

#35. VINAROS PROMENAD

Location:
Vinaros, Spain
Year: 2007

Theme(s):
Inclusivity/ Stakeholder involvement

Languages: English/ Spanish
Source: <https://bit.ly/2I3gYLT>

WHY IS THIS A GOOD EXAMPLE?

The main decision here was to transform the entire promenade into an area for pedestrian use, in order to take full advantage of the latent tourist and civic potential of the area, restricting vehicle access for loading and unloading to certain times of the day, and allowing freer access out of season, when this is compatible with the reduced level of pedestrian activity. It is a territorial program with a very creative, innovative and daring way of assessing and adapting the quality of its maritime space for its inhabitants, visitors and tourists.



Photo credit: <http://www.vinaros.es/>

DESCRIPTION

Vinaros, the most northern town in the Valencia region, presents a very interesting urban type, in many respects having jumped directly from the 1970s to the 21st century. The reformed seafront promenade acts as the interface between the centre of the town and the sea, offering a great opportunity for a public initiative to define the desired standards of urban quality for future growth. In fact, the promenade is today a place of great urban vitality, an open air auditorium is used for orchestral and choral concerts and open air film screenings, and hosts regular street markets and events throughout the year, frequented by people on their way to and from the beach. Social interaction is in its purest state as a result.

Owner
Vinaros City Council, Generalitat Valenciana and
Tourism Ministry
Paseo marítimo, Vinaros, Castellon, Spain
info@vinaros.es
<http://www.vinaros.es/>