



SEVILLE

SPAIN

X.1 Seville

Seville is the capital of the autonomous community of Andalusia, in southern Spain. Located on the plain of the River Guadalquivir, Seville has the only river port in Spain.

X.1 Key features of the city

Demographic facts

Seville is the largest city of Andalusia and the fourth largest urban agglomeration in Spain, with more than 700.000 inhabitants within the city borders and around 1.3000.000 residents in the metropolitan area. The city's area is 140 km². With an area of 4 square kilometers, the Old Town is the third largest in Europe.

Urban figures

The center of Seville is densely packed and very historic. There is little room for development in the downtown area, and even if there were, it would be a great challenge to provide the sorts of services demanded by a modern building, let alone the access needed for large-scale construction.

Heritage

Three UNESCO World Heritage Sites are located in the Old Town: the Alcázar palace complex, the Cathedral and the General Archive of the Indies.

X.1.2 Existing governance mechanisms

Development and management plans

• Plan Estratégico Sevilla 2010 - STRATEGIC PLAN SEVILLA 2010

-The plan — focused on the metropolitan area — is based on wide city participation and develops simultaneously with the new urban planning process. Meant at transforming the city into a node for living together and **creativity**, the Strategic Plan is organized in 12 main themes: 1. **The urban space**; 2. **The learning city**; 3. **The sustainable city**; 4. **The**



informational city; 5. The **shared** city; 6. The solidarity city; 7. The **innovative** city; 8. The entrepreneurial city; 9. The **cultural** city; 10. The City to visit and live in; 11. The governable city; 12. The global city.

On the one hand, within the Strategic Line 1, some fundamental issues can be identified in the idea of the city as a **node between East and West** (1.1), and as a **cultural factory** (1.3), and on the aim of increasing internal mobility through the improvement of **public transport**. On the other hand, the Strategic Line 2 identifies the role of the Seville as a **knowledge economy-based city** (2.1), addresses the specific goal of promoting new business and **University-linked spaces** (2.1.4), and tends at turning the city into a **Capital of European Urban Tourism** (2.5).

Legislation for the protection and management

8.12.3 Main issues to be addressed

As hard as it would be to **build out in this dense urban fabric**, however, it is also impossible to **build up**. By law, building heights are limited in an effort to preserve the prominence of Seville's historic towers on the skyline, especially the Giralda, the bell tower of the Seville Cathedral, which was originally a minaret of a Moorish Mosque.

These constraints have made it difficult for Seville to grow, and the city has tried a number of strategies to encourage development without disturbing the historic city center.

X.1.4 Key aspects of the culture-based regeneration strategies

• **URBACT: Sevilla, a Ceramic City reinventing its image - ceramic heritage**

Sevilla is partner in the URBACT UNIC project working on how cities can encourage and develop new policies and actions which help their territory and industries, on this case focused on the ceramic sector, in a time of change and economic transition. One of these new actions should certainly be linked to the re-invented image of ceramics cities reinforcing their attractiveness at the European level. Through the URBACT project UNIC, one of the experiences developed has been focused on reflecting how a city can value this ceramic image city.

• **Cajasol**

Cajasol consists of a tower and two low buildings that form an outdoor shopping promenade. The project, which occupies part of Seville's World Exposition site, **draws from the historic city's characteristic urban forms: narrow streets that provide shade and towers that are visible from a distance**. Cajasol is a **mixed-use development** in Seville, Spain consisting of a tower, two low buildings and a landscaped mall and plaza. The project engages with a web of issues that surround the themes of sustainability, economic development, and urban regeneration: it is a **private development built on public land** – the largely vacant grounds of a World Exposition; it aims to spur growth in the context of a crowded, **historic city**; it takes advantage of the local climate and **traditional building strategies**; it leverages a strong **local commitment** to sustainability to enlist the support of the development team; it recognizes that **scale** is directly proportional to impact, and that as a

large development, it has an equally large responsibility to its social and environmental contexts; and it engages the public realm to ensure its social and economic sustainability.

- **"Habitat Project 2.0: Three cultures a single neighborhood"**

A **European project** involving the Andalusian neighborhoods -Poligono Sur (Seville), Almanjayar (Granada), Chanca y Puche, en Almeria, San Martin de Porres (Cordoba)-, Tangier and Tetouan.

The objective of this project is to develop and transfer an intervention methodology to **regenerate and revitalize** these areas through social **participation** of their neighbors, consolidating the processes of urban regeneration and promoting **multiculturalism** as the backbone in the transformation of these neighborhoods. For this, the "Habitat 2.0" project includes the implementation of pilot projects in each district for the physical improvement of urban space ; integration and improvement of the living conditions of the population, and networking through participatory mechanisms in the territory to strengthen this civic responsibility in improving their environment; and the promotion of the potential of ICT as a vehicle for participation, coordination and project management among participating partners.

- **URBAN I in Sevilla - in San Luis-Alameda, the main traditionally working class area in Seville city centre**

The URBAN I area in Sevilla was located **in the northern part of the historical centre**. It was characterised by a environmental, employment and social problems. The URBAN programme, contributed to a number of activities developed to overcome this situation, such as the **creation of training facilities**. The programme has been mentioned as "good practice" for sustainable development by the United Nations (Habitat III, best practices for Sustainable Development) and received an award of the Eurocities association in 2000. Euro 10.1 million from the European Union attracted 4.3 million in further investment from the public sector, creating total resources of **Euro 14.4 million**.

X.1.6 Perspectives for the future

The main Spanish urban centres have been gentrified in the last two decades, within a framework of an oversizing building sector and real estate speculation. Seville is an example of it, showing also how the conservationist ideology in urban politics has been manipulated by local governments in order to implement neoliberal politics. Those neoliberal politics have driven towards the displacement of low income tenants and social regressive processes. Moreover, the case shows the possibility of a Spanish model for gentrification. The role of the state in a first wave of gentrification seems to be especially strong, related to the tough interventionist tradition and to the weakness of private entrepreneurs. It also shows a gentrifier that reflects a very important role of civil servants within the structure of the middle class in the capitalist periphery of Europe. Gentrifiers working in public administration and moving from a functionalist periphery, not the suburbs, which constitutes a remarkable difference with the gentrification process in English speaking countries. In short, gentrification, for the case studied, rather than a return to the city from suburban areas, is a return to the historical centre from the city periphery by capital as well as by privileged strata of the population, both led by the turn on the city of the urban state policies.