

Title:

“The real estate development of EURO 2004 in Oporto – Beneficial urban impacts or post-event trauma?”

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(Case study: The Stadium of Antas in Oporto)

Parallel Session 1

Country: Portugal.

National Region: Oporto District

International Region: Western Europe.

Sphere of action: Portugal.

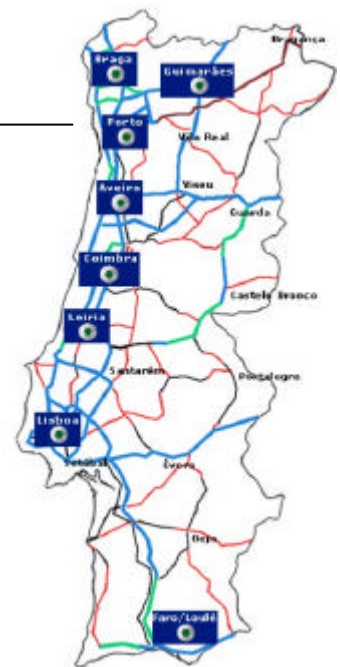
Intervention field: Local (Oporto city)

Intervenient Institutions: Oporto Municipality; Portuguese Government, Private Promoters.

Key Words: Central Government; construction industry; design quality; impact; private investors; pulsar; urban planning.

Categories / Ranks: real estate development; events promotion; planning for pulses; urban impact; urban renewal; pulsar effects.

Oporto



1. INTRODUCTION

In 1998 Portugal was chosen as the host country for the 2004 European Football Championship (EURO 2004), announcing the realisation of this event through ten different stadiums, in

eight Portuguese cities¹. Such operation, mainly urbanistic, pretends to catalyse a short term urban development stimulated by the construction of the new stadiums and surrounding areas. So, one of the main goals of this event is the development of the portuguese urban renewal and image and also the economy capable to promote the tourism.

Such operation has been reaching extremely high costs to Portugal, reminding us the 1998 Universal Exposition of Lisbon – EXPO'98, where we assisted to constant and unpredictable over budget².

In the same way, due to the urban characteristics that involve the construction of the new stadiums, the real estate speculation seems to be gaining the principal role of the EURO 2004, throwing the European Football Championship itself to a secondary role. A role that links the Championship just as a pretext for great economic gains for the Football Clubs and the private promoters directly involved in the construction of the stadiums.

The idea seams to reach the most lucrative residence and services construction in a concentrated shape (the future shopping area) or even in a disperse way along the intervention area.

Such process of urban renewal of the surrounding areas which in the beginning was promoted as one of the fundamentals for such operations seems to be, in the current moment, hidden by the greater will of residence and services edification, in a extremely superior percentage to what seems sustainable.



¹ According with UEFA ten new stadiums in eight Portuguese cities for The EURO 2004I is an excessive number; six news stadiums should be enough.

² This high-density and also the large commercial area proposed in the approved Urban Local Plan provoked the polemics between Oporto Municipality, Oporto Football Association and private investors.

2. THE PULSAR EFFECT

Actually, the stadium of Antas - the future new stadium of the city of Oporto, Portugal, has been the most mediate case of the EURO 2004. Behind its pretext a huge high-density urban operation is carrying on which exceed the natural sense of the urban planning.

A set of circumstances have been changing the planned programme:

- The economic recession of the country;
- The financial overreach of the event, which also happened with the last international exhibition (the Expo'98 in Lisbon): initial costs = 67 millions of euros; at the present we already have reached 120 millions of euros;
- Possible weakness of the financial support estimated for other public equipments which may see now its priority changed;
- The incongruence between the public sector, which have been making a lot of efforts, and the private investors who may get a lot of profits (they negotiate the future constructions with the Football Associations; among others, normally they may gain several plots with higher and legal construction capacity;
- The circumscription of the urban interventions only to the stadiums surroundings (made by the local council) giving low benefits to the population in general;
- The higher public investments versus the lower profits for the population;

However the benefits with the implementation of the approved Local Plan of Antas are:

- The renewal of the oriental area next to the Antas area;
- The construction of the football stadium at an European level;
- The creation of new public spaces and lazer (the area is quite poor in this matter);
- The promotion of a new urban centre inside the city;
- The housing build construction with good quality level;
- The commercial build construction and services;
- The city promotion in an international sportive level.



2.1 The comparison between the effect of the EURO 2004 and Porto 2001

Análise comparativa de dois eventos recentes na cidade do Porto como motores de desenvolvimento e promoção da cidade e de Portugal.

Porto 2001 – European Capital of Culture

- Several cultural equipments;
- Urban renewal;
- Intensive and extensive city intervention;
- Oporto promotion as a European cultural capital and Portugal as well ;
- Catalysis effect of the long term investment;
- Long term successful *benefits versus costs relation*;
- Benefits for the population in general;
- Increment of cultural tourism;
- Opportunity for several cultural events along the year;
- High tourism quality level;

- Politic promotion associated in a low level to the event;
- Positive pulsar effect.

Euro 2004 – European Football Championship

- Local intervention restrict only to the surroundings stadium areas;
- Intensive housing and commercial build construction parallel to some construction speculation;

- Financial co-sponsorship between different public funds allowing high benefits for the private promotion of investors and Football Associations;
- Portugal promotion in a sportive international level;
- Increment of medium tourism level;
- Excessive portuguese economic effort made during a critical period as the only way to preserve and promote the image of Portugal;

- Three important football games are expected;
- Immediate catalysis effect (low efficacy in a long term);
- Low benefits for the population in general;
- Long term unsuccessful *benefits versus costs relation* for the public sector;
- Politic promotion associated in a high level to the event;
- Positive pulsar effect.
 - f) Excessive portuguese economic effort;
 - g) Construction of the football stadium at an European level;
 - h) Creation of new public spaces and lazer;
 - i) Larger housing build construction with good quality level;
 - j) Several commercial build construction and services with good quality level;
 - k) Increment of urban dynamic and new catalysis effect in the city development.

3. CONCLUSION

Here we present a synthetic list of the main results expected with the EURO 2004 event:

- a) Increment of public accessibility essentially thanks to the municipality support;
- b) Improvement of synergies in order to minimized existent constraints and failures;
- c) Reinforcing potentialities inside Oporto urban structure;
- d) Implementation of expected new planning principles in the urban renewal process;
- e) Promotion of Portugal in and the city of Oporto in an international level;