

From port-cities to city-ports: a story of « I love you neither do I »
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Main civilisations are maritime. Three quarters of the world population lives on or very close to the sea shore because this is the place for exchange, the door towards other cultures, the development of commerce and ideas, the myth of travel and adventure, an exotic place somewhat extraterritorial, the place for mingling of populations... All important capital cities have a port on the sea and/or a river. Even inland cities like Brussels or Paris have important river harbours and thrive to be linked to maritime ports (see Grand Paris project of Klouche extending from Paris to Le Havre inserting therefore in one of the busiest areas in the world around the Channel)

Ports are living bodies. They are born, develop, change use from industry and trade to marinas, real estate or cruises, eventually die... Usually they know a phase of development which is port-oriented during which the port develops independently from the city followed by a city-oriented development phase where the inhabitants reappropriate the port areas.

1- At the beginning there were ports and port-cities

- As from the 19th century, the development of maritime business, technological breakthroughs in navigation and port operations, the need for transport intermodality (road and rail), the transformation of ports into logistics with industrial activities and factors like safety, security, tax control led to separate entities for space management. Ports had their own development because their needs were just incompatible with an open space. The coexistence between port and its host-city was a cause of tension, the spaces were, therefore, fenced off from the city and the management of the port was somewhat a state in the state. Long standing aspirations of the inhabitants to get closer to the sea were not satisfied and conflicts of interest were usual.
- This space dedicated to commerce and industry was a source of business and wealth (e.g the Hanseatic cities). The sagas of well-off families of shipowners testify for it. Besides the very spectacular gantries and cranes, the port cities were rich and proud and wanted to show this opulence through some iconic monumental constructions, superbly architected warehouses, ...
- The old port quarter was, on the other hand, inhabited by working classes. It was for a few tourists both a fantasm (e.g Tangiers place of all adventures!) and a deterrent because of the real or supposed danger(e.g Jack the Ripper in London)
- The pollution created by big cement or steel factories was important (see Naples)

2- Then, came the years when the maritime traffic changed scale... and left derelict land and buildings to the imagination of developers

- The pressure of industrialization and globalization led to a tremendous increase of volume of international trade and transportation streams. The economic relationship and the linkages between port, city and region reversed. Whereas sea-ports were once the economic engines of port- regions and a guarantee for local employment and value adding port-related production, they become nodes in a logistic land-sea chain where containers mostly pass through. Many seaports have faced deep technical, organisational and economic changes to accommodate the international container transport leading to the decline or even the total abandonment of commercial traffic of docks that were formerly very busy. The environmental awareness led, in the same time, factories to cease their activity in the port and, consequently, stop the pollution that they generated.

2.1- In the US, a speculative real estate development model

The American model of « waterfront revitalisation » began in the 50's (see Boston, Baltimore, San Francisco). The port is then relocated far from the city and the port land becomes an opportunity to develop a new posh quarter along the sea. It made the fortune of real estate developers and these areas were over- built to take profit of their location. Since the late 60's many seaports have gone through such structural changes.



Boston

This is an operation of redynamisation of the city, its centre, and its derelict quarters and of gentrification. The docklands in London in the 80's are more or less the same inspiration. This is a take over bid on the port land



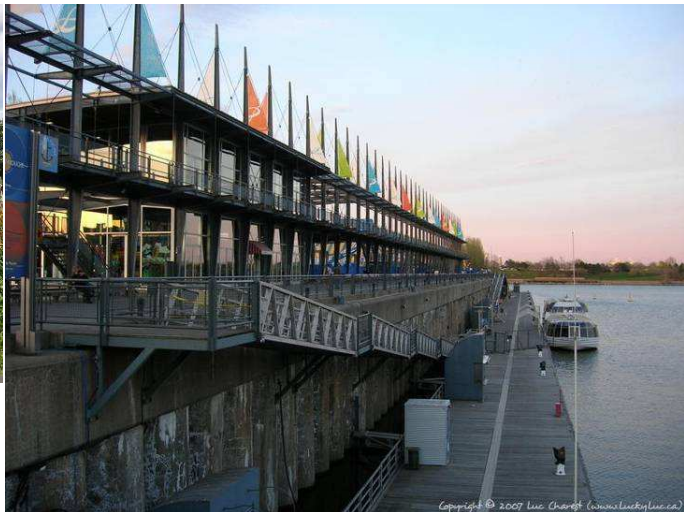
Baltimore

2.2- Then, priority to public amenities and a team work between city and port

In the 80's, the model changed with the growing awareness of the importance of conservation of industrial and maritime heritage and the refusal of high density new urban developments. Priority was given in Montreal to public spaces (sport, culture and entertainment areas for the population). These spaces were seen as of little value for the port even though their prime location gave them a much higher value for expanding the city and offering it a window on the water. Evolution from a port -oriented to a city -oriented use could take place. Integrating the port structure into the urban system of the city and the city landscape became the challenge. Remodelling of the landscape together with the expansion of the tourist and commercial activities will make the sea front become livelier overcoming the traditional barriers that separate port and city. The port becomes a decor and a main stakeholder of these regeneration operations



Montréal



2.3- In Europe, a mixed-use development model

- Europe, as far as it is concerned, has developed a mixed -use model. The total and non reversible reallocation of derelict port spaces for other uses are rejected to the benefit of maintain or creation of compatible port functions: passengers (ferries,), cruises, inland transport, port tertiary uses (see Gand, Anvers, Marseilles). The port enters into the city and becomes an added value, a factor of modernity. City and port look for a common platform of partnership. The port is the origin of the city, and its identity.

It is a main issue for the city branding, for the enhancement of the city image and, so far, developing leisure and tourism is the scope for all the cities to become attractive to investors and newcomers. A port-city has usually been the engine of its region. It has created its identity, its character, its history. It is very much of an emblem and its notoriety is usually important (see Rotterdam, Genova...). The urban centrality is, therefore, being rediscovered.



Marseille - Euromed

- It includes usually a mix of (i) industrial heritage enhancement, (ii) development of a busy waterfront both for entertainment, MICE business, sport and cultural events, promenade (iii) a cruise terminal, a marina for yachts and nautical activities, and the maintain of traditional activity for fishing when possible, (iv) real estate development, and, namely port quarter regeneration to keep a balance between social housing and high end developments.
- Water in all cases remains the central concern:
 - Water is natural scenery. The area along the sea is bound to be a peromenade for pedestrians or cyclists (cf waterfront parks in Boston or Hong Kong). These areas need very special care for landscape and environment, architecture.
 - Waterfront is a dream for retail allied to entertainment: retailtainment. Cf cinemas in Southampton, aquariums in Sydney and Baltimore
 - also a very exclusive place for hotels and congress centers, exhibition halls: cf Grimaldi Forum in Monaco, Congress hall in Casablanca
 - water as a support to port functions: marina, (Dubai, Casablanca, Toronto, Barcelona), quays and maritime station for cruises (Quebec, Bordeaux, Marseille, Matosinhos or Valencia), fishing harbours, sightseeing of ports of commerce, shipyard



- **These changes implied new methods, new strategies**
The development of the derelict land and buildings of the ports raised important concerns:
 - The statute of port areas and the necessary change of mentality of port authorities
 - The decision on the share of conservation in the redevelopment
 - All the strategic questions: what balance between past/future, City/port, services/industry, social/commercial, identity/modernity, reality/ambitions, prudence/urgency, traditional functions/image and brand,
 - A modelisation of uses in time (who, for what activities, at what time) and space (where, on what property)
 - How to measure cost/benefit, economic and environment impact, social impact...

3- The cruise traffic and tourism became main topics in the 90's. The city-port carries the brand of the city and enters the marketing era

- With the increasing globalization of the economy in the 90's we are witnessing a new scenario of development around cruise traffic and nautical activities mainly yachting. This is a new challenge to face up for the cities competing on their attractiveness. Tourism becomes a new know-how to acquire. It is the city's turn to welcome and cater for the passengers of large ships with the required service quality standards. The effects of tourism are clear and immediate. This improves the way the cities view the port's image: improving access from the port to the old quarter, enhancing the monuments, creating parking facilities for coaches, modifying shopping hours, drawing up tourist's itineraries, catering a large number of tourists and providing an

acceptable quality of service. The creation of a Cruise Bureau where public and private bodies meet is usually necessary.

- At this stage, tourism and mainly cruises seem to be a new eldorado. They are a main driver for relifting, revamping of a port city and rebranding it. Tourism development needs a global approach. A tourism destination needs:
 - Things to see: a city with history, heritage, an ambience, the sea as a decor
 - Things to do: nautical activities, marina, cruises, MICE
 - Things to visit: history, monuments, museums
 - Things to live: experiences, hospitality, shopping, events, animations, linkage to leisure and entertainment for the inhabitants.
 - Things to buy: local products, craft..



Quebec – 400th anniversary space

- Cruises are often the best way to put a destination on the map.
- **Might this new eldorado be a bubble?**

The cruise market is growing very fast in Europe as the penetration rate on European markets is only 0,5%. But its development raises new problems as the ship owner's change from a high-end market to a mass market:

 - Supply grows faster than demand: 103.000 new beds are put on the market between 2008 and 2010. This is 1/3 increase.
 - The on- going trend towards gigantism of ocean- liners becomes a major challenge for the tourist destinations. The average capacity of the cruise ships was less than 1500 passengers in the 90's and had risen to 2500 by 2008 . The capacity of ports is often limited to shelter 90 000 tons ships and need special and expensive port equipment (Cf Problem of Capri or Naples). The carrying capacity of the sites and monuments is limited and saturation becomes a real challenge as the tours have to be staggered (see Venice).
 - Megaships up to 4.000 passengers become destinations in themselves and the ship owners try to maximise passenger's expenditures on board. Expenditures in the ports of call subsequently drop and an innovative offer has to be thought

- Prices of the cruises drop. There is an incredible race towards special offers to keep occupancy rates high. The profitability becomes a main concern and the mergers of shipping companies multiply and the level of debts rises.
 - The public opinion on the cruise business is still positive because it is seen as a tourist product that does not encroach on their territory, arrives in low season and generates a better economic impact than the tourists on a stay. But some inhabitants begin to reject the principle of protected areas generated by the measures that have to be taken to protect the vessels and port facilities. Up to them they jeopardize their free access to the quays, wharfs and promenades on the breakwaters for walking and getting a view of the city, the harbour and the sea. Waste and smoke emission of the ships, problems with the wave motion caused by the passage of the large ships (see Venice) are also a main concern ...
 - However, the development of cruise traffic raises new critical issues and the question of a more sustainable coexistence with the cities that host the terminals and are usually historic or medium-size cities is already raised. Besides the risk of a bubble, the sustainability of cruise traffic might become a major concern..
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CTUR: a platform where questions and solutions are confronted

CTUR Project intends to bring some answers to these questions from the partners experiences. Brownfield projects are usually far more difficult to manage than greenfield and our topics are all brownfield (planning derelict land, renovating heritage buildings, regenerating old quarters, developing a cruise ship terminal in commercial ports...). Such a policy needs a strategic vision of the city council and of the port authority. A consensus has to be sought on matters the partners are not always used to deal with. The land planners must be helped by experts in marketing, prospective, landscape, economy (Importance of cost/benefit model for the port-cities) and finance, social policies, law (development of PPP) and innovative developments. This is a strong challenge in the governance of a port- city.