

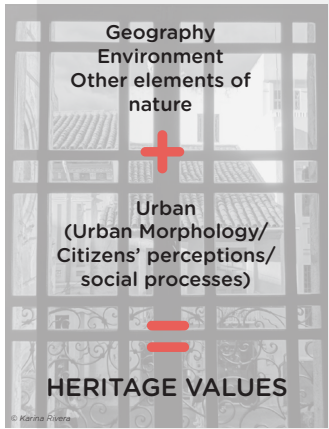
The importance of the role of the Municipality in the implementation of the Recommendation on the Historic Urban Landscape. The case of **Cuenca**, Ecuador

This study is conceived as a new way to approach the conservation and intervention of Cuenca City, taking into account that its historic centre was included in the World Heritage List (WHL) in 1999.

The Committee inscribed the site on the World Heritage List on the basis of criteria (ii), (iv) and (v).

This project also aims to elaborate a avant guard proposal to base the future development of Cuenca City according to its cultural values.

Specific product: elaboration of a methodology proposal based on the HUL approach, as a model for heritage conservation in other cities of Ecuador.



Questions

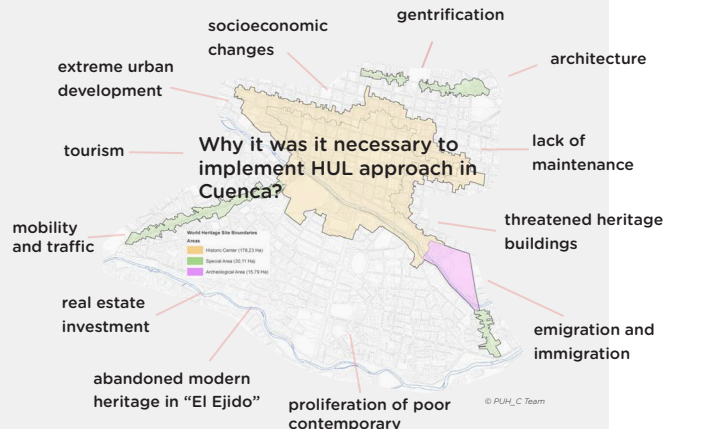
Besides the ones included in the Declaration, which are the heritage values of the Historic Centre of Cuenca?

Which are the elements that threat or benefit the conservation of the cultural heritage in Cuenca City?

How the cultural heritage of the city can become a resource for the sustainable development of the Cuenca?

How to understand in a collective way Cuenca's cultural heritage values and conservation challenges ?

Which are the strategies of the local government that allow the sustainable management of the the cultural and natural heritage of the city in a sustainable way?



Project: Reassessment of the Cultural and Natural Heritage of the city of Cuenca from the strategies of sustainable development supported in the Recommendation on the Historic Urban Landscape (PUH_C).

- New Patrimonial view (HUL city as a whole)
- Interdisciplinary
- Role of the citizen



Goals

- Building a research methodology for:
1. Asses the state of conservation of the city
 2. Identify the cultural values of the city (besides the ones acknowledge by the 1999)
 3. Identify the urban impacts that affect the cultural heritage values of the city.
 4. Elaborate strategic guide for cultural heritage intervention in Cuenca
 5. Urban indicators
- MAP RESOURCES: natural, economic and human**
- REACH CONSENSUS ON WHAT TO PROTECT: values and attributes**
- ASSES VULNERABILITIES to change and development**
- INTEGRATE THESE ELEMENTS in the development plan of the city**
- PRIORITIZE ACTIONS for conservation and development**
- ESTABLISH COMMUNITY ASSOCIATIONS and normative and management framework**
- (UNESCO, 2011; Veldpaus et al. 2013)

METHODOLOGY PHASES:

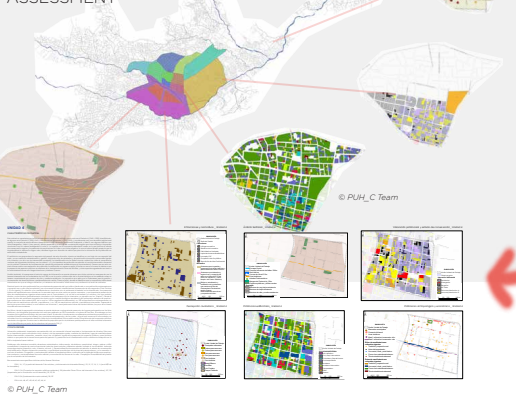
PHASE 1: ANALYSIS:

STEP 1: MAP RESOURCES

1. Territorial and urban character
 - Geomorphological analysis
 - Environmental analysis
 - Normative analysis
 - Historical-cartographic analysis
 - Density of occupation and use analysis
2. Heritage character
 - Anthropological analysis
 - Archaeological analysis
 - Economic activities
 - Architectural typologies analysis
3. Perceptions
 - Image review
 - Citien participation

Despite the effort displayed during the execution of the Project, the lack of continuity from the Municipality as well as the scarce follow-up of actions, constitutes the main risks. To allow a permanence, the Municipality as the institution in charge of heritage management in Cuenca should guarantee the application of the Recommendation and, in specific the actions resulted during the Visionary Conference as the result of the participatory process. Likewise, it is Municipality's responsibility to use the third and fourth tool proposed by UNESCO, - Regulatory systems and Financial- in order to implement step 6 form the action plan, consisting on establishing local partnerships and management frameworks and to ensure the right development of step 4 and 5.

PHASE 3: IDENTIFICATION OF LANDSCAPE UNITS AND ELABORATION OF LANDSCAPE FILES ASSESSMENT



PHASE 2: IDENTIFICATION OF CULTURAL VALUES AND ATTRIBUTES:

STEP 2: REACH CONSENSUS

STEP 3: ASSESS VULNERABILITY

OUR IDEA FORCE IS: "We want a heritage, alive, habitable and aware Cuenca"

What elements of the Historic Urban Landscape are being affected, specially in the field of design and architectural heritage?

- No alternative mobility
- Assessment of architectural object
- Lack of knowledge
- No management models
- Poor relations with green space
- Lack of awareness
- Economic resource

STEP 4: INTEGRATE IN URBAN DEVELOPMENT FRAMEWORK and STEP 5: PRIORITIZE ACTIONS, RETURN OF INFORMATION TO THE COMMUNITY. VISIONING CONFERENCE

Socioeconomic Proposals	Architecture Proposals	Environment Proposals	Normative Proposals	Culture Proposals
Historical Centre pedestrian	Promotion of housing in the historic center	Transport (mobility): Quality public transport, alternative transport, reduced space for car	Establish a comprehensive, inclusive and interdisciplinary normative that is continually assessed, updated and massively disseminated	The revitalization of public space through the diffusion and socialization of cultural heritage activities
Holistic territorial planning. Citizen participation. Environmental protection. Organization residential use.	Strengthen and create spaces of social inclusion with cultural activities	BIOLOGICAL PLANNING (nurseries, biological cadastre, citizen action, inclusion and increase of green areas)	Policies for Education: Formal, Organizations, Church, Business, Strategic Partners	To Develop clear heritage management policies, that allow to document and to accompany the heritage processes making them viable but never encapsulating them
Architecture takes advantage of climatic conditions	Integration design with nature	Alternative energy implementation	Culture as an axis for development. Interdisciplinary Dialogues Social participation Research and Documentation	Generation of systematic and technical processes for the registration of intangible heritage.
Profitability and social diversity. Priority of local resources	Raise awareness of children	Industrial sector control		Propose new stages of study in the city to integrate archaeological sites
Recognition and strengthening (urban-rural)	Conservation and recovery of typologies, introducing new materials and construction techniques			Take advantage of the resources offered by archaeological sites.
	Rethinking a mobility system that allows connecting the center with the rest of the city without harming structures and visuals			

STEP 6: AGREEMENT BETWEEN MUNICIPALITY OF CUENCA, UNIVERSITY OF CUENCA AND WHITRAP.