Mega-Events & City-Regional Regeneration

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Regional Studies Association
THE INTERNATIONAL FORUM FOR REGIONAL DEVELOPMENT POLICY AND RESEARCH
The Association welcomes as members all individuals and organisations who are interested in the study and understanding of regions and regionalism

Overview

1. RSA Mega Events Research Network

   www.maastrichtuniversity.nl/cues

2. Mega-Events: Regional Dimension

- Capitals of Culture
- EXPOs & Regional Trade Fairs
- Olympics
- Masterplanning & Legacy

1. Mega-Events Research themes

- Regional theory

  Mega-events and regional development – theoretical perspectives: regime theory, entrepreneurial and competitive city discourses

- Regional economic development

  Mega-events and economic development; tourism; pre-, event and legacy phases: short, mid and long-term assessment, SMEs and city growth

- Regional planning and policy

  Event planning process, infrastructure investment and planning , e.g. transport, facilities, sustainable development, cultural and community planning

• Regional policy, public management and policy evaluation	Policy scales: local, city-region; delivery & operational challenges; evaluation methods and KT/KE
• Territorial politics, governance, regional - ism and federalism	City core/periphery and regional relationships and tensions, image and promotional choices, public-private partnerships/participation
• Regional ‘impacts’	Social, economic environmental and cultural impacts attributed/claimed
• Data, methods and spatial econometrics	Modelling impacts and flows, spatial data analysis, baseline/change data, cluster, discourse and network analysis
• Regional identities	Reconciling, reflecting regional and cross-border identities, diversity/inter and multi culturalism, heritage versus contemporary ‘assets’, Branding and Place-Making

City of Renewal

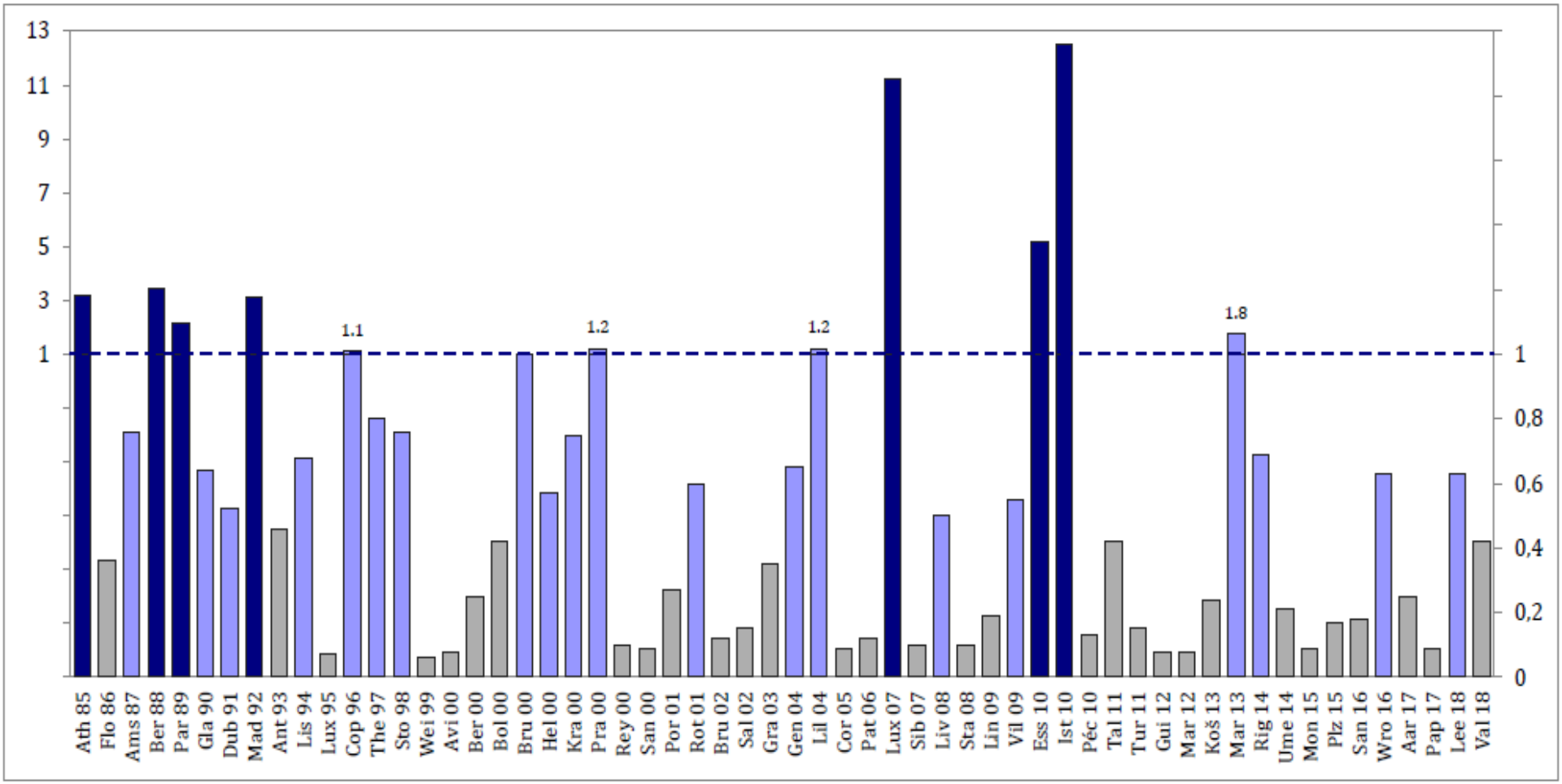
Hallmark events – *in the fourth period "City of Renewal"*

The hosting of mega-events is often deliberately exploited in an attempt to 'rejuvenate' or develop urban areas through the construction and development of new infrastructure..road and rail networks, airports, sewage and housing (Hall, 1992)

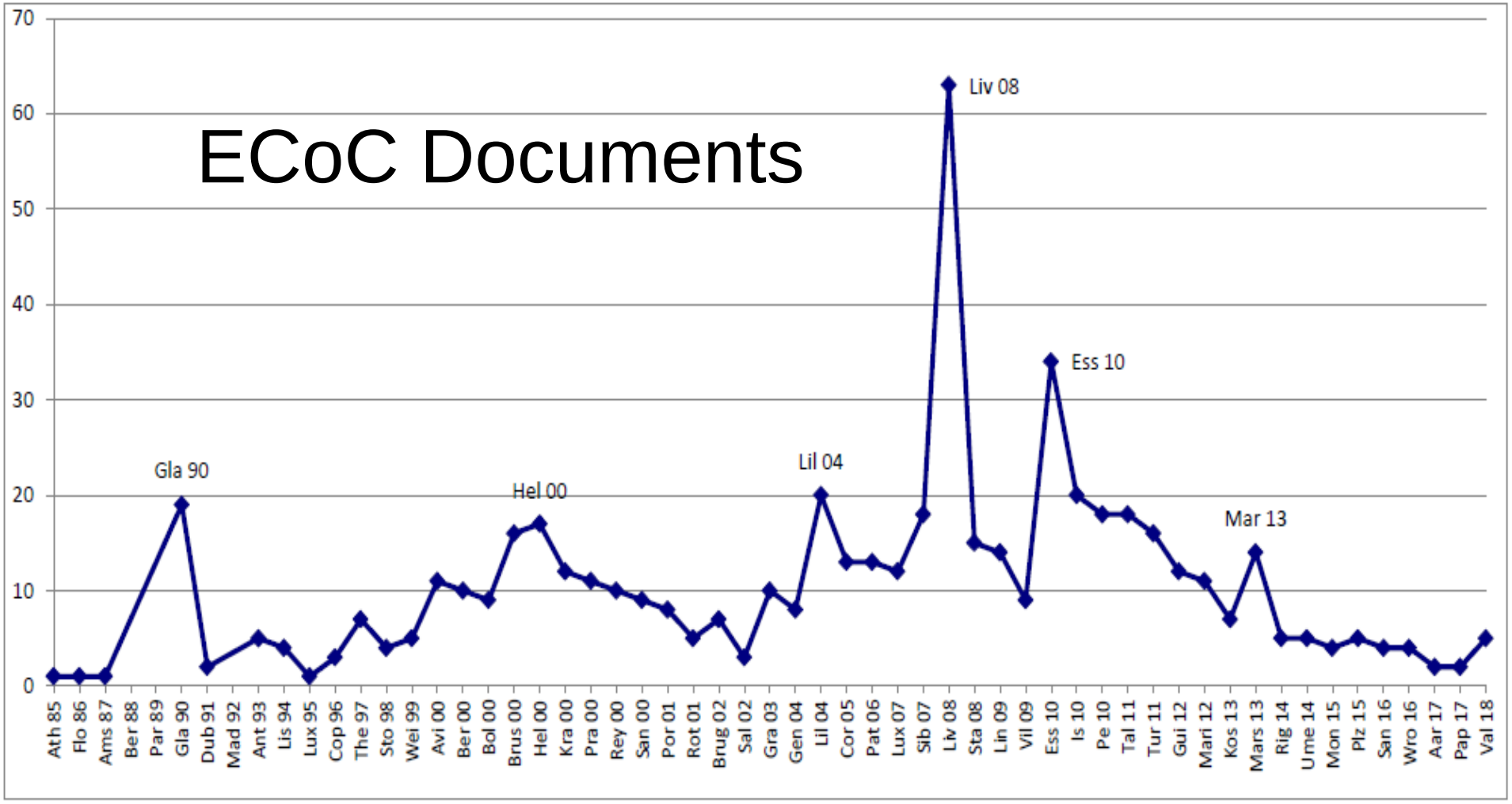
Mega-Event Trends

- Event-led Regeneration
- Post-industrial heritage
- Festivalisation of the ‘Creative City’
- City-Regional Extensions
- Regional Branding
- Regional Identity and Place-making

ECoC Population size

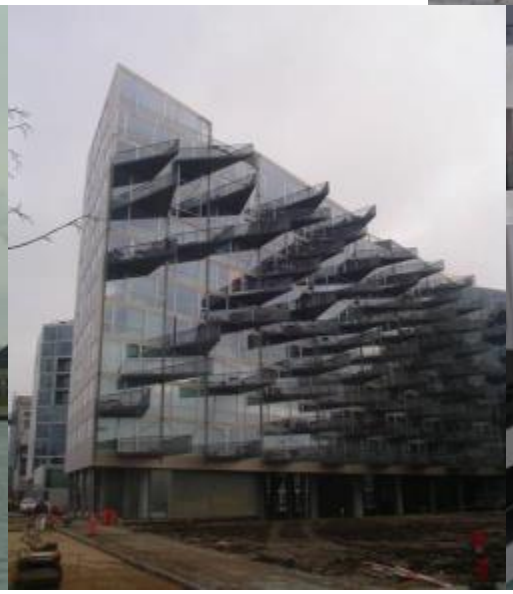


European Cities/Capitals of Culture



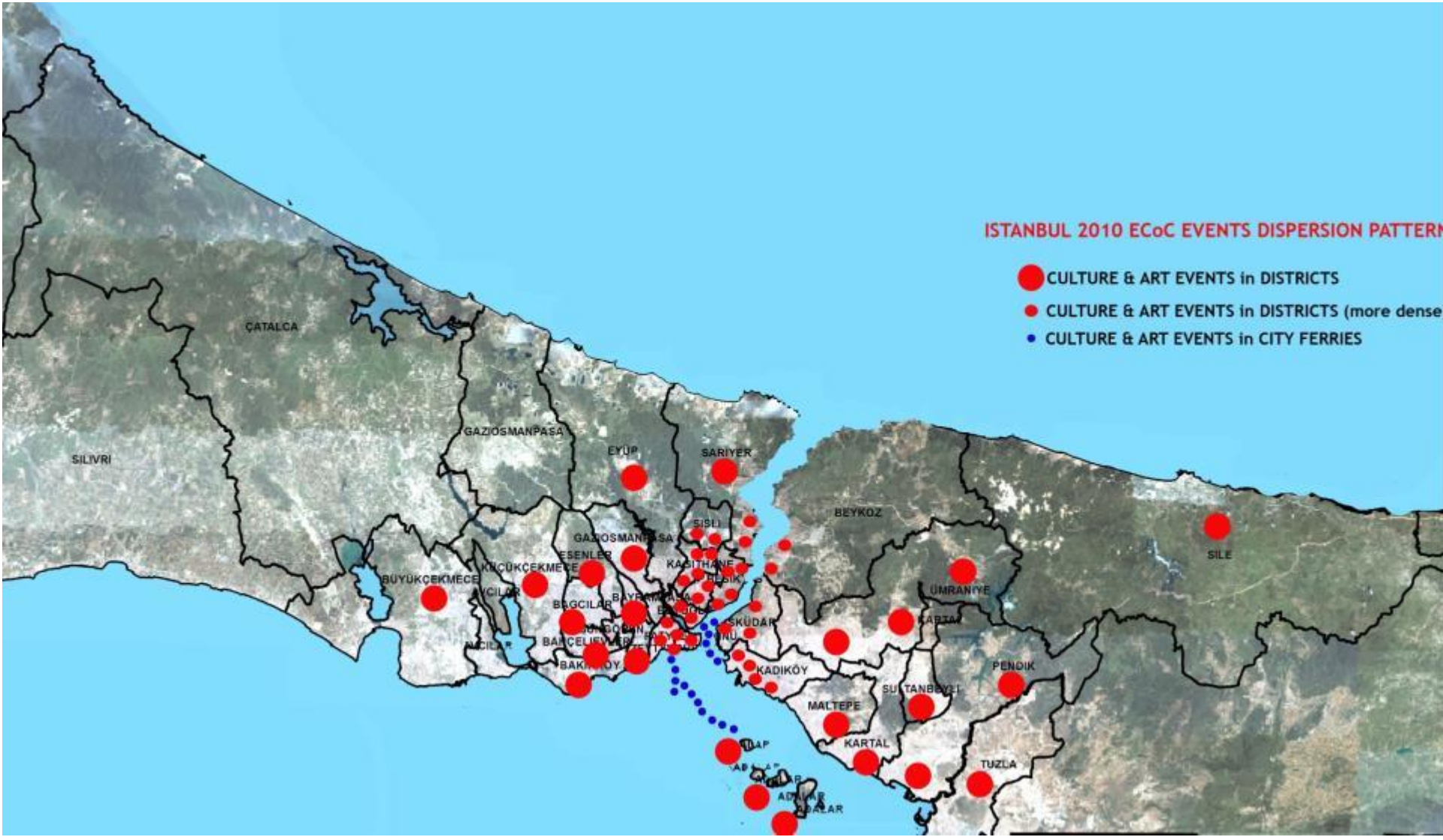
Copenhagen Orestadt Extension (1996 ECoC)

New Opera House



City extension, Orestadt University Technology,Orestad

Istanbul ECoC 2010



Istanbul 2010 Cultural Capital of Europe: An impetus for the regeneration of the historic city

Transportation Infrastructure Projects and their Impacts on Historical Sites

Essen Ruhr 2010

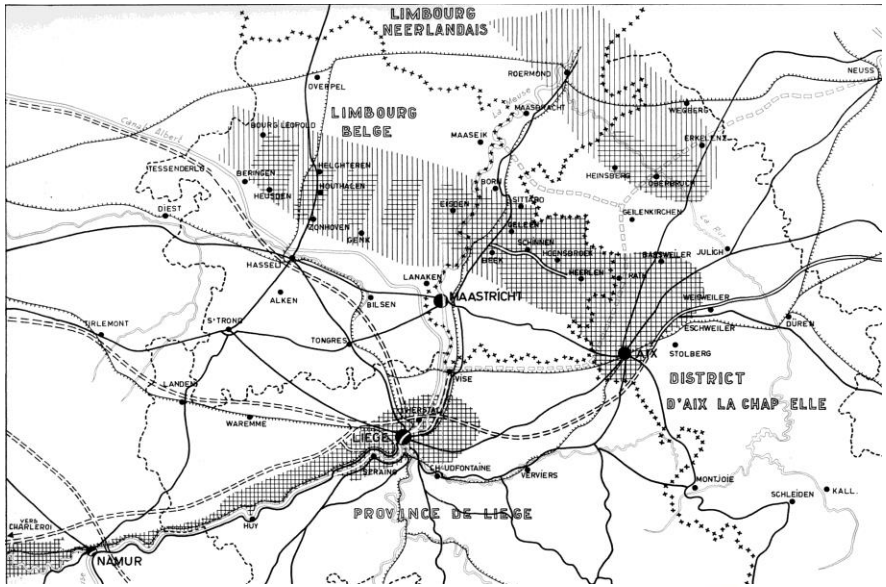
A 40 Ruhr2010 still live

Slowing down a region by closing
Down a motorway for a day

The A40 is the long, unknown centre of the Ruhr area, on which 100,000 visitors commute daily, along which one million people live. Allotment gardens and shopping malls, cultural production and informal economy, global transit and local fish farming – they all use the big road as infrastructure, platform, broad back, hub.

>Citizen of the Ruhr Award for a creative administrator

Maastricht Euregio Meuse Rhine ECoC bid 2018



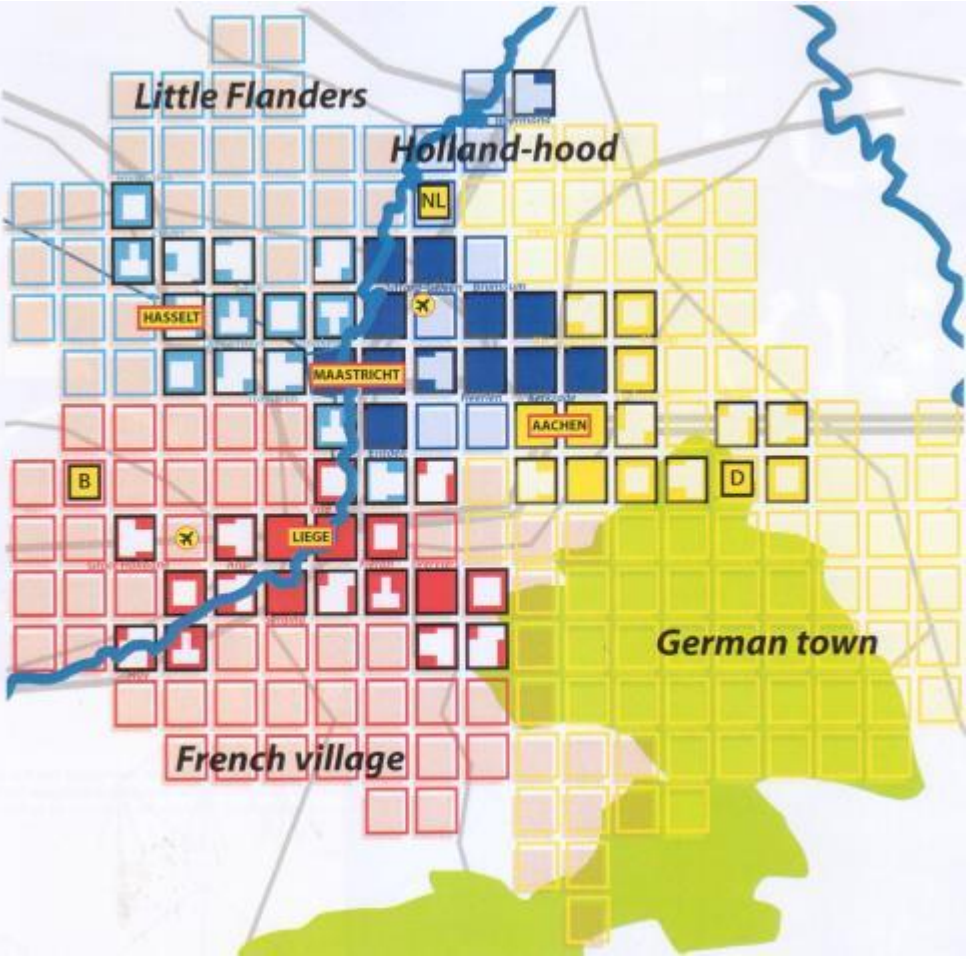
Europe Revisited

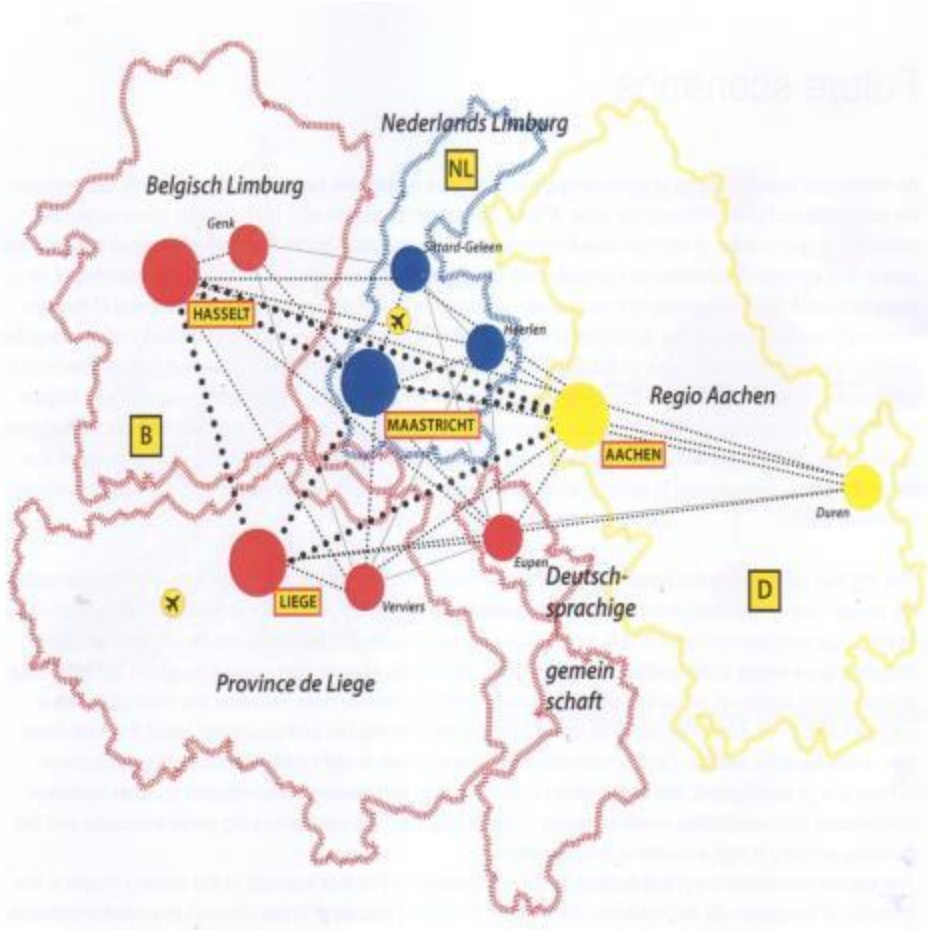
Maastricht & Euregio Meuse-Rhine join forces as European Capital of Culture 2018

Aachen Liège Hasselt
Tongeren Heerlen
Sittard-Geleen Genk
Sint-Truiden Province of Dutch Limburg
Aachen Region
Province of Belgian Limburg
Province of Liège
German-speaking Community of Belgium

Bid book Version 1
7 March 2012

Ethno-cities and polycentric *Eutropolis*





Re-Use of Industrial Space, Genk

C-Mine, Genk

Coal Face Gallery, Genk

Waterscheil Mine, Genk

Transborder Regional Networks

Artgineering | 1e Middellandstraat 103 | NL - 3021 BD Rotterdam
call: 0031 (0) 102409155 | fax: 0031 (0) 102409154 | mail: info@artgineering.nl

Spoor_onderzoek

Towards re-use of railway infrastructure in the Meuse-Rhine Euregion

Place: Euregio Maas-Rijn
Client: VIA 2018, SfA
Partners: Ministry of the French Community, Bénédicte Grosjean, Frank Penders, Chris Younès, Oliver Périer
Year: 2010

The reuse of abandoned infrastructure lines including New York's High Line and the RandstadRail between Rotterdam and The Hague has encouraged new spatial developments in cities and metropolitan areas. Of what benefit would the reuse of an entire network be to the spatial development of an area or region?

Put concisely, the objective of this project is the mapping of former tram and rail infrastructure networks and an exploration of their potential as structuring elements within disrupted transnational regions such as the Euregio Maas-Rijn.

This is achieved through a simultaneous and consistent mapping of the old network and spatial structures crossed, respectively. Opportunities for a comprehensive, specific vision of the territory are discovered. By initiating a broad discussion through interdisciplinary workshops, a vision is created on the reuse of networks, the structuring quality of the landscape and the opportunities for the development of alternative forms of mobility in a disperse landscape.

This objective is achieved by working experimentally across physical, historic, geographical, linguistic and disciplinary borders.

Railway tracks…

EXPOs Evolution

Creation of World fairs (1851) → 19th century: economic displays → 20th century: educational purposes → Creation of BIE (1928) → New category Recognized Expos (1988)

Contemporary 'World Fairs' are expected to leave a different testimony, not monuments, but legacies for the future

EXPOs City-Region Expansion

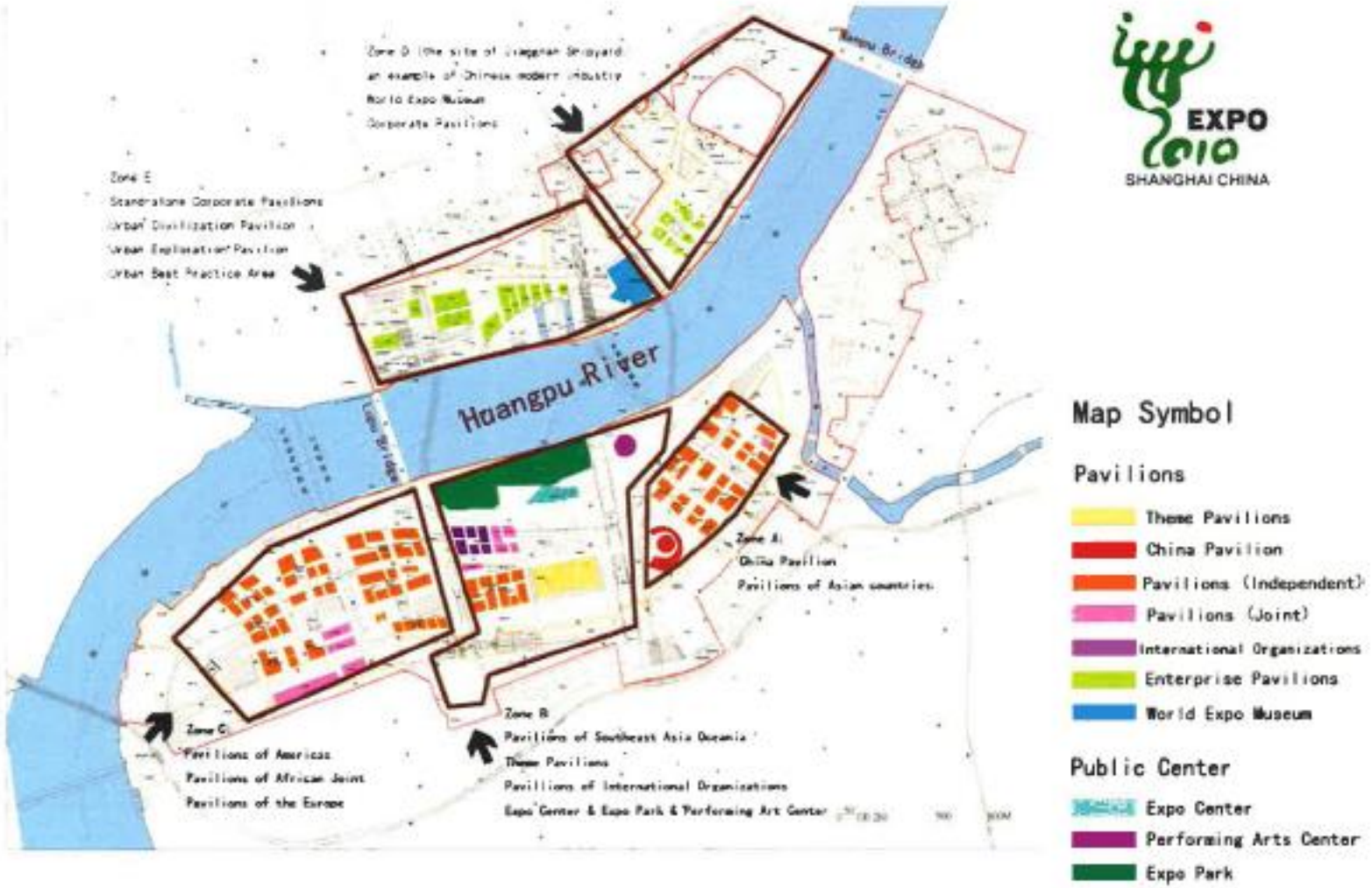
- Lisbon EXPO 1996
- Barcelona Extension (post-1992 Olympics), 2000 EXPO Forum
- Shanghai EXPO 2010
- Milan 2015 EXPO

Barcelona EXPO Forum 2000

The Metropolitan Masterplan (July 2000) included the regeneration of the Poblenou industrial area (below, left), a **former** textile production centre. This changed the land-use classification from industrial to knowledge based, and set the conditions for the **@Media** development in terms of land/ buildings use, density and infrastructure support.

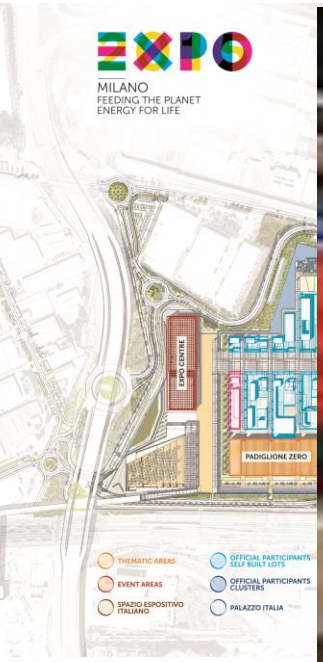
Over 15-20 years, 3.2million m^2 of new and refurbished floor space, 3,500-4,000 new homes (under a social housing regime), 220,000 m^2 of land for public facilities and open space will be developed at a cost of €12billion, forecast to generate 100,000 to 130,000 new jobs in the area

EXPO Legacy - Shanghai



EXPO
2010
SHANGHAI CHINA
中国2010年上海世博会
EXPO 2010 SHANGHAI CHINA

Milan EXPO 2015



Venezia Giulia, **Parma**, and **Bologna**. Discover the rich cultural heritage, exquisite gastronomy, and stunning artistic tradition of these fabulous destinations.

Masterplaning Mega Events

Gonzales (on Bilbao) refers to ‘scalar narratives’ of large-scale regeneration, and the tension between the need for a ‘spatial fix’ on the one hand (Harvey), and the reality that scales are socially constructed and therefore not fixed, but ‘perpetually redefined, contested and restructured’ (Swyngedouw)

- Case: London 2012 Olympics and Legacy

Key London2012 masterplan concepts

which featured in early masterplans and in subsequent development statements and design briefs included:

- ‘stitching together’ - *a tear in the city’s urban fabric*’
- ‘convergence’ - *within 20 years the communities which hosted the 2012 Games will have the same social and economic chances as their neighbours across London*
- creating a *new city/urban district* and destination.

Continuation of London Docklands development (1979-1997) – Canary Wharf

Stratford “City”

Legacy programmes and themes

1. Land delivery
2. Olympic Park & Lower Lea Valley
3. Employment and Skills benefits
4. Tourism and business benefits
5. Greater sports participation
6. Culture

Alexander's three tenets of urban design

1. *not an act of tabula rasa imposition of a form designed remotely. It must understand, respect, and seek to improve upon the existing conditions*

The early Olympic masterplans foreground the aerial perspective, which recurs throughout the process, combining futuristic images overlaid on the landscape which has been dramatically altered. Designers/Planners of all types claim to have improved on existing conditions, although these were characterised as "past help", so degenerated as to require radical surgery.

The area already supported much green and natural spaces (albeit neglected by the city, local and water authorities who have embraced the Olympic project), whilst town centre and local area regeneration was already underway, pre-Olympics and commercial developments now exploit the publicly-funded Olympic Park backdrop/amenity

2. incorporate the decisions, needs and the local stakeholders, as a matter not only of fairness, but also of the intrinsic quality of the result

Given the scenario and conflicting demands, contractual obligations and political imperatives, this aspect was and continues to be problematic. Efforts and mechanisms used to support consultation went further than most schemes, but at this scale, consensus-building is limited - the scale was too complex and variable – more focused community-based urban “quarters” with resident-supported schemes and standards set earlier on would have provided a greater sense of ownership and trust in the outcome – where confidence is currently questionable, even by new residents of legacy housing who now see high-rise planning applications and compromises to the “plan” and the development of sites/heritage buildings in conservation areas.

3. a generative process, from which a form will emerge – cannot be pre-planned or standardized, but will of necessity be, at least in some key respects, local and unique

This more incremental approach does not sit well with the pressures of event-based regeneration and the funding models that rely on short term market decisions and conditions. It is worth noting that in other mega event-based regeneration projects such as Barcelona (1992 Olympics) and Lisbon (1996 EXPO), 'legacy' redevelopment has taken place over a much longer time period.

The challenge therefore for urban design praxis driven by these land use imperatives is reaching an optimum balance between organic, inclusive spatial design, and creative buildings and spaces that are appropriate and lasting enough to meet community and user needs over time, since as

This suggests that neither professional masterplanner/ urban designer nor politician alone should control this urban visioning and design process, whilst the current design tools employed need fundamental review and a more interdisciplinary approach

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