DOING CITY WITH PEOPLE

PAISAJE TRANSVERSAL

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Paisaje Transversal

Urban planning & innovation office
VdB, un proyecto de regeneración urbana bottom up que se consolida

El sábado pasado, 25 de junio, se celebró la 6ª Fiestas de la Virgen de Begona junto a la exposición del «Cielo del Plano» preparada por Paisaje Transversal.

Este hecho ha supuesto un gran éxito en la consecución de los objetivos que dieron origen a la Fiestas de la Virgen de Begona, el desarrollo de un Plan Integral de Estrategias de Regeneración Urbana (PIER) y, durante 2016, se llevará a cabo el primer proyecto que forma parte del conjunto de propuestas que este Plan contemplará el auge de la accesibilidad universal. Este proyecto se construirá en los próximos meses y tiene como objetivo la supresión de barreras arquitectónicas y la mejora paisajística del espacio público.

ARCHIVO
- 2016 (52)
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- El Encuentro de Arquitectos Colectivos: Hermandad...
- VdB, un proyecto de regeneración urbana bottom up
- TEDxMadridSalon: Ideas que cambian Madrid
- Paisaje Transversal Blog cumple nueve años
- Virgen de Begona celebra su Día del Plano

An international blog for discussion, for process monitoring and learning. A place to promote research through constant feedback between theory and practice.
WHAT? to face cities challenges

MORE HUMAN CITIES: Madrid inequality

MORE ECOLOGICAL CITIES: Madrid island heat

More human cities: reduce urban inequality and improve the quality of life in relation to issues such as health, relationships and people’s opportunities.

More ecological cities: reduce the environmental impact of cities, reduce gas emissions, naturalize and connect ecosystems and reduce urban waste.
Abandoning the tools and strategies employed by the urban planning hegemony, we utilize innovative methodologies, a transdisciplinary approach, and participatory processes through all stages of our work.

It is rooted in a methodology we refer to as DCP – difusión (diffusion), ciudadanía (citizenry), participación (participation).
Coordination, design and management of urban improvement plans integrating the participation of all stakeholders and interested citizens. Mainly aimed at neighborhood regeneration, development of opportunity areas, city masterplan development or improvement of public space.
**METHODOLOGY: Listen to and transform**

**Methodology directed to Listen and Transform:**
We propose a structure of urban improvement processes with the aim of guaranteeing their effectiveness, their level of support and their relevance; in which the technical work and the stakeholders implication are interrelated

- Listening to: analysis and diagnosis are done in the early stages.
- Change: project design, execution and monitoring, in the last phases.
TOOLS: INdicadores PARticipativos

INDICATORS: We measure sustainability with indicators organized on topics according to the place of study: housing, public space and green areas, mobility, social equity, economic activity. OPINIONS: we collect the perceptions of the different agents, citizens, civil society, socioeconomic, technical and political agents.

Participatory indicators cross both issues to:

- **Support decisions**: make visible those aspects of the city which do not meet technical and citizen expectations.
- **Evaluate improvements**: the recalculation after a time allows to verify what has improved at a technical level and the satisfaction of citizenship.
Escuchar y transformar la ciudad

Urbanismo colaborativo y participación ciudadana
Integrated and participatory urban regeneration for deprived neighbourhoods
Case study: OLOT MÉS B

Urban regeneration strategy for the municipality of Olot with practical cases:
2017-2018 Nucli Antic
2014-2015 Barrio de Sant Miquel
LISTEN TO

Development of a public program with its own methodology and image: "Sumem desde els Barris" An urban regeneration program to plan improvement proposals in the neighborhoods of Olot

CHANGE
(F1-2) LISTEN TO: Diagnosis

1. Technical analysis: calculation of sustainability indicators
2. Collection of perceptions: participatory spaces
3. Conclusions: INPAR strategic guidelines

SM WORKING TOPICS:
• NATURAL AREAS
• PUBLIC SPACE
• MOBILITY
• SOCIOECONOMIC ACTIVITY
• SOCIAL COHESION

NA WORKING TOPICS:
• HOUSING - INCLUSION
• CONNECTIVITY - CONVIVIENCE
• HERITAGE - IDENTITY
• DIVERSITY OF USES
1. Technical analysis

- Contact with institutions and analysis of existing documentation.
- Meetings with technicians from all departments.
- Calculation of more than 70 sustainability indicators through municipal GIS.
• MOBILITY, PUBLIC SPACE, NATURAL ENVIRONMENT: accessibility on foot, bike, car and public transport; proximity to the natural environment and endowment of green, quantity and quality, equipment and coexistence in the public space.
• HOUSING AND INCLUSION: conservation of buildings, precarious housing, empty housing, social diversity according to origin, income, educational level and others.
Diversity of uses: mix of activity, level of trade, restoration, offices, cultural activity and adequacy of public facilities
27% dels BIC i de 33 bens catalogats tenen presència relevant en xarxes socials.

18,76% de les parcel·les amb impacte paisatgístic.

HERITAGE AND IDENTITY: social recognition, quality of the landscape, use and conservation of heritage, tourist activity.
2. Participation

Information spaces and individual participation.

- Presentation and initial dialogue.
- Interviews with the different agents and in the different spaces, (young people, women, seniors, cultural entities, etc.). Coverage of all the associative fabric.
- Participatory panels and equipment surveys.
- Online surveys
Channels for collective and recreational participation and adapted to different groups

- Neighborhood games.
- School materials: “Un dia al teu barri” and “Descobreix Sant Miquel”.
- Questionnaires directed to educational spaces.
- Interview and survey to merchants and entrepreneurs.
Thematic and in situ participatory activities

- Mapping: Collective mapping at urban and natural areas
- Thematic workshops
- Information office of the process on site
3. Conclusions: participatory indicators

- Topics to be improved: negative result from both points of view: social cohesion and public space
- Topics to be promoted: because they already have positive values and opinions, socio-economic activity, natural environment
- Controversial issues: not clear results, mobility.
(3-4) CHANGE: planning and follow up

1. Proposed Regeneration Plan
2. Validation and prioritization
3. Schedule, budget and follow-up

>>> GUIDELINES
   >>> Lines of action:
   >>> Projects: spatial, normative or programs
4. Proposal Regeneration Plan Nucli Antic
4. Proposal Regeneration Sant Miquel
5. Prioritization: validation and scheduling
6. Follow-up: tactical actions

- Plaza Sant Miquel
- Dinamización Av- Girona
6. Follow-up: coordination and implementation

EXECUTED PROJECTS 2016-2017

1. Sant Miquel a more livable neighbourhood:
   Sant Miquel square improvements
   Acquisition of lots and plots for their assignment of use.
   Opening kindergarten.
   Bicycle parking in Av. Girona.
   Installation of parklets on Av. Girona.
   Sant Miquel school road - El Morrot, intervolcanic access.
   Improvements in the Parc del Nius

2. Sant Miquel a more active and attractive neighbourhood abroad:
   Signaling and improvement on the Feixes road, access to equipment and natural environment.
   Integration of the Fluvia river, enabling a path alongside Can Climent.
   Enabling parking on Calle Sant Jaume II as access point to the intervolcanic space.
   Demolition of buildings in Sant Miquel street.
Thank you!

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