



Key Stakeholders involved in the implementation of this measure

The key stakeholders involved in the measure implementation are:

Hellenic Ministry of the Environment, Planning and Public Works, Hellenic Ministry of Culture EAXA, standing for Unification of the Archaeological Sites of Athens S.A. was founded in October 1997 (its incorporation published in issue 909 / 15 October 1997 of the Greek Government Gazette) and is a Société Anonyme type company owned entirely by the Hellenic Ministry of Culture, and the Ministry of the Environment, Planning and Public Works.

Main problems and barriers occurred

The creation of an integrated pedestrian network (that constitutes the ‘Grand Promenade’) had severe impacts on both traffic flows and vehicle parking in the wider area. The traffic movements around the Acropolis were shifted on to already congested links, causing thus severe congestion problems for the wider region, which up to a certain degree were resolved through countermeasures recommended from Traffic Impact Assessment studies that were carried out for this purpose. An additional barrier was the reduced accessibility to the neighboring area of Theseion, which became a highly attractive area to both local residents and tourists.



The Grand Promenade

Quantification of investments

The total amount of investment can be estimated in 90.000.000 €

Description of the services developed within this measure focused to emerging travel needs and in ensuring an equal access to tourism for all (reduction of barriers and social exclusion)

Increased accessibility to the most prominent monuments of the city of Athens (the six archaeological sites in particular), with the possibility of viewing the monuments outside the archaeological sites.

Dionysiou Areopagitou and Apostolou Pavlou streets (main roads) have been pedestrianised within the framework for the construction of the “Grand Promenade”. Vehicle circulation and parking is not permitted. Traffic and parking regulations in conjunction with the public transport system, pathways for the visually disabled.





In more detail, the following are included within the interventions implemented by EAXA S.A. on the streets of the Historic Centre of Athens:

1. widening of pavements
2. prohibition of parking for vehicles and motorbikes out of the designated parking spaces
3. stopping and temporary parking allowed for supply vehicles and only at the designated parking spaces.



Apostolou Pavlou Street before the creation of the pedestrian precinct



Apostolou Pavlou Street pedestrian precinct

Contribution provided by the measure in the improvement of the tourist destination attractiveness in terms of accessibility¹ as well as in terms of quality of services²

Greater accessibility to the archaeological zones of Athens than previously, the periphery is well served by public transport (mainly the metro and the Athens-Piraeus electric railway), better information on the sites and transport connections (proposed walk).



Dionysiou Areopagitou Street pedestrian precinct Project for an archaeological square

Also, the construction of an information centre, located opposite the new Archaeological Museum of Acropolis, is already underway. This will be the gate to the unified archaeological area and the open air archaeological park of the historical centre. It will offer visitors information for the archaeological sites, adjacent areas, as well as information on transport means and connections available.

Environmental aspect and implications

The creation of the “Grand Promenade”, as well as the rest of the pedestrian pathways and green spaces within the Historical Centre of Athens, have resulted in the implementing walking and cycling, as the most

¹ door-to-door services

² e.g. better, user friendly and more appropriate information, hospitality, effectiveness



environmentally friendly modes of transport in the area.



Dionysiou Areopagitou Street pedestrian before



Dionysiou Areopagitou Street pedestrian after

Economic development of the destination in terms of new investments generated by the measure

This measure has resulted in new land use development activities, as well as retail goods.

Safety and security aspects and related impact

Has improved safety, however, unauthorized motorcycles entering the area constitute an occasional threat to the safety of pedestrians.

The employment and career prospects for local people

This measure has improved the employment for local people, for many reasons (programming, construction and implementation of measures, land use, tourist guides and tourism).

Currently, the Unification of the Archaeological Sites of Athens S.A. employs a total personnel of 50, whilst during the implementation and construction phase, approximately 100 people were subcontracted as “external consultants”, mainly engineers and supervision consultants. In addition, there were several construction companies involved.

Acknowledgments

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