CASE STUDY

Buenos Aires

Buenos Aires lacks proper tourism marketing and promotion services, which better direct tourist to the waterfront. This deficit hinders Buenos Aires from capturing a higher amount of revenue than what they have been experiencing.

Introduction
Buenos Aires is the most important socioeconomic coastal province of Argentina. It possesses over 800 miles of a diverse coastline, including the low floodplain of the Río de la Plata Bay. The population of the province has reached 15 million inhabitants, 90% of which live in urban centers with the largest concentration being in coastal area. The city has a strong coherent governance system, with a commitment to decentralization, transparency, accountability and participation. Its long tradition of urban planning has evolved to include a broad vision of urban challenges and responses, a commitment to environmental sustainability and a strategic plan that has involved multiple stakeholders.

Economics
The Port of Buenos Aires is Argentina’s cultural, industrial, commercial, and financial heart. Manufacturing is an important component of the Port of Buenos Aires economy that produces meat, dairy, wool, leather, grain, and tobacco products, as well as agricultural and industrial activities outside the city limits. Other major industries in the Port of Buenos Aires include oil refining, machine building, automobile manufacturing, metalworking, and manufacturing of textiles, clothing, beverages, and chemicals.

Ecology
Another challenge for this port city has been created by climate change, i.e. the sea-level will rise 48 cm for the year 2100 according to the data published by Hoffman et.al However, flood prevention strategies were not addressed in the original plan for the port. Thus, the Argentinian Project: Increasing Climate Resilience and Enhancing Sustainable Land Management in the Southwest of the Buenos Aires Province Project, was approved in 2013 and focuses on no-regret measures. The Project strategy is based on promoting an enabling environment for climate adaptation as a continued, inter-sectors and inter-institutional learning process. Moreover, an ecological reserve on the west coast of the city was formed. By providing refuge and food, it helped animal populations to settle in and therefore protecting the ecosystem.

History
In 1882, the national government tried to solve the problem of accommodating cargo ships and contracted local
SYSTEMS DIAGRAMS
BARCELONA, SPAIN

FIGURE GROUND
LAND USE

OPEN SPACE
CIRCULATION

- Commercial (Office + Retail)
- Mixed Use (Residential over Retail)
- Retail
- Residential
- Civic/Institutions
- Parks and Open Space
- Parking Structures

- Passage
- Park
- Streetscape
- Square / Event Space
- Water Body

Primary Right-of-way
Secondary Right-of-way
Local Right-of-way
Pedestrian
Railroad Right-of-way
Representative Block Size
businessman Eduardo Madero to take charge of the construction of a new port; this construction was completed in 1897. However, with the advancement of larger cargo ships, Puerto Madero became obsolete, and a new port was constructed to the north of Puerto Madero. The new port made Puerto Madero superfluous, and the zone gradually decayed, becoming one of the city’s most degraded areas, a mixture of warehouses and large tracts of undeveloped land. The administrative and commercial functions of the city spread northwards away from the Plaza de Mayo-Puerto Madero axis and the historic central-city neighborhoods of San Telmo, Monserrat, Barracas, and La Boca also fell into decline. Buenos Aires had become a city with its back to the river (D’Angelo 1963).

The redevelopment of Puerto Madero required significant private investments. Therefore a public-private partnership system was created, thus the federal government transferred ownership of the land and the existing infrastructure to the Corporación and required that the property be used to raise capital solely for the redevelopment of Puerto Madero. Jurisdictional conflicts were overcome; the Corporación Antiguo Puerto Madero was created in 1989 after intense negotiations between city and federal government officials, with the purpose to rehabilitate the port. A preliminary urban plan for the redevelopment of Puerto Madero was unveiled, which included a proposal to establish a cluster of residential towers and office buildings at the edge of the project to mark the city’s new limits on the Río de la Plata. Puerto Madero, once an area of dilapidated buildings and abandoned warehouses, has been transformed into an attractive neighborhood of luxury hotels, upscale restaurants, expensive apartment buildings, and offices.

Urban Design
The fabric of Puerto Madero is different from Buenos Aires core. Since the density is directed to high rises in redevelopment area there is more open space for pedestrian. The block size types in the redevelopment area are larger than in the
old city. A swinging pedestrian footbridge was also constructed to link this central area of Puerto Madero to the city center and enhance the accessibility of the port.

Lessons Learned
The redevelopment required significant amount of private investments. To deal with the issue, the government created a public-private partnership, and the federal government transferred ownership of the land and the existing infrastructure to the Corporación and required that the property be used to raise capital solely for the redevelopment of Puerto Madero. Integrating the past and present was a major focus point for the redevelopment and it was achieved through the conservation of the sixteen redbrick warehouses that stretched 2.5 km along the western side of the docks was a priority for the redevelopment of the port. The buildings were outstanding examples of 19th-century English industrial architecture and the government considered them of significant cultural and historic value. The warehouses were redeveloped as restaurants, bars, and office suites with the external façades remaining. Especially important for the mixed-use strategy of the development was the awarding of four warehouses on Dock 2 to the Argentine Catholic University for its new city campus.

The original objectives of the project - to stimulate economic activity, affirm the role of the city center, contribute to the reversal of undesirable development patterns, and improve living conditions - have been met. However, Puerto Madero fell short of incorporating a greater social mix because other strategies for the downtown. Puerto Madero is poorly served by public transportation and is not well integrated with the urban transit network. Access and egress to the zone by pedestrians remain difficult and dangerous, especially across the two major boulevards that separate Puerto Madero from the city center. The project is worthy of world-class status, but did not include the public in a meaningful way. Others argue that the money generated could have been put towards social welfare projects elsewhere with better outcomes. Buenos Aires also lacks proper tourism marketing and promotion services, which better direct tourist to the waterfront. This deficit hinders Buenos Aires from capturing a higher amount of revenue then what they have been experiencing.

REFERENCES


