

Urban Transformations in Sousas: Preservation of Historical Heritage

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Abstract. This research explores the complex urban dynamics and preservation challenges confronting the historic center of Sousas, a district in Campinas, Brazil, amidst rapid urbanization and real estate development. Through a multidisciplinary framework incorporating urban analysis, literature review, and community engagement, the study examines the impacts of these transformations on Sousas' cultural heritage and socio-spatial fabric. Findings reveal a landscape reshaped by the emergence of gated communities, environmental preservation initiatives, and an influx of affluent residents seeking an alternative to urban life. However, these changes jeopardize the preservation of architectural and cultural heritage, with gentrification eroding the district's identity and traditional way of life. The study advocates for preserving Sousas' cultural heritage while enhancing its public space functionality.

Keywords. Urban dynamics, Preservation, Historic center, Sousas, Campinas, Brazil, gentrification, cultural heritage, sustainable development, gated communities

1. Introduction

Since their origins, cities have been centers of domination and administration, in addition to being places where myths and symbols are produced [1, p.8]. They are living organisms in constant mutation, ranging from the form of occupation of the territory to the economic activities and way of life of the inhabitants [2, p. 26].

Urban environments, as Kevin Lynch eloquently describes, are not merely physical entities but intricate temporal art forms shaped by long spans of time and human activities. Within the fabric of these cities lie original nuclei, bearing the imprint of history and cultural significance. These nuclei serve as anchors of identity and continuity, preserving memories and meanings that enrich the urban experience. As Lynch suggests, the art of shaping cities for sensory enjoyment transcends mere physical design, encompassing the preservation of these original nuclei as vital components of a city's character and vitality. In a world where fine urban environments are a rarity, these original nuclei stand as beacons of authenticity, offering residents and visitors alike a glimpse into the rich tapestry of urban history and heritage [3].

Sousas, a district of Campinas metropolis, possesses a historic center that serve as a tangible example of the inherent value in conserving such areas. The historical significance of Sousas, with its evolution from a rural nucleus to a culturally rich district,

resonates strongly with the principles outlined in the 1976 Recommendation and the ICOMOS Washington Charter.

These documents emphasize the importance of preserving "historic and architectural areas" and "historic urban areas," respectively, which encompass the tangible and intangible heritage of cities and rural settlements. These areas not only serve as historical documents but also embody the values of traditional urban cultures [4].

The Sousas nucleus was originally known as the village of "Ponte Alta" or "Ponte do Arraial." It emerged near the Atibaia River. This village, initially founded by backcountry explorers, featured the construction of the first wooden bridge intended to connect both riverbanks and provide access to coffee plantations. The region's first chapel, honoring São Sebastião, was built in 1833 near the bridge. The Chapel of São Sebastião was the driving force for the development of the district [5]. Through the religious festivities practiced there, a community was formed, developing a strong local cultural identity.

The historical significance of Sousas, with its evolution from a rural nucleus to a culturally rich district, resonates strongly with the principles outlined in the 1976 Recommendation and the ICOMOS Washington Charter. These documents emphasize the importance of preserving "historic and architectural areas" and "historic urban areas,"

respectively, which encompass the tangible and intangible heritage of cities and rural settlements. The document also underlines significance of "historic urban areas," which encompass cities, towns, historic centers, or quarters, along with their natural and man-made environments. These areas not only serve as historical documents but also embody the values of traditional urban cultures [4].

Over the years, Sousas underwent a process of urbanization, especially as Campinas expanded its influence over the region, this growth has brought changes to the structure and services offered in the area. Throughout this development, Sousas dedicated itself to preserving its historical heritage, including the original chapel and what we can call the original rural nucleus. The establishment of infrastructure and essential services, combined with its historical heritage and rural characteristics, contributed to making Sousas attractive to tourists and new residents. Although urban growth did not reach Sousas significantly, the rural character still clear, does the values, accent, local culture, and its material and immaterial heritage remained intact?

The aim of this research is to investigate the urban transformations observed in Sousas, emphasizing the critical importance of preserving its historical heritage and effective urban planning measures. Specifically, we seek to explore the hypothesis suggesting that the Gentrification and accelerated urbanization in the Sousas district contributes to the decharacterization of the historic center and the loss of local cultural identity in Sousas. Through a comprehensive examination of the evolving urban landscape, particularly considering the proliferation of gated communities, we aim to confirm or refute this hypothesis.

2. Research Methods

This paper was created as an output of work within the Unigou remote program, under the supervision of Ing.arch. Dušana Andrášová, PhD student at CTU, Czech Republic. The methodology is based on the adaptation of the methodology used in the doctoral thesis of Ing.arch. Andrášová, which has not yet been completed and published. Partial results and an overview of the methodology used were presented in the article "Village Structure in the City: An Analysis of the Original Communal Areas of Stodůlky"[6].

The methodology involves a multifaceted approach using, three steps. The first is a literature review to comprehend the socio-cultural and urban dynamics occurring in the Sousas. The second is a descriptive urban analysis conducted on the historic center urban tissue, analysis of its typology and of urban development in relation to the city core of Campinas. The third step is a questionnaire in google forms and a physical model distributed on the proximities of the São Sebastião Square.

2.1 Literature review

The literature review aims to provide a comprehensive analysis of the socio-cultural and urban dynamics occurring in the Sousas region of Campinas, Brazil. It delves into the historical evolution of Sousas, tracing its transition from a predominantly rural area to an urbanized space characterized by rapid real estate development. This transformation has been driven by various factors, including demographic shifts, economic trends, and environmental considerations. Furthermore, the literature review investigates the role of urban policies and environmental regulations in shaping the development of Sousas.

2.2 Urban analyses

Secondly, the analysis of public space utilizes an adaptation of the method employed in the doctoral research of Ing.arch. Dušana Andrášová. The urban analysis aims to elucidate three primary categories: the typology of Sousas public space, the historic center of Sousas, and its relationship with the city of Campinas, as well as its connection with the district of Sousas itself. The analysis is divided into several chapters.

Typology of the historic center

The primary objective is to categorize the historic center of Sousas based on a model of structural typologies proposed by Prof. Sýkora [7]. As the questionnaire underwent some adaptations to align with this study, it separates into three types: common village (a), street-type villages (b), and irregular layouts (c), aiming to comprehend their spatial organization and historical development patterns. The types are represented in Figure 2 from left to right following an increasing order from (a) to (c).



Fig. 1 – Historic center Typology: Source-[7]

Urban Relationship to the City

Secondly, the objective is to assess the urban relationship between the original historic center and the encompassing cityscape. By examining whether the settlements exist as separate entities or are engulfed by urban development. Where "Type A" represents a separated structure, and "Type B" is engulfed in the city, we gain insights into the evolution of urban landscapes. The principle of categorizing the urban relation of the historic village center to the current city is based on the work of Ing. arch. Cutáková [8]. The types are represented in Figure 3 from left to right following an increasing order from Type A to Type B.

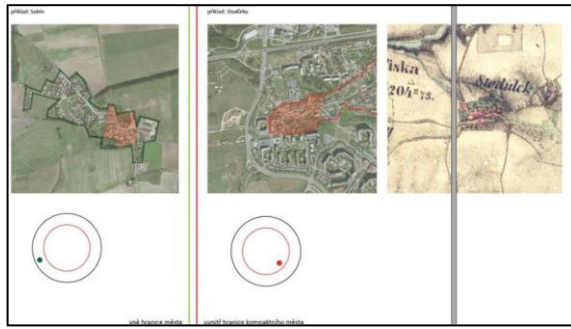


Fig. 2 – Relationship to the city type: Source-[8]

The Volume of the public space

The analysis of the footprint of public spaces involves delineating their edges and assessing the spatial volume. This process includes mapping the physical boundaries and features surrounding the public spaces. Delineating the volume is an important aspect to define a subjective analysis on the spatial influence of the public space.

The analysis of edges based on the typology of buildings involves categorizing the current buildings within the public space according to their architectural style and function. This process helps in understanding how different building types contribute to the functionality and overall dynamics of the area.

The analysis of edges based on building preservation focuses on assessing the extent to which historical buildings have been preserved within the area. This involves documenting and quantifying the number of buildings that retain their original architectural features and historical significance.

2.3 Questionary

To understand the frequency and appeal of São Sebastião Square, a notable historical space in Sousas, a questionnaire structured into three main parts was adopted. The primary aim of this research was to explore the local community's perceptions of São Sebastião Square and its environs, while also gathering pertinent socioeconomic data.

The first part of the questionnaire, entitled "Socio-Geographic Statistical Data," sought to obtain demographic information from the participants, such as age, sex, occupation, and level of education. The purpose of this section was to contextualize the profile of the respondents and better understand their socio-economic characteristics.

The second part, called "Neighborhood of Sousas," explored the participants' relationship with the study area. Issues such as place of residence, frequency of visits to Praça São Sebastião, and preferences for specific areas of the district were addressed in this section.

Finally, the third part, entitled "Examined Public Space," focused on analyzing the activities and perceptions of participants about São Sebastião

Square and its surroundings. Questions about the activities carried out at the location, opinions about the appearance and functionality of the spaces, and the importance attributed to elements such as lighting, street furniture, and community events were included in this part of the questionnaire.

The data collected were used to identify patterns of behavior, preferences, and opinions of the community about São Sebastião Square, providing valuable insights for future research projects and urban interventions in the region. The questionnaire was distributed both in physical and online formats, aiming to reach a representative sample of the local population. All participants were assured of the confidentiality of their responses, and the data were analyzed in aggregate form, without individual identification of the respondents. The present study was conducted following the ethical principles of scientific research, ensuring the integrity and validity of the results obtained.

3. Results

3.1 Literature review

The eastern peripheral region of the municipality of Campinas witnessed an intense urbanization process during the 1970s and 1980s when it became an important industrial hub in the State of São Paulo [9]. Initially predominantly rural, this area underwent significant appreciation from the 1980s onwards, with the installation of real estate projects aimed at the middle and upper classes, culminating in the creation of the Sousas and Joaquim Egídio Environmental Protection Area (APA) [9]. Compared to the rest of the municipality, APA stands out for its relief characterized by plains and steep hills, in addition to a dense drainage network, which includes the sources of the Atibaia River and the Jaguari River. With approximately 80% of its area made up of rural spaces and well-preserved forest fragments, the APA represents an important environmental reserve amid the rapid urbanization of the region [9].

This change in territory is driven by society and the economy, guided by ecological rationality, which chooses areas with aesthetic values and contact with nature to receive new uses. The APA of Sousas and Joaquim Egídio, previously a traditionally rural space, now attracts large real estate developments, highly valued not only by local populations but also by residents of large urban centers in the metropolitan regions of Campinas and São Paulo [9]. This process has changed the identity of the place, now more attractive to an external public, with its preserved natural landscapes and the idealization of life in horizontal gated communities, which offer security and quality of life, characteristics valued by urban elites. Gated condominiums and subdivisions represent a new form of socio-spatial segregation, contributing to the production of exclusive and isolated territories within cities and loss of cultural meaning. These developments, as manifestations of the social structure, reflect socio-territorial,

political, and economic processes, which shape the fragmented landscape of urban areas [9].

The transformation of the Sousas and Joaquim Egídio Environmental Protection Area reflects the contemporary dynamics between environmental preservation and real estate appreciation. Initially conceived as a rural area, this area began to attract high-end real estate developments, such as horizontal gated communities, which now dominate the urban landscape of these districts [9]. When designated as a protection area, it became a target for appreciation in the real estate market, adding new social content and uses to its landscapes.

The rise of contemporary environmentalism has played a significant role in this transformation. The environmentalist discourse, used by the State and the real estate market, redefined the relationship between nature and urban society, enabling the reincorporation of natural areas into urban life. However, this preservationist movement also selected certain natural landscapes to be commodified, contributing to the strengthening of socio-spatial inequalities and the gentrification of these areas [9] (Gentrification is the process of urban renewal where wealthier individuals or groups move into a deteriorating neighborhood, often resulting in the displacement of lower-income residents and changes to the area's character and culture.)

Selective access to these preserved areas became an attribute of social distinction, highlighting the segregation between different social classes.

The creation of the National System of Conservation Units (SNUC) represented a milestone in the organization of Brazilian territory. Through this legislation, areas with natural characteristics, such as the Sousas and Joaquim Egídio Environmental Protection Area, could be transformed into conservation units, with the aim of protecting biological diversity and disciplining the occupation process [9,10]. However, the implementation of these policies also resulted in the transformation of these areas into spaces for real estate appreciation, often destined for urban elites.

The appreciation of the APA by Sousas and Joaquim Egídio is evidenced by its redesign and insertion of new uses and social content. Residents' associations, environmental NGOs, and local media contributed to recreating the image of these districts, making them more attractive to new residents and tourists [9]. However, this appreciation also generated conflicts, especially regarding socio-spatial segregation and the private appropriation of public spaces. In short, the transformation of the Sousas and Joaquim Egídio Environmental Protection Area illustrates the complex interaction between environmental preservation, real estate appreciation, and socio-spatial dynamics. The inclusion of these districts in the real estate market reveals not only the commodification of nature but also the contradictions present in the contemporary

urbanization process [9,10].

The city, as a stage for urban policies and influenced by environmentalist ideology, is undergoing significant transformations in its spatial arrangements to meet the discourse of environmental sustainability. The appreciation of green spaces is leading to an increase in population density around parks, gardens, and environmental protection areas, which are now considered indicators of quality of life.

The transformation of Sousas, driven by an influx of new residents, not only impacts the physical landscape but also carries significant implications for the region's cultural values and historical significance. As newcomers settle in without a personal connection to the city, there is a looming risk of losing the cultural essence preserved within the district's historic and architectural heritage. This could have implied the loss of meaning of the historic center and its current lack of functionality. The accounts of long-time residents, exemplified by "Seu Divino" and "Pedro," highlight this transformative trend and their perceptions of the gentrification process.

Resident's account from Sousas, Seu Divino

"There was nothing like a condominium, São Conrado was a retreat with 200 dairy cows, I looked after it, there was a dirt road and cars passed by every half hour. I love Sousa's There are times when I want to leave because of this movement that stayed here in my house, there was no noise at all, I lay in my bed and slept today I don't sleep well anymore, a strong noise of car. There is a lot of movement at night, now everything has been subdivided, everything has become chácara, (condominium) and it was farm." [11]

Resident's account from Sousas, Pedro Rancher at Cachoeira Farm"

"The entire atmosphere has changed over time. When we first arrived here, we could sit and sleep in the woods beside the road, and nothing seemed to bother us. The issue now is that there are many thieves; the market used to be on the street, and everything was quieter." [11]

These accounts highlight the cultural and social transformations occurring in Sousas, signaling a potential loss of the area's historical identity amidst rapid urbanization and real estate development.

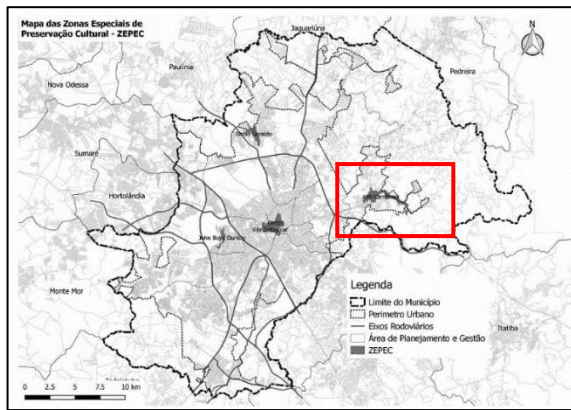


Fig. 3 - ZEPEC zoning Campinas municipality 2018: Source-[12]

Understanding this new dynamic of loss of local values, the city hall of Campinas established in 2018 a zoning of areas that possess material cultural heritage and guidelines that must be followed for the preservation of important historical centers. The historic center of Sousas falls within this area.

The figure 3 shows the municipality of Campinas. The gray areas represent the Special Cultural Preservation Zones (ZEPEC), which are characterized as Cultural Preservation Zones. Sousas is highlighted in the red square.

The objectives of ZEPECs include promoting the preservation of cultural heritage, recognizing their potential for economic and social development, fostering the cultural and social memory of specific territories, preserving the identity of areas of historical, environmental, and cultural interest, among others. They can encompass a variety of assets, such as listed buildings, sites with significant environmental characteristics, territories with unique urban or cultural morphology, and sites for cultural production and enjoyment. [12]. The identification and classification of areas as ZEPECs is carried out by the Department of Culture, based on indications from competent bodies or society. Once established, a commission reviews the proposals, and the Executive Branch formalizes them through specific legislation. [12]. ZEPECs are governed by various instruments of urban policy, such as transfer of building potential, onerous concession of building potential, tax incentives, exemption from municipal fees, and Prior Neighborhood Impact Studies. The granting of tax incentives is conditioned upon the maintenance of the conditions of the assets that justified their classification. [12].

3.2 Urban analyses

Typology of the historic center

The difference between the historic center and the contemporary fabric of Sousas is clear. Architecture is the most obvious aspect, followed by lot size.

Historic lots have almost no setbacks, while contemporary areas have spaced between them, as

well as larger setbacks and drainage areas due to the greater rigor of legislation. Another point to note is the urban layout of historic centers, which appears to be more tortuous, organic, and narrow, while the contemporary layout tends to be more regular and spacious.

The São Sebastião square is configured as a mixed typology between village common (a) and street type (b), according to the typologies proposed by prof. Sýkora [7]. Although the square has a centrality where the buildings are around it, it is not isolated in the center of these buildings; The historic buildings are glued to this square, which is divided in half by a vehicle crossing. Although, the square has this configuration because there isn't much space where the center was developed. The historic center is between the Atibaia River and the stream Ribeirão das Cabras, limiting the area that could be occupied. Furthermore, to allow the circulation of passers-by who would come to the center of Sousas, the central path was indispensable, configuring it in a hybrid Village common (a), street typology (b).

One of the reasons that could have effect to configuration of the square is limited spaces due to terrain configuration and having easy access to a river, although that is not confirmed from executed analyses, due to the lacking data.



Fig. 4- Google earth caption historic center 2024: Source-Author

Urban Relationship to the City

About District relation with Campinas, we can configure it as "A", separated structure, according to the work based on historic village types of Ing. arch. Cutáková [8]. Since the metropolis of Campinas developed in municipal limits clearly outside the historic center of Sousas.



Fig. 5- Google earth caption Campinas municipality 2024: Source-Author

The historic nucleus of Sousas developed parallel to the meadows, yet its crescents still deviate. From the original nucleus, several other buildings developed around this center. Commercial and residential buildings, as well as other public spaces, had São Sebastião Square as their starting point and epicenter. Gradually, the modern fabric of the district expanded and merged with the original remains.

The Volume of the public space



Fig. 6- Master Plan from Sousas-1939: Source--Public Collection State of São Paulo

In the historic center, we can highlight some buildings of greater historical value, such as the São Sebastião Church (1), the Subprefecture (2), the Palace of Industries (3), the pergola (4) facing the river and the mansion of Duke Dom Gilberto (5) was an important landmark; however, the mansion was destroyed.

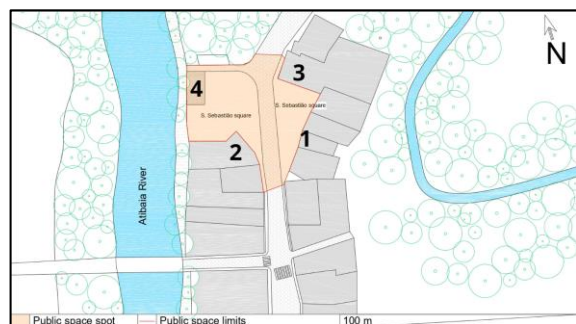


Fig. 7-Subjective perception of the historic center edges: Source-Author

The limits of São Sebastião Square are diverse and, therefore, subtly perceived. There are physical and opaque barriers, such as existing buildings, that establish clear limits for passage. The riparian forest of the Atibaia River also acts as a barrier, as due to the proximity between the trunks, it becomes almost impossible to see beyond. However, it is a less aggressive barrier than buildings, as it allows light to pass through.

The Atibaia River is also a physical barrier that limits the available space but contributes to the playful landscape of the public space. It is important to note that the public space is a breather on a road that runs narrowly. The Maneco Rosa road opens as it approaches the São Sebastião church and narrows again with the bridge that passes over the Ribeirão das Cabras stream. This characteristic, is configured as an invisible barrier that can affect the collective imagination, subconsciously limiting the borders of public space. The movement of the road flow is very natural, and, therefore, it is natural to know where the public space itself begins and ends.

In general, the buildings have only one floor, while the subprefecture and the church have one floor with double-height ceilings. The Palace of Industries has two floors.

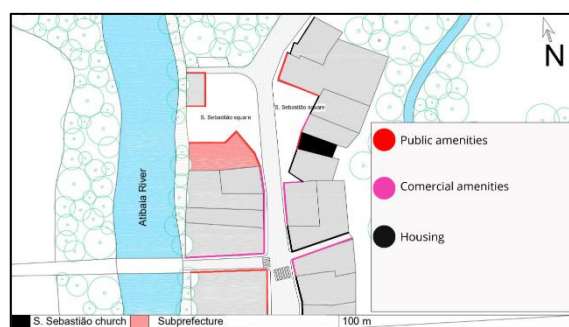


Fig. 8- Edges based on typology of building: Source-Author

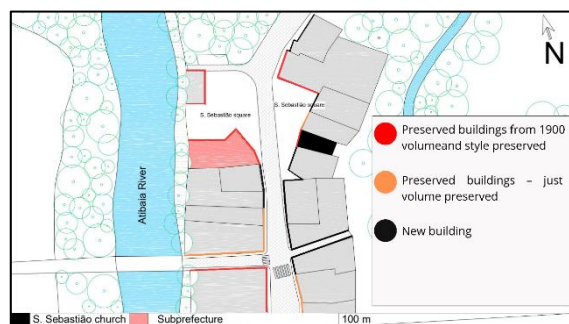


Fig. 9- Edges based on building preservation: Source-Author

All the historical buildings listed at the beginning of the chapter have their edges marked in red, preserving both the volume and the style, which is very positive from the standpoint of preserving the historic center. It is important to emphasize that this information was gathered through observations made during two visits to the site, mapping via Google Earth, and access to old photo archives.

3.3 Questionary

It is important to mention that the research encountered some obstacles due to the low adherence of the distributed forms. Despite efforts, there was a low participation rate, with only 16% of responses. Out of 30 questionnaires, only 5 were fully answered. The lack of adherence is potentially related to a particular culture of the countryside that avoids exposure and does not find these

questionnaires useful. In the analysis of the graphs, only the most relevant ones were included in the research. Any information not presented in the images is contained in the text. This optimization of the paper was done to streamline the presentation of data and enhance readability.

Socio-Geographic Statistical Data

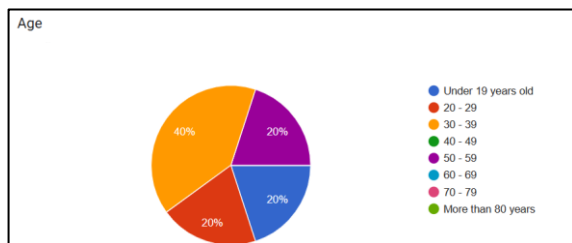


Fig. 10- Google form graphic: Source-Author

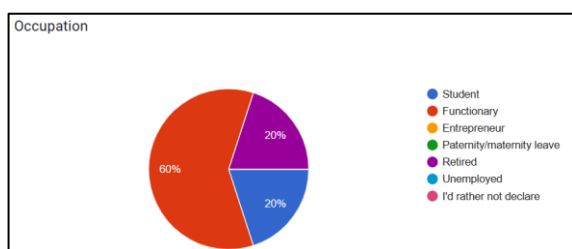


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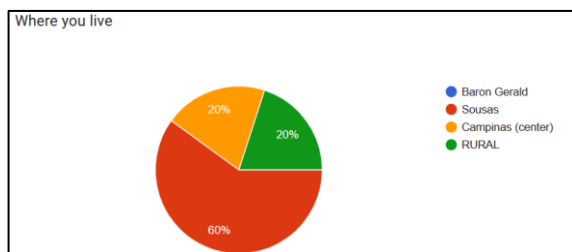


Fig. 12- Google form graphic: Source-Author

From the socio-geographic statistical data, we can infer that the public is mostly composed of adults who are still active in the workforce. However, it is worth noting the significant presence of elderly individuals in their establishments, although there was resistance from them to participate in the survey. Most of these individuals live in Sousas, but there is a considerable number of young people who live in neighboring districts like Barão Geraldo and in the metropolitan area of Campinas.

From this analysis, it can be observed that the use of the district has been slowly changing, with young people from other districts coming to work in the Sousas district.

Neighborhood of Sousas

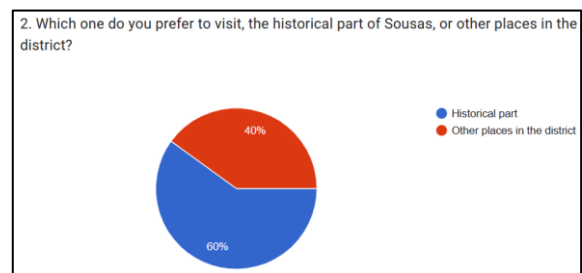


Fig. 13- Google form graphic: Source-Author

In graph four, we can see that sixty percent prefer to visit the historic center, and I must make it clear that this is a preference among people aged 30-49 years old. The younger ones, aged 20-29, prefer to visit other places such as bars and other public establishments.

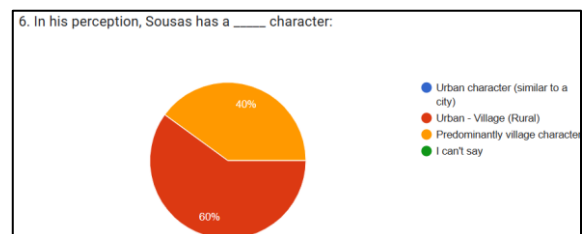


Fig. 14- Google form graphic: Source-Author

Regarding the perception of Sousas as a distinctive characteristic, no responses were obtained declaring that the district's character was urban, like that of a city, in reference to Campinas. The responses were divided between a villa character and a rural character, highlighting a perception of the space as more peaceful and therefore contrasting with the city.

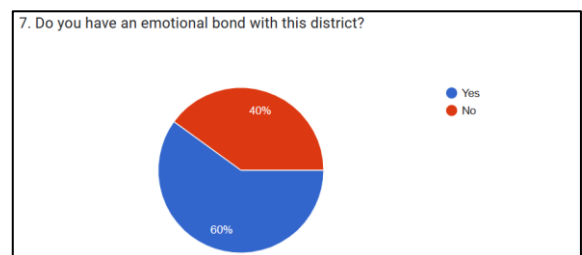


Fig. 15- Google form graphic: Source-Author

About emotional bonds, the majority say they do have a strong emotional bond with the district, reporting their experiences and family ties to the district. We can affirm that again the sixty percent older adults apparent in graph 1, within the age range of 30-59, are basically the same sixty percent who claim to have emotional ties to the district. While the forty percent younger individuals in the district, within the age range of 20-29 years old, say they have no emotional relationship with the district.

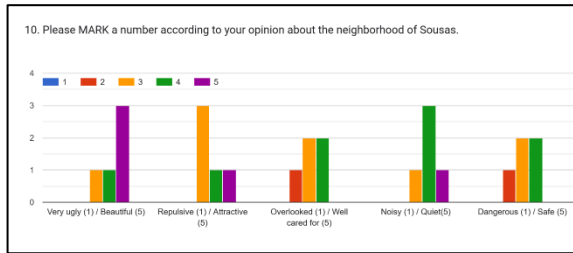


Fig. 16- Google form graphic: Source-Author

Regarding figure 16, we can observe that none of the individuals consider the district to be ugly, obtaining a good score in the perception of the space's beauty. Concerning the issues of repulsiveness and maintenance, they remained average, indicating a slight dissatisfaction with sanitary and public management issues. Regarding the last two points, we can say that those who find the district noisy are generally older people who perceive the sudden change in social relations and the district's evolution due to increased traffic flow. On the other hand, those who perceive it as quiet are the younger ones who have the neighboring city of Campinas as their reference. The same type of relationship occurs regarding the safety of the area.

Examined Public Space

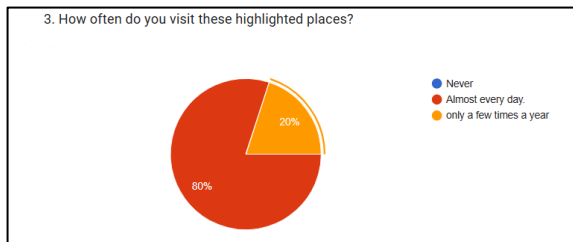


Fig. 17- Google form graphic: Source-Author

Most people, eighty percent, visit the historical center every day. This demonstrates how the historical center is prevalent despite not being considered a preferred spot for the younger ones. This is mainly due to the strategic position of the historical center, which naturally serves as a hub where people pass through and unconsciously enjoy.

We can confirm the historic center being a strategic location receiving a high influx of traffic, as none of the responses consider it as a place for restricted stay. However, the majority perceive it as primarily for cars, which is problematic considering its public space function. Despite being a hub of movement, some view the historic center area as inaccessible and uncomfortable, likely due to increased car traffic and inadequate amenities for the population. Furthermore, it is considered unsafe for children and poorly rated in terms of urban facilities, reflecting neglect of heritage and rendering the historical center dysfunctional for current needs.

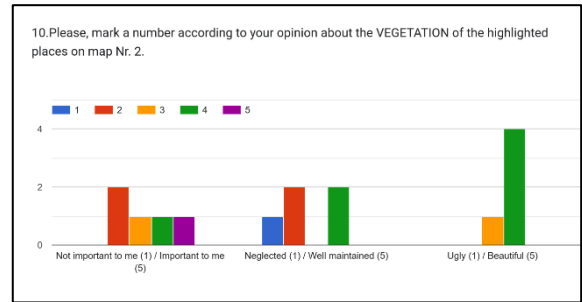


Fig. 18- Google form graphic: Source-Author

Regarding vegetation, it has significantly increased, especially with the emergence of the APA. Overall, people find it beautiful but neglected by the government, leading to a perception of irrelevance, as evidenced in the importance graph.

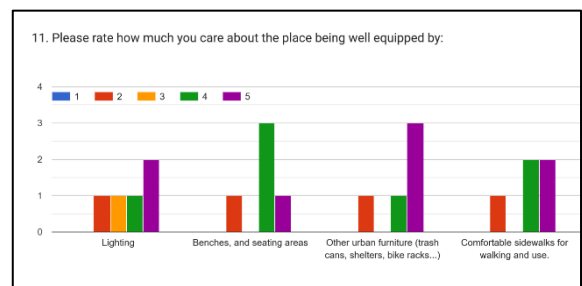


Fig. 19- Google form graphic: Source-Author

In contrast with the current situation of the public space, the majority of people care about a well-equipped location, indicating a concern for the quality of the environment.

Preferences for visiting locations vary by age group, with the historic center favored by older demographics and other establishments preferred by younger individuals. However, concerns arise regarding the functionality and maintenance of public spaces, particularly in relation to accessibility, safety, and vegetation upkeep. The historical center, despite its appeal, faces challenges in accommodating the diverse needs of its visitors. While it serves as a bustling hub for daily activities and social interactions, the lack of adequate infrastructure and amenities poses barriers to its full utilization. Issues such as limited pedestrian-friendly pathways, insufficient lighting, and inadequate facilities detract from the overall experience and safety of the area. Additionally, the neglect of vegetation maintenance contributes to a sense of disrepair and neglect.

4. Conclusion

It's ironic how market trends change and modify the history of cities. The intensification of urbanization in Brazil during the 1960s made the model somewhat exhaustive with questionable quality of life. The sale of quality of life linked to vegetation and rural areas enabled a reverse movement away from urban areas, seeking quieter regions with larger lots and consequently better quality of life.

Today, quality of life is not only linked to

opportunities and money in cities but also to values and characteristics inherent in the natural environment, which are abundant in Sousas. Its characteristics make it conducive to this migration from major urban centers. Geographically, its proximity to the metropolis of Campinas allows wealthier classes to live in the district while working in Campinas or even have a weekend home. Culturally, the area is significantly calmer than the metropolis, and events and activities are directly related to rural life. Furthermore, its traditional architecture and the presence of a historic center with buildings over one hundred years old add glamour that can increase land value as well. The APA, in particular, has greatly contributed to making the district a reference in preservation and a place of excellent quality of life.

Despite the seemingly positive inversion of values in the notion of quality of life, it can harm the preservation of architectural and cultural heritage, as is the case with Sousas. Mass tourism and gentrification slowly replace native residents, resulting in a loss of values and meanings in the district's material and immaterial heritage.

As observed in the research, younger newcomers from other regions no longer see the historic center as very important or having subjective value for them in any way. While their subjective notions of Sousas are influenced by comparing it to the metropolis, the perceptions of native residents, who truly know and comprise Sousas' identity, show their dissatisfaction with the current changes, stating there are too many cars, more noise, or that the area is no longer safe.

The historic center of Sousas is a heritage of Campinas and needs to be preserved. Its material preservation, including public buildings and facilities, will contribute to keeping the center active and vibrant, thus preserving the intangible heritage such as identity and local traditions. Its quality as a public space is directly related to its functionality, and with its functionality intact, the district will maintain its rural characteristics and local identity. The dysfunctionality of the current center is due to gentrification, the replacement of users who do not know the area's history and by lack of amenities and low maintenance of public space, causing native residents to feel distrustful and maintain some traditions.

Therefore, it is of utmost importance that Campinas not only categorize the Sousas district as a special preservation zone (ZEPEC) but also grant greater autonomy to the district, perhaps with its own planning department focused on promoting cultural events and encouraging the use of the historic center. For new residents, these changes must be understood as an inevitable phenomenon of the urban dynamics of the region and integrated into Sousas' customs. However, there is a need to increase laws protecting the land in the Sousas region, preventing the proliferation of endless subdivisions fueled by the predatory actions of real estate speculators.

5. References

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