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# SAWH **method** 2024

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## ***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 I. 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."

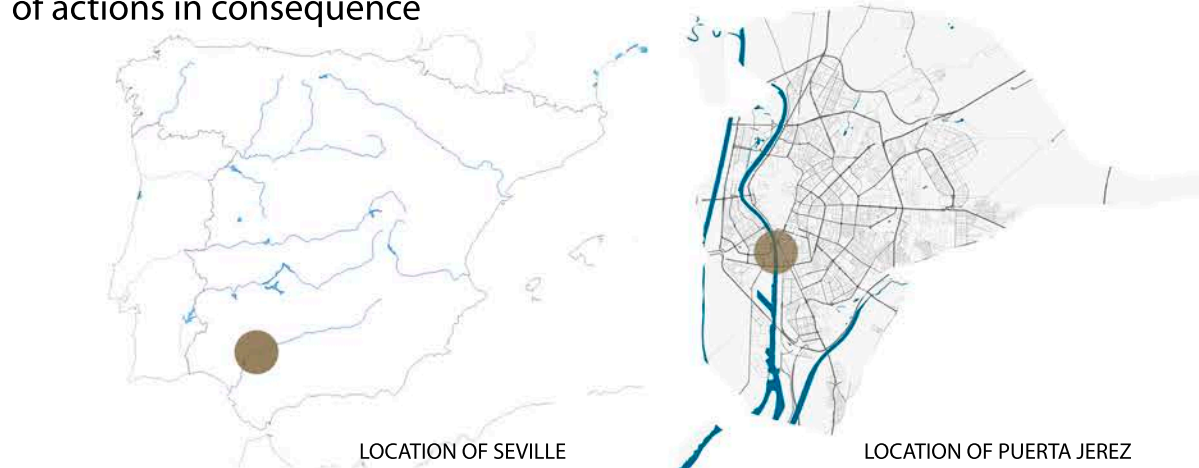
*(edited for length by JW, SAWH)*



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

## Introduction

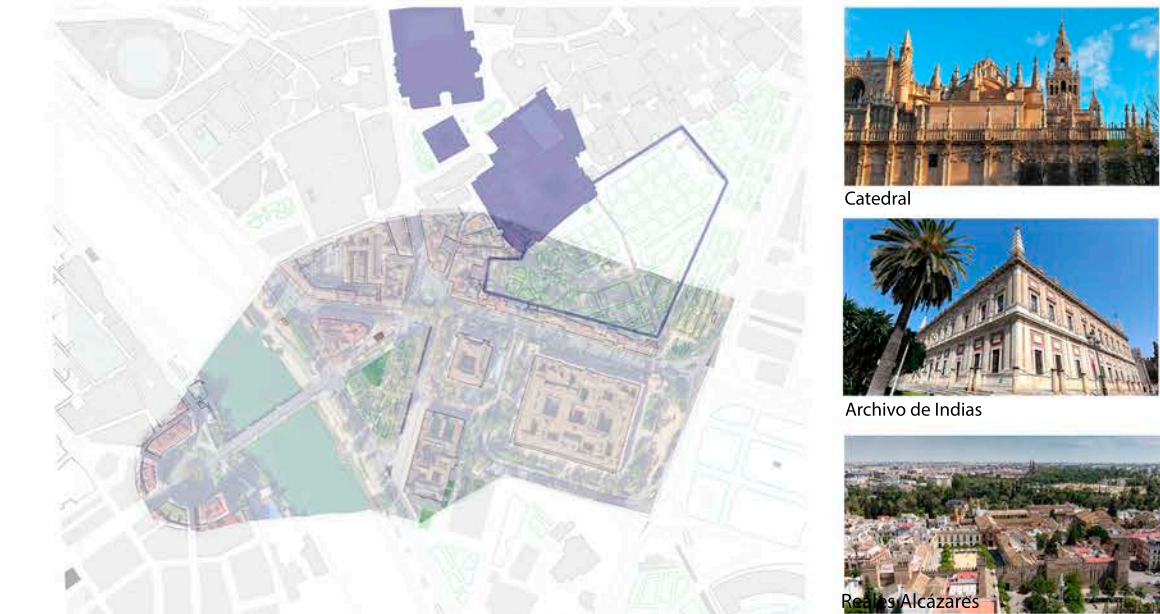
This work addresses the heritage recognition of the urban environment of one of the subway entrances of the city of Seville, Puerta Jerez. This area is located within the historic center of the city, being the gateway from the south. It stands out for its proximity to the Guadalquivir River and the three World Heritage Sites of the city. It is structured through three fases: Research, cultural categorization of the heritage values and proposition of some lines of actions in consequence



### TIMELINE OF THE GROWTH OF THE CITY OF SEVILLE



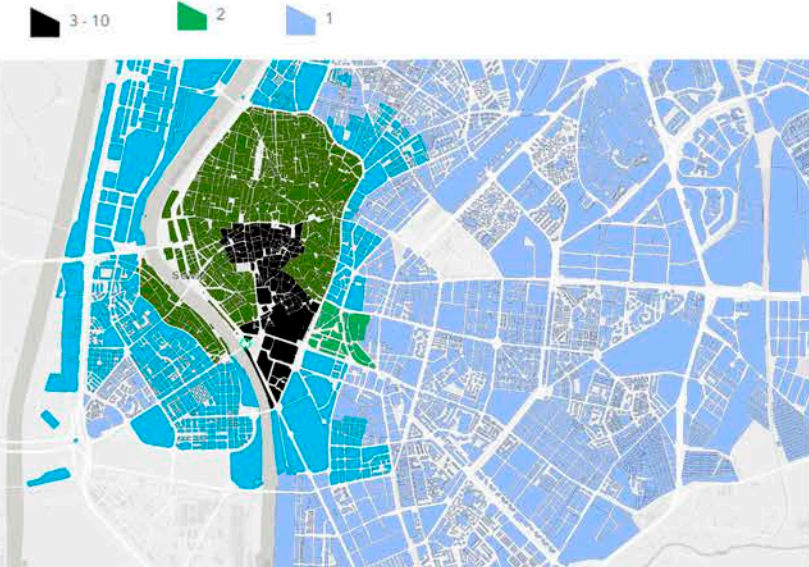
### DELIMITATION OF THE AREA AND ITS RELATION WITH THE WORLD HERITAGE SITES



## Phase I. Gathering of information and heritage readings.

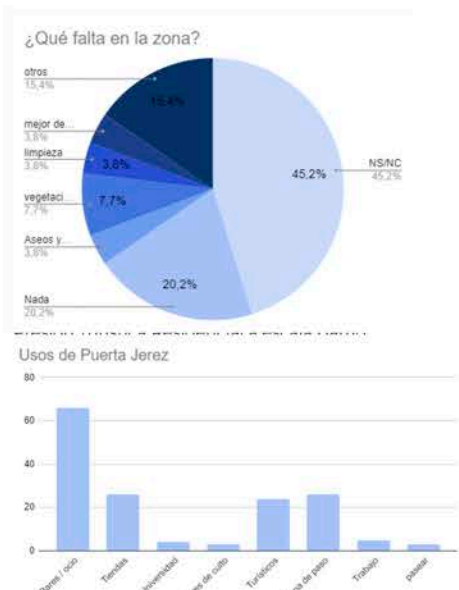
### SOCIOECONOMIC STUDY

Residential tourism pressure



### FIELD WORK

Surveys made to the population



### HISTORICAL STUDY



### ARCHEOLOGICAL



### ANDALUSI



### S XVI

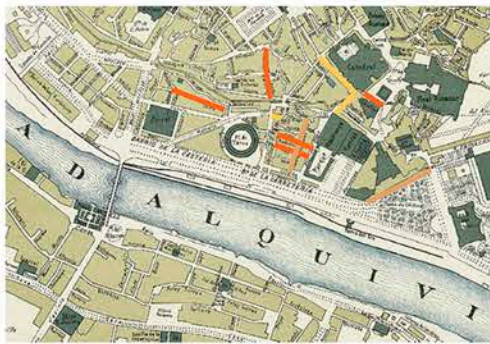
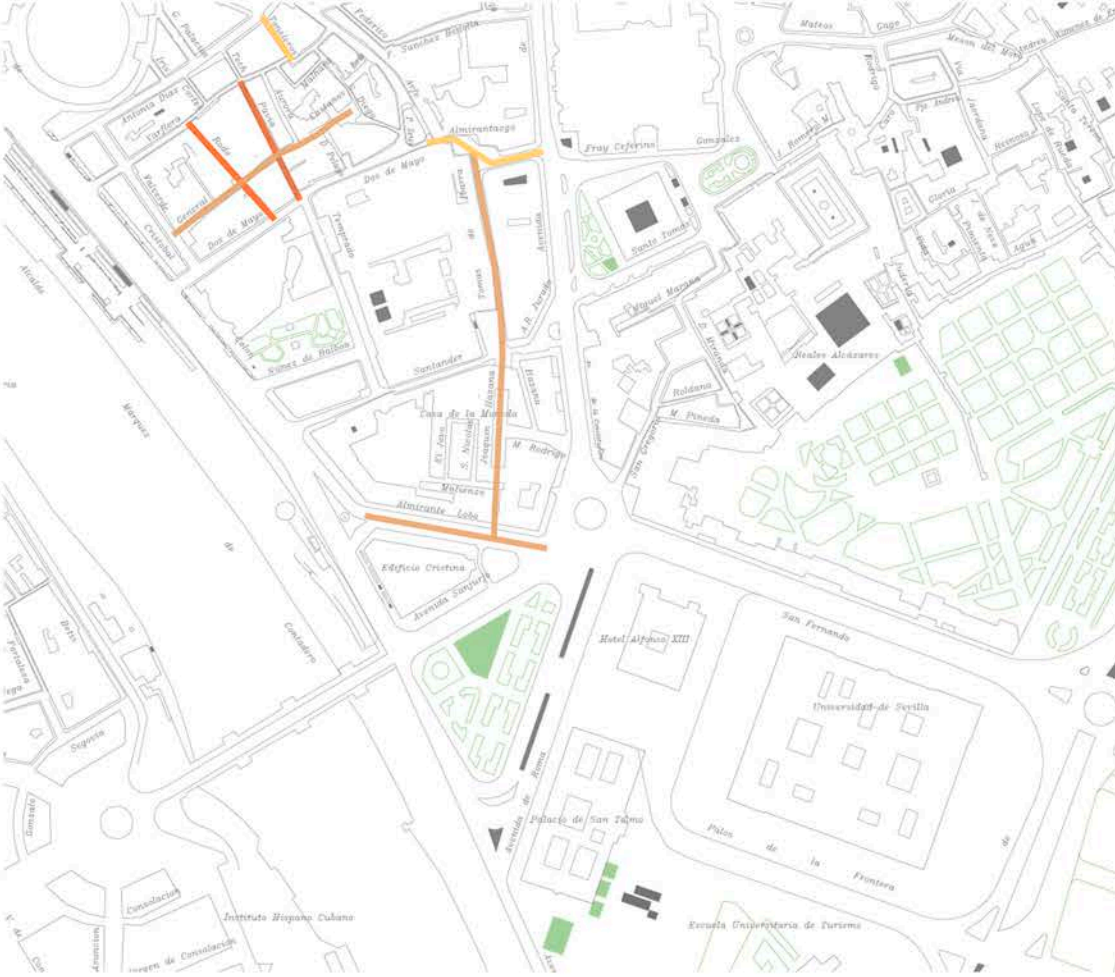


### S XIX



### S XX

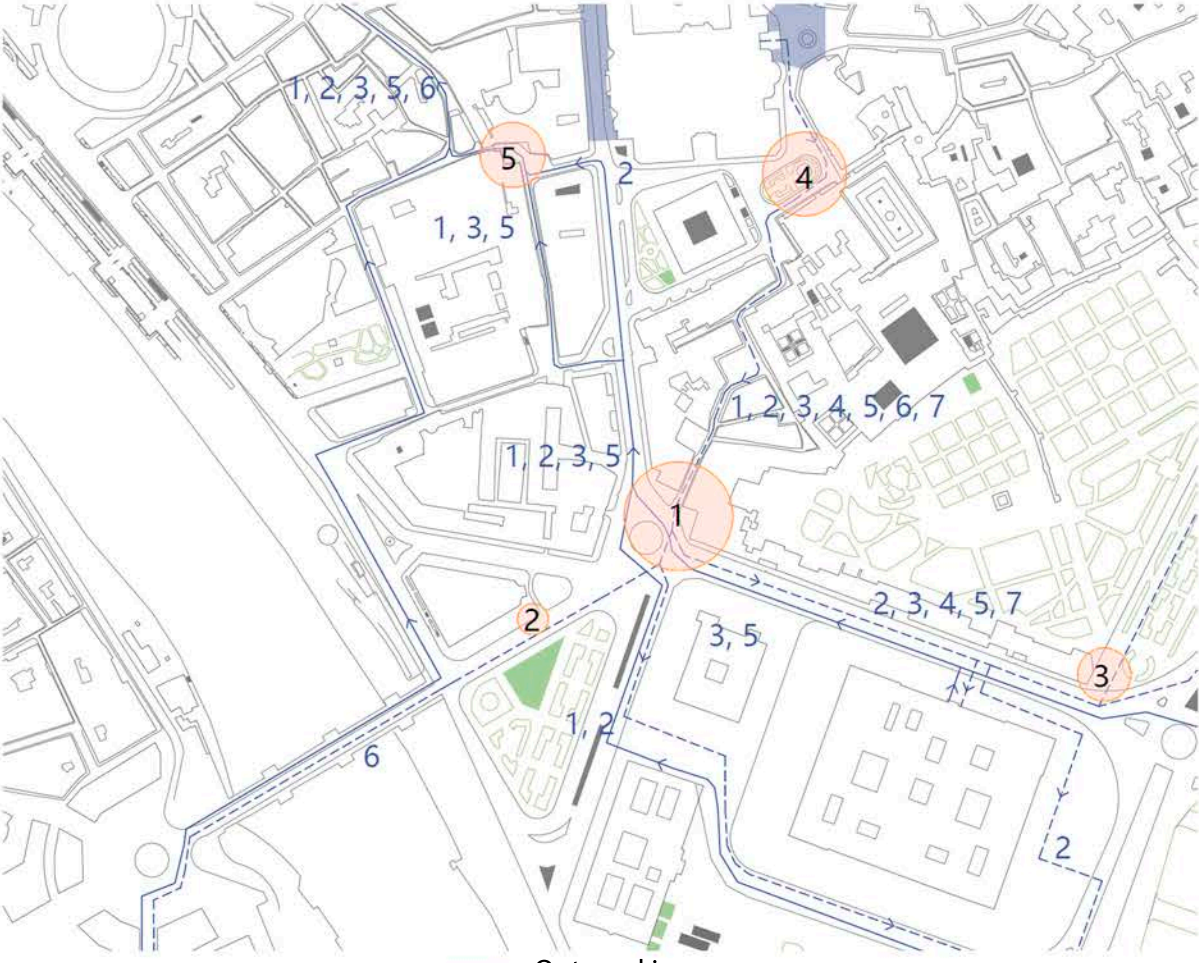
### TOPONOMY STUDY



- Street names in relation to the Port of Seville
- Illustrious personage
  - Object of work
  - Occupation

Puerta Jerez has a unique toponymy, as a large part of its streets commemorate the entry of the new world in the 17th century, where Seville was to be the capital of this port activity. Trades, utensils and illustrious figures from that period are remembered.

### PEDESTRIAN FLOWS AND EVENTS STUDY



- Outward journey
- Return route
- Official route of the Carrera Oficial

### HERMANDADES PASSING THROUGH PUERTA JEREZ

- Hermandad de la Paz
- Hermandad de Santa Genoveva
- Hermandad de Cerro del Águila
- Hermandad de la Candelaria
- Hermandad de los Estudiantes
- Hermandad de las Cigarreras
- Hermandad de el Sol



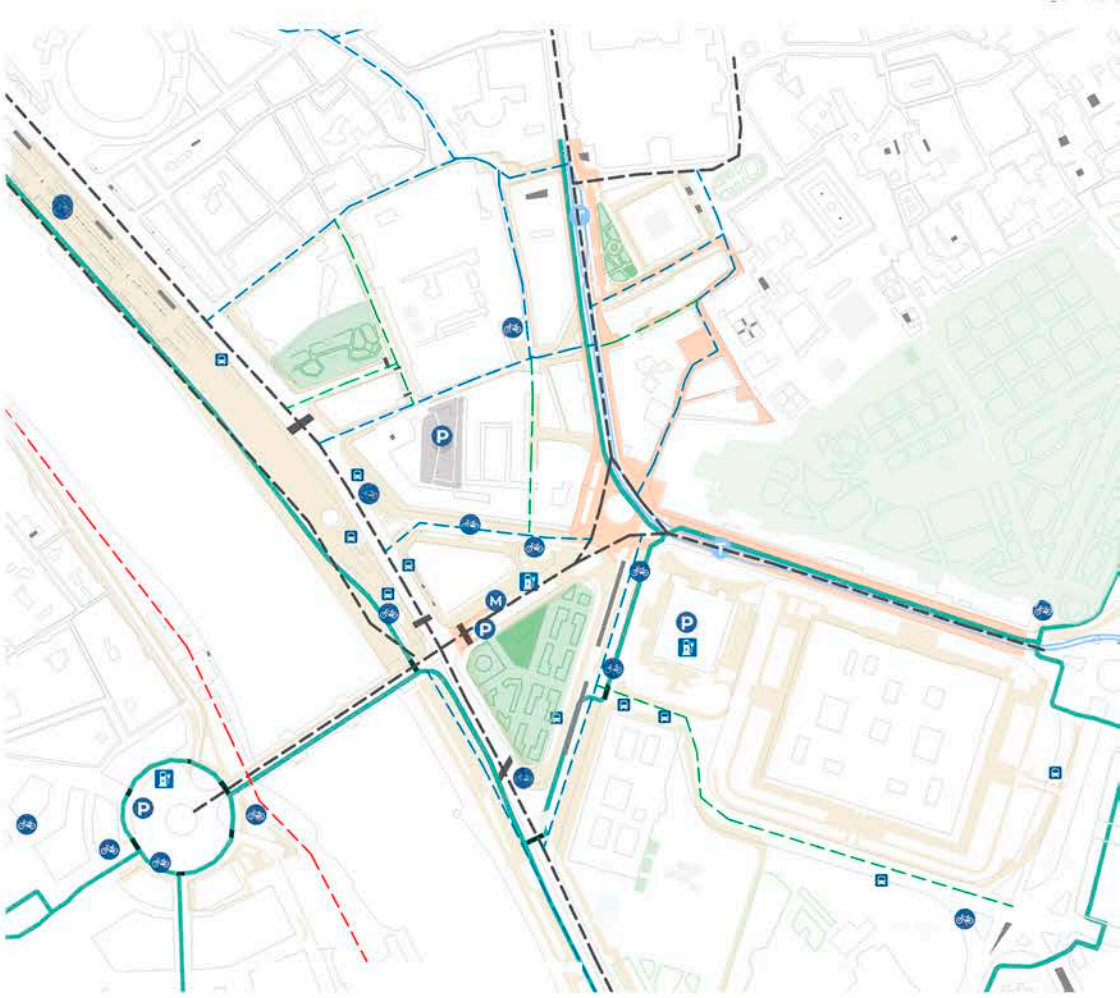
Semana santa



Feria

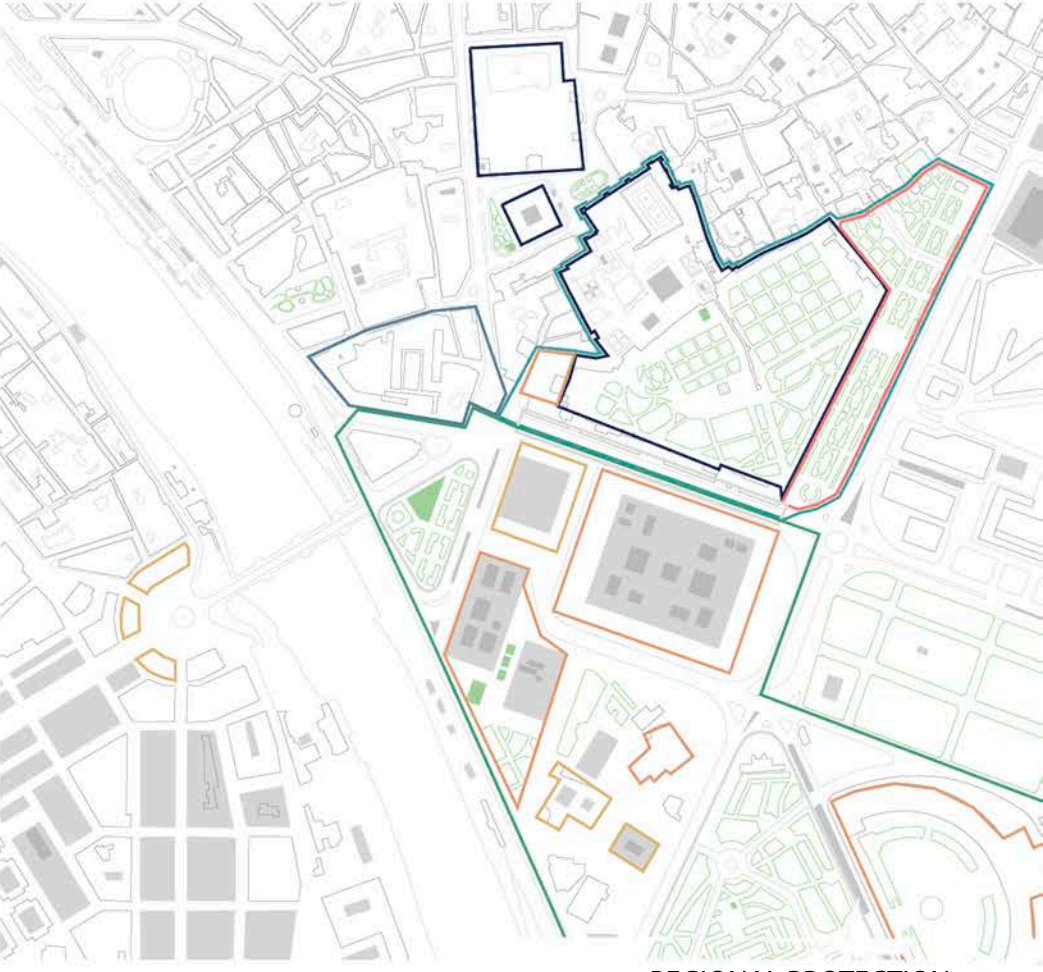
- Agglomerations
- 1. Hispalis fountain and San Gregorio St.
- 2. Entrance to the metro station
- 3. Entrance to Jardines de Murillo
- 4. Triunfo Square
- 5. Arch of the Postigo

### MOBILITY STUDY



- Bicycle lane
- Streetcar lane
- Exclusive pedestrian zone
- Coexistence zone
- Exclusive road traffic zone
- Parking
- Public gardens
- Pedestrian crossings
- High traffic pedestrian axis
- Medium traffic pedestrian axis
- Low traffic pedestrian axis
- Impossibility of passing through private establishments
- Public bicycle system point
- Streetcar lane stop
- Bus stop
- Parking
- Electric vehicle charger

### HERITAGE PROTECTIONS STUDY



### Buffer zone



- LOCAL DEGREE OF PROTECTION
- A
  - B
  - C
  - Not specified
- REGIONAL PROTECTION BIC SECTORS
- Casa de la Moneda
  - Reales Alcázares a Iberoamerican Expo '29
  - Capilla Santa Mª de Jesús
  - Teatro Coliseo
  - Torre del Oro
- WORLD HERITAGE SITES
- Catedral
  - Reales Alcázares
  - Archivo de Indias



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

Phase 3. Intervention criteria and lines of action.

Phase 2. Diagnosis, heritage values and attributes.

HERITAGE VALUES			ATRIBUTES	HISTORICAL	SOCIAL	ECONOMIC	POLITIC	AGE	AESTHETIC	SCIENTIFIC
TANGIBLE	BUILDING	Building	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							
	URBAN ELEMENT	Urban element	ROMAN WALKWAY							
			JARDINES CRISTINA							
			HISPALIS FOUNTAIN							
	LANDSCAPE	Nature	PUENTE SAN TELMO							
			RIVER GUADALQUIVIR							
			PLAZA DE CUBA							
	AREA	Area	ALMOHAD FORTIFICATIONS							
			REGIONALIST BUILDINGS							
			RIVER WALK							
INTANGIBLE	RELATIONSHIP	Character	REGIONALISM							
			TRANSIT							
			SHIPYARD							
			FUNDICION							
			FOUNDRY							
			SPONTANEOUS STREET SHOWS							
	USE	Use	POLITICAL EVENTS							
			GENERACIÓN 27							
			FESTIVITIES							
			HISTORIC DOCK TRANSFORMATIONS							
	COMMUNITY	Traditions								
	PROCESS	Planned	PEDESTRIANISATION							

SWOT		
INTERNAL		EXTERNAL
Weaknesses	Strengths	Threats
SHORTAGE 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 TOURISTY	BARS AND RESTAURANTS	TOURISTIFICATION
INTERRUPTED TRANSIT	TRANSPORT NETWORK CENTRE	NO INTEGRAL LEGISLATION
	PUBLIC SPACE	
	PEDESTRIANISATION	
	PROXIMITY HERITAGE	
	CENTRAL	
	CONNECTION WITH THE GARDEN	



- HERITAGE VALUES
- Historical
  - Social
  - Economic
  - Political
  - Antiquity
  - Aesthetic
  - Scientific

TANGIBLE ATTRIBUTES

- Reales Alcázares
- Atarazanas
- Religious buildings
- Casa de la moneda
- Palacio San Telmo
- Fábrica de Tabaco. Current US headquarters
- 29th Exhibitions hotels
- Roman road
- Jardines Cristina
- Fuente de Híspalis
- Puente San Telmo
- Río Guadalquivir
- Plaza de Cuba
- Almohad fortifications
- Regionalist buildings
- River Walk
- Archivo de Indias
- Cathedral

INTANGIBLE ATTRIBUTES

- CHARACTER
  - Regionalist buildings
- USE
  - Port
  - Buildings with use related to port activity
  - Toponymy related to port activity
  - Transit
  - High traffic axis at Puerta Jerez
  - Smelting
  - Buildings related to metal smelting activity
- COMMUNITY
  - Generación del 27
  - Paseo de Vicente Aleixandre
  - Fuente a la Generación del 27
  - Commemorative plaques
  - Events
    - 1. Political demonstrations
    - 2. Spontaneous street performances
    - Religious festivities
- PROCESS
  - Pedestrianisation of the area around Puerta Jerez

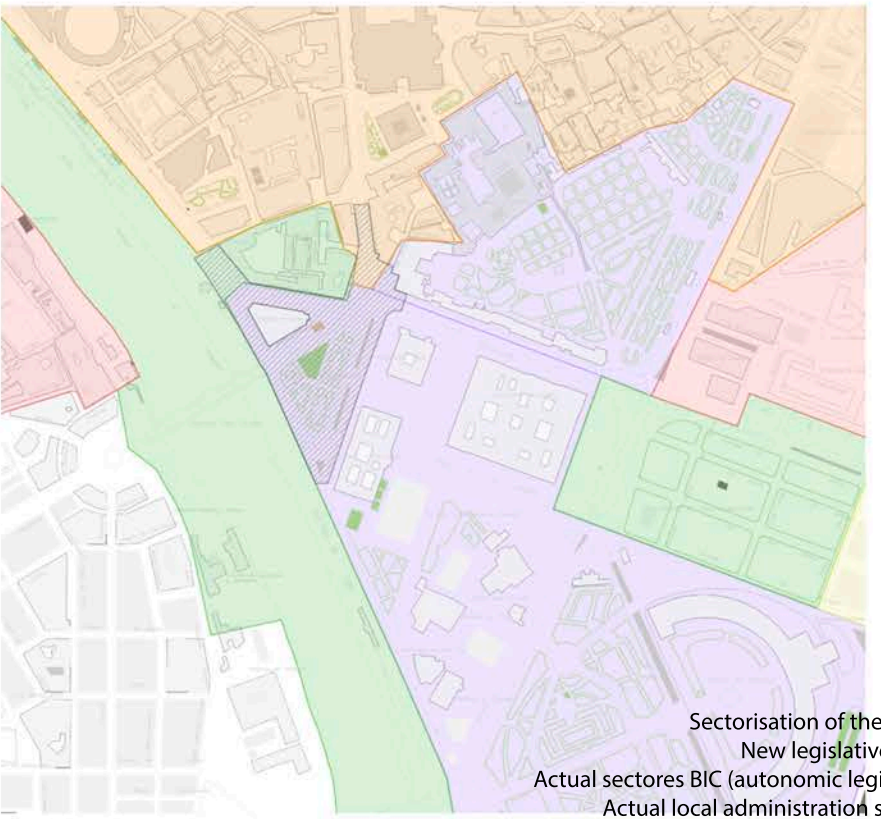
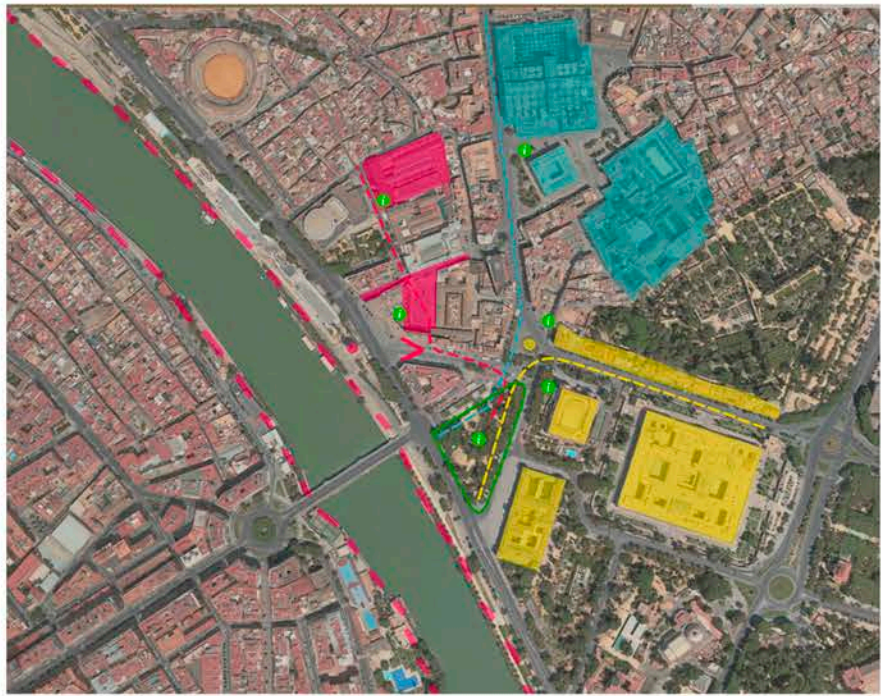


ORIGIN OF THE CITY The area around Puerta Jerez is a key area in the historical evolution of the city of Seville. Located outside the city walls, it has served as the entrance to the city since its Phoenician foundation. In the area we find archaeological vestiges of the port from the Roman city (1st 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.



SUBJECT: HISTORY AND ARCHITECTONIC THEORY AND COMPOSITION 3 (6 credits - 60 hours)  
February-June. 4th academic year  
Bachelor degree in "Architecture fundamentals"  
HIGHER TECHNICAL SCHOOL OF ARCHITECTURE OF THE UNIVERSITY OF SEVILLE

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Actual sectors BIC (autonomic legislation)  
Actual local administration sectors