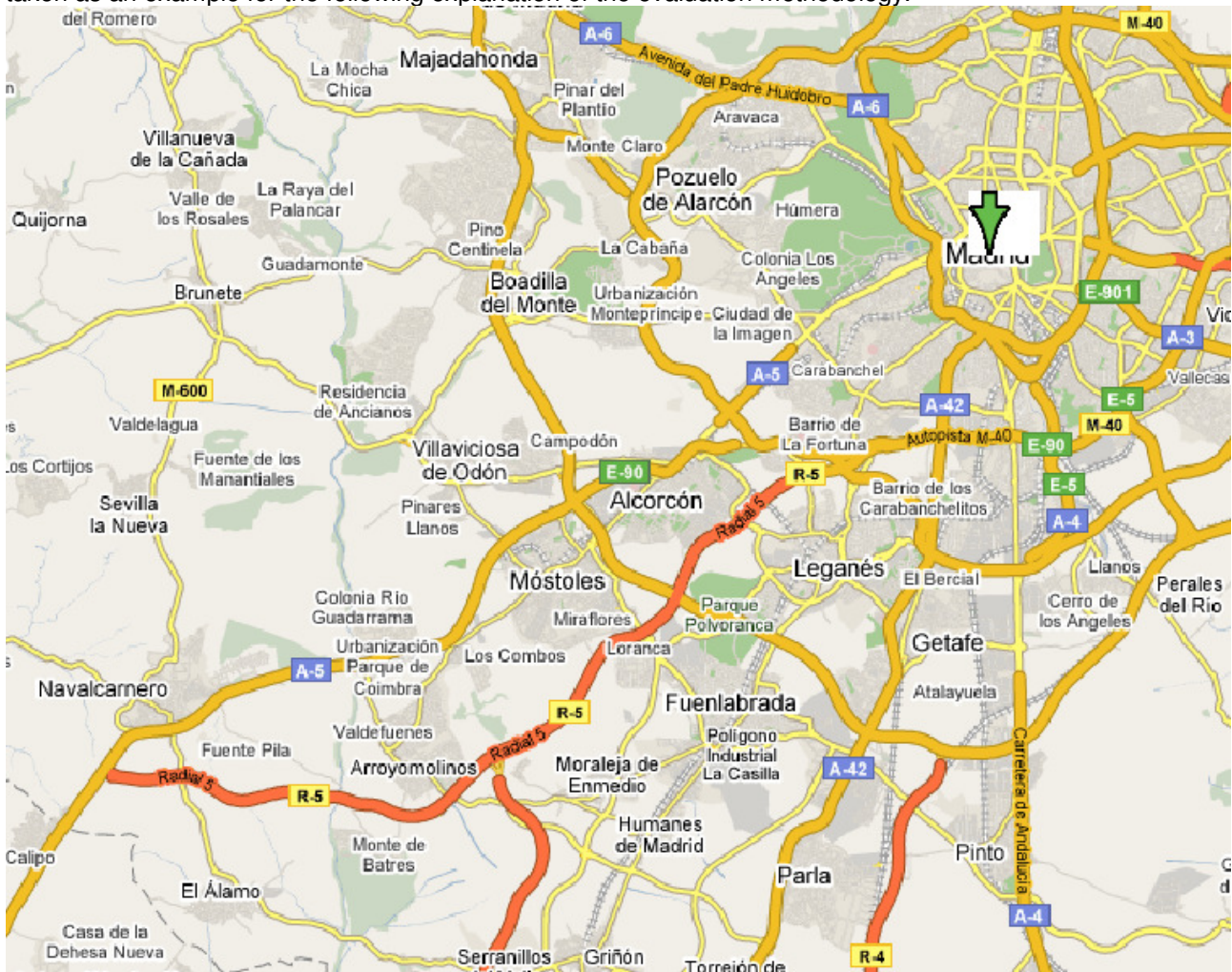


4.3.2 Policies and Strategies for Territorial Management

In such a context, local actors realized how keeping a motionless and passive attitude against the strong dynamics that concern the local system would consequently have transformed Navacarneiro into a satellite of Madrid. The all-changing scenario required a radical rethinking of the city structure. In effect particular attention was addressed to urban management instruments that in turn became the way to govern the changes.

This conduct strengthened over the years and produced in 2002 the elaboration of the new PGOU (city plan) that intends to be a strategical framework in order to repeat new development and management action both at municipal and territorial scale. The strategical vision featured in the PGOU triggered feedbacks on the urban policy that, although characterised by specific action that involved defined part of the city (new complex programmes, European programmes, etc.), represent a continuous guideline that introduced a new season for urban planning.

On these basis, other important development projects have been carried out, such as: Plan Especial de Casco Historico, that aims to introduce best-practices in traffic calming, separate collection of rubbish, protected bike paths, pedestrian routes and the creation of a greenway. This programme, after Agenda 21, represents the most important local sustainable initiative of the municipal administration in recent years. Although it is an experimental project it aims to introduce sustainable behavior in citizens, private enterprises and local institutions. Due to the good results obtained, especially in separated collection of rubbish, it was taken as an example for the following explanation of the evaluation methodology.



In addition other instruments have been implemented. A complex programme named "Programa de Barrios", for the requalification and the social integration of neighbourhood. Furthermore, it is useful to highlight the implementation of the Green Plan, named "Navalcarnero Verde". and other specific projects such as the restoration of "Plaza de Segovia and city center" (one of the most important historical building of the city) and the revitalization of other urban areas (Plaza de Toros, Centro de Artes Escenicas, Centro de Dinamización Turística"), as other initiatives that underline the positive attitude of the local actors.