to be advantageous, especially in the case of cultural landscapes of various forms of development and functions, as well as further work on the landscape audit procedure towards universalism or specifications enabling its application to various forms of landscape.

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