

CARTAGENA PORT AUTHORITY Port of Cartagena
IAPH 2021 SUSTAINABILITY AWARDS

WPSP THEME. Community outreach and port-city dialogue

FOCUS AREA. Community support for port development: aligning and integrating port and community objectives for the betterment of both.

POTENTIAL TOPICS.

- Port expansion in urban environments
- Managing externalities of operations
- Sustainable cruise tourism
- Community engagement programmes
(focusing also on support during the COVID-19 crisis)
- Education and employment initiatives

INTRODUCTION; CARTAGENA ADVANCES IN ITS PORT-CITY RELATIONS

The "Plaza Mayor de Cartagena" project is set to be one of the fundamental pieces in the renovation of the Cartagena waterfront and improvement of the port-city relationship. The Board of Directors of the Port Authority of Cartagena approved the tender for projects which will initiate the conversion of the seafront into a space, and now the tender for the "Study of the development of uses and landscape integration on the seafront of Cartagena" has been launched. The Port Authority is moving forward to make Cartagena more open to the sea from the facilities and spaces of the Port, as a space of integration in the normal life of the port and the city, the Plaza Mayor, where the port front takes centre stage in the life of Cartagena, with new urban uses, as a setting for civic and public events.

The purpose of this project is to configure a tool that determines the constituent values of the Cartagena-Plaza Mayor Seafront and serves as a start for the planning of future actions, from a perspective of preserving the cultural and historical authenticity of the port and the city, as well as counting on the professional and neighbourhood intervention, as a base for future actions for the development of the Cartagena Seafront. This led to the creation of a single technical document with all the information necessary for the understanding of the Maritime front as the main square of Cartagena, to know its current state and to establish the priorities of action that guarantee the treatment of its sense as open, integrating the BIC and its surroundings, everything that improves its social projection, and allows its enjoyment by the habitants and visitors. As a result, to unify the Port and the city and enhance the value of the maritime façade of Cartagena, and definitively incorporate the Port into the daily life of the people of Cartagena. The project is aimed at creating a space for the integration of the historical and cultural heritage, with innovation, accessibility and creativity as key elements of the transformation.

The Port of Cartagena analyses the current situation with the incorporation of new buildings and facilities which must contribute to a global image, never before interpreted in the particular actions on the quay.

These actions include facilities of a military nature such as the Arsenal; municipal, such as the new auditorium, or the Town Hall square and the Town Hall; also university facilities with the headquarters of three refurbished military buildings now occupied by various faculties of the Polytechnic University of Cartagena; or port facilities such as the fishermen's and container areas, the new cruise terminal or the Alfonso XII Quay; and

even national facilities, with the National Museum of Underwater Archaeology (ARQVA), they explain in the document.

These new services have involved various entities such as the Ministry of Defence, the City Council, the Polytechnic University of Cartagena (UPCT), the Port Authority and the Ministry of Culture. This repertoire of heterogeneous solutions has made it possible to enhance the port's possibilities, which throughout history were mainly concentrated on the Alfonso XII quay, and which have now expanded around the dock.

This new project aims to establish priorities for action that guarantee the treatment of its sense as a whole, the integration of the BIC and its surroundings, improve its social projection and, in particular, allow the local community to enjoy it. It is therefore a commitment to the people of Cartagena to reconnect with the sea. The first thing is to rebalance the image of the Front in order to highlight the fact that the dock is a highly unique place and to restore the cultural and identity link between the port and the city. Very important in this concept of the Plaza Mayor is to open the seafront to everyone. To turn the port into a space that is wide open to everyone. This purpose is related to the physical dimension of the space, but also to the symbolic one. The Maritime Façade presents itself as a place of possibilities, permeable to the arrival of new ideas, available for the citizens to appropriate it and make it their own, they explain in the specifications of the project competition.

The project seeks to add value to the creation of public space and turn it into a place of friendly relations, recognition and management of differences, community building, and the generation of new values related to solidarity, respect for the environment or individual and collective well-being, and to create a new urban narrative for the city of Cartagena and its seafront, positioning itself as a symbolic element that signals the possibility of a change in the productive model based on culture, creativity and innovation.

In its development, the Front Strategy aims to improve cycle-pedestrian accessibility from nearby neighbourhoods and to connect the city centre with the port, but also to organise the interior circulation scheme. It also aims to provide a spatial structure by defining accesses, itineraries and places to stay. To create new spaces for use that make mixed and dynamic activity possible.

THE PROJÉT: THE PORT WINDOW

The “Ventana del Puerto” project which proposes to convert the Port into a public focal point of attraction for citizen coexistence by reinforcing the current offer with new actions in the cultural field, creating museum spaces and giving value to existing ones such as the Urban Museum of the Navy and Navigation, an exhibition space in the Old Regatta Club, period moorings in the Boat Dock.



La Ventana del Puerto is the winning idea of the Plaza Mayor ideas competition. The company, AYSING, its managers, José Manuel Chacón and Enrique de Andrés, presented a project which aims to become a great window to the sea centred on the enhancement of the cultural and historical heritage and care for the environment as the main axes for the development of their proposal.

Its central idea is a dreamlike cultural tour with the sea as a backdrop, creating museum spaces and adding value to existing ones such as the Urban Museum of the Navy and Navigation, an exhibition space in the Ancient Club de Regatas. A return to the past with period boat moorings in the Dársena de Botes, the creation of an agora in Héroes de Cavite and the recovery of the 16th and 19th century docks and the recovery of the Puntal (16th century).

It also proposes the creation of the 'Cartagenas del Mundo' square, a large versatile space with mobile pergolas, hanging plants and social energy lighting, with children's playgrounds, sports areas and areas for organising large and small events. In short, to open spaces that invite the people of Cartagena to reconnect with the sea.

A space for research, conservation and experimentation of marine fauna and flora, with an aquarium and the integration of the Carlos III wall into the complex. As well as incorporating the seafaring tradition in the surroundings of the El Batel Auditorium and the Arqua Museum.

In order to gain space for tourists, an informative mural is planned for the ground floor building where the old commercial gallery was located at the entrance to the cruise terminal, to inform visitors about cultural activities and about Cartagena's traditions. The project also includes the extension of the cruise terminal with a passenger reception area and medical control and screening. The Yacht Port will also have a new building to unite all its services, such as changing rooms and offices.

https://www.youtube.com/watch?v=2_4scZR2on0

https://www.youtube.com/watch?v=A1w3V_yTzSc

IMMEDIATE ACTION PLAN FOR ECONOMIC REACTIVATION

The action is included in the Immediate Action Plan for Economic Reactivation, endowed with 200 million euros, contemplates 50 actions included in 12 blocks of work lines divided into 5 blocks, aimed at the execution of global actions of complete engineering in the port and its integration with the city, mainly, paving, facilities, improvement and expansion of docks providing them with better services; on the other hand, architectural actions are contemplated with new construction of buildings, and the necessary technical assistance to carry out all this, without forgetting our commitment to digitisation and the environment. In short, actions that promote the growth of industrial activity, which leads to more employment.

<http://www.apc.es/webapc/publicaciones/noticias/detallenoticia/f7795700-754b-4a0d-a380-fde2e2c78114>

VIDEOS

<https://www.youtube.com/watch?v=8lJ7kKdGI0M>

<https://www.youtube.com/watch?v=gnOEUBOT3UE>

https://www.youtube.com/watch?v=A1w3V_yTzSc&t=55s

https://www.youtube.com/watch?v=2_4scZR2on0&t=7s