



# VIANA DO CASTELO

A LAND OF OPPORTUNITIES





VIANA DO CASTELO

The central location of Viana do Castelo in the territory and the road and rail infrastructures offer good mobility conditions.

**Airports**

Oporto - 60 Km  
Vigo - 70 Km

**Seaports**

Viana do Castelo - 2 Km  
Leixões - 60 Km  
Vigo/Spain - 75 Km

**Accessibilities**

**Motorway**  
A28 - Oporto  
A27 - Ponte de Lima  
**Railway**

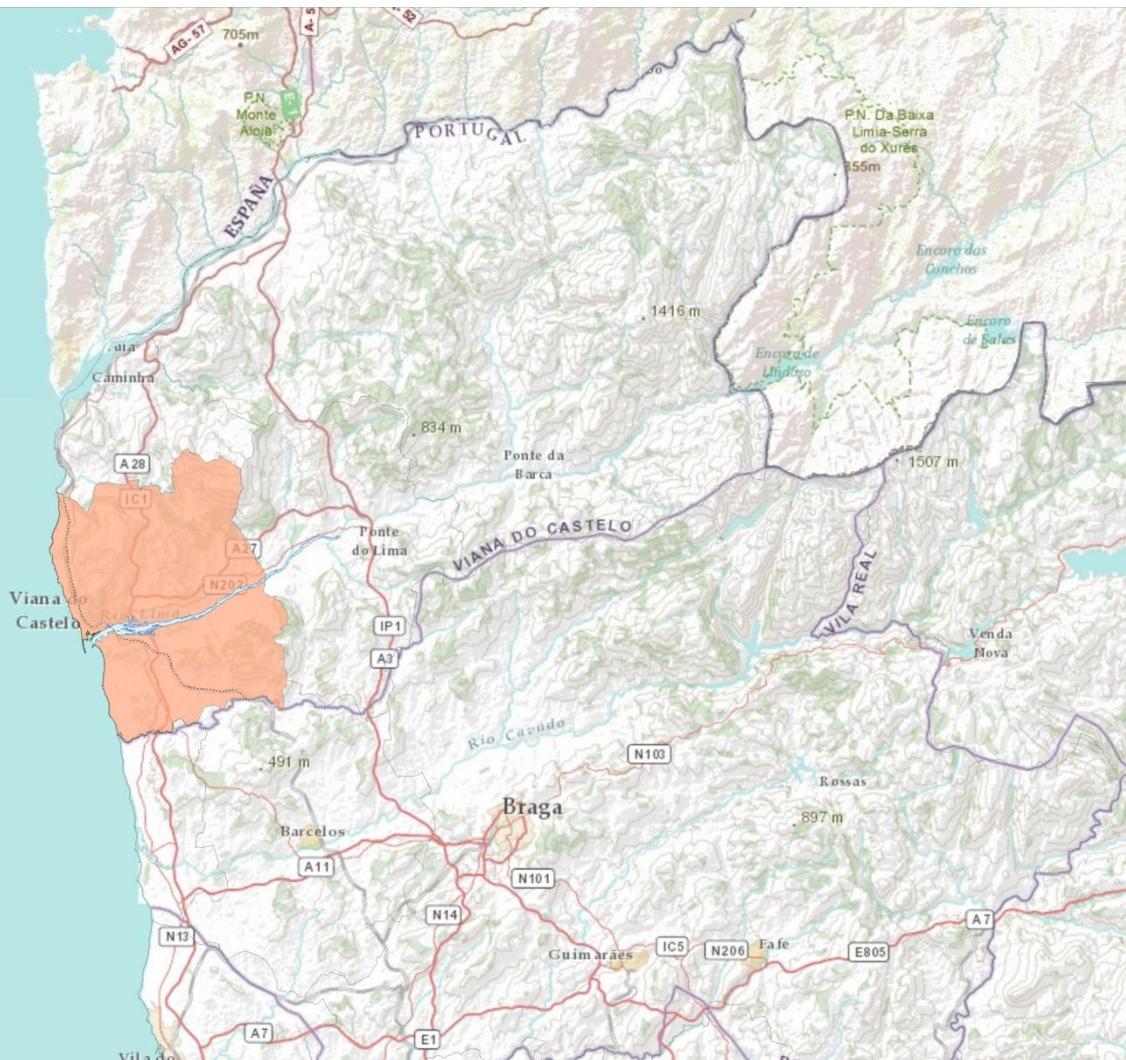
CORUNHA  
SANTIAGO COMPOSTELA  
VIGO



COIMBRA  
LISBOA  
FARO

# viana do castelo

## the city and the port - local visions



## Municipality of Viana do Castelo

territorial framework

The municipality of Viana do Castelo, with 314 square kilometres, has forty parish councils and more than 90 000 inhabitants, of which 40 000 live in the city, **which has undergone a major urban renewal and a progressive environmental enhancement**



viana do castelo  
City and surrounding area



viana do castelo  
is an essential "nodal point" in the consolidation of the urban  
system of the North and Euro-Region (Galicia - Northern Portugal).

	Portugal	Northern Region	Minho-Lima
Gross Value Added per capita GVA at market price (2009) Unit: 10 Euros	82 736 082	22 494 644	
Turnover at market price (2009) Unit: 10 Euros	335 887 312	91 449 328	
GDP per capita, at market price (2008) Unit: Euros	14 634	12 585	9 941



	Portugal	Northern Region	Minho-Lima	Viana do Castelo
Purchasing Power Indicator, per capita (2007)	100	86,2	71,2	88,4



## STRATEGY FOLLOWED

I

**1995 - STRATEGIC PLAN** (development)

II

1999 - PLAN OF THE CITY OF URBANIZATION (development)

III

**2000 - PROGRAM POLIS | Strategic Plan**

III.I

2002 - PLAN DETAILS OF THE CITY PARK

III.II

2002 - PLAN DETAILS OF HISTORICAL CENTER

III.III

2002 - PLAN DETAILS AND THE RIVERFRONT FIELD

D'AGONY

IV

**2011 - REVIEW OF THE STRATEGIC PLAN**





Historic Center of Viana do Castelo





## STRATEGIC PLAN

Elects seven strategic goals:

- 1. To claim the city as a dynamic regional center**
2. Strengthen Viana do Castelo while the regional center for culture and leisure
3. Viana do Castelo while Strengthen regional training center and promotion of the economic fabric
- 4. Promote the axes of internationalization of the city**
5. Territorial structuring and strengthening of cohesive social
6. Qualification and environmental value
7. Develop the capacity for initiative and participation of citizens

## PLAN OF THE CITY OF URBANIZATION

"... has translated, unequivocally, a policy of **urban requalification** and environmental."





## PROGRAM POLIS | Strategic Plan

**mission:**

**RECONCILIATION WITH THE CITY OF RIVER AND THE SEA**

**Elects three goals:**

- 1. Valuing** the proximity of the presence of **three natural ecosystems (SEA, RIVER AND MOUNTAIN)** and its intersection in town, here understood as the ecosystem of man
- 2. Qualify the historical center**, returning it to **pedestrians** and studying alternatives for the movement and parking of motor vehicles
- 3. Betting on RECOVERY OF THE ENTIRE RIVERFRONT**, favoring contact with the river and turning it into a new leisure center, the city's cultural and administrative





POLIS AREA OF INTERVENTION PROGRAM



viana do castelo  
REFERENCE IN REHABILITATION  
heritage of excellence and awarded

Street Nova de Santana / Street Gen. Luis do Rego / Leisure stewards of the Pilgrimage  
National Prize of Architecture "Alexandre Herculano" 2006 - Public Praise



**Rehabilitation Building Housing**  
Recreates Award 2006  
National Prize of Architecture "*Alexandre Herculano*" 2006



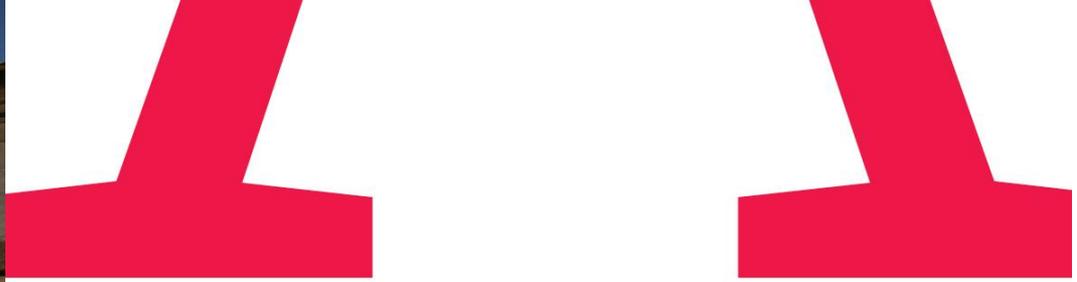
Museum Center "*House of the Niches*"  
IHRU Award 2008



**Church of Souls**  
IHRU Award 2009



**Rehabilitation Building Housing**  
IHRU Award 2009 - Honorable Mention



**Street Roque de Barros**  
IHRU Award 2009



Costume Museum



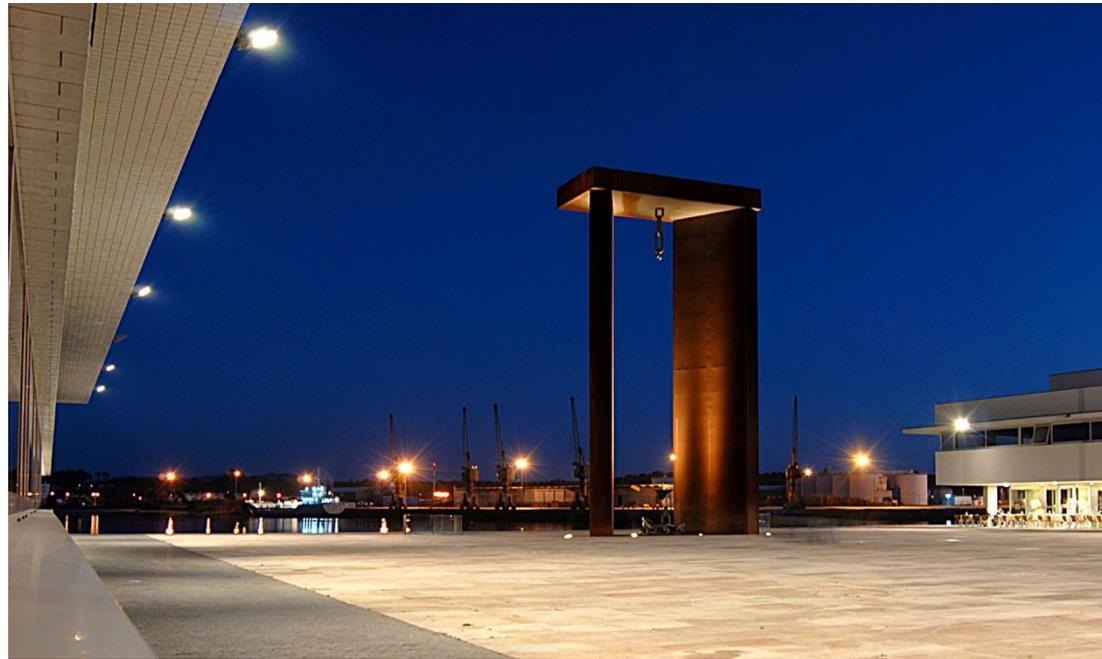


**Álvaro Siza Vieira,**  
1992 Pritzker Prize  
*"Nobel of architecture"*  
greater reward in the world of architecture



**Eduardo Souto Moura,**  
2011 Pritzker Prize  
*"Nobel of architecture"*

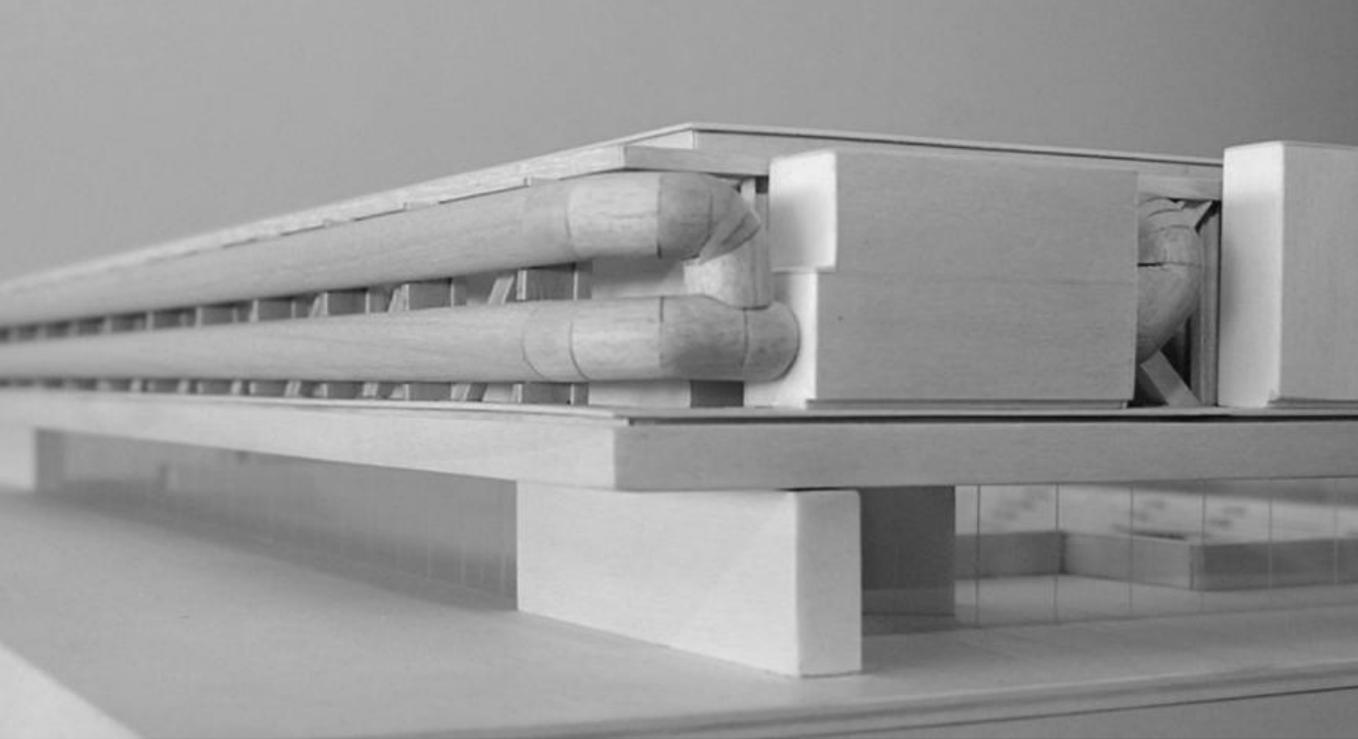
## viana do castelo REFERENCE IN CONTEMPORARY ARCHITECTURE



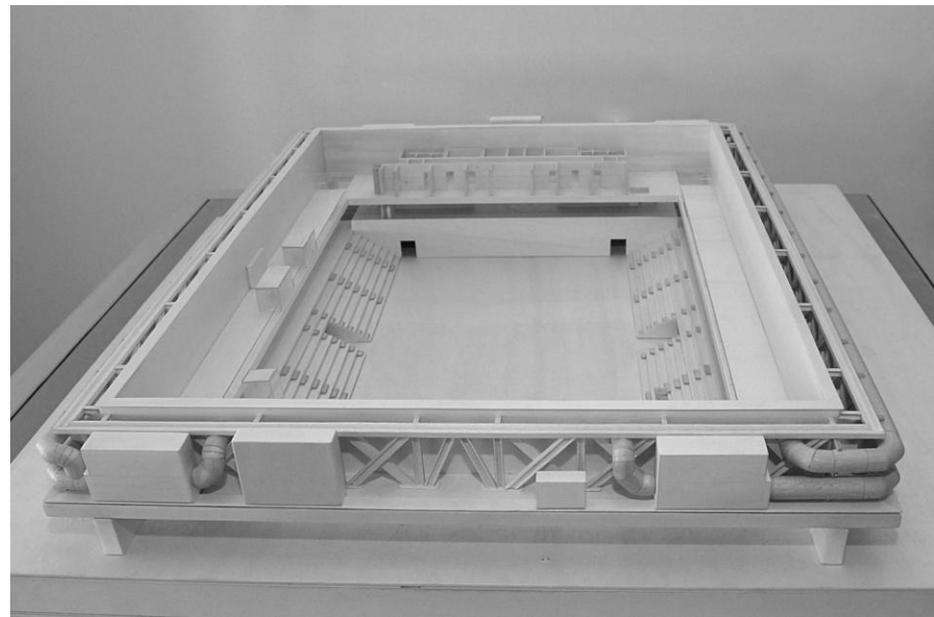
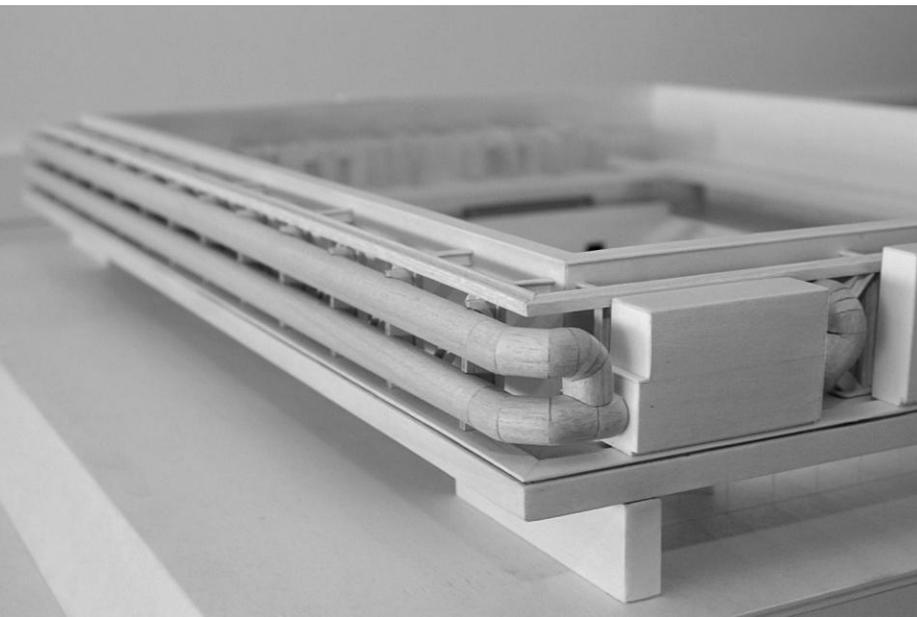


**Municipal Library**  
(arqt.º Siza Vieira)  
National Prize for Architecture  
*"Alexandre Herculano"* 2008





**Cultural Center**  
(arqt.º Souto Moura)  
under construction





viana do castelo  
mecca of architecture

## REGARDING PORT CITY local visions

**City Park:** residential, leisure and entertainment area

**Darque Riverfront:** favouring the touristic development of the riverfront

**Business Park:** increasing its business and industry attractiveness

**Seaport:** significant role in the development of the region

**Sea Center:** nautical tourism and water sports



## relevance in the port city's future

ility to export and marketing of products from existing economic cluster



## Wind Cluster

viana do castelo  
houses the largest Portuguese wind cluster

### **ENERCON**

one of the most advanced windmill industrial units  
of the Enercon Group



### **SAERTEX**

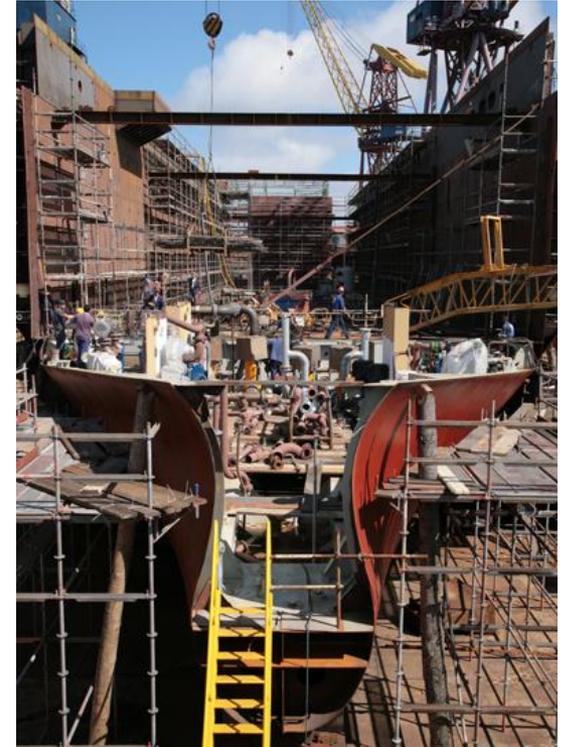
production of fiberglass materials and fabrics  
which will then be used in the rotor blades



## Sea Cluster

### ENVC

Viana shipyards are now highly skilled to design, build, convert and repair sophisticated and different types of naval ships



### Atlantic Marina

dry and floating hibernation areas, support services and facilities



## Paper Cluster

### **Suavecel**

Paper processing company founded in 1996, specialised in toilet paper, kitchen towels, napkins and handkerchiefs



### **Europac Kraft Viana, S.A**

a leading company in the production of paper, corrugated cardboard and packing in the Iberian Peninsula.



**NAUTICAL  
Sea center**



**Atlantic Marine**



## Nautical Rowing Center





Nautical Sailing Center





Nautical Center Canoe



## Center High Yield Surf



## REVIEW OF THE STRATEGIC PLAN

2010 - 2015

### VISION

Viana do Castelo, Atlantic associated with the target values of sustainability, an engine at sea-based economy and renewable energy space and ambiance, urban and rural, who reinterpret the tradition in the context of regional innovation and contemporary.





## BETS ON FUTURE

- Polis Program North Coast - A Territory of Excellence
  - Center City - Mar Economy - Water sports / recreational Boating
    - Renewable Energy Cluster / Products Endogenous
      - Urban Regeneration
        - Valuing Cultural Capital
          - Qualification of People
            - Affirmation of the City Area Regional



FICA NO CORAÇÃO