

## The ZERO-km interdisciplinary team's project

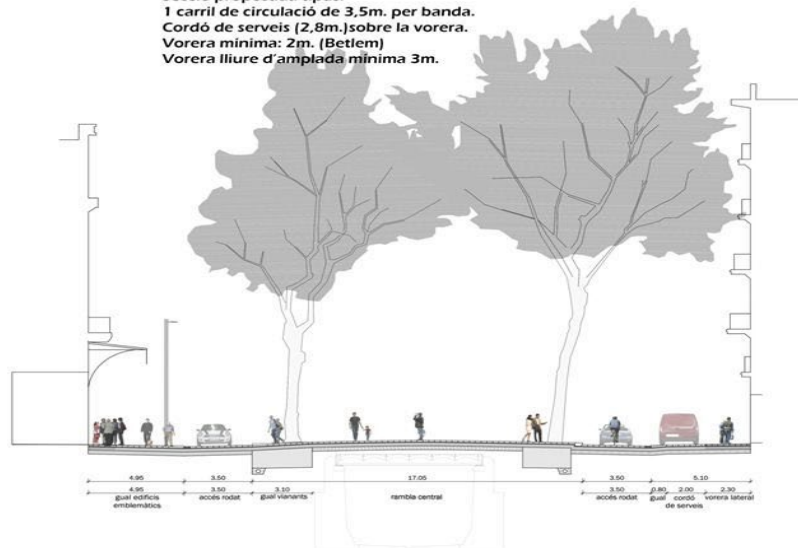
This is the proposed transformation prepared by the ZERO-km interdisciplinary team based on the La Rambla remodelling competition's winning project. An initiative devised for rethinking the passage from a comprehensive physical, urban-planning and social perspective, constructed cooperatively between city residents, the authorities and an expert team.

See the preliminary urbanisation plan of October 2018 for "La Rambla" [from this link](#).



### SECCIÓ TIPUS PROPOSTA


Secció proposada tipus:  
 1 carril de circulació de 3,5m. per banda.  
 Cordó de serveis (2,8m.) sobre la vorera.  
 Vorera mínima: 2m. (Betlem)  
 Vorera lliure d'amplada mínima 3m.



## Project's cornerstones

### Cultural Rambla

As for the cultural sphere, all the proposals that have been prepared aim to give priority to the following actions:

- **Declaration of La Rambla as a space of cultural exceptionalism.** Under the new cultural- and facilities-management plan, culture and social innovation appear as driving forces behind a process for urban transformation and reconquering the public arena. It will be promoting connections to and recognition of private, public and community initiatives as well as local resident and tourism dynamics. “Cultural exceptionalism” will need to enable decisions to be taken over the granting of permits and uses of crowded public places and authorisations for temporary occupations of public thoroughfares, and replace commercial offers of low-quality products with quality cultural offers.
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- **Protecting the heritage, culture and landscape of the entire La Rambla.** The proposal is for the drafting of a document that recognises the condition of the passage's Urban Landscape Unit (UPU), so it can be incorporated, with all its uniqueness, into a future Barcelona Urban Landscape Charter and its landscape and cultural quality maintained and promoted.
  - **Bringing visibility to the cultural programme for the entire Rambla with the creation of the “Les Rambles Culture” space.** This would be a space linked to the community revitalisation of public spaces and the various cultural facilities, for making the programme consistent and proposing cultural-revitalisation strategies through and from the Rambla. In addition, the proposal is to bring visibility to the public space and turn the passage's four kiosks into information and sales points connected to the various institutions there to raise their cultural content profile (MACBA, CCCB, Filmoteca, Teatre del Liceu, etc.). Cultural promotions will also be launched through the surrounding area's institutions and commercial spaces.
  - **Promoting artistic creation in the institutions and display spaces in the Rambla and its surroundings: Rambles Culture Agreement.** We need to encourage the recognition of the museums and cultural and display facilities in the Rambla as “La Rambla dels museus” [The Rambla of museums]. Support will be given to cultural creations and artistic programmes and their visibility boosted, not just in the public institutions and facilities in the Rambla and its surroundings but also in galleries and exhibition centres.
  - **Strategic plan for cooperation between private players and the authorities for promoting food quality and the development of business models with a positive impact on the environment.** The aim behind the proposal, which was already set out in the Strategic Tourism Plan for 2020, is for the players working on food-related projects (restaurant and catering enterprises, tourist operators, producers and so on) to become jointly responsible for increasing the quality of offers and implementing a business management model that benefits the environment from a social, economic and urban perspective.

## La Rambla for local residents

As regards the fight against gentrification, all the proposals that have been prepared will be working initially on the following measures:

### **Unique urban-planning arrangement**

The proposal is to review planning figures to regulate, from an urban-planning point of view, the special characteristics of the Rambla's extensive area over the uses and establishment of the buildings' uniquely arranged features. An urban-planning concept that preserves the use of existing housing over any other use.

### **Declaration of the area as a renewal and conservation area**

This measure would halt the mobilisation of vacant dwellings, preserve the rights of long-term lessees, help to balance property-market tensions in awarding a preferential right to purchase properties for sale and guarantee decent living conditions for residents. All that, for the purposes of reducing the risk of social dis cohesion caused by the lack of conservation of buildings in an urban renewal area.

### **Criteria for a new policy for arranging social and economic activities**

These will deal with tools for running and renewing activities already found in the Rambla to ensure it performs its role as an integrating passage. The goal is to prevent the deterioration of- La Rambla's urban quality, increase its cultural profile, guarantee the social return of its economic and cultural potential, and coordinate the regulation of the passage's timetable to establish the conditions for a night-time Rambla and a daytime Rambla. A new use plan for La Rambla

### **Revitalising community and resting places in the public space**

Turning Les Rambles into a residential neighbourhood implies making residential the area's uses compatible with tourism, leisure, and restaurants and bars. To achieve this, temporary boundaries of spaces will be established so specific initiatives can be carried out for local residents, planned and managed, wherever possible, communally, as well as unplanned temporary rest areas.



## A sustainable tourism

Finally, as regards managing the Rambla's pressures from tourism, all the proposals that have been prepared prioritise the following initiatives:

- **Creation of a space for managing La Rambla's Large Gatherings Space (EGA).** Coordinating continuous monitoring for the purposes of having up-to-date, systematic and complete quantitative and qualitative data at hand, which is meant to enable monitoring of the development of the various uses of the public space and the passage's social and economic dynamics.
- **Measures for arranging the activity of tour guides in La Rambla and delimiting specific rest spaces.** To ensure the smooth running of the various uses and flows, bearing in mind the complexity of the area as a whole and its large number of features of heritage, architectural and cultural interest, the proposal is to delimit specific rest spaces for the activity of tour groups.
- **Designing measures for renewing the street-food phenomenon.** Occupying a large part of the rest places in a public space, turning them into improvised outdoor eateries, requires a design for measures that can renew it and avoid its specialisation.
- **Comprehensive signposting plan.** The proposal is to develop a signposting plan that includes measures of an orientation strategy which makes it easier for people to navigate, get around and reach their destination as intuitively as possible.
- **Space for cooperation with tourist operators.** The goal will be to establish the tourism narratives and marketing and make the La Rambla a sustainable destination. Another aim is to give centrality to the heritage value of all the architecture and trees, as well as increase the attractive incentives for Barcelona residents, and to prevent the deterioration of the values of tourist and leisure activities.



## **Physical transformation**

The preliminary re-urbanisation plan follows the guidelines set out in the Special La Rambla Plan and includes the demands from city residents and all the players involved in the cooperation process for defining La Rambla's physical appearance. The action criteria have taken considerable account of the uniqueness of the passage, which has a high intensity of use and is also a meeting point often



subject to tensions from the high tourist pressure. The intervention, then, takes account of its huge importance as a structuring and supporting hub on the neighbourhood and city scale.

The current La Rambla varies in width along its 1,235 m length, owing to the irregular geometry of its layout. It is a complex and diverse axis made up of a sequence of unique spaces, corresponding mostly to the medieval city's former entry gates, which are currently closely linked to the architecture and trees that accompany them.

Starting from here, the transformation that has been planned aims to make La Rambla a comfortable, functional and friendly 21st-century urban space, with pleasant rest areas and better permeability and mobility guaranteeing public mobility and transport. A genuine passage that enables a plurality of uses on several scales and highlights the cultural facilities and buildings of special interest and the elements that make it up.

A new layout is therefore being planned, which will optimise the available urban space and improve the area's accessibility. The resulting space will be more permeable in both directions, longitudinally and transversely, and connect its entire surroundings better to create a unique space of its own.

### **Wide pavements**

The new section will run along the entirety of La Rambla based on a continuous and regular system that meets all the case studies worked on and which prioritises space for pedestrians and walking.

There will be a single traffic lane on each side, then, 3.5 m in width, to ensure the smooth passage of bus lines travelling along La Rambla and any service vehicle, as well as access for the surrounding area's local residents. The reduced width of traffic will enable extra space to be distributed along the passage's pavements, whose width will be extended to at least 3 m, facilitating pedestrian travel and enjoyment.

The new comprehensive layout establishes a clear and continuous alignment along the entire axis. The central section will also expand slightly on both sides to improve the passage and living conditions for most of the trees.

The central section's width will vary along its layout (11 m at its narrowest and 30 m at its widest). It will remain raised and delimited by a 40 cm-wide and 12 cm-high kerb. The lateral pavements will likewise remain raised and delimited by an 80 cm-wide and 8 cm-high kerb.

The traffic area will be located next to the pavements, as will a 2.80 wide service lane for loading and unloading. The lane's traffic direction will be reversible, thereby enabling extra space for pedestrians during most of the day, and facilitating the urban distribution of goods in a restricted-time service lane. It will be bounded by a system of intermittent LEDS integrated into the paving surface and enabling displays of available places when they are in operation.

### **Major spaces**

The uniqueness of the new La Rambla can be seen in three major or unique spaces distributed along the passage. These are three large square spaces arranged differently to meet the repercussions from important buildings and facilities, the space's own shape, transversal and longitudinal flows, and the coordination capacity that the space has and has had over time.

In short, they are spaces relating to the main crossing points between El Gòtic and El Raval, which are located opposite the passage's large cultural facilities and unite architecture, urban landscape and public space.

They are as follows:

- **Moja-Betlem Space:** The space on the pavement level is defined by the length of the Palau Moja's façade and the Porta Ferrissa junction on one side, and by part of the Betlem façade, corresponding to the first side gate and the entire width of the Carrer del Carme junction. The area's delimitation highlights the space's functional importance, the historical nature not just of door and plane and but also of the two buildings of great heritage and historical value, putting all these elements above the same support surface.
- **The Os-Liceu Plane:** This is the space delimited by the junction area between C/ Cardenal Casañas and C/ La Boqueria on the one side and C/ Hospital and C/ Sant Pau on the other. The traditionally transversal nature of this space consolidates it in a new remarkable square-plane.
- **The Teatre - Teatre Principal Plane:** The relationship to be established between the Teatre Principal's convex façade and the free space centred on the Pitarra monument delimits the level area which, featuring at the same time continuity between Escudellers and Arc del Teatre, defines the new La Comèdia Plane. That plane coordinates the asymmetrical façade-to-façade space highlighting the condition of doors and opening towards the landscape, toward the Old Port and Montjuïc mountain.

### **Orderly public space**

As for the layout and occupation of urban space, the preliminary plan offers a new layout based on the elements' harmonisation and good coexistence. And it includes key criteria defined by the Special Layout Plan for La Rambla and the Ciutat Vella Mobility Plan.

## The Rambla's extension up to the sea: a new urban space in Colom-Drassanes and more rest areas

One of the preliminary plan's notable points is a new rest zone in the Colom-Drassanes area, where a new urban space will be created extending up to the sea, made up of a series of trees with green pavings and drains that conclude the meeting point between the passage and sea side. The number of benches and chairs there will increase, respectively, from 10 to 34 and from 64 to 113, and two large green areas with groups of trees are also planned there.

Another proposal is to create rest areas under trees along the passage and in the new areas, to ensure a friendly and balanced occupation of public space with rest spaces. There will be benches and chairs along the sides of the central passage and under the shade of the trees.

As for the trees along the passage, their pits will be expanded and subsoil improved. Another proposal is to eliminate the 13 flower beds from the Os Plane and relocate seven trees from the side spaces. A new layout for all the trees is being considered for the Teatre Plane.

### *Paving and lighting*

The Rambla's paving needs to play a unifying-element role that runs from façade to façade and covers the entire space of the axis. The plan considered here is a complete replacement of the paving with small-format slabs (20x30x10) with a similar tone and texture along the entire width of the passage. Another proposal are special formats of slabs for the Rambla's unique spaces.

The format, texture and composition of the material, within the chromatic unity that enables identification of the area, must be able to meet the various needs depending on the use of each section or space (passage, rest, major spaces, temporary occupation, vehicle passage etc.)

On the other hand, the lighting system is based on light-comfort criteria, energy efficiency, rationalisation of installations and simplicity in designs, and aimed at expressing the scale and complexity of the Rambla space. It is on that basis that the proposal is for a new distribution of the lighting in four areas: two alignments with trees and two alignments of the pavements.

### *Kiosks, bus stops and other elements*

The preliminary plan also took account of all the other elements located in La Rambla and which need to be arranged to ensure their distribution is consistent and relates properly to the passage's uses.

The proposal is to relocate the newspaper kiosks so they do not face one another or other kiosks. They will be located between trees or spaces free of trees, depending on their size, and not put up in the area of the Rambla de les Flors-Sant Josep, which remains reserved for florist kiosks. In short, respecting minimum distances between one another set under the Special Rambla Plan.

A layout will also be given for the flower kiosks. Thirteen of these will be redistributed, so they are opposite one another, and put up between trees. In this case, they will occupy the area historically allocated to them: that of the Rambla de les Flors-Sant Josep. And they'll have organic waste-collection elements.

**Budget and schedule**

In accordance with the initiatives described above, the preliminary plan reckons it will require a total investment of some **35.6 million euros** to carry out the Rambla's physical transformation. The work is expected to be performed in three of the passage's sectorised sections, being:

1. Tram Colom – Santa Madrona.
2. Tram Santa Madrona – Arc del Teatre.
3. Tram Arc del Teatre – Estació Liceu.
4. Tram Estació Liceu – C/ la Portaferrissa.
5. C/ la Portaferrissa – Canaletes.

Now, once the preliminary plan has been presented, the next stages will be the drafting of the final project giving the specific details of each initiative and, afterwards, the tendering of the work. The first physical interventions are expected to start **between the last quarter of 2019 and first quarter of 2020**.

The work will commence in the Colom – Santa Madrona area, and the transformation gradually carried out from the lower to upper end, in the sea-mountain direction, from start to finish.



## Attached documents

- [Les Rambles and its residents \(January 2020\)](#)
- [Maps of the final plan for La Rambla \(May 2019\)](#)
- [Report on La Rambla's reurbanisation project \(May 2019\)](#)
- [Presentation of the "Les Rambles" project \(Press release – 02.11.2018\)](#)
- [Document of rules for the Final Plan \(October 2018\)](#)