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BUENAS PRÁCTICAS

Operaciones Cofinanciadas

“Vigo Vertical”
“Rehabilitation and improvement of accessibility in Marqués de Valterra street and vertical connection with Marqués de Torrecedeira street”

Vigo City Council

Programa Operativo Plurirregional de España

Fondo Europeo de Desarrollo Regional

Año 2019

GOOD PRACTICE INTEGRATED SUSTAINABLE DEVELOPMENT STRATEGY (ISDS) “VIGO VERTICAL” - VIGO CITY COUNCIL

ACTION: “REHABILITATION AND IMPROVEMENT OF ACCESSIBILITY IN MARQUÉS DE VALTERRA STREET AND VERTICAL CONNECTION WITH MARQUÉS DE TORRECEDEIRA STREET”

The action is located on Marqués de Valterra street, between Gaitero Portela street and Juan Ramón Jiménez. It is an area close to the port of Vigo, halfway between the industrial port area and the residential area behind it.

The good practice consists in the recovery of a public space through both the street humanisation and the creation of a plaza, as well as the installation of a connecting walkway and a glazed panoramic lift.



With this action, a new environment of coexistence and recreation has been created for the area residents, while it has, also, been achieved the connection of Pi y Margall and Torrecedeira streets, both with a high population density, with an area of sanitary (Casa del Mar), and educational facilities (EPA Berbés, and Instituto Politécnico Marítimo Pesquero del Atlántico) and with vital infrastructures for the city such as the port area of Berbés and the Beiramar tunnel.

Marqués de Valterra was an underused street, despite its strategic importance as a connecting link, due to the height difference with the aforementioned streets that disconnected it from the residential area and resulted in a very high level of circulatory intensity, the reduction of which was advisable through the redesign and regulation of the urban road system in the area.

It is for this reason that from the Vigo City Council this action was valued as fundamental, both for the improvement of habitability and living conditions of the residents of the area, as well as for the accomplishment of a new advance in the achievement of "Vigo Vertical", the implementation of the vertical axis O Castro-Beiramar. We can say that this action has connected this part of the city and its neighbours with the residential area. This means improving the quality of life, access to commerce and creating new pedestrian and cycling routes, prioritizing public, pedestrian and bicycle transport, with the consequent reduction in circulatory intensity and improvement of the environment.

The action has an eligible cost of **652.480 €** with an 80 % ERDF grant of **521.985 €**. Its immediate area of influence encompasses the entire length of the street and those adjacent. the population covered would amount to almost 6,000 inhabitants that would benefit directly.

Being the good practices the cornerstone of the operational programme Communication Strategy, in order to identify them the following criteria has been established:

1.- ERDF ROLE IN THE ACTION HAS BEEN CONVENIENTLY DISSEMINATED AMONG BENEFICIARIES, POTENTIAL BENEFICIARIES AND THE PUBLIC IN GENERAL

A wide dissemination of the action has been developed in various media as well as of its ERDF co-financing.

- On site board and information plate

All communication and publicity obligations have been fulfilled, in relation to all the administrative documentation of the action, and through the on site board and the information plate.

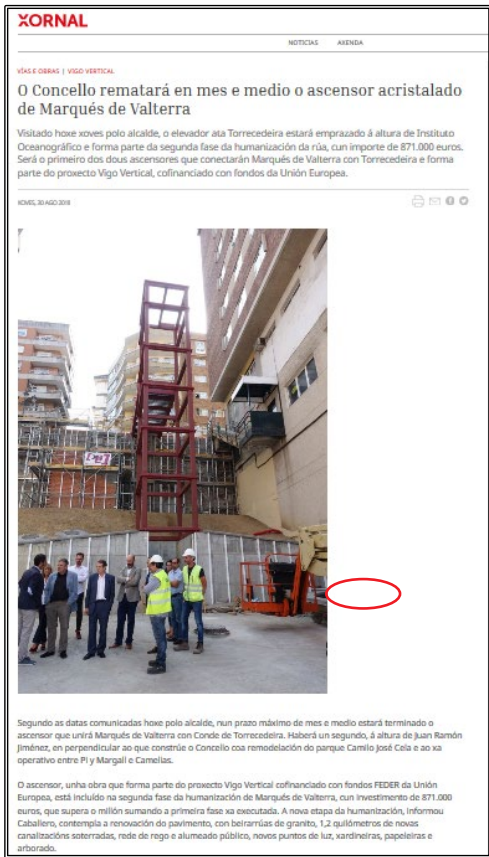


Vigo City Council ISD Strategy website

Vigo City Council has a website dedicated to the dissemination of the ERDF, highlighting the role that they play and its social cohesion policy such as the ISD Strategy "Vigo Vertical", its thematic objectives, actions among which this good practice is included, values, challenges, regulations and links.



The action has been disseminated through other complementary means of communication, becoming known among the public and different groups through **print and broadcast media**.



Insert in local press

Published in Atlántico Diario on December 16, 2018,. Different representative associations of various sectors of Vigo, express their opinions on the actions implemented related to ERDF contribution.



- Informational brochure

Paper and digital informational brochures were distributed among the public through different distribution points, disseminating the operation and the role of the ERDF, to different social and professional circles.



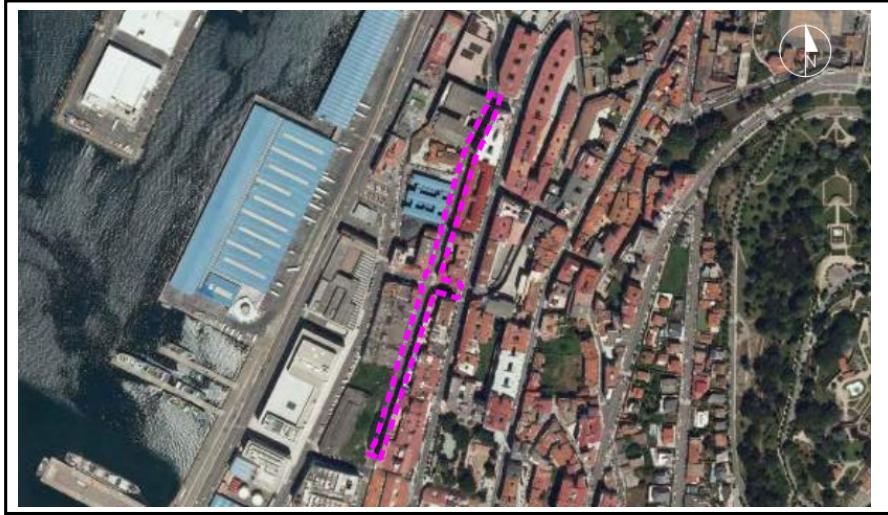
- Opening event

It was held on December 26, 2018 when the action was disseminated among the citizens together with the ERDF cofinancing and their role, facilitating public participation and issuing invitations to different representative groups of various sectors both in the area and through the city.



2. THE ACTION INCLUDES INNOVATIVE ASPECTS

The action was developed in the central part of Vigo, close to the city's port and connected to the main land and sea transport infrastructures of the city.



The novelty of this action consists, first of all, in the incorporation of a mechanical transport element (glazed elevator) and a pedestrian walkway that make it possible to overcome the great unevenness existing in the area, creating an accessible pedestrian route that contributes to the reduction of road traffic. Thus, two objectives are achieved, to reorder the urban road system in the area following the “Vigo Vertical” Strategy, creating pedestrian routes and vertical circulation axes and, from an environmental perspective, the reduction of the levels of emissions. These incorporations allow to integrate the city orography through mechanical elements, thus becoming a natural ally and not an obstacle to mobility. It can be said that through innovation, the obstacles derived from the location of the city on the slopes of O Castro Mountain have been overcome while promoting walking, cycling and public transport.

3. THE ACTION RESULTS MATCH THE ESTABLISHED OBJECTIVES

Through this action, the objective is to revitalise and promote Vigo downtown area from an environmental point of view by developing plans and strategies to reduce noise and pollution in the urban environment of the city.

The main objective of the operation in which this action is included is to improve the habitability of residents and passers-by by reducing the road traffic in the area targeted. This will help reduce environmental and acoustic pollution levels.

Also, the intention is to promote the increase of walkers, which will favour the revitalization of the area, improving urban planning, prioritizing green modes of transport, expanding pedestrian circulation areas, with the consequent reduction in road speed and improvement of regulation, signaling and beaconing.

4. CONTRIBUTION TO THE RESOLUTION OF A PROBLEM OR WEAKNESS DETECTED IN THE EXECUTION TERRITORIAL SCOPE

Vigo city centre sits on the slopes of O Castro Mountain, a location that decisively influences the urban morphology of the city with steep slopes in many areas. This morphology determines the layout of the street map and road accessibility. These urban mobility difficulties caused by the rugged orography of the city, and especially of the targeted area, condition multimodal transport and in many cases force people to use the car, with the increased environmental pressure that it implies in the area.

On the other hand, habitability refers to the search for better living conditions for the neighbours. In this sense, the targeted area, where a high population density is concentrated, as well as a more intense vehicle circulation, is causing a significant increase in the environmental pressure and an increase of environmental and noise pollution.

All these determining factors have meant that certain areas, such as the one in which this action is implemented, have suffered a certain neglect and deterioration, aggravated by the increasing ageing of the population and the mobility difficulties of those who present some type disability or those for whom the difficulties are temporary. This weakness was detected by the City Council, being valued as a priority the improvement of these conditions. Accordingly, the aim is to revitalize habitability and sustainable mobility in the targeted area,

thus making it possible to reduce environmental and noise pollution, establishing a mobility model that minimizes the environmental impact, promoting other means of transport such as walking, cycling along with public transport.

The increasing pedestrians role and the promotion of cycling, including new transport modalities such as electric scooters, through the initiatives to be carried out, will mean a decrease in road traffic with the consequent reduction in environmental and noise pollution, improving the quality of life, not only for the resident population in the area, but also of the rest of the city's inhabitants.

5. HIGH DEGREE OF COVERAGE OF THE TARGET POPULATION

Although the action is restricted to a specific area with a population of 75,419 inhabitants, it will benefit all citizens (around 300,000 people) as circulation is open to the entire population of the municipality.

Lastly, and most importantly, it is necessary to point out that the target group most directly favoured are those with reduced mobility (the elderly, people with some type of disability, those with temporary mobility problems, etc.) who, thanks to the mobility vertical mechanical element installed, will enjoy a new direct route from the area near the Port of Vigo to the city centre.

6. CONSIDERATION OF THE HORIZONTAL CRITERIA FOR EQUAL OPPORTUNITY AND NON-DISCRIMINATION, AS WELL AS SOCIAL RESPONSIBILITY AND ENVIRONMENTAL SUSTAINABILITY

Regarding equal opportunities and non-discrimination, this action has a favourable impact, by helping to increase walking and cycling as a result of creating an accessible route, focusing in particular on those with some type of disability and those belonging to the top of the population pyramid of the municipality. Thus they can benefit under equal conditions from the possibilities offered by the opening of a route accessible to all.

On the other hand, regarding social and environmental responsibility, the revitalization and improvement of the urban environment, with the consequent reduction of noise and environmental pollution, as well as the increase of the area habitability has a great impact on the quality of life. Therefore, we consider that we are on the way to solving the targeted area detected social problems and contributing with this action to the improvement of the geographic and social disconnection of the area, taking an active part in its solution.

7. SYNERGIES WITH OTHER POLICIES OR INSTRUMENTS OF PUBLIC INTERVENTION

The "Rehabilitation and improvement of accessibility in Marqués de Valterra street and vertical connection with Marqués de Torrecedeira street" action is framed within the operation "Reordering and regulation of the urban road system in order to promote walking and cycling and public transport". This operation includes other actions directly linked with the present good practice, such as the "Rehabilitation and transformation of the urban environment of Gran Vía between María Berdiales and Venezuela street" and "Tunneling of road traffic at Puerta del Sol". All these actions focus on revitalizing habitability, increasing sustainable mobility and reducing environmental and noise pollution.

On the other hand, this action presents synergies with the "Improving accessibility and sustainable mobility in the ISDS area" operation. Its purpose is to improve urban mobility from a sustainable perspective including various actions that aim to increase walking and cycling by installing mechanical transport elements that promote mobility and creating new accessible and sustainable routes.

In accordance with the Sustainable Urban Mobility Plan, Vigo City Council has launched similar actions that aim to reduce environmental and noise pollution by improving sustainable urban mobility, such as the implementation of a green way on the old route of the railway, the implementation of 30km/h zones, the creation of a cycling path that runs through the urban centre and numerous humanisation and pedestrianisation actions on various streets in the city centre.

Lastly, synergies are also produced with various actions carried out, in line with the common objective of reducing environmental and noise pollution, such as the renewal of municipal public lighting or the renovation of lighting systems and installation of biomass boilers for heat production in various municipal sports facilities.