

# 01

## Poblenou's Superblock

Barcelona aims to implement a new way of organising the city which inverts the current relationship between people and vehicles in public areas, giving priority to city residents and aiming to improve the city's environmental conditions and quality of life.

Barcelona is a dense, compact city, and this leads to many benefits in regard to travel needs and the efficient use of natural resources. However, there are also certain deficiencies that require urgent attention: the high levels of air pollution, traffic noise, road accidents, lack of green infrastructure, the low quality of public areas for socialising, etc.

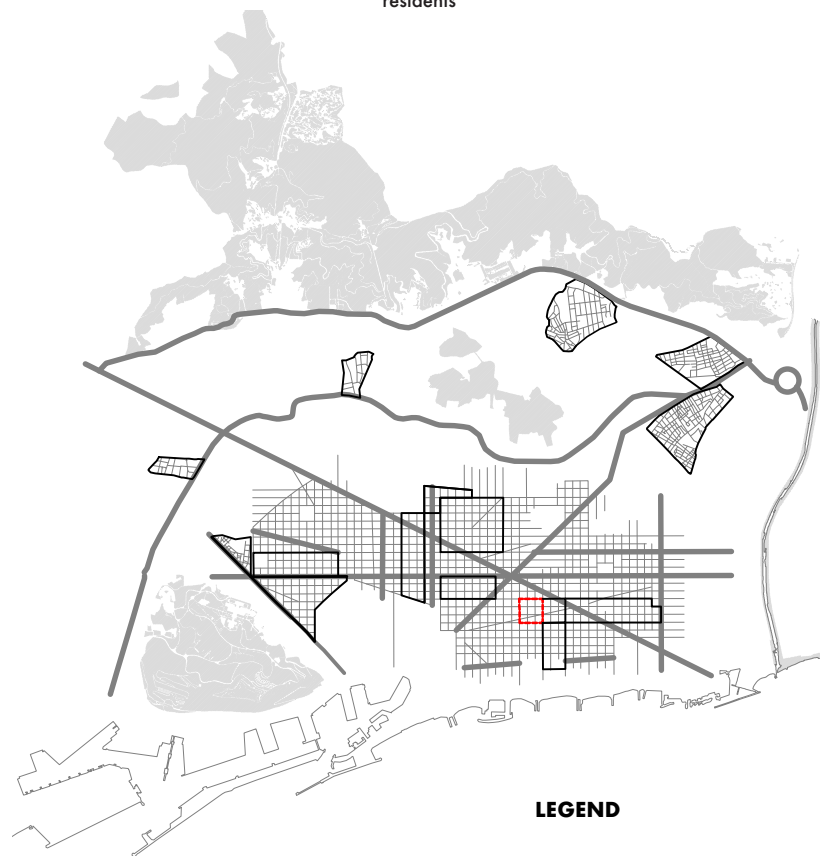
The compactness and variety of uses mean that the city's streets are full of life. However, over the last few decades, some urban activities, especially those related to meeting and leisure have been significantly eroded or have completely disappeared from public areas, giving way to a priority for transport and mobility. In this sense, it is now important to reclaim the streets and ensure they also function as a means of dissemination and bringing vitality to the whole urban area, creating opportunities for establishing green areas and promoting positive community life between local residents of all ages and origins.

One of the main problems to be addressed is the large number of private vehicles on Barcelona's roads. Despite the fact that they only represent 25% of the journeys made by Barcelona residents, cars and mopeds, whether in traffic or parked, take up between 50% and 70% of the space on many roads.

Therefore, reclaiming public areas involves rethinking mobility in the city. Organising the city into Superblocks diversifies the function of streets according to their degree of connectivity (primary traffic, local traffic, neighbourhood traffic) and community activity (pedestrian walkways), by streamlining the various public and private mobility networks and integrating the pre-existing morphology of each area, thereby improving the quality of people's lives.

The implementation of this organisational model in Poblenou is focused on various actions that increase the amount of public space for local residents, so that the streets can be used for other purposes, such as relaxation, play areas for children, more green areas, etc.

In practice, the work has involved changes to mobility and quick, reversible and temporary operations that showcase the new uses and facilitate the reclamation of city areas for local residents



### LEGEND

Poblenou Superblock



Others Superblock



Situation Poblenou Superblock. Scale: 1/120.000



Crossroad Sancho d'Àvila and Roc Boronat



BEFORE: Sancho d'Àvila Street



AFTER: Sancho d'Àvila Street