

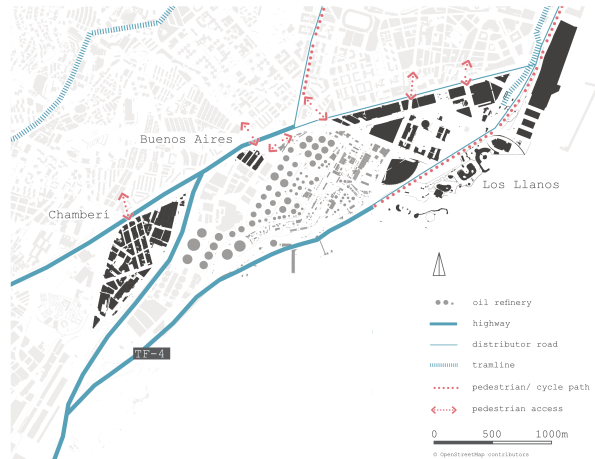
DECONSTRUCTING SANTA CRUZ VERDE 2030 (TENERIFE, SPAIN)

Institute of Urban Development and Construction Management, University of Leipzig

- This poster analyzes the megaproject “Santa Cruz Verde 2030” on Tenerife (Spain).
- This large-scale urban development project aims to transform an inner-city oil refinery into a mixed-used urban quarter.
- The analysis shows that the project will increase spatial inequalities and contribute to gentrification.
- Local stakeholders criticize the intransparent planning process and the repetition of planning mistakes.



#1 SPATIAL IMPACTS ON THE URBAN FABRIC



- 80x the project will transform 573.000 sqm into parks (41 %), housing (21 %) and hotels (10 %)
- it increases the total amount of green spaces by 39 %
- the number of hotel beds in the city will grow by 88 %
- creation of the city's first urban beach
- relocating the TF-4 highway to the north of the refinery will shift traffic flows
- segregated working class quarters (Chamberi, Buenos Aires) might reduce their distance to the beach to 300 m

- Megaprojects (Flyvbjerg 2014) are considered as **key drivers** of urban development, shown by the Guggenheim Museum in Bilbao (Plaza & Haarich 2008) or the Opera House in Sydney (Throsby 2006).
- However, megaprojects are often **poorly integrated** into the urban fabric (Swyngedouw et al. 2002). In addition, (green) gentrification processes might be the consequence (Pearsall 2010).
- It is argued that megaprojects' initiators have learned from these conflicts and thus aim at presenting their project as sustainable and beneficial to multiple social groups (Lehrer & Laidley 2008; Bezmez 2008) to reduce protest.
- It is thus the public's task to deconstruct this **"sustainable mask"** (Diaz Oruela & Fainstein 2009).

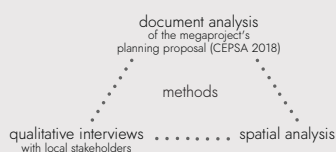
image

- "behind [the image], there is no contents"
(preservationist)
- However, this image has been "set up by the townhall itself, rather than by the project developer"
(environmental association)
- "these are information and news with a hype, simply to create sensationalism in that moment"
(real estate association)
- "I know that their priority was to announce the project just before the elections"
(preservationist)

planning

- "it's a plan without urbanism"
(preservationist)
- "Those of us who could have been critical did not have enough information to be critical"
(environmental association)
- "I am convinced that the same scandal will happen with the new apartments as in Cabo-Llanos [a neighboring megaproject]. There will be speculation"
(real estate agent)
- "In the initial phase of the agreement between CEPESA and the town hall the process has not been transparent at all"
(environmental association)

- 1 analyze the megaproject spatially and assess its impacts on the city
- 2 understand local stakeholder's perspectives on the megaproject



case study related

- Santa Cruz Verde 2030 **contributes to the touristification** process (Armas Diaz 2016) on the city's waterfront.
- It will **change** the current urban setting completely and might induce (green) **gentrification**.
- From the local stakeholder's point of view, current planning processes are considered as exclusive, **intransparent** and represent elitist interests.

theory related

- The analyzed case is an example of the **new generation of megaprojects** (Diaz Orueta & Fainstein 2009) because
 - it puts a strong focus on marketing and image
 - it is considered as intransparent by stakeholders
- The project reflects the current discussion on **overtourism** (Goodwin 2017). Tourism remains an appealing strategy of urban development for cities particularly in post-crisis settings (e.g. Santa Cruz)
- This case study adds insights into how megaprojects provoke **conflicts** on different scales and between different stakeholders. A more integrative approach is necessary.

Megaprojects – Megaconflicts?

Deconstructing Santa Cruz Verde 2030 (Tenerife, Spain)

Marcus Hübscher

Institute of Urban Development and Construction Management, University of Leipzig
huebscher@wifa.uni-leipzig.de

ABSTRACT

In summer 2018, CEPSA and Santa Cruz' mayor announced the megaproject "Santa Cruz Verde 2030" – an ambitious plan, that seeks to transform the city's oil refinery into an urban quarter. The concept includes different uses such as green spaces, housing and hotels. Civic participation was announced to be one of the central elements, highlighted both in the public-private contract and in different interviews spread by the media.

This poster analyzes the megaproject based on spatial analysis and qualitative interviews with local stakeholders. The spatial analysis helps to understand how the megaproject will contribute to a change in the local urban setting. The project is estimated to increase the city's green areas by 39 % and the number of hotel beds by 88 %. This contributes to the ongoing touristification process on the city's waterfront. Santa Cruz Verde 2030 is interpreted as a representative of a new generation of megaprojects. It offers a variety of uses and sustainability wordings. However, the impacts will reconfigure the city's urbanism as a whole, shifting centralities to its southwest. There, it can provoke gentrification processes in currently segregated neighborhoods.

For the qualitative analysis, interviews with seven stakeholders from politics, urban planning, architecture, real estate and local civic organizations are conducted. Here, the goal is to understand the local stakeholders' perception of the announced megaproject. The analysis shows that until now the interviewees feel insufficiently informed by the project's initiators. Even two years after the official announcement of the megaproject, no meaningful opportunity for participation has been offered. Hence, the project itself is interpreted as an elitist symbol of how the project's initiators understand urban development. The local stakeholders confirm the impression of a strong focus on image and presenting the megaproject as a success for the city. Consequently, this poster shows the necessity of a transparent monitoring process to ensure the sustainability of this new urban quarter.

KEYWORDS

Urban Development, Megaprojects, Gentrification, Tourism, Urban Planning