



The present document – **Strategic Plan for Urban Regeneration Action** (September 2015) - has been developed under an open call concerning the presentation of an urban development strategic plan, for a chosen specific area of the city in order to apply for European Community Funds through the Portugal 2020 Program.

This Plan is based upon the **3 main objectives of the city Master Plan**, reset in 2012: to bring **more people** to the city, to create **more jobs**, to have a **better**, more friendly, cohesive and sustainable **city**.

The intervention area bounded within the Urban Regeneration Action Plan is a central part of the urban renewal area, based up on the urban renewal strategy of Lisbon, and legally established, which it is a priority for Lisbon City Council, as pointed out in municipal Master Plan.

This strategy is based upon both public and private investments, starting with municipal intervention in public open spaces and infrastructures, as well as key buildings, aiming to add value to private buildings renewal and new economic activities - in order to bring more people, companies, commerce and business to the historic centre along with cultural heritage promotion and safeguard.

The proposed actions of this strategic plan are integrated with other programmed interventions, carried out by the local authority, either by self-financing, or in the context of European Union funding.

In addition, Lisbon identifies a set of chosen urban rehabilitation projects, in order to both public and private promoters to apply to special financial support programs, which include public space and buildings. These interventions aim to fix, as said, more inhabitants (along with municipal housing program at affordable costs, public parking, and building for social, educational and religious purposes), as well as the establishment of more companies and jobs.

This plan is limited to an area of 229.18 ha, located at a central area of the city, and covers the *Santana* hill, the axis of *Almirante Reis* Avenue and extends to the river front, throughout *Baixa Pombalina* blocks.

At the beginning of the 1980s of the 20th century the loss of population living in centre town increased, with population transfer to the periphery. This phenomenon, along with the loss of centrality of the economic downtown, as well the resulting job migration, had a dynamic of deflation and degradation of the urban built heritage.

The ancient City's relationship with the Tejo River was broken with the construction process of the commercial port and the introduction of the rail road in the late 19th century, as well as the industrial river front road by the end of the 20th century. At present, the retraction of the areas intended for the port, the reorganization of the port functions and the process of de-industrialization have been creating new opportunities to reconcile urban life with the river, as well as to improve the regeneration of the historic centre town.

At the same time those connections with *Tejo* were broken, Lisbon set in the early 20th century an expansion plan to the North, based on Parisian Haussmann model, but adapted to the orography of Lisbon, ripping on the two valleys that flow into downtown: the two structuring axes of *Liberdade* Avenue and *Almirante Reis* Avenue. This last axis, marked for decades by marginal activities around



Largo do Intendente, presents greater difficulties in generating an urban rehabilitation dynamic without the incentive of public programs.

The *Santana* hill, a territory that lies between the two main urban axes, also constitutes a new challenge for urban regeneration. It is the only central town hill that does not connect directly with the river. It started as a territory outside city walls, where major convents were settled.

Over the time, with the extinction of the religious orders and the need to relocate the ancient hospital, which collapsed with the 1755 earthquake, the convents were converted in hospital facilities, now about to be transferred to a projected new hospital in the east side of Lisbon.

The resident population evolution over the last 20 years has suffered a sharp decline and ageing, only interrupted in some districts by foreign families, which almost doubled in this area. The highest concentration of the "Asian community" is located on *Rua da Palma/ Avenida Almirante Reis* axis and the Brazilian citizens in the parish of *São Jorge de Arroios*.

Nevertheless, there is still a significant percentage of vacant accommodation and empty and abandoned buildings in this area, most of which with architectonic quality and part of the city cultural heritage.

In Lisbon, at the present, it is noted a high demand for rent housing; some of the target population in need has no financial capacity to access the private housing market; never the less in this area there is a concentration of accommodation at more advantageous prices compared to the city average.

Within the Action Plan limits there is already a good supply of social, cultural, sporting, health and educational facilities.

As for heritage buildings and sites, this Action Plan also includes relevant archaeological areas, as well as a high concentration of heritage buildings, assets of great value and historical importance.

This Strategic Plan for Urban Regeneration Action continues the Lisbon general regeneration urban program in this area, which has benefited from actions under the European Union financing framework, such as the previous intervention of *Ribeira das Naus* requalification, a public open space in the river front, and *Bairro da Mouraria* regeneration (historic district), both included in specific regenerations plans and programs.

The river front is intended to continue its dynamic of urban open space renewal, while tourist centrality, which begun with *Praça do Comércio*, the most important and symbolic Lisbon square, based on public open spaces renewal program; also part of the surrounding buildings have been restored in new functions, such as the Welcome Centre, the Lisbon Story Centre, the Triumphal Arch lift in the top of *Praça do Comércio*, and more recently the new Lisbon Inn, a Monument hotel, and a new cultural equipment in the square west Turret, which complements the new cultural offer developed downtown.

The changes to *Ribeira das Naus*, continued the conversion process of *Praça do Comércio* and provided already green areas for public enjoyment in a historic area that didn't have it. About this area, linked to tourism and cultural offer, an interpretation centre of the Portuguese Sea Discoveries is about to be installed in navy buildings, the Old Navy Arsenal, having as partners the Portuguese Navy and Lisbon Tourism Office.



The touristic and economic new dynamics allows continuing the upgrade of the public open spaces, from *Ribeira das Naus*, to the west riverfront, to *Largo do Corpo Santo* and *Cais do Sodré*.

Still, in the river front, to the east, Lisbon's municipality is promoting the renewal of another public open space, ***Campo das Cebolas***, the main strategic project of this Plan, with a public parking as support for restocking. This open space is being redesigned into a new square in connection with *Casa dos Bicos* recent rehabilitation (*José Saramago Foundation*), and the commercial redevelopment of new hotel projects.

This all area will also benefit from the new ongoing Cruise Terminal construction, linked to *Santa Apolónia* Station, as well as the realignment of the surrounding traffic roads, mainly *Infante D. Henrique* Avenue.

Within the existing *Plano de Salvaguarda da Baixa Pombalina* (PPSBP 2011, a heritage protection plan) limits, in part of an old Court building, it is starting to be implemented a new primary school and kindergarten.

On *Santana* hill area, municipal action points to the creation of two housing units at affordable costs, in *S. Lázaro* and *Barracas* streets, as urban rehabilitation programs open to partnerships with private operators, in order to rehabilitate vacant municipal buildings in a poor conservation condition and picking up new inhabitants.

On the same territory, other objective is to create synergies with creative and innovative activities already installed and under the installation process to reuse some vacant buildings with historical and cultural value.

In a former Monastery and Hospital, *Nossa Senhora do Desterro*, a diversified program is being installed adapted to the building history and architectural features - a hostel will occupy ancient cells; the old vegetable gardens are being reactivated; the enormous old kitchen will reappear; the ancient crafts resurface adapted to this day; and up to date philosophy of healing and well-being, as well as projects related to alternative medicine will take place; teaching and research as well - inspiring new projects in different fields of training.

This building has a strategic position, between the new regeneration dynamics of the *Santana Hill*, and the successful regeneration process of *Mouraria* neighbourhood and *Largo do Intendente* (partially supported in the previous European framework with ERDF funds).

The plan also comprehends the renewal of an old building, "*Poste Telefónico*", originally intended as a psych ward of the former *Miguel Bombarda* Hospital, and its reuse as an exhibition gallery with a Hub for new companies.

In the central area of *Santana* hill, the key intervention will take place in *Campo Mártires da Pátria*, a public open space and garden, as well as the nearby streets, while anchors to the existing historical heritage buildings rehabilitation.



One of the Action Plan main objectives is to integrate part of the multiculturalism that marks this area: the construction of cultural and religious equipment destined for the Islamic community, will take place in *Almirante Reis* Avenue allowing the connection with *Mouraria* neighbourhood.

Also, next to *Anjos* Church, which square is strongly marked by the movement of homeless people, users of the social cafeteria opposite, the Plan will support an old and important school building refurbishment, *Associação Pró-Infância Santo António de Lisboa*. It is expected the temporary installation of the school in the square, during the works, in order to engage the educational community in urban regeneration.

On a vacant block inside, in the back of *Almirante Reis* Avenue, the Plan provides for the construction of an integrated parking lot (with 290 places) and garden, as a way to add value to the surrounding housing buildings.

In the far north side of *Almirante Reis* axis, the *Arroios* Market is also under a process of rehabilitation, ready to mix new gastronomy restaurants, equipped with new energy efficiency infrastructures.

Also, in the context of municipal policies, in the Strategic Plan territory, about 228 new dwellings will be created through 40 municipal buildings renewal. This municipal program establishes a compatible system with the household income available, in order to increase housing supply, attracting new population to the municipality.

Another measure, used as a form of pressure to promote the reuse and renewal of derelict buildings, is the tax penalty supported by owners; within the direct area of Strategic Plan for Urban Regeneration Action there are 190 "completely neglected" buildings, having been triggered the coercive measures to provide for its rehabilitation.

The "Sea economy" has its most significant pole of strategic partners concentration in *Baixa Pombalina's* downtown. Also, the river front has a unique character, which must be considered in the analysis of major sea cluster projects, at local and national scale. Also, the Trade has recently assisted a strong focus of the major brands of international reference; The Lisbon project Shopping Destination came to provide for tourists, information on trade routes and shops. This project aims to revitalize, invigorate and promote central streets in the city.

Lisbon's downtown has revealed itself as one of the areas with greater dynamism in the attraction of new hotel units, promoting the importance of tourism in the local economy. The architectural and archaeological heritage in the city of Lisbon has been the subject of growing attention by the municipality, in the search for resources and safeguard valuing strategies, not only on their cultural and artistic aspects, but as a brand identity and driving force of economic activity.

These are the strong strategic key points to be strengthened by this ACTION PLAN.