

# GUIDE TO THE HISTORIC URBAN LANDSCAPE OF SEVILLE

INFORMATIVE DOCUMENT









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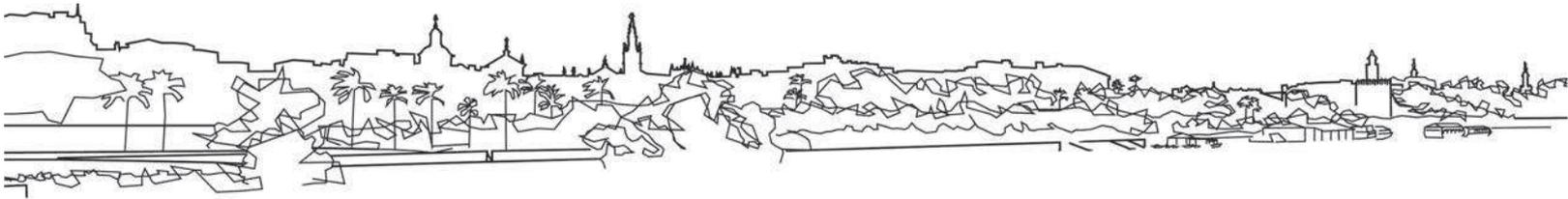
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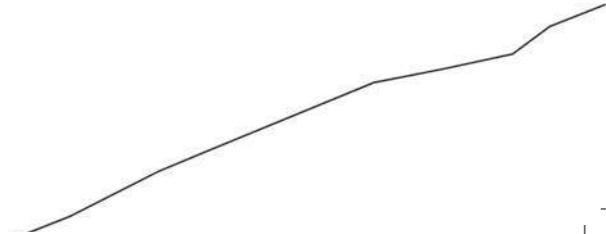
# GUIDE TO THE HISTORIC URBAN LANDSCAPE OF SEVILLE

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JUNTA DE ANDALUCÍA

Instituto Andaluz del Patrimonio Histórico  
CONSEJERÍA DE CULTURA



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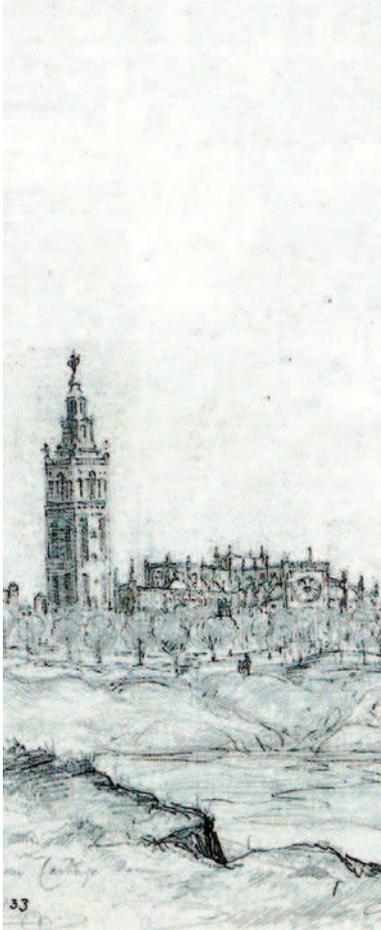
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## **INTRODUCTION AND ABSTRACT OF THE CHARACTERIZATION**



## INTRODUCTION

The purpose of this informative document, from the *Guide to the Historic Urban Landscape of Seville* (GHULS), is to raise awareness of this tool developed by the Andalusian Institute of Historical Heritage (*Instituto Andaluz del Patrimonio Histórico*, IAPH) between 2008 and 2015 to guide changes in the city from the perspective of evolution and growth which is compatible with the maintenance of natural and cultural values. At the same time, an analytical methodology for the historic urban landscape has been tested with a view to cultural administration, understanding that a city like Seville, with an extraordinary historical and cultural heritage should be conceived as a complex cultural entity.

For its elaboration, the IAPH has taken as its starting point previous experience, the need to integrate the interests of a wide range of agents, as well as the contribution of numerous professionals with expert knowledge of landscape and cultural heritage, from the perspective of different disciplinary profiles.

The tool is intended to be applicable to the city of Seville, in tune with its own peculiarities, but that it is also suitable for extrapolation to other urban areas with a significant heritage and similar characteristics. Its conception as a guide to the landscape marries with the functions of the Institute as a specialised body which offers criteria and methodology on which management by public, local and regional administrations can be based. All of this is oriented towards the stimulation of the role of economic agents and of the citizens with respect to the common objective of preserving, improving and increasing the cultural value of the landscape.

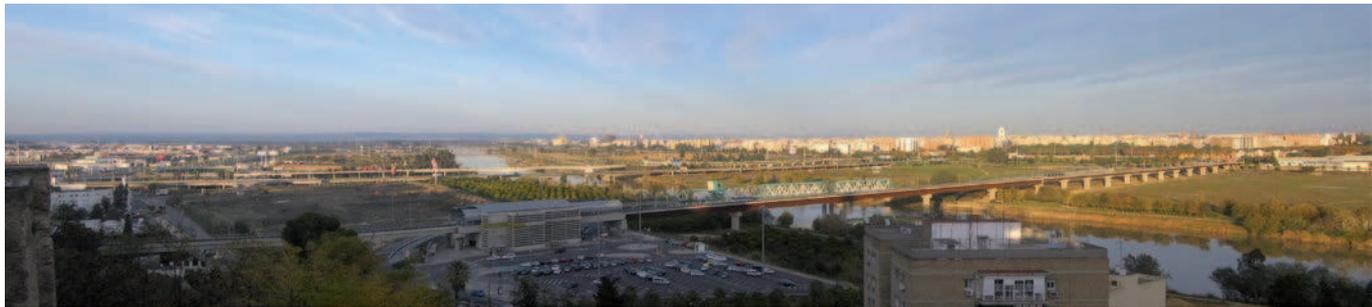
In the case of Seville, the use of the guide is particularly useful due to the size of the territory under study, focused both on the city and on other municipalities which form part of the interesting fluvial landscape of the River Guadalquivir, on a long stretch which functions as a estuary associated with the mouth of the river on the Atlantic coast and which acts as the matrix that generates this cultural landscape. In this regard, the GHULS can be used by bodies with different competences and territorial scope in order

to establish open relationships that lead to the better management of a landscape with singular cultural values. Some of the measures proposed have already been totally or partially tested in the period since the guide was finished, and it is possible to evaluate their effect, while in the case of many others, the motivations which led to their drafting remain valid, and so they form part of a raft of future projects.

At the end of the printed document, there is a DVD which contains of the two volumes of the GHULS. The first focuses on the characterisation of the historic urban landscape of Seville and the second on the development of the measures that are understood to be necessary in order to achieve the proposed landscape quality objectives. These documents can also be consulted at the IAPH Digital Repository ([repositorio.iaph.es](http://repositorio.iaph.es)).

## **WHAT IS THE GHULS?**

The GHULS is a support tool for planning in the city of Seville and its area of influence, which helps to take it into the future, enabling it to meet new challenges and helping the city to reinvent itself around its river and its cultural and natural values, offering conscious, well-thought-out solutions for its sustainable management.



The objectives must be in tune with a metropolitan vision that is concerned with the consolidation of bicycle lanes, the use of public transport, the reduction of the impact of infrastructure, the renovation of commerce and the quality of the night sky, to mention just a few examples.

The application of a landscape analysis methodology -tested by the IAPH in other contexts- to an area of the richness and complexity of Seville allows future decisions to be oriented towards landscape quality objectives for a "Green City" in which the footprint of the past can be recognised through its archaeological remains, monumental architecture, activities of ethnological interest, heritage routes, urban furniture, industrial facilities, etc.

These objectives must be in tune with a metropolitan vision that is concerned with the consolidation of bicycle lanes, the use of public transport, the reduction of the impact of infrastructure, the renovation of commerce and the quality of the night sky, to mention just a few examples.

The GHULS is born with the purpose of being useful to a large number of agents which, in the future, could design a territorial alliance to work together, establishing a cooperation network whose main backers are the Seville City Council, the Port Authority and the IAPH, with all of the municipalities involved being central players.

Seville can configure a new status among European cities, especially among those which have fluvial or maritime fronts, taking a new look at the environment, culture and sustainability. The GHULS is an instrument that can help to achieve this.



## WHAT IS THE BACKGROUND TO THE GHULS?

To understand the basis of this guide, it is necessary to take as a starting point not just the prior experience of the main international organisations that have concerned themselves with the cultural dimension of the landscape (UNESCO, IUCN, Council of Europe, etc.), but also to consider the early approach of the 1999 European Spatial Development Perspective with respect to the management of cultural landscapes. This underlines the need for European regions to develop an “individually adapted and creative landscape policy [...] based on an integrated approach to new developments and [which contributes] to the creation or restoration of attractive landscapes”.

The idea of landscape, tentatively present in the concept of a “site” formulated in UNESCO’s *Convention Concerning the Protection of the World Cultural and Natural Heritage* (1972), was developed by the World Heritage Committee thanks to the recognition given to certain places which become officially classified as Cultural Landscapes. Some years later, in 1978, the IUCN complemented this by including the category “Protected Landscape” in its first system of protected areas. This category, at that time defined in confusing terms, was maintained and consolidated in 1994, with some similarities to, but also with significant differences from, UNESCO’s World Heritage Cultural Landscape category.

Starting from this background, and without entering into comparative evaluations with respect to the elements of the landscape in the natural and cultural environment, it can be said that the major landmark that represents a before and after in this field was the approval of the *European Landscape Convention* and its entry into force in 2004. *Recommendation CM/Rec (2008) 3 of the Committee of Ministers to Member States on the guidelines for the implementation of the European Landscape Convention* established the first theoretical, methodological and practical provisions for the implementation of landscape policies inspired by that document. Its main principles, therefore, aimed to provide recommendations about its fundamental articles. Worthy of note is the section devoted to the formulation of landscape strategies in which there is



public participation in the definition of landscape quality objectives. The application of this type of tool has grown in recent decades, since it tends to generate reciprocal commitments and optimum experiences through concrete, sustainable action programmes.

In line with the above, the 2005 *Vienna Memorandum* cannot be ignored. This document completed the vision of the *European Landscape Convention*, addressing the specific problems of the historic urban landscape as an ensemble of buildings, structures and open spaces in their natural and ecological context, including the archaeological and palaeontological places (or sites) which constitute human settlements that existed during long periods of time, in an urban context, whose cohesion and values are recognised from an archaeological, architectural, prehistoric, historic, scientific, aesthetic, socio-cultural and ecological perspective. In the context of the guide, this Memorandum contains aspects of great interest, such as the need to ensure the appropriate integration of contemporary architecture into the historic city and the importance of industrial heritage as a rejuvenating asset for the recuperation of the urban landscape.

The Memorandum also highlights the importance of the participation of all the agents involved in the future of these landscapes, insisting on the need for the strategies applied to them to be consensual and shared. The focus of the document is very in-



teresting, with a specific reference to the use of guides for the conservation and development of urban landscapes in such a way that all aspects, from the general planning to the details, are taken into account, attempting to avoid improvisation or hasty decision-making. Although there is still no general, every-day, instrumental use of these recommendations, there is no doubt that this document has become a benchmark and an inspiration so that those persons responsible for the management of cities with a valuable heritage or who live in them interact appropriately with the landscape.

Finally, reference must be made to the *Recommendation on the Historical Urban Landscape* of 2011, which represents the importance today of strategies for conservation as an innovative framework for the preservation of the heritage and for planning in historical cities. According to this document, historic urban landscape is understood to mean the result of a historic layering of cultural and natural values and attributes, extending beyond the notion of a “historic centre” or “ensemble” to include the broader urban context and its geographical setting.

Within this framework and in parallel, since 1998, after a meeting in Colonia de Sacramento (Uruguay), the IAPH has been collaborating with the UNESCO World Heritage Centre on the elaboration of conservation indicators in historical cities. Shortly afterwards, in 1999, a second meeting on the same topic was held in Úbeda and Baeza



The widening of the focus of interest from historical cities to historic urban landscapes enabled the testing of proposals to prevent problems which, though not produced within the limits of the protected urban areas, could seriously affect the maintenance of its values.

(Spain), which highlighted the need to define the general indicators agreed at Colonia de Sacramento. A third meeting was held for this purpose in Malta in 2000.

Against this background, the most direct origin of the GHULS was a seminar on historical cities held in Seville in November 2006 and a later meeting in Paris, in October 2007, at the UNESCO World Heritage Centre, at which its objectives took shape. After these meetings, the project began, driven forward by a collaboration agreement between the IAPH and UNESCO, with the support of the Ministry of Culture, whose purpose was to bring the necessary depth to the work and to make it a benchmark that could support other cases of landscape management in different cities and countries.

Subsequently, two publications on *The historic urban landscape in World Heritage Cities: indicators of conservation and management*, arising from two scientific meetings held in Havana (2009) and Mexico City (2010), were the first major work by the IAPH on the study and management of the historic urban landscape. In this case, the work referred to World Heritage cities in general, though it affected the city of Seville, as the results of the application of the proposed analytical methodology were incorporated into the first studies undertaken within the framework of the GHULS projects promoted by the Institute.

The widening of the focus of interest from historical cities to historic urban landscapes enabled the testing of proposals to prevent problems which, though not produced within the limits of the protected urban areas, could seriously affect the maintenance of its values. This would be the case, for example, of the construction of skyscrapers on land adjacent to historical areas, producing visual impacts that substantially modify their perception and which question the development model applied under urban planning strategies.

The confluence of interests in the historic urban landscape has meant that this guide is configured as an initial proposal for an approach to sustainable management models not just for the city, but also for the territory in which that city lies, through a cultural

administration that understands that the management of the cultural heritage goes beyond the traditional tools of guardianship.

### **WHAT IS THE STRUCTURE OF THE GHULS?**

The GHULS, conceived as a planning support tool, analyses different conflicts in the city of Seville, finding their meaning, through their cultural and environmental valuation, in order to offer conscious, well-thought-out solutions. To this end, it uses three types of analysis:

- a) Territorial, for its capacity to transcend the limits of the historic city and jointly address the landscape problems of the urban nucleus and the surrounding area in a coherent, structured manner.
- b) Heritage, since the area subject to study and proposals is characterised by high cultural values that must be seen and strengthened from the perspective of the landscape.
- c) Perceptive and proactive with respect to risks, not just to the population, agents and institutions, but also to the conflict existing in as wide and dynamic a context as may be foreseen.





The results of the analysis are given in a first volume of the document devoted to the characterisation of the historic urban landscape of Seville. This volume describes the city's attributes, those which make it singular and distinguish it from others. To compile the volume, it was necessary to follow the traces of its transformation through the ages, until today.

The information gathered in this interdisciplinary task of analysis and synthesis is projected, from the instrumental point of view, in the measures of the guide, which are part of a second volume of the document that is aimed at achieving the general and specific objectives and goals laid down on the basis of the prior characterisation. Those measures are an aid to the efficient, sustainable management of the historic urban landscape and, furthermore, they can be evaluated thanks to the monitoring indicators proposed; a methodology that can be offered as a pattern in those landscape projects, over a wide spectrum, through which the city seeks to generate a rational, balanced, friendly relationship with its inhabitants.

The content of the two volumes that make up the GHULS are structured as follows:

- The first volume of the document explains, firstly, the context of the elaboration of the guide and the methodology used to do so and, secondly, it presents the characterisation of the historic urban landscape of Seville. The volume describes the city's main attributes, analysing the aspects that make up the landscape: the physical environment in which the city is located, the structuring of its direct area of influence, the cultural resources associated with the most significant historical processes and socio-economic activities in the evolution of the landscape of the city and its social perception, ending with a synthesis and valuation of the whole.
- The second volume offers a proposal for landscape quality objectives and the measures that would be necessary to adopt them. In all, four general objectives, 13 specific objectives and 46 specific measures are proposed, laid out in factsheets that all give the objectives, description, expected results, previous references and agents

involved. These measures are designed to support the sustainable, efficient management of the historic urban landscape, which could be evaluated by implementing a system of monitoring indicators. An initial proposal for indicators is given in one of the annexes of the guide.

## WHAT IS THE SCOPE OF APPLICATION OF THE GHULS?

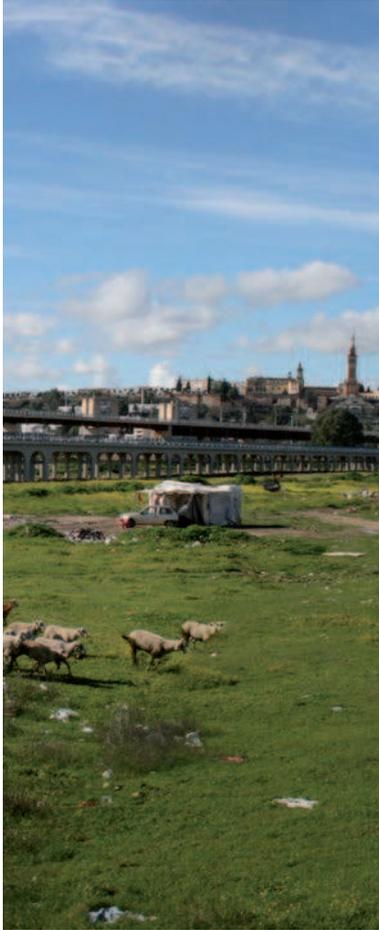
The definition of the territorial scope of the analysis is in line with the 2011 *Recommendation on the Historical Urban Landscape*, mentioned above, which defines it as “the result of a historic layering of cultural and natural values and attributes, extending beyond the notion of ‘historic centre’ or ‘ensemble’ to include the broader urban context and its geographical setting”. The interpretation of heritage thus has a more complete and complex territorial scope.

To learn about such fundamental aspects as the geographical location of Seville or to propose measures that will help to guide transformation in the city while conserving its consubstantial territorial values, it is necessary to go beyond both the limits of the historic city centre and those of the city as a whole, incorporating a wider setting which today is seen as a potential area of expansion, capable of transforming the city, on the basis of an urban agglomeration model with no interruption between the population nuclei which today make up its metropolitan area.

Following this premise, the scope of study has been delimited by means of a multiscale analysis process which has highlighted different geographical phenomena and cultural dynamics which have together helped to understand and characterise the historic urban landscape. In this way, the study finds a balance between different levels of approach to the city, the river as it passes through the city and the immediate territorial context, such as the most important nuclei.

The territorial area of the historic urban landscape of Seville has been defined over a wide territory in which the Guadalquivir estuary and the reliefs of the Alcores and the





Aljarafe areas are the most relevant geomorphological units. Given its geographical, environmental and cultural importance, this context is considered essential in order to understand and obtain a more coherent result from the landscape improvement policies which may be implemented. Two areas of work have been delimited within this territory:

1. The main area of work is the historic urban landscape itself, which comprises the alluvial plain of the river. This area, through which the River Guadalquivir meanders, has the slightest of gradients (0.045%) and covers a space with little relief, between ten and fifty metres, limited at its margins by steep escarpments and deposits of marl and sand which form part of the Neogene filling of the Baetic Depression. More specifically, the northern and southern limits are Alcalá del Río and Coria del Río, respectively, in view of the different historic, natural, geographical and administrative circumstances, as explained in the GHULS. The western limit is the line of the Aljarafe escarpment, the lower terrace and stream beds of the River Guadalquivir and of its tributaries on the right bank: the Ríopudio, Sequillo, Caño Real, Pié de Palo, León and Molinos streams, the Rivera de Huelva River and the Galapagar, Polvillo, Barbolí and Barranco Hondo streams. The eastern limit starts, in the South, from the old Coria or Merlina meander, now silted up as a result of the straightening and shortening of the river in 1795. It continues along the left bank of the Guadaira Canal, the channels and palaeochannels of the Culebras, Guadaira, Ranilla, Tamarguillo, Miraflores and Almonázar streams, continuing northwards along the limit marked by the historical ensemble of the city of Seville. In the north-east sector, the area follows the contours of the lower terrace which falls to the level of the alluvial plain shown in the General Urban Development Plan.

Within this area of study, a more detailed study was made, examining the historic city itself, comprising the districts with the most significant heritage elements: the city centre, Triana, Sur, Macarena and Los Remedios districts. The characterisation was based on the historical processes that have guided the city's foundation and transformation over time, and on a series of socio-economic activities which trans-

versally contextualise the vestiges of the past, including the most recent, which are significant to the character of the city.

As is to be expected, the historic city centre is the district which hosts the greatest density of cultural heritage elements. Once contextualised from the spatial, functional and historic perspective, a strip was defined, running along the River Guadalquivir and its margins as it passes through Seville, making it the third spatial focus. Different specific analyses of this strip have been performed with a view to deploying a significant number of the measures proposed in the guide.

2. The area of influence is limited to the North by the dividing line marked by the SE-20 Ronda Norte, encompassing the districts that make up the most recent urban expansion of Seville to the North East and South (the Norte, Este-Alcosa-Torreblanca, Cerro-Amate and Palmera-Bellavista districts). To the West, this complementary delimitation runs from the northern side of the Aljarafe ridge, between the towns of Santiponce and Valencina de la Concepción, which marks the border between the Campo de Gerena area and the Aljarafe. It continues until it connects with the valley of the River Pudio and in the South, it ends at the town of Coria del Río. This area of influence includes the rest of the urban area of Seville on its eastern side and, on the western side, different heritage elements related to the first processes of terri-



Map of the approach to the territorial scope.





torial appropriation from recent Prehistory and until Romanisation, a large network of country tracks, as well as different river corridors and natural spaces which are today subject to intense urban pressure as a result of the growth of different towns in the Aljarafe. Some of the measures proposed in this study are designed for their improvement and recuperation.

The level of detail in the data processing carried out for the characterisation and the proposed measures related to the historic city and the Guadalquivir as it passes through Seville is not as high as that achieved in other areas of the city. This, then, is an open study which offers a general framework for action and which can be completed, like a jigsaw, with other partial proposals.

Consequently, the Guide to the Historic Urban Landscape of Seville, with the river as its *leitmotiv*, represents an approach to the phenomenon of urbanisation which starts out from a natural fact. Its proposals for management therefore focus on a river landscape that integrates cultural and natural values, and which could also be seen as a river city anchored to a wide area of influence. Taking these principles as a starting point, the Seville of the 21<sup>st</sup> century could fully redefine itself in relation to the River Guadalquivir, recovering the perception of an open historic urban landscape through the firm decision to care for nature and the cultural heritage of the city.

## **HOW WAS THE CHARACTERISATION OF THE HISTORIC URBAN LANDSCAPE OF SEVILLE CARRIED OUT?**

The challenge of developing the GHULS has, from the very beginning, required the field of action to be limited and the copious information available to be filtered in order to perform a landscape characterisation which highlighted the more relevant aspects of the city from this perspective, although this has resulted in the absence of some references which, though being of interest, form part of other perspectives more closely related to urban planning, art, architecture, archaeology, etc. It has also been necessary to delimit the spatial scope of the guide, with different scales of approach

based on the different studies carried out and the need to associate each one of those scales to a different degree of depth in the analysis.

The so-called “thematic studies” were designed to create a qualified database of information about some aspects of particular importance on the basis of which to develop the guide. They therefore became the main support for the analysis and diagnosis of the territory and defined the fundamental coordinates of all the work. They are a knowledge platform which is very important, both for its depth and for its innovative contribution.

Performed within the framework of this project and aimed at very specific aspects of Seville and its area of influence, these studies bring more extensive knowledge of the key physical, urban and heritage elements that make up the structure of the city, highlighting the importance of less obvious aspects but essentials for its consideration as a historic city.

The thematic studies, all of which can be consulted at the IAPH Digital Repository, were performed by experts in each discipline as a prior phase of the development of the GHULS and they are grouped as follows:

a) Territorial studies

– *Proposal for geomorphological and palaeourban analysis for the formulation of a Management Plan for the Historic Urban Landscape of Seville.* Seville and the River Guadalquivir define a territorial framework which has, over the centuries, forged the identity of the city. The geomorphology of the territory constitutes the base which sustains the historic urban landscape of Seville and which has played a decisive role in its urban and anthropological evolution and its landscape.

– *Relationships and perspectives of urban and territorial planning.* Through the analysis of planning tools, actions which have a direct or indirect effect on the historic urban landscape of Seville and neighbouring municipalities were identified. Having clarified





the relevant aspects of the relationship between landscape and planning, this study methodologically formed possible recommendations to be introduced in any planning documents.

- *River and city. An environmental perspective.* In a space such as that analysed, which sits on almost amphibious land, the relationship of the city with the river is of the greatest importance, and biological sciences offer a very revealing reading. The atmosphere, climate, vegetation, fauna, crops and riverbanks, with their virtues and their problems, make up this complex reality.

#### b) Heritage studies

- *The submerged city: archaeology and the historic urban landscape of the city of Seville.* Few historic places have undergone such striking processes of change in their urban configuration as those seen in the city of Seville since its foundation 3,000 years ago and until the present day. As well as the habitual model of superimposed levels and the progressive expansion of the city, the change in the course of the river and, consequently, of its port, which has been constantly displaced, must be added. Such a radical change in size and the location of its urban functions cannot be understood without taking both factors into account.



- *The historic landscapes of production in Seville.* This study evaluates the role played by productive activities in the configuration of the historic urban landscape of Seville by examining the relationships between industry, territory and society over the long period from the times of manual artisan manufacture to mechanised technologies, and so mapping the landscapes of production.
- *Green spaces in the formation of the historic urban landscape of Seville.* This is an interpretation of green spaces as an element of public space and, from an integrated vision of that space, of the role that they have played and play in the historic urban landscape of Seville. It uses green spaces to build complex narratives within the city, where form, contents and meaning are closely intertwined. The stories show the importance and singularity of these green notes in the concert of the city landscape.
- *The construction of urban space: public monuments, furniture and equipment.* A methodological tool which, taking historical events and processes and the socio-economic activities of the city of Seville as its storylines, analyses and diagnoses the urban space from the perspective of public monuments, furniture and equipment, ending with a proposal of recommendations.
- *The historic urban landscape of Seville and festive-ceremonial expressions.* This study represents an innovative methodological proposal for the analysis of the expression



of festive and ceremonial events in urban areas with exceptional heritage values, as is the case of the historic urban landscape of Seville, through differential sensorial dimensions, tangible and intangible heritage and the associated spaces.

– *The contribution of trade to the formation of the historic urban landscape.* The economic activities and, specifically, the commercial fabric found in historic city centres are one of the most powerful forces for the transformation of the landscape. The different commercial processes have been catalogued and described, highlighting their relationship with the heritage values of the historic centre of Seville.

#### c) Perception and impact studies

– *Seville, seen and admired. The construction of a landscape over time.* The iconography and the very configuration of cities have links that go beyond the natural bonds between an object and its representation. The history and the urban image of a city possess, in themselves, essential elements for the construction of the landscape. This text reflects on the way in which this is expressed in the case of Seville.

– *Social perception of heritage in the media.* This study took on the challenge of examining the approach to heritage and society in the field of communication, taking an



in-depth look at the treatment of the landscape by the mass media which contribute to the shaping of the memory and the image of the territory of Seville.

- *Production of new architecture in the city of Seville and its relationship with the landscape.* Defining a theoretical and conceptual basis to delimit the bounds of the territory of the possible and the desirable with respect to contemporary actions in historic city centres and, on the basis of this, the study provides an indicator to diagnose the level of risk that would be run by performing a contemporary intervention in a historic city centre.

With this knowledge base, and in accordance with the definition of landscape given by the *European Landscape Convention*, the IAPH has been following a scheme of work that centres on the characterisation of the landscape in four fundamental areas: the physical environment, historical processes, socio-economic activities and perceptions.

The features that define the physical environment are of prime importance in any landscape characterisation, but in the case of Seville, their relevance is particularly great. In order fully to understand the structure of the city, it is necessary to find answers to questions about how and where the first human settlements were established in a land that was, at first, hostile but which had extraordinary potential thanks to the navigability of its river. But the coastal nature of Seville is not something which is evident in the eyes of its residents. This is due to its distance from the coast and the gradual movement of port activities to the south of the city.

Depending on the scale and context of the analysis, a particular orientation has been given to the explanation of the historical processes and socio-economic activities that have configured the landscape of the city and have left elements that today form part of the cultural heritage and which are characteristic of the city.

The historical processes have been sequenced in three main groups: the first covers the longest time span, running from the appearance of the first human groups to occupy

The coastal nature of Seville is not something which is evident in the eyes of its residents. This is due to its distance from the coast and the gradual movement of port activities to the south of the city.



the land which is today Seville, until the city acquired its centrality and relevance during the Almoravid era. Until then, other settlements had shared the leadership in a territory with many population nuclei.

From the Almoravid era and until the last quarter of the 20<sup>th</sup> century, the historical processes that have produced the greatest changes in the landscape of the city, fundamentally through the growth of important sectors or neighbourhoods, have been detailed. These changes have been related to the late middle ages, with the first expansion outside the walled city, and to modern times, with important urban transformations which occurred as a consequence of relations with the New World.

Finally, special attention has been paid to 2 international events which, in a short period of time, profoundly changed the historic urban landscape of Seville: the Ibero-American Exposition of 1929 and the Universal Exposition of 1992. It was to be in the final decades of the 20<sup>th</sup> century that Seville definitively embraced its surrounding territory, unveiling a metropolitan vocation that has not ceased to consolidate ever since.

Several socio-economic activities have been selected since, being transversal in time, they contextualise a significant part of the cultural heritage of the city, this time more closely associated with buildings or the intangible heritage than with areas of expansion, as in the previous case. These activities do not, therefore, reflect all of the activities that have been undertaken and have left their mark on the landscape of Seville, but those which are more relevant from the cultural heritage point of view and which have left, and are still, important reference points on the landscape. Notable among them are trade, port activities, festivities and ceremonies, military activities, religion and residential activity.

The characterisation also includes a final section on the perceptions of the historic urban landscape, broken down into several points, since this aspect allows multiple approaches. This guide contains several sections related to the image that is projected of the landscape of the city through the arts, commemorative monuments, tourism

policy and contemporary architecture. Likewise, in an examination of discourse and evaluations, an analysis has been made of heritage protection policies, the press and a series of surveys on significant landscape resources. The section closes with an examination of the visual perception of the historic urban landscape from some significant spots, highlighting aspects that may be improved in order to enjoy a landscape experience of higher quality.

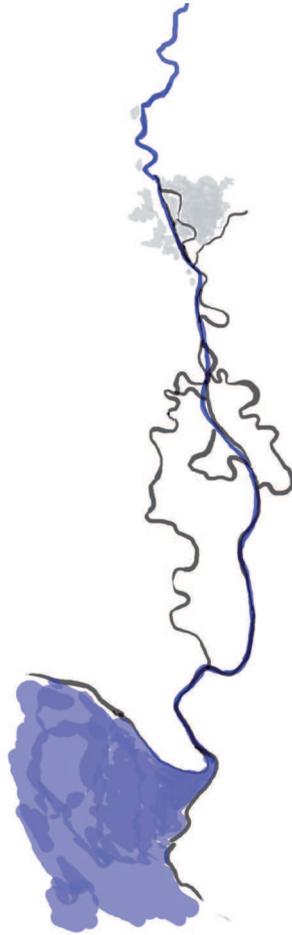
## SUMMARY OF SEVILLE'S HISTORIC URBAN LANDSCAPE

### Environmental characteristics

In common with other locations, Seville's physical environment has played a key role in its origin when the primitive settlement was formed. And the physical environment continues to have a very relevant presence in its landscape, although it has been changed in varying degrees due to human intervention over time.

The most characteristic **geological forms** of its immediate surroundings are the escarpments of the Alcores and the Aljarafe which, despite being rather moderate elevations, are recognised respectively as the eastern and western boundaries of the alluvial plain in which the city is situated. In the case of the Aljarafe, its rounded forms



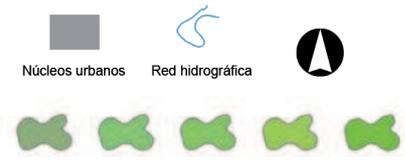
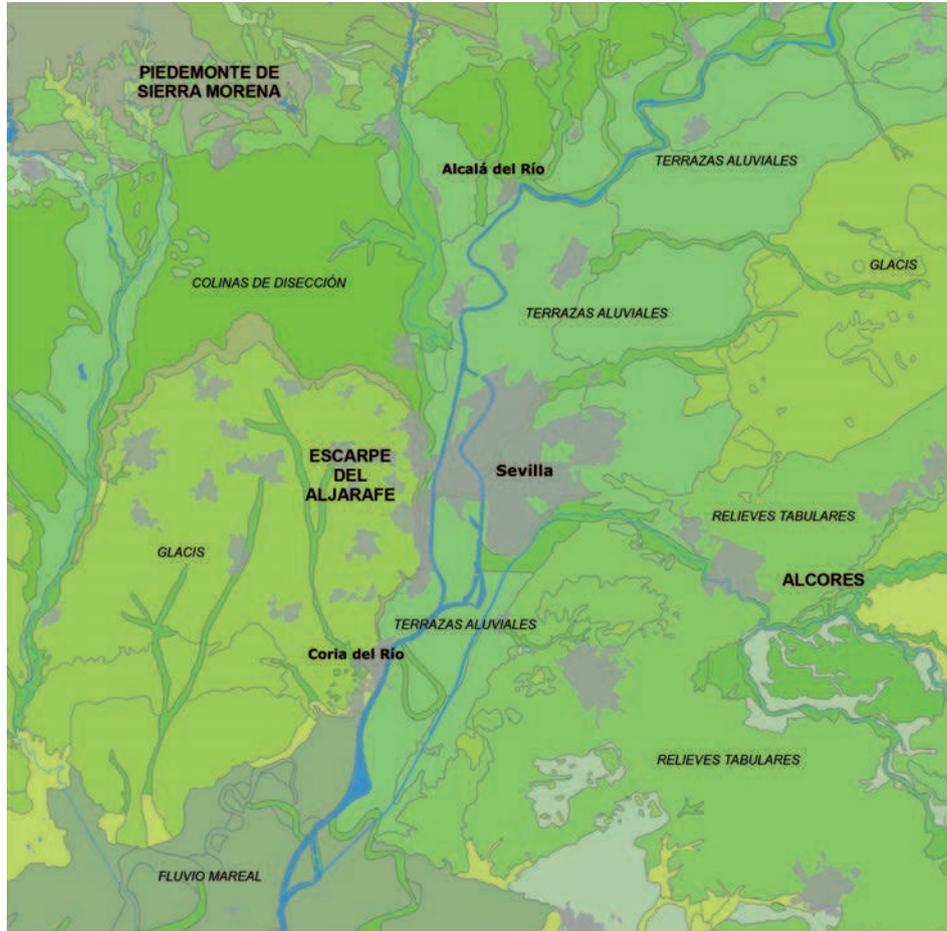


also serve as the scenic background to the western part of the city and it is from here that some of the best-known and loved pictures of the city - both past and present - have been taken.

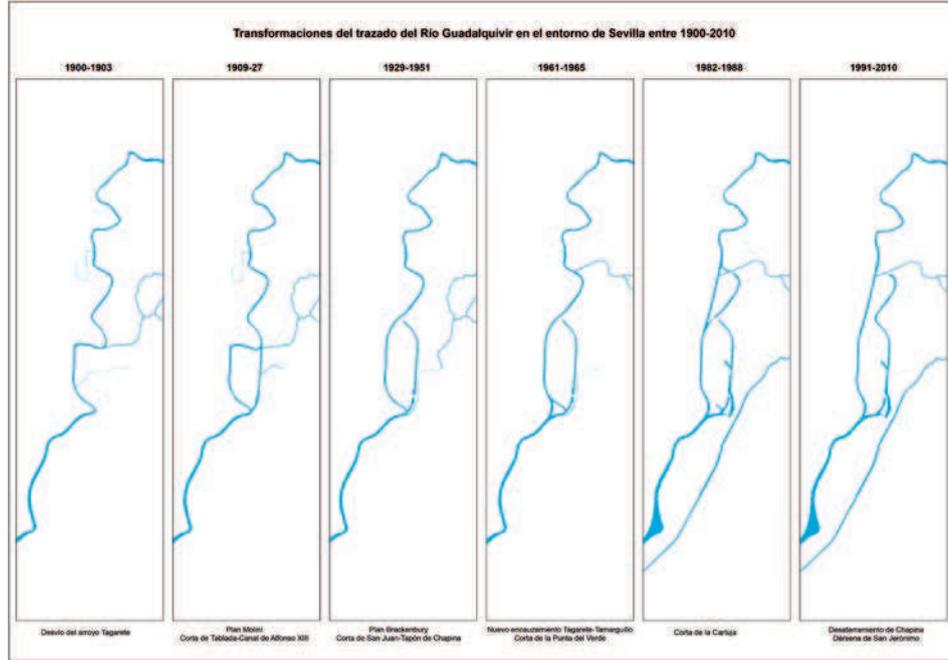
Although some physical components of the landscape have maintained their original, natural features, some have almost completely disappeared. This is true of the area's network of waterways, which, along with its range of influence, is covered in the study.

The course of the river Guadalquivir has undoubtedly been altered more than any other, as a result of human intervention, at various points of its lower course. Along the river's urban reach, the need to protect the city from river swellings made it necessary to divert its course in such a way that the original riverbed was turned into a dock and the river now flows further to the west, radically changing the flat landscape that extends as far as the base of the Aljarafe escarpment. This river course has also been used as a back urban, despite its privileged location. It is scarcely noticed and not well-known by the local population as a place of interest or opportunity, and it is crossed by various access routes to the city, of varying importance. In addition, the vegetation on the riverbank has been significantly reduced as a result of farming and the proliferation of giant cane, an extremely invasive exotic species which reduces the riverbank's biodiversity. The replanting and reforestation that have been carried out to mitigate the situation have regenerated some zones, but they have not managed to completely recreate the riverbank of the river's current course.

On the other hand, the pathways, parks and gardens of the historic riverbed have given some stretches a picturesque appearance that is of great interest, giving prominence to the area located between the San Jerónimo dam and the Alamillo bridge, the right bank between the Barqueta bridge and the La Cartuja walkway, the left bank of the Chapina meander and the meander from the Royal Tobacco Company to the Círculo de Labradores (landowners' association). However, there are other stretches of the riverbank that, as a result of poor maintenance (between the Alamillo and Chapina bridges), as well as their use as ports (between the Las Delicias bridge and



Main geomorphological units.



An overview of the key events outlined is provided left to right in this chart:

1900-1903. Diversion of the Tagarete river

1909-1927. Molini Plan. Tablada cut-off - Alfonso XIII Canal

1929-1951. Brackenbury Plan. San Juan cut-off - Chapina Dam (Tapón de Chapina).

1961-1965. New channel between the Tagarete - Tamarguillo. Punta del Verde cut-off.

1982-1988. Cartuja cut-off.

1991-2010. Chapina levelling. San Jerónimo docklands

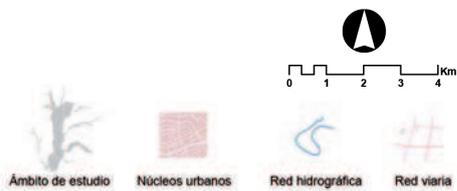
Punta del Verde school), poor vegetation, underuse and/ or access difficulties (between the Los Remedios and Las Delicias bridges, on the riverbank of Alamillo Park and Paseo de la O), are not currently suitable as places that, with some work, would not only be attractive but would also be suitable for use and enjoyment by the local population.

Other corrective interventions and canalizations of rivers and tributaries of the Guadalquivir (Riopudio, Culebras, Porzuna, Tamargillo and Guadaira) have also coincided with the distortion of part of the network of waterways, with the subsequent loss of vegetation and fauna that were native to the riverbank. This has caused a change to the landscape that is very noticeable along some stretches, requiring the adoption of measures that, in the medium term, could slow down and eventually possibly reverse this process.

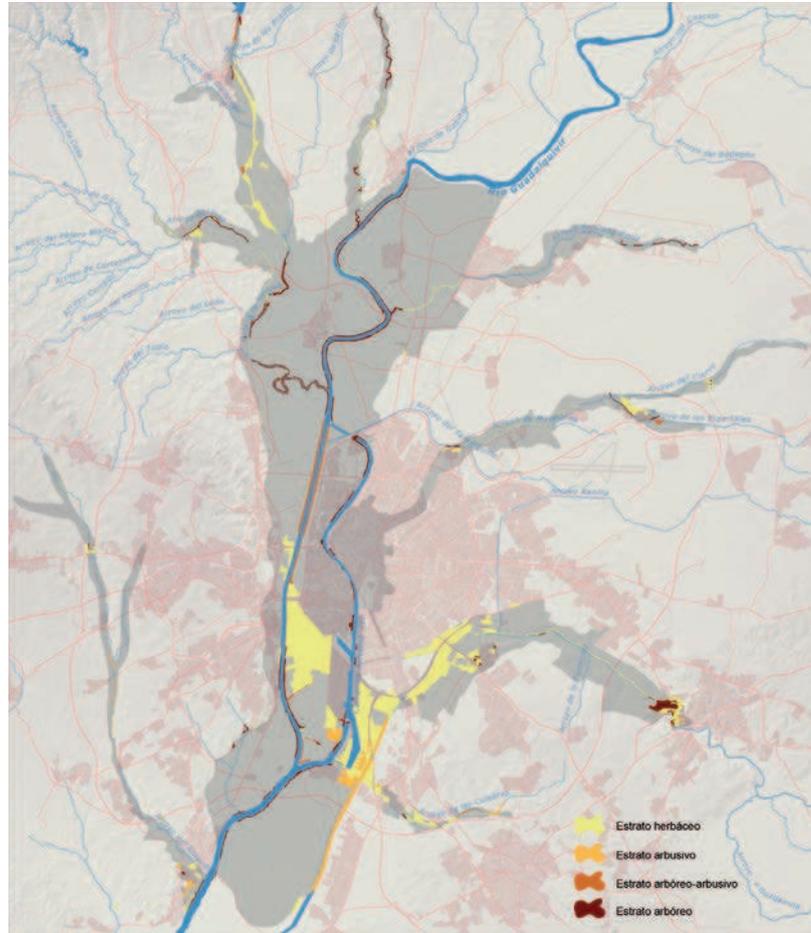
At the same time, the **climatological conditions** in Seville, with maximum temperatures above 40° in summer and low levels of rainfall, mean that the areas of vegetation are particularly important, not only for the banks of rivers and streams, but also for parks, gardens and vegetation of urban areas. These spaces have grown over time, while the original vegetation had almost completely disappeared because of the expansion of agriculture and urbanisation. As a result, the main complex ecosystems of the area can

The corrective interventions and canalizations of rivers and tributaries of the Guadalquivir have also coincided with the distortion of part of the network of waterways, with the subsequent loss of vegetation and fauna that were native to the riverbank. This has caused a change to the landscape that is very noticeable along some stretches.





Vegetation strata of the different spaces linked to the hydrology of the study area.



only be seen in the north, by the shores of the Guadalquivir and at the mouth of the Rivera del Huelva. It is precisely these climatological characteristics that allow Seville to enjoy a great variety of natural light displays in which the light, the colour of the sky and the wide variety of cloud types create multiple and varied combinations throughout the different seasons of the year, adding to the landscape's natural beauty.

However, throughout the city the **atmosphere**, as well as the **water** and the **soil**, suffer from unacceptable levels of pollution, including noise and light pollution. It is not possible to compare it to other cities which, because of their larger size or nearby activities that are harmful to the environment, have greater levels of pollution. However, it can be said that the potential for improving this land is remarkable in a city whose location in a basin is not conducive to the evacuation of noxious particles. The biggest cause of atmospheric pollution comes from road traffic, especially in the areas next to the river in the urban zone (Triana, Los Remedios and Casco Antiguo), which is also where noise from the local nightlife is concentrated, and at the entrance to Seville from the Aljarafe, Huelva and Mérida, which are also affected by a higher presence of goods vehicles.

The condition of the water flowing through the network of waterways is also far from ideal, with recordings of a low renewal rate and a high risk of nitrate contamination. None of the riverbeds of the network of waterways are in ideal condition. Over time, secondary buildings, rubbish tips, quarries and scrap heaps have been built nearby, all of which contribute to a worsening of its condition.

The worsening environment in the area of the study has a direct impact on **biodiversity**, which affects not only the reduction and diversity of plant species but also of animals, especially fish, who are less likely to survive in water with low levels of oxygen, and birds, which are essential for the completion of basic biological cycles. Some indigenous species, of both plants and animals, run the risk of disappearing as a result of the expansion of highly invasive foreign species, such as the aforementioned giant cane on some of the riverbeds or exotic tortoises in the northern zone of the historic wharf. So



although at first glance Seville's landscaped zones give the impression of a green city, this should be accompanied by better care of its neighbouring areas. These areas could be used for other sustainable, non-polluting activities like ecological agriculture, such as the allotments in San Jerónimo.

### Territorial model

The geography of the land on which the city of Seville is situated has developed over time, from the location of settlements on the escarpments of the Aljarafe and the Alcores, which developed at what was at that time the mouth of the river Guadalquivir (this was the case, for example, with the archaeological sites of Valencina de la Concepción and Castilleja de Guzmán and Itálica), to the ongoing prominence of Seville as a model of a central urban nucleus with a series of dependent secondary settlements that have now been consolidated into a significant metropolitan area.

In this model, the area's **infrastructure** becomes increasingly important as it connects the main population centres. Much of this infrastructure has grown alongside the activities of urban growth and construction that only slowed down with the serious financial crisis that hit the Spanish economy in 2010. The effect of this activity on the area and its landscape in the 1980s led to the creation of an Office for Metropolitan Studies, which issued a series of directives regarding the coordination of urban planning, with shared objectives for the area. Despite this, many of these directives were not implemented. Seville's metropolitan model has continued to exist in the form of a central area encompassing the capital itself and its nearest municipalities, as well as a wider area with municipalities that depend on central resources but still lack an appropriate communications infrastructure.

The **mobility model** based on the use of private vehicles explains the large expansion of transport infrastructure, since the problem of vehicle saturation has continued to grow. However, the efforts to mitigate this situation have been particularly important since the construction of the SE-30 ring road and part of the SE-40, the Supernorte



ring road (SE-20), and the improvements to the junctions on roads towards Utrera, la Rinconada, Extremadura and Gelves. It is worth noting that, in this area, both the SE-20 and the northern part of the SE-30 have crossings that are regulated by traffic lights, impeding the flow of traffic while cutting off old access routes to the city from rural areas. At the same time, stretches of the SE-40 are paralysed by roadworks, also to the detriment of the landscape. In any case, the transport infrastructure has only managed to shift the problem outwards, without managing to solve it, as a result of which more and more areas and landscapes have been affected. On the other hand, line 1 of the metro has offered a sustainable solution to the problem of mobility, without damaging the landscape.

Another significant outstanding problem is the bottleneck at Puerta Triana, which will be made considerably worse with the development of a car park for over 3000 vehicles in the Pelli Tower. The proposal to build a four-lane bridge to reduce pressure on the entrance and exit to La Cartuja in the same area will dramatically increase the traffic on Calle Torneo and will also, once again, encourage the use of private vehicles.

On the other hand, moves to discourage the use of private vehicles are welcomed, as are plans to encourage public transport, the construction of the first **metro** line and Seville's tram system, plus - most importantly - the pedestrianisation of some of the



main roads in the city centre, in Los Remedios and in Triana. In addition, a **network of cycle lanes** has been extended and enthusiastically accepted by local residents, making it one of the most successful initiatives in projecting an image of a city that is truly committed to the environment and to quality of life.

### Cultural values

The existence of World Heritage sites as well as other important assets, both tangible and intangible, show the very best of the area's cultural values on which the study focuses.

The cultural significance of the course of the **Guadalquivir** as one of Andalusia's most important arterial waterways and the basis of its agrarian wealth increases as it flows through historic cities such as Cordoba and Seville. Although an assessment was previously made of the current state of the parts of the river flowing through the areas covered by this guide - including its current and historic courses - it should be added that it is the latter that appears in images of Seville in paintings, prints and photographs, from the very earliest works conserved in the altarpiece of the cathedral (1482-1526) to Laurent's photographs (19th century). The river is the most-commonly represented horizontal feature of the city's historic urban landscape, with the Giralda providing a vertical contrast. In the same way, it had and continues to have an extremely important role in the development of the socio-economic activities that characterise Seville, whether they relate to the port, to commerce, to sport or to leisure. There are areas that are rich with cultural property - both moveable and immovable - in the river's immediate surroundings, including its famous historic gardens. The parts of the historic riverbed whose banks have been reclaimed for recreational use by the city and the promotion of diverse activities in the river could be expanded to include other activities such as bathing or fishing.

All of these assets were developed towards the end of the 20th century, when a large part of the riverbank was reclaimed for public use by dismantling the railway line to the

The greatest contrast to the horizontal nature of the river is the bell tower of Seville Cathedral, the Giralda, a feature that has dominated many artistic representations of the city, both in general and partial views and also as a background to festivals and events in paintings, photographs, prints and posters.

Plaza de Armas railway station, and by moving the northern boundary of the wharf to San Jerónimo. As a result, activities affecting the area's immediate surroundings were reported in the media. This included the announcement of specific events such as the recovery of the Jardín Americano, the celebration of sporting events or the recovery of riverside paths, as well as complaints about its possible impact or the proposal to cover Triana's esplanade with giant tiles.

As noted previously, the greatest contrast to the horizontal nature of the river is the bell tower of Seville Cathedral, the **Giralda**, a feature that has dominated many artistic representations of the city, both in general and partial views and also as a background to festivals and events in paintings, photographs, prints and posters. The Giralda (minaret of the Almohade mosque), the Alcázar and the walls are medieval constructions with a significant presence in the historic urban landscape, although some of the paintings that form part of the walls, and which are in acceptable condition, are not currently completely visible.

Of these three elements, the first two are recognised as World Heritage Sites by UNESCO, and are among the most highly regarded by Seville's residents. This accolade, as well as the fact that these monuments have been well-preserved and the attention they have received from public bodies mean that they attract the attention of



the local media when there is a feeling that they may be at risk. In this regard, the large amount of press coverage of the debate over the impact of the Pelli Tower- on Seville's historic landscape overall, as well as on the cultural sites that form part of the World Heritage sites, and in particular on the Giralda - is worth noting. Several associations involved in heritage protection, university academics, experts in the fields of urban planning and heritage and other individuals all commented in various opinion pieces in the local press. The relevant administrative body for culture did not oppose the building of the tower since it was to be built outside of the boundary surrounding the protected historic urban area which have no physical protective boundary so as not to detract from their visual impact. Nor do they enjoy any sort of legal protection against this sort of proposal.

Nonetheless, and without being able to make predictions about whether the Pelli Tower will be regarded in future as an iconic feature of the city of Seville, as those who have shown their support for it have asserted, its imposing presence is evident in some views of the city as a whole, whether viewed from nearby or from further away. This building has become a focal point that dominates the rest of the city's landscape on approaches to the tower via various routes, in particular the roads from Extremadura, Huelva and El Aljarafe, from where the most iconic views of Seville have traditionally come, with the cathedral and its bell tower as landmarks of its historic landscape.



Other immovable heritage assets have also been an important part of Seville's image, and **religious buildings** - especially churches - have particular significance. The location of these buildings and their bell towers around Seville's historical conservation area have contributed to the rich diversity of the city's historic skyline. The authorities have traditionally paid particular attention to this type of immovable heritage, whether from point of view of conservation (such as recent major work to the churches of El Salvador and San Luis, which also received private funding) or of legal protection. In fact, although religious buildings make up 16% of the total in official heritage databases, this figure rises to 36% of all protected buildings.

Churches - which in many cases are former mosques - tend to preside over the most iconic squares of the city, which are the historical conservation area's main **public spaces**. The features of these buildings are typical of the area. In the southern part of the city centre, they are affected by the impact of tourism, which has diminished their authenticity and/ or filled the space with restaurants and souvenir shops. In the central area, which runs from Escuelas Pías as far as Plaza de la Magdalena, the main problem is traffic saturation, mainly due to the suspension of the Central Plan which limited access for private vehicles to this zone, the main commercial part of the city centre. The Plaza de la Encarnación, one of the zone's squares, has been at the centre of one of the biggest planning controversies in recent years, as a result of the Metropol Parasol



project. The main criticisms of this project were based on the increasing cost of the works in comparison with their original budget; its design, which was not in keeping with its surroundings - either aesthetically or in terms of scale - and the treatment of the archaeological remains that were excavated in the square.

The northern part of the city centre is undergoing a process of regeneration that began in the 1990s and is not yet finished. Its squares and other public spaces are being transformed and improved. This change, however, has occurred alongside a change to the area's demographic, with the moving in of a previously non-existent middle class. At the same time, several buildings have disappeared and been replaced with modern buildings which, nevertheless, have been integrated into the existing structures without being overly obtrusive. In terms of future objectives, it would be worth suggesting that the economic activities of small businesses are preserved, and that solutions are sought for the problem of homelessness around the squares of San Gil, San Julián and, in particular, of El Pumarejo.

Triana also experienced a process of urban regeneration during the second half of the twentieth century, although this did not involve the grandeur of its urban skyline, with its most well-known cultural landmarks: the Church of Santa Ana, the Church 'de la O' and the Convent of San Jacinto. This is because the area next to the river has undergone some building work along the riverbank itself, such as the police station and various restaurants, while the urban expansion of the historic suburb has been based around the building of tower blocks. The Tower of Los Remedios stands out - although it is located in a neighbouring suburb - as it competes with the bell tower of Santa Ana in the views between the Paseo Marqués de Contadero and the Isabel II bridge.

On the other hand, the public spaces linked to religious buildings in the main historic suburbs, such as the roads connecting them with Seville's cathedral, are also known for being part of the official route of Holy Week, one of Seville's main festive and ceremonial activities. Although much more recent than Corpus Christi, this festival has become one of the main cultural events associated with the city, both for the residents of Seville



Holy Week is one of Seville's biggest celebrations. In fact, it has become one of the cultural references for its residents and visitors alike. The use of public space - which is not limited to Holy Week itself, is something which is controversial.

and for people from elsewhere. The use of public spaces during this festival - which is not limited to Holy Week itself - is controversial as a result of the knock-on effects on traffic and on day-to-day life in the areas affected by the religious processions, as well as the damage that occurs at a higher rate during this week, and the visibility of certain spaces over others that are not part of the official route. The city council also intervenes on occasion to assist with the development of the festival, such as in the case of the controversy over the installation of overhead lines for the tram system. This was also related to a conservatism which at times seeps into the urban furniture and the lack of criteria governing where it should be located.

Other festive and ceremonial activities also involve the use of public spaces in a different way to the rest of the year. This is true in the case of the Seville Fair (*Feria de Abril*), Corpus Christi, the Feast of the Immaculate Conception, the Romería del Rocío pilgrimage, the Velá de Santa Ana festival, the May Festival of Crosses, and Christmas which, although they do not have quite as much of an impact on daily life, do nonetheless encourage the presence of large numbers of people in public spaces, as well as the construction of temporary buildings that have a long tradition in this city.

As well as these festivals, which can be categorised as intangible cultural heritage, other activities - some of which also have cultural value - have an impact on the perception,



use and enjoyment of urban public spaces. This is true of **cultural, sporting and leisure activities**. The promotion and improvement of spaces where these activities take place are essential for improving local residents' perception of the quality of urban life.

Closely linked to leisure activities are activities that take place in the business sector. For example, Seville's gastronomy is well-regarded and the city's climate is conducive to going for walks and enjoying the terraces and bars that sometimes dominate the area. Other **commercial and artisan activities** have in the past given their names to local streets and squares. These include Plaza del Pan (bread), Plaza de la Pescadería (fish market), Plaza de la Alfalfa (lucerne), Postigo del Aceite (oil), Postigo del Carbón (charcoal), Calle Alfarería (pottery), Calle Chicarreros (shoemakers), and Calle Odreros (wine-skin makers). These activities have often preserved their original features, although the products that they make and/ or sell are not the originals. Rent increases for many of the older commercial properties that were paying out of date rental rates - which is most of the properties in buildings that are part of the city's cultural heritage -will affect the sustainability of traditional commerce if measures are not put in place to prevent this. Such businesses are set up in an informal manner in spaces that are more or less adequate for their purposes, on an annual or weekly basis or around the time of a specific festival.

Compared with the aforementioned high level of representation of religious buildings among the other buildings that are protected by cultural administrative bodies, **industrial heritage** only represents 4.6% of all protected buildings. The buildings in Seville that are linked to industrialisation are varied in character and accurately reflect important changes to production methods between the 18th century and the second third of the 20th century.

One of the main problems with industrial heritage buildings is that they tend not to be in use. Compared with buildings such as the Tobacco Factory, which has been in continuous use by the University of Seville, housing the Rector's office as well as various faculties, many others, such as the Royal Artillery Factory and the former San Bernardo Station (also known as Cadiz Station), as well as the old RENFE buildings in San Jeróni-





mo and the Trinidad Glass Factory in Miraflores, still do not have plans for their future use. However, industrial heritage receives a large amount of local press coverage, thanks to the existence of various local associations who campaign for their protection.

Large **military buildings** belonging to the Ministry of Defence are in a similar situation to that described above: they are currently underused and facing ruin. This is the case, for example, for the military headquarters of Alfonso XIII, Daóiz and Velarde. It would be desirable to establish agreements with the Ministry, with the aim of providing alternative uses for these buildings. A similar solution yielded positive results for the Military Hospital in guaranteeing its continued use.

Next to industrial heritage, other assets of **contemporary heritage** have also been the object of administrative interventions in recent years, although it is possible that residents do not recognise them as part of Seville's cultural heritage. The setting up of a register of contemporary architecture in Andalusia has documented 245 buildings in Seville, including those built in the style known as modernist architecture. This includes the houses of Duclós and Lastrucci, the Prado de San Sebastián bus station, and the Cabo Persianas building, among others. More recent examples are some of the pavilions from Expo 92.

One of the final appendices of GHULS refers to the integration of contemporary architecture into the historic city, with a proposal to evaluate the suitability of planned projects within the context of the fragility of a historic city, but without dismissing the wealth of cultural values that they might provide.

It also demonstrates that the definition of **protective surroundings** around the buildings themselves has not been sufficiently advanced, being extended to delimited spaces with criteria based on avoiding blemishes to the landscape. In the same way, it would be interesting to study the additional measures for heritage protection in urban areas that go beyond the scale of the buildings themselves to document the different ways in which the city has been used over time. In this regard, some **peripheral suburbs**

It would be interesting to study the additional measures for heritage protection in urban areas that go beyond the scale of the buildings themselves to document the different ways in which the city has been used over time. Some peripheral suburbs beyond the city walls have protective measures that could be extended to other, less well-known suburbs.

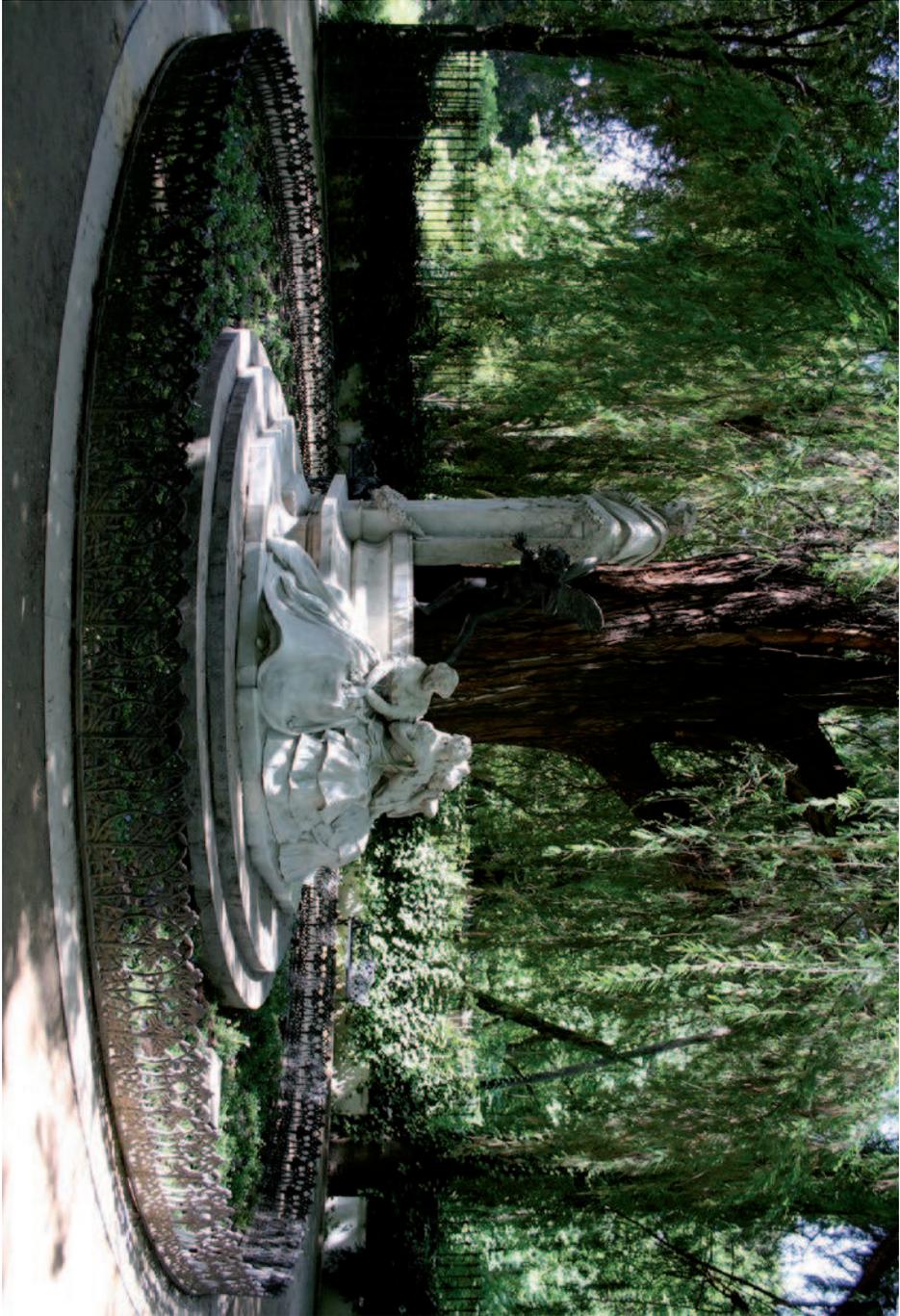




beyond the city walls have protective measures that could be extended to other, less well-known suburbs. Among the most interesting peripheral suburbs are those with connections to industry, such as retired labourers in Miraflores and railway workers in San Jerónimo. Some suburbs were built for the Ibero-American Exposition of 1929 (Heliópolis, El Porvenir and Ciudad Jardín), and there are also areas of post-war social housing in La Barzola and La Candelaria (the latter having experienced high levels of deprivation as a result of marginalisation and neglect).

The neighbourhoods of Triana and San Bernardo have been through a process of regeneration which has reclaimed many spaces and buildings. In the case of San Bernardo, this process has also caused the disappearance of traditional socio-economic activities, which were a source of vitality for the neighbourhood. This is also happening in Triana. It is also relevant to note the loss of the most defining features of these historic neighbourhoods, in the cases of the districts San Roque and San Benito, with the replacement of their traditional houses by blocks of flats housing large numbers of families, and the resulting increased density of population and consequent traffic and parking problems. El Arenal, however, has preserved some architectural features that bear witness to the successive changes that it has experienced since the development of the first settlements outside of the city. The successful integration of new features has been achieved by concentrating on the quantity and texture of materials that are not especially incongruous and, despite its popularity with tourists it has managed to absorb the increased number of visitors with more success than the suburb of Santa Cruz.

**Movable urban heritage**, scattered around the city's public spaces, also tends to go unnoticed by local residents. However, it expresses - either through its subject and/ or its location - the values of the municipal authorities and social actors of the time. Disasters and tragedies, the remembrance of past relationships with the American continent, the arts (including literature, music, song and dance), religious life and bullfighting are the main things that are commemorated through different public monuments. These monuments have gone from being visual references within large spaces such as squares or circuses to being - in perhaps excessive quantities, and with varying degrees



of artistic and compositional merit, and varying degrees of common sense in terms of where they are located - placed in different (not always suitable) public places.

One outstanding issue in the management of the urban heritage is raising awareness of cultural assets that are still not well-known. As well as those mentioned above, one may point to some exceptional cultural assets - both inside and outside of the city - that are in need of better promotion and/ or adaptation for visitors, such as the monasteries of San Isidoro del Campo and San Jerónimo de Buenavista, the Palace of Buhaira and the dolmens of Valencina de la Concepción. On the other hand, there are two parts of the city that have a lot of potential for use and future enjoyment: the cultural heritage linked to the international expositions of 1929 and 1992 and the port area.

A large part of the **cultural heritage associated with the Ibero-American Exposition of 1929** is incorporated into the main tourist routes of the city, and considered by residents to be part of their cultural identity. The main buildings are those located in the Maria Luisa park and its surroundings, such as the Plaza de España, the Casino de la Exposición, the Lope de Vega theatre and the two popular museums in the Plaza de América (the Archaeological Museum and the Museum of Arts and Traditions). It would be interesting to set up a tour around Avenida de la Palmera and the main pavilions, gardens and houses that were built on the whim of this event and that are very attractive. It would also

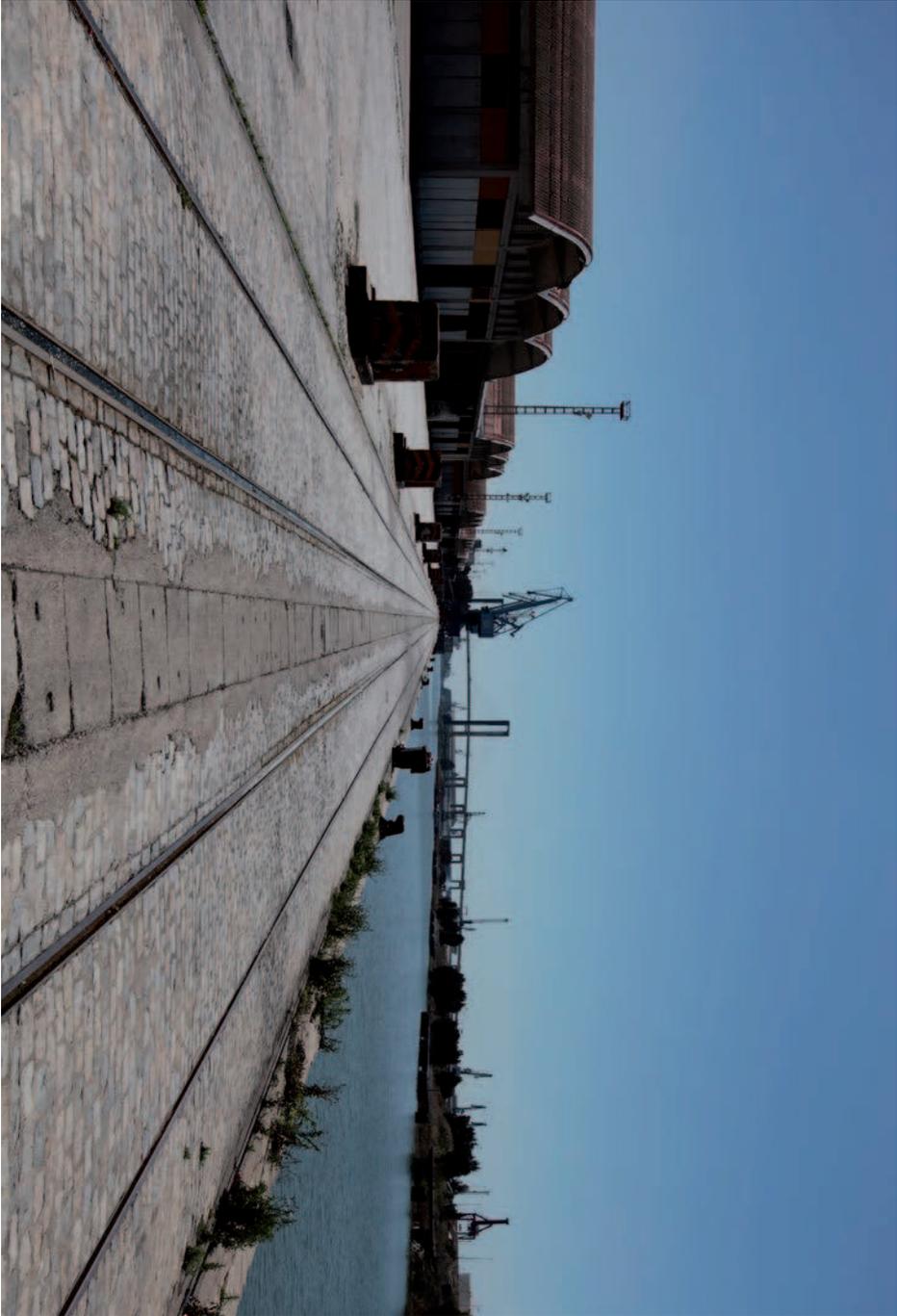


be important to include in these tours the neighbourhoods of Heliópolis and El Porvenir, since these residential areas are closest to the enclosures of the two expositions, and are therefore closely linked to them. The so-called 'transition area', whose gardens are nowadays separated and have lost their essence, also require attention.

The **Universal Exposition of 1992** is not as well managed, nor are the buildings relating to it. The fact that relatively little time has passed since this event means that it is not yet associated with the city's heritage, although residents are aware of its value as a turning point in the modernisation of their city. The Isla de la Cartuja (Cartuja Island) has not been well managed from the point of view of attracting tourists, despite the fact that it includes a historic site of great interest, with the Monastery of Santa Maria de las Cuevas and where, in addition, the Andalusian Centre for Contemporary Art is located. Other pavilions of the exposition have been documented as assets of cultural interest (the pavilions of navigation, Spain, Finland, Andalusia, Hungary and France) but they are also situated away from the main tourist routes. In general, the site is still underused, even by the local population, and needs to find some additional activities to complement to its current offerings, in order to improve its links with the city.

At the other end of the junction of the river is the **Port of Seville**, whose activities are being shifted towards the south as a result of hydraulic works and the dynamic of the

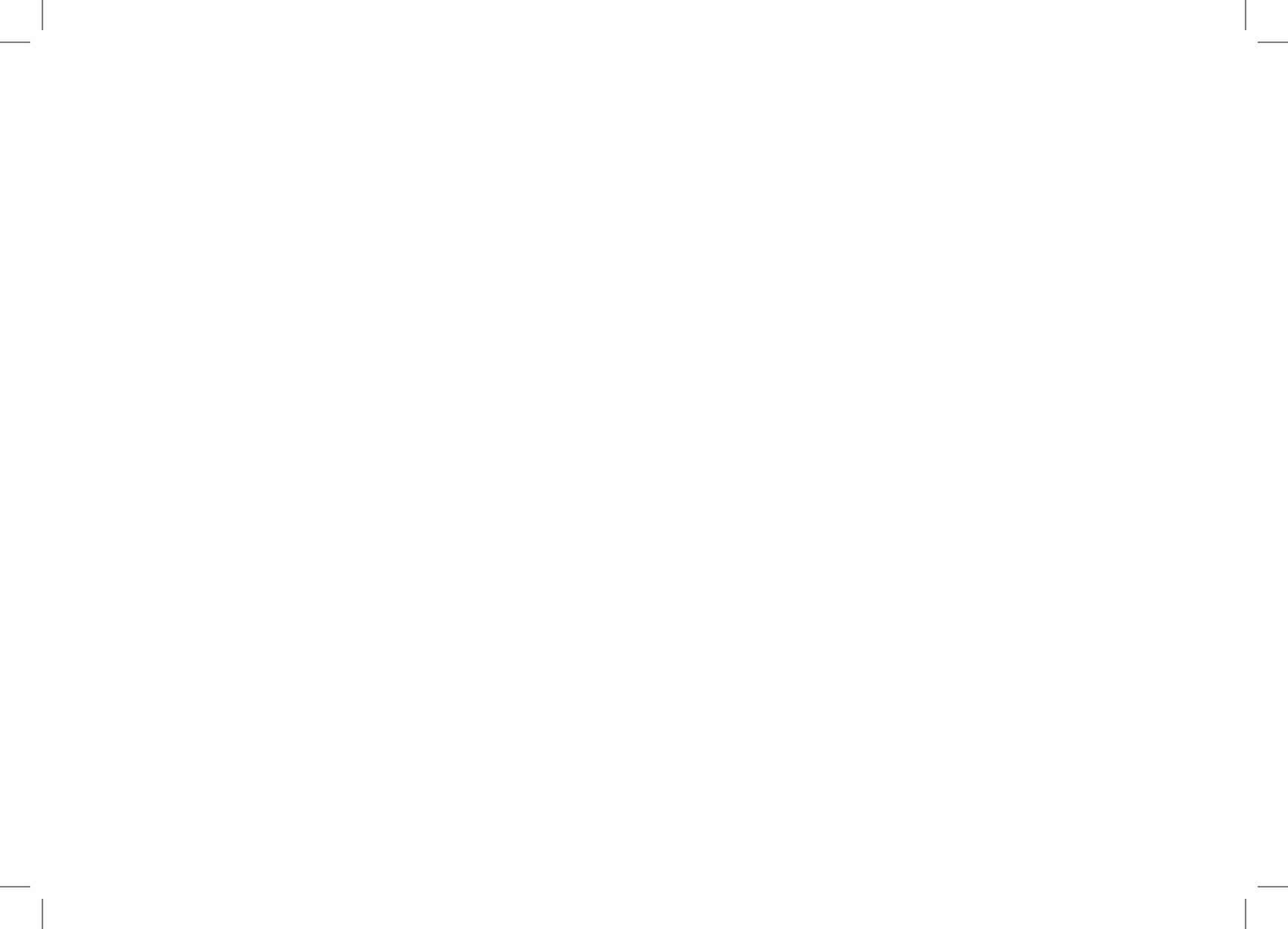




city itself. The endurance of port activities in Seville has bequeathed the city a hugely important heritage, both movable and immovable. This ranges from storage buildings built for the Ibero-American Exposition, which are protected but not currently in use, to now-obsolete cranes that were built throughout the 20th century, historic docks and the old shipyards that are now in a rapidly deteriorating state of disrepair. In recent years, several restaurants and an aquarium have opened on the site of the port, as well as a big wheel that was recently removed. Although nowadays the port is not of much interest to residents, it does offer great potential as a catalyst for revitalising Seville's economy and for promoting a more innovative image. Creativity and genius in the design of the plan for its future use will be essential, as well as the implementation of measures that will strengthen its role as a means of communication and contemplation of the landscape within the city, as well as at the mouth of the Guadalquivir and beyond. This must be achieved without damaging the river's environmental equilibrium.

It is also possible to reconcile the restoration activities on the banks of the river, such as by raising awareness of their development beyond the information offered by the mural of tiles located on the Muelle de Nueva York or in the information centre of the port itself. In order to achieve this, it would be possible to make use of technological applications such as augmented reality to show the lost parts of the river.

To achieve a view of the entire historic urban landscape of Seville as a single piece of heritage in all its complexity, it will be necessary to improve, adapt and/ or promote **scenic viewing points**. It will also be important to keep an eye on any blemishes to the city's landscape, taking into account those viewing points that could provide an excellent opportunity to promote the value of its landscape. Settlements outside of the city, such as the gardens of the Colegio de Santa María del Buen Aire, the hills of Santa Brígida and El Carambolo or the Barriada El Monumento, offer landscapes that are of great interest because of their exceptional viewing points towards the city. There are other great viewing points at the Torre de los Perdigones, the Torre Schindler, the Torre del Oro and also on the bridges over the Guadalquivir itself, all of which offer the opportunity to appreciate the value of the historic city's landscape - both cultural and natural - from the places that are most closely linked to the historic course of the Guadalquivir.



## **PROPOSAL OF LANDSCAPE QUALITY OBJECTIVES AND MEASURES**

## PROPOSAL OF LANDSCAPE QUALITY OBJECTIVES AND MEASURES

The landscape quality objectives outlined below reflect those already laid out in the 2012 Andalusian Landscape Strategy (EPA, Estrategia del Paisaje de Andalucía). There are two core strategic approaches: maintaining and improving cultural assets within the landscape, and safeguarding landscapes which are of cultural interest.

However, the EPA also lays out additional objectives, with those relating to cultural management (including the qualification of urban space, infrastructure or production activities) acquiring, along with others, particular significance within the context of this work. Furthermore, the European Landscape Convention states that landscape quality objectives must reflect what the population wants for their environment. It is therefore necessary to know what this is in order to make it a reality. A set of both general and more specific objectives are proposed in this guide. The aim of these objectives is to recognise the landscape features of assets that form part of Seville's cultural heritage, and to safeguard the entirety of the city's historic urban landscape.

Four general objectives have been identified, each of which are supported by other more specific objectives. These in turn expand upon measures to be taken, and in some cases provide project proposals. In all, a total of thirteen specific objectives and forty-six measures are presented.

### OBJECTIVE 1 (OB1): Restore the environment in urban and peri-urban areas

- OBJ 1.1. Develop biodiversity
  - Riverbed and riverside regeneration
  - Naturalisation of artificial riverbanks
  - Urban ornithology. The city and its birds
  - Trees in the city
- OBJ 1.2. Create green spaces and cultivated land for the city
  - River and Agricultural Parks
  - Special green spaces
  - Open spaces around the two rivers
- OBJ 1.3. Reduce impact
  - Protection of the night sky
  - Noise protection
  - Integration of urban infrastructure
  - Development of clean energy sources
  - Regulations for the installation of urban furniture
  - Integration of new building works into the landscape

### OBJECTIVE 2 (OB2): Adapt territorial infrastructure

- OBJ 2.1. Expand cycle and pedestrian networks
  - Involve the living waterway in the workings of the city
  - Improve the links between the city and the historic dock
  - Rework the areas located along the right-hand shore of the historic dock, from the Altadis Factory to the Club Mercantil
- OBJ 2.2. Renovate roads used by vehicular traffic
  - Regulate road traffic in the Puerta de Triana area. Creation of a modal interchange
  - Landscape adaptation for express roads

- OBJ 2.3. Restore the rural road network
  - Peri-urban pathways
  - River corridors

**OBJECTIVE 3 (OB3): Encourage sustainable socioeconomic activity**

- OBJ 3.1. Encourage agricultural activity
  - Initiatives to stimulate the creation of new areas for farming
  - Development of environmentally-friendly arable and livestock farming
- OBJ 3.2. Improve commercial activity in the historic city centre
  - Development of business initiatives linked to sustainable land use
  - Regulation and integration of informal trade into the historic urban landscape
  - Creation of a new look for business
- OBJ 3.3. Promote greater integration between the port and the city
  - The port. A centre for city-related initiatives
  - Landscape-compatible activities in open areas
  - The port and nature. Mitigation of impact on the landscape
- OBJ 3.4. Encourage creative, sporting and leisure activities
  - Riverside cuisine. Adaptation and improvement of facilities
  - Promotion of creative activities. Street art
  - The beaches of Seville
  - Optimization of water sports along the Guadalquivir shore

**OBJECTIVE 4 (OB4): Recognise the inclusion of Cultural Heritage in the modern landscape**

- OBJ 4.1. Reinforce the value that immovable and movable heritage has to the landscape
  - The line of the old wall, its gates and the entry roads into the city
  - Industrial heritage plan
  - Regeneration of cultural heritage from the Ibero-American Exhibition of 1929
  - Regeneration of cultural heritage from Expo '92
  - Urban elements heritage plan
  - Plan for protecting and promoting the immovable heritage in Seville's historic urban landscape
  - Criteria for the sustainable management of public spaces involved in celebratory and/or ceremonial events
- OBJ 4.2. Safeguard traditional and artisan businesses
  - Preserve and boost traditional trades within the city
  - Provide momentum to artisan activity and related spaces
  - Increase traditional businesses' competitiveness
- OBJ 4.3. Raise awareness of the historic urban landscape
  - Tours and viewpoints for finding out about the heritage assets in the landscape
  - Use of new information and communication technologies (NICT) in rediscovering the landscape
  - Collaboration with the tourism industry to raise awareness of the landscape



## **OBJECTIVE 1 RESTORE THE ENVIRONMENT IN URBAN AND PERI-URBAN AREAS**

Seville is viewed as a “green city” as it is home to many natural assets, which provides the basis for this first objective. In order to achieve this, the proposed actions include riverside regeneration, fortification of green spaces, reduction of the impacts of noise and light, a focus on biodiversity, and in particular on birds and trees, as these are strong indicators of a landscape which is rich in nature.

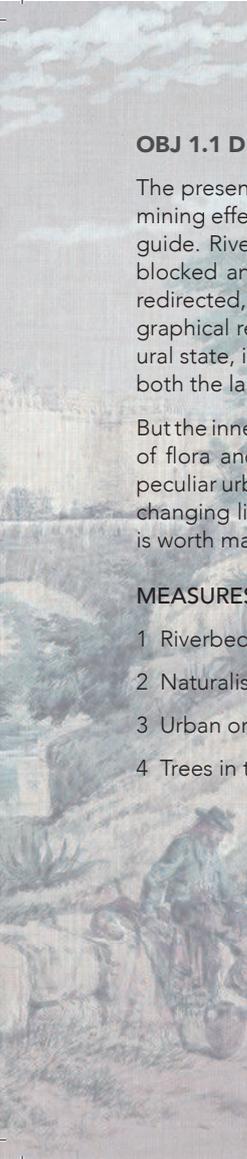
### **CONCRETE OBJECTIVES**

OBJ 1.1 DEVELOP BIODIVERSITY

OBJ 1.2 CREATE GREEN SPACES AND CULTIVATED LAND FOR THE CITY

OBJ 1.3 REDUCE IMPACT





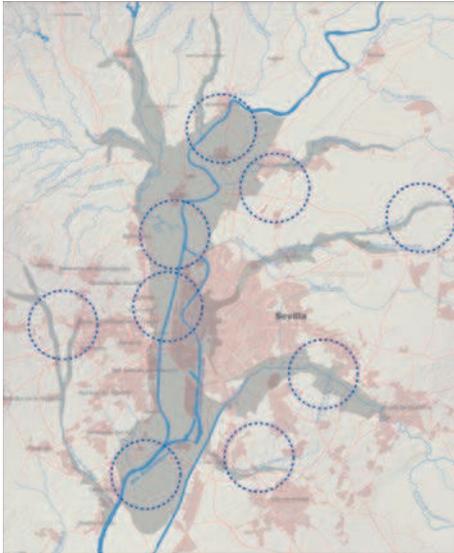
## **OBJ 1.1 DEVELOP BIODIVERSITY**

The presence of a complex network of waterways is something which has had a determining effect on the population and their use of the land within the area covered by this guide. Rivers which flow naturally without any alterations, others which have become blocked and have a low water renewal rate, streams which have been channelled or redirected, sediment deposits on meandering rivers, lost tributaries, etc. are the geographical reality for the city and its surroundings. Restoring the waterways to their natural state, in both urban and peri-urban areas, will contribute significantly to improving both the landscape and the environment.

But the inner city is also home to a precious natural environment; an ecosystem consisting of flora and fauna inherited from its surroundings which have adapted to live on in peculiar urban conditions and complete an important landscape, filling it with constantly changing life. This growing urban ecosystem is going from strength to strength, and it is worth making an effort to understand and manage it.

### **MEASURES:**

- 1 Riverbed and riverside regeneration
- 2 Naturalisation of artificial riverbanks
- 3 Urban ornithology. The city and its birds
- 4 Trees in the city



Major banks of rivers and streams.



## MEASURE 1 RIVERBED AND RIVERSIDE REGENERATION

**Description:** The restoration of rivers, the quality of the riverbanks and the adaptation of riverbeds are all fundamental to the quality of the urban landscape. In the past, these riverine areas have usually been ignored and mistreated. The ecological and landscape quality of riverine woodland is declining and original vegetation is steadily being replaced by species that are foreign to their new Mediterranean landscape. This has resulted in a series of negative consequences, with a loss of authenticity and ecological coherence and the relentless progression of erosion processes.

**Objectives:** 1. Recover the riverbeds of clogged streams, 2. Improve the composition and structure of riverbanks and biodiversity, 3. Improve the quality of the plain's landscape. 4. Measure, monitor and reduce organic and inorganic contamination and water turbidity, 5. Raise public awareness of the geographical reality for waterways and 6. Promote public use of these spaces.

### Development:

General assessment of the riverbanks' condition (4 aspects included)

General activities:

- Clean up rubbish and debris

- Activities to encourage public use. Environmental education

In terms of the riverbed (7 aspects included):

- Study of the vegetation restricting the proper working of the waterway

- Restoration of the riverbed, correct dredging and cleaning. Sediment control

- Improve the fauna directly linked to waterways

- Physico-chemical and microbiological quality analysis of surface water

- Analysis of nearby gravel pits and quarries for potential impact on the ecosystem

In terms of the riverbanks:

- Erosion analysis of the banks and protection if required

- Analysis of riparian vegetation and a subsequent regeneration project

- Study of the composition of associated wildlife and a project to improve population sizes.

- Activities geared towards attracting wildlife to stabilise communities

- Study of occupancy and obstructions to passage

## MEASURE 2 NATURALIZATION OF ARTIFICIAL RIVERBANKS

**Description:** the riverbed, riverbanks and shoreline are all key elements which determine the extent to which a section of river is either natural or artificial. Over time, the network of waterways which exists in the area being studied has been modified to prevent flooding and gain land, with the landscape being altered to create artificial layouts and processes. Owing to intense activity supported by the lower Guadalquivir basin in Seville, the Corta de Cartuja is an example of one of these artificial sections. And although reversing them would be difficult, it is possible to restore them so that they can be integrated into the landscape and help to improve biodiversity.

**Objectives:** 1. Integrate channelled sections into the landscape against both an urban and a natural backdrop, 2. Boost public use of rivers, 3. Increase biodiversity with new biotopes and improved water quality, 4. Increase the quality of the landscape and 5. Increase the river's connection with the land.

### Development:

General assessment of the waterways (7 sites includes):

General activities:

- Clean up rubbish and debris in and around the river
- Elimination of invasive exotic species such as reeds

Actions geared towards the naturalisation of the river and its banks:

- Create copses along artificial rivers by breaking lines
- Cultivate riverside fields where there aren't any
- Treat the riverbed

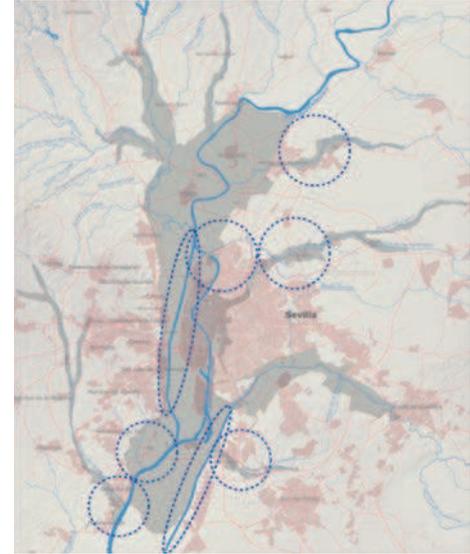
- Propose various options such as bioengineering
- Mimic the material which forms the river basin

Improve transversal connectivity and longitudinal continuity:

- Activities focusing on existing embankments
- Modification and creation of escarpments
- Elimination of earth embankments

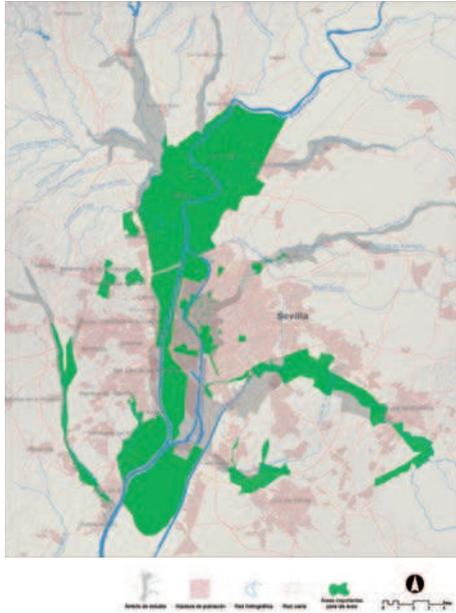
Activities to encourage public use:

- Provision of furniture (benches, tables, etc.), creation of thoroughfares for pedestrian and non-motorised traffic and creation of educational material



Map of main actions.





Important areas for birds.



### MEASURE 3 THE CITY AND ITS BIRDS

**Description:** Seville is a metropolis in which birds play a leading role, signalling the different seasons of the city. It is a resounding world of sparrows, blackbirds, turtledoves, kestrels, swifts, starlings, martins, etc., all of which are searching for a corner to call their own. Species that traditionally live in urban areas, such as sparrows, martins and swallows, are decreasing in numbers, whilst populations of exotic breeds such as parrots and common waxbills are growing. Achieving a balance of desirable and non-desirable wildlife is difficult, but necessary if we want to avoid an urban landscape that is devoid of life and sound.

**Objectives:** 1. Increase avifauna and urban fauna populations (desirable), 2. Obtain a map of the fauna contained in the area covered by the guide, 3. Diversify the urban landscape by managing vegetation and 4. Publicise the risk that the city poses to wildlife by raising awareness in its inhabitants.

#### Development:

Compilation of studies:

- Censuses of birds, bats, etc. in the city and its surroundings
- Plans for controlling invasive alien species
- Plans for boosting urban wildlife
- Analysis of plans in motion and success monitoring

Increase biodiversity:

- General environment
- Vegetation

Environmental awareness programme:

- Creation of ornithological maps and routes for the city
- Participatory activities: setting up nesting boxes, for example
- Social awareness: minimising the effect of animals in parks.

Plans for controlling exotic species:

- Reproductive control: sterilisation of individuals
- Capture and removal of exotic species to reception centres
- Environmental education discouraging people from abandoning exotic animals.
- Control of non-native tortoises in the historic dock area

## MEASURE 4 TREES IN THE CITY

**Description:** trees are living beings, but they are frequently treated as pieces of furniture. Poor practices lead to deformities, shorten their lifespan, and threaten to weaken them. Civil engineering works pose yet another threat. Trees are an essential part of Seville for both climatic and environmental reasons, as well as being part of its identity. Our city is known for its orange trees, but oranges are not the only thing in Seville: the “Programa Raíces”, or Roots Programme, introduced 496 species from America which were planted for Expo '92. Other equally-noteworthy trees also grow in streets, gardens and plazas, bringing the city closer to nature and making it more “liveable”.

**Objectives:** 1. Diversify and improve the urban and peri-urban landscape, 2. Encourage social ownership of that landscape, 3. Reduce the gases which affect the ozone layer, 4. Improve the quality of the environment and mitigate the “heat island” effect by reducing high temperatures, 5. Promote understanding and sharing of natural heritage, 6. Connect the city to the land and 7. Improve the quality of urban life.

### Development:

Analysis and assessment of urban arboreal heritage:

- Plant health inspection of trees and urban tree groves
- Spatial analysis: identifying areas which lack woodland
- Put “heat mitigation” zones in place across the city

Urban woodland protection/development strategy. (10 initiatives includes):

Measures for protection and improvement, suitable pruning management, attention to planting tasks, greening of the city, increasing biodiversity, etc.

Creation of a Tree Observatory for investigation and promotion the arboreal heritage

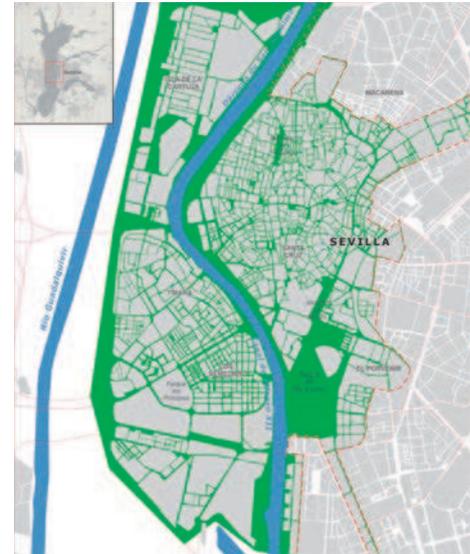
Creation of an inventory and map of special trees

Creation of routes around trees and tree groves:

They can be themed, include a map of urban biodiversity and information on biodiversity throughout agricultural and riverside areas

Preservation and circulation of knowledge about the bitter orange culture (Include 10 initiatives):

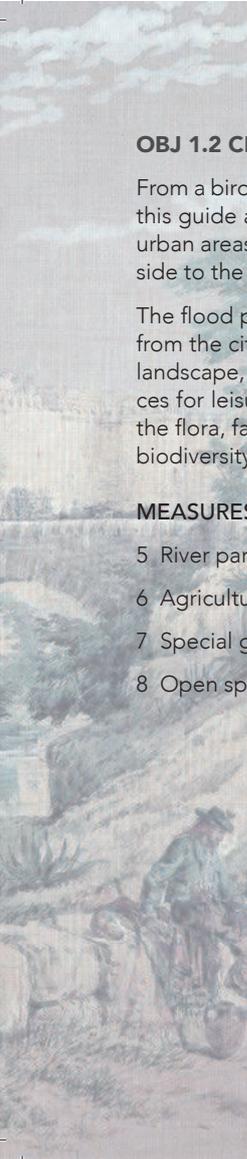
Assessment, measures for protection and improvement, removal of withered specimens, insertion of empty tree grilles, actions to expand access to spaces and gardens, creation of a “Bitter Orange Network”, etc.



The guide's scope in terms of proposed wooded areas.







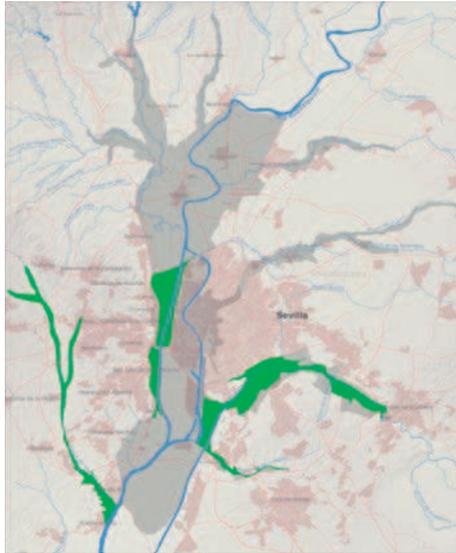
## **OBJ 1.2 CREATE GREEN SPACES AND CULTIVATED LAND FOR THE CITY**

From a bird's-eye view, green spaces and open, non-built-up land in the area covered by this guide appear as patches upon a choked-up landscape. Two layers overlap: one of urban areas, and one of "nature". This last brings an aspect of porosity, lending a softer side to the urban system.

The flood plain and arable land are full of potential as spaces in which to take time out from the city. Improving and developing the ways in which they are used diversifies the landscape, considerably reduces certain pressures, and provides the city with new spaces for leisure and recreation, creating areas in which to get away from it all and enjoy the flora, fauna, and landscape. The city's green spaces play the same role, introducing biodiversity into the heart of the urban system.

### **MEASURES:**

- 5 River parks
- 6 Agricultural parks
- 7 Special green spaces
- 8 Open spaces around the two rivers



Proposal of spaces intended for river parks.



## MEASURE 5 RIVER PARKS

**Description:** In Spain, a river park is a non-regulated way of planning and managing natural areas, distinguished by the pairing of river and land, such as the riverine areas included within the scope of this study. Based on our respect for nature and the condition of the waterway ecosystems, this proposal supports the improvement and restoration of their environmental conditions. The presence of surrounding land, be it public or private, that may not be built upon, makes it possible for us to organise and manage these spaces so that residents can enjoy them. Plans for green zones and urban parks already exist in some of these spaces, in accordance with the POTAUS and Seville's General Urban Development Plan (PGOU).

**Objectives:** 1. Improve the quality of riparian ecosystems and the related riverine areas, 2. Underpin the longitudinal and transversal continuity of the riverine ecosystems, 3. Increase the quality of the landscape, 4. Recover underused peri-urban spaces for public use, 5. Link and connect the shores, physical spaces and populations around the riverbanks, 6. Turn the river into a link, not a boundary, 7. Understand and circulate information on ethnological heritage, 8. Steer agriculture towards sustainability, 9. Recover rivers and streams as elements of our social identity, 10. Educate people about the land's physical and historical processes and 11. Reduce the pressure on urban green spaces by offering alternatives.

### Development:

General assessment of the spaces in which to act

Propel the creation of the urban parks proposed by the POTAUS

Promote the fulfilment of the guidelines laid out in the POTAUS:

- Riverbed and riverside regeneration and naturalization of artificial riverbanks

- Riverbank protection against erosion

- Study of wildlife populations and a project to improve them

- Elimination of invasive exotic species

- Thoroughfares and construction elements

- Promotion of renewable energy

- Promotion of ecotourism

- Assessment of the current state of the public domain's demarcation

- Evaluation and monitoring of the river parks formed

## MEASURE 6 AGRICULTURAL PARKS

**Description:** Seville springs up in the midst of the farmland across the Guadalquivir plain, reflecting a landscape which has long been rich in human activity. The city and its plain are inextricably intertwined. Agricultural areas offer the city with great opportunities to improve the landscape and the environment, provide areas in which to get away from the pressures of the urban environment and firmly maintain their boundaries. The vast majority of area covered by this guide coincides with Farmland of Special Interest which has also been classified by Seville's PGOU as land which may not be built upon. We propose that agricultural parks may be created as a way of defending, protecting, promoting and adding value to these agroecosystems.

**Objectives:** 1. Improve the environment and the quality of agricultural landscapes, 2. Connect the city to the surrounding land, 3. Reduce the pressure on urban green spaces by offering new places for leisure and recreation, 4. Create a quality trademark with Vega del Guadalquivir (Guadalquivir Plain) products and a market network for local products and 5. Communicate knowledge about the land, agriculture, landscape, and the environment.

### Development:

Evaluation of farmland which has the potential to become part of the parks  
Creation of a dialogue and agreement framework between administrators, owners and the general public

Thoroughfares and construction elements:

Clearance of public roads, surface suitability, provision of urban furniture and lighting, route signposting, connections with other road networks and construction project for bridges across the Guadalquivir

Project to diversify the agricultural landscape

Encouragement to make crops environmentally-friendly

Feasibility study for the creation of the quality trademark

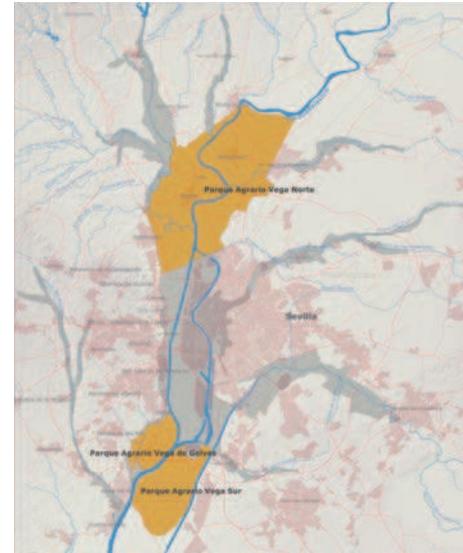
Establishment of a market for local farm products

Promotion of renewable energy

Promotion of agritourism

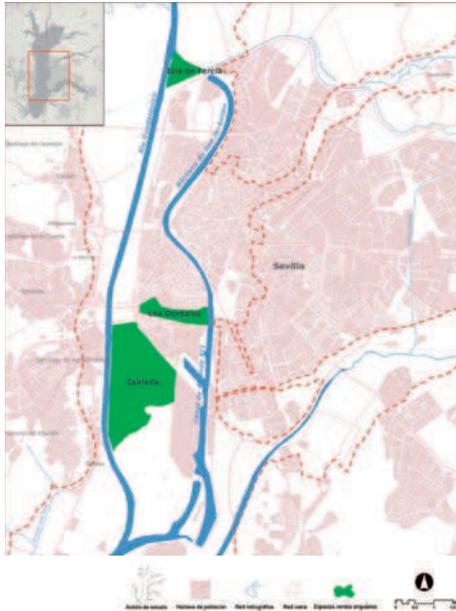
Assessment of the current state of the public domain's demarcation

Evaluation and monitoring of the parkland formed



Proposal of spaces intended for agricultural parks.





Special green spaces



## MEASURE 7 SPECIAL GREEN SPACES

**Description:** We use the term ‘special green spaces’ to refer to those located within the area covered by this guide which, under municipal or supra-municipal law, have been designated as Green Zones, but which due to their size, location, history and environmental factors, are iconic places for the city. The following spaces have been considered: the Tablada pastureland, the clogged Los Gordales meander, and the Isla de Tercia located between the current Guadalquivir river channel, the Tamarguillo stream and the San Jerónimo Dock.

**Objectives:** 1. To protect natural, environmental and landscape resources in the three areas mentioned above and in metropolitan Seville, creating new green spaces which are fitted out and intended for leisure, recreational, sporting and cultural purposes, and for understanding the natural and landscape heritage of the area and 2. This measure shares certain objectives with the “open spaces around the two rivers” measure, primarily with respect to creating new open spaces for public use.

### Development:

Background information. Current regulatory situation

Assessment of the current situation

General activities:

- Adaptation of current municipal law to the (POTAUS)
  - Demarcation of the Maritime Terrestrial Public Domain, Public Domain Water and drivers’ roads
  - Connections with peri-urban pathways and river corridors
  - Sustainable lighting
  - Reforestation and planting of indigenous vegetation
  - Elimination of invasive exotic species
  - Information and signposting
  - Sharing and promotion of special green spaces
  - Public participation in decision making
- Creation of a wildlife reserve on the Isla de Tercia:
- Planning for parkland in the Los Gordales area
  - Drafting of a Special Protection or Development Plan for Tablada: creation of marsh-land and leisure areas.

## MEASURE 8 OPEN SPACES AROUND THE TWO RIVERS

**Description:** The shores of the river – or estuary, given that the tide reaches all the way to Alcalá del Río – often seem like empty, unoccupied space due to the riverine nature of the sandbank, shore, banks and shallows. Seville and the surrounding area benefit from this unique geographical situation. Transforming these zones into new green spaces would increase the number of square metres of green per Sevillian inhabitant, which are currently below the minimum (10-15 m<sup>2</sup>) recommended by the WHO. These open spaces need to be carefully looked after in order to ensure that their natural character remains, whilst combining this with the social demands of leisure and recreational activities.

**Objectives:** To make the city pedestrian-friendly again and encourage social ownership of space, the urban landscape, and the plain. 1. Propel the creation of new open spaces for public use, in accordance with the “special green spaces” measure, 2. Aid in the identification and establishment of the open spaces outlines in the PGOU and POT AUS, 3. Create a circular route, a green ring around the city to allow people to appreciate its geography and natural surrounds, both past and present, and 4. Set out a general framework for landscape criteria for new open spaces which as yet have not been constructed

### Development:

#### Open space system:

- Inclusion of the Isla de Tercia and Tablada as “special green spaces”
- Identification of uses for Los Gordales, Tablada and the Isla de Tercia
- Expansion of the urban park to join up with the Isla de Tercia

#### Connectivity:

- Study and adaptation of connections between the city and Isla de Tercia
- Adequate access for pedestrian traffic between Los Gordales and the plain
- Link with the peri-urban pathways proposed in Objective 2.3
- Study of signposting and guide of the circular route through the city and plain
- Creation of route maps

#### Share and communicate knowledge

#### Landscape criteria framework for application in these spaces

#### Activities in the historic dock area relating to the design of open spaces:

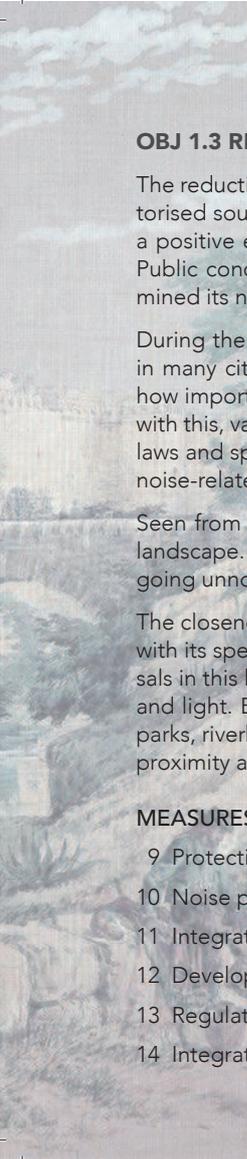
- Assessment of the activities planned for the area of interest
- Creation of a landscape criteria framework



Open spaces in the General Urban Development Plan for Seville within the scope of the measure.







### **OBJ 1.3 REDUCE IMPACT**

The reduction of noise caused by human activity in cities, which mostly comes from motorised sources (primarily vehicles and machines used in public and private works), has a positive effect on environmental and living conditions as it diminishes urban stress. Public concern about environmental impact is justified, as multiple studies have examined its negative effect on human health.

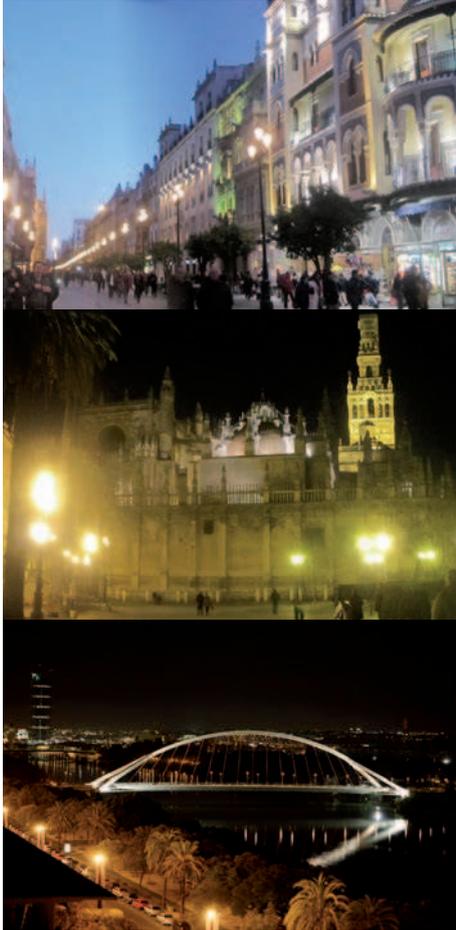
During the last decade, and as a result of the overurbanization which has taken place in many cities, amongst other things, inhabitants are becoming increasingly aware of how important looking after the environment is to improving their quality of life. In line with this, various public administrations have also taken it upon themselves to draft new laws and specific regulations, enabling them to take control of certain impacts, such as noise-related impact, without regulating it per se until quite recently.

Seen from afar, the city appears as an illuminated and noisy colossus in the nocturnal landscape. The sky is invisible at night-time, and for much of the day, with the stars going unnoticed.

The closeness of the current Guadalquivir river channel and the city of Seville, together with its special "naturalness" means that the area covered by the study and the proposals in this landscape guide is particularly sensitive to certain phenomena such as noise and light. Both must be reduced, predominantly in natural, non-urban spaces such as parks, riverbanks, agricultural areas, etc. which have become contaminated by the city's proximity and energy output.

#### **MEASURES:**

- 9 Protection of the night sky
- 10 Noise protection
- 11 Integration of urban infrastructure
- 12 Development of clean energy sources
- 13 Regulations for the installation of urban furniture
- 14 Integration of new building works into the landscape



## MEASURE 9 PROTECTION OF THE NIGHT SKY

**Description:** With this measure, Seville joins a group of European cities taking steps to reduce the impact that their artificial nocturnal light has on the environment, and in doing so are helping to improve the environmental quality of the historic urban landscape.

**Objectives:** 1. Improve awareness of the nocturnal landscape, 2. Gradually reduce light contamination, 3. Help to make the historic urban landscape more sustainable, 4. Put national and Community directives into effect and 5. Justify and reduce energy consumption.

### Development:

Assessment of the current lighting in the area covered by this guide and a map containing:

- Types of light fixtures
  - Light levels
  - Light fixtures which emit unsuitable light
  - Energy efficiency or output of each type
  - Power
  - Combination of uses
  - On/Off times
  - A study of their visual impact
- Pilot project to improve lighting on the Historic Site running alongside the Guadalquivir:
- Replacement of unsuitable lights with more efficient fixtures
  - Installation of automatic systems
  - A study of On/Off times
  - Zoning map with appropriate light levels
- Extension of the project to the port and Historic Site
- Creation of recommendations for general planning and development
- Campaign and outreach activity plan: preserving the night sky

## MEASURE 10 NOISE PROTECTION

**Description:** Noise levels in cities directly affect residents' quality of life, with proven effects on health and on urban wildlife. Seville began to manage the issue of noise contamination in 2001, with the adoption of the Environmental Protection Against Noise and Vibration Ordinance, subsequently supported with the 2007 creation of the Strategic Noise Map which analyses the main sources of noise contamination and identifies "Acoustically Saturated Zones" together with action plans.

**Objectives:** 1. Improve people's quality of life, 2. Help to achieve the correct perception of the landscape and appreciation for its sounds, 3. Update legislation with the new Decree 6/2012 from 17 January, 4. Comply with the previous decree, including in open countryside, 5. Put tools into place for ensuring regulatory compliance and 6. Correct adverse effects on urban wildlife.

### Development:

Updates to Strategic Noise Maps

Extension of maps to include the port, and road and rail networks

Special Noise Map in zones of open countryside:

- Identification of Quiet Zones

- Restrictions on noise emissions

- A ban on motor vehicle access

- Positioning of planted sound barriers

- Acoustic screens in Quiet Zones

On sound sources which are particularly impactful

Road network. Changing the road surface, placement of speed bumps and sound barriers, promotion of public transport:

- Rail network. Planted barriers in zones of open countryside

- Port. Predictive studies and corrective measures

- Industrial areas. Equipment review and improvements to soundproofing

- Activities as needed on HS Works limitation and pneumatic refuse collection

Limiting meters in strategic urban zones and open countryside

Adaptation of current planning to new legal requirements





## MEASURE 11 INTEGRATION OF URBAN INFRASTRUCTURE

**Description:** Many urban facilities necessary to maintaining current standards of life have a significant impact on the landscape. The main culprits in the area covered by this guide are transport links (particularly road and rail networks), the generation and distribution of electricity, telecommunications, telephones, television and internet and water facilities, especially those for the disposal of municipal solid waste and WWTPs. A concern for the public and legislators alike is reducing the impact that these facilities have on the landscape, as proven by an increase in regulatory means, urban planning, strategic plans and various laws.

**Objectives:** 1. Manage the installation of new elements which may change the sensory aesthetic of the area covered by the guide, the perception and planning of continuity in open spaces, and views over the city and 2. Minimise or eliminate the environmental contamination caused by existing infrastructure.

### Development:

Creation of an inventory of high-impact elements and facilities:

- Transport, electricity and water infrastructures, telecommunications facilities and MSW management

Location of fly-tipping sites

Development of pilot projects for the integration of infrastructure into the landscape

Preliminary studies on the impact of building new infrastructure

Municipal ordinance for the management of odour pollution

Activities to adjust certain electricity and communications networks

Analysis of infrastructural impact on urban and peri-urban biodiversity

Independent actions:

- Plan for the installation of underground containers on the Historic urban area, clean-up of fly-tipping sites, construction of transformation centres in new buildings, removal of the San Jerónimo WWTP and cleaning regulations for the pneumatic collection timetable

Periodic monitoring programme

Awareness of and information on action plans for impact reduction

## MEASURE 12 DEVELOPMENT OF CLEAN ENERGY SOURCES

**Description:** Until now, the main sources of energy worldwide have been fossil fuels. However, an increasing quality of life and urban growth, both of which are increasing our energy needs, have shown that traditional resources are finite. The foreseeable exhaustion of this way of life means that a switch from traditional sources of energy to renewable energy is recommended. At the same time, a collective awareness of, and preference for, the latter is continuing to grow, given that in Andalusia there are a myriad of indigenous resources for producing energy using renewable sources.

**Objectives:** 1. Reduce the gases which affect the ozone layer, 2. Boost R+D+I activity and development in terms of the generation and use of renewable energy and 3. Use new renewable energy sources in place of conventional sources.

### Development:

In built-up zones, the following is proposed:

- Encouragement to cogenerate low-temperature solar power in homes

- Promotion of photovoltaic self-sufficiency: industrial areas and public buildings

Open areas intended for agricultural parks:

- Promotion of energy crops: seeds for biofuels

- Use of biofuels in agricultural vehicles

- Use of biomass for thermal and electrical purposes

- Promotion of biomass use

- Deployment of electric public transport

- Advancement of research to obtain hydropower from the Guadalquivir

- Territorial Renewable Energy Programme

- Inclusion of the Association of Renewable Energy Producers (APER) in urban planning

- Preliminary study on the impact of building new infrastructure

- Information on action plans focusing on the development of clean energy sources





### MEASURE 13 REGULATIONS FOR THE INSTALLATION OF URBAN FURNITURE

**Description:** Urban furniture falls into a variety of categories, including iconic monuments, ornaments, landmarks, signposts, guideposts and functional elements. However, they always come hand in hand with gardens, wooded areas and plants, and the materials and shapes of the surrounding surfaces (roads, pavements and buildings) which are constantly being updated. We suggest opting for a contemporary design, as this is what individuals who are incorporating new ideas are choosing, which is easy for people to use. We also suggest using materials which are long-lasting, recyclable and sustainable.

**Objectives:** 1. Set out guidelines for the appropriate insertion of furniture into the urban landscape, 2. Evaluate furniture which constitutes a public landmark, ensuring it is suitable for its surroundings, 3. Identify exceptional cases by special cultural or environmental case studies, 4. Produce functional furniture, 5. Incorporate these guidelines into urban and resource planning and 6. Establish an ongoing furniture maintenance schedule

#### Development:

##### General assessment:

Analysis of the condition of urban furniture in Seville, study of associated publicity and evaluation of legislation effectiveness

Guidelines for legislation on installing special elements

Guidelines for legislation on installing functional furniture:

Establishment of categories based on existing classification, uses and functions

General guidelines:

Possible city zoning, positioning requirements, links with urban services and requirements for construction materials and methods

Guidelines for formulating conditions for tenders for supplying furniture (11 aspects included)

Guidelines for existing urban furniture:

Location inventory and conditions for conservation and intervention, performance evaluation, degree of acceptance by residents, item-specific obsolescence, general obsolescence, installations review, revision and adaptation of the maintenance programme.

Associated Publicity

## MEASURE 14 INTEGRATION OF NEW BUILDING WORKS INTO THE LANDSCAPE

**Description:** Today's city must incorporate new architecture as an essential contribution to contemporary culture. The complexity and richness of the urban body is formed over time with new implementation proposals and architectural arrangements. Recent international reference documents such as the Vienna Memorandum (2005) speak of the need to consider and provide suitable regulation for the role of contemporary architecture in historical cities. That is the intention of this measure, which proposes making this adjustment through procedures and studies for integration into the urban landscape, bearing in mind that a highly interesting creative journey must occur to achieve harmony with the existing city without foregoing the creativity, functionality and modernity that new architecture may bring.

**Objectives:** 1. Support the suitable incorporation of contemporary architecture into the historic city, 2. Recover the capacity for urban revitalisation which results in the appearance of new architectural proposals, 3. Present a methodology which brings the work involved in an architectural project closer to its integration into the landscape and 4. Prepare the ideal framework for developing a management tool for evaluating new projects from an administrative perspective.

### Development:

#### Analysis:

- A study of contemporary architectural interventions based on experience of Expo '92
- Residents' perceptions of the new architecture introduced in Seville since 1990
- Survey of companies interested in promotion

#### Formulation:

- Theoretical base of ideas for activities to undertake on the historic site
- Citations of historic urban landscapes where architecture has been a driver of change
- Principles and parameters for mitigating risk and emphasising potential
- Methodology for studies on the impact of the new architecture
- Development of the Principle of Integration
- System of indicators to assess the architecture's integration into the historic city
- Pilot application of these indicators to pre-existing situations





## **OBJECTIVE 2: ADAPT TERRITORIAL INFRASTRUCTURE**

For far too long, urban transport in Spain has relied on the combustion motor, leaving other systems much preferred by the public behind. These are included in the “healthy cities” strategy, created by progressive 21<sup>st</sup> century cities which fully back sustainable transport use, its links to physical activity, and its relationship with nature.

The central European preference for the individual's freedom of movement by means of a bicycle, and making that compatible with other types of vehicle by adjusting the speed, routes and other longstanding mechanisms in traffic planning, has become the norm in Seville owing to its wide avenues and the facilitative nature of its topography. The persistence of municipal politics and the widespread acceptance of this change in philosophy have transformed the city, enabling us to link it with the natural spaces that are inseparable from its distinctive natural environment which they themselves have shaped. This guide fully supports that vision of transport, and continues it towards the Guadalquivir river green axis.

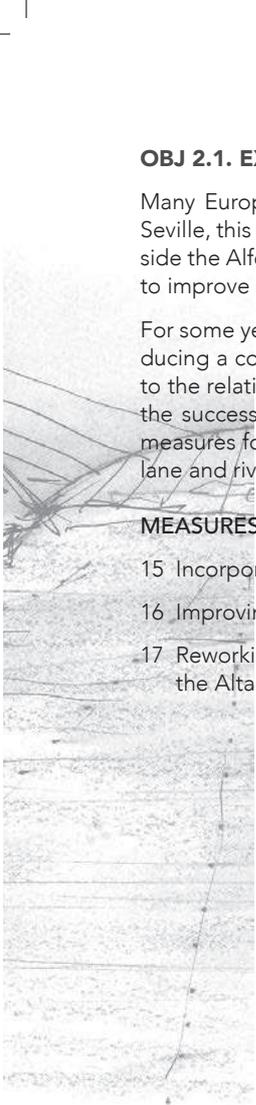
### **CONCRETE OBJECTIVES**

OBJ 2.1. EXPAND CYCLE AND PEDESTRIAN NETWORKS

OBJ 2.2. RENOVATE ROADS USED BY VEHICULAR TRAFFIC

OBJ 2.3. RESTORE THE RURAL ROAD NETWORK





## OBJ 2.1. EXPAND CYCLE AND PEDESTRIAN NETWORKS

Many European cities have advised of the need to provide access to river banks. In Seville, this challenge can be addressed by recovering its two shorelines: the one alongside the Alfonso XIII Quay, and the one along the Guadalquivir river channel. The aim is to improve quality of life and to harness the power of its huge tourist appeal.

For some years now, the city has chosen to offer a new form of urban transport by introducing a comprehensive cycle lane element to its network, a popular approach thanks to the relatively flat and wide urban and metropolitan routes. For the landscape guide, the success of this initiative represents a clear impetus for conquering the river. The measures for achieving this objective aim to facilitate this integration, so that the cycle lane and river are more intertwined and mobility is promoted all along the river.

### MEASURES:

- 15 Incorporation of the flowing river into the workings of the city
- 16 Improving the connections between the city and the historic dock area
- 17 Reworking of the areas located along the right-hand shore of the historic dock, from the Altadis Factory to the Club Mercantil



Integrating the current course of the river in the functioning of the city.



## MEASURE 15 INCORPORATION OF THE FLOWING RIVER INTO THE WORKINGS OF THE CITY

**Description:** The land aspect of the area covered by this guide combined with the lack of connections between Seville city and the Guadalquivir river makes it necessary to set out an intervention proposal to provide pedestrian access between the two, considers incorporating a cycle lane alongside this development and integrates a network of walking trails. The cycle lane's success since its implementation will serve as a model when the time comes to create the strategy for connecting the river and the city as mentioned above.

**Objectives:** 1. Facilitate access to the water, 2. Increase the quality of the landscape and people's enjoyment of it, 3. Ensure that cycle and pedestrian access is provided along the river, 4. Achieve optimum classifications for the new arranged routes and 5. Set out a cycle network which spans both the city and the river.

### Development:

Assessment of the current accessibility of the river:

Pedestrian access

Paths along the shorelines and in the urban areas covered by this guide

Illegal settlements which hinder public access, travel and enjoyment

Elements linked to cultural and natural heritage throughout the area of activity

Elements of urban furniture in the intervention area: benches, signposts, etc.

Project to improve and create pedestrian access on both banks

Project to expand the cycle network. Connecting the city with the area covered by the study:

Identification of suitable urban points to which to continue the cycle track

Creation of a planimetric map of the proposed cycle network

Possibility of continuing the cycle track to areas of Aljarafe

Project to create a pedestrian network for access to the river. (5 aspects included):

Dismantling of visual barriers and slum settlements

Identification of heritage sites so they can be developed and promoted

Proposal for the addition of urban furniture for improved accessibility and enjoyment levels:

Break areas along the riverbanks. Lookouts

Suitable furniture for the space: benches, fountains, etc.

Campaign and outreach activity plan: learning about the river

## MEASURE 16 IMPROVING THE CONNECTIONS BETWEEN THE CITY AND THE HISTORIC DOCK AREA

**Description:** there have been various interventions around the historic dock area, leading to very different shorelines in terms of accessibility and conservation. On the right bank, we have Alamillo Park, restaurants, hotels, sports facilities such as the La Cartuja Club, the Real Círculo de Labradores, the Mercantil and Náutico Clubs, the Altadis Factory, unused land, and buildings belonging to Seville's Port Authority; the left bank, meanwhile, is accessible between the San Jerónimo dam and the Puerto de las Delicias. This imbalance between the two shores calls for a strategy to improve accessibility.

**Objectives:** 1. Recover the shorelines of the historic dock area, 2. Improve accessibility, 3. Reappraise its natural and landscape features, 4. Improve shoreline areas (greenery, furniture, etc.), 5. Promote the space's value to the public and 6. Adapt current usages to the requirements of local society.

### Development:

Assessment of the current accessibility of the Historic Dock:

- Problem areas along Av. Torneo and up to Paseo de la Delicias
- Access points to the historic dock
- Access from the upper side of Av. Torneo to Marqués de Contadero
- Cultural and natural heritage sites throughout. Lookout locations
- Urban furniture such as benches, lighting, signposts, etc.

Programme of uses for adapting and using abandoned/deteriorating spaces

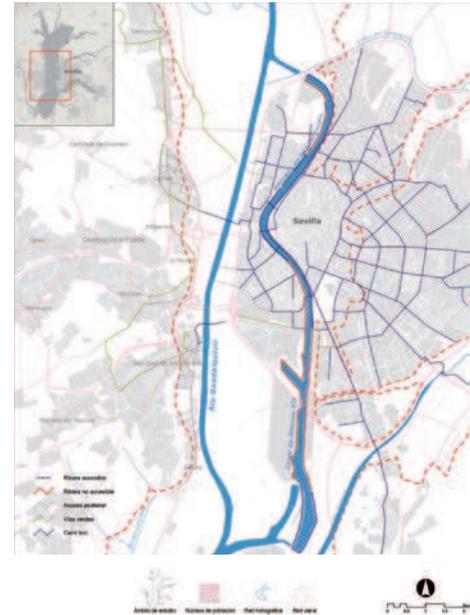
Project to connect the left-hand shore with the Alamillo-Isabel II section of the historic dock:

- Soft intervention. Improve pedestrian routes between the city and the dock area
- Access and route planning for the three tiers
- Fitting out of areas for fishing and as lookouts
- Incorporation of furniture, pavements, greenery, etc. into the landscape

Project to create pedestrian access routes to the right bank (3 aspects included)

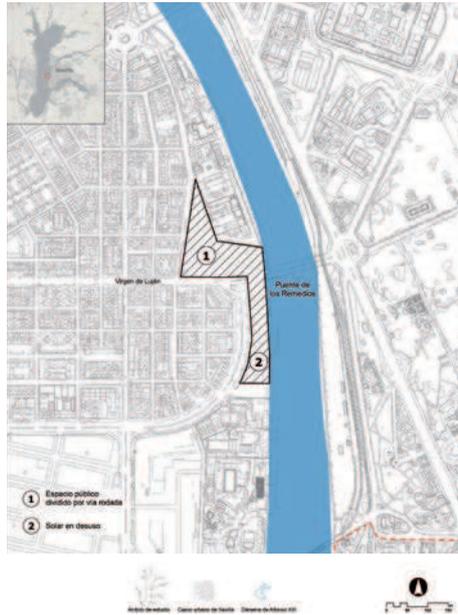
Feasibility of a project to create shoreline access from Alamillo Park (4 aspects included)  
Adaptation of lookout points on the Alamillo, San Jerónimo, La Barqueta, San Telmo, Los Remedios, Las Delicias and V Centenario bridges

Campaign and outreach activity programme: increasing awareness of the right bank



Improving communication of the city with the historic dock.





Scope of application of the measure.



## MEASURE 17 REWORKING OF THE AREAS LOCATED ALONG THE RIGHT-HAND SHORE OF THE HISTORIC DOCK, FROM THE ALTADIS FACTORY TO THE CLUB MERCANTIL

**Description:** The area along the right-hand bank of the historic dock area, between the Altadis Factory and the Los Remedios bridge, is split by a road which separates two playgrounds. The car park and both areas are abandoned and in a state of disrepair. Conversely, between the Glorieta de Las Cigarreras and the Mercantil club on the right bank there is an undeveloped plot of land which is being used as a car park. Suitable planning for these areas would provide better public spaces in Los Remedios and would make use of empty land. A cooperative approach must be taken towards action in these areas, which are in a prime location, alternating between different uses and environments, and bearing in mind road traffic and traffic across the Bridge.

**Objectives:** 1. Recover a space characterised by its valuable landscape assets, 2. Raise awareness of an urban space that is underrated and wasted, 3. Take back a debilitated public space at the urban crossroads of Los Remedios and 4. Improve the suitability of the children's play areas included in this measure.

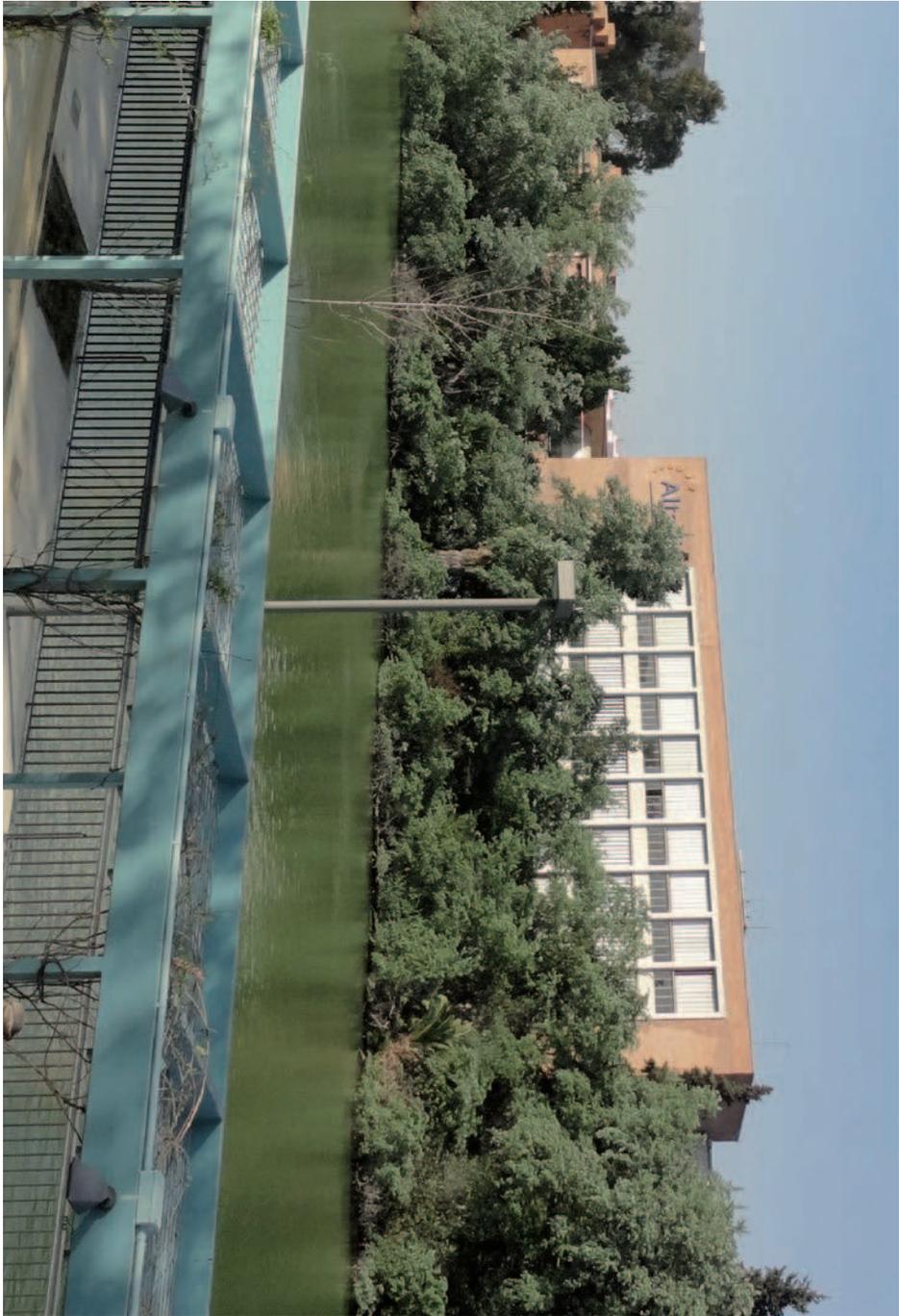
### Development:

Study and assessment of the spatial and environmental conditions:

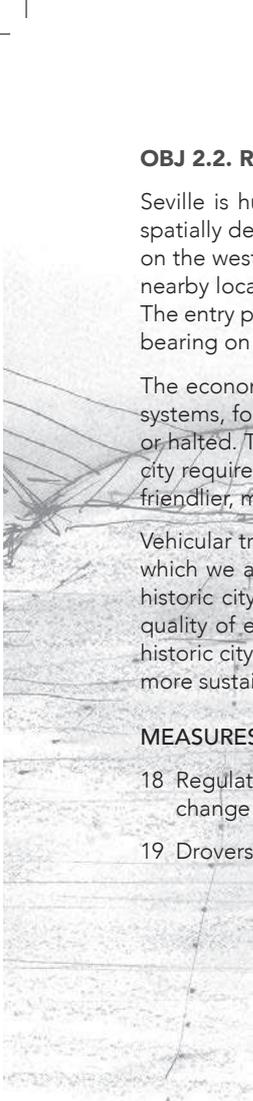
- Condition of urban furniture
- Condition of vegetation
- Consolidation and containment of the banks along the historic dock
- Feasibility of vehicular traffic in the zone
- Identification of settlements, heritage sites, access points and lookouts
- Programme of uses for adapting abandoned or deteriorated spaces

Integral intervention project:

- Removal of the road splitting the space between the dock and the Altadis Factory
- Planning for spaces based on their intended uses
- Planning for vehicular traffic
- Renovation of the shoreline
- Planting of new botanical species
- Creation of access points for lookout locations and leisure areas
- Integral landscaping. Improving urban furniture and paving







## **OBJ 2.2. RENOVATE ROADS USED BY VEHICULAR TRAFFIC**

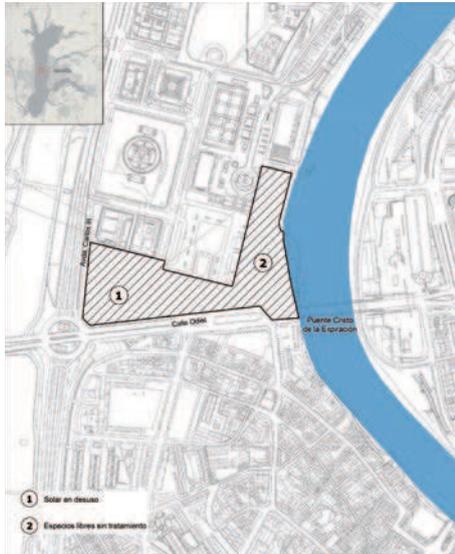
Seville is hugely supported by access points from highways on the North-South axis spatially defined by the Guadalquivir waterway. Its orographic advantages and location on the west side of the city are complemented by the connections it provides to other nearby locations, and by the possibility it offers of completing the SE-30 city ring road. The entry points of this transport link are a key factor in the city's layout and have a clear bearing on the perception of the metropolitan area.

The economic crisis has resulted in the deployment of many the new public transport systems, for which planning began towards the end of the 20<sup>th</sup> century, being delayed or halted. Transport systems' current usage levels and their correct integration into the city requires more attention in order to offset environmental impacts and so support a friendlier, more welcoming image.

Vehicular traffic within the area covered by this guide presents significant problems of which we are already aware, particularly with regard to accessing certain parts of the historic city centre. In response, the guide proposes improvements to the landscape quality of existing routes and the exclusion of a large proportion of vehicles from the historic city centre by building a transport interchange and promoting the use of other, more sustainable methods of transport.

### **MEASURES:**

- 18 Regulation of road traffic in the Puerta de Triana area. Creation of a transport interchange
- 19 Drivers' road landscaping



Ámbito de aplicación: Gestión Urbana de Suelo, Creación del Entorno



Scope of application of the measure.



## MEASURE 18 REGULATION OF ROAD TRAFFIC IN THE PUERTA DE TRIANA AREA. CREATION OF A TRANSPORT INTERCHANGE

**Description:** this is one of the most problematic points of entry into the city, in that it brings together vehicles going into Seville, the continuous flow of traffic through the Bus Station and the cars going to the Isla de Cartuja, creating occasional gridlock that affects the Puerta Triana area, the Puente de la Expiración and the southern half of the historic ring road. The Torre Seville and its car parking facilities have also been added to the mix. It has therefore become necessary to streamline the mobility and accessibility options to this area. This measure proposes to use the land located between Calle Odiel, Avenida de Carlos III, Calle Juan de Castellanos and Calle Gonzalo J. de Quesada for a transport interchange where people would be able to park their vehicles and use public transport (bus, bicycle, commuter trains, metro). Landscaping is required in this pivotal area between the modern city and the historic, and between the historic dock and the river.

**Objectives:** 1. Take back a prime location which is currently just an area which people pass through, 2. Improve connections between the historic dock and the Guadalquivir river, 3. Prevent the massive influx of vehicles to the historic city centre, 4. Educate the public on the benefits of using public transport, 5. Increase the amount of public spaces and parks on offer and 6. Improve the quality of life in surrounding neighbourhoods

### Development:

Assessment of the condition of the land to be used (7 aspects included):

- Condition of access points to the historic dock
- Condition of vegetation
- Heritage sites
- Potential lookout locations

Programme of uses to complement the transport interchange

Project to plan out the intervention area:

- Soft intervention. Improve pedestrian routes from Triana
- Traffic planning and location of the Transport Interchange next to Av. Carlos III
- Planning of intended uses for the intervention area
- Integral landscaping. Improving urban furniture, paving and greenery

## MEASURE 19 HIGHWAYS LANDSCAPING

**Description:** The growth of the city throughout the 20th century, has changed Seville's landscape and its accessibility. Cars and highways have taken over from the old ways and drivers' roads by which the area used to be organised, changing access routes dramatically. In addition to this, the location of major junctions at the entrances to the city have expedited the deterioration of the highways' surroundings. Given that highways and motorways have a responsibility as more than just transport links, a study on their respectful integration into the environment is proposed.

**Objectives:** 1. Promotion of the qualities possessed by the landscape of Seville, 2. Survey of the city from the Aljarafe highlands, 3. Correction of the impact caused by settlements to the rear of the city, 4. Reduction of the impact caused by highways on the landscape along the banks of the Guadalquivir river, 5. Improvements to acoustic, light and environmental conditions and 6. Integration of public roads and the impacted surroundings into the landscape.

### Development:

Assessment of the road network's landscape and environmental conditions

Development of studies:

- Inventory of natural and cultural heritage (Vega de Triana and the Aljarafe)

- Roads and junctions in relation to the natural environment and landscape

- Identification of motorways with contentious appearances

- Noise and light contamination and zones with greater visual contamination

- Condition of highway supports in the river channel

- Potential locations for lookouts and access feasibility

Document drafting:

- Criteria for planning routes to overlook the surrounding landscape

- Guidelines for incorporating routes into the landscape

- Creation of a Landscape Restoration Project (4 aspects included)

- Routes in general and the sections which are visually and acoustically more problematic

- Wasted land around junctions

Study of plants and materials for acoustic and visual screens

Drafting of a design plan and communication materials for the landscape and its assets

Extension of actions to some of the city's other linear infrastructure



Communication infrastructures and nodes.





### OBJ 2.3. RESTORE THE RURAL ROAD NETWORK

The city of Seville is located in an area of immense environmental wealth. This is due not only to the Guadalquivir river, but to many other waterways (the watery inheritance of a flood zone [Lacus Ligustinus]), the plain, and its location in a transitional area between the land and the sea, all of which promotes a wide range of landscapes within a relatively short distance of the city. In addition to the rivers and streams, ecological and cultural corridors are also formed by drovers' roads, delineated and designed with well-laid-out public space, and pathways for pedestrian and non-motorised traffic.

These roads connect open and built-up spaces, providing access between the two. Their restoration and development will construct a green network across the area, offering up a new map of the city and its surroundings. The paths will enable residents to "escape" from the city to discover orange groves, rivers and farmsteads. The routes criss-cross each other, making it possible to travel across large parts of the plain, Aljarafe, Los Alcores, the countryside and the mountains.

In order to achieve this objective, it is proposed that we use existing local resources to act as facilitators, such as easement areas of rivers and streams, drovers' roads and green lanes, railway and other types of platforms. These combine to form an environmental strategy aimed at bringing the public closer to their surroundings, and helping them to gain a deeper understanding of their immediate natural environment. By doing so, we intend to create a network of routes, backed by natural and cultural heritage, to improve and grow the relationship between the city, the river and their surroundings, so that they may be discovered and appreciated in an environmentally-friendly way without using motor vehicles.

#### MEASURES:

- 20 Peri-urban pathways
- 21 River corridors



Peri-urban pathways



## MEASURE 20 PERI-URBAN PATHWAYS

**Description:** Rural routes play a key role in diversifying the landscape, are actively involved in its conservation, restoration and transformation, and also contribute to the open space system, improving quality of life for city populations. There are many projects aimed at restoring drovers' roads, train platforms, towpaths, etc.; in other words, restoring certain types of infrastructure, preferably in rural areas. The Ministry for Agriculture, Food and the Environment has managed the Nature Trails Programme, now called the "Natural Non-Motorised Route Network" ("Red de Itinerarios Naturales No Motorizados") since 1993, of which the aim is to promote, encourage appreciation and raise awareness of these routes within the population, in order to contribute to the sustainable development of rural areas. In the same vein, the "Green Lanes" ("Vías Verdes") project also looks to recover rail routes and facilities by using them for ecological and touristic purposes. Furthermore, the POTAUS planning tool for the Seville conurbation which was adopted in 2009 recommends that a green corridor network be designed which ensures non-motorised links between the areas included in the Open Space network.

**Objectives:** 1. Recover drovers' roads, green lanes, maritime terrestrial public domains and public domain water which connect the historic city centre of Seville with the surroundings cultural and natural resources within the area covered by this guide.

### Development:

Preliminary identification of peri-urban pathways:

- |  |                                |
|--|--------------------------------|
| Vía del Guadalquivir.                        | Vía Norte                      |
| Cañada Real de las Islas                     | Vía Verde de Itálica           |
| Cordel de Triana-Villamanrique de la Condesa | Cañada Real Pero Mingo         |
| Vía Verde Metropolitana                      | Vía verde del Alcor            |
| Cordel del Río Tinto                         | Cordel del Término             |
| Cañada Real del Poco Aceite                  | Cordel de Fuente del Arzobispo |
| Cordel de los Carboneros                     | Camino a los Pinares de Puebla |
| Ruta del Agua, Vía del Escarpe Norte         |                                |

Demarcation of drovers' roads and boundary marking

Pathway analysis

## MEASURE 21 RIVER CORRIDORS

**Description:** As a result of its geomorphic history as a large estuarine area which contributed to the creation of a considerable network of settlements in the vicinity, the area covered by this guide includes a large number of waterways. According to the Spanish Water Law (art. 6), "1. The term 'riverbanks' is understood to mean the lateral strips alongside public waterways which are located above the level of low water, and along the edges of the land bordering the waterways. These edges are subject along their entire length to": a) an easement area five metres in width for public use which will be regularly managed and b) a police zone one hundred metres in width, in which land use and activities are limited. In light of all this, and given its feasibility, this method proposes the restoration, improvement and creation of a series of pathways intended solely for the use of pedestrians, cyclists and horse riders running parallel to each waterway ecosystem (along both banks) in the public domain and easement areas.

**Objectives:** 1. Recover the space alongside waterways, 2. Protect the riverine landscape and related heritage resources, 3. Protect riverbanks from private occupancy, 4. Work with the hydrological regime and 5. Promote understanding and sharing of cultural and landscape heritage.

### Development:

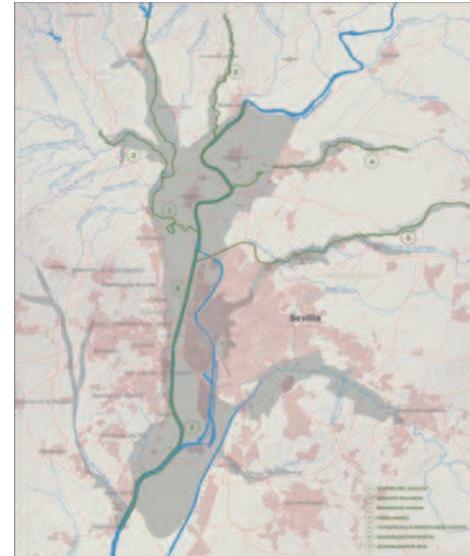
Preliminary identification of river corridors:

- "Riviera de Huelva" river corridor
- "Arroyo Molinos" river corridor
- "Arroyo de Doña María" river corridor
- "Arroyo Barranco Hondo" river corridor
- "Arroyos Tamarguillo-Miraflores-del Ciervo" river corridor
- "North Guadalquivir" river corridor
- "South Guadalquivir" river corridor

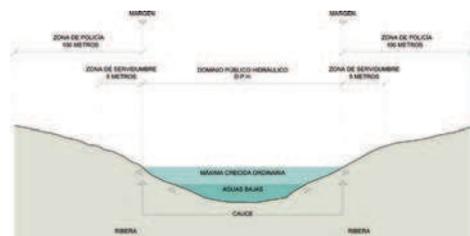
Demarcation of the Public Domain Water and easement area

Demarcation of the Maritime Terrestrial Public Domain on the Guadalquivir river up to Alcalá del Río

Preliminary analysis of each river corridor



River corridors.





### **OBJECTIVE 3: ENCOURAGE SUSTAINABLE SOCIOECONOMIC ACTIVITY**

This objective involves various activities which help to preserve the character of the historic urban landscape by improving the public's wellbeing. The smooth convergence of conservation with quality of life would help greatly in working towards the idea of sustainable development outlined in this guide. To this effect, concrete objectives focus on the introduction, development, renovation or regulation of uses occurring in the aforementioned landscape, with special emphasis on those which also provide cultural value.

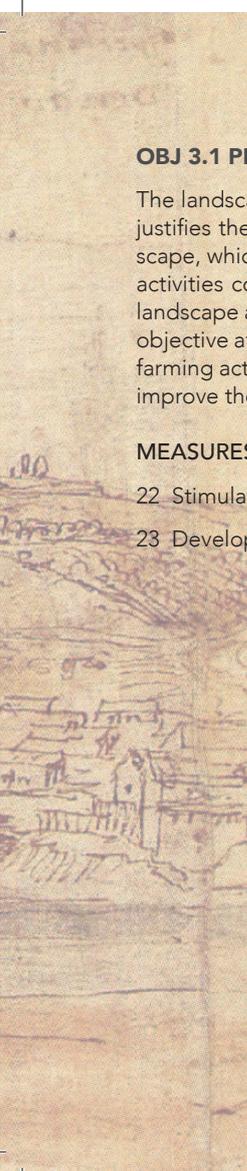
#### **CONCRETE OBJECTIVES**

OBJ 3.1 ENCOURAGE AGRICULTURAL ACTIVITY

OBJ 3.2 IMPROVE COMMERCIAL ACTIVITY IN THE HISTORIC CITY CENTRE

OBJ 3.2 PROMOTE GREATER INTEGRATION BETWEEN THE PORT AND THE CITY



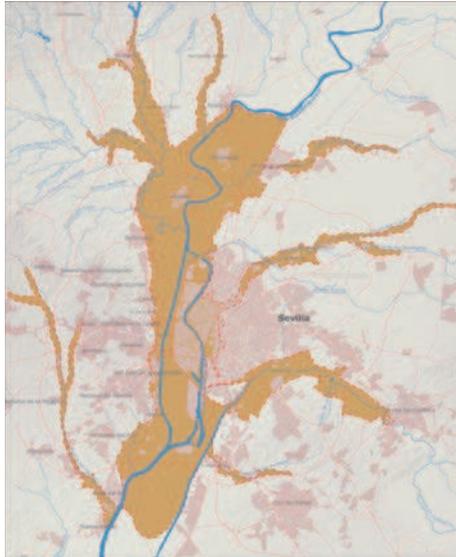


### **OBJ 3.1 PROMOTION OF AGRICULTURE**

The landscape is related to the development of human activity in the territory, and this justifies the need to define a strategy to stimulate initiatives associated with the landscape, which may be economic, sporting, cultural or general leisure activities. As not all activities contribute to the enrichment and conservation of the values that define the landscape and, specifically, the cultural landscape, the measures aimed at achieving this objective affect the traditional uses of the landscape related to agricultural and livestock farming activities, highlighting their value, in such a way as to help to preserve them and improve the welfare of the population.

#### **MEASURES:**

- 22 Stimulation of new space for agricultural crops
- 23 Development of organic agriculture and livestock farming



Scope of application of the measure.



## MEASURE 22 STIMULATION OF NEW SPACE FOR AGRICULTURAL CROPS

**Description:** In large cities, new ways of getting closer to nature and traditional agriculture through the establishment of urban allotments are being explored, and are very well received by the public. The allotments are sometimes located within the city and, at others, on the outskirts. Both of these locations are relevant for the maintenance and improvement of the city landscape: the periurban locations, since they connect with the territory, define diffuse ecotones and borders, and the urban locations, since they reintroduce agriculture into the city and improve social and environmental conditions. This measure contemplates agricultural activity under organic production criteria. It is related to the measure "The development of clean energy sources", which proposes to use unproductive land as a source of biofuel. The POT AUS (Territorial Plan for the Urban Agglomeration of Seville) recognises that the degradation of agricultural land is one of the causes of the loss of cultural identity. This measure could help to palliate this situation.

**Objectives:** 1. To diversify and improve the urban and periurban landscape, 2. To preserve agricultural activity in the Vega del Guadalquivir area, 3. To encourage the social appropriation of urban space and of the fertile plain, 4. To reduce gases that affect the ozone layer, 5. To improve the environmental quality of the city and the quality of life of the population, 6. To use new renewable energy sources, 7. To transmit agricultural knowledge, 8. To raise environmental, cultural and social awareness of these landscapes, 9. To reverse the trend of alienation from the natural environment, 10. To valorise underused public spaces and 11. To promote different urban lifestyles.

### Development:

Allotments: Analysis of locations suitable for conversion to organic allotments:

- In the city and on its outskirts
- Elaboration of an urban and periurban Allotment Plan (4 aspects included)
- Support for existing urban allotments (4 sites included)
- Support for private renting and online allotment initiatives
- Feasibility study to protect allotments through urban planning
- Creation of an urban allotment management network
- Bioenergy crops: Study of fuel needs and the necessary crop area
- Study of ideal locations on the river plain (5 aspects included)
- Biofuel management plan

## MEASURE 23 DEVELOPMENT OF ORGANIC AGRICULTURE AND LIVESTOCK FARMING

**Description:** The introduction of sustainable practices in agriculture and livestock farming is beneficial to ecosystems and biodiversity, as well as to physical systems, such as the soil, air and water, that support them. These activities optimise the social perception of the landscape and facilitate its appropriation, as it revalorises a space which is tended not just for its aesthetics, but also in its intimate, fundamental structure, keeping it alive and self-sufficient. In an area such as the plains of the Guadalquivir, which have been cultivated for centuries, the introduction of organic production would bring significant benefits for the elements that sustain the landscape. However, organic farming is a minority activity for different reasons: dependence on public aid, geographic dispersion, lack of training, insufficient consumer information, a poorly developed consumption chain, insufficient research and low added value in the elaboration and processing of the products. These problems generate resistance to change among farmers.

**Objectives:** 1. Promotion of organic agriculture in cultivated or cultivatable areas within the territory of the guide.

### Development:

Analysis of land suitable for conversion to organic farming (7 aspects included)

Feasibility study of the conversion of the proposed land

Generation of a framework for dialogue and agreement between municipal administrators and landowners

Sequential adaptation plan agreed by consensus with producers

Support for crop and livestock farmers:

- Promotion of specific training, improvement of economic and environmental efficiency, local advisory system, promotion of aid to producers and creation of contracts to recompense the benefits to the landscape of organic agricultural practices

Collaboration in marketing. Facilitate access to:

- Local catering suppliers

- Short marketing channels

Evaluation of the usefulness of a quality label

Network for the exchange of seeds and varieties appropriate for organic farming

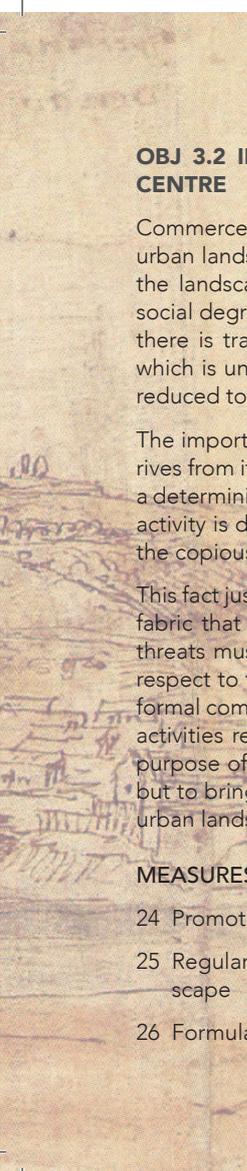
Campaigns to encourage consumption



Scope of application of the measure.







### **OBJ 3.2 IMPROVEMENT OF COMMERCIAL ACTIVITY IN THE HISTORIC CITY CENTRE**

Commerce and economic activities have, in general, a capacity to transform the historic urban landscape that is difficult to compare with any other factor capable of changing the landscape. Firstly, it revitalises the historic centre, preventing both physical and social degradation processes, and consolidating the residential function and, secondly, there is traditional commerce, which is seen as part of the intangible heritage, and which is undergoing a clear process of decline, disappearance or banalisation, as it is reduced to picturesque activities forming part of a tourist attraction.

The importance of commercial activity in the configuration of the urban landscape derives from its socio-economic dimension, to the point that it is, together with residence, a determining factor in the life of the city. In fact, the presence or absence of commercial activity is directly related to the revitalisation or deterioration of some districts, due to the copious flow of people and goods that it supposes.

This fact justifies the need to consider the improvement and promotion of a commercial fabric that respects the landscape values of the historic city centre. To this end, two threats must be addressed: that represented by the aesthetics of the businesses with respect to the urban landscape and that supposed by the absence of regulation of informal commerce, in counterpoint to the opportunity that the promotion of commercial activities related to the landscape would represent. It must be remembered that the purpose of this plan is not to solve the problems of retail traders in the city of Seville, but to bring about positive coexistence between two indissoluble realities, the historic urban landscape and commercial activity.

#### **MEASURES:**

- 24 Promotion of commercial initiatives related to the sustainable use of the landscape
- 25 Regularisation of informal commerce and its integration into the historic urban landscape
- 26 Formulation of a new code of aesthetics for commerce



## MEASURE 24 PROMOTION OF COMMERCIAL INITIATIVES RELATED TO THE SUSTAINABLE USE OF THE LANDSCAPE

**Description:** Commercial activities which take place in the historic centre of a city are very varied and propitiate the exchange of a great variety of goods and services. The economic flows which they generate, depending on their nature and their greater or lesser weighting within commerce as a whole, establish the profile and condition the landscape. The sustainability of the historic urban landscape therefore depends on the promotion of activities that consolidate the values which deserve conservation in the city and on the regulation of those which are less respectful of those values. The formulation of policies governing commercial activity requires the provision of direct aid, but it also requires research, advice and the establishment of mechanisms that favour such practices. To achieve this goal, priority should be given to activities that:

- Promote the dissemination and interpretation of buildings with heritage values that are related to such activities.
- Stimulate the use of resources that are currently underused.
- Revitalise areas where commercial activity is shown to be insufficient, by consolidating the residential function, for example.

**Objectives:** 1. To boost the role of commercial activity as a revitalising agent in the historic city centre, 2. To integrate commercial use in underused or abandoned buildings and 3. To consolidate the function of the historic city centre as a residential area, ensuring the availability of commerce that covers the needs of residents.

### Development:

Study of commercial vitality in the historic city centre

Assistance and advisory service for commercial initiatives

Support for initiatives to improve existing commerce

Soft credit for the rehabilitation of buildings

The promotion of commercial diversity

A varied offer of commerce that covers the demands of the population of the historic city centre

## MEASURE 25 REGULARISATION OF INFORMAL COMMERCE AND ITS INTEGRATION INTO THE HISTORIC URBAN LANDSCAPE

**Description:** The concept of informal commerce refers to commercial practices which fall outside the usual patterns. It is informal as it is not permanent, being either sporadic or cyclical, and so only requires the installation of temporary structures in areas with a large public presence or specific locations. In the historic city centre of Seville, the street markets of this type are: the Jueves market; the Artisans' market; the Magdalena Artisans' market; the Art market. There is also performing street art (music, theatre, performance, etc.) and street vendors, whose presence does not go unnoticed.

This measure contemplates the regularisation of informal commerce, and specifically of its repercussions on the urban landscape, in three ways:

- Recognising negative impacts, such as the unfair competition with traditional commerce which sometimes arises, since it is a less regulated formula.
- Addressing questions related to aesthetics and the image that it can bring to the urban landscape.
- Considering its positive effects (especially its socialising function, among others) as an opportunity for some types of traditional commerce which are clearly in decline (artisan handicrafts) or as an incentive to stimulate the use of public spaces.

**Objectives:** 1. To modify some commercial practices in order to integrate them into the city landscape and, at the same time, to make them more sustainable and 2. To promote the socialising function of the landscape.

### Development:

Recognition by the local authorities of the intangible heritage value  
Consideration as an instrument to revitalise commercial practices that are in decline  
Integration of infrastructure for the optimal development of commercial activity  
Design of a process that encourages the establishment of approved commercial practices  
Encouragement of cooperation between formal and informal commerce





## MEASURE 26 FORMULATION OF A NEW AESTHETIC FOR COMMERCE

**Description:** The historic centre of Seville is an example of commercial vitality, due to its size, different scenarios and its special relationship with the smells and the lights of the city, and due to the variety on offer, which makes up a singular, complex, multi-coloured tapestry. But there is a proliferation of multinational franchises which have an impact on commercial activity and on the urban landscape. Shops are crucial to the identity of cities and their historic landscapes, as they are close to the persons who walk along the streets and they transmit messages which affect the senses and seek to capture the attention of the public. This measure proposes criteria to improve the quality of the immediate landscape without introducing excessive restrictions and allowing appropriate modernisation and renewal.

**Objectives:** 1. To establish guidelines for regulatory instruments to improve the image of commercial activity in the historic city centre, 2. To encourage traders to adapt their businesses to their heritage values, 3. To involve traders in making proposals to guarantee the variety and competitiveness of their businesses and 4. To raise the profile of commerce in the tourism promotion policies of the city.

### Development:

Landscape impact and environmental integration study of commercial installations:

- Diagnosis of the landscape elements that are strongly influenced by commerce
- Areas of commercial clusters that characterise the urban landscape

Diagnosis of commercial activity in the historic city centre:

- Location patterns and areas of intensity, relationship between activity and the deterioration of the landscape, integration into the surrounding environment

Good practice code:

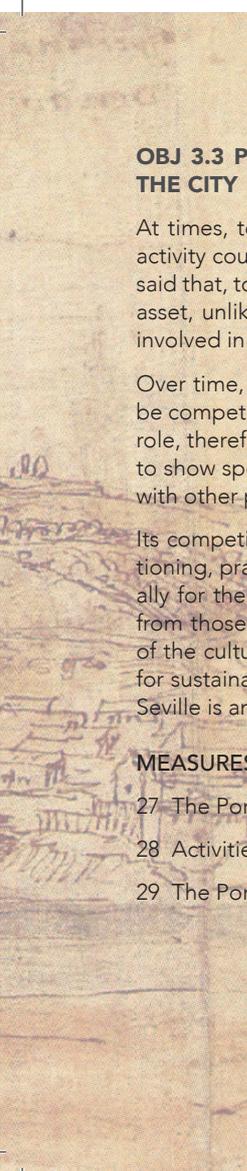
- Catalogue of examples in the historic centre of Seville
- Manual of guidelines for interventions

General sustainability measures. Action by sector and commercial routes:

- Sectors of (mainly) public intervention
- Revalorisation of shading systems using canopies
- Application of nocturnal lighting standards in public spaces
- Installation in stages of safe paving with good visual perception
- Planting of urban greenery and installation of street furniture for rest areas







### **OBJ 3.3 PROMOTION OF GREATER INTEGRATION BETWEEN THE PORT AND THE CITY**

At times, to look at some images of the Port of Seville at the height of its industrial activity could make the observer doubt that they are seeing a view of the city. It can be said that, today, there is no positive assimilation of the port as an economic and cultural asset, unlike other times, when the port was a major player and neighbour, intensely involved in a large part of the city's activities.

Over time, the port has been displaced to the South, growing significantly in order to be competitive and to position itself well in terrestrial transport interchange systems. Its role, therefore, is indisputable and it is highly positive for the city, for which it continues to show special interest. This projection is complemented by its willingness to network with other ports on the Mediterranean-Atlantic Arc.

Its competitiveness and domination of the river space, together with its physical positioning, practically integrated with the mouth of the River Guadalquivir, make it a great ally for the development of many of the initiatives proposed in this landscape guide, from those related to river transport to those which revolve around the dissemination of the cultural heritage, technological innovation and the provision of versatile spaces for sustainable and creative uses. The programme dedicated exclusively to the Port of Seville is an expression of the interest in reinforcing this leading and mediating role.

#### **MEASURES:**

- 27 The Port. Centre for initiatives related to the city
- 28 Activities compatible with the landscape in free spaces
- 29 The Port and Nature. Attenuation of landscape impacts



## MEASURE 28 ACTIVITIES COMPATIBLE WITH THE LANDSCAPE IN FREE SPACES

**Description:** This measure aims to regenerate the free spaces in the port which are obsolete or whose activity is disappearing, and which are appropriate for public use if suitably reorganised and qualified. In particular, a general improvement is sought in the landscape of the port waterfront and in its public use as a venue for cultural, leisure, environmental, tourist and sporting activities.

**Objectives:** 1. To improve the integration of the port with the city, 2. To transform the port on the basis of the physical, social and cultural characteristics of the local context and 3. To prioritise public and collective use of free spaces, enabling their identification, recognition and appropriation by the citizens.

### Development:

Catalogue of free spaces in the port which are appropriate for public use:

- Identification
- Characterisation
- Diagnosis of the current situation

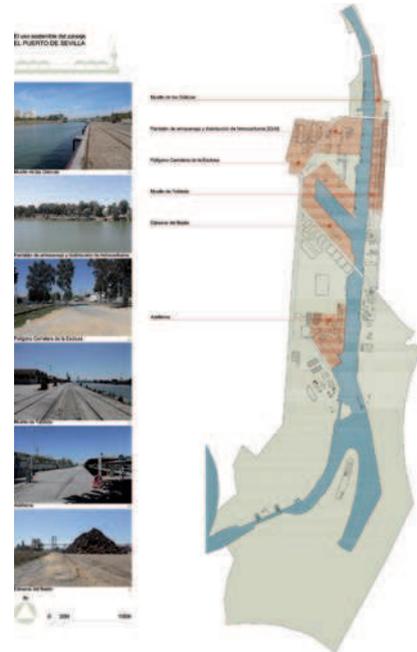
Review of the planning alternatives contemplated in the General Urban Development Plan:

- Las Delicias Dock
- Northern section of the current Port
- Tablada Dock
- Batán Basin
- Carretera de la Esclusa Industrial Estate
- Astilleros Españoles shipyards

Reconditioning of free spaces and surrounding areas:

- Green spaces
- Green borders: masses and lines of vegetation
- Riverside walks and pedestrian corridors
- Slipways and access to the river from boulevards and corridors
- Floating jetties
- Longitudinal and transversal flows
- Contact with the urban fabric

Establishment of the stages of development of the work



Map of suitable spaces for sustainable port.





## MEASURE 29 THE PORT AND NATURE. ATTENUATION OF LANDSCAPE IMPACTS

**Description:** The Port Authority of Seville promotes actions designed to achieve environmental equilibrium, chief among which is the “Methodological proposal for the diagnosis and prognosis of the consequences of human action for the Guadalquivir estuary”. This project includes a platform of measuring instruments that have made it possible to analyse and give an integrated overview of the estuary. As a sustainable port management model, this measure proposes to open up lines of work to attenuate landscape impacts on public land at the port, in spaces close to the city.

**Objectives:** 1. To improve the port and the city by means of initiatives to reconcile the efficiency and innovation of economic activity with the protection of the environment and the historic urban landscape and 2. To introduce new, ecologically efficient services aimed at the citizens, as an expansion of sustainable urban transport.

### Development:

Review of environmental sustainability studies:

- Structure and characterisation of companies located in the port, services and infrastructure offered by the Port Authority, actions on sustainable management and identification of successful models

Online questionnaire aimed at companies:

- Characterisation of companies, industrial activity undertaken and measures adopted for compliance with environmental regulations

Working sessions with company managers:

- Design of the structure of the sessions, definition of issues of interest to be addressed, convening of managers, summary of each session and conclusions

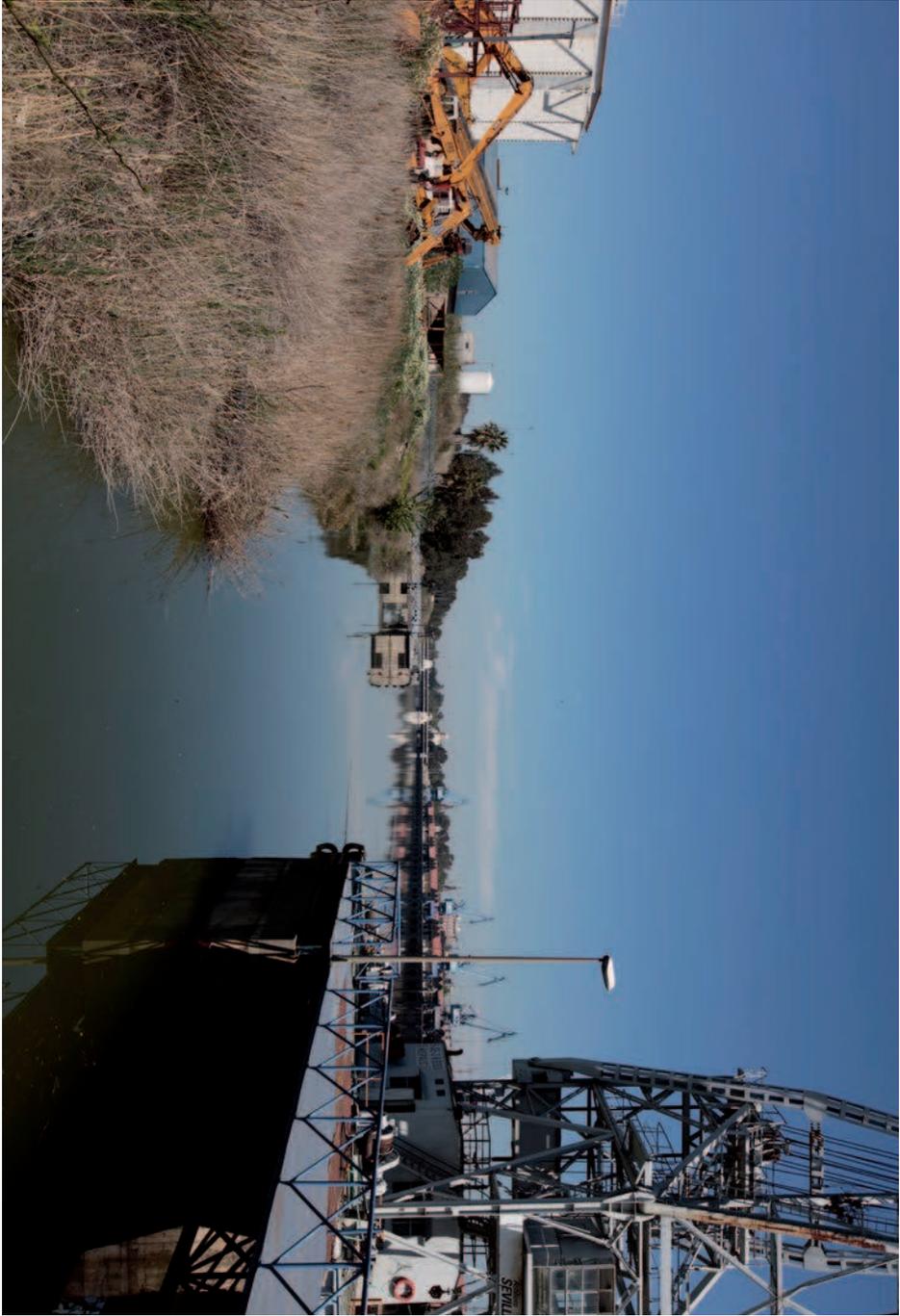
Determination of preventive, corrective and compensatory initiatives:

- Reduction of noise pollution, optimised water and waste management, promotion of sustainable mobility and transport, protection of riverbanks from the erosive effect of annual dredging, environmental integration and appropriate landscaping of facilities.

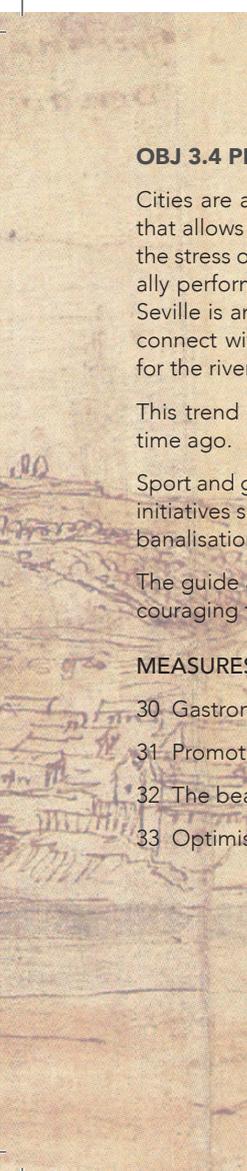
Definition of the environmental requirements of companies

Closing of collaboration agreements with companies and public bodies

Networking platform for joint, sustainable management







### **OBJ 3.4 PROMOTION OF ARTISTIC, SPORTING AND LEISURE ACTIVITIES**

Cities are also distinguished by their capacity to generate an offer of leisure activities that allows its inhabitants to enjoy a state of well-being that in some way compensates the stress of the daily cycle of work and urban activity. Parks and gardens have traditionally performed this function when they have been projected and executed sensitively. Seville is an example of excellent actions of this type and the landscape guide tries to connect with this tradition, complementing current facilities with determined support for the river axis.

This trend towards the healthy appropriation of the river by the citizens began some time ago.

Sport and gastronomic activities have been the main protagonists in this field, but these initiatives should be strengthened within a balanced framework so as not to lead to the banalisation and deterioration of the space.

The guide aims to help achieve that balance by proposing to recover lost uses and encouraging the introduction of sustainable cultural and leisure activities.

#### **MEASURES:**

- 30 Gastronomy on the Riverside. Adaptation and improvement of facilities
- 31 Promotion of artistic activities. Art in the street
- 32 The beaches of Seville
- 33 Optimisation of river water sport activities in the Guadalquivir basin



### MEASURE 30 GASTRONOMY ON THE RIVERSIDE. ADAPTATION AND IMPROVEMENT OF FACILITIES

**Description:** The banks of the River Guadalquivir could be severely affected by leisure activities and catering facilities, which could generate adverse effects if they are not well planned and projected. Consequently, it is essential that the agents involved in their management and exploitation (mainly the administration and private promoters) ensure that they are appropriately integrated into the city, in a way that is sensitive to the values and uses of the historic urban landscape.

**Objectives:** 1. To define the standards for integration into the river landscape of future leisure and catering infrastructure, in a way that respects the city and the river and 2. Involvement of riverside catering service businesses in policies for the promotion of the city as a gastronomic tourism attraction.

#### Development:

Environmental integration and impact study of the facilities:

- Diagnosis of the components of the riverbank landscape, justification, description and scope of foreseen actions, determination of impacts, visibility analysis, evaluation of impacts and extent of the effects

Definition of the characteristics and requirements of new facilities:

- Visual analysis. Location in areas without a high visual impact

- Definition of the scale, depending on location

- Integration into the setting

Adaptation and integration plan for the facilities

Monitoring plan

Programme for the promotion of local gastronomic resources:

- Promotion of traditional Sevillian and Andalusian foods

- Training courses in traditional cuisine

- Promotion of the sale of artisan and organic food products

- Encouragement of business collaboration for the promotion of products

- Improvement of coordination between agents in the organisation of gastronomic events

Global evaluation of the results of the different initiatives

## MEASURE 31 PROMOTION OF ARTISTIC ACTIVITIES. ART IN THE STREET

**Description:** Creativity is increasingly valued in all spheres: social, professional and even institutional, where support for arts in recent years has led to a proliferation of cultural infrastructure. This infrastructure today lives side-by-side with the anonymous, ephemeral art seen in the streets and which brings aesthetic and avant-garde values to many cities. It must be understood that the museums and galleries of the city and the city as a museum (but not musealised) are two sides of the same coin. With the launch of this measure, the intention is to understand and promote the urban landscape as a venue for artistic expression and a scenario for creativity, based on an interaction that respects the city's values.

**Objectives:** 1. To integrate artistic expression into the urban fabric, 2. To promote the dissemination and interpretation of the landscape and 3. To promote underused urban spaces.

### Development:

The educational city. Cultural spaces:

The Maestranza Bullring, the El Valle Gardens, the Marqués de Contadero promenade, the garden adjacent to the Maestranza Theatre, Plaza de Santa Lucía next to Plaza del Pelicano, the Pelicano artisan workshops, the Huerta del Rey Moro green space, the Corrales de Castellar artisan workshops and the Gardens of the Parliament and the area around the city walls in the Macarena district

Landscape as an artistic resource:

Regulation agreed with the sector  
Promotion

Heritage as a cultural venue. Feasibility analysis of its use:

Inventory of heritage resources  
Evaluation of its potential, availability and need for intervention  
Meetings with cultural associations and neighbours' associations  
Round of contacts with groups of artists and producers of shows  
Publicity for the space





## MEASURE 32 THE BEACHES OF SEVILLE

**Description:** Since the first quarter of the 20<sup>th</sup> century, Seville has enjoyed a number of river beaches to help combat the heat of the summer: La Barqueta, in the Macarena district, San Jerónimo and Los Humeros were bathing areas for children. The M<sup>o</sup> Trifulca Beach, at Punta del Verde (near the V Centenary Bridge) was popular with the public; on the left bank, there were several ventas, or traditional country inns, an ample jetty and a eucalyptus grove; the right bank, which was larger, had two enormous eucalyptus trees, the symbol of the beach, and two jetties that were used as diving boards. The plan proposes the recuperation of a traditional use of the Guadalquivir that has long been missed by the local population, through the rehabilitation of different spaces on the river as bathing and leisure areas, without neglecting the preservation of the balance of the river ecosystem and its correct environmental management.

**Objectives:** 1. To recuperate and revitalise the public, recreational and tourist use of the banks of the Guadalquivir as bathing areas, 2. To create a sustainable structure of river beaches and/or swimming pools which is compatible with the current uses of the river and 3. To preserve the historic urban landscape and encourage the sustainable development of the city through the recuperation of traditional uses.

### Development:

Identification and selection of areas with traditional or potential river beaches:

La Barqueta, Los Humeros, Chapina, María Trifulca, San Jerónimo, Charco de la Pava Park, Isla de Tercia, etc.

Feasibility report on the selected beaches and/or swimming pools:

Initial situation

Adaptation of objectives to current legislation and plans

Parameters of technical proposals

Technical and environmental feasibility

Socio-economic and financial analysis

Diagnosis

Zone selection and execution of a pilot project:

Pre-project (pre-design), project (design) and environmental impact assesment

Launch of remaining projects

Promotion of river beaches as part of the tourism offer of the city

### MEASURE 33 OPTIMISATION OF RIVER WATER SPORT ACTIVITIES IN THE GUADALQUIVIR BASIN

**Description:** Since the early 20<sup>th</sup> century, different works have been undertaken in the River Guadalquivir which have transformed the shape of its course through the city of Seville. The living course of the river was diverted from the historic city centre, leaving a closed basin at Chapina in the middle of the last century which was extended in 1992 as far as San Jerónimo. The city today has a river surface of over 13 kilometres, suitable for different uses. The image of the historic river landscape associated with port activity facing the historic city centre has, since the second half of the 20<sup>th</sup> century, been replaced by another in which new uses appear. The appearance of different sports clubs on the right bank and the recent creation of new facilities has encouraged and consolidated sporting activities which, together with other recreational and tourism uses, as well as port activity, form part of today's river landscape. The confluence of different activities in this space, (sports, recreation, leisure and tourism), raises the need to adapt and optimise the harmonious development of sporting activities as a measure to boost the social, reasonable and respectful use of the river, a fundamental element in the configuration of the urban landscape.

**Objectives:** 1. To maintain and encourage the sustainable public use of the Guadalquivir basin through the optimisation of sporting activities, 2. To integrate and make sporting activities compatible with other uses of the river and 3. To facilitate and encourage the access of citizens to sporting activities.

#### Development:

Project for the regulation and planning of uses and activities:

- Diagnostic study of the distribution of uses and activities in the basin
- Evaluation and participation of the agents involved
- Proposals and rules for the regulation of the use of the space

Specific programme for the promotion of sporting activities:

- Objectives and timetable for execution
- Initial diagnosis
- Strategic coordination between administrations
- Strategies and proposals

Evaluation of the impact of the proposed actions





#### **OBJECTIVE 4: QUALIFICATION OF THE INTEGRATION OF THE CULTURAL HERITAGE IN THE CONTEMPORARY LANDSCAPE**

This objective considers actions aimed at qualifying the historic urban landscape of Seville by improving the integration of the cultural heritage with the contemporary landscape. The main axes which structure this objective are the recuperation of the forgotten heritage, the improvement of the conservation and perception of cultural assets and the promotion of the status of the historic urban landscape as cultural heritage.

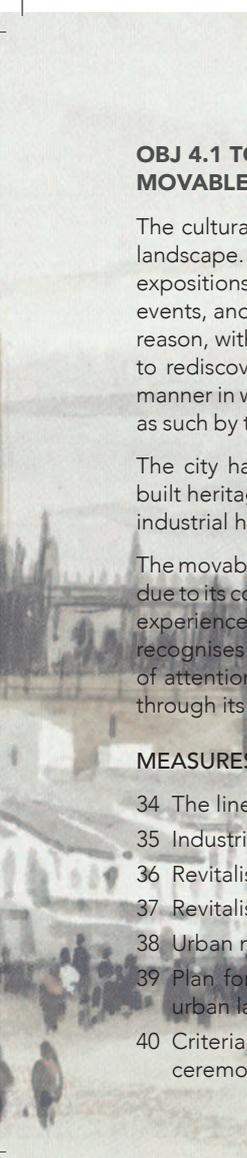
##### **CONCRETE OBJECTIVES**

OBJ 4.1 TO REINFORCE THE LANDSCAPE VALUES OF THE MOVABLE AND IMMOVABLE HERITAGE

OBJ 4.2 TO SAFEGUARD TRADITIONAL COMMERCE AND ARTISAN HANDICRAFTS

OBJ 4.3 TO RAISE AWARENESS OF THE HISTORIC URBAN LANDSCAPE





#### **OBJ 4.1 TO REINFORCE THE LANDSCAPE VALUES OF THE MOVABLE AND IMMOVABLE HERITAGE**

The cultural heritage has a fundamental function in the formation of the historic urban landscape. The measures included in this programme address two great events: the expositions of 1929 and 1992. Like Barcelona, Seville changed its landscape after these events, and it did so with its own characteristics, bringing the city a different air. For this reason, within the framework of this objective, the plan contemplates not only the need to rediscover the heritage and urban legacy of these expositions, understanding the manner in which a consolidated historic landscape has been constructed and recognised as such by the citizens, but also its treatment and appropriate maintenance in the future.

The city has an unavoidable commitment with the protection and promotion of the built heritage, being especially urgent in the case of the extraordinarily rich and diverse industrial heritage of Seville.

The movable heritage is, at the same time, a reference point in the guide to the landscape due to its commemorative and monumental nature, representing many of the vicissitudes experienced by the city and its inhabitants. It also represents the manner in which Seville recognises itself, offering an invaluable reading of its identity. This heritage is a focus of attention due to its usage and commemorative value, since the city recreates itself through its contemporary identity and Seville, precisely, is ideally placed to do this.

#### **MEASURES:**

- 34 The line of the city walls, their gates and the roads to the city
- 35 Industrial heritage plan
- 36 Revitalisation of the cultural heritage of the Ibero-American Exposition of 1929
- 37 Revitalisation of the cultural heritage of the Universal Exposition of 1992
- 38 Urban movable heritage plan
- 39 Plan for the protection and promotion of the immovable heritage of the historic urban landscape of Seville
- 40 Criteria for the sustainable management of public spaces associated with festive and ceremonial events



Scope of application of the measure.



## MEASURE 34 THE LINE OF THE CITY WALLS, THEIR GATES AND THE ROADS TO THE CITY

**Description:** The location of Seville was determined by the topography and shape of the Guadalquivir estuary. From the 12<sup>th</sup> century onwards, the construction of the city walls and the location of its access points, together with the location of the main port in El Arenal, marked out the city limits, conditioning access until the interventions made for the Universal Exposition of 1992. The growth of the city from the 19<sup>th</sup> century, accompanied by the need to improve access roads to the interior, led to the demolition of much of the medieval city wall and most of their gates.

**Objectives:** 1. To contextualise the heritage elements that made up the Medieval defences of the city, 2. To raise awareness among the citizens of the heritage, urban and landscape value of the fragments of the city walls that are still scattered around the city, 3. To raise awareness of the heritage elements of the Medieval era and 4. To reinforce the identity of the citizens through these elements.

### Development:

Proposal for intervention on the city walls in the Macarena district:

Diagnosis of the state of conservation, reconditioning of the surrounding area, integration of uses and communication of values

Proposal for intervention on a fragment of the city walls at the El Valle Gardens:

As above, in addition to Spatial integration

Proposal for the recuperation of the city walls in the Jewish Quarter:

As above

Proposal for intervention on the city walls in the Reales Alcázares:

As above

Proposal for landscape integration at the San Jorge Castle:

Spatial integration, usage integration and communication

Proposal for augmented reality software to visualise the walled area:

Proposal for 3-D content and recreations

Signage with QR codes

## MEASURE 35 INDUSTRIAL HERITAGE PLAN

**Description:** Industrial activity in the area of study has generated a wide, diverse group of tangible and intangible heritage elements which form an essential part of the landscape and have played an important role in the evolution of the territory, in the formation of its characteristic identity and in the development of local values and lifestyles. The conservation, study and articulation of its heritage are therefore fundamental in order to understand and value the historic urban landscape of Seville. This measure is a “preview” of a protection and conservation plan for significant testimonies to industrialisation (according to the National Industrial Heritage Plan, this document could have the status of a master plan), promoting its recognition and territorial valuation and its relevant role in the shaping and evolution of the historic urban landscape of Seville.

**Objectives:** 1. To study the most important remains of industrial interest in the historic urban landscape of Seville, 2. To preserve the industrial heritage, safeguarding its functional integrity, 3. To define a methodology for planned, integrated, concerted action, coherent with the need for protection, conservation and dynamisation, 4. To promote the conservation of records, company archives, production plans and other elements of interest and 5. To promote the role of this heritage in society, especially its customs, functions and evocative values.

### Development:

Definition, objectives and scope of application

Pre-diagnosis:

Comprehensive inventory of the industrial heritage, landscapes arising from economic activities and risk analysis

Information stage:

Analysis of initial information of interest

Interviews and group dynamics

Diagnosis and initial definition of proposals for action:

Problems to be addressed, proposed list of actions, selection and approval of actions contained in the plan and advance document

Active participation of the agents involved (public information)





Scope of application of the measure.



## MEASURE 36 REVITALISATION OF THE CULTURAL HERITAGE OF THE IBERO-AMERICAN EXPOSITION OF 1929

**Description:** When the Ibero-American Exposition was held in Seville, the need arose to develop industry and commerce, which required important urban changes in the South of the city. The construction of the María Luisa Park, Plaza de España and Plaza de América modified and expanded the southern entrance to the city. The site of the 1929 Exposition, on the left bank of the historic basin of the River Guadalquivir, forms part of the area declared a Historic Ensemble and stretches along Paseo de Cristina, Calle San Fernando, Avenida del Cid and Avenida de Portugal, and includes Seville's most important historic gardens, such as the María Luisa Park, the Delicias Gardens and the San Telmo Palace Gardens. The city has absorbed that great transformation and most of the pavilions remain. They are recognisable buildings and are in a good state of conservation. The layout of the main thoroughfares and parks remains intact, but the site and the constructions need constant maintenance in order to ensure their conservation, for which they must be adapted to the contemporary needs of the city.

**Objectives:** 1. To promote conservation, awareness and dissemination of the Ibero-American Exposition of 1929 and to recognise the area as a differentiated unit.

### Development:

Definition of areas of intervention:

San Telmo Palace Gardens (4 areas included)

La Puerta del Sur, the transit area, Las Delicias and the river docks

Road network and vehicle parking

Buildings

Proposal for intervention in the San Telmo Palace and gardens

Proposal for action in defined areas:

Spatial integration, diagnosis and actions related to the state of conservation, integration of uses, communication (signage) and research

Proposal for intervention on the road network:

Spatial integration, diagnosis of the state of conservation and integration of uses

Proposal for intervention on buildings:

As above & Communication

## MEASURE 37 REVITALISATION OF THE CULTURAL HERITAGE OF THE UNIVERSAL EXPOSITION OF 1992

**Description:** The greatest urban transformation of the city of Seville in the 20<sup>th</sup> century took place on the occasion of the Universal Exposition of 1992, which brought an increase in open spaces, infrastructure, hotels and commercial establishments which significantly modified the landscape of the city. The most important changes were seen on the Isla de la Cartuja, the site of the Exposition. Its construction required large-scale infrastructure works such as the extension of the course of the historic basin of the River Guadalquivir as far as San Jerónimo and the prolongation of the flowing course of the river to Isla de Tercia. Outstanding works include the construction of the Alamillo Park and the five new bridges that cross the river, but inherited problems which are difficult to solve still remain, such as: the Cartuja area is a closed site, without contact with the flowing river, access is deficient and there is insufficient parking, the large gardens and open spaces have no conservation programme, some pavilions have not been able to consolidate stable uses, etc. As a consequence, the Isla de la Cartuja is functionally and symbolically separated from the city.

**Objectives:** 1. To promote interaction between the city and the Isla de la Cartuja, incorporating new cultural and leisure activities to attract locals and visitors, 2. To improve the open spaces, 3. To identify and protect contemporary heritage resources in the area and 4. To promote the conservation and use of abandoned or unoccupied buildings.

### Development:

Definition of elements for intervention:

Private gardens and public open spaces, road network, vehicle parking and buildings

Proposal for intervention on public and private gardens:

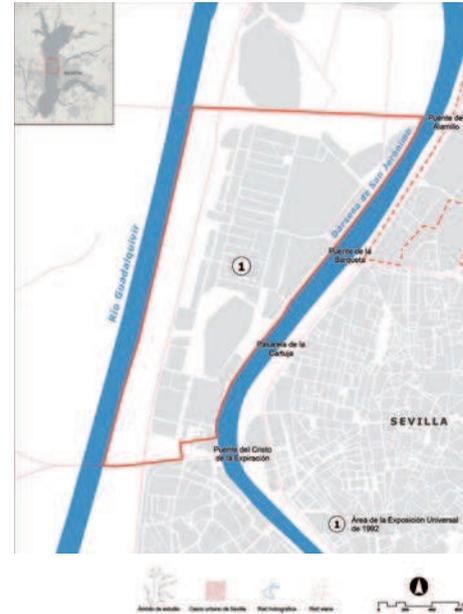
Spatial integration, diagnosis of the state of conservation, integration of uses, communication (signage) and research on the adaptation of non-autochthonous flora

Proposal for intervention on the road network:

As above & Creation of new parking spaces

Proposal for intervention on buildings:

As above & Definition of specific criteria for new buildings



Scope of application of the measure.





## MEASURE 38 URBAN MOVABLE HERITAGE PLAN

**Description:** The image of Seville is also projected through its public monuments, in whose creation both the public powers and the citizens have participated, becoming a reflection of the way in which the city is perceived and felt. The public space is where this heritage is found. This space may have been created bearing in mind the monument in question and its ritual and commemorative nature, or it may have been the recipient of an object created without taking the space into account. The final result and the relationship between the movable resources and the location of its placement usually constitute an interesting link in any urban setting. The fact that these elements can be moved allows them to occupy different locations over time, a reflection of choices based on urban ornamentation, the changes in the references of the space, political or social opportuneness or other reasons of differing ideological nature. In all events, the object is located in spaces that are generally open and they suffer conservation problems related to the climate, pollution and to their own function (as in the case of fountains, drinking fountains and water channels), and damage caused by living beings (including humans).

**Objectives:** 1. To ensure the conservation and maintenance of the movable urban heritage, 2. To establish priorities for action based on planning under preventive conservation criteria, 3. To promote the involvement of the citizens in the intervention processes and 4. To design awareness-raising strategies to encourage public participation in preventive conservation.

### Development:

Analysis of the movable urban heritage of Seville:

- Study of the main types
- Elaboration of a catalogue or repertoire
- Analysis to detect public demand

Movable urban heritage restoration plan:

- Technical documents within the framework of the plan
- Communication-dissemination; public participation

## MEASURE 39 PLAN FOR THE PROTECTION AND PROMOTION OF THE IMMOVABLE HERITAGE OF THE HISTORIC URBAN LANDSCAPE OF SEVILLE

**Description:** As described in the section “The revalorisation of the heritage of Seville through protection policies”, the scope of application of this guide covers a rich territorial heritage protected by public administrations under different protection policies, which also form part of its current image. Consequently, the measure presented below considers the need to fine tune those policies, addressing the tasks pending, reviewing certain improvable actions and projecting a clear, representative image of the historic urban landscape as regards protection. To do so, a tool is needed, in the form of a staged plan which will lead to the achievement of these aims.

**Objectives:** 1. To strengthen heritage protection policies in the municipalities falling within the scope of application of the guide and 2. To project a clear, well-articulated image of the heritage of the historic urban landscape of Seville, based on the protective actions of the cultural administration authorities.

### Development:

Analysis of the current situation:

- Inventory of immovable heritage elements requiring legal protection

- List of heritage elements suitable for legal protection in the future

- Protocol to adapt immovable heritage elements already protected under current legislation

- Determination of immovable heritage elements requiring the redefinition or reinforcement of their protection

- Review of the protection measures best matched to the values of the elements declared to be immovable heritage

Definition of the strategy to be followed

Coordinated execution of the actions

Evaluation of the actions and possible corrections





#### MEASURE 40 CRITERIA FOR THE SUSTAINABLE MANAGEMENT OF PUBLIC SPACES ASSOCIATED WITH FESTIVE AND CEREMONIAL EVENTS

**Description:** The celebration of festivities in the street turns public thoroughfares into central players, changing them from mere every day scenarios of open, accessible spaces –streets and plazas–, and giving them an active, central role. The appropriation of the street has, since the origin of cities, been a key strategy for the affirmation or demands of the citizens, who make themselves visible as a group and validate themselves as local interlocutors. This is also applicable to all of the activities that are organised in the city of Seville on the occasion of its different festivities and associated rituals. In this context, different urban spaces acquire value, since they are reclaimed by different social groups which use them as a space in which to mobilise, bringing them an added, symbolic value. However, this use is neither arbitrary nor free, but is subject to the control of the established powers. The use of public space implies a “loan” by those who control it and only those citizens who are validated are authorised to enjoy this semi-privatisation. And, to do so, they must share the organisation and control of the celebration of such events with the local authorities. This privatisation of the street reduces accessibility and gives rise to different urban spaces being demanded by some social groups who attribute to themselves the monopoly over their use, which involves a danger in the public use of the space, due to the imposition of what may or may not be done in different streets in the city, limiting the rights of the citizens at large.

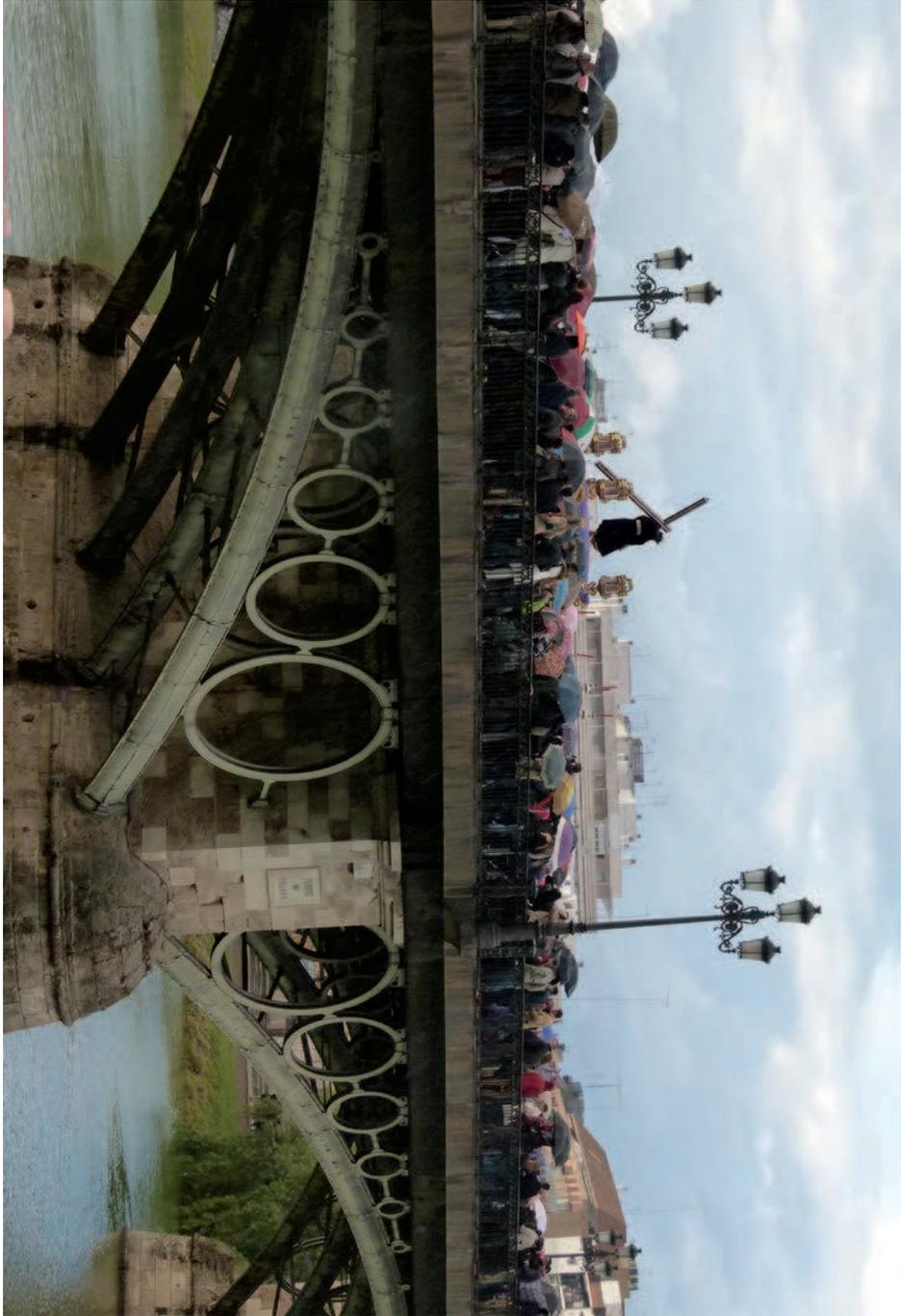
**Objectives:** 1. To establish criteria for the adequate management of the uses and activities carried out in public spaces during festive or ceremonial events, 2. To guarantee the good state of repair and adequate use of public spaces before, during and after the celebration and 3. To restrain the monopolisation of the use of public spaces in the city by specific groups related to the festivities, whenever this supposes a situation of inequality.

#### Development:

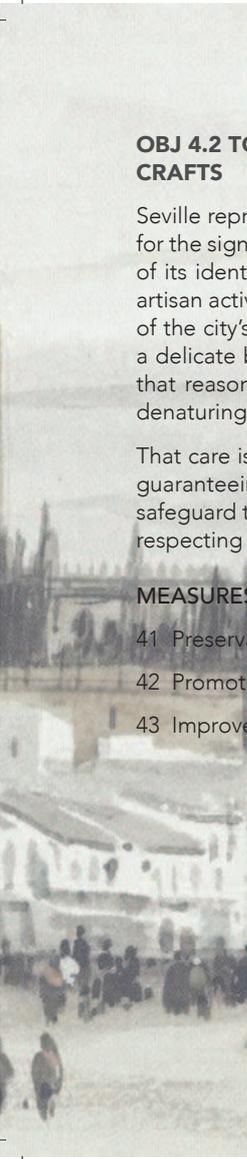
Map of public spaces and of festive and ceremonial events

Criteria for the sustainable management of public spaces during the events

Monitoring system for the appropriate use of the spaces







## **OBJ 4.2 TO SAFEGUARD TRADITIONAL COMMERCE AND ARTISAN HANDICRAFTS**

Seville represents a very high degree of excellence among the cities of southern Spain for the significant presence and strength of an intangible heritage that has become part of its identity, with subtlety, but also evident in certain contexts. The commercial and artisan activity on which the historic centre of Seville depends is a fundamental element of the city's intangible urban heritage. Both the activities and the physical fabric are in a delicate balance which characterises a good part of the essence of the city and, for that reason, the guide proposes actions aimed at reinforcing their presence without denaturing their content.

That care is also to be given to the economic, functional and usage values as a way of guaranteeing their continuity. But these strategies do not exclude specific guidelines to safeguard these activities, being aware of their fragility and the need to preserve them, respecting their present form.

### **MEASURES:**

- 41 Preservation and strengthening of traditional commerce in the city
- 42 Promotion of artisan activities and their spaces
- 43 Improvement of the competitiveness of traditional commerce



## MEASURE 41 PRESERVATION AND STRENGTHENING OF TRADITIONAL COMMERCE IN THE CITY

**Description:** As a basic element in the configuration of the historic city, traditional commerce offers essential keys for the understanding of the processes experienced by society. Its transformations and changes warn of dynamics that would be negative to the future of the historic city centre, its inhabitants and visitors. The relationship of traditional commerce with the historic city has constituted, and still constitutes, a very positive contribution to the city, since, among other questions, it stands out for its function as a neighbourhood source of supply, it adapts to the city and differs from new commercial formulae, it shares the space with other activities, it favours the development of social relationships between residents, it is an indicator of vitality or decadence, it represents a significant source of employment and it is a key element in the configuration of the tourism offer. But, in Seville, the consequences of the globalisation of the sector has brought about a profound change in both formal and informal aspects of traditional commerce which have led to the irreversible disappearance of old establishments, with a very negative impact on the historic urban landscape and hence the need to design strategies to preserve traditional commerce in the historic city centre.

**Objectives:** 1. To prevent the decadence of traditional commerce, reducing the loss of vitality in the historic city centre and its homogenisation, 2. To consolidate the commercial function of the historic centre, 3. To protect the values of traditional commercial activities and their material legacy and 4. To stimulate traditional commercial areas.

### Development:

Specifications regarding the catalogue of traditional commerce:

- a. Identification of expressions of the intangible culture
- b. Characterisation of all the elements
- c. Perception of the main subject or collective group
- d. Interpretation, risks and diagnosis
- e. Objectives, strategies and actions

Specifications regarding the traditional commerce revitalisation plan:

- Evaluation of the probability of survival of traditional commerce
- Actions necessary to safeguard, protect, promote and valorise

## MEASURE 42 PROMOTION OF ARTISAN ACTIVITIES AND THEIR SPACES

**Description:** The presence of artisan activities in the historic urban landscape of Seville is a feature of the city's identity and helps to maintain its multifunctionality. Firstly, attention should focus on those considered "traditional artisan handicrafts", such as those related to the Easter Week and other popular religious festivals, like pilgrimages, together with the design and production of flamenco dresses and ceramics. Secondly, there are the "modern" artisan handicrafts, which follow contemporary aesthetic models, or which are at least differentiated from past historical contexts. All involve productive processes which generate singular products, with their own aesthetics, and which are highly valued by the local society. There are two particularly relevant zones in the historic city, the Triana and San Luís neighbourhoods, where artisan activities are of special importance and require interventions of different types, whether to preserve them, promote them or to regenerate them.

**Objectives:** 1. To stimulate the areas of the historic city centre where artisan activity survives, 2. To protect all of the values of artisan handicrafts and 3. To consolidate the functional diversity of the historic city centre.

### Development:

Support and preservation of artisan activity in Triana:

- Programming of aid to improve and modernise workshops
- Encouragement of the transmission of artisan techniques
- Promotion of artisan activity as a tourist attraction
- Creation of an artisan quality label of Seville
- Declaration of Points or Zones of Artisan Interest

Regeneration of the artisan fabric in the San Luis neighbourhood:

- Political expansion of the protected housing rental regime
- Promotion of artisan activities (fares, street markets, etc.)
- Legal, commercial and financial advisory service
- Improvement of product distribution channels
- Declaration of Points or Zones of Artisan Interest





### MEASURE 43 IMPROVEMENT OF THE COMPETITIVENESS OF TRADITIONAL COMMERCE

**Description:** For the valorisation of the historic urban landscape, as regards both its uses and its perception, it is important to have a traditional commercial fabric which is both innovative and dynamic. To be able to renovate and adapt to new demands without losing the essential values that define traditional commerce is a challenge that must be met in order to generate a fresh, intense dialogue with the citizens. But, in the historic city, traditional commercial activities are in retreat, and there is a high risk of the disappearance of a type of commerce that is host to important ethnographic values and brings vitality to the historic city centre. The many reasons for this loss can be summarised in the lack of competitiveness with respect to new commercial formulae and poor management, communication and marketing. This measure is aimed precisely at finding a solution to the deficiencies of traditional commerce.

**Objectives:** 1. To qualify traditional commerce, 2. To protect the values of traditional commercial activities and 3. To consolidate the commercial function of the historic city centre.

#### Development:

Promotion of networks and associations

Synergy between the agents involved, management of a good communication policy  
Development of economic activity, improvement of the commercial attractiveness of the historic city centre, capture of new investors, promotion of the centre.

Training:

Introduction to marketing, elements of accounting, stock management, computer applications for small businesses, use of social networks and new technologies, basic English

Reinforcement of traditional competitive values

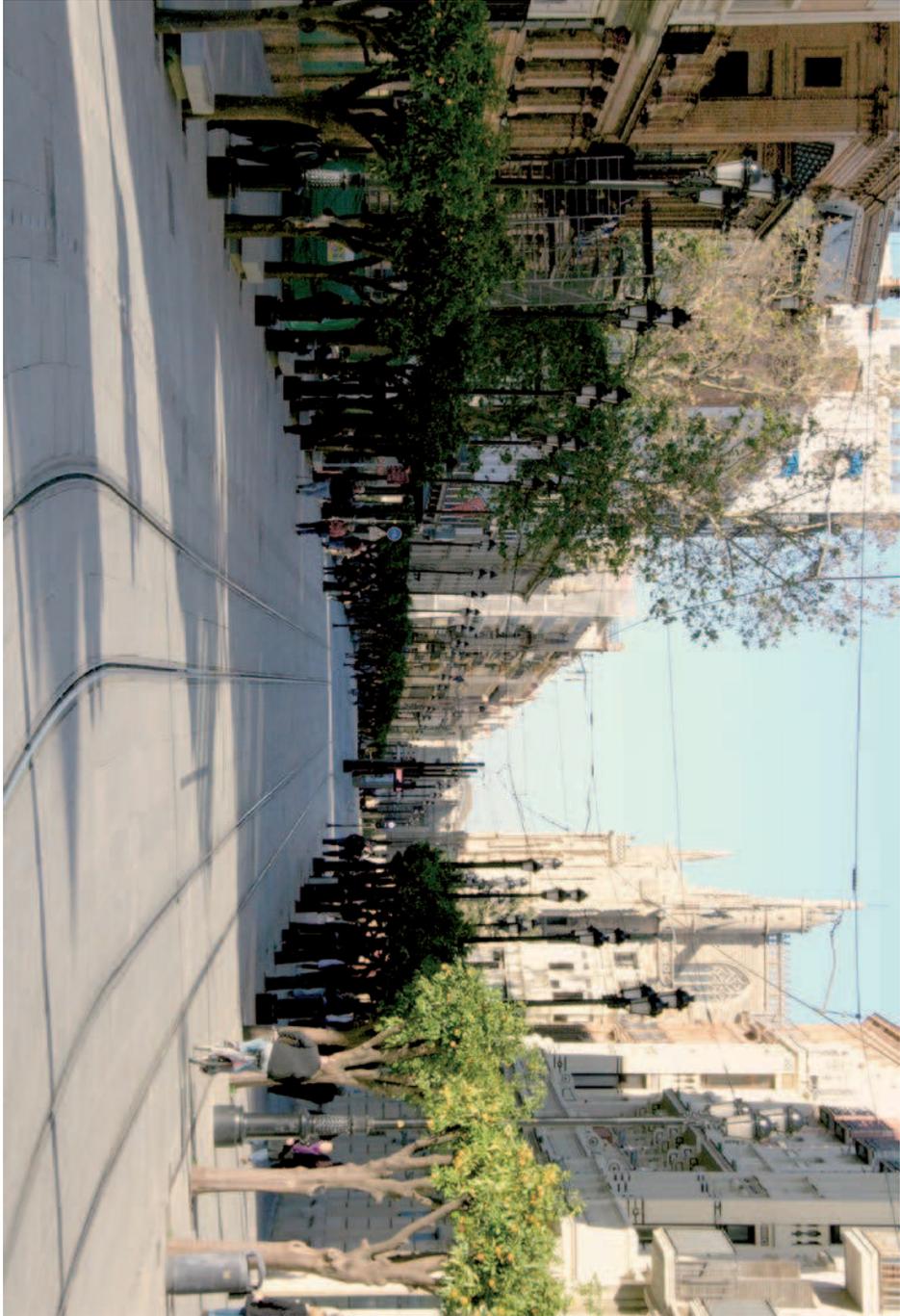
Adaptation to new commercial formats

Improvement of pedestrian access and promotion of collective transport

Regularisation of the pedestrianisation of the historic city centre with mixed formulae, increased number of parking spaces around the centre and promotion of public transport (discount for shoppers)

Promotion and dissemination

Joint promotional campaigns and design of itineraries for visits







### **OBJ 4.3 TO RAISE AWARENESS OF THE HISTORIC URBAN LANDSCAPE**

The landscape exists if it is perceived. This idea is present in all of the national and international reference documents on this subject. Cities offer a changing image over time due to the incessant activity and transformation triggered by urban processes, and this requires interaction with the citizens by different means, so that a constant re-encounter with the landscape occurs, at the same time facilitating its visualisation and comprehension.

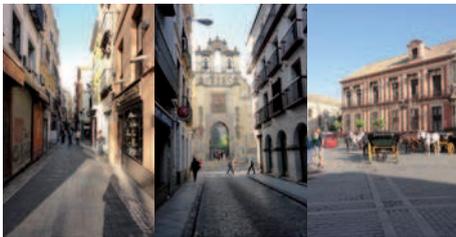
To encourage that interaction, this guide proposes a number of itineraries and viewing points that connect and valorise singular observation points from which visitors and residents of the city and guests from other times have admired it, reflecting it in their creations. In parallel, new technologies can facilitate this rapprochement by supporting the appreciation and appropriation of the landscape thanks to keys which the observer can freely use.

#### **MEASURES:**

- 44 Itineraries and viewing points to discover the heritage values of the landscape
- 45 Application of new information and communication technologies to the rediscovery of the landscape
- 46 Cooperation with the tourism sector in the field of landscape awareness



Itinerary map 1: Puerto de Indias - San Juan de Aznalfarache viewpoint



## MEASURE 44 ITINERARIES AND VIEWING POINTS TO DISCOVER THE HERITAGE VALUES OF THE LANDSCAPE

**Description:** A dissemination initiative whose aim is to bring the cultural and landscape values of Seville to the public, showing the wealth and variety of the relationships between the city and the River Guadalquivir. To this end, the guide proposes a varied offer of itineraries and viewing points integrated into a network. In some cases, the planned route will connect different observation points, establishing clusters of associated viewing points. The purpose is to present the historic urban landscape to citizens and visitors and to promote respect and consideration for it.

**Objectives:** 1. To improve knowledge of themes that link different elements dispersed throughout the city, 2. To relate heritage landmarks with the socio-economic and cultural processes that have conditioned urban development, 3. To connect areas that formed part of the same urban process, 4. To revalorise and contextualise the heritage elements located on the proposed itineraries and 5. To use the streets and public spaces to raise awareness and knowledge among the citizens.

### Development:

Definition of the network of itineraries and viewing points:

Puerto de Indias-San Juan de Aznalfarache viewing point, commerce in the historic city, Plaza de Armas-Aljarafe escarpment, Puerta Osario-waterfront of the Isla de la Cartuja and the Macarena Gate-Calle Abades

Documentation and analysis of itineraries

Diagnosis of the current situation:

State and accessibility, inventory and evaluation of resources associated with the itineraries

Reconditioning for visits:

Access and transit, information, provision of urban furniture and lighting and support services

Dissemination of information about the network

Tourism promotion and marketing:

Promotion at origin and destination, tourism and cultural marketing and associated economic activities

Evaluation of acceptance of the initiative

## MEASURE 45 APPLICATION OF NEW INFORMATION AND COMMUNICATION TECHNOLOGIES TO THE REDISCOVERY OF THE LANDSCAPE

**Description:** A correct reading of the historic urban landscape is key to conveying its singularities to both residents and visitors. To do so, the interpretation process must transmit its values by means of an attractive explanation which is adapted to different audiences, and which at the same time is both educational and raises awareness. Consequently, the exchange of information and communication has become one of the fundamental axes of territorial management strategies, and this has led to the active embrace by managing authorities of the advances seen in the field of new information and communication technologies, which have become a very useful tool to transmit knowledge and encourage enjoyment of the cultural landscape.

**Objectives:** 1. To disseminate and interpret the values of the historic landscape of Seville and 2. To promote more qualified, sustainable cultural tourism.

### Development:

Application of ICTs for the dissemination and interpretation of the landscape:

- Information about heritage resources of interest via tablet or telephone

- Access to tourism and cultural routes

- Comments of visitors

- Response to surveys on the quality of the visit

- Interaction with official attention services

- QR maps

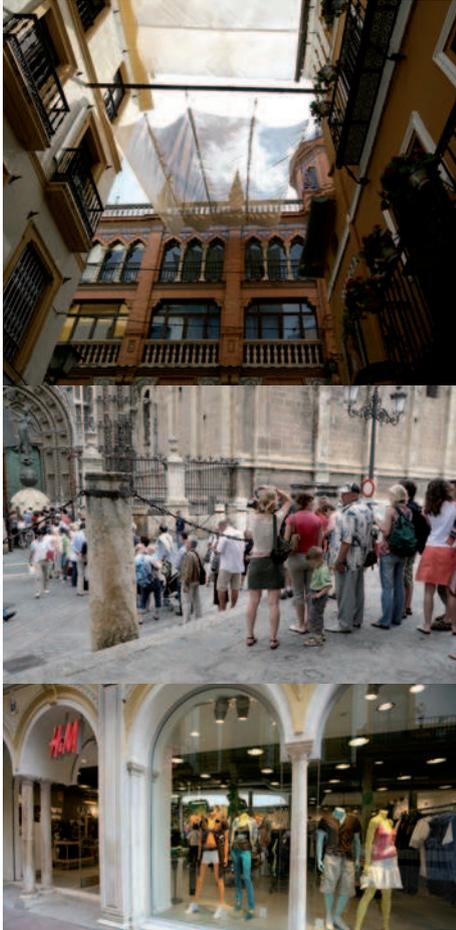
- GPS guide to orientate visitors

- GPS lettering

R+D+i on the application of ICTs:

- Promote collaboration agreements between research centres





## MEASURE 46 COOPERATION WITH THE TOURISM SECTOR IN THE FIELD OF LANDSCAPE AWARENESS

**Description:** The basic purpose of this measure is to create spaces for reciprocal cooperation which favours positive coexistence between the management of the landscape and the development of tourism. It must be taken into account that the landscape constitutes one of the fundamental resources required by tourism for its products. In the same way, for the landscape, tourism represents an excellent vehicle to encourage the Communication, interpretation and enjoyment of its values. For this reason, landscape actions must attract the tourist, and the tourism sector must cooperate to ensure responsible use of the landscape, in such a way that both can continue being mutually beneficial and can take advantage of the possible synergies that may be generated.

**Objectives:** 1. To promote better coexistence between tourism activity and the management of cultural resources and 2. To develop joint actions under criteria of sustainability.

### Development:

Establishing forms of cooperation between agents from the cultural and tourism sectors:

Minimum actions to achieve optimum cooperation

Prior study to identify common needs and interests

Launching a digital platform

Setting up of a permanent round table

Advanced actions for innovation in the tourism management of the landscape

Alignment of policies

Creation of a regional body for the tourism management of the landscape

Training and awareness-raising events:

Definition of training needs and professional profiles

Identification of new business opportunities

Stimulation of tourism in less-known heritage sites:

Transfer of knowledge between regional managers and professionals

Marketing strategies which involve offering visits to both exceptional and unknown heritage elements

