

# Innovation Districts as Turbines of ‘Smart Strategy’ Policies in US & EU

## Boston & Barcelona experience



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## IDs roots: the '*Projet urbain*'



*'Projet urbain'*  
Rive Gauche  
(Paris)

## ***'Projet Urbain': definitions***

*«Le projet urbain est à la fois un processus concerté et un projet territorial : il consiste à définir et mettre en œuvre des mesures d'aménagement sur un territoire urbain donné, en partenariat avec tous les partenaires civils et institutionnels concernés, intégrant les différentes échelles territoriales et le long terme, en vue d'un développement urbain durable» (Ingallina 2001)*

*«Le projet urbain est une démarche d'initiative publique qui a pour objet de définir un cadre et une stratégie d'action en vue d'induire des dynamiques urbaines (ou un processus de mutation urbaine) en prenant en compte les logiques des agents et les jeux d'acteurs et en articulant les différents registres d'action aux différentes échelles inférant sur ses conditions de concrétisation» (Avitabile 2013)*

## @22 Barcelona: cluster district area



## @22 Barcelona: location and context





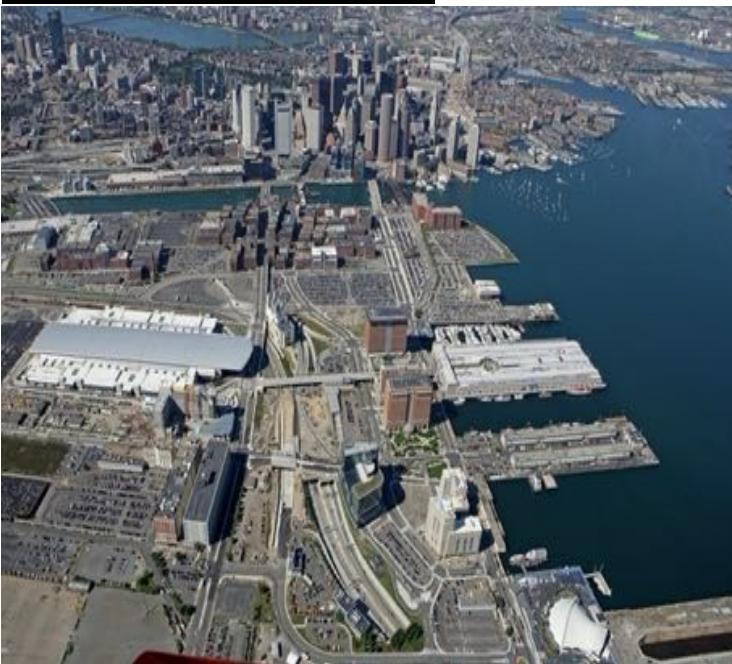
Boston  
Seaport Innovation District

@22 Barcelona  
Innovation District

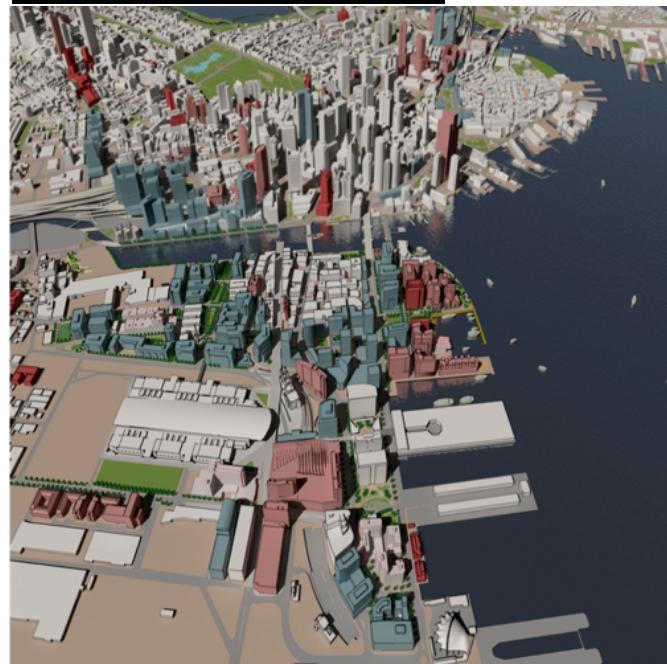


# Boston Seaport Innovation District

2009



2050



## 1999-2009 7.7M sq ft Built

Office:	2.6M sq ft
Residential:	1,000 units
Hotel:	1,750 rooms
Civic/Cultural:	2.2M sq ft

## Projected Additional Build-out 19M sq ft

Office:	6M sq ft
Residential:	6,000 units
Hotel:	5,000 rooms
Retail:	2M sq ft

## @22 Barcelona Plan: main data

**Area:** 198.26 Ha (115 Eixample City Blocks).

**Potential total GFS:** 4,000,000 m<sup>2</sup>.

**Production Activity:** 3,200,000 m<sup>2</sup>.

**Other uses (facilities, housing ...):** 800,000 m<sup>2</sup>.

### **Housing:**

- Regularisation of 4,614 existing homes
- Creation of 4,000 new social housing units (at least 25% rented)

**New green space:** 114,000 m<sup>2</sup> land.

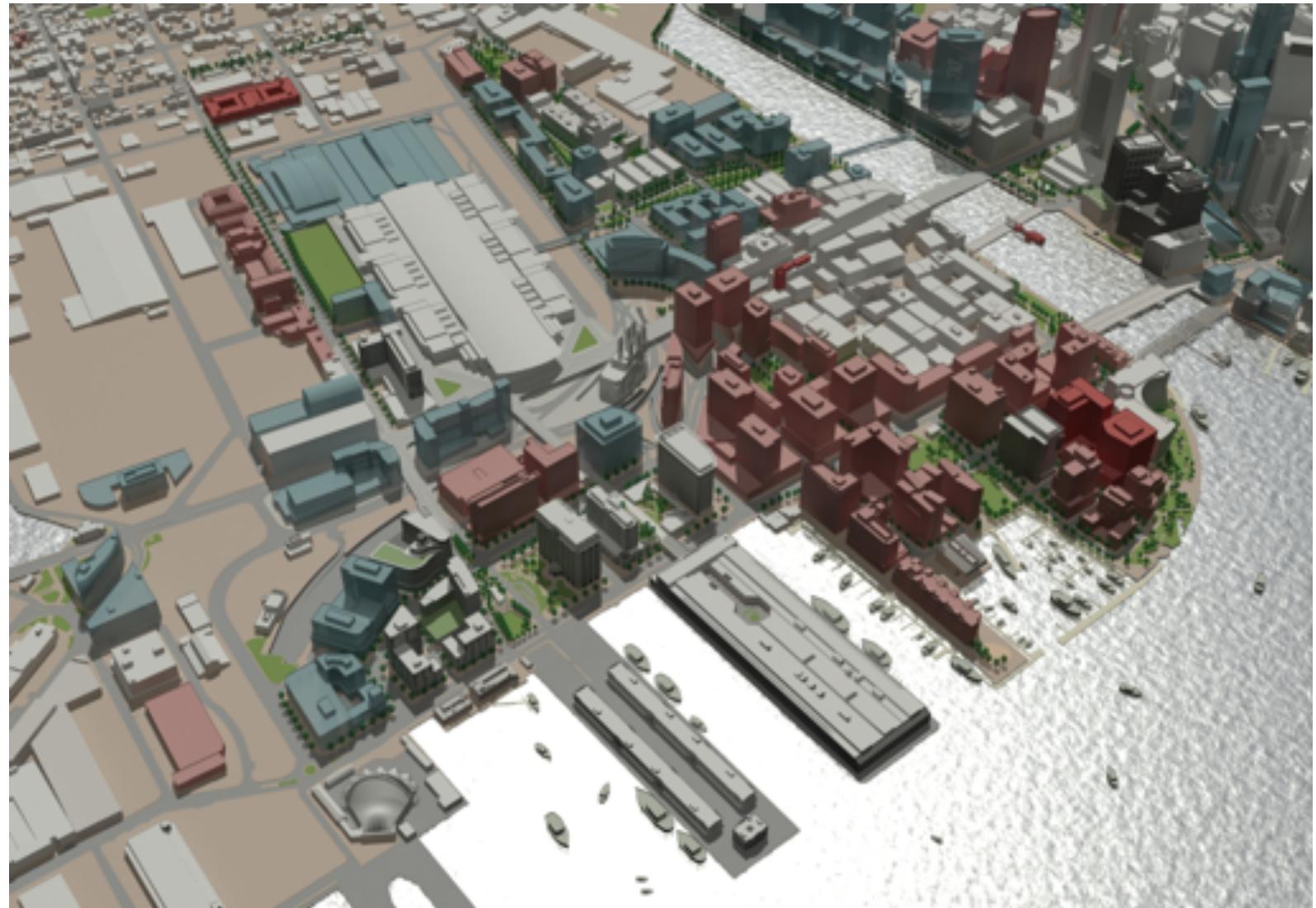
**New facilities:** 145,000 m<sup>2</sup> land.

**New jobs:** 150,000.

**Investment in infrastructure plan:** 180 million €



# Boston Seaport Innovation District (vision 2050)



# Boston Seaport ID: '*Work, Live and Play*'



industrial heritage



transportation/transit



public realm



infrastructure



uses/activity



institution



housing



character/diversity

## @22 Barcelona: ‘New Model’ of Compact City



Ajuntament de Barcelona

22@barcelona

residencial verde comunitat cultural industrial

negocios turismo

ocio cultura

1. ORGANIZACIÓN  
2. CAPITAL INTELIGENTE  
3. SISTEMA DE ALMACENAMIENTO  
4. TECNOLOGÍAS  
5. TURISMO  
6. OCIO Y CULTURA

# @22 Barcelona: ‘New Model’ of Compact City



industrial heritage



transportation/transit



public realm



infrastructure



uses/@activity



institution

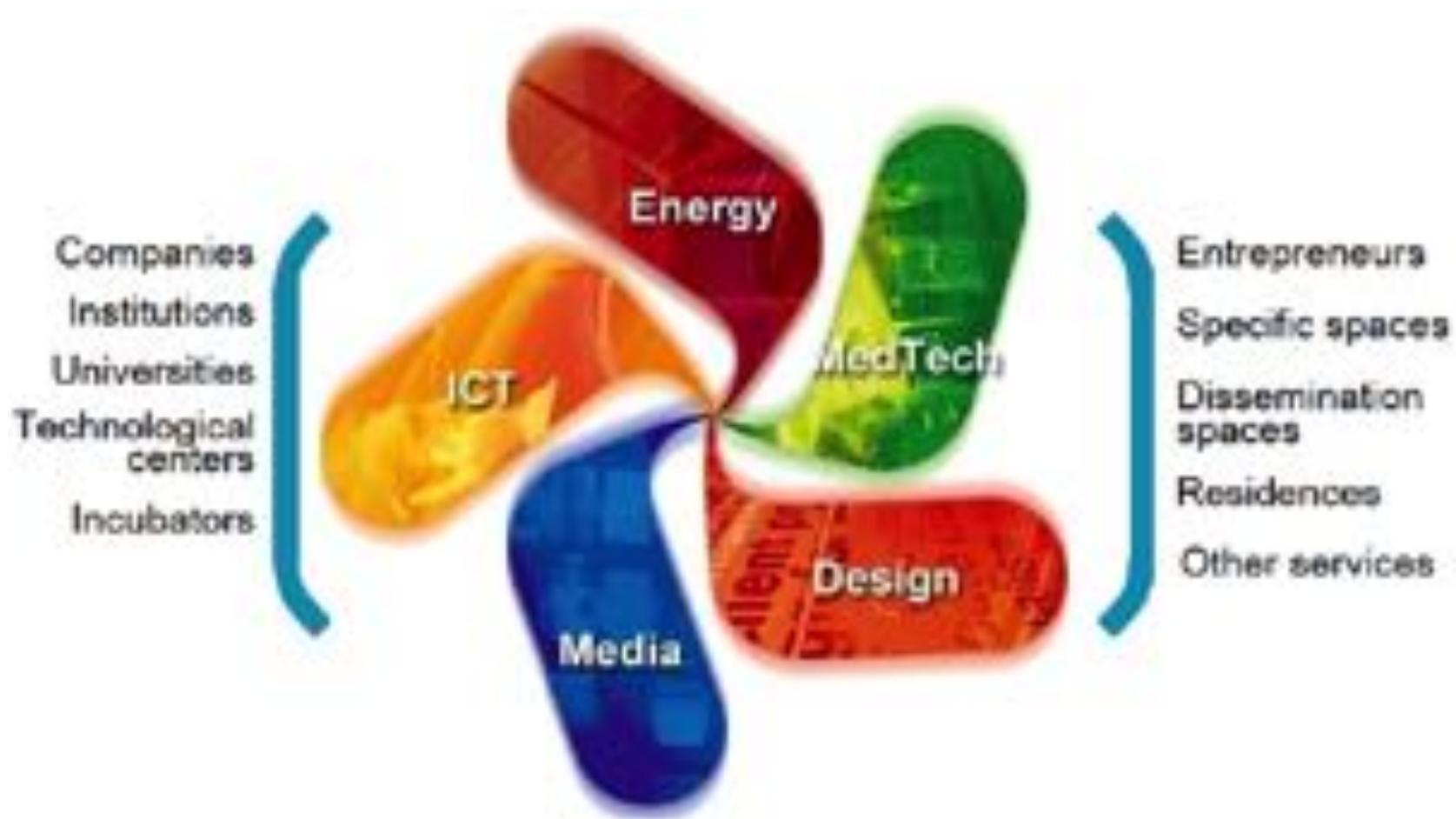


housing

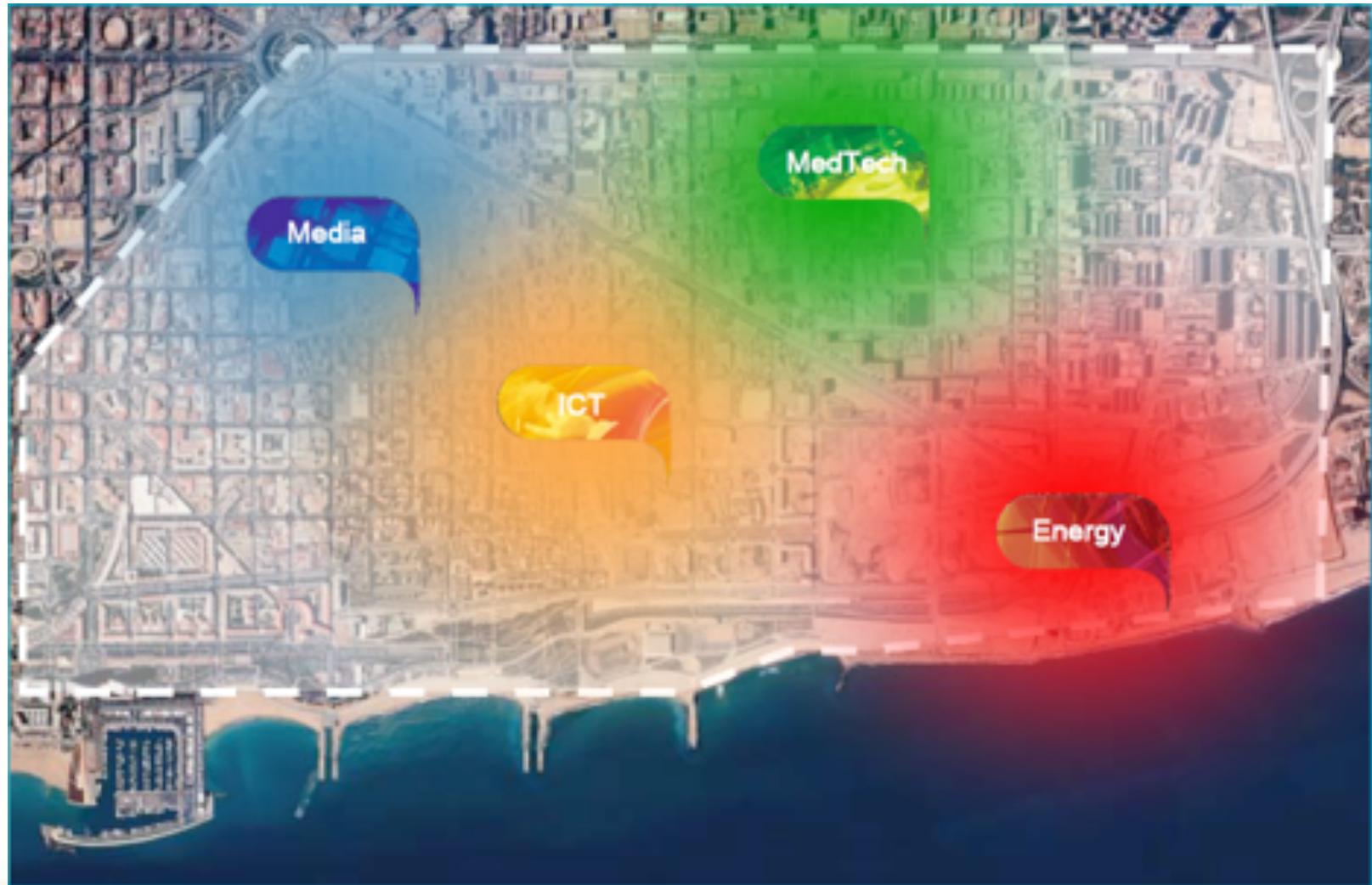


diversity

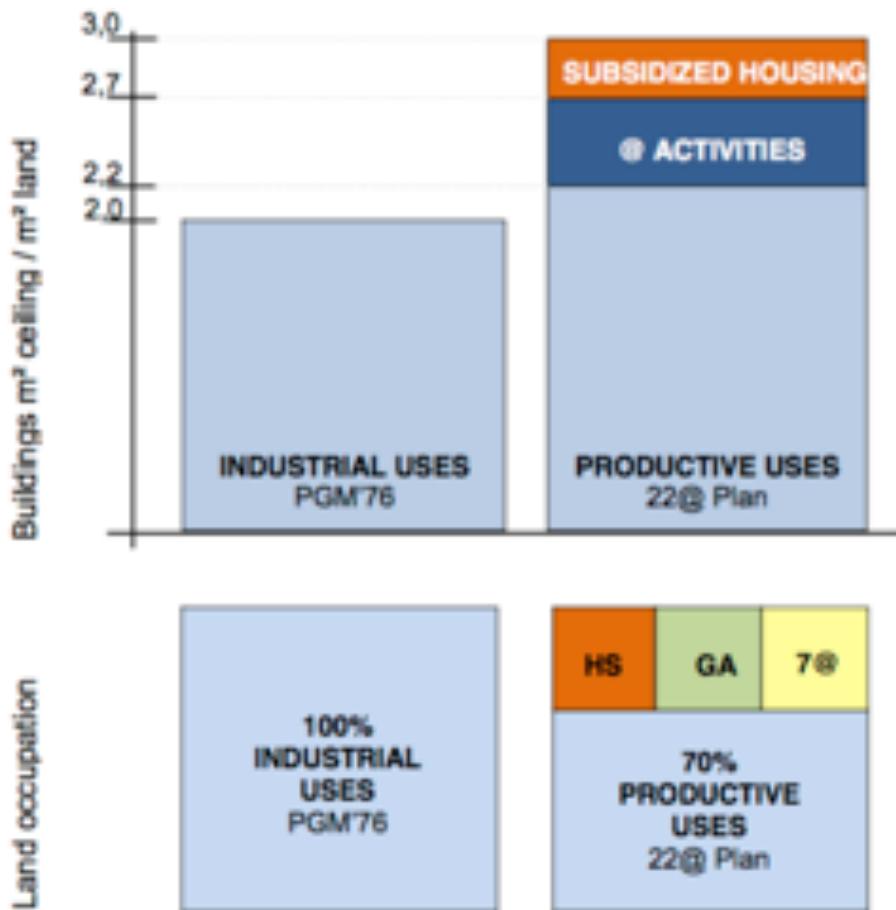
## @22 Barcelona: clusters and activities



## @22 Barcelona: clusters in the urban fabric



## @22 Barcelona: redevelopment incentives

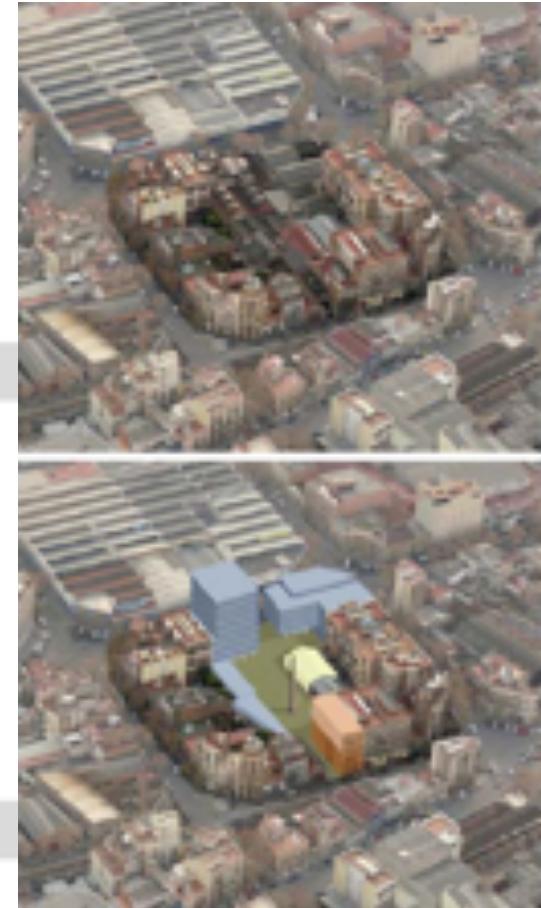


### RIGHTS

- More productive uses  
22a -> 22@
- Higher building index  
2 -> 2.7
- Advanced infrastructure

### OBLIGATIONS

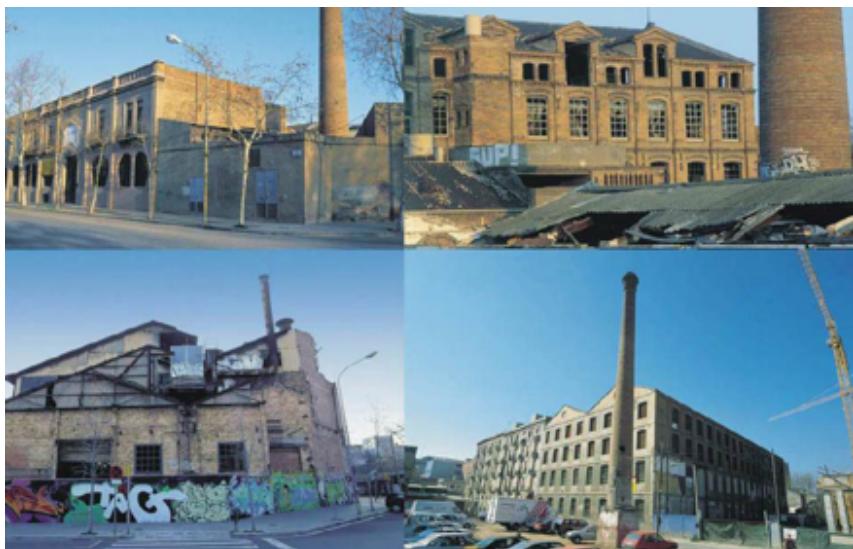
- Land concessions:
  - 10% for new amenities (7@)
  - 10% for new housing (HS)
  - 10% for new green areas (GA)
- Financing for part of the Special Infrastructure Plan
- 10% concession for urban-planning



# @22 Barcelona: legacy and renewal



Eixample Plan (1859)

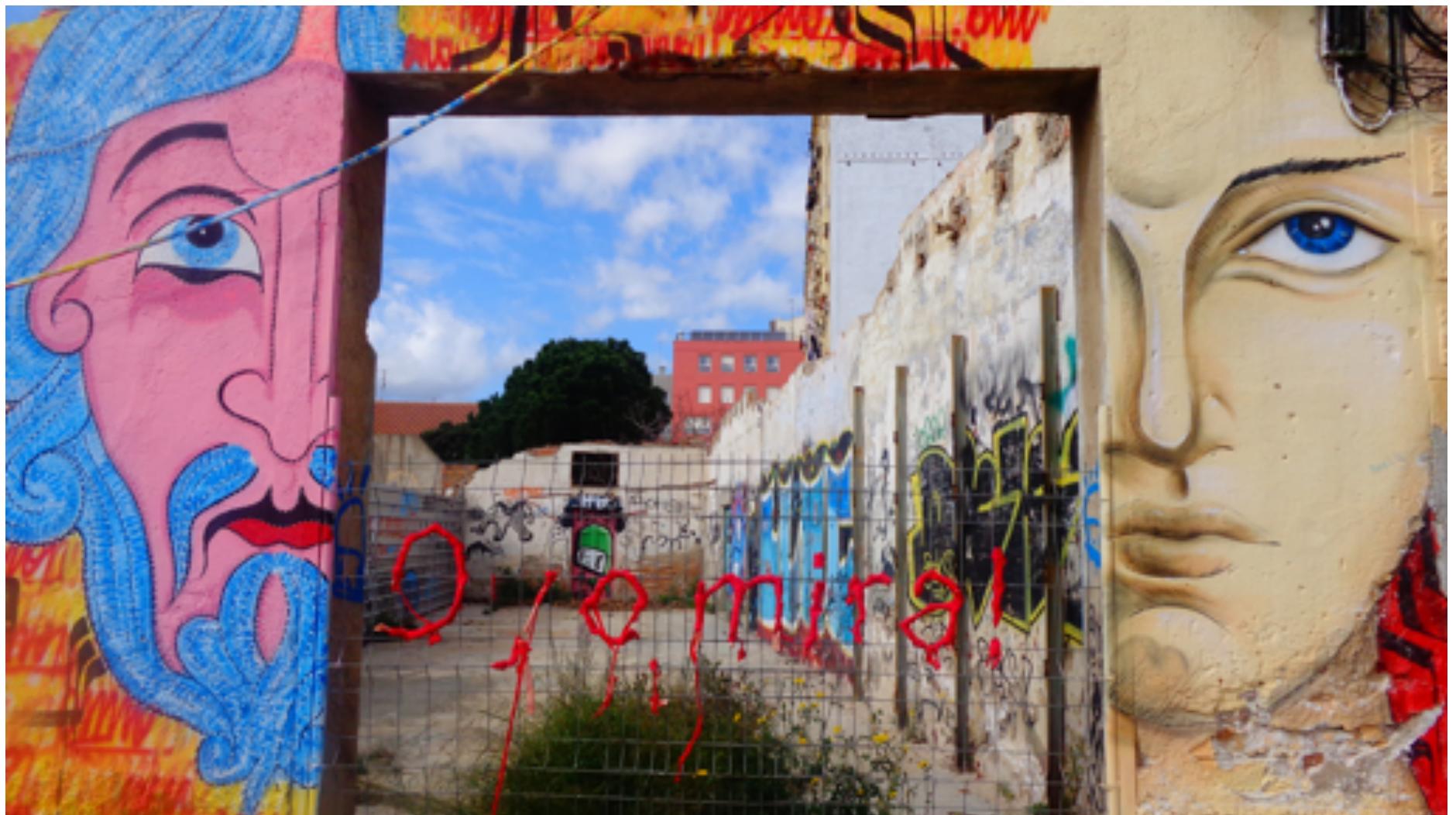


Industrial heritage



Existing (top) and new infrastructures

## @22 Barcelona: artist gentrification



## @22 Barcelona: artist gentrification



## @22 Barcelona: Community protest



# Thank you for your attention!

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NMP2018



REGGIO CALABRIA  
22.05.2018-25.05.2018