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THE INTERVENTION OF ARCHITECTURAL-URBAN RESIDENTIAL HERITAGE IN MAR DEL PLATA: AN OPEN PROBLEM

La intervención del patrimonio arquitectónico-
urbano residencial de Mar del Plata: un problema
abierto

Na intervenção do patrimônio arquitetônico-
urbano residencial de Mar del Plata: um problema
abierto



Figure 0 View of the fabric of the Stella Maris neighborhood in the city of Mar del Plata, where a picturesque residential context with high-rise coastal interventions stands out. Source: Aerial photograph from Google Earth 2021.

La investigación se inscribe en el proyecto “Paisaje histórico urbano e inserción de obra contemporánea. Aportes para una salvaguarda equilibrada desde el análisis de las prácticas socioculturales y sociomateriales en Mar del Plata”, financiado por la Universidad Nacional de Mar del Plata

RESUMEN

El tratamiento del patrimonio, en relación con el amplio espectro de bienes que comprende, implica múltiples abordajes para su salvaguarda. En particular, la incorporación de nueva arquitectura en obras existentes, en cualquier escala, constituye un desafío vigente. Este dilema posee una larga trayectoria en la historia de la arquitectura y el urbanismo, junto a otras disciplinas asociadas, dentro de ámbitos europeos y latinoamericanos. Sin embargo, en la segunda década del siglo XXI, los problemas referidos a las aportaciones contemporáneas en marcos arquitectónicos y urbanos históricos, evidencian una permanencia de dificultades para dialogar, ceder y resistir, o bien, para “parlamentar” entre el legado que sobrevive y las incorporaciones que indefectiblemente recibirá a través del tiempo. En este sentido, resulta de interés lo acontecido en la ciudad de Mar del Plata respecto a las intervenciones de sus contextos pintoresquistas. Sus dinámicas pasadas y presentes, junto con un deficiente proceso de amparo patrimonial, han afectado los paisajes característicos generados en la primera mitad del siglo XX. A partir de ese contexto, el siguiente artículo reflexiona sobre el devenir de aquel legado residencial en dos barrios históricos característicos, desde una perspectiva principalmente cualitativa, mediante la interpretación de fuentes primarias y secundarias. El objetivo, así, consiste en analizar la articulación entre este patrimonio, sus intervenciones desde inicios del siglo XXI y la normativa preservacionista local, para comenzar a comprender los retos inconclusos y, consecuentemente, a formular posibles respuestas a ellos.

Palabras clave: patrimonio arquitectónico, patrimonio urbano, viviendas urbanas, intervención, preservación.

ABSTRACT

The handling of heritage, regarding the broad spectrum of real estate it comprises, involves multiple approaches to its safeguarding. In particular, the incorporation of new architecture in existing works, at any scale, represents a current challenge. This dilemma has an extensive background in the history of architecture and urbanism, alongside other associated areas within European and Latin American frameworks. However, in the second decade of the 21st century, the problems related to contemporary contributions in historical architectural and urban frameworks, show an ongoing difficulty to dialogue, giving and resist, or to parley between the surviving legacy and the additions that it will unfailingly receive through time. In this sense, what happened in the city of Mar del Plata regarding the interventions of its picturesque contexts, is of interest. Past and present dynamics, alongside a deficient process of heritage protection, have affected their typical landscapes generated in the first half of the 20th century. Therefore, this article reflects on the evolution of this residential legacy in two characteristic historical neighborhoods, from a mainly qualitative perspective, through the interpretation of primary and secondary sources. Thus, the goal is to analyze the connection between this heritage, its interventions since the beginning of the 21st century, and the local conservation regulations, to begin to understand the pending challenges, and as a result, to formulate possible responses.

Keywords: Architectural heritage, urban heritage, urban housing, intervention, conservation

RESUMO

O tratamento do patrimônio, em relação ao amplo espectro de bens que abrange, implica múltiplas abordagens para a sua salvaguarda. Em particular, a incorporação de arquitetura nova em obras existentes, em qualquer escala, constitui um desafio vigente. Este dilema possui uma longa trajetória na história da arquitetura e do urbanismo, junto a outras disciplinas associadas, em âmbitos europeus e latino-americanos. No entanto, na segunda década do século XXI, os problemas referentes às contribuições contemporâneas em marcos arquitetônicos e urbanos históricos evidenciam uma permanência de dificuldades para dialogar, ceder e resistir, ou então para “parlamentar” entre o legado que sobrevive e as incorporações que inevitavelmente receberá através do tempo. Neste sentido, é de interesse o ocorrido na cidade de Mar del Plata em relação às intervenções de seus contextos pitorescos. Suas dinâmicas passadas e presentes, juntamente com um processo deficiente de proteção patrimonial, afetaram suas paisagens características, geradas na primeira metade do século XX. A partir deste contexto, este artigo reflete sobre a evolução deste legado residencial em dois bairros históricos característicos, a partir de uma perspectiva principalmente qualitativa, mediante a interpretação de fontes primárias e secundárias. O objetivo é analisar a articulação entre este patrimônio, suas intervenções desde o início do século XXI e as regulamentações preservacionistas locais, no intuito de começar a compreender os desafios não resolvidos e, conseqüentemente, formular possíveis respostas a eles.

Palavras-chave: patrimônio arquitetônico, patrimônio urbano, habitação urbana, intervenção, preservação.

INTRODUCTION

The treatment of heritage, considering the broad spectrum of real estate it comprises, involves multiple approaches for its safeguarding. In particular, the incorporation of new architecture in existing works, on any scale, is a challenge today. Actions for heritage conservation and the inclusion of new contributions not only involve architecture but a wide variety of areas that range from the tangible to the intangible, the material and the immaterial, the objective and the subjective. In these conjunctions, renewed interpretations have been generated over time on real estate and its value, alongside the way to intervene in them, using different areas. Among these, the progress generated from architecture, geography, archaeology, sociology, museology, the history of art, and communication, among others, stands out.

On this path, heterogeneous ways of naming, conceiving, and handling the inclusion of contemporary work in existing real estate have been conceived, through conceptualizations listed as “harmonization/integration” (Brolin, 1984), “modification” (de Gracia, 1992), “articulation” (Trachana, 1998), “intervention” (de Solá-Morales, 2006), “updating” (Georgescu Paquin, 2015), and “integration” (Vázquez Piombo, 2016). Each notion has also interacted -and still interacts- with an endless list of known terms within a specific vocabulary. This nominative framework registered in the heritage field, which is mobile and denied on occasions (de Solá-Morales, 2006), shows the unfinished search for definitions related to actions.

The problem between the heritage *corpus* and its intervention has an extensive background in the history of architecture and urbanism, within the European and Latin American settings. Renaissance can be placed as the first moment where the dilemma of forms of interpretation flourished to address “the new in the old” (Semmes, 2009). Historic awareness, the way of starting to premeditate the works, to project, and to contemplate what there is through a qualified and not just material view, is significant in this period (de Sola-Morales, 2006). Likewise the “signature work” recognized from thereon, would sustain a notable presence over time that would mark, with different impressions, the handling of constructions that are built or will be built. From then, the theoretical legacies of the 19th and 20th centuries, of thinkers such as Viollet de Duc, Ruskin, Boito, and Giovannoni, as well as Riegl and Brandi, set out different intervention positions among the action, inaction, and the search for a balanced action over that inherited.

The advent of the modern movement in architecture, in the disrupted socio-historical fabric of the first half of the 20th century, especially with the Second World War, re-positioned thematic reflections (Trachana, 1998). Under this scenario, the first modern approaches strengthened the view of the author and a scorn for the compositive and ornamental forms of the past, with the resulting repercussions in the handling of existing real estate. In line with this, the setting-work breakdown and the disregard of the historical-theoretical *corpus* to address interventions progressively marked a way to move forward (de Gracia, 1992; Vázquez Piombo, 2015). As a positive contrast from the post-war paradigm change, the concentration of the attention that had fallen previously on

the monumental architectures or those with exceptional values would revisit their scope to consider contexts. This extension meant the recognition of other types of real estate, which far from simplifying the heritage debates of that moment, complicated and transformed them.

Over time, the progressive openings forged new perspectives in the intersections of culture and sustainability (Cantar, Endere / Zulaica, 2021). Alongside this, the handling of Historic Centers was significant in the revision of their conservationist challenges (Carrión Mena, 2014; Pasuy, Ramirez, Pérez & Mejía, 2017; González Biffis, 2018). The problem of the new in the old regained a renewed *status quo* from the mid-20th century onwards. Thus, the added complexity that took place, along with the theoretical-practical dissemination seen in national and international recommendations, put the issue back into the academic and public debate more recently (Georgescu Paquin, 2015). These approaches were accompanied by local, national, and international regulations, and by inquiries that procured -and procure- to contribute rationalities to undertake contemporary works within each urban palimpsest.

However, in the second decade of the 21st century, problems referring to new construction in an existing architectural and urban framework show a permanence of difficulties to dialog, cede, and resist, or to “*parley*” between the surviving legacy and the additions it will undoubtedly receive.

In this sense, that seen in Mar del Plata, an intermediate city in the Province of Buenos Aires, is interesting, regarding the interventions of its quaint settings. This coastal town presented, from its foundation in 1874, a socio-material dynamism connected with an early touristic and port nature (Cacopardo, 2003; Gravano, Silva & Boggi, 2016). Said mobile condition, which marked its past and present, affected its characteristic residential landscapes, in particular those generated in the first half of the 20th century. Nevertheless, a great part of the picturesque fabric remains in two historic neighborhoods, located on the two main hills, that stand out on the prevailing plains. From the first monumental residential links of the start of the 20th century to the boom of the “Mar del Plata style” in smaller-scale dwellings between 1930 and 1950, these sectors bring together a relevant heritage collection. This legacy flaunts social-historic, architectural-material, and especially environmental significance. It is for this reason that this work reflects on the practices -linked to local regulations – which this heritage has had to face, to identify and rethink the associated problems.

The research was approached from a qualitative perspective, through the interpretation of primary and secondary sources. To explore sustainable conservation strategies of the picturesque legacy, through historical-architectural and social variables, previous studies generated and applied a system of specific indicators whereby difficulties were detected for long-term residential conservation. The most unfavorable indicators were those referring to the means of heritage protection that arose from the State sector, at an urban and individual scale (Sánchez, 2021). For this, attention on the socio-material relationships between the picturesque residential legacy, its interventions from the start of the 21st century, and the local preservationist regulations, were looked into in detail.

METHODOLOGICAL APPROACH



Figura 1 Neighborhoods analyzed in the central sector of Mar del Plata: La Perla and Stella Maris. The aerial images show the predominance of a picturesque residential fabric of residential low-rise picturesque residential fabric in the Mediterranean fragments. Mediterranean fragments. Source: Based on a GESPyT-UNMdP urban map GESPyT-UNMdP urban map and Google aerial photographs from Google Earth 2021.

Starting from the archive and onsite survey on the transformation of the city, the quaint dwellings, and their users, and the crosschecking of written and graphical sources, two historical neighborhoods, where a large part of this residential heritage emerged and remains, were chosen: **Stella Maris** and **La Perla (Figure 1)**. Both sectors, found on the city's two hills, condense the past and the present of the built landscape.

Picturesque heritage constitutes the main architectural-urban heritage collection due to its genesis, dissemination, and permanence, especially in the neighborhoods addressed. From the origins of the city, the seascapes, topography, the view placed on different European standout resorts, and the power of the wealthiest social groups of the start of the 20th century, among other factors, presented a fertile setting to drive picturesque. This eclectic current was characterized by the extra-urban nature, asymmetry, the contrast of volumes, and the presentation of materials, conditions closely tied to socio-urban processes (Ballent, 2004; París Benito & Novacovsky, 2009).

With the turn of the 20th century, a transformation was forged from the originally elitist local touristic nature, towards resort-based democratization, accompanied by greater consolidation of the stable population. From the 1930s, the imposing villas and quaint chalets that were initially set on the hills, progressively changed to a more plural city, along with a greater



expansion of tourism. The city needed to combine the first large houses with different scale dwellings destined to new middle-class social groups. By mid-century, the dissemination of a fabric was fostered, where small chalets conceived by architects, engineers, and countless builders and similar professionals predominated. These transformations generated a local trend called "**Mar del Plata style**", whose facades condensed the material, technical, technological, and symbolic treatments (Cova & Gómez Crespo, 1982). At its peak, between 1930 and 1950, they creatively adapted asymmetric and juxtaposed volumetries, multiple sloped roofs, real or faux chimneys, a front garden, and a porch. As for the materials, the use of ceramic tiling (especially colonial ones), whitewashing (rustic, especially textured), wood (with techniques like "cut wood"), the local stone (called "**Mar del Plata**", treated in bonds like the "broken cane"), and particular ironworks (preferably forged iron), was intensified. The entire extra-urban nature and the manifestation of owner pride, on having managed to acquire this type of housing, were complemented with varied ornamentations.

Specifically, through the analysis made for this study, in *La Perla* 94 lots of entire and irregular blocks were surveyed, where around 400 picturesque houses were identified. In *Stella Maris*, a lot survey of its 102 complete and irregular blocks was made, resulting in more than 920 picturesque houses. In this way, the real estate density of each neighborhood was revealed, where the "**Mar del Plata style**" chalets stood out. As a result, the landscape formed by the different residential links that share formal compositions, materials, and treatments, mainly on their facades (**Figure 2**), was sized and understood. In these neighborhood approaches, the interviews with key informants and the users/owners were essential, along with the analysis of the local regulations. The surveys made alongside this were repeated in

Figure 2 Urban profiles
Mediterranean urban profiles
made up of typical picturesque
houses (especially "Mar del
Plata style" villas del Plata"), not
declared of heritage value, in the Stella Maris
neighborhood. Source:
Photographs by the author
(2021).

different periods within the sectors with the highest number of properties, which made recognizing the interventions with different degrees of changes and time frames, possible.

Local Protection

The role of municipal governments in heritage protection, which is seen in given areas and specific regulations, is substantial in the contextual residential protection process. In the boundaries between restrictive and permissive policies, the definition of the means of inserting new works in the property and/or its surroundings is complex (Novacovsky, 2009). Although the body of guidelines generated through charters and documents over time, in particular the Venice Charter of 1964, has had to draw out generalist lines to define this type of action, its reinterpretation in the regulations of each locality has ended up being extremely difficult. While the valuation and cataloging of real estate in these documents have found a fertile field that has emerged within each territory, the ways of acting on these values, however, present up until now, dilemmas and contradictions. In this vein, regulatory proposals and the tasks embarked upon in cities like Quito, Mexico City, and Buenos Aires, comprise areas of interest to analyze right and wrong decisions in the preservationist guidelines among pasts, presents, and possible futures.

On a local scale, in 1995, the Heritage Preservation Code of the Pueyrredon General Section, where Mar del Plata is the lead city, was made official through Ordinance N° 10,075. This Code is the most important document on which later extensions and modifications would be made to optimize heritage care. This appears from the condensation of varied prior background information, among which the following stand out: Ordinance N° 5,383 of 1982 (which regulated properties of interest from a tourism-based orientation), Ordinance N° 7,629 of 1989 (which recognized the Municipal Preservation Commission), and Ordinance N° 9,564 of 1994 (which declared a given list of properties of interest).

The Heritage Preservation Code specifies, from its beginning, the legal, economic, and technical guidelines to declare and protect properties. For this, it develops the use fields of valuation (historic-symbolic-social, artistic-architectural, and environmental), along with the responsibilities of the application authority (formed by a Management Unit comprising professional representatives of different municipal areas). In addition, it outlines aspects related to fostering land use and special urbanistic indicators, economic matters related to exemptions of duties and municipal taxes, and determinations for the heritage signaling. It also stipulates the format of the preservationist agreements (mainly arising from the willingness of the users), sanctions (fines referring to the non-compliance of the agreements or violations of the heritage regulations), and the creation of a fund for heritage preservation (from the monies collected through sanctions, special consignments, and others).

In 2003, progressing in the means of implementation, Decree N° 1,063, which partly regulates this, was passed into law. In this document, the possible variables of changes in use are defined, and as a key aspect, a

chapter destined to the categorization of the properties declared following the listed valuation fields, is added. In this way, instructions and a spreadsheet are presented to determine the heritage categories and, as a result, their degrees of protection and levels of action: Category A, Property of Exceptional Value, Protection Level 1, comprehensive; Category B, Property of Singular Value, Protection Grade 2, structural; and Category C, Property of Contextual Value, Protection Grade 3, of an environmental nature. Thus, that set out in the Code is based on the individual protection of property, without specific lists on the handling of areas of value¹.

Given this context, concerning the last one, Category C, where the residential legacies predominate, and which contains the highest number of declared properties, optimizations were generated considering that established. The modificatory and regulatory Ordinance N° 19,660, passed in 2010, generated an innovation along with the tools needed for its implementation. For this, an Appendix (III) was created, which redefined a sub-categorization and sub-classification of these properties through the evaluation and valuation of three aspects: a) The formed environment and the situation of the surroundings, b) The attitudes and willingness of owners and/or tenants, and c) The intrinsic architectural conditions and their significance. This approach also considers two types of nearby settings, the homogeneous one and the heterogeneous one (consolidated or pre-consolidated) which, at the same time, may belong to fragments of larger consolidated, pre-consolidated, or potential scales (the latter regarding the possible developments set out in each district which, if fully consummated, would change the character of the place). In this classification, 6 types of sub-classifications and associated protections are also outlined, 3 for the nearby heterogeneous settings (C1, C2, and C3), and 3 for the homogeneous ones (C4, C5, and C6); in both cases with a valuation gradient that ranges from greater restrictions to possible substitutions that are subject to study (Roma & Millares, 2011). However, this progress which has struggled to help the contextual protection has not managed to offset the need for regulating areas.

It is interesting to mention that from 2002, there is an extensive municipal file that outlines the need to generate protection areas and proposes their creation (N° 1,983-3-02). In this file, the urgency of protecting “heritage protection settings/HPS districts”, hereinafter called “heritage environmental value areas (HEVA)” is laid out. The proposal is based on prior contributions generated in university scientific research (individual and group results) with the help of the progress from other national topic-based regulations of the time. In this direction, the framing of the Historic Protection Areas of Buenos Aires stands out, which from the beginning has been nationally unequalled to organize preservationist planning in other cities (González Bracco, 2014). The proposals of the file describe conceptual frameworks, methodological outlines, and projects (even based on requests presented by neighborhood groups, like the development of HEVA I - Santa Cecilia). When broken down, it proposes regulating building protection and environmental protection, as well as a use analysis, through the extension, revision, and development of the established regulations. The outline proposed to articulate safeguarding the nature of traditional neighborhoods

¹ Although “buildings declared as part of an ensemble” are specified, these are individualized and categorized by lot.

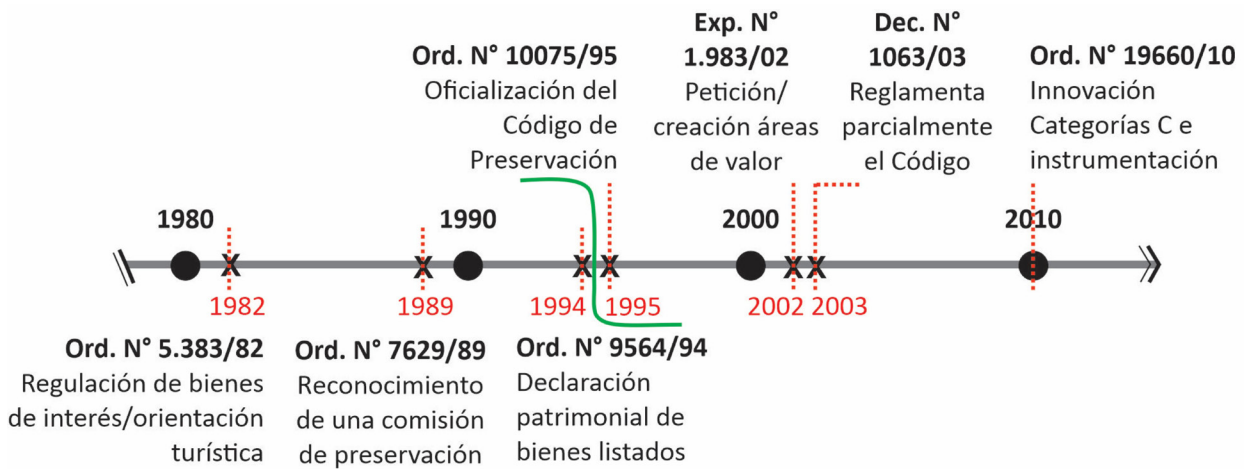


Figure 3 Timeline with the main local documents of interest to understand the evolution of individual/contextual individual/contextual. Source: Author's elaboration.

with the regulations of the Territorial Organization Code is, without a doubt, relevant. It promotes the joint creation of action parameters and indicators to address changes in properties not listed as being of heritage interest. However, this file currently has no municipal response for its operationalization, nor are there awareness programs that consider the values of the picturesque context, that target owners/users or even professionals (**Figure 3**).

Interventions

While the theories and methodologies are systematically debated to review the means of incorporating different degrees of alterations between the existing and the contemporaneous, in the local regulations the dilemma is barely faced. The orientations between the similarity and the differentiation (de Gracia, 1992; Georgescu Paquin, 2015) vanish in the generalities outlined and in the handling of individually listed works. It is because of this scenario that the main power to safeguard and regulate interventions in picturesque dwellings as substantial pieces of local characteristic areas, is primarily based on the definitions of the owners and the intervening professionals, and later, in some of the indicators of the Territorial Organization Code and, finally, in the possible individual guidance of the municipal technical office, when handling listed properties.

Under this reality, the actions lead to professional and/or economic benefits. The practices performed within gaps of that guided or in the vacuums thereof, aside from the socio-historical grounds as guides of operation, have threatened and threaten the present and future of the local landscape. In a very limited way, in some neighborhoods, some of the actions have managed to consider the values of the property and the surroundings with satisfactory results, generally due to the mimicry of materials, formal compositions, and scales. However, what usually happens is that there are problems in the dialog with the picturesque past, seeing two correlated, preponderant forms of contemporary interventions.



As for the non-listed picturesque residential heritage, the main problematic treatments have ranged between:

- a. Introductions of different types of “retrofitting” which have affected the properties, through changes or additions of materials or forms. The resulting technological and compositional operations have reduced the values they had, which were particularly visible on the facades, as common denominators of a shared language. The results have even shocked the owners, both regarding the physical features and the symbolic² one (Figure 4).
- a. Replacements of individual properties with apartment buildings, usually high-rise ones, or the construction of towers on empty lots surrounded by typical residential fabrics. The areas closer to the coast have been particularly affected by these interventions, which most of the time has been allowed as exceptions to the existing regulations. Likewise, and just as has happened in other latitudes, some of the towers have been uneasily erected so that the city houses works by internationally renowned architects (Figure 5).

Concerning the listed picturesque residential heritage, the main treatments have ranged between:

1. Introductions of different types of prohibited “retrofitting” which, similar to the previous case, distort the value of the properties – even those by which they were listed as part of the local heritage. In some cases, the owners have requested changes in use or specific exceptions, looking for greater profit for the projected replacements.
2. Operations that have implied the partial compliance of some of the

Figure 4 Selection of small and medium-sized undeclared “Mar del Plata style” villas not declared of value, within the Mediterranean Mediterranean sector of the La Perla neighborhood of La Perla, before and after being intervened. While on the left, minor changes are observed, to the minor changes can be observed to the right to the right, significant transformations are transformations. Source: Photographs by the author (between 2011 y 2021).

2 In most of the interviews made with owners/users of the intervened dwellings, it was seen that the actions that had been commissioned to “retrofit” the facades, including roofs, had been unsatisfactory. They considered, *a posteriori*, that it had changed what they had “liked” about the house to begin with and that, on transforming or removing it, this had generated a loss more than an improvement (for example, replacing the colonial tiled roofs with corrugated or trapezoidal sheets).



Figure 5 Selection of a high-rise, coastal intervention designed by an internationally recognized architect within the Stella Maris neighborhood. Note the adjoining residential and landscape fabric. Source: Photographs and video captures of real estate development and of the intervening construction company (www.maralexplanada.com, <https://www.youtube.com/user/MaralExplanada> and <https://www.imasaconstructora.com/obra/maralexplanada>).

Figure 6 Coastal urban profile formed by a group of typical picturesque houses designed by Alula Baldassarini, declared of heritage value, in the Stella Maris neighborhood. Note, on the left, in the photo of the sector, the tower interventions in the two selected cases (detailed on the right), together with the on the right), together with the for-sale sign on the non-intervened residence. the non-intervened residence. In the column with the close-up to the intervened cases, the upper dwelling forms part of the the development and houses its amenities, while the amenities, while the lower dwelling does not belong to the building but has ceded part of its air space airspace and its lot. Source: Photographs by the author (2021).



regulated and inconvenient preservationist premises in the means of combining the existing with the contemporary (**Figure 6**). In some of these cases, the usual request to join the protected property with adjoining lots -built or unbuilt – to form the joint territory to be intervened, has enabled the usufruct of new indicators favoring the construction of more profitable apartment buildings. In this way, the heritage properties are kept to obtain this benefit.

The results of these interventions in the individual and contextual values of the residential legacy have been adverse: breaking of scales, significant reductions of shading and privacy in public and private spaces, sale of nearby properties, and damages to the urban landscape, among others. In this push

and pull between the past and present, anonymity and authorship, the local Code has not managed to guide safeguarding. Its premises are limited and, on occasions, have been twisted, this added to the exceptions permitted. Each operation authorized outside the guidelines has also fostered a framework of permissions that have operationalized similar practices. At the same time, the incomplete knowledge of the theoretical-heritage basis on performing the interventions, under economic pressures understood as project guidelines, has complicated the subsistence of typical settings.

As can be seen, the theoretical-heritage debate targeted towards responsible actions, expressed just in part of the Code's intentions, manifests a significant break in their transition towards **doing**. Not considering areas of value and, therefore, not regulating the ways of intervening in the residential picturesque context, makes the protection of these properties impossible. As a linked aggravating factor, many of the actions of the actors involved worsen this situation, due to lack of knowledge and/or interest in pro of individual advantages.

In brief, the existence of individual protection of properties, the disconnect between the Codes, the exceptions, and the economic interests, combined with the attitudes of some of the intervening players, forms a complex scenario for picturesque residential preservation. This situation is seen in the different interventions studied in these formed settings, their typical visuals, and the consequently undermined landscape attractions.

The preservationist complexity outlined, present in the most different cities possible, requires renewing the search for a balance between the existing and future additions. According to what is seen, in Mar del Plata it is urgent to develop three lines of action, which are summarized below:

- a. Making the diagramming of the areas of value in the neighborhoods analyzed operational, as well as in the fragments of interest of the city. The regulatory guidelines of the marked-off areas would consider specific guides – for example, in the particular aspect of picturesqueness – to foster suitable articulations between heritage and the new additions.
- b. Regarding the areas of value that are generated, revise and connect the premises outlined in the Territorial Organization Code. This confrontation of the desired profile of the city listed in this code, along with the means of protection generated in a new Preservation Code, would align the action directives in the same direction.
- c. Making the different actors involved in the interventions within the created areas aware, emphasizing the tangible and intangible values of the picturesque heritage and its contextual-landscape value.

In these developments, it will be necessary to incorporate the analysis of the theoretical and practical history on the means of contemporary action on the built landscapes, where the context-object debate is laid out, along with

TOWARDS OTHER MEANS OF PARLEY

a vindication of the stories and identities as grounds and not as limitations. Alongside this, the critical examination of the results of existing regulations, already tested in other cities, will constitute substantial help to rethink connections and regulatory reformulations. Jointly, as a common issue for the different lines of action, it will be key to reflect on the responsibilities shared between the community and the individual, between the culture and the economy.

Renewing the means of parley in the interventions of the typical houses of each city, far from being a closed shop, constitutes a challenge that is renewed with the passing of time, the people, their territories, cultures, and their property. These factors, which overlap valuations, heritage and the ways to act, constitute progressive dynamics and redefinition. Thus, the ways of agreeing, listening, and having a dialog with residential urban architectural heritage imply regulating and operating a tangible and intangible palimpsest, that requires a collective commitment so that it is possible to praise its past, enrich its present, and dignify its future.

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