CHALLENGES OF METROPOLITAN DEVELOPMENT: STRATEGIC EFFORTS IN COMPARISON OF BARCELONA AND VIENNA

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background: history matters?

- **changing conditions of urban development**
  - restructuring of urban development
    - globalisation
    - European integration process
  - but: process of metropolisation meets different pre-conditions

- **strategic efforts**
  - because of top-down sectoral trends and spatial-functional relations far beyond city borders
  - in order to strengthen metropolitan competitiveness on the European/global level
  - but: cities/metropolises like Barcelona and Vienna have different experiences
Research questions

• What are metropolitan functions and characteristics of metropolisation?
  – discussion and selection for empirical research
  – comparison of Barcelona and Vienna
• What are basic challenges of strategic efforts shaping this process and strengthening its competitiveness in an effective way
  – based on the understanding of territorial capital as relevant for metropolitan competitiveness
  – description and assessment of strategic efforts in dimensions of
• Which conclusions can we draw?
  – regarding the strategic efforts, and
  – regarding the enhancement of their respective territorial capital
• as the specific outcome of competitiveness – in a social, economic and spatial dimension
  – the result of a mutual process of spatial concentration of (new) economic functions and population having an effect on its growth and spatial extension through immigration;
    • (Friedman, 1986 and 2002; Geyer, 2002)
  – the meaning as a node of global networks of material and immaterial flows exercising command and control functions with excellent connectivity between each other (Keeling, 1995)
  – economic restructuring towards knowledge intensive economic activities in specialized branches of production or service
    • (Krätke, 2007)
  – Spatially differentiated allocation of specialised functions as driving forces of a polycentric economic and demographic development within the agglomeration
    • (Krätke, 1995; Kunzmann, 1996)
Barcelona: recent trends in density and growth

- **inhabitants:**
  - 4.6 mill
  - 1.6 in core city

- **employees**
  - 765,000 in core city
  - 1.9 mill in total BMR
  - knowledge intensive service and manufacture

- **spatial structure**
  - policentric
  - specializing poles
  - improving connectivity
Vienna: recent trends in density and growth

- **inhabitants:**
  - 2.3 mill
  - 1.6 in core city

- **employees**
  - 821000 in core city
  - 21,000 (2nd rank) Schwechat
  - knowledge intensive service 7fold more than manufacturing

- **spatial structure**
  - monocentric
  - some new poles
  - improving connectivity

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basic characteristics compared

demographic, economic
• same size in population
• faster increase in Vienna 2001 to 2007
• same employment rate
• faster economic restructuring in B
• GDP/c +2.500 in Vienna
• k_i manufacturing: more important in MAB
• k_i services: in both MA but more concentrated to core city of B.

spatial
• Barcelona
  – clear polycentric development outside the core city
  – since 1900 increasing specialisation
• Vienna
  – clear monocentric development
  – within core city some important poles
territorial capital as precondition of metropolisation

- Its *basic endowment and functional related elements* are natural features, material and immaterial cultural, technical and social heritage; fixed assets as infrastructures and endowment related qualities of distinct places.
  - (Oecd, 2001)

- **taxonomic perspective: 9 components**
  - Camagni (2008, p. 123)
    - relational capital and in particular cooperative initiatives
      - the most relevant components providing intangible goods
    - Cooperation networks
      - important for the definition of strategic alliances in knowledge intensive economic activities and regarding the governance on land and cultural resources
    - Relational capital
      - important in form of cooperative capability and collective action of different types of actors (public, semi-public, private) as well as in form of collective competencies
(1) strategic efforts based on a cooperative approach?

Barcelona
- strategic efforts are based on an existent and acknowledged metropolitan area.
- Metropolitan Strategic Plan
  - principal tool for the changes occurring in the territory.
  - no Metropolitan Regional Plan
- Barcelona tries to position as the capital of the Mediterranean Arc
  - based on an initiative aiming at the strengthening of the competitiveness of South Europe

Vienna
Strategy Plan 2004:
- fostering cooperative strategic efforts within the administration of the City but no other actors
- aiming at knowledge intensive economic activities and at the improvement of infrastructure systems.

CENTROPE initiative
- strengthening of metrop. functions
- economic restructuring towards knowledge intensive economic activities.

both are providing the positioning of Vienna as a metropolis but differ in objectives
(2) potential actors: sufficient cooperative capability?

Barcelona

• cooperation between actors (public and private) is already a matter of fact
  – in particular with the MMAB, EMT and the EMA.
  – January of 2009: the Consorcio del Area Metropolitana de Barcelona (CAMB) was created
  – a first step for a metropolitan governance
  – PEMB includes different actors: Autonomous Regional Government of C., Chamber of Commerce, Foment de Traball, etc.

Vienna

• The City of Vienna:
  – the largest capability to initiate and to realize cooperative strategic efforts.

• Strategic Plan 2004
  – primarily within city administration as well as with further private or semi-public partners, but not with public actors from province administration of Lower Austria or with other larger cities

• CENTROPE-initiative
  – Vienna’s representatives are the driving forces
  – very often dominate discussion on objectives and visions
(3) - partners of strategic efforts: collective competencies through regional identity and mutual trust?

**Barcelona**
- **Barcelona and Catalonia**
  - long and positive tradition of a metropolitan discussion and planning
  - experiences (and trust?) in common goals and competences of cooperation which will result in new and more institutionalized strategic efforts in form of a Metropolitan Plan recognizing an unique territory.
- cooperative efforts in the metropolitan situation of Barcelona are based on clear institutional settings

**Vienna**
- **Vienna and different cities, provinces, countries**
  - complex political and institutional constraints between Vienna and Lower Austria resp. between Austrian and neighbouring partners
  - Strong political fragmentation and the evolvement of different planning cultures enforced differences in regional identity
  - new positive experiences in cooperation are hard to gain
- the risk of defecting behaviour is likely to decrease only if unequal conditions and the dominance of distinct partners will become unimportant
Conclusions

• In both cities the need for cooperative efforts is obvious in order to meet its challenges resulting from the process of metropolisation. In comparison Barcelona shows a clearer polycentric development than Vienna.

• Barcelona has a longer tradition of cooperative strategic efforts based on a more or less common history and a clear definition of the metropolitan region – within clear institutional settings with a new step in governance efforts.

• In Vienna such strategic efforts become increasingly important but there is still missing a clear definition/understanding of a metropolitan development. Different strategic efforts are related to different areas and regions – a smaller and more homogenous region than CENTROPE seems to be a necessary precondition.

• Besides all, metropolisation demands for strategic efforts which should be based on network approaches:
  – for instance, the South Europe initiative with Barcelona as an important node in this region.
  – strategic efforts in Vienna are characterized through its relative strong spatial concern in CENTROPE but do not aim on network efforts with other metropolises in Central Europe.

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Thank you for attention!