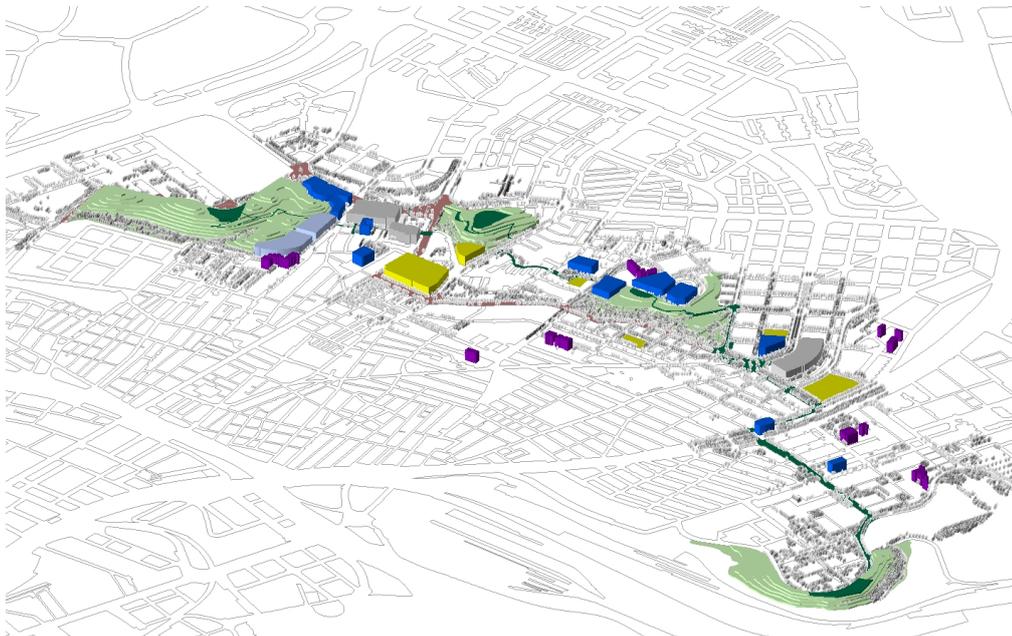


Pedestrian-friendly public space outside the city centre

Summer 2019



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- Pedestrian strategy for walkable districts
- At least 1,000 more active travels per day
- High-quality pedestrian corridor improving accessibility

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 690699.

Location: Madrid, Spain

Organisations involved: [Madrid City Council](#)
[Grupo de Estudios y Alternativas 21 \(GEA21\)](#)

What is the solution?

This action will improve conditions for pedestrians in the car-oriented neighbouring districts of Puente de Vallecas and Villa de Vallecas (these are Madrid's 'living' labs in CIVITAS ECCENTRIC, where demonstration activities are taking place). The pilot will implement a high-quality pedestrian itinerary using physical design measures and new technology tools. It will also improve the quality of public space, ensuring it is devoted to pedestrians and encourage social interaction between people.

The area consists of three isolated urban structures and lacks a consistent pedestrian network linking the three structures, due to barriers, such as railway lines and motorways. This is problematic for residents as the 'in-between' area is where key facilities within the neighbourhood are located, thus good accessibility (daily) is imperative. In the short term, the measure will address resident demands for improving accessibility to currently isolated areas and facilities, in spite of their regular use. On a longer-term basis, the measure aims to contribute to shift the urban mobility patterns in the outskirts of the city towards more active and sustainable modes and to increase the perception of safety and security in these parts of the city.

How does it work?

Two pilot actions will be implemented in the living lab. The first one will implement 'Itinerario Miradores' - a high-quality pedestrian corridor in Puente de Vallecas, connecting the major green areas in Puente de Vallecas, while improving north-south connectivity for pedestrians in the area. As action plan for a walkable district will improve access to key facilities (a hospital, cultural centre and a sports facility), and will connect them through a high-quality pedestrian axis, using physical design measures and new technology tools (e.g. smart signage). In particular, the plan will provide, more convenient access to the hospital to residents, crossing the current barrier created by a motorway. The high-quality pedestrian corridor will address both pedestrians and cyclists (also linking to Madrid's other CIVITAS ECCENTRIC measure 'Enabling cycling outside the city centre'). Several sections of this corridor are expected to be completed during 2018.

The second pilot action will transform a disconnected and car-dominated area into a high-quality public space devoted to pedestrian and social life. This will be addressed through the creation of an e-mobility centre (following the experience of similar CIVITAS ECCENTRIC measures in the cities of Munich and Turku, and also linked to Madrid's measure 'Enabling cycling outside the city centre') and will be coupled with a number of improvements in the pedestrian network in the vicinity of the e-mobility centre and in other streets within the city lab.

Both actions will be done in cooperation with residents and local stakeholders, following a participatory approach.

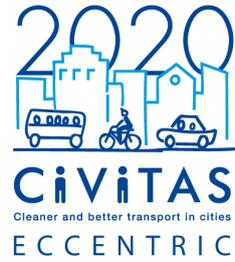
Expected results

The measure will have an important societal impact since the new pedestrian strategy will connect a relevant part of Vallecas to facilities areas.

Implementation of the measure is expected to result in:

- at least 1,000 more active travels per day in the designated area,
- a 15% increase in the positive perception of safety by pedestrians,
- a reduction in the number of pedestrian-related traffic incidents,
- a reduction of emissions of CO₂ and pollutants.

Furthermore, the measure is expected to provide guidance for the development of a strategy to improve the quality of pedestrian (walking) trips and reduce traffic incidents where pedestrians are involved, within the peripheral districts.



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EUROPEAN UNION

Business model

The total budget is €236,875. This does not include the various construction works required, which will be financed through the Madrid City Council's regular budget.

The measure is expected to be fully operational by October 2019.

Contact details

Carmen Hernanz

Madrid City Council

E-mail: hernanzcmc@madrid.es

Website: <http://civitas.eu/eccentric/madrid>

Living lab area in Madrid: <http://civitas.eu/eccentric/madrid>