

CTUR *citynews*

N. 2/ 2010
CTUR Thematic Network
URBACT II Programme

CTUR IN MATOSINHOS PORTUGAL

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The CTUR Thematic Network tour left the Black Sea to arrive as second stop to the Atlantic Ocean.

Matosinhos City Council and APDL / Port Authority of Douro and Leixões, the Portuguese seaside resort on the Atlantic Coast in the Oporto Region, hosted the second seminar of the project CTUR, *Cruise Traffic and Urban Regeneration of city-port heritage*, which is part of the Territorial Cooperation Programme URBACT II, 2007-2013.

City Council/ Port Authority for the development of the port city area: cooperation is the keystone to success.



Introduction to the 2nd seminar in Matosinhos (Portugal)



CTUR Lead Partner Gaetano Mollura

This second issue of CTUR citynews is a 'tribute' to the city of Matosinhos (Portugal) which welcomed the CTUR second seminar – thematic conference on the theme of “**Transforming, regenerating, adapting the physical and environmental components of the port-city system**”, with the sub theme of **attractiveness of port city**, on June 15-16 2009.

In particular, the CTUR seminar was hosted by two CTUR partners: the **City Council of Matosinhos** and **APDL** - the Port Authority of Leixões.

The Matosinhos seminar was really important to verify on the site the results obtained, in terms of urban redevelopment and economic growth, thanks to the “happy cooperation” between the city and the port. The most important lesson learned is that a recipe or rule/regulation doesn't exist for obtaining a good **governance** of a conflict area as the one of the city/port.

It depends exclusively on people and only their wisdom can give positive answers both for the city and the port.

So in Matosinhos it is possible to walk through the harbour areas, now part of the city, and appreciate the buildings redevelopment finalised to restoration and free time activities (bars, restaurants), which animate the area even during the night or get on a boat now transformed in a hotel.

In addition the future realisation of a new terminal, a modern architectural project, innovative symbol for the city image, will improve the cruise tourism welcome, being at the same time an attraction for inhabitants.

As URBACT II Programme foresees that each partner of the network should produce a Local Action Plan, from this issue we will give place to new initiatives activated in the host cities for the construction of the LAP expected.

For those who is interested in consulting the 1st issue of Ctur citynews and/or have more information you can have a look to the website www.urbact.eu/ctur.

Finally I highlight the activation of URBACT information Points in the different European national languages. Actually, the URBACT Secretariat communicated: “URBACT has selected 17 National Dissemination Points which are really websites specialised on urban issues that disseminate and collect information for URBACT in each country's language.

Every month, URBACT National Dissemination Points publish the URBACT News bulletin, a short newsletter in the National language targeted towards urban practioners, civil servants and local politicians. They also publish general information on the URBACT Programme and on URBACT cities in their countries. Thus you regularly have access to URBACT news and results in your own language”. Regarding CTUR Network we have the following National Dissemination Points related to the following CTUR Partners:

Rostock - German Language: OEROK in Austria and Deutscher Verband in Germany

[http:// www.oerok.gv.at/contact-point/urbact.html](http://www.oerok.gv.at/contact-point/urbact.html)

Naples and Trieste - Italian Language – University of Pescara, faculty of Architecture, Department Environment Networks and Territory: <http://www.unich.it/dart/urbact/home.html>

Varna - Bulgarian Language – National Association of municipal Clerks in Bulgaria: <http://www.namcb.org/>

Alicante and Generalitat Valenciana - Spanish Language - Ecosistema Urbano: <http://ecosistemaurbano.org/urbact/>



CTUR Partners:

- City of Naples (Lead Partner - Italy)
- City of Alicante (Spain)
- City of Dublin (Ireland)
- City of Helsinki (Finland)
- City of Matosinhos (Portugal)
- City of Rhodes (Greece)
- City of Rostock (Germany)
- City of Trieste (Italy)
- City of Varna (Bulgaria)
- Naples Port Authority (Italy)
- Port Authority of Douro and Leixões (Portugal)
- Valencia Region (Spain)
- Istanbul (Observer partner - Turkey)
- AIVP (International Association Cities and Ports)

CTUR PARTNERS IN MATOSINHOS



All CTUR Network participants

Gaetano **Mollura** Lead Partner City of Naples (Italy); Joseph **Tomatis** CTUR Lead expert, Carine **Guidali**, CTUR Thematic expert, Pauline **Geoghegan**, CTUR Thematic expert; Greta Marini AIVP, Sara **Prieto Vidal** City of Alicante (Spain), Eileen **Quinlivan** Dublin City Council (Ireland); Tuija **Haaviko** and Jari **Huhtaniemi** City of Helsinki (Finland); Fiorinda **Corradino** and Barbara **Casolla** Naples Port Authority (Italy); Elisabetta **Boglich** and Raffaella **Terpin** City of Trieste, (Italy); Marta **Galbis Rocher** Valencia Region (Spain). Rhodes (Greece), Rostock (Germany) and Istanbul (Turkey - Observer partner) apology for their absence.

URBACT II
CTUR

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

Second Seminar - First Thematic Conference
"the physical and environmental approach"

Matosinhos (Portugal)
"A new cruise terminal. Challenges and opportunities to the surrounding area and the Northern Portugal"
15th and 16th June 2009

Naples (Italy) - Lead Partner
Matosinhos (Portugal) - Host Partner
Port Authority of Leixões(P)-Host Partner
Port Authority of Naples(Italy)
Varna (Bulgaria)
Alicante (Spain)
Rhodes (Greece)
Rostock (Germany)
Dublin(Ireland)
Trieste (Italy)
Helsinki (Finland)
Valencia Region (Spain)
Istanbul - observer partner (Turkey)

Project co-financed by the
EUROPEAN UNION
European Regional Development Fund

www.urbact.eu/ctur

The welcome of the City of Matosinhos and the Port Authority of Leixões (APDL) representatives

"A new cruise terminal challenges and opportunities to the surrounding area and the northern Portugal" – 2nd CTUR Seminar – June 2009

The Mayor Guilherme Pinto, the Deputy Mayor Nuno Oliveira and the President of APDL/ Port Authority of Douro and Leixões, João Matos Fernandes welcomed the CTUR participants.

The seminar was carried out against the background of the exemplary port city cooperation in Matosinhos. On the first morning it took place in the Council Chamber of the City of Matosinhos, and on the second day in the APDL Training Centre.

During the afternoon of the first day a site study visit was organised to the Port area of the Port of Leixões, and to amenities developed and upgraded by the city to support the improvement of the port functions. This included the re-use of former port heritage buildings to house new functions such as training centre and port operations. The re use of former warehouses within the docks area as a jazz club accessible to the public also provided participants with an innovative example of port heritage contributing to the attractiveness of the city for tourists.

Presentation of the plans for the new cruise terminal in Matosinhos, incorporating a university research facility, is an example of a partnership which has levered European funding to provide state of the art facilities to host cruise tourism in the near future.

At the same time it is acting as a catalyst for the overall urban upgrading of the nearby traditional residential and restaurant quarter.

Participants of the CTUR hosting partners

- **City of Matosinhos– Portugal:**
Mayor Guilherme Pinto, Deputy Mayor Nuno Oliveira, Elsa Severino, Joana Moreira

- **APDL Port Authority of Douro and Leixões - Portugal:**
João Matos Fernandes, President of Leixões Port Authority, Amélia Castro, Cândida Moura, Mário Leitão, José Bártolo (Local Support Group members)

- **Managing Authority:** Fernando Gomes

CITY OF MATOSINHOS & PORT AUTHORITY OF DOURO AND LEIXÕES (Portugal): “MATOSINHOS A BEAUTIFUL TOWN DEVOTED TO CULTURE”

The presentation of the City of Matosinhos & Port Authority of Douro and Leixões, by the local authorities during the opening meeting

Matosinhos is located just on the Atlantic coast, in the Oporto region, an area characterized by a continuum of urban agglomerations – in fact a metropolitan area – connected by a dense network of infrastructures. The distance between Matosinhos and Oporto is around 9 Km.

The Porto/Matosinhos/Gaia area amounts to a population of 1 Million. On its own, Porto has just 200,000 population, so it only ex-

ists with the two other cities. The total Metropolitan area consists of 16 cities. It is notable that taxes mainly come from the Municipality (70%), and 30% from the national level. So far there is no metropolitan tax. The municipality pays € 40 000 per annum to the Metropolitan area. The mayors of the 16 cities elect the Mayor of the Municipality. The regions are not political, just ‘administrative’.

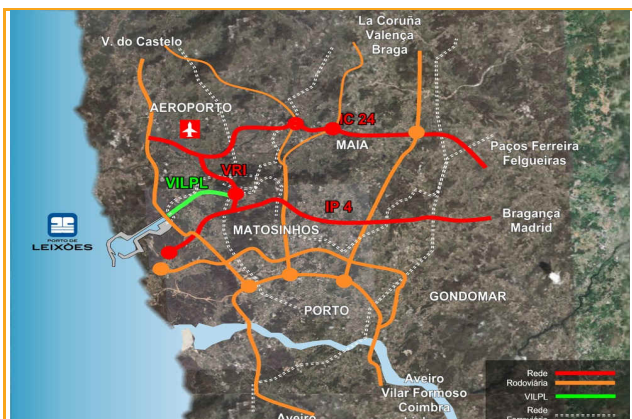
The origin of Matosinhos is very old (the first official recording dates from 1258), but the origin of the seaport of Matosinhos is rather recent if compared with the Porto’s one.

Porto is a historic “river port” city, on the river Douro, today located

at a distance of around 6 Km from the Sea-coast.

As ships grew in size, they could no longer access the port of Porto, so it was decided that Matosinhos was the best place to build a new harbour. It grew and became the safest harbour on the coast. The name of the port of Matosinhos is “Porto de Leixões”.

The so called “Greater Porto Region” is a diversified region in the production and in the consumption; it follows that the port of Matosinhos is a multifunctional port, well connected to a dense infrastructural network, where the role of the general cargo (and in particular container) is growing.



The city

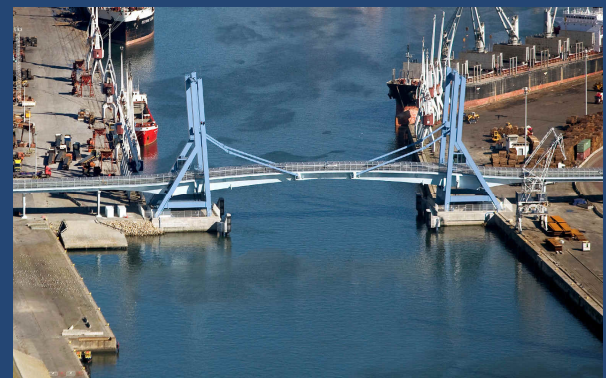
Location : Portugal, in the metropolitan area of Porto
 Population : 169 303 (2009)
 Number of people in employment : 78 877 (2001)
 Unemployment rate : 8 % (2001)
 Income per capita: tbc

The port

Ranking : international - second port of Portugal
 Administrative statutes : State port managed by a Private limited Co.
 Total traffic : 15 m. G.T. (2007)
 Container traffic (EVP) : 433 437 m. TEU (2007)
 Total passengers : 15 863 pax (2007)
 Cruise passengers : 15 863 pax (2007)
 Direct employment : 5 800
 Indirect and induced employment : 9 200

Source: CTUR Baseline Study, Rachel Rodriguez Malta

A new drawbridge interconnecting the city



A new bridge, connecting the North to the South parts of the Port of Leixões allows bigger ships to enter the inner harbour. A quicker operation means that the time the road connection is closed is now much shorter than previously, thus reducing traffic congestion in the city and allowing a better accessibility between the two parts of the city. “Since the building of the new bridge more people like the port”, Mr. João Matos Fernandes, President of APDL said *during the meeting*. There are also high expectations for the new cruise terminal and the improved accessibility is an important factor for a successful development of the multifunctional area of the new cruise terminal.

Matosinhos faces the cruise challenge through a “city-port” integrated terminal

A developing “cruise tourism” location

“Cruises call at port of Leixões because this is a small town with many attractions in the core of a very important region: the ‘best port’ in Portugal, with an airport close by, modern industries (especially newtechnology), a fishing port, and a site well known by good sailors”, Mr. João Matos Fernandes, President of APDL said, presenting the port to the CTUR partner.

Matosinhos is “a beautiful town devoted to culture” with growing tourism activity: there are public works of art, and modern architecture, the beaches have been improved, and the old town can be considered ad the “dining room of Portugal”, with its street of typical fish restaurants. Now a big effort is being undertaken to make the port of an even better place. The harbor is at the centre of the town, dividing it into two parts, connected by a bridge, recently improved.

The cruise business is increasing in the region and the port is a member of the “Cruise Atlantic Europe” network, with other ports; previously the Atlantic ports were not a destination, so ports at one overnight distance from each other cooperate together, for example Bilbao, St. Malo, Brest, Cork etc. They are each valorizing their heritage, with new neighborhoods and a new urban population. APDL, the Port Authority, manages the cruise terminal, a small passenger station on the North bank of the port: this building is one of the most beautiful architectural examples of the 60s and in Matosinhos and is classified as an Architectural and Historical Heritage of the city of Matosinhos.



The need of a new cruise terminal

However, the main issue to be addressed is the lack of appropriate infrastructures to accommodate the most modern cruise ships and attract cruise lines to port of Leixões. This fact explain why, among the plans carried on by APDL and supported by other local stakeholders, a new cruise terminal, of high architectural quality, has been planned on the southern area of the port. It is necessary not only to serve that 5% of cruise passengers who would walk in the area of the port rather than take excursions elsewhere, but also to support the strategy aimed at developing Matosinhos as a “turnaround” port for cruise lines.

Moreover, through its architectural and functional feature, the new terminal not only should induce new tourist flows but could support the development of the port/city relationships. These targets are clearly identified Matosinhos Local Action Plan, strongly supported by the LSG and the **new Cruise terminal itself** is a key element of

the Matosinhos CTUR “Local Action Plan”. It consists of a new Cruise Quay, Passenger Station and Nautical Recreation Area.

The functional mix of the new terminal: from cruises to science

The new cruise terminal will have a berth that will allow ships of up 300 m long and up to 10m deep to berth, a Passenger Station building with several amenities for transit cruise liners or turnaround cruise vessels, which will also includes a Maritime Research Centre, A Nautical Recreational Port for 300 vessels and essential support services for vessels as well as parking areas for coaches and vehicles, and direct access from the city to the Terminal.

In particular, the new terminal will host research laboratories and some halls dedicated to science educational activities. A feasibility Study and Definition of the Business Model for the New Cruise Terminal of Port of Leixões has been followed by a public tender. Indicators show that up to 100 cruise ships and 108.000 passengers can be expected.

A terminal for cruises, research, business innovation and leisure

The new cruise terminal, and more in general the whole waterfront area, will not function as a multi-functional space, considering that the area includes:

- a special zone for the new maritime Business Incubator (in the old former health inspection building);
- a business park area;
- the Training Centre of APDL;
- a special area for researcher's residence, to locate in Matosinhos South.

The new "terminal", in particular, as already happened with further restored buildings located in the port area, will become a nursery for enterprise and a space for scientific dissemination. This project embodies a new way of looking at the Sea, as an important resource to explore in many directions, stimulating new ideas and new innovative and sustainable projects, promoting the existing interaction between the port and the research and innovation entities/activities, with the development of the Science Park and the Sea Technology Centre.

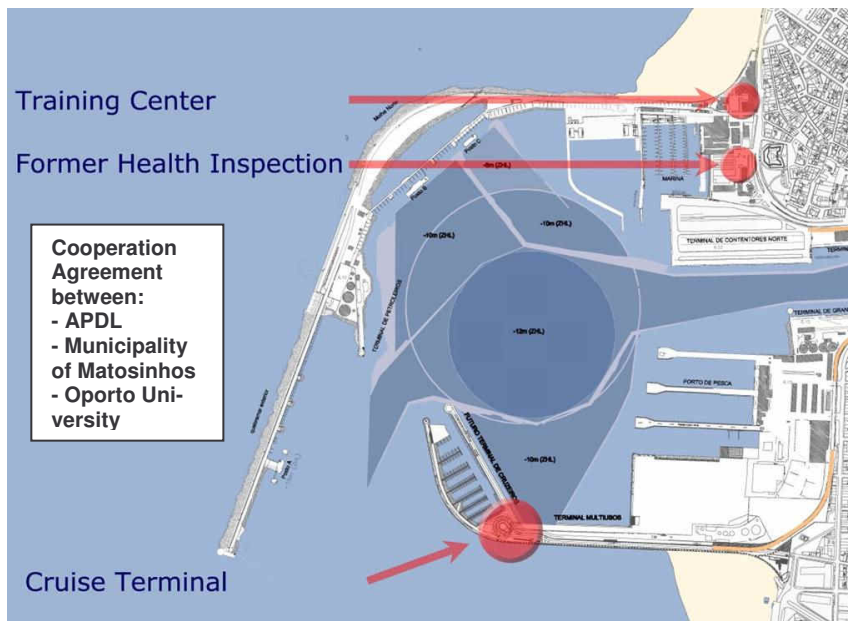
Some laboratories have chosen port facilities as location by now; the Maritime Research centre, a new location for maritime business, and incubators, has been established within a former port health inspection building. The municipality has played an important role in this, by providing further space for the new businesses when they leave the 'incubators'.

With the aim of supporting the development of research activities, a Cooperation Agreement was signed on 19 February 2009 between APDL (Port Authority), the Municipality of Matosinhos and Oporto University.

The challenge for the community is now to carry on an organizational program able to guarantee that the spaces available in the terminal will be absorbed by appropriate and valuable activities.



Port of Leixões: The spaces of the new Cruise terminal dedicated to research and science dissemination



Source: PPT APDL

The project includes maritime infrastructures (a new Cruise Quay for vessels up to 300 meters in length the building area, a Nautical Recreational Port for 170 vessels with the essential support services and parking areas) and the Terminal Building (a Passenger Station building for transit cruise liners or turnaround cruise vessels, which will also include the Maritime Research Centre, in promotion by the Oporto University).

The works on maritime infrastructures are in progress since October 2009 and APDL expects them to be concluded in May 2011. The construction of the

new cruise terminal building is expected to begin in August 2010.

With this investment APDL expects to get additional cruise activity as well as external benefits to the community, quantifiable as follows:

- 38 additional cruises per annum in Leixões;
- 68 thousand Passengers more yearly, generating about 10 millions Euros of positive externalities;
- 17 thousand Nautical Passenger more per year, with a predictable value of about half a million Euros of positive externalities;

- 38 thousand Crew members more per annum, generating about a million Euros of positive externalities;
- 210 new direct jobs.

The new cruise terminal does not appear as an "isolated facility", being integrated into an area covered by the so called "Quadra Maritima regeneration plan" (see below), a strategic plan aimed at redeveloping the wide urban area facing the core area of the urban waterfront.

Source **meeting report by Pauline Geoghegan**



The sites of the "Logistics Platform" around the Port of Leixoes

The development plans of the commercial port of Leixões and its logistics area.

The port of Leixões is not just a port for cruises: it is a rather important European commercial port, even if it is relatively recent. As ships grew in size, they could no longer access the river-port of Porto, so it was decided that Matosinhos was the best place to build a new sea harbour. It grew and became the safest harbour on the coast. It is strategically part of the Metropolitan area of Porto, Gaia, Leixões and Matosinhos, which overall has 1.5M inhabitants.

The port of Leixões handles different types of cargoes and, without being an "old" port, however it is:

- multifunctional and diversified with thousands of industries exporting different products to different markets;
- in a privileged market position, in relation to road links and the sea: 80% of the Northern region of Portugal and its 3M inhabitants are within a 50 km circle. It is the second busiest port in Portugal.

The commercial port is located in the urban area: a good site, close to industries and transport infrastructures, in the core of the regional catchment area.

The development plans for the commercial port foreseen: a multipurpose terminal (Roll-on/Roll-off and no pollution cargo, Short Sea Shipping lines); new logistics facilities in the nearest port region ("Logistics Platform", planned to induce further employment and value added logistics services); a new road "Port Main Gate"; a new internal road connection to the Port of Leixões.

THE POINT OF VIEW OF THE CITY BY THE ELECTED MEMBER

CTUR Interview, collected by Mrs Joana Moreira (Municipality of Matosinhos – Strategic Management Department), to the deputy mayor of Matosinhos Mr. Nuno Oliveira

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?

Matosinhos is a young, vigorous and lively town, where the tourist can experience a variety of cultural and leisure activities. The Matosinhos gastronomy is very renowned, mainly for the fish restaurants. Surrounding harbour it is possible to find fine restaurants or simple grills on the street, where the fish and seafood are cooked. The city also offers a link to the past through its beautiful monuments and museums, popular festivities and itineraries where tradition and change walk together. Many sports and leisure activities give the beaches a unique atmosphere, where Matosinhos shows its real leisure potential. In this context, the requalification of the Matosinhos maritime waterfronts gave a new life to these areas. This is an example of what Matosinhos has to offer to the cruise tourists. However, cruise passengers arrive in Matosinhos to visit Oporto, a city with more impact on the international tourism. The New Cruise Terminal is an important facilities to develop the cruise tourism in Matosinhos. In this perspective, city and port will cooperate in this big project to promote the tourism development, not only in the Oporto Metropolitan Area but also in the North Region of Portugal. The New Cruise Terminal is also an excellent structure to the development of the tourism sector, the mobility in the city, the culture and innovation, the urban space and the economic activities upgrade.

Matosinhos expect that the cruise tourism bring more tourists to the city: to eat in the excellent restaurants, to enjoy the beautiful landscapes, to experience the variety of leisure activities and to shop in the commercial streets.

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 municipality of Matosinhos looks upon the cruise tourism as a great opportunity for city development. With the New Cruise Terminal, the number of cruise tourists will increase and the city must be prepared to receive them. In this perspective, the role played by the municipality is to plan the city in order to offer an excellent tourist destination, without compromise the residents places and routines.

The Quadra Marítima Project is an example of the municipality intentions to the harbour surrounding area. This project occupies a total area of 96 hectares and includes many interventions in the territory: the beaches and the waterfront, the Municipal Market, the fishing port, the commercial areas, the restaurants and the Álvaro Siza's house. In this context, the municipality has developed or is developing many projects in different areas of intervention:

- Projects for culture and innovation: Sea Pole; QUADRA Building; Urban Art; enhance beach and sea sports;
- Projects for mobility, public space and new activities: New Cruise Terminal; renewal of the streets surrounding the south part of the harbour; enhance the relationship between public space and restaurants; 3 new bicycle ways; new service of bike-sharing;
- Projects for enhancing economic activity and public space: improvement of restaurants' service quality, improve actual commerce and attract new one, municipal market renewal.

The municipality of Matosinhos and APDL have been developing common projects in order to improve the city-port interface. This city-port cooperation and dialogue is very important to a strategic urban development. When both entities work in the same direction, the project's success is guaranteed.



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?

In our case, the New Cruise Terminal building and its connected area are a great opportunity to the urban development of Matosinhos. Preparing the city to receive the cruise passengers will involve a variety of actions in order to improve the services, the buildings, the tourist information, the accessibilities, the deprived areas, etc. The New Cruise Terminal is an excellent structure to develop not only the tourism, but also the mobility, the culture, the innovation, the urban space and the economy. On the other hand, with the improvements in the city and in the tourist activity Matosinhos will become more pleasant to visit and to stay. In consequence, this situation will attract other visitors to Matosinhos and the tourism could be more dynamic. It's also important not to forget the promotion of the city as a tourism destination.

What are your personal opinion and your suggestions about the LAP proposed/carried on within the CTUR framework?

The integration of the Local Support Group and the Local Action Plan in the CTUR framework will support the city in the development of the cruise tourism at a local level. Although the exchange of experience and learning among partners, this kind of tools (LSG and LAP) are important to an active intervention in the city. The group of stakeholders involved in the LAP are contributing in different ways where each member has a specific task to develop. At the end, the work of all entities will result in a single and agreed project. One more time it is essential to underline the good relation between the main actors – Municipality of Matosinhos and Port of Douro and Leixões – as a key to success.

THE POINT OF VIEW OF THE PORT AUTHORITY BY THE PRESIDENT

CTUR Interview, collected by Mrs. Amelia Castro, to the President of APDL - Port Authority of Douro and Leixões / LSG Member in CTUR project - Mr. João Matos Fernandes

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 authority (APDL), the municipality, the metropolitan area and the region give great importance to the development of cruise tourism. In fact, creating a New Cruise Terminal in the South Mole of the Port of Leixões, through the building a new cruise quay and passenger building, has been part of the Strategic Development Plan of Port of Leixões since 2004.

Until 2012, this project is one of the two most important projects in development by APDL, in terms of value. The other project is the Logistic Platform of the Port of Leixões.

These two projects are very important for the North Region of Portugal development and for its economic and employment revitalisation. Historically this Region is characterized for its hard work and its industry intensity, where two thirds of the Portuguese small and medium size enterprises are located.

Nowadays the traditional industry faces difficulties and the port of Leixões can play an important role through the improvement of the quality of port services, aiming the enterprises of best transport conditions but also helping the development of new activities related with the sea, including tourism, with greater potentialities, in terms of added value generated for the Region.

In a context of internal growth, of continuous efforts to value its location and metropolitan integration and to bring together relevant partners for promoting the region, APDL considers the **New Cruise Terminal** to be of vital importance.

On the one hand it will allow ships with greater lengths to call Leixões, thus developing through a sea port a business that has little pertaining to a port and is almost all about tourism. On the other hand it is our conviction that it will reinforce the connection between the port and city and its citizens, enabling the port to open up, by developing activities that will improve the metropolitan interface.

We expect that Leixões will develop a recognized growing role in the North Region of Portugal, extending its activities and impacts, in terms of tourism sector and also through the support of different emergent maritime technologies related with the resource Sea with the new Maritime Research Centre. This active growing intervention of the port of Leixões in the life of the Region will be interesting and positive in view of the port activity and its developments requirements, because the communication and the understanding between the different crucial partners will be better.

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?

It is our belief that the port of Leixões plays a crucial role in developing the cruise tourism in northern Portugal, since we are creating the necessary conditions both by sea (maritime works, new quay able to accommodate ships up to 300m long, new passenger station) and by land (working with tourism operators, municipalities, and other agents to develop interesting tourism products to attract cruise passengers to our region).

APDL is currently involved in two very interesting projects concerning cruise tourism:

Cruise Atlantic Europe (CAE) transnational cooperation project is



the initiative of a group of ports on the Atlantic front - Lisbon, Leixões (project leader), A Coruña, Bilbao, Dover, Lorient and Cork - and is aimed at promoting cruise tourism in the Atlantic Area.

The project has as its main objective to strengthen the position of the Atlantic area in the European market of cruise tourism by the creation and promotion of new tourist products worldwide recognised by ship owners and shipping companies that, through the action of a network of ports, cities and regions, economically improve the specific dimensions of Atlantic culture and identity. The purpose of the project is to strengthen the economy of the Atlantic regions, not only of those directly involved as partners of the project, but also of neighbouring regions that will benefit from the attraction of new flows of tourism. The economic impact in regions with cruise tourism activity is relevant. Studies carried out in some of the project partner regions highlight the economic importance of these activities. The project results surpass the economic benefits of port authorities. They are also relevant for land tourism.

The cruise tourism sector has a growth potential that in Europe is more capitalised on by those areas that are more organized and with a greater tradition in the field - the Baltic and the Mediterranean. The Cruise Atlantic Europe project, by enhancing an array of potential tourism opportunities in the Atlantic area, creates effects of the scale and range necessary to improve and strengthen the Atlantic area in the international market of cruise tourism.

Cruise Atlantic Europe is thus more oriented to ship owners and cruise operators.

CTUR - Cruise Traffic and Urban Regeneration of city port heritage - is also a transnational cooperation project we are excited to be a part of, since it approaches the interface between ports and municipalities. The main drive behind this project is to create synergies between port authorities and cities in order to offer the cruise tourist the best possible experience when he/she calls at port. In a port such as Leixões, with 25 000 cruise passengers/year and being the third largest cruise port in Portugal, it is of the utmost importance that these cruise passengers enjoy their stay and that we have a chance to help regenerate some of the degraded areas of the city of Matosinhos, making the city-port interface area more attractive, both to passengers and citizens. With the new Cruise Terminal, APDL expects to receive as many as 108 000 passengers per year and 108 ships.

The most positive aspects of the city-port cooperation have to do with the development of a common vision regarding urban and regional development. The project is interesting for the enlargement and strengthening of the institutional and economic relations, in addition to the border port integration aspects.

The concern for the development of the city of Matosinhos, is evident in such investments carried out by Port of Leixões as the Logistics Platform, the Main Gateway of Port de Leixões, the new Draw Bridge, among others, which are good examples of this concern. It is true that the city has lost some area, but it has gained greater accessibilities, it has fewer trucks going through the city, new businesses will develop in the municipal area, old monuments have been restored and so many other examples of mutual gains.

Some of the difficulties that we are working to overcome alongside with the municipality of Matosinhos

and other organizations have to do with the lack of touristic programmes for those cruise tourists who choose to know Matosinhos independently. Also the logistic conditions are not the best at the present, but those will be ideal with the new Cruise Terminal and regeneration of the surrounding areas.

What is 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?

We believe that the development of cruise tourism is crucial to support the urban development of Matosinhos. The New Cruise Terminal will provide the opportunity to integrate what were before two very distinct areas: the port and the city. The surplus in tourists provided by the increase in the number and size of ships that the new Cruise Terminal will bring is a wonderful incentive to regenerate Matosinhos city centre and areas close to the quay. This would surely encourage the private sector to create or improve the offers available to the cruise passengers who choose to tour the city of Matosinhos, either independently or in an organized tour.

With regenerated urban areas and more attractive touristic offers, it will surely be more interesting for cruise tourists to visit Matosinhos, thus creating a touristic dynamic that has been practically non-existent so far in the city.

What are your personal opinions and your suggestions about the LAP proposed/carried out within the CTUR framework?

The Local Support Group includes a variety of members involving several important institutions to reach the targets - to identify solutions that can increase the attractiveness of the city- port interface areas for the cruise passenger, making the most of the touristic offers that are already in place and the synergies that will be created by the major investment that APDL

is making in the New Cruise Terminal at the South Mole of port of Leixões.

In 2009, Leixões welcomed 17.624 cruise passengers and in 2010 it will increase to 23.000 – we expect to get up to 108 000 per year in the future with the new Cruise Terminal.

Leixões is fundamentally a call port, where ships remain for 6 up to 12 hours. Most passengers have already purchased their touristic circuits from travel agencies by the time they arrive, but around 10% of all passengers choose to get to know the city autonomously. This calls for the need to create suitable conditions to promote cruise tourism and consequently the city of Matosinhos, given the potential increase in the number of tourists that will be arriving at Matosinhos.

The Local Support Group is invested in creating such conditions, driven by this unique opportunity that the new Cruise Terminal presents to all involved. We also think that the port of Leixões can become a turnaround cruise port, once its connection facilities are completed, namely the increased Oporto airport Francisco Sá Carneiro, which is considered one of the best airports of Europe in its market segment. Our land connections are also very interesting, within the different regions of Portugal and with the main routes of Spain.

City of Matosinhos, Port de Leixões: the CTUR Local Support Group Members

- **APDL (Port Authority)** - Management of the port of Leixões and the Maritime Public Domain
- **Municipality of Matosinhos** - Local Administration
- **CCDRN** - Coordination and Development of the North Region of Portugal
- **Oporto University** - University
- **Superior School of Art and Design of Matosinhos** – University
- **Association “O PEIXE À MESA”** – Local (Matosinhos) association of restaurants

FROM INDIVIDUAL BUILDINGS TO THE URBAN SCALE: THE EXEMPLARY LINKS BETWEEN URBAN REGENERATION AND CRUISE ACTIVITIES IN MATOSINHOS



CTUR Lead Expert Vittorio Torbianelli

The linkage between “urban regeneration” and “cruise activity” is exemplary in the case of Matosinhos, showing a wide range of representatives models and practices, both at a micro-scale and a macro-scale level. The most representative “micro-scale” example is the existing passenger/cruise terminal, an element of the Architectural and Historical Heritage of the City of Matosinhos, converted (first floor) into a “jazz club”. More in general, the upgrading of the Matosinhos and Leça da Palmeira Waterfront, allows an easier enjoying of the cultural urban heritage also for tourism. Further micro-scale examples, even if not directly connected to the cruise activities, are the rehabilitation of several buildings or areas located near the waterfront as the Former Health Inspection building converted into a new Maritime Business Incubator and the Customs House and other Warehouses transformed into training centers or facilities for social activities (e.g. a gymnasium managed by the Sport and Cultural Centre of APDL and opened

to the public). A further relevant example of a local action is the revitalization of the Gaia quay, nowadays a pleasant tourism point of the Oporto city and the creation of a bird watching facility. Among this strategy, the new cruise terminal appears to play the role of the brightest star of a “waterfront constellation” shaped by numerous regeneration focal points. However, the boost towards a more dynamic and livable city, both for citizens and (cruise)tourists is also reached through some large-scale regeneration plans, activated at a “district” level to improve the areas located along the waterfront.

The most significant example is the plan for the core waterfront district, the so called “Quadra Maritima (‘Maritime District’). The plan is related to an area of 96 hectares hosting about 20% of the population of Matosinhos. This area is located just on the waterfront and includes a large sector of the waterfront, part of the historical centre, the commercial harbor and the fishing port. It is an ideal site for urban renewal thanks to its key-location at urban level: it is a “meeting point” between the port and the other parts of the urban centre. The future Cruise Terminal has to be located in this area,

which offer a great opportunity for a wider and more intensive urban renewal and growth, including a well integrated system of new services for both tourists and citizens. One important key practice of the project is the involvement of public and private partners with a common goal since there is the coordination of three different interventions, which are the new Cruise Terminal, the Sea Pole and the Quadra Building.

The fundamental aspect of the plan is that it is able to “add value” to a intervention –the new cruise terminal – which would be very weaker if carried on without any strategic framework.

Project management of the Quadra Maritima regeneration plan is led by the Matosinhos Municipality, in cooperation with several partners such as APDL - Port Authority, ESAD - High School of Arts and Design, Business associations of Commerce and Restaurants, and the public transportation services (Metro and STCP). As frequently occurs, the mix of public and private interests is always difficult to manage and it can be effective only if continuity is safeguarded.



Considerations on multi-functional terminals

A cruise terminal should be considered as a means and not an end within the policy pursued by a cruise destination port. Needs vary depending on the case and the role that a port can have (port of call, pure turnaround port, hybrid port, etc.). For example, a terminal that is very efficient and accessible through the main connection network is fundamental for a pure turnaround port. On the contrary, a terminal is not as important for cities that are basically ports of call. Therefore, investing in expensive and prestigious terminal infrastructures is a choice that does not always bear the expected results, also in view of the volatility risk of the market. Many important cruise destinations have decided not to invest in permanent terminals, but rather to try and exploit already available or temporary structures as much as possible.

However, if an investment is made, it is important to maximize its positive impact and efficiency for the whole community by distributing its cost among the various possible functions and uses. This is possible when a cruise terminal is located in the urban area or in

an area that citizens can have access to and enjoy. Multifunctional terminals are widespread especially in the biggest cities in Asia and America, where they have different functions ranging from the commercial function (retail centres) to the real estate function (offices) or the leisure function when some space is set aside for citizens. Matosinhos is an example of this multifunctional challenge because it includes research laboratories and areas for scientific dissemination. However, when the actual multifunctional success of a terminal is evaluated, accessibility from urban areas must be taken into account. Sometimes if a terminal is located even a few hundred meters too far from the areas served by public services or from the city core there is a chance that the attractiveness of the site may decrease especially in the long term. We should hope that the location of the new terminal of Matosinhos at the mole further along the pier does not re-



duce the real attraction potential of the non-cruise functions and that the marked personality of the architectural project does not reduce the practical use of internal spaces, especially those devoted to delicate activities like research. The capability of attracting non-cruise visitors flows (consider for example scientific dissemination activities) will also play a significant role; such flows may be the basis for the offer of services (e.g. cafés or restaurants) that are available all year round and not only in the summer, and which are useful for those who work there too.



The incubator in the former



Large scale urban regeneration plans for the 'Waterfront districts' of Matosinhos: 'Quadra Maritima' and 'South Matosinhos'

The Quadra Maritima regeneration plan

The plan concerns an urban district ('Quadra Maritima') of 96 hectares hosting about 20% of the population of Matosinhos. This area is located right on the waterfront and includes a large sector of it, part of the historical centre, the commercial harbour and the fishing port. It is an ideal site for urban renewal thanks to its key location at urban level: it is a 'meeting point' between the port and the other parts of the urban centre. This area hosted services and buildings related to industrial and commercial activities linked to the port, in the past. The district was abandoned and started to decline. The waterfront of Matosinhos provides a direct link between the residential city and the sea with its beaches. The waterfront of the "Quadra Maritima" was completely redesigned by Eduardo Souto de Moura between 1995 and 2002. The master plan is led by the Matosinhos Municipality with funding by the European Partnership for Urban Renewal (FEDER) and the collaboration of several local stakeholders such as APDL – Port of Leixões, the University of Porto, ESAD - High School of Arts and Design and the Restaurant Association.

The funding also comes from local-municipal and private funds, which form a group with different interests. The total funding amounts to € 12 million.

The general goals of the Quadra Maritima plan are: to redevelop abandoned areas by supplying new residential facilities; to enhance the quality of tourist services and tourist welcome by improving also the local and everyday life of citizens; to promote multi-mobility and flows between the commercial area of the city and the residential tissue; to promote new cultural opportunities through innovative experiences and built landscapes; to upgrade urban spaces and economic activities.

The South Matosinhos urban plan

Another large scale regeneration plan is related to the 'South Matosinhos' area. The plan started in 1993 with some general studies of the urban area. At that point, the Municipality decided to launch a public debate and in 1997 invited the architect Álvaro Siza Vieira to promote the dialogue between the Municipality and the private promoters. After ten more years, in 2009, the plan was approved by the Municipality.

The plan has several main outputs: a cleaner environment and better housing quality; equipments that support the basic need of the population;

- traditional commerce;
- private green areas for collective use (green areas are included in the buildings for residents).

All the design process will be debated publicly with citizens and citizens' associations through meetings with architects, promoters, planners and citizens' delegates.

Source: Matosinhos Municipality



WHO WE ARE: Mrs ELSA SEVERINO – MATOSINHOS CTUR PARTNER

I was born in Matosinhos, Portugal, on 7th July 1967. I am married and have three children. All my studies focus on areas of Land Management and Geographic Information Systems. In 1992 I completed my degree in Urban and Regional Planning. My interest in Geographical Information Systems appeared during a training at the University of Massachusetts, United States of America. In 2004 I completed the master in Science&GIS. Since 1994, I work in Municipality of Matosinhos, where currently I am Director of Strategic Planning Services.

For me, the participation in thematic networks like CTUR is important because is possible to focuses on the exchanging of experiences and knowledge of best practices in several European cities. The creation of a Local Support Group and a Local Action Plan allow different local actors to be involved in resolving problems and formulating solutions. With these tools is possible to develop the harbor area and to create new opportunities to attract cruise tourists to the city of Matosinhos.

Elsa Severino, City of Matosinhos

WHO WE ARE: Mrs JOANA MOREIRA - MATOSINHOS CTUR PARTNER



Matosinhos is the city where I was born (on 18th March 1982), where I grew up and where I live. I studied Geography at Oporto's University and afterwards I acquired a graduation in Geographic Information Systems to improve and support my knowledge in this specific area. When I finished the university I started to work in the City Council where at the moment I work as a technician in the Strategic Planning Services.

Concerning to my experience in European Projects, I was involved in the SUDEST Project (Sustainable Development of Sea Town), only in the final phase, and now I am entirely involved in the CTUR Project.

This Project gives me the chance to meet new people, new projects and new city realities, which is certainly an excellent tool to have new perspectives and to do the best for my city. The LAP and the LSG are two important work methodologies which are reinforcing the good relationship that already exists between the port and the city. This is a great opportunity to increase the cruise tourism activity at Matosinhos and, consequently, to develop other important sectors in the city.

I'm grateful to all CTUR partners and participants for this precious opportunity to improve my skills. It is an excellent experience both professional and personally.

Joana Moreira, City of Matosinhos



WHO WE ARE: Mrs AMELIA CASTRO – APDL / PORT AUTHORITY OF DOURO AND LEIXÕES CTUR PARTNER

I was born in Oporto, Portugal, on the 6th April 1961, I am married and I have a daughter. I have a degree in economy, from the Economy Oporto University.

After some years in textile and wood sectors, I began work in APDL in 1990. The port activity is an interesting activity with a lot of actors and challenges in direction to the excellence, namely within the competitiveness relating the road mode transport and the tracking and tracing of the goods.

I enjoy the diversity of this activity and I feel good within our team work.

In the last years I work in Study and Data Analyse Division with the preparation and monitoring of the APDL application forms to the European Community Funds, the monitoring the APDL Investments Plan, the production of indicators and statistical data and the participation in some international cooperation projects.

The Port of Leixões develops an important role in the port hinterland economic activity, through the creation of goods competitive transport conditions. However, we expect that the future of our hinterland will be essentially Tourism and we identify the Cruise Traffic as an opportunity for the development of Northern Portugal. In this sense, the participation in the CTUR project is an advantage. This experience is also amazing because there is, in this network, an open spirit of sharing and partners from distant points of Europe, with different cultures, abilities, experiences and sensibilities, joined in the same theme: Cruise Tourism.

We want this kind of traffic to become a good business for all partners: the cities, the citizens, the region touristic activity and the transport sector, including the port community. It's very interesting to know the difficulties felt for other partners and the ways found to minimize or resolve them, their actual challenges and the related brainstorming promoted within the team project.

Amelia Castro , APDL Port Authority of Douro and Leixões



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 challenges. It helps them 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 255 cities, 29 countries, and 5000 active participants

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 cruise activity has now become a new market for the ports, that gives to many cities the chance to launch innovative projects aimed at redeveloping and revitalizing waterfronts, in order to exploit the new opportunities offered by the evolution and growth of tourist demand and by the growing interest in quality space coming from the very population of port cities.

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.

CTUR - Cruise Traffic and Urban Regeneration – URBACT II Programme
<http://urbact.eu/ctur>

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