

## Urban access: Analysis Rambla Poblenou

Katarina Sivakova

### STATEMENT

Rambla Poblenou is located in the area of Barcelona called Poblenou. Poblenou was one of the most concentrated industrial areas at the end of 19th century called 'Catalan Manchester'. The city's industrial past was one of the elements that most influenced the definition of urban spaces, particularly in this area. The real heritage is based on deep relationship between architecture and people. Generation that is living in the Poblenou has connection with the past. Rambla Poblenou represents the highest concentration of public life and on the other hand is only street hub in Barcelona that ends at the beach, also is one of the longest. Due to important fact that Rambla is affected by perpendicular intersection with grid of Poblenou streets, it is area included various network of transportation and facilities. Otherwise, nearby street offer interesting architecture and public spaces to get in touch with its own atmosphere.

### Diagnosis / Analysis / Issues

### FACTS



### INDUSTRIAL HISTORY OF POBLENOU

Poblenou's rich heritage is evident when consulting the number of buildings and other elements that are catalogued as heritage sites. For centuries it was swamp area full of lagoons and reeds. Original nucleus of Poblenou is the ancient barri of 'Taulat', that means piece of land. The abundance of water meant that early factories were established here in the 17th century and with the arrival of steam, Poblenou became heavily industrialised. Manufacture was mainly oriented on textil, wine, machinery and paint, although industry brought low-costing housing to the area. From 1960s onwards, the process of deindustrialization Poblenou turned into a rundown slum of empty factories, backing on to a dirty seafont.



Poblenou origins date back to 1853. The Plan Cerdà was laid out



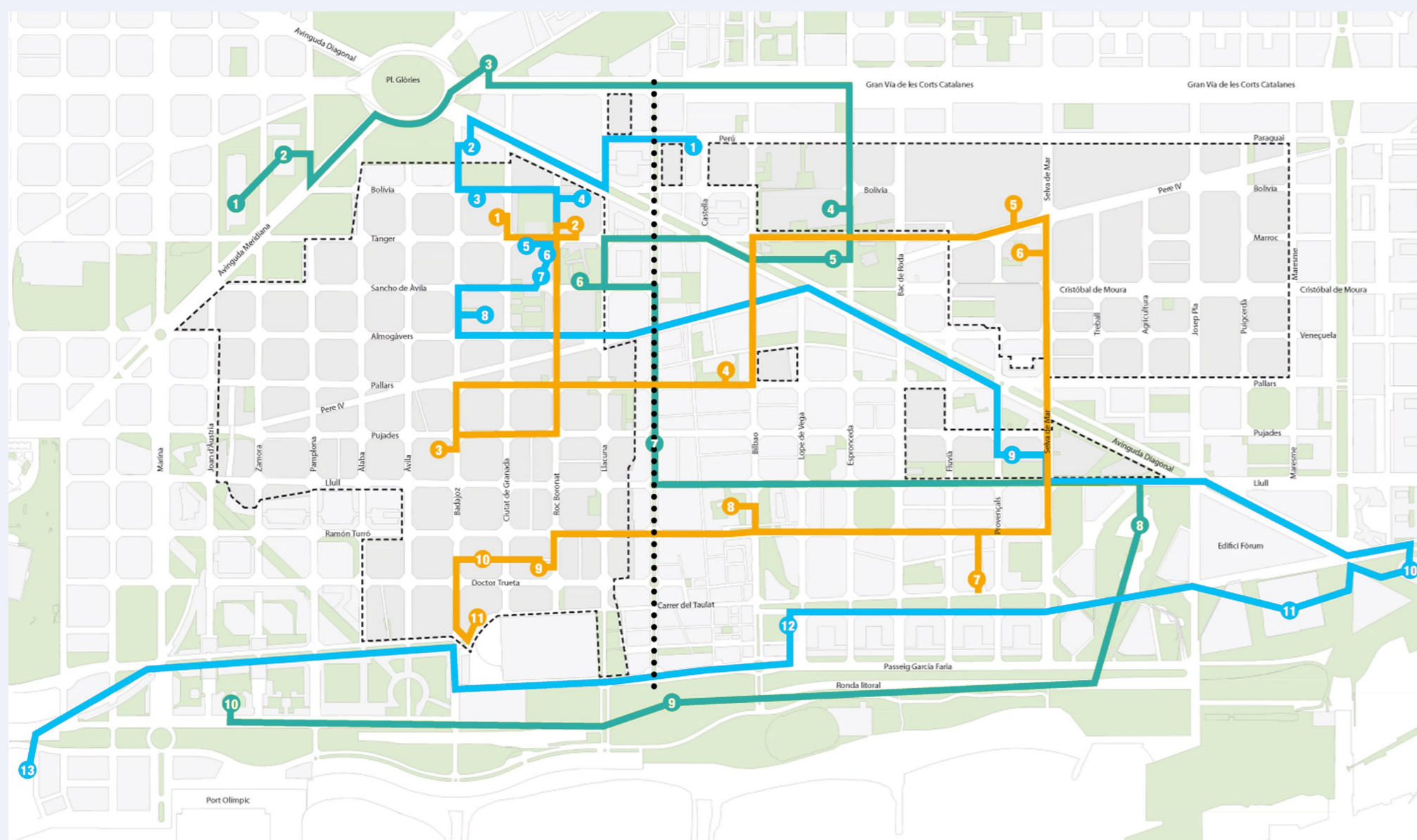
Poblenou neighborhood and proposed area for research in infrastructure



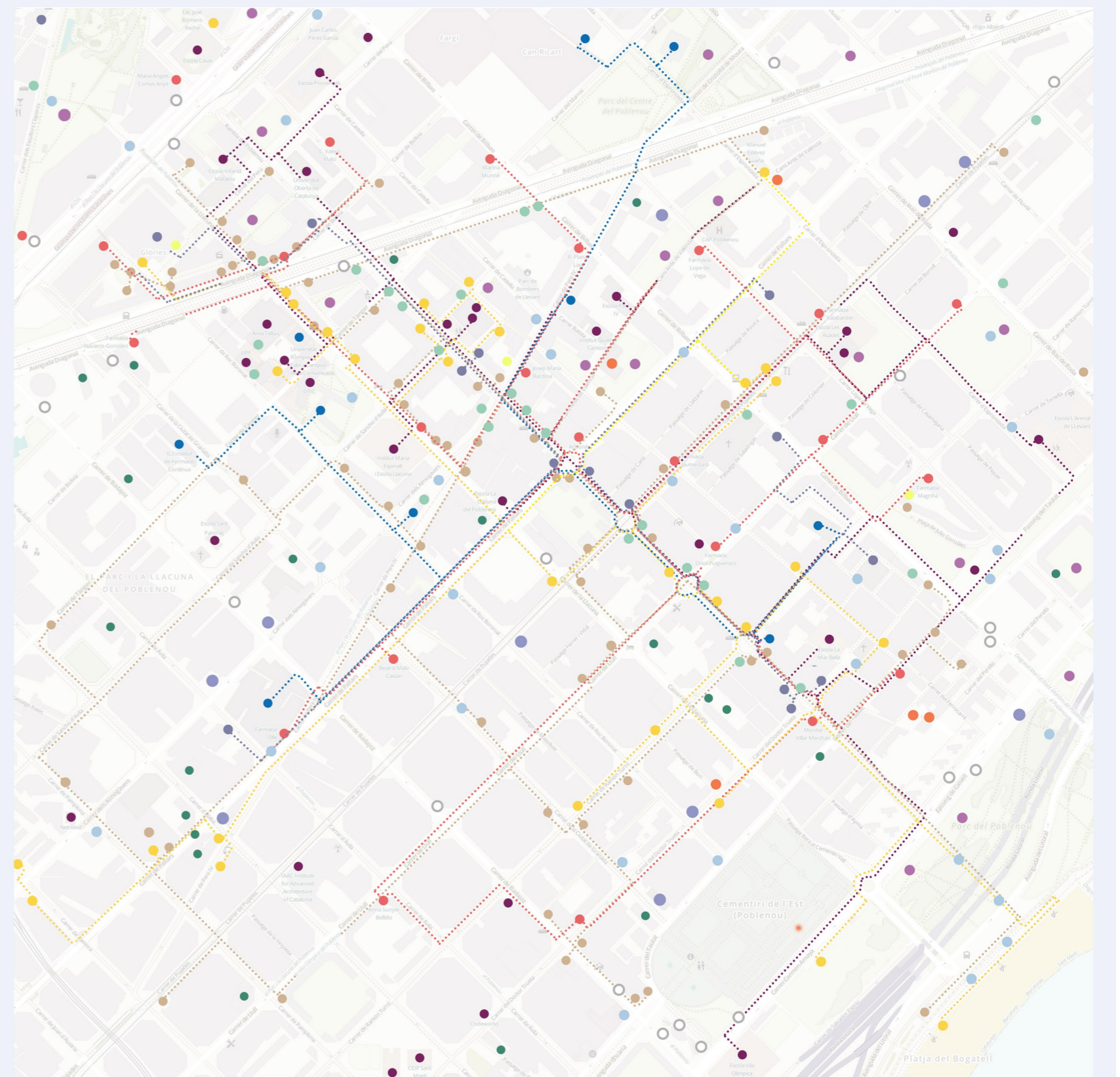
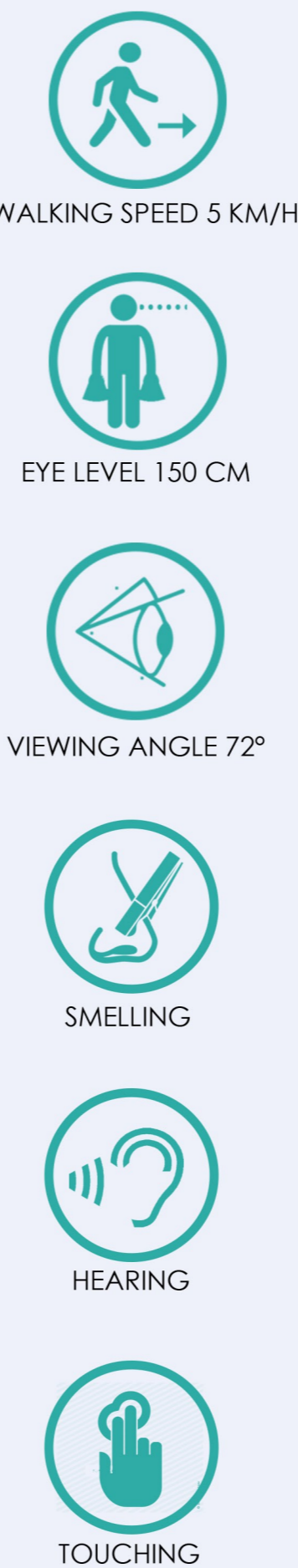
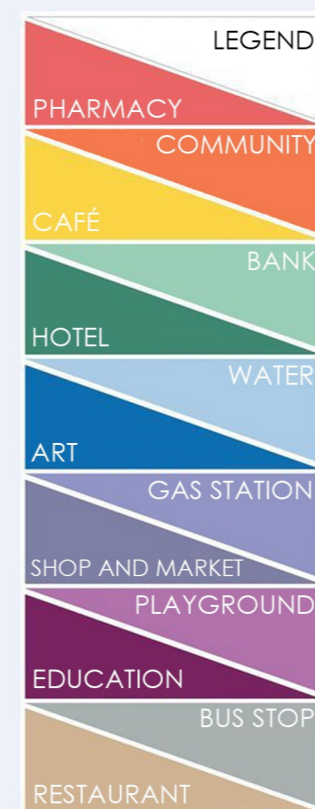
Location of the Modification of the General Metropolitan Plan of Barcelona for the Plan 22@ Bcn superposed with the area of the Poblenou neighborhood.

### PROJECT 22@

Until the Barcelona Olympic games in 1992, it was an ugly sprawling area, dominated by rundown factories long time since they were closed. Fundamental performances that change social composition were also the operation for the Forum of Cultures in 2004 and finally the Urban Regeneration plan of the 22@ in 2000. The 22@ Barcelona model is already being applied in Poblenou and is a benchmark in urban, economic and social transformation in cities.



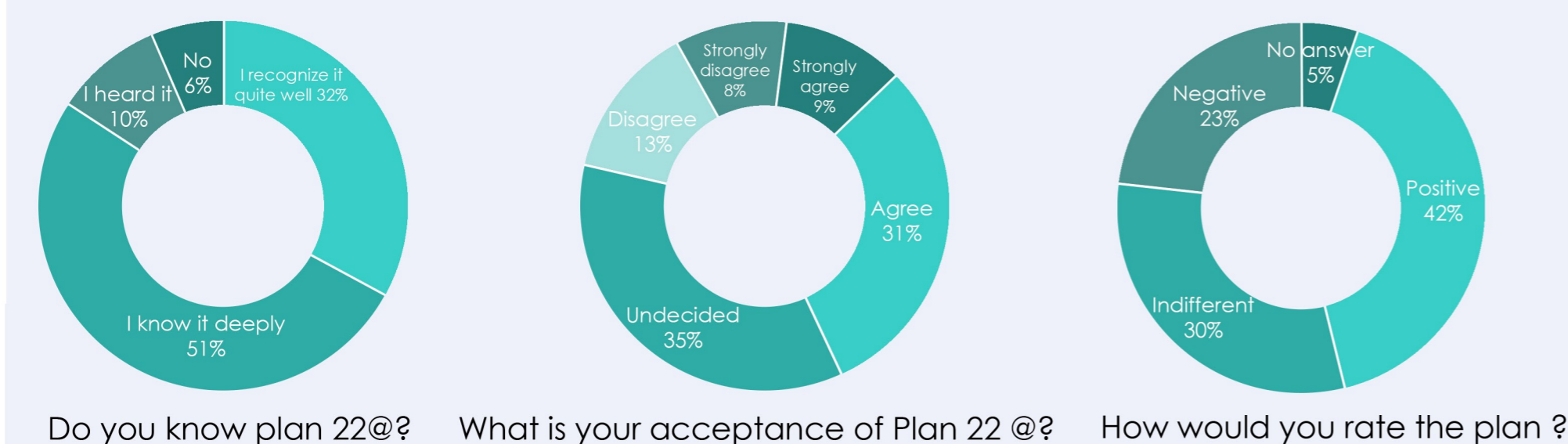
### MAP OF FACILITIES



Rambla Poblenou and its vicinity is increasingly fashionable hub of Poblenou's cultural, social, retail life where modernity blends with traditions that have defined this former industrial area over the years. This urban area is full of commercial services and other wide variety of facilities that provide comfortable life for residents. Map confirms that Rambla is not the individual system itself but it is a part of urban area composed from connections perpendicular to the main walking corridor - rambla. Depending on the time of the day, or the time of the year at which tourist visit Rambla Poblenou, the atmosphere changes quite a lot. During the central hours of the day in the summer months, the area is usually at its most lively, with many travelers, residents on the streets and in the terraces of the local bars, especially towards the end of the day when bathers return from the beach. During the rest of the year, and even during summer at quieter times of day such as first thing in the morning, the Rambla is almost solitary and bucolic, with the only disturbances to the peace by neighbour's chatting, children playing outside the school.

FUNCTIONAL OBSOLESCENCE	ADVANCED INFRASTRUCTURE
CENTRALITY	FLEXIBILITY
INTERSECTION	CORRIDOR
GENERATION	TOURISTS
MODEST DWELLINGS	SOCIAL DWELLINGS
LOW DENSITY	ACCESSIBILITY

- |  |   |  |
|--|---|--|
| <ul style="list-style-type: none"> <li>1 CAN TIANA/CAN CANELA</li> <li>2 CA L'ARANYÓ</li> <li>3 BAU DESIGN SCHOOL</li> <li>4 CAN FELIPA</li> <li>5 LA ESCOCESA</li> <li>6 PLACETA SAGRAT COR</li> <li>7 GAL I PUIGSECH (PALO ALTO)</li> <li>8 CAN SALADRIGAS</li> <li>9 CAN GILI VELL</li> <li>10 PASSATGE DEL SUCRE</li> <li>11 CAN GILI NOU</li> </ul> | <ul style="list-style-type: none"> <li>1 THE AUDITORIUM</li> <li>2 TNC</li> <li>3 LA FARINERA DEL CLOT</li> <li>4 CAN RICAT</li> <li>5 CENTRAL PARK OF POBLENOU</li> <li>6 VILA CASAS - FOUNDATION</li> <li>7 THE RAMBLA OF POBLENOU</li> <li>8 DIAGONAL PARK MAR</li> <li>9 POBLENOU PARK</li> <li>10 THE OLYMPIC VILLAGE</li> </ul> | <ul style="list-style-type: none"> <li>1 BARCELONA ACTIVA</li> <li>2 TORRE AGBAR</li> <li>3 TELECOMMUNICATIONS MARKET</li> <li>4 BARCELONA MEDIA PARK</li> <li>5 INDRA</li> <li>6 NATIONAL RADIO</li> <li>7 MEDIA TIC BUILDING</li> <li>8 BARCELONA TV</li> <li>9 CINC</li> <li>10 TELEFÓNICA BUILDING</li> <li>11 INTERNATIONAL CONVENTION CENTRE</li> <li>12 BLOOD AND TISSUE BANK</li> <li>13 BIOMEDICAL RESEARCH PARK</li> </ul> |
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# Urban access: Strategy proposal

## Rambla Poblenou

Katarina Sivakova

### ACTORS - RESIDENTS

<p><b>OFFICE USER</b></p> <p>AGE: 20-60 YEARS</p> <p>COMMUNICATION SPACE: [5 icons]</p> <p>USAGE OF PUBLIC SPACE: [5 trees]</p> <p>PRESENCE AT RAMBLA: [Circular chart showing 12h, 18h, 24h]</p> <p>REQUIRED SPACE: 20 m<sup>2</sup></p> <p>WORKING: pleasant working atmosphere, communication spaces, comfort accessibility</p>	<p><b>PROFFESIONAL</b></p> <p>AGE: 30-55 YEARS</p> <p>COMMUNICATION SPACE: [5 icons]</p> <p>USAGE OF PUBLIC SPACE: [3 trees]</p> <p>PRESENCE AT RAMBLA: [Circular chart showing 12h, 18h, 24h]</p> <p>REQUIRED SPACE: 80 m<sup>2</sup></p> <p>WORKING &amp; LIVING: rooftop living, maisonette, penthouse</p>	<p><b>STUDENT, CHILDREN</b></p> <p>AGE: 0-25 YEARS</p> <p>COMMUNICATION SPACE: [5 icons]</p> <p>USAGE OF PUBLIC SPACE: [5 trees]</p> <p>PRESENCE AT RAMBLA: [Circular chart showing 12h, 18h, 24h]</p> <p>REQUIRED SPACE: 20 - 60 m<sup>2</sup></p> <p>WORKING &amp; LIVING: generation flat, living with parents, minimal living</p>	<p><b>ELDERY PEOPLE</b></p> <p>AGE: 65-100 YEARS</p> <p>COMMUNICATION SPACE: [5 icons]</p> <p>USAGE OF PUBLIC SPACE: [5 trees]</p> <p>PRESENCE AT RAMBLA: [Circular chart showing 12h, 18h, 24h]</p> <p>REQUIRED SPACE: 40 m<sup>2</sup></p> <p>LIVING: old flat, cooperative space, stable living</p>	<p><b>COMMON WORKER</b></p> <p>AGE: 25-50 YEARS</p> <p>COMMUNICATION SPACE: [5 icons]</p> <p>USAGE OF PUBLIC SPACE: [3 trees]</p> <p>PRESENCE AT RAMBLA: [Circular chart showing 12h, 18h, 24h]</p> <p>REQUIRED SPACE: 40 m<sup>2</sup></p> <p>LIVING: living upper floor, interaction with customers, ground floor</p>
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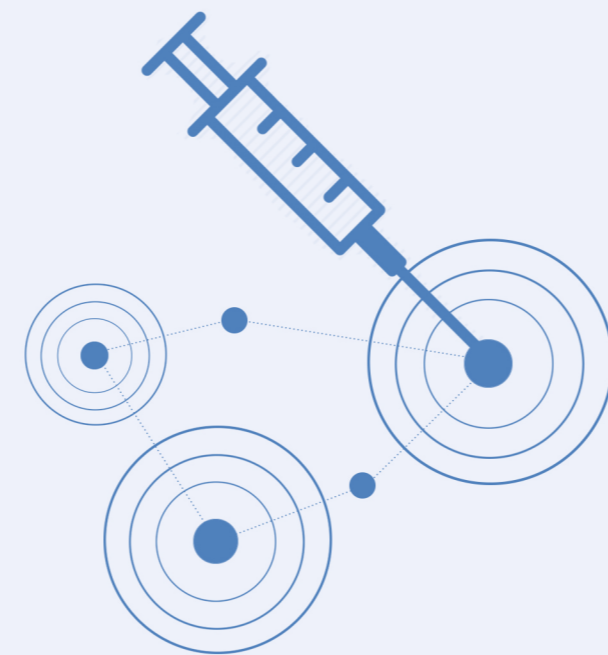
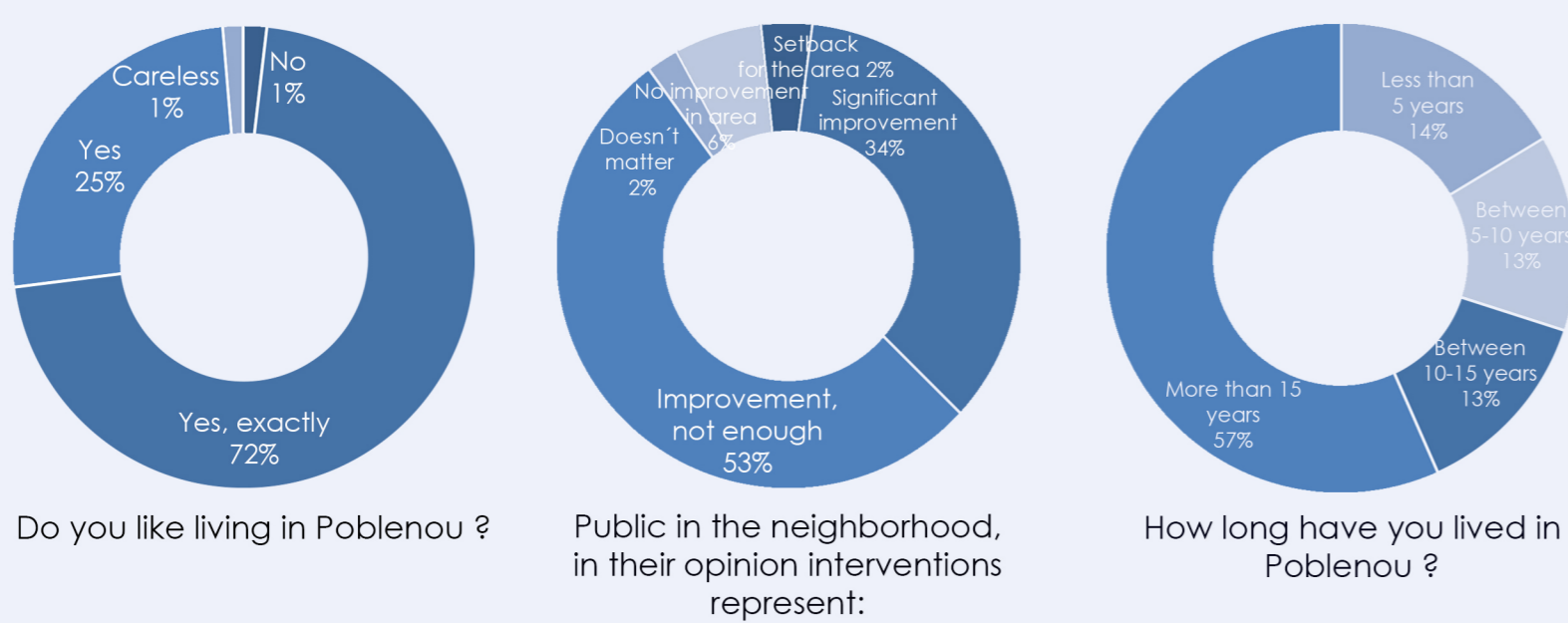
### URBAN INTERVENTION

Various scale of residents bring out to area own character and atmosphere. Apparent lack of tourist in compare to rest of Barcelona is taking into account as one of the biggest advantages of this neighbourhood. In that case is strongly important to take care about higher density of building new hotels or temporary accommodation.

### HOW TO PROTECT AREA AGAINST EXCESSIVE TOURISM?

- Since domestic and international tourism are among the foremost vehicles for cultural exchange, conservation should provide responsible and well managed opportunities for members of the host community and visitors to experience and understand that community's heritage and culture at first hand.
- The relationship between heritage places and tourism is dynamic and may involve conflicting values. It should be managed in a sustainable way for present and future generations.
- Conservation and tourism planning for heritage places should ensure that the visitor experience would be worthwhile, satisfying and enjoyable.
- Host communities and indigenous peoples should be involved in planning for conservation and tourism.
- Tourism and conservation activities should benefit the host community.
- Tourism promotion programmes should protect and enhance natural and cultural heritage characteristics.

Statistic facts about residents of Poblenou prove that they are mainly satisfied with all of aspects of living in this area. The general satisfaction of the neighbourhood with the changes that occurred last years has been positive. This shows that in the last 10-15 years there has been a strong transformation in the urban composition of the neighbourhood, its habitants are still very positive in the current state of their area and even more, in favor of new transformation.



Various tools are used in order to make Rambla Poblenou better place. The most important tools are the specifically positioned initial sites. With their user and usage density they provide momentum for the whole neighbourhood.

#### NEW USES / NEW USER



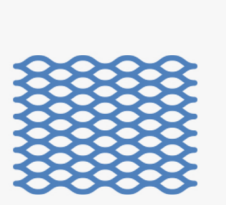
Poblenou is not only mono-functional area. The implementation of leisure activities and entertainment offers enable living and staying for the first time

#### APPROPRIATION GREEN

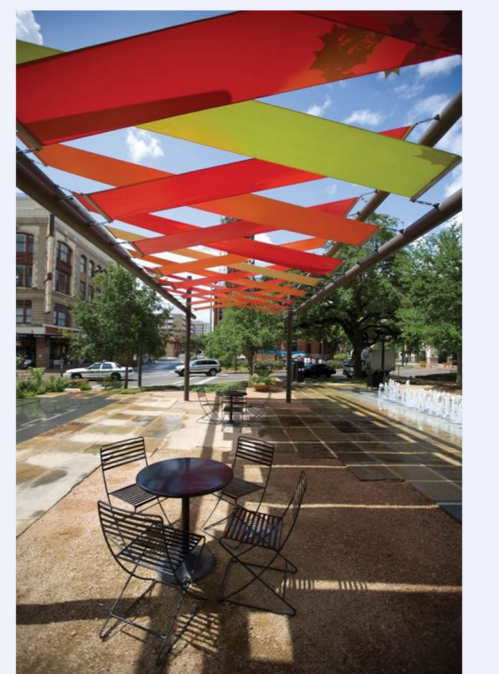


Potential brownfields sites are positioned at the initial places through the transformation of improvised surfaces, which function as a playground for dog increase value of the site for residents

#### TEXTILE MARKERS



Markers are positioned on the short paths between initial places. These represent interesting places and give it to the area own character



Due to industrial history of Poblenou, the urban intervention will be orientated on temporary installation with the textil that helps people oriented in the area and explore interest places very quickly.

### STRATEGY DIAGRAMS

