

# Park Güell

BARCELONA

GOVERNANCE REPORT  
2018-2019



Ajuntament de  
Barcelona





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# Presentations



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# 01

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## Presentations

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**Janet Sanz Cid**  
Second Deputy Mayor

Park Güell is a symbol of the city. A symbol, a recreational space and an architectural icon that best defines Barcelona; its singularity makes the city and this space one of a kind. A natural, and at the same time naturalised, space as can be seen in its contours, the way it replicates natural forms, which was typical of the approach used by Antoni Gaudí. This has made Park Güell a unique space that has been declared a UNESCO World Heritage Site.

At the same time, this unique space poses a major challenge: striking a balance between its use and enjoyment by local residents while being one of the most popular spots in the city for tourists.

There is no better way of showing our pride in this space than recovering it and placing it at the service of one and all. With this in mind, the 2017-2022 Strategic Plan for Park Güell was approved. This plan, working in partnership with local residents, city officials, political groups and experts, analyses its external factors, opportunities and generates strategies so that the neighbourhoods closest to the park and the rest of the city can clearly and tangibly benefit from Park Güell, improving the level of harmony between its different uses.

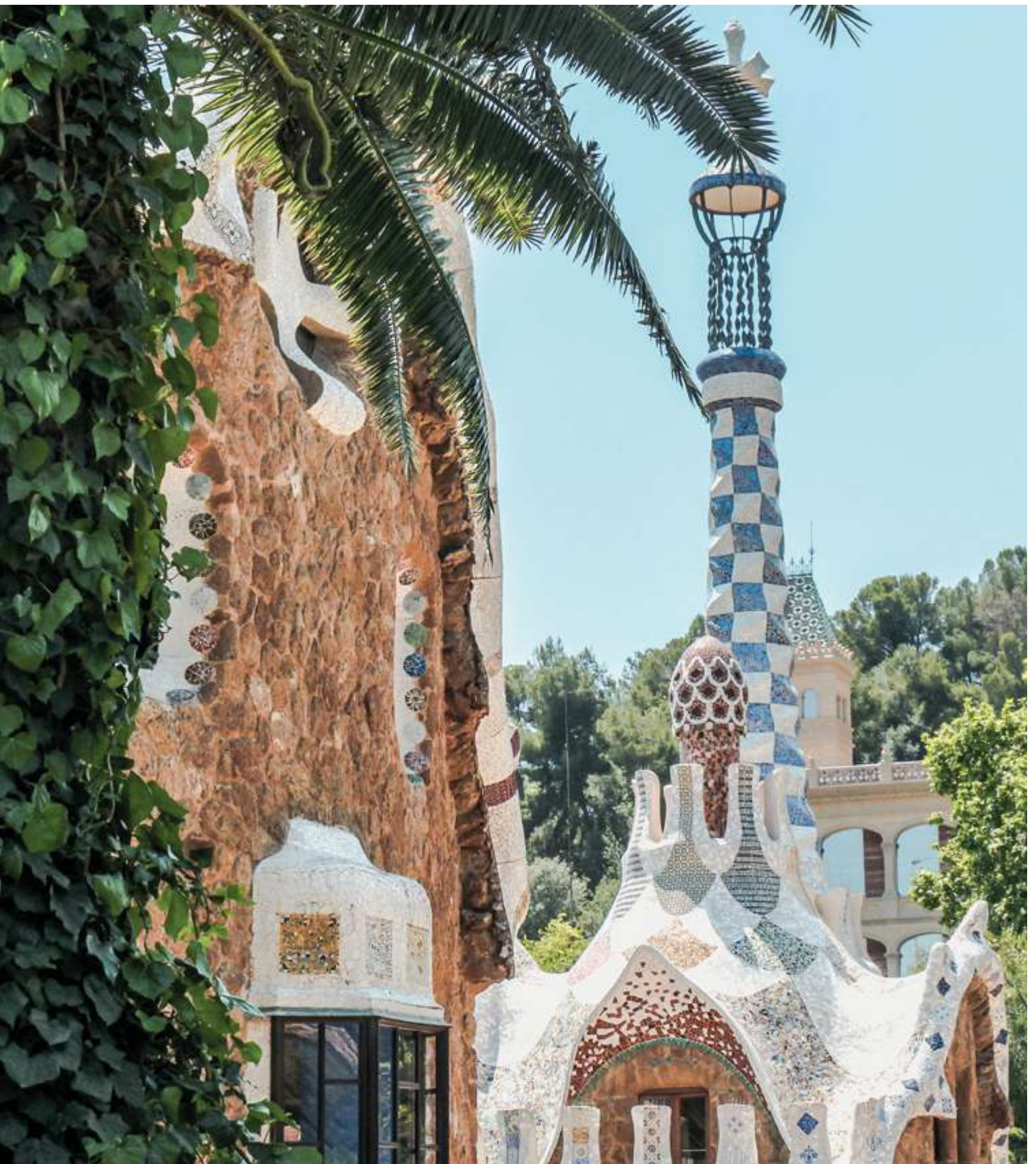
Thus, the protection and promotion of green spaces, the restoration of the park and its heritage, the improvement of nearby areas, accessibility, mobility, enhancing the social use of the space, popular cultural actions and reducing the negative effects of overcrowding, are the principles and objectives around which this strategic plan is based, which contains 198 actions to be carried out.

The strategic plan has completely overhauled the way the park is managed, ensuring the involvement of the different city officials and the nearest neighbourhoods; this was considered the best way of making sure that Park Güell was placed at the service of one and all, making it a more open, friendly space in addition to generating a series of benefits, social returns, that make this space a positive opportunity for the city.

As is reflected in this report on the actions performed in 2018 and 2019, its effects can already be felt, with the first 52 actions complete and a further 39 under way.

We're still on the path to making Park Güell the space we want it to be and that the city needs, but most importantly, we have taken the first significant and irreversible steps. Obviously, the current situation generated by the COVID-19 crisis has posed questions. But I am sure that the path that we have started down, the participation and responsibility of local residents, whose commitment and dedication really do deserve mention, is forging a model for the responsible and sustainable use of this space. This space sums up just what Barcelona is: a city that looks to the future, that cares for its heritage and that ensures the involvement of all its stakeholders. Just like it should be.

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**Eloi Badia Casas**  
Councillor's Office for Climate  
Emergency and Ecological  
Transition

Park Güell is used as a route to get to school, a recreational space, where runners exercise or where local residents take a stroll, while at the same time being an icon of the city of Barcelona. The uniqueness of this space resides specifically in that: the wide range of views and different perceptions of its users. It is impossible to separate its architectural value as an urban space that connects the bordering neighbourhoods of La Salut, El Coll, Vallcarca i els Penitents, El Carmel and Can Baró; nor can the interest it stokes amongst visitors to the city be ignored.

Barcelona City Council has two responsibilities to this end, which bring together the different visions and perceptions of Catalan history and culture. On the one hand the work of Gaudí must be protected, studied and promoted for all of humanity, as established in the UNESCO requirements; but at the same time, we must preserve it as an urban park, a natural space for the community and even a space for individual and collective recollection.

After a long period of analysis, reflection and the participation of experts and local residents, on 17 January 2018, Barcelona City Council approved the “2017-2022 Strategic Plan for Park Güell”; this working report contains details of the initiatives that have made it possible to develop on some of the 200 actions set out in the Plan for 2018 and 2019. It details both the mobility, public space, facility, heritage and culture measures in addition to the investment made.

It features elements that foster the sense of optimism and continue these collective efforts to transform Park Güell. I would like to recall two of these milestones. The first, last November, saw Barcelona City Council receive the *World Responsible Tourism* award for the best tourism management initiative for its project to regulate visitors to Park Güell, received at the *World Travel Market*, an annual international event dedicated to the tourism industry held in London. The second will see Park Güell celebrate its 100th birthday as a public park and I am convinced that this will be an excellent opportunity to reflect on and consolidate the return of the social use of the park to the city.

As a result of all the above, and in line with the evident wishes of the city as a whole, the City Council has made a staunch commitment to fostering, with renewed spirit once we overcome this time of uncertainty caused by COVID-19, the 2017-2022 Strategic Plan for Park Güell and to continue working hand in hand with local residents, institutions, businesses and administrations to convert *our* beloved Park Güell into an urban park, a green space, a monumental site and space for collective recollection that we are all looking for. We will achieve this.

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# 02

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## Governance model for Park Güell

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# 02.1

## 2018 – 2019 Governance

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After a long process involving analysis, reflection and the participation of experts and local residents, on 17 January 2018, Barcelona City Council approved the **“2017-2022 Strategic Plan for Park Güell”**. This plan contains approximately 200 measures and has been allocated a budget of 24.9 million euros with one essential objective: returning the social use of the park to the city.

Park Güell occupies 19 hectares divided between 5 of the city's districts, of which 1.7 hectares are regulated. The first step of the plan involves diagnosing the current situation and the problems resulting from overcrowding and the impacts this has on factors including mobility, the increase in public transport and the quality of life of neighbours in the surrounding area; however, the most important impact has undoubtedly been the undoing of the ties between the city and its park. (link to the strategic plan at: <https://ajuntament.barcelona.cat/ecologiaurbana/ca/amb-qui-ho-fem/participacio-ciudadana/park-guell>)

The strategic plan therefore seeks to strengthen the bond between Barcelona's residents and the park, avoiding the consequences of overcrowding and improving the environment. Furthermore, it aims to redirect investment and, in addition to the preservation of heritage, prioritise other activities that directly benefit the surrounding neighbourhoods: protection from media exposure, reducing traffic in the surrounding area, improving biodiversity or reducing the presence of people taking video footage on the

one hand; and on the other, a wider range of cultural activities, a new approach to preserving heritage, investment in the surrounding neighbourhoods or the involvement of social, economic and neighbourhood movements in the governance of the park. These are just a few of the measures that seek to reduce the impact of overcrowding, promoting community use, improving mobility or ensuring the park has a living cultural heritage.

All of this is structured around a new governance model that looks to coordinate and involve the different city authorities that participate in the management of the park, its neighbours and the institutions through the Promotion and Monitoring Group, the working groups and the other spaces and mechanisms. This model, in which the city's different operators are involved, is coordinated by the Technical Secretariat for Park Güell and defined in an assignment approved by the government commission on 4 October 2018. In addition to other factors, this model requires that an annual report is written up for each year that the assignment lasts. This report covers the actions taken as part of the Strategic Plan during the final quarter of 2018 and throughout 2019.

The Government Measure describes the governance model that establishes a specific organisational approach. To ensure that the institution functions properly, it is considered essential to include all groups involved in the purpose of the organisation, whether directly in the decision-making process or in another form of participation.

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To this end, a body has been appointed to Park Güell to ensure that this space, in which so many different stakeholders are involved, is managed efficiently.

With this in mind, the creation of a Park Güell Government Measure Promotion and Monitoring Group was proposed, as the ultimate authority in terms of consultation and participation; this Group must facilitate and improve the knowledge, awareness, protection, management and transformation of Park Güell and the surrounding area by developing the actions set out in the Measure. On 28 June, the **Promotion and Monitoring Group for the Park Güell Government Measure** was constituted at Casa Pere Jaqués.



## Organisational structure

The Promotion Group is assisted by the Working Group, depending on the lines of intervention or action priorities; their goal is to debate, analyse and create proposals and monitor actions that require specific knowledge. Work begins with three Groups: the facilities and public space group, the mobility group and the heritage working group.

The governance model is supported by the Executive Technical Commission, which manages the Park on a daily basis and oversees compliance with the Government Measure and the corresponding actions.

The Executive Technical Commission, which has a horizontal technical composition and is executive in nature, is structured around a consensus-based decision-making and organisational model.

The Commission will consist of at least one technical representative from each city operator involved, with each one reporting to their corresponding operator.

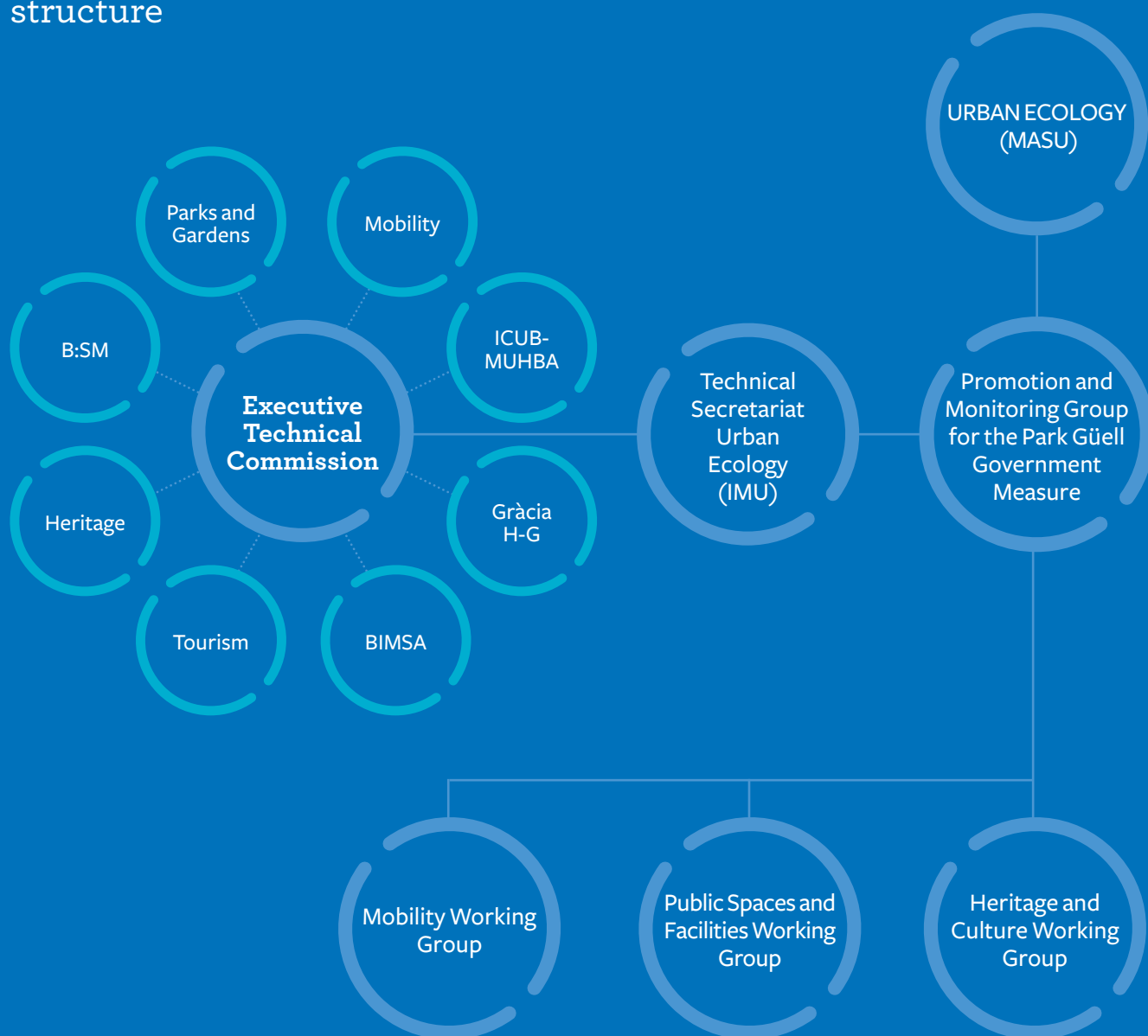
The Executive Technical Commission will define its own ordinary operating routine.

The Park's permanent operators include the Urban Ecology Manager's Office (MASU, Parks and Gardens, IMU and BIM,SA), Barcelona de Serveis Municipals, The Municipal Institute for Culture and the districts of Gràcia and Horta-Guinardó.

**Technical Secretariat for Park Güell:** The Technical Secretariat has a clear cross-cutting vision and coordinates the different city authorities. To this end, in coordination with the Environmental and Urban Services Manager's Office, which is responsible for the Park, it promotes this type of project for which Urban Ecology is responsible through the Municipal Urban Planning Institute, which appoints the management and decides on the composition of the Technical Secretariat.

**Municipal Urban Planning Institute** (Head of the Technical Secretariat). This local public-owned company, for which Barcelona City Council is responsible, is tasked with coordinating cross-departmental projects run by the Urban Ecology Manager's Office in which different dependent bodies which serve a territorial and participatory purpose are involved.

## Organisational structure





## Promotion and Monitoring Group for the Park Güell Government Measure (2019-2023)

### Barcelona City Council

Second Deputy Mayor

Sixth Deputy Mayor

Councillor's Office for the District of Gràcia

Councillor's Office for the District of Horta-Guinardó

Councillor's Office for Tourism and Creative Industries

Municipal Manager's Office

Environmental and Urban Services Manager's Office

General Management BSM,SA.

ERC Municipal Group

Barcelona en Comú Municipal Group

PSC Municipal Group

Ciutadans Municipal Group

Junts x Cat

PP Municipal Group

### Properties

Sagrada Família Foundation

Barcelona Education Consortium

Casa Trias

### Groups of Experts

Architects' Association of Catalonia

Head of the Gaudí Chair

Biologists' Association of Catalonia

### Technical Secretariat

Municipal Urban Planning Institute

### Residents and Neighbourhoods

Federation of Barcelona Neighbourhood Associations (FAVB)

Representatives of the La Salut, Vallcarca, Can Baró, El Carmel and El Coll neighbourhoods

The Park Güell Government Measure (January 2018) seeks to ensure that the institution functions properly, including all groups involved in the purpose of the organisation is considered essential, whether directly in the decision-making process or in another form of participation. These groups consist of local or industrial institutions in addition to city officers, professionals and experts, depending on the topic in question.

## Working Groups constituted in 2018-2019

On 5 July 2018, the **Mobility Working Group** was constituted. The aim of this Group is to validate the diagnosis, analysis and assessment of the alternatives and additional technical work; it consists of the institutions involved in the Promotion Group, which represent the 5 neighbourhoods bordering Park Güell and institutions with responsibility for urban planning and work.

On 28 November 2018 the **Public Space and Facilities Working Group** was constituted as the management body with three specific objectives: that all members of the Group know the technicians responsible for the projects, that it is possible to obtain feedback on the actions being performed, and finally, that the opinions of all members can be expressed and proposals for the future generated.

On 20 February 2019, Casa Pere Jaqués hosted the constitution of the third working group defined in the Government Measure, with a view to promoting, improving and fostering the cultural programmes at the park: the **Heritage and Culture Working Group**. Park Güell is a key figure when it comes to the city's culture and identity, not only as a work created by Gaudí and a world heritage monument, but as the setting for social and cultural events and as a meeting place for local residents over the decades. This Working Group has two key objectives: a combined series of activities and the preparation of a new approach to the preservation of heritage, in both the regulated and monumental zones.





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## Operators

The governance model is supported by an executive technical commission that coordinates all the operators involved in running the park on a daily basis.

### Urban Ecology Manager's Office

- **The Municipal Institute of Parks and Gardens** is a local public-owned company, for which Barcelona City Council is responsible, tasked with the conservation and improvement of Park Güell. In addition to providing advice and delivering training on gardening techniques and organising production, it is responsible for the maintenance of natural heritage, perceptual reports and quality control for all projects relating to biodiversity that are undertaken at the Park. Nonetheless, the Environmental and Urban Services Manager's Office is ultimately responsible for the contract and use of the Park.
- **Municipal Urban Planning Institute** (Head of the Technical Secretariat). This local public-owned company, for which Barcelona City Council is responsible, is tasked with coordinating cross-departmental projects run by the Urban Ecology Manager's Office in which different dependent bodies which serve a territorial and participatory purpose are involved.
- **BIMSA, SA** is responsible for performing the urban infrastructure actions that it is tasked with. Reporting to the Urban Ecology Division, it performs the projects associated with the different areas and Parks and Gardens using part of the funds provided by BSM SA for its management of the regulated zone.
- **Department of Urban Architecture and Heritage.** Architectural heritage is one of the fundamental testimonies of the history and identity of the Park. Its assets represent an irreplaceable legacy, which must be reflected in better conditions for future generations. The mission of the Department of Urban Architecture and Heritage (Urban Ecology Division) is to preserve and rehabilitate Gaudí's historic legacy.

**Barcelona Serveis Municipals B:SM.** The Park Güell Department at B:SM is responsible for managing the regulated space of the monumental area, the logistical bus platform, communication and the quality of visits. It interacts directly with the tourist sector. It is responsible for some of the key investments in terms of the management of the Park and the surrounding area. The benefits of its responsibilities include the royalties that allow the Technical Secretariat to coordinate the return on investment.

**Museum of History of Barcelona,** under the Barcelona Culture Institute and responsible for the Casa del Guarda interpretation centre, conserves, studies, documents, promotes and discloses the historic heritage of Park Güell from its origins to the present day through its itineraries, seminars and debates scheduled throughout the year at the Park. It is responsible for part of the cultural programming and the guided visits for schools.

**District of Gràcia and the District of Horta-Guinardó** are the neighbourhoods bordering the Park. Its executive divisions (Licenses and Public Space Department and Citizen and Territorial Services Department) coordinate the actions and initiatives that take place. In the case of the District of Gràcia, it is responsible for the **Guàrdia Urbana** assigned to the area in terms of the security of the park.

**Other operators** directly or indirectly involved in the management of Park Güell include other public or private operators such as the **Barcelona Education Consortium**, responsible for the Baldri i Reixac school located inside the park, **Sagrada Família** as the owner and manager of Casa Museu, also located inside the park or the **Trias family** residing in the only private, inhabited home within the monumental zone.

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# 03

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Actions 2018-2019

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## Restoration of the viewpoint at Baixada de la Glòria

### Code

**1.2 - 6**

INCREASE IN SOCIAL USE

### Dates (start/end)

**01 - 2018**  
**07 - 2018**

### Cost

**€433,984**

### Operator

**B:SM** Barcelona  
de Serveis  
Municipals

### Description

The works have focussed on enhancing the **greenery** of the space around the steps that connect the Vallcarca metro station and the park, the **construction of pathways to access the viewpoint with views over El Putxet** and the small esplanades in the area, cleaning and vegetation. The works came to an end with the **installation of new urban furniture and new lights** in a new open space located above the access steps, creating an urban viewpoint.

This new space measures **320 m² and offers views over El Putxet**. The viewpoint can be accessed using the staircase and paths constructed, respecting and recovering the ruins of the existing dry stone walls.





1. Urban furniture and lighting
2. Path to access the viewpoint
3. Viewpoint



## New general signs across Park Güell

### Code

**1.2 - 7**

INCREASE IN SOCIAL USE

### Dates (start/end)

**12 - 2016**  
**02 - 2019**

### Cost

**€216,578**

### Operator

**B:SM** Barcelona  
de Serveis  
Municipals

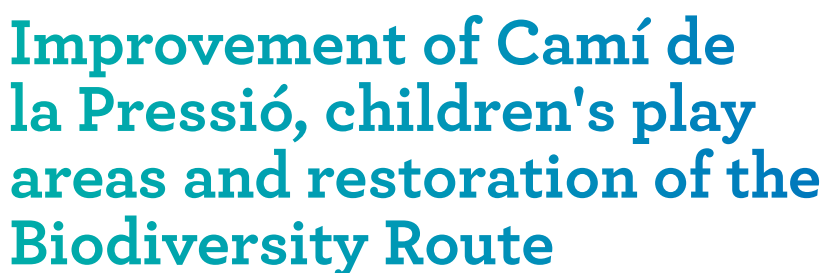
### Description

The project has focussed on **standardising the different signs in place to respond to all the current signing needs**, creating a single standard for signs that is in harmony with the Park Güell in terms of its different fixed and mobile elements. These new elements consist of: general information panels at the entrances to the Park, the entrances to the regulation or payment zones, information on the direction of movement in the Park and the position of heritage, greenery, services, uses, regulations and other information.









## 1.2 - 16

07 - 2018  
01 - 2019

€847,894

**B:SM** Barcelona de Serveis Municipals

The **Biodiversity Route** is one of the aspects that allows local residents to enjoy the park's natural spaces, **flora and fauna** away from the usual tourist traps. This project also includes improving the **Camí de la Pressió** (demarcation, sand pavements, water collection and channelling) and the restoration of the spaces in the **children's play area** located at the side entrance from Carrer Olot (improvement of terraces and drainage and channelling of water). The main criteria in terms of this itinerary was providing a response to local residents' demands for a natural space away from the usual tourist traps,

where visitors can enjoy the park's greenery, in line with the historic natural legacy of Park Güell. **This initiative spans a total surface area of 1,248 m<sup>2</sup>.** Work has also been performed on Camí de la Pressió, a sand path that leads into the "woods", prepared to collect rainwater running downhill, creating channels and connecting to a gutter system to prevent puddles forming and the destruction of paths in the event of downpours.





1. Biodiversity Route
2. Camí de la Pressió
3. Children's play area



## Rehabilitation of heritage schools

### Code

**1.2 - 15**  
INCREASE IN SOCIAL USE

### Dates (start/end)

**06 - 2019**  
**02 - 2020**

### Cost

**€807,963**

### Operator



### Description

Project to renovate indoor and outdoor spaces:

- adaptation of the three patios
- installation of lightning rods
- rehabilitation of rainwater channels and systems on tile and ceramic roofs
- restoration of moisture-damaged plastering
- installation of fire alarms adapted to the current regulations
- restoration and painting of outdoor shutters
- renovation of fencing
- renovation of the gymnasium heating system







## Repair of toilets on Carrer Olot

## Code

## 1.2 - 17

INCREASE IN SOCIAL USE

## Dates (start/end)

## 04 - 2019

06 - 2019

## Cost

€49,583

## Operator

**B:SM** Barcelona de Serveis Municipals

## Description

New water facilities for the toilets on Carrer Olot. This intervention has focussed on the Park Güell toilet facilities located next to Sala Hipòstila, with the creation of new water facilities for these toilets equipped with the necessary installations to create two additional sets of facilities in the future.



**Code****2.1 - 2**

REDUCTION OF IMPACT CAUSED BY OVERCROWDING

Reduction of the media exposure and image of Park Güell and diversification of the iconographic elements used in advertising

**Code****2.1 - 3**

REDUCTION OF IMPACT CAUSED BY OVERCROWDING

Reduction of filming/ documentaries that may encourage visits

**Code****2.1 - 4**

REDUCTION OF IMPACT CAUSED BY OVERCROWDING

Definition of criteria for approving filming inside the park to manage Park Güell's image

**Dates** (start/end)**2018** Ongoing**Dates** (start/end)**2018** Ongoing**Dates** (start/end)**2018** Ongoing**Cost**

No direct allocation

**Cost**

No direct allocation

**Cost**

No direct allocation

**Operator**

Different operators

**Operator**

Different operators

**Operator**

Different operators







## Temporary closure of Turó de les Tres Creus (days of high footfall)

## Code

## 2.2 - 12

## REDUCTION OF IMPACT CAUSED BY OVERCROWDING

## Dates (start/end)

## 2019 Ongoing

## Cost

No direct allocation

## Operator

## Parcs i Jardins

## Description

With a view to avoiding the incorrect use of the park's heritage and promoting safety measures for visits, restricted access signage has been stepped up and ropes deployed around Turó de les Tres Creus.





## Study of the Park Güell access shuttle. Relocation of Bus Turístic stops

### Code

**3.4 - 5**  
MOBILITY

### Dates (start/end)

**04 - 2019**

### Cost

To be recovered  
from entrance  
fees to the  
regulated zone

### Operator

**B:SM** Barcelona  
de Serveis  
Municipals

### Description

April 2019: **new direct shuttle service that connects the Alfons X metro stop (L4) to Park Güell**, taking approximately 10-15 minutes and departing approximately every 7 minutes. The return journey is included in the price of a ticket and it runs non-stop during the hours in which the regulations apply to the Monumental Zone of the park.

**Local residents** with an access pass to Park Güell, in addition to **Gaudir Més** members can use this new bus.



The implementation of this new service is intended to free up the roads around the monumental site and reduce the use of urban bus lines by tourists.





# Fixing the pavement on Carrer Ramiro de Maeztu

## Code

## 3.6 - 11

MOBILITY

## Dates (start/end)

03 - 2019  
01 - 2020

## Cost

forecast

€350,000

## Operator



## Description

The **Final Project** includes the replacement of the existing bus stop with a canopy, the installation of traffic lights, changing road markings and signage, the installation of new urban furniture, correcting the existing facilities, moving the affected lights, erecting a retaining wall in the sloped area and the paving of pavements as part of the works to create steps to resolve the unevenness of the pavement on these two streets.





## Replacement of the Baixada de la Glòria mechanical staircase

### Code

**3.7 - 56**

New (October)

MOBILITY

### Dates (start/end)

**01 - 2019**

**01 - 2021**

### Cost

forecast

**€382,518**

### Operator

**BIM/sa** Barcelona d'Infraestructures Municipals

### Description

The **tender period** has now begun for the works involving the updated final project to replace a section of the mechanical staircase at Baixada de La Glòria. These stairs connect Av. de Vallcarca and Av. del Coll del Portell, providing access to Park Güell and were the first of their kind in the city (1987). For some time now, maintenance of this staircase has been hampered by the difficulty in finding spare parts for this very old structure.







# Traffic calming of Olot, Rambla Mercedes, Marianao and Sant Josep de la Muntanya

## Code

## 3.8 - 50

## Dates (start/end)

04 - 2019  
10 - 2020

## Cost

forecast

€248,601

## Operator



## Description

Technical solution worked on in conjunction with members of the Park Güell Mobility Group structured around **limiting and controlling access, changing the direction of movement and itineraries, relocating the taxi rank.**





## Improvement of the area surrounding Font de Sant Salvador and the adjacent steps

### Code

**4.1 - 2**

GREENERY AND BIODIVERSITY

### Dates (start/end)

**09 - 2018**  
**02 - 2019**

### Cost

**€584,843**

### Operator

**B:SM** Barcelona  
de Serveis  
Municipals

### Description

Work to repair La Font de Sant Salvador. The work has focussed on **restoring the fountain, improving accessibility, restoring the pavements and run-offs by installing new signage and litter bins.**

Furthermore, the stairs providing access to Forat del Vent (El Coll neighbourhood) have been restored and the pavement providing access to Forat del Vent and the entry gates have been renovated.





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## Code

### 4.1 - 4

GREENERY AND  
BIODIVERSITY

#### Master plan for infrastructures and services

The Master plan was created following the study, diagnosis and organisation of infrastructures as part of the Park's services, both in terms of current and future needs: it involved surveying all current facilities and services, performing a diagnosis, creating a proposal and improving the maintenance plan.

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## Dates (start/end)

03 - 2019

02 - 2021

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## Cost

€120,000

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## Operator

**B:SM** Barcelona  
de Serveis  
Municipals



Ajuntament  
de Barcelona





## Improvement of Font de la Sarva, access to the cistern, restoration of outdoor benches, restoration of Viaducte de Baix, reinforcement of balustrades and benches and repair of the Sala Hipòstila

### Code

**4.1 - 3**  
GREENERY AND BIODIVERSITY

### Dates (start/end)

**12 - 2018**  
**06 - 2020**

### Cost

forecast  
**€1,320,724**

### Operator

**B:SM** Barcelona  
de Serveis  
Municipals

### Description

#### Access to the cistern

Replacement of the access point to the rainwater deposit beneath Plaça de la Natura and Sala Hipòstila by removing the cover and the existing section of mechanical staircase.

#### Repair of Font de la Sarva

The objective of this action is to recover this space, which is currently walled, to make it visible to visitors to the park and accessible to guided tours by demolishing the plaster covering the original staircase and installing a metal fence in addition to light fixtures inside the space occupied by the fountain.





*Restoration of the Viaducte de Baix*

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### **Benches in Plaça de la Natura**

Restoration of the surfaces of the benches, replacement of the glass and ceramic pieces by restoring lost volumes with lime mortar and chromatic reintegration with silicate paintwork, partial replacement of the material with lime mortar and natural aggregates.

### **Roof of Sala Hipòstila**

Restoration of the roof surfaces and connections between the columns in the roof of Sala Hipòstila by installing supporting structures, removing rusted metal elements that cause cracks, replacement of cracked ceramic parts by replacing the material.

### **Restoration of the Viaducte de Baix**

Work on the natural stone balustrades on the Viaducte de Baix, on the inner face of the Viaducte and its outer face, both on the straight part and the curved parts between the garden boxes that lead to benches, as they strengthen the balustrades against horizontal forces by providing structural reinforcement in the form of stainless steel profiles and restoring lost volumes to restore the balustrades to their original sizes.

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1. Benches in Plaça de la Natura
2. Before and after
3. Before and after





1. Roof of Sala Hipòstila
2. Access to the cistern
3. Repair of Font de la Sarva





## Plaça de la Natura

### Code

No code

### Dates (start/end)

**03 - 2017**  
**04 - 2019**

### Cost

**€1,087,281**

### Operator

**B:SM** Barcelona  
de Serveis  
Municipals

### Description

Structural reinforcement of the vaults and arches of the floors, new waterproofing of Sala Hipóstila and improvement of drainage in the square.

*1st phase March 2017 - July 2018*

*2nd phase August 2018 - April 2019*





## Expansion of the Bosc Turull Environmental Classroom

### Code

**5.1 - 2**  
QUALITY OF THE BORDERS

### Dates (start/end)

**06 - 2019**  
**02 - 2020**

### Cost

**€544,049**

### Operator

**BIM/sa** Barcelona d'Infraestructures Municipals

### Description

Project to redevelop the space around Passeig de Turull 14 by expanding the Bosc Turull Environmental Classroom, a natural space to study its wildlife and plants has been expanded by 350 m<sup>2</sup> with 5 platforms and a naturalised pond to study the new aquatic ecosystem.







# Redevelopment of Carrer Alguer

## Code

## 5.4 - 11

## QUALITY OF THE BORDERS

## Dates (start/end)

# 06 - 2019

12 - 2019

## Cost

€188,056

## Operator



## Description

Final project that seeks to define the land planning resulting from the demolition of buildings located at **Carrer Alguer, 33 and 35, and the steps that connect it to Carrer Santuari**, in addition to the part pending in the project for bringing Carrer Alguer in line with the adjacent area.

The total surface area spans 343.38 m<sup>2</sup>, of which 225.80 m<sup>2</sup> correspond to the original part of this project and 117.58 m<sup>2</sup> to the part pending completion from the previous stage.





## Strengthening and optimising the Gaudir Més system

### Code

**6.1**

ACCESS TO THE REGULATED ZONE

### Dates (start/end)

Proposal activated permanently

### Cost

No direct allocation

### Operator

**B:SM**

Barcelona de Serveis Municipals

### Description

**Gaudir Més is a free, cultural register aimed at residents** who wish to enjoy more of what the city has to offer. Its members can access the park through any of the entrances in the Monumental Zone, providing identification in the form of their fingerprint. With a view to promoting this initiative, it was proposed that communication should be improved to raise awareness amongst Barcelona's residents that Park Güell is an open space, where 91% of the space can be accessed freely and the remainder belongs to the regulated space, which can be accessed freely by members of Gaudir Més.





## Improving regulations to facilitate inspections

## Regulating permits for shops targeting tourism in the bordering neighbourhoods

### Code

**8.1 - 2**  
SOCIOECONOMIC SPHERE

**8.1 - 3**  
SOCIOECONOMIC SPHERE

### Dates (start/end)

Proposal activated permanently

### Cost

No direct allocation

### Operator

**District of Gràcia**

### Description

**The scope of application of the Special Plan to organise shops dedicated to selling souvenirs has been extended.**

In the district of Gràcia, the amendment of the Plan entails expanding the scope of the current suspension, encompassing the routes usually taken from metro stops to Park Güell. This area consists of the space bordered by Travessera de Dalt, Avinguda Vallcarca, Passeig de la Mare de Déu del Coll and Carrer Santuari.



The main objective is to protect the commercial fabric of the neighbourhoods, preventing the replacement of traditional commerce by this type of establishment.





## Mechanisation of the gate connecting to El Carmel

### Code

**8.4 - 11**  
SOCIOECONOMIC SPHERE

### Dates (start/end)

**12 - 2020**  
**05 - 2021**

### Cost

forecast  
**€164,336**

### Operator

**B:SM** Barcelona  
de Serveis  
Municipals

### Description

Modification of the internal structure and installation of a brake system to facilitate the opening and closing of the gate.









**Code****8.3 - 8**

SOCIOECONOMIC SPHERE

Promotion of employment plans by the park's organisations: Parks and Gardens and B:SM.

**Code****8.3 - 9**

SOCIOECONOMIC SPHERE

Temporary job placement programmes for the park's maintenance and gardening.

**Code****8.4 - 10**

SOCIOECONOMIC SPHERE

**Reinforcement of security and sensor installations**

Increasing the presence of civic officers in the area in which the main elements of architectural heritage are located, in addition to installing CCTV cameras to protect heritage and organise transit.

**Dates** (start/end)  
**Proposal activated**  
**permanently**

**Dates** (start/end)  
**Proposal activated**  
**permanently**

**Dates** (start/end)  
**01 - 2016**  
**09 - 2021**

**Cost**

No direct allocation

**Cost**

No direct allocation

**Cost**

forecast

**€1,212,200****Operator****Parcs i Jardins****Operator****Parcs i Jardins****Operator****B:SM** Barcelona de Serveis Municipals



## Code

### 8.4 - 12

SOCIOECONOMIC SPHERE

#### Self-care plan

Park Güell has its own Self-Care Plan (PAU). Law 4/1997, Royal Decree 393/2007 and Decree 30/2015 contain the articles and rules that serve as the framework for this document, which seeks to provide a response to any emergency situation or serious risk. Human and technical resources have been prepared to deal with emergencies that may occur at Park Güell, making it the **first park in the city to have its own PAU**.

## Dates (start/end)

01 - 2019

12 - 2022

## Cost

€6,352

## Operator

**B:SM**

Barcelona  
de Serveis  
Municipals

Parcs i Jardins



## Code

### New 2019

SOCIOECONOMIC SPHERE

#### Creation of the final project for WIFI antennas

Replacement of WIFI antenna models.

## Dates (start/end)

01 - 2019

## Cost

forecast

€74,813

## Operator

**B:SM**

Barcelona  
de Serveis  
Municipals




## 03.1

## Cultural programming 2018 – 2019

## Proposals achieved by the Strategic Plan between 2018 and 2019

Code	Proposal	Operator
<b>7.2 - 5</b> CULTURE	Creation of a wide-ranging, varied cultural offer (children, families, elderly, adults, women, etc.) both inside and outside the park.	
<b>7.2 - 6</b> CULTURE	Creation of more themed routes of varying durations that cover different paths and offer different interpretations of the park.	<b>MU·IBA</b> MUSEU D'HISTÒRIA DE BARCELONA
<b>7.2 - 7</b> CULTURE	Schedule of activities that offer contemporary ways of looking at the park and the surrounding neighbourhoods.	
<b>7.2 - 12</b> CULTURE	Allow the neighbourhoods' cultural itineraries to be included in the regulated zone.	<b>Districtes</b>
<b>7.3 - 14</b> CULTURE	Retain Casa del Guarda as a space for exhibiting the park's heritage.	<b>MU·IBA</b> MUSEU D'HISTÒRIA DE BARCELONA
<b>7.2 - 9</b> CULTURE	Inclusion of cultural and artistic initiatives that take place in the neighbourhoods within Park Güell.	<b>Secretaria Tècnica</b>

Code	Proposal	Operator
<b>7.2 - 9</b> CULTURE	Inclusion of cultural and artistic initiatives that take place in the neighbourhoods within Park Güell.	Secretaria Tècnica
<b>7.2 - 10</b> CULTURE	Promotion of cultural activities by local residents through the channel of communication with bordering neighbourhoods in Catalan.	<b>MUI·IBA</b> MUSEU D'HISTÒRIA DE BARCELONA
<b>7.3 - 17</b> CULTURE	Look at how the cistern beneath Sala Hipòstila can be made accessible and fully open for visits as a part of the heritage complex relating to water.	
<b>7.3 - 18</b> CULTURE	Promote the use of the "Park Güell Barcelona" app as an audio guide.	<b>B:SM</b> Barcelona de Serveis Municipals
<b>7.4 - 19</b> CULTURE	Promotion of studies and exhibitions on historic and oral memory corresponding to Park Güell.	 Ajuntament de Barcelona <a href="https://barcelona.cat/ecologiaurbana">barcelona.cat/ ecologiaurbana</a>
<b>7.1 - 2</b> CULTURE	High-quality approach to the park's heritage as an integrated whole focussing on knowledge: history (before, now, after), terrain, wildlife, plants, hydrography, palaeontology, uses, post-history, urban planning, architecture, collective memory, art.	
<b>7.1 - 3</b> CULTURE	Approach to heritage depending on the different profiles of visitors: basic, non-specialist and specialist.	<b>MUI·IBA</b> MUSEU D'HISTÒRIA DE BARCELONA
<b>7.3 - 15</b> CULTURE	Providing Casa del Guarda with more resources.	





## Activities aimed at schools (2018 -2019)



### **Ask Barcelona**

Activities containing educational material aimed at school groups

### **Park Güell and nature**

(Year 1 and lower primary)

### **Park Güell project**

(middle and upper primary)

### **Güell, Gaudí and Barcelona. An urban perspective (compulsory secondary education, vocational training and Baccalaureate)**

(Organised by MUHBA through the Educational Coordination Council and the Educational Resources Centre)

### **Barcelona learning camps**

Educational programme that offers centres the option of developing innovative projects with students to study the city from a global perspective (Organised by the Barcelona Education Consortium)

### **How Barcelona works**

Activity to spread the culture of sustainability and educate young people to continue participating and assuming joint responsibility for the ecological functioning of Barcelona. (Organised by EUM)

### Playing with sounds and colours

Activity aimed at nursery schools, which consists of a project involving a multidisciplinary work conveyed through movement, music and art. Children work on the project at school and the final part of the initiative is completed at Park Güell during behind-closed doors workshops.

*(Organised by the Educational Resources Centre in Gràcia, BSM and MUHBA)*

**Participants: 430 students**

### Elite properties inside the Park

Activity aimed at compulsory secondary education and Baccalaureate students that raises awareness of relationships between Park Güell and the city, society and the era in which they were constructed. It also analyses their architectural forms and aesthetic, symbolic and functional factors. *(Organised by the Educational Resources Centre in Gràcia, BSM and MUHBA)*

**Participants: 435 students**

24, 25 and 26  
April (2018)

2, 3 and 4  
April (2019)



### Park Güell, Gaudí and Nature

Activity aimed at Year 1 and infants, facilitating the discovery of nature as inspiration for architectural forms, in addition to its influence on the design of the park's different areas.

*(Organised by the Educational Resources Centre in Gràcia, BSM and MUHBA)*

**Participants: 650 students**

### Park Güell project

Activity aimed at middle school students, exploring the luxury residential project conceived by Antoni Gaudí and Eusebi Güell. The activity researches the forms and meanings of the park and the links between the natural space and the urban planning and architectural project. *(Organised by the Educational Resources Centre in Gràcia, BSM and MUHBA)*

**Participants: 535 students**



## Activities aimed at schools (2018 -2019)

30 January  
(2018 - 2019)



23 April  
(2018 - 2019)



### Day of Non-violence and Peace

Baldri i Reixac school organises its walk for peace taking in different parts of Park Güell. On this day each year, the educational institutions commemorate a culture of non-violence and peace by committing to be champions of peace and understanding between people. *(Organised by Baldri i Reixac school, BSM, Parks and Gardens-EUM and the Bosc Turull Environmental Classroom)*

**Participants:** nursery to Year Six of primary school

### Edition of the “Saint George and the Dragon of Park Güell” bookmark competition

For the second consecutive year, the bookmark competition has been organised with students from nearby schools. The purpose was to promote creativity and reading among the children, while demonstrating the park’s value as a dedicated cultural space. The salamander or dragon is the most representative icon of the park and can be interpreted in many different ways. The prize consisted in the publication of the three winning bookmarks, tickets to the Zoo and Amusement Park and a thematic game relating to Gaudí and/or Park Güell. *(Organised by B:SM and schools)*



**Reina Elisenda-Violai  
school fête**

15 June  
(2018 - 2019)



10, 11, 25 July  
9 September (2018)  
17 February, 5 May, 14  
July, 29 September  
and 3 November  
(2019)



**Barcelona 1902**

Activity aimed at secondary school students involving the development of the area known as Muntanya Pelada. The visit ends at Casa Trias, the only property actually built, to provide an understanding of the Park's original project, exploring its relationship with the city and learning about its historic context. (*Organised by the Educational Resources Centre in Gràcia, BSM and MUHBA*)

Participants: 420 students

27 September  
(2019)

**Global actions against  
climate change**



## Cultural actions aimed at all citizens

4, 11, 18 and 25  
July (2018)  
3 February  
(2019)



10, 11, 18  
and 25 July  
(2018)  
3 February  
(2019)

### **Güell, Gaudí and Barcelona, the expression of an urban ideal**

Guided tour of the exhibition at Casa del Guarda in Park Güell, one of the few examples of a modest property constructed by Antoni Gaudí. (Organised by BSM and MUHBA)

### **Barcelona 1902: urbanising “Muntanya Pelada”**

Tour of Park Güell explaining the process of constructing and formally arranging the park. The route circles the monumental zone of Park Güell but does not actually go inside it. (Organised by BSM and MUHBA)

17 June, 16  
September  
and 11 November  
(2018)

13 January, 3  
March, 28 April, 9  
June, 28 July and 8  
December (2019)



3 June - 1, 4, 11, 18, 25  
July - 5, 8, 15, 22, 29  
August - 2, 5, 12 and  
19 November (2018)  
24 March, 14 April,  
26 May, 16, 23 June,  
20 November,  
15 December (2019)

### **Gràcia 1900. The bourgeois showcase of a working class neighbourhood**

Route that starts in the La Salut neighbourhood, a recreational space for the working classes and one of the spots chosen by Barcelona's elite to build their second homes at the turn of the 20th century, before taking in the streets of the former Vila de Gràcia, where it is still possible to admire the houses built during this time and witness traces of the conflicts and contradictions typical of a modern metropolis. (Organised by BSM and MUHBA)

### **Park Güell and Barcelona**

Visit to the Casa del Guarda and route that retraces the construction and formal arrangement of Park and its relationship with the city of Barcelona. (Organised by BSM and MUHBA)





## Cultural actions aimed at all citizens

19 May (2018)  
18 May (2019)



26 February  
(2018)

### **Museum night**

Guided night-time visit to the Casa del Guarda as part of the city's programming for Museum Night.  
(Organised by BSM and MUHBA)

### **Trades at Park Güell**

Representatives of the different trades present at Park Güell visit the Baldiri i Reixac school to describe their responsibilities: in 2018 an official guide, a supervisor from Parks and Gardens and a visitor and neighbour assistant participated in this initiative.  
(Organised by BSM, Parks and Gardens and Baldiri i Reixac)

Christmas  
2018  
Christmas  
2019



21-22 and 23  
April (2018)

#### **Christmas trees of wishes**

Over the course of the two editions of this initiative, local residents, visitors and children from nearby schools have been offered the opportunity to express their New Year's resolutions and hang them from the trees located in strategic positions across Park Güell.  
(Organised by BSM)

#### **Charity Book Workshops**

As part of the Sant Jordi festivities, voluntary workers from BSM, in cooperation with the Servei Solidari Foundation, which is committed to promoting the autonomy and full participation of young people at risk of social exclusion, distributed books in exchange for donations.  
(Organised by BSM and the Servei Solidari Foundation)



## Cultural actions aimed at all citizens

24 April  
(2018)

### Biodiversity and flora



4 and 18 July  
(2018)

### The conquest of the Turons

Starting at Turó de la Rovira and ending in Vallcarca, passing through Park Güell, this is a guided tour for explaining Barcelona's growth into this part of the territory, accompanied by exceptional views of the city.  
(Organised by BSM and MUHBA)

22 and 29  
June, 6 and  
13 July  
(2018)

### Barcelona and Jazz

Homage to this musical style in the city, with four concerts evoking aspects and episodes of Barcelona's relationship with jazz.  
(Organised by BSM and MUHBA)





25 June to 27  
July  
(2018)

**“MUSICACTIVA” summer camp**

Organised by the Association for the Promotion of Active Music (in collaboration with the Baldori i Reixac school). Participation of 4,000 primary school students.

16 and 26 July,  
2 and 9 August  
(2019)

**Biennial reflection**

Proposes a debate amongst architecture professionals who have been or are currently responsible for Gaudí's works, addressing the problems posed by updating the techniques used by Gaudí and the specific maintenance that they require.

*(Organised by BSM and MUHBA)*





## Cultural actions aimed at all citizens

5 November  
(2018)

**Park Güell: Politics,  
Ideology and Symbols**



7 April  
(2019)

**Learning about herbs**

21 April, 19  
May, 7 July,  
10 November  
(2019)

**The Barcelona in which López,  
Güell and Gaudí lived**

A tour of Ciutat Vella that enables participants to consider the footprint left by the López and Güell families, united by the marriage of Isabel López i Bru to Eusebi Güell i Bacigalupi.

*(Organised by BSM and MUHBA)*



17 May  
(2019)

**48-hour Open House. Visit to the Sala Hipòstila cistern**

The activities organised as part of Architecture Week include the option of enjoying a guided tour inside the Sala Hipòstila cistern and observing the design of this interesting water research and engineering project. The idea was to collect and store the water from Turó del Carmel in the cistern.

*(Organised by Parks and Gardens and the District of Gràcia)*

12 May,  
17 July, 8  
September  
and 19  
October  
(2019)

**Gaudí and Jujol: from Park Güell to the San Salvador estate**

A visit to the San Salvador estate in Park Güell that enables visitors to discover the two early 20th century real-estate projects aimed at the bourgeoisie and undertaken by the two renowned architects of the time: Josep Maria Jujol and Antoni Gaudí, respectively. We analyse the scope of both proposals and how they came about. *(Organised by BSM and MUHBA)*







## Cultural actions aimed at all citizens

21 and 28  
June, 5 and 12  
July (2019)

### Summer concerts: “Barcelona and Rumba”

Summer concerts: four sessions dedicated to the Catalan Rumba that take place in Jardins d'Àustria.

(Organised by BSM and MUHBA)



29 June, 20 July,  
3 August, 1 and  
14 September,  
19 October, 16  
November  
(2019)

### Barcelona's first viewpoint. The city's expansion seen from Tres Turons

Itinerary that recounts the successive events in the city's history that left their footprint on the city's first viewpoint, Tres Turons, El Carmel and Vallcarca, passing through Park Güell. The route offers the opportunity to enjoy spectacular views over the city.

(Organised by BSM and MUHBA)



16 and 26 July,  
2 and 9 August  
(2019)



### **Cinema nights: Barcelona in movement**

Open-air cinema sessions that aim to shine a light on Barcelona's forgotten spaces, covering the period from the 1960s to 2000 through four different films.

*(Organised by BSM and MUHBA)*



## Cultural actions aimed at all citizens



3 July  
(2019)



30 August  
(2019)

### Afternoon snacks at Font de Sant Salvador

Industry, mouth, fountain: the socialisation of water, talk with afternoon snacks at Font de Sant Salvador delivered by historians J.M. Conte and Manel Guàrdia.  
(Organised by BSM and MUHBA)

### Concert to close Music in the Parks

The 2019 summer edition of Music in the Parks ended with the closing concert held at Park Güell.  
(Organised by Parks and Gardens and B:SM)



7 October  
(2019)



### Mathematical look at Gaudí's architectural heritage

Organised by Teresa Ticó. The appearance of the wave-like, organic forms at Park Güell hide a multitude of rigorous calculations that Antoni Gaudí applied in their design. *(Organised by BSM and the Catalan Society for Environmental Education)*

20 October  
(2019)



### Park Güell: Ecology versus Gaudí in the city

Urban greenery favours biodiversity, it plays host to countless plant and animal species, supplies oxygen, absorbs pollutants and offers local residents a recreational spot that contributes to improving their health. *(Organised by BSM and the Catalan Society for Environmental Education)*



## Cultural actions aimed at all citizens

20 October and  
1 December  
(2019)

### **Park Güell, between culture and nature**

Urban greenery favours biodiversity, it plays host to countless plant and animal species, supplies oxygen, absorbs pollutants and offers local residents a recreational spot that contributes to improving their health. *(Organised by BSM and the Catalan Society for Environmental Education)*

4 November  
(2019)

### **The use of Park Güell by local residents through photography**

Organised by Marta Delclòs. A visual tour of archive photographs and family photo albums. The first step in building an alternative perspective of the Park through its social, political and cultural uses. *(Organised by BSM and the Catalan Society for Environmental Education)*

23 November  
(2019)



#### **Birdwatching mornings**

Organised by Pere Alzina. Autumn sees many of the birds that populate our skies migrate to Africa (swallows, bee-eaters, hoopoes, etc.), while many return to escape the snow and ice of Central and Northern Europe (finches, thrushes, siskins, etc.). A tour of the Park's different habitats (*Organised by BSM and the Catalan Society for Environmental Education*)

23 November  
(2019)

#### **Botanical and photographic tour of the Park**

Organised by Josep Maria Llorach. A tour of the Park, providing information on the plants that most grab our attention, learning about their specific features and trying to reflect this in our photographs. (*Organised by BSM and the Catalan Society for Environmental Education*)





## Cultural actions aimed at all citizens



### **Park Güell and the metropolis. Diverse perspectives**

A seminar on Gaudí's project for Park Güell, explaining this very ambitious and interesting exercise to bring together nature, architecture and the city, which represents a delicate balance between ideas, needs, forms and processes. This event provides an introduction to some of the concepts that supported a new vision of the Park that must make it possible to provide it with new value from the perspective of heritage. Scientific coordination: Albert Cuchí. (Organised by BSM and MUHBA)

### **Park Güell and its origins, 1894-1926**

The presentation of this initiative, attended by 120 people, took place on 14 December at Park Güell, delivered by its authors and Joan Roca, Director of the Barcelona History Museum (MUHBA).



## Dissemination of the exceptional universal value of Park Güell (regulated zone)

Focussing on **socio-economic** aspects, the strategic proposal includes different measures that share the common goal of protecting local trade, protecting property and safeguarding heritage, to name just a few. The promotion of employment plans and the participation of temporary job placement programmes was significant in 2018.

November  
2018

October and  
November  
2018

### Eco-gardeners

This project is run by Barcelona Activa and aims to provide specialist training to young people with no formal qualifications or those experiencing difficulty finding work. As part of the VET-Erasmus programme, education professionals from Italy, Slovenia and Norway have visited the Park.

### Diving into culture

In cooperation with the Bayt al Thaqafa Foundation, social institutions and cultural teams, this event offered the opportunity to exchange experiences, gaining first-hand knowledge of their realities.

### Transpirenaica Social Solidària

Transpirenaica Social Solidària is a non-profit association created in 2013 as part of an educational project with the goal of improving the integration of young people at risk of social exclusion, promoting their talent by using the space as a "classroom".

### Red Cross

Visit by the NGO, specifically the staff responsible for the Social Network for the Elderly: "Enredat", organised by the Red Cross in Moianès and Castellterçol Town Council.



## Sporting activities and other collaborations

8 April  
(2018)  
19 April  
(2019)

Park Güell Trail



22 May  
(2018)  
12 October  
(2019)

Cantada Coral -  
COREARTE

1 June  
(2018)

Olimpoveda







2 to 17 June  
(2018)  
1 to 16 June  
(2019)

El Coll fête

18 November  
(2018)  
17 November  
(2019)

Cross Tres Turons



Painters fair

High season

High season

Handicraft fair



# 03.2

## Activities in figures

Current status of  
the **198 proposals**  
in the strategic  
plan (%)

**26.26%**

Complete

**11.11%**

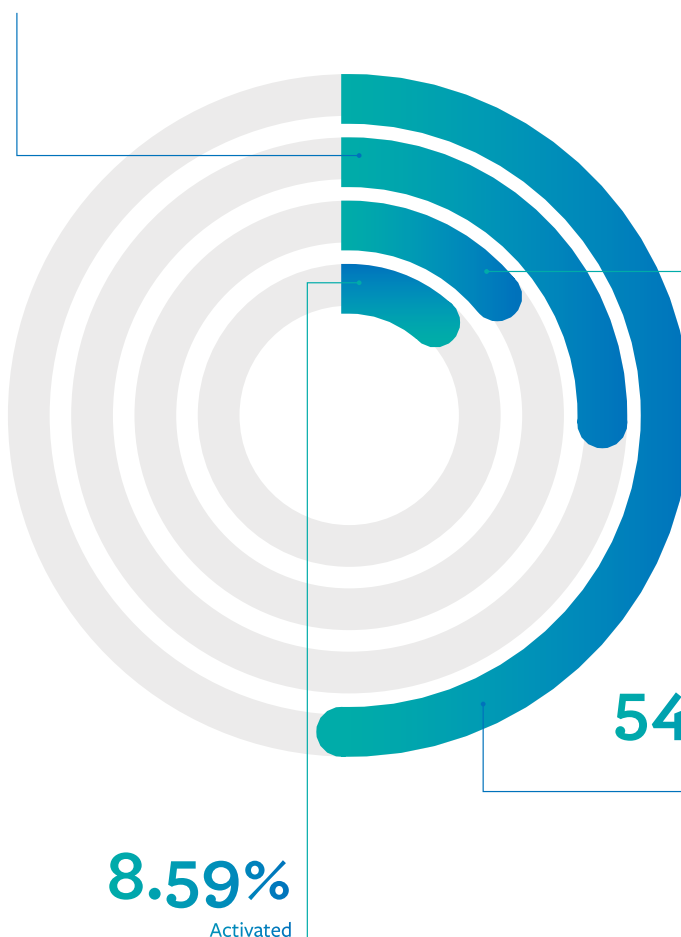
Ongoing/In progress

**54.04%**

To be rolled out

**8.59%**

Activated





## Current status of **actions** by scope (%)

	Complete	Ongoing/In progress	Activated	To be rolled out
<b>1. Increase in social use</b>	42.31%	11.54%	7.69%	38.46%
<b>2. Reduction of impact caused by overcrowding</b>	62.50%	12.50%	-	25.00%
<b>3. Mobility</b>	10.71%	5.36%	3.57%	80.36%
<b>4. Greenery and Biodiversity</b>	11.11%	7.41%	11.11%	70.37%
<b>5. Quality of the borders</b>	-	18.75%	18.75%	62.50%
<b>6. Access to the Regulated Zone</b>	100.00%	-	-	-
<b>7. Culture</b>	63.64%	-	18.18%	18.18%
<b>8. Socioeconomic sphere</b>	38.89%	33.33%	-	27.78%





## 1. Increase in social use

	Proposal No.	COMPLETE	Operator
1	1.1-1	Create a schedule with the organised activities currently on offer at the park and generate new ideas (*)	Technical Secretariat
2	1.1-2	Resume historic activities where possible (*)	ICUB
3	1.1-3	Identify groups that can generate neighbourhood activities within the park (Sardana groups, popular activities, concerts, street theatre, performing arts, sporting activities, etc.) (*)	ICUB
4	1.1-5	Include the social fabric in the Park's governance model	Technical Secretariat
5	1.1-8	Promote the use of school playgrounds and/or other services in the area for activities involving local residents	-
6	1.1-25	Calendar of local schools with activities in the park (*)	Technical Secretariat
7	1.2-6	Restoration of the viewpoint at Baixada de la Glòria	B:SM
8	1.2-7	New general signs across Park Güell	B:SM
9	1.2-16	Improvement of Camí de la Pressió, children's play areas and restoration of the Biodiversity Route	B:SM
10	1.2-15	Rehabilitation of heritage schools	Education Consortium
11	1.2-17	Repair of toilets on Carrer Olot	B:SM
	Proposal No.	ONGOING/IN PROGRESS	Operator
12	1.1-10	Improvement of the area for dogs in the woodland	BIMSA
13	1.1-19	Park Güell work centre	BIMSA
14	1.2-11	Children's play area in the cul-de-sac on Carrer Sant Cugat del Vallès	BIMSA

(\*) Proposal activated permanently



	Proposal No.	ACTIVATED	Operator
15	1.1-4	Consolidate and expand the policy that currently makes it possible to dedicate specific times to use of the park by local residents (*)	B:SM
16	1.1-24	Resume the activity of having an aperitif at the Joan Sales viewpoint	-

	Proposal No.	TO BE ROLLED OUT
17	1.1-9	Sign-posting of the most appropriate paths for use by the elderly
18	1.1-12	Expansion of the services offered at the Vilorai viewpoint (toilets and mobile cafeteria)
19	1.1-13	Expansion of services at anti-aircraft bunkers (toilet)
20	1.1-14	Improvement of furniture in ZF
21	1.1-18	Educational facilities (toy library)
22	1.1-20	New parks in the area surrounding Park Güell
23	1.1-21	Children's facilities (Horta)
24	1.1-22	More spaces in the park dedicated to sport
25	1.1-23	Activities aimed at children and adolescents
26	1.1-26	Benches for the elderly



## 2. Reduction of impact caused by overcrowding

	Proposal No.	COMPLETE	Operator
1	2.1-1	Design of the "Park Güell" website, providing a description of this urban park as living heritage: architectural, ecological, social values, cultural activities, in addition to improving communication between the park and local residents, schedule of activities, forum, blog, etc.	B:SM
2	2.1-2	Reduction of the media exposure and image of Park Güell and diversification of the iconographic elements used in advertising (*)	Different operators
3	2.1-3	Reduction of filming/documentaries that may encourage visits (*)	Different operators
4	2.1-4	Definition of criteria for approving filming inside the park to manage Park Güell's image (*)	Different operators
5	2.1-7	Continuation of communication campaigns about the need to purchase a ticket to enter the park (*)	B:SM
6	2.2-11	Stepping up surveillance in areas with a high heritage value or areas in which anti-social offences regularly occur (*)	B:SM
7	2.2-12	Temporary closure of Turó de les Tres Creus (days of high footfall) (*)	Parks and Gardens
8	2.3-13	Configuration of capacity for the summer and winter seasons or special days (Easter, Christmas) (*)	B:SM
9	2.3-14	Management of the sale of tickets to groups so that their visits take place at times of reduced demand (*)	B:SM
10	2.3-16	Make progress towards the exclusive sale of tickets online (*)	B:SM

(\*) Proposal activated permanently





	Proposal No.	ONGOING/IN PROGRESS	Operator
11	2.1-6	Communication campaigns highlighting the problem of overcrowding and the responsibility to conserve Park Güell as a symbolic and unique space	Different operators
12	2.1-8	Installation of sensors at entrances to keep track of the number of visitors	B:SM

	Proposal No.	TO BE ROLLED OUT
13	2.1-5	Increase in fees charged to shoot films or documentaries
14	2.2-9	Notices in the metro to prevent an excessive number of visitors from accessing the park
15	2.2-10	Installation of sensors at the anti-aircraft bunkers to keep track of the number of visitors
16	2.3-15	Market elasticity study



### 3. Mobility

	Proposal No.	COMPLETE	Operator
1	3.1-3	Detailed study of Carrer Olot, Carrer Rambla Mercedes, Carrer Marianao and Carrer Sant Josep de la Muntanya	B:SM
2	3.4-4	Relocation of bus stops next to Park Güell on the 24 and 92 lines	Mobility
3	3.4-5	Study of the Park Güell access shuttle. Relocation of Bus Turístic stops.	B:SM
4	3.7-43	Update of the official Park Güell website with mobility information (*)	B:SM
5	3.7-45	Update of the map on the official Barcelona City Council website	B:SM
6	3.7-46	Periodic collection of mobility data on visitors to Park Güell	B:SM

	Proposal No.	ONGOING/IN PROGRESS	Operator
7	3.6-11	Repair of the pavement on Carrer Ramiro de Maeztu	BIMSA
8	3.6-12	Repair of the pavement on Carrer Albert Llanas	BIMSA
9	3.7-56 New (October)	Replacement of the Baixada de la Glòria mechanical staircase	BIMSA

	Proposal No.	ACTIVATED	Operator
10	3.6-20	Expansion of the bicycle parking network: 14 new stations	Mobility
11	3.8-50	Traffic calming of Olot, Rambla Mercedes, Marianao and Sant Josep de la Muntanya	Mobility

(\*) Proposal activated permanently



	Proposal No.	TO BE ROLLED OUT
12	3.1-1	Enhancement and sign-posting of the Lesseps-Park Güell route
13	3.1-2	Enhancement and sign-posting of the Vallcarca-Park Güell route
14	3.6-6	Creation of pedestrian crossings. Total 18 crossings
15	3.6-7	Adaptation of pedestrian crossings. Total 12 crossings
16	3.6-8	Signage of pavements with cul-de-sac. Total 2
17	3.6-9	Drafting of the Plan for pedestrian signage
18	3.6-10	Construction of a longitudinal fence for pedestrians on Ctra. Carmel
19	3.6-13	Single platform on Passatge Ros
20	3.6-14	Single platform on Av. Can Baró
21	3.6-15	New Pare Alegre-Antequera connection
22	3.6-16	New Park Güell Picnic Zone-Marianao connection
23	3.6-17	New Passatge Turull-Av del Coll del Portell connection
24	3.6-18	New Porta Forat del Vent-Mirador Virolai connection
25	3.6-19	Project to improve accessibility inside Park Güell: conditioning of paths for people with reduced mobility
26	3.6-21	Increased bicycle parking capacity: 9 stations
27	3.6-22	Review of underused bicycle parking spaces
28	3.6-23	Creation of signposted routes on roads for bicycles





### 3. Mobility

	Proposal No.	TO BE ROLLED OUT	
29	3.6-24	Improvement in the 116 neighbourhood bus service	
30	3.6-25	Improvement to bus stops. Includes 3 new schedules	
31	3.6-26	Improvement to bus stops. Improvement to accessibility with new pavements and/or pedestrian crossings. Total 11	
32	3.6-27	Improved signposting on metro platforms and facilities	
33	3.6-28	Update online information on the location of bus stops	
34	3.6-29	One-off change to the route of the 87 bus line	
35	3.6-30	Improved direction signposting for coaches	
36	3.6-31	Installation of traffic lights. Total 4	
37	3.6-32	Change of direction of traffic	
38	3.6-33	Minimisation of incorrect parking	
39	3.6-34	Redesign of the Torrent de Remei-Farigola car park	
40	3.6-35	Painting of car parking spaces. Carrer del Portell	
41	3.6-36	Painting of car parking spaces. Avinguda del Coll del Portell	
42	3.6-37	Painting of car parking spaces. Carrer Joan Cortada	
43	3.6-38	Painting of car parking spaces. Carrer Ramiro de Maeztu	
44	3.6-39	Painting of car parking spaces. Carretera del Carmel	
45	3.6-40	New car park at El Carmel football pitch	BIMSA

(\*) Proposal activated permanently





	Proposal No.	TO BE ROLLED OUT	
46	3.6-41	Improved flow of traffic between Mare de Déu de la Salut and Secretari Coloma	
47	3.6-42	Installation of elements to decrease the speed of vehicles on Carrer Mare de Déu del Coll	
48	3.7-44	New information platform between Park Güell and public transport	
49	3.7-51	Analysis of green zone amendments (only residents)	Mobility
50	3.7-55	Locate electric bicycles	
51	3.8-47	Study segregated stops	
52	3.8-48	Encourage public transport workers to learn English	
53	3.8-49	Consider the installation of public transport ticket vending machines at stops	
54	3.8-52	Improvements in traffic calming on Mare de Déu de la Salut	
55	3.8-53	Park Güell as a route to school (Including the project to implement traffic calming measures on Carrer Olot and the surrounding area)	
56	3.8-54	Bicycle circuits in the park	



## 4. Greenery and Biodiversity

	Proposal No.	COMPLETE	Operator
1	4.1-2	Improvement of the area surrounding Font de Sant Salvador and the adjacent steps	B:SM
2	4.1-26	Security, emergencies, surveillance and fire plan	Parks and Gardens
3	4.1-27	Providing Parks and Gardens with greater resources (*)	Parks and Gardens

	Proposal No.	ONGOING/IN PROGRESS	Operator
4	4.1-3	Improvement of Font de la Sarva, access to the cistern, restoration of outdoor benches, restoration of Viaducte de Baix, reinforcement of balustrades and benches and repair of the Sala Hipòstila	B:SM
5	4.1-4	Master plan for infrastructures and services	B:SM

	Proposal No.	ACTIVATED	Operator
6	4.1-1	Park Güell Volunteering Centre	BIMSA
7	4.1-5	Master Facilities Plan	BIMSA
8	4.1-6	Stabilisation of pathways (from Casa Trias to Tres Creus)	Technical Secretariat

	Proposal No.	TO BE ROLLED OUT
9	4.1-7	Closure of Coll d'en Portell from Plaça Arnold Schömborg
10	4.1-8	Connecting all firefighting hydrants to the entire wooded area

(\*) Proposal activated permanently



	Proposal No.	TO BE ROLLED OUT
11	4.1-9	Closure of the wooded area to private vehicles and improving access to service and emergency vehicles
12	4.1-10	Expansion of automated irrigation and the irrigation network to the central area near Font de Sant Salvador (installation of primary pipes across the 6 hectares and irrigation points; opening and reworking paths)
13	4.1-11	Stabilisation of plots (stabilisation of slopes, adding soil and plants and irrigation)
14	4.1-12	Improvement of cork oaks with emblematic catalogued wooded areas (2 <i>Ceratonia Siliqua</i> , 1 <i>Olea Europaea</i> and 1 <i>Pistacea Lentiscus</i> )
15	4.1-13	Project to improve the Joan Sales viewpoint (Vilorai) (connection to Tres Turons, repair vegetation, irrigation system, stabilisation of the slope, accessibility, etc.)
16	4.1-14	Replacement of Phoenix Canariensis on Passeig de les Palmeres (36 units)
17	4.1-15	Vegetation of the wall at the Sant Josep de la Muntanya entrance
18	4.1-16	Segregation of the irrigation system water service and burial of the Casa Trias overhead services
19	4.1-17	Segregation of wastewater and rainwater on Passeig de les Palmeres
20	4.1-18	Creation of a services gallery on Passeig de les Palmeres
21	4.1-19	New stabilisation system for the main path to Passeig de les Palmeres (excavation and reworking of paths spanning 3,520 m <sup>2</sup> )
22	4.1-20	Increased greenery in the plots around the Olot children's play area, in the Passeig de les Palmeres plot from Casa Trias to the dining area and the area beneath Tres Creus
23	4.1-21	Increase in undergrowth to avoid erosion and run-off
24	4.1-22	Step up maintenance and surveillance of green areas
25	4.1-23	Increase the park's biodiversity, installation of night boxes, feeders, bat boxes, insect hotels or other elements
26	4.1-24	Promotion of native bush species that flourish in winter (the park as a refuge and as a source of resources for birds)
27	4.1-25	Relocation of the landfill and adaptation of the surrounding area. Includes the stabilisation of soil, demolition of the existing structure, removal of the existing landfill and landscaping the surrounding area.



## 5. Quality of the borders

	Proposal No.	ONGOING/IN PROGRESS	Operator
1	5.1-2	Improvement to the section of Carrer Turull (tanks, walls and parking)	BIMSA
2	5.4-9	Remodelling of the entrance on Carretera del Carmel to Park Güell	BIMSA
3	5.4-11	Redevelopment of Carrer Alguer	BIMSA
4	5.4-13	Development project for the Ramiro de Maeztu plot	BIMSA
5	5.4-15	Redevelopment of Carrer Antequera	BIMSA
6	5.5-24	Repair of stairs on Carrer Ceuta	BIMSA

	Proposal No.	ACTIVATED	Operator
7	5.1-1	Improvement of Avinguda del Coll del Portell at the entrance to the park (section with parking, walls and visits to Collserola)	BIMSA
8	5.2-4	Improvement of the area around the dog park at the El Coll entrance (paths, vegetation, benches)	BIMSA
9	5.4-10	Redevelopment project for Font del Carbó	BIMSA
10	5.5-21	Sign-posting of the connections to Parcs dels Tres Turons	Urban Model
11	5.5-23	"Connection of Carretera del Carmel with access to Parc Güell using LED (included in the Master Infrastructures Plan)"	BIMSA
12	5.5-25	"Project to update the lighting on the streets around Park Güell to LED (included in the Infrastructure Master Plan)"	BIMSA

	Proposal No.	TO BE ROLLED OUT
13	5.1-3	Final project for Rambla Mercedes, between Sant Josep de la Muntanya and Av. Coll de Portell
14	5.2-5	Recovery of the green areas on Carrer Sant Josep de Cottolengo, between Carrer Antequera and Passatge Sagrada Família

(\*) Proposal activated permanently





	Proposal No.	TO BE ROLLED OUT
15	5.2-6	Treatment of the access path from Riu de la Plata and Ferrant using materials and undertaking non-invasive interventions that are respectful of the wooded area and the surrounding area
16	5.3-7	Mitigation of the impact of the buildings located in the nearby area
17	5.3-8	Improvement of Plaça de la Mitja Lluna
18	5.4-12	Executive redevelopment project for Carrer Baixada de la Glòria
19	5.4-14	Redevelopment project for Carrer Tirso
20	5.4-16	Redevelopment project for Carrer Tirso
21	5.4-17	Project to open Carrer d'Arnold Schnberg to Carrer Repartidor
22	5.5-18	Increase the importance of the gate to El Coll, the main access point to the wooded area and providing direct access to Font de Sant Salvador
23	5.5-19	New connection to Carrer Marianao
24	5.5-20	Improve the visibility of the gates to El Carmel (Riu de la Plata, Pau Ferran, Coll del Portell)
25	5.5-22	Improve the quality of routes for local residents connecting nearby neighbourhoods (inside the park and the surrounding area)
26	5.5-26	Redevelopment project for the steps on Carrer Haití
27	5.5-27	Installation of handrails and grips on streets with steep slopes in the area surrounding Park Güell
28	5.5-28	Installation of benches and seats on the streets close to Park Güell
29	5.5-29	Elevator project on Carrer Mossén Batlle
30	5.5-30	Elevator works on Carrer Mossén Batlle
31	5.6-31	Steps between Catalunya Swimming Club and El Carmel
32	5.6-32	Recreational spaces in the wooded area



6. Access to the Regulated Zone

	Proposal No.	ACTIVATED	Operator
1	6.1	Strengthening and optimising the Gaudir Més system (*)	B:SM









## 7. Culture

	Proposal No.	COMPLETE/OPERATIONAL	Operator
1	7.2-5	Creation of a wide-ranging, varied cultural offer (children, families, elderly, adults, women, etc.) both inside and outside the park (*)	ICUB
2	7.2-6	Creation of more themed routes of varying durations that cover different parts and offer different interpretations of the park (*)	ICUB
3	7.2-7	Schedule of activities that offer contemporary ways of looking at the park and the surrounding neighbourhoods (*)	ICUB
4	7.2-12	Allow the neighbourhoods' cultural itineraries to be included in the regulated zone (*)	Districts
5	7.3-14	Retain Casa del Guarda as a space for exhibiting the park's heritage (*)	ICUB
6	7.2-9	Inclusion of cultural and artistic initiatives that take place in the neighbourhoods within Park Güell (*)	Technical Secretariat
7	7.2-10	Promotion of cultural activities by local residents through the channel of communication with bordering neighbourhoods in Catalan (*)	ICUB
8	7.2-11	Support cultural initiatives and activities in the neighbourhoods and regulate musicians playing in the park, focussing on promoting Catalan culture (*)	
9	7.3-17	Look at how the cistern beneath Sala Hipòstila can be made accessible and fully open for visits as a part of the heritage complex relating to water (*)	
10	7.3-18	Promote the use of the "Park Güell Barcelona" app as an audio guide (*)	B:SM
11	7.4-19	Promotion of studies and exhibitions on historic and oral memory corresponding to Park Güell (*)	ICUB
12	7.4-20	Catalogue of the park's history and elements	B:SM
13	7.4-21	Catalogue of plant species	B:SM
14	7.4-23	Continuous research programme relating to aspects of historic significance and knowledge of the park's natural environment (*)	SCEA

(\*) Proposal activated permanently





	Proposal No.	ACTIVATED	Operator
15	7.1-1	Park Güell as a centre of learning based on its uniqueness as an urban park with ecological, architectural and cultural heritage value	
16	7.1-2	High-quality approach to the park's heritage as an integrated whole focussing on knowledge: history (before, now, after), terrain, wildlife, plants, hydrography, palaeontology, uses, post-history, urban planning, architecture, collective memory, art. (*)	ICUB
17	7.1-3	Museum discourse catering to different visitor profiles: basic, non-specialist and specialist (*)	ICUB
18	7.3-15	Providing Casa del Guarda with more resources (*)	ICUB

	Proposal No.	TO BE ROLLED OUT
19	7.1-4	Promote the public's consideration of Park Güell as a museum: public space, urban laboratory and space of cultural innovation
20	7.3-13	Create a new interpretation centre
21	7.3-16	Recover the entrance pavilions and caves for public use
22	7.4-22	Catalogue of plant life



## 8. Socioeconomic sphere

	Proposal No.	COMPLETE	Operator
1	8.1-2	Improving regulations to facilitate inspections (*)	District of Gràcia
2	8.1-3	Regulating permits for shops targeting tourism in the bordering neighbourhoods (*)	District of Gràcia
3	8.1-5	Increase inspections of illegal tourist flats at the start of the high season in the area surrounding Park Güell (*)	
4	8.3-8	Promotion of employment plans by the park's organisations: Parks and Gardens and B:SM (*)	Parks and Gardens
5	8.3-9	Temporary job placement programmes for the park's maintenance and gardening (*)	Parks and Gardens
6	8.4-12	Self-care plan (*)	B:SM and Parks and Gardens
7	New 2018	Assessment of heritage (*)	B:SM

	Proposal No.	ONGOING/IN PROGRESS	Operator
8	8.3-7	Mediation with street sellers and street artist groups to understand their situation and reach a joint solution	ICUB
9	8.4-10	Reinforcement of security and sensor installations	B:SM
10	8.4-11	Mechanisation of the gate connecting to El Carmel	B:SM
11	8.4-14	Increase the presence of civic officers in the area in which most heritage is located and organise transit	B:SM
12	8.4-15	Study the possibility of installing CCTV cameras to protect heritage and organise footfall	B:SM
13	New 2019	Creation of the final project for WIFI antennas	B:SM

(\*) Proposal activated permanently



	Proposal No.	TO BE ROLLED OUT
14	8.1-1	Study of the impact of the new tourist bus and shuttle bus locations on local trade
15	8.1-4	Creation of an economic development plan for the District of Gràcia.
16	8.1-6	Monitoring of the evolution of the property market based on the expected changes in the area to detect gentrification processes as soon as possible
17	8.4-13	Increase in security staff outside park opening hours
18	8.4-16	Communication campaigns with a view to informing visitors of the impact of purchasing counterfeit goods



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# 03.3

## Communication plan 2018 – 2019

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## Code

2.1-1

## Proposal

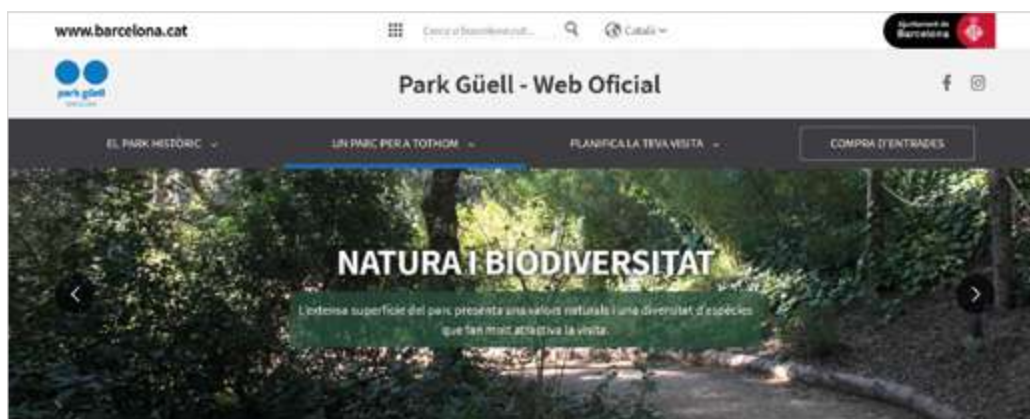
Design of the "Park Güell" website, providing a description of this urban park as living heritage: architectural, ecological, social values, cultural activities, in addition to improving communication between the park and local residents, schedule of activities, forum, blog, etc.

## Operator

**B:SM** Barcelona de Serveis Municipals



Remodelling of the website and change of focus in the Park's communications The global communication objective was to overcome the vision of Park Güell as a space for tourists, offering information on its use by residents: its different recreational spaces, its value in terms of biodiversity, its schedule of activities and leisure, etc.



## Code

## Proposal

## Operator

2.1-7

Continuation of communication campaigns about the need to purchase a ticket to enter the park

2.3-14

Management of the sale of tickets to groups so that their visits take place at times of reduced demand

**B:SM** Barcelona de Serveis Municipals

The park is a free space that is open to all, with the exception of the regulated zones, for which visitors must purchase a ticket or be Gaudir+ programme members.





## Code

2.1-7

## Proposal

Continuation of communication campaigns about the need to purchase a ticket to enter the park

## Operator

**B:SM** Barcelona de Serveis Municipals



New advertising campaign with the main aim of:

Positioning Park Güell as one of the main parks and green spaces in the city that is open to the public and free of charge.

Concept of the campaign

**“A park that you can enjoy whenever you like”**

Key messages and audiences

Citizens (local residents, friends of the Park, Gaudir+ users)



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**Publication  
of the book:**

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**‘El Park Güell i els seus orígens,  
1894-1926’ by Mireia Freixa and  
Mar Leniz. December 2019**

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**Operator****MUHBA**  
MUSEU D'HISTÒRIA DE BARCELONA

Case study that provides never-before-seen information on Park Güell. Its authors provide a detailed description of the project's construction, approaching it from the point of view of the land registry and administration, covering the urban planning patterns and highlighting the process that saw the initial residential project converted into a space associated with the lives of Güell and Gaudí, before ultimately becoming a public park.

This new book has been financed by income generated by entrance tickets to the park and edited by the History Museum (MUHBA), the Institute of Culture (ICUB) and Barcelona City Council; it is particularly noteworthy as it is the result of the careful investigation of original sources that discloses information that was previously unknown.



# Monthly Park Güell newsletter

One of the commitments that has taken shape over the course of the working sessions with institutions, local residents and Barcelona City Council is the strengthening of ties between the Park and citizens, restoring its social use and including them in everything that happens here. Along these lines, the Technical Secretariat has committed to maintaining a direct channel of communication aside from the working sessions. The aim of the monthly newsletter is to serve as this means of communication, providing summarised information about each scope (green space and biodiversity, projects and works, heritage, culture, governance, etc.) goings on, work or future plans at Park Güell.



First publication:  
**1 October 2018**

Number of editions in 2018-2019:  
**14 newsletters**





## Impact of Park Güell on the media

# 2018

### El Periódico

- 13/01/2018** Rodrigo Arroyo: "Los búnkeres del Carmel serán de pago"
- 08/03/2018** Manuel Cárdenas: "El 'trencadís' es paciencia, buen gusto y constància"
- 17/06/2018** La nueva ruta del bus 24 no esquivará al turista
- 27/07/2018** Nuevas tasas para grabar el uso turístico del espacio público
- 26/08/2018** Vuelven las obras al Park Güell
- 04/10/2018** Un bus llançadora connectarà la plaça d'Alfons X amb el parc Güell
- 03/12/2018** Barcelona suprime paradas de autobús para evitar secuestro turístico

### La Vanguardia

- 22/01/2018** Uno de los accesos al Park Güell, afectado cuatro meses por obras de mejora
- 23/02/2018** Barcelona amplía las zonas de prohibición de las tiendas de 'souvenirs'
- 22/07/2018** Barcelona: Se amplía la prohibición de abrir más tiendas de artículos de recuerdos
- 08/08/2018** El Park Güell reabre el acceso por la Bajada de la Glòria
- 30/12/2018** Aumentan un 4,5% los turistas que visitan Barcelona hasta noviembre

### Metrópoli Abierta

- 19/03/2018** 'Diálogos de Barcelona'. La convivencia vecinal en Gràcia
- 02/04/2018** Park Güell, el paraíso de los souvenirs
- 06/06/2018** El 24 subirá a El Carmel, pero morirá en plaza Catalunya
- 21/06/2018** Manifestación ciudadana contra el nuevo recorrido del bus 24
- 25/07/2018** Park Güell. Cómo llegar al Park Güell, horarios y tarifas

### Esquire

- 23/04/2018** El Parque Güell y la Plaza Mayor de Madrid, entre los lugares más fotografiados del mundo

## L'Independent de Gràcia

- 27/01/2018** L'entorn del Park Güell s'endreça per afavorir l'entrada des de Baixada de la Glòria
- 16/02/2018** El Park Güell supera els tres milions de visitants de pagament per primer cop
- 19/05/2018** Les guies del Park Güell ja veten fer fotos al Baldiri Reixac
- 21/06/2018** Cicle de jazz al Park Güell de la mà del Museu d'Història
- 22/06/2018** El Park Güell ja recapta 16,1 milions d'euros en entrades i dedica 2,5 milions a reinversió
- 29/06/2018** El Park Güell activa una entrada exclusiva per a Gaudir + i el 2019 ja només vendrà tiquets online
- 13/07/2018** L'entrada del Park Güell pel carrer Olot es pacificarà prohibint l'accés als taxis
- 04/10/2018** L'Ajuntament activa una llançadora per reduir el trànsit al Park Güell i apuja el preu de l'entrada
- 05/10/2018** El Park Güell estrenarà bus llançadora a l'estiu i estudia set opcions antitaxi al barri
- 12/10/2018** Cesca Sancho (AV Park Güell): "L'Ajuntament fa propostes sense els veïns; ells, que surten del poble"

## El País Catalunya

- 04/03/2018** El trencadís del Park Güell pierde la piel | Catalunya | EL PAÍS
- 28/06/2018** Huella dactilar para entrar gratis en el Park Güell | Cataluña | EL PAÍS
- 28/08/2018** Las obras llegan a la zona noble del Park Güell | Cataluña
- 05/10/2018** El Ayuntamiento planea un bus especial para turistas en el Park Güell | Cataluña | EL PAÍS

## ED Economía Digital-Cerodosbe

- 01/05/2018** ¿Y si Barcelona pusiera barreras para limitar el turismo?
- 31/07/2018** La masificación amenaza a los Patrimonios de la Humanidad

## Tu Ciudad

- 20/07/2018** Barcelona amplía la prohibición de abrir nuevas tiendas de 'souvenirs' en Sagrada Família, Camp Nou, Park Güell, Sant Antoni y Casa Vicens

## Betevé

- 27/07/2018** Nuevas tasas para grabar el uso turístico del espacio público

## Crónica Vida

- 13/09/2018** Estos son los mejores parques de Barcelona

## Ara.cat

- 04/10/2018** L'entrada al Park Güell puja fins als 10 euros perquè inclourà el bitllet d'una llançadora que sortirà de la plaça Alfons X

## Europa Press

- 03/11/2018** Un estudio destaca que los turistas valoran más en Internet el patrimonio cultural de Barcelona

## Impact of Park Güell on the media

# 2019

### Europa Press

- 09/01/2019** La Síndica de Barcelona reclama menos buses turísticos en la calle Praga
- 24/04/2019** Barcelona destina la recaudación del Park Güell a su reforma y conservación

### El Periódico

- 01/02/2019** Liberada una paloma mutilada y teñida usada como reclamo Park Güell
- 30/10/2019** BCN expedienta a 30 tiendas por venta irregular de souvenirs en el Park Güell y la Casa Vicens

### La Vanguardia

- 24/02/2019** Un bus lanzadera facilitará la llegada al Park Güell
- 24/03/2019** Recuperada una de las primeras obras de Gaudí
- 21/04/2019** El mito caído de la cultura, por Miquel Molina
- 24/04/2019** El Park Güell ya luce la restaurada plaza de la Natura
- 24/04/2019** Finalizan la impermeabilización de la plaza de la Natura del Park Güell
- 21/05/2019** La CUP empapela y 'precinta' parada de bus lanzadera que lleva al Park Güell

### Metrópoli Abierta

- 24/02/2019** Un bus lanzadera conectará la plaza Alfons X con el Park Güell
- 25/04/2019** Restauran la Plaza de la Natura del Park Güell
- 27/07/2019** Guerras a los autobuses y autocares turísticos en Barcelona
- 31/08/2019** Limitan la masificación de vehículos en los alrededores del Park Güell



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## Aldia.cat

24/02/2019

L'Ajuntament de Barcelona posarà en marxa un autobús llançadora al Park Güell divendres vinent

24/04/2019

Barcelona destina la recaptació del Park Güell a la seva reforma i conservació

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## Ara.cat

24/02/2019

L'entrada al Park Güell puja fins als 10 euros perquè inclourà el bitllet d'una llançadora que sortirà de la plaça Alfons X

23/08/2019

La llançadora del Park Güell punxa

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## Traveler

10/03/2019

Estos son los 10 mejores parques urbanos de España

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## El País Catalunya

25/03/2019

Barcelona destina la recaudación del Park Güell a su reforma y conservación

13/05/2019

Huella dactilar para entrar gratis en el Park Güell

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## 20 Minutos

29/03/2019

Primer día de servicio del bus lanzadera de Alfons X al Park Güell

24/04/2019

Barcelona destina 1,2 millones de la recaudación del Park Güell a su reforma y conservación

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## Betevé

01/04/2019

El bus llançadora al Parc Güell es posa en marxa

03/04/2019

Entrevista: Eloi Badia, regidor de Gràcia

21/05/2019

La CUP empapera i precinta el bus llançadora del Parc Güell per a turistes

23/05/2019

Veïns del Parc Güell creuen que el pla per revifar el comerç arriba tard

11/07/2019

La pacificació de l'entrada principal del Parc Güell haurà d'esperar al 2020

19/07/2019

La naturalització del Parc Güell s'estén a altres espais verds

26/08/2019

La llançadora del Parc Güell no resol la saturació als busos de la zona

31/08/2019

Música als parcs tanca edició amb 14.200 visitants

31/08/2019

La falta de senyals per arribar al Parc Güell desorienta als turistes

09/09/2019

Es pacifiquen els entorns del Parc Güell al barri de la Salut

30/10/2019

El govern municipal suspèn una roda de premsa al Parc Güell pel període electoral

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## Impact of Park Güell on the media

# 2019

### Tarragona Digital

**15/04/2019** El Gaudí Centre de Reus estrena 'El Park Güell Gaudí'

### Catalan Audiovisual Media Corporation

**24/04/2019** La Plaça de la Natura del Park Güell torna a estar oberta al públic després de la restauració

**09/05/2019** Foto amb els candidats amb representació a les capitals catalanes - Telenotícies comarques

### Barcelona Digital

**24/04/2019** Barcelona destina 1,2 millones de la recaudación del Park Güell a su reforma y conservación

### Spanje Vandaag

**25/04/2019** Centrale plein en zitbank van Park Güell in Barcelona gerestaureerd – Spanje Vandaag

### Barcelona al Día

**24/04/2019** Finalizan las obras de reforma de la Plaza de la Natura del Park Güell

### Vilaweb

**24/04/2019** La Plaça de la Natura del Park Güell torna a estar oberta al públic a després de la restauració

### Línia Gràcia

**13/05/2019** La plaça de la Natura del Park Güell ja llueix la restauració

**30/05/2019** La fira d'artesans del Park Güell torna el pròxim 1 de juny

**26/09/2019** L'entorn del Park Güell amb menys trànsit

### Catalunya Diari

**21/05/2019** La CUP empapera i precinta una parada de l'autobús llançadora al Park Güell



## L'Independent de Gràcia

**24/05/2019**

La fira d'artesans del Park Güell desencalla el desacord amb el districte i arrencarà l'1 de juny

**12/07/2019**

Un estudi compara el Park Güell, Amsterdam i Venècia per entendre la turismofòbia

**12/07/2019**

Araya "Cal un equilibri perquè tothom pugui gaudir del parc i reconnectar-lo a la ciutadania"

**12/07/2019**

Un estudi compara el Park Güell, Amsterdam i Venècia per entendre la turismofòbia

**11/10/2019**

El Park Güell tanca l'accés a les Tres Creus i hi posarà agents cívics al desembre per impedir el pas

## Catalan Film Academy

**08/07/2019**

Barcelona en moviment. 1 cicle de cinema al Park Güell

## Time out

**19/07/2019**

Noches de cine en el Park Güell: A tiro limpio

## Crónica Global

**27/07/2019**

SOS contra los autobuses turísticos del park Güell

## El Món

**23/08/2019**

La reubicació dels busos turístics del Park Güell obre un nou conflicte veïnal

**30/08/2019**

L'entrada principal al Park Güell, sense taxis a partir de la setmana vinent

**30/10/2019**

L'Ajuntament multa 30 botigues més per saltar-se les normes de la venda de souvenirs

## Park Güell: member of the Gaudí Board

The Board is the body set up to promote and disseminate Gaudí's works. It consists of the managers of Gaudí's buildings, which are both privately and publicly owned, institutions and experts renowned for their architectural work and representatives of the Catalan government.

Its main responsibilities include creating a network between Gaudí's different works in Catalonia, facilitating their study, promoting visits and encouraging research about the life and works of the architect.

### Programme 2018-2019

10 December 2018

#### 4th Seminar of the Gaudí Board

dedicated to research and innovation in managing Gaudí heritage. *(Organised by Mataró City Council)*

18 November 2019

#### 5th GAUDÍ AND LIGHT seminar

The illumination of Gaudí heritage  
*(Organised by Sagrada Família)*





## Park Güell, a winner at the World Responsible Tourism Awards

The World Travel Market, the yearly international tourism fair, has recognised the management practices and initiatives undertaken since 2013 at Park Güell and that may serve as an example for other cities in the world experiencing overcrowding at heritage sites.





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Economic data

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Actions in Park Güell and the surrounding area		Expenses in 2018	Expenses in 2019
Jardins Menéndez Pelayo and Carrer Maignon	Complete	€2,399,199.14	-
2015-2018 Park Güell Action Plan		Expenses in 2018	Expenses in 2019
Technical assistance and DOs (new commissions)		€2,399,199.14	-
Lot 3. La Glòria viewpoint	Complete	€433,984.07	-
Lot 4. Drainage of the football pitch	Complete	€61,112.56	-
Lot 5. Font de Sant Salvador	Complete	€517,978.36	€66,864.60
Lot 6. Camins de la Pressió, Biodiversity and children's play areas	Complete	€663,623.16	€184,271.31
Lot 7. Waterproofing and structural reinforcement of Pl de la Natura	Complete	€910,382.20	€176,898.85
Structural repair of Sala Hipòstila	Ongoing	€144,562.21	€23,018.63
Connection toilet services Carrer Olot	Ongoing	€3,511.54	€46,071.05
Signage	Complete	€215,053.30	€1,524.60
Other services (photography, communication, PAU)		€18,533.64	-
Architectural and natural catalogues		€86,212.50	
Lot 8. Improvement works: Font de la Sarva, conditioning of access to the cistern, restoration of outdoor benches, restoration of Viaducte de Baix, reinforcement of balustrades and benches and repair of the Sala Hipòstila roof	Ongoing		€749,604.28
Motorisation gates (DR and DO)	Ongoing		€6,213.35
Archaeological control of works at Park Güell	Ongoing	€23,123.10	
Improved security at the park	Ongoing		€6,352.50
Completion and conclusion of works			
Total expenses in 2018		€5,607,578.04	





2019-2022 Park Güell Action Plan		Expenses in 2019
Master plan for infrastructures and services	Ongoing	€5,069.90
Master Culture Plan (MUHBA)	Ongoing	€143,652.94
Cultural activities	Ongoing	€9,401.70
WIFI antenna	Ongoing	€19,758.73
Civil officer assistance in La Salut and Tres Creus	Ongoing	€40,642.21
Improvement to bus stops	Ongoing	€4,485.47
Organisation of mobility at Park Güell: District of La Salut	Ongoing	€8,128.37
Heritage and woodland activities in La Salut-Vallcarca	Complete	€18,150.00
Technical assistance and BSM BOs (commitment)		€22,378.35
Turull Classroom (District of Gràcia)	Complete	€462,346.57
Sant Cugat children's play area (District of Gràcia)	Ongoing	€4,840.00
Steps on Carrer Alguer (District of Horta-Guinardó)	Complete	€188,056.00
Actions in Park Güell and the surrounding area		Expenses in 2019
<b>Preparation of the projects for District</b>		
Redevelopment Carrer Antequera (District of Horta-Guinardó)	Ongoing	€11,824.12
Artificial grass and parking, El Carmel football club (H-G)	Ongoing	€13,316.05
Stairs on Carrer Ceuta and El Carmel-Park connection (H-G)	Ongoing	€750.20
Mechanical staircase at Baixada de la Glòria (District of Gràcia)	Ongoing	€11,956.01
<b>Infrastructural activities and maintenance</b>		
Study of pathologies		
Stabilisation of plots		
<b>Preparation of public space projects</b>		
El Carmel access: Jardin de Moragas and Jardin de Sant Josep de la Muntanya	Ongoing	€18,029.00
Preparation of the Technical and Social Centre	Ongoing	
Renovation of the Baldiri i Reixac school	Complete	€807,962.81
Technical Secretariat		€100,000
<b>Total expenses in 2019</b>		<b>€3,151,567.60</b>





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