

Tourism, Gentrification and Neighborhood Management in Regenerated-Cities: Towards a 'Post-Regeneration Urbanism'

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El Raval, Barcelona

❖ Introduction

- ❖ Urban scenery in 'regeneration urbanism' period
- ❖ Significance of gentrification in regenerated cities
- ❖ Challenges for a multicultural society
- ❖ Role of Public Spaces. Case of the District Law in Catalonia Region, Spain
- ❖ Social Dimension of Sustainability for 'Post Regeneration Urbanism'



- ❖ Urbanism gives people many choices for living an urban lifestyle in sustainable, convenient and enjoyable places, while providing the solutions to unemployment and social exclusion,
- ❖ In what way the regeneration urbanism have changed the life of citizen?
- ❖ What sort of new urban value or added value does white urbanism bring to our next age?
- ❖ What would be an ICON for the development of ideas on urban regeneration?

❖ To describe how the contemporary cities require tourism as a central strategy within regeneration policy, and to identify how the already “regenerated cities” have been affected by a gentrification process on the one hand, and have approached to maintain social coherence in neighborhood level on the other.



❖ To discuss in what ways social sustainability can be integrated into urban planning and neighborhood management in a “post- regeneration urbanism” period



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- ❖ 1990s-2010s = Regeneration Urbanism for depressed historic center, low quality housing estate in city's periphery, brownfield...etc
- ❖ Various 'URBANISM' as a central planning concept: Sustainable City, Compact City, Creative City, New Urbanism, Green Urbanism, Urban Village....



- ❖ Common key values =
 - historic continuity in build environment
 - pedestrians-oriented urban space
 - human-scale public space
 - mixed-use development
 - civic pride





- ❖ Culture-led regeneration that produces a new city image, attracting new investment through tourism
- ❖ Tourism is often associated with culture + Culture often divides urban areas into gentrified parts

❖ Necessary image = Cultural facilities like contemporary museums designed by a star architect + high quality public space where high-class residents enjoy everyday life in open cafeteria i.e. 'creative class friendly city' or 'tourist friendly city'



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- ❖ New issues for social sustainability
 - social inclusion
 - coexistence with culturally different immigrants
 - gentrification
 - poverty
 - unemployment
 - lack of power balance of capitalism-oriented posture or socialism-oriented one in regeneration projects in a limited area



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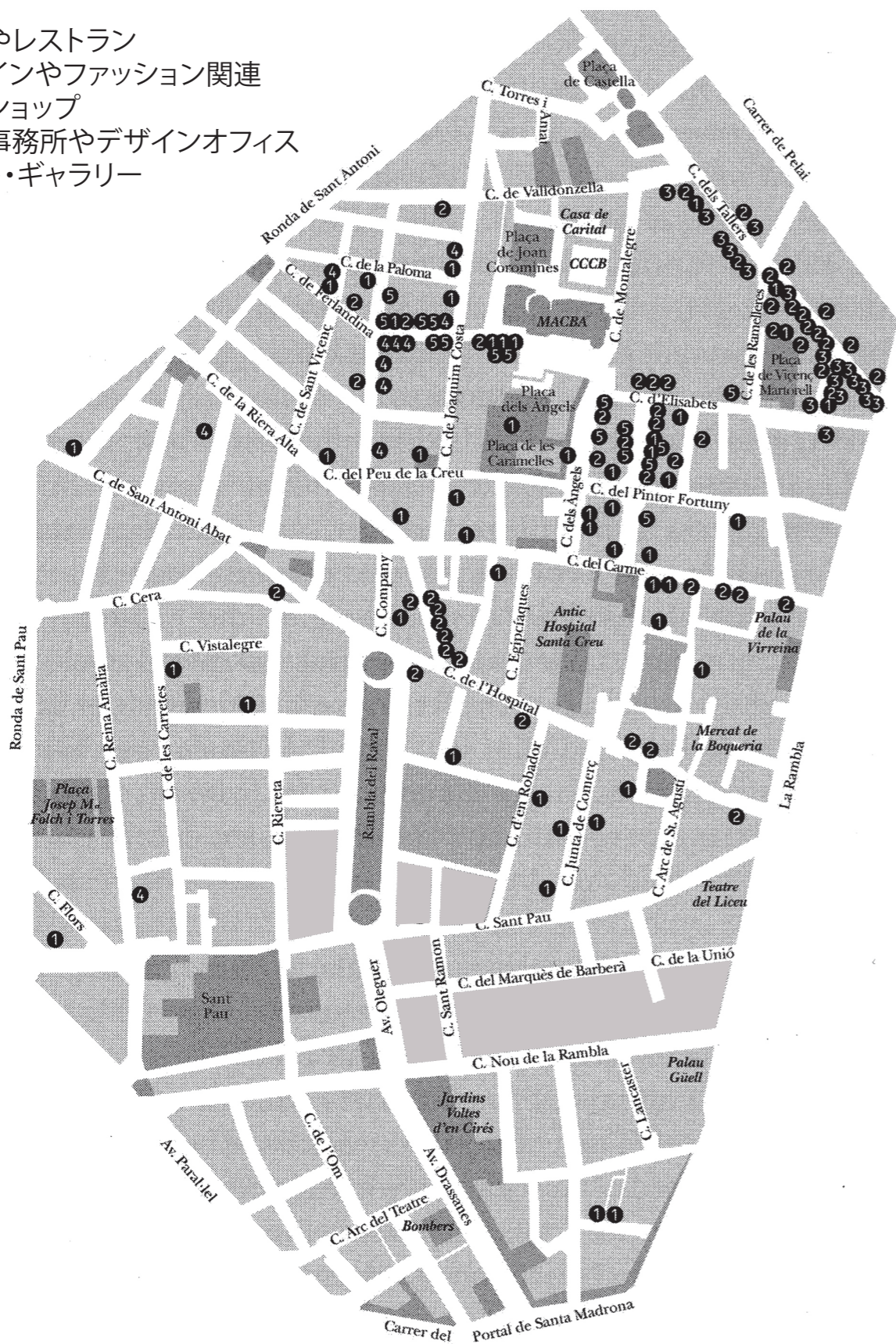
Negative effects of gentrification process in recent years:

(1) Recent regeneration challenges do not require scrap and build redevelopment as Urban Renewal mainly done in United States so drastic change of neighborhood's physical conditions would not be easy to figure out. Rather, rehabilitation-oriented policy instead of renovation makes situation much more difficult to be aware of the ongoing social structure changes in a neighborhood.

(2) Potentially impacted resident becomes diversified. It is essential to understand the existence of economically poor immigrants coming from abroad, varying from a new comer to a second or third generation. Most of the immigrants are obliged to live in a area whose house rent is relatively cheap, due to the economic problem. These neighborhoods as represented by historic district and built-up areas in city's periphery have been the target areas of regeneration policy for more than twenty years. Under the present situation, it is obvious that the most vulnerable residents by the gentrification process must be immigrants.



- ① バルやレストラン
- ② デザインやファッション関連
- ③ 音楽ショップ
- ④ 建築事務所やデザインオフィス
- ⑤ アート・ギャラリー



What surprises me most of the latest changes that Barcelona has gone thorough is that where before there were prostitutes now you find the Universitat Pompeu Fabra...it's one thing not to be nostalgic, you can't glorify houses without electricity, without running water, but you are dealing with the landscape of your childhood. If I now had to explain to you where I went to the cinema when I was a child...well there is no cinema left. It's all been destroyed. I'm not complaining. I'm just stating a fact.

—Manuel Vázquez Montalbán



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Neighborhood Law

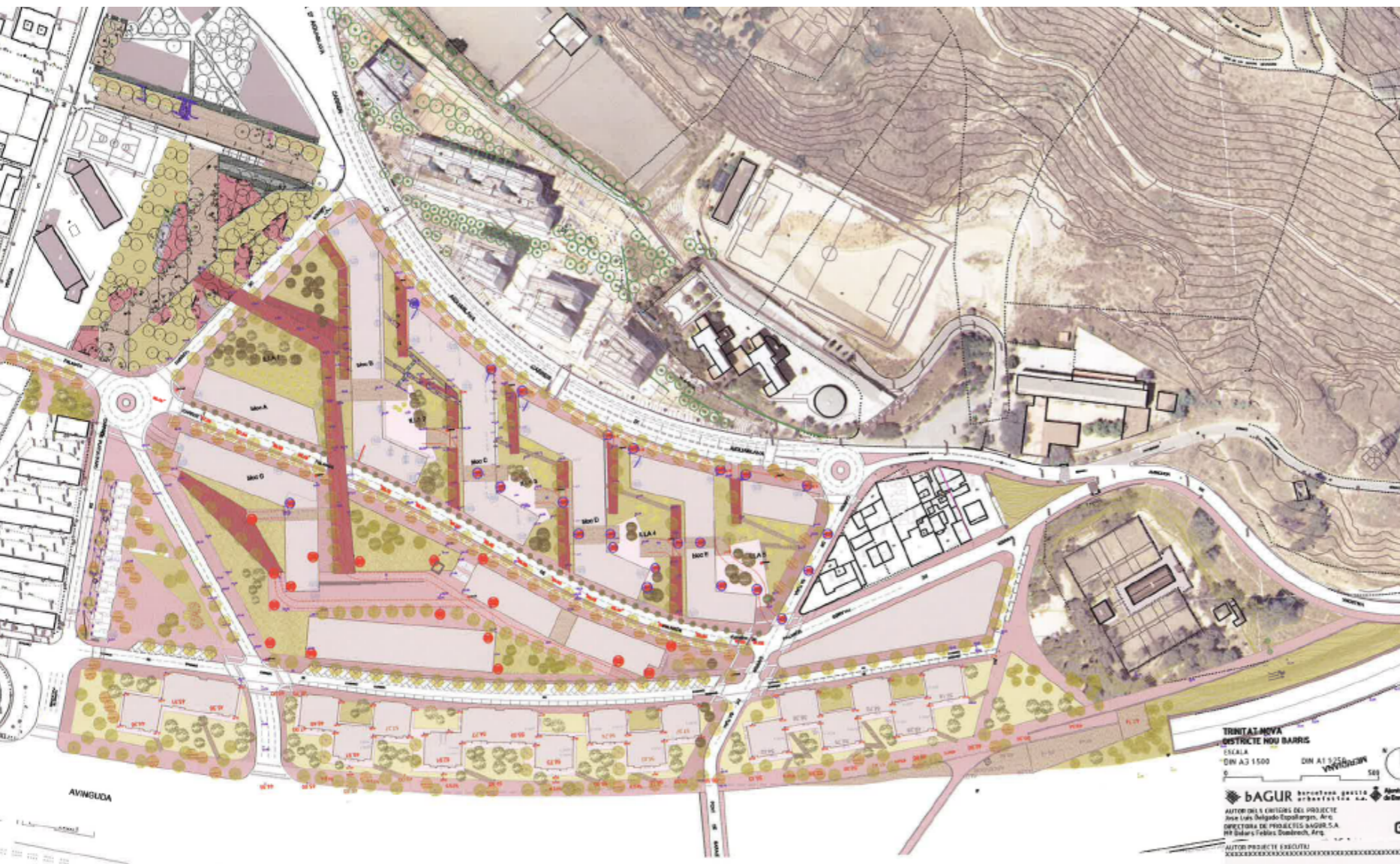
Law on the improvement of districts, urban areas and towns, which require special attention

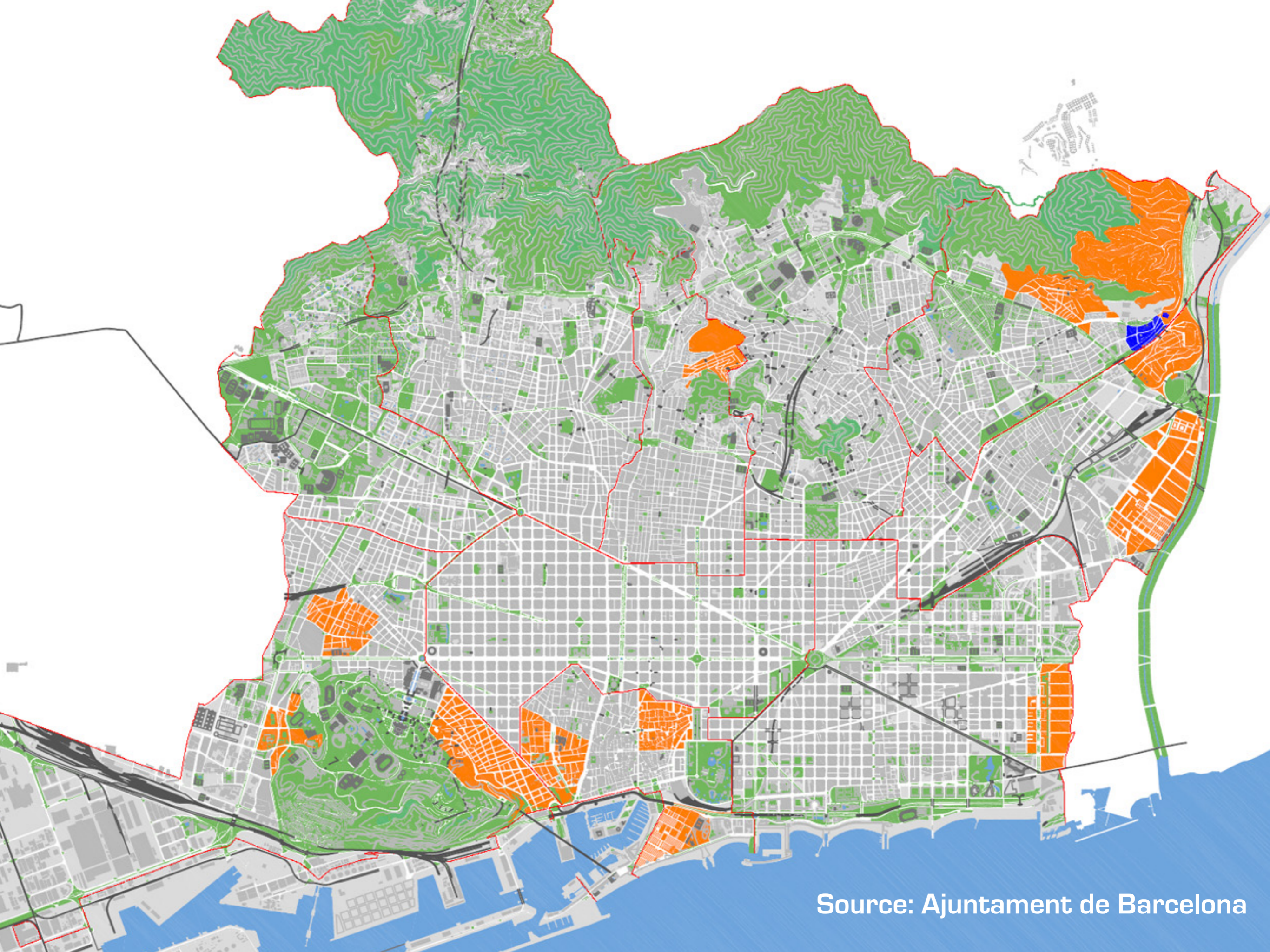
70 barris en rehabilitació
800 M€ d'inversió pública



Neighborhood Law

- 1.Improvement of public spaces and provision of green areas
- 2.Maintenance of the common equipments of buildings (façades, drainage, escalator, roof, etc)
- 3.Provision of public facilities
- 4.Installation of communication technologies (WiFi etc)
- 5.Provision of energy and environmental infrastructures (residues collection, recycling equipments etc)
- 6.Promotion of gender equality in the use of urban spaces and facilities (access of women's associations, training activities, etc)
- 7.Program for social and economic integration in a neighborhood (supporting programs for socially excluded people that include job training and commerce promotion)
- 8.Improvement of accessibility and removal of architectural barriers (barrier free actions like widening of pavement, installation of escalator, etc)





Source: Ajuntament de Barcelona



La Barceloneta, Barcelona



Roquetes, Barcelona



Trinitat Vella, Barcelona



Trinitat Vella, Barcelona



Camp Clar, Tarragona



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The initiatives of the District Law in Catalonia raises the traditional but important questions: the public spaces that had played fundamental role in “urban regeneration urbanism” period becomes increasingly significant in these latter days when the cultural conflict and coexistence between traditional inhabitants and the new-comer are put into question in various parts of city. In “post regenerated-urbanism” period, when large part of cities have achieved overall redevelopment of their city centers, the public spaces have to be a place where new urban values are developed overcoming the control of gentrification within urban policies and the social inclusion through neighborhood management