



ALBERTINA
PROYECTOS CULTURALES

VIA RECRE-ACTIVA: ARCHITECTURE AND HERITAGE FOR EVERYONE

1.- CONTEXT

Guadalajara, Mexico's second most important city, was founded in 1542 and is known as the gate to the Pacific Sea due to its trading and commercial status nationwide. The Metropolitan zone has about 4'100,000 inhabitants while the state capital has about 1'600,000.

Since 2004, Guadalajara City Council has decided to close 11 kilometers of one of the City's main avenues every Sunday from 8-14 hrs. in order to create a pedestrian and cycling route from downtown to midtown.

This route is sort of a "time line" of the city given that the constructive and urban periods run from Guadalajara's Foundation to Modern Guadalajara Metropolis of the 1970's.

As much as 120,000 locals cover every Sunday the promenade: families, students, young and old people, physically disabled people...

The route, containing more than 400 years of history, is immensely charged with cultural, economic and social richness.

2.- THE PROPOSAL

After 2 years of research, I have developed a guide of 36 relevant buildings and sites that could be visited by pedestrians, cyclists and roller-skaters.

The relevant information for every location in the guide is:

- Name of the building/site
- Address
- Date of construction / intervention
- Name of the architect or builder.
- Architecture style
- Original and current use
- Classification according legal issues
- Owner and kind of property (public or private)
- Old and new pictures; blueprints and drawings as possible
- History briefing
- Visits. Some of the sites are private property and could be visited on the basis of previously arranged meeting. In public property cases, sometimes the capacity of visitation is more than the capacity of the building (house museums, libraries).

For classification means, a set of values has been established:

- Urban- Architectonic value, considers
 - Architecture style
 - Material integrity
 - Aesthetic quality
 - Recognized author
 - Typology
 - Urban morphology
- Documental value, considers
 - Historic relevant facts
 - Urban history
 - Uniqueness
 - Age



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- Symbolic value, considers
 - Demolished buildings or sites
 - Groups of buildings
 - Ruins
 - Reconstructions
 - Landmarks
 - Urban context

Buildings included in the guide

1. Minerva Public Square
2. Minerva Tower
3. Clemente Orozco's House Museum
4. Vallarta Arcs
5. Metropolitan Observatory
6. Functionalists houses between Minerva and Chapultepec
7. Afianzadora Insurgentes building
8. Nuestra Señora de la Soledad Temple
9. Moralva Suites
10. Eclectic houses
11. Dr. Farah House
12. Lafayette Boulevard/ Chapultepec Promenade
13. Las Colonias Zone
 - Ancira House
 - Ismael Ochoa House
 - Conte House
 - Verea Corcuera Riebeling House
 - Palomar House
 - De la Torre House
 - Font House
 - Camarena House
 - Keller / Ulloa House
 - "Wrightian" houses
14. Sabino Orozco House
15. Robles Castillo Houses
16. Group of Arts Museum
 - University's Paraninfo
 - Expiatory Temple
 - Rambla Cataluña
 - University of Guadalajara main building
17. Lawyer house
18. Park Hotel and functionalist building
19. Revolution Park, Escobedo ex-jail
20. Regionalists houses near Revolution Park
21. Functionalists houses near Revolution Park
 - Rubio House
 - Molina House
 - Building of apartments
22. Pavo building
23. Group of Carmen ex- Convent
 - Temple
 - Carmen Square
 - Ex-convent



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- Functionalist house
- 24. Transfer of Telmex building
- 25. Buildings after widening of Juárez Avenue
- 26. Variedades Theater
- 27. La copa de leche Coffee shop
- 28. Group of University Place
 - Espíritu Santo Temple / Octavio Paz Library
 - University Square
- 29. *Art Nouveau* house and La Palma store
- 30. 16 de septiembre-Juárez Cross
- 31. Maestranza 84 house
- 32. Pablo Neruda Square
- 33. San Juan de Dios River / Calzada Independencia
- 34. San Juan de Dios Temple
- 35. Mariachis Square
- 36. San Juan de Dios Market

3.- THE PROBLEM

- New uses or re-use for historic and artistic buildings and sites.
- Improper refurbishments or rehabilitations for historic and artistic buildings and sites.
- Lack of prevention to damage. It is well known that physical, chemical and biological deterioration causes in buildings and collections represent a constant conservation problem. At present, we are on time to prevent the "anthropic" cause of damage on the city heritage.

4.- TOWARDS A SOLUTION

- Make a definition of the shape and the universe of potential and current visitors.
- Design a strategy to look for these specific visitors and how to offer them the cultural products along the route.
- Specify the *dose* of visitors and design a strategy for concrete deals with tour guides (schedule and frequency of arrivals according to place capacity).
- Make an accurate program of requirements in order to pay better attention to visitors, concerning with facilities and services related to the Sunday promenade.
- Try to design mobile urban equipment, located on proper places, in order to suit the image of historic and artistic buildings.
- For further interventions on buildings it is essential to define the criteria of intervention according with every building an its specific context.

5.- CONCLUSION

The investigator is working with ITESO University and Guadalajara City Council to sponsor the publication and the diffusion of this document for regular users and further researches and projects at the university.

MÓNICA DEL ARENAL PÉREZ
Master in Restoration of Monuments

Av. Chapultepec 221 4B
Col. Americana
44160 Guadalajara, Mexico

phone (0052) 33 44 62 68
mobil (0052) 333 106 0796

delarenal@iteso.mx / mdelarenal@albertina.com.mx