

New horizons through advanced walking zone

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Introduction and Objective

Makedonija Street in Ohrid which goes parallel with the unique walking zone-the quay, is considered as unutilized public space where cars own the area and is filled with mixed traffic. The main goal of the project is increasing the attractiveness of the area by adaptation to advanced- extended walking zone with banned car traffic.

The main objective of the intervention is to get utilized public space, which can be reached by fulfilling objectives, such as: people own the space; efficient traffic at the area; planning more urban facilities; tending to no pollution; creating safety space and increasing the attractiveness of the area.

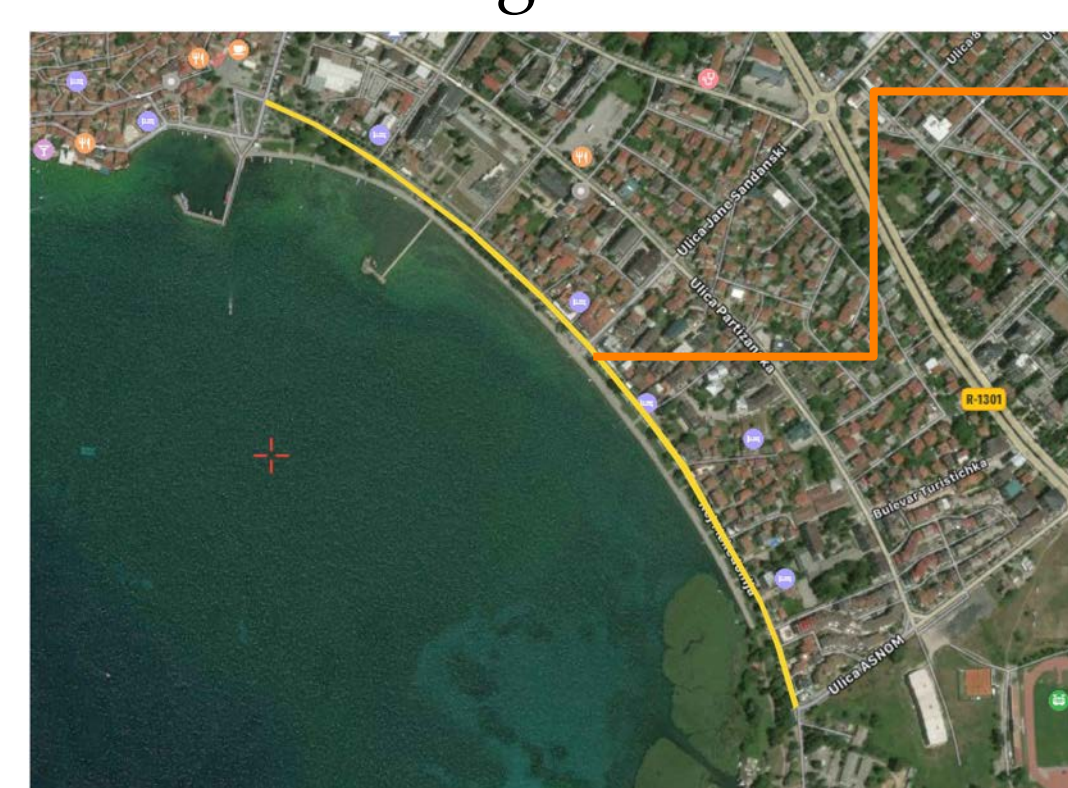


Figure 1. The project refers to adaptation of the *Makedonija Street* to pedestrian zone

Target group and method

Particular groups of people were included in the project as external or internal target groups. Defined beneficiaries were: visitors, tourists, local residents, business sector, accommodation, Ohrid Port captains office, schoolchildren, drivers, taxi drivers, Police department etc. They were engaged through walk & talk process, through consultation, through art expression, through participatory event and by voting on a web site poll.

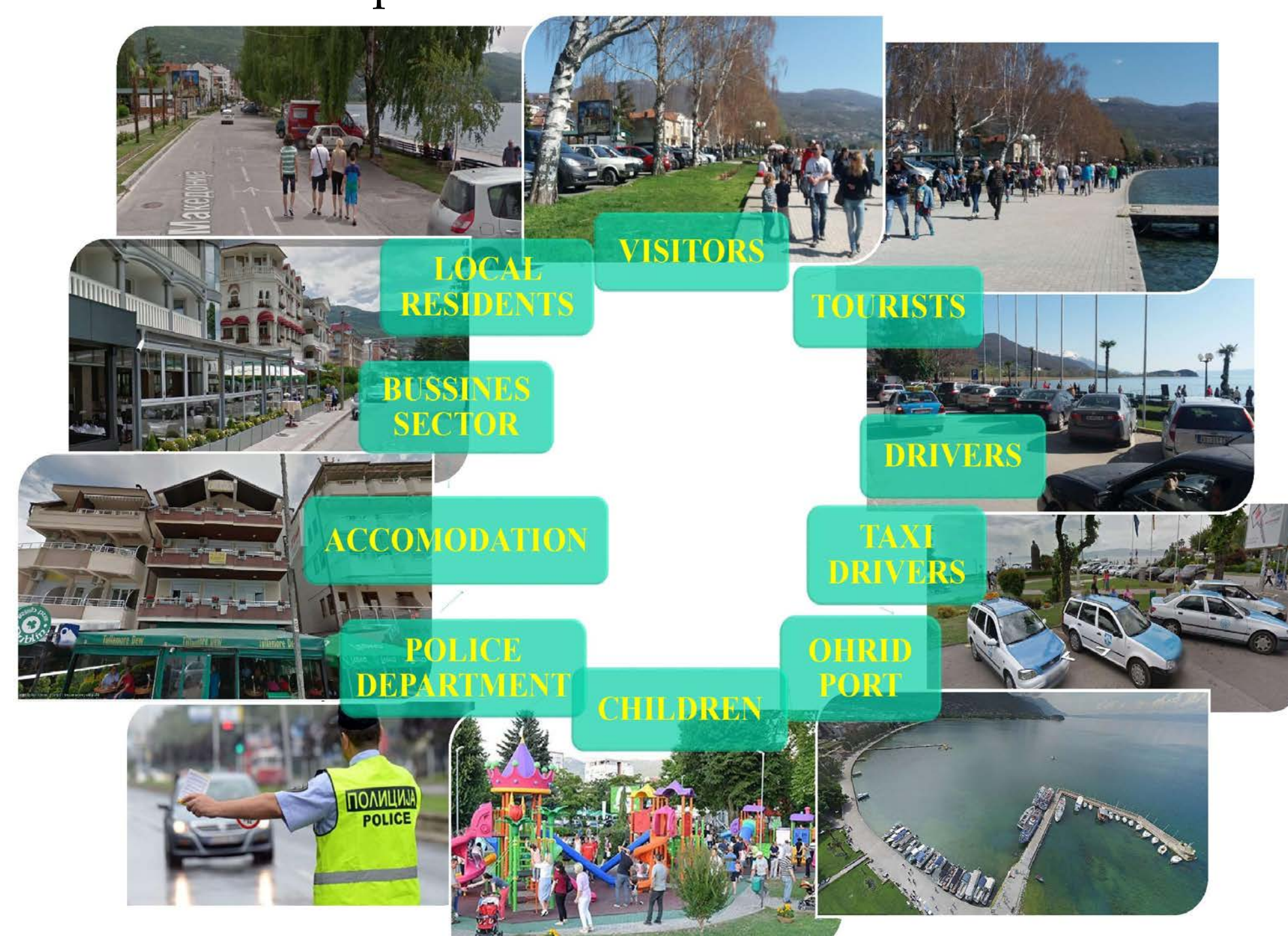


Figure 2. Target groups

Results

Two online polls were carried out during March and April 2018. An on-site poll was carried out on three days during March 2018.

One of the questions was:

Will the city of Ohrid benefit from adapting the *Makedonija Street* to pedestrian zone?

- On-site poll results: YES- 190 NO - 38 (fig. 3a)
- Online poll 1 results: YES- 702 NO - 254 (fig. 3b)
- Online poll 2 results: YES -161 NO - 31 (fig. 3c)

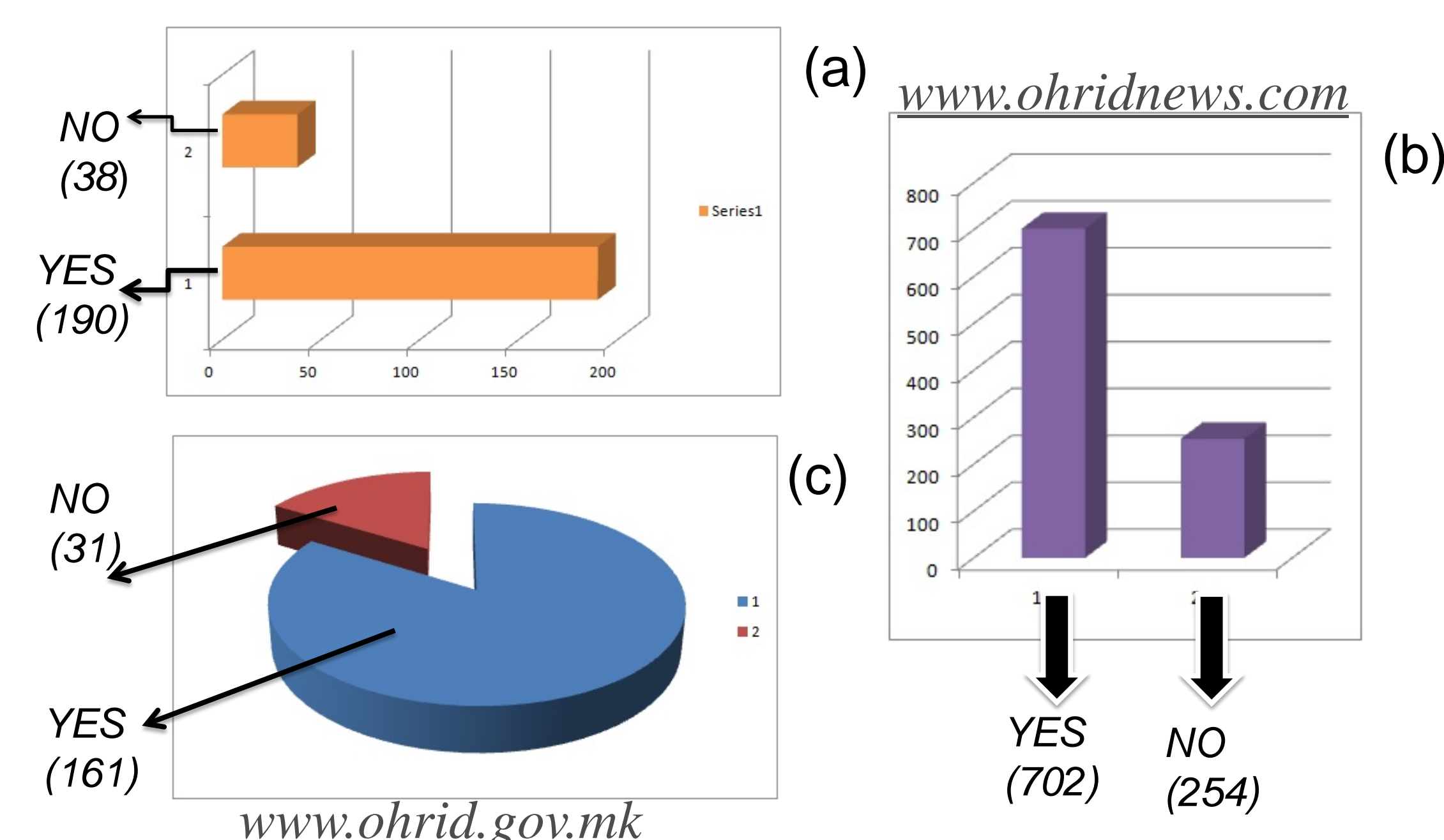


Figure 3. Results of the three different polls

Total of 1376 participants gave their opinion about the suggested adaptation of the street to walking zone.

228 opinions were given by on-site poll, (Figs. 3a), 956 answers by online poll at www.ohridnews.com site, (Figs.3b) and 192 answers by online poll at www.ohrid.gov.mk site (Fig.3c). 76,5% were positive answers and 23,5 % against the idea.

Impact

The Sustainability Impact Assessment (SIA) is a specific tool which was used to analyze the impact of the project from aspect of several factors (analysis of the potential economic, social, environmental and human rights impact).

The project will have highest positive impact from a social and environmental point of view. It will lead to greater safety of people, health and sustainable lifestyle, pollution would be reduced, greenery would be increased...

POLL RESULTS		
Suggested improvements		
No.	ANSWER	
1	To repair the street (asphalt, stone)	18
2	To rearrange and widen the street	11
3	Cultural improvement	2
4	Fun park, children playground	5
5	To build parking garage	10
7	To change into pedestrian zone	92
8	Bicycle lane	18
9	To have parking zone	6
10	More urban facilities	9
11	More greenery	11
12	To ban parking	7
14	Baby carriage lane	1
15	To build underground parking	1
16	Better regulated traffic	5
17	Integrated street with the quay	1
Total		197

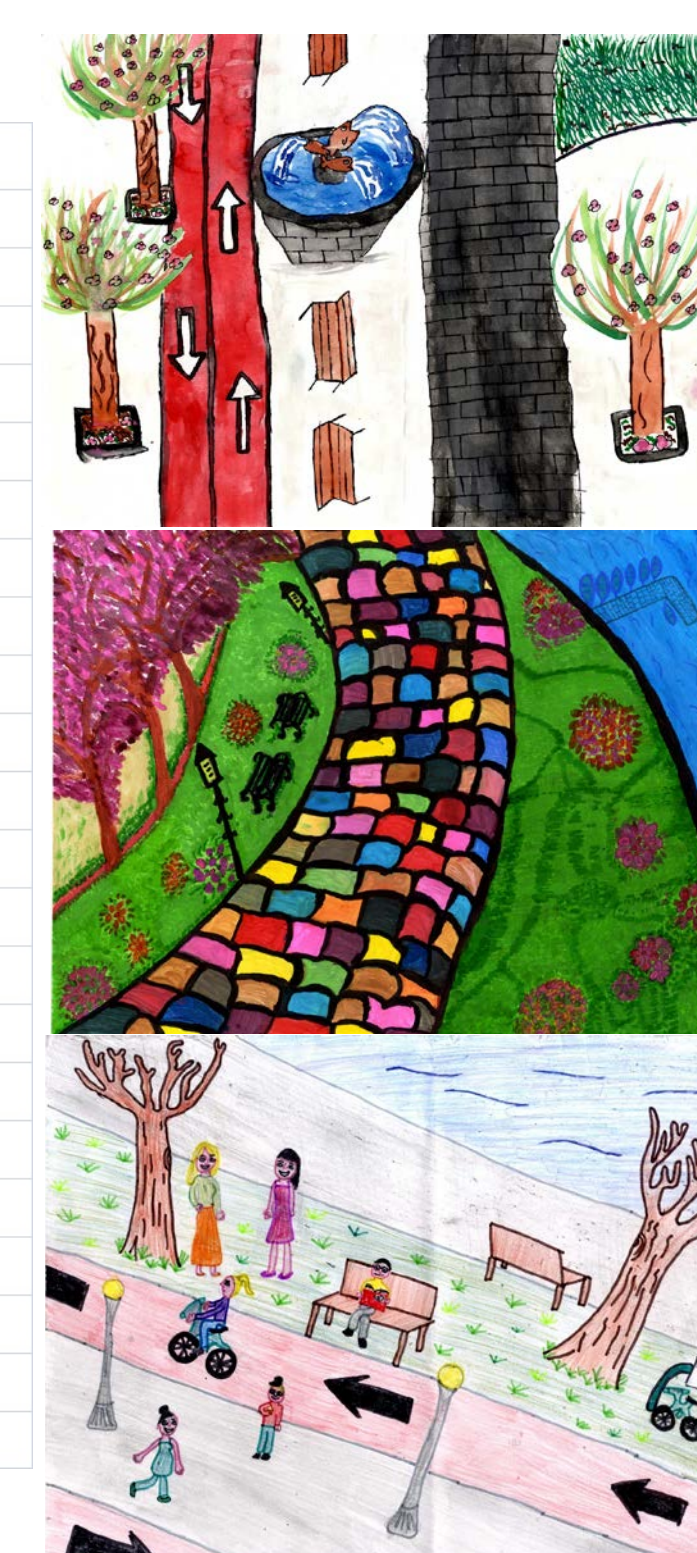


Figure 4. Suggested improvements by poll participants and schoolchildren

The schoolchildren were engaged through art expression of their vision for the *Makedonija Street* and the area.

Presenting their vision by 64 drawings, they gave a lot of ideas for improvement of the area, such as: colourful pavement, pedestrian zone, a lot of greenery and flowers, bicycle lane, pools, fountains, amusement park, skate rollers lane, ports, sculptures, playground, dock, roller coaster, benches, sunshades, channels.....There was no a single car included.

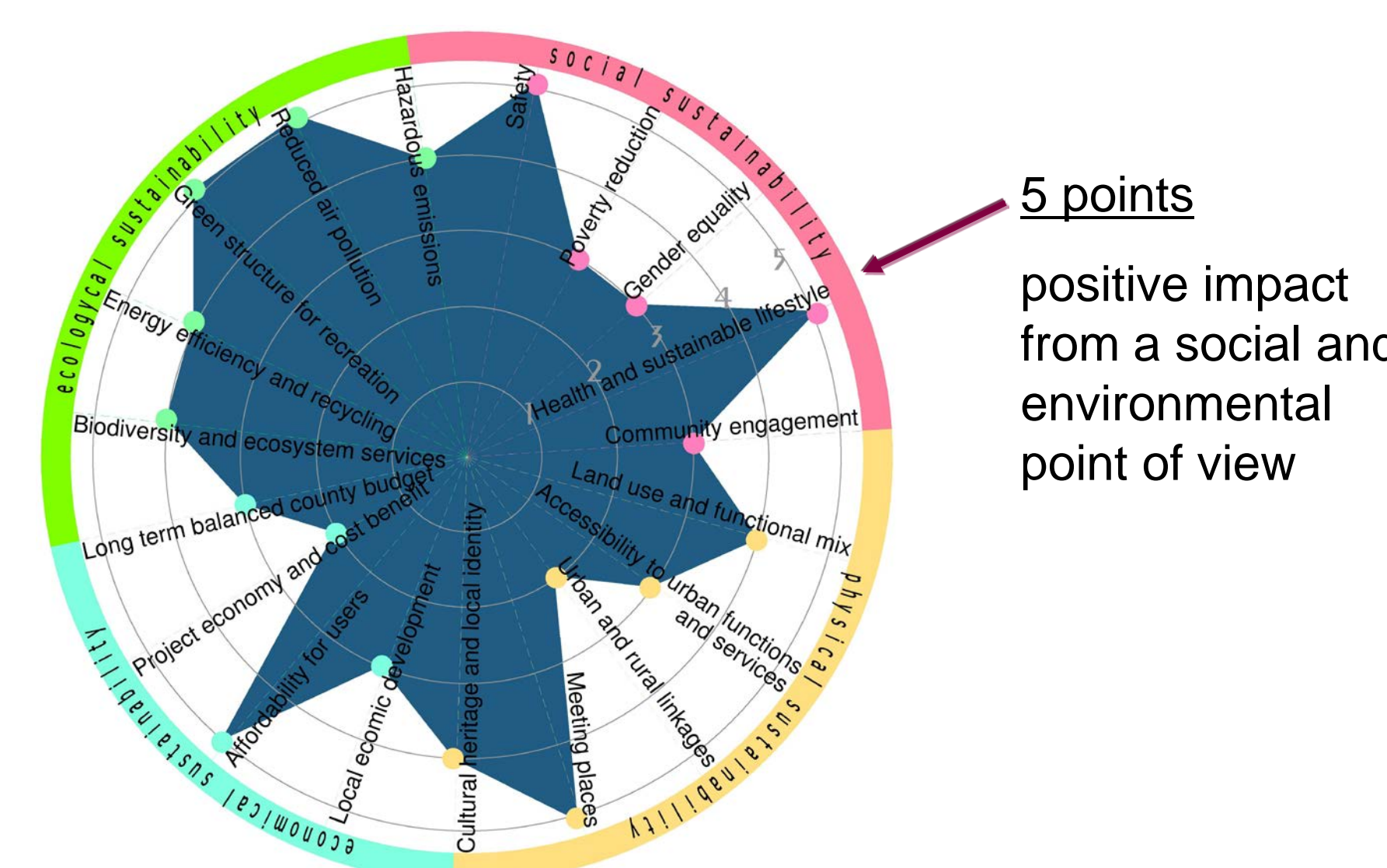


Figure 5. Sustainability Impact Assessment

Due to the proximity of the lake the possibility of real use of eco systems and energy efficiency is enabled. This analysis leads to a positive impact on tourism and local economic development. The additional functions such as city bike sharing, car tax for using the surrounding area etc., will bring income to the Municipality.

Conclusions

Analyzing the results, we can conclude that the idea for adapting the *Makedonija Street* into pedestrian zone is very acceptable for all target groups included in the project. The town of Ohrid will get a utilized public space enriched with different activities. People will be on the top of the urban mobility pyramid. The intervention will change the area by offering more social interaction options and providing safety traffic. Visitors will be attracted by unlimited views to the endless beauty of the Ohrid Lake. By emphasizing protection of the natural heritage, this attractive pedestrian zone will become a new landmark of the town. A lot of new breathtaking horizons will be waiting to be discovered and experienced.



Figure 6. First phase of implementation

Acknowledgments

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For further information

Please contact ohrid.icld@gmail.com. More information on this and related projects can be obtained at <https://ohrid.gov.mk/icld/>.