Discussion paper on the commercial axis of the first section of the Santuari Street in Barcelona

Stores are the last phase for goods delivery, with a capillary distribution within the city from logistic centers. In the case of a primary network street in Barcelona, business mobility problems supposes a bad traffic operational problem. In the study phase is detected that the street is jammed with cars double-parked downloading with negative impact over mobility and TMB and AUTHOSA network.

The project removes one parking lane in order to widen the sidewalks, now a width of less than 1.20 m. Areas of loading/unloading are kept.

The road reduction could be a worsening loading and unloading problem.

To understand the problem has made a survey of traders, which we can draw some conclusions:
> Commercial spaces are small (<50m2). They have little storage space, and this implies a high rate of supply.
> Fresh food stores require almost continuous rotation.
> Bars (four in the area) favours the consumer space on the storage, putting more pressure on local mobility.
> Other smaller-area commerce, such as booths or hairdressers, have no need to supply.
> Major businesses (banks) are service organizations and do not need stock. Products are in short supply, but require a very wide armoured vehicle to get close.

The problem is focused on fresh product commerce (florist, meat, fish …), in bars or kiosks.

Organization of the activity regulation could boost among traders for the activity regulation of slots and / or discharge areas (associative platform).

Multi-purpose lane and night download are discarded at urban level, because it cannot be applied in the case study. Neither the increase in discharge spaces ensures better management of time and parking spaces.

Solutions of the storage space management can be found from the administration.

> Business licences
> Adapt the storage space the type of trade (currently minimum 4m2) involving less turnover with less floating storage.

> Urban microplatforms
> Replacing multiple suppliers to a single centralized final delivery. This task exists in the urban qualification 7-b (equipment provision and supply) to design markets, slaughterhouses… which have more surface than necessary for a neighbourhood or a street. Should study the situation and volume necessary to size the equipment to local needs

It could influence on the commercial landscape of the city with a wider scope of influence of the projects into a coordinated planning of the urban ranking city 7b (in our case the Tres Turons MPGM) to regulate the supply of trade counting with active participation of the sector. Current situation encourages service businesses (call centers, professionals, insurers, banks …) at the expense of local shops, with direct consequences on the urban landscape and the local economy in the consolidated city.

Correction factors of urban management could correct the tendency of traditional city streets to lose vitality and business diversity.