

CTUR *citynews*

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CTUR Thematic Network
URBACT II Programme

CTUR IN VALENCIA SPAIN

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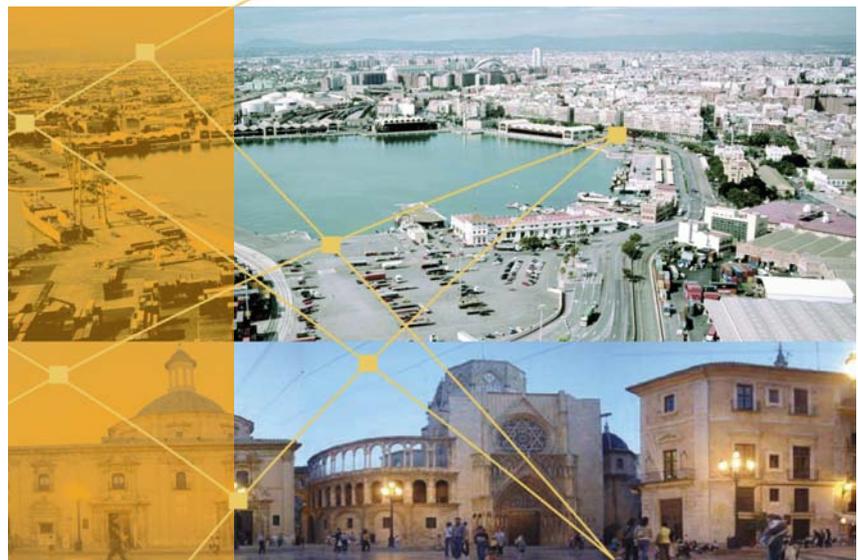
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The CTUR Thematic Network tour reached the Mediterranean Sea on the South-Eastern Spanish coast for its fifth stop.

Valencia hosted together with Alicante the fifth seminar of the CTUR project, Cruise Traffic and Urban Regeneration of the City-port Heritage, which is part of the Territorial Cooperation Programme URBACT II, 2007-2013.

Valencia "One port, many destinations"



INTRODUCTION TO THE 5th SEMINAR IN ALICANTE AND VALENCIA (SPAIN)



CTUR Lead Partner, Gaetano Mollura

The CTUR seminar in Alicante and Valencia, Spain, the 5th CTUR thematic seminar, focused on 'Social and economic benefits' and took place on March 24-26 2010, during three days seminar, located first in Alicante and then in Valencia.

We retained important to dedicate a wide space to both the hosting cities/partners: City Council of Alicante and Generalitat Valenciana through the publication of two Ctur citynews, one for the city of Alicante and one for the city of Valencia

In Alicante, "The Municipal framework Plan for the development of cruise tourism" aims at obtaining a cruise development as part of a wider strategy pursued in order to add value to the city and its territory as a tourist destination by exploiting the connection opportunities between the waterfront and other sightseeing destinations (historical centre, etc.) and by promoting the territory.

In Alicante we have a real evidence that "cooperation" and "governance" are the key words that permit to obtain important results also in terms of cruise tourism improvement and related positive economical impact on the city. Thanks also to the CTUR thematic network the cooperation among the Port and the City Council improved as stated by Alicante partner. "The Municipal framework Plan for the development of cruise tourism" gets along also with another initiative of the Municipality the "Plan Nea for the residential and economic revitalization in the old town" that is transforming the historic city centre in a renovated and revitalized urban quarter for leisure, tourism, trade and hand-crafts shops but also, above all, a place that has been repopulated by people / residents, thanks to measures implemented by the Administration for this purpose. In Alicante's LAP great emphasis is placed on projects that aim at establishing an optimal relationship between visitors that choose to go ashore and the city.

How to reconnect the port to the city historical centre is the main issue of the city of Valencia that characterize the Urbact Local Action Plan with the aim to link the cultural heritage, trade and activities, with the cruise tourism opportunity. So beside the objective to foster the connection between the port and the city centre, the local action plan has other two specific objectives: to improve the reception of tourists and crews in the Cruise Terminal and the Port, and to improve the tourist attraction of the city.

The RIVAS model is an experience that has been transferred in other area of the city but also is a "good practice" tested in other several European cities.. an integrated intervention that have his strong point in the governance of the process and the involvement of different stakeholders, public and private bodies, in the way to share the investments.

Very interesting "best practice" transferable too is the activity of the "City Centre business association" where shops are working with the city development department because. I think is a very good experience that shows that, as the "the natural commercial centres" can become the instruments of dialogue between trade and local governments in order to optimize the activity in terms of economic growth and safeguarding a heritage as well the one of "small business and crafts" that characterizes the identity of the historic city centres.

For who is interested here follows all Ctur city news just published and to be published.

- N.1/2010 Varna CTUR citynews available online on URBACT CTUR minisite
- N.2/2010 Matosinhos CTUR citynews available online on URBACT CTUR minisite
- N.3/2010 Trieste CTUR citynews available online on URBACT CTUR minisite
- N.4/2010 Dublin CTUR citynews available online on URBACT CTUR minisite
- N.5/2011 Alicante CTUR citynews available online on URBACT CTUR minisite

- N.7/2011 Rostock CTUR citynews next issue •
- N.8/2011 Rhodes CTUR citynews next issue •
- N.9/2011 Helsinki CTUR citynews next issue
- N.10/2011 Naples CTUR citynews next issue

CTUR PARTNERS IN VALENCIA

All CTUR Network participants

Gaetano Mollura, Lead Partner City of Naples (Italy); **Vittorio Alberto Torbianelli**, CTUR Lead expert, **Pauline Geoghegan**, CTUR Thematic expert; **Giovanni Hoffmann** and **Cristina Fato**, Lead partner staff City of Naples (Italy), **Sara Muñoz Alcaraz**, City of Alicante (Spain), **Jim Keogan**, Dublin City Council (Ireland); **Tuija Aavikko** and **Jari Huhtaniemi**, City of Helsinki (Finland); **Joana Moreira**, City of Matosinhos (Portugal); **Amelia Castro** and **Joao Matos Fernandes**, Port Authority of Leixoes (Portugal); **Fiorinda Corradino** and **Barbara Casolla**, Naples (Italy) Port Authority (Italy); **Luca Simeone**, Fondazione IDIS city of Naples (Italy); **Andreas Schubert**, **Ralph Maronde**, and **Patrick Schmidt**, City of Rostock (Germany); **Elisabetta Boglich**, city of Trieste (Italy), **Bistra Dimova** and **Georgi Gilev**, City of Varna (Bulgaria).



URBACT II Thematic Network CTUR

Cruise Traffic and Urban Regeneration of city port heritage
as a key for the sustainable economic, social and urban development

Fifth Seminar – Thematic Conference "Economic & Social benefits"

ALICANTE (SPAIN)
"The Maritime Station a gateway to the historical city"
VALENCIA (SPAIN)
"One port, many destinations"
24th – 26th March 2010

Alicante (Spain) / Host Partner
Generalitat Valenciana (Spain)
Host Partner
Naples (Italy) / Lead Partner
Dublin (Ireland)
Helsinki (Finland)
Istanbul (Turkey)
Matosinhos (Portugal)
Port Authority of Leixoes (Portugal)
Port Authority of Naples (Italy)
Rhodes (Greece)
Rostock (Germany)
Trieste (Italy)
Varna (Bulgaria)

With the cooperation of AIVP



Source: CTUR 5th report written by Pauline Geoghegan



CTUR 5th seminar: Valencia 25th-26th March 2010

The 5th CTUR thematic seminar, on 'Social and economic benefits' took place in Alicante and Valencia, Spain, on March 24-26 2010. During the three day seminar, located first in Alicante and then in Valencia, over 35 participants, representing the CTUR partners, the AIVP, Alicante and Valencia City Councils (politicians and technical staff) and stakeholders in the Local Support Groups, were involved. In both locations, site visits to the respective port areas and historic town centres provided participants with a vision of how each city is enhancing facilities to host cruise tourists, but also to increase the quality of life of its residents. Valencia and Alicante have already developed quality cruise tourism facilities, and Valencia provides an example of how building on major international events (regattas, racing etc) has brought benefits to their city, way beyond the investment needed.

Welcoming the cities within CTUR, **D. Ismael Ferrer Domingo**, Director General of Public Works of Generalitat Valenciana, recalled that Alicante and Valencia are both regional capitals, and strategically located. Their ports are amongst the most important in the European Union: Valencia is the 5th most important for the transport of goods. In addition to this there are the prospects of growth through cruise traffic,

leading to greater economic and social regeneration.

Mr Domingo also thanked the members of the Local Support Group in Valencia: the railway company, the Port Authority, the Municipal Foundation for Housing, the Valencia tourist organisation, and the provincial tourism foundation, which includes retailers and other businesses. CTUR provides a perfect forum for the exchange and sharing of ideas and experience. Making the most of the port heritage must be a key to urban development.

Participants of the hosting city

Generalitat Valenciana

D. Ismael Ferrer Domingo, Director General de Obras Públicas Valencia Region, **D. César Jiménez Alcañiz** - Riva office, **Marta Galbis**, architect - Riva Office ; **Monica Poveda** - RIVA office

Local Support Group members

D. Manuel Guerra Vázquez, Director de Planificación de Infraestructuras e Integración Territorial de la Autoridad Portuaria de Valencia; **Guadalupe Alarcón Barea** - Responsable de proyectos europeos D.G. Obras Públicas; **Julia Martinez**, Asociación de comerciantes del Centro Histórico; **Milagros López Sanjosé** FGV – METRO VALENCIA - TRAM

CITY OF VALENCIA (SPAIN): THE HISTORICAL CENTRE DRIVES THE CHANGE

The city

Location: Capital city of Valencia Region
 Population: 810 064
 Number of people in employment: 380 400
 Unemployment rate: 10.3 %
 Income per capital: € 21 230

The port

Ranking: international - lead position in Mediterranean
 Administrative statutes: State port managed by Valencia Port, a public company
 Total traffic: 54 m. G.T.
 Container traffic (TEU): 3,05 m. TEU
 Total passengers: 474 814 pax
 Cruise passengers: 111 283 pax (2007)
 Direct employment: 8 697
 Indirect and induced employments: 1 541 & 5 413

Source: CTUR Baseline Study R.M.

Source: CTUR Baseline Study R.M.



Valencia is the third city in Spain and it is situated in the central area of the Mediterranean coast of Spain on the plain of the river Turia.

Valencia has a huge and important past but it is also a modern city. The great new interventions made in the city represent its new image and have become the very important attractions in Valencia.

Founded by the Romans in the year 138 BC, Valencia accumulated enormous wealth from all the cul-

tures that resided there over the centuries (Muslims, Goths, etc.). The evolution of the city in a pluralistic way has determined the coexistence of historical tradition and recent and innovative architecture. The historical center of Valencia is one of the largest in Europe, but for years it suffered serious degradation, resulting in the decline of its resident population. This was partly due to the non-existent culture of restoration, particularly in the 1970s and 80s, along with a lack of participation on the part of residents and the absence of information. It was only in the 1990s that European cities began to show an interest in recovering their historical centers.

Plan RIVA was set up in 1992 in Valencia as an office to manage the recovery under successive collaboration agreements between the regional and local governments. The RIVA Office belongs to the General Directorate of Public Works (Regional Dept. of Infrastructure and Transport). This culminated in major interventions with the creation of areas of heritage rehabilitation and recovery, not only in the historical centre but also in other historical and maritime areas.

However, the situation continues to be in constant flux and although many of the problems have been solved, Valencia is still full of contrasts. Next to important monu-



ments there are still buildings in ruins and degraded areas. The basic goal of the RIVA Plan is to achieve urban regeneration at all levels. Nowadays, this experience is being transferred to other urban centres in danger of falling into decline. The second priority is to use accumulated experience in order to **optimise public investment** (in this case from the Regional Government) and reduce the time frame required for the recovery process.

(Source: Generalitat Valenciana)

When a Regeneration Plan works well: the RIVA model



The success of the interventions in the historical centre have made Plan RIVA an acknowledged trademark of the city that can be used in other areas too. In 2005 the Joint Intervention Preliminary Agreement for the Russafa district was signed; Russafa was an ancient historical

area that was absorbed by the city's expansion after the walls were demolished in the 19th and 20th centuries (the *Ensanche*).

Its goals are similar to those for the historical centre, but with a set of new measures (creation of social, educational, cultural and training services). In the Russafa district, the social situation differs from that in the historical centre owing to the high numbers of immigrant residents and other disadvantaged groups.

To improve the quality of the rehabilitation, the RIVA office has also established a methodology for measuring the heritage quality of rehabilitated buildings and the urban environment. The preliminary version of the Intervention Plan should be presented to local residents and other social stakeholders. Forums such as monitoring committees and discussion groups enable members of the community to express their views and encourage their participation and commitment throughout the process.

In areas where there was effective public investment, the RIVA Plan had the effect of inducing

private investment by local residents as well as investment by external private agents, both in housing and in socio-cultural facilities and services. The experience gained from the "Ciutat Vella" process has been systematized in the "Valuo Method", which has been tested in other historical centres in Europe. This project was conceived to measure the impact of public investment in "Ciutat Vella" and to compare this impact with six other intervention plans in several European cities. Together with the classic variables of diagnosis and programming, a set of economic variables fulfils the basic objective of optimising direct public investment and inducing private investment.

Finally, the Intervention carried out has increasingly incorporated certain urban sustainability criteria in its recovery model, which tries to reduce the current impact of urban settlements on the environment.

In the picture: the first urban renovation action planned for the Russafa District that puts forward the



idea of connecting the centre of the district with the future “Central Park” along this axis. The intervention was completed in February 2011 and the effects outlined in the Valuo method are already visible.

(Source: Generalitat Valenciana)

Reconnecting the port to the city

The port of Valencia is not connected with the city centre and the relationship between the two areas

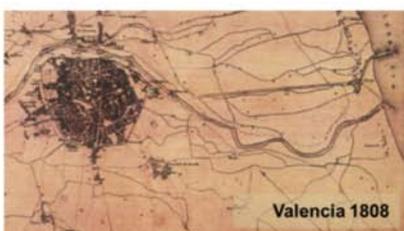
has been neglected for years. City and port have grown independently from each other from the start. However, this approach has determined major contradictions, community problems and deterioration of the port environment.

The port development

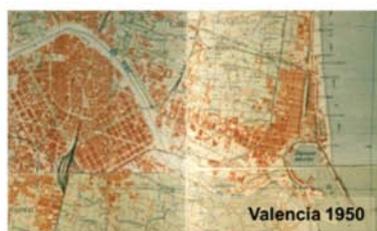
Until the 1980s the port area was fairly well defined and separated from the city centre and it did not have heavy traffic. However, everything started to change - port traffic and local road traffic increased, expansion of the city towards the port

area - which forced both the city and the port to face the situation, especially as far as the main access route to the port was concerned since it had become a busy local road. This meant that the city had to look seawards once again and attempt to implement both new and old urban development plans with the aim of bringing Valencia closer to the sea.

The first Port/City Agreement of 1986 was drawn up to suit previous circumstances. Basically, it authorized a new access route to the port from the south by using the banks



Valencia 1808



Valencia 1950



Valencia 1877



Propuesta del Plan Urbanístico de 1966

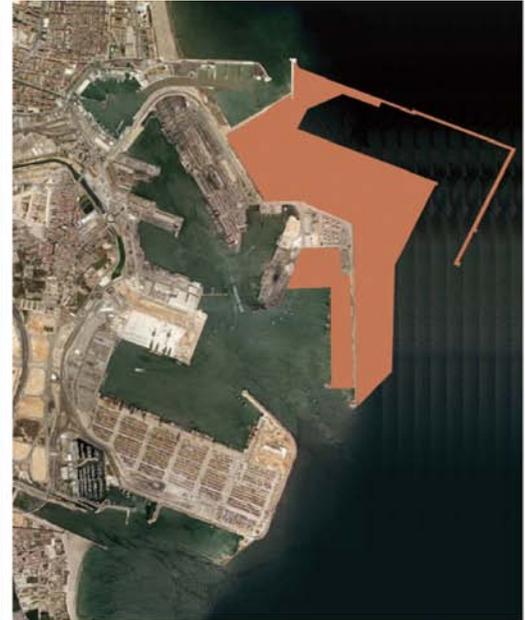
- Independent development between city and port.
- Citizens establishment due to the port (C. XV-XVI).
- Stablished quays since c. XVIII.
- Railroad arrival 1808.
- Missused lands for the port trade.
- Ports growth at the expense of the city: Nazaret, Grao...
- Coexistence problems
- Economy vs citizens.
- Nowadays: approaching works
- Future: integration and sustainability.



Año 1980



Año 2006



Ampliación del puerto prevista en el Plan Estratégico 2015

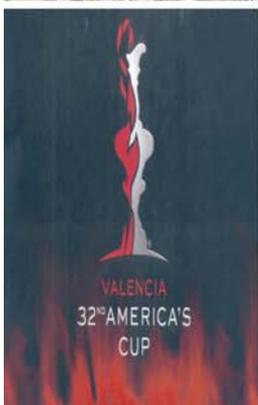
along the new re-routed Turia river. This freed the city from most of the already heavy traffic to and from the port and provided areas inside the port for leisure use, which were de-

veloped and run by the Port Authority under a series of restrictions. In 1997, a new agreement was signed between the City Council and the Port, although this time the

State Central Administration and the Regional Government were also involved. Under this new agreement, the Port Authority decommissioned land in the inner



- Nueva "bocana".
- Canal de Comunicación
- Base para 12 equipos.
- Pantalán de Megayates
- Edificio "Veles e Vents".
- Marina exterior para 650 atraques.
- Paseo en la Marina.
- Centro de prensa.
- Estudios de Televisión
- Aparcamiento subterráneo.
- Urbanización y calles.
- Restaurantes.
- Zonas de ocio y conciertos.





32-33

dock area and handed it over to the city and obviously received compensation in return. This agreement was known as "Balcony to the Sea" and it enabled park areas along the old river bed crossing the city to be connected with the newly-built beach promenade as part of the plans for the Port's Inner Dock area.

Decommissioning the inner dock offered the city a fantastic opportunity to put forward a bid to host the 32nd America's Cup, since the port now had a series of highly suitable land and sea facilities to accommodate the regattas.

The inner dock area was converted in order to bring it up to the standards required for America's Cup. There was a chance to link the inner dock directly with the open sea by digging a channel through one of the quays, thereby completely separating yachting traffic from commercial shipping, and this option was considered suitable.

The entrance to the channel from the sea was designed to accommodate a yachting marina that would serve the city once the event was over.

The port as it is today was completed in record time, resulting in a well-defined commercial area that is separated from the city area and consists of the two sports marina docks joined together by the new channel.

(Source: Generalitat Valenciana)

Sails and wheels to run the city development



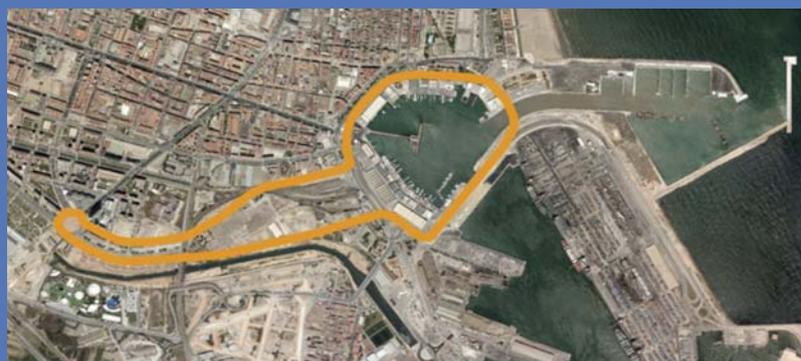
Port: Future interventions. Jean Nouvel and José María Tomás

The choice of Valencia as the host city for the 32nd America's Cup prompted the Valencia 2007 Consortium to promote the International "Valencia del Mar - Marina Real Juan Carlos I" Ideas Competition.

The purpose of the competition was to initiate a series of strategic actions within a defined area of Valencia. The projects had to be capable of generating economic growth and entrants were asked to put forward ideas on how to raise the city's international profile and attract investment in sectors of strategic interest. Plans also had to include suggestions on how push city life towards the coastline by highlighting it as a desirable area, create places for people to come together and propose areas for play, sport, leisure, culture, shops, etc. The projects presented by UTE, involving names such as Jean Nouvel and José María Tomás and by the studio GMP Internacional were joint competition winners.

In 2007, the contract for holding the Formula 1 European Grand Prix in Valencia for seven years starting in 2008 was signed with the company Valmor Sport. The contract ratified the agreement reached by both parties in which Valencia would have the second Formula 1 World Championship city street circuit. Part of the circuit runs through the Port of Valencia.

(Source: Generalitat Valenciana)



Formula 1 Circuit

THE POINT OF VIEW OF THE CITY BY THE ELECTED MEMBER

CTUR Interview collected by Ms Marta Galbis to the Director of Public Works of Valencia Region Mr D. Ismael Ferrer Domingo



What is the importance and the priority level your city/port organization ascribes to the development of cruise tourism? What are the expectations and the expected benefits?

The Directorate General of Public Works, as part of the Valencia Regional Government, increasingly recognises the importance of tourism and cruise ship tourism in particular as an element for stimulating the economy, tourism and urban development in our cities. As a result, we collaborate both with other Local and Regional Governments and the private sector to promote growth.

This recognition also has a parallel at an international level. We feel it is essential for our future expectations in this area to share knowledge and experience with other port cities across Europe. Participation in the CTUR project is a tool and an incredibly valuable platform for this purpose.

The Valencia Region ports hold many attractions for cruise ships: their geographical location and enviable climate as well as their proximity to the city centre and the increasing attractiveness of their cities for tourists. There are three ports on the Valencia Region coast that can take cruise ships: Valencia, Alicante and Castellón (recently upgraded and receiving stopovers since 2010). They are all fully connected to urban infrastructure, roads, trains and even airports. They are easily accessible from any point in

Spain or from abroad, meaning they can be used as ports of call. The economic benefits to Valencia coming out of tourism are undisputable and jobs are being generated both locally and regionally. But the greatest success is the change in the city and in its citizens. Valencia is opening itself to the world with a new image that unites history and tradition, culture and modernity. This reinforces the sense of pride residents feel from living in a constantly expanding city.

Cruise ship tourism is a good example of this. The satisfaction felt by thousands of cruise passengers when visiting our cities during their short stopovers, not only attracts new cruise ships but also lays the foundations for future tourist visits that last longer and can even have a knock-on effect on new visitors.

In recent years an increasing number of cruise companies are choosing to come to our cities. In particular, in 2011 the port of Valencia is expecting to receive 210 cruise ship stopovers and more than 400,000 cruise passengers. Some shipping companies such as the Mediterranean Shipping Company (MSC), the second largest in the world, have chosen Valencia as the central headquarters for their Spanish business and large ships such as the "Queen Elizabeth" and the "Liberty of the Seas" are increasingly being seen in our ports. The expectations are clearly for growth. The opportunity to participate in

European experiences such as the CTUR project bring added value.

Collaboration between various Local and Regional Governments and Organisations involves a great effort of coordination. This is essential so that work by the agents with competencies in the field can produce expected results more efficiently, optimising economic and human resources.

What is the role played by your organization to develop the cruise tourism in the destination and what is, in general, the degree of strategic and operational cooperation with the port authority/city on the specific "Cruise tourism" issue? What are the most positive and the problematic aspects of the city-port cooperation?

The Department of Infrastructure and Transport is responsible for contributing, together with the City Council and the Port Authority, to the development and maintenance of modern, high quality services that welcome cruise tourists from the minute they disembark. We aim to provide access to the city centre with convenient transport connections, appropriate information and with guides and routes so that they get the maximum benefit from the time they are with us. By signing various agreements with the City and other Departments, the Department contributes to urban regeneration in the city's historic districts, improving the urban landscape, the

quality of public spaces and assisting in the recovery of architectural and cultural heritage of the city. It is always seeking to provide public transport for all citizens, improving the economic and commercial fabric, as well as residential provision, supporting the creation of new infrastructure and services and improving quality of life for all users, both residents and visitors.

One of the best known and valued aspects for its positive effect was our cooperation in the organisation of the two America's Cup competitions held in Valencia. This event brought the port closer to the city, with citizens finding new leisure spaces in a part of the city that had been practically forgotten. The new infrastructure created has led to an improved image for Valencia and, at the same time, has acted as a far-reaching advertisement for tourism. The number of visitors to our city has been progressively increasing as a result, and the city is now regarded as an important tourist destination for cruise ships. In an increasingly competitive market in which cities are constantly offering more attractions it is important to develop a differentiation strategy to remain competitive.

What the role - if any - that the development of cruise tourism could

play to support urban regeneration(s) in your city and what could be the role of urban regeneration(s) to develop urban tourism?

Urban regeneration implies many elements and must be seen as an integral approach to the city, which includes the city-port interaction. The intention is to generate and take advantage of the synergies created between the mass influx of tourists into the port and the city they come to visit. Tourists have an important influence on the city and its districts, which must be prepared to welcome them. This calls for an effort in infrastructure and logistics, but at the same time gives the city the opportunity to develop urban regeneration strategies and plans to address the current circumstances. It is also an opportunity to stimulate trade, the engine of regeneration for a city.

Cruise ship tourism demands high quality standards in the cities it visits. Cruise passengers cannot afford to waste any time on their tours, so transport connections to the city must operate smoothly and walking tours must also be available. Passengers must be offered a sufficient number of activities during their stay, related to culture, gastronomy or shopping. There will be many unique yet brief opportunities to show the city at its best. When the city meets

these standards, it is improving itself for tourism in general and achieving a higher quality of life for its citizens.

The relation between urban regeneration and urban tourism is a two-way relationship. The regeneration of historic districts and port areas carried out by Local Government increases their attractiveness to tourists; in turn, the increase in tourism encourages the development of trade and other activities, bringing incentives for private investment, which plays a role in the city's regeneration. This in turn increases the impact on public investment, which again increases the city's attractiveness.

What is your personal opinion on the Local Action Plan proposed in the CTUR framework and do you have any suggestions?

The role of the Directorate General of Public Works has been to join together the efforts of all the agents who with their actions have an impact on tourism with those whose main interest is urban regeneration within the scope of cruise ship tourism. The Local Action Plan does not try to replace specific plans made by the competent organisations. Its objective is to be a starting-point for new interventions by these organisations within an appropriate framework. It is a strategic reference document, validated and

THE POINT OF VIEW OF THE PORT AUTHORITY BY THE PRESIDENT

CTUR Interview, collected Ms Maravillas Sánchez-Barcaiztegui to the **Director of Infrastructures of the Port Authority of Valencia Mr Manuel Guerra**



What is the importance and the priority level your city/port organization ascribes to the development of cruise tourism? What are the expectations and the expected benefits?

The Port of Valencia intends to become an example for cruise ship traffic in the Mediterranean. In fact, in the port expansion plans, a space has been reserved for a cruise ship dock and corresponding terminal or terminals. Such is the interest of the Port Authority in cruise ship traffic that a specific Master Plan is to be drawn up for this type of traffic. This Plan will spell out in detail the cruise ship market in the Mediterranean, predictions for future growth, sizes of the expected ships and the opportunities that the Port of Valencia might have in this very encouraging scenario. The study will help us position the Port of Valencia as a base port (origin or destination) and/or a transit port where cruise passengers only stay for a few hours. We will also find out what types of docks and installations we need and how to adapt our provision to the expected demand.

The need to draw up this Master Plan is a consequence of the increase in the number of cruise ship passengers passing through the Port of Valencia over recent years. If we look at the figures, this traffic has multiplied five-fold from 2006 to 2011, increasing from 90,000 passengers in 2006 to more than 400,000 expected over this year.

With respect to expectations and benefits, cruise passengers are tourists visiting the city, so the expected benefits will be more directed towards shops, restaurants, museums, etc. than to the port. However, port fees will help to recover the investment made in port infrastructure..

What is the role played by your organization to develop the cruise tourism in the destination and what is, in general, the degree of strategic and operational cooperation with the port authority/city on the specific "Cruise tourism" issue? What are the most positive and the problematic aspects of the city-port cooperation?

Cruise ship traffic in the Port of Valencia operates in the zones closest to the city, that is in the transverse Levante and Poniente docks. However, these docks are not sufficient to absorb future demand. The Master Plan for cruises will show the best area on which to build future facilities and will also enable us to study the need to provide complementary activities in the Port (cinema, shops, restaurants) to alleviate the problem of seasonality in the cruise ship sector. These strategic decisions must be taken together with the City Council and with the sectors involved in this traffic so that it can operate in the best possible way. Another important theme in port-city cooperation is the transport connection between this area and the city centre and with other tourist

areas to make passenger movements as easy and smooth as possible. Access from the different passenger destination points must be analysed to find solutions that will benefit everyone. On this aspect, Turismo Valencia is looking at options such as buses to transfer recent arrivals to the centre and the installation of "Valenbisi" points in the port area, that is, bicycles for rental by the hour.

Another important point for strategic cooperation is the airport. If we expect large cruise ships we must be connected by air with other countries and the airport must have sufficient capacity for aircraft bringing cruise passengers.

The arrival of the AVE in Valencia also plays a vital role, with high speed trains connecting the capital of Spain with Valencia in one-and-a-half hours. This is a great advantage, because cruise passengers can reach Valencia by train from Madrid, expanding the hinterland of the potential market for cruise ship customers. Madrid is an international airport, so Valencia can become the cruise ship port of Madrid. Several companies have now signed agreements with RENFE rail company, giving special prominence to the "Port of Atocha" and referring to Madrid's Atocha train station as a direct destination from a range of ports. It would also enable an excursion to Madrid from the Port of Valencia to be offered for cruise passengers in transit.

The Port of Valencia's cruise ships strategy over the next few years must take into account all these parameters and work towards having the very best infrastructure and port facilities and the very best city.

Cooperation, or the port-city relationship, is always positive; the port lives with the city and the city lives with the port in the friendliest way. In fact, the port has removed the rail level crossing in front of the maritime area adjacent to the city and given this space over to a large sports marina for boats, sailing boats and yachts along with an adjoining area enabling citizens to stroll around the port and enjoy the restaurants, terraces, leisure areas and sea views.

What the role - if any - that the development of cruise tourism could play to support urban re-

generation(s) in your city and what could be the role of urban regeneration(s) to develop urban tourism?

Tourists coming to Valencia, whether cruise passengers or otherwise, frequently visit our city's old quarter. Any actions leading to regeneration of the old quarter or the other areas through which tourists pass will have a very positive impact on the image of Valencia they take away with them. The better the city's image, the more tourists will want to visit it. So you can see that Valencia's urban regeneration and cruise ship traffic are intimately related.

Cruise ship passengers are tourists who will only spend a few hours in the city. But this approach to Valencia can result in visits to inland areas, involving a longer stay in the city and an increase in the amount of money they will spend here.

What is your personal opinion on the Local Action Plan proposed under the CTUR framework and do you have any suggestions?

The Local Action Plan presents very positive and interesting ideas that the various project participants and members of the local action group can carry out. Many actors are connected by cruise ship traffic, in fact the Port Authority is one of these, but both local and regional government, traders' associations and other private sector actors can have much to offer, ensuring that cruise passengers feel comfortable in Valencia and the cruise is only a foretaste of a future stay in our city over a longer period. Some of the initiatives in the Local Action Plan are already under way or operating well; others will be implemented in the medium and long term.

THE SHOPPING EXPERIENCE AS TOOL OF REGENERATION



The city of Valencia introduced as case study a peculiar experience which focuses on the enforcement of shopping activities as tool for urban regeneration, showing how shops worked and still work with the city development department. It is impossible to divide tourism from shopping and trade: trade lives and grows through tourists and vice versa.

In the city centre of Valencia three different contexts can be identified: the historical centre, the tourist area and the shopping area. By identifying the most important shopping activities, the city administration organized some tours or rather "shopping trips" in which tourists can walk past more than 100 shopping windows.

The city arranged with the Shopping Centre Abierto, one of the largest in Europe, an integrated strategic plan to carry out a real improvement of shopping activities, which started already in 2004 and combines:

1. **Strategic plan for business** which proposes language courses (especially for English) for traders, opening the shops also at mid day, and arranging a series of communication initiatives to inform shop keepers about cruises' timetables, types of tourists arriving in town. The plan also tries to establish a city-port link, providing an info-point about shopping activities in the port area and offering comfortable connections to the city centre
2. **Plan Arteco**: the strategic plan is the occasion to renew and refurbish public spaces in the city centre, particularly those spaces with negative features. Interventions on the urban tissue focused rather on the pedestrian routes and connective spaces
3. **Plan for communication** in order to renovate the image of the city, involving the tourist sector

Source: Ctur second thematic journal

THE POINT OF VIEW OF CTUR



CTUR Lead Expert Vittorio Torbianelli

The city of Valencia has been able to meet the challenges posed by modern times by implementing an economic and urban transformation process targeted to emerging markets like low cost youth and family tourism, which is based on air flights and concerns locations that offer seaside resorts, historical heritage and new sites (for example the aquarium and the Ciudad de Las Ciencias di Calatrava), as well as

tourism concerning major sport events and obviously cruise tourism. Valencia has been able to offer attractions and services for cruising in a fast and practical way, thus avoiding more conservative and obvious mistakes. The most brilliant example of Valencia's approach is the fact that in spite of the high passengers number no new cruise terminal was built - its usefulness would have probably been limited - while faster and more viable solutions were opted for. A full scale integration of the city's economic system with the cruise business has yet to be developed (for

example, it is important to optimise shopping opportunities in the city centre, but the trader association is working on this), but the steps taken so far are promising. Obviously, the complete and continuous physical connection between the cruise port area and the city has still to be set in place, but the development plans for transport networks and the revitalisation plans for the neighbourhoods in the port area, along with the great urban development measures planned for that area, are important steps in the right direction.

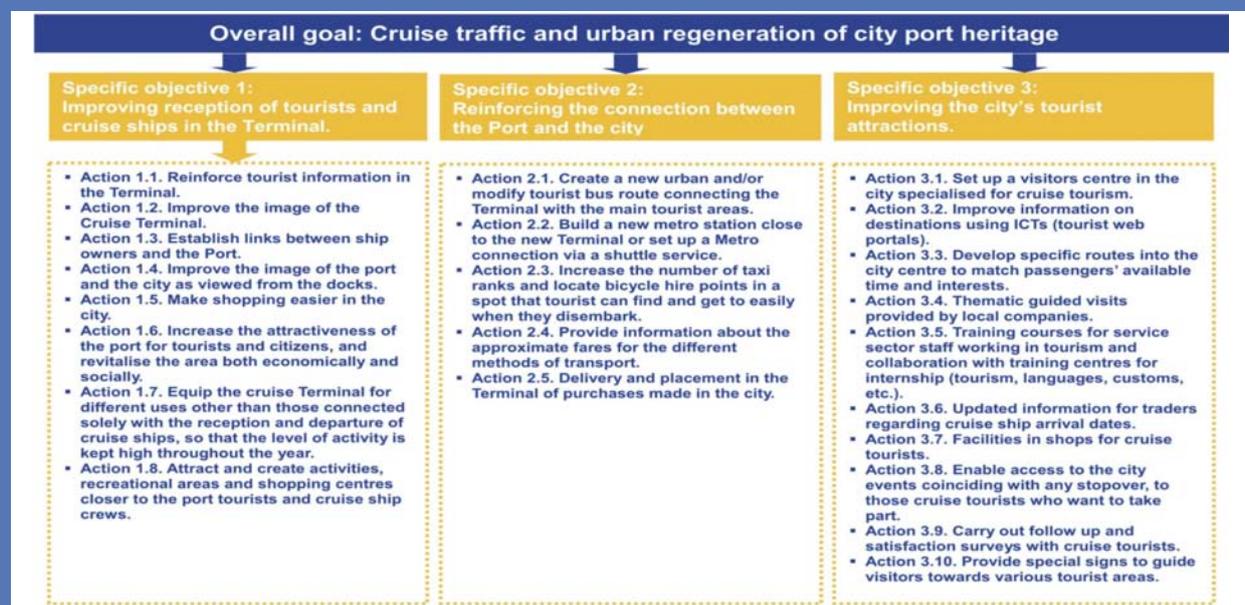
The Valencia Local Action Plan

With reference to the cruises in Valencia, a series of deficiencies have been identified in three areas: the port, the connection to the city and routes around the city. These are to be addressed by the Local Action Plan. The opportunities offered by the new intervention plans for the city and its connection to the sea must also be taken into account: expansion of the Port, which implies the creation of a new cruise terminal; drafting of a Master Plan for port management and the new terminal; new public transport routes bringing the port closer to the city; and the new port image, which is the result of the interventions made to host America's Cup. The study can therefore be split into three different areas:

- 1) the port; 2) the connection between port and city; 3) the city.

The purpose of the Local Action Plan is to be a strategic reference document, a starting point for new interventions that will be implemented within the appropriate framework and by the responsible administrations and agents who have competence in the area. This will be a validated document agreed by everyone. The CTUR project is focused on the connection between the cruise terminal and the city: the distance between the current terminal or the new one and the port complex as well as transport to the city centre.

The Local Action Plan sets out three specific goals articulated in different actions:



Valencia port: one name, three ports.

Referring to the port's activity itself, Valencia port comprises the ports managed by the Valencia Port Authority: Valencia, Sagunto and Gandía. This strong combination makes it Spain's leading Mediterranean port in terms of commercial traffic, basically containerised cargo, particularly because of its dynamic area of influence and an extensive network connecting it to major ports around the world. Throughout 2008, over 59.7 million tons went through the ports of Valencia, Sagunto and Gandía.

Valencia port ranks first in Spain in terms of container traffic apart from being among the top ten European ports and top fifty world ports in container handling. The Port of Valencia also handles regular passenger traffic to and from the Balearic Islands and Italy and also has an emerging cruise ship market. In order to support this level of activity, Valencia port has modern facilities equipped with competitive services covering a total area of approximately 600 ha., approximately 300 hectares of total tank area, with over 12,000 linear metres of quayside, of which 4,000 metres have water depths of 14 metres or more.

Valencia port is the optimum choice for shipping lines of all kinds, because it has a powerful area of direct influence - among the most dynamic in Europe - and it is located only a short distance from countries in southern Europe and northern Africa:

- Valencia port's direct area of influence encompasses a radius of 350 km, which generates 55 percent of Spain's GDP and includes half the entire working population of the country.
- Valencia port provides direct or indirect employment for over 15,000 people and generates business worth over 1.1 billion euros.
- Apart from being located in the heart of the Region of Valencia, Valencia port has highly convenient road and rail connections to the centre of Spain, making it the ideal natural port for Madrid, and an essential platform for Iberian Peninsula.

- As a hub port on the Western Mediterranean, Valencia port enables goods to be distributed efficiently within a radius of 2000 km, not only to countries in the south of the European Union, but also to countries in northern Africa - Morocco, Algeria, Tunisia and Libya - representing an immense market of 243 million consumers.

Valencia port offers a complete network of connections to more than 850 world ports via:

- Over 140 regular lines, among which are the main international maritime companies.
- Multiple regional connections that provide goods transport with a high degree of capillary flow through Valencia port

In addition, there is an advanced network of land road and rail links (toll-free dual carriageway to Madrid) with good connections to major production centres on the peninsula. There is also quick road access - 15' trip - to the international airport.

(Source: Generalitat Valenciana Valencia Port Authority <http://www.valenciaport.com/en->)

Cruises in Valencia: recent but successful story

Cruise tourism in the Port of Valencia is relatively recent; cruise ships began stopping here 11 years ago. Some 214 cruise ships are expected in 2011, bringing more than 400,000

passengers into the city, not counting the crews.

The strategic position of the Port of Valencia within Spain allows for easy connections with passengers' home countries and its size means that the Port can accommodate large vessels. But the current situation of the Cruise Terminal, in a controlled area and surrounded by goods transport infrastructure, makes pedestrian access difficult. Valencia is not yet ready to host some types of cruise tourism, as these visitors have special schedules and requirements. In particular, they generally only stay for one day, so shops and cultural attractions must stay open throughout the duration of their visit to ensure mutual advantage.

At the same time, a study is needed on the route taken by cruise ship passengers coming into the Port of Valencia, both when they visit the city, either on organised tours or independently, and when they stay on board and "take a stroll" around the area where their ship is berthed (this would apply both to the present Terminal building and the future one). The analysis should also assess how other cruise ship ports are competing. Guided tours are currently organised by General Agents not based in Valencia, who sell them to cruise companies, which then sell them on to passengers. This type of organisation is not flexible enough to cater for the various unforeseen changes to arrival and departure times caused by circumstances such as weather conditions or events taking place in the city.





WHO WE ARE: MR CÉSAR JIMÉNEZ ALCAÑIZ MANAGER OF THE RIVA OFFICE - CTUR PARTNER

I was born in Llíria (Valencia) in 1962 and completed my Architecture studies in the specialities of Building (1989) and Urbanisation (1991) at the Universidad Politécnica de Valencia (UPV). I was then given a grant by the UPV (Erasmus) to undertake postgraduate studies at the “Universita degli studi de Firenze” (Italy). It was during this period that I had the opportunity of discovering architecture and town planning in Renaissance Italy and techniques for rehabilitating the historic city.

After a short period as Municipal Architect, I became an Urban Rehabilitation Technical Expert for the Valencia Regional Government, a post I still hold today. As Manager of the RIVA-Ciutat Vella Office (1996), I coordinated rehabilitation works in the historic centre of Valencia on behalf of the Valencia Regional Government under the RIVA-Ciutat Vella Plan. I also had the opportunity of leading the INICIATIVA COMUNITARIA URBAN (Urban Community Initiative) for the Velluters District. I currently manage the RIVA-Russafa Office (2007) in which the process of recovering the historic centre is being repeated, but this time in the Russafa District, an area that was consolidated as part of the city during its expansion in the 19th century.

In the RIVA Office, I have participated in various European projects on aspects of urban renovation: MED-INT and Citiz@move (URBACT), Grands Travaux (Interreg III-C), Restauro and Restauro_net (Interreg II/III-B Meddoc) and in particular, I was Project Manager for Proyecto Valuo (Interreg III-B Sudoe) in a study that enabled relating public investment in rehabilitation areas to the socio-economic recovery process in these areas and systematised an analysis and programming methodology.

Currently, the RIVA office is part of the Directorate General of Public Works and, in line with current trends, is reformulating programmed interventions incorporating sustainability criteria. I have participated as expert in the ongoing ABCDéveloppement (Interreg IIIC) and CATMED (MED) projects, of which the Valencia City Council is a member. The conclusions of both projects will help design future actions in the district.

I am currently coordinating the Bureau of Construction Management within the framework of the Valencia Regional Government Forum for Sustainable Building and am a member of the Spanish Energy Technical Platform, within the POWER HOUSE EUROPE project led by CECODHAS in Europe and AVS in Spain.

I have taken part in various national and international forums and training courses and have written specialised books and journal articles on Historic Centres, Urban Rehabilitation and Sustainability. I also collaborated in different phases of development of the Strategic Plan (Sirchal) for the City of Valencia (Venezuela) in 2002, for the city of Morelia (Mexico) in 2004, for the city of Salvador de Bahia (Brazil) in 2009 and the city of León – Guanajuato (Mexico) in 2010.

The CTUR project has been an opportunity to open new lines of research that has enabled linking cruise ship tourism and urban rehabilitation through all the agents involved in this process. Interaction with other members and technical visits to the other participating cities have been very productive as well as a great experience for me



WHO WE ARE: MS MARTA GALBIS MANAGER OF THE RIVA OFFICE - CTUR PARTNER

I was born and grew up in Gandía (Valencia) on 13 July 1977 and in 1995 I moved to Valencia, where I currently live. I finished my architecture studies at the Higher Technical School of Architecture, obtaining a degree in Construction Law. After leaving university, I started working for Gandía City Council in the Projects and Investments departments.

I have been working in the RIVA Office as an architect in urban regeneration management and planning since 2004, first in the Ciutat Vella and now in the Russafa districts (Valencia).

In the RIVA Office, I have also had the opportunity of participating in several European projects as technical coordinator: MED-INT and Citiz@move (URBACT), Grands Travaux (Interreg III-C), Restauro.net (Interreg III-B Meddoc) and Valuo (Interreg III-B Sudoe). I have also collaborated as expert in the ABCDéveloppement (Interreg IIIC) and ongoing CATMED (MED) projects. Currently I am participating in the Bureau of Construction Management within the framework of the Valencia Region Forum for Sustainable Building.

The CTUR project has given me the opportunity of learning about new aspects of urban regeneration and of learning about the port, an area where I had no previous experience. The LSG work method, which we have already trialled on other projects, has served to improve communication between the city and port and to set up new links between the agents involved. I have also enjoyed getting to know the other CTUR members and visiting their cities and ports. This has been a great opportunity for exchanging knowledge and experiences. All I have to do now is take a cruise!



URBACT is a European exchange and learning programme promoting sustainable urban development. It enables cities to work together to develop solutions to major urban challenges, reaffirming the key role they play in facing increasingly complex societal changes. URBACT helps cities to develop pragmatic solutions that are new and sustainable, and that integrate economic, social and environmental dimensions. It enables cities to share good practices and lessons learned with all professionals involved in urban policy throughout Europe. URBACT is 300 cities, 29 countries, and 5,000 active participants. URBACT is part-financed by the European Union (European Regional Development Fund).

CTUR is a thematic network of the URBACT II Programme that focuses on the theme of *Cruise Traffic and Urban Regeneration* of city port heritage; it enquires into how port cities can be productive and no longer simple transit areas through cruise tourism activity.

Its partnership is composed of different realities which allows a fruitful cooperation: Naples (as lead partner and theme promoter), Alicante, APDL (Port Authority of Douro and Leixões), Dublin, Helsinki, Istanbul, Matosinhos, Naples Port Authority, Generalitat Valenciana, Rhodes, Rostock, Trieste and Varna. The activities are supported by the International Association of Cities and Ports (AIVP).

The themes underlying the connection between cruises and cities and on which the CTUR project is based are multifaceted: governance, image of port cities, infrastructural systems, urban tourism, creation of cultural attractions through new types of architecture, re-launching urban/port historical heritage, commercial and general economic development with positive effects on employment and social welfare.

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ITALY : <http://www.unich.it/dart/urbact/urbactII.html>

GERMANY : <http://www.oerok.gv.at/contact-point/urbact.html>

SPAIN : <http://www.ecosistemaurbano.com/urbact>

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