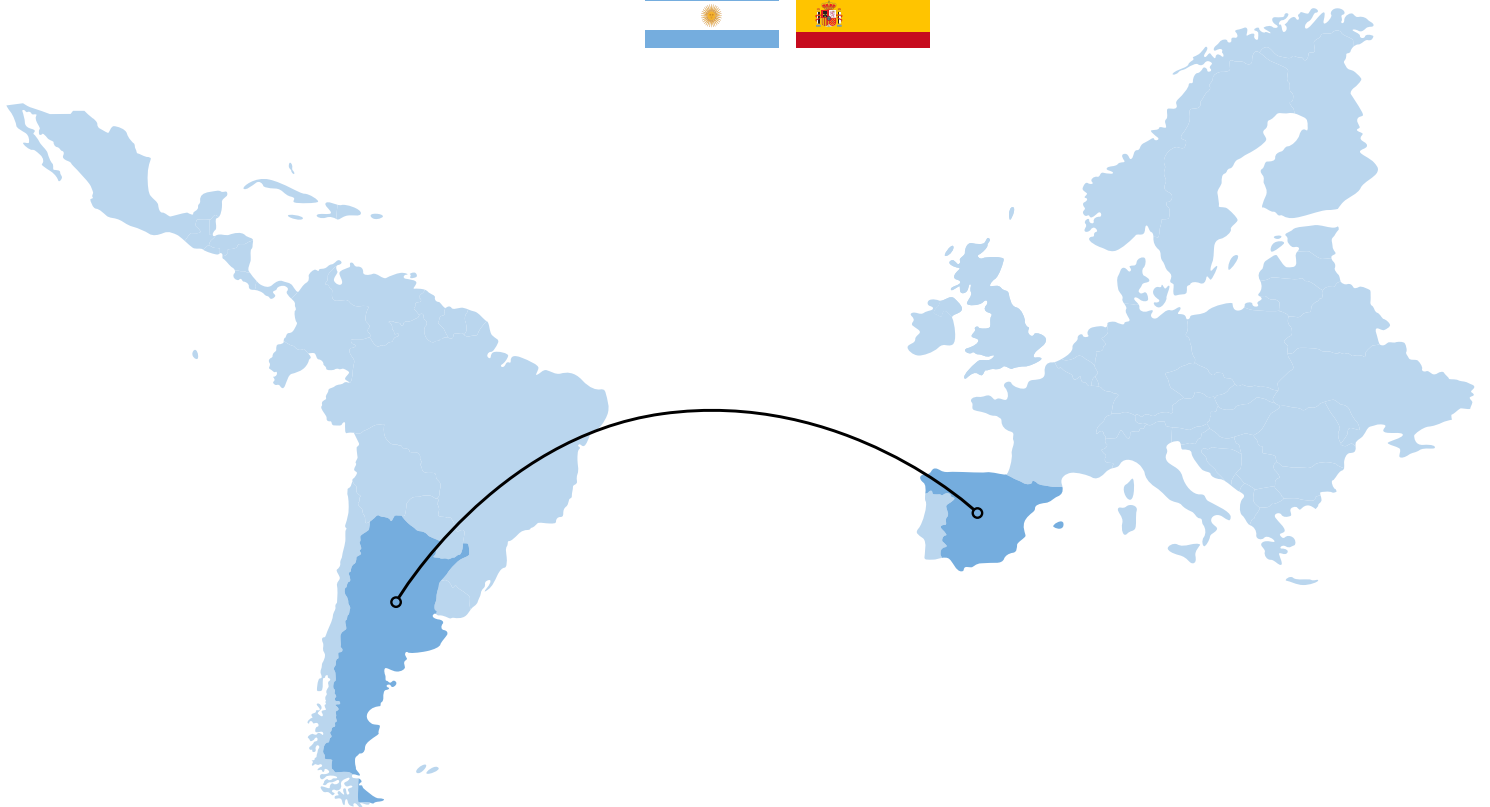




INSPIRATIONAL
CASE

PAIRING REPORT:

BUENOS AIRES-MADRID



INTERNATIONAL URBAN COOPERATION
European Union-Latin America and the Caribbean



A European Union
Programme

BUENOS AIRES-MADRID

BUENOS AIRES AND MADRID HAVE COLLABORATED IN EXCHANGING KNOW-HOW ON THE IMPROVEMENT OF PUBLIC SPACE THROUGH THE REMODELING OF A CENTRAL ARTERY IN EACH CITY: GRAN VÍA, IN MADRID; AND AVENIDA CORRIENTES IN BUENOS AIRES

THE PAIRING AT A GLANCE

Buenos Aires is the capital and largest city of Argentina. The city is located on the western shore of the estuary of the Río de la Plata, on the South American continent's southeastern coast.

Madrid is the capital and largest city of Spain. Madrid is in the middle of Spain, in the Community of Madrid. The Community is a large area that includes the city as well as small towns and villages in its surroundings.

Keywords

- #Urban renewal
- #Public space
- #Sustainable mobility

Thematic areas of cooperation

Urban Renewal and Urban Transport-Mobility

Objectives

1

Improvement of public space in key urban axis of the cities' central areas.

2

Exchange of experiences in urban renewal.

Activities

During the technical visits and working meetings, both cities exchanged ideas for the transformation of a central axis in each city: Gran Vía in Madrid and Corrientes Avenue in Buenos Aires. By rebalancing the uses in the public space of these major streets, the cities aimed at responding to the pedestrian demands; at improving the air quality and urban landscape; and at protecting and invigorating the local businesses and the cities' cultural heritage. The transformation of Gran Vía & Corrientes Avenue are ongoing projects that both cities have been able to follow in the development phase.

Stakeholders involved

Madrid: Municipality of Madrid; Union of Ibero-American Capital Cities; General Directorate for Trade Policy and Competitiveness Ministry of Economy, Industry and Competitiveness; University of Valladolid; University of Girona; Doymo company; Carlos Llansó architecture studio.

Buenos Aires: Municipality of Buenos Aires; General Directorate of Urban Regeneration, Ministry of the Environment and Public Space; General Directorate of Heritage, Museums and Historic District, Ministry of Culture; General Secretariat and International

In addition to the development of both physical projects, some pilots have been incorporated to the joint action plan. On the one hand, the solutions developed by each project will be reflected in a Handbook of Good Practices, in order to respond to problems that arise from the transformation of central urban axes and to inspire other large cities. In parallel, in the framework of an internship a specific roadmap to develop Business Improvement Districts (BID) is being developed by the Spanish universities of Valladolid and Girona, as an example of public-private cooperation to promote specific areas surrounding the Avenida Corrientes in Buenos Aires.

Relations, Head of Government; Transportation, Lighting, Hygiene and Storm Areas; Federation of Commerce and Industry of the Autonomous City of Buenos Aires. Private actors promoting the economic development of the area; Friends Association of Av. Corrientes, Pedestrian Lavalle and Obelisk. Private actors representing small businesses on Avda. Corrientes; Argentine Association of Theater Entrepreneurs, private actor representing the main sector of Avda. Corrientes.



MAIN INTERVENTION-PILOT PROJECT

Edition and production of a Handbook of Good Practices on the renewal of central urban axes through integrated urban sustainable approaches, based on the projects of Gran Vía (Madrid) and Avda. Corrientes (Buenos Aires).

The main objective of the handbook is to facilitate the transformation of main urban axes which have a key role as connectors and backbones of central areas, through the gathering of solutions to common challenges used by main cities-capitals of EU & LAC.

MAIN IMPACTS AT LOCAL LEVEL

One of the main impacts of the collaboration between Madrid and Buenos Aires has been to understand the similarities and differences between the management and governance systems of both cities in the face of an urban transformation project of two emblematic centrality axes, such as the avenues Corrientes and Gran Vía.

It is not by chance that two of the cities with the greatest similarity in terms of their urban culture decided, at the same historical moment, to undertake the remodeling of their axes of "central centrality" under similar contemporary paradigms of environmental, economic, social and cultural sustainability.

The exchange of knowledge on the ground have allowed both cities to implement more innovative

solutions in the design and implementation of future urban rehabilitation works: more space for pedestrians, rebalancing mobility modes, increasing the diversity of uses in public space, new ways to protect cultural heritage in urban façades, unique platform interventions, urban furniture and improvement of related urban elements.



LESSONS LEARNED AND ADDED-VALUE OF IUC

"One of the most important lessons from this collaboration was related to the relevance of the continuity of urban management projects through the different political and administrative stages".

"While that remains true today that there is a common urban management paradigm, understanding the local particularities continues being essential to successfully develop a project".

- Buenos Aires

One of the most important lessons of this collaboration has been to understand, on the one hand, where the invariants and common demands of two global cities lie; and, on the other, the singularities of each of them that have determined differences in both projects despite being based on a similar technical and conceptual strategy.

Understanding the relationship between the "global" and the "local" is essential to undertake any urban transformation. We have verified, once again, that the formal solutions are not exportable, but the methodologies and strategies of analysis and intervention are.

Contemporary metropolises of equal rank have similar problems and needs. Understanding how to transform these problems into opportunities is the main lesson of this pairing, in which we have been able to contrast, in real time, the evolution of two urban renewal operations from the political decision-making level, passing through the technical phase of the project, until the material execution and the citizen response to the final result. These two parallel stories, on both sides of the Atlantic, teach us that it is on the eternal round trip between Europe and America that the identity of both continents is best expressed

- City of Madrid

CONTRIBUTION TO INTERNATIONAL FRAMEWORKS

Related **SDGs**:

11 SUSTAINABLE CITIES AND COMMUNITIES



Urban Agenda for the EU: Jobs and skills in the local economy, urban mobility.

INTEREST IN FUTURE THEMATIC NETWORKS

Interest shown by **Buenos Aires** both in the Action Plan and in the survey conducted by the Program

Interest shown by **Madrid** both in the Action Plan and in the survey conducted by the Program

NETWORK 1	Mobility, Connectivity and Transport	NETWORK 1	Mobility, Connectivity and Transport
NETWORK 2	Smart Cities & Digital Transition	NETWORK 2	Smart Cities & Digital Transition
NETWORK 3	Urban Poverty and Regeneration, Housing, Social Inclusion – Cohesion, Equity	NETWORK 3	Urban Poverty and Regeneration, Housing, Social Inclusion – Cohesion, Equity
NETWORK 4	Circular Economy, Waste and Sustainable Production / Consumption	NETWORK 4	Circular Economy, Waste and Sustainable Production / Consumption
NETWORK 5	Sustainable and Healthy Cities, Sustainable Land Use – Nature-Based Solutions	NETWORK 5	Sustainable and Healthy Cities, Sustainable Land Use – Nature-Based Solutions
NETWORK 6	Climate Action, Energy, Water and Air Quality	NETWORK 6	Climate Action, Energy, Water and Air Quality
NETWORK 7	Innovation and Economic Growth, Strategic Sectors, Jobs and Skills.	NETWORK 7	Innovation and Economic Growth, Strategic Sectors, Jobs and Skills

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