

# WAKING UP HONDA

REVITALIZATION OF A HISTORICAL CITY CENTER



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REVITALIZATION OF A  
HISTORICAL CITY CENTER

Honda is a city listed as a "heritage city" of Colombia. Currently, much of its historical center has characteristics of abandonment that degrade its immediate surroundings. As a result, elements that give it its historic character are gradually falling into a state of decay.

The urban and programmatic proposal is based on strengthening the areas of the historical center that could become triggers of a cultural development, which can make Honda a touristic city of nationwide importance. With this, it is expected that the migration of its inhabitants will decrease, boosting its economic development through larger flows of tourism.

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# ABSTRACT

The revitalization project of the historic center of Honda began in 2017 during the course of "*Degree Work Seminar*", held at the Pontificia Universidad Javeriana in Bogotá, Colombia. The objective of this course, taught by Professor Cristina Margarita Neira, was to start working on a specific spatial problem of our interest, to which we would give a possible answer through our thesis. In this way, after having chosen the theme of Honda, as a heritage city, but with characteristics of a deteriorating urban center, a research phase began to be developed. That phase, allowed me to delimit the scope that, as an architecture student, I would be able to reach in a future degree job. That is to say, through the development of the final document of the course, a theoretical and research work was obtained, that allowed me to set specific objectives and a possible path to follow in order to respond to the problem posed.

Subsequently, the idea of continuing to deepen the issue of Honda through my thesis at the Polytechnic of Turin, also arises from the knowledge I could obtain from it, during the time I lived in Colombia. Due to the intermittent visits I could make to Honda during the last seventeen years of my life, I was able to witness all the changes to which the city has been exposed, due to different social, political and cultural factors given in the area. In this way, the approach of a possible response to the transformation that Honda has undergone, is trying to understand urban dynamics that make it, what it is today and that differentiate it from other heritage towns of Colombia (despite the fact that it also has a lot of points in common with many other places in the country). With this and matched with the compilation of historical and geographical information of the city, I was able to expand my knowledge about the potential that a city like Honda may have due to factors such as its location, its climate and its culture.

Following this process of "understanding" the place, it was proposed, together with Professor Paolo Mellano and Professor Monica Muñoz, a work system that could lead the study towards a direction in which, based on a phenomenological analysis of the site (specifically the historical center of Honda), possible future scenarios of the city could be considered and later, project strategies that would respond to these urban dynamics exposed in the phenomenological analysis. In this way, the urban proposal was reached in its entirety, following finally, the architectural proposal.

The architectural deepening was carried out in the old beer factory "Bavaria", currently abandoned. The explanation of why this decision was taken, will be better developed throughout this document, however, it is important to clarify that the basis of this entire investigative process, was the claim of heritage as an instrument of appropriation that allows to preserve the culture and also to potential the development of cities like Honda. With this, I want to say that in addition to the physical factors (such as its large extension in the territory and its location) the old factory of Bavaria was chosen in order to delve a little more about the industrial heritage, that nowadays is very little spread in Colombia.

# CHAPTER 1

# COLOMBIAN CONTEXT



# RELIEF

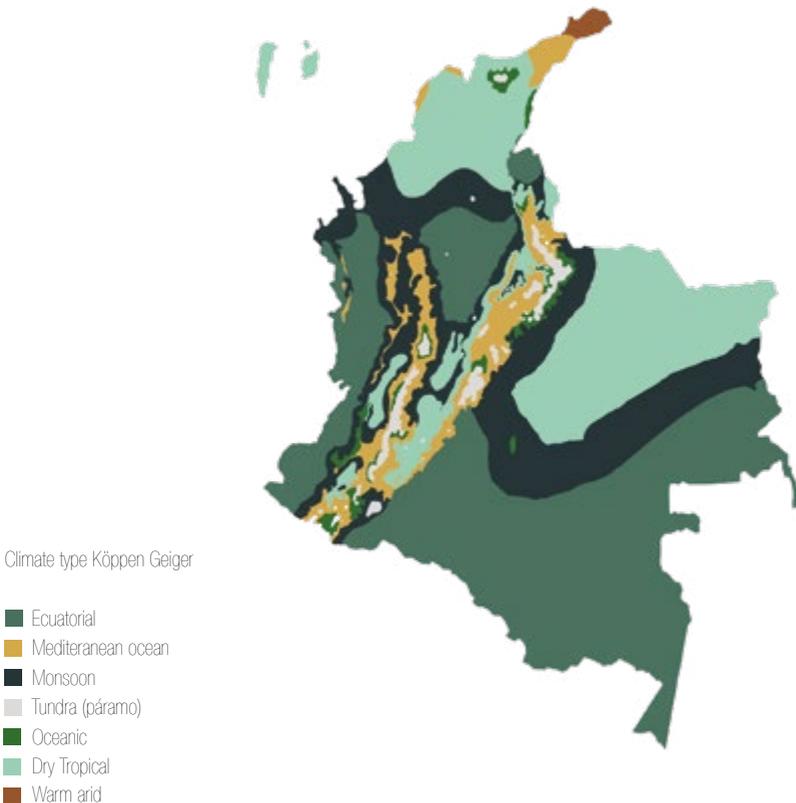
Located at the northwest of [South America](#), it has an area of 1,141,748 km<sup>2</sup>. It borders, to the north, with the Atlantic Ocean and the west with the Pacific Ocean. "As a result of its geographical position, the Colombian territory has various landforms, from the plains in the east, to the mountains in the west" (AprendeColombia, 2020). It has quite important mountainous system; In addition to its great magnitude, the majority of the Colombian population is located in mountainous areas of the country due to the characteristics of the soil and climate.

"The [Andes mountain range](#) crosses the Colombian territory from south to north, and is made up of three parallel mountains: the Eastern, Central and Western mountain ranges. Among these three mountains are the valleys of the Magdalena rivers that lie between the Central and Eastern mountain ranges and the Cauca river valley that lies between the Central and Western mountain ranges." (AprendeColombia, 2020)



# WEATHER

Colombia is located in the intertropical zone of the planet, reason why the four seasons do not occur in the country. On the contrary, it has several types of climates, with temperatures that do not vary significantly throughout the year, a condition that closely relates to its relief. "It has an annual rainfall of more than 3000mm on average per year, which represents a significant water abundance compared to the average level of global rainfall that is 900mm per year and with that of South America that only reaches 1600mm per year" (Sanchez, 2013)



# HYDROGRAPHY

"Colombia has one of the largest water resources on the continent, since the annual average rainfall is high" (AprendeColombia, 2020). Colombia has three main slopes on which the rivers flow. The rivers that are born near the Pacific coast, those that are born in southern Colombia (the mountainous area) and flow into the Caribbean Sea and finally, the rivers that are born in the eastern mountain range and flow into the Orinoco and Amazon rivers.

However, the country has a hydrographic system that not only includes rivers, but also lagoons or ecosystems such as the páramos, which in addition to being important niches of biological diversity, have an important role in the storage and water regulation of Colombia (Andrade , Guzmán, Tosse, Gneco, & Fajardo, 2002).

Within the main rivers of the country, are the Magdalena River, with a length of 1,543 km. It crosses the Colombian territory from South to North and its importance lies not only in its physical dimensions, but also in that, throughout the history of Colombia, it has played an important role in the social and economic development of several existing settlements in its basin (located in this area, also due to the presence of the river). However, currently, the Magdalena river basin:

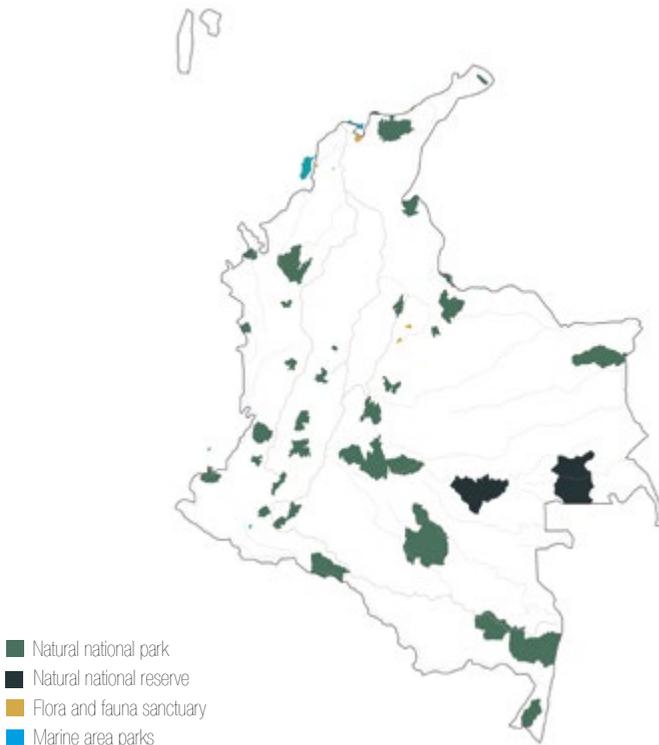
*"... Is subject to a marked anthropic intervention, which has generated deterioration processes such as the alteration of natural vegetation in the upper and middle river basins, deforestation, pollution of tributaries, inappropriate and indiscriminate use of soil and water and total protection of wetlands and marshes. " (Mancera & Rodríguez, 2002)*



# ENVIRONMENTAL SYSTEM

Colombia is one of the most biodiverse countries in the world. The amount of ecosystems that exist are related to his biography, since it includes tropical forests, mountains in the Andes, tropical glaciers, vast plains, coasts in two oceans, coral islands and deserts (Robles, 2020).

*Colombia has "54,871 registered species, with 3,625 exclusive species, 66 birds, 1,500 plants, 367 endemic amphibians (unique in Colombia), 115 reptiles, 34 mammals and 1543 orchids, with 7,432 vertebrate species: 479 mammals, 1889 birds, 571 reptiles, 803 amphibians, 2,000 marine fish, 1533 freshwater fish and 197 migratory birds, we have 30,436 species of plants, we have 32 terrestrial biomes and 314 types of ecosystems, the paramo ones represent approximately 1.7% of the Colombian territory that provide water to 70% of the population."(MinCien cias, 2016)*



# MAGDALENA RIVER

Born in the Central Andes mountain range of Colombia, at 3,685 m.a.s.l. During its journey it [travels around eleven departments](#) from the south to the north of the country. The main cities of Colombia are located in its basin; "It concentrates more than 80% of the national population and generates about 90% of the country's domestic product. In terms of fishery extraction, it contributed in its best moments, in the 70s of last century, almost 80% of Colombian inland fisheries." (Mojica & Castellanos, 2006)

The river is divided into three parts, high, [medium and low Magdalena](#). The part of the middle Magdalena (area in which this work focuses) has characteristics of tropical climate and annual rainfall of 3,000 mm. "The area of influence includes a mosaic of natural vegetation between plains of the Magdalena River, swamp complexes and areas of mainland vegetation that include low hills in a rolling landscape. Land uses are mostly livestock and agricultural crops. Another part of its economy is based on fishing and navigability on the Magdalena River, which generates employment for many of its inhabitants." (Idarraga, Lina, Francisco J., & Felipe, 2016)

However, currently the Magdalena River has high levels of [pollution](#), also due to the type of activities carried out in its basin. Some of the polluting factors have to do with the indiscriminate felling of trees, the dumping of sewage by industries and human settlements, livestock and expansive agriculture, use of pesticides and illegal mining. This situation is not only detrimental to the biodiversity of the Magdalena basin, but also to those who inhabit it, since the consumption of river water for daily human activities generates intoxications and even genetic mutations. (Espinosa, 2018)



About 2000 species of vascular plants are estimated, of which almost 7% are endemic to Colombia, showing considerable floristic wealth for the country.

(Maraga, Lina, Francisco J., & Felipe, 2016)



For the middle basin of the Magdalena River a list was obtained comprising a total of 129 species, belonging to 8 Orders and 34 families.

(Mojca & Castellanos, 2006)



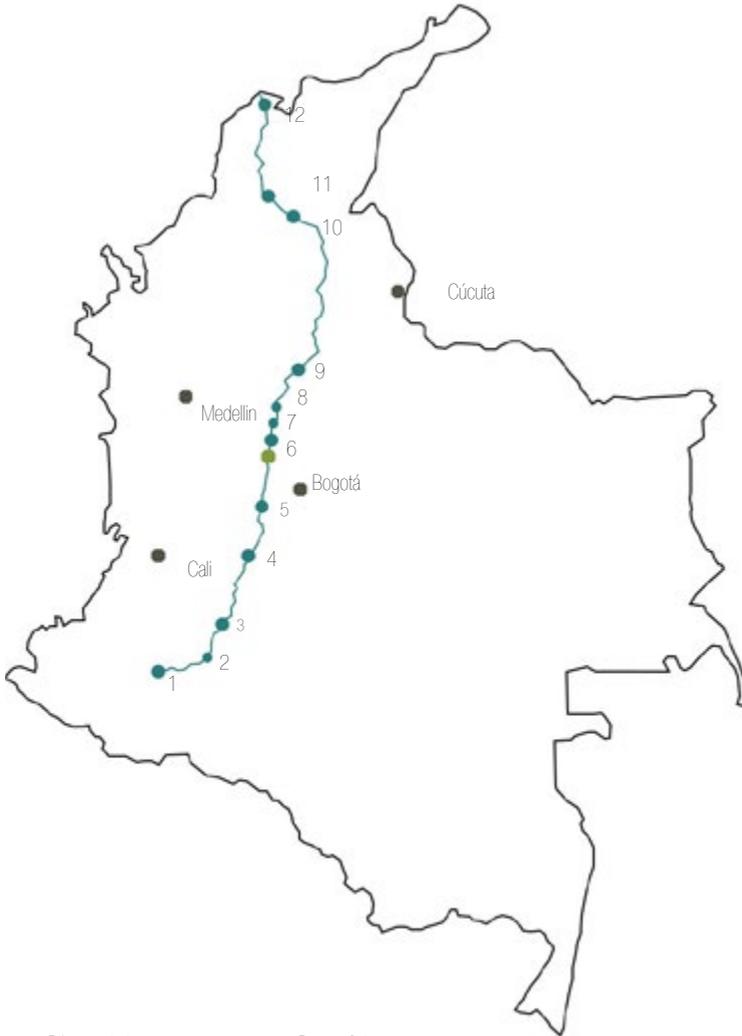
Strong ecological risk of cadmium contamination at the Honda section.

(Vinyaga, 2018)

Actualmente existen alrededor de 36 planta de tratamiento de agua en el departamento del Tolima.

(Espinoza, 2018)

# CITIES ABOVE MAGDALENA RIVER

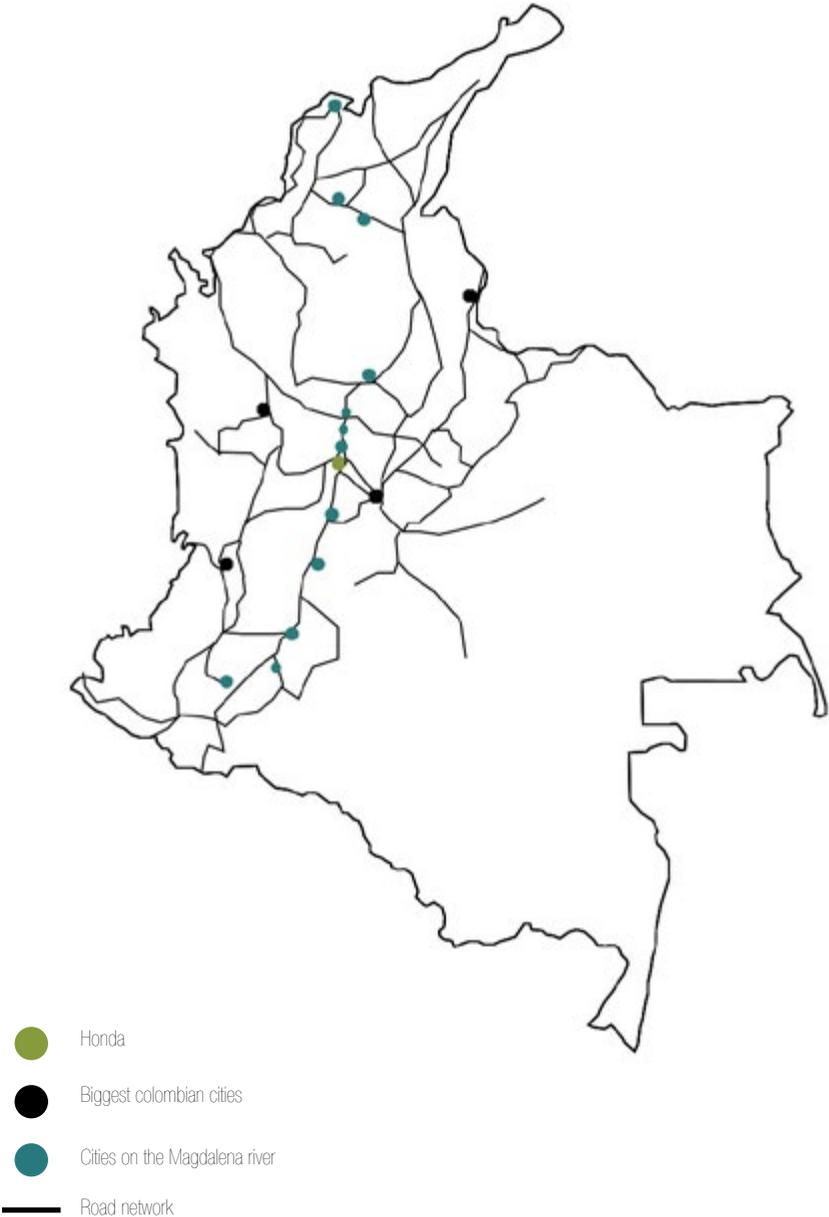


- 1 Páramo de las papas
- 2 La Jagua
- 3 Neiva
- 4 Purificación
- 5 Girardot
- 6 La Dorada

- 7 Puerto Salgar
- 8 Puerto Boyacá
- 9 Barrancabermeja
- 10 Mompóx
- 11 Magangué
- 12 Barranquilla

-  Honda
-  Biggest colombian cities
-  Cities on the Magdalena river

# ROAD CONEXION WITH RIVER BASINS



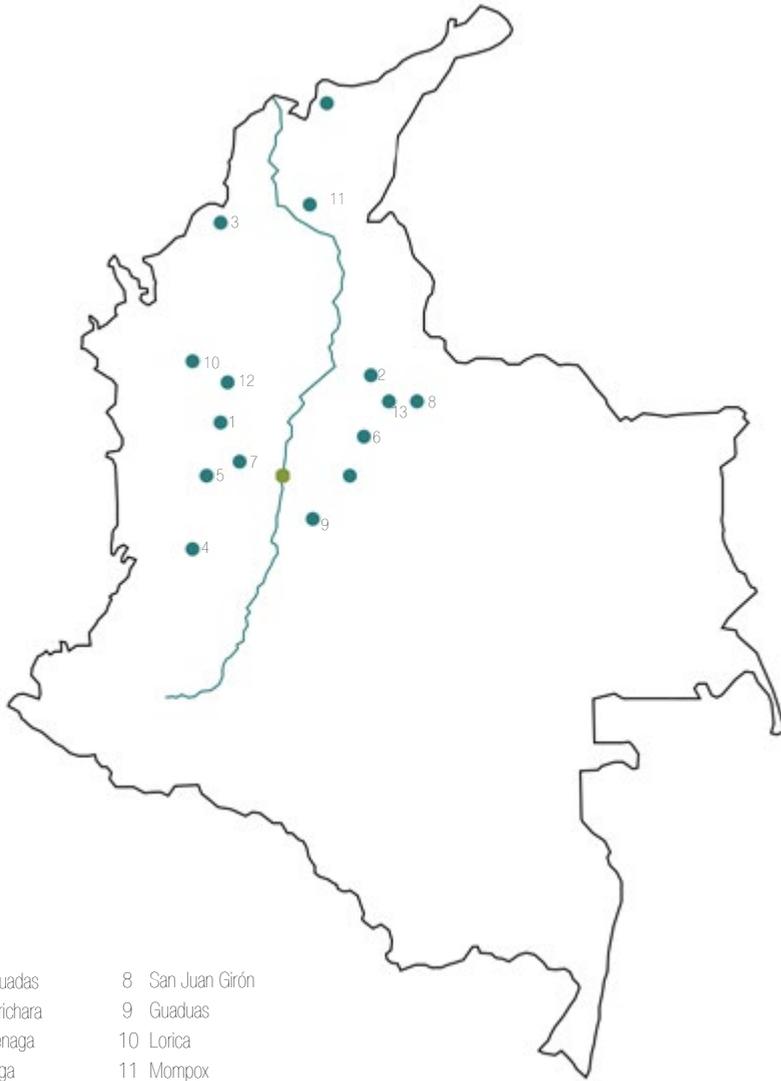
# HERITAGE INTEREST

Nowadays there are government actions, such as those developed by "Mincultura" to support the development of the heritage towns of Colombia. Currently, the Ministry of Culture implements the [National Recovery Plan for Historic Centers](#) in which it proposed to generate a set of planning, financing, articulation and institutional strengthening actions, to recover and revitalize the historic centers declared assets of cultural interest of the national scope. This, in order to respond to the country's need to:

"Recover, conserve and update the functions of the historical centers of the cities with a [vision of the future](#), where the foundational urban centers, update their functions as truly active areas of the city, where development is promoted in a [sustainable way](#) from the preservation of existing structures, complementing them with new actions within their territories." (Ministerio de Cultura, 2003).

This, shows the interest of the Colombian government to [protect the national cultural heritage](#) through the conservation and restoration of historic city centers as a strategy for the development of the country. Indeed, the importance of cultural heritage has to do with how it works as a means to link people with their history; it represents the identity of different cultures and, likewise, "it is the key to understanding other peoples" (UN Information Center, 2002). According to Law 152 of 1994, it is established that "for the exercise of economic and social planning, economic development must be closely articulated with cultural development". Therefore, cultural heritage is a tool with which identity can be generated in people and, consequently, it can be used as a [development strategy](#), because with the appropriation of material and intangible assets, people have the incentive to work for the good of society and culture with which they feel identified.

# HERITAGE CITIES



- |             |                          |
|-------------|--------------------------|
| 1 Aguadas   | 8 San Juan Girón         |
| 2 Barichara | 9 Guaduas                |
| 3 Ciénaga   | 10 Loricá                |
| 4 Buga      | 11 Mompox                |
| 5 Jericó    | 12 Santa fé de Antioquia |
| 6 Monguí    | 13 El socorro            |
| 7 Salamina  |                          |

 Honda

# RAILWAY NETWORK



- Active line
- Idle line
- Heritage train stations



Former railway station, Honda

Source: <https://www.flickr.com/photos/14811170@N00/10111111111/>

# CHAPTER 2

# CASE OF STUDY: HONDA



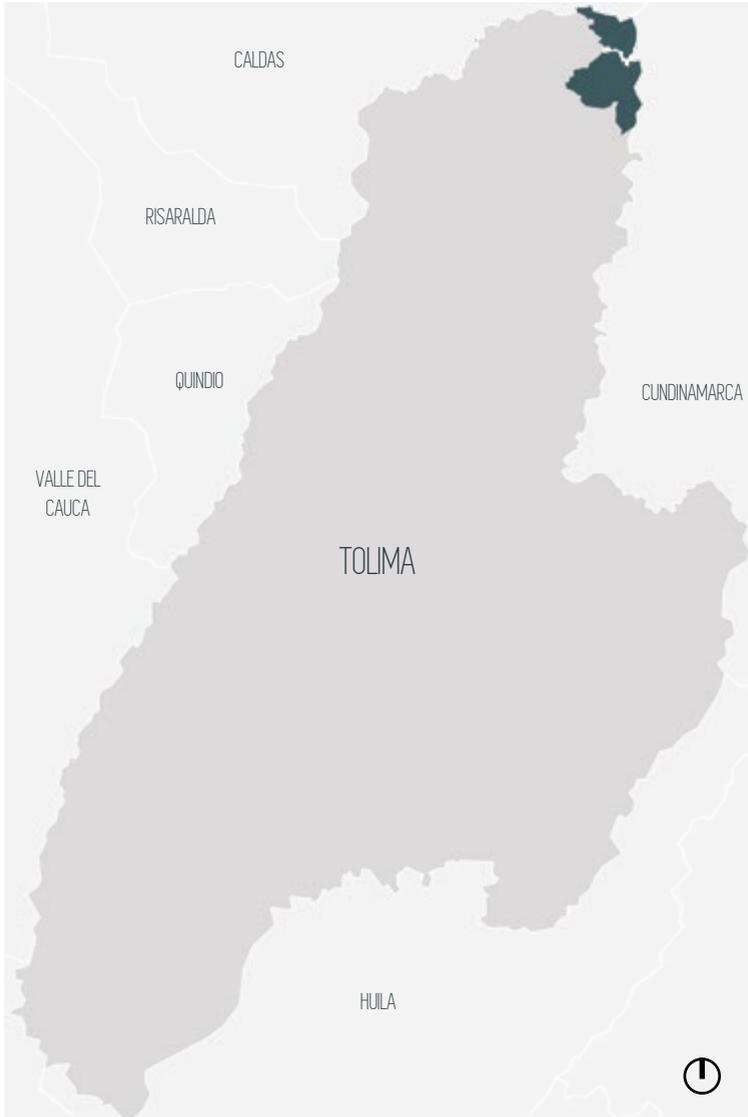


<https://www.radonica.rocks/que-pasa-er/diez-10-razones-para-ir-a-fonda-boima>  
Source: Camilo Zambrano

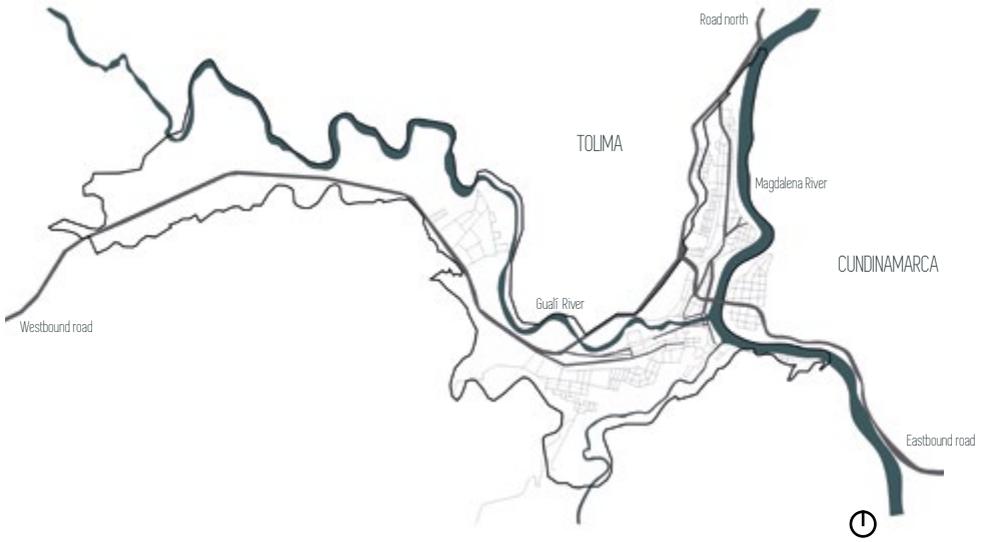
Colombia is subdivided by departments; the "Tolima" department, is located between the central and eastern mountain ranges (almost in the center of the country) is the city of Honda. The Magdalena River is the limit that divides Tolima with the department of Cundinamarca, where Bogotá, the capital of Colombia, is located. The distance between these two cities is 148 km, which translates to about three hours of road travel. It is important to highlight this fact, because its proximity to the Colombian capital, makes Honda a city with great tourist potential, because in addition to the short distance that divides them, Honda has an average temperature of 30 C ° and a baggage historical and cultural that is worth highlighting (and that will be explained in depth later).

Honda is called the "city of bridges" because it is surrounded by three different bodies of water on which connections were built to allow the passage of people to different parts of the city. The three main rivers that border it are, the Magdalena River, the Gualí River and the Guarínó river. Regarding the Magdalena River, the extension that covers the city of Honda is about 30,486,612 square kilometers, "it belongs to the ecological formation of tropical dry forest, with an average annual rainfall of 1771 mm. bimodally distributed with two dry periods and two rainy periods" (Lopez, 2020). It has a relative humidity of 74% and 2070 hours of solar brightness throughout the year. For all these environmental characteristics, the natural ecosystems that surround the city present a variety of fauna, especially birds and natural vegetation of a protective nature with reduced forest relics (Lopez, 2020)

Honda is a basically urban municipality. It only has 8 paths. And unlike most Tolimans, its economy does not depend on agriculture (Honda City Hall in Tolima, 2020). Trade and livelihood of its inhabitants, is mainly based on tourism, fishing and livestock. As mentioned earlier, Honda has a strategic location, as well as its proximity to Bogotá and Medellín (the second most populous city in Colombia), it has roads that connect it with the Atlantic Coast to the north of the country and with Ibagué to the south .



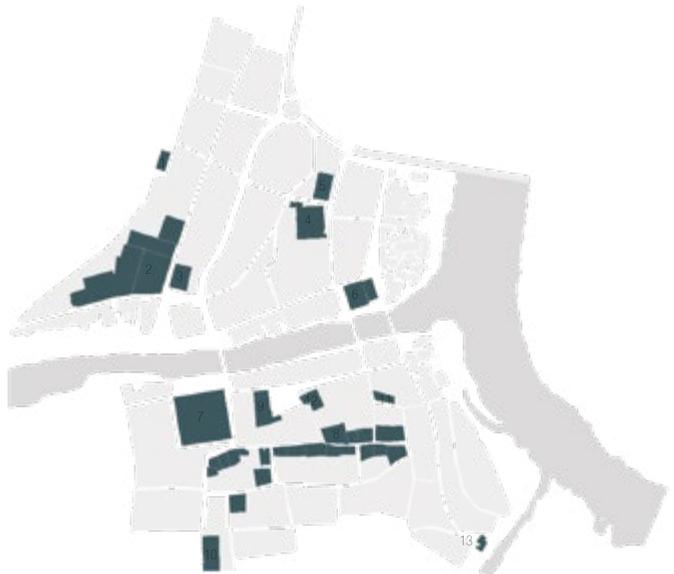
Departamento del Tolima and its limits. At the north, Honda city.



The urban area extension of Honda, occupies about 747 square kilometers. The road that connects Honda with the north of the country leads to Medellín, the road that connects with the west leads to Ibagué (the capital of the department of Tolima) and the entry route for vehicles arriving from Bogotá comes from the east, crossing The Magdalena River.

### Heritage and important buildings:

- 1 Old railway station
- 2 Old beer fabric Bavaria
- 3 Old "Union" theater
- 4 Old America Hotel
- 5 Nuestra señora del carmen church
- 6 Cultural center bank of the republic
- 7 Marketplace
- 8 Calle de las trampas
- 9 Town hall
- 10 Alto del Rosario
- 11 House of the viceroys
- 12 Alfonso Lopez Museum
- 13 Magdalena river Museum



Historical city center of Honda



Alto del Rosario. One of the most emblematic churches of the town



Town Hall

## HERITAGE IN DANGER...

Specifically, the municipality of Honda, despite being one of the heritage towns of Colombia, its historic center is deteriorating; several of its most representative buildings are abandoned, neglected and some, almost in ruins. This, because there is no state management with which some type of urban renovation can be generated, which can accommodate these buildings and make them productive, that is, make them contribute something to the city, either in terms of services or urban dynamics. Several of these buildings are cultural heritage of the country and are the reflection of Honda's important history and idiosyncrasy. For example, the old factory of Bavaria, is the last vestiges of the industrial history of the municipality, is one of the largest abandoned lots in the historic center and its heritage importance makes this industrial park an element of urgent restoration, to turn it into a common good that also produces new activities in the place and in general in the city. In this way, the appropriation of the Hondanos towards its town would be promoted and thus one could work for the economic recovery of the city.

# CHAPTER 3

# HISTORICAL BAGAGE



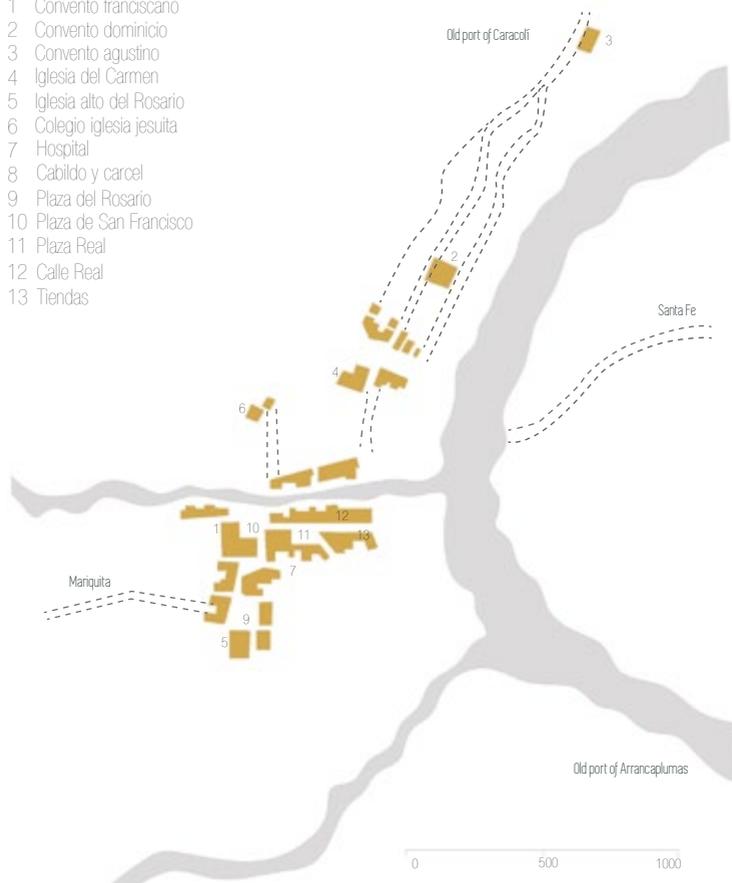
# URBAN STRUCTURE END OF THE 16TH CENTURY



(Guzmán, 2002)

# URBAN STRUCTURE END OF THE 17TH CENTURY

- 1 Convento franciscano
- 2 Convento dominico
- 3 Convento agustino
- 4 Iglesia del Carmen
- 5 Iglesia alto del Rosario
- 6 Colegio iglesia jesuita
- 7 Hospital
- 8 Cabildo y carcel
- 9 Plaza del Rosario
- 10 Plaza de San Francisco
- 11 Plaza Real
- 12 Calle Real
- 13 Tiendas



(Guzmán, 2002)

Before Honda was discovered by the Spaniards, the aboriginal population had already established commercial networks with nearby settlements through canoe transport, allowing their population to be supplied.

During the colonial era in Colombia, the Magdalena River was the main access and connecting axis between the Andean region and the Caribbean. Its navigation, in addition to allowing the discovery of the interior of the country, generated important commercial dynamics in the ports that were subsequently established (Muñoz Obregón, 2016). Thus, the import and export of goods such as tobacco, corn, coffee and other agricultural products, began to grow in the country and the Magdalena River became the main axis of development for the municipalities connected by its navigation circuit. Honda was one of the most important ports of the time (1820-1860) because it was a central connection point between Santaféd de Bogotá and the Caribbean Coast; in relation to this, Ramos Peñuela argues that:

*"Honda was the river port that knotted the roads that started south and west towards the cities of Neiva, Mariquita, Popayán and from there to Pasto and Quito. And towards the east in the direction of Bogotá and from there to the northeastern provinces of Vélez, Socorro and Pamplona." (2013).*

In addition to this, at the point where the Gualí river flows into the Magdalena river, there is a natural phenomenon called "Honda rapids", produced by the sedimentation of rocks and sand that, together with the confluence of the two rivers, it forms small eddies that hinder navigation through this point, so the existence of a port where it could be anchored was also necessary.



Navigation on the Magdalena River and its two ports of embarkation and disembarkation to the south and north of the city.



Railroad route and old airport.

Since pre-Hispanic times, Honda was considered a privileged place of passage, as it was a point of union between the "Muisca plateau and the sea." Subsequently, in the colony, with the start of mining in regions such as Mariquita and the commercialization of tobacco between Atlantic cities and Antioquia, Honda became the main distribution point in the region. This brought with it population of all kinds: slaves, mestizos and Spaniards. In this way, merchants from different places settled in Honda, which resulted in the development of buildings intended for commercial use, together with institutions aimed at the administration of river transit taxes (Toledo & Charry, 2004). It is important to note that the way in which Honda was built differs from many other cities in Colombia, where there is a foundational plaza on which the city is being organized. Because Honda was a port city, its morphology has a more "random" character of organization, since the structuring axis is not a central square, but rather natural bodies such as rivers.

The building typology of Honda is very varied, due to the influence that had historical times of great importance in Colombia, such as the conquest, the Hispanic colony, independence and subsequent industrialization, so that its architectural language has colonial-type characteristics, republican and industrial. (Camargo Bejarano, 2015). Also the irregularity of "applies as built bodies follow this unique condition and their regular forms are diversified in multiple shapes and dimensions to configure an urban spatiality of a singular beauty." (Prieto, 2009)

Due to the great commercial activity that was formed in Honda, a high percentage of its population was a merchant, which generated that the building typologies were characterized by having a mixed use; that is to say, there were houses in which commerce was on the first floor and housing on the second. However, trade "also generated other types of buildings such as inns, resting places and shelter for travelers in transit" (Toledo & Charry, 2004); It also gave way to the construction of warehouses to store merchandise. Entered the nineteenth century, because of the defeat of the Monarchy, that is, in Republican times, trade barriers were abolished, which led to the arrival of more foreigners who established their companies in the city and gave way to new related ideas with the industrial revolution of Europe and North America. Therefore, for the construction of infrastructure such as bridges and railways, materials such as cement, zinc and iron began to be used. Indeed, the construction of the railroad was a great advance for the city since, in addition to transporting merchandise between the ports of Caracolí and Arrancaplumas (each located at the ends of the city), it was connected as an alternative transport with the capital of the country and the port of Barranquilla (Muñoz, 1997). In this way, due to the investment of Colombian and foreign companies, Honda became a city with "consistent accumulation of capital" (Toledo & Charry, 2004).



Las vías terrestres con las únicas que se usan actualmente en Honda. En la imagen, las vía que conectan la ciudad con el resto del país y las principales ciudades más cercanas



The morphology of the city did not develop from a founding square. In the plan you can see a type of organization that to this day follows a "folded" trace by the river and the topography of the place.

The city has several urban landmarks that are the main tourist attractions of the city, among which are: The street of the traps (calle de las trampas) ,Nuestra Señora del Rosario church, Nuestra Señora del Carmen church, House of the Conquerors, House of the Viceroy, Old port Arrancaplumas, Navarro bridge, Alfonso López museum, Magdalena river museum, the market, among others (Colombia, 2017). Currently, the historic center of Honda, has regulations that aim to keep the area in good condition and therefore dictates the rights and duties of the inhabitants. Within the regulation of the "Basic Plan of Territorial Planning", it is established, among other actions, that "it is the duty of all Honda residents to ensure the good conservation of the properties and comply with the regulations issued by the municipal council, for the Protection of the Honda Real Estate ... "(Prieto, 2009), in the same way, the buildings of the historic center, are classified, according to the permitted works, in monumental conservation buildings, of structure, of typology, partial and new construction. Related to this, it can be seen that, in fact, the equity value of Honda is intended to be maintained not only through intangible assets (such as history), but also through real estate, on which the appropriation of its inhabitants towards the city and thus to make known pleasantly, the aspects that make Honda the unique and singular city that is



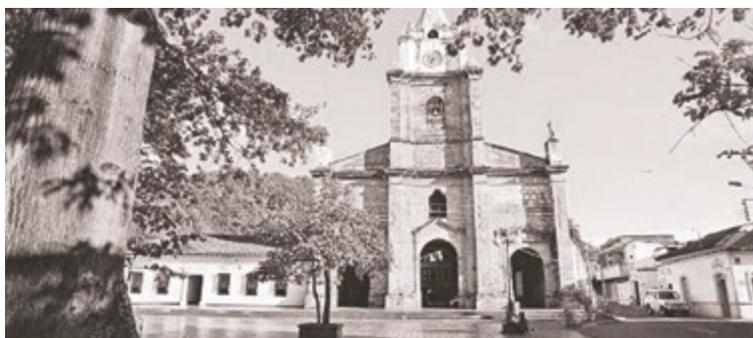
Bienes de interés cultural y potencial turístico en el centro histórico de Honda  
(Álvarez, Millán, & Pardo, 2016)



Fuente: [https://es.wikipedia.org/wiki/Archivo:Honda\\_bazaro.jpg](https://es.wikipedia.org/wiki/Archivo:Honda_bazaro.jpg)



MARKETPLACE



Fuente: Miguel Angel Manrique  
<https://www.eltiempo.com/archivo/documento/CMS-16384139>



ROSARIO CHURCH



Fuente: <https://www.radonica.rocks/que-pasa-en/diez-10-razones-para-ir-a-honda-tolima>



TRAMP STREET



Fuente: <https://twitter.com/redpueblos/status/9494106653268453120>



VICEROI HOUSE



Fuente: <https://www.governara.edu.co/pesquisa/o-que-cuentan-los-rieles-del-ferrocarril-de-la-dorada/>



OLD TRAIN STATION



Fuente: <http://www.museoscolombianos.gov.co/museos-del-ministerio-de-cultura/museo-alfonso-lopez/alfonso%20lopes%20galera/forms/miniaturas.aspx>



LOPEZ MUSEUM



Fuente: Miguel Ángel Morán  
<https://www.eltiempo.com/archivo/documento/CMS-16384139>



OLD UNION THEATER



OLD THEATER HONDA



Fuente: <https://banrepocultural.org/honora/actividad-musical>



CULTURAL CENTER  
"BANCO DE LA REPÚBLICA"



Fuente: Jorge Cuellar- el nuevo da  
<http://turismohonda.blogspot.com/2012/04/el-museo-que-un-dia-fue-puerto.html>



MAGDALENA MUSEUM



Fuente: Denio Correa  
<https://www.flickr.com/photos/dairocorrea/3503022660/lightbox/>



NATIONAL BUILDING



MAJOR'S SQUARE

As for Honda's industrial history, the first factory that was built was the "aguardiente" factory, which later became the Sacred Heart church and is now known as the old cultural center. Then, at the beginning of the 20th century, after the appearance of the railroad, the rise of Honda's industrial era begins; The first telephone company is built, the first electric plant and the first wheat thresher appear, both founded by businessman Pedro A. López. Thus begins an industrial area characterized mainly by the presence of grain threshers produced in much of the mountain range.

Honda has a very important industrial historical background, because its development was largely thanks to the companies, factories and industries that settled in the city and also produced an accelerated and ascending economic development. All kinds of merchandise arrived in the city, which led to the formation of different types of industry, such as breweries, aguardiente, fabrics, wax, soap, soda, threshing machines, mechanical, hydroelectric workshops, light and telephone companies, among others. This industrial zone, gave the place the appearance of different commercial dynamics, due to the significant flow of workers who inhabited it daily. The loading and unloading of goods, plus the activities that were generated in the schedules of departure and entry of workers made this area, a place with great "urban dynamism". However, with the replacement of the railroad and the ship as the main means of transport, the accelerated growth of Honda stopped; the industry, the companies and the banks left gradually and the prosperity that once generated the commerce was disappearing (leaving as vestige the buildings of Bavaria and a place with few urban flows and dynamics).

Despite that, the historical legacy left by Honda as a port city, still exists. Currently the municipality of Honda is part of the network of Colombian heritage towns; This is not only due to its historical value, but also to the architectural characteristics and urban value of the city. However, despite its great historical and heritage value, several of the city's urban landmarks are damaged and abandoned. The above is the result of the lack of appropriation towards these spaces by citizens and the passivity of the local mayor and the national government to conceive actions that restore the importance of these places through their restoration and proper conservation. (Camargo Bejarano, 2015). As for the "Special Management and Protection Plan" heritage (2010), developed by the Ministry of Culture, the only spaces that will receive restoration or recovery are the River Museum, the Alfonso Palacio cultural center and the historic Archive of the municipality. The creation of other museums and restoration of facades of buildings in the historic center is proposed, but it is not specified which, when or where they will take place.



Puerto de Arrancapumas

Fuente: <https://godues.wordpress.com/2015/03/02/supia-475-anos-bajo-la-tutela-del-cerro-tacon-2/>



Antiguo Aeropuerto

Fuente: <http://iberiomurciagodoy.blogspot.com/2011/07/marquila-tiene-aeropuerto-pero-no.html>

# FORMER BEER FACTORY BAVARIA...

Its history dates back to the nineteenth century, with the first brewery in the city that was "El Condor", founded in 1880, which is known to be quite rustic; They used clay pots for fermentation and filtered the barley with cotton filters. Later, in 1889, the McCausland factory, which produces beer and mineral water, appears. Then, in 1929, the beer company of Honda was established, that is, a joint-stock company with "Hondanos" investors was formed, to give way to what became known as the "Ancla" beer, which for three years supplied cities to Cundinamarca, Caldas, Boyacá, Tolima and Huila. In 1932, the company Bavaria bought the "Ancla" brewery, constituting not only a great source of employment and income for the city, but also an important financial support for the development of sports, artistic, cultural, civic and social activities that They gave in the municipality. Also, in the club of Bavaria great cultural events were presented, such as conferences by important writers such as Gustavo Álvarez Gardeazábal and dance competitions and festive singing such as "Song City of the Bridges" (Murcia Godoy, 1992).

Specifically, the Bavaria factory is currently the abandoned site with the largest area of the city, approximately 2.3 ha. It retains the typical type of beer industry, is located in the historic center, west of the Magdalena River and north of the Gualí River. It was opened in 1932 and stopped working in 2001, so it has been abandoned for almost 19 years. Its location is important as it is only 100 meters (north side) of the old railway station, considered one of the assets of the nation's cultural material heritage; on the eastern side, it borders the old "Unión Theater" currently abandoned and with the Juan Manuel Rudas school (the only educational institution in the historic center), finally, the street with which it borders on the south side has a direct connection with the Market square (former convent) and the famous street of the traps. Today the construction represents a very important development time for the city, it contains 70 years of Honda's history and constitutes the vivid memory of important urban dynamics generated by the industrial activity that developed in the area.



Antigua Fábrica Bavaria

Fuente: <http://centrodememoriahonda.blogspot.com/2018/03/honda-recupera-bavaria-el-centro-de-la-himi>



Puente Navarro

Fuente: <https://deuxsoleils.wordpress.com/2010/03/24/historia-de-honda/pic31627-2/>

# CHAPTER 4

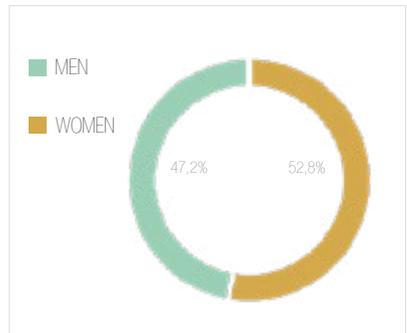
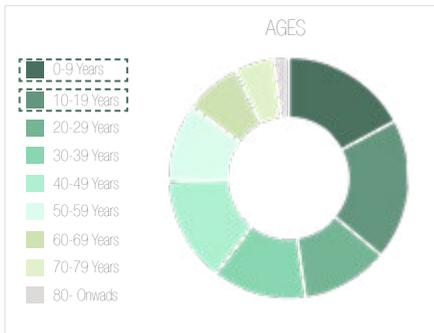
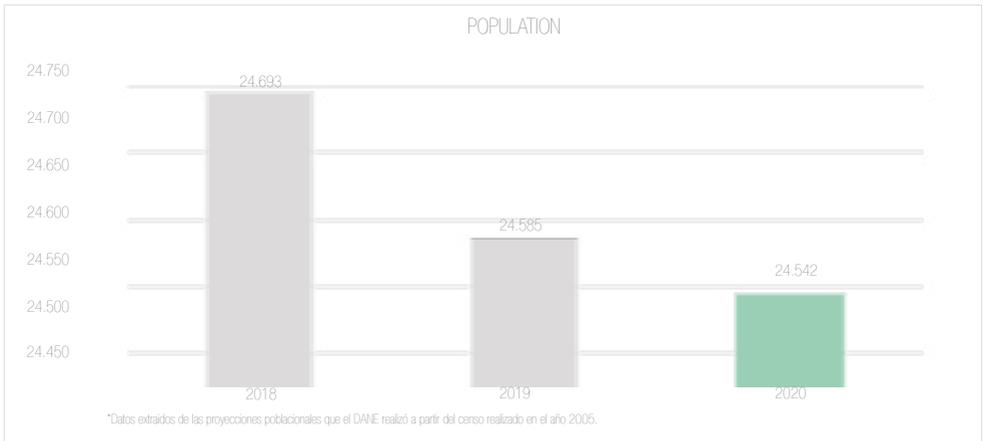


# POPULATION

According to the projections of the DANE (National Administrative Department of Statistics), by 2020 Honda would have 24,542 inhabitants, of which approximately 47% are men and 53% are women (DANE, 2005). It is important to highlight the fact that the population of the city has been in constant decline since 2017; This situation can be worrisome since, due to different factors, the population could be migrating to places in the country that can offer them greater labor and economic opportunities. Since, with the data presented below, it could be inferred that Honda is in danger of not being projected as a municipality that will continue to develop, despite its great historical and cultural potential.

The largest population group has a tendency to be people between 10 and 14 years old, followed by 15-19 years. In 2005, children between 10 and 14 years old were 2,720 and teenagers were 2,589 out of a total of 27,310 people; In other words, this group occupies an important trend percentage of Honda's total population (Alcaldía Municipal de Honda, 2012). There are 13 educational equipments for elementary students and 8 for high school students; Approximately 93% of children under 7 years of age would be in preschool, 80% of the total population of children between 7 and 13 years of age, would be in primary school and 54% of young people between 13 and 19 would be in high school. Over time, school dropout increases upon reaching high school. According to data from the Honda's city hall, in 2010, of 440 children enrolled in preschool, 27 dropped out (6%). Of the 2500 enrolled in primary school, the dropouts were 80 (3%) and 2444 young people, 280 (11%) also dropped out.

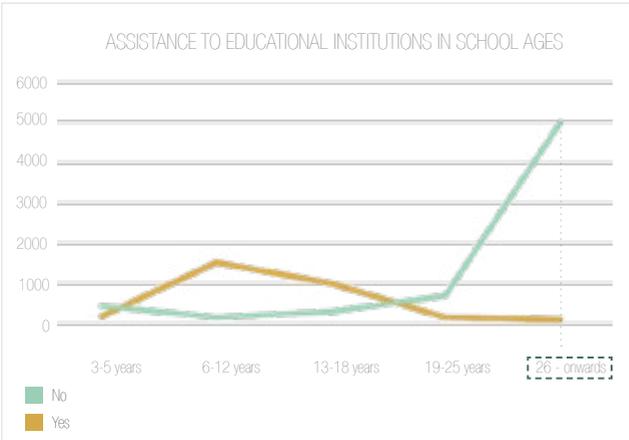
According to the above, it is important to encourage proposals related to the improvement of the education system provided for young people in the city. On the one hand, this improvement would have to be aimed at supporting young people to finish their studies, because by doing this, they would begin to cultivate generations of young people with greater job opportunities, which would give way to a possible economic development of Honda. And on the other hand, to promote projects that through education, instill a feeling of appropriation by the city and its culture, so that young people who finish their studies, may want to stay in Honda to continue working in an economic and social development of the city. In this way, migration would decrease and a large percentage of the population of Honda could have more opportunities thanks to the development promoted by the integral education of their young people.



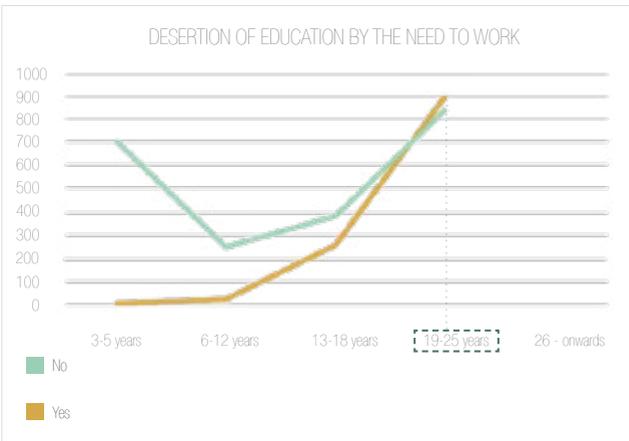
0-9 Years	10-19 Years	20-29 Years	30-39 Years	40-49 Years	50-59 Years	60-69 Years	70-79 Years	80- Onwards
17,15%	18,91%	11,72%	12,70 %	14,3%	10,68 %	7,42%	5,45%	1,98%

The predominant ages, as stated above, range from 0 years to 19 years of age. In other words, among children and adolescents, this population group occupies about 36% of Honda's total population. This percentage is of great relevance, since from the previous data it could be inferred that almost half of the inhabitants are under 30, so this city turns out to be a city of young people. The population age data are important for the present investigation, since at the time of carrying out an urban and architectural project approach in the place, the type of population to which it will be projected and therefore the needs that it has are the bases for them to be developed. That is to say that if the predominant population of Honda, is a young population, the program of activities that arise for a city like this, must be in accordance with this situation.

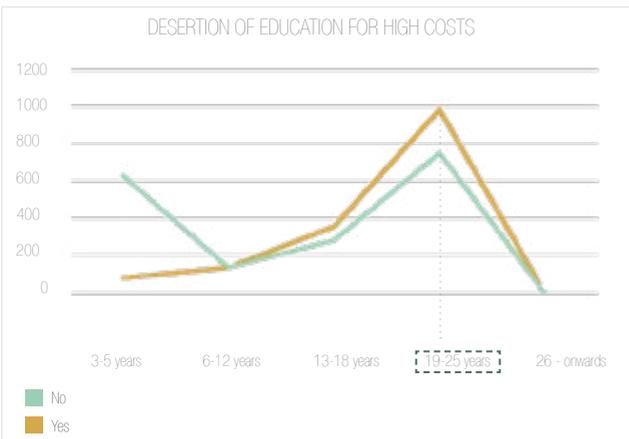
# EDUCATION OF THE POPULATION



It can be inferred that in general, the Honduran population has studies only until 18 years of age, since from 19 onwards the population present in educational institutions begins to rise exponentially.



Although the abandonment of studies due to the need to work is greater in this population, the difference between "no" and "yes" seems not to be so great. However, the fact that no data appears in the population aged 26 and older, could be an indicator that definitely after 25 there are no people who are pursuing higher education and also living in Honda.



It is common that in Colombia, access to higher education has a very high cost and this graph demonstrates this, because between the ages of 19 and 25, young people usually attend university. So the desertion of education at these ages is usual in several areas of the country.



Students of Juan Manuel Rudas School located in the city center

As stated earlier, what the graphs show is that, in effect, the vast majority of Honda's population does not finish their studies, a situation that greatly contributes to the city's development going down. Although the reasons for dropping out of school are related to political, economic and social fields, it is important to keep in mind that the main focus of the present work is to give a possible response to the current urban situation of Honda, so that to a large extent, the fact that the young population is the majority in a town with the cultural and historical potential that it has, is seen as a great determinant in the urban and architectural proposal that will be raised later. That is to say, although in this work the topic of low educational levels of hondanos will not be developed in depth, it is expected that from the [urban program proposed](#), more complete educational projects can also be encouraged for its citizens, a fact that, it is expected, will contribute to the current urban decay situation of the city.

Currently, Juan Manuel Rudas School is the [main public educational institution in the center of Honda](#). Every day, it houses a significant number of children and young people in its classrooms and its presence in the place is noteworthy, as well as being related to the "target population" of this work, the fact that it is in the center of the city, also represents a great urban project opportunity. The population that hosts this school are mainly children and young people from social strata 0, 1 and 2, that is, they are [vulnerable population](#), due to the few resources they have for their subsistence. They are children and young people who come from dysfunctional homes, in which it is often not the parents who take care of them, but the grandparents or other relatives. For this reason, they do not have a defined life project, they have no motivation for their future and therefore, their expectations for study or job opportunities are very precarious. (Camero, 2017). It is also important to note that [their needs are also linked to having incentives in their studies](#), that is, to carry out activities with which they can develop skills and new abilities that give them options to learn and deepen topics of interest.



Source: Juan Manuel Pude's School web  
<http://www.iesjuanmanuel.edu.co/>

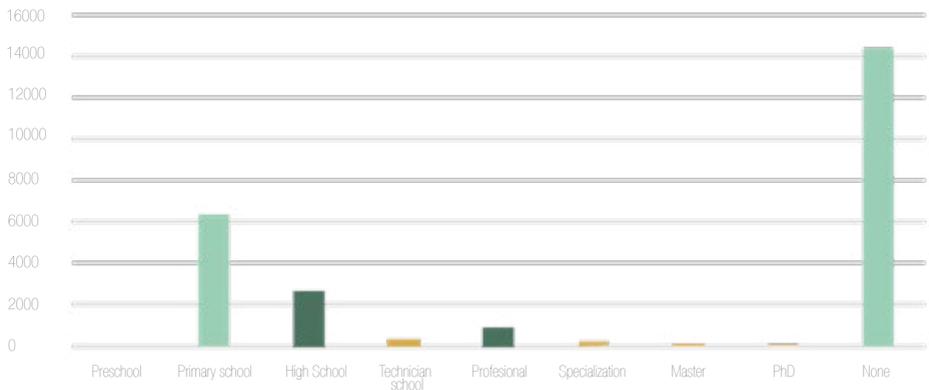
They need spaces that give them the possibility of carrying out learning and leisure activities in which they can spend their free time. In this way, if children and young people are encouraged to practice artistic, sports or cultural activities, a new generation of adults with new abilities, aptitudes and interests would be given to help them build their life plan, in addition to giving it to Honda a new generation with life projects that translate into a development opportunity for the city. The interests of the child and youth population are mainly related to sports, recreational and modern activities, using technology as an instrument for learning.

In general, young people tend to have an active social life, so the use of public space and entertainment spaces is greater by this population. This is how children and young people are the most affected by the abandonment of buildings, which also generate areas of insecurity in the city, since it is them who tend to inhabit public space more frequently and in the afternoon or evening hours, which are usually considered more dangerous. Therefore, young people and children need the city to respond to the needs and interests they have to be able to live peacefully in the public space, without fear of walking through certain streets and neighborhoods.

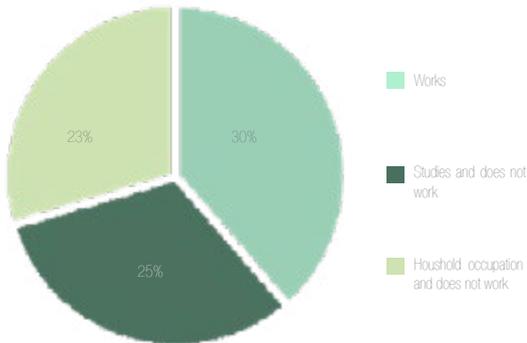
On the other hand, with respect to the needs of the adult population, which usually accompanies the young population, they have to do with spaces that provide them with new job opportunities, of places of recreation that offer them a diversity of activities in the city and safe places where their children can stay (whether children or youth). The elderly population requires spaces that allow them to rest in the shade, without feeling insecure; They require places where they can spend their time in passive entertainment activities and where they can accompany their families and spend "quality time" with them.

In conclusion, the most important population within the present work is the young population of Honda, that is, children and young people between 0 and 20 years of age, because in addition to being the predominant population, in terms of development proposals, they are a key element so that, starting from their education, they can contribute significantly to the urban deterioration of the city. Likewise, the educational and cultural institutions present in the study area will be of great importance in the urban proposal that will be presented later, as they are directly related to Honda's youth and their current situation must be taken into account

### EDUCATIONAL LEVEL OF PEOPLE OVER 26 YEARS OLD



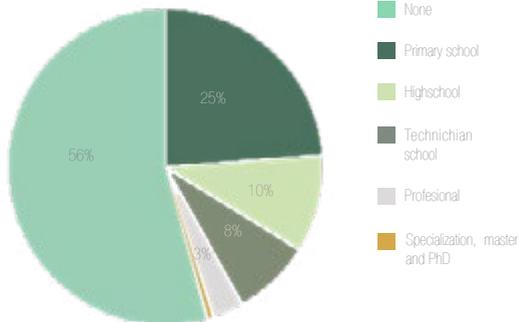
### PERCENTAGE OF PEOPLE WORKING



\*These three groups represent 78% of the population surveyed, which according to the DANE, would be the total population of Honda. The rest of the groups were not exposed because they were not of interest for the present investigation.

More than half of the population of Honda is unemployed, however, taking into account that the largest population group in the municipality is young, it could be said that it is a good indicator that 23% of people surveyed are studying and not working. On the other hand, it can be worrying that only 30% of the population is working, as this may be an indicator of the lack of job opportunities in Honda.

### PERCENTAGE OF EDUCATIONAL LEVEL OF PEOPLE OVER 26 YEARS OLD



More than half of the population of Honda, who by the age of 26 and older had to have studied almost entirely, had no education. The second most important group is that of people who for these ages only attended primary school. It reflects the absence of situations that provide the Hondana population with quality education, a fact that intensifies the slow development and abandonment that the city currently lives.

# ACTIVITIES

Formerly, the owners of the companies, the merchants and the ruling class of Honda, had the vision of Honda, as a prosperous city full of opportunities. Many of these people had the opportunity to be educated in the management and administration of companies, so they acquired a broad vision of business, which was reflected in the great economic boom that Honda had with the arrival of large national and foreign companies. Thus, not only began to generate communication channels with other cities, producing economic, social and cultural exchange. This, in other words, meant that thanks to people in Honda seeing great economic potential, they returned to the city, with the intention of developing their businesses, contributing to the development, not only economic, but also cultural and social of all the region. That is to say, the fact that the businessmen and in general the same hondanos, were interested in setting up their own business in their land, meant that there was work and therefore a great variety of opportunities for citizens and for those who wanted to live in Honda (Laverde Polanco & Murcia Godoy, 2017). However, as explained above, the population is declining, which shows that Honda, today, is not seen as a city with potential, which can provide opportunities for its population, especially children and young people who usually do not finish their studies or migrate to other cities in search of more opportunities.

According to the mayor of Honda, today, the main activities of the municipality are fishing, livestock, tourism and local commerce. If it is taken into account that several of the modalities that these activities imply, are not found in the urban area of the city, so in terms of urban dynamics, the activity that will govern a large percentage of the activities will be local commerce, also followed by tourism. However, as will be seen in the following graphs, it is important to take into account two main aspects regarding the topic of tourism: the first aspect is that local commerce overcomes a lot of tourist activity, so despite being one of the most important activities of the city, the real percentage it occupies is very little. The second aspect has to do with the fact that a part of this tourism covers in an important measure the rural areas of Honda, so that the urban center and specifically the historical center may not tend to be the main option of visit of the common tourist.

With the above, within the entire framework of activities that Honda, as a historic city, had in its golden age (such as industry and various cultural activities) today there are only traces of its buildings and a common denominator of local commerce that in spite of being important, it is not enough, nor supplement other aspects that Honda can have to be again that prosperous city that at some time it became.

## ECONOMIC ESTABLISHMENTS ACCORDING TO ECONOMIC ACTIVITIES



(Carando & Cabrerón, 2013)



SECTOR	N° COMPANIES	% PARTICIPATION
Electricity, gas and water	8	0,12%
Education	16	0,24%
Mining	18	0,24%
Recycling	20	0,30%
Real estate and rent	46	0,70%
Health and social security	62	0,94%
Financial intermediation and insurance	71	1,08%
Building	86	1,31%
Transportation and storage	105	1,60%
Farming	159	2,42%
IT, advertising and security	161	2,45%
Tourism and telecommunications	211	3,21%
Industry	422	6,42%
Other service activities	490	7,44%
Wholesale trade	658	10,01%
Hotels, restaurants and bars	1004	15,27%
Retail trade	3040	46,24%
<b>TOTAL</b>	<b>6575</b>	<b>100%</b>

## BUSINESS COMPOSITION BY COMPANY SIZE

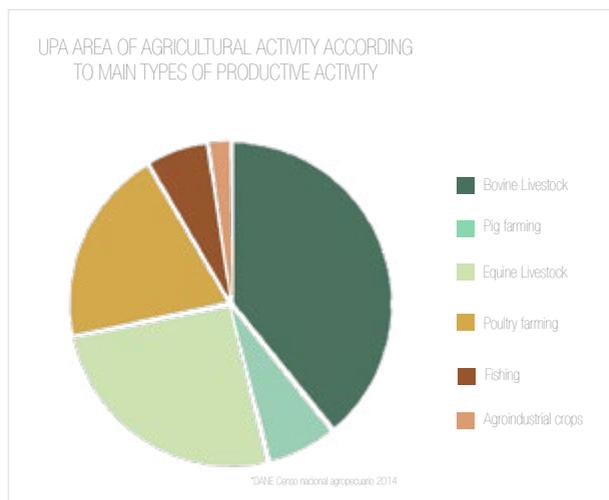


- Microenterprise: Not more than 10 employees
- Small company: From 11-50 employees
- Medium company: From 51-200 employees
- Big company: More than 200 employees

It can be seen that within the 17 types of activities present in Honda, almost half (46%) is occupied by local commerce. Tourism, despite the main 5 activities, occupies only 3% and education 0.24%. From the above it can be concluded that although there is apparently variety, the percentage of local commerce monopolizes practically all the activities of the Hondanos.



# ASSISTANCE TO CULTURAL ACTIVITIES OF THE MUNICIPALITIES OF COLOMBIA

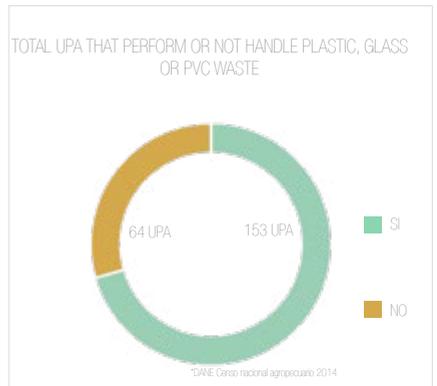
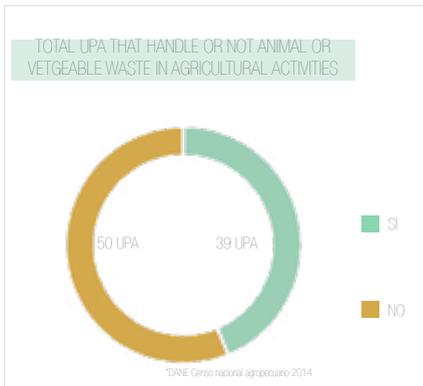
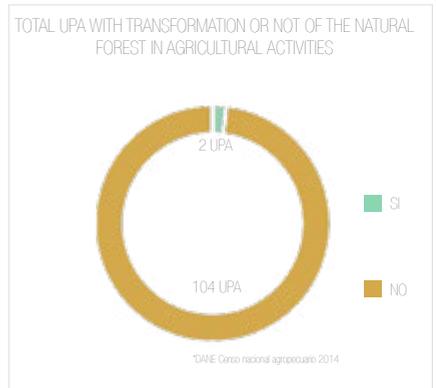
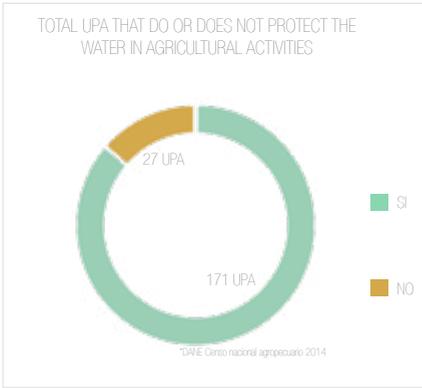


Activity	UPA	N° Animals	%
Bovine livestock	175	14.981	39%
Pig farming	32	1.144	7%
Equine livestock	114	1.367	26%
Poultry farming	88	2.686	20%
Fishing	28		6%
Agroindustrial crops	10		2%

\*UPA: Land extension of 500 m<sup>2</sup>

\*These activities occur in the rural areas of Honda, so specifically, fishing activities in terms of area, may be greater in the urban area.

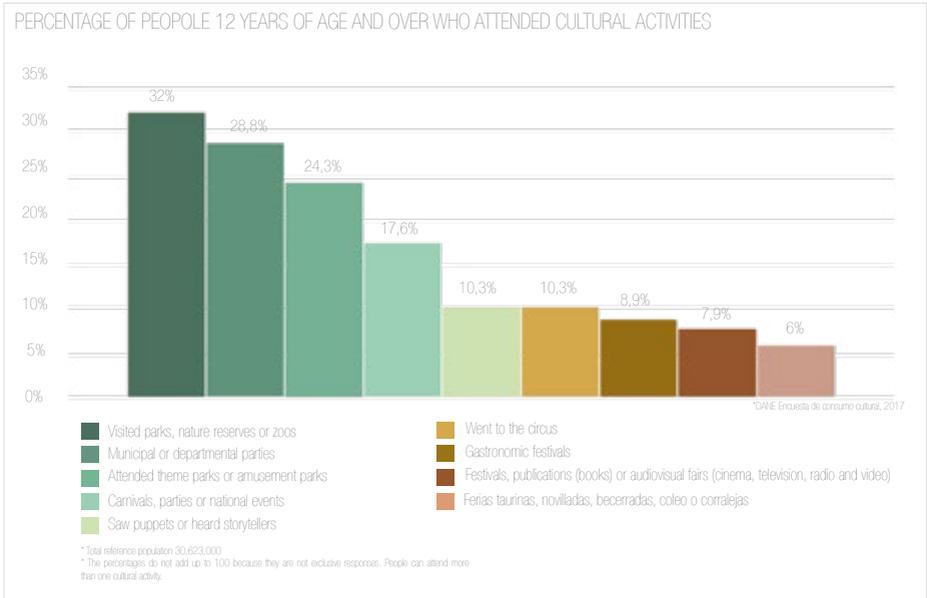
The greater part of the municipality of Honda is made up of the rural area, with 29,738,8172 Hac Km2 of 30,486,1271 Hac Km2, so that agricultural activity occupies an important place in its territory. With respect to the previous graph, it is important to highlight that although fishing is an emblematic activity of Honda, in comparison to the bovine livestock and the equine livestock, it does not seem to be the main one in this field. On the other hand, it could be said that the importance of this type of activities for the present work, is that agricultural products are the basis of trade in places such as the market square of the historic center of Honda, so, in terms of preserving the city's culture and its traditions, food and gastronomy is an important point not only for the common inhabitant of Honda, but also for its tourists.



Regarding the sustainable and environmental scope of agricultural activities, it is important to highlight that Honda's peculiarity has to do with the presence of at least three bodies of water that, as stated above, harbor natural ecosystems of quite diversity of fauna and Flora. However, despite the fact that according to the previous graphs it could be concluded that mostly environmental protection activities are carried out, the issue of vegetable and animal waste management is striking, as it is important to take into account that usually these wastes reach rivers that currently have high levels of pollution. With this, in terms of generating sustainable development in the area, it is a priority to give importance to other types of activities that can promote the care of the environment and also provide diversity of employment options in the municipality.

# ASSISTANCE TO CULTURAL ACTIVITIES OF THE MUNICIPALITIES OF COLOMBIA

The following are figures for attendance at cultural activities of the municipalities of Colombia. They are included because they show the customs of the inhabitants of municipalities such as Honda



People 12 years of age and older attend to a greater extent visiting parks, municipal or departmental parties and theme or amusement parks as can be seen in the previous diagram. All these activities are likely to be carried out in the place that is proposed to revitalize.

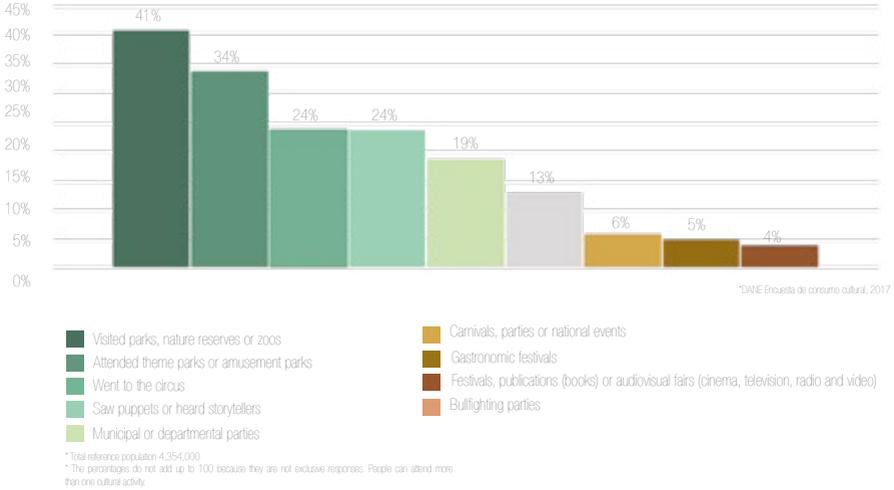


Source: <http://tolimahondakm.blogspot.com/2013/05/evento-y-kebwidas.html>



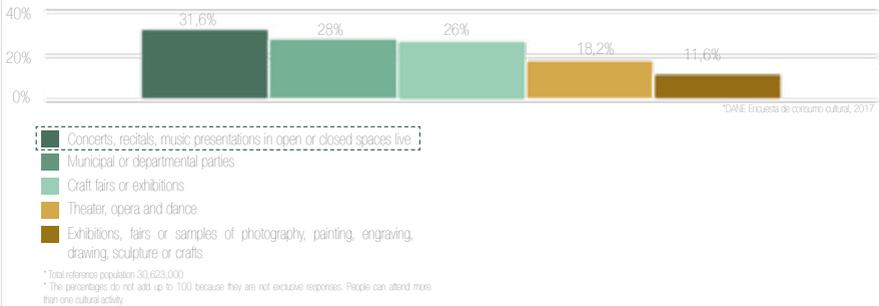
Source: <https://www.connects2017.welsh.com/webfiles/post/ke-fiesta-carnaval-en-homenaje-a-los-picos-y-peccadillos-en-honda-bima>

### ASSISTANCE TO CULTURAL ACTIVITIES , PEOPLE BETWEEN 5-11 YEARS OLD



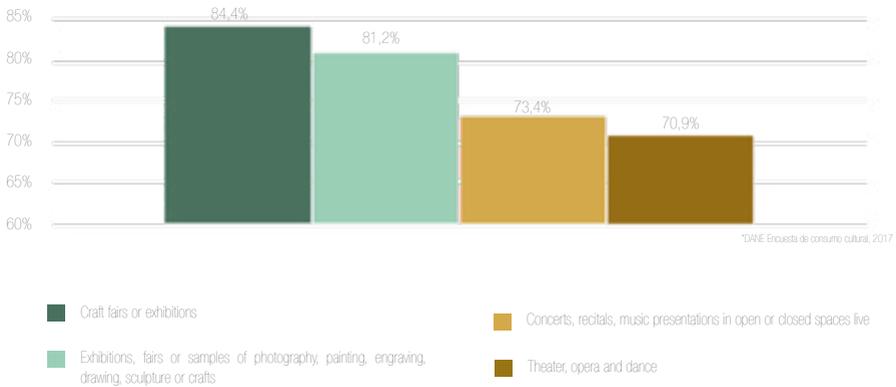
As in the case of those over 12 years old, children are taken more to visit parks than to do other activities. In children's activities, attendance at circuses, puppets and storytellers is also important.

### ATTENDANCE AT PRESENTATIONS AND CULTURAL SHOWS PEOPLE OVER 12 YEARS OLD



When it comes to shows, the inhabitants of the municipalities prefer attending concerts, recitals, presentations first, followed by attendance at municipal parties, fairs or craft exhibitions.

## PARTICIPATION IN PRESENTATIONS AND SHOWS FREE ENTRY PEOPLE OVER 12 YEARS



\*DANE Encuesta de consumo cultural, 2017

\* Total reference population 5,563,000

\* The percentages do not add up to 100 because they are not exclusive responses. People can attend more than one cultural activity.

When the entrance to events is free, the inhabitants of the municipalities prefer exhibitions, fairs, artistic shows and craft fairs or exhibitions, over theater, opera, dance, concerts and recitals.



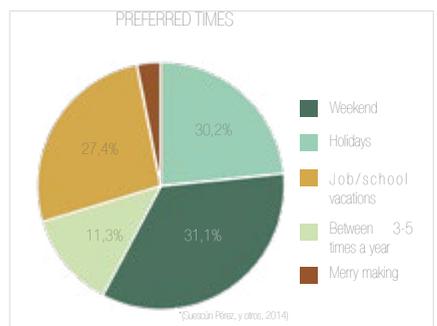
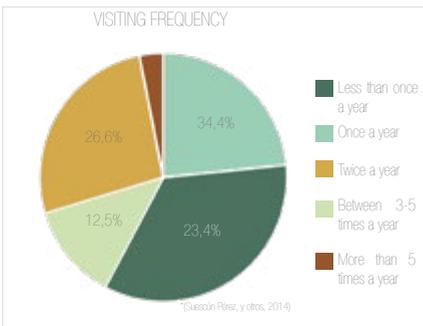
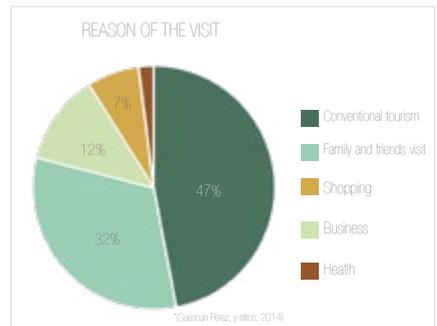
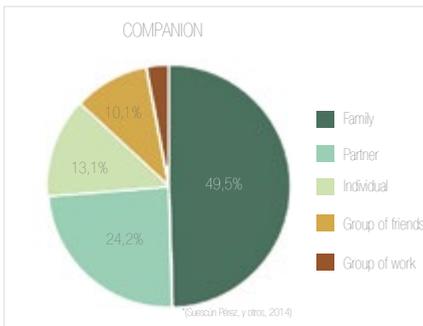
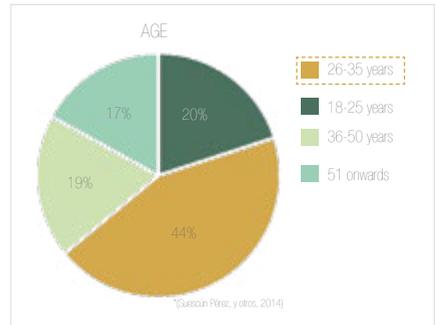
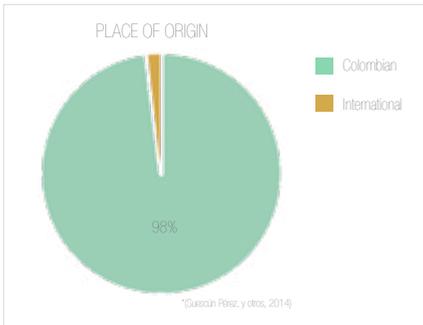
Source: [https://www.tripadvisor.com.mx/LocatorPhotoDirectLink.g?2167254-d3304091-44857542-Agua\\_Sol\\_Alegria\\_Hotel\\_-\\_Parque\\_Acuatico-Honda\\_Tolima\\_Department.html](https://www.tripadvisor.com.mx/LocatorPhotoDirectLink.g?2167254-d3304091-44857542-Agua_Sol_Alegria_Hotel_-_Parque_Acuatico-Honda_Tolima_Department.html)



Source: <https://www.calendariodecolombia.com/evento/carnaval-y-retirado-de-la-subienda-2017-3980>

Taking into account the previous graphs, it is important to clarify that data on cultural activities in the municipalities of Colombia were taken because [Honda's history and culture are practically the basis of its tourism potential](#). In other words, if it is proposed to develop an urban program that is consistent with both the needs of its population and the [interests of those who visit the city](#), having the data of the cultural activities that are most attended in Colombia is absolutely essential. Likewise, it was observed that, in effect, municipal festivals and outdoor activities (including theme parks and nature reserves) are the most visited by Colombians, which could lead to two possible ways to develop the urban proposal. One that goes in the direction of promoting activities such as the ["Subienda festival in Honda"](#) and another that focuses on the natural potential that it has thanks to its rivers and its climate and that is also in danger.

# HONDA'S TOURIST PROFILE





Author: Tatiana Angil



Source: <https://turvia.ponitomagdalena Honda del Ma.blogspot.com/2017/10/>



Source: [https://www.tripadvisor.com.mx/LocationPhotoClickDetail.html?geo2=167254-d3304091-144857542-Agua\\_Sol\\_Ab-gra\\_Honda\\_-\\_Parque\\_Acuatico-Honda\\_Tolima\\_Department.html](https://www.tripadvisor.com.mx/LocationPhotoClickDetail.html?geo2=167254-d3304091-144857542-Agua_Sol_Ab-gra_Honda_-_Parque_Acuatico-Honda_Tolima_Department.html)



Author: Tatiana Angil

As stated earlier, Honda has a very large tourist potential, as well as being inherited from its golden ages (when merchants arrived in the city, along with businessmen and their families) the morphological and architectural result that, despite being in decline, still exists, makes this city a place worth visiting. With the above, it is expected that within a development program for Honda, tourism is one of the main engines for that development to happen. It is also important to note that the profile of tourists who visit the city provides important information to know what kind of activities can attract the population that is usually interested in knowing places like Honda. It was observed that the common tourist tends to be young, from other cities of Colombia, with a purely tourist interest and that usually visits it on weekends or holidays.

# CURRENT HONDA CITY



1KM

The area of interest on which this work is developed is the historic center of Honda. Although its limits are not strictly defined, an area of around 800 m x 800 m was chosen, which covers the main historical and cultural landmarks of the city. Also, based on this specific area, it was possible to work in greater detail on the aspects that later were the basis of the urban proposal, hoping that starting from this "sample" of the city center, it can also contribute to the others urban dynamics of the rest of the city.



500 M



500 M

# URBAN SITUATION

Regarding the current situation of the city of Honda, it is important to highlight that for the present work, aspects that were considered important for the development of an urban proposal were taken in accordance with the situation and the needs that Honda and, specifically, the Historical city center have today. After having a deeper knowledge about the population and the activities that take place in the municipality, we proceed to try to understand [Honda in spatial terms](#). That is, taking into account that the work scenario of architecture is, in effect, space, it is very important to capture what, based on previous knowledge of the place (such as its history and its social and economic aspects) will become the argument of "[why](#)" and "[how](#)" decisions were made in the process of creating the urban and architectural project.

Hereunder, the graphic pieces that, from the author's point of view, will be useful to clarify the spatial situation of the historic center of Honda will be shown. Starting with the [urban facilities](#) plan, the notable presence of local commerce can be ratified (situation also explained in previous graphs) together with the characteristic fact of the "[urban decay](#)" embodied in the buildings that, currently, do not have use and are in state of abandonment. On the other hand you can also see the low diversity of facilities that exist in the area, because in addition to residential and commercial facilities, there are few "spots" of other colors that stand out in the plane. With the above, it can be concluded that although retail trade is an important activity within the dynamics of the sector, it is essential to highlight that the [diversity](#) of amenities in a sector, can generate new situations that are possibly more [attractive](#) for those who visit the historical center.



Urban facilities plan

- Household
- Education and cultural facilities
- Institutional facilities
- Commerce
- Religious facilities
- Abandoned building

# URBAN DECAY

As explained above with historical contextualization, one of the aspects that make Honda a particular case has to do with the industrial and business baggage that it had since its foundation as a port city. The fact that the merchants arrived at Honda with their merchandise caused the city to begin an era of exponential economic development, since new types of activities related to not only the exchange of merchandise, but also with companies that saw in Honda the opportunity to grow their business. In this way, businessmen who arrived to Honda, begun to invest in the city, thus generating the birth of various types of industry, accompanied by new jobs and a thriving economy for the families of the city. Regarding the type of industry that existed, threshing machines, typography, breweries, soap, cotton, clothing, soda, power plant and telephone companies were identified. In addition to this, there are activities related to the arrival of boats to the ports, such as mechanical workshops, hotels that could house their visitors and theaters for their entertainment.

Now, with respect to the current situation of the city in spatial terms, it is difficult to deny that, although there are still vestiges of the golden age of Honda, the industrial heritage that clearly occupies an important role in everything that it is considered "powerful" when talking about development opportunities in the region, it seems to be forgotten and therefore lost little by little. Currently, several of the buildings that previously functioned as factories or theaters are abandoned or very deteriorated, a situation that generates decay around them and also reflects the lack of appropriation and interest by the state and, to some extent, the inhabitants. Therefore, urban deterioration not only manifests itself in the limited supply of activities in the city, but also in this "null" and abandoned spaces that don't contribute to its development.



Factories, hotels and theaters related to the "golden age" of Honda

■ Abandoned

■ Deteriorated but with other use

■ Still in use

- 1. Old beer factory
- 2. Old "aguardiente" factory
- 3. Coffee thresher
- 4. Old Telecom company
- 5. Old Guali Thresher
- 6. Old Typography

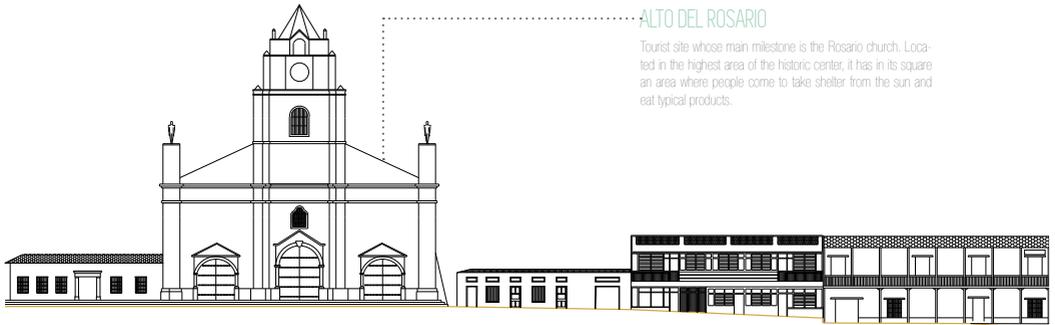
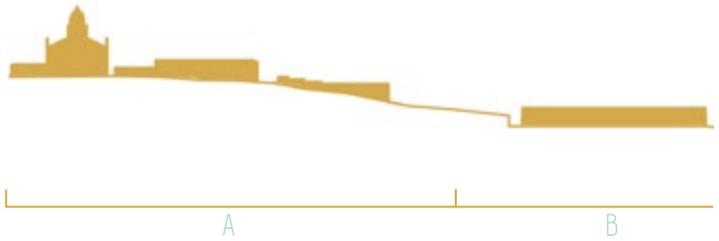
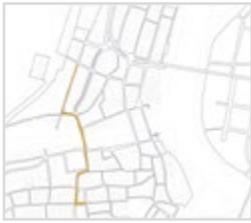
- 7. Old America Hotel
- 8. Old Colombia theater
- 9. Old headquarters of the Dorada railway
- 10. Ondama hotel
- 11. Current thresher
- 12. Old Union theater



## A POTENTIAL NEW AXIS...

One of the main determinants when analyzing a city like Honda is the topography. In fact, this factor makes some of its streets become one of the main attractions of the city. Having been built between rivers, its morphology is quite characteristic and in the typology of buildings the adaptation to that pronounced and irregular topography also stands out. Besides that, the city center of Honda can be understood mainly as two main areas divided by the Guafí River. This place is characterized by having the main historical and heritage buildings of the municipality, as well as having a very intense commercial activity.

Likewise, three main accesses to the oldest part of the city can be identified, all related to the main Honda entrance, crossing the Magdalena River, coming from the capital, Bogotá. These three axes, connected by bridges across the Guafí River, become very commercially active streets, however, there is another route that currently does not have the same importance and is on which it is intended to delve further in projective terms. On it are located two old factories that today are abandoned, together with the "Teatro Unión" (also in a state of abandonment). If you continue with the journey to the south, it connects with the market square, the street of the traps, the slope of San Francisco and the Alto del Posarío, spaces that are currently one of the most touristic and emblematic points of the city. Therefore, there is great potential to be able to programmatically connect the axis of abandoned factories, with that of the tourist landmarks named above.



### ALTO DEL ROSARIO

Tourist site whose main milestone is the Rosario church. Located in the highest area of the historic center, it has in its square an area where people come to take shelter from the sun and eat typical products.

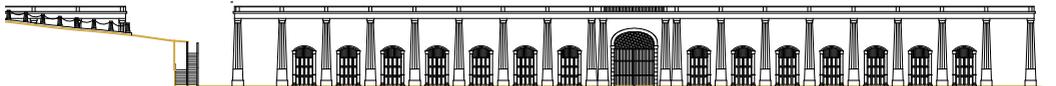
A

1

2

### MARKET SQUARE

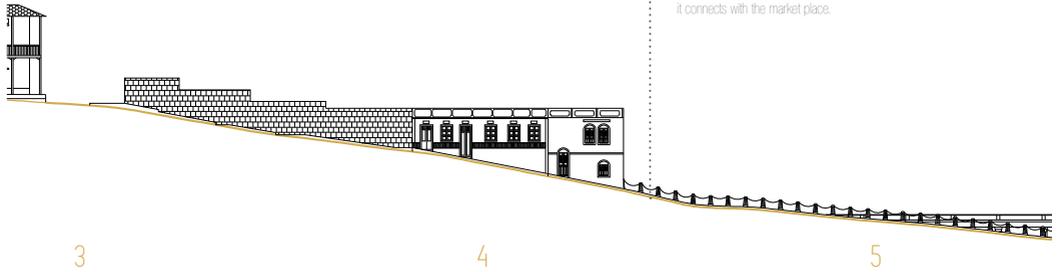
Former convent, it is one of the most important buildings in the city because every day it receives a large number of people who come to buy food. Its architecture and its dimensions make it stand out within its context. In addition, it is the area that receives those who cross the Guali River and that comes through the main axis of vehicle access from the north.



B

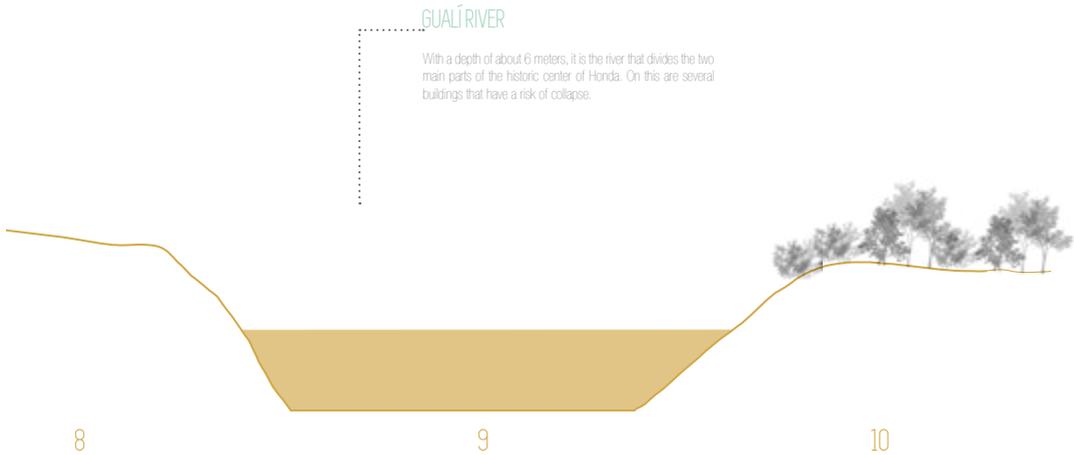
6

7



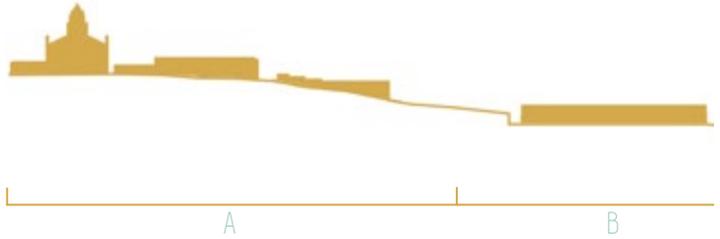
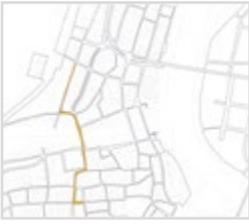
### CUESTA DE SAN FRANCISCO

Famous for its colonial-style houses and cobbled streets. It is the road that connects to the "street of the traps", also famous for its narrow, cobbled and labyrinth profile. It is also important because it connects with the market place.



### GUALÍ RIVER

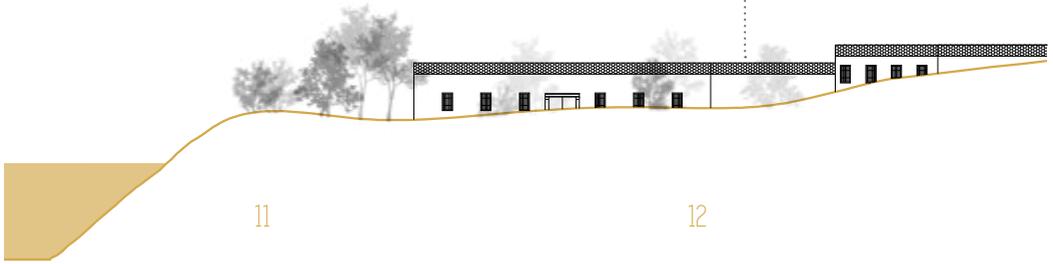
With a depth of about 6 meters, it is the river that divides the two main parts of the historic center of Honda. On this are several buildings that have a risk of collapse.



### CULTURAL CENTER JUAN MANUEL R.

It started as a "aguardiente" factory. Currently part of its walls were destroyed due to flooding and landslides, since being built on the Guail River, it is at constant risk.

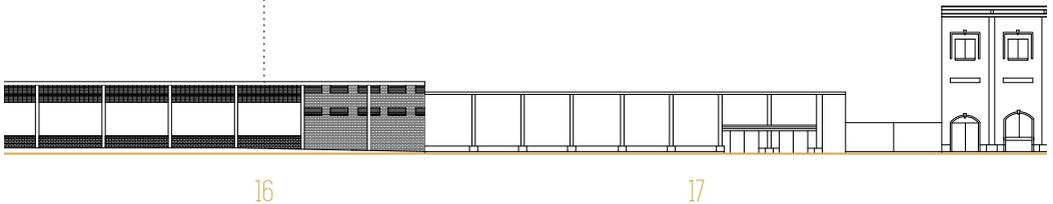
C



### OLD BEER FACTORY BAVARIA

It is currently the largest lot in the city whose facilities are abandoned. Much of its buildings are standing and in apparent good condition. Without tier is another example of the potential industrial heritage of honda, which currently receives little attention.

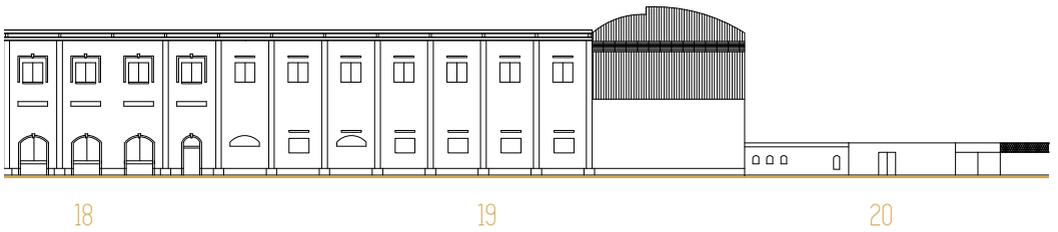
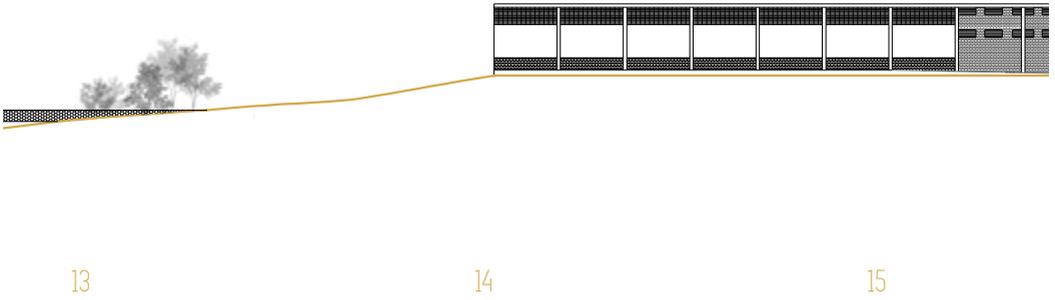
D





## UNIÓN THEATER

Despite not appearing in the court, it is important to mention it, as it is part of the axis and is a building with heritage protection. It is currently abandoned.





1



2



3



6



7



8



11



12



13



16



17



18



4

5



9

10



14

15



19

20

# CHAPTER 5

# URBAN FENOMENA

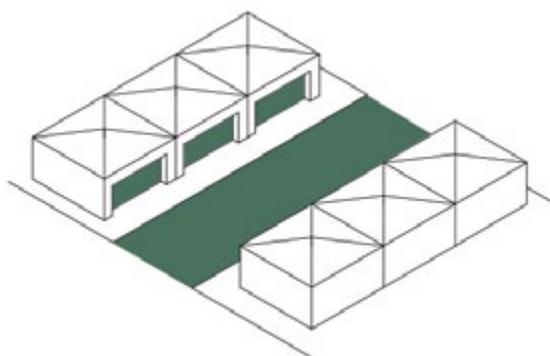
# FENOMENA

Over time, the concept of the city has gradually changed, as the processes of human development have inevitably led to these changing political, socio-economic and cultural spheres also being translated into space. This is how the vision of the city has been transformed, giving way to new forms of studying the territory and its dynamics. However, Stefano Boeri in his writing "Notes for a research programme", argues that many of the methods used for the study and analysis of the current city, lead to urban proposals far from the context in which they are circumscribed and on several occasions to generic and inefficient approaches in the process of evolution or improvement of the urban situation.

This is how Boeri proposes the term "eclectic atlas" as a new way of approaching the place of study, since this "atlas" works under "multidimensional, new and experimental" criteria of investigation that help to have other visions of the city, through new forms of representation. This kind of tools helps to avoid a basic look and to study the territory from different points of view simultaneously, not only from who projects, but also from who inhabits that territory. In this way, methodologies that project the territory in a two-dimensional way and distant from its real context are abandoned. That is to say:

*"It investigates the question of the identity of the subjects who inhabit the space and who construct the representations; in other words, it tries to enrich the notion of "landscape" with a recognition of the complex identity of its users, on their work of signification of the space and on the forms of dynamic perception and memorization of the inhabited territories".*  
(Boeri, 2000)

For this project, the methodology of "phenomena" is accepted as a tool to understand the territory in which we work. This means that, although the analysis of a place by means of data captured on plans, can give us clues about what is happening in a given space, the study through concrete situations occurred in the place can provide more accurate information; "are considered mutations in real time, which show portions of time and events of transformation" through which new responses are given, innovative and sustainable in time. In conclusion, based on the careful observation and the own experience in Honda, we seek to understand it from its uniqueness, hoping to have a less generic result and that in a significant percentage, it can contribute positively to the urban development of the city.



## LINEAR ATTRACTOR

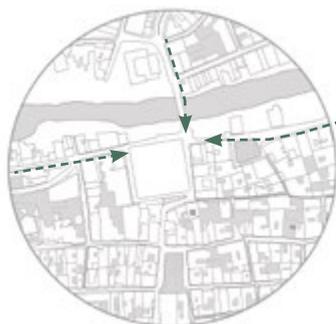
"Sequences of linear development, especially along axes. The logic that presides over these "urban events" depends on the presence of a linear attractor that establishes the orientation and constitutes the main point of reference: an urban street, a watercourse or even a less material element such as a bicycle lane in an open space."

(Boeri, 2000)



### BAVARIA ZONE

Direct link between the linear attractors and the entrance route to the city.



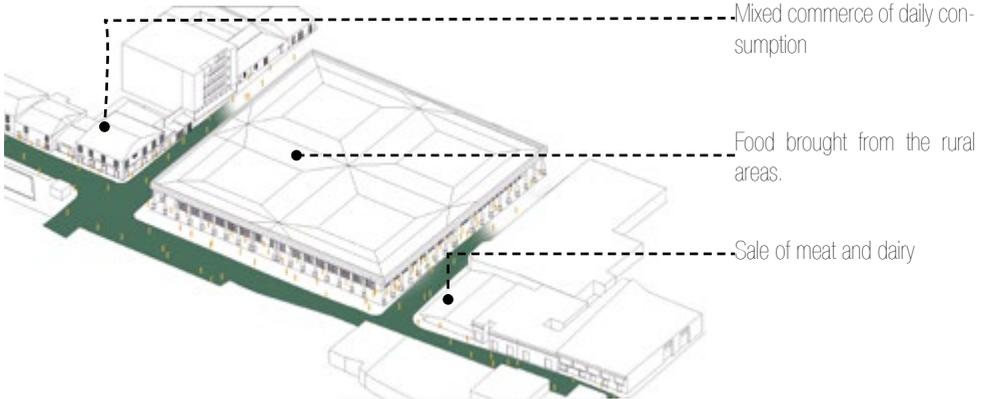
### MARKET SQUARE ZONE

Direct link between the location of the square and the presence of commerce in this axis.



# MARKET SQUARE ZONE

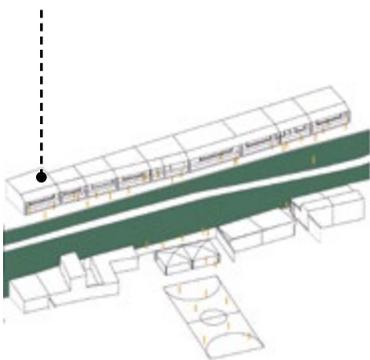
The market square is located on one of the main streets of the city. The linear attractor is constituted by mixed trade, where food trade predominates.



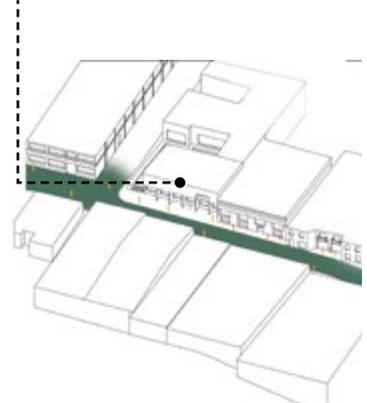
# BAVARIA ZONE

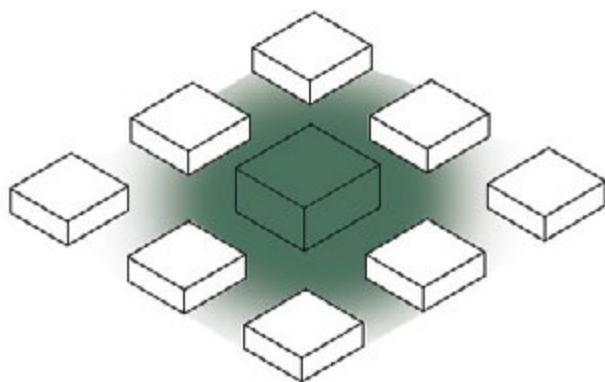
The two main commercial axes differ from each other in terms of building typology and urban profile. Both constitute important commercial areas due to their high flow of people daily.

Building typology for cotmercial use



Typology suitable for current use





## INTENSIFICATIONS

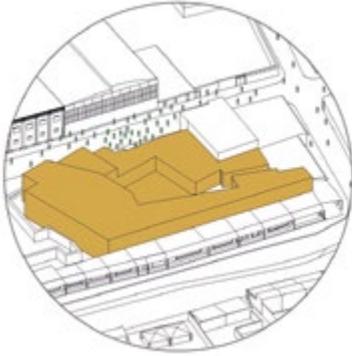
"Link of space-time cycles of daily life" (Boeri, 2000). It refers to urban elements that allow the development of activities that intensify the flows and the social dynamics in a specific space-time.



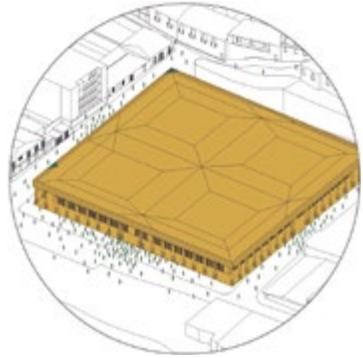
There is tension between the flows generated by the intensifiers in the two parts of the river, which can also be seen as an exchange.



# 1 J.M.R SCHOOL

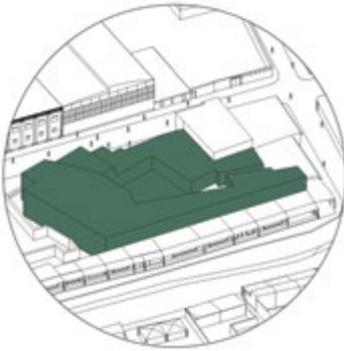


2 p.m  
6 a.m

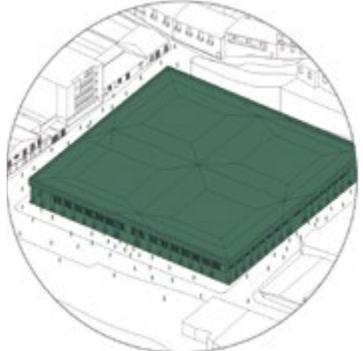


12 p.m  
5 a.m

The school and the market place act as urban intensifiers, because in the morning hours they tend to generate greater flow of people in the center of the city and on both sides of the Gualí River.

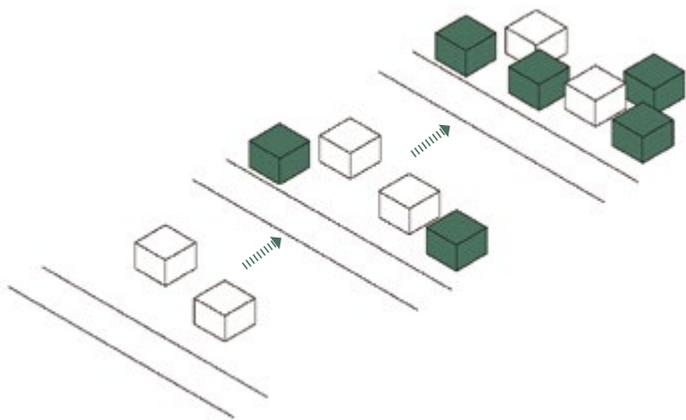


2 p.m  
6 a.m



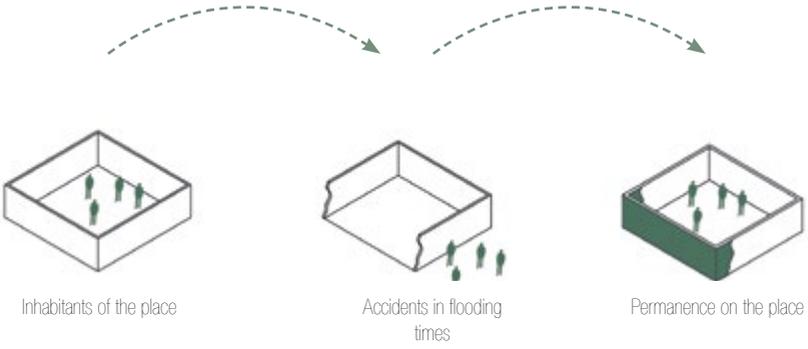
12 p.m  
5 a.m

Unlike the market place, the situation in the school intensifies during the afternoon, however throughout the day the percentage of people who converge in the place tends to be higher in the square than in the school .



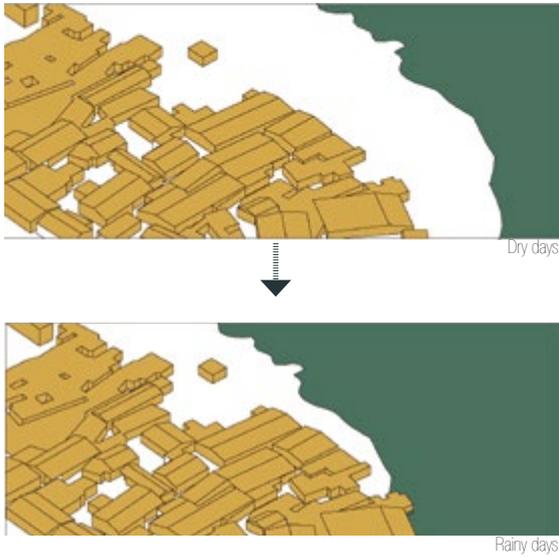
## FLOODINGS

This phenomenon refers to both the literal sense and the figurative meaning of the word. Boeri defines flooding as the "invasion of public land or colonization of entire parts of public space." In this case, such invasions are affected at the same time by the same natural phenomenon in which the water overflows from its natural channel covering a certain place or territory.



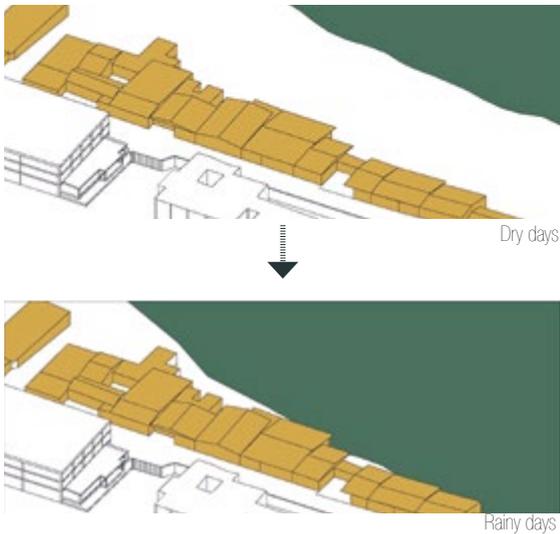
## FLOODINGS MAGDALENA RIVER

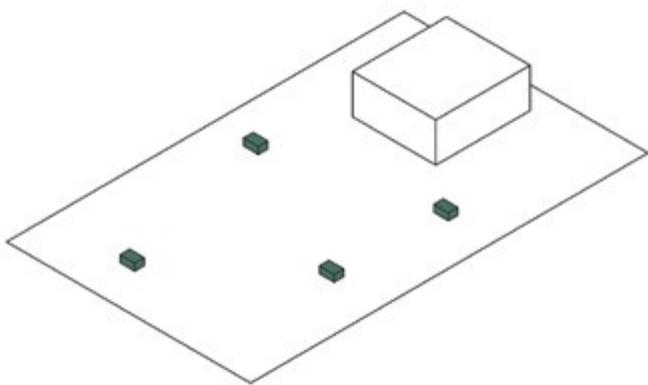
The settlements near the Magdalena River, have a strong relationship with the local fishing activity. Its growth occurs randomly



## FLOODINGS GUALÍ RIVER

The settlements near the Gualí River tend to be also of fishing and commercial families. It has developed in a more organized way, a situation that may be related to the width of the riverbank.

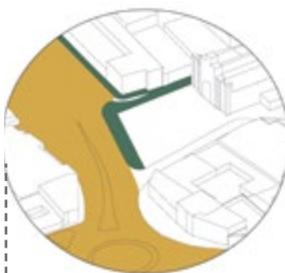




# ERUPTIONS

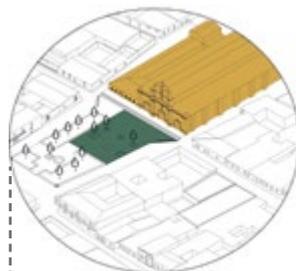
Rupture between the features of physical staticity and semantic stability that occurs in the new places of social interaction.

(Boeri, 2000)



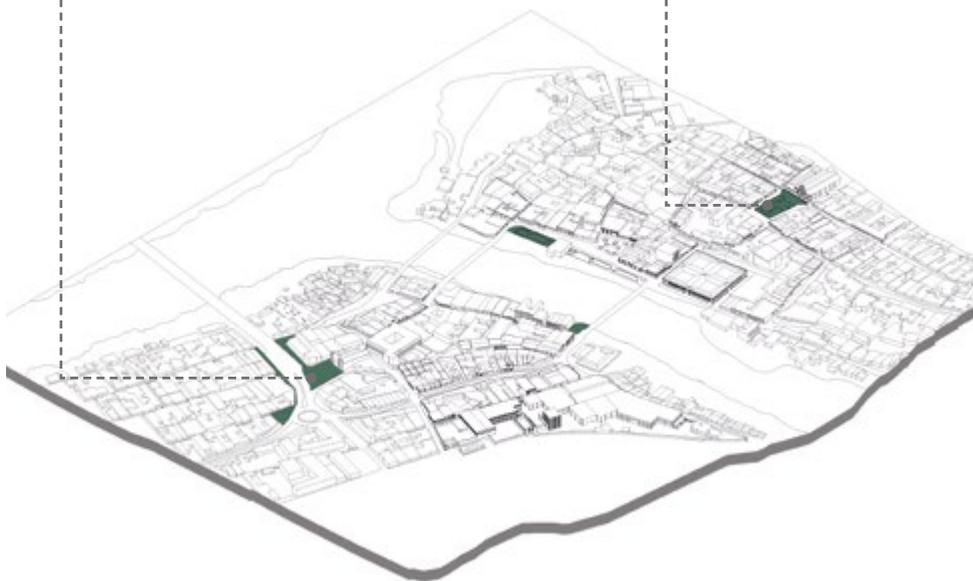
### ENTRY TO THE CITY

In this case, the eruptions have a direct relationship with the entry of tourists and the passage of buses. The stalls are located along the road.

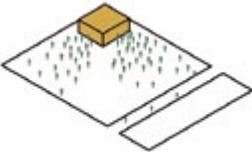
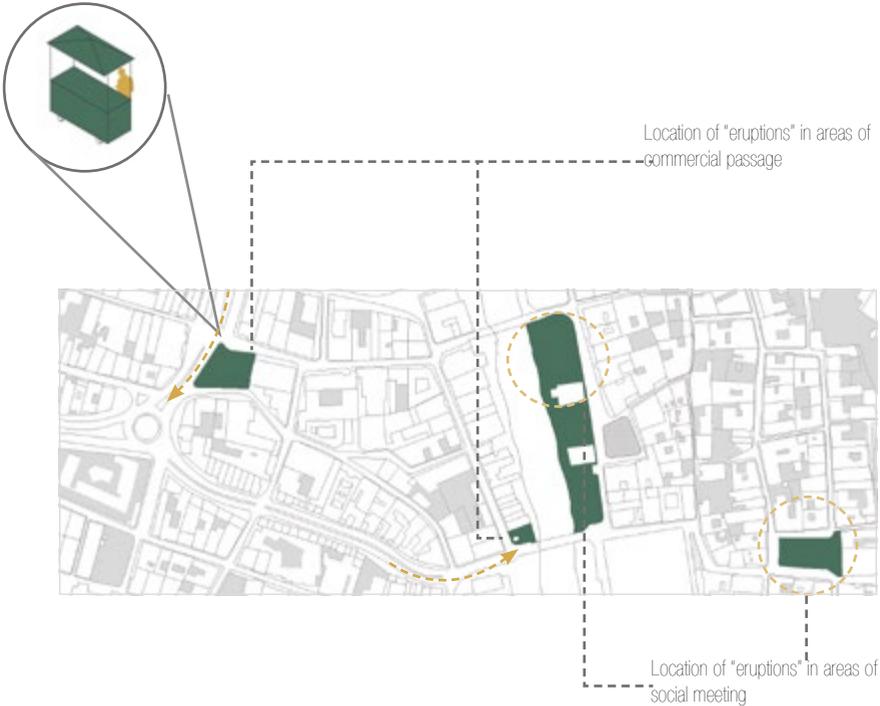


### ALTO DEL ROSARIO

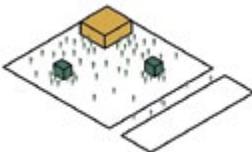
In this case, the eruptions make up one of the attractions that complement the use of the church in times of worship for sightseeing.



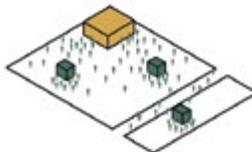
# INFORMAL SALES POINTS



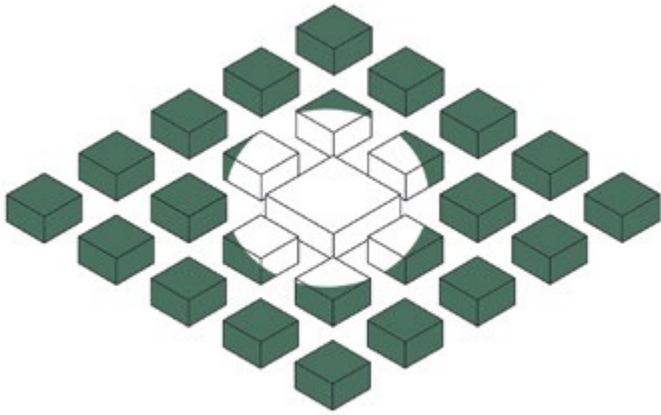
Existence of urban situation or element that attracts large flows of people



Eruptions that take advantage of the constant and everyday presence of people.

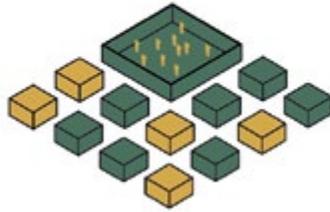


Public space as a scenario for random growth

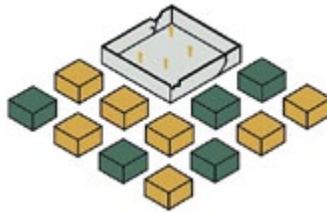


## SEASONAL INERTIA

Situation in which a certain urban element is "incapable" of generating movement or urban dynamics due to its quality of abandonment, disuse and "stagnation in time".



- The building is built in an era and is part of the urban building system; there are activities that keep it in use.

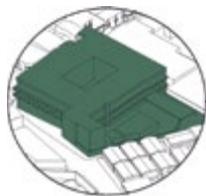


- Over time, the activity for which it was built is no longer developed in the building and a degradation process begins, while its context is constantly changing.

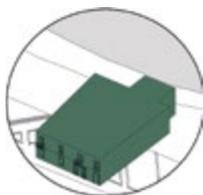


- The building is completely abandoned, which accelerates its degradation process. It no longer contributes anything to the urban system and is a factor that can influence situations of insecurity or degradation of its immediate context.

ANTIGUO HOTEL AMÉRICA



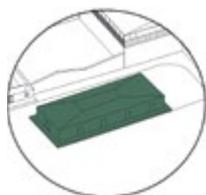
ANTIGUA TELEFONICA



ANTIGUA BIBLIOTECA INFANTIL



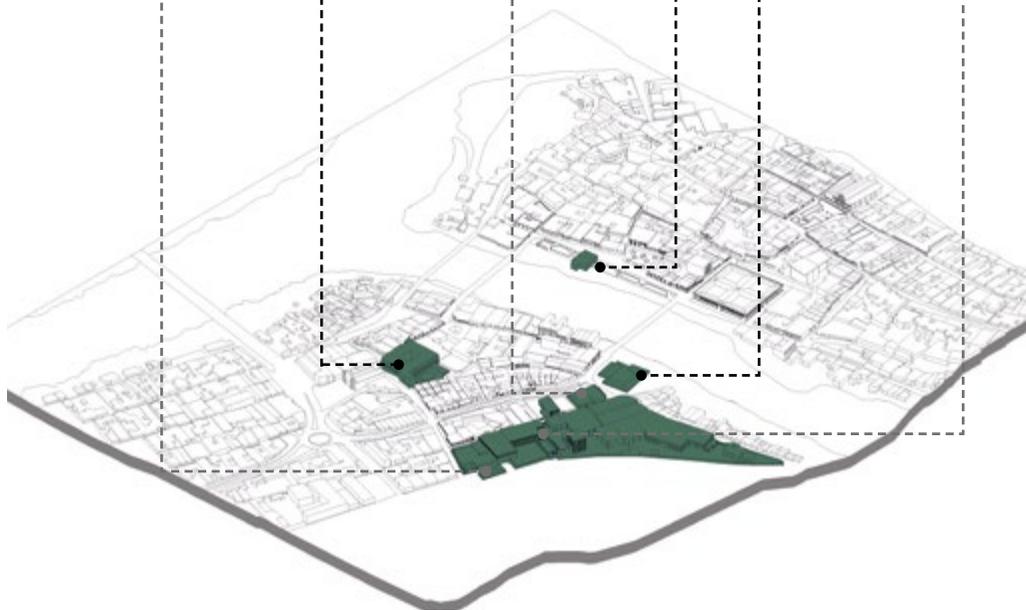
ANTIGUA ESTACIÓN TREN

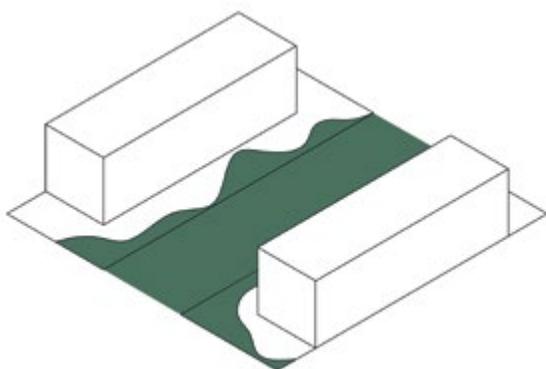


ANTIGUO TEATRO UNIÓN



ANTIGUA FÁBRICA BAVARIA

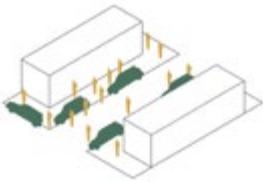
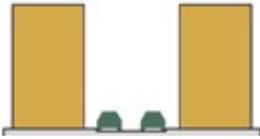




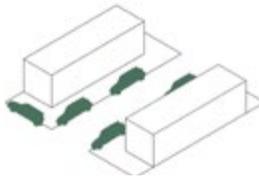
## MOBILE INVASION

Situation in which a certain urban element is "incapable" of generating movement or urban dynamics due to its quality of abandonment, disuse and "stagnation in time".

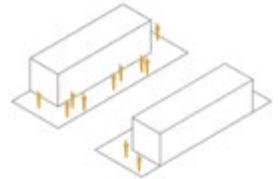
# MOBILE INVASION AXIS



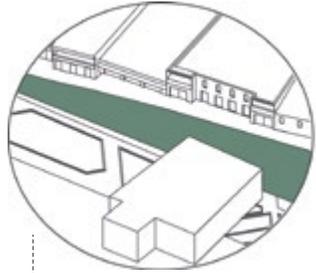
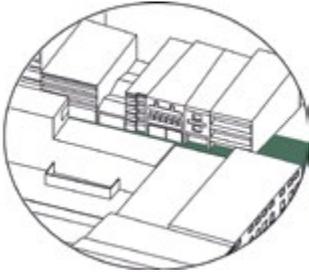
Vehicles parked on the tracks and platforms interrupt the passage of pedestrians. These also occupy the roads causing the increase and slow down of traffic on the streets.

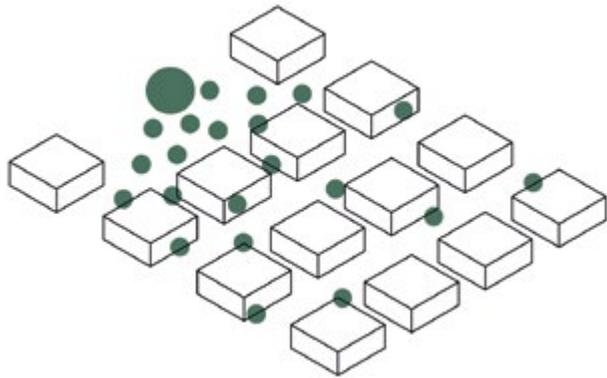


Due to the commercial activity, there is not only high density of pedestrians, but also of vehicles.



In this case, the roads where the phenomenon occurs, have a daily high density of people.





## TEMPORARY ACTIVATOR

Situation in which a given action allows the activation of spaces and the intensification of urban dynamics, framed only within a single period of time; It is an ephemeral but cyclical condition.

# FESTIVAL DE LA SUBIENDA

The Festival de la Subienda in Honda, is an activity that takes place every year between the months of January and February. It happens thanks to a natural phenomenon, when the amount of fish in this part of the Magdalena River, increases significantly, so that the fishermen of the city take advantage of this phenomenon to increase their sales.



January/February



Rest of the year

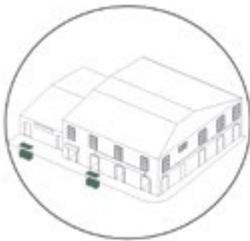
The sale of fish extends throughout the city. Fishermen put their stalls even on the streets, increasing the flow of people going to the city from the Magdalena River





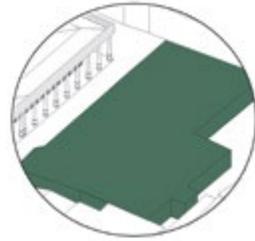
The main points of sale are the market square and the Magdalena River. The roads that connect these places also become a space for buying and selling fish.

#### INFORMAL SALES



It takes place in the streets that connect the fishing point (the Magdalena) with the market square.

#### SQUARE MARKET



There is a pavilion specifically intended for the sale of fish.

# CHAPTER 6

# URBAN SCENARIOS

WHAT IF...

Currently, the development of many areas of humanity seems to have an accelerated process of change and innovation, every day there is [more knowledge and more tools](#) to deepen more and more in each of them and within all that development, the urban area has not been left behind. However, as stated by the architect [Bernardo Secchi](#) in his article "Scenarios", today we have reached a point where we have so much knowledge about all those variables that usually happen in a territory that in some way everything that characterizes and differentiates one place from another is over determined, a question that also leads us to a state of uncertainty about everything that may happen in the territory:

*"The awareness of the nature of urban phenomena in their various dimensions - profoundly different from the past - is, to my way of seeing, the result of a very fertile season characterized by a palpable and pervasive descriptive effort." However, "City and territory seemed crossed by many series of tendencies, each one of which might find their own reasonable explanation but the set of which also appeared overly abundant to explain its past and to build its future. What the [awareness of the over-determined](#) nature of urban phenomena produced is the necessity to explore in greater depth than usual the ample space that, just because of over-determination" (Secchi)*

With the above, Secchi introduces the term "Scenario" as that situation in which a [possible future](#) for the city arises. He proposes to use this as a tool to be able to focus on some of the variables found within a territory, to take it to an extreme and thus, to obtain a vision of what a certain place could become. In this way, asking the question "what if..." leads us to find more concrete ways in the process of creating an urban proposal, that is to say, "it forces every project to move out of the enclosure that is well-protected by an ineffable private wisdom to declare which aspects of urban transformation, of social and economic transformations and which actors and recipients it intends to face and how it will concretely attempt to meet them" (Bernardo Secchi)

Thus, based on the phenomena exposed in the previous chapter, three possible scenarios were proposed which took the project in a specific direction for the development of the strategies, which later resulted in the urban proposal proposed for the city of Honda.

An essential cultural tourist destination  
on the national scale...



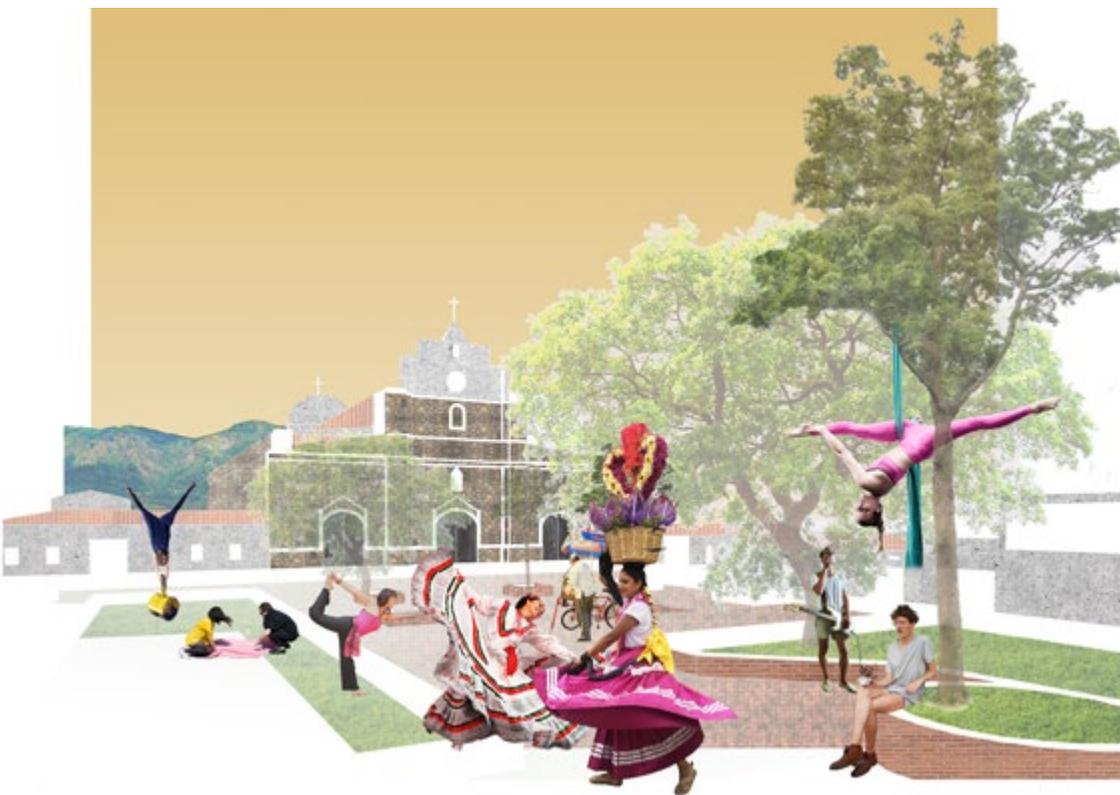
See Honda as another major tourist city in Colombia. That the tourist attraction contains so much cultural and recreational diversity, that Colombians and foreigners want to visit it.

A regional environmental protection  
and care zone...



To see Honda as a city that takes care of its natural resources; that has conscience, protects and gives such relevance to its rivers, that the fauna and flora of the place, become an example of sustainability for other cities, also making this aspect a new eco-tourism attraction in the country.

A niche for young artists...



To see Honda as a city of training in dance, art and culture of young people who make the city a constant stage of artistic demonstrations typical of the region and all kinds of performing arts that invite people to have various activities to which to go daily for their entertainment. It also brings new urban dynamics to the city at different times of the day.

# CHAPTER 7

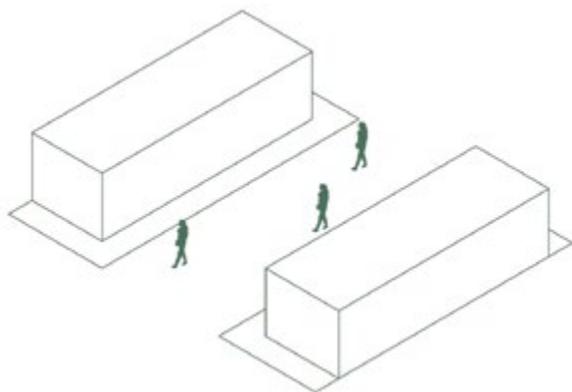
# URBAN STRATEGIES

# STRATEGIES

Honda is a privileged city, it has wide possibilities of becoming an articulating node with the interior of the country and its topographic, climatic and landscape characteristics make Honda a city of national importance. In this way, the possibility is raised of making the city start transforming itself in favor of its growth and development, based on the commercialization of the region's native products, thus characterizing itself for having new activities which are not found in any other place in the country. Likewise, it is intended to articulate, by means of modern tools, deteriorated areas of Honda, with new equipment, in order to address the quantitative deficit of indispensable services in a city. In this way, Honda is projected as a prosperous city, with a great commercial, labor, and educational offer, which will prevent the population from moving away from the municipality in search of better opportunities. Thus, with the restoration of the deteriorated areas, it is proposed to generate circuits or connections among the city which may make up a whole heritage, cultural, commercial, and educational tour for the entire city.

According to the document issued by the University of Ibagué and the Planning and ICT Secretariat "Metodología para la construcción de visiones de desarrollo estratégico territorial" (2015), by 2025 Honda should have a wide development in road infrastructure, connected to other cities in the country, through the "Girardot, Honda, Puerto Salgar" project, which will return to the municipality the confluence of activities it had in previous years. Likewise, it is planned to make Honda a tourist city of "national importance", and it is proposed to build health, education, and leisure facilities which will attract people from other cities, for which an urban renovation is planned to restore the city's material heritage.

In conclusion, Honda is understood as a strategic city within the Colombian national framework. Its geographical characteristics give it an immense potential which can be developed, not only for the municipality, but also in relation to the entire National territory; its relationship with the Magdalena River, its location, its climate, and its urban physical characteristics give Honda a very strong base to become a city of greater importance in the Colombian context. This is how strategies were proposed which, in relation to Honda's scenarios in a possible future, it is expected to give an answer to the urban decay situation the city is currently undergoing in certain areas of its historical center, and also to enhance everything that is still working and is still an attraction, both for those who live there and for those who visit it.



PEDESTRIANIZE

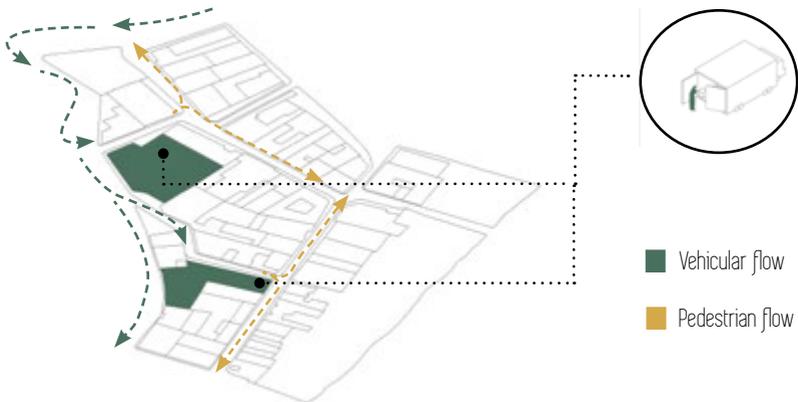


### ■ CALLE 11 y CALLE 13

Streets where it is expected to have high pedestrian and vehicular activity during the morning, but a less "hectic" character in the afternoon / evening allowing the space to be used as leisure and entertainment areas. By not allowing the passage of vehicles at certain times, the priority is the pedestrian who wants to meet or participate in activities in the place.

### ■ CALLE COLUPAL

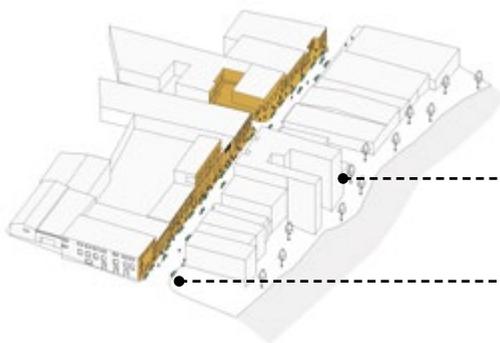
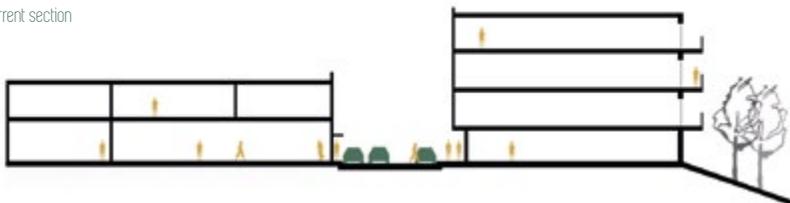
Road with constant pedestrian flow due to the current presence of trade on the two facades and an insufficient track profile for such use. By not allowing the passage of vehicles is intended to make the passage of people more free and comfortable.



Due to the pedestrianization of the colupal street and the commerce in it, the presence of parking and unloading points is necessary for the store owners as well as for those who visit the area. They are located on both sides of the street to avoid long distance routes and facilitate the movement of goods

# CALLE COLUPAL

Current section



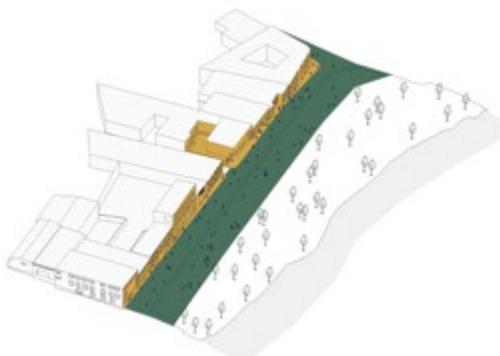
■ Comercio

Risk situation in case of river overflow

Vehicles parked on a highly transited road



Propose section

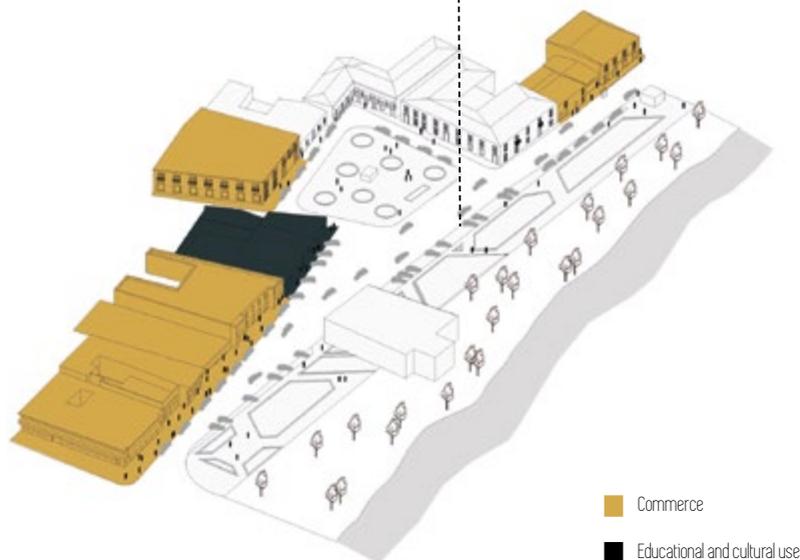
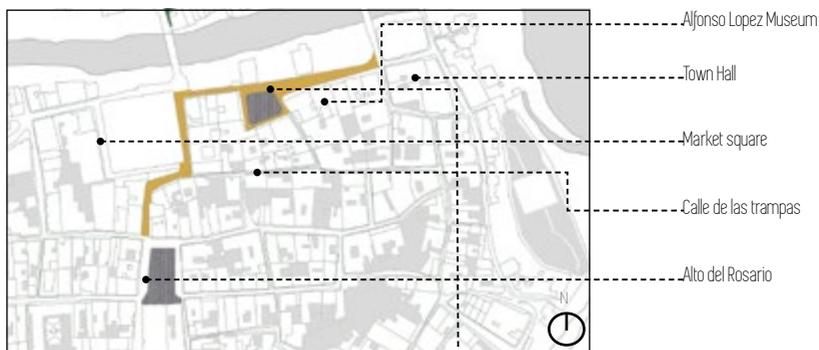


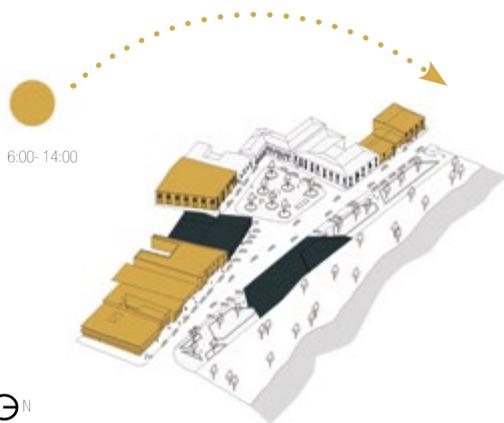
■ Vía peatonal

La densidad sobre la vía disminuye y la plataforma ubicada sobre la rivera del río se destina a actividades de ocio y disfrute de quienes transitan la zona como turistas y/o compradores

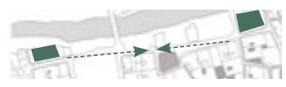
## CALLE 11

Calle 11 is one of the most representative of Honda's historic center. On this street are located buildings such as the mayor's office, the market square, the Alfonso López house museum, banks, housing and commerce that range from pharmacies to bars and restaurants. The section of the street that is intended to be pedestrianized connects Alto del Rosario and the Calle de las trampas, (two points of historical and tourist importance of the city) with the other buildings already mentioned.



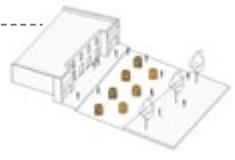
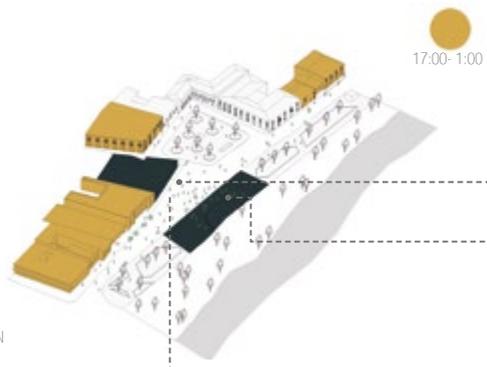


- Commerce
- Educational and cultural use
- Parking



There will be two parking lots that will support the arrival of cars in the area

G N

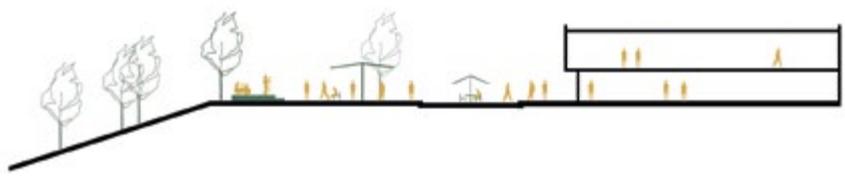


G N

Current section

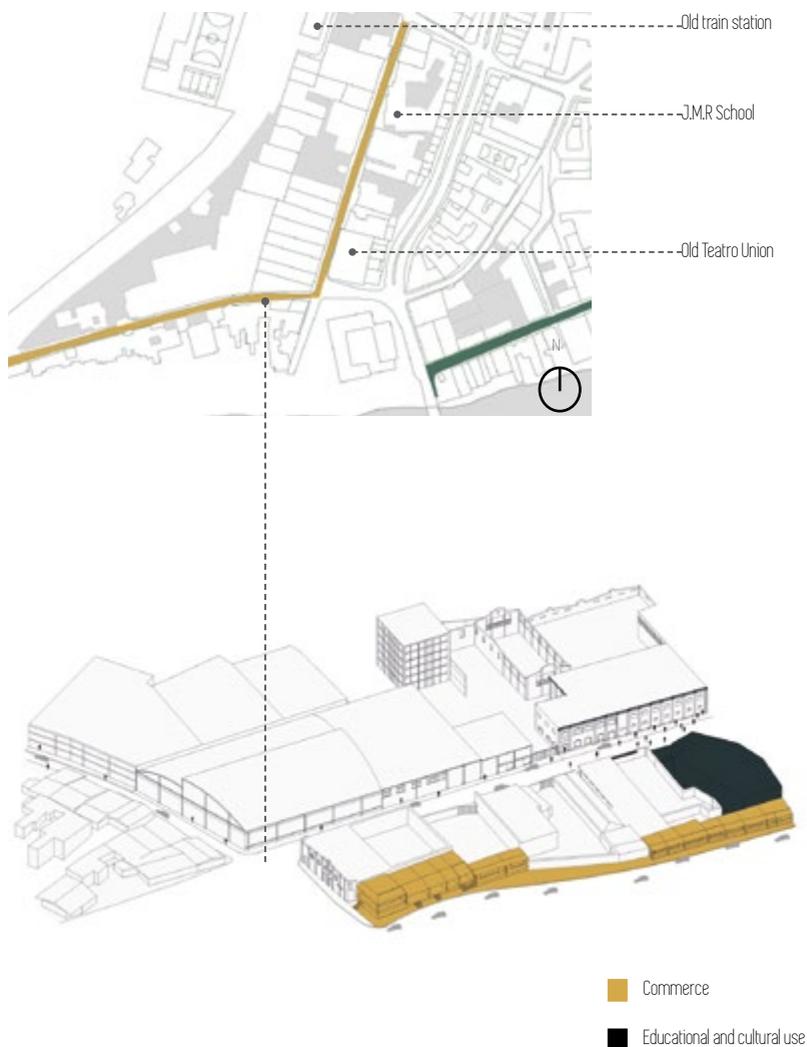


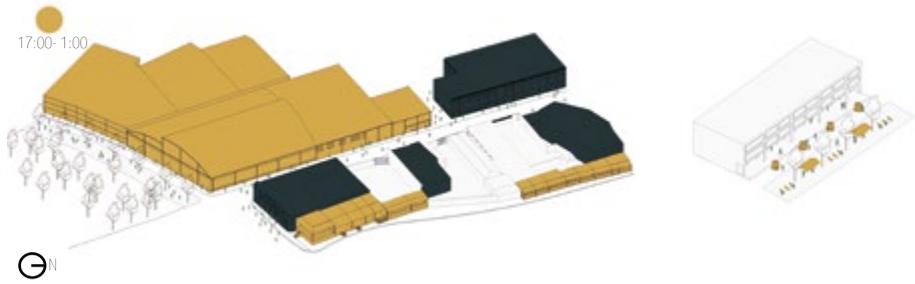
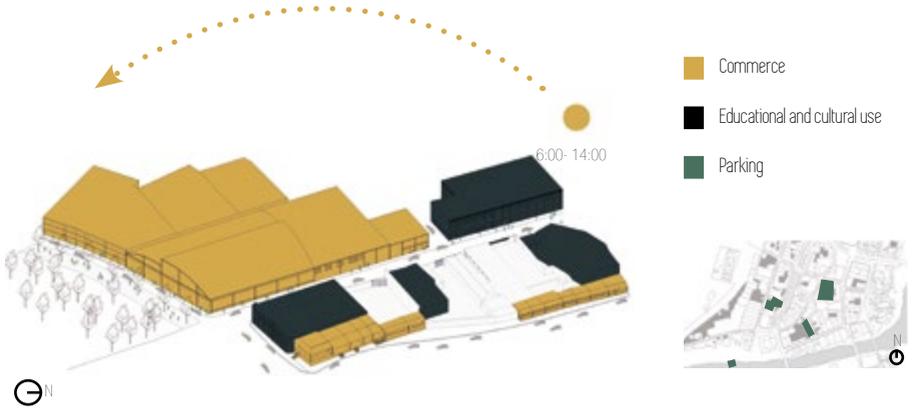
Propose section



## CALLE 12

At the moment Calle 12 is not a busy route, however, due to the new activities that will be implemented in the area, it is expected that the two main uses of the place will be commercial and cultural / educational. For this reason this street will be pedestrian at the same times of the Calle 11, since when locating these new uses in the place, the flow of people will increase and thus the pedestrians (both residents and tourists) will walk through the area in greater number and frequency .

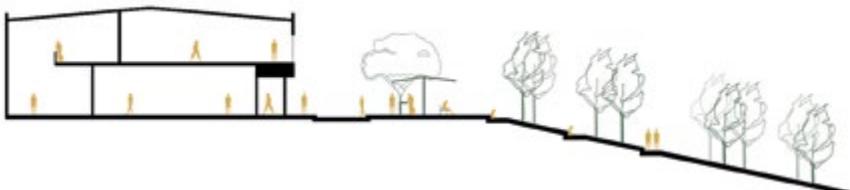


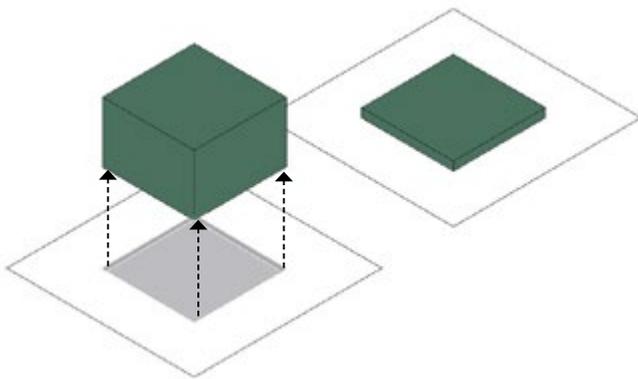


Current section



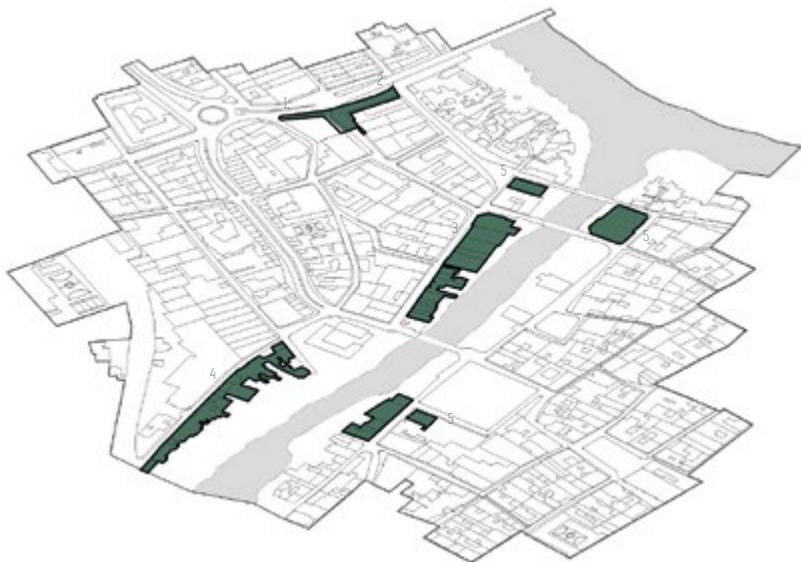
Propose section





RELOCATED AND REPLACE

## WHAT TO RELOCATE?

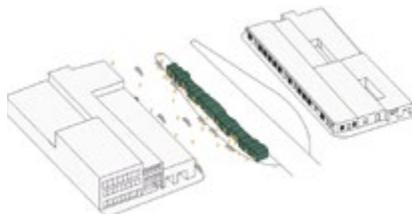


### ① ERUPTIONS CARRERA 3



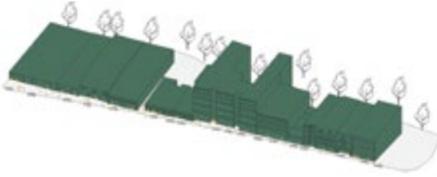
The street sale in Carrera 3 is the complement of the commerce located in the area that is also related to the route of entry to the city. It is an important activity within the project, but the invasion of public space hinders the free vehicular and pedestrian traffic.

### ② ERUPTIONS MAIN STREET



They are craft booths that function as restaurants, which, like street sales, deteriorate the public space in the area.

### ③ COMMERCE CALLE COLUPAL



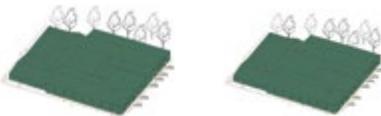
The proximity to the Gualí river progressively deteriorates the buildings and its possible relocation can allow the creation of a new profile of a wider and friendlier commercial path with the pedestrian.

### ④ HOUSING CALLE 12



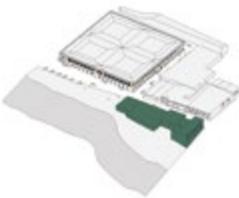
Like the number 2, the proximity to the Gualí River endangers the housing buildings located just above the riverbank. Its relocation creates the possibility of strengthening the flora and fauna of the same river.

### ⑤ WINERIES GUALÍ RIVER



They are buildings with strategic location for the project, which, like numbers 2 and 3, are very close to the river, (at the beginning and end of two bridges connecting the city) running the risk of possible landslides over the area.

### ⑥ COMMERCE ON GUALÍ

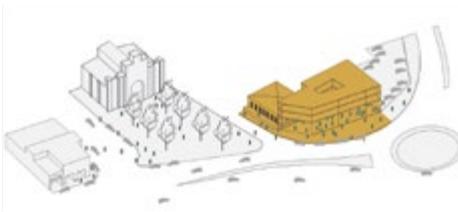


The buildings on the Gualí River, in addition to being at risk, are buildings for the sale of food of animal origin, as are several stores in the area. Their relocation has to be in a nearby place. Moving this activity to just one side of the street and using the evicted place for an activity that helps to "clear" the area, contributes to the smooth traffic of cars and pedestrians.

## WHERE?

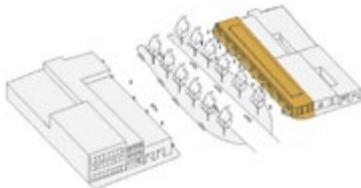


### ① ERUPTIONS CARRERA 3 TO MAIN STREET BUILDINGS



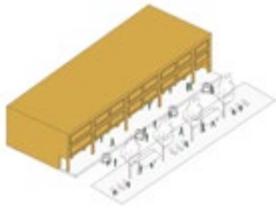
These are currently abandoned or unused buildings, with which it is intended to generate open-plan and covered spaces that protect and house potential sellers in the area, and with which it is expected to attract street sales, clearing the public space they currently use.

### ② ERUPTIONS MAIN STREET TO OLD TERMINAL



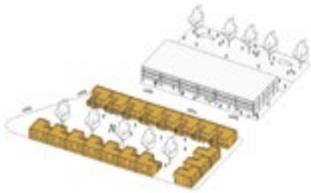
It is a building currently in disuse that is planned to host merchants located on the road to the city. This is also intended to activate this side of the street and create a more suitable space for the primary use of the area, restaurants.

③ COMMERCE CALLE COLUPAL TO OLD BAVARIA FACTORY



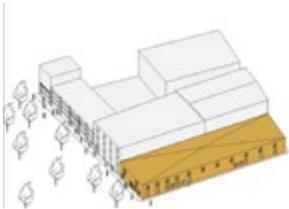
Like the houses, it is proposed to relocate the trade of the colupal street to the currently abandoned buildings of the factory in Bavaria. Complementing the existing commercial axis of the Gualí River with wider and more pleasant pedestrian track profiles.

④ HOUSING CALLE 12 TO OLD BAVARIA FACTORY



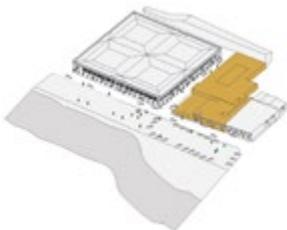
Also abandoned and unused, it is a place with a large space where the construction of the 18 or 20 homes that is expected to be removed from the Gualí river bank is planned, relocated only a few meters away, in the hectares that are currently in disuse .

⑤ WINERIES GUALÍ RIVER TO OLD TRILLADORA LOS ANDES



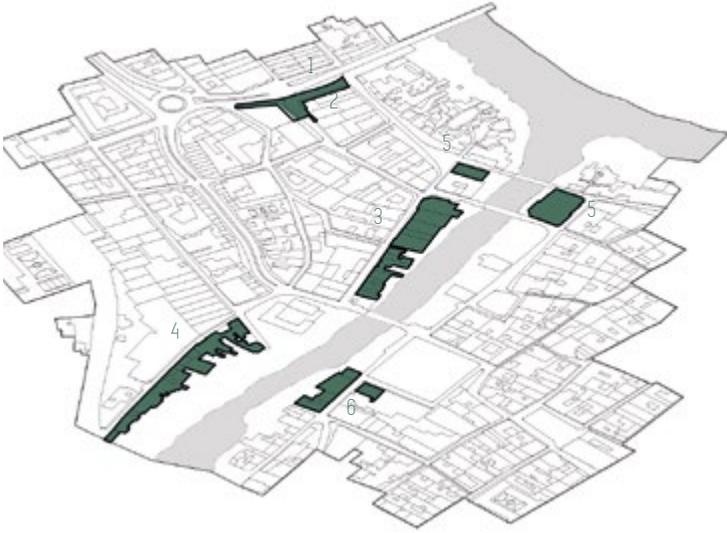
It is a building, currently abandoned, where the wineries that are located on the Gualí river will be relocated. This building was chosen due to the abundant space needed for the activity, taking advantage of its current disuse.

⑥ COMMERCE ON GUALÍ TO MARKET SQUARE AND "CALLE 11"



The building on the western side is only used in a 5% for the sale of food, so the commerce currently located on the Gualí river will be located on this building, just like the unloading area for the square. The restaurant area and the customer parking area of the market place are planned on the river area.

## TO REPLACE FOR WHAT?

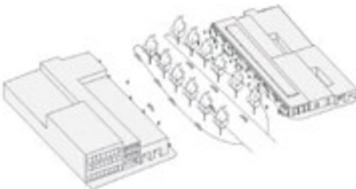


① ERUPTIONS CARRERA 3 FOR More public walkable space



The idea of relocating these eruptions is related to the improvement of the public space that is currently occupied, making this area apparently deteriorated, since they are not areas planned for the location of small businesses. For this reason, it is not replaced by something new, since it is public space that can be passed through.

② ERUPTIONS MAIN STREET FOR More public walkable space



③ COMMERCE CALLE COLUPAL FOR Environmental care zones



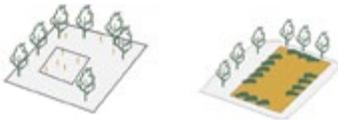
Area in which commercial buildings are currently located (Colupal street). Like Calle 12, it is planned to adapt the place as a reception space for the great commercial activity currently developed on this axis.

④ HOUSING CALLE 12 FOR Environmental care zones



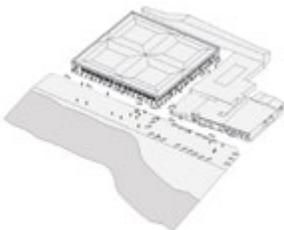
Area in which the houses of the front of the old factory Bavaria are located. On this space it is planned to increase the fauna of the riverbank and generate terraces that allow both the transit and permanence of the people who will frequent the area, which on the other side will be commercial.

⑤ WINERIES GUALÍ RIVER FOR Pedestrian and vehicular rights

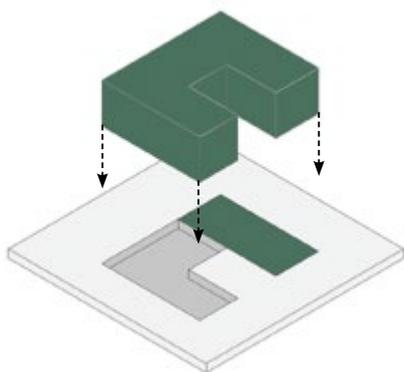


The spaces of the wineries will both serve as a reception space for the flow of people crossing the two bridges that connect that part of the city. One will be totally pedestrian and the other will be vehicular.

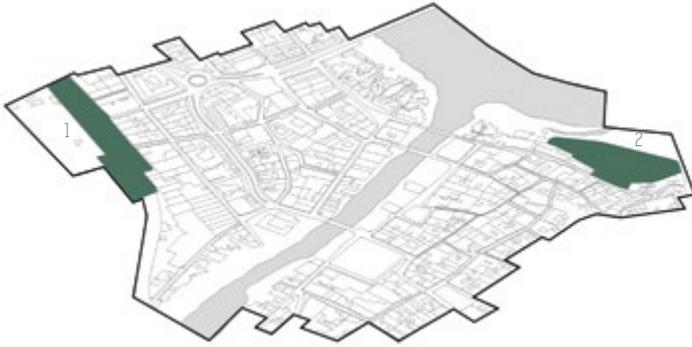
⑥ COMMERCE ON GUALÍ FOR Parking lote



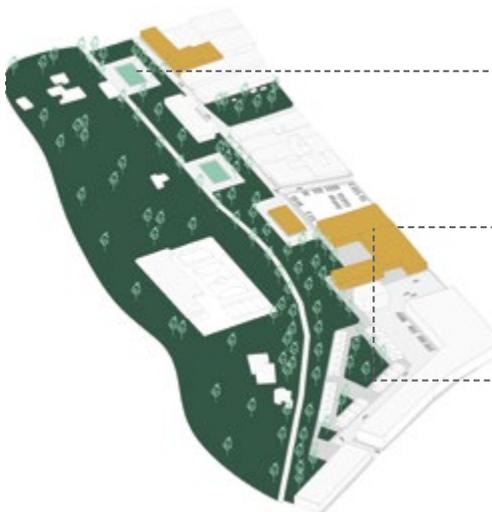
A parking space is indispensable in this area. However, it is relocated from where it was, because right in front of the square another space for pedestrians is needed.



TO ADAPT



① BAVARIA PARK



■ Areas of "microclimates" with water mirrors.

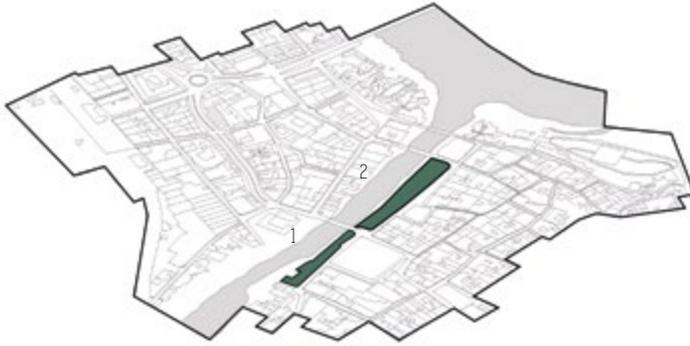
■ Cultural and recreational buildings that complement the use of the park as a leisure space.

Relationship between the use of space and the proximity of the J.M.R. school. It is expected to attract young population.

The proposal to adapt these two specific areas of the city is due to two main reasons. The first, there is already a large area with vegetation, which although it is not intended for the enjoyment of the citizen, it can be taken advantage as a public space "flooded" with abundant vegetation. The second reason has to do with the climate of the city; by transforming these two spaces and recreations parks for the Hondano, it is intended to generate areas of "microclimates" to which citizens and tourists can go to lower body temperature.

## ② MALECÓN

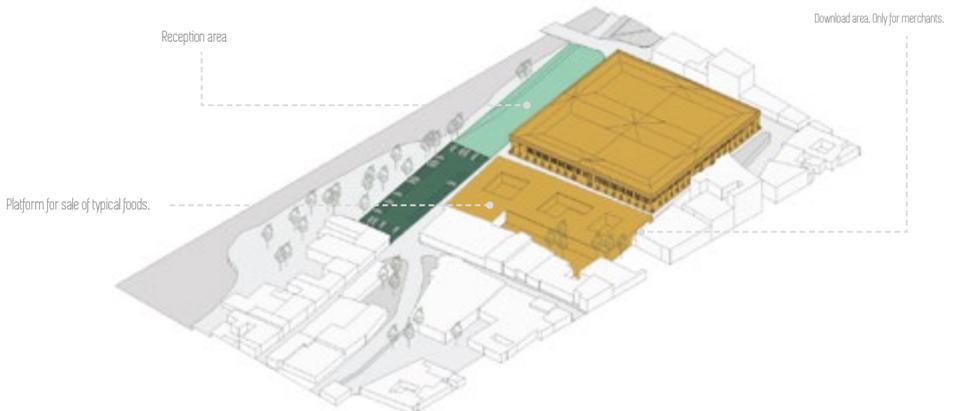




① MARKET SQUARE AREA



Parking for users of the square. It becomes indispensable due to the high flow of people daily.

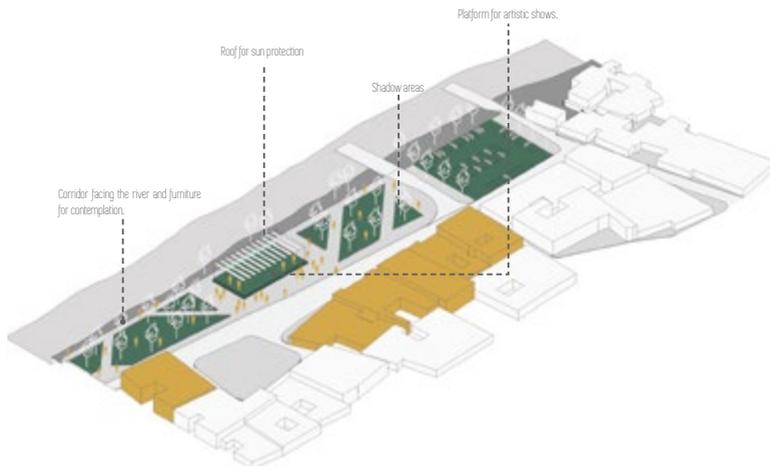


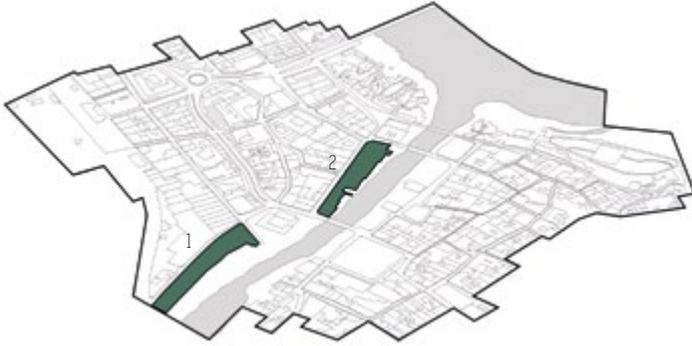
The strategy of relocating buildings on the Guafí river bank is complemented by the proposal to transform these spaces into squares or platforms that complement the activities carried out on the two streets parallel to the River. Platform 1 is related to the presence of the Alfonso López museum, the city hall and restaurant, thus designating an area for artistic demonstrations. Platform 2 will host the flows of people who use the market place and the food trade that occurs specifically in this area.

## ② TOWN HALL AREA



The proposal of this space is similar to the existing. Among the changes that arise are the elimination of the abandoned building, the recovery of the grass from the soft platforms and spaces adapted for the use of the shadow.

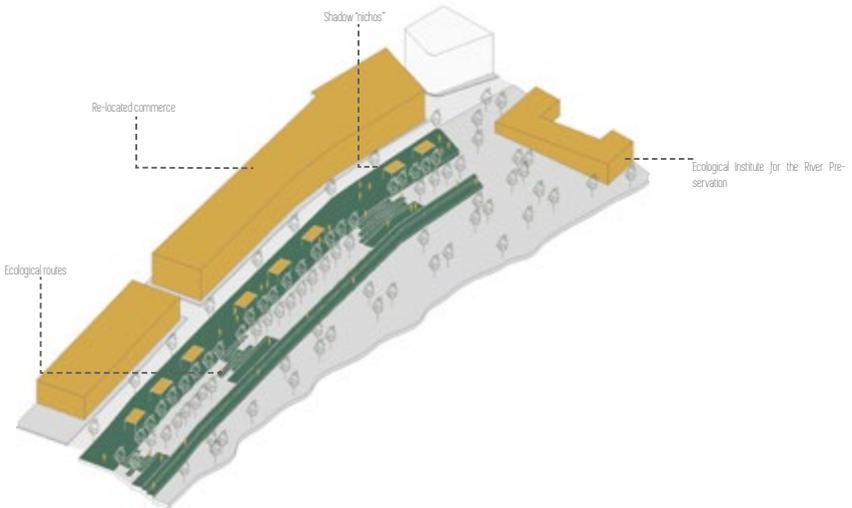




① BAVARIA AREA



Platform with a greener character. More arborization and paths that contribute to in-depth knowledge of the fauna and flora of the riverbank. Relationship with the activity that will take place with the former children's library.

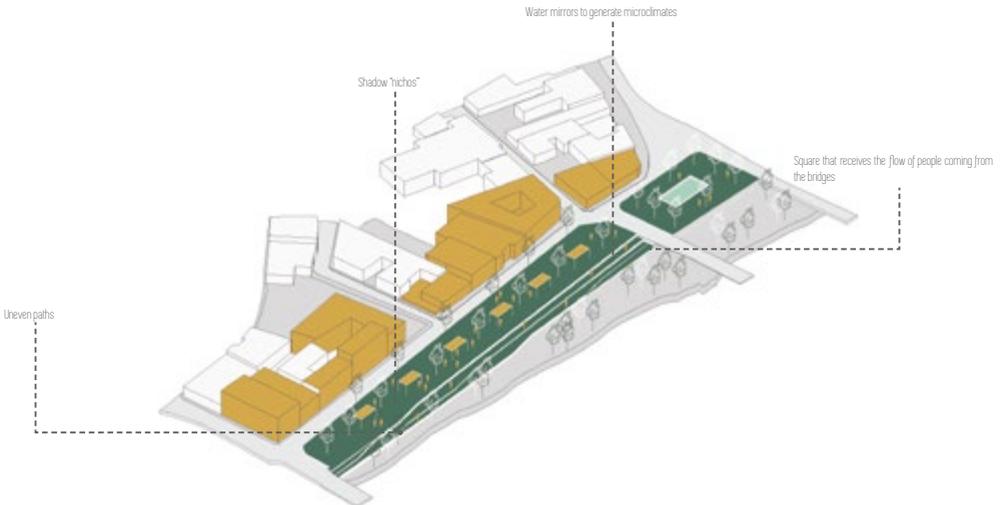


As in the previous case, with these platforms it is expected to complement the commercial activity present in the buildings on the north side of the street. The type of trade that exists is mixed and receives a high flow of people every day. However, in addition to expanding the pedestrian's transit space, these two platforms are oriented more towards the enjoyment of the river and its vegetation, so that the possible existing buildings will be very light and destined mainly for sun protection.

② CALLE COLLUPAL AREA

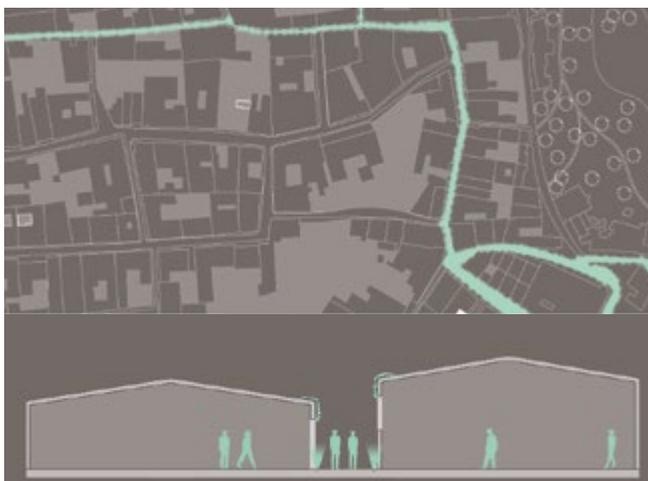
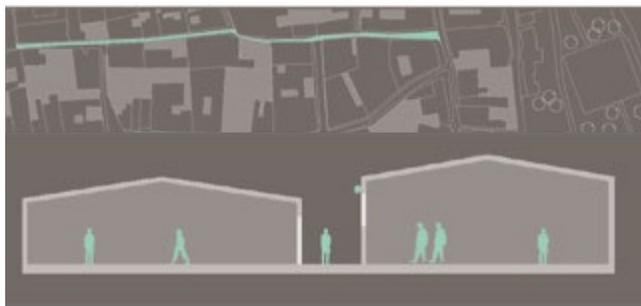


Shade "niches" that may be used for informal sale and in times of subienda, for the sale of fish.  
 Longitudinal uneven corridors to the river, intended for contemplation and possibly physical activity





## ① CALLE DE LAS TRAMPAS



The proposal is to generate an illuminated path in la Calle de las Trampas and extend it to the Malecon and the Museo del Pío area, with the intention of making the area seem more safe, lowering the perception of danger for tourists who want know it taking advantage of the night, due to the decrease in temperature.

The two streets that are intended to be adapt, have very different profiles, however, they are axes that connect the historic area and that have the more tourist potential of Honda (this in relation to the heritage character of the city). Carrera 3 is the axis that connects the entrance to the city, directly with the Malecon, the Magdalena River museum and the colonial architecture area. On the other hand, la Calle de las Trampas is the most famous street of Honda, due to its unique labyrinthine path, the cobbled ground, its narrow profile and its colonial architecture, however it is currently perceived as a danger zone at night time.

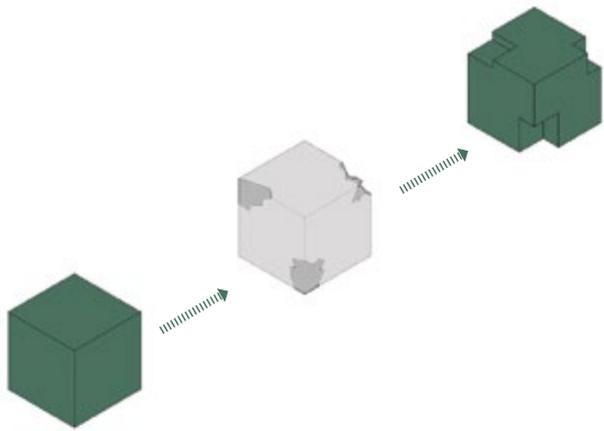
### ① CARRERA 3



Due to the wide profile of the road, the prevalence is given to vehicles, there is a large number of parking bays that reduce pedestrian space in the first section. There is little vegetation that can protect from the sun.

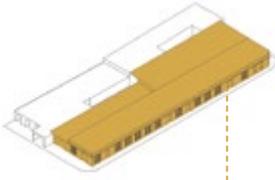


It is planned to give importance to the pedestrian by demarcating, through textures, the areas destined for vehicles and the area for the people. A path is proposed with more vegetation that can accompany the pedestrian with shadow during their tour.

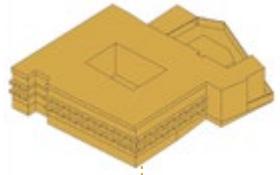


## RECYCLE AND RE-ACTIVATE

OLD TERMINAL



OLD AMERICA HOTEL

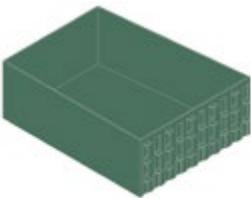


■ Commerce

■ Housing



OLD BUILDING CARRERA 9

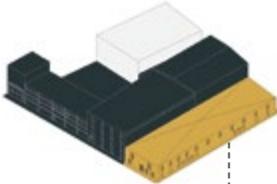


OLD LITHOGRAPHY

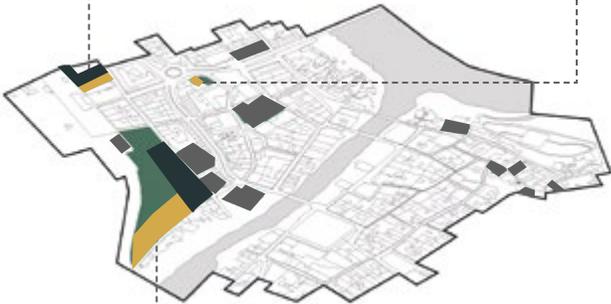


THRESHER LOS ANDES

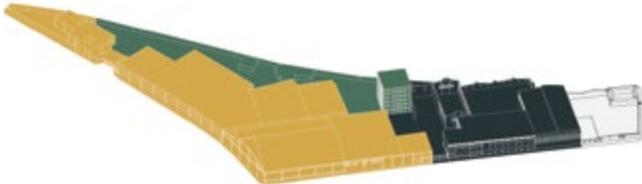
COMERCIAL BUILDING



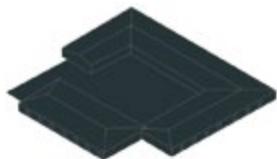
- Comerce
- Educacional y cultural facilities
- Housing



FORMER BAVARIA FACTORY



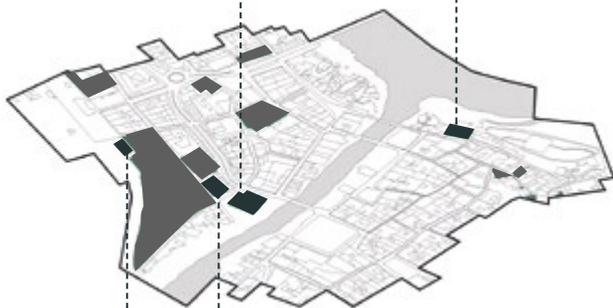
OLD CHILDREN LIBRARY



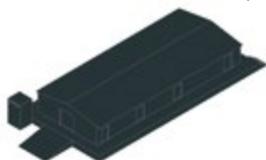
OLD THRESHER GUALÍ



■ Uso educacional y cultural



OLD RAILWAY STATION



OLD UNION THEATER





# CHAPTER 8





Urban proposal plan  
Sd. 17000



Union of strategies plan  
 Set. 1/2020

- Pedestrianize
- Recycle and reactivate

- Relocated and replace
- To adapt



Nollí plane of Honda city center.

As can be seen below in the Nollí plane, the porocity on the first floor is high; It could be said that there is a direct relationship between the entrance of the city (to the north, through the Magdalena River) and the porocity of three main commercial axes. Although commercial activity predominates in almost the entire sector, there are also buildings such as the City Hall, the Banco de la República Cultural Center, Alfonso López Museum, the Magdalena River Museum, the Alto del Rosario Church, the trapping street, etc. . . which are some of the main tourist attractions that currently work.



When putting into practice the strategies proposed in the previous chapter, it may be that, in effect, the result is greater porosity of the three roads that connect the two parts of the city. It should be noted that the axis of the old factory in Barvaria, which will be focused on in greater depth in later chapters, becomes a more public axis. Likewise, by pedestrianising one of the shopping streets, greater continuity can be noticed and therefore, a possible more pleasant transit for the pedestrian.



Current Urban facilities plan

- |                                     |                            |                        |
|-------------------------------------|----------------------------|------------------------|
| ■ Household                         | ■ Institutional facilities | ■ Religious facilities |
| ■ Education and cultural facilities | ■ Commerce                 | ■ Religious facilities |

Previously, in the same plan of uses presented in the chapter on "current situation", the little diversity of activities in the centre was highlighted, along with the presence of 10 abandoned lots, since they currently have no use. It also highlighted the importance of trade in the area, but also the need to complement this trade with other types of activities for the same citizens and for those visiting the city.



Proposal urban facilities plan

- Household
  - Education and cultural facilities
- Institutional facilities
  - Commerce
- Religious facilities

The first thing to highlight in the plan is the absence of abandoned spaces, because as could be seen in the previous chapter, one of the strategies has to do with the reuse and refunctionalization of buildings in the historic center. This was done so that through this refunctionalization, more activities could be implemented. Another great difference is related to the importance that the proposed project gives to the city's educational and cultural spaces, since these establishments will be the starting point to attract more people to visit Honda. Although these buildings are in one color, this type of use ranges from museums to cultural spaces such as audiovisual and sports centers and educational institutions. Trying to connect these with the other activities and between these.

# CHAPTER 9

ZOOMING :

FORMER BAVARIA FACTORY



View of the former Baerle factory.

Source: Google earth

As explained throughout this paper, the spatial problem of interest is related to the deteriorating situation of Honda's historical center, which, in addition to being reflected in the decrease of its population or its low diversity of activities, both urbanly and architecturally, translates to a great extent of abandoned and neglect historical and heritage buildings with great potential. For this reason, the former Bavaria factory was chosen as the work scenario to implement one of the strategies proposed above, since in addition to being the most extensive abandoned lot in the territory, it houses essential activities for the development of the city (according to the urban proposal presented for Honda).

The Bavaria factory represents a great industrial enclave that currently does not contribute anything to the sector. For example, there are educational institutions, such as Juan Manuel Rudas School, which lack adequate spaces for recreation and leisure, necessary for the integral development of children. Likewise, the historic center lacks public spaces in good condition, which allow people to meet and host activities that attract the different population groups of the city, especially young people from Honda. For this reason, the area of the abandoned factory represents a great opportunity for the development of the historical center, since its reuse as a public space can contribute to the recovery of both the inherent heritage of the area and the urban, social, commercial and cultural dynamics that previously existed in the sector. In fact, it can take back the important historical, architectural and urbanistic value, becoming an element of the industrial heritage, characteristic of the city of Honda, with which it can start revitalizing the other surrounding heritage pieces such as the "Union Theatre" and the railway station. In this way, using the land of the old Bavaria factory as a facility that can be used by all the surrounding population is thought of as the strategy to generate appropriation of the industrial and cultural heritage of the area. Bearing in mind that a large part of the population, and especially the young population, is unaware of the great historical and cultural value of the factory, and of the other buildings that make up the Honda's heritage network. Thus, through the mixture of activities that remember and rescue the culture and tradition of the municipality, with activities that provide spaces for learning, recreation, leisure and housing, it is intended to attract children and youth, to activate the space and thus attract the adult and older population. In short, Honda needs to have a cultural rescue, fostered by the same people from Honda, through new spaces where its great potential can be shown.

# INDUSTRIAL HERITAGE

The industrial heritage itself contains both tangible and intangible elements that have undoubtedly transformed the way of life of many societies around the world. Around the factory there were many changes in people's habits and ways of life. Through these, the processes and times of production that originally gave rise to a new economic system were transformed. Also, the values that these kinds of places possess not only have to do with history, but also with people's customs and with the characteristic spatial occupation that they have. For these reasons, the conservation and restoration of industrial spaces are essential to protect the traces that were printed from these places: "deepening on the productive past allows to understand the economic development of the region, and thus to abandon the idea of the scarce development of our countries" (Beltrán, 2008). Therefore, the study of the new values of industrial heritage will make it possible to define its characteristic aspects, thus determining the inclusion of this new type of heritage in "institutional discourses" for its protection and enhancement in the cultural heritage of each country.

According to architect Diana Sánchez, the concept of industrial heritage brought with it a series of qualities and values that make it unique compared to other types of buildings. In the first place, there is the architectural-artistic value, which has to do with the fact that each architectural period also influenced the design of the factories, which is why there are currently industrial typologies whose wineries have a modernist or rationalist language. On the other hand, there is the "historical value for the memory of work"; this value is related to the change that the factories meant in terms of processes and new forms of production, which depending on the place, influenced society in different ways. The next value is constructive, and is characterized by innovative materials such as reinforced concrete and steel, together with new construction techniques. The value as a historical set has to do with the system that was formed by the grouping of several buildings, which determined a characteristic way of inhabiting the space, since it has characteristics of routes, flows and uses determined within a "closed set". Finally, there is the iconographic or symbolic value, since the factories are the living example of industrialization, so they represent a significant change for all humanity. (Sánchez Mustieles, 2011)



Former Bavaria factory in Bogotá, Colombia

Example of preservation of the industrial heritage

Source: Google earth

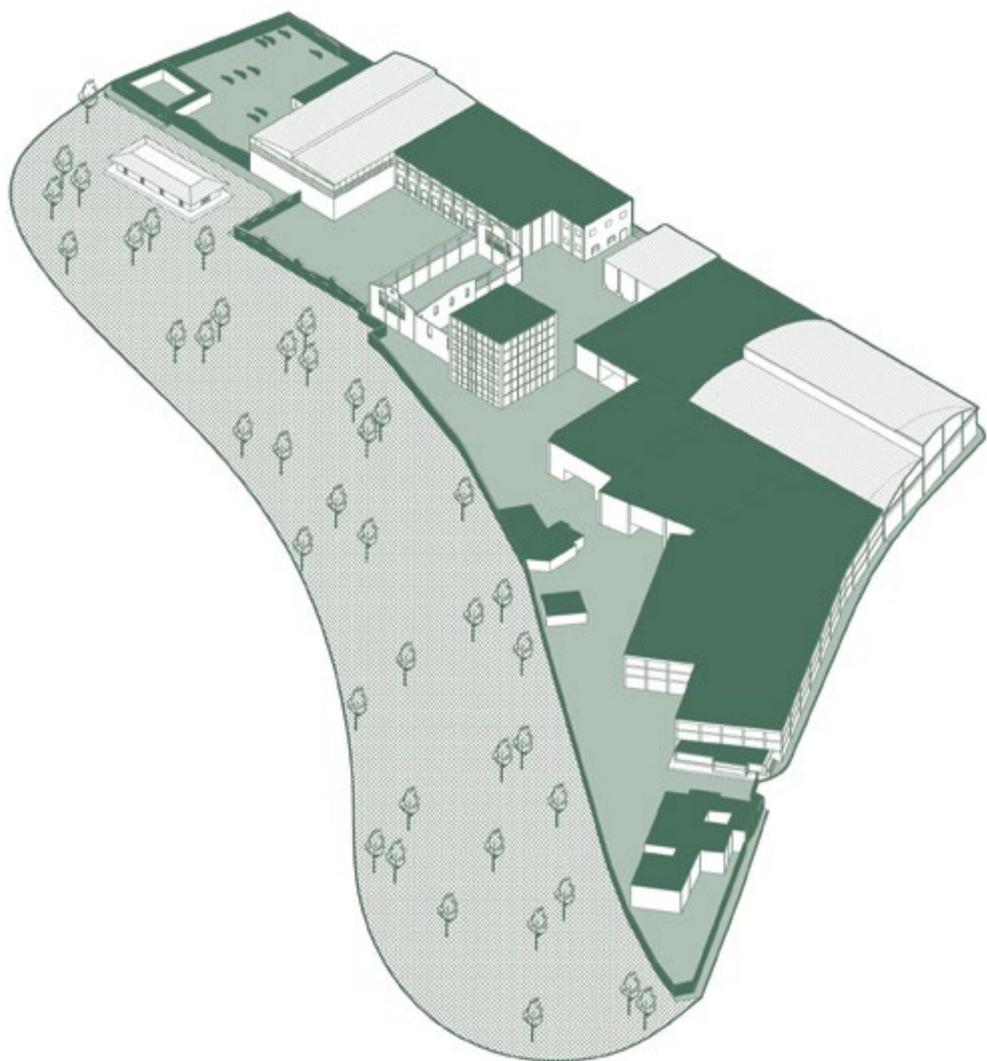
# HERITAGE REFUNCTIONALIZATION

Architect Evelyn Patiño acknowledges that heritage is indeed seen today as an obstacle to development and that there is a conception that any object of a heritage nature is a monument that can only be "seen and not touched". However, Patiño argues that it is necessary to change this conception and find ways to make heritage and urban planning complementary, in favour of the development of cities. This is how it is proposed to find conceptual and technical tools from the field of architecture, to generate criteria for intervention in urban heritage that allow this integration between the old and the new. In addition to this, it seeks to make heritage cease to be that which is forgotten due to disuse and which, moreover, is to the detriment of the city, in order to turn it into an opportunity to recover the "old city" with the aim of rehabilitating depressed or conflict-ridden areas, to integrate them once again into the environment (Patiño Zuluaga, 2012). In short, the practices that can give way to this relationship between heritage and the urban are necessary, since urban development should not be the reason why heritage should disappear; on the contrary, it should be the reason why heritage is 'reinvented' and can be adapted to its new environment. Thus, for example, work must be done to propose areas for the recovery of public spaces, the functional adaptation of representative buildings, changes in land use in response to demand from the sector, among others, which will contribute in this way to the conservation and preservation of cultural heritage (Patiño Zuluaga, 2012).

In this way, the proposal to adapt heritage spaces to the new needs of the city arises, through their reuse. Patiño speaks of "re-functionalisation" as a concept that arises in defence of spaces that are heritage sites due to their historical, urban and social value, but which are in an "obsolete state". This type of practice arose after World War II, since after the few buildings that remained standing were demolished, a way was sought to make the new buildings have other uses, but continue to be part of "the memory of the people". Thus, all over Europe, practices related to making old buildings that were becoming obsolete could have other alternative uses and thus be reintegrated into their surroundings. All of this was done with the aim of preserving the existing heritage and making the best use of it to survive the economic pressure (Patiño Zuluaga, 2008).



Current state of the former Bavaria factory  
Scale 1:2000



Current state of the former Bavaria factory

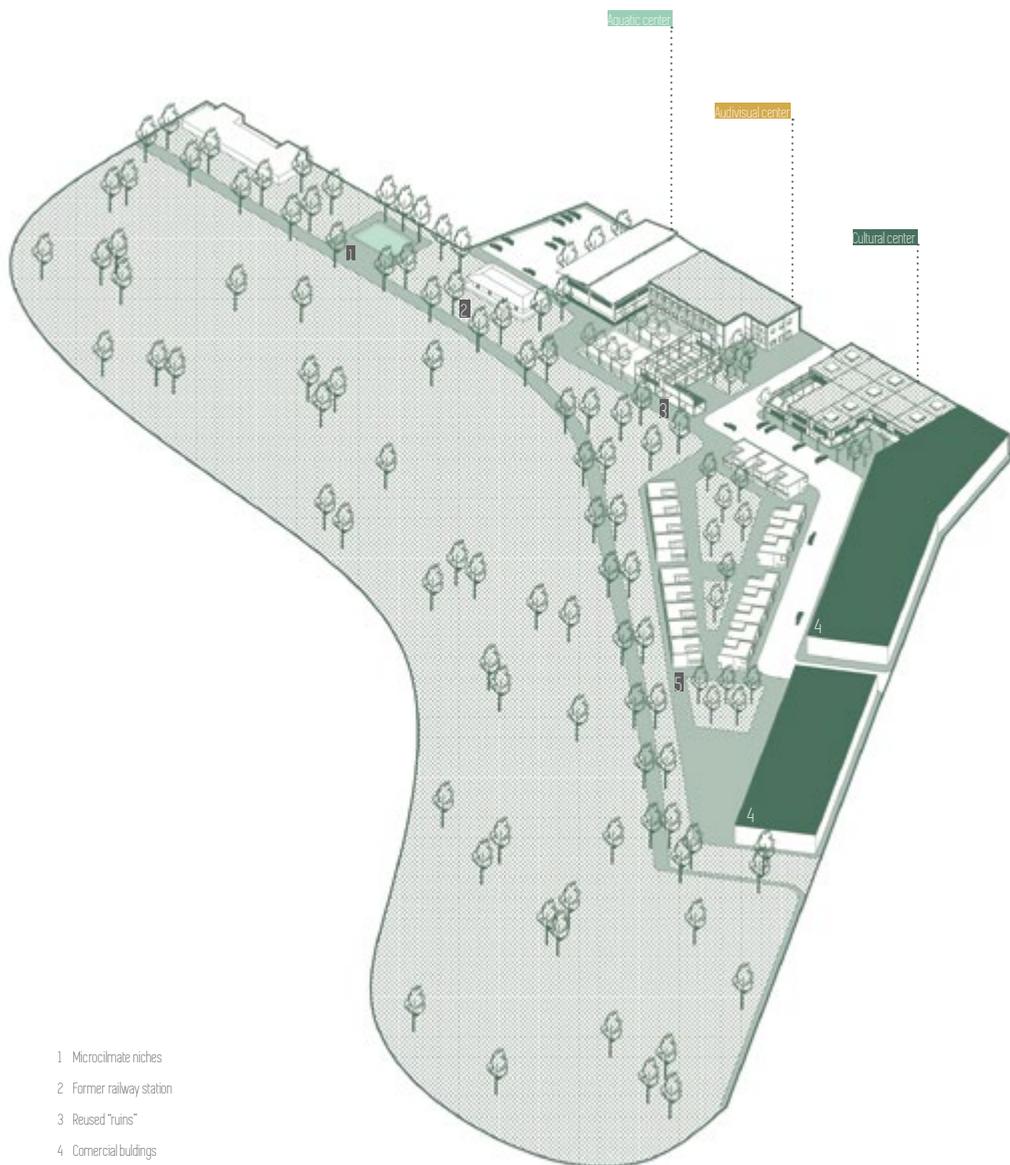
# CURRENT STATE

The old Bavarian factory is enclosed by a wall that varies in height along the entire perimeter. The main entrance is on the eastern side, accompanied by a two-storey building with a Republican façade that borders the old Union Theatre. On the south side, the wall reaches a height of approximately 9 meters, bordering a narrow street and single-story houses. When you reach the end of the block on the south side, you will find the distribution point, so the wall changes height dramatically and becomes approximately 2.5 meters, the space becomes more permeable so you can see what is inside that point of the factory. On the western side, the factory borders a large green area with abundant vegetation where the railway line and the old train station were located; the wall is still approximately 3 meters long. What can be seen inside are the ruins of a seven-story building, accompanied by another building whose roof is staggered and sloping, a typical feature of the industry. Likewise, from outside the wall, the remains of other buildings can be seen, such as the storage building, with a vaulted roof and large spans. In fact, the factory is an enclave that does not relate to its surroundings and limits the activities that could take place in that great urban void; it is a very wide and wasted terrain.

# PROPOSAL

The proposal consists of the restoration and reactivation of the old Bavaria factory at Honda, which is currently abandoned and in a state of disrepair. This, in order to reactivate its immediate urban context, thus returning to it, the commercial, social and cultural dynamics that once existed in the place, but that with the abandonment of the factory, were disappearing. In the same way, the intention is to give it the heritage and cultural value that the factory, as an industrial landscape, should have in a city like Honda, where the arrival of companies and industries of all kinds generated a great urban development, which later stopped and started to deteriorate the city.





- 1 Microclimate niches
- 2 Former railway station
- 3 Reused "ruins"
- 4 Commercial buildings
- 5 Relocated homes

Proposal of the "Industrial" park Bavaria

# HOW ?

In the first instance, the intention is to open up the factory space by demolishing the perimeter wall, in order to generate continuity in the flows and eliminate the unsafe areas that currently exist on some sides of the factory lot. Similarly, as the climate is one of the major determinants of the spatial organization of the project, it is important to bear in mind that the design of this refunctionalization must have large areas of circulation, ventilation and public space, which can lessen the climatic "bad weather" of the city. Thus, it is indispensable to think of self-sustaining buildings, which do not have to rely on air conditioning (as far as possible) to be able to inhabit them and which, on the contrary, are efficient in terms of the sunshine and adequate ventilation of the buildings.

The proposal has three main uses, housing, sport and education. The housing proposed is of priority interest, because the target population is children and young people living in high-risk areas, such as on the banks of the Magdalena River, so their relocation should be a priority. The sports use, you propose mainly four activities, football, swimming, basketball and volleyball. Finally, educational use has as its main focus the use of computer and multimedia tools, for learning in different fields of study, such as languages, music, programming, simulation and audiovisual production. In this way, the implementation of commercial areas with which to encourage the sale and promotion of products and activities typical and representative of the municipality is also proposed. Thus, the aim is to activate the public space of the sector, creating spaces of permanence and circulation between the buildings and around to begin to encourage flows that lead to other parts of the city.

Finally, it is proposed to generate connections and to extend the design of the public space to abandoned buildings, such as the old railway station and the old Union Theatre, as well as to important road and commercial axes close to the sector, which also communicate with the factory and with other important heritage landmarks, such as the market square and the street of the traps.

## “RESIGNIFICATION”

Project view of two of the buildings proposed for refurbishment and “ruins” of the old factory. Due to the intention of preserving in the memory of the city its history and all the changes brought about by its industrial boom period, it was proposed to leave structures of the factory that are almost in ruins, as a recreational space that would fit in and complement the activities proposed for the three reused buildings. In some way, the fact that the city is transforming is a reflection of the fact that it is a city that is evolving; that it is advancing, so it is important to make sure that the physical vestiges of its history continue to form part of the landscape, not in the same way that it functioned before, but as something that makes a city characteristic and to which new values and meanings will be attributed.



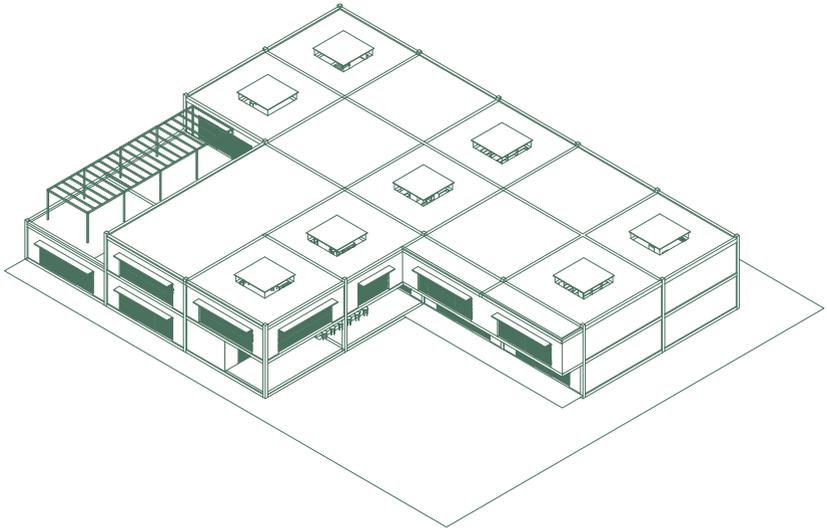
## “APPURTENANCE”

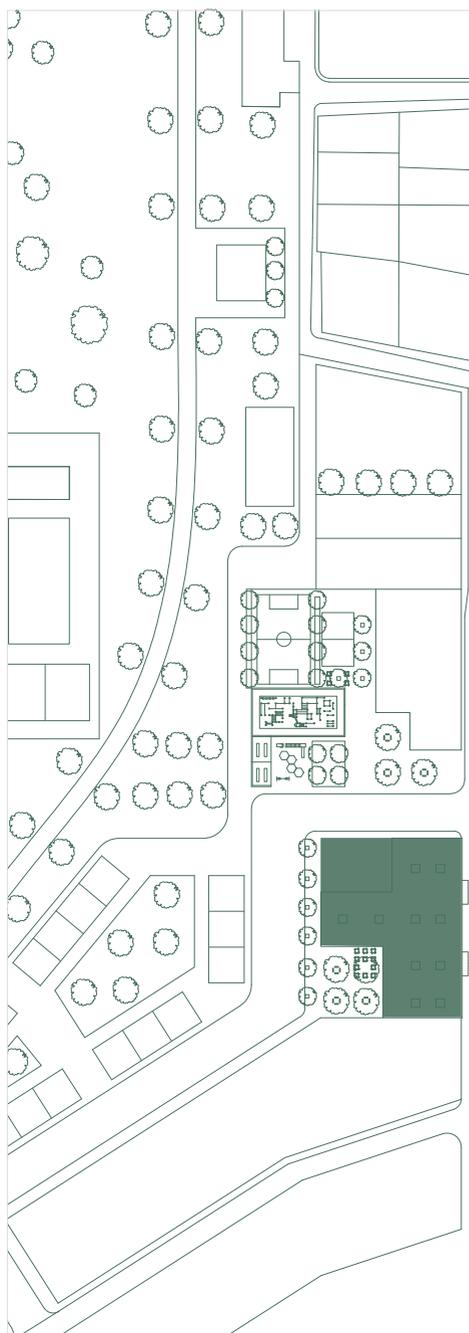
Project view of refurbished building and relocated housing. The fact that this space becomes a meeting place for the young people of Honda is the opportunity to make the social group gradually remember the importance of being able to see the potential of the city in its oldest buildings. If this space becomes the meeting, recreation, and learning place that is proposed, it is expected that young people will be in charge of taking care, preserving, and appropriating not only this new space, but also many other places in the city that still keep the historical legacy that is worth recovering and understanding as their own.



# CHAPTER 10







## A. CULTURAL CENTER

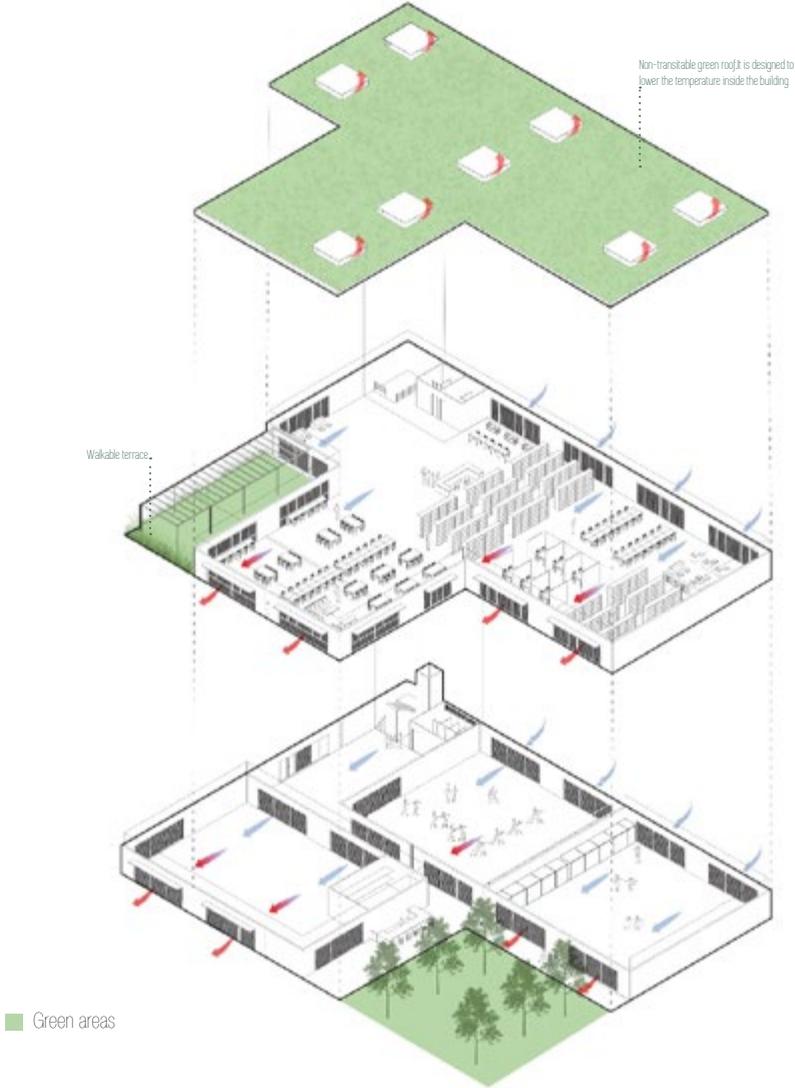


El edificio A es el centro cultural. El programa está conformado por una biblioteca, aulas dedicadas a prácticas de música, artes escénicas y danza. La razón por la que decidió hacer de este espacio un centro cultural, tuvo que ver con la posibilidad de incidir en la fachada, pues en términos arquitectónicos la tipología edilicia puede transformarse conservando en otras piezas del parque, aspectos más representativos del patrimonio industrial. La necesidad de cambiar las fachadas se relaciona con la apertura de vanos que permitieran una mayor circulación de aire por el edificio, pues algunas de las actividades que se realizarán requieren de constante movimiento de los usuarios, lo que significa el incremento de temperatura en el edificio. Igualmente, la decisión de ubicar en la primera planta las actividades más lúdicas tuvo que ver con la llegada del sol, pues en todos los costados se genera sobra, sea por vegetación o edificios circundantes, por lo que se espera que la primera planta se mantenga "refrigerada" y "ventilada" naturalmente. En el segundo piso, la actividad es más pasiva, sin embargo, se utilizan estrategias como aleros que impidan la llegada directa del sol al edificio y el mismo sistema de ventilación a través de las ventanas.

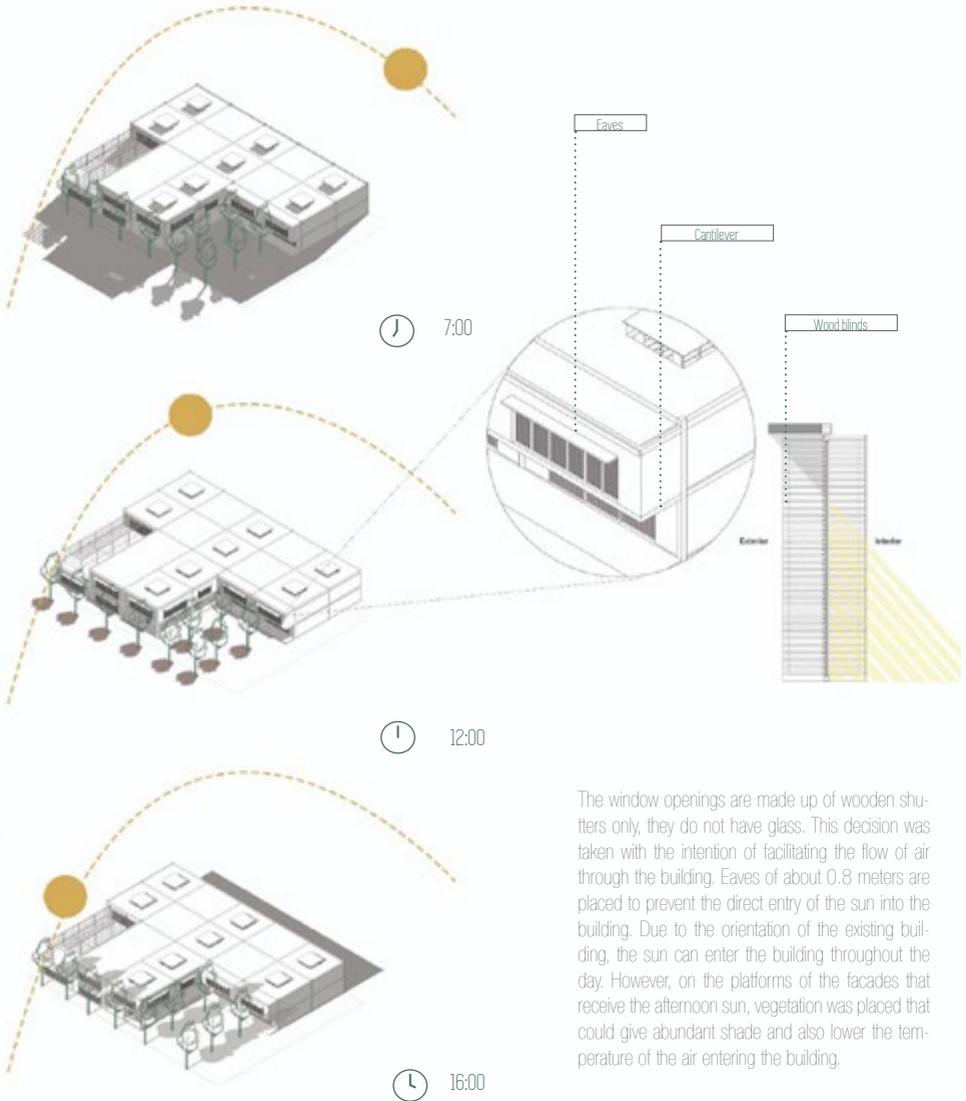
# PROGRAM DISTRIBUTION



# VENTILATION AND GREEN AREAS



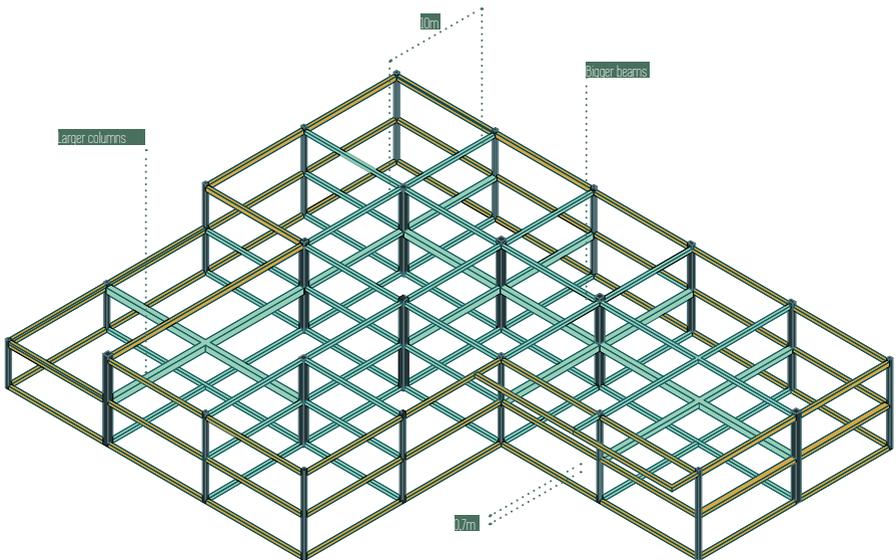
# SUN PROTECTION

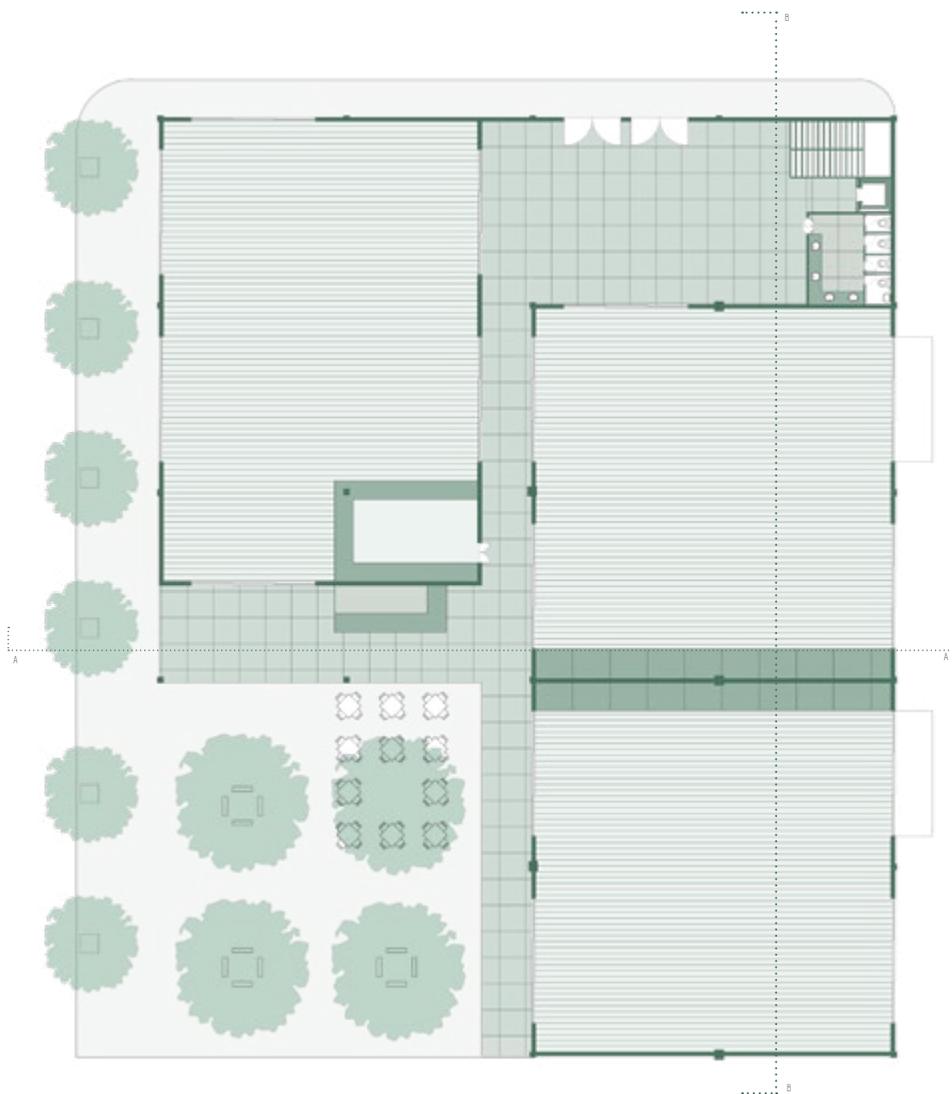


The window openings are made up of wooden shutters only, they do not have glass. This decision was taken with the intention of facilitating the flow of air through the building. Eaves of about 0.8 meters are placed to prevent the direct entry of the sun into the building. Due to the orientation of the existing building, the sun can enter the building throughout the day. However, on the platforms of the facades that receive the afternoon sun, vegetation was placed that could give abundant shade and also lower the temperature of the air entering the building.

# STRUCTURE

The structure of the building is made of concrete and is composed of porticos. Initially the building has only one floor, so when the second floor is built to support the library, it is necessary to resize some of the columns. In addition to this, because the first floor contains the dance, music and classroom areas, it was necessary to free up space so that there would be no "interruption" due to its structure. For this reason, 10-meter spans were created to support beams and columns of larger dimensions than other perimeter ones, for example.



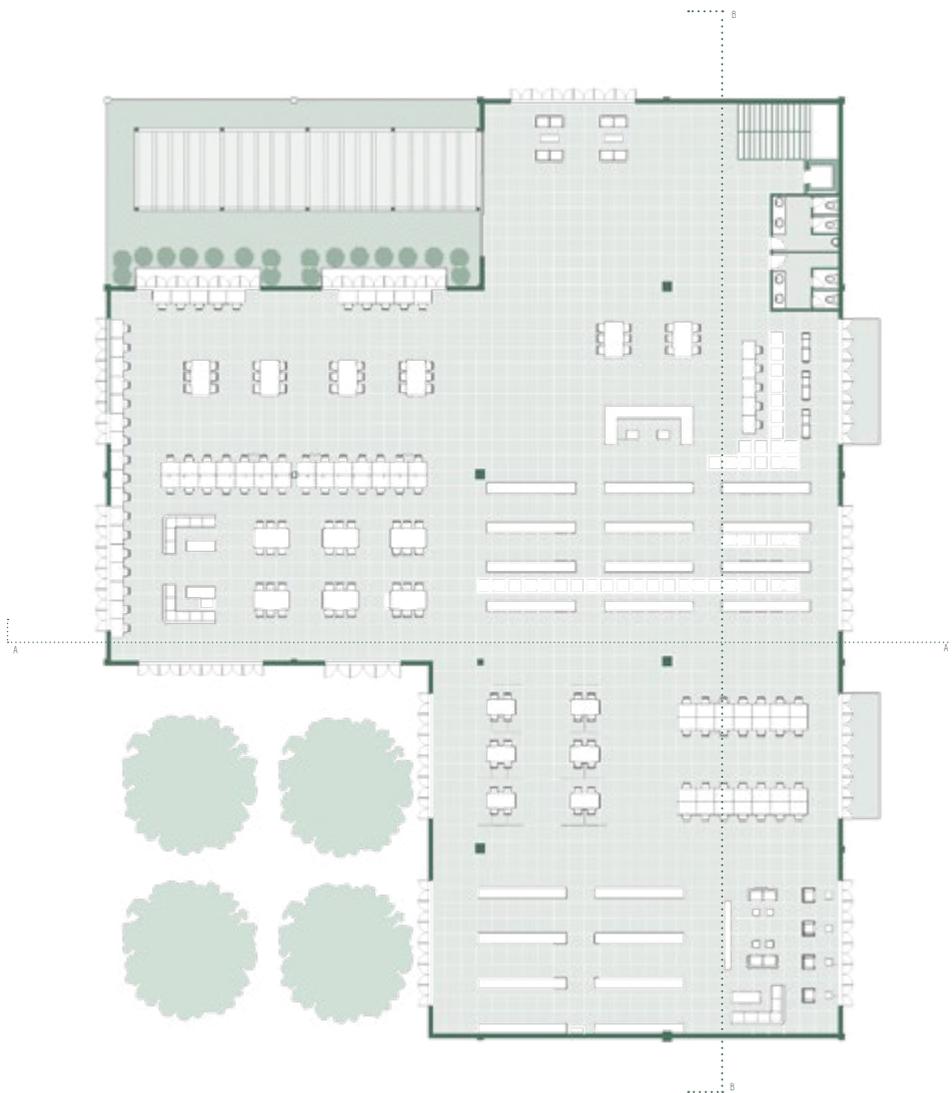


First floor

Dance, acting and music classrooms, bathrooms, storage and cafeteria

Sol. 1400



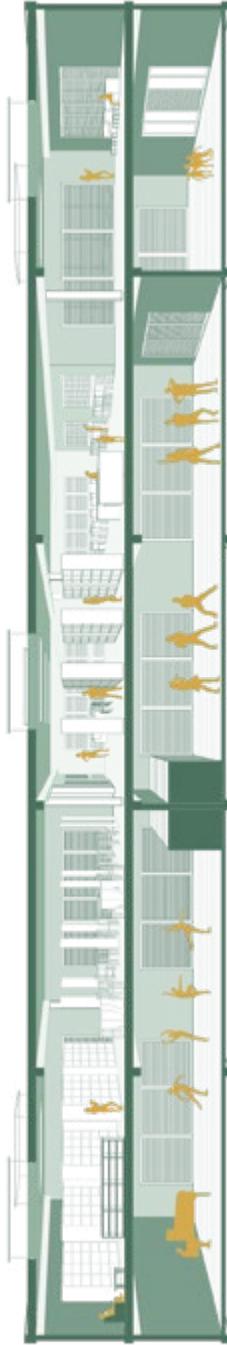


Second floor  
Library, bathrooms and terrace  
SG 1400





SECTION A-A  
SECTION

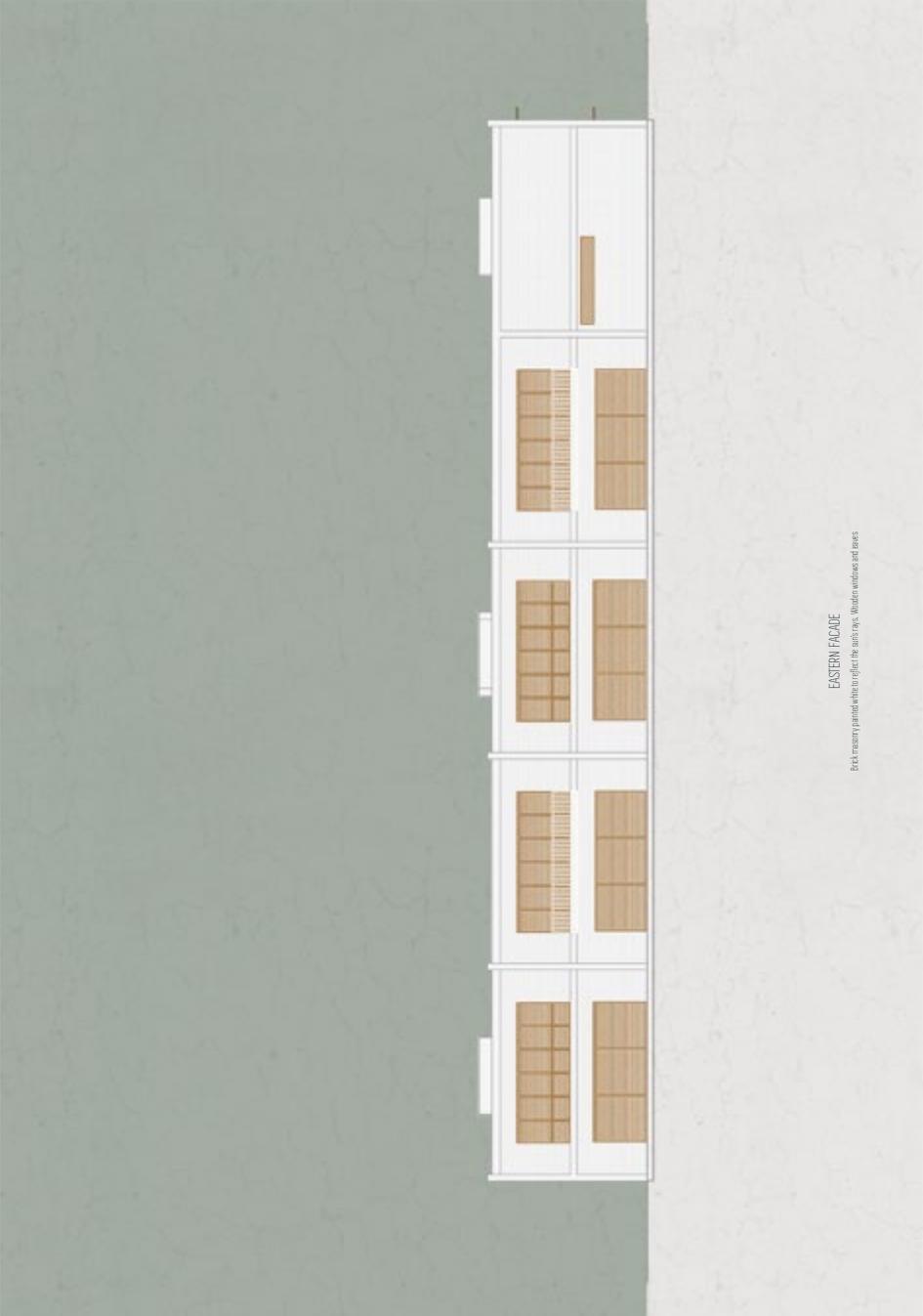


SECTION B'  
1/20

Front elevation / perspective in plan in the cut site. Windows and doors are shown.

**SOUTH FACADE**





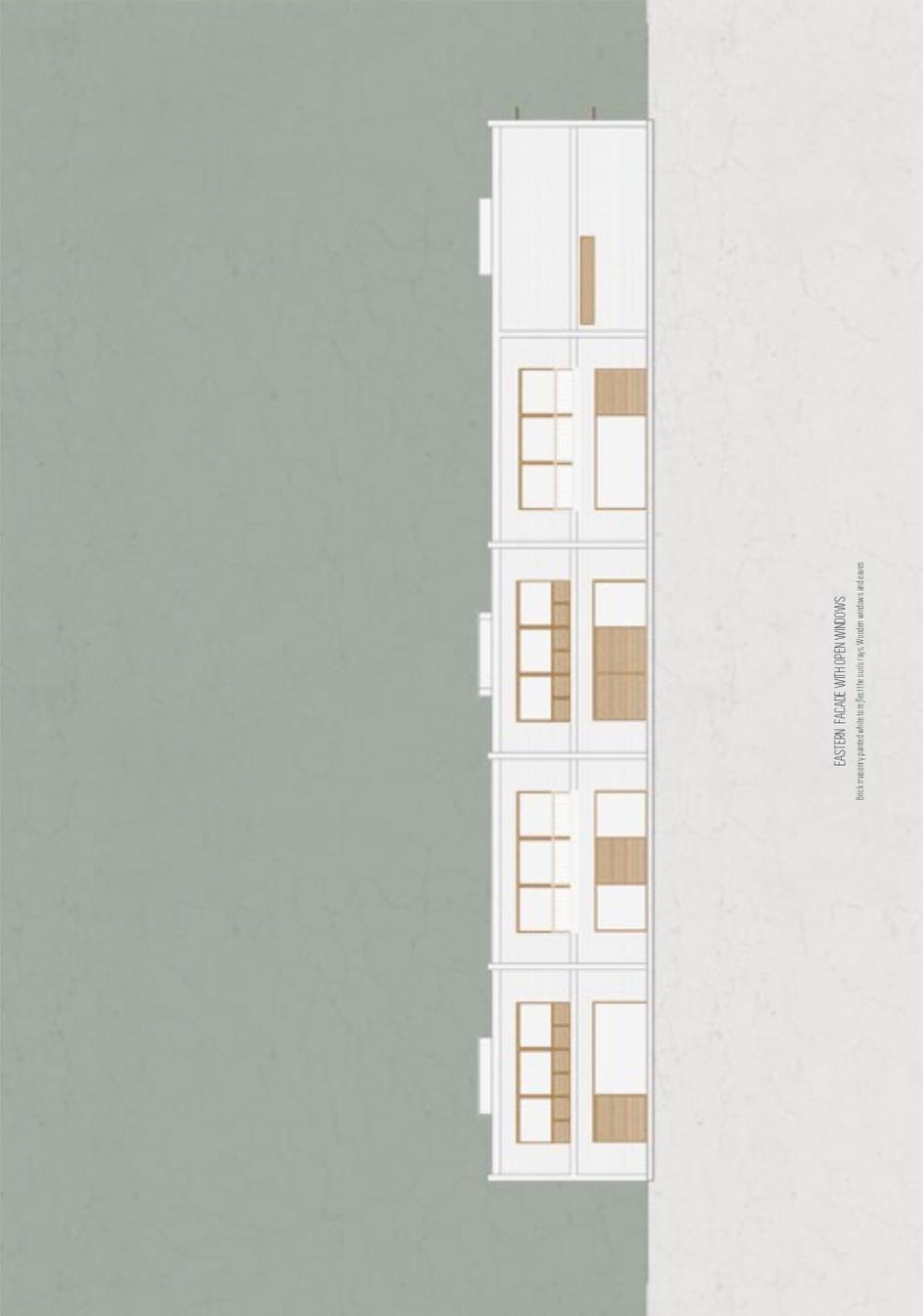
EASTERN FACADE

Brick masonry painted white in order to suit rays. Wooden windows and doors



WESTERN FACADE

Both rooms part of a kitchen in the unit to the right. Wooden windows and frames



**EASTERN FACADE WITH OPEN WINDOWS**

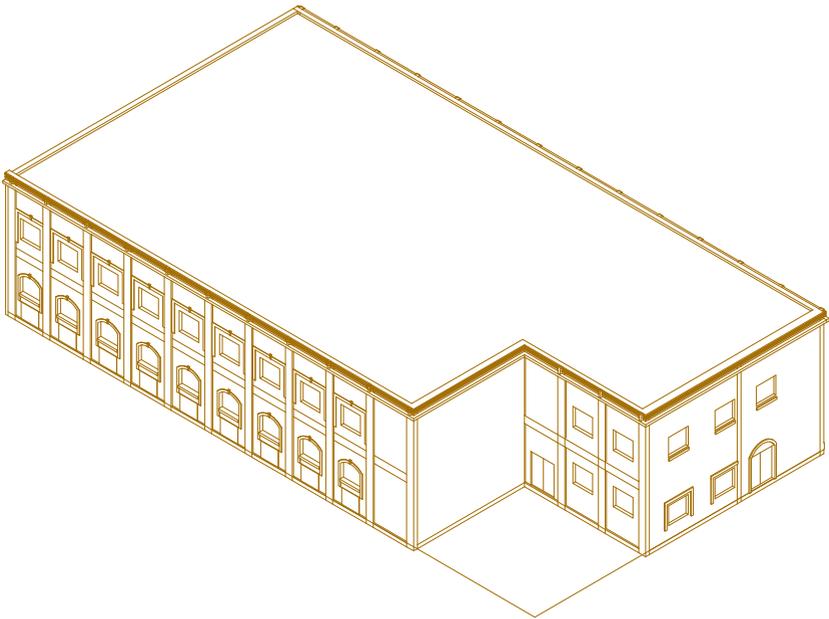
Back to reality practice while in flight, the subtle plays of window, window and axes

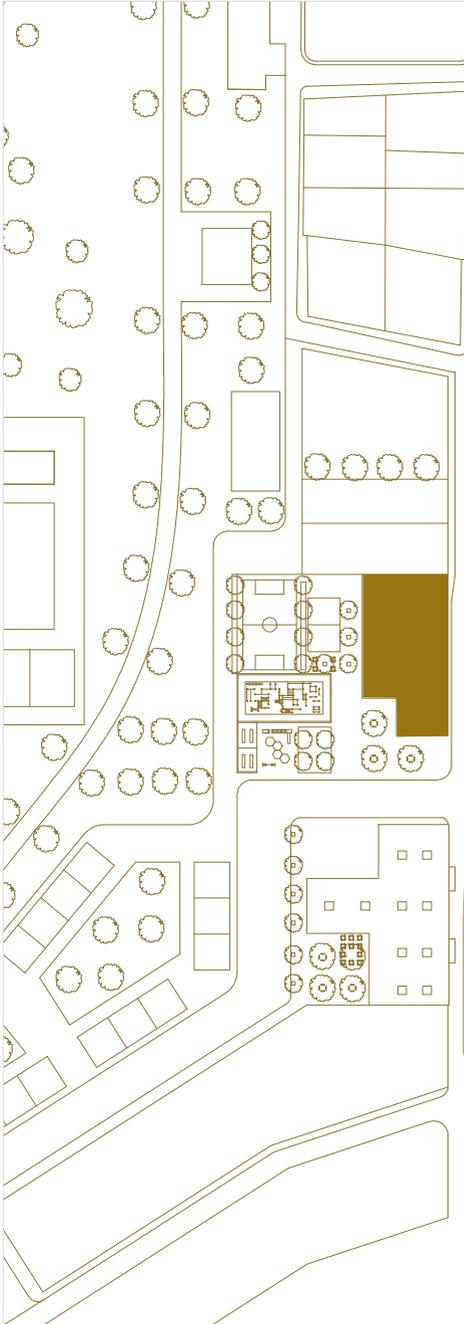


**NORTH FACADE - MAIN ENTRANCE**

Brick masonry painted white to replicate the original. Wooden window sills





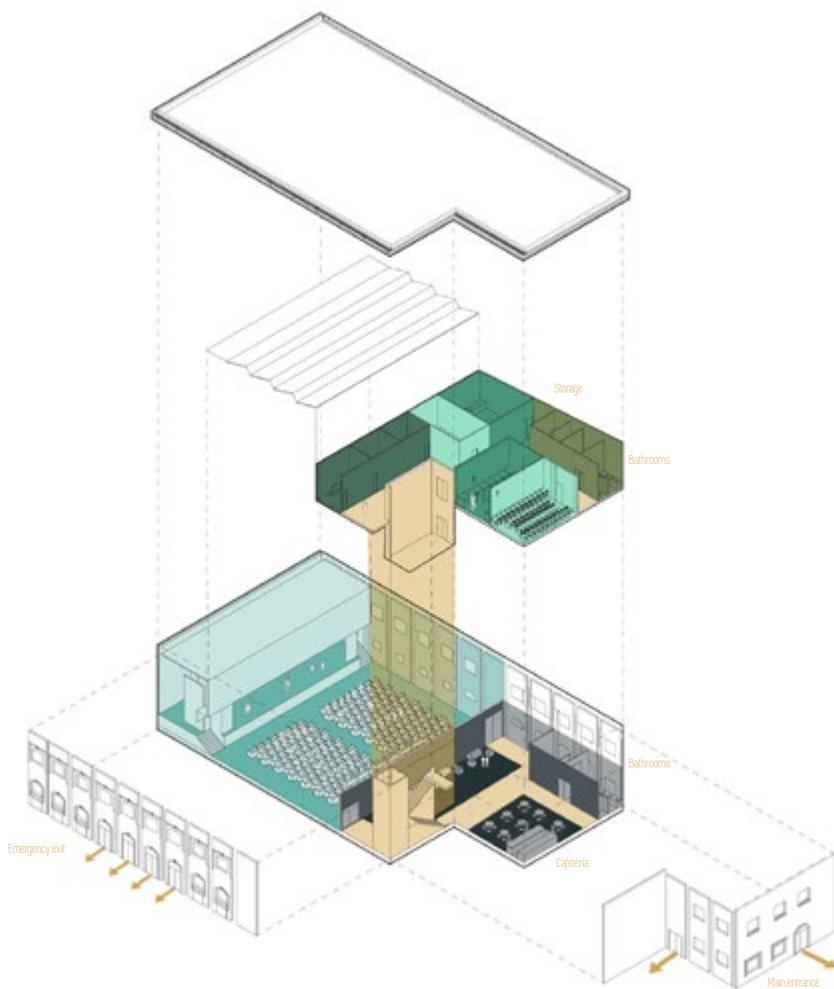


## B. AUDIVISUAL CENTER



Building B is the audiovisual centre. It consists of a theatre and computer rooms, photography and reproduction of audiovisual elements. The decision to locate this program in building "B" was due to the need that these activities have to be developed mainly in dark places. This means that since the building typology is to be maintained, the impact on the facades was not an option, so new openings could not be opened. Initially it was proposed that the building should have controlled ventilation and mechanical cooling, as the windows could be opened very little and the activities carried out require little light. However, in a later phase of the project, a study of the constitution of the layers of the walls could be considered in order to know how feasible and sustainable it would be to increase the insulation or make the building airtight in order to reduce the loss of cold air and also to reduce its ecological footprint.

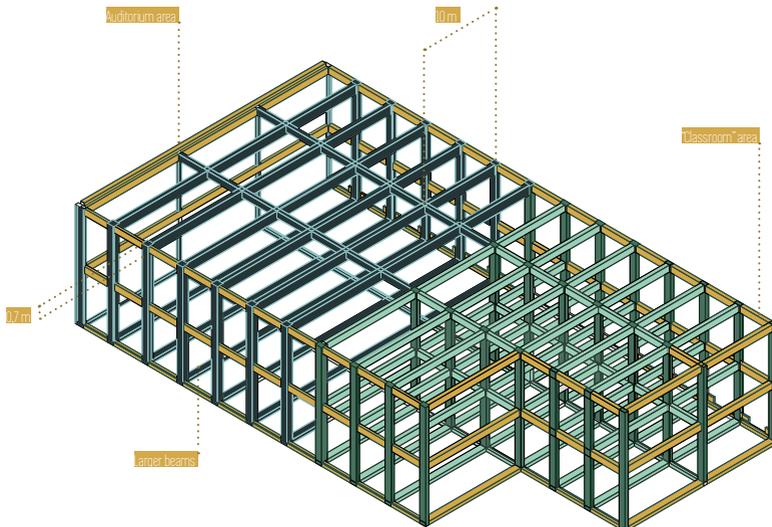
# DISTRIBUTION

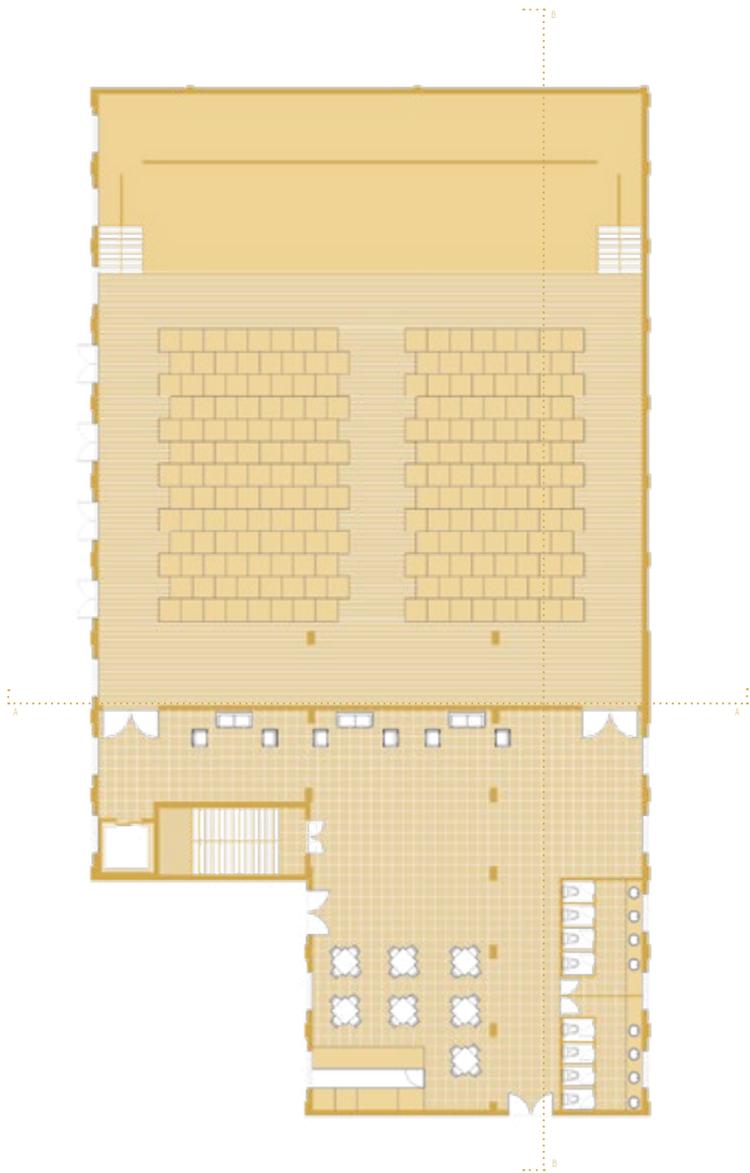


- Library
- Audiovisual classroom
- Auditorium
- Computer lab
- Photography lab
- Circulation

# STRUCTURE

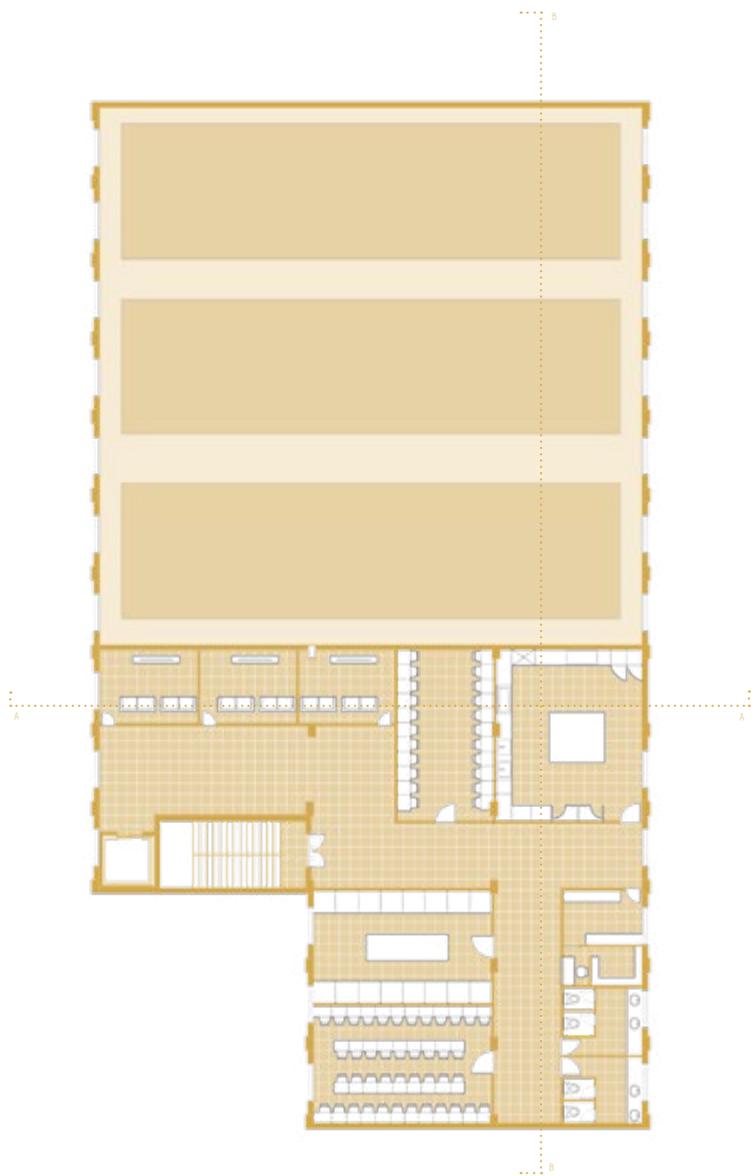
The structure, also in concrete, is divided into two parts. Since the auditorium cannot have columns that interrupt the view of the spectators either, a mesh of porticoes is formed only in the area of the classrooms that have a second floor. Unlike the structure described in building "A", here there are two floors, so it may not be necessary to reinforce or increase the size of the structural elements in the area of the classrooms, which also seem to have large dimensions, as can be seen in the facades, where the structure is in sight. In the theatre area, the beams that make up the second floor will have to be removed to make way for a double height space that will allow the best functioning of the sound system in the proposed auditorium. For this reason, the floor and roof beams could have larger dimensions to support the light





First floor  
Auditorium/seats and bathrooms  
Set 1300

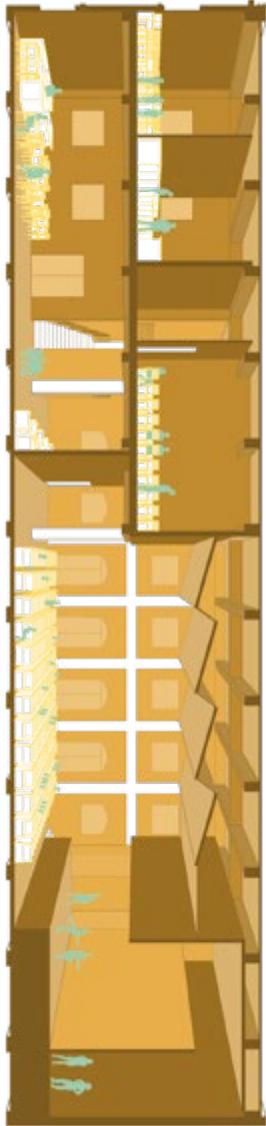




Second floor

Photography and computer labs, audiovisual rooms, storage, and bathrooms  
Sd. E300



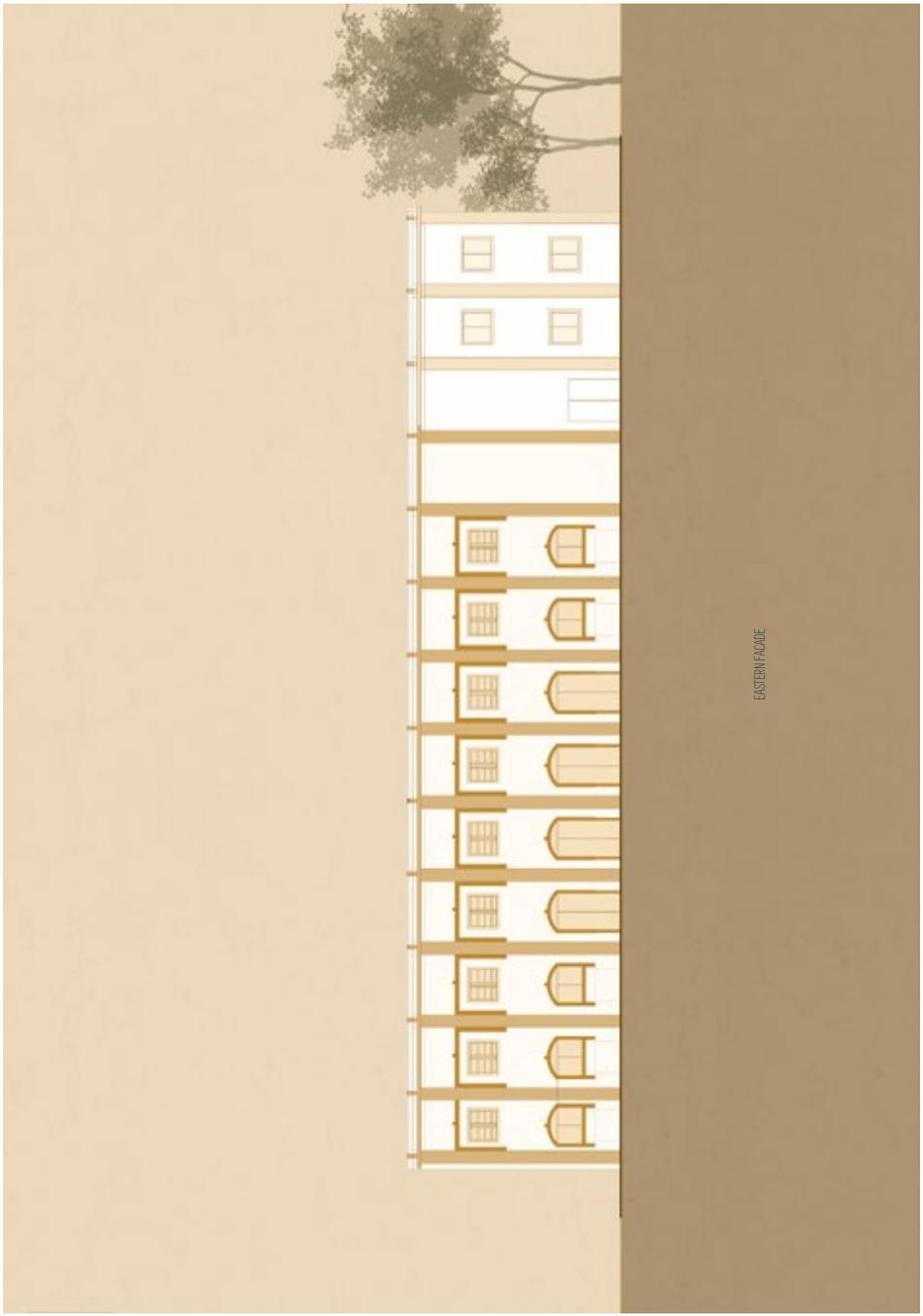


SECTION ABB  
SCALE

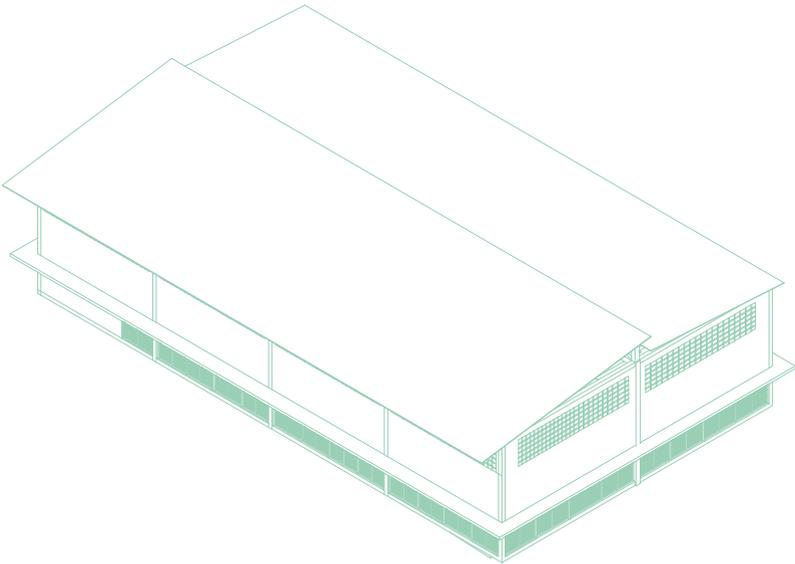


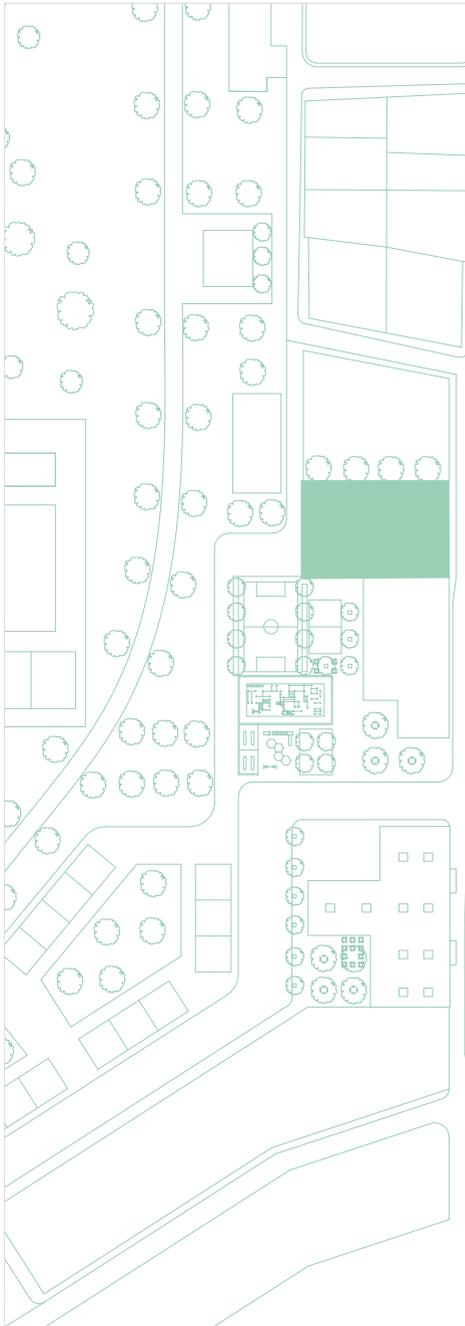
SECTION A-A'  
SECTION





EASTERN FACADE



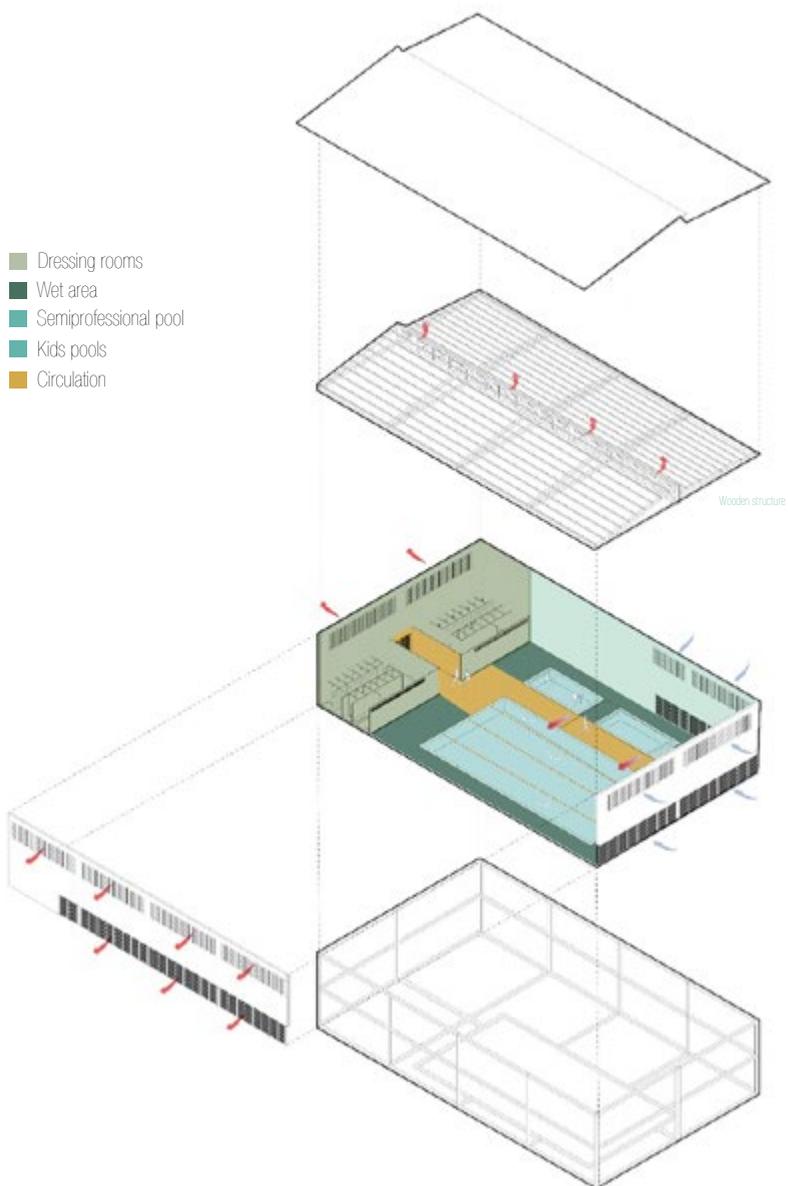


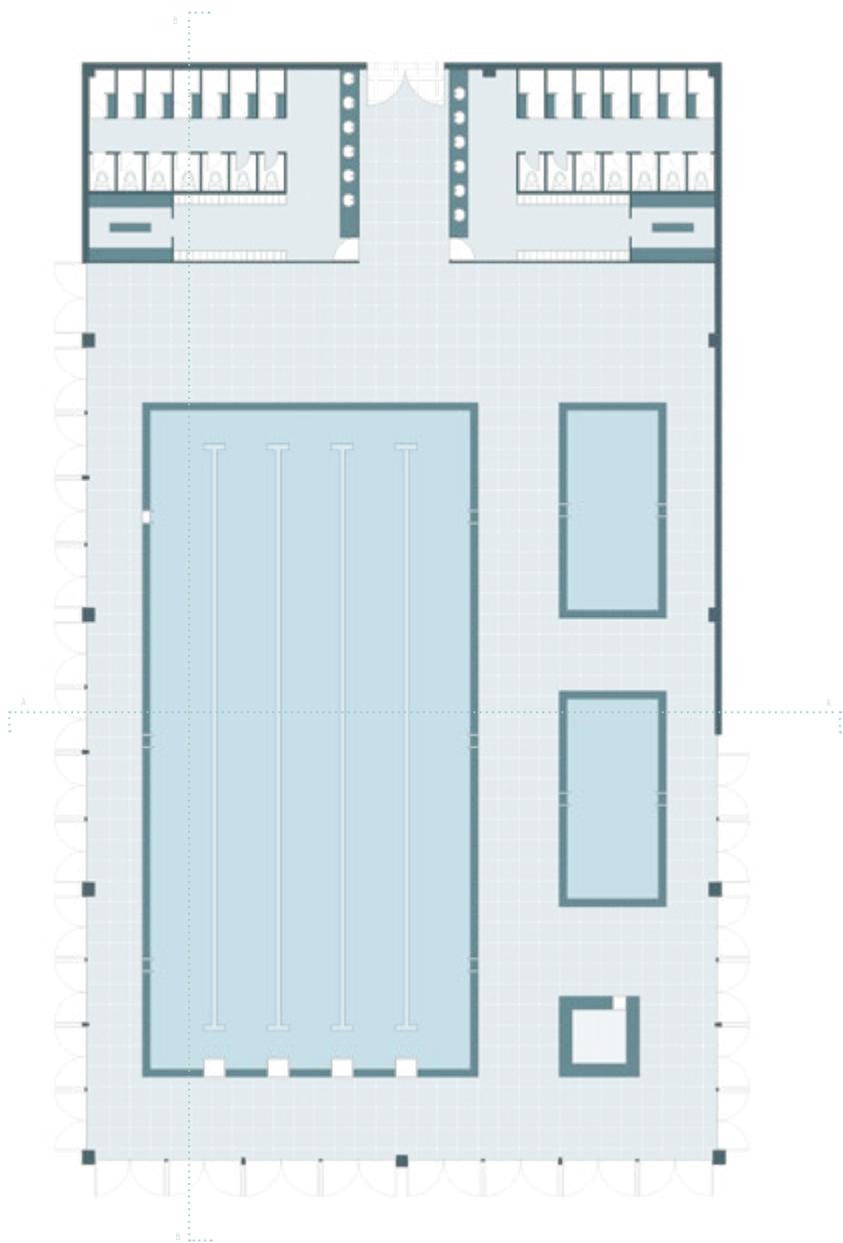
## C. AQUATIC CENTER



Building C is the aquatic center. The program consists of a large pool area for swimming and other possible water sports. From the building typology, the aim is to maintain a sloping roof that protects from the sun and allows hot air to escape from the building. It has a triple height that also, lattices and openings in three of its facades that would help to reduce the internal temperature of the same one. The circulation from the main entrance is important, because it is a space that requires a lot of hygiene, so the location of the dresses is given so that the route that has to be done with the shoes on is very short and avoids bad hygiene. As with the cultural building, it is expected that with the vegetation and the work of eaves on the windows, the entry of direct light into the building and therefore the increase in temperature is maximized.

# DISTRIBUTION





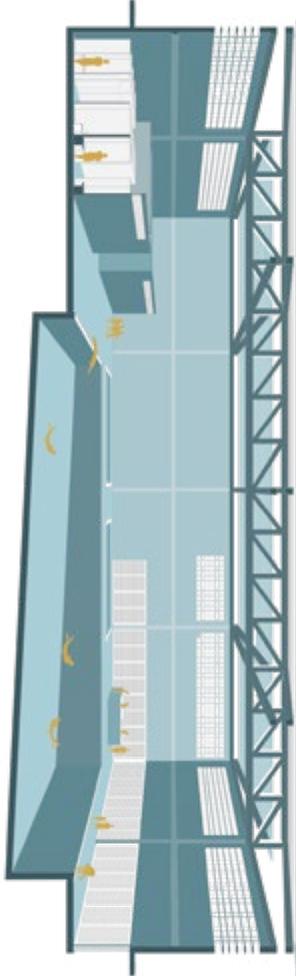
Second floor

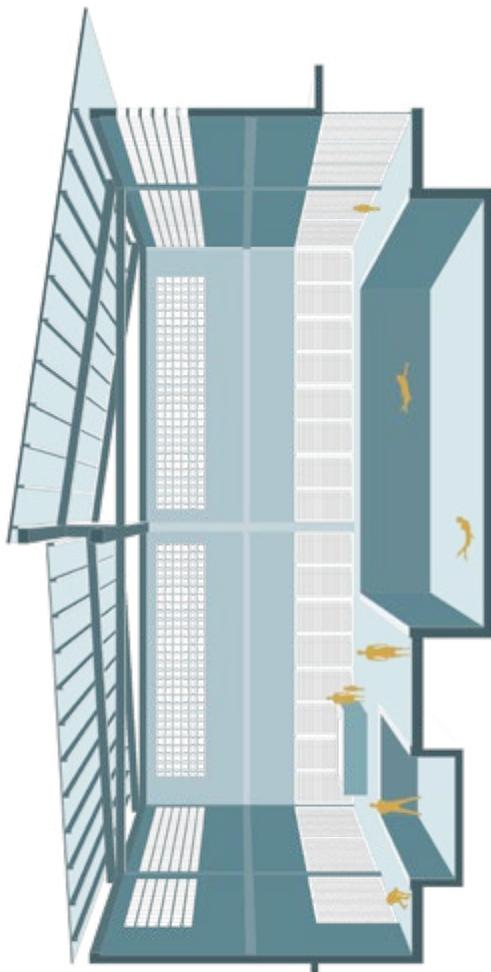
Semi-professional pool, kids pools, dressing rooms and storage point

SI 1.300

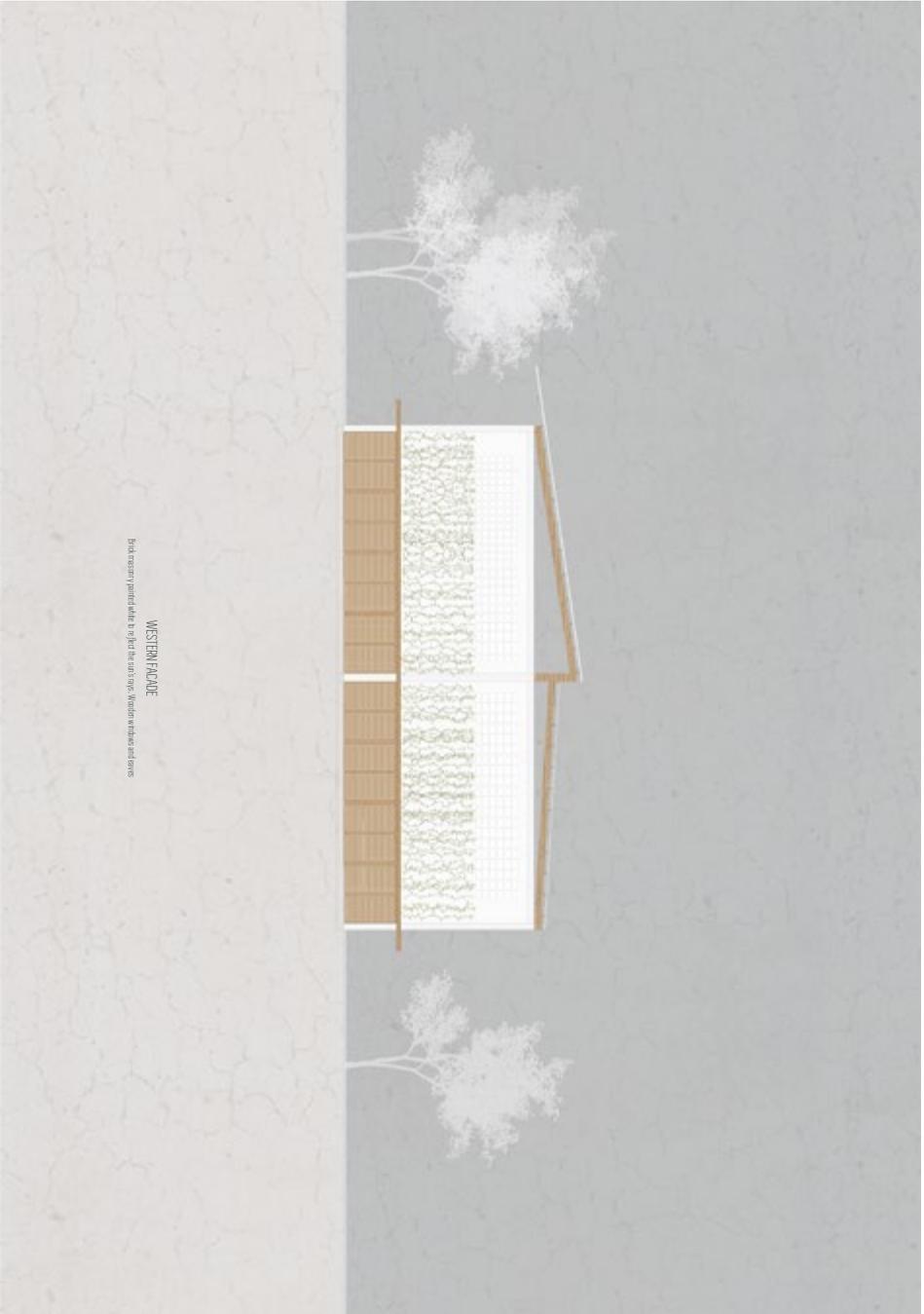


SECTION A-B'  
SCALE 1:50



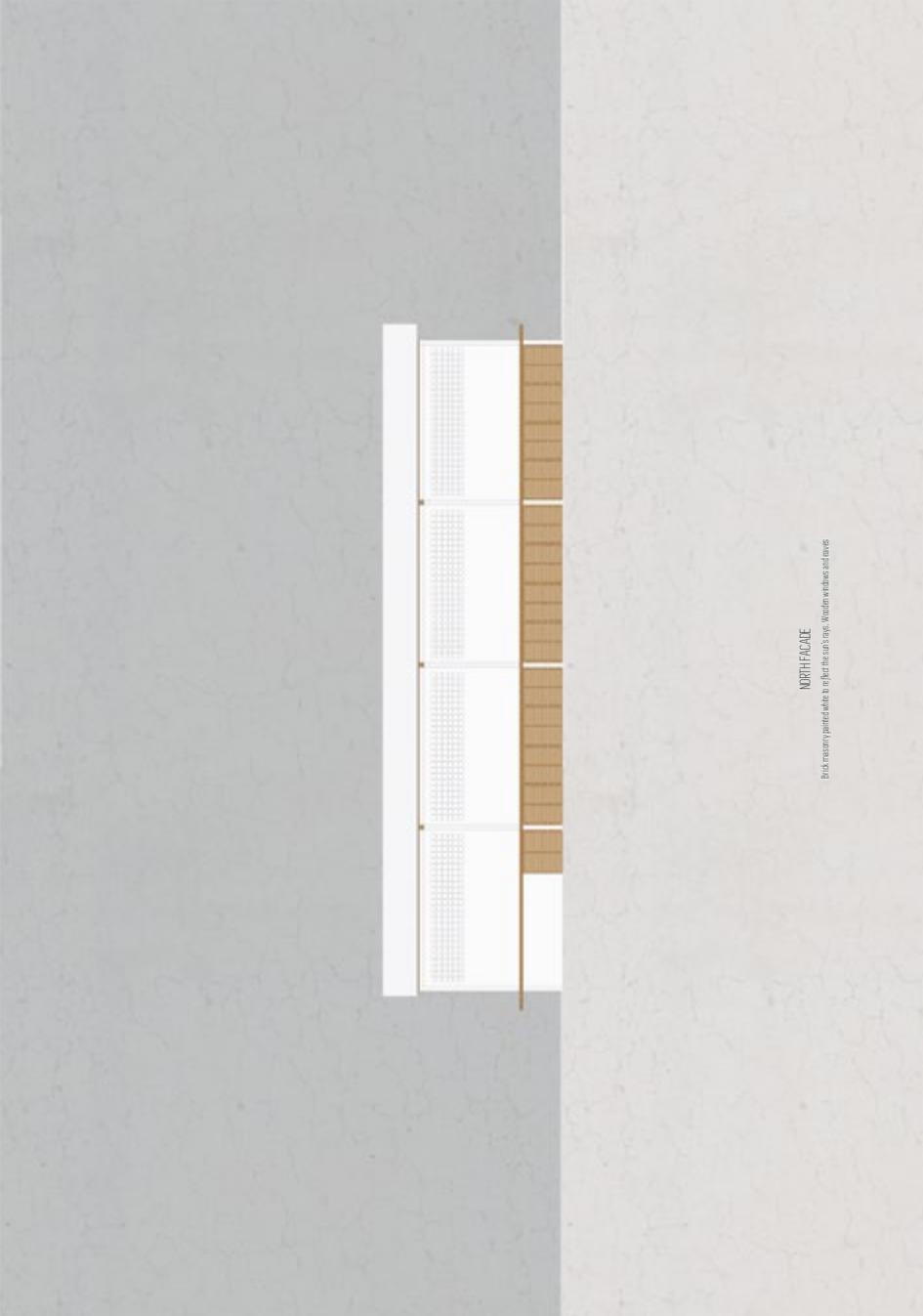


SECTION A-A  
SCALE 1:100



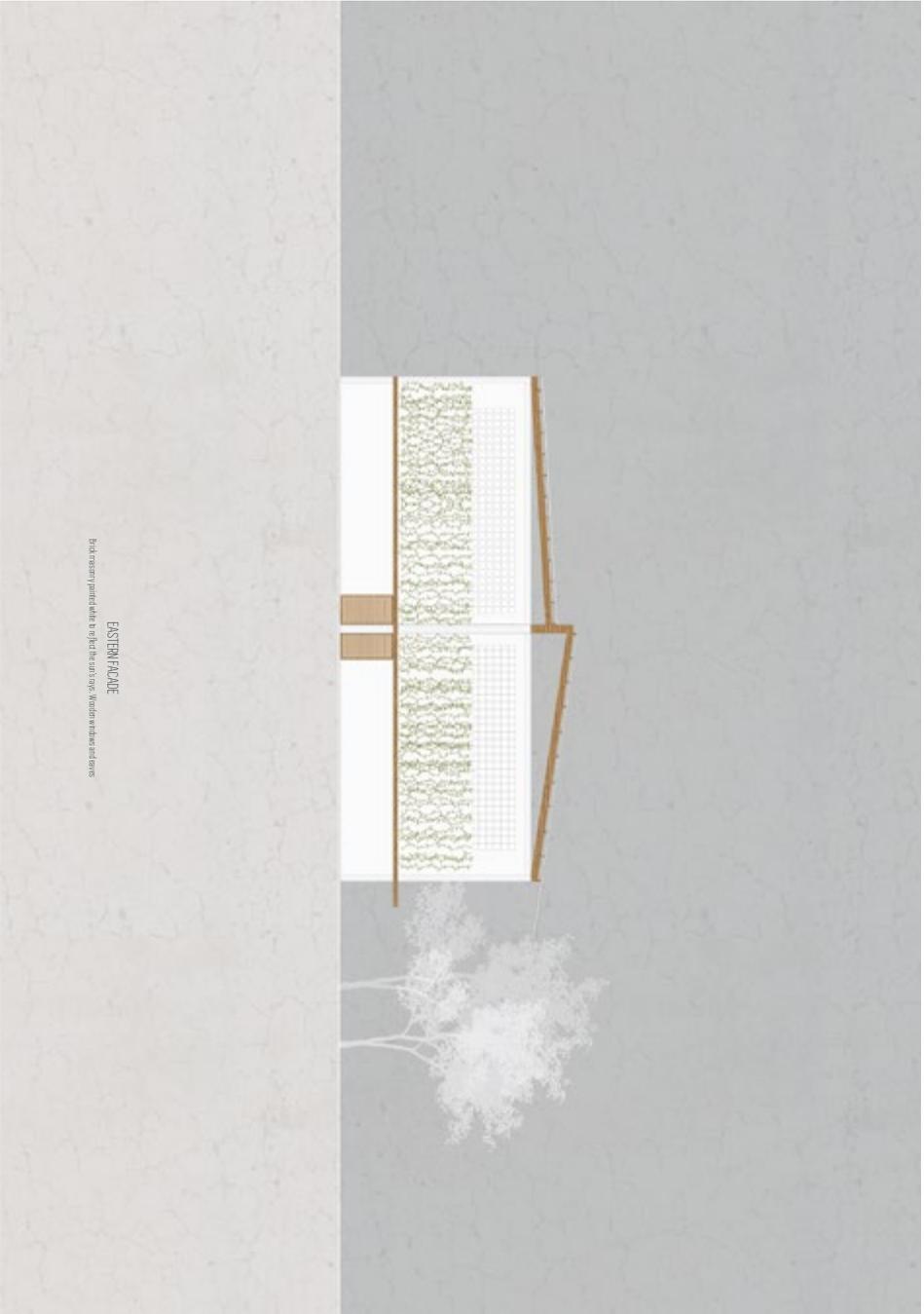
**WESTERN FACADE**

Book research published here in English for the first time. Available in Chinese and German.

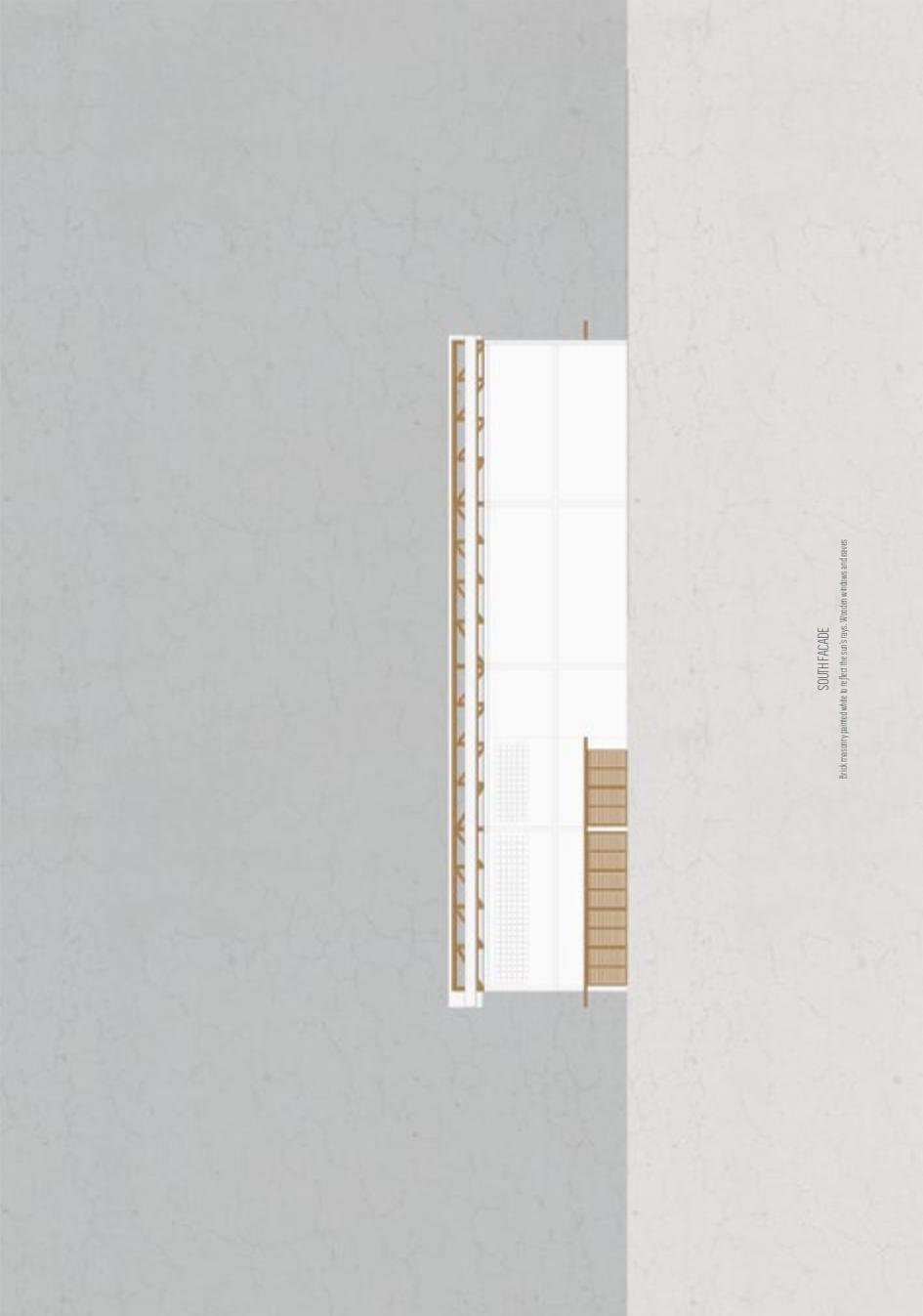


**NORTH FACADE**

Brick masonry painted white to replicate sun-bleached bricks. Wooden window frames and slats



**EASTERN FAÇADE**  
Pinta corami pantedale ti n'fichis sur 'na. Menden in'lawesidrens



SOUTH FACADE

Brick masonry painted white, high-tech glass in eye, window frames and doors

# CONCLUSION

Within all that frames the Colombian context, being its social problems one of the main focuses of attention in development policies, the geographical scope represents one of the main aspects to be promoted and on which diverse solutions could be directed to socioeconomic aspects that must be improved in favor of its development. In other words, in Colombia there are places with sufficient possibilities of generating economic, social and cultural growth that in some way contribute to the country's current situation. Within this context, the issue of the city of Honda arises as a city which, besides being part of the national circuit of heritage towns, is in danger of gradually deteriorating due to the lack of attention and intervention by those who govern it and, to a certain extent, by its very inhabitants. Thus, the problem of interest of the work arises, since it is related to urban centers in deterioration, a situation that is occurring in the city of Honda and more specifically in its historical center.

Honda is a privileged city in terms of climate, natural resources, and geographical location, aspects for which Colombia is also a privileged country in general. However, what differentiates Honda from other cities, towns, and municipalities in the country is related to its inherent historical background. The fact that it is a heritage town adds a value to it which, added to its geography, makes this city a place with a lot of potential, not only in social terms, but also in economic and cultural terms. For this reason, the choice of Honda as a work scenario, besides being an inhabited city and known by the author of this writing, is also related to the fact that the immense potential it has to develop and improve many of the priority areas for its inhabitants is being wasted.

In the past, Honda was seen as a prosperous city, with great job opportunities and a strong and constantly growing economy. This is because after the Spanish colony, Honda was founded as a port city, as it was the point that connected the interior of the country with the Caribbean coast through the Magdalena River. That is to say, thanks to its strategic location, Honda grew as a thriving city, which managed to have great technological advances for the time and great diversity of activities as well (product of the constant arrival of merchants to the city). It reached the point of being the place chosen by many businessmen of the time to locate their factories and businesses, besides having a cultural offer, reflected in its theaters, for example. The railway and an airport were also built, so that it was not only connected to Honda by the river, but now also by land and air. However, after the construction of new vehicle routes and the end of navigation on the Magdalena River, Honda began to experience a period of decline in its economy and therefore, also in social and cultural areas.

Currently, the city is experiencing a process of population decline, clearly accompanied by few job opportunities. Likewise, within its social situation, it is a city with few levels of education, early desertion from educational institutions and few policies that promote an improvement in these areas. On the other hand, in spatial terms, the city presents character-



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