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Mega Events as an opportunity for Urban Regeneration. *Impact on a Host Greek City*

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INTRODUCTION

During this presentation I will briefly consider and evaluate:

1. the effects of hosting major sporting or other events on urban space: *success factors against failure factors, based on the international experience*
2. an assessment of Athens 2004 Olympic Games, focusing on a case study concerning the regeneration of an informal, deteriorated waterfront area in a host Greek city and
3. the lessons learned from this event-led land policy, employed in such an extent on informal settlements for the first time in Greece

1. MEGA EVENTS

- a key element of urban and economic policy
- a major opportunity for urban and economic regeneration, infrastructural and environmental improvement
- a one-in-a-lifetime opportunity for the host city or country to launch a series of major development or renewal projects
- a fast tracked urban development or redevelopment, by reprioritizing the urban agenda
- a redevelopment tool ... !!!
- but the legacy from this considerable investment in sporting facilities and supporting infrastructure can be negative for the hosts?

URBAN REGENERATION

- a process of land redevelopment in areas of previous moderate to high density urban land use
- in developed economies, urban regeneration projects revitalize the city center, implement initiatives to improve the quality of the environment and promote “a return to the city”
- in emerging economies qualitative initiatives must be aligned with quantitative requirements
- event-led urban regeneration is “opportunistic”, since public and private investors are looking for available land and opportunities for the big project

Olympic Games

- a major sporting event
- a catalyst to urban renewal programs (clearing of congested areas, reorganization of open spaces, ...)
- a highly desirable event to host
- a focus of global inter-urban competition and policy
- a means of achieving international reputation and prestige

Effect of the Games on the urban environment

- early Games: small scale, poorly organised, no urban impacts
- Berlin 1936 and after the world war II: better organised, some impact on urban infrastructure
- Rome 1960: larger scale with **significant impacts on urban infrastructure**
- Barcelona 1992: change of scale of urban regeneration
- today: mobilise resources, large scale planning interventions

OG: a stimulus to urban renewal programs

some examples ... **Rome 1960**

- Growing participation, increased economic benefits.
- A lifetime opportunity for the host city

large-scale urban transformations!



Flags Waving Along Via Olimpica in Rome

1964 Tokyo Olympics

major urban redevelopment and infrastructure improvement projects economically revived due to the Olympics



the swoopy Olympic swim stadium

Source: cheatseekingmissiles.blogspot.com

1972 Munich Olympics

**a catalyst for a fast substantial urban
regeneration**



the site where the 1972 Olympics took place

Montreal 1976

- similarities with the Munich preparations
- a high risk strategy with long term indebtedness



Montreal Olympic Stadium, Canada

Moscow 1980 Games

- limited intervention projects
- sports facilities, communication and other services' centres, Olympic Village



Opening ceremonies, Moscow Olympics

Source: www.darkroastedblend.com

Atlanta 1996

- did not lead to urban regeneration or revitalization
- consumption-oriented development



Source: weburbanist.com

Seoul Games of 1988

- a vehicle for urban change with positive achievements
- ‘slum clearance’, improved facilities, modernized roadway systems and popular, upper-middle class housing developments



Barcelona Games of 1992



- large scale planning interventions
- an instrument of political decision-making and a means for collaboration with the citizens
- change of priorities



Source: www.kalipolis.es/arquitectura

Sydney 2000

- environmental remediation
- based on sustainable principles
- renovation of inner city housing stock
- use of abandoned industrial areas



The main Olympic Games stadium (former landfill site)

Athens 2004

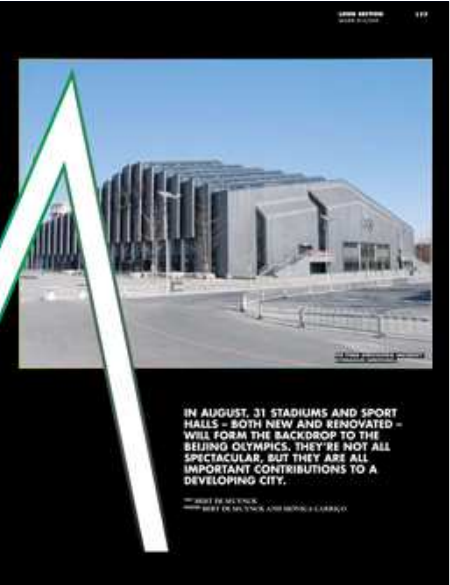
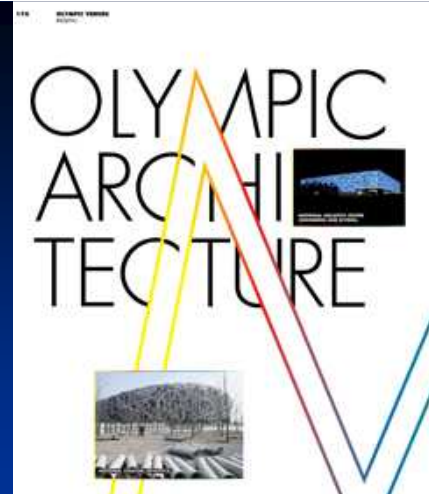


The Athens Olympic Stadium

Source: www.skolos.org

Beijing 2008

a vehicle for improving Beijing's environment and rapidly enhancing its housing and transport infrastructure



NEW	RENOVATED	TEMPORARY
NATIONAL STADIUM (2008)	OLYMPIC SPORTS CENTER STADIUM (2008)	NATIONAL CONGRESS CENTER (2008)
NATIONAL AQUATIC CENTER (2008)	OLYMPIC SPORTS CENTER GYMNASIUM (2008)	OLYMPIC GREEN ROCKET HALL (2008)
NATIONAL SWIMMING STADIUM (2008)	WUJIAO STADIUM (2008)	OLYMPIC GREEN BASKETBALL HALL (2008)
SHIJIANG SHOOTING RANGE HALL (2008)	WUJIAO STADIUM (2008)	WUJIAO BASKETBALL HALL (2008)
WUJIAO SWIMMING STADIUM (2008)	CAPITAL SWIMMING STADIUM (2008)	YUJINGTAN PARK BEACH POLYTRAIL GROUND (2008)
LIAOSHAN WINDBOOM (2008)	WUJIAO CENTRAL HALL (2008)	LIAOSHAN BICYCLE RACE TRACK (2008)
SPORTS SCIENCE MUSEUM-LANDINGS PARK (2008)	QIAN TONG MUSEUM (2008)	TRAIKING HALL (2008)
CHINA AGRICULTURAL UNIVERSITY STADIUM (2008)	LIAOSHAN MOUNTAIN AND CANYON (2008)	BIUO YUJING CENTER (2008)
PEKING UNIVERSITY STADIUM (2008)	SHIJIANG SHOOTING RANGE CLAY TARGET HALL (2008)	
UNIVERSITY OF SCIENCE AND TECHNOLOGY BEIJING GYMNASIUM (2008)	BEIJING INSTITUTE OF TECHNOLOGY STADIUM (2008)	
BEIJING UNIVERSITY TECHNOLOGY STADIUM (2008)	BEIJING UNIVERSITY OF AGRICULTURE AND METEOROLOGY STADIUM (2008)	
OLYMPIC GREEN HALL CENTER (2008)		

Source: movingcities.org/

2. The Athens 2004 games, as an opportunity for regeneration



Source: cstang.pixnet.net

The Athens regeneration projects

- the unification of the archaeological sites
- the restoration of the ancient forum around the Acropolis
- the renovation of monuments and buildings' facades
- The aesthetic upgrade of the host cities included:
 - waterfront redevelopment projects
 - the seaside area of Heraklion in Crete

The Athens regeneration projects

infrastructures

- re-engineering of the transportation system
- Expansion of railway and bus lanes system
- Construction of a new city's road
- Renewal of the highway network, accompanied by bridges and tunnels and
- Completion of the new airport
- regeneration project not ensuring radical urban changes



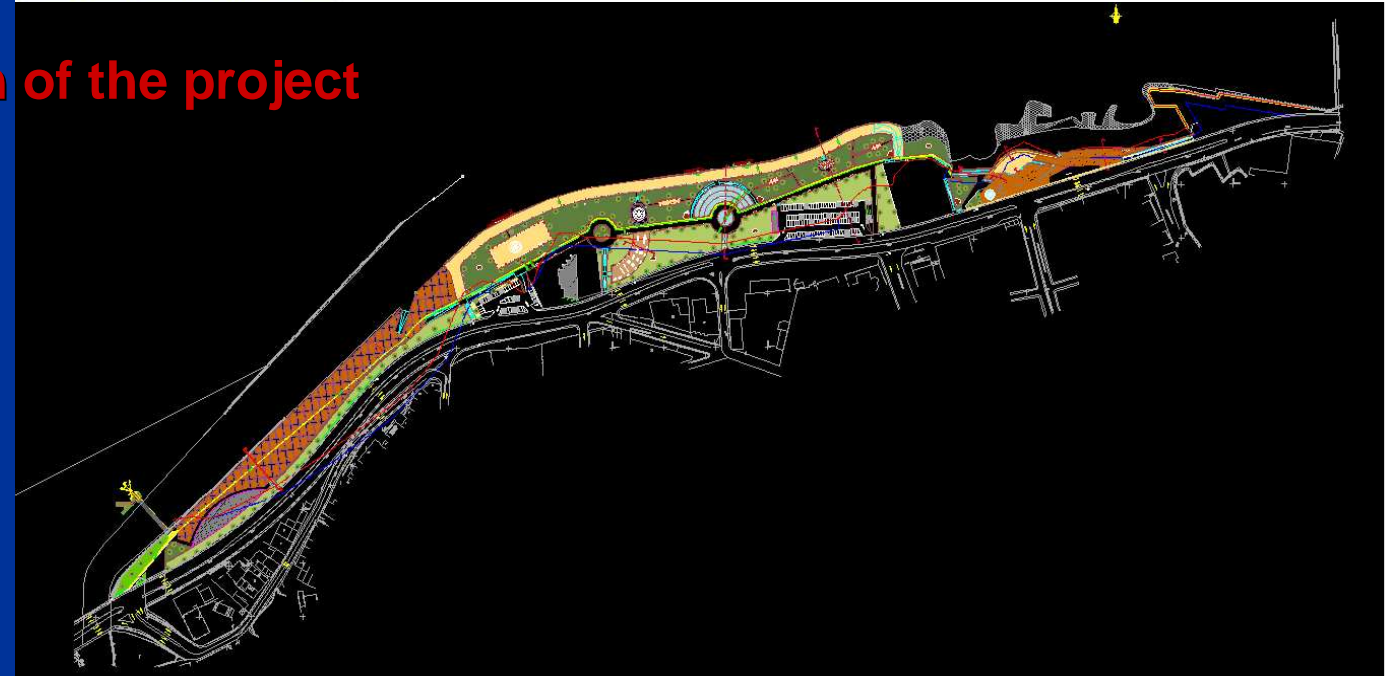
Olympic Installations - Lack of Cadastre

- existing registration system is inadequately reflecting the legal situation of land ownership
- lack of cartographic representation for land partition
- Special laws and procedural reforms for the Olympic project accelerated the process

CASE STUDY

Linkages between Olympic venues and existing infrastructure network

The Master-Plan of the project



The regeneration project

Main issues examined:

- the land use situation,
- the availability of open/ free space,
- the existing and necessary traffic network and pedestrians' circulation, as well as
- the considered as essential, city access to the coastline, in relation to the urban core.



- The regeneration project included the **demolition of the informally built waterfront zone**, as part of an integrated urban and environmental policy.

The project comprised:

- **the integrated intervention in relation to the urban core and its open up to the sea**
- **the radical change of the land use of the coastal zone within the walls, by creating a network of cultural activities in an environment of high aesthetic value**
- **the upgrading of the environmental quality and the improvement of the urban facilities**
- **the protection and promotion of the cultural and historic environment and**
- **the effective cooperation between the different administration levels, to safeguard the parallel activities.**

Economic and Social Consequences

- The case study presented an example of urban **event-led regeneration project as a way to deal with informal settlements**. Although concrete data were lacking, it appears that through the compensation process the authorities tried to prevent legal proceedings that would result in further delays in the completion of the construction projects.
- By working closely with, or at least seeking input from the affected local citizens it is very possible to build constructive communication for the larger objective of a more sustainable Olympics within a more sustainable host city.

3. Lessons Learned from Event-led Urban Regeneration

Legacy areas (IOC):

- infrastructure,
- **environment,**
- post-Olympic usage of permanent structure and in the long term
- availability of leisure, cultural and entertainment facilities.

lessons learned (*cont.*)

Degree of success for each city (*LaSalle, 2002*) :

- Competitiveness of the business environment
- Quality of the tourism attractions, determining the degree of long-term tourism benefits
- Ability to promote Olympic experience to attract other major world events extending the re-use of facilities and the organizational experience gained
- Level of infrastructure built for the Olympics
- Presence of an ongoing promotional campaign in translating the short-term interest into long-term benefits
- Existing legal framework and dominating mentality
- Ability to capitalize on the experience and learn from lessons of the past not just the Olympics

Thank you for your attention

MUNICIPALITY OF HERACLIO

TECHNICAL PROJECT PROPOSAL
CONCERNING THE REVITALIZATION
OF THE DOWNGRADED AREAS OF THE
WEST COASTAL FRONT OF HERACLIO

COMMUNITY INITIATIVE URBAN II

THEME OF MAP: PROPOSAL

SEPTEMBER 2000

LEGEND



limits of area of the case study



buildings
(buildings inside the walls do not
exist in digital form)

ACTIONS UNDER URBAN



training center on environmental issues
(measure 3.3)



natural history museum
(measure 1.1)



intervention on the street block of the
former vegetable market location
(measures 1.2 and 1.3)



integrated urban intervention in the
Kaminia district (measure 1.3)



social structures of measure 3.2

PARALLEL ACTIONS



west coastal avenue



horseshoe deviation of Heredid



network of pedestrian streets in the old town



Byzantine Hagiography Museum



area of relocation for Karavoias houses



wing for the entrance to the natural history
museum



area to be promoted in Giofyro



Pangrion Stadium

0.00 0 0.09 Kilometers

