Republic of Croatia
Ministry of Culture
Administration for the Protection of the Cultural Heritage
Conservation Department, Split

THE NOMINATION OF THE STARI GRAD PLAIN FOR INSCRIPTION ON THE WORLD HERITAGE LIST

- REVISED -



Split, January 2006

Format for the nomination of properties for inscription
on the World Heritage List *Annex 5*

Executive Summary

This information, to be provided by the State Party, will be updated by the Secretariat following the decision by the World Heritage Committee. It will then be returned to the State Party confirming the basis on which the property is inscribed on the World Heritage
List.

State Party	Republic of Croatia
State, Province or Region	Split and Dalmatia County
Name of Property	The Stari Grad Plain
Geographical coordinates to the nearest second	Longitude: the area between 16^0 35' 42" E and 16^0 41' 31" E Latitude: 43^0 08' 34" N – 43^0 12' 30" N Central point coordinates (Field): 16°38' 22.43" E 43°10'49.22" N Central point coordinates (Quadrant): 16°38'36" E 43°10'32" N
Textual description of the boundary(ies) of the nominated property	The zone of the Starogradsko polje [the Stari Grad Plain – cultural landscape] is the area covered by a fertile plain in the central part of the island of Hvar. In the west it covers the historical core of the city of Stari Grad, which is located at the head of the Stari Grad Bay, in the east it covers the settlement of Vrboska at the head of the bay of the same name, in the north it stretches to the lower foothills of the northern part of the island, and in the south it skirts round and takes in the villages of Dol, Svirče, Vrisnik, Vrbanj and Pitve located on the slopes of the mountain chain of Sv. Nikola. The area of the plain with the settlements it incorporates creates a unique cultural landscape, that is, a historical, cultural and geographical unit.
A4 (or "letter") size map of the nominated property, showing boundaries and buffer zone (if present)	See **1.e**

Justification **Statement of Outstanding Universal Value** (text should clarify what is considered to be the outstanding universal value embodied by the nominated property)	In the fourth year of the 98th Olympiad (385/4 BC), the Parians, Ionian Greeks, at the invitation of the tyrant of Syracuse Dionysius the Elder, established the city of Pharos, in the deepest bay of the northern side of the island. The idea of Dionysius, the founder of Issa, the first Greek colony in the Adriatic, was to provide a suitable base for further military and commercial expansion, totally dependent on the metropolis of Syracuse. Pharos was a markedly agrarian colony. The cadastral division of the fertile Stari Grad Plain, or plain, is a monument in itself. This is the largest and the most fertile plain on the Adriatic islands, and, which is even more important, it is the oldest and best preserved cadastre of antiquity in the Mediterranean and the whole of Europe, for the plain was divided up in a rectilinear Hellenistic grid as early as the beginning of the 4th century BC, when the Greek colonists shared it out among themselves, drawing lots for the 75 rectangular parcels of the plain, each one about 900 x 180 m in size. The basic plot of the division of the land in Hvar is an elongated rectangle of about 80 hectares, and can neatly be expressed in Greek units of measurement, which distinguishes it from the cadastres of the later Roman colonies on the mainland (in Salona, Iader and Pola). In spite of the many turbulent events over the centuries, and the repeated divisions of the land inside the plain, the basic structure set by the Greek land-division 2400 years ago remained almost untouched. The Greek chora is very well preserved in the dry stone walls that mark the borderline of the plots. Although most of them were created in the Middle Ages, they still lie on the directions laid down in antiquity. The many subsequent redivisions of the land and the small amount of building that took place in the plain have always, from antiquity until the present day, been done in the same way, i.e., with the traditional dry stone wall technique. The plain has also always been used only for agricultural purposes. Even the crops raised, the olive and the grape, have always been the same. **Thus a clear continuity obtains in the division of the land, in the manner of determining the borderlines of the individual plots, and in the function of the land.**

Criteria under which property is nominated (itemize criteria) (see Paragraph 77 of the *Operational Guidelines)*	**C i.** Greek land division of Stari Grad plain is the best preserved cadastre of ancient world in Mediterranean area and Europe. It is a masterpiece of exceptional technical skills and geodesic knowledge of ancient Greeks. It is physically clearly recognizable in the landscape in the form of walls built in the dry stone masonery technique. **C ii.** Through all historic eras the Greek land division remained a basic net for all later land divisions. Over a span of time the landscape of Stari Grad plain was shaped by stone walls built in the traditional way using stone masonry technique - which did not change from ancient times until today. **C iii.** The function of the Stari Grad plain as an agricultural area did not change for 2400 years. **C v.** The fertile Stari Grad plain with its natural surroundings and rural settlements represents a unique landscape and the most important fact in the historical and social inventory of the island Hvar. It is endangered by the pressure of development, specially depopulisation of rural settlements and abandonment of traditional agriculture. The inscription of the Starigrad plain in UNESCO's List will contribute to the efforts exerted on the preservation of the traditional agricultural function and intact cultural landscape of the Plain.
Name and contact information of official local institution/agency	Ministry of Culture; Administration for the Protection of the Cultural Heritage; Conservation Department Split Address: Croatia, HR-21 000 Split, Porinova 2 Tel: 385 21 305 444 Fax: 385 21 305 418 E-mail: jbelamaric@konst.htnet.hr Web address: www.min-kulture.hr www.stari-grad-faros.hr

Format for the nomination of properties for inscription on the World Heritage List *Annex 5*

Properties for inscription on the World Heritage List

NOMINATION FORMAT
1. Identification of the Property
1.a Country (and State Party if different) Republic of Croatia
1.b State, Province or Region Split and Dalmatia County
1.c Name of Property The Stari Grad Plain
1.d Geographical coordinates to the nearest second Longitude: the area between 16^0 35' 42" E and 16^0 41' 31" E Latitude: 43^0 08' 34" N – 43^0 12' 30" N Central point coordinates (Field): 16°38' 22.43" E 43°10'49.22" N Central point coordinates (Quadrant): 16°38'36" E 43°10'32" N

1.e Maps and plans, showing the boundaries of the nominated property

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1. The Stari Grad Plain Boundaries
Scale 1 : 25 000 (topographic map *572-3-1* and topographic map *572-3-2*)

2. The Stari Grad Plain Boundaries
Scale 1 : 25 000 *(*derived from aerial photography of the island of Hvar)

3. The Stari Grad Plain – Zones of special legal protection within the boundaries of the Stari Grad Plain
Scale 1 : 25 000 (topographic map *572-3-1* and topographic map *572-3-2*)

4. The Stari Grad Plain – Zones of special legal protection within the boundaries of the Stari Grad Plain
Scale 1 : 25 000 *(*derived from aerial photography of the island of Hvar)

5. The Stari Grad Plain within the buffer zone boundaries
Scale 1 : 25 000 (topographic map *572-3-1* and topographic map *572-3-2*)

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6. Republic of Croatia – territorial divisions
Scale 1:2200000 (source*: Big Atlas of Croatia,* Mozaik knjiga, Zagreb, 2002.)

7. Position of the island of Hvar in the Split and Dalmatia County
Scale 1:600000 (on a copy of a map of the Split and Dalmatia County from the Physical Plan of the County, 2003; source*:* County Physical Plan*, 2003.*)

8. Zone of the Stari Grad Plain on the island of Hvar
Scale 1: 600000 (on a copy of a map of the Split and Dalmatia County from the Physical Plan of the County: source County Physical Plan, 2003;.)

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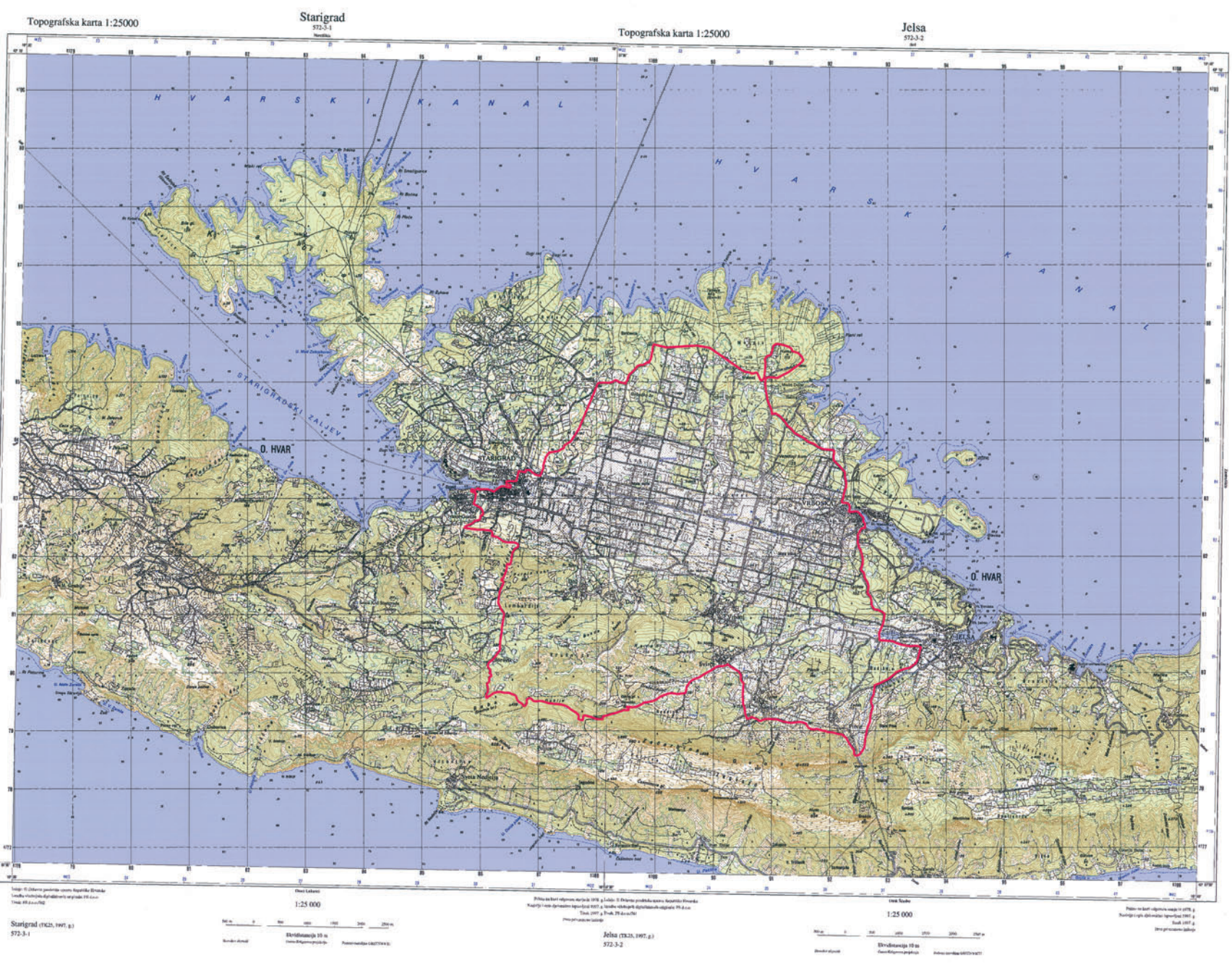
9. Copy of a cadastral [survey[map, part of the Stari Grad Plain – dl. 18. cadastral municipality Stari Grad, 1834 (source: Historical Archives in Split, Archive of Maps for Istria and Dalmatia)

10. Copy of a cadastral map of part of Stari Grad Plain – d.l. cadastral municipality Stari Grad, 1834, detail. Scale 1:2880 (source: Historical Archives in Split, Archive of Maps for Istria and Dalmatia)

11. Topographic Map Scale 1 : 5000 of the same area as Annex 9

12. Copy of a cadastral map of Stari Grad d.l. 17 of 1834 (source: Historical Archives in Split, Archive of Maps for Istria and Dalmatia)

13. Copy of a cadastral map of Stari Grad d.l. 17 of 1834 (source: Historical Archives in Split, Archive of Maps for Istria and Dalmatia)



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1. THE STARI GRAD PLAIN BOUNDARIES

SCALE 1:25 000



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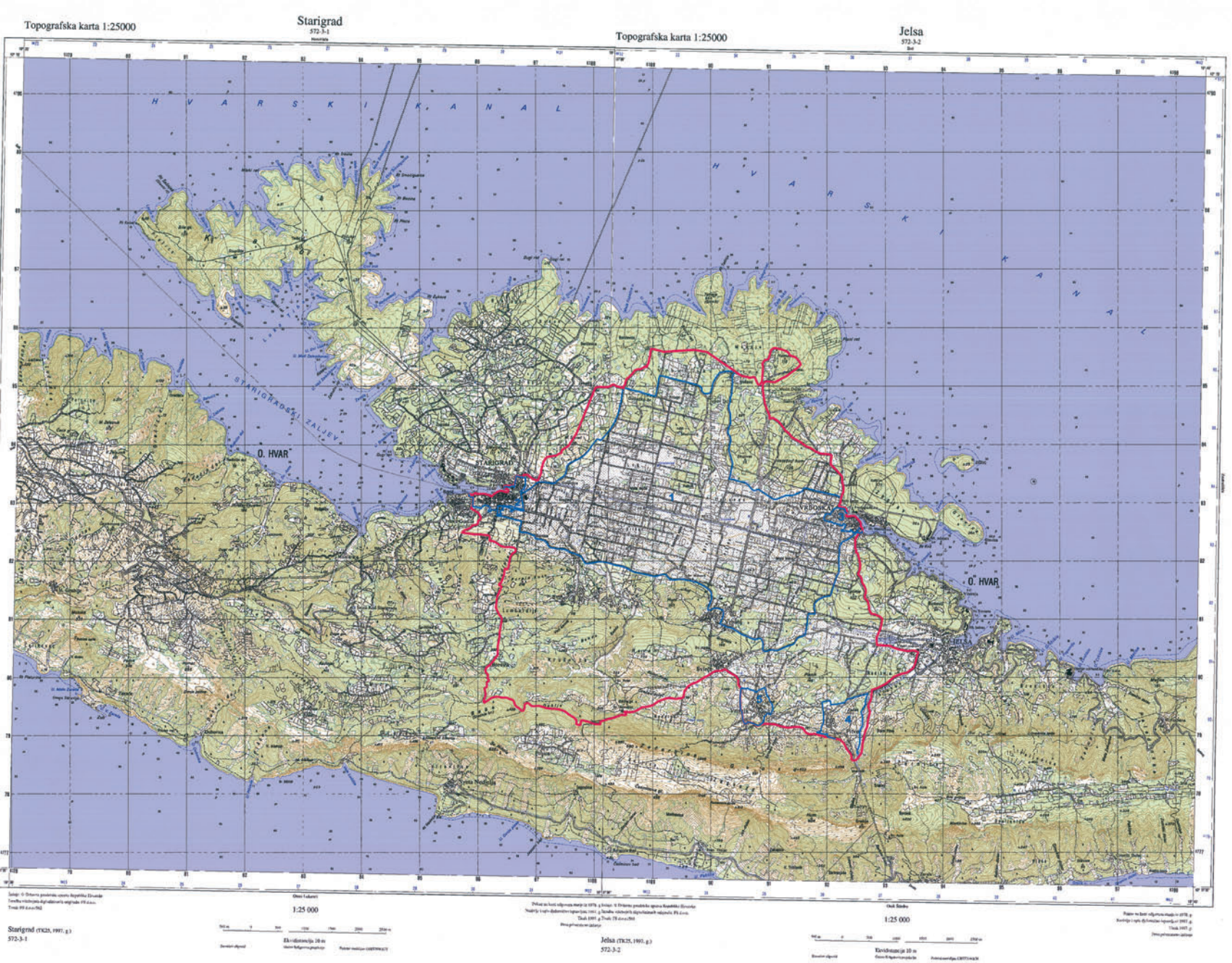
2. THE STARI GRAD PLAIN BOUNDARIES

AREAL PHOTOGRAPHY OF THE ISLAND HVAR
SCALE 1:25 000



3. THE STARI GRAD PLAIN

ZONES OF SPECIAL LEGAL PROTECTION WITHIN THE BOUNDARIES OF STARI GRAD PLAIN

- THE STARI GRAD PLAIN BOUNDARIES
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  1. ARCHAEOLOGICAL SITE - GREEK CHORA
  2. THE URBAN UNIT OF STARI GRAD
  3. THE URBAN UNIT OF VRBOSKA
  4. THE RURAL UNIT OF PITVE
  5. THE RURAL UNIT OF VRISNIK

SCALE 1:25 000



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4. THE STARI GRAD PLAIN

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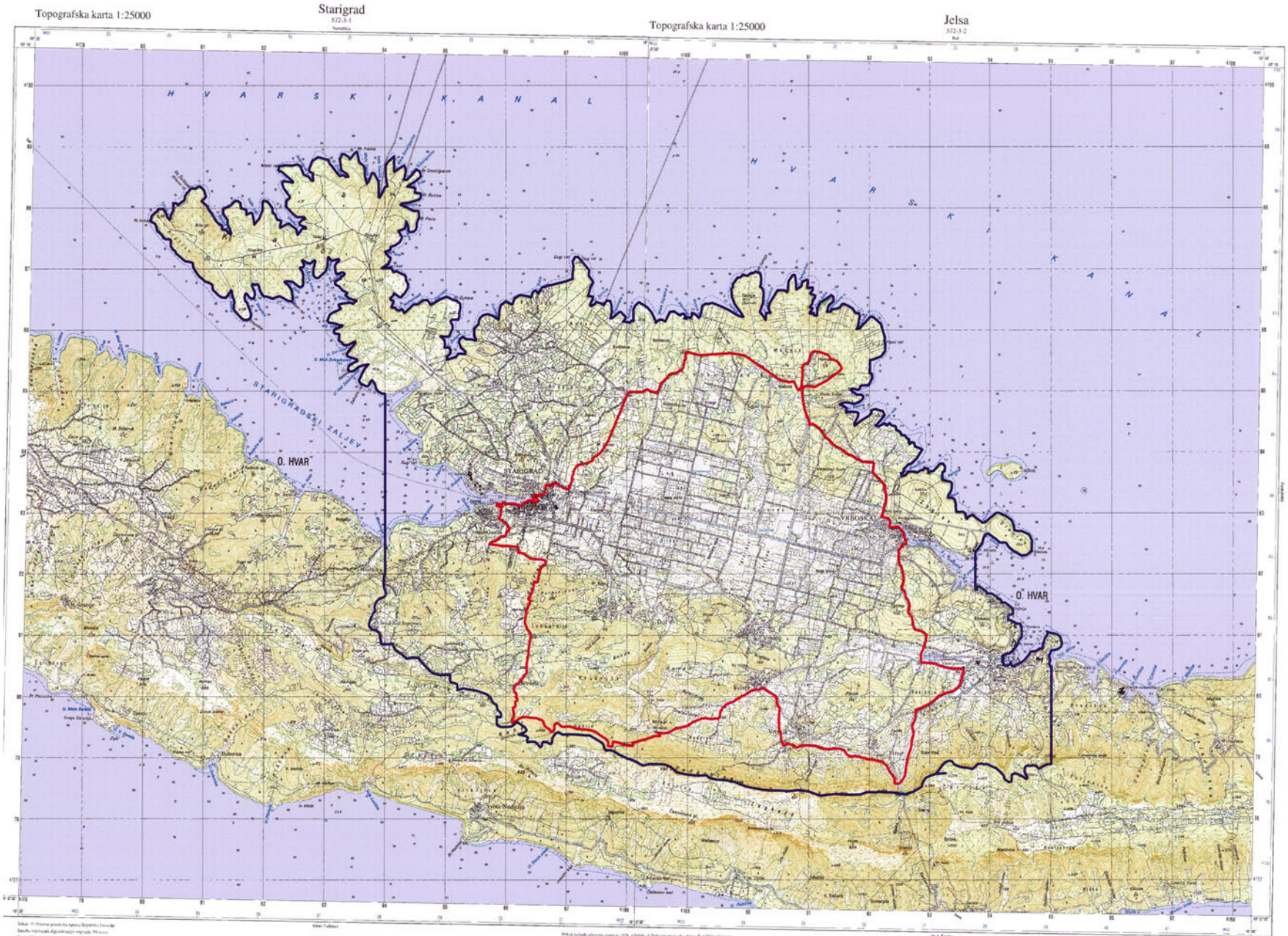


5. THE STARI GRAD PLAIN WITHIN THE BUFFER ZONE BOUNDARIES

THE STARI GRAD PLAIN BOUNDARIES
THE BUFFER ZONE BOUNDARIES

SCALE 1:25 000

NOMINATION FORMAT

1.f Area of nominated property (ha.) and proposed buffer zone (ha.)

Area of nominated property: **3.329,04 ha**

Buffer zone **4.450,62 ha**

Total: **7.779,66 ha**

2. Description

2.a Description of Property

In a large fertile plain between Stari Grad on the west and Jelsa and Vrboska on the east of Hvar lies **the Stari Grad Plain**, the biggest plain, or flat area, field, on any of the Adriatic islands. The Plain stretches East-West about 6 km, and about 2 km North-South. On the southern side rises the island's mountain chain (highest peak of St Nicholas/ sv. Nikola at 628 m) from which numerous occasional streams, big and small, flow down to the Plain. On the slopes of it, on the less fertile sides, there is a series of villages: Dol, Vrbanj, Svirče, Vrisnik and Pitve. On the northern side of the field there are gentle little hills across which the massif of the neighbouring island of Brač can clearly be seen. From a geological point of view, Stari Grad Plain is one of the most interesting of Adriatic phenomena. Between a ridge that stands out as a peninsula on the northern side of the western part of Hvar Island (Kabal, 125 m) and the main spur of the mountain range of the central part of the island, stretches the drowned valley of the Stari Grad Bay and flat lands with sandy-loess sediments that obviously extended to the area of the Brač Channel, now under the sea. During the last ice age (Wurm) the level of the sea was 96.4 m lower than it is now, which means that today's Hvar island was a mainland mountain (722 m), with a turbulent meteorological position, and that the bora, the dry, cold wind from the land at the site of today's Hvar Channel, carried and deposited the loess into the friable covering of Stari Grad Plain, which thus became the largest and most fertile of all the fields, plains, of the Adriatic islands – the most important of the facts in the natural, cultural and historical inventory of the island.

Right down to the present day, over the whole of the area of this Plain, its oldest piece of land division, the chora, created after the colonisation by the Greeks from the Aegean island of Paros in about 384 BC, is still almost totally conserved, as is clearly seen in all maps and aerial shots. This clarity on the land is all due to the hands of the farm labourers who from the most ancient times have bounded their plots with the many dry stone walls, of various different dimensions. Some of them are just a common fence between two holdings, while others (on the whole those that were built on the basis of the Greek surveyors' lines) are very broad, and have also been used as roads. Apart from that, there are also the country huts, *trim*s as they are known – little beehive-shaped dry stone buildings in which tools were kept and in which it was possible to shelter during bad weather. Though the land is fertile, the Mediterranean climate, with its moderate precipitation, is the cause of frequent water shortages, for which reason over the whole of the field there are a great many large or small cisterns for the collection and retention of rainwater, almost always built below the surface of the land. The whole of the length of the northern part of the Plain, in the North-South direction, is the road that links Jelsa and Vrboska with Stari Grad and the other parts of the island. In the very centre of the Plain is a small earth strip created in 1950 for the crop spraying and fire fighting planes.

Since this flat land is the greatest and most fertile field on any of the Adriatic islands, particularly in the

centre of the archipelago, today too, as through the whole of its history, it has retained its primary agricultural nature, without any construction to jeopardise the original image. These are the classic products of Mediterranean agriculture, the grape vine and the olive tree.

The fertile plain of the Starogradsko polje is within a circle formed by the city of Stari Grad, the urban unit of Vrboska and the villages of Dol, Vrbanj, Svirče and Pitve.

Stari Grad was founded in 385 BC as a Hellenistic polis at the head of a deep bay at the western edge of the plain. Greek Pharos was the colony with the strongest economy along the eastern coast of the Adriatic. But in 219 BC it was captured and devastated by the Romans. It was reconstructed as the prefecture of Pharia, part of the Salona Ager, and during the time of Augustus and Tiberius it acquired the status of municipality. It was an important centre later in antiquity and early Christian. There are only few data concerning the life and importance of the city in the Middle Ages, in which it stagnated, but in the 15th century its development started afresh. In the 19th century it became a significant mercantile and maritime centre. A particular feature of Stari Grad is that ever since its foundation, during the whole of its existence, it has retained its urban continuity and its characteristics as a small city that came into being and developed thanks to its rich agricultural resource – the fertile Starogradsko polje (Chora Farou, later Campo s. Stephani, Veliko polje).

Two units can be distinguished in the structure of the city. On the southern side of the bay is the historical city, and on the northern Malo Selo, a peasant settlement that was created in the mid-17th century after the immigration of a large number of refugees from the Turks from the mainland. At the very foot of the bay is a park that was laid out at the end of the 19th century via the filling in of the shallow and swampy sea. The urban structure of the historical core of the city is characterised by a regular grid of stone-paved streets: Donja kala (Donja Kola), formed as far back as the 16th and 17th centuries, and Srednja kala (Srinja Kola), an important street of merchants in the age when the city flourished in the 19th century; these streets run east-west, parallel with the shore; they are linked by shorter, cross streets placed at right angles. Densely packed houses create extended blocks between the cross streets. Škor and Podloža squares and the square with Petar Hektorović's Tvrdalj, the classic fortified villa, were created as an extension of the old quay. They are surrounded with houses on the south, east and west, but on the north are open to the sea. In the southern part of the historical centre, parts of the Greek settlement are extant (parts of the eastern perimeter wall, foundations of houses and part of the pavement in Srinja Kala), carried on from towards the east by the division of the plain, which is the best preserved Greek land division in the Mediterranean. From the Roman period, parts of the church and baptistery are preserved, today within the complex of St John's [sv. Ivan] Church, some mosaics below Srinja Kala, and the remains of thermae below the Church of St Rochus [sv. Rok]. The oldest houses of the 15th century, rarely well preserved, are small buildings the extant Gothic apertures of which reveal the time of their construction. Renaissance and Baroque buildings of the 16th to 18th century are present in a larger number, particularly those of the Baroque, but they also have very modest forms, the style of them being identifiable from the mouldings of the apertures. Right up to the 19th century the Stari Grad houses consisted of a ground floor with one or two floors above them; they were of a rectangular floor plan, and covered with a gable roof. In the nineteenth century houses with larger floor plans were built, three storey houses, often covered with a hipped roof with pantiles. They were built of blocks of stone in regular rows, and were seldom plastered. The city is also notable for its Renaissance and Baroque villas, among which a special place is occupied by the Tvrdalj of Petar Hektorović. The Parish Church of Pope St Stephen was built on the site of the first cathedral, and is an interesting piece of Baroque workmanship. To the east of the Tvrdalj lies the Renaissance St Rochus' Church, which was supposed to have been built according to instructions given by Petar Hektorović in his will. The Dominican Monastery of St Peter Martyr was founded at the end of the 15th century, it was fortified in the 16th and restored in the 19th. At the south of the settlement are the Gothic and Renaissance Church of St Nicholas and the Church of St Lucy, built in the 16th century by the remodelling of one-time convent. On the northern side of the bay, outside the historical city, is a hospice with the church of St Jerome [Jerolim], which had an important role in the defence of the town against the Ottomans.

Vrboska
Vrboska is located at the head of a deep bay on the eastern edge of the Starogradsko polje. It is first mentioned as port for the inhabitants of Vrbanj in the Statute of 1331. The oldest part of the settlement was created on the southern side of the bay in the 15th century, in the Pjaca area, alongside the Church of St Mary, and at the very head of the bay, in the Padva area. Later a row of houses was built alongside the sea on the northern side of the bay, and the two sides of the settlement were linked with three little bridges. St Mary's was given Baroque treatment in the 17th century, and fortified as well, and forms a united defence system with the Kaštilac Tower north of the city. In conjunction with a small number of stylish houses that have Gothic formal features, Vrboska has retained the features of the vernacular architecture of the 17th to 19th century.

The villages of Dol, Vrbanj, Svirče, Vrisnik and Pitve are located on the northern foothills of the Sv. Nikola mountain chain, on the southern edge of the fertile plain. The position of these settlements is a confirmation of the sensible attitude of the traditional builder, who economically shaped his living space by building at the point of contact of the cultivable space of the field and the barren, karstic, rocky slopes of the mountain chain. In the historical sources, they were mentioned as far back as the Middle Ages (the Statute of the Commune of Hvar of 1331), and even then they were linked with the fertile plain of Starogradsko polje and with each other by a grid of pathways the routes of which have been preserved to this day.

Pitve is first mentioned in 1206; according to some sources, the name of the settlement embodies the Illyrian name for the island itself. It is formed of two separate units of densely packed residential and outhouse units, some of which come from the 15th century, Pitve or Pitve Gornje, and Ostrvice or Pitve Donje. Gornje [Upper] Pitve is an older agglomeration that has been moulded completely into the surroundings and is visible only from the north; it is characterised by stone houses of very rural features. Donje Pitve, created in the 16th century, is founded around hillocks and is visible from all sides; it features stone buildings with the typologically clear influence of the urban house. Both of these agglomerations have a square at their centre. At the undeveloped foot of the Samotorac cliff, between the two Pitve units, is the Parish Church of St Jacob [sv. Jakov], which dominated the landscape. It was built in 1977 on the foundations of an older building of the 15th century. In the valley to the north of the parish church, a new graveyard encircled by a stone wall was laid out in the first half of the 20th century. In the area between Gornje Pitve and Donje Pitve there are other public facilities as well: a common cistern, a school and the cooperative centre. The landscape alongside the settlement is made up of olive groves and vineyards on dry stone walled terraces. To the east of Gornje Pitve is a brook that takes torrents towards the Jelse Polje and the sea. The inhabitants of Pitve, the primary settlement, also have dwellings in the secondary settlement called Zavala, located on the foothills on the southern coast of the island. The exceptionally well preserved residential complexes, which have not been defaced by more recent buildings, and are monuments of vernacular architecture, and the preserved undeveloped cultivated landscape between the Pitve agglomerations give the settlement of Pitve a particular value as a monument. Hence Pitve is a specially protected rural unit.

Vrisnik was mentioned for the first time in the Statute of 1331, and is accordingly one of the oldest villages of the island of Hvar. In the 15th century (1430) Vrisnik was an independent parish. In 1525 it is mentioned in a speech of Vinko Pribojević as one of the 11 villages surrounding the plain. The village developed and grew up to 1900, at which time it had a population of 708, while in the 20th century the stagnation that characterised other rural Hvar settlements started. Today it has a population of a mere two hundred. The residential and farm complexes with their gardens and retaining walls are located on the slope, keeping up with the configuration of the land, and because of the limitations of space for development, as a result of the land in the immediate vicinity being cultivable, the settlement has a concentrated shape. The steep cross streets have stone stairs. The settlement has two squares that came into being as a result of intersection enlargement – one of them in front of the Church of St Apollonia in the central part of the settlement, and the second around the communal cistern in the southern part of the village. Apart from its squares, Vrisnik has several other gathering places that have had an important role in the life of the settlement. The spatial accentuation of the village comes from the Church of St Anthony [Ante] located on the tip of a hillock, the approach to which is via a cypress-lined avenue that ends with a

lookout point in front of the church. To the southwest, and below it, also over the village, is the Church of St Rochus. The Parish Church of St Anthony the Abbot was built in 1410 and renovated in 1940; the Church of St Apollonia was put up in the early 17th century, and the little Church of St Rochus in the mid-19th. The oldest residential and farm complexes with their gardens that are still extant date from the 19th century. They are characterised by stone dwelling houses with rectangular floor plans, more often two-storey than three-storey, with gable, pantiled roofs (once covered with stone slabs). These complexes are enclosed by retaining walls of dry stone wall. Although during the twentieth century the village started to stagnate as a result of population loss, and partially the degradation of the traditional architecture because of adaptation to the contemporary way of life (bathrooms were introduced into the houses) and the use of new, non-traditional materials, Vrisnik has retained the essential element of the rural architectural heritage: it is completely inseparable from its environment and is for this reason specially protected.

Dol consists of a series of little hamlets grouped into two units –Vrdol or Dol St Mary's [Sv. Marije] with the Church of St Mary of the 15th century, later given a Baroque makeover, and Czikadol, or Dol St Anne's [sv. Ane] with the Church of St Barbara of the 13th century. It was mentioned in the Middle Ages, and has until this day retained the features of traditional architecture, both in its location at the edge of the cultivable areas, and in the traditional manner of construction, and the spatial organization of the residential houses and the outhouses. **Vrbanj** is the biggest village of the island of Hvar. It is first mentioned in a revision of the Statute of the Hvar Commune of 1331. There was a little settlement in the area of the village even during Roman times, and the site was also probably settled even earlier.

2.b History and Development

Prehistory

Because of its geographical position, and all the opportunities that it affords, the Stari Grad Plain and its environs have been populated since the earliest time. We can state with total certainty that, somewhere in the 6th to 5th century BC, in the space occupied today by Stari Grad (on a little peninsula at the head of a deeply recessed bay) there was, what was probably the central settlement of the area. Its existence is confirmed archaeologically in the SE part of today's Stari Grad, alongside the little Church of St John [Ivan], where below the Greek layer a thick layer of charred remains of the earlier settlement can be seen, together with the main fragments of domestically made but also imported (Greek) ceramics.
The settlement belonged to a small Iron Age Illyrian tribal community that then dominated the Plain. It surrounded it with many forts so as to be able the better to control their own territory and the area around. It is very likely that some of these forts (Lompić, Purkin kuk, Glavica, Gračišće, Hum-sv. Vid, Tor) and many of the stone tumuli or barrows in the poloje and around it (Stari Grad-Priko, the slopes north of Vrisnik) belonged to even earlier, i.e., Bronze Age, inhabitants of this part.

Antiquity

Greek colonisation

Contacts between the island of Hvar and the Greek world commenced in a more major way in the 6th century BC (when the Illyrian population of the hills moved down to the coast), as shown by several fragments of red and black figural Greek ceramics of the 5th and 6th centuries.
When the Syracusan tyrant Dionysius the Elder expanded his power, the Adriatic Sea became increasingly interesting to the Hellenistic world. When Issa was founded, Dionysius' colony on the island of Vis, in about 394 BC, the Greeks started their drive to the other Dalmatian islands and the mainland.
First to bear the brunt of this expansion was Hvar, where the inhabitants of the Aegean island of Paros, in 384, with the assistance of Dionysius, founded their colony of Pharos.
Judging from the sources (Diodorus of Sicily XV. 14, 1) and archaeological research (a burned Illyrian settlement, remains of a Greek triumphal inscription concerning their defeat of the Illyrians) the founding of the city did not take place in peace, for the Illyrians of the place, backed up by their allies on the mainland (the Jadasins tribe) were stout in their defence of, primarily, the Plain.

After initial troubles, the city was founded, and circled by walls. The perimeter of Greek Pharos is fairly well known today. Best seen is the juncture of the southern and eastern ramparts by the Church of St John, and part of the nearby city gate, with towers, on the eastern rampart. At the same place, Remeta Garden, as it is called, or Remeta House, part of the grid of the city streets has been unearthed, together with houses from several phases of the construction.
Of moveable archaeological items, most outstanding are various kinds of Greek ceramic, some of which was made in the local workshops. After that there are coins (there was a Pharian mint), inscriptions, extremely little stone moulding, and jewellery and so on. It is worth mentioning a trove of coins from the position called Škudljivac on the northern side of the Plain.
In parallel with the construction of the city, the subdivision of the Plain started out; this was actually a key moment in Stari Grad and Croatian history, one that was to leave its mark on this land forever.
The Greek colonists, that is, divided the area described into 75 cadastral plots, chora, as they are called, measuring 181 x 905 metres. The land in each individual chora was further divided by lot (perhaps into 5 squares of 181 x 181 m), and between the individual holdings, stone boundaries were placed, some of which have been found (that of Mathias Pitheo for example).
Very likely people actually lived in the Plain as well, as shown by archaeological finds (the most of them are in the region of Stari Grad).
Apart from the subdivision of the land, the Greeks also set about defending it. In so doing, they occupied the old Illyrian forts and built their own towers on the sites, their own lookout points (Glavica, Purkin kuk, Tor and Maslinovik), from which they could control both the Plain and the surroundings.

Roman antiquity

After the collapse of the Syracusan empire in the middle of the 4th century BC, Pharos was suddenly unprotected from Illyrian ambitions; in fact, between 229 and 229 it became the capital of the biggest historical personality of the island, Demetrius of Hvar. After the defeat of Queen Teuta by the Romans, he ruled almost sovereignly in this area, from the Krka River to Drač. In the conflicts of Demetrius with Rome in 219 BC, Pharos was partially destroyed, but was soon rebuilt with the assistance of its metropolis of Paros, as shown by two Greek inscriptions that have been discovered.
From the middle of the 2nd century BC, the Romans started to carry out expeditions against the Delmats and other Illyrians, making use of the strategic and logistic capacities of the ports of Hvar, as well as those on the Pakleni Islands and the forested island of Ščedro (Taurida to the Romans), before which in 47 BC there was a crucial sea battle for the control of the Adriatic between the navies of Caesar and Pompey.
In the Roman period the whole island was criss-crossed with traces of working and leisure facilities, with a great concentration in Hvar, Stari Grad and around Jelsa. Greek Pharos changed its name and became Roman Pharia.
All this time, the island of Hvar lived the life of the classical island, of grapes, fishing, and commerce, as shown by the many archaeological traces. In Stari Grad a layer of Roman houses richly equipped with floor mosaics has been preserved (ulica Sridnja kola). In the surrounds of the town, i.e., in the Plain, the Romans built their working and leisure facilites, the villae rusticae (Ivončeve njive, Mirje, Carevac and Stipanica, for example). The best known, partially-investigated, such villa is north of Dol, at the site known as Kupinovik.
Apart from these, the Romans also built water cisterns, some of which are still in use.
The Plain was also used for burials, as shown by the occasional finds of graves.

Late antiquity

In the written sources we can find only scanty references to the island during later antiquity, yet this silence is being increasingly compensated for by archaeological records from occasional probes in Hvar and more systematic research that is being carried out in Stari Grad.
Pharia was fortified again, and its perimeter narrowed, but in the same time the earlier Greek ramparts were also made use of.The later antiquity ramparts are partially preserved in the so-called Gromotor Cellar.
In the SE part, during the 5th and particularly during the 6th century, a complex of Early Christian double graves was built (St John the Baptist, St Mary), with a baptistery and catechumen hall decorated with

mosaics, and Faria probably (which is still not certain) became the seat of the local bishop. A crucial role was played in this too by the rich Plain, in which the earlier-mentioned facilities went on with their lives.

The Middle Ages

During the Dark Ages of the 7th and 8th centuries, the city and its surrounds were sacked, and the ecclesiastical complex around St John's was destroyed. It has been restored several times since then, but the area has always been considerably reduced.
The Hvar See was founded officially in the 12th century, its seat being in Stari Grad, and the cathedral is preserved in the foundations of today's Parish Church of St Stephen the Pope.
This part of the island was in the early Middle Ages owned by the princes of Neretva, and it was headed by a *župan*, who was also the *župan* of Brač and Vis. In the 13th century, the island of Hvar was divided into the Hvar commune in the west and the territory of the *župan* (a predominantly Slavonic area) in the east. The border went more or less along the Dubovica-Maslinica line. The Stari Grad Plain thus stayed in the control of the župan. In the Middle Ages it had the name… *campus sancti Stephani*… after the patron saint of the diocese. Along the southern edge of it, at that time several smaller settlements started to develop (Vrisnik, Svirče, Pitve, Vrbanj, Dol). However, since the town of Hvar was increasingly gaining in strength as communal and trading centre, and an important maritime port, in about 1249 the diocese shifted its seat to the city of Hvar. In 1278 the Hvar commune submitted to the Venetian Republic, and the power of the commune spread to the whole of the island, precisely for the sake of the biggest economic resource on the island – the Plain of Stari Grad. Venice, introducing the commune system, paralysed the patriarchal family structure on the island, and as early as 1310 a revolt erupted on the island, led by the noblemen Juraj and Galeša Slavogost. The Commune Statute was systematised in 1331. From 1358 the island was once again under the aegis of the Hungarian-Croatian kingdom, and governed by the kings of Bosnia, even by Dubrovnik – up to 1420 – when it was taken by the Venetians, with the rest of Dalmatia, and held down to the downfall of their own republic in 1797. A bloody plebeian revolution in 1510 on Hvar led by Matija Ivanić, set off by the aspirations of the commons to have equal rights with the nobles, lasted for more than five years, and ended with the intervention of the Venetian army and the sacking and looting of Vrboska. Throughout the whole of the medieval period, the Stari Grad Plain was almost entirely possessed by the nobility and the church. Since this period, the 14th/15th century, there has been a Hvar Statute, and the first descriptions of the Plain, in which the many mounds are mentioned (maceria) – the long dry stone walls disposed along the Greek lines, which have their own names (Crna gomila, Dragojeva gomila, Didina gomila, Vela Gomila).

The period from the end of the 18th to the end of the 20th century

In 1797 the island of Hvar was once again under Austrian rule, up to the coming of the French in 1806. In 1813, Hvar was once again taken by the Austrians, during whose administration, particularly in the second half of the 19th century and at the beginning of the 20th, the island underwent a new flourishing. The Austrian administration undertook the first official survey of the land of the island of Hvar, and a cadastre was drawn up; there were also a number of utility operations in the area of the Stari Grad Plain, of which the most important was the engineering works of the streams that irrigate the fertile plain. In November 1918 the island was occupied by the Italian army, in major conflicts, right up to the Treaty of Rapallo, in 1921, when Hvar with Croatia entered the kingdom and after World War II the socialist republic of Yugoslavia. When Croatia was finally recognised as a sovereign state on January 15 1991, the island of Hvar became a part of the Split and Dalmatia County in the territorial and administrative reorganisation of the country.

NOMINATION FORMAT

3. Justification for Inscription

3.a Criteria under which inscription is proposed (and justification for inscription under these criteria)

C i.
Greek land division of Stari Grad plain is the best preserved cadastre of ancient world in Mediterranean area and Europe. It is a masterpiece of exceptional technical skills and geodesic knowledge of ancient Greeks. It is physically clearly recognizable in the landscape in the form of walls built in the dry stone masonery technique.

C ii.
Through all historic eras the Greek land division remained a basic net for all later land divisions. Over a span of time the landscape of Stari Grad plain was shaped by stone walls built in the traditional way using stone masonry technique - which did not change from ancient times until today.

C iii.
The function of the Stari Grad plain as an agricultural area did not change for 2400 years.

C v.
The fertile Stari Grad plain with its natural surroundings and rural settlements represents a unique landscape and the most important fact in the historical and social inventory of the island Hvar. It is endangered by the pressure of development, specially depopulisation of rural settlements and abandonment of traditional agriculture. The inscription of the Starigrad plain in UNESCO's List will contribute to the efforts exerted on the preservation of the traditional agricultural function and intact cultural landscape of the Plain.

3.b Proposed Statement of Outstanding Universal Value

In the fourth year of the 98th Olympiad (385/4 BC), the Parians, Ionian Greeks, at the invitation of the tyrant of Syracuse Dionysius the Elder, established the city of Pharos, in the deepest bay of the northern side of the island. The idea of Dionysius, the founder of Issa, the first Greek colony in the Adriatic, was to provide a suitable base for further military and commercial expansion, totally dependent on the metropolis of Syracuse. Pharos was a markedly agrarian colony. The cadastral division of the fertile Stari Grad Plain, or plain, is a monument in itself. This is the largest and the most fertile plain on the Adriatic islands, and, which is even more important, it is the oldest and best preserved cadastre of antiquity in the Mediterranean and the whole of Europe, for the plain was divided up in a rectilinear Hellenistic grid as early as the beginning of the 4th century BC, when the Greek colonists shared it out among themselves, drawing lots for the 75 rectangular parcels of the plain, each one about 900 x 180 m in size. The basic plot of the division of the land in Hvar is an elongated rectangle of about 80 hectares, and can neatly be expressed in Greek units of measurement, which distinguishes it from the cadastres of the later Roman colonies on the mainland (in Salona, Iader and Pola).

In spite of the many turbulent events over the centuries, and the repeated divisions of the land inside the plain, the basic structure set by the Greek land-division of 2400 years ago remained almost untouched. The Greek chora is very well preserved in the dry stone walls that mark the borderline of

the plots. Although most of them were created in the Middle Ages, they still lie on the directions laid down in antiquity. The many subsequent redivisions of the land and the small amount of building that took place in the plain have always, from antiquity until the present day, be done in the same way, i.e., with the traditional dry stone wall technique.

The plain has also always been used only for agricultural purposes. Even the crops raised, the olive and the grape, have always been the same.

Thus a clear continuity obtains in the division of the land, in the manner of determining the borderlines of the individual plots, and in the function of the land.

3.c Comparative analysis (including state of conservation of similar properties)

The cadastral division of the fertile Stari Grad plain, is a monument in itself. It is a masterpiece of exceptional technical skills and geodesic knowledge of ancient Greeks, as well as the oldest and best preserved cadastre of antiquity in the Mediterranean and the whole of Europe. The plain was divided up in a rectilinear Hellenistic grid as early as the beginning of the 4th century BC. The basic plot of the division of the land in Hvar is an elongated rectangle of about 80 hectares, and can neatly be expressed in Greek units of measurement**, which distinguishes it from the cadastres of the later Roman colonies on the Croatian mainland, those of Salona, Iader and Pola**.
In spite of the many repeated divisions of the land inside the plain, the basic structure set by the Greek land-division 2400 years ago remained almost untouched, and it is still clearly recognizable in the landscape. The subsequent divisions of the land and the small amount of building that took place in the plain have always, from antiquity until the present day, been done in the same way, i.e., with the traditional dry stone wall - building technique which did not change from ancient times until today.The plain has also always been used only for agricultural purposes. Since this flat land is, the largest and most fertile field on any of the Adriatic islands, particularly in the centre of the archipelago, it has throughout its history, retained its primary agricultural nature, without any interventions to jeopardise the original image. Even the crops raised in it, the olive and the grape as the classic products of Mediterranean agriculture, have always been the same. **As far as is known from the literature, similar localities do not have the same unique historic continuity in function and form.**

The identity and the appearance of the whole cultivated landscape in the immediate vicinity have always depended on this fertile plain. The position of surrounding settlements is a confirmation of the sensible attitude of the traditional builder, who economically shaped his living space by building at the point of contact of the cultivable area of the field.

The ancient city of Pharos is one of the oldest cities on the Croatian coast of the Adriatic. It was founded in 385/384 BC on the site of today's Stari Grad, on top of a demolished Illyrian settlement (5th century BC), by Greek colonisers from the island of Paros. Pharos was located at the head of a deep bay of the sea on a suitable peninsula, surrounded by ramparts, alongside the biggest fertile plain of the whole island and in fact the most fertile of all Adriatic plains. It was created then, primarily, as an agrarian colony. During the recent archaeological research, the south eastern corner of Greek Pharos, and parts of the eastern and southern city walls outside the reinforced square towers were uncovered. The main city gate was recessed into the wall of the ramparts and guarded with internal towers, and opened out onto the plain. Captured and devastated by the Romans in 219 BC, it was soon reconstructed as the prefecture of Pharia, part of the Salona Ager, and during the time of Augustus and Tiberius it acquired the status of municipality. During the whole of its existence, **Stari Grad has retained its urban continuity and its characteristics as a small city that came into being and developed thanks to its rich agricultural resource.**

At the same time with the planning of the city, the regular and systematic division of the land in the fertile plain stretching eastwards from the city for about 5.5 km long with an average breadth of 2 km

was carried out. On this, the biggest flat land on any of the Dalmatian islands (about 1350 ha), suitable for vineyards and olive groves, the original Greek land division known as the *chora,* still exists. The plots were 1 x 5 stadia in size, or ca 180 x 900 m. Such a subdivision is the best preserved monument of Greek land division in the Mediterranean, and can be compared with the similarly preserved cadastre of the earlier Greek colony in Metapontum and, in particular, that in Chersonesus in the Crimea, which is historically closer to the period of the Stari Grad chora.

During the founding of the first core settlement of Pharos, the first division of the land took place in its immediate vicinity. Traces of it have been observed south east and east of Stari Grad, and to the north, on the slopes of the prehistoric hill fort of Glavica and towards the hamlet of Rudine. The very well-marked orientation of boundaries and terraces of the plots in the north – north west and south – south east direction is in line with the natural lay of the land and completely stands apart from the subdivision of Starogradsko polje. Similar primary subdivisions are known with other examples of Greek cities, such as the Achaean colony of Metapontum in southern Italy. The first division there refers to a zone of 6 km, which stretches from the city towards the hills between the Basento and Bradano rivers. The same kind of division was found in the early chora of Chersonesus, arranged immediately next to the city, in an arc of which the town was the centre. With the development of the city, in about 350 BC, a new organisation of the chora was created, oriented around the existing roads that now divided the territory into three large parts. The main road was about 60 stadia, or 12.5 km, and the transverse roads were 15 stadia away from each other (3 km). Within this major division, right-angled lines were laid down, each a stadium apart (210 km). The whole area was thus covered with a network of square stadia, of an area of 36 plethra or 4.4 ha. A given holding or *kleros* would have covered about 6 of such areas (2 x 3). Altogether there were 85,000 plethra organised into 2300 kleroi, and they were marked by rather large stone walls. Each square stadium was divided by smallish walls into gardens, orchards and vineyards. Vineyards covered 50% of the chora. The basic measurement of the land was the foot or podium of 0.35 m. This kind of design of land division is called *per strigas*: the elongated and rectangular plots lay with their short sides along the main axes of the division (plateia). The farm buildings on the holdings were built as early as the third quarter of the 4th century BC.

Similarly, as Metapontum developed, from the mid 6th to the beginning of the 5th century BC, the chora was expanded to the area between the Basento River and the Cavone River, the land division showing a different orientation from the original division, which covered the territory between the Basento and the Bradano. The new and different situation can be seen in the second half of the 4th century when the territory of Metapontum was once again enlarged and densely populated. The division of the Metapontum land was founded on a span of between 210 and 220 metres between two lines that separated the plots with a depth of up to 12 km. Investigation to date has revealed over 500 farm or utility buildings on the Metapontum chora, from various periods, from the small ones of the Achaean period to the larger buildings of the classical and Hellenistic periods.

It is important to emphasize that the mentioned *choras* in Metapontum and Chersonesus did not retain original function and can be presented partially, merely as the archaeological sites. On the other hand in the Stari Grad plain, it was not only the original Greek land division preserved, but retaining its primary agricultural function, the Stari Grad plain had also influenced emerging, development and survival of the surrounding hamlets, villages and towns throughout the history, thus forming this outstanding cultural landscape.

There are clear phases in the creation of the individual chorae and changes in the borders of their territories in given moments of the development of the cities. The main land division of the Starogradsko polje was carried out at the same time as the planning of the Greek city of Pharos. Thanks to the continuous cultivation of the plain from proto-antiquity until the present day, the dry stone walls mark out in the basic lines the 73 parcels or *strigae*, oriented north-north east to south-south east. In some of the plots their divisions into small areas can be seen (of 1 x 1 stadium), within which there are the remains of numerous farm buildings.

The defence system of the chora included the towers erected at the edges of the plain on good observation points, built of large stone blocks placed row after row. In the middle of the plain on the northern side the remains of a square tower (7.5 x 7.5 m) have been discovered at the top of the hill called Maslinovik (60 m a.s.l.). Tor Tower is of similar dimensions (7.2 x 6.2 m), built on a prehistoric hill fort on a steep slopes of a hill (230 m a.s.l.) over Jelsa, controlling the eastern end of the Starogradsko polje, the Jelsansko polje [Jelsa Plain) and a considerable part of the Hvar waters. Similarly, forts were placed at the edges of the Metapontum chora, forming the basis for the defence of the farming region, while in the Chersonesus chora towers were put up at the intersections of roads, whence it was possible to control the whole of the territory.

Sometimes, individual smaller plains would be detached from the system of land division of the particular area. Thus, for example, the parcelling was not carried out in the part of the field from Svirče to Jelsa; this was a separate part of the plain that had probably remained in the possession of the indigenous Illyrian population. In this part of the land the lines of plot divisions of a different orientation can be seen, indicating that this was a detached unit. The chora was always directly linked with the town and the development of it. The last reconstruction of Metapontum in the mid 4th-century BC resulted in the enlargement of the chora, and then in the 3rd century BC it was turned into grazing land, as stated in the sources – *in Metapontinus saltus*… In the same period the area of the Chersonesus chora was increased 30 times, occupying the whole of the Heraclean Peninsula. A good part of the land extends about 200 km along the coast of the north west of the Crimea, covering a zone about 2-4 km in width, sometimes up to 6-8 m. It is estimated that the greatest area attained by this chora was about 800 square kilometres. It stretched into the distance and included Kerkinitis and Kalos Limen. The current parcels are less elongated than those of the 4th century and are more or less square in shape. Between 280 and 270 BC the land was divided once again. But in about 230, as can be seen, the destruction of the farms can be seen, while some of them were enlarged and well fortified.

In the north west of the Chersonesus chora, at the site today occupied by Chernomorskoe on Cape Tarkhankut lay Kalos Limen, or Beautiful Port. This was a small settlement of 4 ha in area. Kalos Limen shows the same land division system as Chersonesus and the same organisation of the individual holdings. The land around the settlement had a diameter of up to 1.5 km. In it the plots were oriented south west – north east. All of them were surrounded by stone walls about 1 m high. The roads were about 6 m wide. The area of a plot was about 210 x 420 m (or 9 ha) and about 60 of them have been identified.

In a comparison of the Stari Grad chora with those that have been described it can be concluded that in a very large degree it preserved the original characteristics, and has in addition remained in the same use down to this very day. **A good deal of the Chersonesus chora is industrialised today**, although in fact very great efforts are being put into having it partially presented. **The Metapontum chora was turned into a vast pasture as early as the 3rd century BC**. In the Starogradsko polje the Greek division of the dry stone walls of the boundaries has been preserved through many historical periods, constituting the basic network for all later cadastral divisions. Starogradsko polje, rationally worked out and humanised two and a half millennia ago, is not just the spatial linchpin of the longest Adriatic island. It also shows that it is the elementary substance of the deepest history in the Mediterranean and can today be substantial and present in almost the same unchanged form as it had twenty five centuries ago. **The monumental importance of the Stari Grad *ager* is** not just in the mere aggregate of its villae rusticae, the later antiquity and medieval churches in it, but **in the totality of its space, which represents a living cultural, historical and natural reserve that can stay in the same form and function throughout the ages to come.**

3.d Integrity and/or Authenticity

The land division of the Stari Grad Plain is one of the masterpieces of Greek culture in the Mediterranean. Thus 2400 years ago, colonists from the island of Paros occupied the Plain and its immediate surrounds, and on the site of today's Stari Grad, they founded the city of Pharos, and exactly divided the nearby fertile karstic plain (the Plain) into 75 large plots, each one with an area of 16.4 ha. All later divisions of the land (Greek, Roman, medieval, modern) have always gone on within the framework set by these 75 Greek plots, and they have physically always been marked in the same way – by the erection of larger or small dry stones walls.

Throughout its history, including the present day, the Plain has retained its agricultural character and its land division of dry stone walls – maintained and repaired in the same traditional way.

Starting from the earliest times, the neighbouring population and their beliefs were bound up with this fertile plain. Of the archaeologically confirmed ancient cultures (Greek and Roman), apart from those of the supreme deity, Zeus or Jupiter, the cults of the fertility gods are particularly important. Primarily, these are Dionysus and Persephone, who are directly related with the fertility of the soil, and in the inscriptions, Aphrodite is also frequently mentioned. In the Middle Ages, the Plain was under the direct protection of the patron saint of the see of Hvar, and it bears his name…. *campus sancti Stephani*… At that time many little churches and chapels were built in the Plain itself and in its environs, and this was also the beginning of the origin and development of the major processes related to the mysteries of the Passion and Resurrection, which have been retained in the settlements around the Plain to this very day.

But the historical importance of the Stari Grad Plain is not just in the mere number of its *villae rusticae*, the little Late Antiquity or Early Croatian churches in it, but in the overall picture of its space, which constitutes a live cultural, historical and natural reserve that can, until the end of history, be used in the same way and in the same shape, for there is nothing more natural or more appropriate. This most fertile of all the Adriatic plains is the most important circumstance in the natural, social and historical inventory of the island of Hvar.

4. State of Conservation and factors affecting the Property

4.a Present state of conservation

Right up to the mid-19th century viticulture was the most important form of agriculture. But with the spread of *Phylloxera,* the grape louse, at the beginning of the 20th century, a certain stagnation overtook grape growing and some of the agricultural land in the plain was abandoned. This led in turn to the emigration of the population and the first wave of depopulation of the rural settlements. In the partially abandoned villages, the traditional spatial organisation of the dwelling house-outhouse complexes was retained, but the physical structure of them was now under threat because there were not enough inhabitants to keep them up. The process of deagrarisation went on in the 1945-1954 period, when the creation of collective farms led to labour surpluses in the country side, and a new wave of depopulation. At the end of the 20th century, the depopulation of the countryside was halted. Little holdings were consolidated, people returned to cultivating the vine and olive, but now with contemporary mechanisation. For this manner of cultivation, wider roads and bigger plots are needed, and the need arose for expansion. This menaced the old network of narrow paths and the dry stone boundary lines, and the many unexplored archaeological sites. Although in the last fifty years or so the plain has been under strong pressure from the construction of infrastructure facilities, of local roads and small, architecturally valueless commercial structures built with contemporary materials, the basic structure of the plain, divided by its dry stone walls, within which are little field huts built of stone in the traditional way, nothing has essentially changed. The original look of the plain has been preserved, and together with the settlements located at the edges creates a unique cultural landscape.

4.b Factors affecting the property

(i) Development Pressures (e.g., encroachment, adaptation, agriculture, mining)

1. Abandonment of the traditional manner of cultivating the land
Today no more than 40% of the land in the plain is cultivated. The complete structure of the plain is adjusted to traditional, manual ways of dealing with the land: the layout of the field paths, the size of the plots, the network of dry stone wall boundary lines, the position of the wells, the position and size of the traditional huts for storing tools and keeping out of the rain. Because of the introduction of mechanisation and the abandonment of the traditional manner of cultivation, the need arose for the widening of the paths and the increase in the size of the plots. This jeopardised the significance and meaning of the Polje as monument and its spatial integrity.

2. The problem of an unaware population
The local population often perceives efforts at the preservation and protection of the Starogradsko polje as obstacles in the way of development, because they have not been fully educated as to its importance as monument.

3. Problem of the illegal exploitation of the stone
The local population because it is not completely aware of the importance of the plain in the natural and social and historical inventories of the island of Hvar tends illegally to knock down the dry stone wall boundary lines of the untended and abandoned plots, and the stone is being crushed and used as building material.

4. Problem of the extinction of the traditional artisan crafts
In the past almost every owner of a piece of land would know how to repair the dry stone walls that his land was bounded by, and if necessary would be able to build new walls. Today only a small number of the islanders, of the older generation, are familiar with this skill.

5. Problem of illegal construction.
Illegal construction is a phenomenon that became particularly manifested as long ago as the 1960s. Because of the sudden expansion of the tourist industry and the need for larger accommodation capacities, in this period, in areas of sensitive ambiental values, a considerable number of buildings of a lasting or seasonal character were put up illegally. The construction of these small and architecturally speaking worthless facilities led to the modification of the character of the cultivated agrarian landscape, and the archaeological stock was also permanently destroyed.

(ii) Environmental pressures (e.g., pollution, climate change, desertification)

1. Problem of pollution
Pollution of the plain, the water or the air is no threat to the area of Starogradsko polje [Stari Grad Plain] because in the general area of the property there are no industrial or agricultural facilities capable of exerting a deleterious effect on the environment, nor is such envisaged for the future.

2. Problem of climate change
The island of Hvar has a modified Mediterranean climate with marked characteristics of the Adriatic climate: mild winters, warm summers and a great deal of sunshine. An average 46% of all precipitation comes in the 7 months of vegetation (from April to the end of October), which is too little for the unrestricted and successful growth of agricultural crops that have greater demands for soil humidity. This explains why the farmers of the islands since the ancient times have limited their cultivation to woody crops (olives and grapes) as their basic produce, and as for arable plants, only to the cultivation of certain winter crops (wheat and barley), lavender and other plants that are successful in arid cultivation conditions. Systematic meteorological observations started on Hvar in 1858.

The current weather station in Hvar city is a synoptic station. As well as this, there is a climatological station in Jelsa, and there are several rain measuring stations. Over the long term, not microclimatic changes have been observed.

3. Problem of desertification
The abandonment of the countryside and traditional agricultural production in the area of the Starigrad polje have had a double impact on the conservation of the area: as agricultural production has been abandoned, fertile areas have developed into maquis and conifer woods that have protected against erosion and desertification. At the same time, unplanned expansion of the forests (i.e., the roots of bushes and trees) is destroying archaeological finds close to the surface.

(iii) Natural disasters and risk preparedness (earthquakes, floods, fires, etc.)

1. Problem of the earthquakes
No significant earthquakes have ever been recorded on Hvar.

2. Problem of floods
The system and material of the land does not favour the accumulation of underground water. Abundant precipitation in the winter, rainy, season rapidly runs off along the southern, steep side of the island, or is lost in the permeable karstic underground. There is no danger of floods.

3. Problem of fires
Forest fires represent a serious threat to the conservation of the said area. Forest areas in the southern part of the cultural landscape of Stari Grad Plain – in the area of the southern mountain chain – are the property of the Republic of Croatia, and are managed by Hrvatske Sume, Hvar Forest Management Unit. Management of forests is regulated by the Forest Protection Law. For successful prevention of fires, the forests are regularly cleaned, the forest trails or firebreaks are kept up, observation posts, water tanks, fire extinguishing equipment depots, and aerials for the warning system are built and maintained. The physical plans of Stari Grad City and Jelsa municipality allow for the making of new forest roads. The basic organisational units for fire prevention are units of the Interior Ministry and the voluntary fire brigades, as well as which, it is planned to found regular fire departments with units in every major settlement.

(iv) Visitor/tourism pressures

The area of Starogradsko polje, put to the uses of culture-oriented tourism, is envisaged as being the venue for organised tourist groups with a guide, for recreational tourism (bike tracks) and for events related to the agricultural cycle (vintage, olive harvest, wine road). The area can absorb a large number of tourists without any accompanying negative effects. However, there is a constant danger of the traditional dry stone wall construction being damaged and of archaeological artefacts being alienated.

(v) Number of inhabitants within the property and the buffer zone

Estimated population located within:

Area of nominated property **4.010**

Buffer zone ____**1.852**_____

Total _____**5.862**_____

Year **2001.**

5. Protection and Management of the Property

5.a Ownership

The area is to a very great extent owned by individuals and legal entities.

5.b Protective designation

The STAROGRADSKO POLJE / STARI GRAD PLAIN has the status of Preventively Protected Cultural Property according to a Ruling of the Ministry of Culture of the Republic of Croatia, Administration for the Protection of the Cultural Heritage, Conservation Department in Split, and has been inscribed in the List of Preventively Protected Properties, which is a special part of the Register of Cultural Properties of the Republic of Croatia according to Article 10 of the Protection and Preservation of Cultural Properties Law (Official Gazette no. 69/99, 151/03, 157/03).

The Stari Grad Plain – cultural landscape
Year 2005
Act no. Class: UP/I-612-08/05-05/702; File no: 532-04-15/20-05-1

This ruling was adopted pursuant to Article 10 and in accordance with Article 6 Paragraph 1 Item 9 of the Law concerning the Protection and Preservation of Cultural Properties (Official Gazette, no 69/99). The ruling was delivered to:

- the local authorities of settlements in the protected area (of Stari Grad, Jelsa, Pitve, Svirče, Dol, Vrisnik and Vrbanj)
- the National Surveying Agency, Local Office for the cadastre of Stari Grad,
- the municipal court in Stari Grad (land registry department)
- government administration office in the County of Split and Dalmatia, Physical Planning, Property Law Maters, Construction and Environment Protection Agency in Hvar
- Ministry of Culture, Zagreb.

The ruling contains a description of the boundaries of the protected property, a copy of the topographical map with the physical boundaries drawn in, a rationale or statement of reasons, and measures of protection. The rationale details the area of the landscape, the historical circumstances and the significance because of which the area is protected. A translation of the Ruling is given in Chapter 7b.

A component part of this Ruling consists of statement for measures of protection of the cultural landscape.

1. **The protection of the Starogradsko polje as cultural landscape is based on:**
    1. the preservation of the archaeological sites
    2. the preservation of the traditional agrarian use and the intact cultural landscape of the plain
    3. the use of the area of the plain for ethno, eco and culture tourism
    4. the preservation of rural units (Dol, Svirče, Vrisnik, Vrbanj, Pitve) in their traditional spatial organisation, without any enlargement of development zones towards the fertile agricultural area, irrespective of the degree of the protection of the individual unit
    5. the preservation of the urban units of Stari Grad and Vrboska
    6. the preservation and maintenance of torrents and brooks,
    7. the preservation and maintenance of the forest stock

Protection measures

A. Elaboration of a Management Plan for the Starogradsko polje
B. Elaboration of a Starogradsko polje Special Use Plan, in line with currently valid physical planning documentation of the city of Stari Grad and the municipality of Jelsa pursuant to the Conservation Master Plan with the system of measures for the protection and preservation of all cultural, natural and landscape values of the area.
C. Up to the adoption of the Special Use Plan, the following system of protection and preservation measures will be applied to the area as component part of the Ruling concerning preventive protection:
C.1. Archaeological sites.
For the protected archaeological area of Starogradsko polje (the archaeological zone of Starogradsko polje – the Greek *chora*, the ancient *ager*, RST 1392, Ruling number 469/93-17), for individual archaeological sites within the archaeological zone and outside it, and also for uninvestigated and potential archaeological sites irrespective of the legal degree of protection:

- in the area of the archaeological zone it is necessary to carry out protective archaeological research, and according to the results of the investigation to lay down guidelines for the protection and preservation of the archaeological heritage, and the manner of the use of the zones. The manner of using the archaeological zones will be prescribed in the physical plans of the detailed areas
- in the area of the archaeological zone, in line with results of reconnoitring surveys and protective archaeological investigation for the presentation of finds in situ it is necessary to work out a detailed spatial plan
- within the archaeological zones, within or outside the existing settlements, it is necessary, during the execution of any works on the soil, to make sure there is archaeological surveillance. In accordance with the results of the archaeological surveillance, the Conservation Department will determine on the further procedure, which may consist of:
  - permanent cessation of works at the site
  - permission for continuation of the works with determination of measures for the protection of the archaeological site
  - permission for continuation of works with the determination of new conservation measures, i.e., a change of the ruling for the previous authorisation
- if during the execution of excavation works within the archaeological zones, inside or outside the existing settlements, a find of archaeological importance should come upon, it is necessary at once to halt the works, and inform the closest museum or the competent conservation department about the find,
- in areas of so far uninvestigated archaeological sites it is necessary to carry out shovel pit tests in order to determine the borders to which localities must be protected,
- in areas that are meant for the development of infrastructure systems it is necessary to carry out reconnoitring surveys and priority investigations, and to document and map archaeological finds for the sake of settling on the further protection procedure,
- in the procedure of issuing outline planning permission, archaeological investigation must be carried out,
- within the developed areas of the settlements the archaeological zones must be investigated in detail as far as the sterile layer, and in accordance with the evaluation results, conservation conditions can determine the presentation of the finds in situ, with which the planned operations will have to comply
- outside the developed area of the settlement it is recommended that detailed investigation be carried out and conservation of the finds, in conjunction with the possibility of using the anastylosis method, and in extreme and thoroughly documented cases, partial movement.

C2. The Starogradsko polje area – the ethnological heritage

- retention of the existing land division that can be identified in the area from the dry stone boundary lines – both those created along the Greek lines, and those created in later periods. The position of the dry stone walls, particularly of those formed according to the topographical characteristics of the land and demarcate the divisions and subdivisions at various heights protect the ground from erosion and denudation
- retention of the roads/tracks in their existing directions and in their existing profile, in conjunction with adjustments to contemporary needs by production of the surface in the traditional way (macadam, cobbles, packed earth) with a ban on any use of tar or concrete
- encouraging the renovation of existing farms in the holding in the traditional manner, with strict preservation of the existing dimensions and outlines, but with possible change of use for the purpose of the tourist trade,
- strictly controlled new construction in the plain:
  - in the borders of the protected archaeological zone, the construction of small field huts is possible, ground plan up to 15 square metres, in conjunction with prior archaeological test digs,
  - on plots larger than 3 ha outside the borders of the protected archaeological area it is possible to build structures of entirely agricultural purposes.
- all new construction should be planned according to the principles of typological reconstruction, meaning development that in the organisation of the area, the outlines and dimensions, the microlocation, communication with public land and roads is in harmony with the environment. Irrespective of the size of the building, the procedure for giving outline and detailed planning permission must be carried out, and each structure must have the prior consent of the competent conservation department
- retaining and encouraging the primarily agricultural use of the plain
- incentivisation of the renewal of neglected agricultural areas
- encouragement of the planting of traditional agricultural crops and varieties
- recording and cataloguing traditional architecture of the plain according to kinds and typologies.

C3. Area of the rural units Dol, Svirče, Vrbanj, Vrisnik and Pitve and appertaining agricultural land in the immediate vicinity of the settlements, irrespective of the degree of statutory protection

- retention and vitalisation of the traditional spatial organisation of the settlement together with all the historical elements of the equipment of the space, without expansion of building zones towards the fertile agricultural area
- revitalisation of rural units by the renovation of existing residential and farm buildings in which no structural and typological changes are recommended, for the sake of functional combination into large spatial complexes,
- development of the undeveloped parts of settlements by infill methods according to the principle of typological reconstruction, implying development that in the organisation of the area, the outlines and dimensions, the microlocation, communication with public land and roads is in harmony with the existing historical structures, thus avoiding any inroads into or distortions of the silhouettes, views and communication flows within the historical core of the settlement
- the renovation of existing and the construction of new structures by the use of local architectural expressions and traditional building materials,
- preservation of the ratio between constructed part of the historical rural cores and the immediate agrarian environment and the yards within the historical cores of the settlements
- protection of relief and the specific features of the appertaining landscape, with preservation of the autochthonous elements of the landscape – forests, ploughland and orchards
- particularly in the preventively protected units of Vrisnik (Preventive Protection Class UP/I-612-08/05-05/671; File no.: 532-04-15/20-05) and Pitve (Preventive Protection Class: UP/I-

612-08/05-05/672; File no.: 532-04-15/20-05-1) the possession of special conditions and prior consent of the competent conservation department for all operations in the protected rural units (according to the provisions of the Protection and Preservation of Cultural Properties Law, Official Gazette no. 69/99, 151/03 and 157.03) irrespective of the existence or non-existence of a registration or preventive protection ruling for the individual cultural property.

C4. Area of protected urban units of Stari Grad (RST 945, Ruling no. 24/102-76) and Vrboska (RST 804, Ruling no. 24/75-74):

- reparation and maintenance within the historical continuity of the preserved urban matrix, scale and image of the settlement, the historical architectural structure, the especially valuable buildings, archaeological monuments and the historical land divisions,
- repairs to and restoration of each building that has retained its original architectural features
- restoration of every building that through inappropriate operations has lost the original features of an especially valuable cultural property,
- prevention of interventions by which the original architectural idea on existing historical buildings is essentially changed,
- preservation of characteristic approaches to roofing and prevention of essential changes to the outline and form as essential element in the characteristic image of the settlement,
- maintenance and upkeep of public land inside the settlement and the appertaining urban equipment,
- development of undeveloped parts of the settlement with fill in projects according to the principle of typological reconstruction, implying development that in the organisation of the space, the contours, the microlocation, communications with public land and formal features is harmonised with existing historical buildings in such as way as not to distort the silhouettes, views and communication flows inside the historical core of the settlement
- obtaining special conditions and prior consent of the competent conservation department for all operations in protected urban units (according to the Protection and Preservation of Cultural Properties Law – Official Gazette no. 69/99, 151/03 and 157/03) irrespective of the existence or non-existence of rulings concerning the registration or preventive protection of a given cultural property

C.5 The area of the natural heritage – woods and watercourses:

- in the area of a protected landscape no actions whatsoever distorting the natural features of the landscape are allowed
- in the area of the protected landscape it is necessary to determine measures for the rectification of illegally erected structures with the use of the physical plans
- by regular inspections of the ground it is necessary to preserve the watercourses, forest and vegetation as found,
- the natural watercourses need regular cleaning,
- in valuable forest areas it is necessary to carry out forestry cultivation operations
- in the whole area of the protected landscape it is necessary to carry out measures of fire protection. Such measures include observation and the establishment of observation stations, the establishment and upkeep of fire breaks
- areas with losses due to fires must be made good by reforestation.

According to this Ruling, the provisions of the Protection and Preservation of Cultural Properties Law shall be applied to the Starogradsko polje as well as all regulations that relate to cultural properties.

Within the zone of the Starogradsko polje, according to the Protection and Preservation of Cultural Properties Law (Official Gazette no. 69/99, 151/03, 157/03), the following units are specially protected as cultural properties:

1. The urban unit of Stari Grad
Year 1976
Act no. RST 945, ruling no. 24/102-76
2. The urban unit of Vrboska
Year 1974
Act no. RST 804, ruling no. 24/75-74
3. Archaeological site of the Greek chora - antique ager
Year 1993
Act no. RST 1392, ruling no. 469/93-17
4. The rural unit of Vrisnik
Year 2005-09-21
Act no. Class: UP/I-612-08/05-05/671; File no: 532-04-15/20-05-1
5. The rural unit of Pitve
Year 2005
Act no. Class: UP/I-612-08/05-05/672; File no: 532-04-15/20-05-1

5.c Means of implementing protective measures.

The Conservation Department in Split is the government body that, enforcing the Protection and Preservation of Cultural Properties Law (Official Gazette no. 69/99, 151/03, 157/03), determines measures of protection, and carries them out together with local government units and with the owners. The protection measures adduced in connection with the Ruling concerning the preventive protection of Starogradsko polje – cultural landscape (Item 5.b) are incorporated into the physically planning documentation of the city of Stari Grad and the municipality of Jelsa. They are binding on local government, owners of real estate in the protected area and all institutions that take part in the use, protection and management of the said areas. Any intervention of any kind within the borders of the protected cultural property can be carried out only with the prior consent of the Conservation Department of Split.

Because of the diversity of natural and cultural features of the area, and in particularly because of the importance of the site as candidate for inscription on the World Heritage List, the implementation of the system of protective measures cannot be the exclusive responsibility of the Conservation Department in Split. For this reason in work on the protection and improvement of the area of the protected cultural landscape of Starogradsko polje, primarily the following have to be involved:

Local government units
- in the implementation of the Management Plan

Directorate/Agency for the Protection of Nature of the Ministry of Culture of the Republic of Croatia
- in the control of the implementation of measures for the protection of the natural and landscape heritage

Ministry of Environmental Protection, Physical Planning and Construction of the Republic of Croatia
- in the establishment of ongoing inspectorial supervision of the area of Stari Grad to prevent the devastation of the archaeological and ethnological heritage and the starting of illegal quarries
- in the evaluation of the physical planning documentation (Jelsa municipality, Stari Grad city)

Ministry of Agricultural, Forestry and Water Management of the Republic of Croatia
- in adopting and implementing forest and watercourse protection measures
- in encouragement the revival of agriculture, incentivisation of the traditional manner of cultivating agricultural land and the use of mechanisation suitable for the givens of the area

Ministry of the Sea, Tourism, Transport and Development of the Republic of Croatia
- in the encouragement of eco, ethno, and culture tourism, with renovation of the existing architectural stock, without the construction of new accommodation facilities

5.d Existing plans related to municipality and region in which the proposed property is located (e.g., regional or local plan, conservation plan, tourism development plan)

Physical [regional] plans

I.1 The physical plans currently enforced

1. General Urbanistic Plan of Stari Grad (Official Gazette, commune of Hvar 3/91)
2. Physical Plan of Split and Dalmatia County (Official Gazette, Split and Dalmatia County 1/03, April/05)
3. General Urbanistic Plan of the town of Hvar (Official Gazette commune of Hvar 2/92 and 1/93)

At the time these plans were adopted, the area was not protected as cultural landscape. Hence in the existing physical plans no special measures for the protection of the cultural landscape of the Stari Grad Plain were given. Still, through protection measures for the areas of the **Archaeological site of the Greek chora - antique ager** (protected in the year 1993, Act no. RST 1392, ruling no. 469/93-17), **The urban unit of Stari Grad (**protected in the year 1976, Act no. RST 945, ruling no. 24/102-76) and **The urban unit of Vrboska** (protected in the year 1974, Act no. RST 804, ruling no. 24/75-74) the zone of the nominated cultural property is protected in very large part.

I. 2

Physical plans in the process of being drawn up (by the Physical Planning Institute of the Split and Dalmatia County)

In accordance with the idea for complex protection of the zone as cultural landscape and in line with the new Physical Planning Law – Croatian Official Gazette 100/04 and the Ordinance on the Development and Protection of the Protected Coastal Area of the Sea (Official Gazette 128/04) the elaboration of new physical plans has been addressed.

1. Physical plan of the commune of Jelsa
2. Physical plan of the commune of Stari Grad

(these plans are complaint with the new Physical Planning Law – Croatian Official Gazette 100/04) and the Ordinance on the Development and Protection of the Protected Coastal Area of the Sea (Official Gazette 128/04)

3. Special Purpose Plan – the revitalisation of the Stari Grad Plain

According to Article 56 of the Protection and Preservation of Cultural Properties Law (Official Gazette no. 69/99, 151/03, 157/03) all new physical plans contain information from the Conservation Department's study of the system of measures of protection for the immovable cultural properties that are in the area comprehended by the plan. The Conservation Programme has been laid down by the Split Conservation Department, the body competent for this matter, and it contains general and special conditions for the protection and preservation of cultural properties in the area covered by the plan. Protection measures for the area, which are incorporated into the new physical plans, are in accordance with the measures of the preventively protected zone – The Stari Grad Plain – cultural landscape – Ac no. Class: UP/I-612-08/05-05/702; File no: 532-04-15/20-05-1 (given in chapters 5.b and 7.b).

5.e Property management plan or other management system

Title:
Management Plan: Starogradski Ager

Date:
August 30, 2005

Author:
MICRO projekt d.o.o., Split

The strategic objective of the management plan is the protection and preservation of a unique historical example of land division, in conjunction with complementary and sustainable development of culture, agriculture and tourism.

The proposal includes forthcoming period where a firm AGER d.o.o. will be founded, one-hundred-percent owned by the municipality of Stari Grad (with the option of sharing the equity with the municipality of Jelsa, since the Ager also lies within the Vrbovska area, which is part of the Jelsa municipality), which will at the beginning have the function of managing the Starogradsko polje, and later the entire monumental heritage of Stari Grad.

Objectives of the plan are divided into 3 groups:

1. Objectives of an International Character

1.a. Preserving threatened cultural heritage sites;

The threat of destruction of cultural and natural heritage sites includes not only the traditional causes of weathering and aging decay but also rapid socio-economic changes.

Destruction or devastation of any form of cultural or natural heritage means outright impoverishment of the nations of the world as a whole. The new concept of managing the cultural heritage of Stari Grad should therefore ensure proper allocation of resources to restoration, maintaining and development of a monument of culture, while at the same time raising the awareness of the local population and tourists by educating them about the importance of the preservation of cultural heritage.

Through the process of continuous monitoring of the Starogradsko polje it will be possible to establish a more effective control thereof and thus prevent any possible negative influences.

1.b. Effectively managing protected cultural heritage;

The number of protected monuments of culture worldwide is increasing with each day, while majority of them are also included in the List of threatened monuments.

In the past, when the number of such monuments was considerably lower, it was understandable that UNESCO would allocate sources to their maintaining and conservation.

However, as protected monuments of culture have largely grown in number, there is also a growing need for them to be managed effectively by separate bodies that would at the same time be responsible for the financing of their preservation.

2. Objectives of a Regional and National Character

2.a. Protection and sustainable development of the monumental heritage;

The principal task of the Ministry of Culture is to restore monuments of culture, develop new cultural programs and support cultural institutions which have the responsibility of raising the awareness of the importance of culture as the most prominent symbol of common identity, and a meeting place for differences and diversity.

In order to achieve this goal it is absolutely necessary that, first of all, government authorities of the Republic of Croatia understand that cultural developments need to be seen as priority and that investment in culture is then perceived as investment in overall future development.

2.b. Democratization, decentralization and demonopolization of culture;

Within the process of decentralization fall functional and professional forms of decision-making, as well as common decisions which are of crucial importance for the growth of autonomy and for development of cultural activities.

In this sense, major contribution is expected from Councils of Culture – i.e. their role is expected to go beyond solely allocating budget sources to cultural institutions, but it is supposed to comprise suggestions about strategic goals and future developments, as well as setting priorities, meaning that the existing relationship between government and culture officials will have to be modified in a direction that will ensure greater autonomy of the cultural sphere.

The proposed model of funding is more directed towards attracting and supporting various sources of financing. This includes tighter future connection between the country's culture and economy, mixed funds, cultural foundations, sponsorship and donations, as well as necessary changes in the tax system and tax relieves (VAT, transfer tax, income tax exclusion).

It is no longer feasible for the Ministry to function as a 'center for reallocation' but it should rather instigate and facilitate the needed restructuring of cultural institutions.

2.c. Providing for an effective role of monuments of culture in country's economy, having an impact on future development by means of highlighting their importance in creating the unique environment of historic places;

Tourism, considered one of the most lucrative industries in Croatia, especially on the island of Hvar, is actually loosing its strength due to the fact that these resources remain underused, whereas in any other part of the world they would surely be regarded as something unique and sensational. This, however, is due to the fact that those responsible for bringing and raising the awareness by the local population of the uniqueness of their surroundings are actually not doing their job properly. Monuments of culture should therefore not be regarded as a side effect of tourism, but on the contrary, it is precisely these one of the kind remnants of history that should set the course of tourism development to a newer, higher level.

And this applies not only to tourism. This study provides good example of how there are numerous other areas, such as agriculture, that could form liaisons with culture and stay directed towards common goals and interests thus providing mutual support.

There is an array of historic places and monuments of culture in Croatia that are considered great value. What they lack to be seen as exceptional is that final touch that creates added value.

2.d. Developing region-specific sectors of industry; in this case cultural developments give impetus to development of agriculture and tourism and vice versa

In the case of the Starogradsko polje the situation is different in as much as this is a "live" monument of culture that can exist in its own right. As far as Ager is concerned, this is not a matter of making profit out of the evocation of history as often is the case, but it is all about creating new products – wine, oil and other authentic food. Agriculture and culture share common denominator here, i.e. they never single each other out but function as mutually supporting units, thus creating benefit for both sides.

In reality, however, the necessary interdisciplinary and cross-sectoral relations within the Ministry are still rather poorly developed, which decreases their effect.

The Ministry of Culture should therefore support the perception of culture as an important segment in the country's development, which at the same time has strong influence on different areas of life. For this purpose it is necessary to establish tight relations between sectors as to secure a rational exchange of business activities, and a more effective flow of information between sectors. In this way, common investment in cultural projects and programs of mutual interest can be achieved.

2.e. Expanding process of decentralized economic development to islands, and not only areas surrounding larger cities

In order for the process of decentralization to happen in a transition country such as the Republic of Croatia the following four criteria need to be met that are considered essential for establishment and development of a stable cultural system. These are as follows: 1. sustainability; 2. coordination; 3. intersectoral cooperation; 4. stimulus

Decentralization of development is achieved through a shift of authority and resources to a local level.

There are three levels of cultural development.

The first, central level can be defined as identifying of cultural objectives and determining of measures that should be synergic in character and serve as impetus for development and support to cultural creation, protection of the existing cultural goods and heritage, and as an added value to the quality of cultural and social life.

The second, regional level is where the dynamics of operations that work from top-down and bottom-up need to be aligned. It is at this stage that relations are established between territorial cultural needs and total amount of resources allocated to that particular area.

At the third, municipal level it is important to develop a constructive and fruitful relationship between the cultural, social and environmental dynamics.

3. Objectives of a Local Character

3.a. Improving living standards of the local population

In this sense, the role of AGER d.o.o. is to function as a system that will:

- enable complete use of all resources of the Starogradski Ager to their best purpose
- collect and allocate financial sources to maintaining Ager and stimulating agriculture (viticulture, olive cultivation and cultivation of other indigenous Mediterranean crops)

3.b. Securing adequate living conditions to stop the process of depopulation on the island of Hvar

The priority in the use of the Starogradsko polje and its resources will primarily be ceded to the local population.

The island of Hvar has had long tradition of viticulture throughout its history, and it is not surprising that the interest for further development of this segment of agriculture is still largely concentrated around this area. All conditions for revitalizing Ager have already been met and there are no other big steps left to take apart from developing new concepts and new management, responsibility for which will be taken on by AGER d.o.o.

3.c. Developing agriculture by having Ager assume its historic role;

History books give evidence of developed agricultural production of vine, olives, carob, cereal and vegetable crops in the Starogradsko polje.

Even in the old ages the population of Stari Grad had recognized great potential of the Polje and its land and soon started exporting product surplus. When we compare historical data with today's situation of the Ager, bearing in mind the conditions in which the land was cultivated in the past, with no modern solutions and no mechanization, it is obvious that at that time more people were needed in order to cultivate the Polje.

Nowadays the biggest problem is owners and occupiers of agricultural land in the Polje who refuse to cultivate cultivable agricultural land. The main reason for this is land fragmentation and obvious disinterest of "small" owners in agriculture.

3.d. Enhancing entrepreneurship;

The only precondition for the functioning of Ager is that all business subjects operating on it have registered their companies in Stari Grad, which will in end-effect result in enhancing of entrepreneurship, increasing of the local GDP and filling of the local budget.

A community that has developed a strong cultural (artistic) environment has a positive and stimulating effect on its population, inciting them to stay and live there, and not change their abode in search for a better life. Such an environment offering a rich cultural life will also attract entrepreneurs to start their businesses there.

3.e. Developing cultural tourism by increasing cultural attractiveness of destination;

It is precisely the rich cultural offer and a variety of culture programs that can enliven tourism in other seasons apart from the high summer season. Greater attention should be given to different ethno localities that tourists with specific tastes and interests could visit as part of education tourism programs at any time of the year.

Therefore, the proposed cultural tourism development strategy should seek to use the cultural resources of Croatia as its key selling point.

This means going beyond merely visiting heritage sites, churches, museums, etc. Although these are extremely important, the new strategy seeks to celebrate every aspect of Croatian culture - food, vine, the landscape, activities and even the language. Furthermore, it seeks to involve tourists in the life of the local people and make every tourist a cultural explorer and "discoverer".

3.f. Educating and raising the awareness of the universal value and importance of preservation of monuments of culture, and as a consequence thereof preventing further devastation of historical monuments

There are several ways to changing such general feelings and perceptions of selfactualization. First of all, routine public speeches and media releases should be made livelier by adding more cultural content to them. Bare facts could be illustrated by a literary quote, nice painting or background music – through cooperation between editors of the informative, scientific, education and cultural program. Another solution is to offer other editors and journalists to contribute to cultural columns with their articles.

The image of culture presented by the media could therefore play an important role in creating such climate that would be highly culture-oriented. In Stari Grad it is important to continue developing the already started tradition of organizing art workshops, but also to introduce the subject of cultural heritage in higher education, to organize seminars and round tables on the topic of destination management and related topics.

Existence of a monument of culture such as the Ager poses high standards on the local population of Stari Grad and for this reason it is important they come to realize that they should be worthy of 'having' it. The fact that such a monument dates so long back opens up the possibility of weaving around it an interesting story about the development of a town and its history. The art of creating such a story will have to be left to the local population.

5.f Sources and levels of finance

AGER d.o.o. will be financed from the local budget, according to following sources of financing:

A. MONUMENT ANNUITY

Those that are liable to pay monument annuity are: Corporate entities and individuals who are liable to pay income tax or profit tax and that carry out some economic activity in the immovable cultural property or on the area of the cultural-historical unit. Corporate entities and individuals that have business units (each permanent place in which an economic activity is carried out) which carry out some economic activity in the immovable cultural property or on the area of a cultural and historical unit. The base for the assessment of the monument annuity is the useful area of the business premises that lie in the immovable cultural property or in the area of the cultural and historical unit.

There are two ways of assessing monument annuity.

1. The first is **direct calculation** via which monument annuity is paid monthly, from 3 to 10 kuna per square meter of the business premises that lie in the immovable cultural property or in an area of a cultural and historical unit. It is up to the local government unit to determine the actual amount of the monument annuity.

   Those firms that start business units in the Starogradsko polje will pay the highest monument annuity in the amount of 10 kuna, for they are located directly on the monument and draw direct benefit from it.

2. The second manner is **indirect calculation,** via which the monument annuity is paid at the rate of 0.05% of the total revenue obtained by the performance of some economic activity.

The direct calculation method will be used for firms that have some business unit in the Starogradsko

polje, such as restaurants, wine, oil and souvenir shops and so on.

The indirect calculation method will be used for firms that obtain revenues from the sale of products produced in the Ager and from the processing of such products.

The revenue from monument annuity can be used exclusively for the protection and preservation of the cultural properties; 60% of it will be paid to the local budget, or to AGER d.o.o., and 40% of it will accrue to the national budget.

Revenue from monument annuity is projected on the following basis:

1. Anticipated number of firms that will start business units in the area of the plain – i.e., it is anticipated that business units will be able to be started in the plain as long as they are complementary with it and merge into it completely.

Today the use ratio of the land is about 40%; the plan foresees that the plain will consist of land for vineyards (90%) and of land used for olive groves (10%). One hectare of land will produce about 10,500 kg of grapes, or about 7,000 kg of olives. Assuming an average price of a liter of wine of cca 40 kuna, and for oil of 50 kuna, the revenues per hectare are calculated. The mean price of oil is calculated assuming the price of oil when the Ager brand name is used (60 kuna) and the price without the use of the Ager brand (40 kuna). The mean price for wine is calculated when the Ager brand is used (50 kuna) and the price without the use of the Ager brand name (30 kuna).

(Articles 114, 114a and 114 b of the Protection and Preservation of Cultural Properties Law)

B. FEES FOR THE USE OF THE AGER BRAND NAME

- In the amount of 2% of the selling price of products produced in the Starogradsko polje;
- Wineries that use the Ager brand name for the marketing of their product will have to pay 2% of the sales price of their products to AGER d.o.o., because of the brand name that will lead to an increase in the price of the product
- AGER d.o.o. may promote wines and other products by UNESCO purchasing some of the products produced in the area under its own name. The percentage that the wineries will be obliged to pay in will be agreed upon at an assembly of wineries, AGER d.o.o. managers and other stakeholders, at which the other relations among the individual groups will also be defined and laid down.

Considering the use of the land in a given year, the quantity of wine that can be produced is calculated. The price of a liter of uncertificated wine is 30 kuna, while the price that can be attained after certification might be from 20 to 30% higher. It is the same thing with the price of oil; the price without the use of the Ager brand name may be 40 kuna a liter. The reasons for the possible increase in the price are the greater investment in the production of wine and oil, powerful advertising and better purchasing power of the purchasers of such products.

In the first two years no revenue is generated, since the Ager brand will not exist. This is because the decision about whether the Stari Grad Ager will be placed under UNESCO protection will be made in 2007. The supposition is that in the third year the Ager brand name will be used to identify 10% of all wine produced and the same percentage of oil.

Because of the 40% use of the land in this year, and the total amount of wine (1,890,000 l) and oil (43,323 l) that can be produced, the revenue that will be generated will come to 194,199 kuna. This kind of revenue is based on a price of wine of about 50 kuna, and of oil of about 60 kuna per liter (25 greater than that which can be achieved without the use of the brand name).

The supposition is that these revenues will rise over the years in proportion to the rate of use of the land in the Starogradsko polje, and that the amount of bottles of wine and oil that will be sold with the Ager brand name will not exceed 40% of the total produced amount.

C. TAX ON UNCULTIVATED BUT CULTIVABLE AGRICULTURAL LAND (250 – 1000 KUNA PER HA)

The tax on uncultivated but cultivable agricultural land is paid by all the owners or lessees of this land if the land is not cultivated for one year. Uncultivated cultivable land is taken to be land that according to its size, class and crop potential can be cultivated and put to agricultural production, but which the owners or lessees of the land do not cultivate.

The base for the tax on uncultivated but cultivable agricultural land is the area of the uncultivated cultivable land expressed in hectares. The amount that is paid ranges from 250 – 1000 kuna per hectare, depending on the crop that could be raised (Article 38 a of the Financing of Local and Regional Self Government Law).

It is up to the local government unit to prescribe the amount of the tax; however, the proposal of this management plan is that the amount for the areas on which there should be olive groves and vineyards be 1000 kuna, because of the high opportunity costs of not putting such kinds of land to use.

Tax revenue is founded on the percentage of uncultivated but cultivable agricultural land that will reduce over the years and in the last year cultivation of the land should rise to 75% of the total usable land. The maximum use of the plain that can be achieved is 80% of the total area.

It would be unrealistic to suppose that this tax can be collected fully – this calculation is based on the percentage of collection of the total amount of tax of 30%. The reason for this is that many landowners are not located in the Republic of Croatia, and this is a critical factor that has to be taken into account.

D. OTHER RESOURCES flowing into the local budget from:

- the national budget,
- foundations,
- associations,
- donors
- sponsors
- UNESCO.

Although AGER d.o.o. is founded in such a way that it will be funded from local sources, and through the market, it is a fact that 40% of the revenue from the monument annuity from the Starogradsko polje will enter the national budget and this necessarily entails the need to allocate some budgetary resources to its restoration and maintenance.

Disposable budget

In the first and third year of the project AGER d.o.o. will not realize any revenue. In year three it will make some income, but the costs will still be higher. Stari Grad has consented to provide funds for the functioning of the firm in the first three years. It is necessary in the local budget to earmark resources from the local budget for the incorporation of the firm and the wages of the employees. As well as the founding equity (20,000 kuna, which is statutorily required) there are the estimated legal costs for counsel and notary.

Costs and revenue – disposable budget

Year	1	2	3	4	5	6	7	8	9	10
Revenue										
Revenue from monument annuity	0	0	52.495	67.008	94.402	107.592	118.548	144.052	153.052	168.056
Revenue from use of Ager brand name	0	0	252.458	504.917	946.719	1.041.391	1.388.521	1.514.750	1.514.750	1.640.980
Revenue from uncultivated but cultivable agricultural land	0	0	156.000	156.000	117.000	97.500	97.500	78.000	78.000	58.500
TOTAL REVENUE	**0**	**0**	**460.953**	**727.925**	**1.158.121**	**1.246.483**	**1.604.569**	**1.736.802**	**1.745.802**	**1.867.536**
Expenditure										
Duties to national budget	0	0	20.998	26.803	37.761	43.037	47.419	57.621	61.221	67.223
Wages	162.000	162.000	402.000	402.000	402.000	402.000	402.000	402.000	402.000	402.000
Incorporation	5,000									
Disposable budget	**- 167.000**	**- 162.000**	**-37.955**	**299.122**	**718.360**	**801.446**	**1.155.150**	**1.277.182**	**1.282.582**	**1.398.313**

5.g Sources of expertise and training in conservation and management techniques

In the detailed development of the Plan a large role will be played by firms that deal with business consultancy, agricultural consultancy, firms authorized to provide certificates in agricultural production and so on.

Consultative body of AGER d.o.o.
- members of local government unit
- conservation department
- representative of archaeologists
- legislative representative
- business consultant
- wineries representative

A body that will meet regularly twice a year and occasionally in the vent of any important issues that need considering. At the beginning this body will have to meet much more often than stated above, for reasons such as the burning issues related to property and ownership being at that stage more marked.

The purpose of it is to comprehend and view a given issue or problem from all round and to give advice to management to settle these problems. Thus, this consultative body is formed in line with the degree of interest of all the stakeholders in the initial strategic discussions that preceded the foundation of AGER d.o.o., and is exclusively based on the good will of all the participants named above. In the first two years local government will have to put a lot of effort into preparing the legal conditions that are laid down at the national level and to put them into practice. This primarily relates to the determination of the level of monument annuity, the tax on uncultivated but cultivable agricultural land and the making of the cadastral plan.

Before starting to work within the agency and Ager field, staff will have to attend two week training program, organized by the consultative body. The two week program will include all the legal, conservation, organization and other issues concerning Ager polje.

5.h Visitor facilities and statistics

Overnight accommodation for visitors to Starogradsko polje is anticipated in existing accommodation facilities in the towns of the island of Hvar – of Stari Grad, Vrboska, Jelsa and Hvar. The tourist industry facilities here have ample recreational and sporting facilities, including hard courts for tennis, table tennis, min golf, bicycle zones, diving club, boules alley, courts for handball, basketball and volleyball, and children's playgrounds. Wining and dining needs are catered for by the 23 restaurants and 13 cafeterias in Stari Grad town, from which tours of the Plain set out daily.
Daily guided tours of the Starogradsko polje set off from Stari Grad, in which there is the central information point. As well as laying on professional guides, the Stari Grad Tourist Office provides visitors with brochures including a description and explanations of the site. A bird's eye view of Stari Grad and the whole island can be taken from the panoramic flights of the Stari Grad Aero Team, which also offers paragliding. Pedestrian paths and bicycle trails are marked in the Polje.
There are three museums in Stari Grad, 11 galleries and a city library with rich holdings of books connected to the cultural heritage of Stari Grad and Hvar island. The Juraj Plančić Gallery (founded 1963) holds works of important Stari Grad and Croatian artists of the second half of the 20th century,

including the Stari Grad painter Juraj Plančić. The Stari Grad Culture Centre is a cultural establishment located in the Biankini Palace in Stari Grad. The work of the Centre is oriented primarily to the preservation and presentation of the Stari Grad cultural heritage. There is a permanent display in the palace entitled *Faros – the ancient Stari Grad* (archaeological finds from protective archaeological investigations lasting several decades), a Captain's Memorial Room (items from the 19th century, age of the boom in Stari Grad seafaring) and *An Ancient Shipwreck* (remains of the freight of a 3rd century Roman galley).

There are various artistic and cultural workshops at work during the Stari Grad summer season, including: Faros – Ancient Culture of the Croatian Mediterranean (classical languages and culture); Archaeological Workshops for ceramics and mosaics; an opera singing summer school; a marionette workshop, Creative Parasol – visual art workshop for children; and the summer literary event called Faro(pi)s, a contemporary writing festival that is held every fourth year in turn in Stari Grad and Vrboska.

5.i Policies and programmes related to the presentation and promotion of the property

Following programmes and policies are directly related to the presentation and promotion of the property:

a.Draft Strategy of Cultural Development of the Republic of Croatia

Ministry of Culture Republic of Croatia 2001

The overall strategic objective is culturally sustainable development. The general aim of culture policy is the selection and linkage of development instruments that will facilitate growth and the developmental usage of cultural capital and the formation of the cultural landscape of Croatia.

Instruments to be used in the attainment of this objective are:

a) Popularization of cultural public properties in the same way as commercial goods are popularized;

b) Equal ratios of state subsidies and private investment;

c) Looking upon culture more as productive activity and less as a form of consumption;

d) Getting culture on closer terms with tourism;

e) Foundation of institute(s) for R&D in culture;

f) Replacing most of the jobs of classic state [government] management in culture by culture management;

g) Transformation of traditional cultural capital (knowledge for the sake of knowledge) into socio-cultural capital (knowledge for the same of sustainable development);

h) Diversification of the financing of culture – increasing the percentage of culture in GNP; introducing tax, customs and other relieves and exemptions on funds put into creativity in culture and art, and protection and preservation of the heritage; establishment of state and non-governmental funds for the financing of cultural activities; beefing up donations, sponsorship and other sources of financing.

b. Protection and Preservation of the Cultural Heritage Law

The Starogradsko polje has been proclaimed a monument of culture for which thanks are due to the outstanding efforts of the Conservation Department in Split and its staff who with their expertise and scholarly reputations have greatly contributed to the creation of a clear idea for the formation of a Management Plan.

Protection of the cultural property

Proprietors and people who have rights to a cultural property and other possessors or holders of a cultural property are r**esponsible for the protection and preservation of the cultural property** according to the provisions of this Law. All citizens are bound to take care of the protection and preservation of cultural properties, and to report to the competent body any property that might be thought to have the quality of cultural property. (Article 4)

For an immovable or movable cultural property, the owner has to be established. If a cultural property has no owner, or if the owner cannot be established, or is unknown, and if the cultural property has no owner, then the default proprietor is the Republic of Croatia.

The following are, according to the law, the obligations of a proprietor of a cultural property:

a) To proceed with the cultural property with due care, and in particularly to look after it and to maintain it regularly,

b) To carry out measures of protection laid down in this Law and other regulations,

c) To inform the competent body about all changes to the cultural property, some damage or destruction of it, or the disappearance or theft of a cultural property, by the latest on the following day,

d) To permit professional and scientific research, technical and other forms of records [drawings, photographs], and the implementation of measures of technical protection,

e) Provide for public access to the cultural property (Article 18).

If a proprietor does not in due time carry out a prescribed measure for the protection of a cultural property, the competent body will give him due warning and set a time limit by which the proprietor is obliged to carry out the measure, with the caution that otherwise the measure will be carried out anyway at his expense. If the proprietor of the cultural property does not, even after due warning, carry out the prescribed measure or does not carry it out in time, this measure will be carried out by the competent body at the expense of the owner. If the competent body determines that the proprietor is not proceeding in accordance with the provisions of the Protection and Preservation of the Cultural Heritage Law or with due care, and that there is a danger of damage to or destruction of the cultural property, the city or municipal authorities in the area of which the cultural property is located is bound to appoint a temporary administrator [guardian, steward] for the property, at the recommendation of the competent body. The temporary administrator is bound to undertake measures for the protection and preservation of the cultural property with which he/she is charged by the competent body for and at the expense of the proprietor.

c. The National Programme for the Development of the Islands

Ministry of Development and Reconstruction of the Republic of Croatia, 1997

On February 28 1997 the Croatian Parliament approved the National Programme for the Development of the Islands. The Stari Grad Ager Management Plan is completely complementary to this program

and the objectives quoted in this study as crucial are included in the objectives of the National Programme for the Development of the Islands. Pursuant to this document, the following agendas and objectives should be put into practice:

Elaboration of a plan for the total and sustainable exploitation of island resources

For each island or island group that makes up an integral geographical and economic unit, a programme for the total and sustainable exploitation of resources will be drawn up. The programme will contain:

a) A demographic analysis, a description of the employment situation and estimate of the available labor,

b) An analysis of the current use of natural and developed resources,

c) The condition of the natural and cultural heritage,

d) Evaluation of the development moment,

e) Criteria for protection of the heritage and sustainable use,

f) External limiting factors

g) A list of and indication of accessibility of plots of cultivable land and pastures that are not cultivated, or have been used for grazing in the last five years, or the proprietor of which is unknown or not contactable

h) The agricultural and economic groundwork with definitions of the development of agriculture

i) Determinants for the development of tourism.

The Republic of Croatia is working on the development of measures of economic incentives, particularly in the sphere of agriculture and tourism. Activities to be incentivised with fiscal measures are as follows:

a) Ecological agricultural production in existing and new plantations, in open and in protected areas (olives, grapes, Mediterranean fruits, carob, citrus fruits and medicinal and aromatic herbs, horticulture and floriculture),

b) Processing agricultural products into foodstuffs with protected geographical origin,

c) Small scale tourism in existing buildings, reconstructed or with change of use.

Agricultural sub-regionalization and the use of abandoned island agricultural land, which includes:

a) Amending the Concessions Law

Concessions Law amendments should be based on the elaboration of sub-laws (regulations with clear standards) with which to regulate the whole of the issue of concessions on the islands, which is essential for the management of the Stari Grad Ager, since the biggest problem is the unsettled proprietary issues.

If more detailed regulations and bye-laws were to be passed, the process of giving concessions to the land would be greatly speeded up.

b) Incentive measures for island agricultural production.

Particularly in the direction of the stimulation of grape production, redirection of resources, so that the larger part is channeled towards the establishment of new vineyards.

Demographic objectives

Keeping the current population on the islands, incentives to families to have more children, and the return of the younger, working-age population.

The local population is not thoroughly aware of the importance of the cultural heritage of Stari Grad. To date there have been several undertakings resulting in the devastation of the cultural heritage. Educating the local population is one of the major, and one of the most complicated, points that need pushing through at the local community level.

Education about the historical features of Hvar should be included in the curriculum, and in this manner the younger generations of the island and of Stari Grad would be educated.

d. The National Programme for Agriculture and Rural Areas

Ministry of Agriculture and Forestry, 2003

This Management Plan coincides in its aims with the National Programme for Agriculture and Rural Areas, via which the agriculture sector is developed, production inside the borders of the Republic of Croatia is stimulated, and the employment of the population within areas closely connected to the agriculture sector is increased.

a) Provision of appropriate levels of income, and stability of income, for agricultural producers;

b) Improvement of the agricultural land market – settling relations of ownership and occupation of the land;

c) Consolidation of family farms;

d) Improvement of agricultural land;

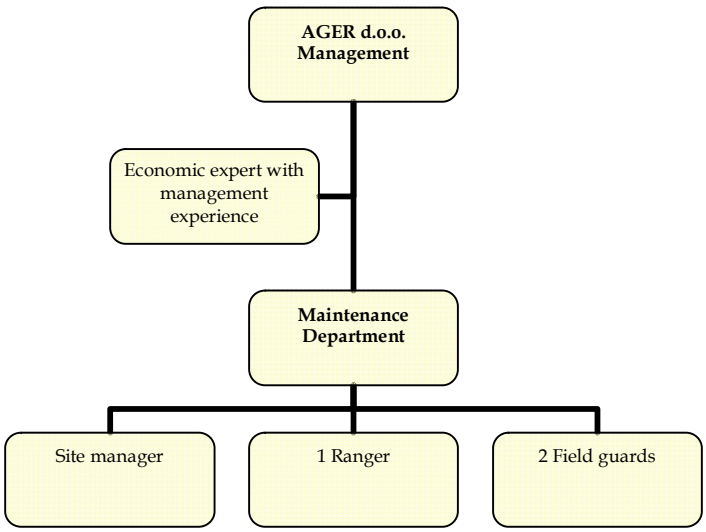
e) Adjustment of production to the characteristics of the given regions;

f) Incentives to association in cooperatives and other forms of business linkage;

g) Sustainable development of agriculture.

5.j Staffing levels (professional, technical, maintenance)

Following picture shows organizational structure with the staffing levels:



1. The Manager

The person charged with the management of AGER d.o.o. should have a background in business with very highly developed managerial skills. The legal regulations prepared by local government will be the main tool in the hand of the manger for the settling of the problems of proprietary issues and the collection of funds in the Starogradsko polje.

His main tasks will be:

a) Coordination of relations between:

- existing proprietors and AGER d.o.o.
- the Republic of Croatia and AGER d.o.o.
- proprietors that will appear in the future and AGER d.o.o.
- archaeologists and proprietors of land
- conservation department and proprietors of land;

b) Control of the collection and allocation of resources

c) Coordination of research programs in collaboration with conservators and archaeologists.

It is a very difficult and lasting job that awaits the manager of AGER d.o.o., including a lot of lobbying and the reconcilement of opposed or diverse interests. In order to perform these jobs, primarily to do with given area of management (part of the planning, detailed manner of functioning of AGER d.o.o., financial and legal parts) he or she will probably have to look for outsourced assistance (consultancy firms) that specialize in a given area of management.

Thus, apart from the support that he or she needs to get from inside – here primarily thinking of the local government and other stakeholders, he needs business support from outside that should be able to solve specific problems. It is very clear that no single person can combine all the knowledge and skills required for this Management Plan to be put into effect. At the beginning the greatest role will be played by lawyers, because of the need to settle the statutory issues and the preparation of byelaws in order for the objective of the Management Plan to be realized. Consultations, then, with counsel,

and lobbying at all levels, from the local to the national, will form his or her everyday life.

In the future, AGER d.o.o. will also have the job of monitoring new entries into agricultural production, and will not then be oriented only to the large wineries and oil refineries that have their own equity for the launching of agricultural production. For the securing of this seed capital to those who are not able to collect it themselves, channels should be made available to clear the way of AGER d.o.o. to the commercial banks that will be willing to assist these new entrepreneurs. These channels will be firms dealing with business consultancy that have a name and a business history in the banks that will provide a route through to financial resources.

From all this, it can easily be concluded that the job of the manager will not be very easy, and that the person who takes on the job will have to be very capable, have a strong drive, a lot of knowledge and backing from outside and inside.

2. Site Manager

The site manager will be charged with monitoring and preserving the monumental heritage through:

- Monitoring the implementation of conservation and maintenance of the Stari Grad Ager (this task refers also to cooperation with archaeologists and the organization of the implementation of archaeological investigations);
- Implementation of systematic monitoring of the condition of the monuments of culture;
- Submitting periodical reports to UNESCO;
- Coordinating the education of stakeholders about the universal value of the monument of culture and also about the importance of its preservation;

3. Ranger

A ranger is a person who is primarily charged with the care in the field for the preservation of the monument, i.e. of the dry stone walls and the other constructions in the Starogradsko polje, as well as about all visitors, control of entries and the use of the resources of the Ager and so on. He or she will submit to the site manager reports about the state of the dry stone walls, the places that need restoring, any devastation or any deviations from the standard. The ranger will also organize tourist sightseeing tours of the Stari Grad Ager, and will work as a tourist guide for small groups of tourists.

4. Field guards

The field guards will look after and control the plain; they will be charged with inspecting, patrolling and controlling the plots in the Ager for the sake of being able to warn in the event of unexpected dangers, such as fires, floods, pests on the corps, the theft of stone from the dry stone wall and so on.

He looks after the resources of the plain, then, controls the construction of field huts and other buildings in the plain. He gives reports to the owners of land in the plain and warns them about any unexpected events that might possibly threaten plantations of vineyards, olive groves and other crops.

6. Monitoring

6.a Key indicators for measuring state of conservation

Indicator	Periodicity	Location of Records
1. Preservation of dry stone walls	Annually	1. Agency „Ager“d.o.o. – within the estabilishment process 2. Ministry of Culture; Administration for the Protection of the Cultural Heritage; Conservation Department Split
2. Ratio of cultivated and uncultivated agricultural land	Annually	1. Agency „Ager“d.o.o. – within the estabilishment process
3. Preservation of the pathways	Annually	1. Agency „Ager“d.o.o. – within the estabilishment process 2. Ministry of Culture; Administration for the Protection of the Cultural Heritage; Conservation Department Split
4. Monitoring the percentage of restored old buildings in rural and urban units within the conservation zone	Annually	1. Agency „Ager“d.o.o. – within the estabilishment process 2. Ministry of Culture; Administration for the Protection of the Cultural Heritage; Conservation Department Split
5. Population figures. Recording the rise and fall in population sizes in the settlements inside the protection area and the factors accounting for such trends.	Every 5 years	1. Agency „Ager“d.o.o. – within the estabilishment process

6.b Administrative arrangements for monitoring property

1. Agency „Ager“d.o.o. – within the estabilishment process
2. Ministry of Culture; Administration for the Protection of the Cultural Heritage; Conservation Department Split

6.c Results of previous reporting exercises

- Gaffney, Kirigin , Petrić, ..., Arheološka baština otoka Hvara, Hrvatska, BAR IS 660, Oxford 1997; Original documentation in the Archaeological Museom, Split
- Zračni snimak otoka Hvara (Areal View of the Island of Hvar) Split, 2003
- Inventarizacija graditeljske etnološke baštine u sjevernom dijelu Starogradskog polja (The Ethnological Inventory of the Northen Area of the Stari Grad Plain), Konzervatorski odjel u Splitu (Ministry of Culture; Administration for the Protection of the Cultural Heritage; Conservation Department Split), August 2005

7. Documentation

7.a Photographs, slides, image inventory and authorization table and other audiovisual materials

IMAGE INVENTORY AND PHOTOGRAPH AND AUDIOVISUAL AUTHORIZATION FORM

Id. No	Format at *.jpg (slide/ print/ video)	Caption	Date of Photo (mo/yr)	Photographer/Director of the video	Copyright owner (if different than photographer/director or of video)	Contact details of copyright owner (Name, address, tel/fax, and email)	Non exclusive cession of rights
1.	Print / electronic format *.jpg / slide	The Stari Grad Plain and Vrboska – aerial view from the East	August / 2005	Ivo Pervan	Ivo Pervan	Ivo Pervan Croatia HR-21000 Split Fra Bonina 19 Tel 385 21 384 680	**YES**
2.	Print / electronic format *.jpg / slide	The Stari Grad Plain and the town of Stari Grad – aerial view from the East	August / 2005	Ivo Pervan	Ivo Pervan	Ivo Pervan Croatia HR-21000 Split Fra Bonina 19 Tel 385 21 384 680	**YES**
3.	Print / electronic format *.jpg / slide	The Stari Grad bay	August / 2005	Ivo Pervan	Ivo Pervan	Ivo Pervan Croatia HR-21000 Split Fra Bonina 19 Tel 385 21 384 680	**YES**
4.	Print / electronic format *.jpg / slide	Stari Grad - port	August / 2005	Ivo Pervan	Ivo Pervan	Ivo Pervan Croatia HR-21000 Split Fra Bonina 19 Tel 385 21 384 680	**YES**

5.	Print / electronic format *.jpg / slide	Stari Grad - port	August / 2005	Ivo Pervan	Ivo Pervan	Ivo Pervan Croatia HR-21000 Split Fra Bonina 19 Tel 385 21 384 680	**YES**
6.	Print / electronic format *.jpg / slide	Stari Grad – Tvrdalj –summer residence of Petar Hektorović	August / 2005	Ivo Pervan	Ivo Pervan	Ivo Pervan Croatia HR-21000 Split Fra Bonina 19 Tel 385 21 384 680	**YES**
7.	Print / electronic format *.jpg / slide	Stari Grad – Tvrdalj fishpond	August / 2005	Ivo Pervan	Ivo Pervan	Ivo Pervan Croatia HR-21000 Split Fra Bonina 19 Tel 385 21 384 680	**YES**
8.	Print / electronic format *.jpg / slide	Stari Grad Tvrdalj	August / 2005	Ivo Pervan	Ivo Pervan	Ivo Pervan Croatia HR-21000 Split Fra Bonina 19 Tel 385 21 384 680	**YES**
9.	Print / electronic format *.jpg / slide	Vrboska – aerial view	August / 2005	Ivo Pervan	Ivo Pervan	Ivo Pervan Croatia HR-21000 Split Fra Bonina 19 Tel 385 21 384 680	**YES**
10.	Print / electronic format *.jpg / slide	Vrboska	August / 2005	Ivo Pervan	Ivo Pervan	Ivo Pervan Croatia HR-21000 Split Fra Bonina 19 Tel 385 21 384 680	**YES**

11.	Print / electronic format *.jpg / slide	Vrboska – view to the East	August / 2005	Ivo Pervan	Ivo Pervan	Ivo Pervan Croatia HR-21000 Split Fra Bonina 19 Tel 385 21 384 680	**YES**
12.	Print / electronic format *.jpg / slide	Vrboska – view to the East	August / 2005	Ivo Pervan	Ivo Pervan	Ivo Pervan Croatia HR-21000 Split Fra Bonina 19 Tel 385 21 384 680	**YES**
13.	Print / electronic format *.jpg / slide	Vrboska – Church of St. Lawrence	August / 2005	Ivo Pervan	Ivo Pervan	Ivo Pervan Croatia HR-21000 Split Fra Bonina 19 Tel 385 21 384 680	**YES**
14.	Print / electronic format *.jpg / slide	Vrboska	August / 2005	Ivo Pervan	Ivo Pervan	Ivo Pervan Croatia HR-21000 Split Fra Bonina 19 Tel 385 21 384 680	**YES**
15.	Print / electronic format *.jpg / slide	Vrboska – Church – fortress of St. Mary	August / 2005	Ivo Pervan	Ivo Pervan	Ivo Pervan Croatia HR-21000 Split Fra Bonina 19 Tel 385 21 384 680	**YES**
16.	Print / electronic format *.jpg / slide	Pitve – Church of St. Jacob	August / 2005	Ivo Pervan	Ivo Pervan	Ivo Pervan Croatia HR-21000 Split Fra Bonina 19 Tel 385 21 384 680	**YES**

17.	Print / electronic format *.jpg / slide	Pitve	August / 2005	Ivo Pervan	Ivo Pervan	Ivo Pervan Croatia HR-21000 Split Fra Bonina 19 Tel 385 21 384 680	**YES**
18.	Print / electronic format *.jpg / slide	Pitve	August / 2005	Ivo Pervan	Ivo Pervan	Ivo Pervan Croatia HR-21000 Split Fra Bonina 19 Tel 385 21 384 680	**YES**
19.	Print / electronic format *.jpg / slide	Pitve Donje	April / 2005	Ministry of Culture Administration for the Protection of the Cultural Heritage Conservation Department, Split	Ministry of Culture Administration for the Protection of the Cultural Heritage Conservation Department, Split	Ministry of Culture, Administration for the Protection of the Cultural Heritage, Conservation Department, Split Croatia, HR-21000 Split, Porinova 2 Tel 385 21 305 444	**YES**
20.	Print / electronic format *.jpg / slide	Pitve – vineyard terraces	August / 2005	Ivo Pervan	Ivo Pervan	Ivo Pervan Croatia HR-21000 Split Fra Bonina 19 Tel 385 21 384 680	**YES**
21.	Print / electronic format *.jpg / slide	Pitve - vineyard	August / 2005	Ivo Pervan	Ivo Pervan	Ivo Pervan Croatia HR-21000 Split Fra Bonina 19 Tel 385 21 384 680	**YES**

22.	Print / electronic format *.jpg / slide	Vrisnik	January / 2005	Ministry of Culture Administration for the Protection of the Cultural Heritage Conservation Department, Split	Ministry of Culture Administration for the Protection of the Cultural Heritage Conservation Department, Split	Ministry of Culture, Administration for the Protection of the Cultural Heritage, Conservation Department, Split Croatia, HR-21000 Split, Porinova 2 Tel 385 21 305 444	**YES**
23.	Print / electronic format *.jpg / slide	Svirče – aerial view	2003	Ivo Pervan	Ivo Pervan	Ivo Pervan Croatia HR-21000 Split Fra Bonina 19 Tel 385 21 384 680	**YES**
24.	Print / electronic format *.jpg / slide	The Stari Grad plain – view to the north	August / 2005	Ivo Pervan	Ivo Pervan	Ivo Pervan Croatia HR-21000 Split Fra Bonina 19 Tel 385 21 384 680	**YES**
25.	Print / electronic format *.jpg / slide	Dol – aerial view	August / 2005	Ivo Pervan	Ivo Pervan	Ivo Pervan Croatia HR-21000 Split Fra Bonina 19 Tel 385 21 384 680	**YES**
26.	Print / electronic format *.jpg / slide	The stari Grad Plain – land division on Male Moče	August / 2005	Ivo Pervan	Ivo Pervan	Ivo Pervan Croatia HR-21000 Split Fra Bonina 19 Tel 385 21 384 680	**YES**

27.	Print / electronic format *.jpg / slide	Kupinovik – archaelogical site	January / 2005	Ministry of Culture Administration for the Protection of the Cultural Heritage Conservation Department, Split	Ministry of Culture Administration for the Protection of the Cultural Heritage Conservation Department, Split	Ministry of Culture, Administration for the Protection of the Cultural Heritage, Conservation Department, Split Croatia, HR-21000 Split, Porinova 2 Tel 385 21 305 444	**YES**
28.	Print / electronic format *.jpg / slide	The Stari Grad Plain – dry stone walls	July / 2005	Ministry of Culture Administration for the Protection of the Cultural Heritage Conservation Department, Split	Ministry of Culture Administration for the Protection of the Cultural Heritage Conservation Department, Split	Ministry of Culture, Administration for the Protection of the Cultural Heritage, Conservation Department, Split Croatia, HR-21000 Split, Porinova 2 Tel 385 21 305 444	**YES**
29.	Print / electronic format *.jpg / slide	The Stari Grad Plain – dry stone walls on Carevac	July / 2005	Ministry of Culture Administration for the Protection of the Cultural Heritage Conservation Department, Split	Ministry of Culture Administration for the Protection of the Cultural Heritage Conservation Department, Split	Ministry of Culture, Administration for the Protection of the Cultural Heritage, Conservation Department, Split Croatia, HR-21000 Split, Porinova 2 Tel 385 21 305 444	**YES**

30.	Print / electronic format *.jpg / slide	The Stari Grad Plain – the house with threshing floor	July / 2005	Ministry of Culture Administration for the Protection of the Cultural Heritage Conservation Department, Split	Ministry of Culture Administration for the Protection of the Cultural Heritage Conservation Department, Split	Ministry of Culture, Administration for the Protection of the Cultural Heritage, Conservation Department, Split Croatia, HR-21000 Split, Porinova 2 Tel 385 21 305 444	**YES**
31.	Print / electronic format *.jpg / slide	The Stari Grad Plain – lavander field with trim	July / 2005	Ivo Pervan	Ivo Pervan	Ivo Pervan Croatia HR-21000 Split Fra Bonina 19 Tel 385 21 384 680	**YES**
32.	Print / electronic format *.jpg / slide	The Stari Grad Plain - trim	July / 2005	Ministry of Culture Administration for the Protection of the Cultural Heritage Conservation Department, Split	Ministry of Culture Administration for the Protection of the Cultural Heritage Conservation Department, Split	Ministry of Culture, Administration for the Protection of the Cultural Heritage, Conservation Department, Split Croatia, HR-21000 Split, Porinova 2 Tel 385 21 305 444	**YES**

33.	Print / electronic format *.jpg / slide	The Stari Grad Plain – trim and dry stone walls	July / 2005	Ministry of Culture Administration for the Protection of the Cultural Heritage Conservation Department, Split	Ministry of Culture Administration for the Protection of the Cultural Heritage Conservation Department, Split	Ministry of Culture, Administration for the Protection of the Cultural Heritage, Conservation Department, Split Croatia, HR-21000 Split, Porinova 2 Tel 385 21 305 444	**YES**
34.	Print / electronic format *.jpg / slide	The Stari Grad Plain – secondary settlement on Rasnik	July / 2005	Ministry of Culture Administration for the Protection of the Cultural Heritage Conservation Department, Split	Ministry of Culture Administration for the Protection of the Cultural Heritage Conservation Department, Split	Ministry of Culture, Administration for the Protection of the Cultural Heritage, Conservation Department, Split Croatia, HR-21000 Split, Porinova 2 Tel 385 21 305 444	**YES**
35.	Print / electronic format *.jpg / slide	The Stari Grad Plain – house in Rasnik	July / 2005	Ministry of Culture Administration for the Protection of the Cultural Heritage Conservation Department, Split	Ministry of Culture Administration for the Protection of the Cultural Heritage Conservation Department, Split	Ministry of Culture, Administration for the Protection of the Cultural Heritage, Conservation Department, Split Croatia, HR-21000 Split, Porinova 2 Tel 385 21 305 444	**YES**

36.	Print / electronic format *.jpg / slide	The Stari Grad Plain – household in Rasnik	July / 2005	Ministry of Culture Administration for the Protection of the Cultural Heritage Conservation Department, Split	Ministry of Culture Administration for the Protection of the Cultural Heritage Conservation Department, Split	Ministry of Culture, Administration for the Protection of the Cultural Heritage, Conservation Department, Split Croatia, HR-21000 Split, Porinova 2 Tel 385 21 305 444	**YES**
37.	Documentary film on VHS	PHAROS HERITAGE WORKSHOPS (STARI GRAD HVAR)	1997	Youth Programme of the Croatian Television Zagreb	Croatian Commission for UNESCO, Ministry of Culture	Croatian Commission for UNESCO, Ministry of Culture Croatia, HR-10 000 Zagreb, Runjaninova 2 Tel 385 1 4866666	**YES**



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PIZZA
MIMOZA







































NOMINATION FORMAT

7.b Texts relating to protective designation, copies of property management plans or documented management systems and extracts of other plans relevant to the property

1. **Management plan – (English version) attached**
2. **The Stari Grad Plain – cultural landscape**

Act no. Class: UP/I-612-08/05-05/702; File no: 532-04-15/20-05-1– TRANSLATION:

Ministry of Culture of the Republic of Croatia
Directorate for the Conservation of the Cultural Heritage
Conservation Department in Split
Class: UP/I-612-08/05-05/702
File no: 532-04-15/20-05-1
Split, 2005-09-23

The Ministry of Culture, Conservation Department in Split, pursuant to Article 10 and in connection with Article 6 Paragraph 1 Item 9 of the Protection and Preservation of Cultural Properties Law (Official Gazette no. 69/99, 151/03, 157/03), ruling ex officio, hereby adopts this

RULING

1.

STAROGRADSKO POLJE [The Stari Grad Plain] – CULTURAL LANDSCAPE in the central part of the island of Hvar, the cadastral municipalities of Stari Grad, Vrboska, Dol, Pitve, Svirče and Vrbanj, until the adoption of a ruling determining the properties of the cultural property in accordance with Article 12 of the Protection and Preservation of Cultural Properties Law, at the most for three years from the day of the adoption of this ruling

is placed under preventive protection.

2.
The preventive protection refers to the area marked on the topographical maps 572-3-1 Stari Grad (TK25, 1997) and Jelsa 572-3-2 (TK25, 1997) in a scale of 1:25 000, covers the following geographical coordinates:

Longitude: from 16^0 35' 42" E to 16^0 45' 06" E
Latitude: from 43^0 08' 34" N to 43^0 12' 30".

In the west the border of the protection overlaps with the western border of the protected urban unit of Stari Grad and runs from a point on the southern coast of Starigrad Bay (map reference x=6385854,54; y=4783755,11) including the border č. z. 2948/1 k.o. [cadastral references] Stari Grad, turns to the east along the southern edge of the quay to the crossing with the street in the north-south direction that links the quay with the Stari Grad – Selca road. Along this road it goes on to the south as far as the Stari Grad – Selca road, then towards the south east it runs along the Stari Grad – Selca road as far as map reference x=6386047,40; y=4782729,50, whence it turns to the south along a field track as far as the contour line at 60 m a.s.l., at which it turns to the east, and along which it runs as far as the Njive – Stari Grad route, where it turns off to the south to the contour line of 70 m a.s.l. Following the 70 m contour line it runs towards the east to the field path (topographical name Budinjac) along which it runs to the south and on the western side borders Purkin kuk, Lumbardija and Borovik as far as the foothills of Baba where at contour line of 430 m a.s.l. it turns to the north and the east along a forest path as far as map reference

x=6386754; y=4779421. At this point it transits to the 360 m a.s.l contour line along which it continues to run to the east as far as the Poljica – Ostra glavica forest path. Further to the north east, it runs along this forest path across the site of Sv. Benedikt on Ostra glavica as far as the road for Svirče. It runs along the road for Svirče to the north east as far as the crossing with the Svirče – Vrisnik road. It goes along the road to Vrisnik in the southerly direction as far as the contour line at 100 m a.s.l., where it transits to a forest track along which it continues to the south as far as the 150 m a.s.l. contour line, at which it comes out onto the Vrisnik – Pitve road. It goes along the Vrisnik – Pitve road to the east as far as the crossing with the old Vrisnik – Pitve forest path. Along this track, which overlaps with the contour line of 180 m a.s.l,, it goes on towards the east as far as the junction with the Pitve –Vratnik road at point x=6392481,70; y=4778570,95, whence it moves off to the north along the 150 m a.s.l. contour line as far as the Pitve – Jelsa road in the Klakun area. Along the road to Jelsa, it continues towards the north east as far as the crossing with the old Jelsa – Svirče road. At this crossing it turns off towards the west along the old Svirče road as far as the western coast of Vir. Here it turns off towards the north along the route to Vrboska as far as the eastern edge of the protected unit of Vrboska. Then off towards the north east it runs along the eastern edge of the protected unit of Vrboska as far as the southern shore of the Bay, along the edge of the quay towards the west as far as the bridge over which it moves to the northern shore of the bay. Then it goes on along the road towards the north and west to the Vrboska – Basina route. Along the Vrboska – Basina route it goes to the north as far as the junction with the path for Lucina vala. Hence it turns off to the north west along the route that circuits Vetezinji hum on the north as far as the crossing with the route that goes through the plain from Vrbanj to Basina (and overlaps with the direction of the Greek centuriation). From this crossing it goes off towards the along the route for Humac as far as the 60 m a.s.l. contour line, along which it runs to the east and north east, circuiting the secondary animal husbandry settlement of Himac as far as map reference x=6391551,50; y=4785366. At a right angle to the contour line it turns off to the north west circuiting the peak of Humac on the north side of it along the 100 m a.s.l. contour line to the Humac – Krusevci route, along which it continues to the south. By Krusevci it turns to the west, circuiting Vrbanjsk Rudin from the north across the peak at spot height 71 to map reference x=6388979,50; y=4785631,35. At this position it turns to the south and south west along the road that circuits Gobasko brdo from the west as far as the crossing with the route for Zelenice. At this crossing it turns off to the west as far as the junction with the Stari Grad – Starac – Zelenice route (at map reference x=6388014; y=4784958). Hence it moves off towards the south west as far as the peak Mali Starac (at a spot height of 108 m a.s.l.) and then continues to the south west at a right angle to the contour line as far as the 10 m a.s.l. contour line. It turns along this contour line to the west as far as the Malo Selo – Rudine road, and then further to the west and south it fits in with the north and west border of the protected urban unit of Stari Grad, circuiting Malo Selo from the north and west as far as the northern coast of Starigrad Bay. Further it runs along the northern coast of the bay towards the east and at the head of the bay crosses over to its southern shore along the edge of which it continues to the west as far as the initial point.
The topographical map with the spatial boundaries drawn in is an integral part of this ruling.
3
The Protection and Preservation of Cultural Properties Law and all other regulations that relate to cultural properties shall apply to the said property.
4.
The said property is to be inscribed into the Register of Cultural Properties of the Republic of Croatia – the List of Preventively Protected Properties.
4.
This ruling shall be delivered to the competent cadastre and court for the sake of annotation in the land registers.
6.
No objection may defer the execution of this ruling.

Statement of reasons

In spite of the agitated historical events over the centuries, and the multiple divisions of land within the plain, the basic structure of it as set by the Greek land division of over 2400 yeas ago, when the Greek colonists cast lots to divide among themselves the 75 rectangular plots of land on the plain dimensioned 181 x 905 m, or 1 x 5 stadia in Greek units of measurement – has remained practically intact. The Greek

chora has been extremely well preserved in the dry stone walls that mark the boundary lines of the plots. Although most of these dry stone walls were built during the Middle Ages and the modern period, they still lie upon the ancient directions. Numerous subsequent divisions of land and the very small amount of building within the field have always been done in the same way, i.e., with the traditional dry stone wall technique. As throughout the whole of its history until the present day the plain has retained its agricultural character, in it there are layers of all the cultures that built their existence on the fact that they were once in possession of it.
Starting from the most ancient times, the local population connected its belief structure with the fertile plain. From the archaeologically confirmed ancient (Greek and Roman) cults, as well as those to the supreme deity Zeus or Jupiter, the fertility deity cults are particularly important. Primarily this means Dionysus and Persephone, who were directly concerned with the fertility of the soil, and in the inscriptions Aphrodite is also often mentioned. In the Middle Ages the plain was under the protection of the patron saint of the see of Hvar, St Stephen, and actually bears his name (…*campus sancti Stephani*..). Then in the plain itself and just around it many small churches and chapels were constructed and this was also the time of the origin and development of the great processions linked to the mystery of Good Friday and the Resurrection which are kept up in the settlements around the Plain to this day.

The monumental importance of the cultural landscape of the Stari Grad Plain does not inhere in the mere aggregate of Greek land division, of the many *villae rusticae*, and of the later antiquity and Early Croatian churches in it, rather in the totality of the area which with the surrounding settlements constitutes a vital cultural and historical and natural sanctuary that can remain put to the same use and in the same shape until the end of history. The Stari Grad Plain – Cultural Landscape has the importance and property of being a cultural property because:

- the Greek land division of Starogradsko polje is the best preserved ancient cadastre in the Mediterranean and anywhere in Europe, it is a masterpiece of outstanding technical skill that was achieved with all the known skills of the surveying of the ancient world. It can physically be easily made out in the field in the shape of the stone walls, constructed in the technique of the dry stone wall;
- the Greek land division was throughout all the historical periods the basic grid on which all later cadastral divisions were made. They shaped the landscape with the dry stone wall boundaries built in a way that has not changed, from antiquity to the present day;
- it has retained the agricultural function in a historical continuity lasting for about 2400 years. The fertile plain of Starogradsko polje with its natural environment and the surrounding rural settlements is a unique unit, and is the most important fact in the historical and social inventory of the island of Hvar. It is under threat from developmental pressures, from the depopulation of the villages and the abandonment of traditional ways of cultivation.

The protection of Starogradsko polje as cultural landscape will contribute to the endeavours to preserve the traditional agrarian uses and the intact cultural landscape.

In accordance with Article 11 Paragraph 1 of the Protection and Preservation of Cultural Properties Law, the said Law and all other regulations that refer to cultural properties, and with Item 5 of the pronouncement, the obligation to deliver the ruling to the competent cadastre and court for the sake of annotation in the land registers is hereby stipulated.
In accordance with Article 11 Paragraph 2 of the Protection and Preservation of Cultural Properties Law and with Item 4 of the pronouncement of this ruling, the obligation of the entry of the said cultural property in the Register of Cultural Properties of the Republic of Croatia – List of Preventively Protected Cultural Properties is hereby stipulated.
In accordance with Article 10 Paragraph 6 of the Protection and Preservation of Cultural Properties Law no appeal against this ruling shall defer its execution.
For the said reasons, ruled as in the pronouncement.

Instructions as to legal remedy:

An objection may be made against this ruling to the minister of culture within a period of 15 days from the day of the receipt of this ruling. The objection [appeal] shall be handed or sent by post to the Ministry of Culture, Conservationl Department, Split.

Head of Department
Josko Belamaric MSc

CC:

1. City of Stari Grade, City Authority, Stari Grad
2. Municipality of Jelsa, Municipal Authority, Jelsa
3. Pitve Local Committee, Pitve
4. Svirče Local Committee, Svirče
5. Dol Local Committee, Dol
6. Vrisnik Local Committee, Vrisnik
7. Vrbanj Local Committee, Vrbanj
8. National Surveying Board, Local Office for Stari Grad Cadastre, Stari Grad
9. Municipal Court in Stari Grad, Land Register Department, Stari Grad
10. Office of State Administration in the Split-Dalmatia County, Physical Planning, Property Law Affairs, Construction and Environmental Protection, Hvar
11. Ministry of Culture, Register of Cultural Properties, Republic of Croatia, Zagreb
12. Archives

Protection measures referring to the protected area:

i. The protection of the Starogradsko polje as cultural landscape is based on:

1. the preservation of the archaeological sites
2. the preservation of the traditional agrarian use and the intact cultural landscape of the plain
3. the use of the area of the plain for ethno, eco and culture tourism
4. the preservation of rural units (Dol, Svirče, Vrisnik, Vrbanj, Pitve) in their traditional spatial organisation, without any enlargement of development zones towards the fertile agricultural area, irrespective of the degree of the protection of the individual unit
5. the preservation of the urban units of Stari Grad and Vrboska
6. the preservation and maintenance of torrents and brooks,
7. the preservation and maintenance of the forest stock

ii. Protection measures:

A. Elaboration of a Management Plan for the Starogradsko polje

B. Elaboration of a Starogradsko polje Special Use Plan, in line with currently valid physical planning documentation of the city of Stari Grad and the municipality of Jelsa pursuant to the Conservation Master Plan with the system of measures for the protection and preservation of all cultural, natural and landscape values of the area.

C. Up to the adoption of the Special Use Plan, the following system of protection and preservation measures will be applied to the area as component part of the Ruling concerning preventive protection:

C.1. Archaeological sites.

For the protected archaeological area of Starogradsko polje (the archaeological zone of Starogradsko polje – the Greek *chora*, the ancient *ager*, RST 1392, Ruling number 469/93-17), for individual archaeological sites within the archaeological zone and outside it, and also for uninvestigated and potential archaeological sites irrespective of the legal degree of protection:

- in the area of the archaeological zone it is necessary to carry out protective archaeological

research, and according to the results of the investigation to lay down guidelines for the protection and preservation of the archaeological heritage, and the manner of the use of the zones. The manner of using the archaeological zones will be prescribed in the physical plans of the detailed areas

- in the area of the archaeological zone, in line with results of reconnoitring surveys and protective archaeological investigation for the presentation of finds in situ it is necessary to work out a detailed spatial plan
- within the archaeological zones, within or outside the existing settlements, it is necessary, during the execution of any works on the soil, to make sure there is archaeological surveillance. In accordance with the results of the archaeological surveillance, the Conservation Department will determine on the further procedure, which may consist of:
  - permanent cessation of works at the site
  - permission for continuation of the works with determination of measures for the protection of the archaeological site
  - permission for continuation of works with the determination of new conservation measures, i.e., a change of the ruling for the previous authorisation
- if during the execution of excavation works within the archaeological zones, inside or outside the existing settlements, a find of archaeological importance should be come upon, it is necessary at once to halt the works, and inform the closest museum or the competent conservation department about the find,
- in areas of so far uninvestigated archaeological sites it is necessary to carry out shovel pit tests in order to determine the borders to which localities must be protected,
- in areas that are meant for the development of infrastructure systems it is necessary to carry out reconnoitring surveys and priority investigations, and to document and map archaeological finds for the sake of settling on the further protection procedure,
- in the procedure of issuing outline planning permission, archaeological investigation must be carried out,
- within the developed areas of the settlements the archaeological zones must be investigated in detail as far as the sterile layer, and in accordance with the evaluation results, conservation conditions can determine the presentation of the finds in situ, with which the planned operations will have to comply
- outside the developed area of the settlement it is recommended that detailed investigation be carried out and conservation of the finds, in conjunction with the possibility of using the anastylosis method, and in extreme and thoroughly documented cases, partial movement.

C2. The Starogradsko polje area – the ethnological heritage

- retention of the existing land division that can be identified in the area from the dry stone boundary lines – both those created along the Greek lines, and those created in later periods. The position of the dry stone walls, particularly of those formed according to the topographical characteristics of the land and demarcate the divisions and subdivisions at various heights protect the ground from erosion and denudation
- retention of the roads/tracks in their existing directions and in their existing profile, in conjunction with adjustments to contemporary needs by production of the surface in the traditional way (macadam, cobbles, packed earth) with a ban on any use of tar or concrete
- encouraging the renovation of existing farms in the holding in the traditional manner, with strict preservation of the existing dimensions and outlines, but with possible change of use for the purpose of the tourist trade,
- strictly controlled new construction in the plain:
  - in the borders of the protected archaeological zone, the construction of small field huts is possible, ground plan up to 15 square metres, in conjunction with prior archaeological test digs,
  - on plots larger than 3 ha outside the borders of the protected archaeological area it is possible to build structures of entirely agricultural purposes.
- all new construction should be planned according to the principles of typological reconstruction, meaning development that in the organisation of the area, the outlines and dimensions, the

microlocation, communication with public land and roads is in harmony with the environment. Irrespective of the size of the building, the procedure for giving outline and detailed planning permission must be carried out, and each structure must have the prior consent of the competent conservation department

- retaining and encouraging the primarily agricultural use of the plain
- incentivisation of the renewal of neglected agricultural areas
- encouragement of the planting of traditional agricultural crops and varieties
- recording and cataloguing traditional architecture of the plain according to kinds and typologies.

C3. Area of the rural units Dol, Svirče, Vrbanj, Vrisnik and Pitve and appertaining agricultural land in the immediate vicinity of the settlements, irrespective of the degree of statutory protection

- retention and vitalisation of the traditional spatial organisation of the settlement together with all the historical elements of the equipment of the space, without expansion of building zones towards the fertile agricultural area
- revitalisation of rural units by the renovation of existing residential and farm buildings in which no structural and typological changes are recommended, for the sake of functional combination into large spatial complexes,
- development of the undeveloped parts of settlements by infill methods according to the principle of typological reconstruction, implying development that in the organisation of the area, the outlines and dimensions, the microlocation, communication with public land and roads is in harmony with the existing historical structures, thus avoiding any inroads into or distortions of the silhouettes, views and communication flows within the historical core of the settlement
- the renovation of existing and the construction of new structures by the use of local architectural expressions and traditional building materials,
- preservation of the ratio between constructed part of the historical rural cores and the immediate agrarian environment and the yards within the historical cores of the settlements
- protection of relief and the specific features of the appertaining landscape, with preservation of the autochthonous elements of the landscape – forests, ploughland and orchards
- particularly in the preventively protected units of Vrisnik (Preventive Protection Class UP/I-612-08/05-05/671; File no.: 532-04-15/20-05) and Pitve (Preventive Protection Class: UP/I-612-08/05-05/672; File no.: 532-04-15/20-05-1) the possession of special conditions and prior consent of the competent conservation department for all operations in the protected rural units (according to the provisions of the Protection and Preservation of Cultural Properties Law, Official Gazette no. 69/99, 151/03 and 157.03) irrespective of the existence or non-existence of a registration or preventive protection ruling for the individual cultural property.

C4. Area of protected urban units of Stari Grad (RST 945, Ruling no. 24/102-76) and Vrboska (RST 804, Ruling no. 24/75-74):

- reparation and maintenance within the historical continuity of the preserved urban matrix, scale and image of the settlement, the historical architectural structure, the especially valuable buildings, archaeological monuments and the historical land divisions,
- repairs to and restoration of each building that has retained its original architectural features
- restoration of every building that through inappropriate operations has lost the original features of an especially valuable cultural property,
- prevention of interventions by which the original architectural idea on existing historical buildings is essentially changed,
- preservation of characteristic approaches to roofing and prevention of essential changes to the outline and form as essential element in the characteristic image of the settlement,
- maintenance and upkeep of public land inside the settlement and the appertaining urban equipment,
- development of undeveloped parts of the settlement with fill in projects according to the principle of typological reconstruction, implying development that in the organisation of the space, the contours, the microlocation, communications with public land and formal features is harmonised with existing historical buildings in such as way as not to distort the silhouettes, views and

communication flows inside the historical core of the settlement

- obtaining special conditions and prior consent of the competent conservation department for all operations in protected urban units (according to the Protection and Preservation of Cultural Properties Law – Official Gazette no. 69/99, 151/03 and 157/03) irrespective of the existence or non-existence of rulings concerning the registration or preventive protection of a given cultural property

C.5 The area of the natural heritage – woods and watercourses:

- in the area of a protected landscape no actions whatsoever distorting the natural features of the landscape are allowed
- in the area of the protected landscape it is necessary to determine measures for the rectification of illegally erected structures with the use of the physical plans
- by regular inspections of the ground it is necessary to preserve the watercourses, forest and vegetation as found,
- the natural watercourses need regular cleaning,
- in valuable forest areas it is necessary to carry out forestry cultivation operations
- in the whole area of the protected landscape it is necessary to carry out measures of fire protection. Such measures include observation and the establishment of observation stations, the establishment and upkeep of fire breaks
- areas with losses due to fires must be made good by reforestation.

7.c Form and date of most recent records or inventory of property

1. The Archaeological inventory of the Island of Hvar, 1997
- Gaffney, Kirigin , Petrić, ..., Arheološka baština otoka Hvara, Hrvatska, BAR IS 660, Oxford 1997;
- Original documentation in the Archaeological Museom, Split

2. Zračni snimak otoka Hvara (Areal View of the Island of Hvar), 2003
electronic images in jpg format
Ministry of Culture; Administration for the Protection of the Cultural Heritage; Conservation Department Split

3. Inventorizacija graditeljske etnološke baštine u sjevernom dijelu Starogradskog polja (The Ethnological Inventory of the Northen Area of the Stari Grad Plain), August 2005
electronic images in jpg format and text
Ministry of Culture; Administration for the Protection of the Cultural Heritage; Conservation Department Split

7.d Address where inventory, records and archives are held

1.
Ministry of Culture, Administration for the Protection of the Cultural Heritage, Conservation Department, Split, 21 000 Split, Porinova 2
2.
Archaeological Museum, 21 000 Split, Zrinsko – Frankopanska 25
3.
Centre for the Protection of the Cultural Heritage of the Island of Hvar, 21 450 Hvar
4.
The Stari Grad Culture Centre, 21 460 Stari Grad, Bijankinijeva 2

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Suić, M., Antički grad na istočnom Jadranu, Zagreb 1976
Wilkes, J. J., Dalmatia, London 1969
Zaninović, M. , Od Helena do Hrvata, Zagreb 1997
***,** Greek Influence Along the East Adriatic Coast – Proceedings of the International Conference held in Split from September 24th to 26th 1998, Split, 2002

8. Contact Information of responsible Authorities

8.a Preparer

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8.b Official Local Institution/Agency

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8.c Other Local Institutions

1. Ministry of Culture, Administration for the Protection of the Cultural Heritage, Conservation Department, Split, 21 000 Split, Porinova 2
2. Archaeological Museum, 21 000 Split, Zrinsko – Frankopanska 25
3. Centre for the Protection of the Cultural Heritage of the Island of Hvar, 21 450 Hvar
4. The Stari Grad Culture Centre, 21 460 Stari Grad, Bijankinijeva 2
5. Hrvatska turistička zajednica - Turistički ured Stari Grad – *Faros*, 21 460 Stari Grad

8.d Official Web address

Official Web address of the Stari Grad Plain is planned for the future.
Other addresses concerning the nominated property:
www.stari-grad-faros.hr
www.min-kulture.hr
Contact name: Joško Belamarić
E-mail: jbelamaric@konst.htnet.hr

9. Signature on behalf of the State Party

List of documents supplementary to the Format

I. Original maps
1.
The Stari Grad Plain Boundaries
Scale 1 : 25 000 (topographic map *572-3-1* and topographic map *572-3-2*)
2.
The Stari Grad Plain Buondaries
Scale 1 : 25 000 *(*derived from aerial photography of the island of Hvar)
3.
The Stari Grad Plain – Zones of special legal protection within the boundaries of the Stari Grad Plain
Scale 1 : 25 000 (topographic map *572-3-1* and topographic map *572-3-2*)
4.
The Stari Grad Plain – Zones of special legal protection within the boundaries of the Stari Grad Plain
Scale 1 : 25 000 *(*derived from aerial photography of the island of Hvar)
5.
The Stari Grad Plain within the buffer zone boundaries
Scale 1 : 25 000 (topographic map *572-3-1* and topographic map *572-3-2*)

II. Documents in electronic form
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2.
Cd2 Original maps 1-5 in the form of *.jpg
3.
CD3 Photographs in the form of *.jpg
4.
CD4 Management Plan Starogradski Ager
5.
DVD Starogradsko polje
6.
VHS Documentary film "PHAROS HERITAGE WORKSHOPS (STARI GRAD HVAR)"

III. Slides

IV. Management Plan Starogradski Ager

V. Books
1.
Brunšmid, J. , Natpisi i novac grčkih gradova u dalmaciji, Split 1998 (prijevod njemačkog originala iz 1898)
2.
Čavić A., Stari Grad – A Guide to the History of the Town, Stari Grad, 2005
3.
Domazet M., Suton flote jedrenjaka Starog Grada, Zagreb, 2004
4.
Gaffney, Kirigin , Petrić, ..., Arheološka baština otoka Hvara, Hrvatska, BAR IS 660, Oxford 1997
5.
Kirigin, B., Pharos – An Archaeological Guide, Stari Grad 2003
6.
***,** Greek Influence Along the East Adriatic Coast – Proceedings of the International Conference held in Split from September 24th to 26th 1998, Split, 2002







Management Plan

Starogradski Ager

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1. ABSTRACT OF THE STUDY

This study has been developed for the purpose of supporting the inscription of the Starogradsko polje / Stari Grad Plain on the UNESCO World Heritage List. The Study will provide answers to the following questions:

- Why did the need arise for a management plan?
- Who is the management plan meant for?
- What is the objective of the management plan?

At the beginning, the elaboration was launched by way of answer to the UNESCO demand according to which every monument of culture that wishes to be inscribed on the World Heritage List should have a management plan.

The objective of this plan is to show that it is possible to manage the monumental heritage in Hvar, that the monument can be perceived as a benefit of the region and that it is possible to live with and from the monument. And this not because of UNESCO, rather because of those who live there.

Thus the strategic objective of the management plan is the protection and preservation of a unique historical example of land division, in conjunction with complementary and sustainable development of culture, agriculture and tourism.

The Starogradsko polje, once a live agricultural area of 1300 hectares, bounded and divided by evenly placed dry stone walls more than 2400 years old, does not today enjoy anything like the reputation that rightfully belongs to it. The situation found today is fairly discreditable, and only about 40% of the agricultural land is actually cultivated.

The reasons for this are:

- there is no critical mass of people in Stari Grad to cultivate it
- those who are there do not see any benefit from cultivation
- the owners of the land are not resident

The dry stone walls, although tumbledown in some places, are nevertheless well preserved, and yet in some places of the plain the impact can be seen of those who do not have any comprehension of the universal value of the monument, and have tried to take the law into their own hands and make the Polje into something that suits themselves.

And this is one of the reasons for which it was necessary to make a Management Plan to prevent the devastation of the Ager.

In strategic debates that have served for coordination of the objectives of individual stakeholders, the objective was also to develop the awareness of all those present of the importance of culture as developmental strength of a society, and investment in culture as investment in development.

The result of all this discussion was what is to be found in the Management Plan. Thus, the proposal is that in the forthcoming period a firm be founded, one-hundred-percent owned by the municipality of Stari Grad (with the option of sharing the equity with the municipality of Jelsa, since the Ager also lies within the Vrbovska area, which is part of the Jelsa municipality), with the working name AGER d.o.o., which will at the beginning have the function of managing the Starogradsko polje, and later the entire monumental heritage of Stari Grad.

At the head of AGER d.o.o. there will be a manager, a market-wise expert, with a commercial background, with strong drive, knowledge and capacity. His or her job will not at all be easy, and through the development of AGER d.o.o. it will be necessary to have support from various outsourcing firms or consultants; from business consultants, agricultural consultants to lawyers. The main idea is for the whole of the Polje to be put to use, which is entirely founded on the legal bases of the Republic of Croatia, and for Stari Grad and the island of Hvar to derive benefit from this.

A burning problem is the problem of the ownership of the Polje; because there have been a number of waves of emigration, because the birth rate has fallen and because proprietary rights have been transferred to heirs who do not even know it, the Polje has no one to cultivate it, because those who would be interested have so far not been able in a legal way to acquire the right to make use of the resources of the Starogradsko polje.

The Preservation and Protection of Cultural Properties Law provides penalties for those who have a cultural property in their ownership and yet do not protect it. The Law says that the property in this case should be assigned to a temporary guardian or steward to put it to the best use, and also to exploit whatever resources it has. The same goes for the Agricultural Land Law: those owners who do not cultivate land that can be cultivated must pay a tax of about 1,000 kuna per hectare per annum.

The indirect effects following from this Management Plan, at least those known, are still greater than the direct results; they range from a higher quality tourist product to blazing a trail for the development of culture in the Republic of Croatia.

However, before anything of all this is put into effect, it is necessary to stop dreaming about the "vast" developmental capacities of Stari Grad based on the development of the Polje, because it will not be a simple task for those who are charged with bringing it to fruition. For the local government of Stari Grad will have to put in a lot of effort to create the initial impulses for the realization of the Management Plan. First of all this includes prescribing and implementing the laws that the Republic of Croatia has provided for them but which they have not yet made use of. Without this nothing can be done, and particularly there will be no basis for the collection of the financial resources that the plan needs to be put into action.

This will be a unique example of culture in the Republic of Croatia stopping to be considered a non-profit sector that is always looking for handouts; now there is a chance for culture itself to become the groundwork on which other sectors will develop, and not always the other way round.

2. VISION AND KEY OBJECTIVES

2.1 Vision

The attainment of high quality living conditions for all the inhabitants of Stari Grad is possible through the use of the resources handed down to them by the previous generations and by making use of the current world trends in tourism, based on culture and the quality of life, on agriculture based on biological and ecological production, and ethnic cuisine. THIS IS OUR VISION. To form a mechanism, an agency, to work for the purpose of preserving the cultural properties of Stari Grad and for the development of the agricultural sector.

The agency will manage the Stari Grad Ager, and in this manner will have an influence upon the proclamation of the Ager a world heritage monument under the protection of UNESCO.

The cultivation of crops, vines and olives, and the formation of a recognizable brand name will have a great effect on the development of agriculture, the creation of new jobs and increasing the overall quality of life of the island community.

2.2 Objective of the Management Plan

The objective of management is to show that it is possible to achieve a dynamic equilibrium between the culture of things and the culture of people, that is, between institutions and the community, profit and taste, the free market and regulations, competition and solidarity.

A new concept for the management of the cultural heritage should balance the relation between the protected part of culture and that part that is resigned to "other sources of financing". The objective, then, is to transform the local community into a first-rate *public enterprise*, which understands culture as the developmental force of society, and sees investment in culture as investment.

2.3. Key Objectives

The objectives stated further in text have been defined at interest group workshops held during the whole period of development of this study. In order to set clear objectives it is not sufficient only to define the final goal to be reached, but also to determine the path, i.e. the exact line of development of activities that should be performed along the way.

Most of the objectives listed below may be either mutually complementary or exclusive. This will largely depend on the authorized body (i.e. the manager) responsible for their proper coordination.

It is thus important to define the frame within which the objectives of one interest group will fall within the range of the objectives of another interest group and vice versa. In trying to harmonize the opposing interests by means of slight modifications and adding of new ideas it is possible to create ground for common interests and values, at the same time avoiding unnecessary confrontations often characterized by sheer ruthlessness and a complete lack of taste.

Only in this way it is possible to form an effective and efficient organization which will be constructive in its character.

2.3.1. Objectives of an International Character

a. Preserving threatened cultural heritage sites;

The threat of destruction of cultural and natural heritage sites includes not only the traditional causes of weathering and aging decay but also rapid socio-economic changes.

Destruction or devastation of any form of cultural or natural heritage means outright impoverishment of the nations of the world as a whole. The new concept of managing the cultural heritage of Stari Grad should therefore ensure proper allocation of resources to restoration, maintaining and development of a monument of culture, while at the same time raising the awareness of the local population and tourists by educating them about the importance of the preservation of cultural heritage.

Through the process of continuous monitoring of the Starogradsko polje it will be possible to establish a more effective control thereof and thus prevent any possible negative influences.

b. Effectively managing protected cultural heritage;

The number of protected monuments of culture worldwide is increasing with each day, while majority of them are also included in the List of threatened monuments.

In the past, when the number of such monuments was considerably lower, it was understandable that UNESCO would allocate sources to their maintaining and conservation.

However, as protected monuments of culture have largely grown in number, there is also a growing need for them to be managed effectively by separate bodies that would at the same time be responsible for the financing of their preservation.

2.3.2. Objectives of a Regional and National Character

a. Protecting and sustainably developing monumental heritage;

The principal task of the Ministry of Culture is to restore monuments of culture, develop new cultural programs and support cultural institutions which have the responsibility of raising the awareness of the importance of culture as the most prominent symbol of common identity, and a meeting place for differences and diversity.

In order to achieve this goal it is absolutely necessary that, first of all, government authorities of the Republic of Croatia understand that cultural developments need to be seen as priority and that investment in culture is then perceived as investment in overall future development.

b. Democratization, decentralization and demonopolization of culture;

Within the process of decentralization fall functional and professional forms of decision-making, as well as common decisions which are of crucial importance for the growth of autonomy and for development of cultural activities.

In this sense, major contribution is expected from Councils of Culture – i.e. their role is expected to go beyond solely allocating budget sources to cultural institutions, but it is supposed to comprise suggestions about strategic goals and future developments, as well as setting priorities, meaning that the existing relationship between government and culture officials will have to be modified in a direction that will ensure greater autonomy of the cultural sphere.

The proposed model of funding is more directed towards attracting and supporting various sources of financing. This includes tighter future connection between the country's culture and economy, mixed funds, cultural foundations, sponsorship and donations, as well as necessary changes in the tax system and tax relieves (VAT, transfer tax, income tax exclusion).

It is no longer feasible for the Ministry to function as a 'center for reallocation' but it should rather instigate and facilitate the needed restructuring of cultural institutions.

c. Providing for an effective role of monuments of culture in country's economy, having an impact on future development by means of highlighting their importance in creating the unique environment of historic places;

Although Croatia is perceived as a country that boasts a rich historic and cultural tradition with numerous monuments which date back to various periods in history many nevertheless remain undiscovered.

The reason for this fact is perhaps a certain degree of self-sufficiency, autonomy and even selfishness that is often attributed to Croatia's local population in terms of sharing their cultural heritage with the rest of the world. On the other hand, it could also be regarded as a general lack of awareness of the universal value of the cultural treasures that surround the local population.

Tourism, considered one of the most lucrative industries in Croatia, especially on the island of Hvar, is actually loosing its strength due to the fact that these resources remain underused, whereas in any other part of the world they would

surely be regarded as something unique and sensational. This, however, is due to the fact that those responsible for bringing and raising the awareness by the local population of the uniqueness of their surroundings are actually not doing their job properly. Monuments of culture should therefore not be regarded as a side effect of tourism, but on the contrary, it is precisely these one of the kind remnants of history that should set the course of tourism development to a newer, higher level.

And this applies not only to tourism. This study provides good example of how there are numerous other areas, such as agriculture, that could form liaisons with culture and stay directed towards common goals and interests thus providing mutual support.

There is an array of historic places and monuments of culture in Croatia that are considered great value. What they lack to be seen as exceptional is that final touch that creates added value.

d. Developing region-specific sectors of industry; in this case cultural developments give impetus to development of agriculture and tourism and vice versa

Practice often shows that the effects of cultural and monumental heritage on a country's economy almost never go beyond what is defined as "indirect". In the case of the Starogradsko polje the situation is different in as much as this is a "live" monument of culture that can exist in its own right. As far as Ager is concerned, this is not a matter of making profit out of the evocation of history as often is the case, but it is all about creating new products – wine, oil and other authentic food. Agriculture and culture share common denominator here, i.e. they never single each other out but function as mutually supporting units, thus creating benefit for both sides. In other words, a unique example of symbiosis resulting in a multiplicative effect.

In reality, however, the necessary interdisciplinary and cross-sectoral relations within the Ministry are still rather poorly developed, which decreases their effect.

The Ministry of Culture should therefore support the perception of culture as an important segment in the country's development, which at the same time has strong influence on different areas of life. For this purpose it is necessary to establish tight relations between sectors as to secure a rational exchange of

business activities, and a more effective flow of information between sectors. In this way, common investment in cultural projects and programs of mutual interest can be achieved.

e. Expanding process of decentralized economic development to islands, and not only areas surrounding larger cities

In order for the process of decentralization to happen in a transition country such as the Republic of Croatia the following four criteria need to be met that are considered essential for establishment and development of a stable cultural system. These are as follows: 1. sustainability; 2. coordination; 3. intersectoral cooperation; 4. stimulus

Decentralization of development is achieved through a shift of authority and resources to a local level.

There are three levels of cultural development.

The first, central level can be defined as identifying of cultural objectives and determining of measures that should be synergic in character and serve as impetus for development and support to cultural creation, protection of the existing cultural goods and heritage, and as an added value to the quality of cultural and social life.

The second, regional level is where the dynamics of operations that work from top-down and bottom-up need to be aligned. It is at this stage that relations are established between territorial cultural needs and total amount of resources allocated to that particular area.

At the third, municipal level it is important to develop a constructive and fruitful relationship between the cultural, social and environmental dynamics.

As far as development of islands is concerned it is important to mention that the human capital plays a decisive role. It is because of existence of educated manpower that a company would normally be interested in investing in these areas. Unfortunately, on Croatian islands it is precisely the lack of human capital that is a critical point. The solution to this problem, however, is a long-term process, actually comprising two processes that should happen simultaneously. These include creating conditions that would attract younger population or incite

them to return back to the island, and plan and development of education system for the local population.

2.3.3. Objectives of a Local Character

a. Improving living standards of the local population

Throughout history Stari Grad and Ager have always been regarded one logically connected whole. Local people of Stari Grad have lived from agriculture since decades. Due to emigration, drop in birthrates and deprivation of adequate living conditions in general, the connections between Ager and Stari Grad have started to slightly loose their initial importance. In this sense, the role of AGER d.o.o. is to function as a system that will:

- enable complete use of all resources of the Starogradski Ager to their best purpose
- collect and allocate financial sources to maintaining Ager and stimulating agriculture (viticulture, olive cultivation and cultivation of other indigenous Mediterranean crops)

b. Securing adequate living conditions to stop the process of depopulation on the island of Hvar

By assuming again its traditional role dating back 2500 years, Stari Grad will also regain some of its former activity and liveliness. The priority in the use of the Starogradsko polje and its resources will primarily be ceded to the local population.

The island of Hvar has had long tradition of viticulture throughout its history, and it is not surprising that the interest for further development of this segment of agriculture is still largely concentrated around this area. All conditions for revitalizing Ager have already been met and there are no other big steps left to take apart from developing new concepts and new management, responsibility for which will be taken on by AGER d.o.o.

c. Developing agriculture by having Ager assume its historic role;

If we were to judge by excavations of several stone oil-presses and wine-presses dating back to Roman period, found in the field of Kupovnik, Stagnjica, Ivončeve njive, Tinjk and Stari Grad, and supposing that the Romans inherited oil and vine production from the Greek, it is possible to conclude that this was perhaps the main agricultural export branch of the ancient Faros.

Vine production is symbolically represented on late bronze coins from Faros showing a bunch of grapes and cantharis.[1]

History books give evidence of developed agricultural production of vine, olives, carob, cereal and vegetable crops in the Starogradsko polje.

Even in the old ages the population of Stari Grad had recognized great potential of the Polje and its land and soon started exporting product surplus. When we compare historical data with today's situation of the Ager, bearing in mind the conditions in which the land was cultivated in the past, with no modern solutions and no mechanization, it is obvious that at that time more people were needed in order to cultivate the Polje.

Nowadays the biggest problem is owners and occupiers of agricultural land in the Polje who refuse to cultivate cultivable agricultural land. The main reason for this is land fragmentation and obvious disinterest of "small" owners in agriculture.

Starogradsko polje has great potential for developing both viticulture and olive growing. This management plan will further in text refer in more detail to possible ways of solving the problem of ownership, i.e. division of land into plots.

d. Enhancing entrepreneurship;

The only precondition for the functioning of Ager is that all business subjects operating on it have registered their companies in Stari Grad, which will in end-effect result in enhancing of entrepreneurship, increasing of the local GDP and filling of the local budget.

1 B. Kirigin;"Faros, parska naseobina"; str.127

A community that has developed a strong cultural (artistic) environment has a positive and stimulating effect on its population, inciting them to stay and live there, and not change their abode in search for a better life. Such an environment offering a rich cultural life will also attract entrepreneurs to start their businesses there.

This type of close connectedness with art will not only help companies develop their public image, but it will also improve, on the one hand, their communication with potential partners and customers (external communication), and on the other hand, communication with their employees and all others showing interest in the company (internal communication).

e. Developing cultural tourism by increasing cultural attractiveness of destination;

A critical point in realization of all future plans for development of cultural tourism is to find ways to change the widespread belief that the sun and the sea are all that Croatia has to offer to tourists. This kind of thinking can lead only to development of summer tourism and it is an impediment to further development of tourism as it does not allow for inclusion in a variety of segments of the tourist offer.

It is precisely the rich cultural offer and a variety of culture programs that can enliven tourism in other seasons apart from the high summer season. Greater attention should be given to different ethno localities that tourists with specific tastes and interests could visit as part of education tourism programs at any time of the year.

Therefore, the proposed cultural tourism development strategy should seek to use the cultural resources of Croatia as its key selling point.

This means going beyond merely visiting heritage sites, churches, museums, etc. Although these are extremely important, the new strategy seeks to celebrate every aspect of Croatian culture - food, vine, the landscape, activities and even the language. Furthermore, it seeks to involve tourists in the life of the local people and make every tourist a cultural explorer and "discoverer".

In order to allow for such local diversity to develop it is essential that a certain degree of freedom is given to the locals who will then be able to express their

unique character in their own specific way. In this sense, decisions on development of tourism in an area should largely be in the hands of the local community itself.

If the local population cannot identify with its environment and if it is not included in the process of decision-making about their community it is neither possible for that locality to 'live' their culture and tradition in the true sense of the word. The local community should first of all be proud of its own culture and tradition because successful tourism cannot be developed against the will of the local community. Only that what is regarded by the locals as 'their own' can then be presented as authentic. This principle should be the basis for any future planning of tourism development.

f. Educating and raising the awareness of the universal value and importance of preservation of monuments of culture, and as a consequence thereof preventing further devastation of historical monuments

If our plan were to wait for all those to be educated who do not understand, for instance, why it is not considered proper behavior to damage drystone walls or old field houses it is hard to believe that it would be possible to put a stop to a high level of public ignorance and disinterest as far as the future of monuments of culture is concerned, despite numerous attractive investment offers.

There are several ways to changing such general feelings and perceptions. First of all, routine public speeches and media releases should be made livelier by adding more cultural content to them. Bare facts could be illustrated by a literary quote, nice painting or background music – through cooperation between editors of the informative, scientific, education and cultural program. Another solution is to offer other editors and journalists to contribute to cultural columns with their articles.

Only in this way it is possible to broaden the range of interest of the public to various areas, and to enable that such issues become mutually intertwined and no longer divided as lowbrow vs. highbrow, or boring vs. interesting.

In order to achieve this it is important to realize that the whole process is actually a two-way street. If culture officials are complaining about low public awareness and are seeking more media coverage it is also essential that they change their

way of presenting themselves to the media. In democracy there is no "reign of the Sun".

In order to attract larger highly educated audience to cultural issues the media, of course, are not sufficient. It is true that the media might inspire some to pursue further education, or incite young people to attend art schools, or divert the focus of attention of education reformers to the importance of artistic and cultural education for both high school and university students.

The image of culture presented by the media could therefore play an important role in creating such climate that would be highly culture-oriented. In Stari Grad it is important to continue developing the already started tradition of organizing art workshops, but also to introduce the subject of cultural heritage in higher education, to organize seminars and round tables on the topic of destination management and related topics.

Existence of a monument of culture such as the Ager poses high standards on the local population of Stari Grad and for this reason it is important they come to realize that they should be worthy of 'having' it. The fact that such a monument dates so long back opens up the possibility of weaving around it an interesting story about the development of a town and its history. The art of creating such a story will have to be left to the local population.

3. GENERAL CHARACTERISTICS OF THE MACRO AND MICRO LOCATION

3.1. Macro Location

3.1.1. General Characteristics of the Republic of Croatia

Croatia's natural wealth

The Republic of Croatia is situated on the crossroads between Central Europe and the Mediterranean. Due to its specific geographic location it is often regarded both Adriatic and Central European country. The mainland covers 56.583 km^2, and the surface of the territorial sea is 31.000 km^2.

Figure 1. Geographical map of Croatia



Croatia can be divided into three major natural and geographic parts:

The Pannonian and Peripannonian area comprises the lowland and hilly parts of eastern and northwestern Croatia. Most of the land is used for crop production and cattle breeding.

The hilly and mountainous area - Gorski kotar and Lika are two regions which link continental Croatia with its coastal part. Compared to coastal and continental Croatia this region is fairly underdeveloped and rarely populated. The basis for further development lie in its transit importance and the growth of the already existing timber industry and the still underexploited potential for the production of healthy food, and winter and rural tourism.

The Adriatic area includes the narrow coastal belt which is predominately a karst area with very dry summers. Geographically, the region is divided into northern (Istria and Kvarner) and southern part (Dalmatia). Croatian coast is highly indented comprising the total of 1246 islands, solitary rocks and reefs. The length of coast is 4.058 km. [2]

Economic structure

Due to big climatic, relief and soil differences there is a wide assortment of agricultural products, from crop production, vineyards, to continental and Mediterranean fruit and vegetables.

Of 3,15 million ha agricultural land 63% is cultivated whereas the rest is covered in pastures. 80% of total cultivable land is privately owned. Pursuant to the Agricultural Land Law state-owned agricultural land is either offered for sale, lease, or concession for state-owned land is granted. Crop production covers largely domestic needs for cereal crops and sugar and in most part the need for industrial crops.

Vineyards cover cca 58.000 ha of land. In Croatia some 30 bigger companies, 35 cooperatives and 250 family farmers are involved in viticulture. In recent years

2 http://www.hr/natjecaj/rjesenja/marnais/geografija.html

interest in wine made from authentic grape sorts has increased significantly both in European and global markets.

Cattle-breeding has always been regarded very important in Croatian economy. Some of Croatian authentic products that are world known are Slavonian 'kulen' (paprika-flavored sausage), Dalmatian and Istrian 'pršut' (smoked ham) and cheese from the island of Pag. Fishery and fish processing are traditionally the most important industries in the coastal area of Croatia and on the islands. Over 30 companies are involved in fish processing, and they have an annual rate of cca 14 000 tons of fish products, of which 70% comprise tinned anchovies.

Forests cover 1,98 million ha, of which 80% is state-owned. Conifer species comprise 13% of forest cover while beech and oak tree are most common deciduous trees. Food, beverage and tobacco industry participate in the total GDP of Croatia by 20,2%.

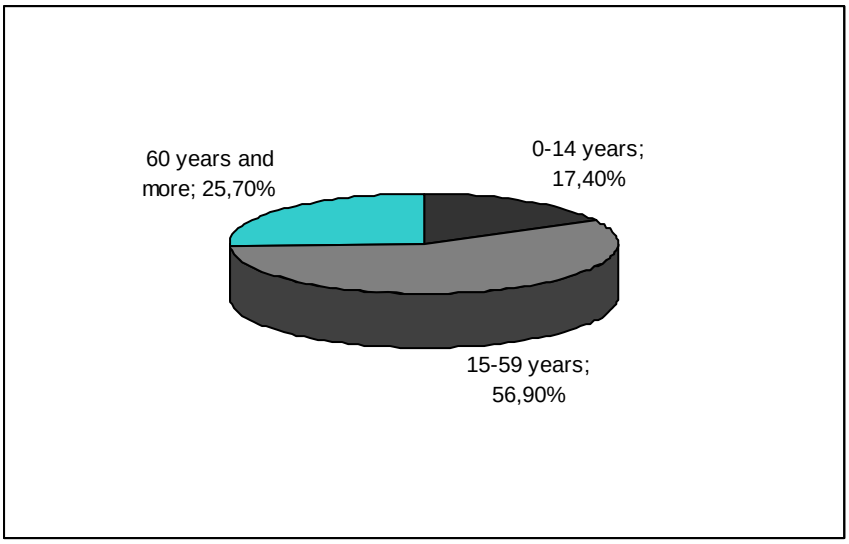
Companies involved in the food industry are often considered among more successful companies in Croatian economy. Food, beverage and tobacco industry, in comparison with other processing industries in Croatia, employ the largest number of people and realize by far the highest total income.

Population of Croatia

Total population of Croatia, according to the census taken in 2001, is 4,437.460. However, statistical data show that during the last twenty years population size has decreased considerably. Besides, negative changes are evident in the age structure (increase in the number of old persons and decrease in young population), spatial redistribution (centralization, island immigrations), and in the rate of available workforce. Demographers warn of the threat of a decrease in Croatian demographic corpus by 860 000 people by 2050 should such depopulation trends preserve.[3]

3 http://hgk.biznet.hr/hgk/tekst.php?a=b&page=tekst&id=479

Graph 1. Total population of Croatian islands



Of 1246 islands on the Adriatic only 67 are inhabited. Negative trends in birth-rates on Croatian islands have been observed since decades. The population growth rate on the island of Hvar is -0.7 per mille. Extremely low rates of growth or even zero growth is closely connected to a negative migration balance. It was only in the period between 1971 and 1981 that a positive growth rate was registered on the islands of Cres, Lošinj and Krk.[4]

3.1.2. General Characteristics of the Split and Dalmatia County

Geographical position

Split and Dalmatia County is the largest county in the Republic of Croatia covering 14.045 km^2. It is situated in the central part of Dalmatia, extending from Marina in the north to the island of Vis in the south and the furthest Croatian island Palagruža. In the west it extends to Vrlika and in the east to Vrgorac, i.e. Gradac. The largest island in the Split and Dalmatia County is Brač (395.57 km^2), the biggest lake Peruča (13 km^2), the longest river Cetina – 101 km and the highest peak is St. Jure of Biokovo mountain at 1762 m.

[4] „Program of Development of Croatian islands"

The climate in Split and Dalmatia County is predominately mild Mediterranean. Along the coastal belt it can turn into a more severe sub-mediterranean, whereas in the continental parts even to semi-mountainous and mountainous climate.

Croatia's favorable geographic position, good traffic relations, mild climate and fruitful soil, as well as beautifully indented coast, rivers, lakes and karst areas altogether make up a firm foundation for development of maritime affairs, shipbuilding, fishing industry, trade, Mediterranean-specific agricultural production and tourism by largest. [5]

Economic structure

Table 1. Total income by industry

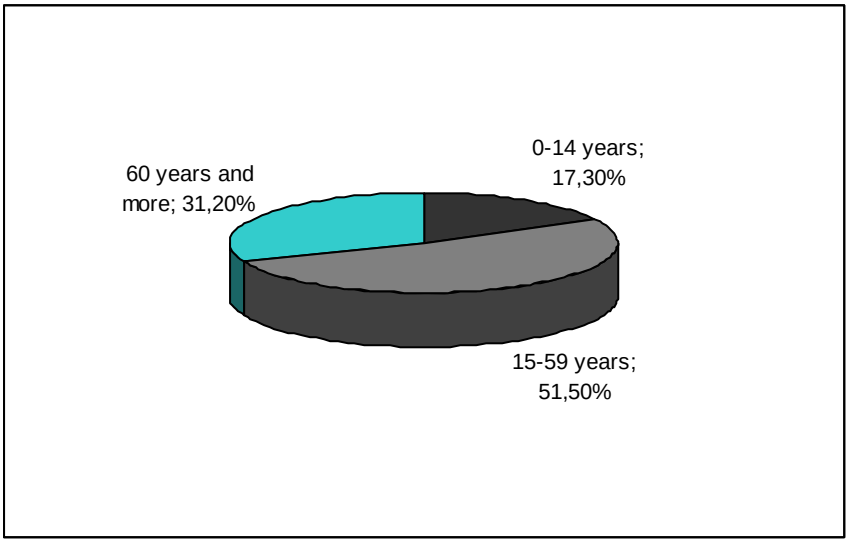
Code of activity	**Industry**	%
G	Trade	42,9
D	Processing industry	30,7
F	Construction	9,4
K	Real estate, rental and business services	5,0
I	Traffic, storage	4,8
H	Hospitality	3,6
B	Fishing	0,8
A	Agriculture, hunting and forestry	0,6
	Other industries	2,2

5 http://www.dalmacija.hr/Default.aspx?tabid=38

Population

Total population of the Split and Dalmatia County is 463. 676, which is considerably lower than numbers from the latest census taken in 1991 show (474.019 inhabitants). Statistical data show a trend of depopulation of islands. Positive population growth is evident in Split and in neighboring Solin and Makarska. The population of this county comprises 10,68% of the total population of the Republic of Croatia. 296.386 people are employed, i.e. 63,9% of the total population. 8.086 inhabitants of the Split and Dalmatia County work in agriculture.[6]

Graph 2. Islands population distribution by age group in the Split and Dalmatia County



From the graph above it is possible to conclude that the percentage of the population over 60 years of age is 31,2%, whereas those younger than age 15 comprise 17,3% of the population. On Dalmatian islands 51,9% of population are between 15 and 60 years of age, which is a considerably lower percentage in comparison to the situation on the national level. Dalmatian islands have 31,2% of older population, whereas on Croatian islands the percentage of older population is 25,7%.

6 http://www.dalmacija.hr/Default.aspx?tabid=38

3.2. Micro Location

3.2.1. Geographical Position

3.2.1.1. Hvar Island

Figure 2. Geographical map of the island of Hvar



Hvar is an island in the group of the Middle Adriatic islands. It covers an area of 299,16 km2.

The length of the island is 68 km, and its width is up to 10,5 km. Hvar is situated among islands of Brač, Vis, Korčula, peninsula of Pelješac and the Makarska Littoral. In front of its western part, there are the Pakleni Islands. Its northern coast, with the deep Stari Grad Bay, and number of coves, is much more indented than the southern one. This island is famous for its mild Mediterranean climate and the greatest number of sunny days in a year (255 sunny days a year). There is no river on the island. Majority of its small settlements were developed around the Veliko Polje (Big Field), but bigger towns and villages are situated on the coast by the sea (Hvar, Stari Grad, Jelsa, Vrboska). [7]

7 http://www.apropos.hr/hr/destinacije/otok_hvar/clanci/osnovne_informacije_11

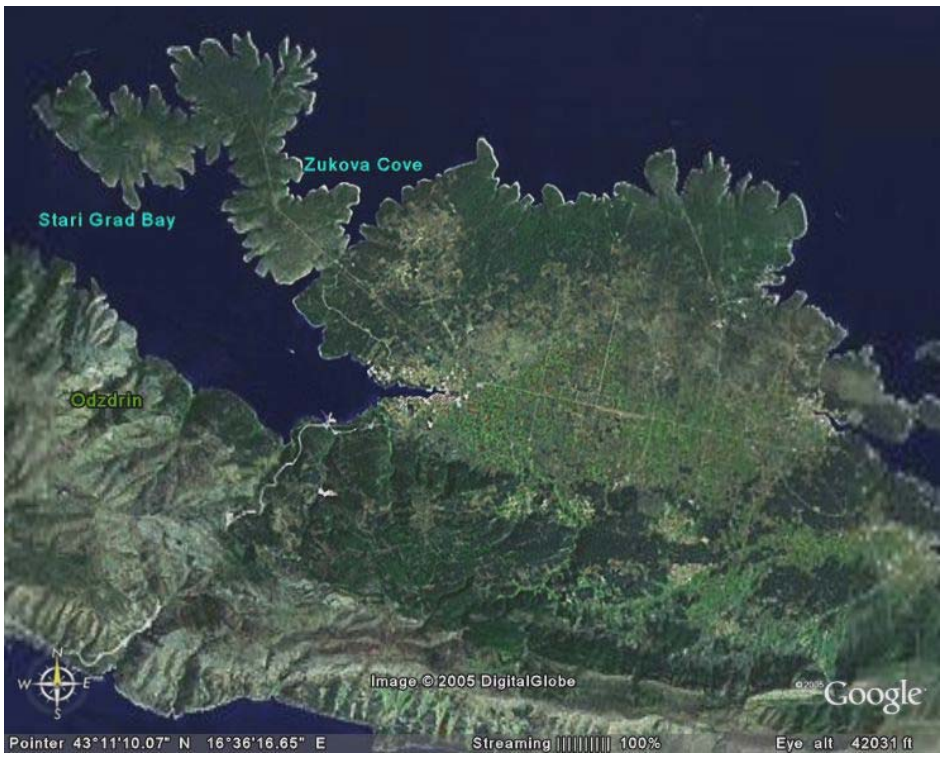
The island of Hvar is connected with the mainland by four boat liners Jadrolinija, SEM, SNAV and catamaran "Krilo", which, at the same time, connects Hvar with the island of Korčula. During the summer season, ferryboat transport is intensified. Connection with Italy is performed by regular lines of SEM Marina, SNA and LALIVIERA LINES. The island is also connected by air; there is a small airport on it. [8]

3.2.1.2. Stari Grad and Ager

Coordinates

Stari Grad Ager is positioned on 16°36'10" E (Eastern geographical longitude), and 43°06'55" N (Northern geographical latitude).[9]

Figure 3. Position of the Ager in relation to Stari Grad



Ager is a fertile field which is stretched to the east from the bay where Stari Grad (Faros) is situated, ending in the cove of Vrboska. The length of the field is 6 km,

8 http://www.apropos.hr/hr/destinacije/otok_hvar/clanci/osnovne_informacije_11

9 Google Earth

and its width is 2 km. On the south, it borders on a high mountain chain (which brings rainwater into the field), but with small hills on the northern side. The field is divided into 73 rectangular plots of land, called strige. One plot of land (striga) performs 181 x 905 m. [10]

3.2.1.3. Population of Stari Grad

According to data based on the census from the year 2001, total number of inhabitants in Stari Grad is 2.397. Older population from 6o and older make 32,4% (or 779 inhabitants), and younger than 15 years altogether 8,1% (196). 59,3% of living population in Stari Grad is between 15 and 60 years.

The above statistics indicate a negative trend and decrease of young population. While the national average of young population on islands is 17,4% (what is extremely low rate), it makes only 8,1% in Stari Grad which is alarming.

3.2.2. Economy of the Island

3.2.2.1 Economy of the Island of Hvar

People on the island mostly work in agriculture; cultivate olive trees, fig trees, lavender and wine-growing. Tourism is well developed in the town of Hvar, Jelsa and Stari Grad. Bigger places are connected by roads, and places on the coast line have boat connections with ports on the main land and on neighboring islands.

Table 2. Number of tradesmen in towns: [11]

Place	CATERERS	TRADESMEN	CRAFTSMEN	FISHERMEN	YACHTSMEN	TOTAL
Hvar	99	59	93	45	24	320
Jelsa	81	52	43	24	1	201
Stari Grad	41	38	42	8	1	130
Sućuraj	11	4	5	13	-	33

10 FAROS – Archaeological guide

11 http://www.obrtnici-hvar.hr/o%20udruzenju.htm

Autochthonous product of the island of Hvar

Lavender, a plant with tiny violet flowers, pleasant-smelling and healing properties, is especially widespread on the island of Hvar. The Mediterranean climate and a large number of sunny days are extremely favorable for cultivation of lavender. Due to its aromatic-smelling and healing properties this plant is considered, from times immemorial, as a natural remedy for treatment of large number of health problems as insomnia, suffering from rheumatic pains and problems with digestive system. [12]

Flowers of lavender attract honeybees by its aromatic smelling and color. Bee-farmers of Hvar Island produce a light-yellow nectar honey, transparent and clear, with strong smell of the plant. It has a calming effect and it is used for medical purposes, for distended stomach and urination control.[13]

Negative natural growth, migration trends of young population and lack of jobs are the main reasons for depopulation of inhabitants on the island.

This is the best-preserved field that is divided into plots, dating back in the ancient Greek times, 2500 years old, and it represents an important cultural heritage on the world level.

The geographical position, resources of the island and the mild Mediterranean climate are favorable factors for development of agriculture. Nowadays on the island, we can find growing of specific field crops and species as olive trees, vineyards, lavender. Many products produced from these crops have become a byword for the region of Dalmatia.

12 http://www.hic.hr/hrvatski/oHrvatskoj/lavanda.htm

13 http://www.pcela.hr/pcelinjak/pcelinji_proizvodi.php

4. HISTORY OF THE AGER AND JUSTIFICATION FOR ITS INSCRIPTION ON THE WORLD HERITAGE LIST

4.1. Historical Determinants of the Island of Hvar

Because of a good geographical position, colonizing of Starogradsko polje and its surroundings started at the earliest times. With certainty, we can argue that the central settlement was formed already in the 5th or 6th century BC, at the location of the present-day Stari Grad.

Archaeological finds, in southeastern part of the present-day Stari Grad, close to St. Ivan church, confirm the earliest existence of a settlement. The settlement belonged to a small Illyrian tribe from the Iron Age who ruled the valley building numerous fortifications. In that way, this tribe controlled their own territory and the surroundings.

The Ancient World

The first contacts between the island of Hvar and old Greek administration became more significant in the 5th century BC, after the Illyrians had moved from the hillsides and the hills towards the coastline. This statement can be confirmed by the ceramic materials with red and black figures from the 5th and the 6th century.

After the tyrant of Syracuse Dionysus Senior had founded Vis, ancient Issa, Hellenic people became more interested in colonizing of the Adriatic. The first among the islands was Hvar, where the colonists from the island of Paros in the Egeus Sea, helped by Dionysus in the year 384, founded their colony Faros.

Sources as those by the historian Diodor of Sicily, as well as archaeological finds, indicate that the settlement was not formed in a peaceful way, because the inhabitants on the island, at that time the Illyrian tribes, with help from their allies on the mainland severely defended their territory, especially the field of Stari Grad.

After the first difficulties because of the strong resistance by the Illyrians, the town was founded and fortified by walls. Concurrently with the development of the town, they started the division of the land in the field which is considered to be a very important fact in the history of Stari Grad and the general history of the Republic of Croatia. It is generally considered that just the Greek division of the field of Stari Grad left permanent marks on that area. Beside the division of the

land, the Greek inhabitants were responsible for defending it by taking over the old Illyrian fortifications and building their new fortifications and watching posts (Glavica, Purkin kuk, Tor, Maslinik) which helped them control the field and their surroundings.

Ancient Rome

After the downfall of the Syracuse Empire, around the middle of the 4th century BC, Faros instantly was under attack of the Illyrian ambitions. In the year 229 BC, the town became a residence of the most famous person on the island, Dimitrij of Hvar. After the victory of the Roman fleet defeating the Queen Teuta, Dimitrij ruled, almost independently, the region from the river Krka to Drač. In Dimitrij's conflict with Rome in 219 BC, Faros was partly destroyed, but soon it was reconstructed due to an initiative of Paros, the metropolis of that time.

From the middle of 2.c. BC, the Romans started to launch expeditions against the tribe Dalmati and other Illyrian tribes. In their battles for domination, they used the strategic and logistic capacities of ports of the island of Hvar and the ports on the Pakleni Islands and Šćedro Island (Roman Taurida).

Greek Faros was renamed in Roman Faria. Period of the Roman administration can be seen in numerous buildings, places for work, holidays and relaxation, especially at Hvar, Stari Grad and Jelsa. Roman houses in Stari Grad were decorated with rich floor mosaics. Beside mosaics, Romans also built cisterns for water, and many of them are still in use today. Discovered tombs give proofs that the lowland was also used for burial places.

Late Ancient Times

There are few written documents about the island in the late ancient times, but numerous archaeological finds and researches in Stari Grad give more facts about that period. In the 5th and 6th century, in the south-eastern part, a complex of double Christian tombs (St. Ivan Krstitelj, St. Marija), baptistery and catechumen with mosaics. It is very likely that Faria, at that time, became the residence of the local bishop.

The Middle Ages

During the Dark Ages (7th and 8th century), the town and surrounding area were robbed and destroyed, and the Church complex around St. Ivan was destroyed, too. Since then the complex was reconstructed a few times, but never in its original form. The centre of Diocese was in Stari Grad and some parts of the cathedral are preserved in the foundations of today's parish of St. Stjepan Pape.

In the Early Middle Ages this part of the island was ruled by the princes of Neretva, having the Head of the county who, at the same time, was the Head of the islands Brač and Vis.

In the 13th century, Hvar was divided in the western territory and the territory which was under rule of the Head of the county (mainly Slavic regions). The border between the two territories was the line between Dubovica-Maslinica. The field of Stari Grad was under control of the Head of the county and in the Middle Ages, it was called by its patron's name – *campus sancti Stephani.* At that time, to the south of the Starogradsko polje, small places were formed; Vrsnik, Svirča, Pitve, Vrbanj, Dol.

At the same time the town of Hvar was growing into a trading centre and an important port, so, in the year 1249, the centre of the diocese was moved to Hvar. When, in the year 1278, Hvar surrendered to the Venetian Republic its influence was spread over the entire island, first of all because of the field of Stari Grad as it was the most important resource and a chance for development of economy.

In 1358, the island again came under Hungarian - Croatian kingdom and after then under the administration of the Republic of Dubrovnik until 1420. From that year, it was again taken over by the Venetians, as well as the rest of Dalmatia, until the downfall of the Republic of Venice in 1797. The Croatian rebellion in 1510 led by Matija Ivanić and inspired by the idea of equal rights for all people as for the nobles. It lasted more then five years, until the Venetian fleet came in and it ended in robbery and destruction of Vrboska.

Throughout the whole period of the Middle Ages, the field of Stari Grad was almost completely in hands of the nobles and the Church. The Croatian Statute dates from that period (14th/ 15th century)

The period from the end of 13th till the end of 20th century.

In 1797, Hvar came under Austrian administration until the French occupation in 1806.

Austria returned their control over the island in 1813, and during their government, especially in the second half of the 19th century. there was a repeated period of flourishing of Hvar.

Under the Austrian administration, the first cadastral was made, and works started on irrigation of the fertile field of Stari Grad. In November 1918, the island was taken over by Italian army. After Rapal's Treaty in 1921, Croatia joined the Kingdom, and after the Second World War SFRJ. In the recent Homeland War, Croatia obtained independence through the fight and so created a new potential for development of the island of Hvar, and prosperity of its inhabitants.

4.2. Faros – the Oldest Town in the Republic of Croatia

The ancient Greeks, from 8 c. to 4 c. BC, founded over 700 towns on the Mediterranean and the Black Sea. Faros (today's Hvar), when compared to famous Greek towns/colonies like Syracuse, Corfu, Apollonian, Agrigento, Tarrant, Marseille, Naples, Alexandria, Byzantium, is one of the smallest and the latest which was built.

But the fact which makes Pharos different among 700 towns – states – poleis, as the old Greeks would say, and what puts it on the first place in the world regarding its state of preservation, is its territory, in the Old Greek language – *chora* (ager in Latin), in other words the Starogradsko polje.

Faros is the oldest town in Croatia (2500 years), the place where urban civilization was born and democracy in our region, and that is why it needs special attention.

4.3. Short History of the Ager

When settlers from the island of the same name in the Egeus Sea (385/4) built the town on the location of Stari Grad of today, the organizers of the colonization divided among the settlers (families) equal plots of fertile land in the Starogradsko Polje. For that purpose, they used special instruments by which they divided the field into rectangular plots in equal size of 905 x 181 meters, in other words and according to their measures 5 x 1 *stadi*. There were 73 plots in the field. The main place from which they took the measures is *omphalos,* which is today on the road which runs from Stari Grad to Vrboska, very close to the beginning of the sport airport.

From that place Field, *chora*, could be seen in the best way. The conclusion that this place was the starting point for taking all measures was reached due to activities of ten years on the terrain (1081-1992), studying cadastral maps, air photos and digital maps of the field – a hard work of a few years.

Between those plots, there were roads leading to the town, and they can be seen even today. Dry-stone walls bordering the plots can be still seen, and they represent a simple extension of such ancient walls and confirm our millennium long care and protection of this unique cultural landscape in Croatia.

These plots of land can even be seen on the satellite photograph, what is not the case in Greece or anywhere else in such an impressive way. That means that division of their lands, including all 700 above-mentioned towns, can be seen only in some examples but only in fragments. Those are towns; Chersonessos on the Black Sea, Metaponto in the south Italy, Megara Hiblera on Sicily and Emporion in Spain. Neither of them can be seen by necked eye nor as a whole like it can be seen in the field of Stari Grad.

The local population of this region later accepted this kind of a land division into plots. They improved it by completing it with new structures as the paved roads with, high dry-wall terraces, canals, field cottages, trims and alike. All that shows understanding, acceptance and respect of materials and rules of the natural environment in an impressive continuity over 2000 years.

This makes the Starogradsko polje a monument of the world importance and heritage. [14]

14 B.Kirigin, FAROS, PARSKA NASEOBINA, 2004 Split

4.4. UNESCO Criteria

There are 788 locations of cultural and natural monuments, in 134 countries of the world, which are inscribed on the UNESCO list of the world heritage. So far, Croatia protected 6 monuments as the world heritage, including Dubrovnik, Split, National Park Plitvice, Old Town of Trogir, Episcopal Complex of Eufrazijeva Basilica at Poreč and St. Jakov's Cathedral in Šibenik. [15]

The tentative list is an important step that member states undertake when they wish to nominate new natural or cultural values. The list has not been updated since 1998, and it has 11 proposals of cultural values – Episcopal complex on the Forum in Zadar, Croatian limes, Varaždin, Tvrđa in Osjek, extension of Split, Ager of Stari Grad, Lubenice on Cres, Burg-Dvorac, Veliki tabor and the historical and urban unity of Ston and Mali Ston. Northern Velebit is on the list of natural values, and Lonjsko Polje is on a mixed list.[16]

There have been a number of devastations by asphalting roads that run through the field. The only way to stop such vandalism is a protection by UNESCO, in other words, strict application of rules and regulations about protection on a higher level.

Precondition, for each cultural monument to be included in the UNESCO tentative list, is to satisfy one of the following criteria:

i. Monument should represent a masterpiece of humane creativity.

ii. It should serve to communicate human values through certain period and through certain region. These values should refer to development of architecture, technology, art, development of a city and natural environment.

iii. Monument that serves as a proof or as an example of a cultural tradition or civilization, (living or extinct).

iv. It represents the top model of construction, architecture and technology in building or in natural environment representing certain period in the past.

15 http://www.dubrovnik.hr/vijest.php?id=1&newsid=603

16 http://www.min-kulture.hr/novosti/priopcenja.php?pageNum_rs_priopcenja=2&totalRows_rs_priopcenja=108

v. It represents top example of a historical colonization, tilling the soil, or using the sea which represents that culture, or human interaction with a natural environment (especially when such a natural environment already became so dependent upon changes that we can no longer influence)

vi. When it is connected, directly or partially, with historical events, or with living traditions, ideas, beliefs, art or literature of the highest values. The Committee believes that this criterion should be considered in combination with other criteria.

vii. That some parts of that region have natural phenomena or especially aesthetic and beautiful parts.

viii. When a monument is an example, representing essential phases in development of the earth, including proofs of life, essential geological processes and important geomorphologic and physiographic characteristics.

ix. When it represents important ecological and biological processes in the evolution, development of the earth, waters, costal, echo-systems, and it should be a part of the flora and fauna developments.

x. Regions which will keep biological variety, including endangered species which are of great importance for the world and preservation and continuation of species, (endangered plants and animals).

4.5. Criteria Met by the Stari Grad Ager

i. Greek division of the Starogradsko polje represents the best-preserved ancient cadastral on the Mediterranean and Europe in general. It is a masterpiece that shows exceptional technical skills and geodetic and landscape planning in the ancient Greece. It is clearly recognizable in the landscape in form of a wall construction built in the technique of dry building.

ii. This Greek division of the land remained as a base for later divisions throughout the history. As time passed, the Starogradsko polje was formed by erecting walls applying the system of dry building – what has not been changed up to the present day.

iii. The function of the Starogradsko polje, being an agricultural zone, has not been changed for 2400 years.

The fertile field of Stari Grad with its natural environment and village settlements represents a unique and the most important part of the historical and social inventory of the island of Hvar. It is in danger because of fast development, industrialization, especially depopulation of the rural area and abandoning of the traditional agriculture. Inscription of the Starogradsko polje on the UNESCO list will support efforts to preserve its traditional orientation on agriculture and protection of the landscape. [17]

[17] Proposal for the inclusion of the Stari Grad plain on a tentative list for inscription on the list of world cultural heritage sites

5. STAKEHOLDERS OF THE AGER

5.1. Ager Stakeholders

By defining interest groups and their interests, it is possible to define needs and sources of potential conflicts in the future. To avoid that kind of problems, after the management plan is in operation, it is essential, at the beginning, to get to know differences of needs for each interest group.

Solution to a problem is not in its elimination but in its transformation into a constructive activity. Identifying all needs and giving them equal treatment, realizing that some of them are not important more than others, will lead to a benefit of all.

Table 3. Social, economic and ecological interests

INTEREST GROUPS	INTERESTS		
	SOCIAL	ECONOMIC	ECOLOGICAL
Owners and users of **plots of the land**	* New jobs * Reduce migration * Education about importance of the cultural heritage and agriculture * Wine producers from Ager gain greater importance * Better connections with the mainland	* Raise the standard of living * Increase income from selling products (packed wine) * Increase income from selling grape and other agricultural products from the Field * Solve the problem of irrigation * Solve the problem of expending of the land plots * Solve the problem of cultivation of the land * Solve the problem of communication with local, regional and state administration	* Control of further devastation of the Ager * Control and protection of the environment of the Ager * Education in irrigation of the land

Local population	* Well off tourists who come for cultural reasons. * New jobs based on cultural tourism * Reduce migration * Increase of birth-rate based on better standard * Increase number of cultural events in Stari Grad * Education in importance of the cultural heritage * Better connections with the mainland	* Raise the standard of living * Increase number of overnights and income in private accommodation through a longer season	* Solve problem of sewage system * Solve problem of waste * Solve problem of water supply * Maintain cleanliness of the town
Business units in Stari Grad	* Well off guests * Importance of connections between cultural tourism and trading units (souvenir shops, wine boutiques, restaurants) * Promotion of gastronomy and its offer on the island * Promotion of autochthonous crops and products	* Increase number of guests in restaurants and coffee shops * Sell wine from Ager * Sell olive oil from Ager * Sell souvenirs related to Ager and the island	
Ecological organization **"Pulentoda"**	* Education of local population in importance of protection of natural environment		* Protection of environment, prevention from further devastation and throwing of waste within the area of Stari Grad * Protection of water resources * Protection of natural beauty of the island of Hvar

All employed in tourism and tourists	* Promotion of the cultural heritage * Raise quality of tourist and cultural facilities of Stari Grad * Attraction of tourist with more money to spend * Increase number of bed/nights * Development of cultural tourism	* Income from tourist programme in relation to Ager * Selling of souvenirs * Increase of income from selling products to tourists	* Maintenance of urban sanitation
Conservation department and archaeologists	* Protection of the cultural heritage * UNESCO protection of Ager * Archaeological sites on Ager * Protection as much as possible of cultural heritage of Croatia * Supervision over locations of cultural heritage * Education of local population		
Unit of the local Self-government	* Preservation of cultural heritage * Reduce migration * Education of local population * Make local population satisfied with the unit of local self-government	*Additional income from AGER d.o.o. * Longer tourist season increase income from sojourn tax	* Protection of environment * Preservation of cultural heritage * Solution of water supply problem * Solution of waste problem * Solution of sewage system problem

National and regional level	* Protection of the cultural heritage of Croatia * Reduce migration * Development of agriculture * Development of the island * Education of population in importance of the cultural heritage * Promotion of cultural tourism	* Raise the standard of living to the local population * Income from monument annuity (national level) * Income from sojourn tax (national level) * Tax on expenditure (local level) * Tax on uncultivable agricultural land (local level) * Corporate tax (local level)	* Protection of environment * Preservation of cultural heritage
UNESCO	* Preservation of the world cultural heritage * Management of the world cultural heritage * Education of local population about importance of the world cultural heritage * Promotion of cultural tourism * Self-sustainability of Ager * Positive influence on life of population who live on the site of the monument	* Plan of sustainability of the monument * Local income from the state for a monument under UNESCO protection	

Managing possible conflicts

Potential conflict that could appear is firstly between local population and other interest groups who act or will act in Stari Grad and the Ager. Negative factors like lack of resources for making living on the island have a strong influence on the manner of thinking of the local population and consequently on their behavior.

We learn from experience that the local population who, in that way, wanted to increase number of tourist in Stari Grad has done all devastations of the cultural heritage. Devastation of the cultural monument with asphalt road and mass tourism is not at all solution for raising quality of life on the island – on the contrary, it can only threaten natural beauty and unprotected cultural heritage on the island.

In finding solutions to potential problems emphasis should be given to education of the local population about the importance of the protection of cultural sites. At the same time, it would be an instruction to them about sanctions for an act of devastation of the field.

6. MANAGING THE AGER

The particularity of the Starogradsko polje, mentioned several times already in this study, is that in addition to being a monument of culture it is also a natural resource with a great potential, which needs a strong, market-oriented management hand.

And for this reason it is necessary for the plain to be managed by a market-oriented firm, and not the Ministry of Culture, to be managed by a manager, and not by a conservator.

The agency that will manage the Ager, AGER d.o.o. will be one-hundred percent owned by the local government unit but it will nevertheless be independent in its management of the Starogradsko polje. AGER d.o.o. is imagined as the extended market hand of the local government that will greatly contribute to the professionalization of the public sector and to more effective management based mainly on financing of its own, and not from handouts from the state. In the future the Agency could be an umbrella organization for the management of the entire monumental heritage in the Stari Grad municipality area, even with the potential that its model of working might develop into a model of an agency for the management of development projects for the whole island of Hvar, of course, always supposing that the consent of the four municipalities of the island is obtained.

The decisions that will be made by AGER d.o.o. management will be based on the common coordination of the stakeholders: the representations of the local government unit, the representatives of the landowners in the Ager, conservators, archaeologists and economic experts.

6.1 The Inclusion of the Management Plan in National and Regional Development Plans and Programmes

6.1.1 Positioning AGER d.o.o.

The Republic of Croatia is the highest instance charged with the production of the National Development Strategy, on the basis of which the development strategies of individual regions and particular parts of them are worked out. With a development strategy it is possible to lay the foundations for the management of the monumental heritage at the level of the state as a whole. The question that first needs answering is as follows: what does the Republic of Croatia wish to highlight as its distinguishing characteristics against others, including neighboring countries, in its historical periods and in relation to how it sees itself in the future?

The cultural sector (in this case consisting of the Education, Science and Culture Committee in the Croatian Parliament, the Ministry of Culture and local government units and the third sector in the area of culture) should, in order to mount a successful campaign promoting the values of culture, work as a single unit, particularly to do with including culture into the public and private spheres of life, which includes knowledge about culture, intercultural competence in a wide range, from international relations via the school system, to business partnerships worldwide. The collaboration obtaining among these three partners should not remain at the level of principle only, but be effective in practice.

The county, in this case the Split and Dalmatia County, is a lower level, in the structure of which are the essential factors for the development of AGER d.o.o. For in this county there are already two monuments of culture on the UNESCO World Heritage List: Diocletian's Palace in Split and the city of Trogir. Looking at the Dalmatian region, all of the Croatian monuments under the protection of UNESCO, save the Euphrasian Basilica in Porec, are also to be found in the area. This very fact, and the fact that there are many more monuments in the area that have not yet been properly identified and acknowledged as monuments of culture, indicate the need for the existence of a Master Plan for the management of the entire monumental heritage at a regional level, or a county level.

Local government units should recognize and acknowledge the importance of their resources, and give the initial impulse for the formation of lower level development plans. The development plans of specific sectors should be complementary and interlocking. The Management Plan of the monumental heritage should be involved in the Strategic Plan for the Development of the City and the Municipality, the Plan for the Sustainable Development of the Island, the Plan for the Development of the Tourism of the Town and the physical and town plans.

The foundation of AGER d.o.o., which will be one-hundred percent owned by the municipality of Stari Grad, or possibly founded on a public/private partnership, represents the first step of the implementation of one of the development plans, which will have to be included in all the subsequent development plans. The actual Monumental Heritage Management Plan includes determinants that impinge on the development of tourism and agriculture, in other words, the development of city, municipality and the island in general.

6.1.2 The National Programme for the Development of the Islands

Ministry of Development and Reconstruction of the Republic of Croatia, 1997

On February 28 1997 the Croatian Parliament approved the National Programme for the Development of the Islands. The Stari Grad Ager Management Plan is completely complementary to this program and the objectives quoted in this study as crucial are included in the objectives of the National Programme for the Development of the Islands. Pursuant to this document, the following agendas and objectives should be put into practice:

1. Elaboration of a plan for the total and sustainable exploitation of island resources

For each island or island group that makes up an integral geographical and economic unit, a programme for the total and sustainable exploitation of resources will be drawn up. The programme will contain:

a) A demographic analysis, a description of the employment situation and estimate of the available labor,

b) An analysis of the current use of natural and developed resources,

c) The condition of the natural and cultural heritage,

d) Evaluation of the development moment,

e) Criteria for protection of the heritage and sustainable use,

f) External limiting factors

g) A list of and indication of accessibility of plots of cultivable land and pastures that are not cultivated, or have been used for grazing in the last five years, or the proprietor of which is unknown or not contactable

h) The agricultural and economic groundwork with definitions of the development of agriculture

i) Determinants for the development of tourism.

The Republic of Croatia is working on the development of measures of economic incentives, particularly in the sphere of agriculture and tourism. Activities to be incentivised with fiscal measures are as follows:

a) Ecological agricultural production in existing and new plantations, in open and in protected areas (olives, grapes, Mediterranean fruits, carob, citrus fruits and medicinal and aromatic herbs, horticulture and floriculture),

b) Processing agricultural products into foodstuffs with protected geographical origin,

c) Small scale tourism in existing buildings, reconstructed or with change of use.

2. Agricultural sub-regionalization and the use of abandoned island agricultural land, which includes:

a) Amending the Concessions Law

Concessions Law amendments should be based on the elaboration of sub-laws (regulations with clear standards) with which to regulate the whole of the issue of concessions on the islands, which is essential for the management of the Stari Grad Ager, since the biggest problem is the unsettled proprietary issues.

If more detailed regulations and bye-laws were to be passed, the process of giving concessions to the land would be greatly speeded up.

b) Incentive measures for island agricultural production.

Particularly in the direction of the stimulation of grape production, redirection of resources, so that the larger part is channeled towards the establishment of new vineyards.

3. Demographic objectives

Keeping the current population on the islands, incentives to families to have more children, and the return of the younger, working-age population.

6.1.3 The National Programme for Agriculture and Rural Areas

Ministry of Agriculture and Forestry, 2003

This Management Plan coincides in its aims with the National Programme for Agriculture and Rural Areas, via which the agriculture sector is developed, production inside the borders of the Republic of Croatia is stimulated, and the employment of the population within areas closely connected to the agriculture sector is increased.

a) Provision of appropriate levels of income, and stability of income, for agricultural producers;

b) Improvement of the agricultural land market – settling relations of ownership and occupation of the land;

c) Consolidation of family farms;

d) Improvement of agricultural land;

e) Adjustment of production to the characteristics of the given regions;

f) Incentives to association in cooperatives and other forms of business linkage;

g) Sustainable development of agriculture.

6.1.4 Draft Strategy of Cultural Development of the Republic of Croatia

Ministry of Culture Republic of Croatia 2001

The overall strategic objective is culturally sustainable development. The general aim of culture policy is the selection and linkage of development instruments that will facilitate growth and the developmental usage of cultural capital and the formation of the cultural landscape of Croatia.

Instruments to be used in the attainment of this objective are:

a) Popularization of cultural public properties in the same way as commercial goods are popularized;

b) Equal ratios of state subsidies and private investment;

c) Looking upon culture more as productive activity and less as a form of consumption;

d) Getting culture on closer terms with tourism;

e) Foundation of institute(s) for R&D in culture;

f) Replacing most of the jobs of classic state [government] management in culture by culture management;

g) Transformation of traditional cultural capital (knowledge for the sake of knowledge) into socio-cultural capital (knowledge for the same of sustainable development);

h) Diversification of the financing of culture – increasing the percentage of culture in GNP; introducing tax, customs and other relieves and exemptions on funds put into creativity in culture and art, and protection and preservation of the heritage; establishment of state and non-governmental funds for the financing of cultural activities; beefing up donations, sponsorship and other sources of financing.

6.2 The Laws Behind the Working of AGER d.o.o.

This chapter will not give a complete list of all the relevant legislation in the Republic of Croatia, only of those laws that do exist and yet are not well enough known or used for positive purposes.

6.2.1 Protection and Preservation of the Cultural Heritage Law

The Starogradsko polje has been proclaimed a monument of culture for which thanks are due to the outstanding efforts of the Conservation Department in Split and its staff, Josko Belamaric, Dr Jasna Jelicic-Radonic and Radoslav Buzancic, who with their expertise and scholarly reputations have greatly contributed to the creation of a clear idea for the formation of a Management Plan.

On this basis, irrespective of who the owner is, or of preventive protection or registration, things function according to the Protection and Preservation of the Cultural Heritage Law.

This Law states that….*all cities and municipalities may for the management of a cultural property and for implementing measures of protection and preservation of cultural properties found establishments or they may confide these matters to another legal entity…* In this case, the other legal entity is AGER d.o.o.

1. Protection of the cultural property

Proprietors and people who have rights to a cultural property and other possessors or holders of a cultural property are r**esponsible for the protection and preservation of the cultural property** according to the provisions of this Law. All citizens are bound to take care of the protection and preservation of cultural properties, and to report to the competent body any property that might be thought to have the quality of cultural property. (Article 4)

2. Ownership of a cultural property

In this part the manner is described according to which the plain may lawfully be put to its best use and used to the maximum extent. This study has already several times referred to the problem of proprietorship in the Starogradsko polje.

The most recent cadastral plan shows who the owners are, but the fact is that only part of the plain (40%) is being used. The manager who will manager AGER d.o.o., or the local government unit that will enforce the laws at the local level will have the tools in their hands to settle this problem, that is, to put the monument into the hands of those who will use it in the best way, which relates to the maintenance, protection and use of the cultural property.

For an immovable or movable cultural property, the owner has to be established. If a cultural property has no owner, or if the owner cannot be established, or is unknown, and if the cultural property has no owner, then the default proprietor is the Republic of Croatia.

The following are, according to the law, the obligations of a proprietor of a cultural property:

a) To proceed with the cultural property with due care, and in particularly to look after it and to maintain it regularly,

b) To carry out measures of protection laid down in this Law and other regulations,

c) To inform the competent body about all changes to the cultural property, some damage or destruction of it, or the disappearance or theft of a cultural property, by the latest on the following day,

d) To permit professional and scientific research, technical and other forms of records [drawings, photographs], and the implementation of measures of technical protection,

e) Provide for public access to the cultural property (Article 18).

If a proprietor does not in due time carry out a prescribed measure for the protection of a cultural property, the competent body will give him due warning and set a time limit by which the proprietor is obliged to carry out the measure, with the caution that otherwise the **measure will be carried out anyway at his expense.** If the proprietor of the cultural property does not, even after due warning, carry out the prescribed measure or does not carry it out in time, this measure will be carried out by the competent body at the expense of the owner. If the competent body determines that the proprietor is not proceeding in accordance with the provisions of the Protection and Preservation of the Cultural

Heritage Law or with due care, and that there is a danger of damage to or destruction of the cultural property, the city or municipal authorities in the area of which the cultural property is located is bound to appoint a **temporary administrator** [*guardian, steward*] for the property, at the recommendation of the competent body. The temporary administrator is bound to undertake measures for the protection and preservation of the cultural property with which he/she is **charged by the competent body for and at the expense of the proprietor.**

The fee for the work of the temporary administrator and the costs for the protection measures will be set by the local authority in a ruling, and they must be met by the proprietor (Article 31).

When a **proprietor abandons a cultural property lastingly**, then it becomes the property of the Republic of Croatia.

A proprietor will be deemed permanently to have abandoned a cultural property if his domicile is unknown, if he has no attorney, and if he does not perform his obligations in ten years of the passing of the ruling about a temporary administrator (Article 32).

3. Right of first refusal

A proprietor who intends to sell a cultural property is bound first of all to **offer it to the city or municipality, and then in order to the county or the city of Zagreb, and then to the Republic of Croatia**. These legal entities have to respond to this offer in a period of 30 days. If there is any doubt about all this, it is recommended that the local administration make use of this right and retain the ownership of the cultural property in its own hands, because those who identify with the monument as being their own are likely to preserve it the best.

4. Monitoring of a cultural property

The competent body constantly monitors the condition of cultural properties.

The Ministry of Culture prescribes the forms of reports about the condition of and the procedure for determining the condition of cultural properties (Article 53).

Physical planning documents, depending on the kind and area of coverage, must contain data from the Conservation Programme with the system of measures for the protection of immovable cultural properties that are in the area covered by the Plan.

A physical planning document may be passed only with the prior assent of the competent body by which it confirms that the plan is in accordance with the Conservation Programme or the set system of protection measures according to this Law. The competent body is bound to make a written response in a period of 15 days from the day the assent is required, and if it does not do this, the assent will be deemed to have been given.

To undertake actions on an immovable cultural property, and in the area of the spatial borders of the cultural property, for which according to a special regulation an outline planning permission is required, it is necessary in the procedure for issuing the outlined planning permission to obtain the special conditions for the protection of a cultural property.

The prior assent of a competent body is necessary also for any construction undertaken in the area of a protected cultural and historical unit.

5. Resources for the maintenance and preservation of a cultural property

This section is intended to show that the finance plan of AGER d.o.o. has legal backing and is thus justified. However, since so far the local government unit – Stari Grad – has not prescribed the amount of monument annuity, this will have to be the first step to be taken for the realization of the objectives of the Management Plan.

Resources for the maintenance and preservation of a cultural property are provided by the proprietor or by the occupier of a cultural property if it is not used by the proprietor.

Legal entities and individuals that are liable to pay profit tax or income tax, and who carry out some economic activity in the immovable cultural property or on the area of a cultural and historical unit are liable to pay monument annuity for each business unit.

The base according to which monument annuity is assessed is the useful area of business premises that are located in the immovable cultural property or in the area of the cultural and historical unit.

Monument annuity is paid **monthly in the amount of 3 to 10 kuna** per square meter of usual business premises that lie in the immovable cultural property or in the area of the cultural and historical unit.

Legal entities and individuals that carry out certain activities as defined in the National Classification of Activities pay monument annuity too In the case of the Starogradsko polje, the activity is wholesaling in wine and oil, and other products that will be produced in the Ager. In this case, ***monument annuity is paid at the rate of 0.05% levied on the total revenue produced by the performance of the said activity (Article 114, 114a and 114b).***

6.2.2. The Agricultural Land Law

The Starogradsko polje is, in addition to being a monument of culture, at the same time an area of agricultural land, with an area of about 1300 hectares, and all actions on it, after observation of the Protection and Preservation of the Cultural Heritage Law, also full under the purview of the Agricultural Land Law.

In the sequel the most essential items of this Law are quoted, upon which the functioning of AGER d.o.o. will be founded, relating to protection and preservation, proprietorship and the right of first refusal.

1. Protection of agricultural land

Owners and occupiers of agricultural land are bound to cultivate cultivable agricultural land, without diminishing its value, with appropriate measures of agricultural technology.

Agricultural technology means: prevention of erosion, prevention of weeds, cleaning channels and ditches, ban on cultivation of or obligation to cultivate certain kinds of plant in a given area, controlling plant diseases and pests, use and destruction of plant waste and so on. (Articles 10 and 11, 2002).

A legal entity or an individual who contaminates agricultural land with harmful substances so that agricultural production on this land will be reduced or made impossible will be fined from 3,500 to 35,000 kuna for such an offence.

2. Using agricultural land

Agricultural land, privately owned or owned by the Republic of Croatia, **which was not cultivated in the previous vegetative period, can be leased to an individual or a legal entity for a period of at most three years,** the lease fee accruing to the proprietor. A decision to lease agricultural land is adopted by the municipal council or the city council. This decision is announced on the notice board of the municipality or city and is also delivered to the proprietor or the occupier of the land.

A piece of land will be leased to a legal entity or an individual who has made a bid for the lease of the land, whose bid has been evaluated as the best, according to the criteria for the leasing of agricultural and defined in this Law.

A lease agreement is entered into by the municipal head or the mayor (Article 10, 2005).

3. Priorities in leasing

Legal entities and individuals have priority leasing rights according to a set order, always on condition that the highest amount of rent offered by any of the bidder who fills the conditions for the competition is accepted, also on condition that the bidder appends a business plan for the use of a piece of agricultural land owned by the state. This scale of priorities is as follows:

a) A family farm entered into the register of income tax payers for whom agriculture is the primary activity and an agricultural trade,

b) A family farm,

c) A legal entity registered for the performance of the agricultural activity,

d) Other legal entities and individuals that are not entered into the register of farms but that are intending to carry out agricultural production.

If there are several persons in the same order of priority for leasing the land, then priority is established according to the following criteria:

a) A lessee to date who has properly met his or her contractual obligations,

b) A proprietor or lessee of a piece of land that borders on the piece of land to be leased,

c) Croatian defenders from the Homeland War who spent at least 3 months in the defense of the sovereignty of the Republic of Croatia and members of the family of a killed, deceased, imprisoned or missing Croatian defender and that do deal with the agricultural activity,

d) The owner of a developed production facility (farm for the production of meat, milk and eggs, seed treatment and other facilities meant for the processing, finishing and storage of agricultural products),

e) Persons who deal with or who intend to deal with animal husbandry (cattle raising, pig raising, sheep raising and goat raising), with establishing perennial plantations (vineyards, orchards and olive groves) and with horticultural production (Article 12, 2005)

The business plan must contain: details about the applicant, a description of the farm, the purpose of use and the locality of the land, the technological and technical characteristics of the business plan and the necessary machinery for the cultivation of the land to be leased and a calculation of costs and revenues, and a special indication when it is a matter of a particular kind of production. The business plan is a component part of the lease contract and if the business plan is not implemented the contract is broken.

A local government unit may, in its programme to dispose of agricultural land owned by the state, limit the maximum area for lease and set the maximum area that can be leased out to any given legal entity or individual.

6.2.3 The Forests Law

In the Basina area, a border area of the Starogradsko polje, lays an area that by virtue of the size and the vegetation with which it is covered is considered a forest. Forest, according to this law, is held to be any piece of land covered with forest trees in the form of stands over an area greater than 10 a. (Article 3)

For this reason the functioning of AGER d.o.o. is also partly based on the Forests Law. This aspect of considering the Ager is exceptionally important in that part of "preserving" and protecting natural resources, and since this resource or wealth lies in the area of a cultural monument, by the mere fact a certain security related to the protection of the monument itself is provided.

1. Protection and maintenance of forests

Forests and forest lands, as properties of common interest, enjoy special protection and are used under conditions and in a manner prescribed by the Forests Law.

Forests and forest lands are a particular resource and, taking into consideration the general use functions of the forests, entail special natural and economic conditions of work (Articles 1 and 2).

General use functions of forests are particularly manifested in the protection of the land, the roads and other facilities against erosion, torrents and flood; in the effect on the water regime and the hydro-energy system; **in their influence on soil fertility and agricultural production**; in their influence on the climate; in the protection and improvement of the environment; in the creation of oxygen and cleansing the atmosphere, and in their influence on the beauty of the landscape and the creation of good conditions for recuperation, treatment, relaxation and recreation, for the development of hunting and tourism, and for all-people's defense (Article 2).

Forests and forest lands in a forestry unit are managed according to the **forest management plan of the compartment**.

The forest management plan of a compartment has to start off from the **general use functions and the rational use of the productive capacities of the forest**, paying account of the general development of the forest management unit, the timber industry and other activities, and the importance of the forest for the

shaping of the culture of the area and the creation of a natural equilibrium in the area.

The forest management plan of an area has to lay down the ecological, production and economic groundwork for the biological improvement of the forest and the augmentation of forest production (Article 29).

Legal entities that manage forests and the owners of forests are bound to afforest burned areas, areas in which regeneration has not worked out, and areas that have been devastated, illegal clear cutting, illegal cutting of rare species of forest trees, in a period to be determined by the municipal department competent for forest matters if this period has not been laid down in the forest management plan of the area, the management plan for the forest unit or the forest management programme. If a legal entity that manages the forest or the proprietor of the forest does not carry out the measures ordered pursuant to this Law and of regulations passed pursuant to the law, the measures will be carried out by the department that ordered them, or a legal entity authorized by a department, at the expense of the legal entity or proprietor that was bound to execute the given measure (Articles 11 and 12).

2. Special social interest

Special social interest in the activity of forest and forest land management is realized by:

a) carrying out measures in forest management that, along with ecological equilibrium, assure the lasting maintenance and regeneration of the forests and conditions for the realization of simple and extended biological reproduction of the forests in the manner and under the conditions prescribed by the law;

b) in the protection of forests and forest lands and in the protection and preservation of the general use functions of the forests (preservation of the forests, protection of the forests against diseases and pests, against fire, against the construction of buildings or facilities in the forest or on forest land by laying down special conditions for construction and so on) in the manner and under conditions prescribed by the law;

c) establishing the general interest in a case when forest or forest lands are taken out of the forest management unit;

d) giving authorization or consent to the forest management plan of the area for the territory of the Republic (hereinafter: forest management plan of the area), the management plans for forest units, programmes for managing forests and programmes for extended biological reproduction of the forests;

e) control of the implementation of the forest management plan of the area, the plans for the management of the forest units, programmes for managing the forests, annual plans and programmes for extended biological reproduction of the forests (Article 17).

3. Monitoring

The Ministry of Agriculture and Forestry keeps records about the condition of and changes in the area of the forest management area according to **reports that must be deliver by the municipal departments** competent for forestry matters.

Hrvatske Šume [Croatian Forests] Public Company was founded to carry out the activity of state-owned forest and forest land management and it is charged with making sure of the simple and part of the extended biological reproduction in the manner prescribed by this law (Article 19).

4. Forest management

Forests and forest lands in a forest management compartment are **managed according to the forest management plan of the compartment**. The forest management plan of a compartment has to start off from the general use functions and the rational management of the productive capacities of the forests, taking account of the general development of the forest management compartment, the timber industry and other activities, as well as **the importance of the forests for the shaping of the culture of the area** and in the creation of the natural equilibrium of the area.

In the forest management plan of the compartment, the ecological, productive and economic groundwork for the biological improvement of the forests and the improvement of forest production has to be defined (Article 29).

Forests and forest lands to which proprietary rights exist must be managed by their owner in the manner and under the conditions laid down by this law.

Forest proprietors are bound to make sure of simple biological reproduction of the forests in the manner prescribed by this Law (Article 34).

6.2.4 The Financing of Local and Regional Units of Self Government Law

As already mentioned, AGER d.o.o. will be a firm one-hundred percent owned by the municipality of Stari Grad. Resources produced by the Ager effect will be channeled in to the local budget pursuant to the Financing of Local Government Law, and local government has the assignment to levy all the relevant taxes at local level.

1. Resources of local government

Municipalities and cities can introduce the following taxes:

1. surtax on income tax
2. consumption [in restaurants] tax
3. second homes tax
4. **tax on uncultivated but cultivable agricultural land**
5. tax on unused entrepreneurial real estate
6. tax on undeveloped building land
7. tax on trading name
8. tax on the use of public land.

Tax on uncultivated but cultivable agricultural land is paid by the proprietors of the land or the lessees of the land if the land is not cultivated for a year (Article 38).

The study has already cited the problem of the failure of proprietors to use land in the plain, accompanied by the wish of larger wineries and oil producers on the other to plant vineyards and olive groves, and this could be solved by the enforcement of this Law. By uncultivated but cultivable agricultural land in the sense of this law is meant land that according to its size, class and the potential crop could be cultivated and put to agricultural use, but is not cultivated by the owners of lessees of this land.

The tax on uncultivated but cultivable agricultural land is assessed according to the area of uncultivated but cultivable agricultural land expressed in hectares.

The tax on uncultivated but cultivable agricultural land is paid per hectare of uncultivated but cultivable agricultural land in the amount of:

1. plough land up to 500 kuna annually
2. horticultural land up to 800 kuna annually
3. orchards up to 1000 kuna annually
4. **olive groves up to 1000 kuna annually**
5. **vineyards up to 1000 kuna annually**
6. meadowland up to 250 kuna annually.

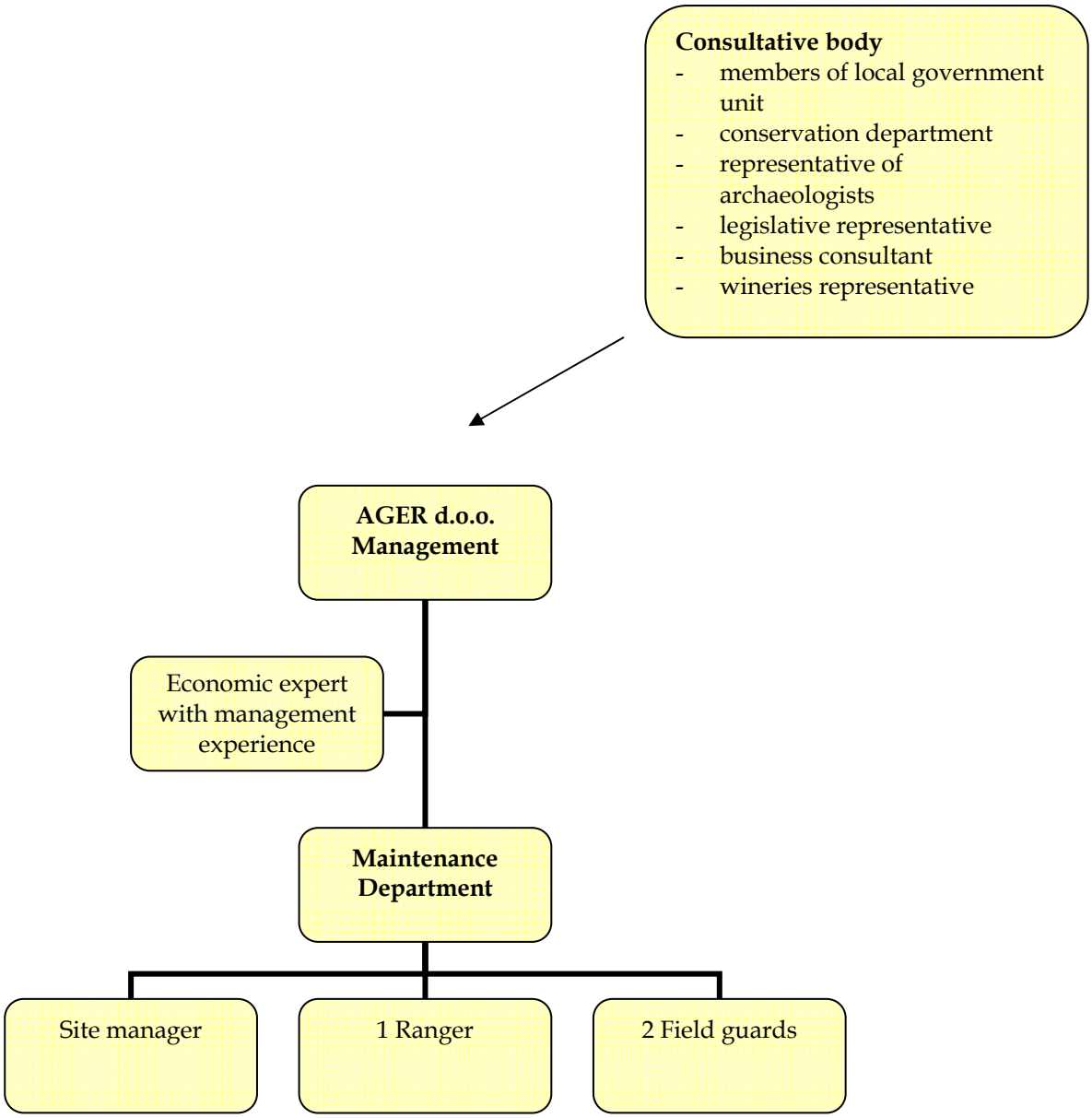
The amount of tax will itself decide how much to tax uncultivated but cultivable agricultural land.

A municipality or city will prescribe the amount of the tax on uncultivated but cultivable agricultural land depending on the location, size, class, crop and other circumstances important for the use of the uncultivated but cultivable agricultural land.

Tax on uncultivated but cultivable agricultural land is not paid on land that is temporarily managed by municipality or city. The calculation and manner of the payment of tax on uncultivated but cultivable agricultural land are laid down by the decision of the municipality. The tax becomes the revenue of the city or municipality in the area of which the uncultivated but cultivable agricultural land lies.

6.3 The Organization of AGER d.o.o.

Figure 4. Organizational Structure



1. The Consultative Body

A body that will meet regularly twice a year and occasionally in the vent of any important issues that need considering. At the beginning this body will have to meet much more often than stated above, for reasons such as the burning issues related to property and ownership being at that stage more marked.

The purpose of it is to comprehend and view a given issue or problem from all round and to give advice to management to settle these problems. Thus, this consultative body is formed in line with the degree of interest of all the stakeholders in the initial strategic discussions that preceded the foundation of AGER d.o.o., and is exclusively based on the good will of all the participants named above. In the first two years local government will have to put a lot of effort into preparing the legal conditions that are laid down at the national level and to put them into practice. This primarily relates to the determination of the level of monument annuity, the tax on uncultivated but cultivable agricultural land and the making of the cadastral plan.

2. The Manager

The person charged with the management of AGER d.o.o. should have a background in business with very highly developed managerial skills. The legal regulations prepared by local government will be the main tool in the hand of the manger for the settling of the problems of proprietary issues and the collection of funds in the Starogradsko polje.

His main tasks will be:

a) Coordination of relations between:

- existing proprietors and AGER d.o.o.
- the Republic of Croatia and AGER d.o.o.
- proprietors that will appear in the future and AGER d.o.o.
- archaeologists and proprietors of land
- conservation department and proprietors of land;

b) Control of the collection and allocation of resources

c) Coordination of research programmes in collaboration with conservators and archaeologists.

It is a very difficult and lasting job that awaits the manager of AGER d.o.o., including a lot of lobbying and the reconcilement of opposed or diverse interests. In order to perform these jobs, primarily to do with given area of management (part of the planning, detailed manner of functioning of AGER d.o.o., financial and legal parts) he or she will probably have to look for outsourced assistance (consultancy firms) that specialize in a given area of management.

Thus, apart from the support that he or she needs to get from inside – here primarily thinking of the local government and other stakeholders, he needs business support from outside that should be able to solve specific problems. It is very clear that no single person can combine all the knowledge and skills required for this Management Plan to be put into effect. At the beginning the greatest role will be played by lawyers, because of the need to settle the statutory issues and the preparation of byelaws in order for the objective of the Management Plan to be realized. Consultations, then, with counsel, and lobbying at all levels, from the local to the national, will form his or her everyday life.

In the detailed development of the Plan a large role will be played by firms that deal with business consultancy, agricultural consultancy, firms authorized to provide certificates in agricultural production and so on.

In the future, AGER d.o.o. will also have the job of monitoring new entries into agricultural production, and will not then be oriented only to the large wineries and oil refineries that have their own equity for the launching of agricultural production. For the securing of this seed capital to those who are not able to collect it themselves, channels should be made available to clear the way of AGER d.o.o. to the commercial banks that will be willing to assist these new entrepreneurs. These channels will be firms dealing with business consultancy that have a name and a business history in the banks that will provide a route through to financial resources.

From all this, it can easily be concluded that the job of the manager will not be very easy, and that the person who takes on the job will have to be very capable, have a strong drive, a lot of knowledge and backing from outside and inside.

3. Site Manager

The site manager will be charged with monitoring and preserving the monumental heritage through:

- Monitoring the implementation of conservation and maintenance of the Stari Grad Ager (this task refers also to cooperation with archaeologists and the organization of the implementation of archaeological investigations);
- Implementation of systematic monitoring of the condition of the monuments of culture;
- Submitting periodical reports to UNESCO;
- Coordinating the education of stakeholders about the universal value of the monument of culture and also about the importance of its preservation;

4. Ranger

A ranger is a person who is primarily charged with the care in the field for the preservation of the monument, i.e. of the dry stone walls and the other constructions in the Starogradsko polje, as well as about all visitors, control of entries and the use of the resources of the Ager and so on. He or she will submit to the site manager reports about the state of the dry stone walls, the places that need restoring, any devastation or any deviations from the standard. The ranger will also organize tourist sightseeing tours of the Stari Grad Ager, and will work as a tourist guide for small groups of tourists.

5. Field guards

The field guards will look after and control the plain; they will be charged with inspecting, patrolling and controlling the plots in the Ager for the sake of being able to warn in the event of unexpected dangers, such as fires, floods, pests on the corps, the theft of stone from the dry stone wall and so on.

He looks after the resources of the plain, then, controls the construction of field huts and other buildings in the plain. He gives reports to the owners of land in the plain and warns them about any unexpected events that might possibly threaten plantations of vineyards, olive groves and other crops.

6.4 Financing AGER d.o.o.

AGER d.o.o. will be financed from the local budget, according to resources that have already been adduced in Chapter 6.2, which talks of the legal basis for the financing of AGER d.o.o. Thus sources of financing are obtained from:

A. MONUMENT ANNUITY

Those that are liable to pay monument annuity are: Corporate entities and individuals who are liable to pay income tax or profit tax and that carry out some economic activity in the immovable cultural property or on the area of the cultural-historical unit. – Corporate entities and individuals that have business units (each permanent place in which an economic activity is carried out) which carry out some economic activity in the immovable cultural property or on the area of a cultural and historical unit. The base for the assessment of the monument annuity is the useful area of the business premises that lie in the immovable cultural property or in the area of the cultural and historical unit.

There are two ways of assessing monument annuity.

1. The first is **direct calculation** via which monument annuity is paid monthly, from 3 to 10 kuna per square meter of the business premises that lie in the immovable cultural property or in an area of a cultural and historical unit. It is up to the local government unit to determine the actual amount of the monument annuity.

   Those firms that start business units in the Starogradsko polje will pay the highest monument annuity in the amount of 10 kuna, for they are located directly on the monument and draw direct benefit from it.

2. The second manner is **indirect calculation,** via which the monument annuity is paid at the rate of 0.05% of the total revenue obtained by the performance of some economic activity.

The direct calculation method will be used for firms that have some business unit in the Starogradsko polje, such as restaurants, wine, oil and souvenir shops and so on.

The indirect calculation method will be used for firms that obtain revenues from the sale of products produced in the Ager and from the processing of such products.

The revenue from monument annuity can be used exclusively for the protection and preservation of the cultural properties; 60% of it will be paid to the local budget, or to AGER d.o.o., and 40% of it will accrue to the national budget

(Articles 114, 114a and 114 b of the Protection and Preservation of Cultural Properties Law)

B. FEES FOR THE USE OF THE AGER BRAND NAME

- In the amount of 2% of the selling price of products produced in the Starogradsko polje;
- Wineries that use the Ager brand name for the marketing of their product will have to pay 2% of the sales price of their products to AGER d.o.o., because of the brand name that will lead to an increase in the price of the product
- AGER d.o.o. may promote wines and other products by UNESCO purchasing some of the products produced in the area under its own name. The percentage that the wineries will be obliged to pay in will be agreed upon at an assembly of wineries, AGER d.o.o. managers and other stakeholders, at which the other relations among the individual groups will also be defined and laid down.

C. TAX ON UNCULTIVATED BUT CULTIVABLE AGRICULTURAL LAND (250 – 1000 KUNA PER HA)

The tax on uncultivated but cultivable agricultural land is paid by all the owners or lessees of this land if the land is not cultivated for one year. Uncultivated cultivable land is taken to be land that according to its size, class and crop potential can be cultivated and put to agricultural production, but which the owners or lessees of the land do not cultivate.

The base for the tax on uncultivated but cultivable agricultural land is the area of the uncultivated cultivable land expressed in hectares. The amount that is paid

ranges from 250 – 1000 kuna per hectare, depending on the crop that could be raised (*Article 38 a of the Financing of Local and Regional Self Government Law*).

It is up to the local government unit to prescribe the amount of the tax; however, the proposal of this management plan is that the amount for the areas on which there should be olive groves and vineyards be 1000 kuna, because of the high opportunity costs of not putting such kinds of land to use.

D. OTHER RESOURCES flowing into the local budget from:

- the national budget,
- foundations,
- associations,
- donors
- sponsors
- UNESCO.

Although AGER d.o.o. is founded in such a way that it will be funded from local sources, and through the market, it is a fact that 40% of the revenue from the monument annuity from the Starogradsko polje will enter the national budget and this necessarily entails the need to allocate some budgetary resources to its restoration and maintenance.

Resources from the national budget, according to the national programme for the protection and preservation of cultural properties, part of the programme of public requirements in culture of the Republic of Croatia, are allotted by the Ministry of Culture for the financing of:

a) protection and preservation of cultural properties owned by the Republic of Croatia, not including funds for current maintenance, which is provided by the competent body of the Government of the Republic of Croatia,

b) the implementation of the national programme for the protection and preservation of cultural properties,

c) extraordinary costs for the maintenance of cultural properties;

d) emergency measures for the protection and preservation of a cultural property;

e) recompense to proprietors for curtailment of proprietorial rights.

All told, 738,350,607 kuna are provided for in the budget of the Republic of Croatia for the financing of the activities of the Ministry of Culture, within the purview of which lie monuments of culture.

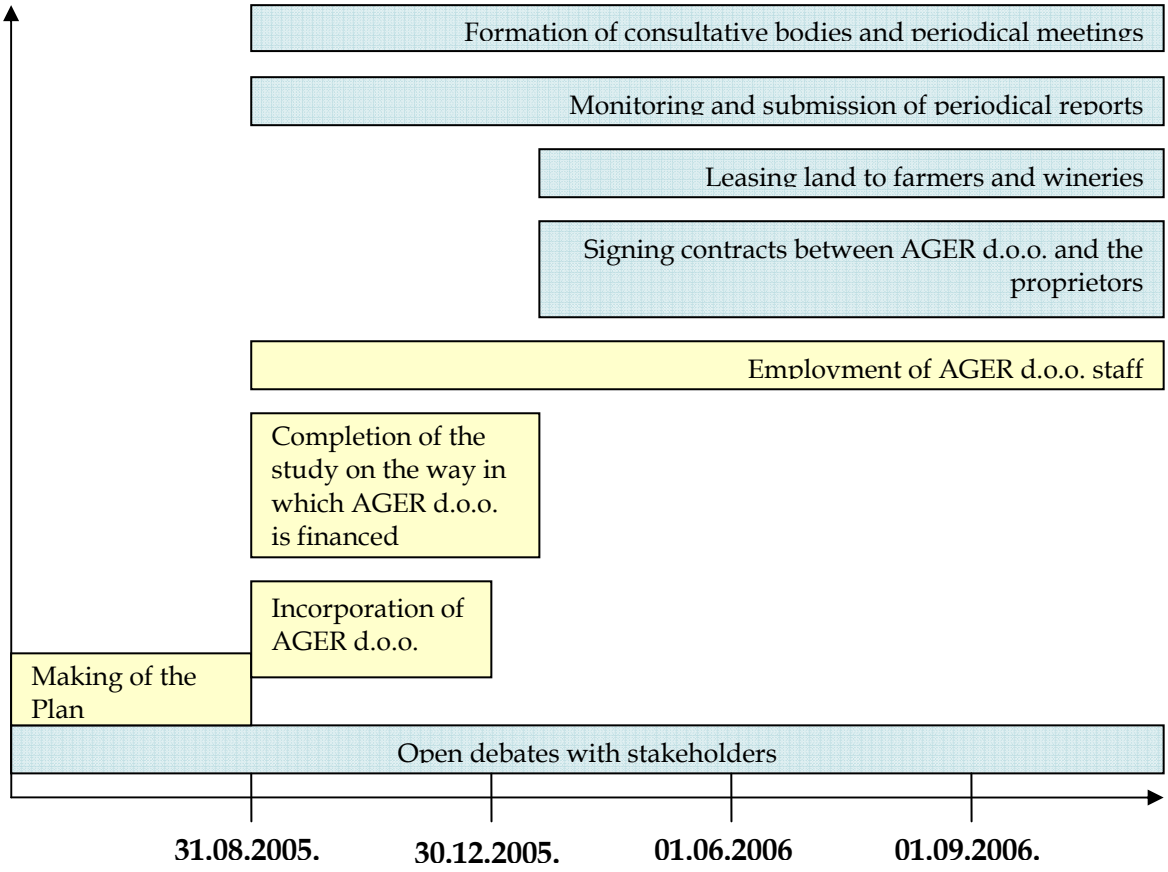
Table 4. Financing the protection of cultural assets from the budget for 2005

National Budget Republic of Croatia – Ministry of Culture for 2005 (sums in kuna)	
Ministry of Culture Regular Activities	64,576,057
Ministry of Culture Programme Activities	663,773,550
Total	*728,350,607*
Resources for the protection of cultural properties for 2005	
Protective works on immoveable monuments of culture	50,000,000
Protection and preservation of cultural properties	5,000,000
Development of restoration activities	5,000,000
Total	*60,000,000*

Budgetary resources of the Ministry of Culture will not be included in funding for maintenance and restoration of the Starogradsko polje in the financial analysis of this document because there is no certainty that they will accrue to the project or not. Financial stability must not be jeopardized by the inclusion of unreliable factors, which in this case means budgetary financing, but they also need not be ignored.

6.5 Activity Plan

Figure 5. Activity plan



Deadline for making the Management Plan is **August 31 2005**. The making of the Plan was preceded by open discussion with all the stakeholders for the sake of jointly defining objectives and interests. It was planned that such discussions should be the rule for the future as well.

Up to **December 31 2005** the foundation of AGER d.o.o. is planned, for the initial costs of the foundation will be borne by the municipality of Stari Grad, and hence the resources for the initial financing (wages, incorporation costs) should be provided for in the next budgetary year. During the time the procedure for founding AGER d.o.o. lasts, a detailed study on the manner in which AGER d.o.o. functions should be made, and the way in which proprietorial relationships are to be settled.

In Chapter 5.1.2 an organizational structure was proposed for AGER d.o.o. For the beginning it is enough for two persons to be employed in Ager, the manager and the ranger, while the others will be employed when AGER d.o.o. starts working in the true sense of the word, or when it is able to finance the wages of its employees with its own resources.

The consultative body will continuously obtain reports from the field and will have the function of making suggestions about solving critical issues related to the functioning of AGER d.o.o. and encourage construction solutions in the Government of the Republic of Croatia and other government institutions.

A precondition for the effectuation of this Plan is that local taxes (on trading name, monument annuity, consumption tax, uncultivated but cultivable agricultural land tax) be levied by the local government.

A second step is announcing a call to all proprietors of land in the Ager to make themselves known in a period of 30 days. After this 30 day period, owners who have responded to the invitation will have three options:

a) start cultivating agricultural land, or to put it to its best use (which they must do according to the Protection and Preservation of the Cultural Heritage Law and according to the Agricultural Land Law);

b) to sell the land, with the local government unit have the right of first refusal,

c) let the land be used by a temporary administrator [steward].

After the proprietors have gone on record, a larger cadastral plan can be made, in which all the landowners in the Starogradsko polje will be defined; particularly those that are absentee, so that they can be assessed for the tax on uncultivated but cultivable agricultural land or so that they can let the land be used by a temporary administrator.

After the solution and definition of the existing situation vis-à-vis the ownership of land in the Starogradsko polje a start will be made on the signing of contracts with the lessees of land and the definition of their rights and obligations. The duration of this process will depend on the speed with which the legal procedures are settled and the strength of lobbying in the corridors of power.

The consolidation of the plots, alternatively the settlement of issues of proprietorship, will lead to an increase in the degree to which land is used in the

Starogradsko polje, and at the end of a 10 year period the use factor will be total, because land that has been neglected and not cultivated will be assigned to the Republic of Croatia (Article 32 of the Protection and Preservation of the Cultural Heritage Law)

In the meantime plots in the Ager that are unused will have temporary administrators assigned them. During the whole process, monitoring will be carried out of the preservation of the cultural heritage and the unfolding of the process of allocation of ownership, and periodical reports will be submitted to the consultative body and to UNESCO.

After the plots have been assigned temporary administrators, and after cultivation has started, a certain time will be required from the planting of the crops to the production of fruits and the actual beginnings of cultivation. The funds from the monument annuity can be collected from firms in the same year when they start using the land, but the collection of other funds will have to wait until the products start being distributed on the market.

6.6 Buffer Zone

1. Definition of the buffer zone

This chapter describes the rich cultural heritage on the borders of the Starogradsko polje. Looking at the way of life in the area of Stari Grad through history, one must conclude that Stari Grad, the Starogradsko polje and their immediate vicinity formed an inseparable and compact unit. The existence of these monuments of history and the manner of life in the area shows the need for the whole of the area to be a monument of culture.

And it is this idea that will prevent the creation of any possible dangers that might occur in the buffer zone and thus damage the Stari Grad Ager in any way. The physical plan of Stari Grad provides for the existence of vineyards, olive groves and other indigenous crops in this area, but also in the area there are very valuable constructions or the remains of the constructions of the old villages that are an inseparable part of the Ager whole.

The ancient Greeks perceived the importance of the Starogradsko polje, and on the whole of the compass of the Ager buildings were constructed the basic purpose of which was to preserve the fertile space of the Starogradsko polje and of the local population.

On the southern slope of Glavica, at the Priko site, there are several constructions – mounds, hill forts – that were mainly destroyed during various civil engineering works in the sixties. The hillock of Tatinja glavica encloses the Starogradsko polje from the east, and between it and Gračišće Hill, which separates the villages of Vrbanj and Svirče, spreads a gentle pass that links the Stari Grad and the Jelsa plains.

In the whole of the area there are many archaeological sites, of which many remain unexplored.

2. The importance of the buffer zone

The Conservation Department in Split plans to have **a large number of surrounding villages** of the Starogradsko polje, the buffer zone, then, **placed on the list of monuments of culture of the Republic of Croatia.** This will have several effects.

a) **Preserving the Starogradsko polje** by creation of a stronger legal background for the prevention of actions that might possible jeopardize the Ager;

b) Future monuments of culture will have already **guaranteed statutory, financial and management resources** embodied in AGER d.o.o., and hence will have opportunities for faster development;

c) in the future, AGER d.o.o., keeping pace with development, will **form several profit centers –** for tourism, agriculture and the monumental heritage, will work together outstandingly well and are fully complementary, so that a single umbrella firm will link the managements in all the relevant areas that are of strategic importance primarily for Stari Grad and then for the whole of the island of Hvar.

7. ANALYSIS OF THE EXISTING SITUATION

Cultural heritage of Croatia

Management of the cultural heritage of Croatia is responsibility of the Ministry of Culture.
Strategic and practical orientation of the Ministry of Culture of the Republic of Croatia since the year 2000 is evident in three directions:

- *towards an autonomy of culture* - in the direction of legal support to the institutionalization of joint decisions made by creators of culture, administration and public;

- *towards more quality in cultural valuation* - in the direction of expressing authenticity in creation of cultural values.

- *towards material(financial) independence of culture* - in the direction tax benefits for the purpose of investing in culture as investment in general development.

The State Administration Office for the Protection of Cultural and Natural Heritage perform government functions and expert works related to:

studies, supervision, evidence, making documents and promotion of cultural heritage, classification of cultural assets and their valuation, keeping the Register of Cultural assets of the Republic of Croatia, regulation of measures for defining the program of public needs in the field of protection of cultural assets; direct support, coordination and performance of supervision over financial program for protection of cultural assets, to supervision and estimation of conditions of works performed by individuals and organizations on restoration works, conservation and other works on protection of cultural assets, provision of condition for education experts for protection cultural assets, control of transport, export and import of protected cultural assets, regulation of conditions and purposes of use of cultural assets, governing cultural assets in line with regulations, statement of specific building conditions for protection of cultural assets, performance of inspection activities in the field of protection of cultural assets, performance of legal and administrative expert works in archive, and other works according to instructions given by Minister, in other words, the head of the government department. 18

[18] http://www.min-kulture.hr/bastina/upravazkb/index.htm

Cultural tourism

The term cultural tourism can be defined as movements of tourists caused by cultural attractions, in other words, by historical determinants of certain destinations. Interests of culture tourists include informing and sightseeing of cultural characteristics of certain cultures.

The purpose of this kind of tourism is to discover cultural and historic characteristics of certain sites and help their preservation and maintenance. Local community is in charge of maintaining of monuments in order to generate economic resources for local population.

Cultural tourism is an entertaining and educational experience that combines art with nature and social resources generating unforgettable experience of certain destination. In this case, the Ager is the best-preserved division of a field into plots of land in its classification. It is 2500 years old agricultural land that is still used for production of traditional products and sorted wines of high quality. Culture tourism can be regarded as tourist choices that educate people in aspects of performance, art, architecture and history of certain destination.

This kind of tourism is based on mosaics of sites, different tradition, art forms, celebrations and experience that make portrait of a nation and its people, reflecting varieties and the key characteristics of diversification.[19]

7.1. Tradition of Viticulture on the Island of Hvar

In the 4th century BC, Greeks brought vine tree into the field of Stari Grad and organized significant production of wine. Romans grafted vine trees and since then vine trees are grown with special care on the most fertile lands on the island.

Towards the end of the last century, Hvar had 5750 hectares under vineyards what makes more than 20% in its total area. When blight (filoksera and oidium) damaged European vineyards, Hvar wines were in great demand on the market that was growing. They built many ports, dug canals and used brook beds to prevent water streams from washing away the fertile soil. Together with growing vineyards, population was also increased by 30%.

[19] http://www.culturenet.hr/v1/novo/panorama/kulturniturizam/ktDefinicije.asp

Today, Hvar has hardly 8% of those vineyards, i.e. 1,6% of its total area, followed, unfortunately, by further trends of disappearing vineyards.

Influence of climate on vine tree

In the previous century J. Hann, a Viennese climatologist, called Hvar "Adriatic Madeira" describing its mild Mediterranean climate with dry and hot summers and rainy winters. Hvar has a very high insulation and with its 2730 sunny hours a year, that is 7,5 hours average a day, it has exceptional conditions for vine tree. Good annual dispersion of rain, as well as low relative moisture of air, in the period of growth and ripening of grapes also create good conditions for growth of vine trees and quality of grapes, and prevent blights.

Position

For a successful production of grapes and wines, it is essential to make good choice of vine-tree sorts, quality soil and good climatic conditions. There are number of micro locations suitable for vineyards, but only three basic locations can be separated; south hillsides, north part of the island and longitudinal ridge on 400 – 500 meters above the sea level. Each position has its advantages and sort that can be best grown on them, so people traditionally, inspired by stories heard from their ancestors, cultivate selected sorts on places best for their successful growth.[20]

Winemakers of Hvar

Long tradition of winemaking through centuries has made influence on the local population. Most of families produce their own wine and sell it for a minimum price of 30 kn for one liter. Now thousand families on the island produce wines.

The most famous winemakers on the island, with long tradition of production and promotion of sorted wines, sell their wines for about 75 kn per liter in retail shops. High reputation on the market and well-developed distribution system

[20] http://www.bastijana.hr/

towards Italy and neighboring states make them leading winemakers in the Republic of Croatia.

By proclaiming the Ager the world heritage, this product would gain on value as high quality wine from an area protected by UNESCO.

Species of the vineyards of Hvar

Recommended species that are the most successful for growing in the Hvar vineyards include the following: Bogdanuša white, Parč white, Maraštin white, Pošip white, Plavac small red, Drnekuš red, Cabernet Sauvignon red, Trbalj (kuč) white, Kurtelaša white and Cetinska white.[21]

7.2. Tradition of Olive Cultivation on the Island of Hvar

Olive and vineyard growing, throughout history, have been the main agricultural and production industry on the island of Hvar. When filoksera (blight of vine tree) appeared in 1916, then olive tree growing became more interesting on the island. In last 100 years, there have been about 150 000 olive trees. The number of olive trees was not considerably changed until 1980, when a special program (FAO) was implemented to support planting of new olive trees. After emigration of population in the fifties, large number of olive trees was left to decay, forgotten in the woods of pine trees and macchia. In the period of last 20 years, olive growing became more interesting on the island what resulted in planting new olive seedlings and regeneration of the old, left and drained olive trees.

Centers of olive growing on the island

Centers of olive growing on the island are as follows: Zastržišće with Poljica, Gdinj, Sućuraj, Hvar with Brusje, Grablji and Milna, Stari Grad with Vrbanj and Dol and the region around Jelsa (Vrboska, Vrsnik, Svirče). The largest number of olive trees is on the east part of the island from Poljica to Sućuraj.

[21] http://www.hrvatska-vina.com/hr/regije/sj%20dalmacija.htm

Cultivation of olive trees

Cultivation of olive trees on the island of Hvar is mainly performed by small mechanization and equipment but in small numbers by hands and hoes. For olive processing today, there are 3 centrifuges and 4 presses. Quality of oil is better and better from year to year, what is evident through numerous meetings of the farmers and professional manifestations.

Species of olive trees

In the last 10 years, there have been three different species of Oblica, Levantinka and Drobnica. Recently farmers have planted some new species like Dužica and Italian species Leccino Pendolino, Frantoio, Coratina, Cocco and Franch species Picholins. 22

7.3. Trends in the Tourist Industry in Stari Grad

Tourists in Stari Grad

Tourists in Stari Grad are mostly families with children and older persons. Majority of them come from Germany, Slovenia, Italy, and somewhat less frequent are tourists from the Czech Republic and Poland. In 2004 a large influx of tourists from Scandinavian countries was recorded, who perceive Croatia as a destination not yet discovered and explored.

On the other hand, the number of tourists from German and Slovenian market dropped considerably. The reason for this decrease is the higher standard of living in Slovenia and various attractive package programs from other competitive destinations such as Greece, Montenegro and Turkey. A research conducted several years ago on spending habits of tourists in Stari Grad showed that there was an average spending rate per visitor of 45 USD.

22 Maslina (ie Olive), magazine for olive- and oil-growers, January 2005

Accommodation units and number of overnights in Stari Grad

Table 5. Accommodation units and number of overnights in Stari Grad

	Hotels	Private accommodation	Bungalow	Camping sites
Number of bed units	1015	1800	350	1235

Accommodation facilities in Stari Grad include hotels, bungalows, camping sites and private accommodation. In total, the number of bed units in Stari Grad is 4400.

The largest proportion of accommodation units falls on private accommodation with 1800 registered beds. Unfortunately, unregistered tourism remains high with over 50% unregistered guests. For this reason it is difficult to determine the exact number of accommodation units.

Table 6. Number of overnights (2004)

Months	Jun and Sep	Jul and Aug	Other	Total
Number of overnights	40 000	170 000	10 000	220 000

Current usability of accommodation capacity in Stari Grad is cca 40 days during high summer season. Average number of overnights per bed is calculated by dividing the number of overnights by the number of bed units, and it amounts to 38 days in high season, 9 days in preseason and 2 days out of season. Considering that over 50% of overnights in private accommodation remain unregistered, it is likely that the usability of accommodation capacities is even higher.

Gastronomic offer in Stari Grad

Table 7. Gastronomic offer

Restaurants	Cafes
23	13

The gastronomic offer in Stari Grad includes 23 restaurants (of which 3 are top quality) and 13 cafes.

Tourist offer

Hotels and bungalows in Stari Grad are located on the right side of the bay. There is a wide variety of recreational and sports facilities and programs to choose from, including 6 clay courts, table tennis, mini golf, cycling zones, diving club, bowling court, playgrounds for handball, basketball, volleyball and playground for children.

The underwater world of the island of Hvar is as stunning as its rich historic and cultural heritage. Diving club "Nautica" offers to visitors the possibility to explore the island's undersea under the guidance of diving instructors. The club's programs include scuba diving courses for beginners and experienced divers, tourist tours, dive bottles filling, and other attractions that might be interesting to tourists.

Panoramic views of Stari Grad and the whole island of Hvar are an especially attractive sight from a bird's eye view. This adventure is offered to tourists by Aero team Stari Grad.

Other attractions and activities include: flying tours, paragliding, and tours with skilled local pilots as guides showing the most interesting sights of the island (including Ager). Tourists interested in adventure tours and eco tourism can join different cycling and hiking tours.

Cultural offer in Stari Grad

There are various cultural associations and institutions that take active part in the cultural life of Stari Grad. The oldest association is the Croatian Town Music, a society gathering local music enthusiasts, founded in 1876. There is also the amateurish theatre "Petar Hektorović" which exists from 1893. One of the significant cultural associations in Stari Grad is also the folk singers of St. Steven's church.

Table 8. Total number of galleries and museums

Museums	Galleries
3	11

Cultural Center of Stari Grad is a cultural institution which comprises Town library (founded in 1992), located in a historical building "Čitovnica – Croatian

home". It has a collection of 10.000 books. In the palace Biankini there is gallery „Juraj Plančić" (founded in 1963), containing works of the local painter Juraj Plančić and other eminent local and national artists from second half of the 20th century.

The gallery stages permanent exhibitions "Faros – Ancient Stari Grad" (archeological findings of several decades long archeological research), Memorial "Captain's Chamber" (contains objects from the 19th century – a period of local maritime growth) and "Ancient Shipwreck" (contains remains of the Roman galley cargo from the 3rd century). Cultural centre has a substantial role in protecting the monumental heritage of Stari Grad.

Music school „Toma Cecchini" works as a branch of the Music school "Josip Hatze" in Split. The school is located in Biankini palace. During the summer season there are numerous artistic and cultural workshops, such as: „Faros - Ancient Culture of Croatian Mediterranean"(classical languages and culture), Archeological workshops of ceramics and mosaics, Summer school of opera singing, Puppet theatre workshop "Creative parasol", art workshops for children.[23]

Faro(pi)s is a literary manifestation. It is a festival of contemporary literature organized for fourth year in a row in Stari Grad and Vrbovska. Literary nights are conceived as nights dedicated to literary pieces written in the spirit of Mediterranean and Hellenic culture. The final night is concentrated on short literary forms. In short, Faro(pi)s can be characterized as a synthesis of summer and literature of Stari Grad.[24]

23 http://www.stari-grad-faros.hr/kultura.htm

24 [L. Ž.], Vjesnik (www.vjesnik.hr)

7.4 SWOT Analysis

STRENGTHS

- Fertile land suitable for cultivation of traditional crops
- Climatic characteristics of Hvar island as a whole – large amount of annual insulation – have a positive impact on tourism and agriculture
- Climate that does not encourage plant diseases
- Developed tradition of viticulture and olive growing through history made subsistence on the island possible
- Cultivation of indigenous plants
- Ager, a cultural heritage that is 2500 years old, has its own importance in Croatian history
- The Protection and Preservation of the Cultural Heritage Law tends to favor the Ager as agricultural centre and monument of culture
- The agricultural development of the Ager will result in the diminution of the degree of depopulation of the island
- AGER d.o.o. an agency for managing the plain and other cultural features of interest of Stari Grad
- The site meets the first, second, third and fifth items of criteria for protection by UNESCO
- AGER d.o.o. is an agency owned by the local government unit
- The olive is a crop that is easy to maintain and bears after three years
- The Right of First Refusal Law gives the local government unit priority rights in purchasing
- A developed cultural programme in the summer season
- Position of the runway.

WEAKNESSES

- The island's shortage of water.
- There are already some crops developed in the Ager (such as fruit trees), which are not provided for in the management plan
- No developed irrigation system
- No consolidation of land
- Undeveloped system for tilling the land
- 60% of land uncultivated
- Absence of hotels of an appropriate category for culture-related tourism
- Lack of education of local population concerning the importance of the preservation of the cultural heritage
- Shortage of professional staff to manage the plain
- Shortage of trained staff to maintain the dry stone walls
- Failure to implement statutes (Monument annuity Law and Uncultivated but Cultivable Agricultural Land Law) at the local level
- Reduction of degree of depopulation of local population
- Stimulus to development of enterprise in the agricultural sector
- Education of local population concerning the importance of the preservation of the cultural heritage.

OPPORTUNITIES

- Development of cultural tourism
- New jobs in agriculture
- Solving the problem of irrigation of the plain
- Solving the problem of consolidation of land
- Solving the problem of cultivating the Ager
- Increase the prices fetched by products that derive from a world heritage site
- Additionally increase the revenue of the local government unit – monument annuity, revenue from the use of the Ager brand name, revenue form the tax on uncultivated but cultivable agricultural land)
- Increase in the standard of living of the local population

THREATS

- Difficulties in irrigating the Ager
- Difficulties in settling the issue of waste disposal
- Mass tourism
- Possible devastation of the cultural heritage by the local population with the laying of asphalt
- Vines need 5 years to bear fruit
- Grapevine is a difficult crop to maintain
- Lack of education of the local population about the importance of preserving the cultural heritage
- Buffer zone – the Vrbanj enterprise zone
- Lack of coordination between local government units on the island of Hvar
- The start of asphalting of roads

7.5 Critical Site Points

Water supply problem

Lack of water supply is one of the problems that have to be settled in order for the island to be able to develop. The water shortage is manifested not only in the matter of irrigation, for there are shortages of household supplies to the local population.

Agricultural producers use the domestic supply to irrigate their land, and thus use some of the few water resources left to the island. A serious attempt will have to be made to settle the water issue and to set up a system for the ecological irrigation of the agricultural land area.

Cultivation of the land

Today, no more than 40% of the land of the Ager is cultivated. The problem that is apparent in the actual land workers in the Ager area relates to the manner of cultivation of the land. Once the land was worked by hand while today it can be done much faster and more effectively by machine. The central part of any plot, the pile of stones, makes mechanical tilling difficult and so a manner will have to be found to combine mechanical tilling and preservation of the existing state of the land.

Maintenance of the dry stone walls

The Ager is a piece of agricultural land that is divided up by dry stone walls. The walls need maintaining and restored at the annual level. The problem is that there are not enough skilled people to maintain the walls. Just a few inhabitants of Stari Grad are left who know the technique of building the old dry stone walls. These people are elderly, about 80, and they need to pass their knowledge on to the younger generations.

Education of the local population

The local population is not thoroughly aware of the importance of the cultural heritage of Stari Grad. To date there have been several undertakings resulting in the devastation of the cultural heritage. Educating the local population is one of the major, and one of the most complicated, points that need pushing through at the local community level.

Education about the historical features of Hvar should be included in the curriculum, and in this manner the younger generations of the island and of Stari Grad would be educated.

Existence of a free enterprise zone in the Buffer Zone

To the south of the city centre lies the Vrbanj Enterprise Zone. This is an area that is designated in the zoning plan as a manufacturing and service industry area. If no control is exercised over the enterprise zone, it is possible that it might be a source of pollution and devastation of the surrounding areas.

8. COST – BENEFIT ANALYSIS

8.1 Revenue

8.1.1 Revenue from Monument Annuity

All those liable to pay income tax or profit tax are also liable to pay monument annuity if they obtain their revenues pursuant to the exploitation of the resources of a monument of culture. As already mentioned, there are two ways in which the rent is levied.

1. The statutorily prescribed amount of the rent is from 3 to 10 kuna per square meter of useful business premises of a given spatial unit.

2. The statutorily prescribed amount of monument annuity is assessed as 0.05% of the revenue obtained from an economic activity on the immovable cultural property or in part of a cultural and historical unit.

Revenue from monument annuity is projected on the following basis:

1. Anticipated number of firms that will start business units in the area of the plain – i.e., it is anticipated that business units will be able to be started in the plain as long as they are complementary with it and merge into it completely.

Today the use ratio of the land is about 40%; the plan foresees that the plain will consist of land for vineyards (90%) and of land used for olive groves (10%). One hectare of land will produce about 10,500 kg of grapes, or about 7,000 kg of olives. Assuming an average price of a liter of wine of cca 40 kuna, and for oil of 50 kuna, the revenues per hectare are calculated. The mean price of oil is calculated assuming the price of oil when the Ager brand name is used (60 kuna) and the price without the use of the Ager brand (40 kuna). The mean price for wine is calculated when the Ager brand is used (50 kuna) and the price without the use of the Ager brand name (30 kuna).

Table 9. Revenue from monument annuity in kuna

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
Direct method revenue from monument annuity	0	0	12000	24000	37500	45000	52500	72000	81000	90000
Indirect method revenue from monument annuity	0	0	40495	43008	56902	65592	66048	72052	75002	78056
Total revenue from monument annuity	**0**	**0**	**52495**	**67008**	**94402**	**107592**	**118548**	**144052**	**153052**	**168056**

No generation of revenue from monument annuity is anticipated in years one and two since the process and procedure for the collection of these resources have not been established, and also the situation vis-à-vis proprietorship in some parts of the plain has not been established. Local administration will collect direct revenue from monument annuity from firms that will start up business units directly in the Ager. This projection assumes that at the end of the tenth year there will be ten firms in the Ager (hospitality firms, wine roads, souvenir shops). Since these firms will be directly located on the cultural property, they will pay a monument annuity of 10 kuna per square meter of economically usable area. Indirect revenue from monument annuity will be collected as 0.05% of the revenue from the sale of products produced in the Ager. The Starogradsko polje will never be able to be used 100% for agriculture; 20% of it is forest, stone mounds, wells and other buildings, unmetalled roads within the area, and 52 archaeological sites that need to be investigated before the land can be put to any agricultural use.

As already mentioned, 40% of the revenue obtained from monument annuity must by statute be paid into the national budget. Here the total resources accruing from monument annuity are cited. In the financial flow how much of these revenues will accrue to the AGER d.o.o. fund will be addressed.

8.1.2 Revenue from the Use of the Ager Brand Name

The wine to be produced form the grapes of the Starogradsko polje will be able to use the Ager brand name, i.e., identifying it as wine from an area under UNESCO protection, which should allow it to fetch a higher price on the market. The subject of this study is not for us to suggest in what ways the promotion of Ager-produced products can be promoted – this will have to be left for a marketing study which needs to be done specially.

Considering the use of the land in a given year, the quantity of wine that can be produced is calculated. The price of a liter of uncertificated wine is 30 kuna, while the price that can be attained after certification might be from 20 to 30% higher. It is the same thing with the price of oil; the price without the use of the Ager brand name may be 40 kuna a liter. The reasons for the possible increase in the price are the greater investment in the production of wine and oil, powerful advertising and better purchasing power of the purchasers of such products.

There are also other manners in which firms that produce in the Ager can certificate their products:

- as products produced organically or
- as products with the mark of authenticity or geographical origin.

Table 10. Revenue from the use of the Ager brand name, in kuna

Year	1	2	3	4	5	6	7	8	9	10
Revenue from sales of brand-name wine	0	0	12285000	24570000	46068750	50675625	67.567.500	73.710.000	73.710.000	79.852.500
Revenue from sales of brand-name oil	0	0	337.920	675.840	1.267.200	1.393.920	1.858.560	2.027.520	2.027.520	2.196.480
Revenue from use of the Ager brand name	0	0	**252.458**	**504.917**	**946.719**	**1.041.391**	**1.388.521**	**1.514.750**	**1.514.750**	**1.640.980**

The prices to be paid by firms using the Ager brand name come to 2% of the sales price. In the first two years no revenue is generated, since the Ager brand will not exist. This is because the decision about whether the Stari Grad Ager will be placed under UNESCO protection will be made in 2007. The supposition is that in the third year the Ager brand name will be used to identify 10% of all wine produced and the same percentage of oil.

Because of the 40% use of the land in this year, and the total amount of wine (1,890,000 l) and oil (43,323 l) that can be produced, the revenue that will be generated will come to 194,199 kuna. This kind of revenue is based on a price of wine of about 50 kuna, and of oil of about 60 kuna per liter (25 greater than that which can be achieved without the use of the brand name).

The supposition is that these revenues will rise over the years in proportion to the rate of use of the land in the Starogradsko polje, and that the amount of bottles of wine and oil that will be sold with the Ager brand name will not exceed 40% of the total produced amount.

8.1.3 Revenue from the Tax on Uncultivated but Cultivable Agricultural Land

The tax on uncultivated but cultivable agricultural land is prescribed by the Agricultural Land Law and the Financing of Local Government Law. It is levied by local government in an amount ranging from 250 to 1000 kuna p.a. depending on the kind and appropriate purpose of the agricultural land. Since in the Starogradsko polje we are dealing with land that is most properly used for vineyards and olive groves, the opportunity cost of not using such land is very high, and thus the amount of tax of 1000 kuna p.a. is recommended. Tax revenue is founded on the percentage of uncultivated but cultivable agricultural land that will reduce over the years and in the last year cultivation of the land should rise to 75% of the total usable land. The maximum use of the plain that can be achieved is 80% of the total area.

It would be unrealistic to suppose that this tax can be collected fully – this calculation is based on the percentage of collection of the total amount of tax of 30%. The reason for this is that many landowners are not located in the Republic of Croatia, and this is a critical factor that has to be taken into account.

Table 11. Revenue from tax on uncultivated but cultivable agricultural land in kuna

Year	1	2	3	4	5	6	7	8	9	10
% of uncultivated but cultivable agricultural land	80	80	40	40	30	25	25	20	20	15
Revenue from uncultivated but cultivable agricultural land	0	0	156.000	156.000	117.000	97.500	97.500	78.000	78.000	58.500

8.2 Expenditure

8.2.1 Expenditure on Wages

In incorporation year and in the year after, AGER d.o.o. will employ two people. These are the manager and the ranger – in this phase there is no need to employ a field guard, because of the limited volume of work, nor a site manger, because no major investment in reconstruction and maintenance of the Starogradsko polje will be possible before the generation of bigger revenues.

Table 12. Costs for labor in kuna

Year	1	2	3	4	5	6	7	8	9	10
Manager	120,000	120,000	120,000	120,000	120,000	120,000	120,000	120,000	120,000	120,000
Site manager			96,000	96,000	96,000	96,000	96,000	96,000	96,000	96,000
Ranger	42,000	42,000	42,000	42,000	42,000	42,000	42,000	42,000	42,000	42,000
Field guards	72,000	72,000	72,000	72,000	72,000	72,000	72,000	72,000	72,000	72,000
Total cots of labor	**162.000**	**162.000**	**402.000**	**402.000**	**402.000**	**402.000**	**402.000**	**402.000**	**402.000**	**402.000**

Table 12 gives the distribution of wage costs, which will in years one and two be borne by the local authority, together with other costs of incorporation (20,000 initial equity and about 10,000 kuna legal fees).

8.3 Costs and Revenue – Available Budget

In the second and third year of the project AGER d.o.o. will not realize any revenue. In year three it will make some income, but the costs will still be higher. Stari Grad has consented to provide funds for the functioning of the firm in the first three years. It is necessary in the local budget to earmark resources from the local budget for the incorporation of the firm and the wages of the employees. As well as the founding equity (20,000 kuna, which is statutorily required) there are the estimated legal costs for counsel and notary.

Table 13. Costs and revenue – disposable budget

Year	1	2	3	4	5	6	7	8	9	10
Revenue										
Revenue from monument annuity	0	0	52.495	67.008	94.402	107.592	118.548	144.052	153.052	168.056
Revenue from use of Ager brand name	0	0	252.458	504.917	946.719	1.041.391	1.388.521	1.514.750	1.514.750	1.640.980
Revenue from uncultivated but cultivable agricultural land	0	0	156.000	156.000	117.000	97.500	97.500	78.000	78.000	58.500
TOTAL REVENUE	**0**	**0**	**460.953**	**727.925**	**1.158.121**	**1.246.483**	**1.604.569**	**1.736.802**	**1.745.802**	**1.867.536**
Expenditure										
Duties to national budget	0	0	20.998	26.803	37.761	43.037	47.419	57.621	61.221	67.223
Wages	162.000	162.000	402.000	402.000	402.000	402.000	402.000	402.000	402.000	402.000
Incorporation	5,000									
Disposable budget	**-167.000**	**-162.000**	**-37.955**	**299.122**	**718.360**	**801.446**	**1.155.150**	**1.277.182**	**1.282.582**	**1.398.313**

8.4 Local Government Revenue

Table 14. Local budget revenue as effect of the Ager

Year	1	2	3	4	5	6	7	8	9	10
Revenue of local budget										
Revenue from trade name tax	0	0	2.000,00	3.000,00	4.000,00	5.000,00	6.000,00	8.000,00	10.000,00	10.000,00
Revenue from consumption tax	0	23.760,00	48.232,80	73.439,78	108.057,38	144.059,67	181.502,06	220.442,14	260.939,83	303.057,42
Revenue from monument annuity	0	0	31.496,83	40.204,82	56.641,02	64.555,12	71.128,61	86.431,21	91.831,21	100.833,81
Tax on uncultivated but cultivable agricultural land	0	0	156.000,00	156.000,00	117.000,00	97.500,00	97.500,00	78.000,00	78.000,00	58.500,00
Revenue from tourist tax	0	25.740,00	52.252,20	79.559,77	117.062,16	156.064,64	196.627,23	238.812,32	282.684,81	328.312,20
Total revenue of local budget as result of the Ager effect	0	.500,00	289.981,83	352.204,37	402.760,55	467.179,44	552.757,90	631.685,67	723.455,85	800.703,43

Chapter 6.2.4 above mentions the Local Government Financing Law in which all the revenue accruing to local budgets are listed by name. Table 14 shows the revenue of the local budget of Stari Grad municipality created as a result of the effectuation of the Starogradsko polje Management Plan. Firms that use the resources of the Ager will have to register their trade names in Stari Grad. The number of firms created is anticipated as rising over the years (from years 2 and 3 to year 10 of the project), and the trade name tax comes to 1000 kuna p.a.

The consumption tax is paid on the consumption of alcoholic beverages (wine, special wine, brandy, grappa and other spirits), beer, non-alcoholic beverages in hospitality facilities. This tax is levied at the rate of 3% of the sales price of these products and the revenue is calculated pursuant to figures about the number of visitors to Stari Grad and the rise in the number of visitors as a result of the management of the Ager. The figures are obtained from the Stari Grad Tourist Office.

Revenues from monument annuity and tax from the uncultivated but cultivable agricultural land are analyzed in the preceding chapters. Although revenue from the tourist tax is the direct revenue of the Tourist Office of Stari Grad, they are put into the local budget for the purposes of these calculations because these funds at any rate remain in the Stari Grad area and are used for putting the city into order for the purposes of tourism. Revenue is counted on the basis of the estimated number of overnight stays as effect of the Management Plan and the amount of the tourist tax of 6 kuna p.c., p.d. OF the total amount, the Tourist Office [Board] retains 65%, while the rest is paid into the budget of the County Tourist Office or the Croatian Tourist Board.

8.5 Indirect and Direct Costs and Benefits

As well as the direct effects of the Management Plan, which will be visible in the local budget, there are also indirect effects on all other business entities in Stari Grad and the broader area as well. These effects primarily refer to firms that base their work on the exploitation of the resources of the Plain – wineries, oil refineries, and those who will open branches in the plain. The others are firms that work in Stari Grad (hotels, restaurants, local traders, galleries and others).

Table 15. Part 1. Total direct and indirect revenue and costs as effect of the effectuation of the Management Plan

Year	1	2	3	4	5	6	7	8	9	10
Revenue from increased influx of tourism in accommodation facilities	0	1.230.000	2.496.900	3.801.807	5.593.879	7.457.634	11.411.777	9.395.940	13.508.249	15.688.578
Revenue from increased influx of tourists into hospitality facilities	0	792.000	1.607.760	2.447.993	3.601.913	4.801.989	6.050.069	7.348.071	8.697.994	10.101.914
Revenue of local shopkeepers	0	132.000	135.960	140.039	192.320	200.013	208.013	216.334	224.987	233.987
Revenue from sales of entrance tickets into galleries etc	0	3.300	3.399	3.501	4.808	5.000	5.200	5.408	5.625	5.850
Winery revenues	0	0	78.624.000	83.538.000	110.565.000	121.621.500	128.378.250	140.049.000	140.049.000	151.719.750
Oil revenues	0	0	2.365.440	2.478.080	3.238.400	3.562.240	3.717.120	4.055.040	4.055.040	4.392.960
Total indirect revenue	0	**2.157.300**	**85.233.459**	**92.409.420**	**123.196.320**	**137.648.377**	**147.754.592**	**163.085.631**	**166.540.895**	**182.143.039**
Revenue from monument annuity	0	**0**	52.495	67.008	94.402	107.592	118.548	144.052	153.052	168.056
Revenue from use of the Ager brand name	0	**0**	252.458	504.917	946.719	1.041.391	1.388.521	1.514.750	1.514.750	1.640.980
Revenue from uncultivated but cultivable agricultural land	0	**0**	156.000	156.000	117.000	97.500	97.500	78.000	78.000	58.500
Total revenue	0	**2.157.300**	**85.694.412**	**93.137.344**	**124.354.440**	**138.894.859**	**149.359.161**	**164.822.433**	**168.286.697**	**184.010.575**

Table 15 (Part 2) Total direct and indirect revenue and costs as effect of the effectuation of the Management Plan

Year	1	2	3	4	5	6	7	8	9	10
Expenditure resulting from increased influx of tourists into accommodation facilities	0	1.477.608	2.999.544	4.377.048	6.160.580	7.840.266	9.408.224	10.856.108	12.175.084	13.355.802
Expenditure because of increased influx of tourists in hospitality facilities	0	316.800	643.104	979.197	1.440.765	1.920.796	2.420.027	2.939.229	3.479.198	4.040.766
Expenditure of local shops	0	101.538	104.585	107.722	147.938	153.856	160.010	166.411	173.067	179.990
Total indirect costs	0	**1.895.947**	**3.747.233**	**5.463.968**	**7.749.284**	**9.914.918**	**11.988.261**	**13.961.747**	**15.827.349**	**17.576.558**
Maintenance of olive groves	0	**0**	2.080.000	2.080.000	2.600.000	2.860.000	2.860.000	3.120.000	3.120.000	3.380.000
Maintenance of vineyards	0	**0**	74.880.000	74.880.000	93.600.000	102.960.000	102.960.000	112.320.000	112.320.000	121.680.000
Maintenance of the monument	0	**0**	37.955	299.122	718.360	801.446	1.155.150	1.277.182	1.282.582	1.398.313
Total investment costs	0	**0**	**76.997.955**	**77.259.122**	**96.918.360**	**106.621.446**	**106.975.150**	**116.717.182**	**116.722.582**	**126.458.313**
Total costs	**162.000**	**2.057.947**	**81.147.188**	**83.125.089**	**105.069.644**	**116.938.364**	**119.365.411**	**131.080.929**	**132.951.930**	**144.436.871**
Net money flows	**-162.000**	**99.353**	**4.547.224**	**10.012.255**	**19.284.797**	**21.956.496**	**29.993.750**	**33.741.505**	**35.334.767**	**39.573.703**
Economic NPV on investment	109,602,456									

1. Indirect revenue

a) Revenue from increased influx of tourists in accommodation facilities as effect of the effectuation of the Management Plan is based on:

- total accommodation facilities in Stari Grad – 4400 units
- number of overnight stays in pre- and post-season, season and rest of the year in which the total number of overnight stays comes to 220000 p.a., of which 170,00 relate to the season (July and August), 40,000 to pre and post season (June and September) and 10,000 to the rest of the year.
- price of an overnight stay of 200 kuna in the season, 150 kuna in the pre-season and 100 out of season.
- Estimate of growth of number of visitors as result of promotion of Ager as a monument protected by UNESCO. The projected growth rate in the first five years is 3%, and in the rest of the time 4%.

b) Revenue from increased influx of tourists in hospitality facilities (restaurants, bars) as effect of the effectuation of the Management Plan is based on:

- total number of visitors in a given part of the seasons as quoted in the previous paragraph. Of the total number of overnight stays 80% are accounted for by accommodation in guest houses, and 20% in flatlets. It is assumed that visitors in rooms are mainly also restaurant users, and the calculation is based on this estimate;

c) Revenue of local shopkeepers is based on:

- the total number of visitors in a given part of the season staying in flatlets (20%) for it is assumed that they will spend the most in local shops;
- an average spending per visitor in a shop of 100 kuna p.d.

d) Revenue from the sale of ticket is based on:

- 5% of total number of visitors in a given part of the season (based on a calculation of 3 rainy days, when visits to galleries and museums are most frequent);
- an admission price of 10 kuna.

e) Revenue of wineries using the resources of the Ager is based on:

- an average yield of grapes p.h. p.a. of 10500 kg (5250 l wine);
- estimated use of land over the years (40% in the first four years, to a use of 75% of total agriculturally usable land that according to the estimate will occur on in the last year of the project);
- ratio according to which 90% of total used land is accounted for by vineyards, and the rest by olive groves;
- estimated use of the Ager brand name (10% of all liters of wine produced in year 3 to a max of 40% in the last year);
- price of a bottle of ordinary (no brand) wine in the amount of 30 kuna, and the price of wind sold under the Ager brand name (50 kuna).

f) Sales of oil refineries that use the resources of Ager are based on:

- average yield of olives per hectare p.a. – 7040 kg (about 1080 l oil);
- estimated use of land over the years (from 40% in the first four years to a maximum use of 75% of total agriculturally usable land that will according to the estimate occur in the last year of the project);
- ratio by which 10% of totally usable land will be for olives, and the remaining 90% for vineyards;
- estimated use of the Ager brand name (coming to 10% of totally produced oil in year 3 of the project and a max of 40% in the last year);

2. Direct revenue

It is not necessary to explain direct revenue, since the manner of calculation is dealt with in the previous chapters.

3. Indirect costs

a) Expenditure of hotels and other accommodation facilities as result of increased influx of tourists is based on:

- estimated rate of growth of revenue from accommodation facilities as explained in the previous chapter;
- relation of revenue and expenditure in one of the hotels in Stari Grad (NB: the hotel makes a loss; in 2004 its expenditure was 20% higher than its income). This analysis includes the rate of the reduction of this ratio (reduction of expenditure) so that in the 10th year of the project the hotel will make a profit.

b) Expenditure of catering facilities from increased influx of tourists is based on:

- estimated rate of growth of revenue in hospitality or catering facilities as explained in the previous chapter;
- the ratio of expenditure and revenue based on the average profit margin of 150% in such facilities.

c) Expenditure of local shops from increased number of visitors is based on:

- estimated rate of growth of revenue in local shops as explained in the previous chapter;
- ratio of expenditure and revenue is based on an average profit margin of 30% in local shops;

4. Operational costs of the project

These costs relate to the operating costs of AGER d.o.o. including costs of labor. The analysis is done in Chapter 8.2.1.

5. Investment costs

a) Costs of maintaining olive groves – the calculation is based on:

- an estimated percentage of the used land occupied by olive groves (10% of total used land in the year);
- cost of maintain olive grove (from costs of labor, machinery, fertilizer to other costs), amounting to 40,000 kuna p.h.

b) Costs of maintaining vineyards – the calculation is based on:

- an estimated percentage of the used land occupied by vineyards (90% of total used land in the year);
- cost of maintaining a vineyard (from costs of labor, machinery, fertilizer to other costs) which come to 160,000 kuna p.h.

c) Maintenance of the cultural monument

In Chapter 8.3, Table 13, there is a calculation of the disposable budget of AGER d.o.o. The entire amount of the budget over the year will be invested in the maintenance, restoration and conservation of the Starogradsko polje, and so this amount is classified as investment in maintenance.

6. Net money flows of the project and NPV return on net assets.

It is visible from Table 15 that the project, throughout the whole period, has positive cash flows. These are the total revenue minus total costs of the project during the whole period of the project. There is a minus figure only in the first year, since certain monetary resources are necessary for AGER d.o.o. to start working at all, before the revenue generated by the effectuation of the Management Plan begins.

For a calculation of the economic net current value on investment a discount rate of 8% is taken, so as to take the considerable risk into consideration and because of the new manner of management, the critical points related to the legislative background and other unpredictable situations.

9. CONCLUSION

This study has been developed around one central idea - that Starogradski Ager as a monument of culture should be managed more adequately. Without false pretension, unrealistic plans or over-exaggerated numbers and data it is possible to conclude that realization of this management plan is feasible. However, what is required is knowledge, capability, eagerness and cooperation at all levels – from the highest instances, i.e. the government, to communication with the locals. By excluding any one of these instances there is reduced possibility of achieving maximum results. In case this management plan does come to its realization, it will no longer be possible for anyone in Croatia, at the mentioning of the world culture, to think of half-empty, budget-dependable museums that probably see their only visitors during rainy days.

Ager is a monument of culture unique in many respect; this is not only a monument offering its visitors an exquisite visual experience, but it is a "live" monument that creates new product, that employs new people, that is effective and far reaching, that gets into the cracks and crevices of the lives of the local people.

In this sense, the principal objective of this management plan is not tourism development. Tourism is expected to happen as a side-effect of this plan, and not the other way round. The leitmotif and the focus of attention are people of Stari Grad and their way of life. Our intention is by no means to turn their way of life upside down, but to simply make the locals aware of something they had had all along, except they did not know it.

In order to successfully complete this project it was necessary to spend time among people who love and 'feel' Stari Grad and Ager, to talk to locals who live and work there, who have their everyday "little" problems and who know exactly what they want to happen with Stari Grad. Our main intention was to try to avoid imposing our vision of the Ager without participation of those who are most involved in the Ager. We succeeded in our intentions as we worked together every step of the way and together we came to important conclusions.

The biggest support came from the Conservation Department in Split; from Dr Jasna Jeličić-Radonić, the head of Department Mr. Joško Belamarić, conservator Mr. Radoslav Bužančić and ethnologist Ms. Ivana Radovanić, who have participated in development of this study with their professional help and advice. The idea to apply the Ager for inscription on the World Heritage List and to proclaim it a monument of culture came first from the Conservation

Department. The Department continued working on this idea through open discussions that have preceded the development of this study, at the same time providing us with practical instructions and valuable advice on how to approach specific problems. This particularly refers to issues concerning the legal framework of gathering sources and protecting monuments of culture.

Without help of the Conservation Department we believe it would be extremely hard or impossible to reconcile interests and objectives of different interest groups. This is partly due to the fact that the lineages of their staff derive from Stari Grad, but also to years of experience and scholarly reputations they have gained among the local population as well as nationally and internationally. The Department will therefore have a major consulting role in management plan realization and in all future communication between AGER d.o.o. and UNESCO.

We would also like to thank others who participated in open discussions: first of all Mr. Tonči Tadić, Croatian Parliament representative, who we hope will continue this successful cooperation; the mayor of Stari Grad Mr. Visko Haladić, who as local government representative will play a decisive role in the future; prof. Aldo Čavić, head of Cultural Centre, who made enormous efforts to maintain and develop culture in Stari Grad, and Mr. Jurica Dužević, director of the tourist office.

Important to mention are local people who work in the Polje and others interested in using up its resources. They have helped us a great deal with their practical advice and experience. Besides, without these people the plan itself would be pointless. It was a pleasure for us to participate in creation of such historical idea, realization of which could serve as a unique example of investing in culture.

Thank you,

MICRO projekt team, with great pleasure…

WHC REGISTRATION
Date 27.02.08
Id N° 1240
Copy 1 Item 21

REPUBLIKA HRVATSKA
MINISTARSTVO KULTURE
Runjaninova 2
10000 Zagreb

Ref. no.: 910-04/08-01/0071
532-04/1-08-2

Zagreb, 26th February 2008

Ms Regina Durighello, Director
World Heritage Unit
ICOMOS
49-51 rue de la Federation
75015 PARIS

Subject: World Heritage List – Nomination of "The Stari Grad Plain" - Croatia

Dear Ms Durighello,

We would like to thank you for your letter of 17th December 2007 in which you ask for further information on the Stari Grad Plain nomination for the World Heritage List. We are pleased to inform you that the existing Management Plan, which can be found in the attachment to this letter, was amended with the additional information.

We are sending you herewith the requested information as follows:

1. The exact information on the protected areas of the Stari Grad Plain, and the ancient Greek settlement in particular, can be found in the point 1.1.2. of the Annex 1 – Cultural Heritage Management.

2. Let me confirm that the Republic of Croatia, via the Ministry of Culture, guarantees that AGER d.o.o. has the autonomy, to the level appropriate, to ensure the adequate management of the Stari Grad Plain, according to the 1999 Law on the Protection of Cultural Goods and in the manner of the afore achieved cooperation and valuable experience with the Association of Dubrovnik Antiquities Friends on the management and protection of Dubrovnik city walls.

   Furthermore, the Ministry of Culture expresses its commitment to financially support AGER d.o.o. during the first two years of the implementation of the planned projects, as well as the following years in the amount of 40% of the monument annuity for the protected area, amount which is given to the state budget according to the 1999 Law, and in this case, it is decided that it will be invested back in the Stari Grad Plain activities.

3. Detailed information on the plans that are going to be implemented in the Stari Grad Plain are to be found in the Annex, especially in the points 1.4. and 1.5.

4. The Management Plan was adopted at the session of the city Council on 26th of September 2005 (decision attached).

5. Further archaeological excavation programmes include the entire area of the Plain, including the already researched area, such as described in detail in the points 1.1.2. and 1.6.

   Since 1999 there have been several archaeological excavations conducted in the area of the Stari Grad city that have been financed by the Ministry of Culture and it is planned to continue these research activities. The archaeological research until today has revealed at the site of Remeta's garden the southeast part of Pharos. The east and southeast walls of the Greek settlement, consisting of the housing architecture from the 4th century BC till the 5th/6th century AD, were also revealed. At the same area there were uncovered the remains of the Ilyric (pre-Greek) settlement. The early Christian and Middle Age complex of the St. John's church was researched, conserved and appropriately displayed in situ. All the movable findings are presented in the Stari Grad City Museum and, with the rest of the valuable archaeological collection, represent the period of antiquity in the development of the Stari Grad city and the island of Hvar. The researched area of the city comprises of around 6000 square meters.

   The planned research in the future includes the research as part of the protective conservation works, as well as the research of all villa rusticas in the Plain.

Please do not hesitate to contact us should you require any additional information.

Sincerely yours,

STATE SECRETARY

Jasen Mesic

WHC REGISTRATION
Date 27.02.08
Id N° 1240
Copy 1 Item 22

Annex 1 – Cultural Heritage Management

1.1. Introduction

The following chapters indicate the means of management in specific segments within the overall Starogradsko polje / Stari Grad Plain Strategic Management Plan.
Disaster management, visitor management and archeological sites' management are emphasized. It is important to note that aforementioned plans need to be reviewed on specific time basis, due to the changes in environmental conditions influencing these plans. Reviewing dynamics are shown in the picture below.

Picture 1: Reviewing dynamics of management plans

Year	1	2	3	4	5	6	7	8	9	10
Strategic management plan	•				•				•	
Physical conservation plan	•			•			•			•
Maintenance plan	•	•	•	•	•	•	•	•	•	•
Disaster management plan	•			•			•			•
Visitor management plan		•			•			•		
Archeological sites' management plan		•			•			•		

Furthermore, generating of means for financing the activities of Ager d.o.o., the company that is to manage the resources of Starogradsko polje / Stari Grad Plain, is observed. Besides this, the coverage of protected area is elaborated, since this is important from the point of view of protection and financing of protection through incentives by responsible ministries.

1.1.1. Local and state budget sources of finance

As mentioned above, financing of Ager d.o.o., the company that is to manage the resources of Starogradsko polje / Stari Grad Plain needs to be emphasized. Namely, during the first two years budget financing is foreseen, since it is not possible to generate financial means from using the Ager resources at the beginning of the project. For that purpose, approximately 126,000.00 kn will be generated from monument annuity in the Stari Grad area in 2007 for the financing of Ager d.o.o. According to this amount (approximately 15,750.00 kn per month), it is estimated that these means will equal 189,000.00 kn in 2008. The remaining means necessary for the functioning of Ager will be provided from the budget of town of Stari Grad.
Considering the fact that part of the means collected from the monument annuity on the local level is allocated to the state budget (40%), it should be emphasized the willingness of Ministry of Culture to invest these means for financing of activities within Starogradsko polje / Stari Grad Plain. Besides this, a draft of incentive scheme for Starogradsko polje / Stari Grad Plain is currently being developed by responsible ministries: Ministry of Culture and Ministry of Agriculture, Forestry and Water Management.

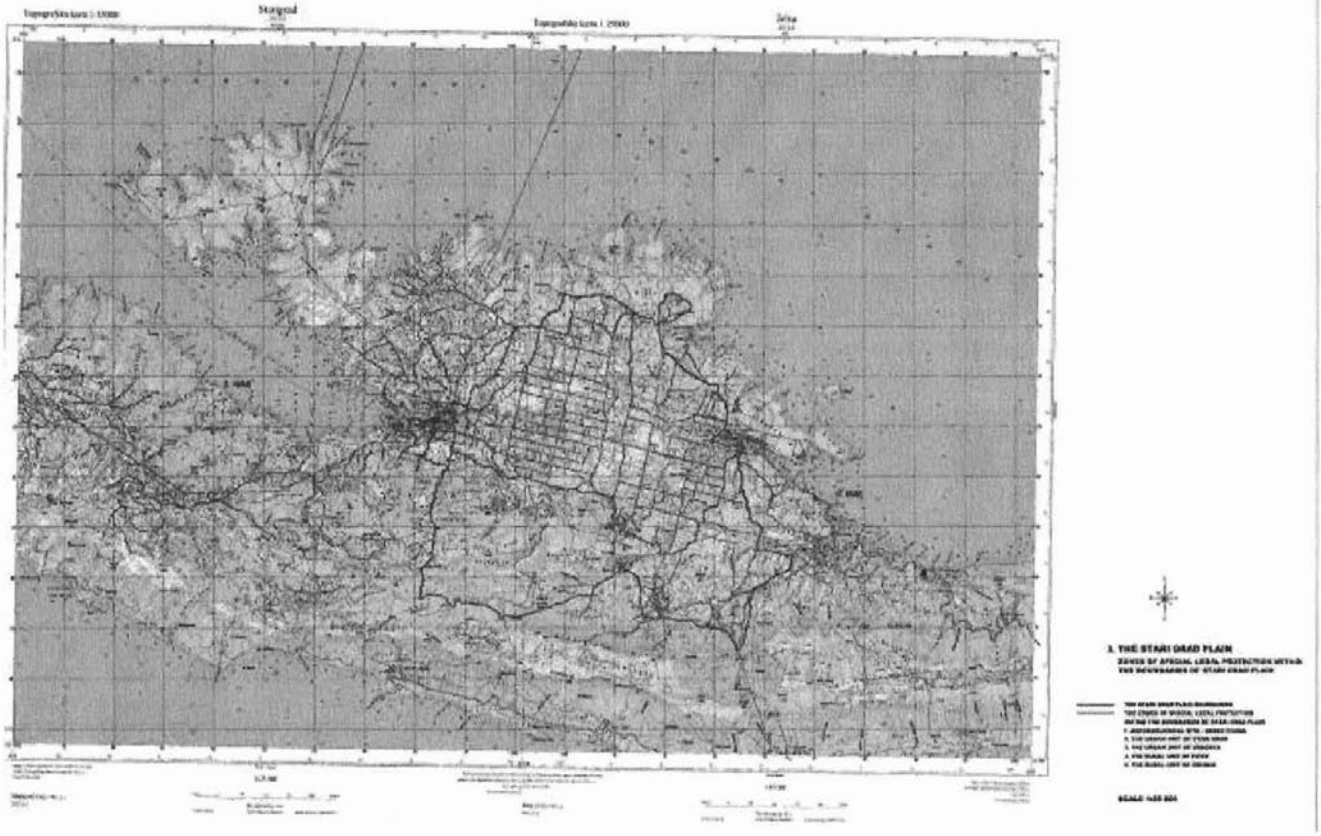
According to the information obtained from the Assistant Minister of Culture, interdepartmental ministries of culture and agriculture intend to publish an incentive referring to the Starogradsko polje / Stari Grad Plain. A draft of the incentive scheme is currently being developed.

1.1.2. Protected area coverage

The protected area – cultural landscape of the Starogradsko polje / Stari Grad Plain is marked in red on the map shown below. This area is protected as a cultural landscape, and it comprises of the field with the surrounding settlements that historically gravitate to the Plain. The field itself (Ager) is especially protected as an archaeological zone (indicated in blue on the map) and constitutes most of the protected area. The physical plan of Stari Grad does not allow construction in the archaeological zone, with the exception of small filed houses (surface of 15 sq meters) in the land plots where there are no traditional 19th century field houses. The purpose of this area, besides presentation purposes, is mostly agricultural. The physical plan of the municipality of Jelsa, which is currently being developed, indicates that the part of Ager in the Jelsa area will be regarded in the same manner.

The town Stari Grad and settlements Vrboska, Pitve and Vrisnik are under protection as especially valuable constructed units in the area of cultural landscape. The protected units are indicated in blue on the map. Protection of certain parts of settlements Svirče and Vrbanj is also planned. Construction in these parts is regulated by Protection and Preservation of the Cultural Heritage Law. This means that the Conservation department participates in the process of Physical plan development (Urban and space planning documentation) in a way that it sets specific protection measures to be included in the Plan and it approves the plan. Furthermore, in the process of granting construction rights for new houses or adaptation of existing ones, the Conservation department sets the conditions for this kind of project development and approves the project.

Picture 2. Protected area coverage



Greek settlement Pharos is situated inside the today's city walls of Stari Grad. The archaeological research until today has revealed at the site of Remeta's garden the southeast part of Pharos. The east and southeast parts of Greek walls were also revealed, consisting of the housing architecture from the 4th century BC till the 5th/6th century AD. At the same area there were uncovered the remains of the Ilyric (pre-Greek) settlement. The early Christian and Middle Age complex of the St. John's church was researched, conserved and appropriately displayed in situ. All the movable findings are presented in the Stari Grad City Museum and, with the rest of the valuable archaeological collection, represent the period of antiquity in the development of the Stari Grad city and the island of Hvar.

The borders are the following: the Greek Pharos is in the protected area of the city of Stari Grad, that is, it is part of its protected area.
Greek chora with the preserved land divisions is spread along the Stari Grad Plain, from Stari Grad to Vrboska and Jelsa at the Southeast, and in the North-South direction it spreads as wide as the Plain. The whole area is protected as an archaeological site.
The borders of the nominated area, from the archaeological point of opinion, are confirmed by the research itself, and they need not be changed.
Based on the legal document, the Resolution of the Conservation Department in Split of 6th of April 1993, as proscribed by the Article 49 (National Gazette No. 7/67), the archaeological site Antique Chora - Ager in the

Stari Grad Plain is inscribed on the National Registry of Cultural Goods of the Republic of Croatia, with the archaeological topography no. Z 1392, and as such it has the status of a protected cultural good. The area covers the borders of cadastre areas of Stari Grad, Dol, Jelsa, Svirce, Vrisnik, Vrbanj and Vrboska. In the area there is visible the Greek way of land division from the 4th c. BC. Among the usual cadastre parcels (181 x 905 m) there were the public paths of 3 metres wide spread. That cadastre division is the ground characteristics of Stari Grad Plain and it is now combined with the natural characteristics of the area. Besides these, the Roman agrarian houses (villa rustica) are spread through the area, the remains of which were partly researched. The Middle Age roads were using the already present antique traces. In the newer period, at the area were built the field houses called Trim and the cisterns that represent the ethnographic value.
The Greek cadastre division is best preserved division of the fields from the Greek period (there are still visible the traces of two more from the time of Greeks).
The Resolution of the Conservation Department in Split of 23rd of September 2005, based on the Article 10, in compliance also with Article 6, sub article 1, point 9 of the Law on the Protection of the Cultural Goods (National Gazette No. 69/99, 151/03, 157/03), the Stari Grad Plain, as the cultural landscape in the central part of the island of Hvar, cadastre areas of Stari Grad, Vrboska, Dol, Pitve, Vrisnik, Svirce and Vrbanj, is under preventive protection (Archive no. P 1507).
At the map, the borders of the site Antique Ager in the Stari Grad Plain are marked with blue colour, and the Stari Grad Plain - the cultural landscape with red colour.
Attached: Registration Resolutions

1.2. Current and future exploitation

According to the information obtained from the stakeholders in Stari Grad during the development of the Strategic management plan, current level of Starogradsko polje / Stari Grad Plain resource usage for agricultural purposes is estimated at 40%. Major problem influencing this % is the fact that the owners of the land plots are not known and therefore there is the inability to cultivate land. The plan does not anticipate the usage of land for any other activities but those that historically pertain to it. The goal is to bring back the historic importance of this, once living agricultural area, having in mind that due to the current depopulation on the island of Hvar, it is intended to consolidate the plots and stimulate investments, thus creating conditions for broader economic exploitation of resources, and not just for cultivation of produce for inhabitants on the Island.

1.3. Physical conservation

Although certain level of destruction of dry stone walls and other ethnological buildings exists, these are generally well preserved. The drawing up of the detailed plans which include detailed conservator analyses is planned in the existing conservation documentation of the Stari Grad town and the municipality of Jelsa, whereas the dynamics of their drawing up depends on the plans and development of the local management.
Considering the fact that Starogradsko polje / Stari Grad Plain is proclaimed a protected cultural landscape, the entire protected area is subject to regulations of the Protection and Preservation of the Cultural Heritage Law. In the process of issuing consent for construction of new field houses or adaptation of existing ones, or repairs on the dry stone walls (i.e. construction of new walls), the Conservation department sets conditions for development of this kind of project and approves the project. The Department also stipulates previous archeological research on locations where archeological findings have been recorder.
The Law anticipates State investment (Ministry of culture) in restoration and preservation of the monument. This is done through financing of conservation and protection works through the preservation works programme of the Ministry of culture. Call for proposals for the forthcoming year is issued in the summer and lasts till September 15th. The Ministry already financed the protection programmes of Greek parcelation in 2003 (1.248.140 kuna) and 2004 (200.000 kuna).

It is important to note that, besides Ministry of culture, the Ministry of Environmental Protection, Physical Planning and Construction also acts on behalf of space preservation and possible devastations, especially through its inspection service.

1.4. Disaster management

In the context of Disaster management of Cultural heritage it is important to emphasize fire protection. In the Archaeological Zone area (Ager) there are conserved field roads on routes of Greece division of land. Along the main road Vrboska – Stari Grad there is an airport (direction east – west) and roads that lay opposite to the airport (direction north – south), distance between them being 900 meters. To this date, these roads are being used as fire fighting roads.
The main road leading from Jelsa to Stari Grad is situated south of the field and local roads connecting Dol, Svirče, Vrisnik and Pitve are situated further in the south.
Starogradsko polje / Stari Grad Plain Disaster management plan of Starigrad Field relays on the town of Stari Grad voluntary fire brigade, located 5 minutes away from the Field. The fire brigades form other municipalities are in the radius of maximum 15 minutes drive from the Field.
It is important to note that the main water supply line and hydrant line are stationed along the road that is in use as the Airport.
As mention above, in the Starogradsko polje / Stari Grad Plain area there is Airport on which Air Tractors can land in case of fire fighting. Republic of Croatia currently owns 4 Canadair CL-415, one Air Tractor AT-802F, 4 Helicopters MI8 MTV1, one patrol Helicopter Bell 206B and one patrol Aeroplane PC-9 Pilatus. This year Croatian government has announced the purchase of 3 additional Air Tractors and 2 new Canadairs. Hvar gravitates to Zadar and Split Airport on witch Canadairs can fly down.
Nearest Airport in the vicinity of the island of Hvar is the one on the island of Brač, located at Vreško polje at the altitude of 514 m, 14 km from famous Golden horn beach (Zlatni rat) in Bol and 30 km from Supetar, the largest settlement on the Island. Air distance between Starogradsko polje / Stari Grad Plain to the Brač Airport is less then 10 km.
Having in mind the fact that the Starogradsko polje / Stari Grad Plain (Archaeological Zone known as Ager with surrounding settlements Stari Grad, Dol, Svirče, Vrisnik, Pitve and Vrboska) is a protected cultural landscape, the regulations of the Protection and Preservation of the Cultural Heritage Law apply on the entire area and holds priority in cases of disaster.

1.5. Visitor management (tourism)

When it comes to the tourist offer of town of Stari Grad, ecological organization Pulentoda developed a presentation and marking of localities Purkin kuk, Maslinovik and Kupinovik, within the protected archeological site (Ager) and Greek fortress Tor, situated above the municipality of Jelsa (outside the borders of Starogradsko polje / Stari Grad Plain – cultural landscape).
Tourist association of the town Stari Grad organizes paragliding tours, thus enabling bird view of the Ager. Including of additional tourist route into the offer, comprising other significant localities that were not explored nor presented, is also planned.
This mostly refers to the locality Villa rustica Carevac on the east side of the Ager and Starač in the vicinity of the town Stari Grad. Panoramic flights in planes capacitated for 5 people will be organized from the airport within Ager. There are also cycling tours within the Starogradsko polje / Stari Grad Plain, on the routes of Greek division of the field, originating from the town of Stari Grad.

1.6. Archeological sites' management (archaeological objects)

There are many archaeological findings in the archaeological zone of Starogradsko polje / Stari Grad Plain[1], from movable archaeological materials to architecture from different historic periods.
Although the primary purpose of this area is agricultural, extensive archaeological research and conservation is being performed in most valuable archaeological locations, i.e. those where architecture is well preserved.

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1 Data on the number and it's description are available in the book :Gaffney, Kirigin , Petrić, ..., Arheološka baština otoka Hvara, Hrvatska, BAR IS 660, Oxford 1997. , and it's position is registered in the data basis of Archeological museum in Split and Conservation department in Split.

Movable archaeological materials are stored in the Stari Grad Town museum, and architectural findings will be included into tourist offer after the process of conservation and preservation.
The Center for culture, which was active till September 2007, changed into the Town Museum of Stari Grad. The permanent collection of the museum consists of the antique shipwreck collection and Pharos – Stari Grad collection, a separate ethnological collection in Tvrdalj and future archaeological park Remeta Garden.
Naval collection (19th century) and the civil salon dating to late 18th/beginning of 19th century are also being prepared. The museum also periodically organizes exhibitions in the Plančić gallery.
Besides this, there is also the Dominican monastery museum.
Founding of the third museum, the Museum of the field is planned in the cooperative house in Dol, situated on the borderline of the Starogradsko polje / Stari Grad Plain. The Museum of the field will be an ethnological museum, and the ethnological collection from Tvrdalj be moved to this museum.
There are 11 galleries in the town of Stari Grad. Two of them, Gallery of St Jerome and Juraj Plančić Gallery are owned by the town of Stari Grad, while other are privately owned (Moria Gallery has a significant collection of Roman mosaic and Greek pavement).

Considering a number of art workshops organized in Stari Grad, organization of workshops in the Starogradsko polje / Stari Grad Plain is also planned. Practical workshops will be organized in archaeological locations and the archaeological artifacts will be moved to the Stari Grad museums.

ZCT- NEP- 1392

2

REPUBLIKA HRVATSKA
REGIONALNI ZAVOD ZA ZASTITU SPOMENIKA KULTURE - SPLIT
Split 58000 Topuska 4/I tel

BR. PROTOKOLA: 469/93-17 Split, 06.04.93

Na osnovi clana 49. Zakona o zastiti spomenika kulture ("Narodne novine" 7/67) Regionalni zavod za zastitu spomenika kulture u Splitu izdaje

R j e s e n j e

Utvrduje se da arheoloski lokalitet anticki ager u starogradskom polju, izmedu Staroga Grada i Vrboske na Hvaru, i m a s v o j s t v o s p o m e n i k a k u l t u r e na osnovi cega se zasticuje prema odredbema Zakona o zastiti spomenika kulture i odreduje njegov upis u Registar nepokretnih spomenika kulture ovoga Zavoda pod rednim brojem 1 3 9 2.

Granice zasticenog podrucja utvrdene su popisom katastarskih cestica koje se prilazu ovom rjesenju i njegov su sastavni dio.

Sastavni dio rjesenja je i karta zasticenog podrucja sa ucrtanim granicama zastite i ovjerena od ovog Zavoda.

Ovo ce rjesenje Skupstina opcine Hvar oglasiti na svojoj oglasnoj ploci, kako bi bilo dostupno javnosti.

Zalba protiv ovog rjesenja ne zadrzava njegovo izvrsenje.

O b r a z l o ž e n j e

Komisija za registraciju spomenika kulture osnovana rjesenjem ovog Zavoda sastala se dana 23. ozujka 1993. godine i nakon pregleda dokumentacije ustanovila je slijedece:

"Prostor koji obuhvaca granicne cestice zemlje katastarskih opcina Stari Grad, Dol, Jelsa, Svirce, Vrisnik, Vrbanj i Vrboska, prostire se izmedu Staroga Grada na zapadu i Vrboske na istoku. Na tom se prostoru nalaze tragovi jos grcke katastarske podjele zemljista (4. st.pr.Kr.). Medu osnovnim katastarskim parcelama (900 x 180 m) nalazili su se javni putovi siroki oko 3 m. Ta je katastarska podjela osnovna karakteristika starogradskog polja i ona je srastena s prirodnim karakteristikama tog prostora. Osim toga, cijelo je to zemljiste mjestimicno prekriveno rimskim gospodarskim kucama (villa rustica) koje se ocituju po arhitektonskim ostacima koji su na tom prostoru utvrdeni. Gospodarske su kuce dijelom i istrazene. Tu se ujedno nalaze i srednjovjekovne prometnice koje su koristile njihove anticke tragove. U novijem su razdoblju na tom prostoru sagradene poljske

REPUBLIKA HRVATSKA
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Split 58000 Topuska 4/I tel

BR. PROTOKOLA: 469/93-17 Split, 06.04.93

kucice, zvane trim, i cisterne koje predstavljaju etnografsku vrijednost.

Ta grcka katastarska podjela predstavlja najbolje ocuvanu od ostale dvije Ciji se tragovi jos nalaze u grckom svijetu, pa prema tome predstavlja unikatni spomenik kulture.

Na temelju izlozenoga Komisija smatra da navedeno podrucje predstavlja spomenik kulture."

Prema navedenom misljenju Komisije, a temeljem clana 1, 2, 30. i 31. Zakona o zastiti spomenika kulture rijeseno je kao u izreci ovog rjesenja.

Protiv ovog rjesenja moze se u roku 30 dana od primitka uloziti zalba Ministarstvu kulture i prosvjete Republike Hrvatske u Zagrebu, Trg burze 6.

Zalba se u dva primjerka predaje ovom zavodu, a prema clanku 9. st. 1. t. 19. Uredbe o administrativnim taksama ne taksira se.

Republika Hrvatska - Regionalni zavod za zastitu spomenika kulture - SPLIT

Ravnatelj:
Josko Belamaric

Dostavlja se:

1. Opcina Hvar, sekretarijat za urbanizam, gradevinarstvo i stambeno komunalne poslove, Hvar
2. Opcina Hvar, tajnistvo
3. Mjesna zajednica, Stari Grad
4. Mjesna zajednica, Dol,
5. Mjesna zajednica, Svirce
6. Mjesna zajednica, Vrisnik
7. Mjesna zajednica, Vrbanj
8. Mjesna zajednica, Jelsa
9. Mjesna zajednica, Vrboska
10. Arheoloski muzej, Split
11. Centar za zastitu kulturne bastine, Hvar
12. Opcinski sud, Hvar, zemljisno knjizni odjel
13. Zavod za zastitu spomenika kulture Ministarstva kulture i prosvjete, Zagreb
14. Regionalni zavod za zastitu spomenika kulture, Split, Registar nepokretnih spomenika kultre

REPUBLIKA HRVATSKA
REGIONALNI ZAVOD ZA ZASTITU SPOMENIKA KULTURE - SPLIT
Split 58000 Topuska 4/1 tel

BR. PROTOKOLA: 469/93-17 Split, 06.04.93

GRANICE ZASTITE STAROGRADSKOG AGERA - ARHEOLOSKOG LOKALITETA NA HVARU

Granica arheoloskog lokaliteta zasticenog rjesenjem broj 469/93-17 od 22. ozujka 1993. godine:

Granica polazi od starogradske luke te se nastavlja na slijedece katastarske cestice:
k.o. Stari Grad 10629 (put), 10559 (put), 10563/2 (put), 10972 (put), 10685/1 (put), 10742 (put), 10740 (put);

k.o. Dol: 3241/3 (put), 1858/2, 3230 (put koji dijeli k.o. Dol od k.o. Stari Grad, te u k.o. Stari Grad nosi oznaku 10638, nadalje 17040 (put), 10736 (put), 10721 (put), 8164/1, 8164/2, 8207, 8202/4,8202/5, 8214/1, 8222/2, te se nastavlja putom 10774/1;

k.o. Dol, kat.cest.zem.: 10774/1 (put), 8348/1, 8347, 8353, 8332, 8331, 8330/2, 8328, 10762 (put),zatim sijece put 10761, 10763, (put), sijece put 10766;

k.o. Jelsa, kat.cest.zem.: 10765 (put), 10709 (put);

k.o. Vrbanj, kat.cest.zem.: 4121 (put), 59/1, 59/3, 59/2, 53/2, 53/1, 43/5, 43/3, 41/1, 38/1, 42, 4139 (put), 846, 839, 838, 857/2, 858/1, 861, 863, 890/1, 890/2, 888, 886/4, 884/2, 881/2, 880/2, 878, 876/2, 876/1, 877, 4125 (put), zatim granica sijece put 4129;

k.o. Vrboska, kat.cest.zem.: 2693 (put), 424/4, 424/5, 525/1, 541/3, 541/2, 539/1, 559/2, 560/1, 567/2, 566/1, 574/1, 574/2, 575/1, nadalje granica sijece put 2654, 632/2, 632/1, 633/1, 631, 629, 628/2, 628/1, 2655 (dio puta), 626/3, 620/2, 619/3, 619/2, 615/1, 612/1, 611/2, ili dio puta 2651, 661/1, 661/2, 2650 (put); 797, 798, 799/2, 800, 801, 802, 803, 804/5, zatim dolazi na put 2647, te se nastavlja na put 2662/1, 2700/4 (put), 2706 (put), 2728 (put), 2727 (put), 2738 (put), 2740 (put), taj isti put u k.o. Vrisnik nosi oznaku 4028 (putovi koji su granice katastarskih opcina dijele se po polovini puta izmedu dvije k.o. i imaju razlicite brojeve), nadalje 2741 k.o. Vrboska (put) te isti put u k.o. Vrisnik 4025, nadalje 4039 (put), dalje granica sijece potok 4098, ide cesticom 1685/2, 4021 (put), sijece put 4016, u k.o. Svirce isti put nosi oznaku 4440, 5549 (put), sijece potok 4447, nadalje 5548 (put), u k.o. Vrbanj isti put 4157, nadalje 4106/1 (put), te 4118/2 (put) kojim se dolazi u starogradsku luku i time zatvara granica zastite.

Ravnatelj:
Mr. Josko Belamaric

REPUBLIKA HRVATSKA
MINISTARSTVO KULTURE
UPRAVA ZA ZAŠTITU KULTURNE BAŠTINE
Konzervatorski odjel u Splitu

Klasa: UP/I-UP/I-612-08/05-05/702
Urbroj: 532-04-15/20-05-1
Split, 23. rujna 2005.

Ministarstvo kulture, Konzervatorski odjel u Splitu, na temelju članka 10. a u svezi s člankom 6. stavkom 1. točka 9. Zakona o zaštiti i očuvanju kulturnih dobara ("Narodne novine", br. 69/99, 151/03, 157/03), rješavajući po službenoj dužnosti, donosi

R J E Š E N J E

1.
STAROGRADSKO POLJE – KULTURNI KRAJOLIK u središnjem dijelu otoka Hvara, katastarske općine Stari Grad, Vrboska, Dol, Pitve, Vrisnik, Svirče i Vrbanj, do donošenja rješenja o utvrđivanju svojstva kulturnoga dobra sukladno članku 12. Zakona o zaštiti i očuvanju kulturnih dobara, a najduže 3 godine od dana donošenja ovog rješenja,

stavlja se pod preventivnu zaštitu.

2.
Preventivna zaštita odnosi se na područje označeno na topografskim kartama 572-3-1 Stari Grad (TK25, 1997.g.) i Jelsa 572-3-2 (TK25, 1997.g.) u mjerilu 1:25 000, a obuhvaća područje unutar slijedećih geografskih koordinata:

Geografska dužina: od 16° 35' 42" E do 16° 45' 06" E
Geografska širina: od 43° 08' 34" N do 43° 12' 30" N
Koordinate centralne točke: 16° 36' 10" E; 43° 06' 55" N

Granica zaštite na zapadu se poklapa sa zapadnom granicom zaštićene urbane cjeline Starog Grada i teče od točke na južnoj obali Starigradskog zaljeva (x=6385854,54; y=4783755,11) uključujući kao rubnu č. z. 2948/1 k.o. Stari Grad, skreće prema istoku južnim rubom rive do križanja s ulicom u smjeru sjever-jug koja povezuje rivu s cestom Stari Grad - Selca. Tom ulicom nastavlja prema jugu do ceste Stari Grad - Selca, dalje prema jugoistoku teče cestom Stari Grad – Selca do točke x=6386047,40; y=4782729,50 odakle skreće prema jugu poljskim putem do slojnice na nadmorskoj visini +60 m na kojoj skreće prema istoku i kojom dalje teče do puta Njive – Stari Grad gdje skreće prema jugu do slojnice nadmorske visine +70 m. Slijedeći slojnicu nadmorske visine +70 m teče dalje prema istoku do poljskog puta (topografski naziv Budinjac) kojim teče prema jugu i sa zapadne strane rubi Purkin kuk, Lumbardiju i Borovik do podnožja Babe gdje na slojnici nadmorske visine +430 m skreće prema sjeveru i istoku šumskom stazom do točke x=6386754; y=4779421. Na toj točki prelazi na slojnicu nadmorske visine +360 m kojom dalje teče prema istoku do šumskog puta Poljica – Oštra glavica. Dalje prema sjeveroistoku teče tim šumskim putem preko lokaliteta Sv. Benedikt na Oštroj glavici do ceste za Svirče. Cestom za Svirče teče dalje prema sjeveroistoku do križanja s cestom Svirče – Vrisnik. Nastavlja cestom prema Vrisniku u smjeru juga do slojnice nadmorske visine +100 m gdje prelazi na šumsku stazu kojom nastavlja prema jugu do slojnice nadmorske visine + 150 m na kojoj izlazi na cestu Vrisnik – Pitve. Cestom Vrisnik – Pitve ide prema istoku do križanja sa starim

šumskim putem Vrisnik – Pitve. Tim putem koji se poklapa sa slojnicom nadmorske visine +180 m nastavlja prema istoku do spoja sa cestom Pitve – Vratnik na točki x=6392481,70; y=4778570,95. Odatle skreće prema sjeveru slojnicom nadmorske visine +150 m do ceste Pitve – Jelsa na predjelu Klakun. Cestom za Jelsu nastavlja prema sjeveroistoku do križanja sa starom cestom Jelsa – Svirče. Na tom križanju skreće prema zapadu starom cestom za Svirče do zapadne obale Vira. Odatle skreće prema sjeveru putem prema Vrboskoj do istočnog ruba zaštićene cjeline Vrboske. Nadalje prema sjeveroistoku teče istočnom granicom zaštićene cjeline Vrboske do južne obale zaljeva, rubom rive prema zapadu do mosta kojim prelazi na sjevernu obalu zaljeva. Dalje nastavlja cestom prema sjeveru i zapadu do puta Vrboska Basina. Putem Vrboska – Basina ide prema sjeveru do spoja sa stazom za Lučinu valu. Odatle skreće prema sjeverozapadu putem koji sa sjeverne strane obilazi Vetežnji hum do križanja s putem koji kroz polje vodi iz Vrbanja u Basinu (a poklapa se sa pravcem grčke centurijacije). Od tog križanja ide dalje prema sjeveru putem za Humac do slojnice na nadmorskoj visini +60 m kojom dalje teče prema istoku i sjeveroistoku obilazeći sekundarno stočarsko naselje Humac do točke x=6391551,50; y=4785366. Okomito na slojnice skreće prema sjeverozapadu obilazeći vrh Humac sa njegove sjeverne strane na slojnici nadmorske visine +100m do puta Humac – Kruševci kojim nastavlja prema jugu. Uz Kruševce skreće prema zapadu obilazeći sa sjeverne strane Vrbanjske Rudine preko vrha na koti 71 do točke x=6388979,50; y=4785631,35. Na toj poziciji skreće prema jugu i jugozapadu putem koji sa zapadne strane obilazi Gobaško brdo do križanja s putem za Zelenice. Na tom križanju skreće prema zapadu do spoja s putem Stari Grad – Starač – Zelenice (na poziciji x=6388014; y=4784958). Odatle skreće prema jugozapadu do vrha Mali Starač (na koti +108) i dalje nastavlja prema jugozapadu okomito na slojnice do slojnice na nadmorskoj visini +10 m. Tom slojnicom skreće prema zapadu do ceste Malo Selo – Rudine, te se dalje prema zapadu i jugu poklapa sa sjevernom i zapadnom granicom zaštićene urbane cjeline Starog grada obilazeći sa sjevera i zapada Malo Selo do sjeverne obale Starigradskog zaljeva. Dalje teče rubom sjeverne obale zaljeva prema istoku i u dnu zaljeva prelazi na njegovu južnu obalu čijim rubom nastavlja prema zapadu do početne točke.

Topografska karta s ucrtanim prostornim međama sastavni je dio ovoga rješenja.

3
Na predmetno dobro primjenjuje se Zakon o zaštiti i očuvanju kulturnih dobara i svi drugi propisi koji se odnose na kulturna dobra.

4.
Predmetno dobro upisati će se u Registar kulturnih dobara Republike Hrvatske - Listu preventivno zaštićenih dobara.

5.
Ovo će se rješenje dostaviti nadležnom katastru i sudu radi zabilježbe u zemljišnim knjigama.

6
Žalba ne odgađa izvršenje ovoga rješenja.

O b r a z l o ž e n j e

Unatoč burnim povijesnim događanjima tijekom stoljeća, te višestrukim podjelama zemljišta unutar polja, njegova osnovna struktura zadana grčkom parcelizacijom prije 2400 godina - kada su ga grčki kolonisti podijelili među sobom ždrijebom na 75

pravokutnih poljskih parcela dimenzija 181 x 905 m, odnosno 1 x 5 stadija izraženo u grčkim mjerama - ostala je gotovo netaknuta. Grčka *chora* jako se dobro sačuvala u kamenim suhozidima koji označavaju međe čestica: iako je većina tih suhozida izgrađena tijekom srednjeg i novog vijeka, oni leže na antičkim pravcima. Brojne naknadne podjele zemljišta kao i minimalna gradnja unutar polja oduvijek, od antike do danas, izvodi se na isti način tj. tradicijskom suhozidnom tehnikom. Kako je polje kroz cijelu svoju povijest, pa i danas, zadržalo svoj agrarni karakter u njemu su nataloženi slojevi svih kultura koje su svoju egzistenciju gradile na činjenici da su jedno vrijeme bile u njegovom posjedu.

Počevši od najstarijih vremena okolno stanovništvo svoja je vjerovanja vezalo za plodno polje. Od arheološki potvrđenih antičkih (grčkih i rimskih) kultova, osim onoga vrhovnom bogu Zeusu-Jupiteru, naročito su značajni kultovi božanstava plodnosti. U prvom redu tu su Dioniz i Perzefona koji su direktno vezani za rodnost zemlje, a u natpisima se često spominje i Afrodita. Polje je u srednjem vijeku pod zaštitom patrona hvarske biskupije, sv. Stjepana, čije ime i nosi (...*campus sancti Stephani*...). Tada se u samom polju i njegovoj okolici grade brojne manje crkvice i kapelice, a to je vrijeme nastanka i razvitka velikih procesija vezanih za misterij Velikog Petka i Kristova uskrsnuća koje su se u naseljima oko polja zadržale sve do danas.

Spomenički značaj kulturnog krajolika Starogradskog polja nije u pukom zbroju grčke parcelizacije, svih villa rustica, te kasnoantičkih i starohrvatskih crkvica u njemu, nego u totalu njegova prostora koji s okolnim naseljima predstavlja živi kulturno – povijesni i prirodni rezervat koji do kraja povijesti može ostati u istoj funkciji i istom obliku. Starogradsko polje – kulturni krajolik ima značaj kulturnog dobra jer je:

- grčka parcelizacija Starogradskog polja najbolje sačuvan antički katastar na Mediteranu i u Evropi, remek djelo izvanrednog tehničkog umijeća koje je postignuto svim poznatim znanjima geodezije antičkoga svijeta. Fizički se jasno prepoznaje u prostoru u obliku kamenih zidova građenih u suhozidnoj tehnici.
- grčka parcelizacija kroz sva povijesna razdoblja temeljna mreža svih kasnijih katastarskih podjela. One su oblikovale prostor (landscape) suhozidnim kamenim međama građenim na način koji se nije promijenio od antike do danas.
- zadržalo agrarnu funkciju u svom povijesnom kontinuitetu već 2400 godina. Plodna ravnica Starogradskog polja sa svojim prirodnim okruženjem i okolnim ruralnim naseljima predstavlja jedinstvenu cjelinu, te je najvažnija činjenica u povijesno – društvenom inventaru otoka Hvara. Ugrožena je pritiscima razvoja, t.j. depopulacijom sela i napuštanjem tradicijske zemljoradnje.

Zaštita Starogradskog polja kao kulturnog krajolika pridonijet će naporima očuvanja tradicijske agrarne funkcije i netaknutog kulturnog pejzaža.

Sukladno članku 11. stavak 1. Zakona o zaštiti i očuvanju kulturnih dobara na predmetno dobro primjenjuje se citirani Zakon kao i svi drugi propisi koji se odnose na kulturna dobra te je točkom 5. izreke ovog rješenja određena je obveza dostavljanja rješenja nadležnom katastru i sudu radi zabilježbe u zemljišnim knjigama.

Sukladno članku 11. stavak 2. Zakona o zaštiti i očuvanju kulturnih dobara, točkom 4. izreke ovog rješenja, određuje se obveza upisa predmetnog kulturnog dobra u Registar kulturnih dobara Republike Hrvatske – Listu preventivno zaštićenih kulturnih dobara.

Sukladno članku 10. stavak 6. Zakona o zaštiti i očuvanju kulturnih dobara žalba protiv ovog rješenja ne zadržava njegovo izvršenje.

Iz navedenih razloga riješeno je kao u izreci.

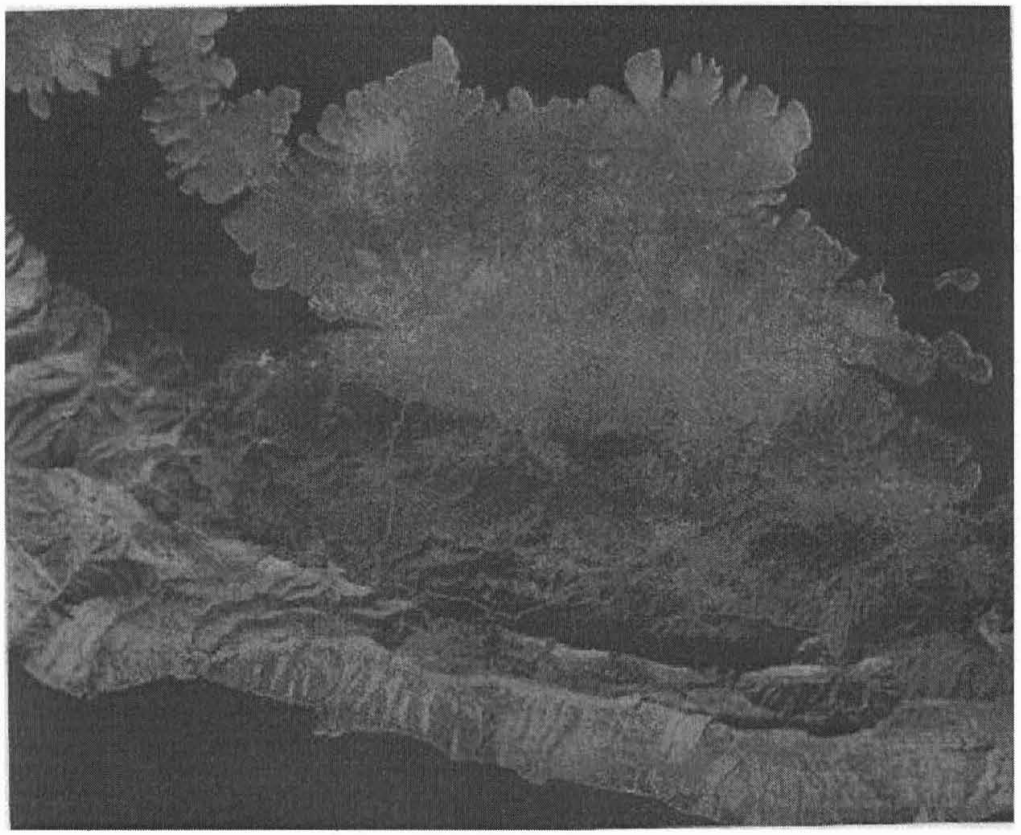
Uputa o pravnom lijeku:

Protiv ovog rješenja može se izjaviti žalba ministru kulture u roku od 15 dana od dana primitka ovoga rješenja. Žalba se predaje ili šalje poštom Ministarstvu kulture, Konzervatorskom odjelu u Splitu.

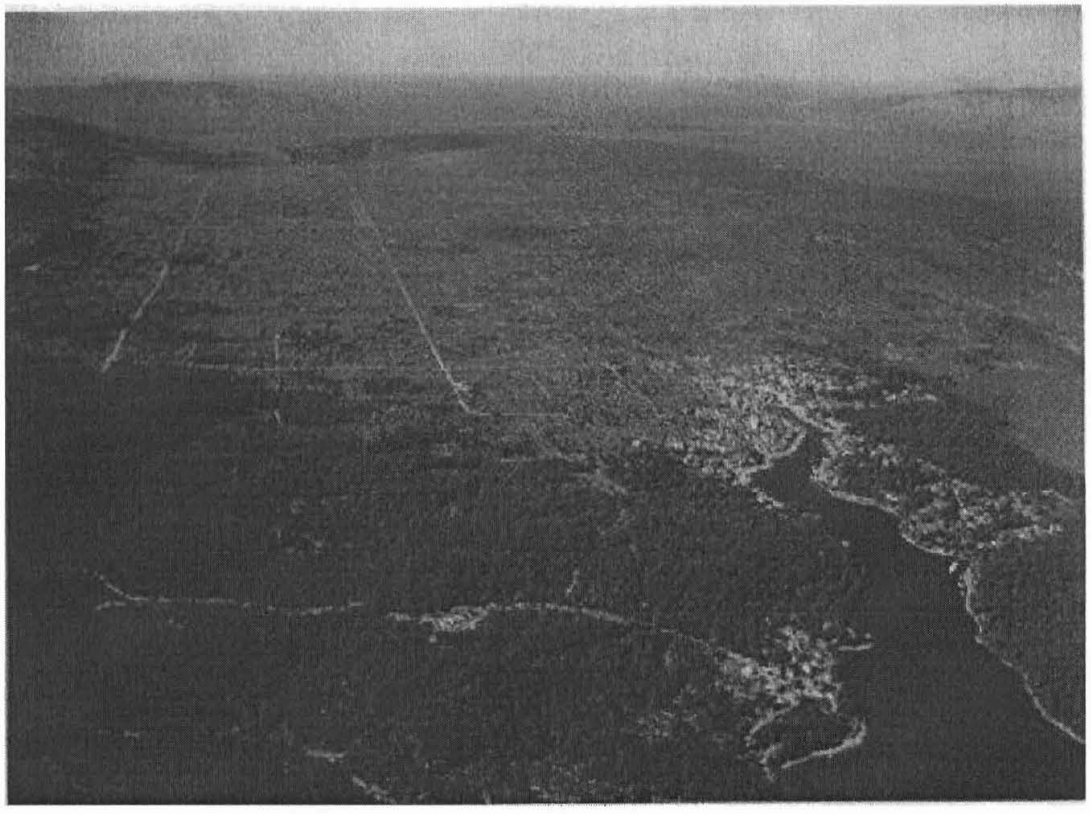
PROČELNIK
mr. sc. Joško Belamarić

Dostaviti:
1. Grad Stari Grad, Gradsko poglavarstvo, Stari Grad
2. Općina Jelsa, Općinsko poglavarstvo, Jelsa
3. Mjesni odbor Pitve, Pitve
4. Mjesni odbor Svirče, Svirče
5. Mjesni odbor Dol, Dol
6. Mjesni odbor Vrisnik, Vrisnik
7. Mjesni odbor Vrbanj, Vrbanj
8. Državna geodetska uprava, Područni ured za katastar Stari Grad, Stari Grad
9. Općinski sud u Starom Gradu, Zemljišno-knjižni odjel, Stari Grad
10. Ured državne uprave u županiji splitsko dalmatinskoj, Uprava za prostorno uređenje, imovinsko pravne poslove, graditeljstvo i zaštitu okoliša, Hvar
11. Ministarstvo kulture, Registar kulturnih dobara Republike Hrvatske, Zagreb
12. Pismohrana

Stari Grad Plain



Stari Grad Plain – a view from the East



United Nations
Educational, Scientific and
Cultural Organization

Organisation
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Organización
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para la Educación,
la Ciencia y la Cultura

Организация
Объединенных Наций по
вопросам образования,
науки и культуры

منظمة الأمم المتحدة
للتربية والعلم والثقافة

联合国教育、
科学及文化组织

Culture Sector

H. E. Mr Mirko Galić
Ambassador Extraordinary and Plenipotentiary of the Republic of Croatia to France,
Permanent Delegate of Croatia to UNESCO
UNESCO House

22 September 2008

Ref. : WHC/74/1069/HR/AS/FB

Subject :Inscription of the Stari Grad Plain, Croatia (C 1240), on the World Heritage List

Sir,

I have the pleasure to inform you that the World Heritage Committee, at its 32nd session (Quebec, 2 – 10 July 2008), examined the nomination of the **Stari Grad Plain**, **Croatia** and decided to **inscribe** the property on the World Heritage List. The Decision of the Committee concerning the inscription is attached below.

I am confident that your Government will take the necessary measures for the proper conservation of this new World Heritage property. The World Heritage Committee and its Secretariat, the World Heritage Centre, will do everything possible to collaborate with you in these efforts.

The *Operational Guidelines for the Implementation of the World Heritage Convention* (paragraph 168), requests the Secretariat to send to each State Party with a newly inscribed property, a map of the area(s) inscribed. Please examine the attached map and inform us of any discrepancies in the information by **1 December 2008**.

The inscription of the property on the World Heritage List is an excellent opportunity to draw the attention of visitors to, and remind local residents of, the *World Heritage Convention* and the outstanding universal value of the property. To this effect, you may wish to place a plaque displaying the World Heritage and the UNESCO emblems at the property. You will find suggestions on this subject in the *Operational Guidelines for the Implementation of the World Heritage Convention.*

In many cases, States Parties decide to hold a ceremony to commemorate the inscription of a property on the World Heritage List. Upon request to the World Heritage Centre by the State Party, a World Heritage Certificate can be prepared for such an occasion.

7, place de Fontenoy
75352 Paris 07 SP, France
Tel. : +33 (0)1 45 68 14 40
Fax : +33 (0)1 45 68 55 70

www.unesco.org

I would be grateful if you could provide me with the name, address, telephone and fax numbers and e-mail address of the person or institution responsible for the management of the property so that we may send them World Heritage publications.

Please find attached the brief descriptions of your site, prepared by ICOMOS and the World Heritage Centre, in both English and French. As these brief descriptions will be used in publications, as well as on the World Heritage website, we would like to have your full concurrence with their wording. Please examine these descriptions and inform us, by **1 December 2008** at the latest, if there are changes to be made. If we do not hear from you by this date, we will assume that you are in agreement with the text as prepared.

Furthermore, as you may know, the World Heritage Centre maintains a website at http://whc.unesco.org/, where standard information about each property on the World Heritage List can be found. Since we can only provide a limited amount of information about each property, we try to link our pages to those maintained by your World Heritage property or office, so as to provide the public with the most reliable and up-to-date information. If there is a website for the newly inscribed property, please send us its web address.

The full list of the Decisions adopted by the 32nd session of the World Heritage Committee is available on http://whc.unesco.org.

As you know, according to paragraph 172 of the *Operational Guidelines for the Implementation of the World Heritage Convention*, the World Heritage Committee invites the States Parties to the *Convention* to inform the Committee, through the World Heritage Centre, of their intention to undertake or to authorize in the area protected under the *Convention* major restorations or new constructions which may affect the outstanding universal value of the property.

May I take this opportunity to thank you for your co-operation and for your support in the implementation of the *World Heritage Convention.*

Please accept, Sir, the assurances of my highest consideration.

Francesco Bandarin
Director
World Heritage Centre

cc: National Commission of Croatia for UNESCO
ICOMOS

Annex 1

Extract of the Decisions adopted by the 32nd session of the World Heritage Committee (Quebec, 2008)

Decision: 32 COM 8B.29

The World Heritage Committee,

1. Having examined Documents *WHC-08/32.COM/8B* and *WHC-08/32.COM/INF.8B1*,

2. Inscribes the **Stari Grad Plain**, **Croatia**, on the World Heritage List on the basis of **criteria (ii), (iii)** and **(v)**;

3. Adopts the following Statement of Outstanding Universal Value:

Stari Grad Plain represents a comprehensive system of land use and agricultural colonisation by the Greeks, in the 4th century BC. Its land organisation system, based on geometrical parcels with dry stone wall boundaries (chora), is exemplary. This system was completed from the very first by a rainwater recovery system involving the use of tanks and gutters. This testimony is of Outstanding Universal Value.

The land parcel system set up by the Greek colonisers has been respected over later periods. Agricultural activity in the chora has been uninterrupted for 24 centuries up to the present day, and is mainly based on grapes and olives.

The ensemble today constitutes the cultural landscape of a fertile cultivated plain whose territorial organisation is that of the Greek colonisation.

Criterion (ii): The land parcel system, dating from the 4th century BC, of Stari Grad Plain bears witness to the dissemination of the Greek geometrical model for the dividing up of agricultural land in the Mediterranean world.

Criterion (iii): The agricultural plain of Stari Grad has remained in continuous use, with the same initial crops being produced, for 2400 years. This bears witness to its permanency and sustainability down the centuries.

Criterion (v): The agricultural plain of Stari Grad and its environment are an example of very ancient traditional human settlement, which is today under threat from modern economic development, particularly from rural depopulation and the abandonment of traditional farming practices.

The Greek cadastral system has been fully respected during the continuous agricultural use of the plain, based on the same crops. This system is today perfectly identifiable, and has changed very little. Stari Grad Plain forms an agricultural and land use ensemble of great integrity. The authenticity of the Greek land division system known as chora is clearly in evidence throughout the plain. The built structures of the stone walls are authentic,

Annex 2

Brief Description in English

Stari Grad Plain on the Adriatic island of Hvar is a cultural landscape that has remained practically intact since it was first colonized by Ionian Greeks from Paros in the 4th century BC. The original agricultural activity of this fertile plain, mainly centring on grapes and olives, has been maintained since Greek times to the present. The site is also a natural reserve. The landscape features ancient stone walls and trims, or small stone shelters, and bears testimony to the ancient geometrical system of land division used by the ancient Greeks, the chora which has remained virtually intact over 24 centuries.

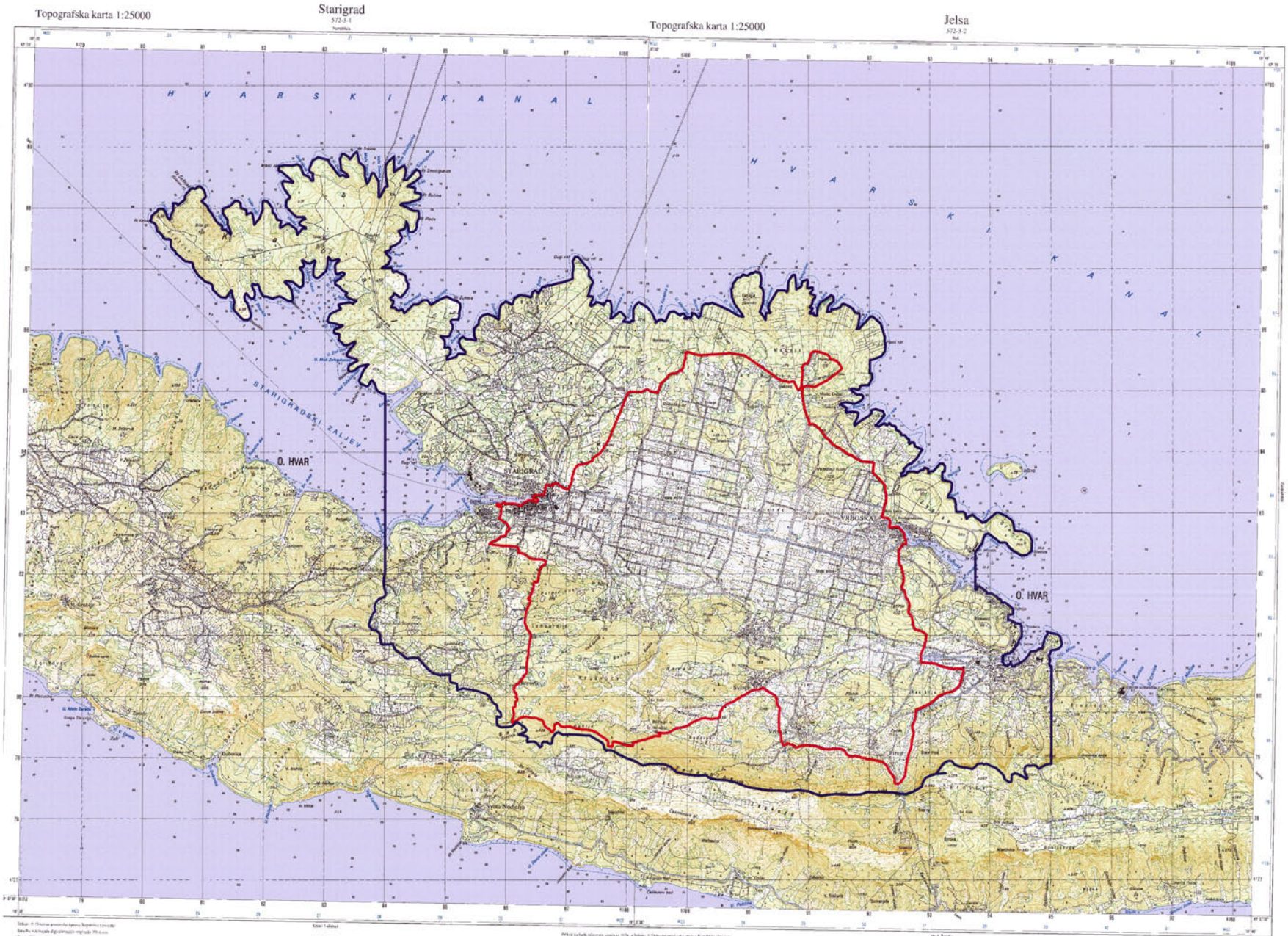
Brief Description in French

La plaine de Stari Grad, située sur l'île adriatique de Hvar, est un espace culturel qui est resté pratiquement intact depuis sa première colonisation par des Grecs venus de l'île égéenne de Paros au IVème siècle avant J.C. L'activité agricole originelle - basée sur la vigne et l'olivier - de cette plaine fertile s'est maintenue depuis les origines jusqu'à aujourd'hui. Le site est aussi une réserve naturelle. Le paysage, qui comprend des parcelles et des chemins délimités par des murs de pierres sèches, ainsi que des petites constructions en pierre, témoigne de l'ancien système d'organisation agricole en lots réguliers utilisé par les Grecs, la chora, qui est restée pratiquement intacte au cours de 24 siècles.

Annex 3

Surface and coordinates of the property inscribed on the World Heritage List by the 32nd session of the World Heritage Committee (Christchurch, 2007) in accordance with the *Operational Guidelines*.

Etat partie		ID N	Superficie	Zone tampon	Coordonnées du point central
Croatie	La plaine de Stari Grad	1240	3329.04 ha	4450.62 ha	N43 10 49.22 E16 38 22.43



5. THE STARI GRAD PLAIN WITHIN THE BUFFER ZONE BOUNDARIES

THE STARI GRAD PLAIN BOUNDARIES
THE BUFFER ZONE BOUNDARIES

SCALE 1:25 000

WHC REGISTRATION
Date 03.12.08
Id N° 1240
Copy 2 Item 27

Republic of Croatia
Ministry of Culture
Administration for the Protection of the Cultural Heritage
Conservation Department, Split

THE NOMINATION OF THE STARI GRAD PLAIN FOR INSCRIPTION ON THE WORLD HERITAGE LIST

- revised in accordance with the ICOMOS recommendations -



Split, June 2008

THE NOMINATION OF THE STARI GRAD PLAIN FOR INSCRIPTION ON THE WORLD HERITAGE LIST

Following the ICOMOS recommendations, the boundaries of the nominated property were altered on the basis of the vestiges that are formally recognised by archaeological studies of the ancient Greek settlement, directly linked to the ancient rural land division system (*chora*).

Ad I

The altered boundaries of the nominated property are drawn into new maps, substituting the old maps listed in **paragraph 1.e**. (***Format for the nomination of properties for inscription on the World Heritage List***) as follows:

i

1. The Stari Grad Plain Boundaries
Scale 1 : 25 000 (topographic map 572-3-1 and topographic map 572-3-2)

2. The Stari Grad Plain Buondaries
Scale 1 : 25 000 (derived from aerial photography of the island of Hvar)

3. The Stari Grad Plain – Zones of special legal protection within the boundaries of the Stari Grad Plain
Scale 1 : 25 000 (topographic map 572-3-1 and topographic map 572-3-2)

4. The Stari Grad Plain – Zones of special legal protection within the boundaries of the Stari Grad Plain
Scale 1 : 25 000 (derived from aerial photography of the island of Hvar)

5. The Stari Grad Plain within the buffer zone boundaries
Scale 1 : 25 000 (topographic map 572-3-1 and topographic map 572-3-2)

ii

8. Zone of the Stari Grad Plain on the island of Hvar
Scale 1: 600000 (on a copy of a map of the Split and Dalmatia County from the Physical Plan of the County: source County Physical Plan, 2003;.)

Ad II

In accordance with altered boundaries of the nominated properties, the following changes were included into the text of the ***Format for the nomination of properties for inscription on the World Heritage List***:

Annex 5

Executive Summary

Page 1

Geographical coordinates to the nearest second	Longitude: the area between 16° 35' 59" E and 16° 40' 40" E Latitude:43° 09' 37" N and 43° 12' 13" N Central point coordinates (Field): 16° 38' 19" E 43° 10' 54" N Central point coordinates (Quadrant): 16° 38' 26" E 43° 10' 43" N
Textual description of the boundary(ies) of the nominated property	The zone of the Starogradsko polje [the Stari Grad Plain – cultural landscape] is the area covered by a fertile plain in the central part of the island of Hvar. In the west it covers the historical core of the city of Stari Grad, which is located at the head of the Stari Grad Bay, in the east it reaches the settlement of Vrboska at the head of the bay of the same name, in the north it stretches to the lower foothills of the northern part of the island, and in the south it stretches to the slopes of the mountain chain of Sv. Nikola. The area of the plain with the city of Stari Grad it incorporates creates a unique cultural landscape, that is, a historical, cultural and geographical unit.

Justification **Statement of Outstanding Universal Value (text should clarify what is considered to be the outstanding universal value embodied by the nominated property)**	In the fourth year of the 98th Olympiad (385/4 BC), the Parians, Ionian Greeks, at the invitation of the tyrant of Syracuse Dionysius the Elder, established the city of Pharos, in the deepest bay of the northern side of the island. The idea of Dionysius, the founder of Issa, the first Greek colony in the Adriatic, was to provide a suitable base for further military and commercial expansion, totally dependent on the metropolis of Syracuse. Pharos was a markedly agrarian colony. The cadastral division of the fertile Stari Grad Plain is a monument in itself. This is the largest and the most fertile plain on the Adriatic islands, and, which is even more important, it is the oldest and best preserved cadastre of antiquity in the Mediterranean and the whole of Europe, for the plain was divided up in a rectilinear Hellenistic grid as early as the beginning of the 4th century BC, when the Greek colonists shared it out among themselves, drawing lots for the 75 rectangular parcels of the plain, each one about 900 x 180 m in size. The basic plot of the division of the land in Hvar is an elongated rectangle of about 16,2 hectares, and can neatly be expressed in Greek units of measurement, which distinguishes it from the cadastres of the later Roman colonies on the mainland (in Salona, Iader and Pola). In spite of the many turbulent events over the centuries, and the repeated divisions of the land inside the plain, the basic structure set by the Greek land-division of 2400 years ago remained almost untouched. The Greek chora is very well preserved in the dry stone walls that mark the borderline of the plots. Although most of them were created in the Middle Ages, they still lie on the directions laid down in antiquity. The many subsequent redivisions of the land and the small amount of building that took place in the plain have always, from antiquity until the present day, be done in the same way, i.e., with the traditional dry stone wall technique. The plain has also always been used only for agricultural purposes. Even the crops raised, the olive and the grape, have always been the same. **Thus a clear continuity obtains in the division of the land, in the manner of determining the borderlines of the individual plots, and in the function of the land.**

Properties for inscription on the World Heritage List

Page 4

NOMINATION FORMAT
1.d Geographical coordinates to the nearest second Longitude: the area between 16° 35' 59" E and 16° 40' 40" E Latitude: 43° 09' 37" N - 43° 12' 13" N Central point coordinates (Field): 16° 38' 19" E 43° 10' 54" N Central point coordinates (Quadrant): 16° 38' 26" E 43° 10' 43" N

1.e Maps and plans, showing the boundaries of the nominated property

i

1. The Stari Grad Plain Boundaries
Scale 1 : 25 000 (topographic map *572-3-1* and topographic map *572-3-2*)

2. The Stari Grad Plain Boundaries
Scale 1 : 25 000 *(*derived from aerial photography of the island of Hvar)

3. The Stari Grad Plain – Zones of special legal protection within the boundaries of the Stari Grad Plain
Scale 1 : 25 000 (topographic map *572-3-1* and topographic map *572-3-2*)

4. The Stari Grad Plain – Zones of special legal protection within the boundaries of the Stari Grad Plain
Scale 1 : 25 000 *(*derived from aerial photography of the island of Hvar)

5. The Stari Grad Plain within the buffer zone boundaries
Scale 1 : 25 000 (topographic map *572-3-1* and topographic map *572-3-2*)

ii

8. Zone of the Stari Grad Plain on the island of Hvar
Scale 1: 600000 (on a copy of a map of the Split and Dalmatia County from the Physical Plan of the County: source County Physical Plan, 2003)

NOMINATION FORMAT

1.f Area of nominated property (ha.) and proposed buffer zone (ha.)

Area of nominated property: **1.376,53 ha**

Buffer zone **6.403,13 ha**

Total: **7.779,66 ha**

2. Description

2.a Description of Property

In a large fertile plain between Stari Grad to the west and Jelsa and Vrboska on the east of Hvar lies **the Stari Grad Plain**, the biggest plain, or flat area, field, on any of the Adriatic islands. The Plain stretches East-West about 6 km, and about 2 km North-South. On the southern side rises the island's mountain chain (highest peak of St Nicholas/ sv. Nikola at 628 m) from which numerous occasional streams, big and small, flow down to the Plain. On the slopes of it, on the less fertile sides, there is a series of villages: Dol, Vrbanj, Svirče, Vrisnik and Pitve. On the northern side of the field there are gentle little hills across which the massif of the neighbouring island of Brač can clearly be seen. From a geological point of view, Stari Grad Plain is one of the most interesting of Adriatic phenomena. Between a ridge that stands out as a peninsula on the northern side of the western part of Hvar Island (Kabal, 125 m) and the main spur of the mountain range of the central part of the island, stretch the drowned valley of the Stari Grad Bay and flat lands with sandy-loess sediments that obviously extended to the area of the Brač Channel, now under the sea. During the last ice age (Wurm) the level of the sea was 96.4 m lower than it is now, which means that today's Hvar island was a mainland mountain (722 m), with a turbulent meteorological position, and that the bora, the dry, cold wind from the land at the site of today's Hvar Channel, carried and deposited the loess into the friable covering of Stari Grad Plain, which thus became the largest and most fertile of all the fields, plains, of the Adriatic islands – the most important of the facts in the natural, cultural and historical inventory of the island.

Right down to the present day, over the whole of the area of this Plain, its oldest piece of land division, the chora, created after the colonisation by the Greeks from the Aegean island of Paros in about 384 BC, is still almost totally conserved, as is clearly seen in all maps and aerial shots. This clarity on the land is all due to the hands of the farm labourers who from the most ancient times have bounded their plots with the many dry stone walls, of various different dimensions. Some of them are just a common fence between two holdings, while others (on the whole those that were built on the basis of the Greek surveyors' lines) are very broad, and have also been used as roads. Apart from that, there are also the country huts, *trims* as they are known – little beehive-shaped dry stone buildings in which tools were kept and in which it was possible to shelter during bad weather. Though the land is fertile, the Mediterranean climate, with its moderate precipitation, is the cause of frequent water shortages, for which reason over the whole of the field there are a great many large or small cisterns for the collection and retention of rainwater, almost always built below the surface of the land. The whole of the length of the northern part of the Plain, in the North-South direction, is the road that links Jelsa and Vrboska with Stari Grad and the other parts of the island. In the very centre of the Plain is a small earth strip created in 1950 for the crop spraying and fire fighting planes.

Since this flat land is the greatest and most fertile field on any of the Adriatic islands, particularly in the centre of the archipelago, today too, as through the whole of its history, it has retained its primary agricultural nature, without any construction to jeopardise the original image. These are the classic products of Mediterranean agriculture, the grape vine and the olive tree.

The fertile plain of the Starogradsko polje is within a circle formed by the city of Stari Grad, the urban unit of Vrboska and the villages of Dol, Vrbanj, Svirče and Pitve.

Stari Grad was founded in 385 BC as a Hellenistic polis at the head of a deep bay at the western edge of the plain. Greek Pharos was the colony with the strongest economy along the eastern coast of the Adriatic. But in 219 BC it was captured and devastated by the Romans. It was reconstructed as the prefecture of Pharia, part of the Salona Ager, and during the time of Augustus and Tiberius it acquired the status of municipality. It was an important later antiquity and early Christian. There are only few data concerning the life and importance of the city in the Middle Ages, in which it stagnated, but in the 15th century its development started afresh. In the 19th century it became a significant mercantile and maritime centre. A particular feature of Stari Grad is that ever since its foundation, during the whole of its existence, it has retained its urban continuity and its characteristics as a small city that came into being and developed thanks to its rich agricultural resource – the fertile Starogradsko polje (Chora Farou, later Campo s. Stephani, Veliko polje).

Two units can be distinguished in the structure of the city. On the southern side of the bay is the historical city, and on the northern Malo Selo, a peasant settlement that was created in the mid-17th century after the immigration of a large number of refugees from the Turks from the mainland. At the very foot of the bay is a park that was laid out at the end of the 19th century via the filling in of the shallow and swampy sea. The urban structure of the historical core of the city is characterised by a regular grid of stone-paved streets: Donja kala (Donja Kola), formed as far back as the 16th and 17th centuries, and Srednja kala (Srinja Kola), an important street of merchants in the age when the city flourished in the 19th century; these streets run east-west, parallel with the shore; they are linked by shorter, cross streets placed at right angles. Densely packed houses create extended blocks between the cross streets. Škor and Podloža squares and the square with Petar Hektorović's Tvrdalj, the classic fortified villa, were created as an extension of the old quay. They are surrounded with houses on the south, east and west, but on the north are open to the sea. In the southern part of the historical centre, parts of the Greek settlement are extant (parts of the eastern perimeter wall, foundations of houses and part of the pavement in Srinja Kala), carried on from towards the east by the division of the plain, which is the best preserved Greek land division in the Mediterranean. From the Roman period, parts of the church and baptistery are preserved, today within the complex of St John's [sv. Ivan] Church, some mosaics below Srinja Kala, and the remains of thermae below the Church of St Rochus [sv. Rok]. The oldest houses of the 15th century, rarely well preserved, are small buildings the extant Gothic apertures of which reveal the time of their construction. Renaissance and Baroque buildings of the 16th to 18th century are present in a larger number, particularly those of the Baroque, but they also have very modest forms, the style of them being identifiable from the mouldings of the apertures. Right up to the 19th century the Stari Grad houses consisted of a ground floor with one or two floors above them; they were of a rectangular floor plan, and covered with a gable roof. In the nineteenth century houses with larger floor plans were built, three storey houses, often covered with a hipped roof with pantiles. They were built of blocks of stone in regular rows, and were seldom plastered. The city is also notable for its Renaissance and Baroque villas, among which a special place is occupied by the Tvrdalj of Petar Hektorović. The Parish Church of Pope St Stephen was built on the site of the first cathedral, and is an interesting piece of Baroque workmanship. To the east of the Tvrdalj lies the Renaissance St Rochus' Church, which was supposed to have been built according to instructions given by Petar Hektorović in his will. The Dominican Monastery of St Peter Martyr was founded at the end of the 15th century, it was fortified in the 16th and restored in the 19th. At the south of the settlement are the Gothic and Renaissance Church of St Nicholas and the Church of St Lucy, built in the 16th century by the remodelling of one-time convent. On the northern side of the bay, outside the historical city, is a hospice with the church of St Jerome [Jerolim], which had an important role in the defence of the town against the Ottomans.

Page 12; section 1

NOMINATION FORMAT
3. Justification for Inscription
3.b Proposed Statement of Outstanding Universal Value In the fourth year of the 98th Olympiad (385/4 BC), the Parians, Ionian Greeks, at the invitation of the tyrant of Syracuse Dionysius the Elder, established the city of Pharos, in the deepest bay of the northern side of the island. The idea of Dionysius, the founder of Issa, the first Greek colony in the Adriatic, was to provide a suitable base for further military and commercial expansion, totally dependent on the metropolis of Syracuse. Pharos was a markedly agrarian colony. The cadastral division of the fertile Stari Grad Plain, or plain, is a monument in itself. This is the largest and the most fertile plain on the Adriatic islands, and, which is even more important, it is the oldest and best preserved cadastre of antiquity in the Mediterranean and the whole of Europe, for the plain was divided up in a rectilinear Hellenistic grid as early as the beginning of the 4th century BC, when the Greek colonists shared it out among themselves, drawing lots for the 75 rectangular parcels of the plain, each one about 900 x 180 m in size. The basic plot of the division of the land in Hvar is an elongated rectangle of about 16,2 hectares, and can neatly be expressed in Greek units of measurement, which distinguishes it from the cadastres of the later Roman colonies on the mainland (in Salona, Iader and Pola).

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4.b Factors affecting the property

(v) Number of inhabitants within the property and the buffer zone

Estimated population located within:

Area of nominated property **1.906**

Buffer zone **3.956**

Total **5.862**

Year **2001**

Page 19; section 1

Protection and Management of the Property
5.b Protective designation The nominated property, within its boundaries, is a part of The Stari Grad Plain – cultural landscape area which has the status of Preventively Protected Cultural Property according to a Ruling of the Ministry of Culture of the Republic of Croatia, Directorate for the Conservation of the Cultural Heritage, Conservation Department in Split, and has been inscribed in the List of Preventively Protected Properties, which is a special part of the Register of Cultural Properties of the Republic of Croatia according to Article 10 of the Protection and Preservation of Cultural Properties Law (Official Gazette no. 69/99, 151/03, 157/03).

Page 23 – the end of the paragraph **5.b**

1. The urban unit of Stari Grad
Year 1976
Act no. RST 945, ruling no. 24/102-76
2. Archaeological site of the Greek *chora* - antique ager
Year 1993
Act no. RST 1392, ruling no. 469/93-17

Page 24 - section 2

5.d Existing plans related to municipality and region in which the proposed property is located (e.g., regional or local plan, conservation plan, tourism development plan)

Physical [regional] plans

At the time these plans were adopted, the area was not protected as cultural landscape. Hence in the existing physical plans no special measures for the protection of the cultural landscape of the Stari Grad Plain were given. Still, through protection measures for the areas of the **Archaeological site of the Greek chora - antique ager** (protected in the year 1993, Act no. RST 1392, ruling no. 469/93-17) and **The urban unit of Stari Grad** (protected in the year 1976, Act no. RST 945, ruling no. 24/102-76) the zone of the nominated cultural property is protected in very large part.

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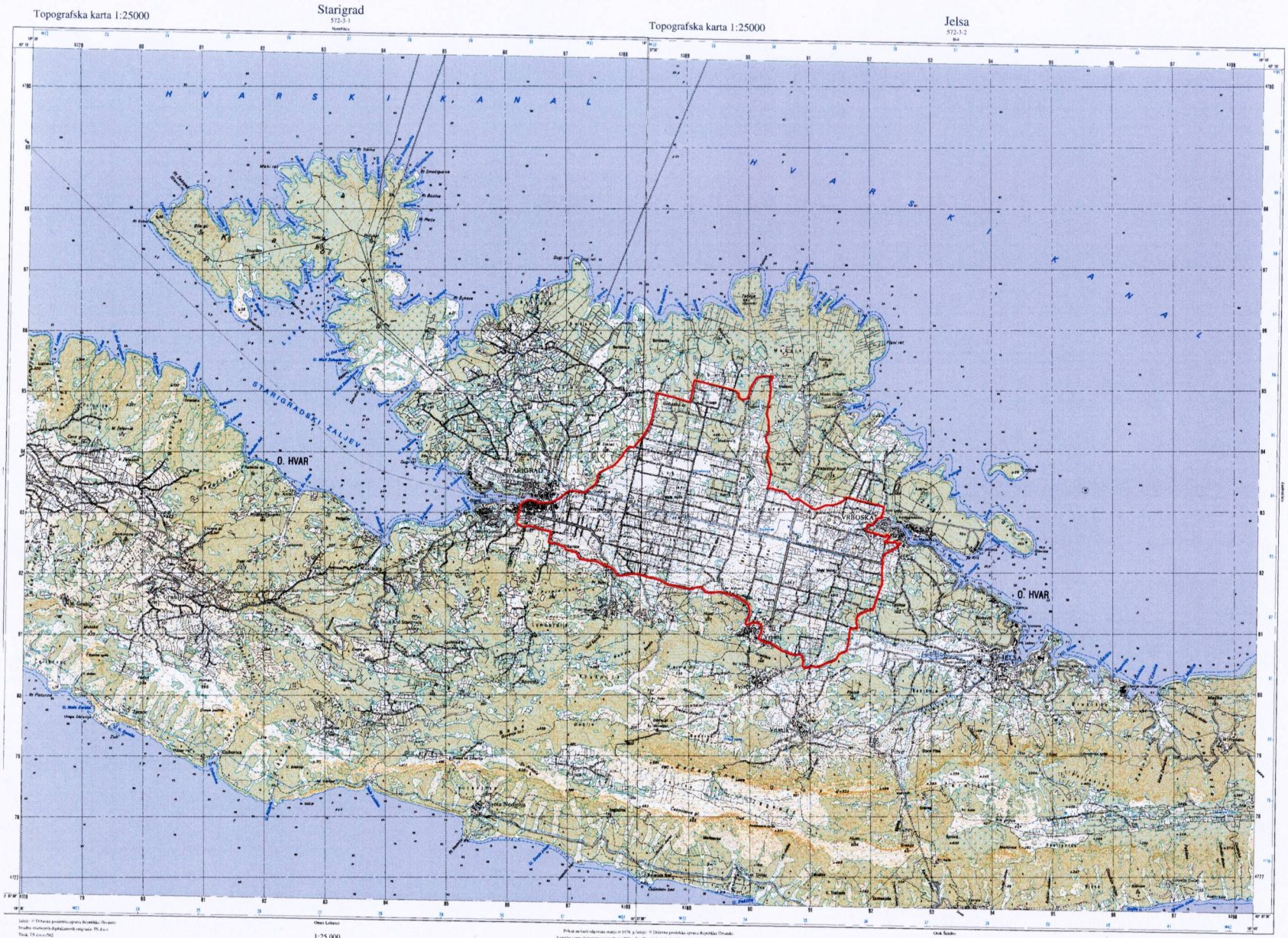
9. Signature on behalf of the State Party

List of documents supplementary to the Format

I. Original maps

1.
The Stari Grad Plain Boundaries
Scale 1 : 25 000 (topographic map 572-3-1 and topographic map 572-3-2)
2.
The Stari Grad Plain Buondaries
Scale 1 : 25 000 (derived from aerial photography of the island of Hvar)
3.
The Stari Grad Plain – Zones of special legal protection within the boundaries of the Stari Grad Plain
Scale 1 : 25 000 (topographic map 572-3-1 and topographic map 572-3-2)
4.
The Stari Grad Plain – Zones of special legal protection within the boundaries of the Stari Grad Plain
Scale 1 : 25 000 (derived from aerial photography of the island of Hvar)
5.
The Stari Grad Plain within the buffer zone boundaries
Scale 1 : 25 000 (topographic map 572-3-1 and topographic map 572-3-2)

II. Documents in electronic form
1.
CD1 Original maps 1-5 in the form of *.dwg
2.
Cd2 Original maps 1-5 in the form of *.jpg



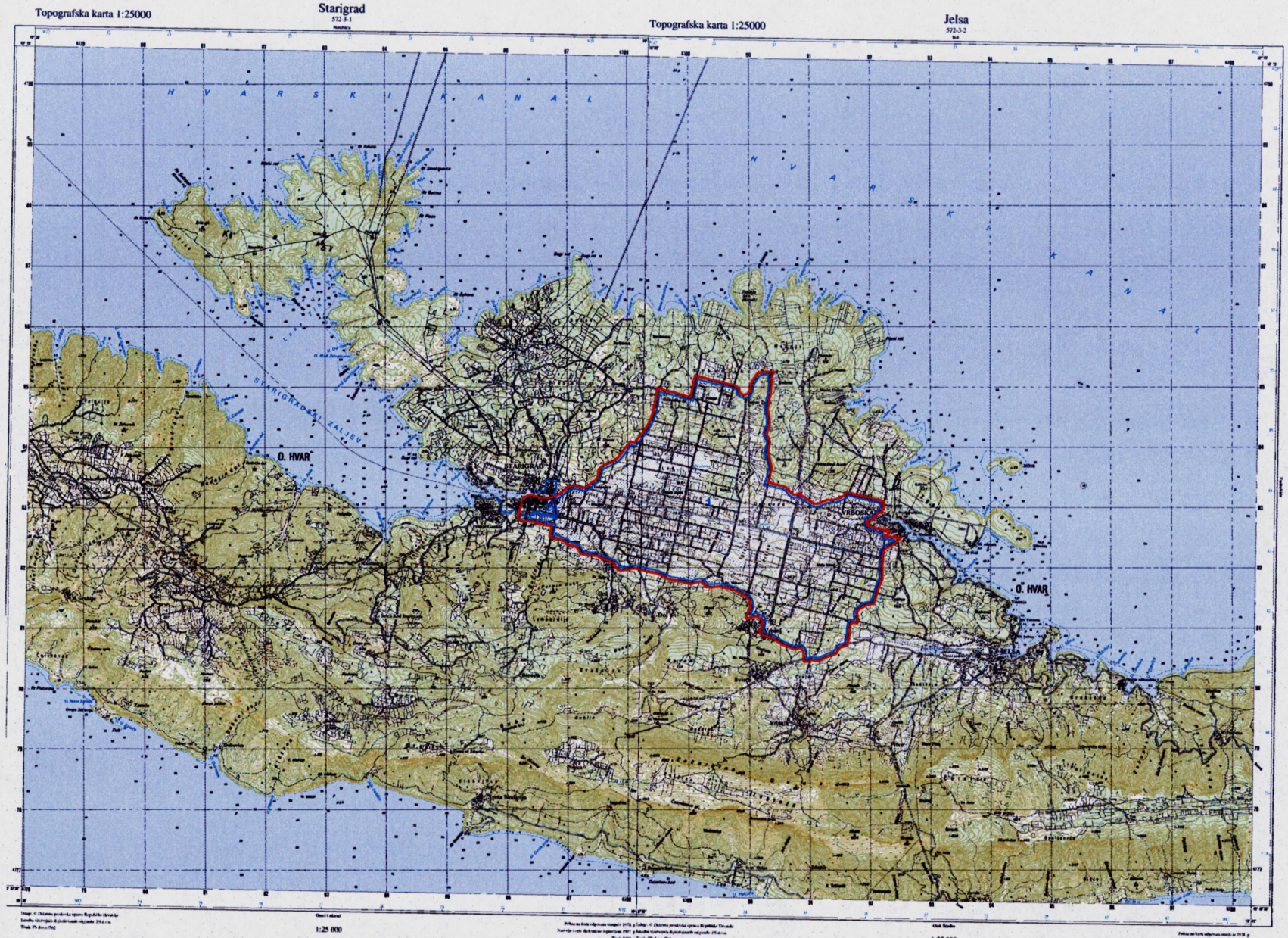
1. THE STARI GRAD PLAIN BOUNDARIES

SCALE 1:25 000



2. THE STARI GRAD PLAIN BOUNDARIES

AREAL PHOTOGRAPHY OF THE ISLAND HVAR
SCALE 1:25 000



3. THE STARI GRAD PLAIN

ZONES OF SPECIAL LEGAL PROTECTION WITHIN THE BOUNDARIES OF STARI GRAD PLAIN

THE STARI GRAD PLAIN BOUNDARIES

THE ZONES OF SPECIAL LEGAL PROTECTION WITHIN THE BOUNDARIES OF STARI GRAD PLAIN

1. ARCHAEOLOGICAL SITE - GREEK CHORA
2. THE URBAN UNIT OF STARI GRAD

SCALE 1:25 000



4. THE STARI GRAD PLAIN

ZONES OF SPECIAL LEGAL PROTECTION WITHIN THE BOUNDARIES OF STARI GRAD PLAIN

THE STARI GRAD PLAIN BOUNDARIES
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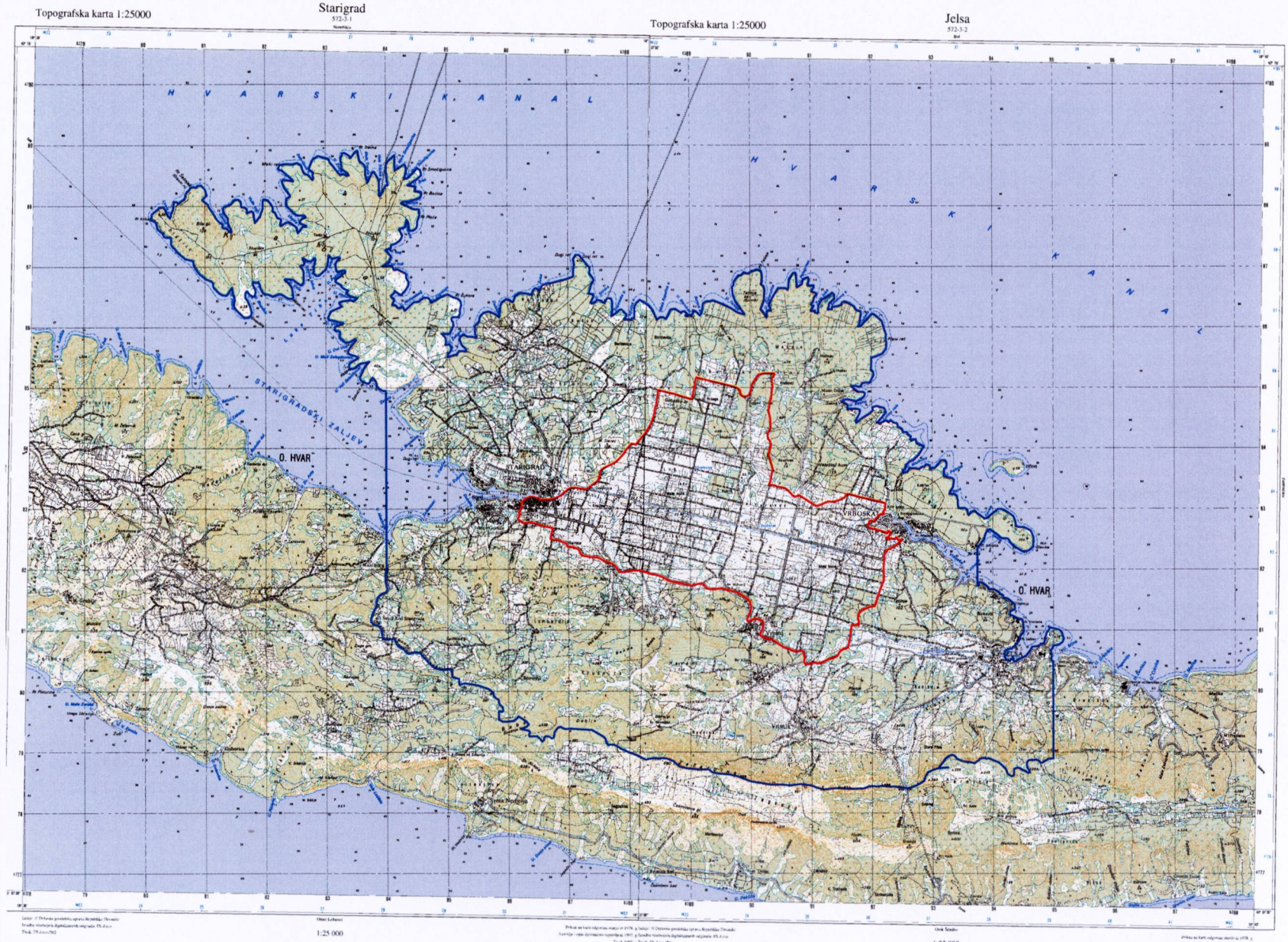


5. THE STARI GRAD PLAIN WITHIN THE BUFFER ZONE BOUNDARIES

THE STARI GRAD PLAIN BOUNDARIES

THE BUFFER ZONE BOUNDARIES

SCALE 1:25 000

REPUBLIKA HRVATSKA
MINISTARSTVO KULTURE

Ref.no: 910-04/08-01/0196
Reg.no: 532-03-02/1-08-02
Zagrebu, 27 November 2008

6889

Dir WHC
rec d 3/12/08

MR
AB

World Heritage Centre
UNESCO
Mr Francesco Bandarin
Director
7, place de Fontenoy
75352 Paris 07 SP
France

Ref: Item WHC/74/1069/HR/AS7FB -Inscription of Stari Grad Plain, Croatia (C1240), on the World Heritage List

Dear Mr Bandarin,

Let me thank you for your kind letter referring to the inscription of Stari Grad Plain on the World Heritage List. We would like to draw your attention to the following information that we consider important to be corrected:

- The boundaries of the nominated property have been reduced in accordance with the ICOMOS suggestion, as demonstrated by the new maps enclosed and revised text of the Nomination. The boundaries include the Greek land division and the area of the city of Pharos. The villages and the town of Vrboska have been excluded.

- The Surface and the coordinates of the property inscribed on the World Heritage List are as follows:

Etat partie	ID N	Superficie	Zone tampon	Coordonnées du point central
Croatie	1240	1.376,53 ha	6.403,13 ha	N 43 10.54 E 16 38.19

- The contact person responsible for the management of the property is Mr. Aldo Čavić, Braće Biankini 2, 21 460 Stari Grad; telephone and fax: 0038521766324, e-mail: muzej.staroga grada@st.t-com.hr.

- We would like to suggest the following text for the brief description of the property:
Stari Grad Plain on the Adriatic island of Hvar is a cultural landscape that has remained continually in use, for the same initial agricultural produce, for 2400 years. Greek chora and archaeological remnants of Pharos (polis founded by Ionian Greeks from island of Paros in 385-4. B.C.) and the previous Illyrian settlement on the same

spot are unique example which testify the problem of colonisation, relation between Greeks to preexisting and coexisting non-Greeks populations and the relationship between the polis and *chora* in Greek and Roman times. The landscape features ancient stone walls and trims, or small stone shelters, and bears testimony to the ancient geometrical system of land division used by the ancient Greeks. Despite many turbulent historical events, ethnical changements and continuous property subdivisions, original structure and pattern of the field remained almost intact over 24 centuries.

We have already sent all the documentation by mail, but do not hesitate to contac the Ministry of Culture should you require any additional information.

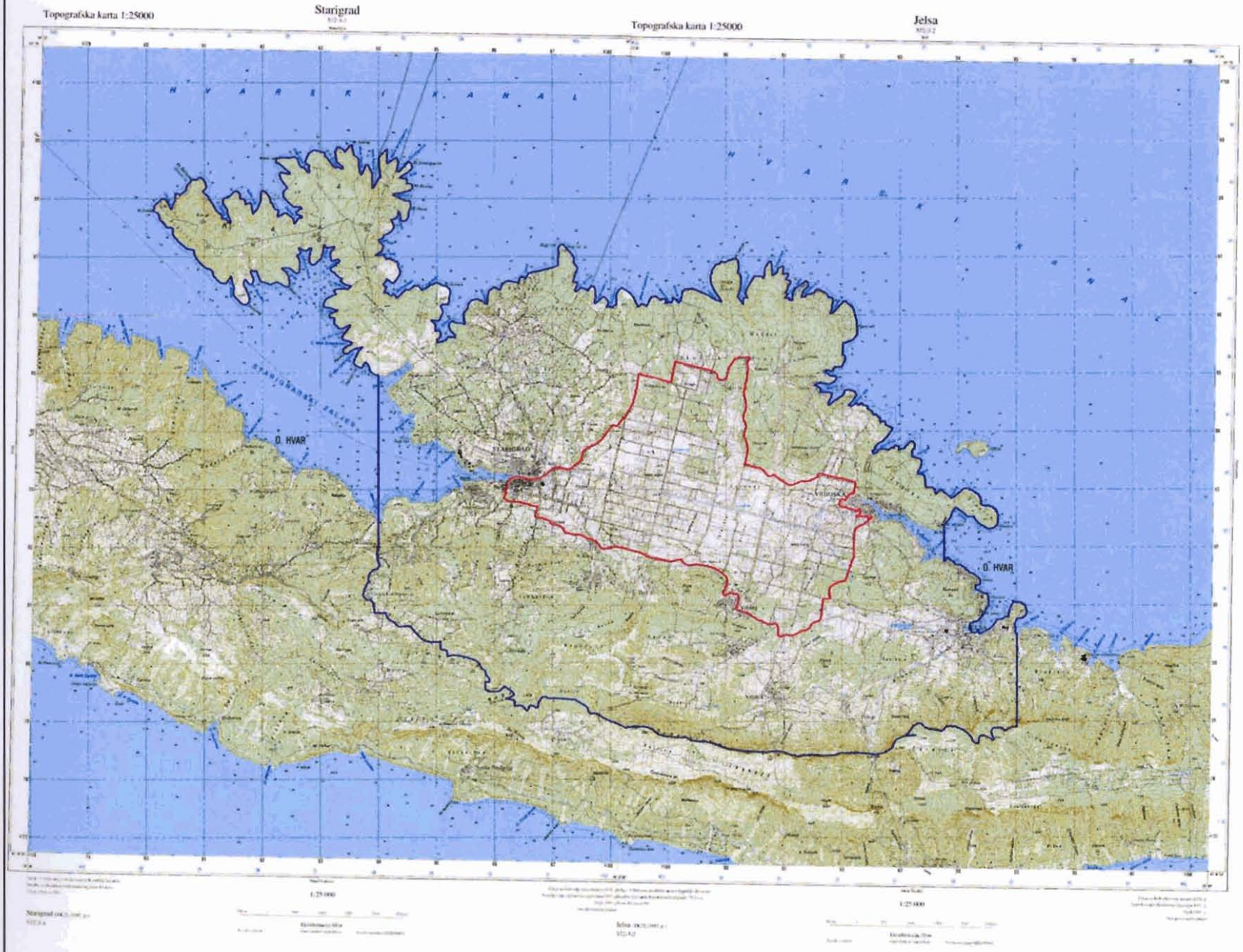
We would like to thank you once again for you great support and we look forward to seeing you at the ceremony of inscription of Starigrad Plain on the World Heritage List in Croatia that we envisage for spring 2009.

Please accept, dear Mr. Bandarin, the assurances of my highest consideration.

STATE SECRETARY

Jasen Mesić

cc: Permanent delegation of Croatia to UNESCO
ICOMOS



5. THE STARI GRAD PLAIN WITHIN THE BUFFER ZONE BOUNDARIES

THE STARI GRAD PLAIN BOUNDARIES
THE BUFFER ZONE BOUNDARIES

SCALE 1:25 000