



Project Accessibility improvement assessment for Mercadona in Marineda City

LOCATION A Coruña, Galicia

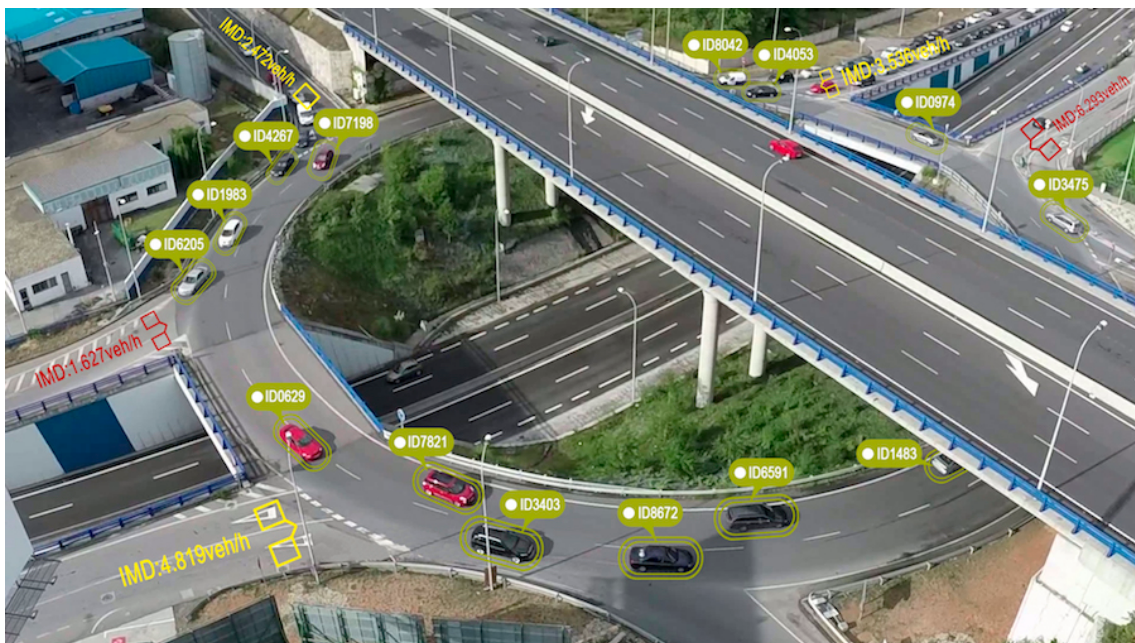
CLIENT

DATE 2016

MARKET Commercial developments
& Retail

DETAILS

- 1 video taken by drone
- 7 artificial vision cameras
- 2 pneumatic tube traffic counts
- 577 surveys conducted
- 55 hours of analysis



The well-known supermarket chain Mercadona S.A., owner of a commercial establishment in Lugar de Monte Patelo (Marineda City) in A Coruña, the second largest shopping centre in Spain, commissioned Vectio with the task of conducting an assessment to improve the accessibility and mobility of the supermarket and its surrounding area in order to optimise its value and attract more customers.

The objective of this assessment was to analyse the existing situation, especially in terms of road traffic, improving access times, the distribution of flows from nearby connections to inside the car park and directional signage.

To conduct this assessment, the following works were carried out:

- Design, planning, collection and analysis of preference surveys taken in the same supermarket
- Installation of pneumatic technology traffic counts and artificial vision cameras
- Capturing video footage with a drone
- Route videos with geo-referencing on-board camera

This has allowed us to find out the flow of traffic and travel both in the area in the affected stretch of road and its immediate surroundings, analysing road capacity and its level of service, diagnosing and proposing improvements to ensure fluid and safe mobility.

