A PROJECT FOR VALENCIA

STRATEGY FOR REVITALIZING SOCIALLY VULNERABLE AREAS, CAPTURING THE BENEFITS OF LARGE URBAN PROJECTS
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INTRODUCTION

Problem Statement / Research Questions / Methodology
A picture on the right illustrates a moment from the Formula 1 Grand Prix of Europe mega event in Valencia (Fig. 1). The newly renovated marina with Norman Foster designed venue is full of yachts, beach is occupied by a crowd of people, waterfront luxurious hotels and spas are full of tourists. City of Arts and Science complex towers in the skyline as the new modern symbol of the city (Fig. 2). It looks as if Valencia is thriving and experiencing its golden age. However, people living right behind this luxurious waterfront development are barely a part of these seasonal festivities (Fig. 3).

Therefore, two main problems of Valencia can be identified:
- Unequal distribution of public gains from large urban projects (abbreviation - LUP)
- Social vulnerability

INTEGRATION OF LARGE URBAN PROJECTS INTO THE LOCAL SOCIETIES

During the last 25 years the city of Valencia has undergone spatial and economic changes which completely transformed the city. Formerly industry and agriculture oriented capital of the Valencian province shifted towards culture and tourism oriented economy. In order to leave the period of stagnation and turn to tertiary economy, regional and municipal government proposed a strategy implemented a set of large urban projects and mega events. One of the main goals of the strategy was ‘to put Valencia on the map’ (Gaja i Díaz 2011). Architectural landmarks, museum complexes and huge investments to transform post industrial harbour sites has certainly attracted a lot of visitors, global events and publicity. However such public money expenditure has two sides of the coin. Even though some of the projects and mega events have generated revenues at the end and they were used to finance infrastructure projects such as regional highways to Spanish biggest cities and high speed train connection to Madrid, practically very little amount of project income was dedicated to benefit the locals. Therefore a series of urban conflicts emerged due to municipality’s or regional government’s favouring the interests of isolated interest groups rather than distributing the public gains from the projects to improve local societies (Renau & Trudelle 2011).

SOCIAL VULNERABILITY

Central Spanish Government has conducted a research throughout the county on urban vulnerability to identify problematic areas in the biggest cities of Spain. Using a set of criteria a national database of vulnerability was created showing neighbourhoods suffering from the relatively highest levels of unemployment, bad physical housing condition and illiteracy of people. Analysis shows a growing number of these vulnerable areas in the city of Valencia since the year 1991. However the local municipality has neither concise plan nor strategy on how to tackle this issue (Martinez 2011).

PROJECT AIMS

After considering the previously described main problems of the city I derived the following aims of this graduation thesis project:
- Improve the conditions of socially vulnerable areas in Valencia
- Use the Potentials of LUPs in order to make the neighbouring areas more successful
Fig. 2: Architect S. Calatrava and resigned president of the regional government F. Camps.
Source: www.calatravatealcalava.com

Fig. 3: Local citizens living in the nearby neighbourhood of Cabanyal.
Source: www.maps.google.com
MAIn RESEARCH QUESTIONS

I derived two main research questions in order to cope with the emerging problems of social vulnerability and the lack of LUP benefit distribution:

- What are the possible and necessary strategic spatial interventions in order to deal with the problems of socially vulnerable areas in Valencia?
- What are the existing possibilities of strategic spatial planning to improve the benefits of LUPs for local communities in Valencia?

SUB-RESEARCH QUESTIONS

Based on these two main research questions I formulated a series of sub research question which helped me to address the problem in a more thorough and broad way:

- What is social vulnerability? What indicators define it?
- What is the given socio-economic condition in the country, the city and the local intervention area?
- What is the current municipal strategy to cope with social vulnerability?
- What are the effects of the existing Large Urban Projects in Valencia and what are the predictable outcomes of the future ones?
- How successful are the LUPs in Valencia? On what criteria is this success measured?
- What conditions make LUPs more beneficial and integrative into local communities?
In order to critically answer main research questions and to tackle the emerging problems of Valencia, analysis was done in three main categories:

- Spanish / Valencian strategic and spatial planning model and history
- Spatial and social and economic analysis depicting the current conditions of the city
- Theoretical framework on benefit distribution of large urban projects and social vulnerability

To get acquainted with the Spanish and Valencian strategic and spatial planning models and history, a series of literature study and interviews was done. It includes a number of academic articles, municipal documents and interviews with professors of Valencia’s Polytechnic University, staff from municipality’s planning department and department of strategy and development of Valencia. This step is very important to understand the local processes of urban planning and to get familiar with the available planning tools.

Theoretical framework upon Large urban Project public gain distribution and social vulnerability problems was built using professional academic articles and documents from the national ministry of development, observatory of urban vulnerability. This study helped to get familiar with the existing body of knowledge on the theme which is relevant for the thesis and provided an insight to build up a set of recommendations for the project.

To get familiar with the spatial and socio-economic conditions of the site, a series of research methods and tools were used: mapping, statistics, municipal document overview and interviews with staff from municipality’s urban planning department and coordinators of the central park large urban project. Such analysis helped better understand generic and specific data of Valencia. Such as: urban typologies, connectivity to functions and facilities, concentration of economies and identification of their types, social composition of residents, physical condition of living environment, situation of real estate market and level of integration of large urban projects to local societies. The conclusions of this data were then used to answer the research questions.

Study of neighbourhood association websites, their declarations of needs for better living environment and personal interviews gave a more precise insight upon the needs and wishes of local society.

A site visit provided a quick exploratory overview of the existing project area conditions and its strong parts and weaknesses. A design proposal was then made according to the information about the context.

Case studies provided a quick compare and overlook of similar projects revealing the strong and successful parts of taken decisions and gives critics on the problematic solutions.

Evaluating the outcomes of each method used for the analysis lead to an argumented and critical strategy aimed to tackle the identified problems. Consequently a design proposal was made to test the strategy on a particular site of the project and it gave conditions to evaluate possible impacts and effects that the proposal
ACADEMIC RELEVANCE

Large Urban Projects and Mega Events are widely used as spin off effect generators in urban planning. Such strategy does not always guarantee a successful redistribution of economic resources and spatial opportunities. Only a few decades ago an example of combining strategic spatial planning with a big event (Barcelona 1992 Olympic games) turned out as a worldwide recognised example. After this a number of Spanish cities tried following a so called Barcelona Model to generate urban development. Some cases were successful some were less.

In the last two decades the city of Valencia followed a strategy to become a globally known city and boost stagnating economy. As a driving force for such a plan, a number of mega-events and large Urban Projects have been used. However, as time has showed, these decisions did not turn out to be a complete success. These relatively isolationist projects brought a series of economic and spatial troubles for the city. To make matters worse, these difficulties are now highlighted by a current national economic recession and brings the city of Valencia to a near bankruptcy state.

In this master thesis I propose a strategy which draws attention to an academic body of knowledge about possible ways to redistribute private gains of large urban project and contribute them to a neighbouring local communities.

SOCIAL RELEVANCE

Difficult local and national economic situation places Valencia into state full of financial cuts and austerity. Such situation even more highlights the issues of social vulnerability of the local citizens who are already affected by huge expenditure of public money on particular interest group benefiting LUPs.

The proposed strategy of the this project highlights the still existing and requisite possibilities of development in the times of real estate overproduction, economy and development stagnation. Such highlighted possibilities of interventions are directly aimed to benefit the local society and tackle the emerging social, economic and spatial problems.

ETHICS

In this graduation project I will try to look critically at the issues of large urban project development and consecutive problems of elite power seek for private gains versus equal distribution of public benefits to local societies. Thesis end product is not a solution to all the economic and spatial problems of the city, but an indication of possibilities which creates space for a discussion about a possible city development aimed at the local society and not at a private group of interests.
PROJECT CONTEXT

General Information / Urban Planning Model / Strategic Planning
Valencia is a third largest city in Spain. It is situated on the coast of the Mediterranean sea, 400km east from Madrid (Fig. 5). It is originally not a coastal town, originating as a Roman empire settlement at the former banks of the river Turia. In time City expanded towards its port which is now the most busy logistic port of Spain. As a city in a very fertile soil area of the river delta, Valencia has a very strong agricultural background with its typical irrigated agricultural landscape called Huerta.
Unique Valencian Huerta landscape, which produces crops 3 times a year, is the reason behind agriculture economy based history of the region. It was the dominating source of export till the beginning of the XXth century, when later in time it gave the leading position for the production of ceramics, furniture and metal materials reaching the peak of its production in the post WWII industrial period. And during the last two decades service economy, logistics and construction became the driving force of economy (Fig. 8). Yet agriculture is still a considerable source of exports in the region which highlights the value of the local landscape type.

**AUTONOMOUS COMMUNITY OF VALENCIA**

23 255 km² / 5 111 700 inhabitants / 220 inh/km²

**THE NETHERLANDS**

41 543 km² / 16,847,007 inhabitants / 404 inh/km²

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**Fig. 7: Comparison of Valencia’s Autonomous community & Randstad, The Netherlands**

- **AGRICULTURE PERIOD**
  - Silk
  - Rice
  - Citrus

- **INDUSTRIAL PERIOD**
  - Metals
  - Furniture
  - Ceramics

- **SERVICE ECONOMY PERIOD**
  - Logistics
  - Construction
  - Service & Tourism

**Source:** www.flickr.com : DonaLG, Oselfa Faber, www.sabore.es, Brisky Fingers, Feria Habitat Valencia, Manyez, John Burke, Metro Centric; www.f1-site.com
During practically the entire 20th century the central government regulated urban planning in Spain. However since the constitution of 1978, the country have tended to lean towards decentralization and distributing powers between regions (basic spatial planning guidelines) and municipalities (physical municipal planning). This devolution of power to 17 autonomous communities lead to a quasi-federal country model which gives municipalities more authority in the area of urban planning than in any other area of governance (González 2007).

The very first general plan of Valencia was made in 1946. However at that time it was merely a vision for the expansion of the city and it was never implemented because that plan did not have any legislative power; there was no urban law in the country then. Nevertheless, the situation changed in 1956 when the first national land use legislation was established. The Land Use and Urban Planning Act of 1956 (Ley sobre Régimen del Suelo y Ordenación Urbana) became the basis of current national regulation defining 3 types of land use: urban land (Suelo Urbano), developable land (Suelo Urbanizable) and land not developable land (Suelo no Urbanizable) (Burns 2010). Creation of this act had a purpose to fight real estate speculations and create a planning instrument which did not allow any unregulated space (González 2007). However the true democratic changes happened in 1978 when the 148.1.3 article of new constitution transferred the authority of territorial regulations, urban planning and housing to the respective governments of 17 autonomous communities. These changes consolidated with the 1992 Spanish land use legislation letting autonomous communities to have exclusive planning authority with some of the planning powers left for central government such as general economic planning, legislation on forced expropriation, property rights, registry system, etc. (González 2007).

In general, master plans drafted by municipalities in the 1980s and 1990s became more participative, democratic and sensitive to the rehabilitation of historic centres prior to the expansionist zoning plans of totalitarian regime based on predicted population growth (Fig 9).

THE HIERARCHY OF URBAN PLANNING INSTRUMENTS

Democratization and decentralization in the Spanish governance has also considerably affected its urban planning system. As the decentralized model of Spanish government works on 3 levels: national, regional and local each of these levels have a specific regulatory power, consequently creating a hierarchy of urban planning instruments. National government bears the responsibility of the national land use law, according to which all the regional and municipal plans have to classify land into urban, developable or not developable land. Regional government forms a regional strategy and a directional framework for provinces. Local government takes regional strategy into an account but independently creates General Development Plans on municipal or in some cases supra-municipal level. This General Development Plan (Plan General de Ordenación Urbana – PGOU) is the most important and complex local planning instrument in Spain. This plan is usually accompanied with certain development plans: Urban Development Action Programs and Partial Plans which delimit and control the developable land. These special plans directly influence the spatial form of cities as they set the conditions for new development or transformations in the consolidated city centres and for the land designated for development (González 2007). Special Plans, which in some occasions not corresponding to the General

Fig 9: General Plans of Valencia 1946/1966/1988/2010
Development Plan, delimit and act upon not-developable and developed land.

INTRODUCTION OF 1994 VALENCIA’S PLANNING ACT

The case of private land ownership and development in the early 1990’s is also quite noteworthy. Up until 1994 landlords or a joint group of land owners were the ones who could develop their property. Only the municipality could intervene in the case of building new infrastructure or other public facilities via a compulsory property purchase method. However it was not a common case because the government had to pay a fixed price for the land already including the increased land value even if before it was just an abandoned agricultural area. According to Gielen & Korthals this juridical context created a condition when ‘Landowners did not organise themselves immediately, being more inclined to speculate on higher future values of the development option’ (Gielen & Korthals 2007, p. 74). However the innovations of 1994 Valencia’s Planning Act (Ley Reguladora de la Actividad Urbanística - LRAU) brought changes. Firstly, all developable land (defined by the land use law and delimited by municipality) became a subject of this new planning act (Fig. 10). Secondly, in addition to the land owner and municipality a third party (so called Urbanizing Agent – Agente Urbanizador) was introduced for a competition to develop the private land. Civil engineering, real estate companies and some consultancy firms entered the field of urban development as there was no need to own property in the plan area (Gielen & Korthals 2007). Generally speaking development rights were disassociated from the ownership rights with an intention to tackle speculation and stagnation in the development processes (Muñoz 2010).

THE MODEL OF LRAU ’94

This is a brief summary how the Valencian planning act of 1994 works:

- Urbanizing agents have to propose a public works plan (new infrastructure, sewage, gas, water and electricity installations, new greenery) with the total urbanization cost to municipality including an offer of some public facilities.
- The land owner has a period of one month to reject the proposal and provide an alternative.
- If there is no proposal of alternative plan or objection, then the land owner is obliged to pay the price (fixed by the urbanizing agent) of the conducted public works in his land or sell an amount of property for the urbanizing agent (for a fixed priced designated by the same urbanizing agent) to cover the expenses of the work.
- After legally obtaining an amount of private land due to the process of urbanization the agent then usually starts a real estate project at the plan location.
- At the end municipality benefits from a developed infrastructure and public buildings with a zero financial investment of its own.
THE RESULTS OF THE MODEL LRAU ‘94

The ‘LRAU ‘94’ scheme proved to be very successful to remove stagnant urban processes in the city of Valencia and was widely accepted in all other autonomous communities of Spain except Basque Country and the Balearic Islands (Sánchez 2005). However this lead to the manipulation of real estate property as experienced developers acted upon land owners with no practise in this field (Gaja i Díaz 2011). An amount of housing projects in Valencia skyrocketed because the increasing property prices made real estate developments very profitable (Fig. 11). However such an increase in development was not controlled by the municipality and was mostly driven by a developer’s seek of profit and only slightly obeyed the effects of the real estate market. Therefore new housing projects kept on appearing until the real estate crisis of Spain (Burriel de Orueta 2009).

As the designated developable land was in the rural peripheral areas of Valencia, eventually such uncontrolled housing growth attracted inhabitants to move away from the city centre. What is more, the real estate boom left a vast number of people unemployed in the sector of construction due to the bursting of the real estate bubble. This is felt mostly in the case of Valencia region as it showed rates of urbanization 50% above Spain’s average (Burriel de Orueta 2009). In the period of 1996-2006 amount of new housing and new city inhabitants increased with a ratio of 0.85 (National Bureau of Statistics 2011). That means that almost one new house per one new person was built which after the real estate bubble burst resulted in an approximate of 13% vacant new houses (National Bureau of Statistics 2011).

Fig. 11: Increase in the new real estate project in Valencia

Source: based on Gielen 2007, p. 70
THE EFFECTS OF STRATEGIC SPATIAL PLANNING

The strategy of Valencia during the previous 20 years was based on a series of large urban projects and mega events which were used by the regional and local government as a tool to put new strategic plans in action (Prytherch & Boira 2009). The aim was to tackle the problems of stagnant post-industrial city and turn it into the tourism and culture thriving capital of the east Iberian Peninsula (Fig. 12). These changes became evident when a city once referred as a ‘provincial capital of anti-tourism’ (Yapp 1983, p. 776) turned into a leader of Spain in the tertiary economy and tourism growth and taking the lead of new real estate projects in the country around the year 2000.

Due to local and regional government strategic spatial planning the lower part of former Turia river bed park was completed with now Valencia’s signature architecture complex of City of Arts and Sciences by Santiago Calatrava. Major shipping sports event of America’s Cup was held in the city in 2007 transforming the old industrial harbour into luxurious yacht marina with a VIP venue for shipping event observations by David Chipperfield. One year later, redevelopment of an abandoned industrial site next to the harbour was turned into a Formula 1 grand prix city circuit (Fig. 13).

Because of that, new global enterprises started setting at Valencia, tourism has sky-rocketed, abandoned and degrading industrial neighbourhoods have been transformed attracting facilities based on luxury leisure and tourism (Renau & Trudelle 2011). As a result, this attracted huge amounts of external investment generating revenue which was later used to finance other large urban projects or to improve the regional highway connection to the biggest cities of Spain and to establish a 20 years promoted high speed train connection Madrid - Valencia in 2011.

Together with these projects processes of gentrification became evident. The premises around new LUPs became luxurious apartments, offices, expensive hotels, spas, restaurants and world-class brand shops.

FUTURE STRATEGIC AIDS

After the large urban projects, conferences and mega events oriented city development Current strategy of Valencia aims for development consolidation and a shift city orientation towards knowledge, culture and high technology. However this is quite difficult to achieve when the city is in the state of near bankruptcy and there are echoes of government corruption, inadequate public money expenditure on the pre-settled LUP developments.

Source: www.ceyd.org
POLARIZED LUP DEVELOPMENT

Summarising the effects of the strategic planning of Valencia, it could be said that such transformations have greatly improved the overall image of Valencia and provided a number of externalities which stimulate further city development. However these ‘project-focused market-led initiatives’ (Swyngedouw et al. 2002, p. 551) are often associated with particular interest coalitions, private power groups and real estate developers. As a result, relatively little amount of revenue from these LUPs are invested towards local society (Fig. 14). At this point, the issue of equal distribution of benefits becomes questionable as new facilities, public space transformations, alterations in local socio-economic models and changes in living quality are oriented towards global and regional scale or focused on the most profitable target groups, which is illustrated with Valencia’s large urban project development in the last two decades (Fig. 18).

Consequently such LUP developments on the fringes of poor social class neighbourhoods started generating urban conflicts in local society (Renau & Trudelle 2011). For an example the former industrial site transformation into a Formula 1 track right next to the socially vulnerable neighbourhoods is a case when local tax payer’s money is spent for a huge facility used only a couple of times per year by a certain interest groups of people and tourists. This conflict is even more escalated now, when municipality has to pay a yearly franchise for holding F1 race in the city and maintaining the loss-making complex of City of Arts and Science when there is not enough money in the budget for the local schools.

Source: Author made, based on www.valencia.es
Fig. 14: Valencia’s LUP local integration analysis


Fig. 15: Valencia’s LUP development completion years

Source: Author made, based on www.valencia.es
THEORETICAL FRAMEWORK

LUP Integration / Social Vulnerability
From a number of academic literatures I derived a set of recommendations on how to ensure the integration of large urban projects into local societies and how to prevent isolationist LUP development effects driven by a certain group of private interest (Fig. 16):

- Ways to mediate the interests of public and private needs in order to avoid isolationist LUP results and urban conflicts.
- Responsibilities of public authorities to ensure the quality of large urban projects and the distribution of public gains from such developments.

**MEDIATION OF INTERESTS**

- Provision of impartial institution to mediate the interests of all stakeholders.
- Assured inclusion of local participation.
- Transparency of authority decision processes and identification of ‘the person in charge’ of the project.
- Authority regulated prevention of urban conflicts.

**RESPONSIBILITIES OF PUBLIC AUTHORITIES**

- Regulation of public space and architectural quality.
- Regulation of social mix (diverse affordability housing).
- Ensuring project flexibility and reversibility by involving several developers.
- Creating legal tools to prevent authority’s favour to private interests only.
- Promoting locally painless project funding approach.

**Fig. 16: Recommendations for better LUP integration**

**Importance of Participation**

As a tradition, social acceptability of the large urban project is the weakest link towards the recognition and success of the project (Lecroart 2007a). Participation thus is crucial to obviate this issue. According to Cuenya: ‘The public presentation of the project implies that it is subjected to judgment and evaluation of agents and institutions representative of local society. Entrepreneurial logic supporting large urban projects will be confronted with the logic of neighbours. Basically, two logical approaches are confronted: the entrepreneurial and the neighbourhood views.’ (Cuenya 2005, p. 81). Such confrontation is a necessary step to prevent the emergence of isolationist projects and neighbourhood polarization because quite frequently private ‘elite power’ actors tend to bypass the procedure of extended participation (Gualini & Majoor 2007). As a matter of fact, participation of the locals does not only create conditions to influence the project and make people more aware of the existing transformative processes, but also on a long term, participation changes the lifestyle of inhabitants and their family, which makes the project deeply integrated into the lifestyle of locals (Lecroart 2007a). **Need of Supervisory Institution**

The emerging urban conflicts between global and local interests occur due to different expectations of two actors: private or public institution standing behind LUP and local citizens (Renau & Trudelle 2011). It is crucial to have an interdisciplinary institution to manage the interests of public and private sides (Sodupe 2007). More democratic and impartial conditions are created when the dialogue between opposing actors is supervised by a neutral party which seeks for a mutual better good. In this manner large urban projects have better chances to become more incorporating and less single actor benefiting.

**TRANSPARENCY OF DECISION TAKING PROCESS**

According to Lecroart: ‘The transparency of the process of taking decisions and of identifying the person who is in charge of implementing them and who is accountable for them to the citizens is essential.’ (Lecroart 2007a, p. 116). Public – private contracts which bear selected hidden details from the society is a direct sign of selected actor interest fulfilling, which makes the process of publicity and ideas of equally questionable. A simple yet effective way to inform the citizens about the LUP development processes should always be in practice as it is a needed step towards drawing local community’s attention. If it
is accurately indicated who is accountable for certain processes of large urban projects it makes it possible for society to directly react, thus more empowering local inhabitants.

RESPONSIBILITIES OF PUBLIC AUTHORITIES

The following chapter will cover the themes of public authority’s power and influence on the large urban projects. The potential control of end-result quality, social mix, flexibility and reversibility of development processes and the equal distribution of public gains from the development of LUPs will be discussed.

Criteria by Public Authorities for the Quality of LUPs

Integration of the LUP into the local context highly depends on the quality with which the project reaches upon its completion. To meet this quality a certain criteria should be set by public authorities. In the processes of diplomacy and negotiation, powerful legislative tools become in effect for the supervision of the large urban project development course. Lecroart identifies 7 points of such supervisory criteria:
- Balance, diversity, and integration of the various functions, expressed through the programme and through the distribution thereof;
- Design of the public spaces so as to determine how they blend into neighbouring districts, and good dimensioning of the urban blocks on which buildings are to be built;
- Social and generational mix related to the diversity of the types and shapes of the housing;
- Possibility of change and reversibility of the development over time;
- Taking account of the character of sites and of their history in the project;
- Limiting the ecological footprint of the project and of the uses that it implies; and
- Architectural diversity and urban design that determine the image of the project, the sense of space and its integration in the metropolitan landscapes.’ (Lecroart 2007a, p. 117).

Mix of Users

The mix of functions is without any doubt a step towards a fruitful and integrative project. Lots of new developments around Europe show that a varied balance of function at the ground floor of buildings is desired both by promoters are by developers or the interest is even showed by private initiative (Lecroart 2007a). Having a single user and a function of the project is a true handicap for the urban vitality of the area. The mix of uses at the scale of urban block, plot or single building is becoming a successful and common way to ensure the success of LUP (Lecroart 2007a).

Public Space and Architectural Quality

Competently chosen places for public spaces, their position in the context of the existing neighbouring network of public spaces and the architectural quality of them greatly increase the image of LUP and draws additional users to the area. It is beneficial both for the adjacent inhabitants as it increases their living quality and for the commerce as it draws a wide mix of customers (Lecroart 2007a). As public space is a common discussion object in the processes of participatory planning, positive developer’s positions towards a project’s potential to make large urban project greatly incorporates it in the surrounding context and boosts credibility among local inhabitants.

Social Mix

In most cases of the LUP projects, transformations happen in the run-down areas where the existing inhabitants are of a lower or middle class. Therefore oftentimes there’s a risk that private developers aiming towards rich and elite classes could create conditions for gentrification merely because of the profit chase. Public – private partnership in urban projects creates conditions for local authorities to incorporate a social and generational mix in the areas of transformation. Private developers are most likely to orient towards high income social class as it is most profitable, whereas local government can imply conditions for the development of large urban project to include a program of mixed affordability houses. Moreover, government can also directly participate in developing social and affordable housing (Lecroart 2007a).

Flexibility and Reversibility

Majority of LUPs are planned to function on a long term basis. To start functioning properly those projects need to mature and pass several economic and political cycles. A single developer of the project ensures project identity to mature quicker. However in the case of changes in the strategic plans due to dynamic processes in the city as a whole, a more favourable if large urban project is split up into several smaller-scale projects of different operators who can react to the changes in stages (Lecroart 2007a). Such conditions to attract multiple actors are directly available if the land is of the public ownership. Then the government can restructure large singular urban lots into smaller ones giving them the shape and the size to meet the existing real estate market. This prevents the government to restructure large singular urban lots into smaller ones giving them the shape and the size to meet the existing real estate market. This prevents the approach when the city is conceived as a construction site of a huge private or public investor which directs the whole process of transformations (Cuernya 2005).

Distribution of Public Gains

Sometimes processes of gentrification are a part of strategy and are not always a negative thing. However particular mistakes should be avoided to prevent the increase of social segregation, polarization and uneven distribution of benefits. It is crucial that the public gains received from private developers of LUPs should be distributed to support other public projects or facilities increasing the living quality rather than investing that revenue back to the same gentrified location supporting the privileged class (Cuernya 2009). In order to do so there should be a greater democratic control of the production and utilization of surpluses that urbanization of the city generates. By creating tools to prevent the administration’s favour to support corporate capital and the upper classes with bigger money power enables conditions for benefit distribution of public revenues to all social classes, especially the most vulnerable ones (Harvey 2008).

Locally Painless Project Funding

The most successful case of public large urban project funding when the local tax payers is when the project appears to be costless to the great majority of adjacent inhabitants (Altshuler & Luberoff 2003). The easiest way to do so is to rely the funding on the higher level governments and spread the cost among more tax suppliers. However there are also ways to attain funds in a more sophisticated way. Authorities can attribute funding from future revenues of directly project related activities. For example new airport terminal construction can be partly funded by increased landing fees, lease payments, etc. In such manner, equity factor of project payer and user is maintained.
National ministry of development periodically conducts a research on urban vulnerability and summarizes the findings in a database which bears information per each municipality and examines the national census data. At the end, the biggest disparities between district statistical data and municipality’s or country’s average are indicated. Such research is categorised into four groups and sub elements which describe the criteria in a greater detail (Fig. 17).

By knowing the methodology of the research and recurring indicators of vulnerability it is easier to quickly locate the most problematic areas of the city and investigate the possibilities to better the situation.

As it is stated in the analysis document about the vulnerability (Secretary of Urban Development 2009) such research is of observatory measures, it then allows to indicate the weakest areas in the city and to take strategic actions to improve it.

The research on urban vulnerability is carried out in four categories:

### SOCIO-DEMOGRAPHIC VULNERABILITY
This group is based on a few demographic elements, which are identified as the most risky:
- **Aging** - this element depicts the decrease of productive population and increase in the dependant one. Therefore it creates problems in relation to a higher demand of social care and services, health facilities, housing deterioration, humble income and mobility difficulties.
- **Single Parent families** - specific problems of such families rise related to independency, availability to find work, day care, emotional vulnerability.
- **Immigration** - even though this element decreases the aging index, however it generates problems in the area of social integration, access of housing, social service help, education, etc.

### SOCIO-ECOnOMIC VULNERABILITY
This category forms a direct relationship with satisfactory emotional and material wellbeing of families. Consequently, indicators of unemployment, availability of long term jobs and level of education and school drop-outs are the primary focus points of this category.

### HOUSING VULNERABILITY
Physical quality of the living environment is a very strong element limiting the personal development of the inhabitant and his social life habits. Main problems affecting the opportunities to fully enjoy the living environment are the physical state of the house, average size of the living area and square meter of space per inhabitant, lack of basic installations inside the household (such as running water, bathroom and shower, elevator).

### SUBJECTIVE VULNERABILITY
This category evaluates a subjective inhabitant opinion about a series of elements affecting the environmental quality of the neighbourhood. Problems of noise level, contamination or bad smell (due to industry or traffic), bad accessibility via means of transport, lack of green spaces and delinquency.

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**Fig. 17:** Criteria for urban vulnerability measurement

Source: Author made, based on www.siu.vivienda.es
INDICATORS USED TO MEASURE VULNERABILITY
FOR THE YEARS 1991 AND 2001

UNEMPLOYMENT
Areas with the unemployment higher than 21% of population, which is two times bigger than national level in 2001 (10.5%)

LEVEL OF EDUCATION
Areas with 23% or more illiterate population or with no education, which is two times higher than the national level at 2001 (11.5%) 

STATE OF HOUSING QUALITY
Neighbourhoods having 2% or more bad quality housing, which is double the national average in 2001.

Bad quality housing index consists of the homes with no running water, or no toilet, or no shower inside of the household.

INDICATORS USED TO MEASURE VULNERABILITY
FOR THE YEAR 2006

IMMIGRATION1
Areas with the immigrant population higher than 20% of the city average, which was 10% in 2006.

2012 URBAN VULNERABILITY

During the thesis project process, the latest national census data of 2011 was not available nor was the latest national report on vulnerability. Therefore, I used the data of previous studies and looked up into the local relevant most up to date data available.

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1 Only immigration indicator was used, because the national survey data of housing quality, education and unemployment is conducted every 10 years.
According to the statistic data of 2012 provided by municipality’s section of social wellbeing, there are two largest concentration of bad condition housing in Valencia (bad physical state of household, no basic installations inside home (running water, toilet, shower)). Those are the 414 indicated households in the former fisherman neighbourhood of Cabanyal and the 292 households at the worker class area of Quatre Carreres (Fig. 19). The amount of these bad housings has been the same for a several consecutive years (Felipe 2012).

However there are 3 zones in Valencia predefined by municipality where projects of urban regeneration are assigned (Fig. 21). The so called program of 'Integral Rehabilitation of Valencia' (proyecto RIVA - Rehabilitación Integral de Valencia) aims to prevent housing deterioration and improve the living conditions in the historical centres of the city. (Jiménez Alcaráz 2012)

PROJECT AREA

This master thesis focuses on the district of Quatre Carreres. It has the second largest concentration of bad condition housing and has been on the list of vulnerable areas of Valencia for two consecutive researches. What is more, neither urban projects of regeneration are assigned for the chosen location nor there is a municipal strategy to tackle the social vulnerability. It also has two large urban projects on the premises: the already built complex of City of Arts and Science and the Central Park project, which is under construction.
The existing complex of City of Arts and Science began as an aim to compete with the redevelopment processes of Barcelona Olympic events and 1992 Sevilla World Expo. In 1989 following the emerging strategy to transform Valencia into a culture and tourism oriented city, president of the Generalitat Valenciana (regional government of Valencia) Joan Lerma proposed an idea of 'City of Science and Technology'. Consequently in 1991 regional government commissioned a local born architect Santiago Calatrava to propose a project for the last part of the Turia park, which at that time was surrounded by croplands and natural landscape (Fig. 23). And after 20 years, the whole complex with a few alterations from the local government was completed (Fig. 24):

- Hemispheric - 1999
- Science Museum - 2000
- Aquarium - l'Oceanografic - 2002 (designed by Felix Candela)
- Opera Hall - 2005
- New suspension bridge - 2008
- Multifunction centre, Agora - 2011

A noteworthy fact is that the estimated total cost of this complete project seeks 1.3 billion Euros which were paid by regional government of Valencia. The final cost exceeds the preliminary project proposal estimate by 500%. What is more, the annual balance of the complex for the year 2007 is -63 million euros therefore requiring additional public fund injections to keep the facilities running up till these days (El País 2012). Whereas the Guggenheim museum in Bilbao had a total cost of 166 million Euros which was recovered in 6 years of operation time. (Plaza et al. 2009)

Regional Government contracted the Valencian Institute of Economic Investigations to conduct a research on the feasibility of the City of Arts and Sciences. The results of the research state that by the year 2009 construction works for the complex have generated a 1.285 million euros income for the region. What is more it indicates that the complex attracts a yearly income of 152.5 million euros to Valencia via tourism (Generalitat Valenciana, 2008).

The large urban project of the City of Arts and Sciences achieved its strategic goal to attract tourism, ‘put Valencia on the map’ and provide facilities for culture and conferences. It also created new job places in the fields of construction and service and it attracted new real estate development at the site proximity. However, considering the availability and quite pricy accessibility of these facilities to the locals, it becomes questionable whether the 1.3 billion Euros spent from the tax payers’ pocket was a provident decision of the authorities. What is more, in the recent years there are an increasing number of news and articles about the corruption of politicians, resignation of compromised president of regional government (one of the main project supporters), Calatrava’s contract of 94 million euros which compared to the initial project costs has doubled in time (El País 2012).

1 Local conservative government of Partido Popular criticized then PSOE Socialist regional government proposal as “Pharaonic Development” and proposed an opera house (434 million euros) instead of the Communications tower (94 million Euros) (El País 2011).
Facilities of the City of Arts and Sciences

Palau de las Arts Reina Sofia
- Operas
- Ballets
- Cinemas
- Exhibitions
- Conferences, etc.

Hemisfèric
- Cinema hall
- Souvenir shop

Science Museum
- Interactive science exposition
- Souvenir/book shop
- Restaurant

Umbracle
- Parking
- Exhibition of flora and astronomy

Oceanogràfic
- Marine museum, aquarium
- Restaurants
- Souvenir shops
- Marine research

Agora
- Sport / culture events
- Conferences
- Show venue

Fig. 24: The City of Arts and Science

The biggest urban project under construction right now in the city of Valencia is the Central Park (Parque Central) project (Fig. 25). It takes place at the central area of the city where the old railway infrastructure is concentrated (Fig. 26). Parque Central project itself is composed of 25% municipal, 25% regional, and 50% national investment and right now is the only large urban project in the city of Valencia which still has local government funding (Martínez Ciscar 2011).

Conversion of this area into a green heart of the city has been already proposed by the 1988 general plan of Valencia. It took 20 years for the project to show the first signs of transformation. However, it is very difficult to predict how many decades it will take to reach the final image of the project.

Unlike the large urban projects of the previous 20 years in Valencia, the aim of this one is primarily to benefit the citizens and the neighbours living next to it. A vast amount of green public space will be created. New educational and recreational facilities are planned on the site (Martínez Ciscar 2011) (Fig. 27). According to the project, railway separated neighbourhoods will be linked due to a tunnelling of the existing train tracks (Fig. 28). As a result, this will improve the local economy of the now separated neighbourhoods as a lot of dead-end streets will be eliminated. Elimination of the railway infrastructure, old terminals and deteriorating industrial buildings will increase the living quality of the area. A lot of new residential, tertiary, and public oriented facilities are planned to be facilitated at the now unattractive area of this LUP.

This project is done in three separate phases and the first phase of the project is already halfway through (Fig. 29). Temporary high speed train station has been constructed and in 2011 a link between Madrid and Valencia has been opened shortening the travelling time twice, making it a 95 minute ride. Private property is being purchased and reparcelated according to the project proposal. Eastern park side area is undergoing processes of land preparation for the park (García Parreño 2012).

However it is very unclear when the stage 2 and stage 3 works will be initiated, because nowadays state of municipal and national economy cannot afford creating a 9 km tunnelled railway running through the old town of the of the city (Martínez Ciscar 2011). Which leaves the premises of the train tacks unattractive to the planned development. As a result, neighbouring undeveloped land and open spaces are abandoned, deteriorating and inaccessible (Fig. 30), (Fig. 31).
Phase 1 covers private land and railways land immediately available for reparcelization and development.

Phase 2 corresponds to the land where the tunnelling works will be carried out.

Phase 3 is the site of the temporary high-speed train station Joaquín Sorolla and the provisional railway access.
Fig. 30: View towards provisioned central park area

Fig. 31: View towards future real estate development
According to the data of the statistics and interviews with local people it is possible to describe an average person living in the project area as a middle class worker living in a slightly cheaper household with his 2.61 person family. This person lives in the area with a density almost twice as dense as Valencia’s average where 24% of active neighbours are unemployed. To make matters more complicated, half of young population are jobless and there are around 18% immigrants from non-EU countries (National Statistics Bureau 2011).

Mapping available specific social information (Fig. 32) made it possible to better evaluate the current local social conditions and propose adequate interventions. Data layers were chosen according to the previously described indicators on vulnerability.

Such data is important because it particularly shows which areas in the selected site have the biggest concentration of specific problematic groups of people and it allows proposing more argumented next steps for the strategy based on this information. For example proposing a household regeneration project at the south-western site luxurious housing neighbourhood would not be the most adequate decision. However, such intervention would be more welcome at the previous historical nucleus of the site.

**AVERAGE NEIGHBOURHOOD DATA**

- 14,000 habs/km²
- Land Price 240€/m²
- 2.61 Persons/family
- 20% Unemployed
- 50% Youth Unemployed
- 72.6% Families without Kids
- 18% Immigrants

*Valencia’s average

Source: www.ine.es, www.valencia.es

Source: Author made, based on www.atlasvulnerabilidadurbana.vivienda.es
Using the available data from municipality I mapped the economic activity in the project site. Consequently, I could identify predominant local job market throughout the area (Fig. 33). The dominant economy in the neighbourhoods is commerce and service. Majority of economic activity is located in the most dense populated areas of the site. Consultancy and knowledge based service economy (such as Architecture, Insurance, Broker, Engineer companies, etc.) is more concentrated closer to the City of Arts and Science and prestigious premises of old town and Turia garden.

Using the public facility location analysis (Fig. 34), it was possible to identify a few local areas where there is a lack of availability of public functions. Considering the chronology of the city development, it is clear that the areas of city expansion after the 1970-ies have a greater mix of facilities. During that period of real estate development and construction of the new residential quarters it was possible to position facilities together with newly constructed buildings. Due to this fact the historic parts of the area which also bears a lower density did not attract these new public facilities.

According to the General Plan of Valencia 2010, the southern site of the project area is planned to be developed with a delimited areas for the mixed type housing, tertiary use and public buildings, however due to the difficult economic times and stagnating development processes these new facilities are not being positioned into the area. Reflecting on this, the proposed strategy focusses to activate the identified areas of little economic activity and propose more public facilities in the already built environment in order to make the local neighbourhoods more successful.

<table>
<thead>
<tr>
<th>Museum/Theatres/ Cinemas</th>
<th>Municipal Organization</th>
<th>Education</th>
<th>Youth Centre</th>
<th>Sports</th>
<th>Social Centres</th>
<th>Health</th>
<th>Libraries</th>
<th>Absence of Facilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wholesale</td>
<td>Groceries and Tabaco</td>
<td>Non Groceries and Tabaco</td>
<td>Cafe, Restaurant</td>
<td>Repairs of cars</td>
<td>Automobiles</td>
<td>Insurance and Real Estate</td>
<td>Service for Business</td>
<td>Rental, Real Estate</td>
</tr>
<tr>
<td>Architects and Civil Engineers</td>
<td>Construction Engineers</td>
<td>Brokers, Salesman</td>
<td>HoReCa</td>
<td>Insurance</td>
<td>Managers</td>
<td>Other Professionals</td>
<td>Rent, Insurance and Law</td>
<td>Teaching</td>
</tr>
</tbody>
</table>
Project area is enclosed by easily identifiable city elements of Valencia such as main roads, railway and different typology built and open spaces (Fig. 35). On the north of the site there is a Cerda’s Barcelona type rectangular old town grid expansion, west is bordered by the railway leading to the main station of the city, to the south there is a strip of traditional agriculture landscape of Valencia and on the east there is a Turia Garden and City of Arts and Science complex. Within the Project site predominantly three type of urban typologies are identifiable:

- 1900-1944 Compact street type historic nucleus of the site (Fig. 37)
- Closed block typology expansion of the 1970-ies (Fig. 38)
- Free standing high-rise development of the post 1970-ies (Fig. 39)

All these three typologies have their own strengths and weaknesses which are described in the following paragraphs.

Old historic nucleus neighbourhood has a very attractive human scale streetscape which gives a feeling to the site of a dynamic old town pattern. However, small property lots and big amount of owners makes the processes of urban transformation complicated, also there is a lack of greeneries and open spaces and the built environment requires refurbishing.

Block type neighbourhoods have a quality of a formed street level and the human scale street scape is still preserved, however since it is a construction at the border of an unattractive railway and agricultural landscape there are undeveloped gaps in these blocks which creates a chaotic feeling of the site. Measures of improving these unattractive areas and promotion of abandoned places need to be taken.

Free standing high-rises have a quality of the open space in between, however the ground floor level is not always developed and attractive for a local scale public activity. Proximity to the farmland landscape also creates contradictions of two opposite scales. Therefore a better defined street space would make these areas more urban life friendly.

Source: www.maps.google.com
Fig. 40: Built and open spaces of the project site
Project site is located at one of the busiest entrances to the city form the south. It is bordered by a second inner ring of the city on the north and by a third partly completed inner ring on the north. Average traffic intensity map (Fig. 41) indicates that these bordering routes provide a considerable amount of flow on the edges of the site and on the south-north avenue of Ausias March.

Rail public transportation map (Fig. 42) shows that right now the nearest metro or train station is on the other side of the railway. However new metro line running straight through the site is under construction since the summer of 2011, yet due to local economic capacities the opening date of this line is unknown (previously estimated 2012-2013).

Bus transportation map (Fig. 43) shows bus lines running through the project site and the areas of the city it reaches within these bus routes. It is visible that there is no direct accessibility via bus to the America’s Cup beach and technology park on the south-western part of the city.

According to the subjective opinion data about the accessibility of the neighbourhood (Fig. 44) it is visible that the area needs infrastructure improvements. New metro line is highly expected to significantly improve the situation. Tunnelling the railway running on the west side of the project would also greatly increase the accessibility of the site, however public works of such scale are not possible anytime soon due to financial situation. Therefore it is crucial to establish new pedestrian bridges linking both sides of the railway and activating the isolated local economies.
STRATEGY

Existing Plan Evaluation / Strategy Concept & Implementation
/ Main Strategic Layers / Secondary Strategic Layers /
Stakeholder Analysis / LUP trade-offs
According to the general plan of Valencia 2010, municipality has delimited quite an extensive urban development in the project site area (Fig. 45). Comparing to the existing situation (Fig. 46) it looks quite ambitious, yet it is a framework for urbanization which provides developers an image of what the area is planned to turn into. However, this plan only does not guarantee that it will be developed into this image any time soon due to a few very serious reasons.

The indicated zone of the central park project area is in process (Fig. 47). A temporary high speed train station is functioning already for a year, private property land is being purchased and reparcelated. Preparations to construct the east part of the park are happening.

However, taking the existing context into an account, it looks like the rest of the project is going to stall at this stage for a very long time. Due to national and local economic difficulties the city of Valencia just cannot afford the tunnelling of all the railway infrastructure. This brings a series of trouble for the project.

First of all, the winning design of Cathryn Gustafson for the central park can only be partly completed. This means that not all of the proposed program can be implemented in the park and the existing railway and elevated highway would considerably block the access to this public facility. Secondly, processes of urbanization and especially edification are considerably slowed down due to the presence of the railway lines. Construction of attractive apartments and new facilities in the area become questionable for the coming 20 years or even longer. What is more the so called Spanish ‘economic crunch’ and real estate market over supply does not make it an attractive environment for the developers to invest into new constructions (Parreño 2012).
Another problem area in the site is a portion of land delimited by the general plan of 2010 for development (Fig. 48) known as Malilla Nord. It is now undergoing the public processes of compulsory land purchase and reparcelization (Martinez 2011). Yet again, the process of land development and actual construction of new buildings and facilities is greatly slowed down due to the already mentioned economic troubles and current conditions of the real estate market.

Therefore the resulting picture of the area is the existing condition which consists of the following elements: deteriorating historical low-rise nucleus, 1970-ies high-rise free standing apartment building city expansion, gentrified land on the premises of Centre of Arts and Science large urban project, neighbourhood separating railway infrastructure, urbanized empty fields without a developer and agricultural land under the process of compulsory purchase.

As a result, proposed strategy thoughtfully indicates possible sites for redevelopments and transformations at the site and proposes new activities which are requisite at the current local socio-economic and spatial conditions.

What is more, the strategy focuses on the previously identified main local problems of unemployment and especially youth unemployment, fragmentation, bad physical conditions of the public environment, declining living quality and the scarce availability of public money for new investments and development.
Large urban projects of Valencia are very strong points of attraction for tourism and mega-events in the city. Due to tourism and flagship development oriented strategy it is mostly foreign tourists or Spanish people from the rest of the country who come to visit the expensive facilities. The centre of Arts and Sciences alone attracted 3.4 million visitors in the year 2009 (Valencian Institute of Economic Investigations 2009). It is 4 times the local population of Valencia. There are other main attraction points in the city such as the America’s Cup redeveloped port, Formula 1 grand prix circuit, old town, centre of conferences and conventions, and the future projects of central park and new FC Valencia Stadium ‘nou Mestalla’. All of the mentioned LUPs generate a certain patterns of flows which also attract economy around these paths.

For this reason I identified the main routes leading to these large urban projects from the neighbouring biggest cities and highway entrances to Valencia. I used municipal documents on the average traffic intensity and used a Google maps route calculator to indicate the most favourable driving directions (Fig. 49).

The strategy aims to use the identified flows of people and to attract their routes inside of the project area using strategic key-project interventions. As a result, these new flows would create conditions to activate the inner parts of the neighbourhoods and engage the development of local economic activities (Fig. 50).

In order for this to happen these strategic key-projects need to be aimed for the public interest to attract the broadest gamut of users causing an increase in local economic activity and other externalities such as a housing redevelopment, improvement of a public space, increase of a living quality. Therefore such projects should also have some of the flagship development properties of attracting attention, economy and redevelopment toward them and their premises.

What is more, Valencian municipality should take a position to raise the publicity of the key-projects and to promote these strategic new routes linking LUPs via the problematic neighbourhoods. This can be done by using simple indicative methods such as signs, symbols and routes on the touristic maps or by a physical improvement of the pathways leading to the key interventions.
Project area is surrounded by a number of routes connecting main large urban projects of Valencia and only one of these routes go through the area. Aim of this strategy is to attract the previously identified flows of people inside the project area by the proposed key-projects and new routes (Fig. 51). In order for this to happen these key projects need to be popular vital and have an appealing quality public spaces.

However, the proposed projects are not only the tourist points of attraction by themselves but have an important role to activate the economy of the areas around them, to benefit the local society with a carefully chosen function and to capture the synergy of the neighbouring large urban projects.

Additionally to these key-projects, the strategy proposes a range of secondary permanent or temporary interventions directly related to the key projects. These secondary projects are aimed to activate the current abandoned buildings or empty private land (Fig. 52). Such interventions would upgrade the physical quality of the public space as a result highlighting the possibilities of development to the current land owners or external stakeholders. What is more re-use of abandoned buildings would provide a local awareness of development and therefore would promote an autonomous upgrade of physical quality or intensification of floor area by the neighbouring landowners. Simply speaking, smart local interventions are expected to engage a series of local developments by the property owners themselves.

As a result, this strategy (Fig. 53) shows possibilities of development for the municipality and local and external investors therefore engaging city growth in the frames of general plan of 2010 even in the difficult economic situation and stagnating real estate market.

This strategy does not aim to propose another master plan of Valencia showing a complete picture of the site after 50 years. The strategy shows opportunities of investment and development at the current conditions and engages local growth in the near future of 5-15 years.

A more detailed concept of this strategy is explained in the following chapters categorizing the interventions into 3 layers:

- Redevelopment layer
- Employment layer
- Green layer
ABANDONED / EMPTY PROPERTY

Fig. 52: Empty or abandoned property

Source: Author made, based on www.valencia.es, www.maps.google.com

AIMS OF THE STRATEGY

Fig. 53: Strategic spatial proposal to tackle stagnating development, social vulnerability and to capture the benefits of large urban projects
The redevelopment layer consists of the New Market project (Fig. 55) which works as a spin off for the strategy and a series of secondary interventions in the surrounding area to increase the impact of the redevelopment intentions.

AIMS AND REASONS

There are a few main objectives of this project:
- Create the New Market as an attraction point for an alternative route linking the Central Park and the City of Arts and Science.
- Capture the flows of people into the neighbourhood and attract economic vitality.
- Promote the development of privately owned deteriorating property.
- Promote the development of a big concentration of abandoned property on the site by temporary or permanently proposing new facilities and improving accessibility.
- Create new public spaces and greeneries

Such aims are directed to tackle the problems of physical site deteriorating conditions (Fig. 54) and to improve the social vulnerability problems mentioned in the previous chapter (p.63).

The market function as for the main intervention was chosen due to several reasons. There is an absence of a market building in this neighbourhood, the public ownership of the land provides a possibility to initiate a society oriented project, market as a function is a very popular in Spanish culture and there are a number of good practice example throughout the country of such type redevelopments (for example: Mercat de la Barceloneta, Mercat de Santa Caterina - Barcelona).

What is more such an intervention provides a possibility to establish collaboration with other major projects in the site: The Central Park, the Huerta Info Centre).

EFFECTS OF INTERVENTION

In order to achieve the aims of this strategic layer a number of interventions are proposed. The new mixed use market would greatly improve the now abandoned public land and its surroundings giving a full attention towards the needs of the locals. This project could also facilitate a range of other uses and activities like ‘half an hour cooking’ school, ‘do your own dinner’ desk, ‘become a 60 minute bartender’ bar, etc. at the end turning this market into a thriving urban life centrality.

It is also possible to temporary or permanently position some public facilities in the abandoned property or to create new greeneries and public spaces in the narrow streets of the area (Fig. 56). With an upgraded public environment, private investors would be more likely to invest in the area and upgrade the buildings into small offices or local points of commerce. Such small but smart interventions would also promote the existing land owners to upgrade or densify their property. According to the calculations I made, if all the houses of 1-2 floors would construct and additional floor to their property the amount of effective floor space would increase by a total of 25%.

At the end this redevelopment layer strategy tackles the stagnating processes of development, it improves the living condition of the locals, engages and upgrade of bad condition housing and offers economic vitality and new job places for the area.
Project aims:
- Reuse the abandoned public land
- Boost local economy
- Strengthen local centrality
- Draw activity into the neighbourhood
- Promote the redevelopment of the neighbouring properties
- Create new attractive public space
- Generate spin-off effect

Effects of the redevelopment strategic layer

Fig. 55: Area of effect of the New Market project and the strategic layer of redevelopment

Fig. 56: Empty property transformation into a new green square

Source: Author made, based on www.maps.google.com
Employment strategy layer involves two proposed key projects. I will first describe the Workshop Centre (Fig. 58) project in general and the detailed design part can be found in the chapter of design (p.117).

AIMS AND REASONS

Employment strategy layer with the workshop area project has an intention to achieve the following effects:

- Redevelop abandoned industrial / residential quarter into a freely accessible workshop centre
- Encourage entrepreneurship and self-employment of the locals and provide facilities for such activities
- Use the products of the workshop to temporary or permanently upgrade the abandoned properties nearby and increase neighbourhood attractiveness for development
- Construct a pedestrian bridge linking separated neighbourhoods via the workshop area

These aims are derived from a number of spatial problems of the site (Fig. 57) and are intended to cope with the problems of abandoned property (p.84), real estate development stagnation and social issues of unemployment and young population unemployment which are one the main reasons of social vulnerability.

EFFECTS OF INTERVENTION

The main intervention reuses a deteriorating residential quarter in the industrial site of the railway. It benefits from the existing quality of the built space and street pattern, making it possible to create different sectors of activities. What is more, a few bigger warehouses can be used as an area for bigger workshops or social events.

Local people would have a possibility to work in this workshop centre which provides the facilities for free (A model of an old tobacco factory transformation for the locals - Tabacalera, Madrid). In this manner, conditions for the locals to find a job or to engage one themselves would be established. Such model of tackling unemployment encourages Self-employment, development of new skills, collaboration with others for bigger projects and activities, networking and entrepreneurship.

Municipality could also contract this centre to construct small public intervention objects, sculptures and outdoor furniture in order to use them for the improvement of the abandoned and empty properties (Fig. 58). Such assignments would have several effects. People would see the exhibited real results of self-employment at the workshop centre and contracted people would feel more empowered when their products are chosen to improve the neighbourhood contrary to contracting some foreign hallmark designer. Additionally, such improvements, new public spaces and greeneries would encourage the stagnant development of the Central Park project and the area of Malilla Nord.

Together with this project a pedestrian bridge is proposed which formerly stood in the same area but was demolished during the high speed rail construction works. This new bridge is important because it directly leads to the workshop centre, links it with other key interventions and activates a bigger area of LUP benefit distribution. Moreover this link energizes the local economy of the former dead end streets and adds a pedestrian east-west connection through the railway which is very lacking at the site.

In conclusion, this project tackles unemployment, social vulnerability, stagnating real estate development and fragmentation.
Project aims:
Provide workshop space for young starters - Reuse empty abandoned buildings - Benefit from the existing quality of built space - Promote the vitality of empty and abandoned properties - Tackle fragmentation - Revitalize stagnating local economy

Source: Author made, based on www.maps.google.com

Fig. 58: Project Workshop Centre and its area of effect

Fig. 59: Temporary reuse of an empty property

EFFECTS OF THE WORKSHOP CENTRE PROJECT
The young entrepreneur centre is a project which shows a sign of solidarity from the municipality of Valencia to the local societies, where a prestigious location next to the large urban project of Santiago Calatrava is assigned for the direct needs of the locals. A more detailed description of this project can be found in the chapter of design (p.117).

**AIMS AND REASONS**
- Transform the under used parking place
- Capture the benefits of being in a direct proximity to the LUP and provide such a strategic location for the need of the locals
- Provide affordable facilities for the local young entrepreneurs and start-up companies
- Tackle unemployment
- Create a pedestrian and bike friendly location attractive for urban life

The site right now is used as a parking place (Fig. 60). However its direct proximity to the hallmark architecture of Valencia imposes that the land needs to be used more efficiently and could be used to directly benefit the locals. Project aims are also formulated considering the social vulnerability criteria of unemployment and possibilities to establish collaborative links between the key strategic interventions.

**EFFECTS OF INTERVENTION**
In order to show that the project site is aimed directly to the locals municipality could commission a competition for the architecture students of the Polytechnic University of Valencia. Depending on the development model, students could be asked to design generic architecture proposal for a cheap and quickly constructible office units which together would form a small entrepreneurship centre with a view to Calatrava’s architecture. Or a more monumental design of an entire building complex could be dedicated to permanently position young local start-ups at this important area of the city.

Upon completion of this centre, Valencia’s young start-ups and entrepreneurs would have a possibility to rent a very attractive and affordable office space for a period of a few years. Such limited contract would maintain rotation and prevent already successful companies from occupying the young unemployed local population oriented project.

What is more, a 10 minute bicycle connection (Fig. 61) with the workshop centre is established creating collaborative links between the probable centres of design and production. This cycling route goes through the existing city gardens and still present agricultural landscape, therefore a 10 minute ride has a lot of quality while the scale of the greenery and typologies change throughout this route. A daily user can start his trip from the Turia Garden park in the old river bed, then go through the green boulevards of the city to the agricultural patches until you reach a workshop centre.

Possibilities of the spatial transformations showing the potential to transform this site into a more pedestrian and urban life oriented will be presented in the design chapter.

To sum up, this intervention establishes a general public oriented facility at the area of predominantly wealthy class. Project tackles unemployment and directly benefits the locals from the proximity of the existing large urban project. Project site is transformed to create a more vital and inviting public space.

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**EMPLOYMENT STRATEGIC LAYER**

**START-UP CENTRE**

Site problems:
- Wealthy class only oriented development
- Under Used strategic location
- Low quality ground floor activity and public space
- Lack of attractive human scale areas

Project aims:
- Develop a predominantly wealthy class oriented location for the broader local user group
- Tackle young unemployment
- Benefit young entrepreneurs and start-up companies with the direct proximity of a LUP
- Transform the site to be more attractive for pedestrians and urban life

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Fig. 60: Main problems of the Start-up Centre Area

Fig. 61: Start-up centre relation to the Workshop Centre and to the City of Arts and Science

The green layer strategy focuses on promoting the local agricultural landscape awareness and a collaboration of key interventions both to strengthen the didactic effects and a sustainable use of new green spaces in the area (Fig. 63).

AIMS AND REASONS
- Redevelop abandoned property
- Attract vitality towards the agricultural landscape
- Increase citizen awareness of the local agricultural landscape
- Create a collaboration between the Central Park, New Market and Huerta Info Centre
- Establish new temporary and permanent green spaces

The mentioned aims rise from two main focus points. Firstly, existing regional and local strategy engages preservation and promotion of the Huerta of Valencia (Peydro Aznar 2011). Secondly, the proposed strategy enables a wider integration of the Central Park LUP. What is more this green layer strategy provides additional focus towards an increase of the living quality by the provision of new green areas in the existing urbanity.

EFFECTS OF INTERVENTION

Huerta Info Centre stands as a main project of this strategic layer. It intervenes in an abandoned area on the border of urban and agricultural Valencia and transforms it into an installation where locals and city visitors can learn about the agriculture products which grow in the surroundings, their seasonality and the markets where these products are being sold (Fig. 64).

The info centre works in collaboration with the projects of the New Market and the Central Park. One of the main purposes of the green strategy layer is to raise the citizen awareness about the local agricultural landscape typology and its products, inform the citizens about the seasonality and the status of the products being grown in the 50 km radius around the city, get people acquainted with the local farmer goods production and places of such production distribution. In order to achieve this, a model of a Real Time Agriculture Network is proposed (Fig. 65). Such a network could inform the locals real time about the information described before in the areas of Central Park, New Market and the Huerta Info Centre. It also fits in the local strategy to promote the city as a knowledge and high technology oriented (p.3). Yet of course realisation of such a complex network depends on the available private and public funding, initiative and willingness to create partnerships. As an alternative, a low-tech network could be established by eliminating the real time information function while still providing general information at the information centre only.

Another main purpose of the green layer strategy is to establish new temporary and permanent green spaces in the abandoned and empty identified areas by using mobile elements of greeneries provisioned for the last phase of the central park project. The concept behind this approach is explained more in detail in the following chapter about the types of secondary projects.

To conclude, the green layer strategy promotes the typical Valencian agriculture landscape and its products, it creates collaborative links between the Central Park, New market and Huerta Info Centre Projects and establishes new temporary and permanent green spaces in the abandoned and empty properties.
Parque Central

Collaboration
Publicity
Real Time Info
Feedback

New Market

Raise environmental awareness
Encourage local production / consumption
Inform about product growth location, status and seasonality
Strengthen local agriculture network
Promote typical Valencian landscape

Fig. 64: Concept of the Huerta Info Centre

Fig. 65: Concept of the real-time agriculture network
TYPES OF SECONDARY PROJECTS

The previously described key projects are supported with a selection of complementary secondary projects, which activate the larger area of intervention or become a part of the intervention itself. These secondary projects can be categorized in several groups, each of them having temporary and permanent proposals.

NEW GREEN SPACES

A number of temporary new green spaces are proposed (Fig. 69) to follow the municipal strategy of promoting new greeneries in the area and to take into account local neighborhood association’s remarks on the lacking elements of green parks and squares in their environment (Federation of the Valencia’s Neighborhood Associations 2011).

A model of Brooklyn ‘Lent Space’ project is proposed (Fig. 67) where upon the agreement of private land owner and developer an empty lot is transformed into a temporary park of transportable trees. These trees are later used in the surrounding streets of the project, when the land owner wants to start developing his land. Such scenario is proposed for a few empty lots in the project area in collaboration with the future built Central Park.

In addition, a few smaller green squares are proposed around the new Market project and in the neighborhood behind it, where the narrow historical streetscape has no greeneries at all. Reusing the empty lots or transforming the abandoned buildings provides conditions to establish at least a small greenery which adds a significant value to the site and its premises (Fig. 56, p. 89).

UNDER USED PROPERTY DEVELOPMENT

The historic nucleus of the site has a number of abandoned and deteriorating buildings inside the neighborhood. The proposed strategy promotes the reuse of such property in order to meet the local society needs. Municipality or private developers could obtain such buildings or rent them from the owner with a condition to improve the physical state of the property and let it for the local associations or introduce commerce or other public facilities inside the area. At the end of the contract proprietor could either take back the property or continue running the already successful new ‘ground floor’ function and develop the property by adding new floors. As an example, in Paris local association took initiative to transform an abandoned lot in between buildings and transform it for the society goods as a project ‘Passage 56’. Neighborhood meeting place was created together with an urban garden (Fig. 68). As in the case of Valencia, such transformations could be either temporary or permanent. It depends on the availability of the property. However in both cases a sign of physical environment improvement would be evident.

PUBLIC SPACE IMPROVEMENT

To promote the improvement of the empty and abandoned land lots, new temporary and permanent public space project sites are identified (Fig. 72). Local made public furniture or small architecture elements produced at the workshop centre could be distributed in these places in order to strengthen the local identity and boost living quality or to temporary improve an empty land to promote its development. It could also be achieved in a model of a public space improvement competition/workshop as it was done in a ‘72 urban action’ competition in Israel (Fig. 71) where teams of architects worked with locals to design and produce a local physical intervention with a simple and clear intention of improving the physical quality of the deteriorating public space.
This site is actually a temporary facility overseen by the Lower Manhattan Cultural Council; until it is taken over by a development, Lent Space serves as a free outdoor cultural space, which is open to the public from 7am to dusk.

PARIS - PASSAGE 56
Area: 200m²
cost: 90 000€
450€/m²

Popular initiative has transformed an abandoned passageway of rue Saint Blaise into a collectively-managed ecological garden and local inhabitant meeting place.
The residents of a socially depressed neighbourhood have organised to collect and share books in an open-air library that they have constructed, after a participative process, with prefabricated pieces from a demolished building.

Real time architecture competition, where 10 international teams have 3 days and 3 nights to design and build projects in public space in response to local needs. 72 Hour Urban Action invites professionals and residents to become active agents of change, from the bottom-up, and to leave a lasting impact on the urban landscape.
STAKEHOLDER ANALYSIS OUTCOMES

Key intervention stakeholder analysis enabled to identify the possible future investors, affected groups of people, existing and future property owners and organizations which would take part in the project development (Fig. 73). Such analysis provided valuable data in order to create development scenarios, possibilities and models of the main four interventions while taking into account the interests of the particular stakeholders (Fig. 74).

The results of this analysis were put into a matrix in order to estimate the share of investments and gains of each stakeholder (Fig. 75). As a result, certain possible collaborations of private and public organizations were identified making the development of the strategy more tangible and argumented. Project New Market model of collaboration was analysed in a more detail as an example (Fig. 76).

PROPERTY DEVELOPMENT MODELS

By evaluating the existing property ownership of the main intervention areas and the pursued property ownership after the project site transformations, it became possible to deliberate upon certain models of property development.

Projects Huerta Info Centre and Start-up Centre Private
- Property is purchased by private investors, public organization or a collaboration of these two

Workshop Area
- Private property rented for a limited period to municipality or interested private investors

Startup Centre
- Private property partly acquired by repareclization, giving more flexible development rights to the affected owner

New Market
- Part of public property purchased by private investors, the acquired revenue used for new public facilities

STAKeholDer AnAlySiS OUTCOMES

PROPERTy DEVELOPMEnT MODELS

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Fig. 74: Map of the key interventions and the stakeholders involved or affected by the proposed project development

Fig. 75: Matrix showing the share of investments and gains of each stakeholder


<table>
<thead>
<tr>
<th>Project</th>
<th>Stakeholder</th>
<th>Investment</th>
<th>Gain</th>
<th>New Land Owner</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entrepreneur Centre</td>
<td>Private Land Owner</td>
<td>-</td>
<td>Income for the sold land</td>
<td>Municipality</td>
</tr>
<tr>
<td></td>
<td>Municipality</td>
<td>Acquisition of private property</td>
<td>Permission for higher development rights</td>
<td>Private investors</td>
</tr>
<tr>
<td></td>
<td>Private Investors</td>
<td>Partial investment to Entrepreneur Centre</td>
<td>Public use of under used area</td>
<td>Private investors</td>
</tr>
<tr>
<td></td>
<td>Department of Employment and Promotion of Entrepreneurial Projects</td>
<td>Partial investment to Entrepreneur Centre</td>
<td>Strategically appealing location</td>
<td>Private investors</td>
</tr>
<tr>
<td></td>
<td>Polytechnic University of Valencia</td>
<td>Architecture student design competition for the Centre</td>
<td>Tender for the winning project</td>
<td>Private investors</td>
</tr>
<tr>
<td></td>
<td>Neighbourhood Association</td>
<td>Participatory time &amp; input for local needs</td>
<td>Facilities and public space according to local needs</td>
<td>Private investors</td>
</tr>
<tr>
<td></td>
<td>Multiple Private Land Owners</td>
<td>-</td>
<td>Income from rented property</td>
<td>Municipality</td>
</tr>
<tr>
<td></td>
<td>Municipality</td>
<td>5 year rent of abandoned property</td>
<td>Redevelopment of abandoned property</td>
<td>Municipality or private investors for 5 years with an availability to extend the rental contract</td>
</tr>
<tr>
<td></td>
<td>Department of Employment and Promotion of Entrepreneurial Projects</td>
<td>Inventory for the Workshop Area</td>
<td>New Job Places</td>
<td>Private investors</td>
</tr>
<tr>
<td></td>
<td>Neighbourhood Association</td>
<td>Redevelopment of property</td>
<td>Built environment for public facility</td>
<td>Private investors</td>
</tr>
<tr>
<td></td>
<td>Valencia’s Association of Arts</td>
<td>Workshops and lessons</td>
<td>Space for creativity and production</td>
<td>Private investors</td>
</tr>
<tr>
<td>Workshop Area</td>
<td>Private land owner</td>
<td>-</td>
<td>Income for the sold land</td>
<td>Polytechnic University of Valencia</td>
</tr>
<tr>
<td></td>
<td>Polytechnic University of Valencia</td>
<td>Architecture student design competition for the info centre</td>
<td>Tender for the winning project</td>
<td>Municipality</td>
</tr>
<tr>
<td></td>
<td>Regional Government</td>
<td>Financing the project</td>
<td>Strengthening the regional strategy to promote local agricultural landscape</td>
<td>Municipality</td>
</tr>
<tr>
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<td>Centre of Strategy and Development of Valencia</td>
<td>Monitoring of the project</td>
<td>Seek for private investors</td>
<td>Private investors</td>
</tr>
<tr>
<td></td>
<td>Association of Markets</td>
<td>Investment into ‘Real Time Agriculture Network’</td>
<td>Collaboration with ‘Huerta info Centre’</td>
<td>Association of Farmers</td>
</tr>
<tr>
<td></td>
<td>Association of Farmers</td>
<td>Investment into ‘Real Time Agriculture Network’</td>
<td>Publicity of local products</td>
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<tr>
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<td>-</td>
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<tr>
<td></td>
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<td>Publicity of local products</td>
<td>Association of Farmers</td>
</tr>
</tbody>
</table>

**Fig. 75:** Matrix of stakeholder investments, gains and new proprietors
STAKEHOLDER INVESTMENTS

PROJECT NEW MARKET

Farmer Association
Market Association
Huerta Info Centre
Parque Central
Municipality

REAL TIME AGRICULTURE NETWORK
MIXED USE MARKET
PUBLIC SPACE

Private Investors
Dep. of Employment and Promotion of Entrepreneurial Projects
National Police
Neighbourhood Association

Collaboration of Projects
Ideas / Participation
Provision of Land
Investment
Provision of Greeneries

PROJECT NEW MARKET DEVELOPMENT MODEL
STAKEHOLDER GAINS

Farmer Association
Market Association
Huerta Info Centre
Parque Central
Municipality

Publicity
New job places

PROJECT NEW MARKET

REAL TIME AGRICULTURE NETWORK
MIXED USE MARKET
PUBLIC SPACE

Private Investors
Dep. of Employment and Promotion of Entrepreneurial Projects
National Police
Neighbourhood Association

Revenues
Improved surroundings
New job places

Land redevelopment
Land value increase
Local economy stimulation
Surrounding improvement
New public/private housing
New facilities
New job places
New local market / centrality

Fig. 76: Project New Market stakeholder investment and gains analysis
In addition to capturing the flows of LUPs and their synergy I identified the possibilities of project trade-offs. In this manner, large urban projects provide some public facilities and improvements which are directly oriented towards local inhabitants. However, in the case of the Central Park LUP, it is a project which fundamentally aimed to benefit the locals. It removes the unattractive railway infrastructure, provides vast amounts of centrally accessible greeneries and positions some public, educational and tertiary facilities. There is no need to propose an alternative function for this project as it is already very public oriented. However it has a few designated land lots for a private development in a public land at the very prestigious area on the edge of the future park with a height allowance of above 25 floors (Fig. 77). Even though not all of these towers can be constructed before the railway is tunnelled and the car bridges are removed. But the ones suitable for development provide conditions to negotiate for certain trade-offs with the municipality to improve some public features in the proximity of the site (Fig. 78). For example an agreement could be made that the developer would be engaged to improve the existing pedestrian bridge or construct a new one in order to get an allowance for a high rise construction in such a prestigious site right next to the old town of Valencia. Seeking for more of such trade-offs from other developers could increase the benefit of this LUP for the locals even more and outside the project area.

However in a case of the City of Arts and Sciences a different approach must be taken because all of the complex is already constructed. Proposing new constructions on the site in order to benefit the locals would be practically impossible. However due to the financial difficulties of the complex, it is now being more open for alternative uses (Fig. 79). Citizens can now rent the Palau de las Arts building for weddings, wakeboarding events are organized utilizing the surrounding artificial water landscape. More of such alternative uses of the site oriented for the locals could be promoted in order to better integrate this LUP into the neighbourhood (Fig. 80).
New pedestrian bridge
Neighbourhood open air library
Upgrade of existing pedestrian bridge
Community centre
Social Housing

Fig. 78: Proposals for the project trade-offs and collaborations

Fig. 79: Alternative uses and events of the City of Arts and Sciences

Fig. 80: Promotion of informal usage of the complex

POSSIBLE LUP TRADE-OFFS
THE CITY OF ARTS AND SCIENCES

Source: www.cac.es, author made
DESIGN

Calmed Traffic Areas / Young Entrepreneur Centre / New Market
One of the ways to strengthen the links between key projects and LUPs is to physically improve the main connecting roads giving them a uniform character. Such feature is simple to achieve when constructing new roads or redeveloping a short or not complicated section of existing infrastructure. However, cross section analysis of the main roads linking the key interventions shows that the street elements throughout these routes differ a lot and establishing a continuous character of the street becomes complicated, yet not impossible (Fig. 81).

However the strategy proposes an alternative approach. Only certain areas of street level transformation are chosen corresponding to the adjacent public function. The aim of these street interventions is to create calmed traffic areas where priority would be shown for slow traffic and pedestrians rather for a quick transit of automobiles. This can be achieved by making a transition from asphalt into different material like titles or cobble, narrowing down the traffic lanes, positioning more elements of greenery and public furniture closer to the street, delimiting short parking areas for service or passenger disembarkation, juridically limiting high speed in such zones.

The areas of calmed traffic are chosen at following locations (Fig. 82):
- The whole workshop Area and its entrance at the street with the remains of the 14th century city gate elements
- Pathway from pedestrian bridge to the existing school, creating entrance area of the school territory more pedestrian and kid friendly
- Frontage of the New Market and the whole historic neighbourhood behind it. Such intervention would attract more activity and users to the area exposing the quality of the historic streetscape of the site
- Premises of the local centre of sports (polideportivo) where installations for the audience could be promoted
- Young Start-ups Centre to create an attractive area for urban life around the new public facility
Fig. 82: Areas of the calmed traffic

- Main projects
- Street space boundary
- Metro Line
- Pedestrian / Bike connection
- Greeneries
- Calmed traffic zone

CALMED TRAFFIC AREAS
EXISTING CONDITIONS

Currently the parking space occupies land situated right next to the 1.3 billion euro public investment complex of the City of Arts and Science (p.55). Predominantly this location is facilitated with luxurious housing and facilities oriented towards the wealthy class. However the free standing high rise building development of the area does not provide an attractive public space and vital ground floor building activities. Moreover, parked cars are occupying the scenery and the distinction between the private and public property is vague.

According to municipal planning documents, the under used parking site is delimited for a 5 floor residential development (Fig. 83). As a result, the achievable floor space density of the real estate development is lower than the neighbouring property. It is one of the reasons why this single owner private land is undeveloped in such an expensive location of the city.

However, it is a very strategic location for the young start-ups centre which is a highly requisite new function for the locals as described in the previous chapter of Employment Layer (p.95).

PROJECT PROPOSAL

Existing private land is reparcelated into two parts (Fig. 84):

- The part next to the City of Arts and Sciences is acquired for a public use within the existing height restrictions
- 1/5 of the land is left for the existing user providing 2.5 time higher building development right so that the future building would reach the neighbouring housing altitude.

Other part of the public land is reparcelated for a mixed type residential development which involves tearing down a 4 storey housing block and repositioning its inhabitants into the newly build property at the same location.

PUBLIC SPACE

Site transformation preserves the element of green buffer park in front of the hospital (Fig. 85) but creates a new active park with a beach volleyball field, sloping terrain for observers, children playground area and small architecture elements like fountain and customized benches. This park is clearly identifiable because of the greenery spatial configuration and different paving material creating a more private island of active urban life (Fig. 85). What is more, part of the project site road is treated as a calmed speed area, where asphalt is replaced with the same tiling material as pavement (Fig. 85), which creates more pedestrian friendly zone with a defined street space due to the new site spatial configuration.
BUILT SPACE

#1 Building has a lower plinth for retail and public facilities and a taller edge block for young start-ups providing them with the maximum exposure to the City of Arts and Sciences. Ground floor of the site would be dedicated to urban life having islands of open air bars, cafés, public lounge areas, big shop front windows, tall greenery to protect from sun. Roof of the retail block could be also used for public accessibility to create additional function zones or to provide an elevated location to observe the Calatrava’s architecture on the other side of the road.

#2 Building is the tallest of the three new developments which has a retail or tertiary ground floor and a mixed used tower part which function could depend on the demand (housing, offices, hotel, mixed).

#3 Building is designated for a commerce ground floor with a residential block at the sides of triangular lot. This block would facilitate the inhabitants of the demolished house while also providing some affordable housing in order to supplement the gentrification effects on the site. Roof of the commerce block would be used as a private yard of this complex inhabitants.

Municipality and private investors could come to agreement to commission a design competition for this start-up centre at the Polytechnic University of Valencia in order to involve young local architects and provide them with a real contract at the end.

PROJECT PHASING

The whole picture of this project looks like quite a considerable site transformation, however it can be separated in development stages and can be accomplished in a longer period of time:

- Starting with the construction of the start-up centre while keeping the land around for the parking or for a temporary green space
- Completing the Start-up Centre with the plinth volume and repositioning the greenery inside the neighbourhood
- Beginning the construction of the two private residential units without affecting the existing street pattern
- Demolishing the low rise residential block and facilitating the inhabitants in the already built new residential units, completing the mixed use block and transforming the street layout

PROJECT OUTCOMES

To sum up, this project addresses the issue of unequal distribution of LUPs by providing a local citizen oriented public facility right next to the edge of the large urban project. It directly affects the social vulnerability element of unemployment and especially young unemployment by providing an affordable working environment for young start-ups. It transforms an under developed area occupied with cars and vague indicators of private and public property into a successful pedestrian and cycling oriented area thriving with urban life.

PROJECT PROPOSAL

Fig. 85: Young Entrepreneur proposed transformation

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Startups Centre
Mixed Use
Residential

Hospital quiet park
Active Neighbourhood park
Calmed-down traffic area
Fig. 86: Young Entrepreneur Centre project function distribution

Fig. 87: Intervention relation to the existing LUP of City of Arts and Sciences
The New Market project area is situated on the edge of proposed new LUP connection (Fig. 88). It is predominantly an abandoned and under used area sieged with chaotic car parking and deteriorating buildings (Fig. 86). At the moment national Spanish police is situated at the site behind a 4 meter tall concrete fence. Southwards from the project site at the triangular open space there is a local park separated from the project site by the avenue of Doctor Waksman. According to the negative online reviews about the park it is not the most favourite place for the locals.

The project site land is majorly of a single public ownership (Fig. 89). This allows to engage the development of the public intervention without the delays of acquiring private land. It also makes it possible to generate revenues by selling or renting portions of this public property in order to fund the project of New Market.

Analysing the existing spatial borders of now standing buildings in the public property of the national police, it is visible that the open space is not formed, the existing buildings and facilities fail to control the amount of open space (Fig. 86). In order to solve this issue and create an attractive street space a strong street forming element must be constructed at the street front to establish a feeling of an attractive and formed public space. New Market should be positioned adjacent to the street so that site visitors would be attracted to visit the market and the neighbourhood behind it (Fig. 87).

**Fig. 88:** Project site relation to the new LUP connection
**Fig. 89:** Public / Private property at the New Market project site
**Fig. 90:** Existing Problems of the project site

**EMPTY & ABANDONED PROPERTIES, LACK OF GREENERY**

**UNDER USED PUBLIC & PRIVATE PROPERTY**

**INACTIVE GROUND FLOOR PUBLIC SPACE**

Source: www.maps.google.com
To tackle the identified spatial problems of the area, a few guidelines are used to analyse possible new built configurations of the site:

- Vital and defined street front of the Doctor Waksman must be established
- New market has to be directly accessible from the new LUP route going through the previously mentioned avenue
- Historic “H” building must be respected and half of the public ownership land must be preserved for the existing use of the national police

Approximately 10 different new site configurations were investigated and three most promising of them are discussed in more detail (Fig. 93):

- OPTION 1 provides entrances to the market from the east-west direction, involving users to walk deeper into the neighbourhood before entering the market. The main square is proposed in between the new market and the local architecture hallmark the “H” building.
- OPTION 2 observes a possibility to join the new market with the “H” building and proposing the new main square in front of the now existing local greenery, however this options does not look convincing due to sideways oriented market and respect to the existing historical building.
- OPTION 3 proposes the market next to the “H” building possessing north-south orientation. With the market square at the north side. This proposal preserves the exposure of the “H” Building, engages people to move inside the neighbourhood via market or towards new square behind it.

Considering the quality of the new spatial site configuration and created relation to the existing built elements and the main neighbourhood street of Doctor Waksman, Option 1 and Option 3 seem to be most adequate. These two options both establish a distinct contact with the newly proposed LUP route, while respecting the presence of the historic value of the “H” building.

A design proposal is made for the option 3 as it establishes a site configuration both clearly defining the street space and inviting visitors deeper inside the neighbourhood towards the more intimate main square behind the new market.

Fig. 93: Possibilities of new spatial configuration of the New Market site
Exisiting Spatial Configuration

Fig. 94: Existing spatial configuration

Fig. 95: Deteriorating properties
Proposed spatial configuration

Entrance to the Market

Established new links

Fig. 96: Proposed spatial configuration

Fig. 97: Reuse of former deteriorating properties

Proposed new Functions

Entrance to the Market

Established new links

Fig. 97: Reuse of former deteriorating properties
Proposed spatial configuration enables to establish a network of public spaces running through the inner part of the formerly deteriorating neighbourhood areas. New Market square is positioned on the crossroad of two main public space routes which link mostly visited public sites of the area, such as local parks, metro stop and children playground avenue. In this manner a strong local centrality is created in order to draw more economic vitality into the project site and engage self initiated private property refurbishment.
The complete picture of the market project is achieved in a series of project phases (Fig. 98). Yet the crucial improvements of the site are already achieved when the first phase is complete.

- Former 4 meter height concrete fence surrounded area is redeveloped to create an attractive street front
- Chaotic parking place is turned into a temporary green market square

PHASE 1

Intervention takes place only on the public land, therefore time and money is saved on land purchase. New Market building is proposed either to incorporate the existing abandoned buildings or to construct a complete new one in their position. At the premises of the market a temporary green market square is formed to increase the physical quality of the area and promote the neighbouring empty private land development.

PHASE 2

Improvement of the public space would stimulate the development of the neighbouring properties. When it happens and the new surrounding buildings are on the real estate market, municipality can allocate housing for the inhabitants whose property is demolished in phase 3 in order to establish a new link to the inner part of the neighbourhood and to create a new market square inside of the area.

PHASE 3

Trees, greeneries and other public space equipment are being repositioned from the temporary park to the newly formed square at the north and south of the New Market. Demolished low rise deteriorating property allows to create a new north-south axis through the area therefore provides more vitality to the former depreciated neighbourhood.

PHASE 4

Now empty former temporary green square is developed and sold by municipality and the gained income is used to partly cover the expenses of the project. Properties eastwards from the New Market square are reparcelated in a spatial configuration which allows to complete the space of the square itself and provide a privacy for national police property.
CONCLUSIONS

Proposed strategy / New site vocation / Strategy & municipality plans
Last two decades of urban planning in Valencia were aimed to transform the city of stagnant economy into a tourism and culture oriented capital of the east Iberian peninsula. Vast public investments from both regional and local governments were used to construct key large urban projects and infrastructure in order to strengthen the strategy of attracting global events, publicity and tourism.

Even though this strategy and investments to LUPs have changed the face of the city completely and has positioned Valencia on the world map (Gaja i Díaz 2011) but it also caused local urban conflicts of favouring only the wealthy class of society. Processes of gentrification became evident on the proximity of the LUP developments as new constructed facilities are oriented towards luxurious tourism, service and elite events, which evidently has very little integration into the local socio-economic context. Subsequently in such situation local residents are affected by an unequal distribution of public gains. Moreover the consequences of such urban inequity become more evident during the times of present national and local economic downfall and stagnation of city development.

Therefore in this master thesis project I created a strategy aimed to tackle the two main research questions formulated at the beginning:

- What are the possible and necessary strategic spatial interventions in order to deal with the problems of socially vulnerable areas in Valencia?
- What are the existing possibilities of strategic spatial planning to improve the benefits of LUPs for local communities in Valencia?

After identifying socially vulnerable areas of Valencia and critically choosing one of them or apply the strategy more locally, I derived a set of strategic guidelines such as capturing the benefits of the existing and the future large urban projects, redeveloping deteriorating properties and creating conditions to tackle unemployment (social vulnerability criteria which had the worst condition) and improve the local living quality. These guidelines were derived taking into account the existing economic and spatial possibilities of development and transformations,

Such strategy is achieved by identifying the main flows of people going to the LUPs of Valencia and capturing these flows inside of the project area. The flows and economic vitality is attracted via strategic key spatial interventions. Location and function of such interventions is derived from social, economic and spatial analysis which allowed pinpointing the most requisite local site improvements.

The effect of these key projects is strengthened via the secondary interventions, which are mostly aimed to improve the physical quality of the surroundings or to establish collaborations between the key projects themselves.

What is more, possible large urban project trade-offs were identified in order to upgrade the public facilities outside of the provisioned LUP area, as a result capturing more of the benefits and increasing large urban project’s integration into the local socio-economic context.

By identifying stakeholders in the key intervention projects it was made possible to look for collaborations between the interested parties and achieve more tangible strategic approach which is very important taking in mind problematic national and local economic situation.

As a result, the derived strategy and the design proposals for some of the key strategic interventions opens up a discussion of the development possibilities even in the times of the economic difficulties and real estate market stagnation incorporating public authorities, third party investors and the local inhabitants into the urban growth processes.
PREDICTABLE AREA VOCATION & STRATEGY IN THE EXISTING CONTEXT

ACCESIBLE DAILY ACTIVITIES FOR THE CITIZENS

NEW VITAL CENTRALITY

LOCAL LANDSCAPE AND FOOD PRODUCTION AWARENESS

GREEN HEART OF VALENCIA

SOCIAL CENTRE, SKILL LEARNING, WORKSHOPS & SELF EMPLOYMENT

YOUNG STARTUPS & HIP URBAN LITE

STRATEGY IN THE MUNICIPALITY PLANNED CONTEXT

Large Citizen Projects
Key interventions projects
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Strategy for revitalizing socially vulnerable areas, capturing the benefits of large urban projects

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