

FORTALEZA

[Brazil]

A neighborhood that invites people to walk

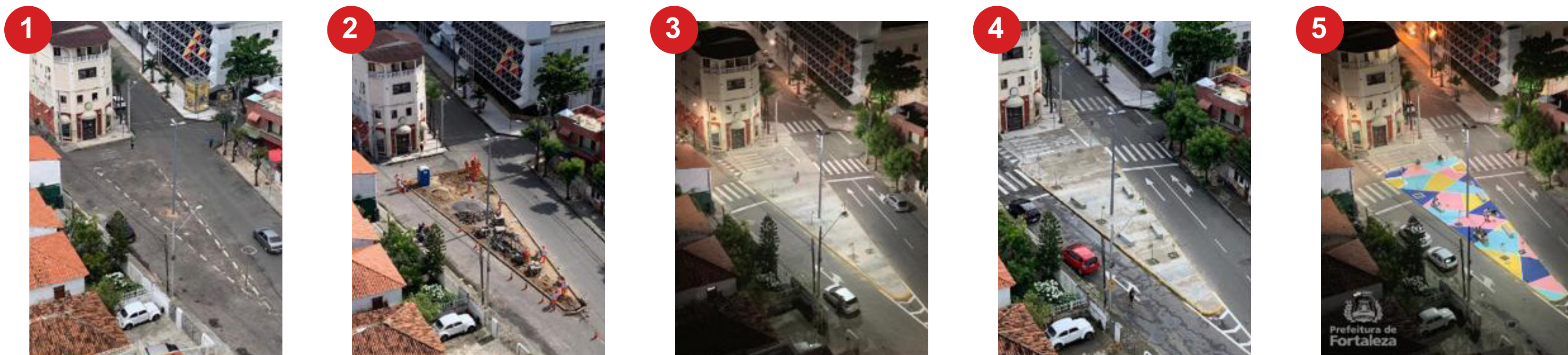
"Praia de Iracema" is a multi-character neighborhood in the city of Fortaleza, with diverse uses and a potential that was untapped until a few years ago, when new activities and a new public brought the locality back to life. As of 2017, Praia de Iracema has been the target of several project and activity fronts as a result of a strategic planning developed for the neighborhood with its residents, workers and business owners.

In view of the constant attraction of people that these activities have already begun to bring to the neighborhood, the city of Fortaleza has begun to implement its road safety policy to encourage walking in some locations, the neighborhood will become later a low-speed zone.

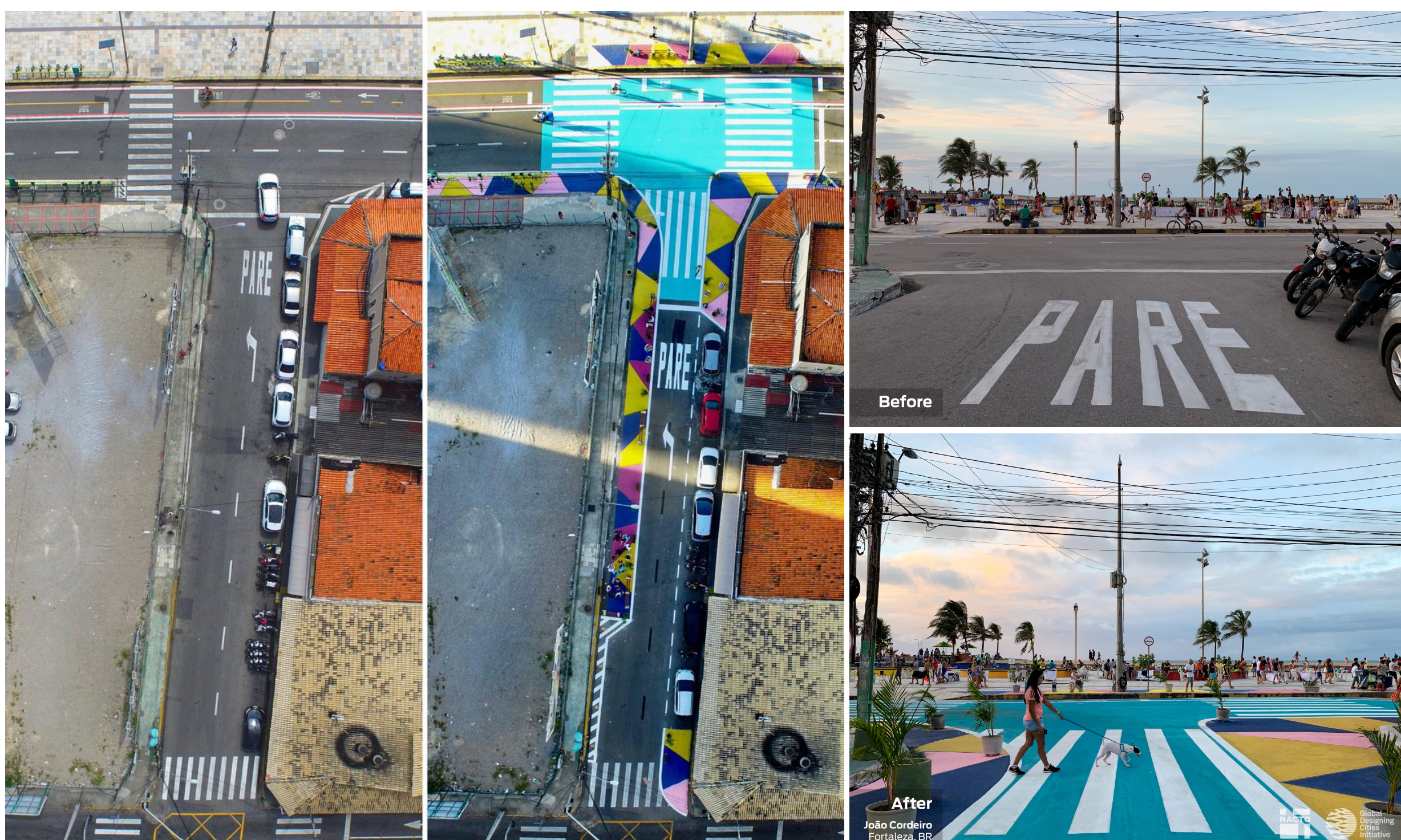
The first project presented had its perfect implementation opportunity when local residents requested a light pole in the location. It was observed how underused the place was and a new 200sm square was created, with new trees, public lighting, crosswalks and urban furniture. The painting of the square was made with the help of locals, who already adopted the new public space.



Implementation Process



Three days, a new public space



Fortaleza was the winning city of ITDP's Sustainable Transport Award 2019, and as a result was host of the Mobilize Summit 2019, in the end of June. In the event, the city decided to show how it can be possible to make low cost interventions and achieve high impact with a limited time frame.

During the three days of the event, the city team, with the support from NACTO GDCI, was able to transform an intersection in Praia de Iracema neighborhood, making it more inviting and safer for pedestrians.

This intervention was part of a Tactical Urbanism workshop that allowed participants to be included in the process of making a new public space.

meet

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Health Investment with Public Spaces

Started in June 2014 by the Fortaleza City Hall, the Areninhas Project has been urbanizing and requalifying soccer fields in neighborhoods with a high index of social vulnerability. In addition to the soccer fields, Areninhas also have multi-sport courts, gym equipment and spaces with children's toys, attending the public of all ages.

The goal is to deliver quality sports equipment to the population, especially to benefit the children's experience with public places, where the community can besides practicing physical activity, have a safe space for living, leisure and citizen training. There are 23 Areninhas and 05 mini Areninhas in Fortaleza.



Fortaleza City Hall Official Website, 3 Years Anniversary of Campo do América Areninha, 2017.



Following the city's activities to promote road safety, Antônio Bandeira Street was one of the roads chosen to receive a new urban design due to traffic conflicts and large wasted asphalt space. In addition, while the studies were in development, the team found out the street would also receive an Areninha on the same period.

- Redesign focused specially on the Areninha public
- 1,6km of ciclying lanes

- Organization of parking spaces
- Construction of islands and accessibility ramps for crossing

- Expansion and renovation of sidewalks
- 504m² of asphalt transformed into sidewalks

Before



After



Prefeitura de
Fortaleza

NACTO designing
/TORONTO cities 2019/



Bloomberg
Philanthropies
INITIATIVE FOR GLOBAL ROAD SAFETY