MARSASCALA ACTION PLAN A Transit Village for a Sustainable Community









PDCU: Projects Development and Co-Ordination Unit Ministry for Urban Development & Roads (MUDR).

Marsascala – Transit Village Strategic Actions and Plans for 2007-2017 -

- The presentation shall illustrate an integrated approach to address the urban development and transportation issues for the next 10 years within the Marsascala locality and its environs, through the *Marsascala Action Plan*.
- This policy framework agenda has been developed through research in the locality and the benchmarking of International best practices apply to the local Maltese context.
 - These guiding principles will generate a new approach to urban and transport policies through the concept of Transit Orientated Development (TOD) advocated by Government of Malta through the 'Operational Programme I (2007-2013) – Investing Competitiveness for a Better Quality of Life' and also devised, implemented by the MUDR through the PDCU.







Marsascala – Transit Village Strategic Actions and Plans for 2007-2017 -

Introduction

- This presentation shall highlight a policy which has been developed on extant polices developed by MEPA, ADT, MMA and other agencies.
- The Action Plan devised by the PDCU is based on the aspirations of the local community, the Local Council and other stakeholders.
- This plan seeks to assess the strengths, weaknesses and opportunities of the locality to launch it as a transit village and sustainable community for the future.
- The Action Plan is divided into three strategic actions aimed at the core of the locality and two strategic plans which integrate the two aspects of Marsascala; that is its landscape and its seascape.







Marsascala – Transit Village Mission Statement

The main scope behind this integration is geared at developing a better living space for its residents and to provide an improved touristic venue.





Marsascala – Transit Village Mission Statement

'The Government of Malta understands the importance of the contribution that Marsascala has on both the local and foreign-based tourist economies. The Marsascala policy framework agenda designed by the PDCU will see the development of an 'Urban Transit Village' within the central core of the area.

This strategy will concentrate specifically on helping the community establish a sense of place for its citizens. The community fully deserves the creation of a new balanced locality for recreation and leisure.

Through this framework, the Government will stimulate new levels of private investment, whist promoting public transit; modal shift; growth and new partnerships between the Government and the private sector and the Local Council.'

PDCU Mission Statement: Marsascala Transit Village.



Marsascala – Transit Village

Background information - statistics

- Marsascala has become the least popular resort for residential overnight stays for overseas tourists, reflected by the NSO data:
 - Locality by tourists length of stay (2002 NSO Data): 26,513.
 - Locality by tourists length of stay (2003 NSO Data): 21,642
- Popular summer resort for residents living in localities particularly Fgura, Zabbar and Zejtun.
- Number of connecting bus routes: 3 direct services from Valletta and 1 from Cottonera.
- Commercial activity
 - Snack bars / Kiosks: 9
 - Bars: 80
 - Restaurants: 9
 - Various commercial & retail outlets: 116
 - Street & Market Hawkers: 12.



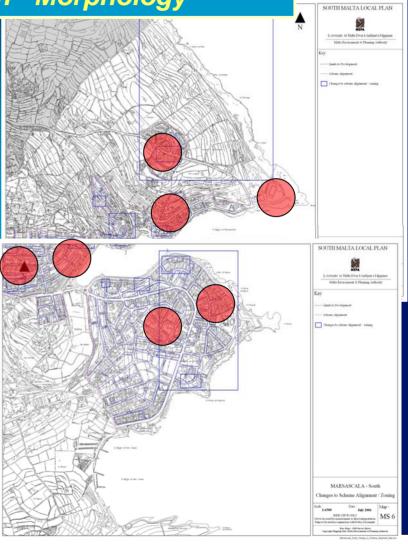


Marsascala – Transit Village Urban Morphology

In Fage 14 Television

Marsascala – Transit Village Background Information - Morphology

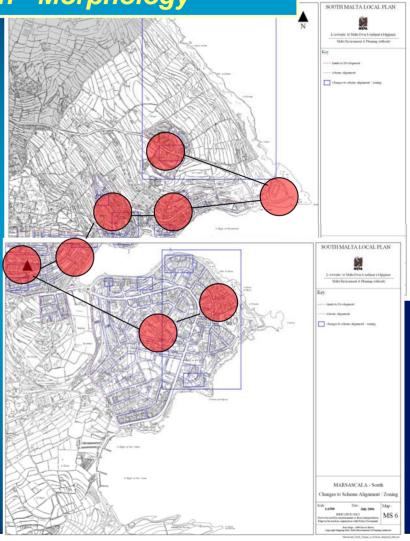
- Increasing population.
- Extended Estate Development and sprawl.
- A strip of commercial activity within a residential enclave.
- Car congestion increases with seasonal touristic activity.



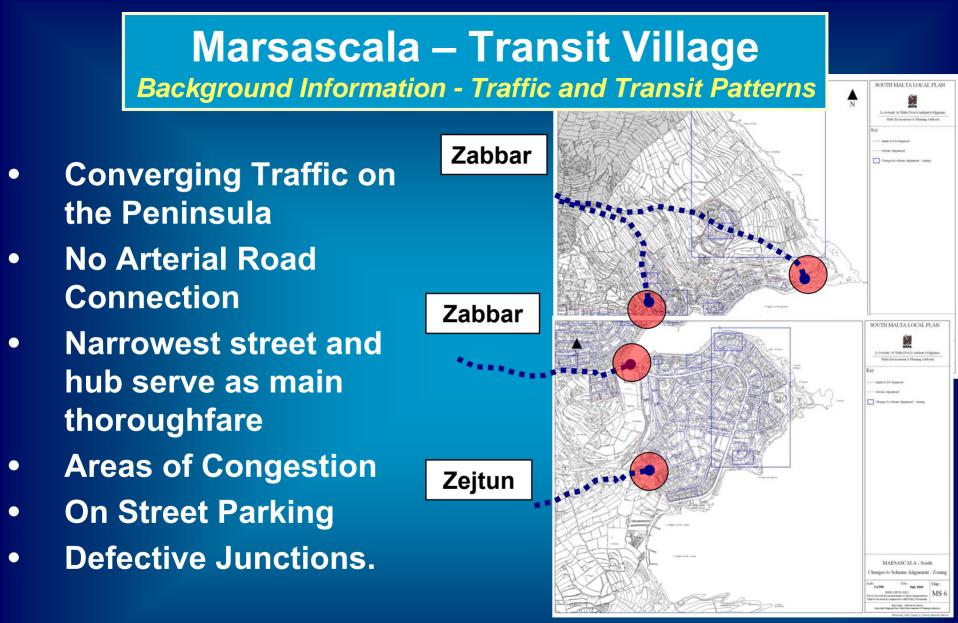


Marsascala – Transit Village Background Information - Morphology

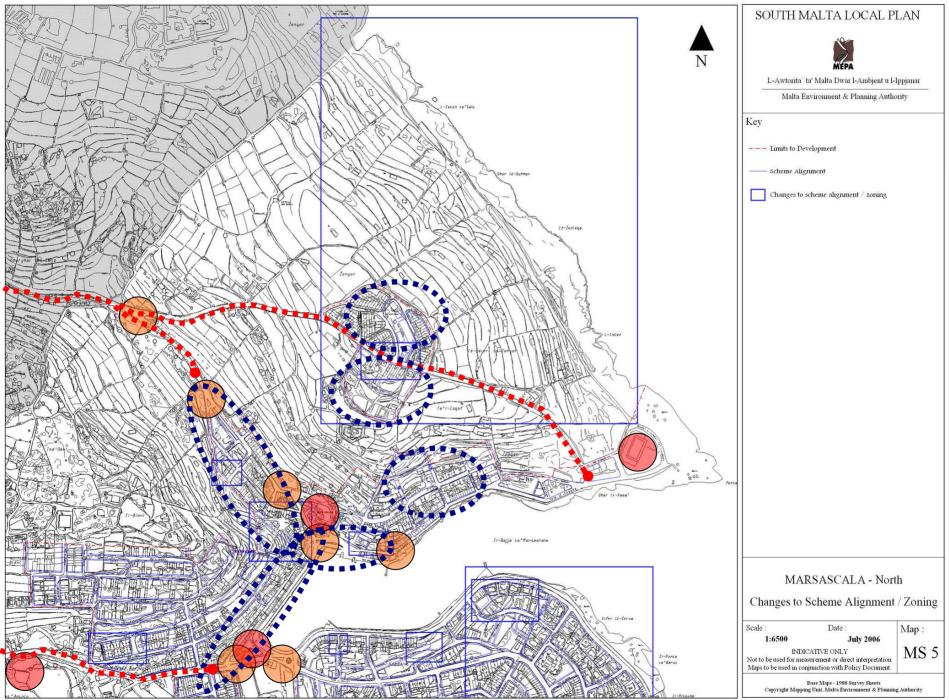
- Neighbourhoods
- Ribbon Development
- Fragmented
- 1. Old Urban Core
- 2. Ta' Monita
- 3. Zonqor Estate
- 4. Villa Area
- 5. San Tumas
- 6. Bella Vista



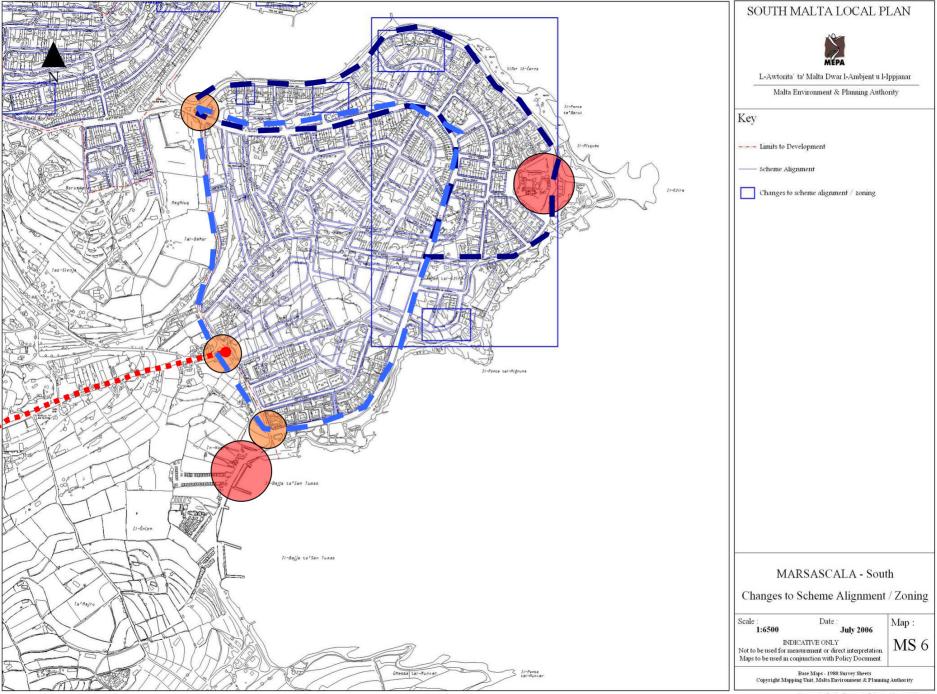








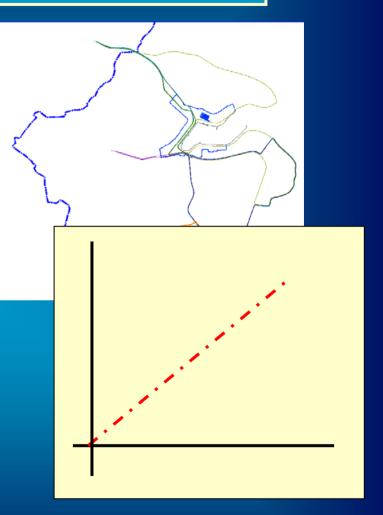
Marsascala_North_Change_in_Scheme_Alignment_Map.wor



Marsascala_South_Change_in_Scheme_Alignment_Map.wor

Marsascala – Transit Village Background Information - Traffic and Transit Patterns

- Bus Routes Unexploited
- Various alternatives
- Mis-mangement of the current service
- 1. Bus Terminal on the Junction
- 2. On Street Parking
- 3. Defective Timings
- Average patron increase 2,000 a week (2006-2007)







Marsascala – Transit Village Background Information - Dysfunctions

- Most of the community facilities, e.g. church and school, are located in the vicinity of the village core and away from the 'newly established' residential areas
- Marsascala has generally grown along the coast and the promontory between Marsascala Bay and St. Thomas Bay.
- The main entertainment facilities, includes a number of restaurants, a cinema, bars and a relatively large children's play area.
- MEPA has identified that the 'coastal stretch is designated as an area of ecological importance and is also used for recreational purposes.'





Marsascala – Transit Village A declining resort?

- Declining residencies of foreign based tourists by 2,000 over a one year period, 2006-2006. Increased further with the Germa Palace closing in March 2007.
- Inadequate public transport service (infrequent schedule).
- Over convergence of private motor cars along the two main promenades.
- Intense competition from Valletta and Vittoriosa Waterfronts.
- Adverse effect on the locality of the proposed recycling plant in Sant Antonin valley.
- No major tourist attraction current 'historical assets are not exploited.





Marsascala – Transit Village Cultural and Natural Heritage Assets.



Marsascala – Transit Village Green and Public Spaces.









Marsascala – Transit Village Commercial Zones and Opportunity Areas

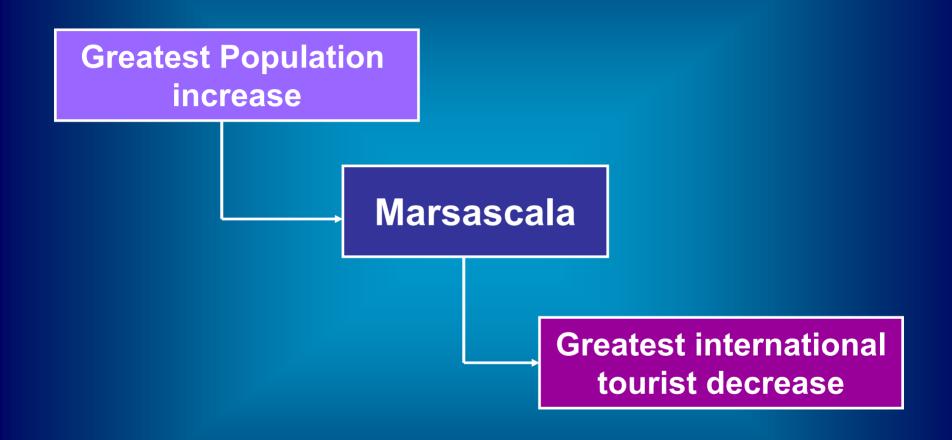


Marsascala – Transit Village Policy Options.

- The strategy for Marsascala is to restore the area as the main tourism resort and entertainment within the south east whilst ensuring that this role does not adversely affect the residential amenity of the locality.
- Building on MEPA's area policy for the locality. The framework of the PDCU is to redevelop and revitalise Marsascala through a more sustainable direction centred around the TOD to make the environment to make the area an appealing choice for people to live, visit and entertain linked through reducing reliance on the private car.
- This policy agenda looks to stimulate new economic investment in Marsascala.

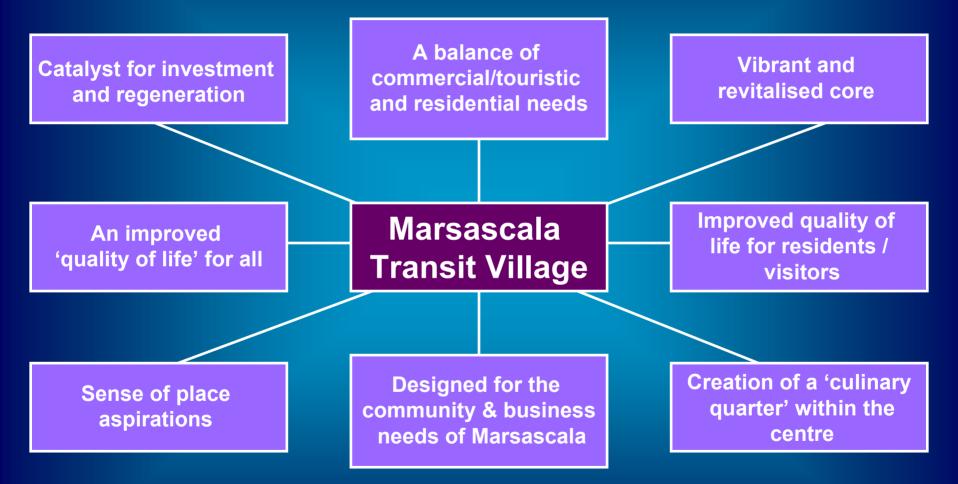


Marsascala – Transit Village Policy Options – reversal of the current trends





Marsascala – Transit Village Policy Options - Urban & Commercial





Marsascala – Transit Village Main Policy Objectives

Marsascala

Revitalise the central core into an engaging place concentrating on the individual

Integrate all the neighbourhoods around the bay and create green spaces

Regenerate nodes and disused sites into active and integrated zones with a mixed use

Create business opportunities in these reactivated zones which will sustain Marsascala

Improve public transport to reduce congestion and instil modal shift

Improve the traffic management of the area to reduce on street parking and congestion

Reduce the convergence of motor cars onto the core and residential areas

Create Resident Parking Zones for the neighbourhoods in the area

Establish Park and Ride Areas at the fringes of the locality



Marsascala – Transit Village Main Policy Objectives

Marsascala

Launch a Comprehensive Master Plan for the Marsascala Bay Marina

Launch a Master Plan for the Recreational Park

Upgraded promenade into one walkway connecting Marsascala with St. Thomas Bay

Re-launch the natural and cultural assets of the locality

Create a sense of space and of place through the promotion of feature buildings

Improved infrastructure to support its local and foreign based tourist markets

Promote the current underutilised historic tourist assets of Marsascala

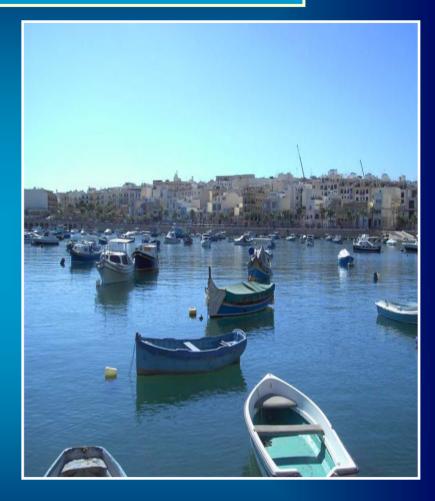
Establish and brand Marsascala as a 'culinary quarter', creating new opportunities

Reactivate Marsascala into a thriving town catering for a growing population



Marsascala – Transit Village Main Policy Objectives

- The concept of the 'Transit Village' as been defined to fit with the PDCU's policy framework of TOD and taking into consideration MEPA's local area plans and the context of the Maltese market conditions prevalent in the area.
- The designation of a Urban Transit Village for Marsascala recognises the importance of this locality for both domestic and international tourism.
- This policy will also ensure that developments allowed complement the tourism product for this area and ensure an overall integration of development of facilities to enhance the quality of the area.





Marsascala – Transit Village International Best Practices

Naples and

- In the European context, advocated the Cipredominantly in the use of the adve communities being generated in the form of Hybrids of TOD.
- Transit Villages are developed in very small square areas with a commitment to redeveloping the area around improved transit connections into a compact, mixed-use neighbourhoods with strong commercial & residential components.
- The objective of this policy is to increase opportunities within walking distances of shops, jobs, offices, restaurants, entertainment and cultural centres. International experience shows through pedestrian activity reduces car usage.
- The PDCU has undertaken the concept of these practices and applied these to the needs of Marsascala, its residents and its business community needs.

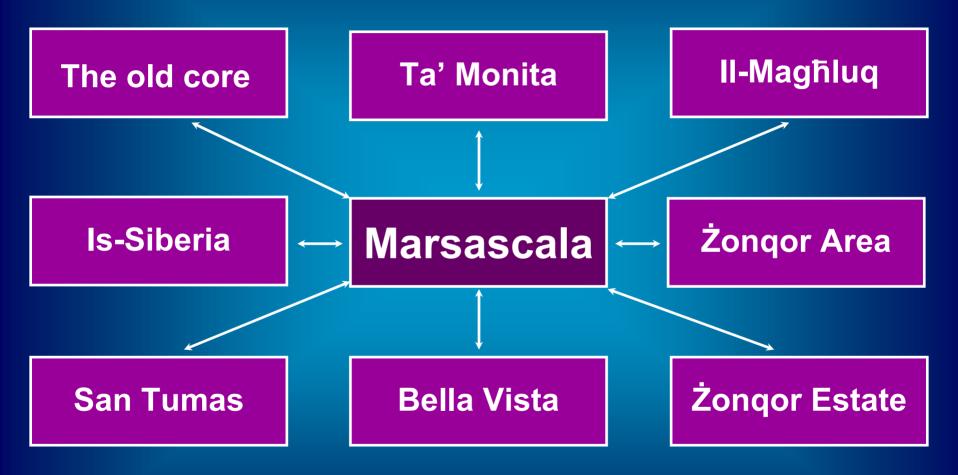


Marsascala – Transit Village Strategic Actions – Integrating Neighbourhoods





Marsascala – Transit Village Strategic Actions – Integrating Neighbourhoods

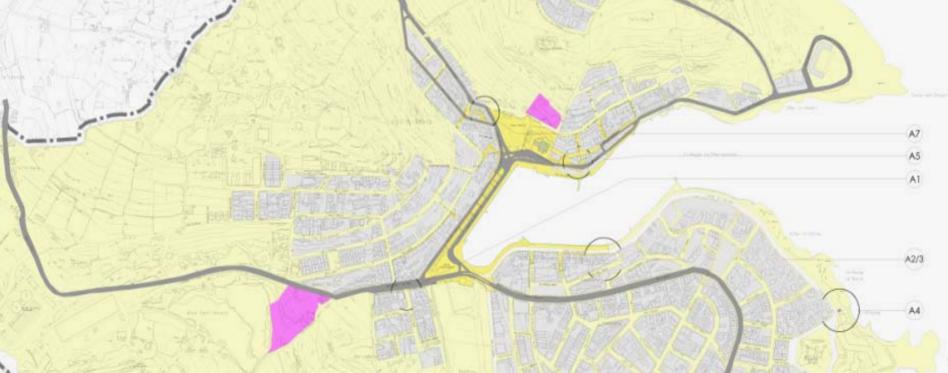




Sustain neighbourhoods through a policy of empowerment and support them through the establishment of amenities and services;

- develop further the existing community centre, promote and facilitate the establishment the area earmarked for the new community centre in the neighbourhood of San Tumas,
- develop the area and facilities around the local church enhancing local community activities,
- sustain the Local Council with greater community facilities for the youth and the elderly.







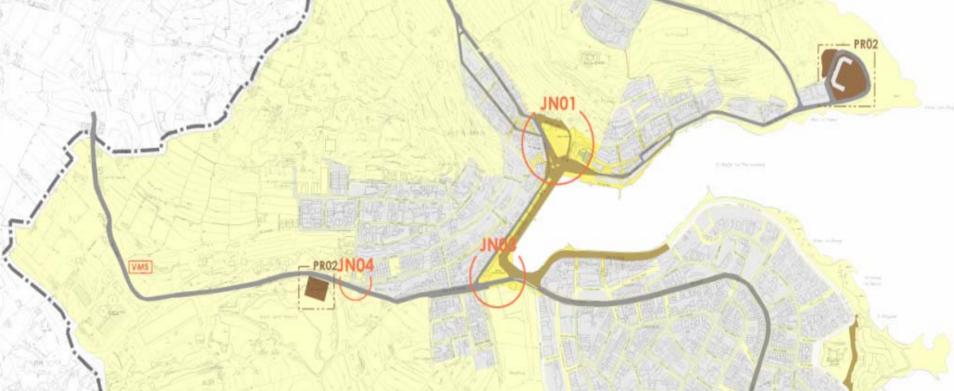
Create Resident Parking Zones for the neighbourhoods in the area

• earmark areas for residential parking zones to facilitate access and mobility for the residents,

•promote systems of residential parking and curfew times for services where necessary,

•segregate the neighbourhoods from the main thoroughfares and improve traffic management systems so as to reduce rat-running and congestion at peak times or during the peak season.







Integrate all the neighbourhoods around the bay which are disconnected and create green spaces as points of reference;

• enhance, embellish, redesign and revitalize the existing green spaces with pedestrian priority connections,

• adopt a landscaping regime with a sense of space and place with an integrated design adopting a system of green corridors across the locality,

• create child friendly spaces which are segregated from main thoroughfares.







Redesign and Regenerate the area next to Ta' Monita' incorporating the area of the church and the school to make it more permeable and accessible for the local community;

- resolve access route to the School via Pjazza Dun Tarcis Agius,
- develop the area adjacent to the School earmarked in the Local Plan as an underground car-park with overlying sports facilities,
- re-design Pjazza Dun Tarcis Agius and extant garden into a centre for social gathering and recreation and as an extension for school and church functions.







Create pedestrian priority access area and pedestrian connectivity;

• enhance pedestrianisation through landscaping and better infrastructure,

• develop and design the pedestrian route as a landscaped belvedere connected with the Żonqor Battery as a heritage feature to connect Żonqor Estate to the locality,

• embellish through soft landscaping main pedestrian routes.







Integrate the neighbourhoods of Żonqor Estate, Tas-Siberia and Bella Vista through;

- new street or road connections in line with proposed schemes,
- increase permeability through the adoption of traffic-calming measures,
- increase mobility through enhanced access to public transport and revised routes,
- develop and enhance mobility through an extended cycle network, established country walks and adopting new modes of transport i.e. minicabs, pedi-cabs and mini or midi buses running on LPG or fuel cells



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Marsascala – Transit Village Strategic Actions – Boosting the Commercial Zone





Revitalise the central core into a lively and engaging place concentrating on the individual in mind through sustainability;

• create a pedestrian priority area especially on Triq Ix-Xatt and Triq Is – Salini (portion of road) with an extended promenade for tables and chairs boosting the village core experience,

• redevelop a redesign scheme to enhance the commercial outlets (facades, air-conditioning units, limewash, signage, layout guidelines and funds) within the precinct and connect with the continuous waterfront promenade,

• create a design scheme which is uniform and integrated to enhance the experience and create a unique sense of space through specific use of garden furniture, paving schemes , works of art and lighting systems.







Consolidate the business or commercial zone developing it into a quarter:

- establish clear street signs and directory at the main access points,
- facilitate access through enhanced pedestrian zones, better traffic management and car-parking facilities,
- enhance the public transport system to follow the commercial spine for better access and mobility,
- devise curfews in the commercial zone with dedicated loading/unloading bays for easier servicing
- ban of on-street parking on both Triq Ix-Xatt and Triq Is Salini (portion of road)







Plan the commercial zone for greater patronage;

• connect the commercial zone and integrate it as a quarter to business and opportunity areas,

• check and control business and commerce through Use Class regime and geographic allocation i.e. limit sporadic development and sprawl and focus development in the quarter generated in the current location,

• clear the area from traffic to facilitate business and create a serene environment.







Marsascala – Transit Village Strategic Actions – Boosting the Commercial Zone

Specific Benefits to Marsascala

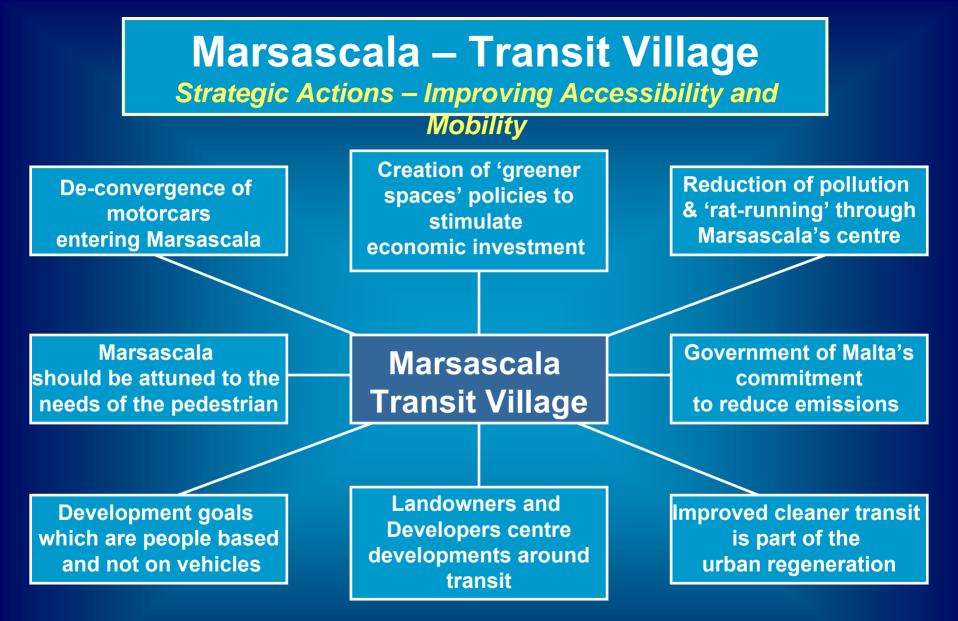
- Marsascala is perfectly situated to capitalise and embrace these policy measures.
- The revitalised business districts will create vibrant and interesting environments.
- These specific areas shall serve local residents, tourists and residents of nearby localities.
- Will generate a stimulus for new inward investment within Marsascala.
- Herald the locality as a 'prime tourist zone'
- Improving the quality of life for all who live in , work and visit Marsascala.





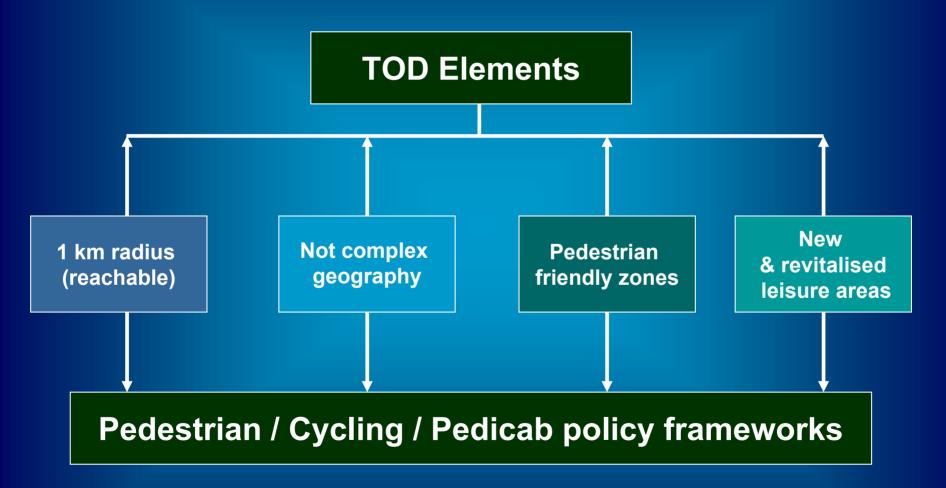
Mobility







Marsascala – Transit Village Soft' Transit policy framework

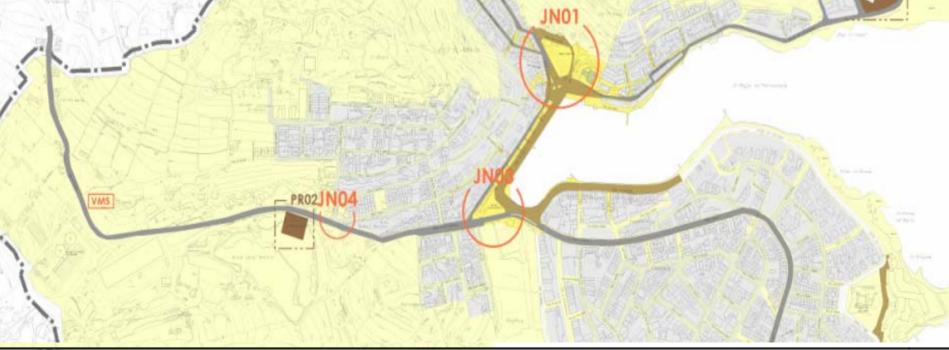




Improve the traffic management of the area to reduce on street parking and congestion;

- create a series of junction upgrades along the core and in critical areas to facilitate traffic flow,
- create pedestrian priority areas and curfews to control traffic through the areas without influencing the neighbourhoods,
- upgrade approached to Marsascala especially the by-pass into an arterial not distributor road,
- attenuate traffic through the main areas in Marsascala through the adoption of traffic calming measures speed curfew (20kph).







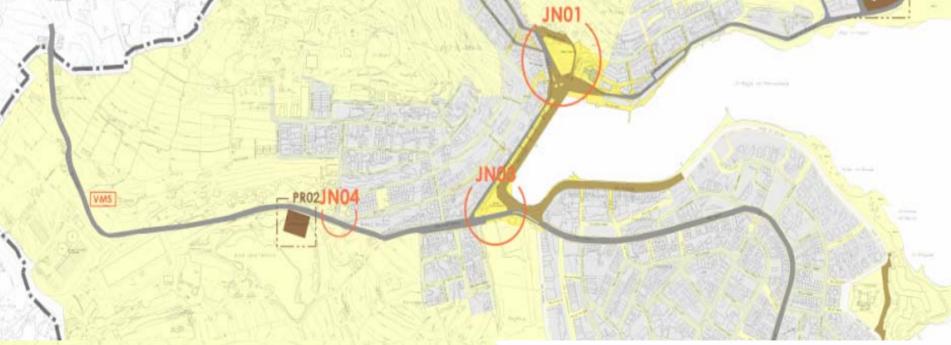
Develop a parking provision for residents, patrons and tourists and alternative modes of transport;

• establish 3 core Park and Ride areas on the fringes of the Marsascala fabric which will provide an 800-strong parking allocation altogether,

- create Variable Message Signs along the three main road networks converging onto Marsascala to alert motorists of parking availability,
- relocate main bus terminal and install a mini-bus shuttle touching at all Park and Ride Stations and crucial nodes,

• install mini-cab stands, pedi-cab stands and cycle racks around the crucial nodes.







Promote modal shift through the application of new transport modes;

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- deploy the ferry system in the Grand Harbour to extend to Marsascala and Marsaxlokk,
- create circular routes to and from regional bus termini deploying electric midi-buses.



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Improve and extend the promenade as a pedestrian connection and segregated cycle route,

• create a series of upgrades along the promenade to merge with public spaces, commercial zones and opportunity areas and zones,

• extend the interrupted promenade to make the coastline and scenic view accessible to all,

• extend the cycle lane from its current situation to a circular route around the two bays touching upon the main areas in the locality,

• promote permeability between the promenade and the waterfront by improving access.







Develop a more efficient and accessible public transport service;

- rationalise number of routes to the area,
- introduce a scheduled heritage bus service connecting the Three Cities with Marsascala.
- increase circular routes over the two main areas of Marsascala and the services to neighbourhoods like Bellavista, Żonqor Estate and San Tumas,
- enhance connections with the nearby terminal at Żabbar and the service with Żejtun,
- create an express route direct from Valletta/Floriana to Marsascala Żabbar







Mobility

Transit Highlights ~ Bus Terminal

- Complete removal of the present bus terminus and moved to an upgraded sub-terminus as below.
- The element of having the close proximity of the terminus close to the children's play area will now go.
- Most of the bus routes will now 'loop round Marsascala' and terminate at Zabbar.
- Adjacent to the new terminus, will be a drop off and pick up point for tourist coach tours.
- The new terminus will be off close proximity to the proposed new internal transit modes of Marsascala – pedicabs and cycle racks.





Mobility

Transit Highlights ~ Park and Ride

- Successful operation already in place connecting the city of Valletta, with another proposed in Pembroke area.
- Creation of three core park and ride zones on the boundaries of Marsascala for around 800 vehicles.
- Operated in the realm to 'decongestionise the centre of Marsascala' from private cars.
- System to be operated by a Variable Message Signs to alert the motorist where to park.
- Proposed system operated 'either free of charge' or at a very nominal fee €0.20 per person, as part of the Government's target to reduce greenhouse emissions for the EU 27.





Mobility

Transit Highlights ~ Heritage Bus Service

- Malta has seen the recent implementation of the successful open top bus using former LT vehicles of the UK.
- Replacement of the current Route 22 service, with special heritage bus service, but this would be operated on a scheduled service.
- Connecting the tourist localities of the Three Cites with Marsascala.
- System will become very popular once bus replacement programme is complete.
- Preserving Malta's famous heritage buses, similar systems are in London & Melbourne.
- Specific colour branding applied to buses.





Mobility

Transit Highlights ~ Pedicab Service

- Popular, fun, clean mode of transit found in a number of popular international tourist destinations.
- To work on similar principles of the electric taxi service in Valletta.
- Advertising opportunities on each Pedicab.
- Drivers to be trained as local tourist guides.
- Will operate mainly on the widened promenades of Marsascala offering a coastal route run along the waterfront and onto key locations in Marsascala.
- Tender to be offered to one operator over a fixed period.





Mobility

Transit Highlights ~ Cycle Racks

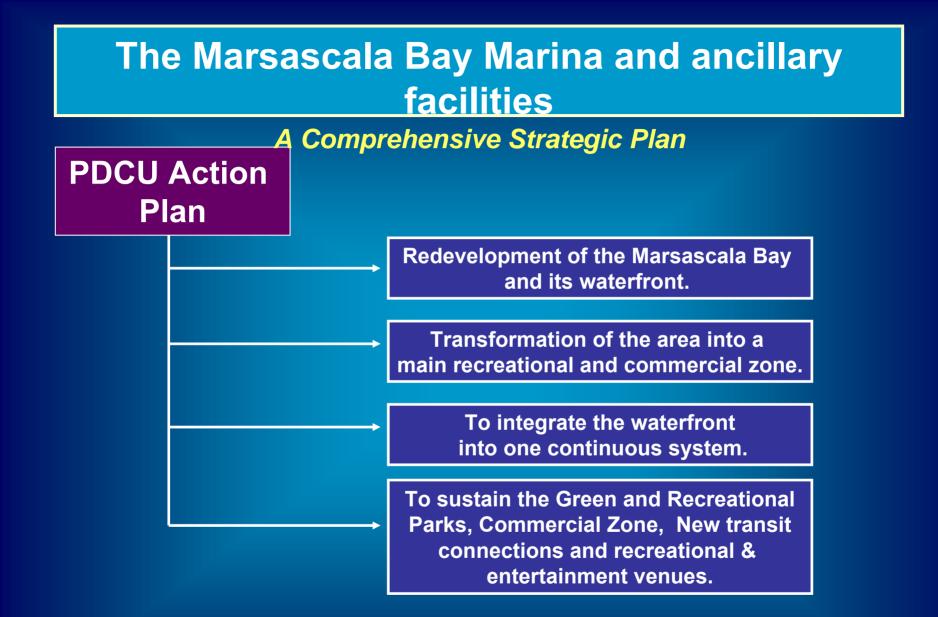
- International benchmarks in Lyon, Paris & Brussels and is seen as a popular tourist related product.
- The easy-to-use system allows the hire of a bicycle from one location and its return to another.
- Cycles to be hired at low cost and for a limited time / pay per ride.
- To be supported by the provision of the upgraded and extended cycle lanes.
- Possible 'pilot' project for Malta and will be implemented in other areas, Valletta and Cottonera Waterfronts & Dock no.1.





A Comprehensive Strategic Plan







The Yacht Marina Will be designed based on a strategic fly and the strategic fly and the

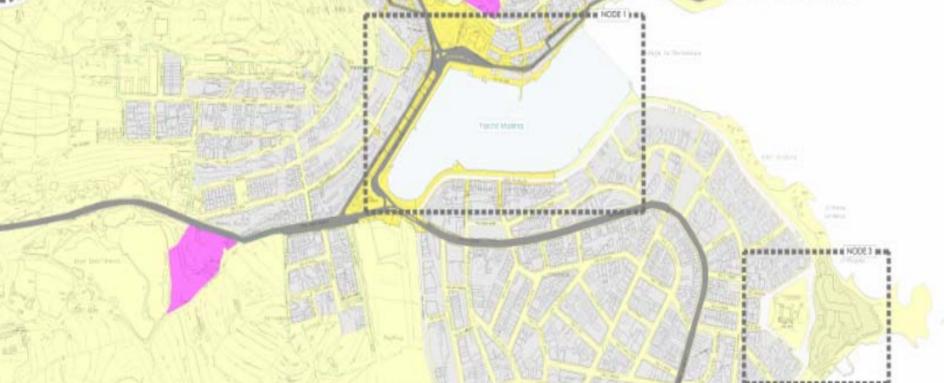
- Maximize the potential area of the marina and mooring facilities (400-500 strong).
- Develop a breakwater to shelter the port from the bad weather conditions.
- Install a state of the art berthing system in line with other Maltese benchmarks.
- Create a service area at a strategic position in the bay.
- Establish the mooring and berthing of local sea craft with similar services.
- Install ferry stands on the Marina.
- Develop a Marina Capitanerie, storage and temporary facilities.
- Create a market vision to attract international yachts for all season berthing.
- Create a permeable connection and improve accessibility between the waterfront and the marina.



The Yacht Marina,

- a more attractive urban setting and to separate pedestrianisation and traffic circulation in the area,
- more mobility (alternative modes) and connections between the main nodes around the bay,
- more financial investment from the private sector and direct it towards the establishing of tourist/commercial related facilities in the area,
- more employment opportunities within the local community,







The Żonqor Acomprehensive Strategic F tourism opportunities.

- The Żonqor Point (ex-National Water polo pitch Site) is designated predominantly for the provision of sports facilities.
- The site occupied by the ex-National Water polo pitch (approximately 10,000 m2), is currently underutilized; used for swimming and as a diving centre.
- The area has great potential with the possibility of developing into a National aquatic and multi-use sport centre working in tandem with the Cottonera Sports Complex.





Żongor Point

The new Żonqor Point complex will provide adequately for;

- the redevelopment of the pool facilities for fully-fledged aquatic sports
- the redevelopment of the core area as a gym and multi-sports facilities,
- an apart/boutique hotel (time-share) over (3) three to (4) four floors targeted at yachts and boat owners,
- the development of an underground car-park for visitors and for park-andride provision,
- hard and soft landscaping scheme integrating the core pool area to the promenade and the elimination of dead-space,
- massing and design should take into consideration views on to and from the sea,
- a feature landmark block with commanding views





The ex-Jerma Palacensive Strategic Plan – ex-Jerma Palacensive Strategic Plan – ex-Jerma Palacensi tourist market for Marsascala.

- The ex-Jerma Palace Hotel Site and ground is an opportunity site not only to adaptively re-use the space to holiday residences but to re-design the area to maximize its potential and with the marina as a possible extension.
- In this Action Plan the site is being considered as a potential touristic residential complex with a mixed used area for commercial, sport, recreation and marina related services.





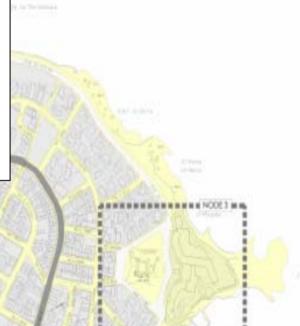


ex-Jerma Palace Hotel Site

It is contemplated that the site;

- will be designed to compliment the development on Żonqor point in its design and land-use parameters,
- will exploit the marina development as an ancillary to new tourism orientated market,
- will also incorporate the landmark building (St.Thomas Tower) as a point of reference,
- will refer to tourist village and residences for yachters as a main component,
- will incorporate a commercial mall catering for the needs of the adjacent villa area and the new residences,
- will include sports amenities,
- will allow permeability to the coast and continuous pedestrian flow through the complex,
- will include integrated open spaces and viewing galleries on the coastal area and St. Thomas Tower.







Parks and Green Corridors



Green Plan

The man of the space is the transformation of the whole council area into a main recreational zone for tourists and locals, through:

- The advent of a green space is one of the opportunity projects identified which may launch Marsascala as a leading touristic and local recreational venue on the East coast of the Island.
- This project would sustain the projects already underway, create an understanding of the localized heritage and encourage further the use of countryside lanes, cycle lanes and alternative recreation. It would also sustain ancillary systems namely;
 - The Marina and ancillary systems,
 - The residential zone,
 - The pedestrian priority areas,
 - The alternative (green) modes of transport (i.e. bicycles and pedi-cabs)
 - The recreational and entertainment venues,
 - The commercial zone,
 - The heritage assets.



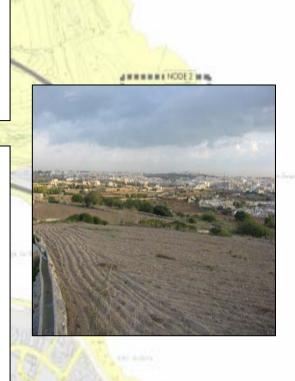
• The project is principally intended;

(a) to integrate the recreational zones as one holistic experience with green nodes to facilitate connectivity and integrating the neighbourhoods,

(b) to connect the land to the waterfront into one continuous system and regenerate the Marsascala Bay into a local and foreign touristic zone.

The main objectives include the following;

- The establishment of recreational zones in disused or degraded areas,
- The embellishment, redesign and rehabilitation of green or public urban spaces,
- The inter-connection of green spaces and recreational areas through green corridors, cycle-routes and trails,
- The connection of the two main parks on the East Coast at II-Ponta taż-Żongor and II-Ponta tal-Munxar,
- The promotion of niche tourism geared at countryside walks, horse riding, rambling and hiking,
- The promotion of local heritage assets.





Conclusions

- A new strategy is required to redevelop a reinvigorated 'Tourism and Entertainment Zone' for Marsascala.
- This policy framework has been concentrating on the development of new 'compact zone' of development on the current main retail hub of Marsascala.
- A 'balanced' approach to the regeneration process will be adopted that upgrades the central hub through quality urban design; mix of uses; landscaping; use of colour; design of the locality; historical fabric and works of art, stimulated through a more sustainable approach to transport serving the vicinity utilising the TOD (Transit Orientated Development) concept.











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