HUL approach for “World Heritage City Preservation Management” in Cuenca, Ecuador.

University of Cuenca
Faculty of Architecture and Urbanism
Project VlirCPM

Workshop on Historic Urban Landscape (HUL) in Cuenca, Ecuador.

DATE: 29th May, 2014.
VENUE: Faculty of Architecture of the University of Cuenca-Ecuador.

Document design: Silvia Auquilla Z.
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1. BACKGROUND:

The last figure defined by UNESCO on its meeting carried out in 2011 is the “Historic Urban Landscape”. The definition stated in the Annex “Recommendation on the Historic Urban Landscape” reveals the dimension of this new heritage vision that consist on the historic stratification of values and cultural and natural attributes which goes beyond the notion of group of buildings or historic centre to integrate the general urban context and its geographic environment. Furthermore, this new approach of HUL opens a wide spectrum of new actors who are involved in the management of the city, from public bodies to public participation groups, which implies a large area of the partaking disciplines.

The rate of growth and transformation of cities and all the entailed dynamics demand for the city of Cuenca the need to integrate the visions of HUL in order to ensure the permanence of its values and the statements of integrity and authenticity, on the basis of which was included on the World Heritage List on December 1999.

So, from the academy, the vlirCPM(City Preservation Management) project, within the frame of the Vlir-IUC (Institutional University Cooperation program) between the Katholieke Universiteit of Leuven in Belgium and the University of Cuenca in Ecuador, has taken as one of its research lines the Historic Urban Landscape and a theoretical framework has already been developed by the research team. As part of the integration of the concept within the specific context of Cuenca the workshop was organized in order to put into consideration to the stakeholders the definition of Historic Urban Landscape and its possible application in the city.

1. UNESCO Recommendation on the Historic Urban Landscape, 2011. Art. 8
2. PROFILE OF PARTICIPANTS:

The discussion around the concept of HUL and its understanding for the city is being raised from the academy as mentioned. However, as the recommendation on HUL itself mentions, this notion can only be understood through a holistic view, were not only administrators and conservators but also the community are involved. Aware of this matter, it was relevant for the development of the workshop to count with a group of people coming, in the one hand, from the institutions currently responsible of the management of cultural heritage in the city and in the other, from general public belonging to areas in some way related to the study of HUL but who are not necessarily into the heritage sector.

So, the institutions and personal below were invited:

• Municipality of Cuenca
• Ministry of Culture
• Councillor department
• Instituto Nacional de Patrimonio Cultural INPC (National Institution for Cultural Heritage)
• University of Cuenca
• Responsible of parishes

From these institutions the members come from different fields of expertise, such as:

• Architects
• Urban Planners
• Heritage managers
• Councillor
• Environmentalist
• Lawyer
• Students
• Researchers

3. OBJECTIVES:

With the presence of the above-mentioned participants and their profile it was possible to create a platform of debate around HUL and its application for Cuenca. Among the main objectives of the workshop were:

• To present for the first time the concept of HUL within the context of Cuenca for a common understanding of a wide range of stakeholders aware of cultural heritage management and conservation.

• To gather opinions and ideas on how to address the concept of HUL from the different expertise of the participants.

• To acquire relevant data at the time of the identification, assessment, and management of the HUL in Cuenca through dynamic activities involving the participants.

The part of the workshop with the stakeholders consisted on activities with the objectives mentioned below:

• The recognition of the components of the HUL elements in Cuenca.

• The identification of the main affections to the HUL in Cuenca perceived by the five senses.

• The proposal of units of HUL for the city based on the participants criteria.

• The detection of the main threats for the HUL in the city.
4.DEVELOPED ACTIVITIES:

The activities were planned for a one-day session that took place in the Faculty of Architecture of the University of Cuenca. The meeting was developed in two parts; the first part was composed by series of lectures presented by the research team and an invited lecturer. In this part the lecturers were focused on giving an introduction to the concept of Historic Urban Landscape into the international framework, good practices and the state of the ongoing research in Cuenca from the VilirCPM project.

For the second part the workshop was initiated with the conformation of work groups encouraged to participate into the activities proposed. The activities aimed to get data about the identification of relevant features of HUL in the city, threats to this findings and an analysis on how the city can be divided on HUL units for its management. The estimate for the development of each of the activities time was 30 minutes.

The reports below describe the activity including the information regarding to the description of the activity, objectives, collected data and an interpretation of the results for a further reflection for the current project.

<table>
<thead>
<tr>
<th>TIME</th>
<th>ACTIVITY</th>
<th>RESPONSIBLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30-9:00</td>
<td>Welcome an presentation of the research line within the VilirCPM framework</td>
<td>Sebastián Astudillo Arch.</td>
</tr>
<tr>
<td>9:00-9:30</td>
<td>Introduction to the concept of HUL in the international framework.</td>
<td>Soledad Moscoso Arch.</td>
</tr>
<tr>
<td>9:30-10:00</td>
<td>Management mechanisms for cities included in the World Heritage List. Proposal for Indicators.</td>
<td>Dora Arízaga Arch.</td>
</tr>
<tr>
<td>10:00-10:30</td>
<td>Historic Urban Landscape of Seville, Landscape Guide.</td>
<td>PhD Julia Rey.</td>
</tr>
<tr>
<td>10:30-11:00</td>
<td>Coffee break</td>
<td></td>
</tr>
<tr>
<td>11:00-11:30</td>
<td>Historic Urban Landscape of Cuenca, proposed methodology and research state.</td>
<td>Maria Eugenia Siguencia Arch.</td>
</tr>
<tr>
<td>11:30-11:15</td>
<td>Conformation of work groups.</td>
<td>Participants</td>
</tr>
<tr>
<td>11:15-13:00</td>
<td>Workshop</td>
<td>Participants</td>
</tr>
<tr>
<td>13:00-14:30</td>
<td>Lunch</td>
<td></td>
</tr>
<tr>
<td>14:30-16:30</td>
<td>Workshop</td>
<td>Participants</td>
</tr>
<tr>
<td>16:30-17:30</td>
<td>Plenary - Findings and Recommendations.</td>
<td>Participants</td>
</tr>
</tbody>
</table>

4.1 ACTIVITY 1.

I take Cuenca somewhere else...

a) Description of the activity

“Is not enough to have a place, it is necessary to define a territory, setting limits, confirm references, knowing participant the codes that compose it, being part of the group of elements that give life a particular scene.”

Aldo Rossi (1982) argues that the city is the collective memory of a society and as memory is linked to events and places, the city - the neighborhood, would be the “locus” of collective memory. Rossi asserts that this relationship established between the locus and citizens, becomes as the preeminent picture: architecture, landscape.

Under this logic, the city emerges, develops and solidifies from the settling of history of a society, which can be read through the traces that are pervading in each element that make up the urban environment, also determined under the constant din of endemic conflict between the privative nature of the individual and collective rationality of society.

The Urban Landscape is an element historically constructed through a gradual and dynamic process of occupation of geographic space, where it highlights the changing ways of being, thinking and doing of a society over time, always located in a territory that will be the subject of appropriation and transformation, support material and whose concrete expression will be complemented with the functions and activities, ways and places, and with the countless relationships that are woven into these companies and the particular way in which they are expressed and leave their mark on this territory.

This definition is for a partner-built element, which therefore will be a socio-interpreted, bringing multi-sensory and subjective connotation that turns in a complex analysis. Therefore the landscape is not a fact, but is a social construction known by all, however there are no universally laws that lead us to an interpretation or even a universal perception of the landscape.

Now it is true that the perception of the landscape is undoubtedly subjective and therefore its individual interpretation, however there are elements or points within cities, festivals, traditions, customs, etc., which are common, understood similarly by the vast majority of people, generating a collective way to understand them.

With this conceptual background, the aim with the first activity: “I take Cuenca somewhere else...” was to highlight these common points of understanding and perception, shared by those who are part of the collective identity and even strangers, and help to define the characteristics of identity, authenticity and uniqueness that define the urban landscape of Cuenca, understood in all its complexity. To achieve this, the participants were asked to rummaging through his experiences and in his memory, they identified-unrestricted-that five elements that they would take of Cuenca and would use as a starting point to establish and build your dream city.

b) Objectives

1. Identify elements - Values- more representative of the landscape of Cuenca, from the vision of the different stakeholders and actors of society.

2. Through the corresponding analysis, define which elements –values-, are repeated most in the responses of the participants, understanding that these are fundamentals in the construction and definition of the city landscape.

c) Data

Participants were asked, as indicated above, they had to chose five elements that they would take from the city of Cuenca, as having its essence and meaning, as primal aspects to design your ideal city. The result was a hundred and eleven (111) different responses like: materials aspects of the built, churches, bridges, roads and traditional heritage materials; the physical environment, with its morphology, mountains, rivers and vegetation; festivities, including “El Pase del Niño Viajero”, Carnival and Corpus Christi, each one associated with a cuisine, some have own musical traditions and rituals; even people, his introverted personality, costume, dialect, and even who would not miss the mothers carry the family tradition quote. The myriad of responses to be an open question were grouped by affinity, taking the No. 1 box.

d) Interpretation of Results

As shown in Table No. 1, the majority of responses agreed that rivers are the element with the most representative of the city, followed by mountainous profile and vegetation. Another aspects as intangible heritage and gastronomy, traditions and festivals, dialect and dress (Cuenca chola), were mentioned frequently, also elements that confirm their importance in the memory of collective of citizens as El Barranco, fences and roads, the traditional neighborhoods of “El Vado” and “las Herrerías” and the materiality of buildings. Another things related to built cultural heritage, intangible heritage, history and culture of the city in even the personality of habitants, were also referenced by participants although less frequently.

In the No. 2 box, we have grouped the responses in big groups by affinity, obtaining results that can be analyzed in a very concrete way and to help identify quite clearly those elements that help shape the character, identity and uniqueness of the city; some of them are actually elements of the landscape, and others, without being, are identified as important elements in the global and historic multisensory perception of the urban landscape and the landscape in general, of the city of Cuenca.
Box 1. Responses obtained from the activity “I take Cuenca somewhere else ...” and grouped by affinity.
Source and preparation: Workshop HUL. May 2014.
Graph 1: Percentages of responses grouped by major affinity groups.
Analysis of the results expressed both as in Box No. 1 and Graph No. 1, we can conclude the following:

a) About one-third of the participants through their answers, consider the physical environment, called this as: rivers, mountains, vegetation and geomorphology, as a fundamental element in the characterization of landscape architecture and the city. It is important to mention, that this looking coincides with the opinion of experts on the issue, who define the physical environment, rivers and mountainous particular profile as the most important features of the landscape of Cuenca.

b) Slightly more than 26% of responses, pointing several spaces and public places, elements that are presents in the collective memory, as responsible to define and characterize the landscape of the city. Most of them, in an effort to get territory its location, it is located in the historic center and its south limit –Barranco-, -Puente Roto-, bridges in general; the traditional neighborhoods of –Las Herrerias- or El Vado, which are the historical access to the city, are also mentioned, and certainly El Ejido, as the area that marks the difference between the historic city and the “new city”.

c) With a lower percentage of responses without doubt, people mentioned, the way of life and personality of the city of Cuenca, their honesty, their dialect, firmness of the need to keep the family tradition, firmly in the participation of women, mothers and grandmothers, is transcendental.

d) At lower frequencies we can see intangible heritage elements, many of which are closely related, since it is impossible to conceive Carnival Party, Corpus Christi without its typical gastronomy, or the Child Pass without its elaborate details without their traditional music.

All of these responses, obtained from the valuable feedback of various social actors who participated in the workshop, they merely provide ideas that will contribute to methodological and conceptual construction of our research, and why not say, largely confirm the intermediate results validating the process so far developed.

4.2 ACTIVITY 2.

Anomalies through the senses

a) Description of the activity
During the workshop, took place some exercises and one of those was of the “abnormalities”. For this, we asked to the participants to find “anomalies” in the heritage city of Cuenca. Anomalies defined as items that received the sensorial organs and perceive an irregularity that affects the assessment of the City. With the phrase “_____ is not possible that continuing to give the next 100 years.” these inconsistencies are made aware, thinking that you should do something about them.

b) Objectives
The goal was to find the elements that generate an irregularity in the City of Cuenca and discuss possible solutions. For this was generated before a tab containing fields to record the anomalies, its cause and possible solution.

c) Collected data
Participants filled out the tabs and made their case with peers, creating pleasant conversation topics since they came out of the different disciplines. A brief summary of the contributions collected during the year are attached:
<table>
<thead>
<tr>
<th>Abnormalities</th>
<th>Affected Sense</th>
<th>Cause</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Signs, cables, unfinished public works, monumental lighting</td>
<td>Sight</td>
<td>Lack of control</td>
<td>Enforce existing rules</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Lack of sensitivity</td>
<td></td>
</tr>
<tr>
<td>Tall buildings scale, indiscriminate urbanization densification</td>
<td>Sight</td>
<td>Real estate, money becomes the city designer</td>
<td>Promote and enforce rules regarding building heights</td>
</tr>
<tr>
<td>Neglected Barranco, poor quality architecture</td>
<td>Sight</td>
<td>Bad architecture, loss of green area</td>
<td>Regulations to care for the density and occupation of land in the barranco area</td>
</tr>
<tr>
<td>Foreign architectural models inclusion</td>
<td>Sight</td>
<td>Migration</td>
<td>Strengthen existing regulations</td>
</tr>
<tr>
<td>Loss of traditional smells like bread and candles</td>
<td>Smell</td>
<td>Loss of traditional uses in the Historic Center</td>
<td>Promote and improve the conditions to keep traditional uses</td>
</tr>
<tr>
<td>Individualism, short-termism</td>
<td>Sensitivity (Touch)</td>
<td>Short-term planning</td>
<td></td>
</tr>
<tr>
<td>accessibility issues</td>
<td>Sensitivity (Touch)</td>
<td>Lack of Continuity</td>
<td></td>
</tr>
<tr>
<td>Peri-urban area, anarchy mess</td>
<td>Sensitivity (Touch)</td>
<td>Side walks with in adequate treatment</td>
<td>Organized removal of architectural barriers</td>
</tr>
<tr>
<td>Trash on the sidewalks</td>
<td>Smell / Sight</td>
<td>No containers</td>
<td>Place containers</td>
</tr>
<tr>
<td>traffic, sirens, alarms</td>
<td>Smell / Sight / Sound / Sensitivity (Touch)</td>
<td>Improper Transport System</td>
<td>Improve the transport system, restrict access to private vehicles</td>
</tr>
<tr>
<td>Darkness, insecurity perception</td>
<td>View / Sensitivity (Touch)</td>
<td>Lack of maintenance, neglect</td>
<td>Improve lighting and maintaining existing fixtures</td>
</tr>
<tr>
<td>vegetation cut, block center mismanagement</td>
<td>View / Smell</td>
<td>Mismanagement</td>
<td>Improve control</td>
</tr>
</tbody>
</table>
d) Interpretation of the results

Among the most frequent anomalies that are perceived by the eyes such as elements that affect the city’s image can be categorized as the emergence of advertising, cables, or buildings with different scales and models belonging to models that do not conform to the aesthetics of the place. An interesting point was the rescue of no material elements such as the gradual disappearance of characteristic odors of the Historical Center as the smell of freshly baked bread.

Also appeared more complex elements affecting several senses simultaneously such as high traffic that affects the development of the human activities of day to day in the city, caused for air pollution, problem that is potentiated by the deficit of vegetation, set of home interiors that are been occupied by parking for private cars.

4.3 ACTIVITY 3.

My Historic Urban Landscape unities

a) Description of the activity

The study of the Historic Urban Landscape (HUL) is a topic that has been addressed starting from a conceptual perspective same that takes as a reference the understanding of the components or elements of the HUL of a site. As part of the methodology proposed by the research team, once identified these components, we find it appropriate that to get a detailed analysis of a specific sector of the city, territorial units that allow differentiation of the diverse areas in the city are established for further study, management and management.

In this framework, the exercise called my HUL units, consists on, within the multidisciplinary teams conformed- create a territorial division of Cuenca that could lead the operations of study, assessment and management of HUL in the city. Also the criteria by which decisions were taken for the subdivision must be exposed by the participants. The territory considered for this division not only includes the Historic centre recognized as world heritage in Cuenca, but also areas of growth, expansion and development.

b) Objectives

The main objective of the activity was to get -from the multiple disciplinary perspectives of the participants- an approach on how they would set a division of the city in order to make a comparison with the work that has been developed by the research team around the same topic. Besides the validation of the collected data with the comparison of these with the ongoing investigation, the graphic information will help on the identification of subdivisions or units within a larger area that can be useful for the further work.

c) Collected data

The activity was realized by three groups who were encouraged, in the first instance, to raise an internal discussion to agree on the units to be created by the team work and then to give way to a pooling of results of all groups in a plenary.
**Group 1**

Within this group, different units grouped under certain components were identified. In the first instance, as a natural unit within the city is essential to have a system for environmental protection as they not only represent a natural connotation today but also has become a symbol over time.

These areas should be subject to special treatment and legislation, where nature can be preserved but were also properly controlled construction can be permitted, for instance low density housing. Among these natural units we can find:

- Cabogan.
- El Cajas.
- Tablon de Patamarca.
- Tablon de Pachamama.
- Guaguazumi.
- Ictocruz.

At a closer approach towards the city centre, other type of units can be identified:

- The confluence of the rivers of Cuenca.
- The Bluff (Barranco) along the Tomebamba River.
- The Bluff (Barranco) along the Yanuncay River.

Within the Historic city centre itself, –which by the way is considered as a unit on its own– smaller units in dimension and as a zoning are set.

- San Roque and El Vado neighborhoods. From EL Centerario bridge to El Otorongo square including Loja Avenue.
- Finally, there are also units of high density population.
  - Ordoñez Lazo Avenue.
  - Turi, at the back of the hill.
  - Chaullabamba.
Group 2

In this group the following HUL units have been identified:

- Historic centre.
- The Bluff (Barranco).
- El Ejido.
- Visual axes:
  - Solano Avenue.
  - Las Herrerías street.
  - Loja Avenue.

- Street axes of similar characteristics: Primero de Mayo Avenue.
- Natural axes: 4 rivers of the city and its riverbanks.
- Natural core: El Paraíso park.
- Gazers:
  - Cullca.
  - Cristo Rey.
  - Turi.

- Diverse area: Totoracocha.
Group 3

For this group the HUL units for Cuenca are:

- The riverbanks and green spaces around them.
- Historic centre. The grid pattern and a minor subdivision that includes:
  - Churches and squares, the catedral as the originator core.
  - San Sebastián neighborhood.
  - San Blas neighborhood.
  - Convención del 45 neighborhood.
  - Rafael María Arizagastreet.
  - The gazer of Cristo Rey.
- The first phase of expansion of the city known as El Ejido, the area from the Tomebamba River to Remigio Crespo Avenue.
- The second phase of the area of El Ejido from Remigio Crespo Avenue to Yanuncay River.
- The area comprising the airport, bus station and España Avenue.
- Turi.
- Monay and Gapal neighborhood as exits of the city.
- The Bluff (El Barranco). From Todos Santos neighborhoodto El Vado bridge.
- Las Herrerías neighborhood.
- Calle larga street. One of the oldests streets in the city which in addition defines the border between the Historic Centre and El Ejido.
- De las Américas Avenue. This is the limit between the city centre and the higher terrace.
- Loja Avenue.
d) Interpretation of the results

The collected data from each of the groups gave guidelines for the continuation of the research. These mainly focus on some key areas for the management of HUL in the city, based on which the following aspects stand out:

• The scale of HUL units.
• The type of HUL units for Cuenca
  o Riverbanks and its connection with the city.
  o The Historic Centre as a HUL unit.
  o Subdivisions within the Historic Centre.
  o Streets and Avenues as HUL units.
  o Gazers.
  o The area of El Ejido.
  o Housing areas and development zones.

In terms of scale of HUL units, there is a special attention to the areas that are located towards the outskirts of the city, that is to say, the units are not only identified in the immediate vicinity of the Historic Centre, but can also be other scattered on a wider territory seen on a larger scale. This constitutes an indication that, although within the research project, the HUL units are developed on a scale which focuses on the Historic Centre; there are units at a macro scale, which should perhaps be considered for more specialized studies involving these areas of the city.

Within the HUL units identified by the groups, there are a variety of criteria under which these units have been established. This leads to think about the presence of certain types of units under the HUL that could be classified depending on their connotation. Within the parameters that are repeated for this territorial subdivision, is substantial extracting those types inferred for HUL in Cuenca.

Units of natural character, represent a proposal by all groups. Within this category, the rivers and their banks as units of HUL -with a stunning symbolic presence for the inhabitants of the city- are identified. The Bluff (Barranco), as part of this natural system is recognized as an individual and connector unit between the historical part of the city and the area of El Ejido.

Units of urban character, is the main unit incorporating the Historic Centre. Within the Historic Centre itself, two of the groups have set a preliminarily subdivision therein. This may be an indicator of the existence of subunits, which in the specific case of Cuenca, could be developed around significant elements such as churches and squares (Abdon Calderón, San Francisco, Santo Domingo, San Blas, San Sebastián squares), traditional neighborhoods (El Vado, San Roque) or vocational streets axes (Las Herrerias, Rafael María Arizaga Street, Loja Avenue). Another subdivision can be the viewpoints or gazes, which in the case of Cuenca, are recognized spaces such as: Turi, Culca, Cristo Rey.

Units of urban expansion are consolidated urban settlement as independent parishes adjacent to the Historic Centre. They are mostly urban concentrations areas of residence as Monay, Totoracocha, Challuabamba, etc.

It is important into this last type; the area of El Ejido as it has been registered by all the groups as an independent unit bearing an outstanding value for the city. This fact supports the decisions taken by the research group as this area is also considered as a fundamental part of the study of Cuenca and its HUL.
4.4 ACTIVITY 4.

Cuenca, the city i dream. Identify the landscape impacts in Cuenca city

a) Description of the activity

Each of the groups should be identified in the given plane of Cuenca, those elements of the city that they wanted to eliminate. Each group could choose the size and scale of the element to remove.

We worked with three groups:

**Group 1:** Dora Arizaga (Arq.), Paula Rodas (arquitecto) y Anna Serra (ambientóloga)

**Group 2:** Jaime Astudillo (Dr. Abogado), Ernesto Lobato (Ingeniero agrícola) y Sandra Washima (Arq.)

**Group 3:** Iovana Jaramillo (Arq.), Cristian Ullauri

b) Objectives

The objective of this activity is to understand the perception of the participants in the workshop about the elements that degrade the landscape of the city of Cuenca, since their opinion, if the negative elements were eliminated, significantly improve the urban landscape.

c) Collected data

**Group 1. Elements to remove:**

- Banco Pichincha, because it negatively affects the relationship of the historic city and El Ejido,
- Cámara de la Industria building, It has a height problem,
- Quebrada del Saladoisunknown. It is a natural place, which today is probably unknown to the population.
- Mercado 10 de agosto roof
- Building near of Cristo Rey,
- Plaza de San Francisco. It considers the impact of the trade ownership with precarious structures,
- Tall buildings of the avenida Solano,
- Misuse in the courtyards of buildings, turn off in parking places
- Jaime Roldós neighborhood. Place where we can find a bad planning.
- Clandestine slaughterhouse in Parque industrial zone.
- Courthousejustice
- Central Bank in Pumapungo.

**Group 2. Elements to remove:**

- Free Fair (in this case there is no consensus in the group),
- Banco Pichincha,
- The bus terminal,
- The airport,
- The brothels, as it is associated to a social problem,
- The long street and the street October 9, because instead of prostitution and insecurity,
- The industrial park,
- The parking of the historic center,
- Accessibility in the historic center.
Group 3. Elements to remove:

- Banco Pichincha,
- The square of San Francisco,
- Las Torres Rosenthal,
- The CEDEI Abandoned building,
- The square Otorongo,
- The Basilica of the Catholic University of Cuenca,
- The industrial park,
- The building next to Turi,
- The Mercado del Arenal,
- The treatment of certain main roads because there is too much trade (the Americas, ave. Spain, Hurtado de Mendoza, Paseo de los Cañaris, Los Andes and August 10).

d) Interpretation of the results

Most items listed as negative impacts to be eliminated, were concentrated on architectural elements, especially those that stood by height, such as the Banco del Pichincha, buildings height of Solano Avenue, the building of the Chamber of Industry the new building opposite Christ the King, the Basilica of the Catholic University of Cuenca, the building of the Court of Justice, the Rosenthal Torres or the building next to Turi. Principally for aesthetic judgments, issues of visual assessments or heights, and issue of materiality arguments was scares in historical or identity issues were noted.

Participants neither made references to issues related to the historic center, only two groups allude to the poor condition of the Plaza de San Francisco, indicating that it is an impact and they considered due to the ownership of the trade with poor building structures and abandoned CEDEI. Also, poor occupancy in the hearts of the blocks in the Historic Center, turned into parking lots and cafés, and the difficulty of access to this area of the city is mentioned. Surprisingly there has been little reference to the amount of poor quality modern architecture that is proliferating in the historic city, and the high number of properties that are in an alarming state of disrepair and deterioration. Finally, indicate that only one group has reported the impact and aggression of the Central Bank in the archaeological site of Pumapungo.

However, the working groups have mentioned the modern city, showing his disagreement with the peri-urban area for the Neighborhood Jaime Roldós to the Bus Terminal, Industrial Park, the slaughterhouse, the Airport and even modern interventions of the historic city is the Plaza of Otorongo or the roof of Market August 10. It was also stressed treatment to certain main roads and there is too much trade (Americas, ave. Spain, Hurtado de Mendoza, Walk the Canaris, Los Andes and 10 August). These findings indicate that the city is aware of the difficulty of properly inserting these infrastructures in the city.

Impacts are also identified as those urban areas that create uncertainty and are associated with a social problem, such as brothels, la calle larga, la calle 9 de octubre o la Feria Libre. However, few references to natural impact issues were identified, there is only one group that mentions the unknown place as Quebrada del Salado, so we can say that the Cuenca city, seen little natural issues of the urban whole.

As mentioned above, identification of impacts was immediately primarily with architectural elements in height understood them as those that make it easier for citizens to identify. However, there has been some references about the immaterial issue,
tourism, natural and territorial impact. Also more references to the issue of noise and environmental pollution in the historic center as well as the difficulty of accessibility, facts show that for the non-priority issues Cuenca expected.

5. CONCLUSIONS:

The development of this Workshop has enabled very significant data collection for the progress of the Research Project. However, it must be noted that the information gathered has been obtained from working with technicians and professionals that, throughout their working experience, know the issues that affect the city of Cuenca. From the project there is an awareness that the results conform to a specific way of thinking about heritage, therefore it is essential to contrast this information with other community stakeholders.

Among the remarkable results obtained during the Workshop there is a community consensus on the importance of the natural landscape in the city of Cuenca, and its absolute role as background to a city that in recent decades is undergoing a process of rapid and massive growth and development. The mountains, rivers, streams, and green beads have been identified as those defining elements of the landscape of Cuenca. However, paradoxically, in the activity of Impact identification, participants did not identify the great affection that these elements are suffering due to the aggressive urban sprawl.

In fact, the participant’s perception of the importance of “natural” is reaffirmed so highlighted when establishing the delimitation of landscape units in the city. Clusters were identified based on the cultural and natural appearance, uses, visual aspects, morphological distribution, population density or historical stages of building the city. This variety of parameters taken in account when setting landscape units within the city, clearly shows, the subjective perception of the landscape, the importance of collective memory, and the consideration of landscape as a social construction.

Another important issue that emerges from the workshop is addressing anomalies or problems in the city, always from the sanction, or the correct application of the Rules. This implies that public bodies are the ones who violate the regulations, and that education is tossed out from the initial school levels in the heritage awareness, being preferred to implement sanctions from the beginning.

As another surprising aspect of the workshop activities is the awareness of the participants to overcome the limit of the historic city, and analyze all the impacts, issues, and items of interest throughout the whole city. This consideration and appreciation of the city is a step forward which provides information on how to manage the future growth of the city of Cuenca, and work on delineating strategic future growth.

However, all these issues are the perceptions of the historic center which are most interesting. As described above, when identifying impacts, participants emphasized on those high-rise buildings in El Ejido affecting the natural landscape view, but never there was seen as an impacts the poor quality modern architecture in the city, noise, environmental pollution or economic and social impacts of foreign tourism. It is again surprising, as what matters most, is identified as the least
affected.

One example is the issue of gentrification and abandonment experienced by the Historical Center. It starts from the fact that in 1982, 30% of the population lived in Cuenca’s historic center, this is 140,000 inhabitants. That fact, is the peak of the residential function in the historic center of Cuenca. The latest data show a significant loss of the residential function in this sector due to the cost of land as private rehabilitation is not feasible from a financial point of view. Currently the cost of one square meter of land is $1000, for that reason, today there are no more than 20,000 inhabitants, making it impossible frequent rehabilitation. The possibility of subsidy is necessary, for families to rehabilitate an old house and restore the housing use. Ideally 20% or 25% of the built surface should be used for housing, however, is a fragile use over the current market. In this current condition, traditional trade, as old shops, craft workshops, small businesses are the victims too, given the proliferation of big business such as hotels or fancy restaurants.

Public policy must invest in historic center buildings, before building new architecture, which promotes harmony between traditional resources and the modern times needs. It is more sustainable rehabilitate the existing architecture, as it is more environmentally responsible. From this problem, the big question to be solved by all stakeholders in improving this area is “How to make local population return to dwell the Historic Center of Cuenca?”

This Workshop has identified those elements composing the landscape value in the city of Cuenca, the abnormalities that prevent appropriation and use of the city, those elements that pose an impact on the reading of the landscape of Cuenca, and characterization - way-roughly of those areas or units that have shaped the consolidation of the city of Cuenca. The challenge is to use this information, along with research developments over the vlirCPM Project in line HUL, to establish those urban development strategies, which, allow outlining the growth and image of Cuenca’s future.

Working in the projection of the city, in landscape impacts control, and in the historic center revival fighting gentrification, are the key objectives that define the research project line Historic Urban Landscape.

The workshop is part of the rising initiatives for the application of HUL around the world and in the context of Latin America if not the first a pathfinder on this topic. This is why the diffusion of the developed workshop on the website “The Historic Urban Landscape, World Heritage Institute of Training and research for the Asia and the Pacific Region under the auspices of UNESCO” is an opportunity to set closer relationships with other experiences on this area.