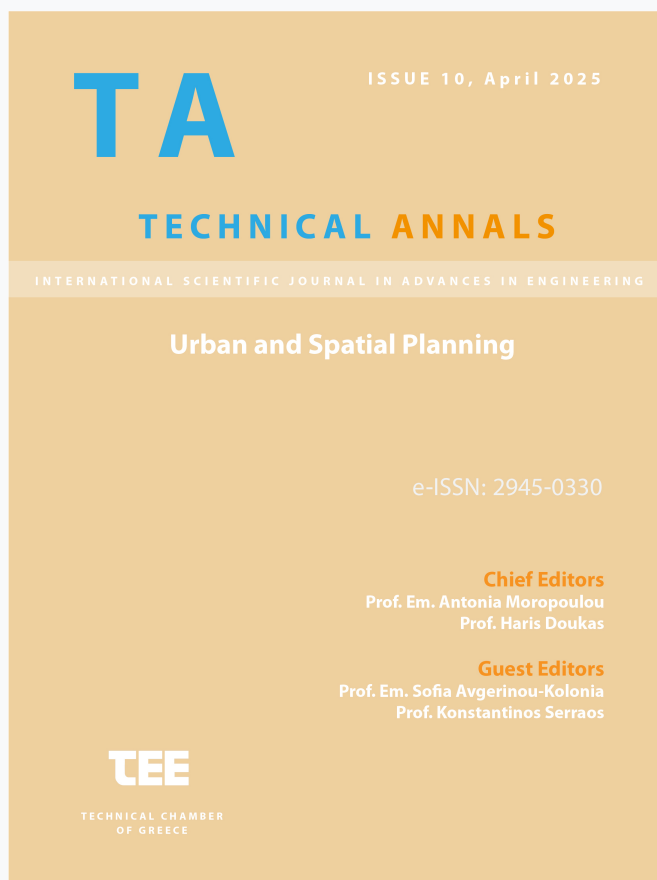


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Perceptions of Residents, Entrepreneurs and Visitors on Issues of Historicity of the City Centre. The case of the Historic Commercial Triangle (Emporiko Trigono) of Athens

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Abstract. The historicity of a city district is mainly a network of relationships between the district and its people. The human factor, in the process of protecting the historical heritage of the city district, concerns ‘people of the city’, politicians and technocrats, also residents, entrepreneurs, and visitors, whose actions, views, beliefs, and perceptions influence its planning and implementation.

To survey the perceptions of the historicity of the Commercial Triangle (Emporiko Trigono) of Athens, a questionnaire was administered to a random sample of residents, entrepreneurs, and visitors of the district. Through the study of the results, findings are presented, some of which confirm, and others do not support the research hypotheses:

1. The district has a historic physiognomy that favors certain kinds of business activity
2. One of the most characteristic elements of this physiognomy is its historic buildings
3. The overall evolution of this historic physiognomy over time is generally considered negative
4. The problem of degradation of the center of Athens through vacant and abandoned properties highlights the priority of the reuse of historic buildings
5. The protection institutional framework of the Commercial Triangle (Emporiko Trigono) of Athens is considered satisfactory but needs to be implemented
6. One of the main reasons for preserving historic districts of cities is that they have unique architecture

Keywords: Historicity of the city, Historic preservation, Perceptions on historicity, Opinion survey.

1 Theory

1.1 About Historicity of Cities

From 25 to 31 May 1964, the 8th resolution was adopted by the 2nd International Congress of Architects and Engineers of Historic Monuments, held in Venice, under the auspices of UNESCO. That resolution was the request for the protection and revival of historic centers, a text that constituted the starting point for the adoption of policies for the protection and restructuring of historic cities. In the twenty years that followed, ICOMOS utilized, of the Venice Charter's principles, the debate on the theory and practice of protecting and conserving monuments and sites, along with the first documents of the International Committee of Historic Towns and Villages / Comité International des Villes et Villages Historiques (CIVVIH). In 1987, following consultation with ICOMOS's National and Scientific Committees, adopted the 'Charter for the Conservation of Historic Towns', which, while not a REIT (Real Estate Investment Trust) of UNESCO's 'Recommendation concerning the Preservation and Contemporary Role of Historic Areas' (Warsaw-Nairobi, 1976), contains both its philosophical perspective and its practical objectives (Avgerinou-Kolonias 2014: 1373).

Each city has a particular identity and a unique historical physiognomy, which bears witness to a distinct culture, to such an extent that it can be said that in the city 'history is present everywhere' (Avgerinou-Kolonias 2002: 380). As, therefore, 'cities have history and cultural heritage', the enhancement of their historical elements is considered a necessity that aims, among other things, at strengthening their identity (Aravantinos 1997/2007: 603). It is in this spirit that the preamble of the International Charter for the Protection of Historic Cities and Urban Areas (Washington, 1987) was formulated: 'All urban communities, whether they have developed gradually over time or have been created deliberately, are an expression of the diversity of societies throughout history'.

Historicity is not only a property of the city, with objective features inherent in it. It's mainly a network of relationships between the city and the people (residents, visitors, businessmen, potential investors, local entities). The city's historic resources, which are as limited as natural resources, require a contract between local authorities on the one hand, and residents, business people and visitors to the city, on the other hand (Olmo: 64). Both 'people related to economic activity', as the OECD puts it, and 'people of the city', including politicians and technocrats directly involved in the planning of the city center, as well as residents, workers, business people, and visitors, whose opinions, views, beliefs, and perceptions also influence its planning and implementation, are considered human factors in the process of protecting the historical heritage (Aravantinos 2002: 18). Public opinion is important in the field of historic preservation, especially where it insists on preservation contrary to the opinion of experts (Shao: 16-31). As can be seen from the bibliographic overview of the concept of historicity, man tends to identify with his history, while what may be more important is the living history of collective memory and not the official, objectified history of historians, which may not be, to some extent, conscious. Thus, the issue of its investigation may concern both historicity as a self-existent property, with objective validity (conception),

based on the evidence and material remains of the past, and the consciousness of historicity that people have (perception), city residents, entrepreneurs, visitors, and institutions.

Moreover, the human factor that lives and acts in the city plays an important role in the feasibility of urban planning and the effectiveness of the policies implemented. In addition to investigating the degree of awareness of the historicity of the city center under reconstruction, an interesting research subject is also whether this awareness concerns a theoretical position only or whether it also constitutes a commitment to mobilize and undertake similar action. Wells (2015) notes that the field of cultural heritage conservation is flooded with many unfounded assumptions, such as that 'most people appreciate the historical context', a largely arbitrary, rather anecdotal claim. For the Greek experience, Bouras (2010) refers to a relevant survey by the magazine *Zygos* in 1965, in which 'relevant and irrelevant people respond, without anyone assuming any responsibility'. Bouras acknowledged that, after the restoration of democracy in 1974, new information opportunities helped inform and raise people's awareness of natural heritage, but when it comes to 'appreciation of cultural heritage, most people... remain in the rhetoric of unqualified praise, based on a lack of knowledge'.

The term 'historicity' has emerged within anthropology to refer to cultural perceptions of the past and to discover the ways in which people, in the West and elsewhere, perceive and interpret the historical past (Stewart 2016). Studies of historicity in various societies, from the Pacific to North America, are concerned with the different ways in which people perceive their past, devise their future, and shape their present in global societies (Hirsch and Stewart 2005).

The different perceptions of the historicity of the city, of different groups, residents, businessmen, visitors, as well as the preferences of the public, regarding the occupation or use of historic buildings or historic areas of cities, cannot be ignored, in an effort to improve the effectiveness of the framework of historic preservation. Jeremy C. Wells, assistant professor of historic preservation at Roger Williams University, Rhode Island, who specializes in using social science research methods to improve the ways in which the historic environment can be preserved, argues that we can create a better condition for historic preservation if we make a better effort to understand how audiences value, perceive and behave in historic environments (Wells, 2015). He acknowledges that such efforts have been made by built heritage organizations, including the National Trust for Historic Preservation, which has, for years, contracted with marketing firms to conduct public opinion surveys. Related studies show that, in terms of the scale of the city, people tend to prefer the historic cores of cities to suburban areas (Galindo and Hidalgo, in Wells: 46) and in terms of buildings, when maintenance is of equal degree, there is a clear preference for older buildings, otherwise, new buildings are preferred (Herzog and Gale, in Wells: 50). Research by Wells records a general desire for neo-traditional design elements in new construction, but when given a choice, people prefer original old buildings, provided they retain to a certain degree and quality the 'patina of time' (Wells and Baldwin, in Wells: 52).

G. Waitt (2000) had examined tourists' perceptions of the historical authenticity of "The Rocks", in Australia, a heritage district fashioned by the Sydney Cove Redevel-

opment Authority. Gender, income, education level, position in lifecycle, place of residence, and previous visitations to the historic district were explored to identify how these variables might shape tourists' perception of historicity. The overall uncritical "consumption" of the commodified version of history as "authentic" heritage is regarded as a matter for concern.

1.2 About the Reuse of Historic Buildings

As life is identical with change and continuous evolution, when stagnation and consolidation are rather characteristics of death, the tendency for change and constant transformation cannot but characterize the architectural work, with its consideration as a 'vessel of life' (Konstantinidis). The use of the architectural work over time is logical to evolve and change, while the new use may also dictate a change in the architectural work. This may also concern a modern building, which, for various reasons, is not considered to be destructible; therefore, it needs to be reused, but of course, it also concerns Historic Buildings in a privileged way. The preservation of a Historic Building in itself simultaneously raises the issue of Reuse (Fatouros: 13). And it poses it as an 'obvious consequence of preservation', since as life progresses, even its same, old use now returns with new requirements and specifications to the Historical Building, so that it is never the same but always new, but also as a 'complementary and reinforcing request' along with preservation, since by discovering a possibility of using the Historic Building, the pursuit of its preservation is strengthened.

At least five key texts of the international institutional framework for the Protection of Architectural Heritage, formulated over a period of five decades (1964-2018), include provisions for encouraging the Reuse of Historic Buildings, linking it to the perspective of their preservation. Specifically: in 'The Venice International Charter for the Conservation and Restoration of Monuments' (1964), article 4, it is stated that 'the conservation of monuments is always favored by their suitability to be used for some purpose beneficial to society', in 'The Declaration of Amsterdam' (1975), it is clarified that: 'the policy of conservation also means the integration of the architectural heritage into social life. The evaluation for the conservation of buildings should not be based only on their cultural value but also on their value of use.

'The Granada Convention for the Protection of the Architectural Heritage of Europe' (1985), article 11, states that 'with respect for the architectural and historical character of the heritage, each contracting party is obliged to encourage: the use of protected properties, taking account the needs of modern life, the adaptation, when possible, of old buildings to new uses'. Similarly, 'the continued adaptation and use of industrial buildings avoids unnecessary energy loss and contributes to sustainable development. Industrial heritage can play an important role in the economic revitalization of declining or languishing areas. The continuity that reuse ensures can provide psychological stability to communities facing the sudden disappearance of long-term sources of employment', according to article 5e of the 'Nizhny Tagil Charter for the Industrial Heritage' (2003). Finally, the most recent (2018) 'Leeuwarden Declaration for Adaptive Reuse of the Built Heritage' highlights the multiple benefits (cultural, social, environmental, and economic) of re-using built heritage.

However, today, the Historic Building's historical value is frequently ignored out of 'convenience', ignorance, or indifference depriving it of its fundamental function as a carrier of collective memory. This often results in the preservation of the building shell alone, stripped of its use and its symbolism, and occasionally to an awkward coexistence with a new uncomfortable use that it cannot accommodate due to qualitative incompatibility. In some not-so-distant times, this practice was not explained by indifference or ignorance but was conscious, integrated into a perception of poorly understood 'modernization', which was set out to eliminate every living evidence of the past, present in everyday life, such as the Historic Building. When he could no longer eliminate it, he chose to 'disguise it to render it unrecognizable' - in some extreme cases by completely 'removing its entrails' - and install a new use in a 'completely new building structure'. Today, this non-functional, disguised 'preservation' of the Historic Building is effectively supported by its Reuse with the most modern functions, but also by the use of cutting-edge materials and intervention techniques. This postmodern 'counter-perception' of the reuse of the historical shell adopts a strongly contrasting coexistence of old and new, initially charming and interesting, which, however, when it exceeds the limit of breakage, acquires characteristics of assimilation or even disappearance of the Historical Building by a new competitive architecture, in an attempt to 'disguise the old into an evergreen new, which is legitimized by the loss of its historicity' (Filippidis: 23).

The view has been expressed that the preservation of only the facades of the historic building, with the simultaneous destruction of its interior and its replacement with a new modern construction, a practice characterized by the term 'facadism' (Theologidou), can only be tolerated as an exceptional act. However, it could hardly be 'described as an act of protection of architectural heritage', as it leads to the definitive loss of much information and messages of which the architectural heritage, as a material testimony of the past, is the carrier, while it constitutes, by definition, an abolition of the 'authenticity' of the architectural monument. The so-called 'adaptive reuse', is ultimately regarded as 'an intervention very positive for the preservation of cultural heritage' (Mallouchou-Tufano: 242), despite all the legitimate objections to extreme destructive practices. This is because, as over time, the fate of the historical building depended on its ability to respond to new uses and in a later era, when the architectural monument was no longer serving, its preservation was deemed unnecessary and it was either abandoned to its fate or demolished to make way for a new building in its place (Gazzola in Karadedos: 8).

2 Methodology

Public opinion surveys among locals and visitors to the city regarding its historicity are governed by several methodological limitations. The philosophy of history has attempted to assess the place of individuals' consciousness in the evolution of human assemblages in which they participate. The consciousness of individuals of their actions has been a key issue in the differentiation of important philosophical theories of history. It has also been theorized that the assumption that individuals are conscious of their

actions, that is, that they know what they are doing at any given time and why they are doing it, does not necessarily mean that they can express themselves about it in a discursive way. Giddens distinguishes 'practical consciousness' from 'discursive consciousness', noting the difference between what is done and what can be said (Stamos: 135). One of the weaknesses, according to Bourdieu, of the 'most damaging results' of public opinion surveys is precisely that people are asked questions that they do not wonder about (Panayotopoulos: 145). And, of course, there is the question of defining the questions that are considered 'askable' by all respondents, since the fact that everyone is entitled to an opinion does not mean that everyone has an opinion (Champagne: 125).

The problem even starts with what can be defined as 'opinion', hence as 'public opinion', hence what it is that the relevant research can ultimately capture. Bourdieu (Panayotopoulos: 151) points out that there is a problem when opinions are summarised by groups mobilised around a system of interests explicitly articulated on the one hand, and simple feelings on the other, which by definition do not constitute an opinion that can be justified by any claim to coherence. And this can be particularly evident in the issue of the preservation of architectural heritage, when among the respondents there may be owners of historic buildings or people who have linked their business interests to the historic district, as well as ordinary residents of the city who may never have been particularly concerned with the issue. And while Bourdieu concludes that 'public opinion does not exist', it is also argued (Champagne: 122) that surveys do not ultimately capture 'public' opinion, but the statistical sum of the private opinions communicated. The additional difficulty with the question of historicity is that it is not only a property of the city, but also a relationship between the city and the people, a relationship that sometimes does not exist but is experienced as something that should exist, as a duty or as an externally imposed necessity, as an ideal desirable state or as a habit.

3 Field Research

3.1 Public Opinion Survey on the Historicity of the Commercial Triangle (Emporiko Trigono) of Athens

The Commercial Triangle (Emporiko Trigono) of Athens is the central district and one of the oldest areas of the city, with its historically shaped urban fabric and an interesting architectural heritage, the result of a construction process that lasted about 200 years and therefore today includes a wide variety of architectural forms and buildings that vary in age and size. It has been rightly argued (Zitouni-Petrogianni et al.: 15) that the historic character of the shopping triangle is based on 'coexistence': 'the coexistence of a ground floor shop next to a six-storey office building, the coexistence of a neoclassical two-storey house with a shop on the ground floor next to a modern multi-storey building with a gallery at the entrance...'. In this paper, it is found that an economic disparity is leading to the partial decline of the area and the abandonment of many buildings, as large shopping centers, leisure activities and hotels have replaced traditional uses, small shops, craft shops and residences. In contrast, this current situation

combined with the age and characteristics of historic buildings makes adaptive reuse of these buildings more difficult.

The problem of vacant and abandoned properties and the degradation of the centre of Athens is urban, economic, social and environmental; it leads to the gradual marginalisation and ghettoisation of parts of the city centre that could be the most attractive for both residential and tertiary sector activities, it deprives the city and property owners of valuable economic resources, and it degrades the lives of its residents or takes them away from it (Triantafyllopoulos).

As the human factor that lives and acts in the city could play a crucial role in the goal setting of urban planning and the effectiveness of the policies implemented, an opinion survey was conducted among residents, business people, and visitors on issues of historicity. To carry out the survey, a questionnaire was administered to a random sample of 80 residents, 40 entrepreneurs, and 80 visitors of the Commercial Triangle (Emporiko Trigono) of Athens. The field research was carried out by University of Thessaly students Dimitra Spyropoulou and Giorgos Koumbias in the summer of 2020, using the face-to-face method, and they are going to repeat it this summer as part of their graduate thesis.

3.2 Results of the Questionnaire

Questions 1-9 concerned the characteristics of the respondents. The statistical correlation (χ^2) did not work to show that perceptions on issues of historicity of Commercial Triangle (Emporiko Trigono) of Athens relate to some of the characteristics of the interviewed residents, entrepreneurs and visitors. Gender, age, occupation, level of education, and kind of business activity do not differentiate the answers.

As for Question 10: 'To what extent do you believe that the Commercial Triangle (Emporiko Trigono) of Athens has a particular historical physiognomy' the 40 entrepreneurs of Commercial Triangle answered 'YES' at a rate of 100%, while at equally high rates the other two groups, the 80 residents (99%) and the 80 visitors (99%), answered 'YES'.

To Question 11: 'In your opinion, what this particular historical physiognomy is due to' the residents answered: 'The maintenance of the use of buildings' at 36% (visitors 28%, entrepreneurs 25%), while the entrepreneurs answered: 'The image of streets (stores, etc.)' at 40% (residents 30%, visitors 20%). The answer 'Old historic buildings' had unexpectedly low percentages (residents 9%, visitors 11%, entrepreneurs 3%), while the answer 'New buildings, replicas of historic buildings' accounted for higher percentages (residents 19%, visitors 24%, entrepreneurs 27%).

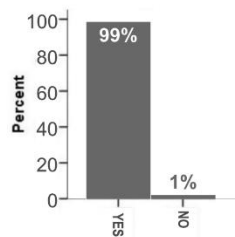
Concerning Question 12: 'How would you describe the evolution of this historical physiognomy over time', there are significant differences between the responses of residents and visitors on the one hand, and entrepreneurs of the Commercial Triangle on the other. So: As for the surveyed visitors to the city, 62% believe that historical physiognomy is 'Altered for the worse', 29% that 'Remains unchanged', and only 9% that it is 'Transformed for the better'. Almost the same percentages were answered by residents (60% is 'Altered for the worse', 29% 'Remains unchanged', and 11% is 'Transformed

for the better'), while according to the same hierarchy of responses, but with significantly differentiated percentages, there responded entrepreneurs (47% is 'Altered for the worse', 28% 'Remains unchanged', and 25% is 'Transformed for the better').

Tables 1., 2., 3., and Graphs 1., 2., 3.: Residents', Visitors', and Entrepreneurs' answers to Question 10: 'To what extent do you believe that the Commercial Triangle (Emporiko Trigono) of Athens has a particular historical physiognomy?'

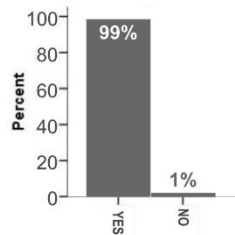
HAS THE COMMERCIAL TRIANGLE (EMPORIKO TRIGONO) OF ATHENS A HISTORIC PHYSIOGNOMY? : RESIDENTS

		Frequency	Valid Percent
Valid	YES	79	99
	NO	1	1
Total		80	



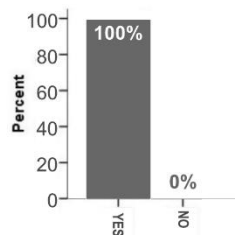
HAS THE COMMERCIAL TRIANGLE (EMPORIKO TRIGONO) OF ATHENS A HISTORIC PHYSIOGNOMY? : VISITORS

		Frequency	Valid Percent
Valid	YES	79	99
	NO	1	1
Total		80	



HAS THE COMMERCIAL TRIANGLE (EMPORIKO TRIGONO) OF ATHENS A HISTORIC PHYSIOGNOMY? : ENTREPRENEURS

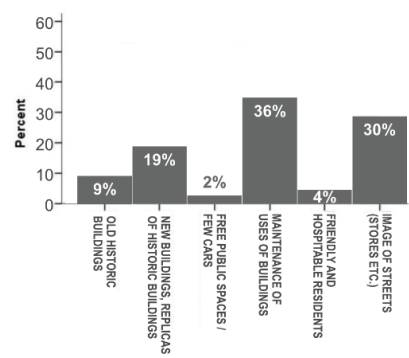
		Frequency	Valid Percent
Valid	YES	40	100
	NO	0	0
Total		40	



Tables 4., 5., 6., and Graphs 4., 5., 6.: Answers of the three groups of respondents to Question 11: ‘In your opinion, what this particular historical physiognomy is due to?’

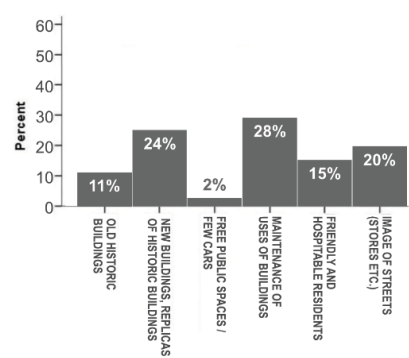
WHAT THIS PARTICULAR HISTORICAL PHYSIOGNOMY IS DUE TO? : RESIDENTS

	Frequency	Valid Percent
Valid		
OLD HISTORIC BUILDINGS	7	9
NEW BUILDINGS, REPLICAS OF HISTORIC BUILDINGS	15	19
FREE PUBLIC SPACES / FEW CARS	2	2
MAINTENANCE OF USES OF BUILDINGS	29	36
FRIENDLY AND HOSPITABLE RESIDENTS	3	4
IMAGE OF STREETS (STORES ETC.)	24	30
Total	80	



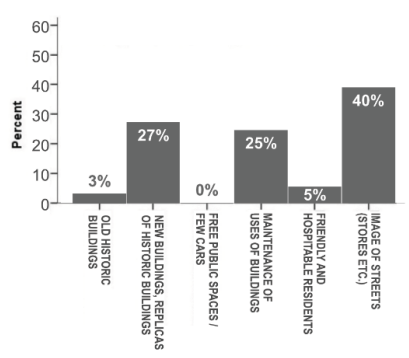
WHAT THIS PARTICULAR HISTORICAL PHYSIOGNOMY IS DUE TO? : VISITORS

	Frequency	Valid Percent
Valid		
OLD HISTORIC BUILDINGS	9	11
NEW BUILDINGS, REPLICAS OF HISTORIC BUILDINGS	19	24
FREE PUBLIC SPACES / FEW CARS	2	2
MAINTENANCE OF USES OF BUILDINGS	23	28
FRIENDLY AND HOSPITABLE RESIDENTS	12	15
IMAGE OF STREETS (STORES ETC.)	15	20
Total	80	



WHAT THIS PARTICULAR HISTORICAL PHYSIOGNOMY IS DUE TO? : ENTREPRENEURS

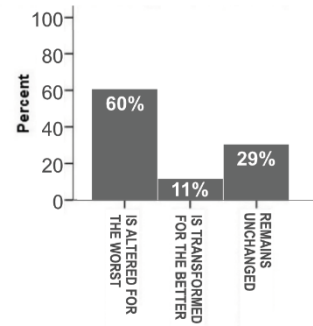
	Frequency	Valid Percent
Valid		
OLD HISTORIC BUILDINGS	1	3
NEW BUILDINGS, REPLICAS OF HISTORIC BUILDINGS	11	27
FREE PUBLIC SPACES / FEW CARS	0	0
MAINTENANCE OF USES OF BUILDINGS	10	25
FRIENDLY AND HOSPITABLE RESIDENTS	2	5
IMAGE OF STREETS (STORES ETC.)	16	40
Total	40	



Tables 7., 8., 9., and Graphs 7., 8., 9.: Answers of the three groups of respondents to Question 12: ‘How would you describe the evolution of this historical physiognomy over time?’

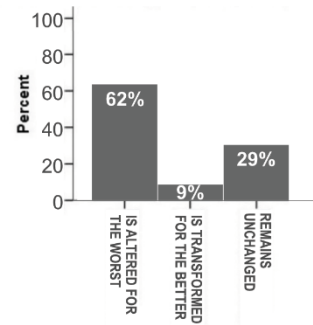
HOW WOULD THEY DESCRIBE THE EVOLUTION OF THIS HISTORICAL PHYSIOGNOMY OVER TIME? : RESIDENTS

	Frequency	Valid Percent
Valid		
IS ALTERED FOR THE WORST	48	60
IS TRANSFORMED FOR THE BETTER	9	11
REMAINS UNCHANGED	23	29
Total	80	



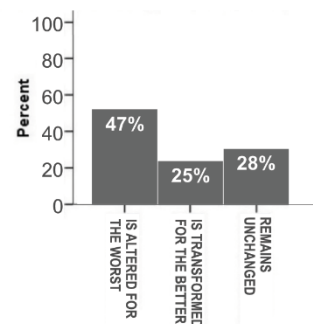
HOW WOULD THEY DESCRIBE THE EVOLUTION OF THIS HISTORICAL PHYSIOGNOMY OVER TIME? : VISITORS

	Frequency	Valid Percent
Valid		
IS ALTERED FOR THE WORST	50	62
IS TRANSFORMED FOR THE BETTER	7	9
REMAINS UNCHANGED	23	29
Total	80	



HOW WOULD THEY DESCRIBE THE EVOLUTION OF THIS HISTORICAL PHYSIOGNOMY OVER TIME? : ENTREPRENEURS

	Frequency	Valid Percent
Valid		
IS ALTERED FOR THE WORST	19	47
IS TRANSFORMED FOR THE BETTER	10	25
REMAINS UNCHANGED	11	28
Total	40	



In Question 13: ‘Where do you find this deterioration’ those who believe that historical physiognomy is ‘Altered for the worse’ (48 out of 80 residents surveyed, 50 out of 80 visitors, 19 out of 40 entrepreneurs), in a remarkable unanimity of all three groups

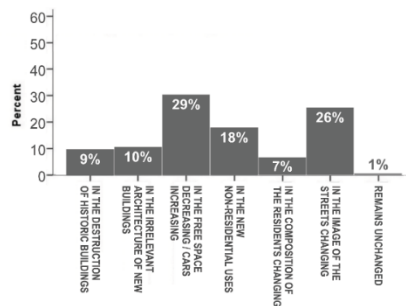
of respondents, answered that they find this deterioration mainly 'In the free space decreasing and cars increasing' (residents 29%, visitors 32%, entrepreneurs 30%), but significant differences are shown in the ranking of the second and third answers, with residents and entrepreneurs answering 'In the image of the streets changing' (26% and 30% respectively) and 'In the new non-residential uses' (18% and 20% respectively), while visitors answer 'In the irrelevant architecture of new buildings' and 'In the destruction of historic buildings' (16% and 14% respectively). In the responses of residents and entrepreneurs, the options 'In the destruction of historic buildings' and 'In the irrelevant architecture of new buildings' are below 10%.

In Question 14: 'In your opinion, which is the main cause of the destruction of old historic buildings', all three groups of respondents rank 'The lack of state funding' as the main reason for destruction.

Tables 10., 11., 12., and Graphs 10., 11., 12.: Answers of the three groups of respondents to Question 13: 'If you believe that historical physiognomy 'Is altered for the worse' where do you find this deterioration?'

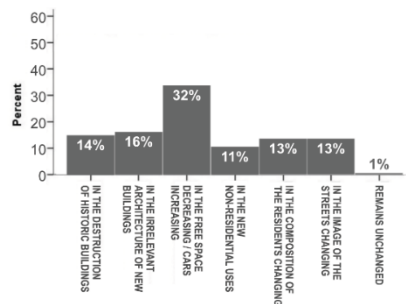
WHERE DO THEY FIND THIS DETERIORATION? : RESIDENTS

	Frequency	Valid Percent
Valid		
IN THE DESTRUCTION OF HISTORIC BUILDINGS	4	9
IN THE IRRELEVANT ARCHITECTURE OF NEW BUILDINGS	5	10
IN THE FREE SPACE DECREASING / CARS INCREASING	14	29
IN THE NEW NON-RESIDENTIAL USES	9	18
IN THE COMPOSITION OF THE RESIDENTS CHANGING	3	7
IN THE IMAGE OF THE STREETS CHANGING	12	26
REMAINS UNCHANGED	1	1
Total	48	



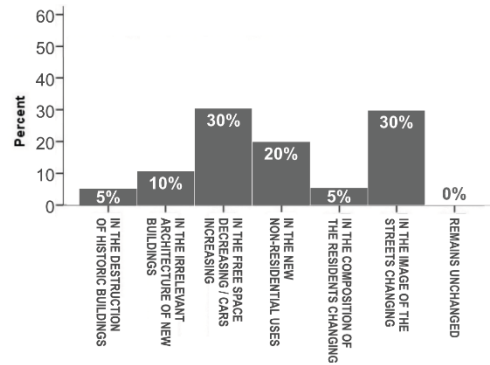
WHERE DO THEY FIND THIS DETERIORATION? : VISITORS

	Frequency	Valid Percent
Valid		
IN THE DESTRUCTION OF HISTORIC BUILDINGS	7	14
IN THE IRRELEVANT ARCHITECTURE OF NEW BUILDINGS	8	16
IN THE FREE SPACE DECREASING / CARS INCREASING	17	32
IN THE NEW NON-RESIDENTIAL USES	5	11
IN THE COMPOSITION OF THE RESIDENTS CHANGING	6	13
IN THE IMAGE OF THE STREETS CHANGING	6	13
REMAINS UNCHANGED	1	1
Total	50	



WHERE DO THEY FIND THIS DETERIORATION? : ENTREPRENEURS

	Frequency	Valid Percent
Valid		
IN THE DESTRUCTION OF HISTORIC BUILDINGS	1	5
IN THE IRRELEVANT ARCHITECTURE OF NEW BUILDINGS	2	10
IN THE FREE SPACE DECREASING / CARS INCREASING	6	30
IN THE NEW NON-RESIDENTIAL USES	3	20
IN THE COMPOSITION OF THE RESIDENTS CHANGING	1	5
IN THE IMAGE OF THE STREETS CHANGING	6	30
REMAINS UNCHANGED	0	0
Total	19	

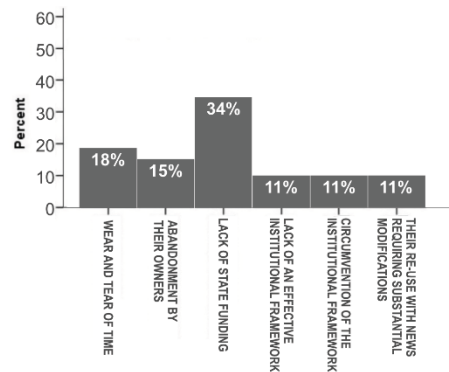


with similar percentages (residents 34%, visitors 32%, entrepreneurs 33%), with residents and visitors ranking ‘The wear and tear of time’ as the second reason (18% and 16%, respectively) and entrepreneurs ‘The abandonment by their owners’ (20%). All other choices are below 15%.

Tables 13., 14., 15., and Graphs 13., 14., 15.: Answers of the three groups of respondents to Question 14: ‘In your opinion, what is the main cause of the destruction of old historic buildings?’

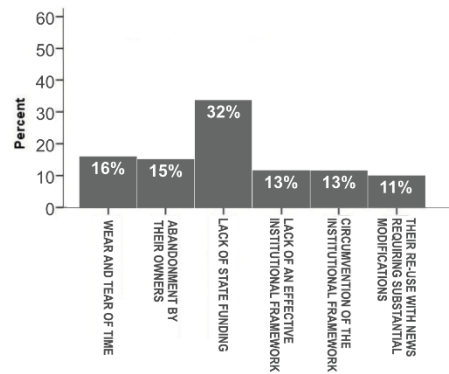
WHAT IS THE MAIN CAUSE OF THE DESTRUCTION OF OLD HISTORIC BUILDINGS? : RESIDENTS

	Frequency	Valid Percent
Valid		
WEAR AND TEAR OF TIME	14	18
ABANDONMENT BY THEIR OWNERS	12	15
LACK OF STATE FUNDING	27	34
LACK OF AN EFFECTIVE INSTITUTIONAL FRAMEWORK	9	11
CIRCUMVENTION OF THE INSTITUTIONAL FRAMEWORK	9	11
THEIR RE-USE WITH NEW USES REQUIRING SUBSTANTIAL MODIFICATIONS	9	11
Total	80	



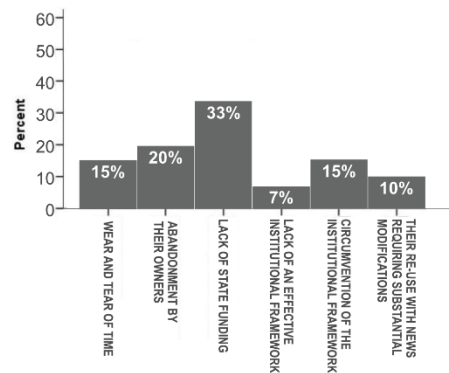
WHAT IS THE MAIN CAUSE OF THE DESTRUCTION OF OLD HISTORIC BUILDINGS? : VISITORS

	Frequency	Valid Percent
WEAR AND TEAR OF TIME	13	16
ABANDONMENT BY THEIR OWNERS	12	15
LACK OF STATE FUNDING	26	32
LACK OF AN EFFECTIVE INSTITUTIONAL FRAMEWORK	10	13
CIRCUMVENTION OF THE INSTITUTIONAL FRAMEWORK	10	13
THEIR RE-USE WITH NEW USES REQUIRING SUBSTANTIAL MODIFICATIONS	9	11
Total	80	



WHAT IS THE MAIN CAUSE OF THE DESTRUCTION OF OLD HISTORIC BUILDINGS? : ENTREPRENEURS

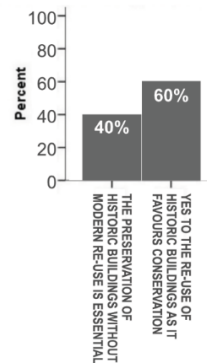
	Frequency	Valid Percent
WEAR AND TEAR OF TIME	6	15
ABANDONMENT BY THEIR OWNERS	8	20
LACK OF STATE FUNDING	13	33
LACK OF AN EFFECTIVE INSTITUTIONAL FRAMEWORK	3	7
CIRCUMVENTION OF THE INSTITUTIONAL FRAMEWORK	6	15
THEIR RE-USE WITH NEW USES REQUIRING SUBSTANTIAL MODIFICATIONS	4	10
Total	40	



Tables 16., 17., 18., and Graphs 16., 17., 18.: Answers of the three groups of respondents to Question 18: ‘Do you believe that the preservation of historic buildings should be done with or without a modern reuse?’

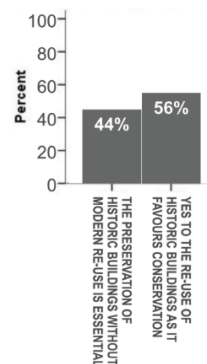
HISTORIC CONSERVATION WITH OR WITHOUT MODERN RE-USE OF HISTORIC BUILDINGS: RESIDENTS

	Frequency	Valid Percent
Valid		
THE PRESERVATION OF HISTORIC BUILDINGS WITHOUT MODERN RE-USE IS ESSENTIAL	32	40
YES TO THE RE-USE OF HISTORIC BUILDINGS AS IT FAVOURS CONSERVATION	48	60
Total	80	



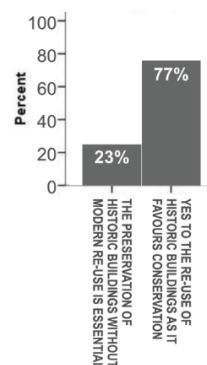
HISTORIC CONSERVATION WITH OR WITHOUT MODERN RE-USE OF HISTORIC BUILDINGS: VISITORS

	Frequency	Valid Percent
Valid		
THE PRESERVATION OF HISTORIC BUILDINGS WITHOUT MODERN RE-USE IS ESSENTIAL	35	44
YES TO THE RE-USE OF HISTORIC BUILDINGS AS IT FAVOURS CONSERVATION	45	56
Total	80	



HISTORIC CONSERVATION WITH OR WITHOUT MODERN RE-USE OF HISTORIC BUILDINGS: ENTREPRENEURS

	Frequency	Valid Percent
Valid		
THE PRESERVATION OF HISTORIC BUILDINGS WITHOUT MODERN RE-USE IS ESSENTIAL	9	23
YES TO THE RE-USE OF HISTORIC BUILDINGS AS IT FAVOURS CONSERVATION	31	77
Total	40	



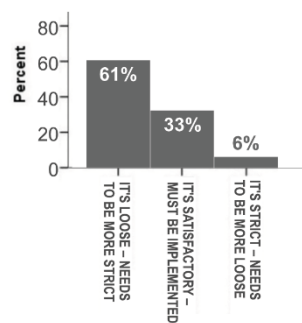
Regarding the dilemma ‘historic buildings with or without a modern reuse’ (Question 18), all three groups of respondents answer ‘Yes to the reuse of historic buildings as it favors preservation’, but with a notable difference in percentages. Entrepreneurs answer ‘Yes’ at 77%, with the percentages decreasing to 60% for residents and 56% for visitors.

In Question 20: ‘What is your view of the institutional framework for the protection of the historical physiognomy of Commercial Triangle (Emporiko Trigono) of Athens?’, all three groups of respondents answered ‘It’s loose and needs to be more strict’ (61% residents, 54% visitors, 65% entrepreneurs), with the answer ‘It is satisfactory, it must be implemented’ taking second place. The answer, ‘It’s strict and needs to be implemented’ taking second place. The answer, ‘It’s strict and needs to be implemented’ taking second place.

Tables 19., 20., 21., and Graphs 19., 20., 21.: Answers of the three groups of respondents to Question 20: ‘What is your view of the institutional framework for the protection of the historical physiognomy of the Commercial Triangle (Emporiko Trigono) of Athens?’

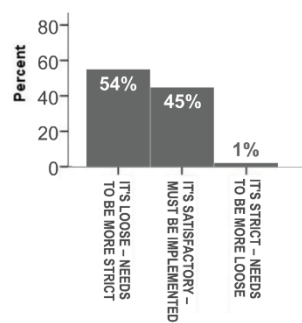
WHAT IS THEIR VIEW OF THE INSTITUTIONAL FRAMEWORK FOR THE PROTECTION OF THE HISTORICAL PHYSIOGNOMY OF THE COMMERCIAL TRIANGLE (EMPORIKO TRIGONO) OF ATHENS? : RESIDENTS

	Frequency	Valid Percent
Valid IT'S LOOSE – NEEDS TO BE MORE STRICT	49	61
Valid IT'S SATISFACTORY – MUST BE IMPLEMENTED	26	33
Valid IT'S STRICT – NEEDS TO BE MORE LOOSE	5	6
Total	80	



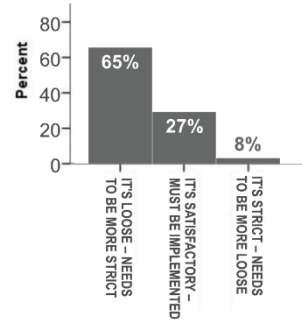
WHAT IS THEIR VIEW OF THE INSTITUTIONAL FRAMEWORK FOR THE PROTECTION OF THE HISTORICAL PHYSIOGNOMY OF THE COMMERCIAL TRIANGLE (EMPORIKO TRIGONO) OF ATHENS? : VISITORS

	Frequency	Valid Percent
Valid IT'S LOOSE – NEEDS TO BE MORE STRICT	43	54
Valid IT'S SATISFACTORY – MUST BE IMPLEMENTED	36	45
Valid IT'S STRICT – NEEDS TO BE MORE LOOSE	1	1
Total	80	



WHAT IS THEIR VIEW OF THE INSTITUTIONAL FRAMEWORK FOR THE PROTECTION OF THE HISTORICAL PHYSIOGNOMY OF THE COMMERCIAL TRIANGLE (EMPORIKO TRIGONO) OF ATHENS? : ENTREPRENEURS

	Frequency	Valid Percent
Valid		
IT'S LOOSE – NEEDS TO BE MORE STRICT	26	65
IT'S SATISFACTORY – MUST BE IMPLEMENTED	11	27
IT'S STRICT – NEEDS TO BE MORE LOOSE	3	8
Total	40	



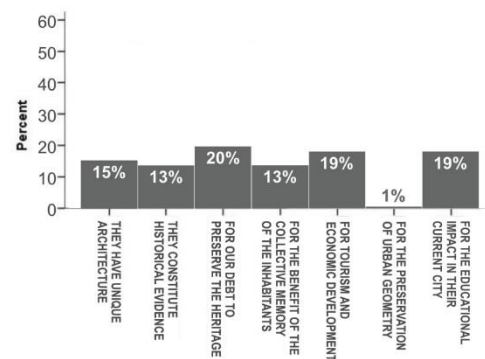
to be more loose' garnered small percentages among the three groups of respondents (6% residents, 1% visitors, 8% entrepreneurs).

In Question 21: 'Why do you think that historic districts of cities (such as the Commercial Triangle / Emporiko Trigono of Athens) should be preserved?', residents and visitors answered 'it is our duty to preserve the historical heritage' (20% and 21%, respectively), and the entrepreneurs responded with the same percentage (20%) to this option, while the answer that took first place was 'for tourism and economic development' (27%). This option had lower rates among residents and visitors (19% and 15%, respectively). The answer 'because they have unique architecture' garnered lower percentages (residents 15%, visitors and entrepreneurs 10%).

Tables 22., 23., 24., and Graphs 22., 23., 24.: Answers of the three groups to Question 21: 'Why do you think that historic districts of cities (such as the Commercial Triangle / Emporiko Trigono of Athens) should be preserved?'

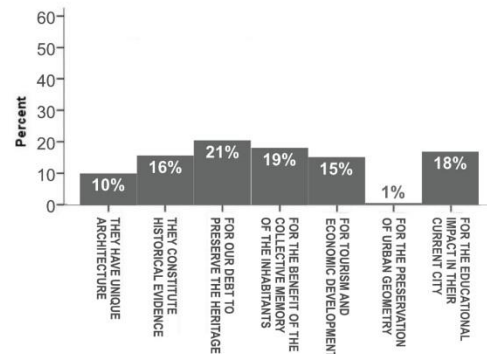
WHY DO THEY BELIEVE THAT HISTORIC DISTRICTS OF THE CITIES SHOULD BE PRESERVED? : RESIDENTS

	Frequency	Valid Percent
Valid		
THEY HAVE UNIQUE ARCHITECTURE	13	15
THEY CONSTITUTE HISTORICAL EVIDENCE	10	13
FOR OUR DUTY TO PRESERVE THE HERITAGE	16	20
FOR THE BENEFIT OF THE COLLECTIVE MEMORY OF THE INHABITANTS	10	13
FOR TOURISM AND ECONOMIC DEVELOPMENT	15	19
FOR THE PRESERVATION OF URBAN GEOMETRY	1	1
FOR THEIR EDUCATIONAL IMPACT IN THEIR CURRENT CITY	15	19
Total	80	



WHY DO THEY BELIEVE THAT HISTORIC DISTRICTS OF THE CITIES SHOULD BE PRESERVED? : VISITORS

	Frequency	Valid Percent
Valid		
THEY HAVE UNIQUE ARCHITECTURE	8	10
THEY CONSTITUTE HISTORICAL EVIDENCE	13	16
FOR OUR DUTY TO PRESERVE THE HERITAGE	17	21
FOR THE BENEFIT OF THE COLLECTIVE MEMORY OF THE INHABITANTS	15	19
FOR TOURISM AND ECONOMIC DEVELOPMENT	12	15
FOR THE PRESERVATION OF URBAN GEOMETRY	1	1
FOR THEIR EDUCATIONAL IMPACT IN THEIR CURRENT CITY	14	18
Total	80	



WHY DO THEY BELIEVE THAT HISTORIC DISTRICTS OF THE CITIES SHOULD BE PRESERVED? : ENTREPRENEURS

	Frequency	Valid Percent
Valid		
THEY HAVE UNIQUE ARCHITECTURE	4	10
THEY CONSTITUTE HISTORICAL EVIDENCE	7	17
FOR OUR DUTY TO PRESERVE THE HERITAGE	8	20
FOR THE BENEFIT OF THE COLLECTIVE MEMORY OF THE INHABITANTS	5	13
FOR TOURISM AND ECONOMIC DEVELOPMENT	11	27
FOR THE PRESERVATION OF URBAN GEOMETRY	0	0
FOR THEIR EDUCATIONAL IMPACT IN THEIR CURRENT CITY	5	13
Total	40	

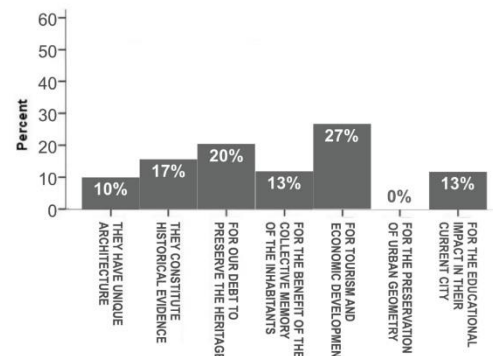
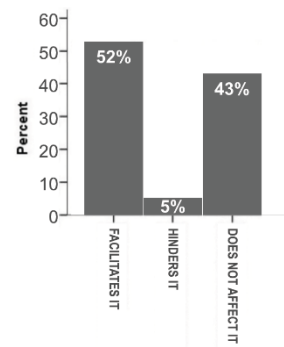


Table 25. and Graph 25.: Answers of the Entrepreneurs to Question 15 of the Questionnaire for Entrepreneurs: ‘How does the historical physiognomy affect your business activity?’**HOW DOES THIS HISTORICAL PHYSIOGNOMY AFFECT THEIR BUSINESS?**

	Frequency	Valid Percent
FACILITATES IT	21	52
HINDERS IT	2	5
DOES NOT AFFECT IT	17	43
Total	40	

**Tables 26., and 27.:** Answers of the Entrepreneurs per business activity. Statistical correlation (chi-square) ‘kind of business activity’ * ‘how the historical physiognomy affects business activity’. The kind of business activity did not show statistically significant differences between the answers of the 40 entrepreneurs

KIND OF ACTIVITY *
HOW DOES THIS HISTORICAL PHYSIOGNOMY AFFECT THEIR BUSINESS?
 Cross tabulation

KIND OF BUSINESS ACTIVITY	FACILITATES IT	HINDERS IT	DOES NOT AFFECT IT	Total
ACCESSORIES	3	0	2	5
BOOKS / STATIONARY	1	0	1	2
CAFE / CAFETERIA	1	1	2	4
CLOTHING / FOOTWEAR	7	1	9	17
COSMETICS	0	0	1	1
JEWELRY	3	0	0	3
PHARMACY	1	0	0	1
RESTAURANT / TAVERN	3	0	2	5
TECHNOLOGY PRODUCTS	2	0	0	2
Total	21	2	17	40

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	12,239	16	0,727
Likelihood Ratio	14,052	16	0,595
Linear-by-Linear Association	1,575	1	0,209
N of Valid Cases	40		

In Question 15 of the Questionnaire for Entrepreneurs: ‘How does the historical physiognomy affect your business activity?’, the 40 entrepreneurs surveyed answered, at a rate of 52%, that ‘It facilitates it’, with the answer ‘It does not affect it’ taking second place (43%), while the answer ‘It hinders it’ gathered a characteristically low percentage (5%).

The statistical correlation (χ^2) did not show that the view of ‘how the historical physiognomy affects business activity’ is related to the ‘kind of business activity’ (p-value = 0.727 > 0.05). The kind of activity did not show statistically significant differences between the answers of the 40 entrepreneurs.

4 Consideration of the Results concerning the Hypotheses of the Survey - Discussion

The study of the results of the questionnaire reveals findings, some of which confirm and others do not support the research hypotheses:

1. The Commercial Triangle (Emporiko Trigono) of Athens, according to the perceptions of the vast majority (99%-100%) of residents, entrepreneurs, and visitors, has a particular historic physiognomy. This historic physiognomy favors most kinds of business activity, as the kind of activity did not show statistically significant differences between the answers of the 40 entrepreneurs. The entrepreneurs surveyed answered (at a rate of 52%) that this particular historic physiognomy facilitates their business activity, with the answer 'it does not affect it' taking second place, with a percentage of 43%.
2. The contribution of Historic Buildings to the shaping of the historical physiognomy of the Commercial Triangle (Emporiko Trigono) of Athens is not perceived by locals and visitors, while they believe that newer buildings, replicas of the originals, contribute to it, to some extent. According to the perceptions of residents and visitors, this particular historical physiognomy is due to the maintenance of the use of buildings, while the entrepreneurs identify it in the image of streets (stores, etc.).
3. The overall evolution of this historic physiognomy over time is generally perceived negatively by residents, visitors, and entrepreneurs (60%, 62%, and 47%, respectively). Those who believe that historical physiognomy is altered for the worse (48 out of 80 residents surveyed, 50 out of 80 visitors, and 19 out of 40 entrepreneurs) answered that they find this deterioration mainly in the free space decreasing and cars increasing (residents 29%, visitors 32%, and entrepreneurs 30%) and secondly in the image of the streets changing and in the new non-residential uses. The options 'In the destruction of historic buildings' and 'In the irrelevant architecture of new buildings' are below 10% in the responses of residents and entrepreneurs, while in visitors' answers, they garnered 16% and 14%, respectively. The relatively higher percentages are perhaps justified by the responses of visitors, who are looking for a more 'authentic' historical image to consume.
4. The re-use of historic buildings appears to be a solution to the problem of degradation of the center of Athens through vacant and abandoned properties, as the three groups of respondents answer 'yes to the reuse of historic buildings as it favors preservation' (77% entrepreneurs, 60% residents, and 56% visitors). All three groups of respondents rank 'the lack of state funding' as the main reason for the destruction of historic buildings with similar percentages (residents 34%, visitors 32%, entrepreneurs 33%), with residents and visitors ranking 'the wear and tear of time' as the second reason (18% and 16%, respectively) and entrepreneurs 'the abandonment by their owners' (20%).
5. The protection institutional framework of the Commercial Triangle (Emporiko Trigono) of Athens is perceived by all three groups of respondents as loose and

needs to be stricter (61% residents, 54% visitors, 65% entrepreneurs), although it is also judged by some who, by presumption, are unable to know it. This is an anecdotal perception that comes from the displeasure of the negative evolution of the historic physiognomy of the district over time. The answer 'it is satisfactory, it must be implemented' took second place (33% residents, 45% visitors, 27% entrepreneurs).

6. Regarding the main reasons for preserving historic districts of cities, residents and visitors answered 'it is our duty to preserve the historical heritage' (20% and 21%, respectively), and the entrepreneurs responded with the same percentage (20%) to this option, while the answer that took first place was 'for tourism and economic development' (27%). This option had lower rates among residents and visitors (19% and 15%, respectively). The answer 'because they have unique architecture' garnered lower percentages (residents 15%, visitors and entrepreneurs 10%).

It will be interesting to re-examine the range of the research hypotheses through the repetition of the field research this summer and to compare the new findings with the abovementioned, so that any changes to the perceptions of the historicity of the locals and visitors are brought up.

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