

Expo Zaragoza 2008 and the transformation of the city



IV International Conference SOS-LOG
Turin, December 3rd 2008





- ▶▶ Intense urban transformation
- ▶▶ Demographic, economic growth
- ▶▶ International branding
 - ✓ High speed train
 - ✓ Expo Zaragoza 2008
 - ✓ Social housing programs
 - ✓ Mobility plan
 - ✓ Fostering urban innovation
 - ✓ Focus on sustainability

The New York Times

“Few places in Europe have prospered in recent years like this bustling crossroads city of 700,000, halfway between Barcelona and Madrid” (Nov 08)



BEFORE EXPO

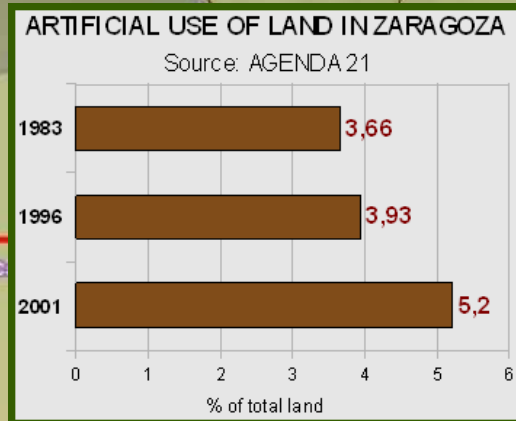
COMPACT, TRADITIONAL, LIVABLE, MEDITERRANEAN



BEFORE EXPO

VERY DENSE URBAN FABRIC





- ▶ City population: 682.000
- ▶ Metropolitan area population: 760.000 (includ. Zaragoza)
- ▶ Foreign inmigrants: 12,5 %

- ▶ Municipal land: 968 km²
- ▶ City area: 5,2 % (2001)

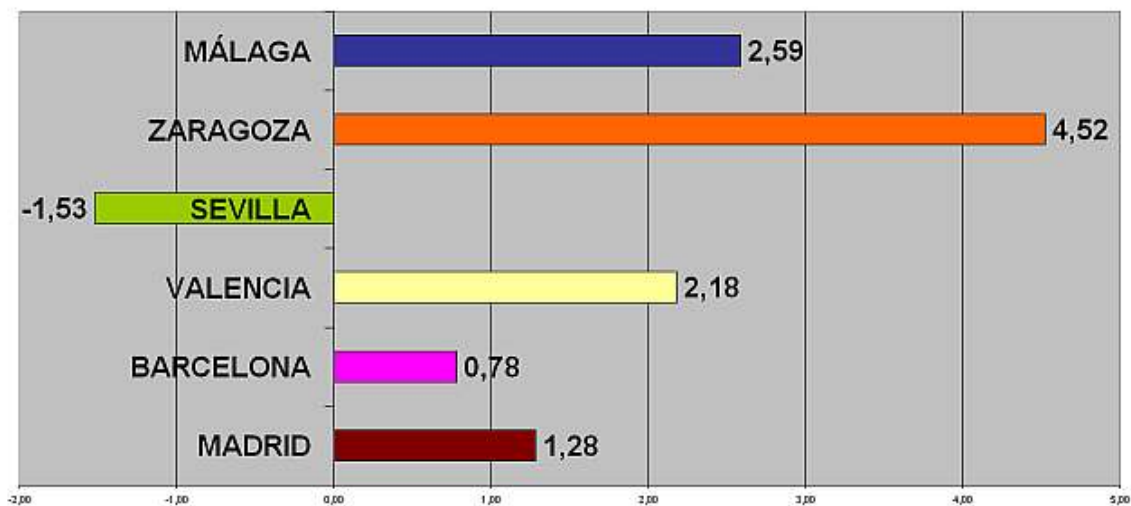
Cities in Spain

	Población (2007)
MADRID	3.132.463
BARCELONA	1.595.110
VALENCIA	797.654
SEVILLA	699.145
ZARAGOZA	654.390
MALAGA	561.250
MURCIA	422.861
PALMA DE MALLORCA	383.107
LAS PALMAS	377.203
BILBAO	353.168

Metropolitan areas in Spain

	Población (2007)
MADRID	5.952.153
BARCELONA	4.481.559
VALENCIA	1.671.189
SEVILLA	1.341.844
BILBAO	950.155
MALAGA	897.563
ASTURIAS CENTRAL	857.079
ALICANTE-ELCHE	748.565
MURCIA	743.326
ZARAGOZA	731.803

% Population growth 2003-2007



▶▶ **MODERN INDUSTRIAL CENTRE**

Car manufacturing, paper, home appliances, industrial machinery, metalwork



**ZARAGOZA
AUTOMOTIVE
CLUSTER:**

- 50 % of total regional exports
- 16 % of jobs in industry
- 17,3 % of total industry GVA



Low national, international city profile



Signs of Transformation

“ICEBERG”, show performed at Expo Zaragoza 2008



- ▶▶ Strong competition among cities
- ▶▶ Barcelona 92 model on strategic urban planning



▶▶ Zaragoza Strategic Plan 1998 (2006)

- Logistics
- City of Knowledge
- Sustainable development
- Ebro regeneration

▶▶ 2001 City Masterplan



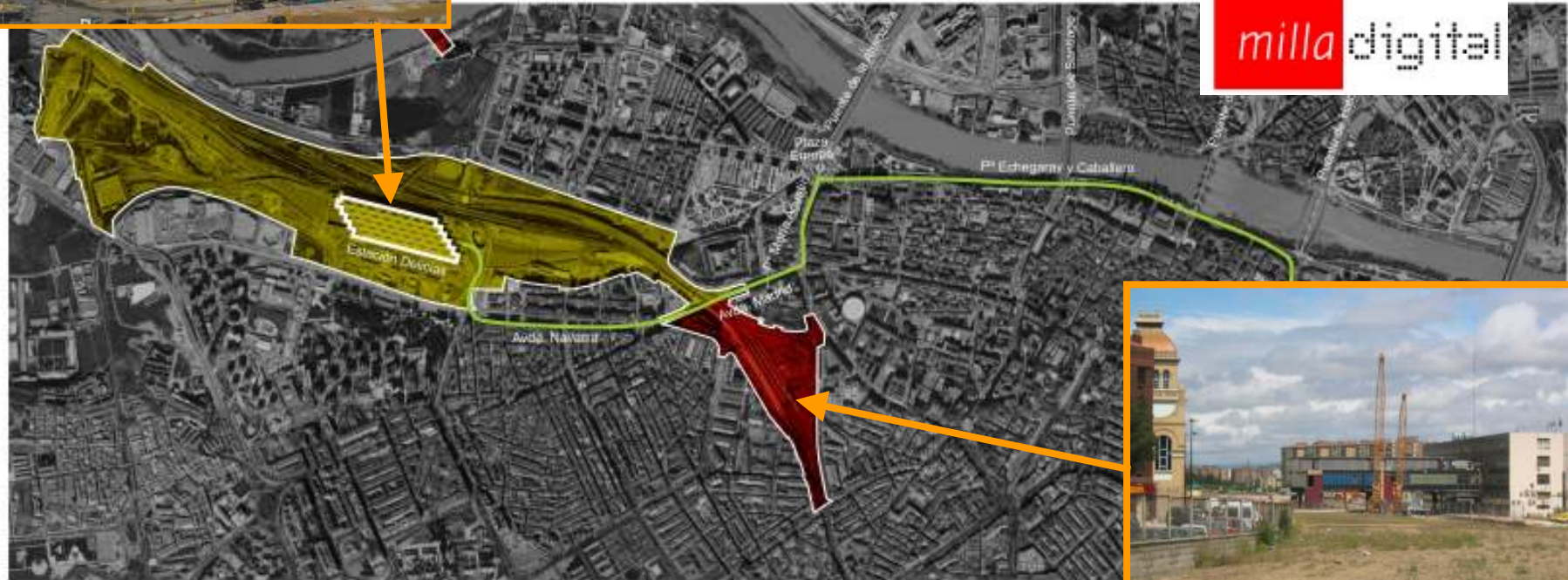


▶ AVE (High speed train)

- 19 daily services to Madrid (75')
- 16 daily services to Barcelona (98' - 117')
- 2 mill. passengers in 2008 (est.)



▶▶ 107 hectares to be developed in downtown: Milla Digital





- PLAZA (Zaragoza Logistics Platform)
- 1.283 Ha. / 3 billion euros (4,6 bill. \$)
- 2011 goal: 300 companies / 12.000 jobs
- Today: 80 companies / 4.000 jobs
- Main anchor tenant: Inditex (Zara stores)





- PTR: Recycling Technological Park
- 835 Ha.
- 5.000 jobs
- Main anchor tenant: Arcelor-Mittal
- Opportunity: EU regulations on car recycling for 2015



- **Puerto Venecia:** the largest shopping and leisure destination in Western Europe / 206.000 m²
- 1.000 mill € of investment / 4.000 jobs
- European consortium led by British Land Company
- Main tenants: IKEA, EL CORTE INGLES



- **ARAGONIA:** Hotel, retail, offices, shopping, entertainment, conventions complex designed by architect Rafael Moneo / 170.000 m²

- **WORLD TRADE CENTER ZARAGOZA:** 60.000 m² of offices, convention center, hotel, leisure facilities





▶▶ Bicentenary of the Siege of Zaragoza (1808-1809)



▶▶ Centenary of the French-Spanish Exhibition (1908)

A man in a dark jacket is shown in profile, pointing his right hand towards a bright horizontal beam of light. The background is dark, filled with numerous small, white, vertical streaks that resemble falling rain or particles. The overall scene is dramatic and futuristic.

The EXPO momentum

“HOMBRE VERTIENTE”, show performed at Expo Zaragoza 2008

EXPO ZARAGOZA 2008

THE GREATEST CELEBRATION OF WATER ON EARTH



EXPO ZARAGOZA 2008

AN EXHIBITION SITE DESIGNED FOR REUTILIZATION



EXPO ZARAGOZA 2008

URBAN TRANSFORMATION OUTSIDE EXPO SITE

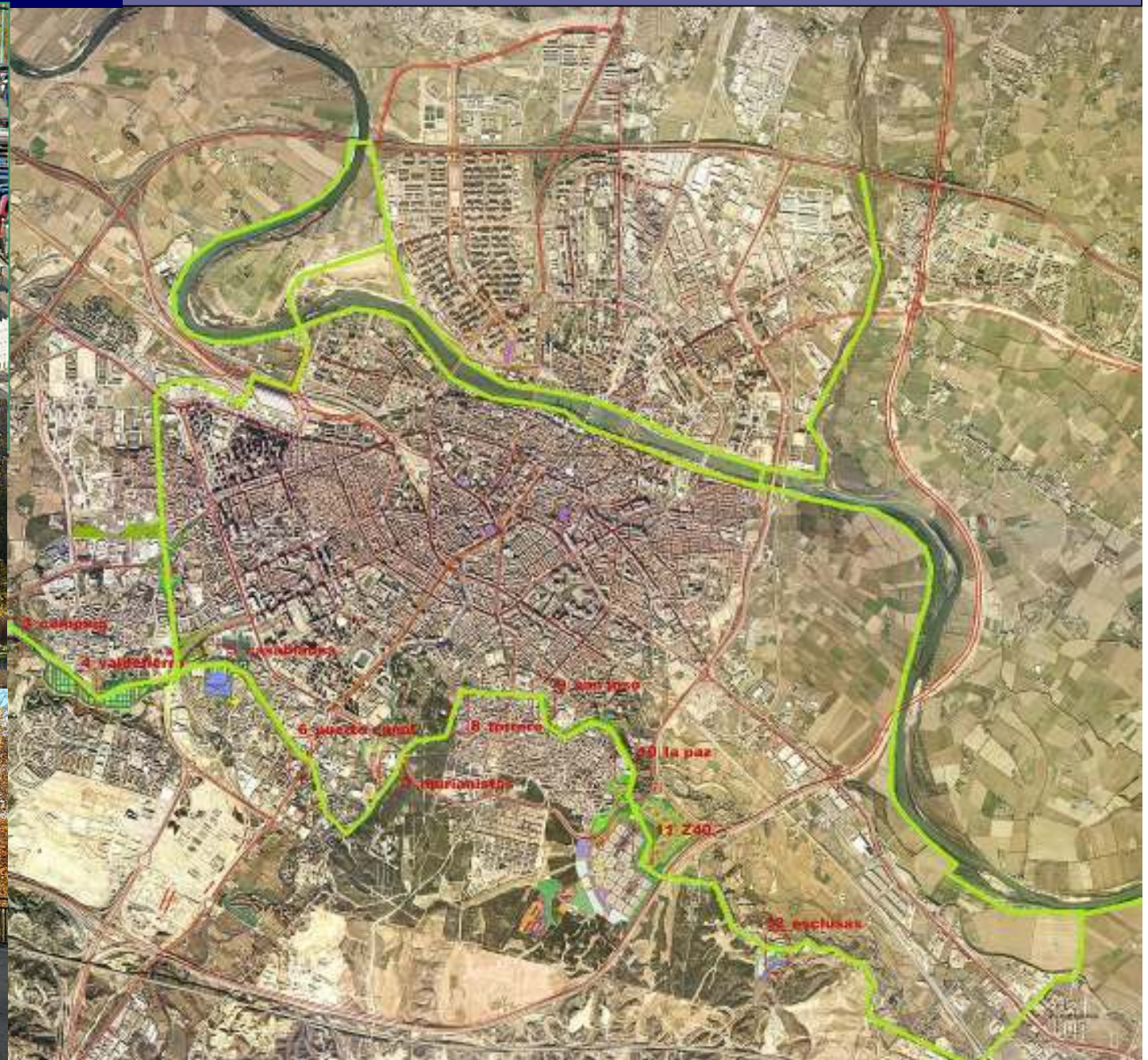


Parque del Agua



- ▶▶ Waterfront regeneration: 56 km.
- ▶▶ Cycling lanes: 20 Km.
- ▶▶ New green areas: 75 Ha.

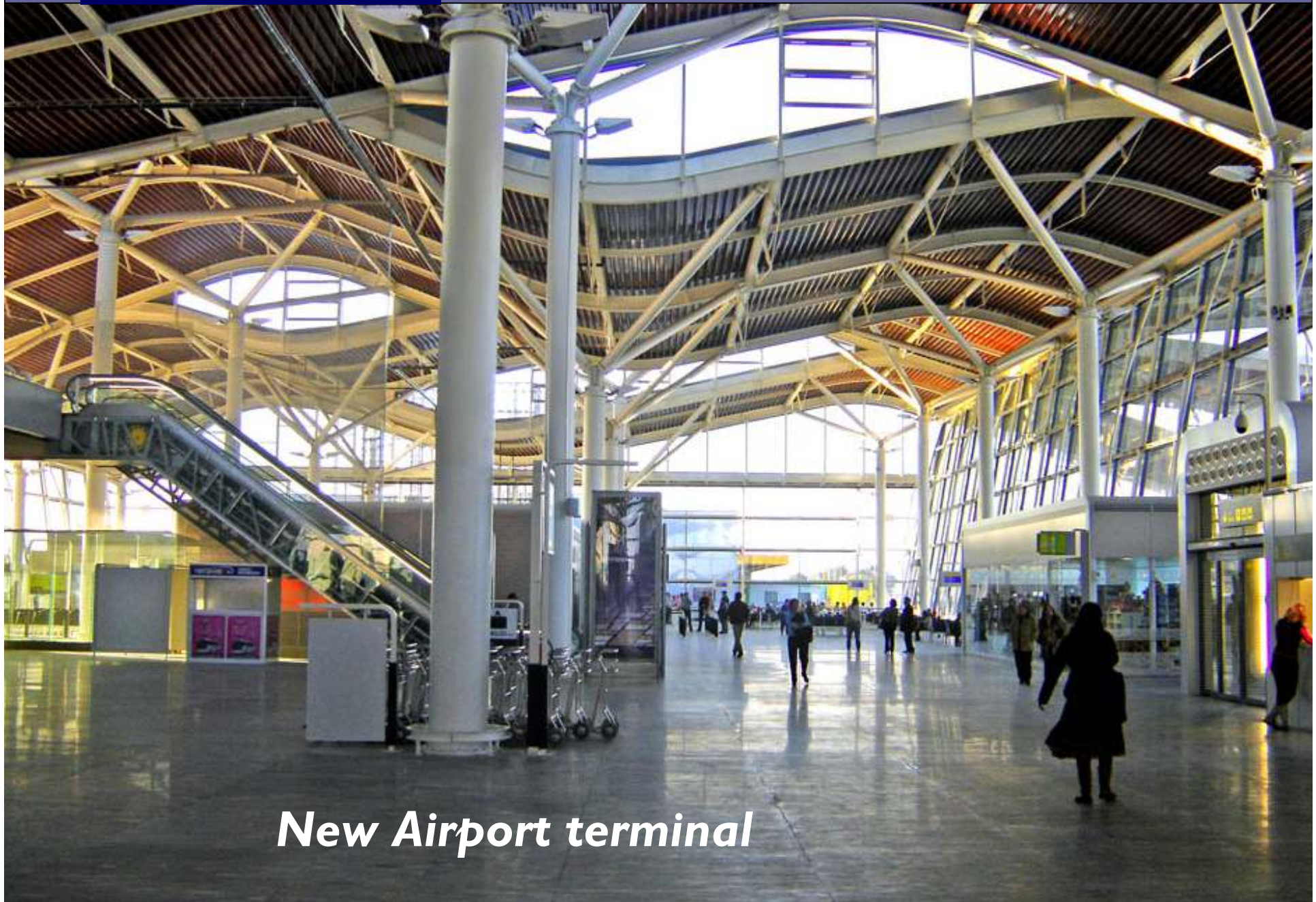




▶▶ 1.500 mill. euros in public investments 2006-2008

Pasarela del Voluntariado

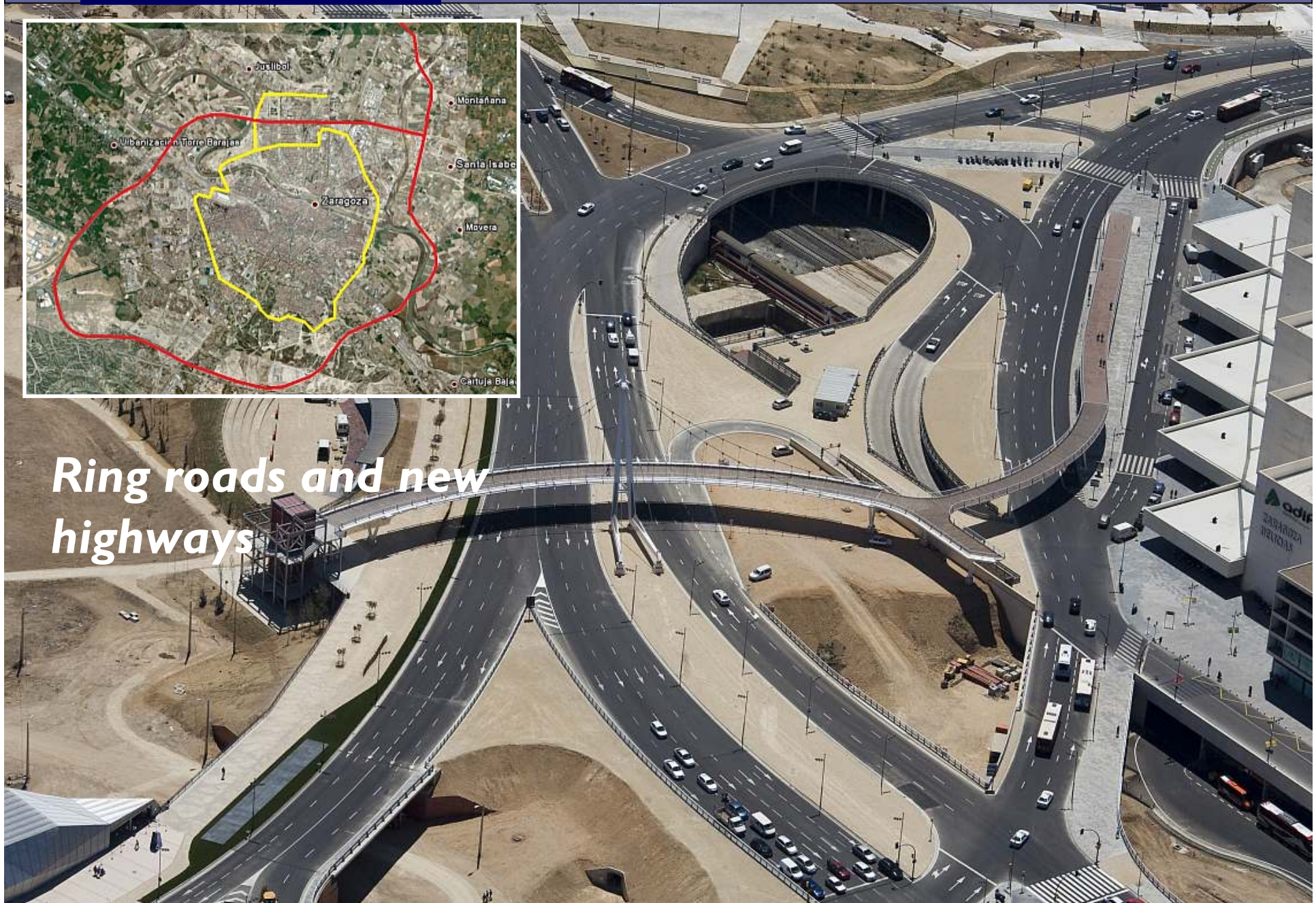




New Airport terminal



Ring roads and new highways



New AVE station area





Third Millenium bridge

An aerial photograph of a large group of people, all wearing light blue shirts, standing on a paved plaza. They are arranged in a large, stylized number '7'. The top part of the '7' is a dense, roughly circular cluster. A long, narrow line of people extends downwards from the center of this cluster, forming the vertical stem of the '7'. At the bottom of this stem, a wide, horizontal line of people extends across the width of the stem, forming the base of the '7'. The people are all smiling and waving their hands. The plaza is made of large, grey rectangular tiles. The text 'After Expo: What's next?' is overlaid on the right side of the image, with 'After Expo:' in white and 'What's next?' in light blue.

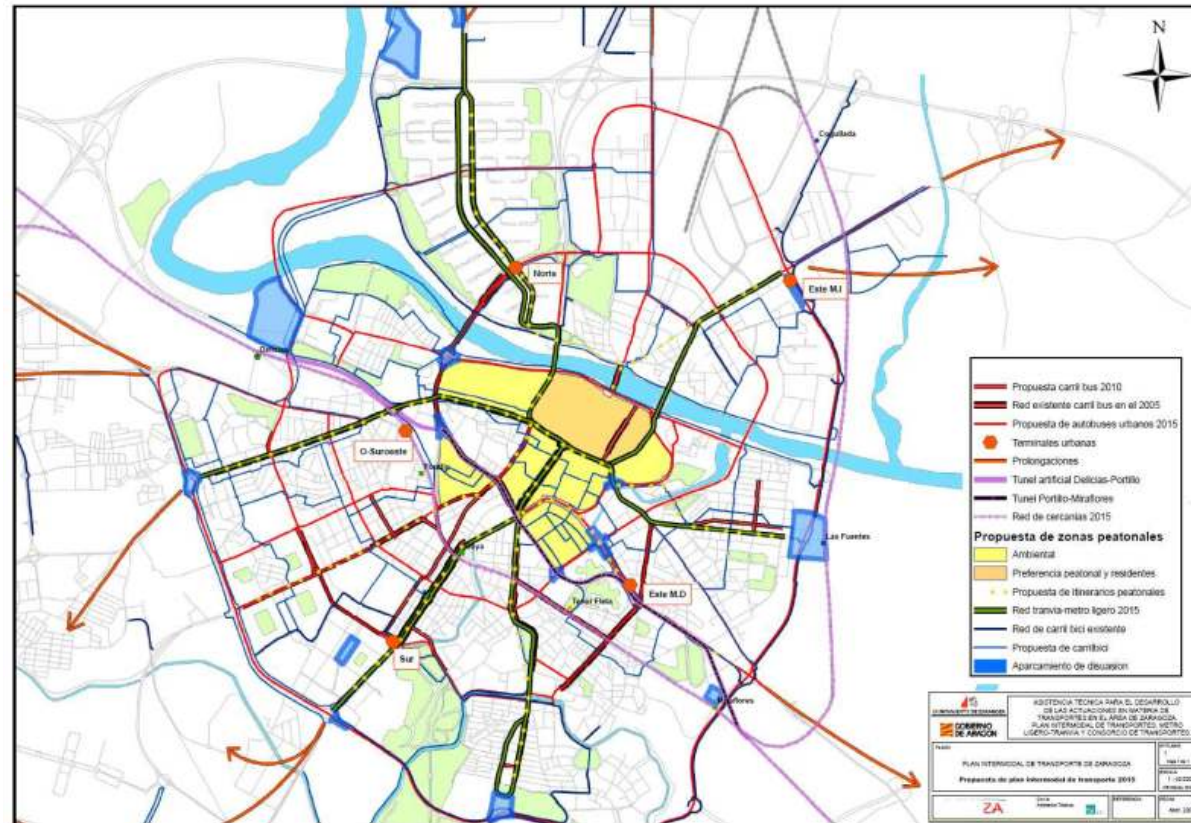
After Expo: What's next?



- ▶▶ Zaragoza Charter
- ▶▶ International Protocol on Water
- ▶▶ UN World Agency for Water
- ▶▶ UN Office in Zaragoza for the International Decade for Action “Water for Life 2005-2015”

Spanish Pavilion
*National Research Institute
on Climate Change*





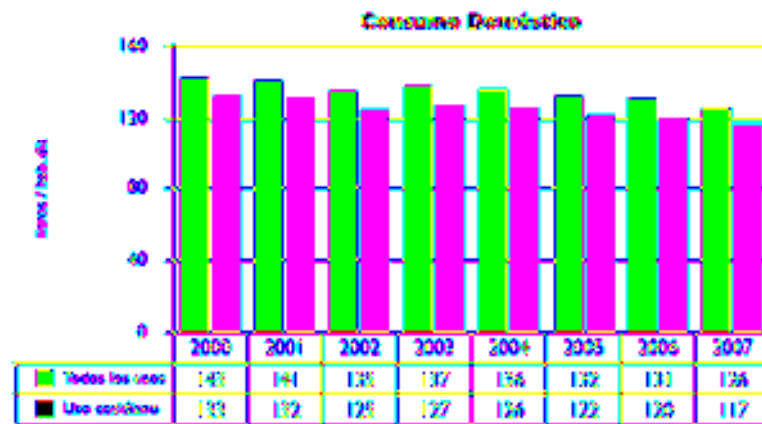
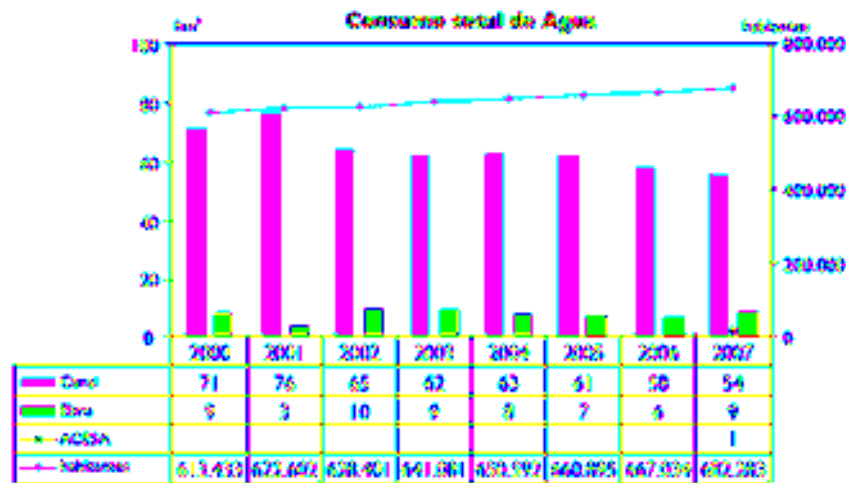
►► New Transport & Mobility Plan: bus, tram, bicying, commuter train / Subway network under consideration / Initial investment estimates: 990 mill. euros 2006-2015

- VALDESPARTERA
- 9.687 apartments (97 % VPO)
- Advanced bioclimatic design and green infrastructures



- ARCOSUR
- 21.168 apartments (60 % VPO: 12.701)
- 150 Ha. parks





► MILLA DIGITAL: Housing units: 3.616 /
 Public facilities: 231.793 m² / Parks and
 green areas: 339.051 m² / Offices and
 commercial uses: 243.660 m²





BEST CITY REPUTATION IN SPAIN (2008)		
1	MADRID	1000
2	BARCELONA	899
3	VALENCIA	685
4	ZARAGOZA	607
5	BILBAO	606
6	SEVILLA	601
7	MÁLAGA	559
8	SAN SEBASTIÁN	549
9	PALMA DE MALLORCA	542
10	SANTIAGO	519

Source: MercoCiudad

- ▶▶ Stronger city branding
- ▶▶ Positioning on water management, renewable energies
- ▶▶ Citizens commitment

EUROPEAN CITY BRAND BAROMETER (2008)		
RANK		BRAND UTILIZATION SCORE
1	BERLIN	137%
2	STOCKHOLM	118%
3	LIVERPOOL	115%
20	MILAN	97%
24	HELSINKI	93%
28	ZARAGOZA	91%
31	MANCHESTER	89%
42	MARSELLA	79%
43	TURIN	78%
46	SEVILLA	75%

Source: Saffron Consultants



Zaragoza, selected to participate as Urban Best Practice in Expo Shanghai 2010

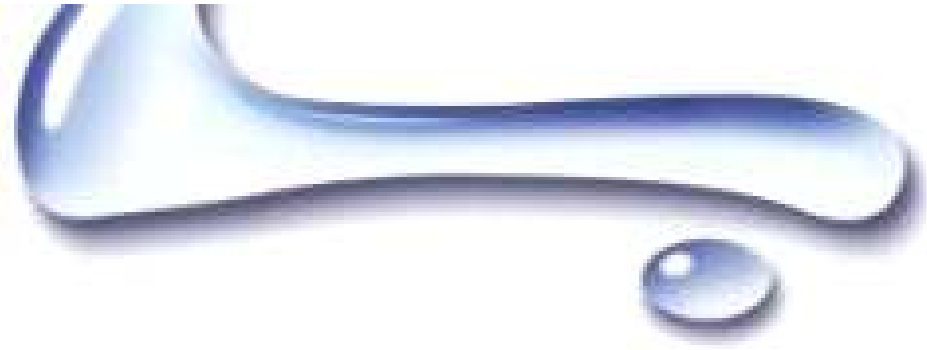


Conclusions

- *City success usually means urban expansion and economic growth: What about sustainability?*

- *Big international events need to be integrated in the city strategy*

- *Sustainability, an ethic goal and an attractive industry*



Grazie mille!