

# Planning the portuguese “Riviera”. The expectations of the touristic-urbanistic developments of “Costa do Sol”: Lisbon-Cascais

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## Abstract

*New paradigms of leisure began to assert themselves in Europe, throughout the nineteenth century, highlighting the importance of new territorial dynamics associated with the fluxes of vacation areas (vilegiature). In parallel with spas, a “bathing cult” in the beach, combined with gambling, gained prominence. The French Riviera served as a reference for new coastal tourism developments in Southern Europe. The Lisbon Coast, especially the western part, is one of the major milestones in the Portuguese tourism genealogy and it should be referenced in this cultural context, stating the importance of the international tourist resorts such as Estoril and Cascais. Through the consulted sources, the reference as “Riviera Portuguesa” is noted for this coast, mainly from the beginning of the twentieth century. The Lisbon-Cascais coastline subject to successive urban interventions, focused on the recovery and tourist development idea, represents a legacy of great importance, considering the relationship between tourism and urban planning.*

Keywords: Tourism, Urbanism, Evasion Architectures, Costa do Sol, Lisbon-Cascais

## The Portuguese Riviera as a Touristic Legacy

The meaning of the word Tourism has changed throughout time, being successively enriched with the exploration of new social practices connected to leisure and a progressive expansion to other social classes. The Grand Tour of the XVIII century, referenced by the English elites (Boyer, 2000) and considered the genesis of contemporary expression of tourism, expanded its scope, integrating the new social practices, where it should be highlighted the growing importance of ritual baths in spas and afterwards in the sea. The bathing practices, with medical purposes, incorporated the benefits of the air from the coastal areas and the salt water bathing, originating new resorts of vilegiature that were developed across the XIX century by Europe.

The new fashions of vilegiature in the beach, began to assert themselves in Portugal, pointing out the importance of Dr Dalgado's work in the dissemination of the maritime benefits to health and new guides to places of vilegiature in the end of the XIX century and the beginning of the XX century, where it is pointed the importance of Leonildo Mendonça, Ramalho Ortigão and Raúl Proença, among others. Among all places of beach vilegiature, stands out the Lisbon Coast, mainly between Belém-Pedrouços and Cascais. It is along this axis to the western side of Lisbon that will grow the first Portuguese resorts with greater glamour, oftentimes quoted in international examples of Wiesbaden, Trouville, San Sebastian or Biarritz.

The coastline between Belém and Cascais gained prominence from the second half of the XIX century, with references to beach bathing practices by the Court, with queen Maria II in Pedrouços's beach and later the beach *vilegiature* of the Court in Cascais with king Luís I, settling their summer residence in the citadel of Cascais, from 1870. The choice of the citadel of Cascais for the vilegiature of the Court, attracted many noble families who settled in town,

initially pointing out the fragility of the old houses conditions, due to the humble houses of the town and later, the exuberance of the new summer residences.

This Lisbon Coast's axle was already a strategic area through the ages, due to its military importance in Lisbon's defense, with the construction, mainly from the century XVI, of several fortresses. In this coast, it is emphasized one of the first images known of the coastline between Belém and Cascais, produced by Georgius Braun, in 1572, for the *Civitates Orbis Terrarum* (**Figure 1**). In the XIX century, a new vision of this maritime boundary is highlighted, keeping its strategic importance in the coast's defense, it starts to prove itself as an attractive land for the emerging beach viliage, polarized between Lisbon, Sintra and Cascais. The new experiences associated with the Bathing Cult are registered, for example, in the works of Ramalho Ortigão, *Praias de Portugal – guia do banhista e do viajante de 1876*, “*As Praias do Tejo, de Pedrouços a Cascaes, são como as dos golphos da Itália e as da bahia de Arcachon, as mais propícias à constituição dos valetudianarios e dos anémicos . (...) As barracas de banhistas, brancas ponteagudas, dão-lhe o ar de acampamento de opera cómica*” in Farpas, work from 1888, Ortigão comments the summer experiences in Cascais “*O Sporting Club (...) deu ao lugar um arzinho de civilização, que não deixa de surpreender um pouco numa praia nacional*”. These are only some references that give us the experiences along the coast between Belém and Cascais, considered as the “Portuguese Riviera” in the beginning of the century.



Figure 1 – Lisbon Cascais Coast Line, by Georgius Braun, in 1572, for the *Civitates Orbis Terrarum*

The Portuguese Riviera, in which the places of Cascais and Estoril start to be emphasized, evolves from little focus of coastal occupation, associated with an elite that goes to beach between September and October, for new ways to occupy the territory and for beach space's appropriation, where the new chalets and casinos were highlighted (**Figure 2**). It's in this scope that emerges a beach tourism in the Lisbon Coast, to which will be associated new architectures of evasion and new ways of urbanization, with particular emphasis for the example of urbanization of Monte do Estoril, as one of the first references of Beach Resort in Portugal, released in 1888, by Carlos Anjos and Conde Moser, wanting the scenography of the beaches of Cannes or Saint Raphael. The new buildings of Monte do Estoril and several residences that were installed along the shore, revealed a romantic and eclectic vision of the summer architecture. The Chalets of the XIX century and the beginning of the XX century are highlighted, such as Chalets Maria Pia, Azevedo Gomes, Palmela, O'Neill; Martins Barros, that looked as if it were shaped among fragments of imaginary English Castles, Suisse Chalets and French or Venetian Palaces (Silva, 1984).



Figure 2 – The Chalets and first Casinos in the XIX century. Banhos de Poça, Cascais bahia and is casino, Estoril beach (from left to right)

In the end of XIX century, the accessibility along the shore was changed with the introduction of the Railway line, from 1889 (connection Pedrouços-Cascais), deeply changing the relationship between Lisbon and Cascais and the way of this historic itinerary, with new perspectives of tourist projection from Cascais and Estoris. The trips between Lisbon and Cascais won a new sense, among the shapes of future occupation of the several clusters along the line, in a mixture of new residential surroundings with vilegiature resorts. In the beginning of the XX century, the development perspectives along the line were reinforced by the vision of Fausto Figueiredo, an enterprising man, that recognizes the tourist potential of Estoril's area and publishes in 1914 a project named “Estação Marítima, Climatérica, Termal e Sportiva”, (Figure 3) the new beach resort for Estoril, referenced as one of the most modern of its time, that had Spa, Casino, Hotels and magnificent gardens in the direction of the beach. The new project focused on a social concept of great glamour, where the Casino, the Hotel, the Spa and the Beach were a new tourist microcosm of urban tourism.



Figure 3 -“Estação Marítima, Climatérica, Termal e Sportiva” the project of Fausto Figueiredo for Estoril resort, presented in 1914.

With the great importance for the recognition of tourist activity in Portugal, it's created a division of tourism in 1911, within the IV international congress of tourism in Lisbon, marking the beginning of the institutionalization of tourism in Portugal (celebrating it's centenary in 2011). The enterprise of Estoril won particular importance with the new institutions and the incentives to the development in the scope of tourist activity, emerging several proposals for the planned projects, released in the context of the 1st World War. However, it was only after the 20s/30s that the new Beach Resort projects began to materialize, allowing a new understanding

about the importance of the planning of the Tourist Resorts. The development of the Estoril's project is sustained in the prospects of connection with Lisbon and the improvement of the access along the coast. It is important to highlight the links of the Sud Express between Madrid and Cascais, instead of staying only by Lisbon, as well as the appeals to the improvement of the old military road that linked Lisbon to Cascais, with great landscape and touristic potential. The period between the end of the XIX century and the 30s/40s, when there were conflicts among Monarchists and Republicans and the world wars, may be referenced as the construction of a national touristic legacy of great importance and a great reference in the history of International Beach Resorts.

## **Costa do Sol's touristic urbanistic developments**

Costa do Sol, recognized designation in the beginning of the 20th century for the coast between Lisbon and Cascais, represents a claim with Côte D'Azur. With developments associated to the appreciation of beach tourism in the coastal areas, the accessibility's improvement with the railways' electrification and various settlements along the coast represent new outbreaks in expansion. In this context of city expansion and the need for an overall improvement along the coastline, especially the old military road to Cascais, the possibility of revising it had been explored, inviting the renowned city planner Alfred Agache. The urbanist highlighted the importance of improving links in a more extensive and connected way, suggesting for the whole coastal area an urbanization plan (Lobo, M., 1995) to the minister Duarte Pacheco. It's in this context that the 1935-36 Costa do Sol Plan arises, supported by new laws and constituting a major reference of urban-touristic commitments in the urbanistic Portuguese culture.

The Costa do Sol Plan, with developments and reformulations realized by Etienne de Groer and Paulino Montez's (1897-1988) detailed studies, between 1938-48, becomes an articulated vision among the various clusters and their connection perspectives in an enlarged and distinct accessibility network. The accessibility system includes the future road developments, establishing connections between Marginal road along the coastline and a new highway planned north of the clusters, avoiding crossing clusters and making the railway as the strong functional distribution link, emphasizing the meaning of Marginal as historical and panoramic of excellence, a mix of suburban service and vilegiature. The Costa do Sol Plan (**Figure 4**) revealed a new dimension of territory planning, on the one hand took an integrated municipal view and, on the other, integrated the vilegiature attraction with prospects of Lisbon's residential expansion along the Coast. The developments since the 1948 approved Plan represent an important witness to understand the commitments and expectations generated in urban-touristic relations of the territory. This way, we are interested in understanding the references or models that supported urban developments along the Coast. Highlighting the importance of various Urbanization Plans for different coastal settlements, as a compromise between the pre-existing and the planned, referred important examples in the Garden City and the Neighborhood Unit theories. These should be noticed as examples of some clusters like Algés, Linda-a-Velha, Parede, Estádio Nacional, Caxias, Paço D'Arcos, Oeiras, Estoril e Cascais (**Figure 5**), and as support to understand their specificities and morphological historic commitments along the Coastline, as well as their urbanistic interpretations of expansion possibilities. Plans of the thirties and forties reveal the pervasive influence of Garden Cities, with low density, appointments with topography and organic designs, expanding on lots of villas with deadlocks/ impasses. Showing up sometimes in plans the contrast between organic designs and the suggested ways to occupy most of the lots, with proposals for continual occupation around stricter Squares, where was intended to implement the concentration of services, a sort of civic center of the settlements /cluster – a micro centrality of places. We also

highlight the close relationships between these squares and some boulevards that develop from them, with garden spaces, which feature some equipment.

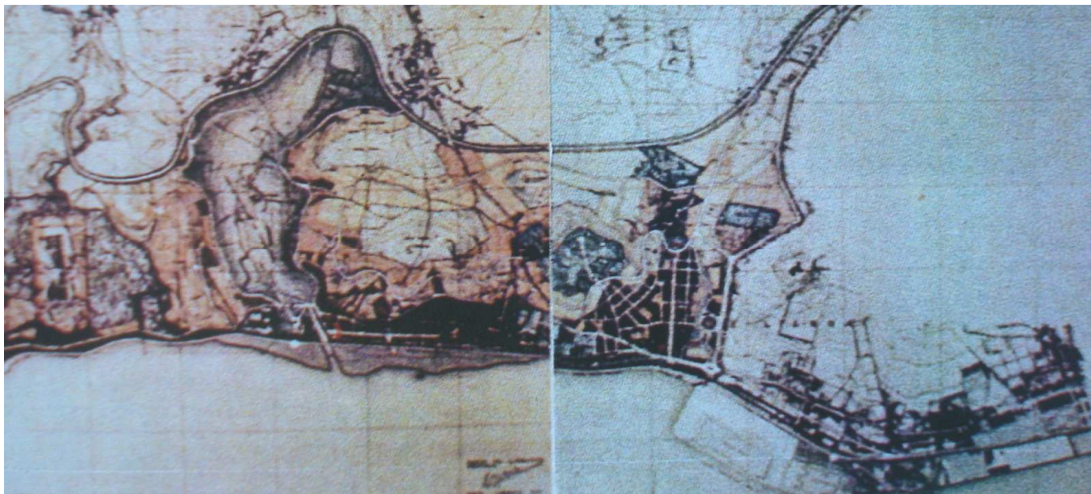


Figure 4 - fragments of Costa do Sol plan from 1934-35, developed by Alfred Agache and Etienne de Groer

Costa do Sol reveals itself as a large test of commitments among arising seaside resorts and the suburban residential expansion, linked to a coastal area of great landscape value. It's also in this context of great dialectics associated with Costa do Sol development, that social and cultural dynamics surrounding the period of 2nd World War can be referred, and where Costa do Estoril was a place of exile and refuge of various international personalities associated to different fractions of the World War, referencing to several hotels different links of power. In the neutral context of 2nd World War, Costa do Sol was one of the most sophisticated places of international espionage games, referenced as the place of inspiration for the spy Ian Fleming, in the process of creation of the famous British secret agent 007. The eminent possibilities of conflict in a relatively small area like Costa do Sol and the management of political tensions, revealed the exceptional Portuguese ability in international diplomacy, contributing to cultural enrichment of the region during and after the conflict. The post-war contexts resulted in deep changes linked to cities reconstruction, with new influences which were seen in Portugal and developments in the region of Lisbon. Many of these influences will be taking over, particularly from the fifties where the legacies of Garden City and premises of the Modern City will face each other. From the late fifties, great ambiguities in the models of cluster's development will be revealed, many urban and architectural styles about the city confronting each other in just over two decades. The affirmation of the Modern City, with some interesting examples in Nova Oeiras, is contested over the sixties in a more experimental and participative perspective, entering the seventies with great weakness of speech, resulting of some political and economic instability in Portugal.

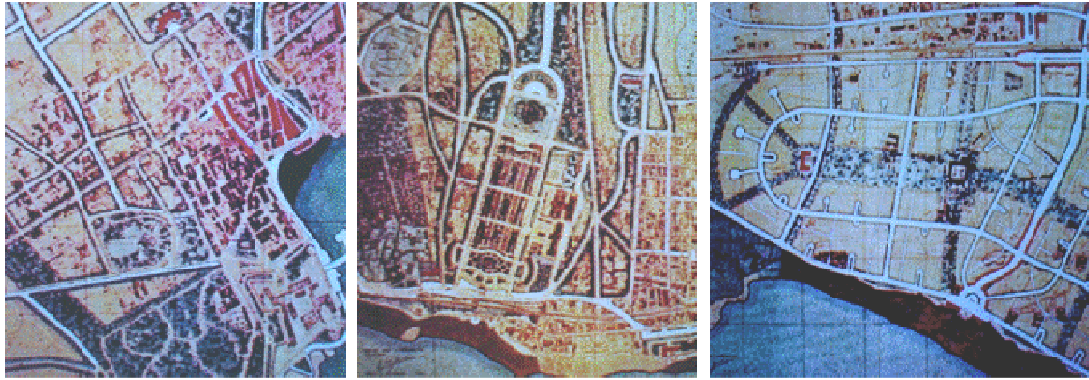


Figure 5 - Detail plans in Costa do Sol, Cascais, Estoril, Carcavelos in the 1936.

As one of the best defended Plans in the contest of the Lisbon region, Costa do Sol is not indifferent to urban pressures and speculations that worsened after the seventies, incorporating in previous urbanistic experiences and in their architectures, new tests, due to a neo-liberal assertion that unfolds over the eighties and nineties. A new generation of Master Plans that are established through the nineties forces to revise its relationship with the Plan of Costa do Sol, leaving a new urbanistic legacy for urban setting and updating of the settlements/ clusters of Costa do Sol. The importance of several infrastructures realization, to improve the accessibility, including the completion of the section of the A5 highway, must be highlighted. Large investments in sanitation and coastal qualifying, which had entered into marked degradation in the late seventies, also represented a sign of revitalization, placing Costa do Sol in the international tourism. As part of the great dynamics of transformations along the coastline, we should reconsider the congestions and commitments that were established between the urban touristic vilegeiture's heritage and residential expansion developments in recent decades.

### **New approaches on the Portuguese Riviera. Projects and Expectations between the touristic-urbanistic developments' continuity and fragments**

The transformations in Lisbon's metropolitan area, during the last decades, reflect some imbalance regarding its territory, environment, physical and social structure. Prospects for change, should contemplate a deeper knowledge about the territory and its specificities. It's in this scope that we focused in "Costa do Sol", as a reference to present the changing challenges. Known as the Portuguese Riviera, the coastal area between Lisbon and Cascais, contemplating a coastal band of about twenty kilometers, points out its wealth and a landscape of commitments between the natural and the human-occupation shapes. This defined axle, and remarkable historical link between Lisbon and Cascais, composes a privileged space as an observatory for the interactions between touristic activity, the shapes of territorial occupation and the process of planning and urbanization (**Figure 6**). It's in this way of knowledge about the territory, its critical vision and the prospects of intervention, that we investigated the Portuguese Riviera, and its project premises for a sustainable requalification. The Riviera, or "Costa do Sol" allows us to recognize the key periods where the continuity visions regarding intervention shapes along the shore. The development of several accessibility ways are reinforced with a joint of work that involved the different settlements/ clusters and their expectations to bound with Lisbon, and on the other hand, reinforced the social appreciation of the beaches, that could be extended through new sidewalks conquered from the rocks or the sands. The Planning process reveals as an ally

for the continuity of “Costa do Sol”, integrating partial visions of vilegiature resorts and older centers.

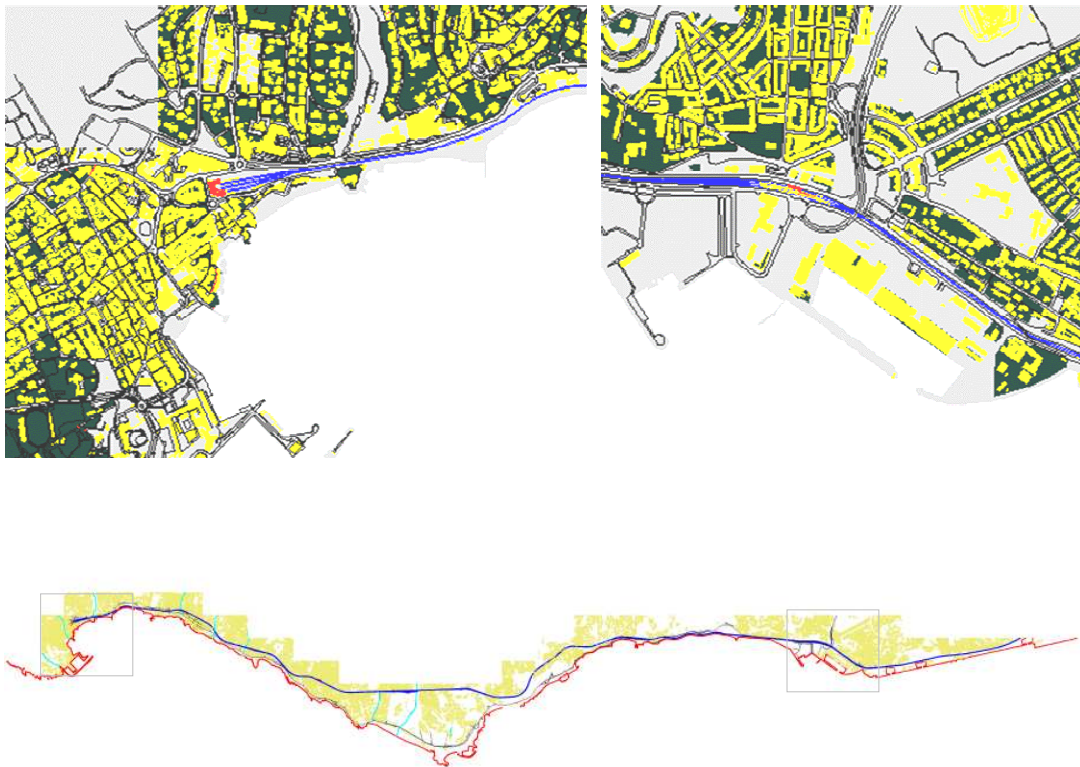


Figure 6 - Costa do Sol, interpretations of the coast line Lisbon-Cascais studies in the areas of Cascais and Belém-Algés. (LAB GESTU, CIAUD-FAUTL)

The approach to the “Costa do Sol” that we want to explore, reinforces a permanent dialect between the identity affirmation of the Lisbon-Cascais axle, in the region’s context, with the prospects of appreciating the diversity of each of the coastal clusters. This approaching strategy of intervention requires a permanent dynamic, sometimes apparently contradictory, between the role of an element hierarchically above the city county, in a regional context, such as the “Marginal” or Coastal Line of Beaches, and with the different clusters’ role, sometimes competing between each other to affirm the difference. Throughout this exercise of new approaches to the Portuguese Riviera, as a support to interventions, we highlight a set of guiding references to be considered in projects. The indicated references, in this present paper’s context, have a synthetic nature and represent only some of the main questions that we selected, which are:

- Getting to the bottom of dialogue between the poles of traditional vilegiature and the residential development, regarding the metropolitan expansion from the 60s/70s;
- Understanding the relationship between an innovative urban culture tested in “Costa do Sol” in the 30s/40s and the future touristic urbanistic developments;
- Evaluating the effects of continuity relationships or territorial fragmentation in the context of accessibility successions and the ways of appropriating the clusters’ coastal and internal spaces;
- Review the prospects of patrimonial appreciation of the inherited natural, the built and the cultural landscape, and its functional integration in the economic, social and contemporary cultural dynamics;

- Define requalification strategies supported in the local vocations and the regional competition prospects, oriented by the environmental, economic and social sustainability;

These points, which are close to strategic objectives, help to define and test an integrated project's vision, exploring in different scales. From the several examples that we have been investigating and developing along the "Costa do Sol", we point out the ones from the Belém-Algés and Cascais areas (**Figure 6**). These two examples reflect the importance of the clusters' position in all that constitutes the considered coastal area, can represent the two ends of the referred axis, but also because its symbolic historic developments do not necessarily reflect a bound so direct as the one we use nowadays. The Belém-Algés area corresponds to the limit of Lisbon and, with this, it constituted an effective border between the city and its surroundings, being built a physical barrier to support the fiscal and tax line, where there were several control doors. The ones from Algés, destroyed in the second half of the century, were one of the milestones of a fiscal regime decreed in 1885-86 and abolished by the 1922 law. The western limit of Cascais represented an advanced line in the defense of the coast of Lisbon, but also for its proximity to Cabo da Roca, the symbolic force of *Finisterra*, the most western piece of land of Europe released above a great unknown and exposed to the unexpected horizon. To these examples, in which we reinforce the idea of limits in the territory, the levels of complexity of the symbolic historical relations may be extended, integrating the territorial developments and its connection shapes as an expression of a natural patrimonial legacy, built and cultural, but also as a seed in the construction of new imaginaries for the projects and interventions in the territory.

## Conclusions

The ongoing research focuses in the urbanistic touristic relationships in the territory, in the changes associated to the attractiveness of coastal shores and in the landscape's transformations. In the context of Costa do Sol, we point out the importance of the tourist legacy of Cascais and Estoril as the main references of beach viliage in Portugal, which was defined from the end of the XIX century. In the context of territory's transformation we highlight the successive ways of occupation along the shore and the importance of new evasion architecture as a reference of new social practices linked to leisure and the new environments of interpretation of the site new the sea. Since the 30s, it is highlighted new references of a urban culture emerging in Portugal and with particular focus in Costa do Sol. The increase of urban planning by important international urban planner, contributed for the test of new models in the landscape's planning. Costa do Sol would be a reference in the urban tourism commitments development for the new decades. We should point out the importance of political-economic contexts that were involved the great periods of this area's development. In the late 60s/70s, Costa do Sol was confronted with a big growth, revealing some ambiguities and tensions between the inheritance of the beach resorts and the prospects of suburban expansion of Lisbon's region, through Lisbon-Cascais's axis. With new urban and architecture developments, there is a new phase of urban requalification and a significant investment in sanitation and accessibility from the 90s. With the great transformations along Costa do Sol, developed in the last decades, between continuity and fragmentation, it is important to understand deepen the prospects of sustainability in the Portuguese Riviera as a space of touristic and urban competitiveness in a regional but also international context. It is with this purpose that some guidelines for interventions and projects along Costa do Sol are being investigated and presented.



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