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## Place of Cultural Heritage in the Contemporary Image of Jarosław

### Miejsce dziedzictwa kulturowego we współczesnym obrazie Jarosławia

**Keywords:** Jarosław, monuments of architecture and urban planning, cultural identity, heritage conservation

**Słowa kluczowe:** Jarosław, zabytki architektury i urbanistyki, tożsamość kulturowa, ochrona konserwatorska

#### Introduction

Study of the historical city of Jarosław inclines one to reflect on its contemporary image and the role that it plays in its voivodeship. It is not obvious, as the city is among the Subcarpathian Voivodeship's medium-sized urban centers, whose development is affected by a range of different factors.

Among major possible research questions, the following should be formulated: can buildings of historical origin build the contemporary identity of Jarosław?; does the preservation of the city's historical heritage allow it to meet contemporary requirements necessary for it to pursue development?; and whether the city is

not losing its original identity by subjecting historical buildings to adaptive reuse?

The search for answers to these research questions defines the goals and scope of this study. These goals can be achieved while accounting for two major problem groups in the analysis. The first concerns the history of Jarosław and its cultural heritage, and the second focuses on the city's contemporary image and aspirations. After an in-depth analysis of this subject matter, it is possible to argue that Jarosław is capable of producing a contemporary image while maintaining the identity of a historical city with its cultural heritage.

Jarosław—a historical, Polish city—has preserved its place-based culture and identity to this day. Its cul-

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tural heritage is inseparably tied with historical buildings and distinctive spaces of its central zone. They testify about the city's history and form a part of its present-day image—that of a city with a unique culture and significant position in its region.

Jarosław's image has changed over the centuries. Today, it is a city that, in its region, can be perceived as one of the most beautiful and with the most dynamic development. Young people come there to study and work. Due to its infrastructure, important public buildings and unique climate, Jarosław is perceived as a major center of Subcarpathia [Kobylarczyk 2009].

### **State of the art**

The history and cultural heritage of Jarosław was discussed numerous times by scholars. Important items of the literature on the city's history include works by, among others, Fr F. Siarczyński [1928], A. Wondaś [1947], M. Orłowicz [1921], J. Makara [1936], K. Kieferling [2008], K. Gottfried [2019] and works that discuss its cultural heritage. In this second group, it is worth noting, among others, the works of J. Sas-Zubrzycki [1903], M. Borowiejska-Birkenmajerowa [1976], M. Gosztyła and A. Socha [2011], A. Fitta-Spelina [2013; 2017], and M. Sokołowska [2017]. Up to this point, no academic discussion on the place of cultural heritage in Jarosław's contemporary identity has been engaged in.

### **History of the city and its cultural heritage**

The city of Jarosław was established during the High Middle Ages. It is known that it certainly existed already in the twelfth century and was described in sources as a fortified gord that belonged to the prince of Galicia-Volhynia [Kus 1995]. It was issued a town charter probably in 1323. At the time, the city was located on St Nicholas Hill and was a defensive gord-suburbium complex [Berdecka 1974; Borowiejska-Birkenmajerowa 1976; Kus 1995; Fitta-Spellina 2019]. In 1375, Jarosław was granted a supposedly second town charter based on the Magdeburg laws. Its initiator was Vladislaus II of Opole. It is possible that this second charter was linked with relocating a major part of the settlement to the area of the present-day city center, where a defined urban layout was defined, based on a grid-based model [Borowiejska-Birkenmajerowa 1976]. The regularity of the grid-based model was slightly disrupted by earlier settlement patterns and existing routes.

The greatest development and enrichment of the city took place in the years 1550–1650, when Jarosław's owners were, in sequence: Zofia Odrowąż, Anna Ostrogska and Anna Alojza Chodkiewicz. This period is described Jarosław's "golden age," as it was famous for its so-called great markets, which attracted traders from almost all of Europe and from Asia as well [Fitta-Spelina 2013]. An economic slowdown

occurred after this period, caused by, among other things, fires in the eighteenth and nineteenth centuries, as well as the fighting of the Swedish Deluge. Jarosław never fully recovered from these events, yet despite this, valuable heritage sites have survived within its limits, signifying Jarosław's position in the past and, in a sense, they also shape the city in the present. When analyzing its heritage assets, we should first list its medieval urban layout and cultural valuable architectural monuments such as the town hall, the Greek Catholic Church of the Transfiguration of the Lord, the Abbey of the Sisters of the Order of St. Benedict, the Church of St. Nicholas and St. Stanislaus, the Monastery of the Order of St. Dominic, the Synagogue, the "Sokół" Gymnastics Association Building, and the Orsetti Townhouse along with historical townhouses (including stall houses) that surround the market square.

### **Legacy of past times and the contemporary image**

The image of Jarosław is constantly changing. It is currently a city that, within its region, can be perceived as one of the most beautiful and dynamically developing. Young people come there to study and work. Due to its infrastructure, important public buildings and unique atmosphere, Jarosław is seen as a major urban center of Subcarpathia. One cannot deny that the city's beauty and atmosphere is formed by historical buildings and spaces, which are being successfully restored and subjected to adaptive reuse, which allows for their continued existence in the public conscious, even after losing their original users or uses.

Jarosław's urban layout, which has been described above, and formed during the period of the granting of its second town charter, is an important cultural heritage site. Like many other historic cities, its revalorization is a challenge for the authorities and conservation services [Zimna-Kawecka et al. 2021; Kuśnierz-Krupa et al. 2021].

In the center of the layout there is a market square, in which there stands a town hall, as well as many historical townhouses. Jarosław's market square is currently undergoing restoration. The items being replaced include the wearing course and street furniture. The restoration also assumes a restructuring of vehicular traffic and car parks in the center. As a result of excavation, numerous previously unknown facts about the city's history have been uncovered. Jarosław's urban layout, as an "old-town district" is under conservation based on an entry in the Subcarpathian heritage sites register under record No. A-294 from September 12, 1949 [Rejestr Zabytków Województwa Podkarpackiego].

Jarosław's town hall, erected in the center of the market square already in the fifteenth century, has not changed its original function. It was initially made of wood, and later out of brick. Due to numerous fires, it was often remodeled and renovated (to designs

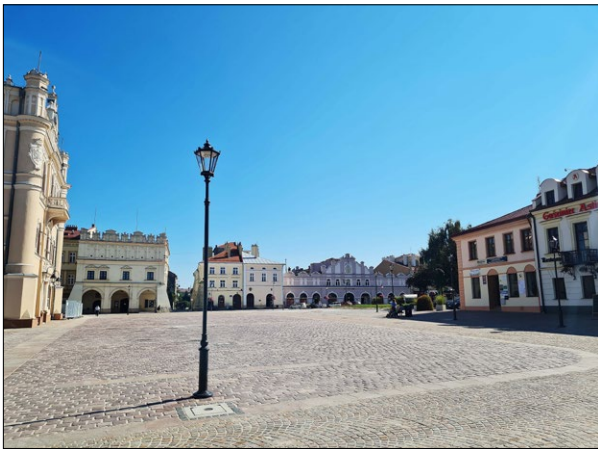


Fig. 1. Present-day views of Jarosław's market square; photos by the authors 2021.  
Ryc. 1. Współczesne widoki rynku w Jarosławiu; fot. autorzy 2021.

by, among others, Antoni Lamasche or Franciszek Doliński). The building owes its present-day form to Teodor Talowski, who prepared a design of another of its remodeling projects in the years 1900–1909, ultimately giving it a form that referenced historicism, which had been popular in architecture at the time [Kuś 2014]. At present, Jarosław's town hall is still an administrative building and the seat of the municipal office. It was thoroughly renovated a few years ago, but the interference into the historic substance was very limited. The applied measures were dictated primarily by the currently existing regulations.

It is currently the city's hallmark, reminding its citizens of its long and rich history. The town hall is un-

der conservation based on an entry in the Subcarpathian Voivodeship's heritage sites register under entry No. A-211 from September 17, 1969 [Rejestr Zabytków Województwa Podkarpackiego].

Jarosław's surviving historical buildings also include the previously mentioned numerous religious structures—Roman Catholic churches, monasteries, synagogues, and an Orthodox church. In this group, it is worth to give a more extensive mention to the Large Synagogue, associated with the history of the Jewish community which had lived in the city up to the Second World War. It is located between Ordynacka Street from the north and 12 Opolska Street from the south, on Bożnic Square. The syna-

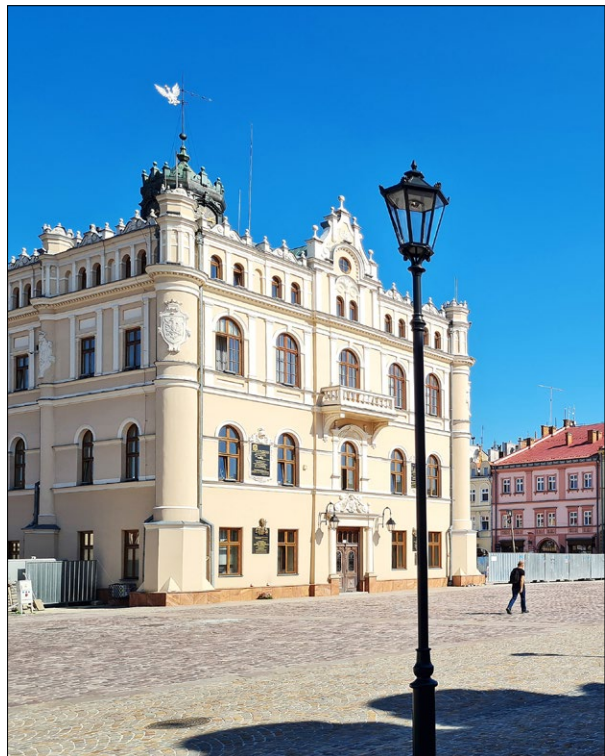


Fig. 2. Present-day views of the town hall in Jarosław; photos by the authors 2021.  
Ryc. 2. Współczesne widoki ratusza w Jarosławiu; fot. autorzy 2021.





Fig. 3. Present-day views of the Large Synagogue in Jarosław; photos by the authors 2021.  
Ryc. 3. Współczesne widoki Dużej Synagogi w Jarosławiu; fot. autorzy 2021.

gogue was erected in 1811, probably at the site of an earlier, even older house of prayer. It was built out of brick, in the so-called barracks style, which had been popular in Austria at the time [Steinberg 1933, p. 24; Gosztyła and Jandziś, 2014].

It can be presumed that the original massing of the building consisted of the main prayer hall with a vestibule from the west, above which there was a two-level high prayer hall for women. The prayer hall, with a so-called nine-field structure, was built on a square-shaped plan, its internal dimensions being 16x16 m [Tobiasz 2019]. In the nineteenth century, the building was extended several times, and came to include a matroneum above the vestibule and a southern extension. A thorough renovation of the building was conducted at the turn of the twentieth century. The building's interiors were given a Modernist décor towards the end of the First World War [Orłowicz 1921, p. 92]. During the Second World War, Nazi forces completely vandalized the building, and it stood completely abandoned for several years after the war. It later had numerous accidental users. Only in the 1960s did the building become the seat of a Visual Arts School Complex. Despite the fact that the syna-

gogue was remodeled and subjected to adaptive reuse after the Second World War, it has retained its interior décor to this day, including its distinctive, fully arched windows. On October 29, 1998, the building was entered into the Subcarpathian Voivodeship heritage sites list under entry number A-890 [Rejestr Zabytków Województwa Podkarpackiego].

When analyzing Jarosław's heritage assets, one must also mention the city's market-square townhouses, most of which are currently being renovated. The distinctive structure of some of these buildings, e.g., the townhouses at numbers 7, 12, 13 and 14 Rynek (e.g., an internal canopy and extensive storage cellars) was associated with Jarosław's heavily-developed trade function and its famous markets that used to be hosted there. The already mentioned cellars are now used as underground tourist routes, thanks to which both town inhabitants and visitors can learn about the history of Jarosław and how this merchant town lived hundreds of years ago. One interesting example is the Professor F. Zalewski Underground Tourist Route, which is located in No. 14 tenement house called "Rydzikowa." The state of preservation of those cellars is good and the carried out conserva-

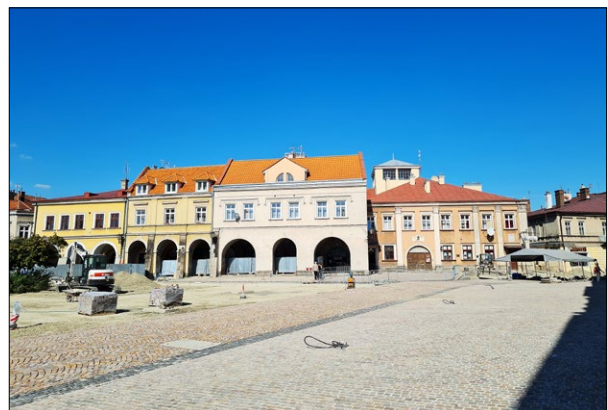
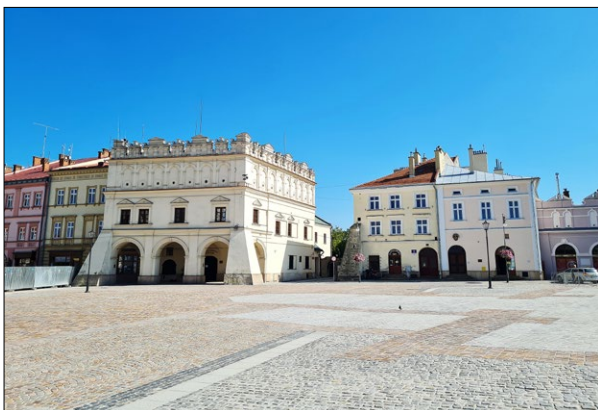


Fig. 4. Present-day views of market-square townhouses (including stall-type townhouses) in Jarosław; photos by the authors 2021.  
Ryc. 4. Współczesne widoki kamienic przyrynkowych (w tym kamienic wiatowych) w Jarosławiu; fot. autorzy 2021.



Fig. 5. Professor F. Zalewski Underground Tourist Route, located at tenement house No. 14 called "Rydzikowa;" photo by T. Toruń, <http://www.jaroslaw.pl/>, (accessed on: 04 II 2022).

Ryc. 5. Podziemna Ścieżka Turystyczna im. prof. F. Zalewskiego, zlokalizowana w kamienicy pod numerem 14 zwanej „Rydzikowa”; fot. T. Toruń, <http://www.jaroslaw.pl/> (dostęp: 4 II 2022).

tion and adaptation was minimal. Numerous exhibitions, expositions and multimedia presentations were designed here, displaying the history of the city tailored to various age groups.

### Discussion

In a period when cities face numerous problems such as uncontrolled sprawl and the uniformization of space and architecture, it is difficult to build a city's identity. This is why historical spaces and buildings are so important, as they de facto are already a part of such an identity. However, it is important to make them available to communities and, by multidirectional educational efforts, transfer their history and raise awareness of their timeless values.

Heritage site conservation, the need to restore them and sometimes subject them to adaptive reuse should they lose their original uses, is also excellently aligned with the currently significant matter and goals of sustainable development. Protecting cultural heritage is especially crucial to achieving objective 11 [Transforming Our World: The 2030 Agenda for Global Action, A/RES/70/1, Resolution adopted by the General Assembly on 25 September 2015], which is the creation of a safe, sustainable city and human settlement that is resistant to the consequences of natural disasters, as the tasks featured in this objective are indicated as: "increasing efforts towards protecting and preserving the world's cultural and environmental heritage" [Polski Komitet ds. UNESCO n.d.; Kadłuczka 2008]. Areas of urban development are also becoming the most important targets of implementing pro-environmental strategies. Rational energy, water and construction material management in emerging and transforming urban structures is perceived as a significant and even necessary effort that also builds an image of a responsible, modern city that is empathetic to the living conditions of its residents [Zielonko-Jung and Marchwiński 2017].

In reference to the above, as well as civilization- al development, cities want to meet the expectations of their residents by trying to adapt to indicators of high-quality urban space and the architecture included in it. As a result of development, sometimes even important spaces that are traces of a city's past can disappear. Newly arranged areas come to occupy their place, with an architecture that builds a new identification and a new identity [Kobylarczyk and Kuśnierz-Krupa 2018]. In their development strategies, smaller urban centers should focus their attention on projects that would provide them opportunities to exit the shadow of larger cities. Retaining their independence and uniqueness can allow them to survive. These traits are undoubtedly shaped by the legacy of past times, history and cultural heritage.

As shown by the results of public opinion polls among Jarosław's residents, they see the proximity of heritage sites as having an impact on the perception of the city as an attractive place to live. Around 90% of respondents expressed such a sentiment. It should be noted that residents are aware of the significance of historical buildings and their role in the preservation of place-based identity [Kobylarczyk 2009].

### Conclusions

To summarize the above, it should be noted that Jarosław's contemporary image is strongly tied with its history and cultural heritage. Place-based tradition, built over entire centuries, does not hinder the city's development. Instead, it effectively supports it by not only facilitating cultural tourism, but also aiding other forms of entrepreneurship, which often occupy historical buildings and interiors, and thus their technical condition is not without significance. Historical buildings, including those that have been subjected to adaptive reuse, also excellently blend with the contemporary architecture of the city. It should be noticed that, in the case of the above-mentioned restored and adapted buildings i.e. the town hall, the Large Synagogue and

the cellars, the degree of preservation is very high. The applied treatment was small scale and was carried out according to the guidelines and under the supervision of the Voivodeship Monuments Protection Office.

In reference to the research questions formulated in the introduction to this paper, it is worth highlighting that the historical buildings and spaces discussed here clearly aid in forming Jarosław's contemporary identity. Local authorities are trying to use its cultural potential to boost the town's economy. For this pur-

pose they often apply for external funding. Also town inhabitants who invest in the restoration of the monuments they own and who support the development of cultural tourism create a physical link between the contemporary image of Jarosław and its heritage. It is worth emphasizing, that adaptations of Jarosław's monuments are possible but they should be carried out according to detailed project and conservation documentation approved by the Voivodeship Monuments Conservator.

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## Abstract

This article concerns the cultural heritage of the town of Jarosław. Jarosław is a medieval town, first located in 1323 and for a second time about fifty years later by Prince Władysław Opolczyk. Today, the town lies within the borders of the Podkarpackie Voivodeship and is the seat of its respective powiat and municipality. The paper focuses on two problem groups. The first concerns the history of Jarosław, Poland, and its monuments, and the second concerns the contemporary image of this city. It is difficult to analyze these matters separately without accounting for the specificity of the region where the city is located. At present, although Jarosław's role in the country is insignificant, it is perceived as a major economic, cultural and educational center in the Subcarpathian Voivodeship. The contemporary image of the city is inseparably tied with the material assets of cultural heritage—its architectural and urban monuments, as well as its tourism assets.

## Streszczenie

Artykuł dotyczy dziedzictwo kulturowego miasta Jarosławia. Jarosław jest średniowiecznym ośrodkiem miejskim, lokowanym po raz zapewne w roku 1323 i powtórnice około 50 lat później przez księcia Władysława Opolczyka. Obecnie ośrodek leży w granicach województwa podkarpackiego i jest siedzibą powiatu oraz gminy. W artykule skupiono się na dwóch grupach problemowych: pierwsza dotyczy historii Jarosławia i jego zabytków, druga współczesnego wizerunku miasta. Trudno jest analizować każde z tych zagadnień osobno, nie biorąc pod uwagę specyfiki regionu, w którym miasto jest położone. Obecnie, choć jego rola w skali kraju jest niewielka, to w województwie podkarpackim Jarosław jest postrzegany jako ważny ośrodek gospodarczy i kulturalno-oświatowy. Współczesny wizerunek miasta wiąże się nierozdzielnie z materialnym zasobem dziedzictwa kulturowego – jego zabytkami architektury i urbanistyki, a także walorami turystycznymi