The Mouraria’s Communitarian Development Program

Or the scenery for vertical (west) access to the Castel of San Jorge

A wish and a challenge
Sometimes I lie awake at night, and I ask, "Where have I gone wrong?" Then a voice says to me, "This is going to take more than one night."
Where’s Mouraria?
What’s Mouraria?
1. An historical neighbourhood in Lisbon’s centre with about 6,600 inhabitants.

2. A place known for its illicit activities – drugs and prostitution.

3. The place where Fado was born – a traditional type of music, presently Immaterial World Heritage.

4. A place with a high percentage of elderly people.

5. A place with a high percentage of immigrants from several different countries (the most part from Africa, Bangladesh, Brazil, China, India and Pakistan).

6. A place with a high percentage of people living in a situation of exclusion and/or poverty.

7. A place facing the challenge of dealing with the problems originated by the bad condition of its buildings and public areas.

8. However, it’s a neighbourhood with several endogenous resources: historical heritage, high economic activity (especially shops and restaurants), central location, accessibilities, and several plazas with a significant size.
What’s happening at Mouraria?
(since 2009/2010)
A process of change based on **urban rehabilitation and social revitalization**

More than 30 new **social initiatives** to promote local wellbeing and tackle poverty and social exclusion

**Project's Rationale:** to soften/mitigate fragilities and potentiate endogenous resources, promoting at the same time the area's urban and social rehabilitation
What are the goals of the desired change?
1. Improve **current** (local) people’s wellbeing (inhabitants, workers, etc)

2. Attract **new** people/audiences to Mouraria: young families, artists, entrepreneurs, shoppers, tourists, etc. (avoiding an unbalanced gentrification phenomenon)

**How...?**

In what concerns the **physical level**, making the neighbourhood more enjoyable by improvement of internal accessibilities, public spaces fruition, and urban hygiene, besides an increase in security in public areas, and endowing the area with social equipments for both youth and elder, as well as cultural equipments and equipments for the dissemination and to promote entrepreneurship and innovation

**Investment: 12M€**

2. At the **social level**, promoting better integration levels for immigrants, comfort for older people, and reduce poverty, prostitution, drug traffic/consumption, school dropout, etc.

**Investment: 1,5M€**
How do we measure success…?

Licensing requests for building rehabilitation works
Empty buildings before and after the intervention
Licensing requests for commercial activities
Space requests for and by third sector entities
New audiences attraction
Presence in Media
Academic work in Mouraria
Cultural events taking place in the neighbourhood
School failure and dropout rates
Unemployment rate
Elderly Welfare level
Population at risk/excluded (prostitution, drugs addition, homeless)
Security Level perception
Hygiene/Action of Urban Hygiene Department
What might have contributed to success (so far) ?

A set of aspects:

1. Mayor’s Office moving to the territory (Intendente)
2. Transversal partnership Public / Private / 3rd Sector
3. Open and Participative Assessment, Planning and Action process
   A mix of: formal and informal procedures, bottom-up and top-down initiatives, and internal and external players
4. A simultaneous investment/concern with the hardware (urban rehabilitation) and the software (social revitalization)
5. Receptivity to finance innovative social proposals/projects
6. Investing in the local people’s confidence and sense of belongingness to the territory since the beginning
The first time ever a head of state visited Mouraria (in this case a 2 hours walk through its streets and people)
Una nueva vida en el barrio lisboeta de la Mouraria

- El ayuntamiento invirtió 14 millones de euros para rehabilitar este barrio y el Alcalde, Antonio Costa, trasladó su despacho a la capital
Le "Gandhi" de Lisbonne, c'est son maire...

António Costa, le maire de la capitale portugaise, a installé son bureau et ses équipes en plein cœur du quartier mal famé et mal aménagé de la Mouraria. Il a ainsi réussi à donner le coup d'envoi d'un grand programme de réhabilitation.

Imaginez le maire de Paris s'installant à Barbès, ou celui de Marseille dépasant ses secrétariats au cœur de Belœil... Il n'est pas en rêve, directement. À Lisbonne, il est maire de la ville. En 2011, le conseil d'António Costa a transporté bureau, ordinateurs et équipes plantés à la tendance, en plein cœur du quartier mal famé et mal aménagé de la Mouraria. Un coup médiatique pour faire parler de ce quartier à la mauvaise réputation, qui n'est pourtant qu'à dix minutes à peine du centre touristique et commercial de la capitale portugaise.
A Lisbonne, le quartier de la Mouraria veut redorer son image grâce au fado

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LISBONNE (Portugal) - La Mouraria, l'un des plus anciens quartiers de Lisbonne, souvent associé aux problèmes de drogue et de prostitution, veut changer son image grâce au fado, ce chant traditionnel mélancolique né dans ses ruelles au 19e siècle.
O que há de novo na Mouraria?
Se ainda não conhece, este mapa dá uma ajuda. Além da resqucificação urbana do bairro, nos últimos três anos nascem múltiplos novos empreendimentos a tornar-se mais atraentes. Saiba quais.

1. CASA INDEPENDENTE
Casa 69 da São Vicente, mesmo edifício com janelas e varanda, é um prédio com salas de estar, jardim e comum.
2. RESIDÊNCIAS LUXOSAS
Alguns apartamentos são alugados a longo prazo.
3. ESPAÇO INOVADOR
Um espaço com uma piscina, playground e jardim.
4. ESPAÇO SOCIAL
Um espaço com uma cozinha, salas de reunião e uma biblioteca.
5. SMART HOME
Um espaço com uma biblioteca, um centro de fitness e uma área comum.
6. ESPAÇO CULTURAL
Um espaço com uma sala de reunião, uma biblioteca e uma área de lazer.
7. ESPAÇO COMUNITÁRIO
Um espaço com uma sala de reunião, uma biblioteca e uma área de lazer.
8. ESPAÇO DE TRABALHO
Um espaço com uma sala de reunião, uma biblioteca e uma área de lazer.
9. ESPAÇO DE ESTUDOS
Um espaço com uma sala de reunião, uma biblioteca e uma área de lazer.
10. ESPAÇO DE CONFERÊNCIAS
Um espaço com uma sala de reunião, uma biblioteca e uma área de lazer.
11. ESPAÇO DE EVENTOS
Um espaço com uma sala de reunião, uma biblioteca e uma área de lazer.
12. ESPAÇO DE MUDANÇAS
Um espaço com uma sala de reunião, uma biblioteca e uma área de lazer.
13. ESPAÇO DE GERAL
Um espaço com uma sala de reunião, uma biblioteca e uma área de lazer.
Interesse ao longo do tempo

O número 100 representa o interesse de pesquisa máximo.
Some examples to illustrate the work being promoted/supported by the Mouraria’s Communitarian Development Program
Photographing and exhibiting local “common” people raised empathy and trust that the change ahead would be “by the people, to the people”
The launch of the local newspaper “Rosa Maria” increased the feeling of belongingness, local identity and the self esteem of local communities.
...with local cartoons...contributing to neighborhoods' social capital and behavior questioning
Orquestra TODOS: musicians from lots of countries playing their original instruments in a single orchestra
Micro (spontaneous) dancing initiatives promoting the use of public areas (safety not security)
SENIORITAS

VIGILÂNCIA

12 HORAS POR DIA
Mouradia – a communitarian centre at Mouraria

Before…
After...
A huge diversity of guided tours (“horizontal mobility”)
A three days festival of (creative) lightning of public areas and building
Regarding vertical mobility in Mouraria: A wish and a challenge...
Slopes, stairs, ramps, footbridges, urban elevators, inclined elevators and slopes lifts, escalators, funiculars, cable cars, cable trams, ... The concept of urban mobility is built on the idea that movement in town is not only a technical issue but also a social issue that has to deal with urban practice, spatial behaviour, and relation to the environment. Urban mobility invites cities stakeholders to enlarge their vision of urban transportation to a more systemic and global approach: movement in town cannot be understand without taking into account the technical conditions of moving (urban transportation), the organization of activities (urban structure), the daily practice of inhabitants and visitors (urban society), the quality of space (urban landscape) and the measures taken by decision-makers to shape the city (urban policy).
1st the wish...
That any solutions of vertical mobility to the Castel of San Jorge increases the “horizontal mobility” in/through Mouraria – to help promote local sustainable development
We need a plan for (west) “access one” to the Castel...
The pedestrian touristic/historical tour (from Largo do Caldas to Largo do Intendente) with 11 totems with information and maps
Wild parking off the streets (bollards along the pavements/roads)
...And a plan for (west) “access two” to the Castel
Martim Moniz square
And now the challenge...
To find a discrete way to signal the way to the Castel almost everywhere (without heavy means or technology)
The example of the road to Santiago of Compostela
Thanks...and let’s take a walk...