Waterfront development in Barcelona.

‘Port Vell’, A new image of city, supported in the 1992 Olympic Experience and The Universal Forum Of The Cultures, FORUM 2004

WEDNESDAY 27 FEBRUARY 2013
## BARCELONA: GENERAL BACKGROUND

### HISTORIC TOPICS

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### PORT REDEVELOPMENTS

- Social and economic interests
- Seafront
- City - Port
In the theme of “WATERFRONT REDEVELOPMENT”: the influence of technological and logistical innovation and the change in the perception of the public position”

HAYUT (1994) en MUSSO, Enrico. “Città portuali: La economía e il territorio”.

The landscape and leisure potential of these places and the mediatic revaluation of their symbolic value, augment the speculative character of the investments. The waterfronts of cities come to define the SKYLINES dictated by new highly sophisticated urbanistic wholes and to construct a new imaginary urban label.”


BARCELONA: GENERAL BACKGROUND

WATERFRONTS

SEA FRONT IMAGE OF CITY HIGH STANDING USES
BARCELONA: GENERAL BACKGROUND

URBAN REGENERATION

PORT TRANFORMATIONS

simultaneous to theories of the transformation of urban centers

NUNO PORTAS

port regional economy, the port city - centre

ENRICO MUSSO

URBAN TRANSFORMATION PROCESS

mediated 20th century, USA, devastated with That was ‘old’

JANE JACOBS

diversity of uses of mutual sustentation

PETER HALL

1970s - respect for the characteristics of each city

MANUEL CASTELLS

life and history of the city and value of the urban regeneration

JORDI BORJA

Information, local government, citizen participation

NUNO PORTAS

norms, environmental, social and historical aspects, etc.
Generation of COLLECTIVE IMAGES associated with the SUCCESS of cities, in which the RECOGNISABLE SKYLINE of a city has a global image.

"For different reasons the building of monuments in cities is intimately linked to the need for self-glorification, whether it be on request, national, regional or local, ..."

SARDO, Delfim. (2002). “O fantasma de Rodin: notas sobre arte e espaço urbano".
BARCELONA: GENERAL BACKGROUND

OPPORTUNITIES WITHIN THE URBAN PROCESS

Post-war period: transformations associated with greater events

FLAGSHIP EVENTS

“The quantity of neglected area that the London docklands Development Corporation of the of had to see about, was so enormous that the only way of tackling the problem without depending on enormous quantities of public money...

Was to create a special situation of ‘snowball’ effect that generated immediately a real credibility towards the docks among the potential commercial developers of housings...

So it was necessary to be opportunist and to accept the proposals of the developers”.


DETAILED INTERVENTIONIST PLANS

STRATEGIC PLANS

REGENERATION PROPOSALS
Information relating to cities is fundamental for the individuals.

"The majority of the rankings seek to offer a classification of the ordering of cities, based upon the quality of life and the capacity to sustain development processes in the new socioeconomic order, supposedly capable of facilitating the decision with regard to which centre can offer the best promotional possibilities".


TERMS OF WEALTH
GROWTH
CAPACITY OF EMPLOYMENT CREATION
VALUE OF QUALITY OF LIFE
LEVEL OF INTERNATIONALISATION
ATTRACTION OF THE URBAN CORE
Maybe the port and the city they share the same origin, but it consolidates with the Romans (5th an 4th century BC)

The roman Barcino. A Museum historic of the City interpretation.
Sant Jaume Port and the Rivera neighbourhood. (1450) (Salvador Sanpere i Miquel)
A glide of the 17th century. (Salvador Sanpere i Miquel)

Basis for all the military and urbanistic works in Barcelona of the 18th century and of the first third of 19th
BARCELONA: HISTORICAL REVIEW

CONSOLIDATION AND MODERNIZATION OF THE PORT
BARCELONA: HISTORICAL REVIEW

EVOLUTION IN THE LAST FIFTY YEARS

DEFICIENT ZONE: CHANGING TO LOGISTIC PORT
BARCELONA: HISTORICAL REVIEW

EVOLUTION IN THE LAST FIFTY YEARS

DOWN TOWN, PORT VELL, A NEW MARITIM FRONT
BARCELONA: HISTORICAL REVIEW

EVOLUTION IN THE LAST FIFTY YEARS

DIAGONAL, FORUM ZONE, A NEW HOUSING AND SERVICES AREA
BARCELONA: THE CONTEXT OF THE PROCESS

1992 OLYMPIC OPERATIONS
• Olympic Games: an infrastructural operation with an international event as an ‘excuse’

2004 FORUM OPERATIONS
• Needs for infrastructures: FORUM 2004. A new excuse?
BARCELONA: THE CONTEXT OF THE PROCESS

2004 FORUM OPERATIONS

‘DIAGONAL MAR’
BARCELONA: THE CONTEXT OF THE PROCESS

1992 OLYMPIC OPERATIONS

• Olympic Games: an infrastructural operation with an international event as an ‘excuse’

The Olympic Games as an ‘excuse’ to concentrate investment...

- 1979: First democratic council elections
- Important deficit from metropolitan infrastructures (4.2 million inhab./3,300 km2) (Barcelona: 1.5 m. inhab.- 100 Km2) (Catalonia: 6 m. inhab.)
- First formalities: 1978-80

In 1984 the mayor, Pasqual Maragall, asked the municipal ex architect Oriol Bohigas to direct an professional group to start the project.
BARCELONA: THE CONTEXT OF THE PROCESS

1992 OLYMPIC OPERATIONS
MAIN PROJECTS

- Rehabilitation of the Olympic stadium
- Construction of a new sports stadium
- Ring roads (approx. 35 km)
- Other new roads (approx. 35 km)
- 4,500 new flats in the 4 Olympic Villages
- 2 telecommunication towers
- 5 areas of new centrality (offices)
- Enlargement of the airport
- Improvement s to the leisure port
- Cultural facilities (museums, etc.)
- 5,000 new hotel rooms
BARCELONA: THE CONTEXT OF THE PROCESS

1992 OLYMPIC OPERATIONS

ORIGEN AND MANAGEMENT OF THE RESOURCES

ORIGEN

- **Public Sector**
  - 47% of the investment in infrastructure
- **Private Sector**
  - 53% of the investment in infrastructure

MANAGEMENT

- Public Sector: 60%
- Private Sector: 40%
1992 OLYMPIC OPERATIONS

PUBLIC ACTORS IN THE PROCESS

- **Barcelona City Council:**
  - 18% of the public investment

- **Regional Authority (Autonomous Community) ‘Generalitat’:**
  - 32% of the public investment

- **Central government:**
  - 41% of the public investment

- **Remainder:**
  - 9% (Provincial government (*Diputació*), Metropolitan area and the EU)

- **Total:** 20% of the public investment (3 levels) of the period 1987-1992
BARCELONA: THE PROCESS

1992 OLYMPIC OPERATIONS

RECUPERATION OF WATERFRONT, THE CITY AND ITS ACTIVITIES

AUTONOMOUS PORT AUTHORITY OF BARCELONA

Distinct system of financing to the Autonomous Port Authority.

OBJECTIVES

Port space for leisure, cultural and tourist uses.
Integration and establishment of activities and facilities for ‘Ciudad Vella’.
(\textit{the historical heart of the city})
Opening of the city to the sea.

CHARACTERISTICS

Management capabilities of the public and professional organisations
Strategy for the creation of a model
Management functioned as city promotion
BARCELONA: THE PROCESS

1992 OLYMPIC OPERATIONS

THE MOMENTS OF THE PROCESS

• Between *May 1985* and *June 1986*
  Design and legal approval of changes in the city plan.

• In *1986* Barcelona won the 1992 Olympic games organization.

Demands:

  4,500 new flats.

  Preferential urbanization zone.
BARCELONA: THE PROCESS

1992 OLYMPIC OPERATIONS

• The sectors of ‘POBLENOU’ and the ‘BARCELONETA’ were in decay

THE OLYMPIC VILLAGES - POBLENOU

• The fact to situated the Olympic Villages in this sector.
  - Centric and almost neglected.
  - Whit the possibility to open the city to the sea.

• Integral plan of transformation.
• Individual buildings projects.
BARCELONA: THE PROCESS

1992 OLYMPIC OPERATIONS

• The sectors of ‘POBLENOU’ and the ‘BARCELONETA’ were in decay

THE OLYMPIC VILLAGES - POBLENOU
BARCELONA: THE PROCESS

1992 OLYMPIC OPERATIONS

• The sectors of ‘POBLENOU’ and the ‘BARCELONETA’ were in decay

THE LEISURE PORT - BARCELONETA

• Open the city to sea.
  • Leisure port.
  • Cultural activities.
  • World trade center.
  • Aquarium
  • Commercial Centre ‘Maremagnum’.
BARCELONA: THE PROCESS

1992 OLYMPIC OPERATIONS

• The sectors of ‘POBLENOU’ and the ‘BARCELONETA’ were in decay

THE LEISURE PORT - BARCELONETA
BARCELONA: OLYMPIC EXPERIENCE

STRENGTHS

• Use of an international (flagship) event as an element for attracting public and private investment, and for covering the deficits arising from the infrastructure.

• Integration of the Olympics project with a wider strategic plan.

• Collaboration between public and private sectors. (60-40%-40)

• Institutional consensus.

• Development of an ad hoc formula of management: HOLSA (43% of the government investment of 450,000 MPTA)

• Leadership from Barcelona City Council: political and technical/professional.
BARCELONA: OLYMPIC EXPERIENCE

NEGATIVES POINTS

- Opinion "cut across": *Increase of the prices of the housing*

- *ACCELERATION* of the urban process of *decentralization*

- *Overestimate* of the *demand for offices*

- A *reduced investment in public transportation*
BARCELONA: 2004 FORUM OPERATIONS

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CONTEXT OF THE PROCESS

• Among 1993-1999: *Reduction of the central and autonomous government investment in the metropolitan region of Barcelona* (4.2 mhab.)


• INVERSION OF THE PUBLIC SECTOR 1991-2000: *Smaller than before in every level of Administration* with Catalonia differences- Spain
BARCELONA: 2004 FORUM OPERATIONS

UNIVERSAL FORUM OF THE CULTURES

URBAN TRANSFORMATION AREAS
BARCELONA: 2004 FORUM OPERATIONS

SITUATION

• Need for infrastructures: FORUM 2004. A new excuse?

A “excuse” to concentrate investment?

• Level of rent: Among 20% - 40% lower than Europe central

• Needs for infrastructure:

• Extension of the airport (traffic of 18 million passengers/year in the face of a capacity of 20 million)

• (AVE, Alta Velocidad Española) Spanish High velocity train for the Connection with Europe

• Deficit from public transportation

The investment in INFRASTRUCTURE, an instrument to solve these problems
BARCELONA: 2004 FORUM OPERATIONS

BASES OF THE EVENT

• *International meeting of cultures* to discuss related subjects with:
  • The conditions of the peace
  • The cultural diversity
  • The sustainable city

• *Organizer consortium* formed by the Town Council of Barcelona, the ‘Generalitat’ and the Central Administration

• Location: *Near of the sea and of the Olympic Village.*
BARCELONA: 2004 FORUM OPERATIONS

REAL SITUATION

• *Is really a valid "excuse" this international event to invest in infrastructures and improvement of the city?*