
SAWH METHOD 2024

University of Sevilla

Sevilla, ES

"6 Steps of HUL" (aka "Strategies for the reactivation of cultural heritage. The approach of the Historic Urban Landscape (HUL) Recommendation")

Method description by Julia Rey Perez, University of Sevilla

"This project's methodology is based on the "6 steps Action Plan" of the UNESCO HUL (Historic Urban Landscapes) Recommendation, adapted for academic purposes. In this workshop, students' develop their critical capacity:

- to identify the values of architecture, the heritage city and landscape as heritage;
- to understand the contemporary role of heritage in relation to sustainability and citizen participation; and
- to develop their own research/approach to heritage.

The objective is to confront the student with a heritage process: characterising heritage at source; interpreting and assessing it; and establishing intervention strategies. It is structured in three phases:

Phase 1. Gathering of information and heritage readings. This phase of the work corresponds to step 1: mapping of cultural, natural and human resources.

Phase 2. Diagnosis, heritage values and attributes. SWOT analysis and value assignment to heritage assets. Students also produce a cultural significance map that spatialises the attributes in the study area. In this phase 2, the students have developed steps 2 and 3.

Phase 3. Intervention criteria and lines of action. Proposal phase, outlining physical and conceptual intervention measures. SWOT value addressed and stakeholders involved. Current heritage mechanisms are assessed and a strategic plan is developed prioritising heritage actions. In this phase 3, the students have developed step 4, 5 and 6."

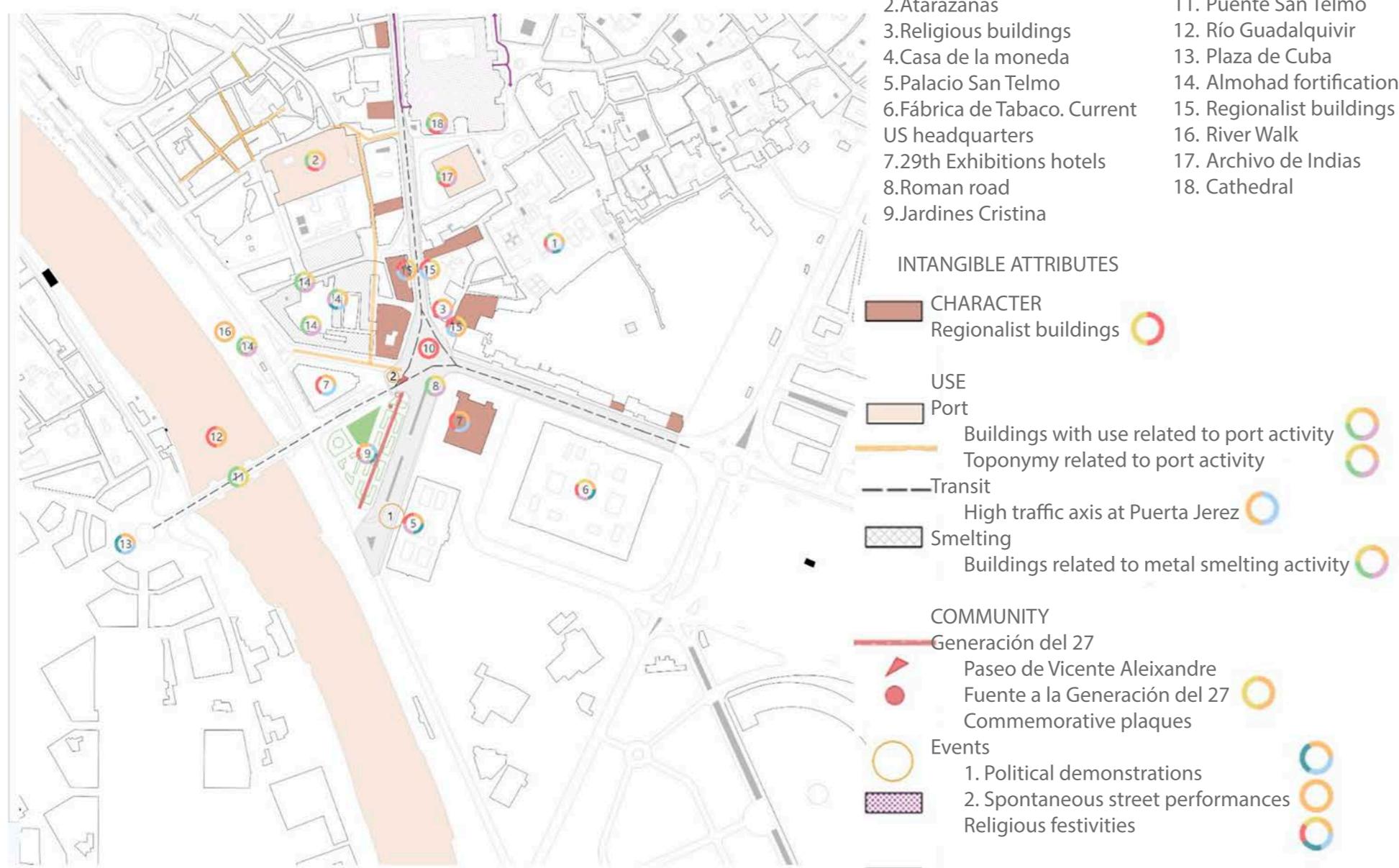
(edited for length by JW, SAWH)

STRATEGIES FOR THE REACTIVATION OF CULTURAL HERITAGE. THE APPROACH OF THE HISTORIC URBAN LANDSCAPE RECOMMENDATION

| HERITAGE VALUES | | ATTRIBUTES | | HISTORICAL | SOCIAL | ECONOMIC | POLITIC | AGE | AESTHETIC | SCIENTIFIC |
|-----------------|--------------|---------------------------------|--|------------|--------|----------|---------|-----|-----------|------------|
| | | REALES ACÁZARES | | | | | | | | |
| | | CATEDRAL | | | | | | | | |
| | | ATARAZANAS | | | | | | | | |
| | | ARCHIVO DE INDIAS | | | | | | | | |
| | | RELIGIOUS BUILDINGS | | | | | | | | |
| | | CASA DE LA MONEDA | | | | | | | | |
| | | PALACIO SAN TELMO | | | | | | | | |
| | | FÁBRICA DE TABACO SEDE US | | | | | | | | |
| | | HOTELS 29 ALFONSO XIII CRISTINA | | | | | | | | |
| | Building | ROMAN WALKWAY | | | | | | | | |
| | | JARDINES CRISTINA | | | | | | | | |
| | | HISPALIS FOUNTAIN | | | | | | | | |
| | | PUENTE SAN TELMO | | | | | | | | |
| | ELEMENT | RIVER GUADALQUIVIR | | | | | | | | |
| | Nature | PLAZA DE CUBA | | | | | | | | |
| | LANDSCAPE | ALMOHAD FORTIFICATIONS | | | | | | | | |
| | conjunto | REGIONALIST BUILDINGS | | | | | | | | |
| | AREA | RIVER WALK | | | | | | | | |
| | RELATIONSHIP | REGIONALISM | | | | | | | | |
| | | TRANSIT | | | | | | | | |
| | | SHIPYARD | | | | | | | | |
| | | FUNDICIÓN | | | | | | | | |
| | | FOUNDRY | | | | | | | | |
| | | SPONTANEOUS STREET SHOWS | | | | | | | | |
| | | POLITICAL EVENTS | | | | | | | | |
| | Community | GENERACIÓN 27 | | | | | | | | |
| | Traditions | FESTIVITIES | | | | | | | | |
| | COMMUNITY | HISTORIC DOCK TRANSFORMATIONS | | | | | | | | |
| INTANGIBLE | PROCESS | Planned | | | | | | | | |
| | | PEDESTRIANISATION | | | | | | | | |

Phase 2. Diagnosis, heritage values and attributes.

| SWOT | | |
|---|----------------------------|-------------------------|
| INTERNAL | | EXTERNAL |
| Weaknesses | Strengths | Threats |
| SHORSTAGE OF PUBLIC SERVICES TRANSIT PLACE GENTRIFICATION | PLACE OF TRANSIT | GENTRIFICATION |
| SPARSELY POPULATED STREET ENTERTAINMENT TRAFFIC DELIGHTS | STREET ENTERTAINMENT | TRAFFIC |
| LOW C. LOCAL BARS AND RESTAURANTS TOURISM | BARS AND RESTAURANTS | Touristification |
| INTERRUPTED TRANSIT | TRANSPORT NETWORK CENTRE | NO INTEGRAL LEGISLATION |
| | PUBLIC SPACE | |
| | PEDESTRIANISATION | |
| | PROXIMITY HERITAGE | |
| | CENTRAL | |
| | CONNECTION WITH THE GARDEN | |



ORIGIN OF THE CITY The area around Puerta Jerez is a key area in the historical evolution of the city of Seville. Located outside the city walls, it has served as the entrance to the city since its Phoenician foundation. In the area we find archaeological vestiges of the port from the Roman city (1st century A.D.) and its vocation as a gateway will be noted with the construction of the Bab al-Faray gate from the Almohad period (12th century) and which will serve as an entrance to the city until the 19th century with the demolition of the walls.

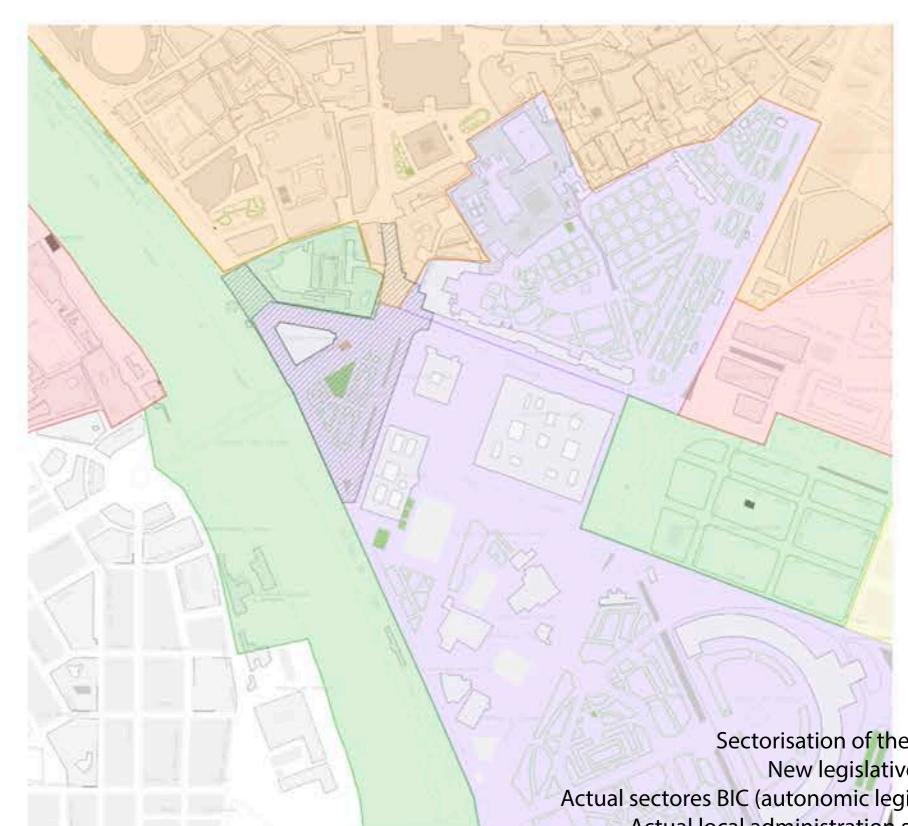
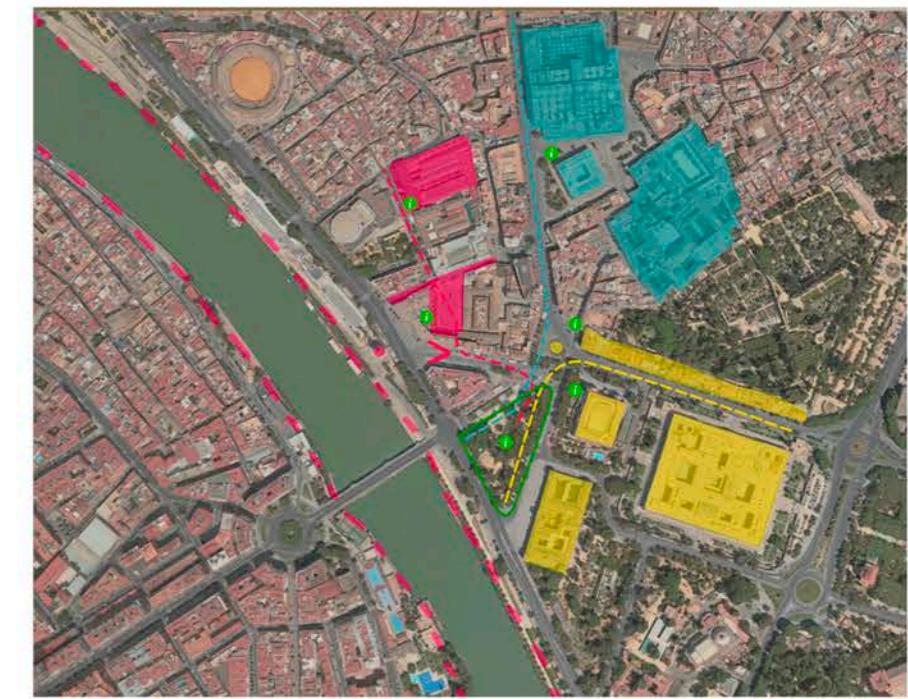
THE GATE TO THE INDIES The relationship of the Jerez gate with the Guadalquivir and the port activity will be of special relevance with the designation of Seville as the capital of the Carrera de Indias (XVI and XVII centuries), which will be the only commercial port with the Indies until 1718. This activity materialized with the Atarazanas, the Casa de la Moneda and the Torre del Oro (Gold Tower) of Almohad origin. In this way Puerta Jerez is closely related to the Alcazar, the Archive of the Indies and the Cathedral.

MODERNIZATION OF THE CITY It is also a sample of regionalism and the transformations of the city during the s. XX. begun by the Ibero-American exhibition of 29. At this time most of the buildings that make facade to the area of Puerta Jerez are built, as well as the urban elements that give it its current morphology as the fountain of hispalis.

BULLICIO Currently the area is a key point at the political level and social claim with the establishment of the Junta de Andalucía in the Palace of San Telmo (s. XVII), as well as a meeting place and recreation of the population dating back to the creation of the Cristina Gardens (s. XVIII). It has also been established as a point of connection of the historic center with public transport in the city. The situation as a gateway to the city will globally mark the area, establishing itself as a place of continuous transformations, transit of people and social bustle.

Phase 3. Intervention criteria and lines of action.

| Criterion | Measure | SWOT | Value | Attribute | Actor |
|--|------------------------------------|---------------------------------|---------------------------------|------------------------|-------------------|
| | Creation of itineraries | Touristification (A) | Historical, social and economic | The city as palimpsest | University |
| | Spatial reorganization | Interrupted transit (D) | Social, aesthetic | Transit | Intermediate body |
| Understanding the environment and its layers | Equip the park | Shortage of public services (D) | Social | Cristina Gardens | Intermediate body |
| | Rearrangement of patrimonial units | No comprehensive regulation (A) | Historic political | Heritage ensemble | Intermediate body |



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| SUBJECT: HISTORY AND ARCHIECTONIC THEORY AND COMPOSITION 3 (6 credits - 60 hours) | Students: Julia Baeza Benjumea | Professors: Julia Rey Pérez |
| February-June, 4th academic year | Estela Blanco Matos | Germán Herrero Domínguez |
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| HIGHER TECHNICAL SCHOOL OF ARCHITECTURE | Ángela Garrido de Castro | Ángela Garrido de Castro |
| OF THE UNIVERSITY OF SEVILLE | Mario Oliva Hernández | Mario Oliva Hernández |

