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DIAPO 1-Presentación

DIAPO 2- Vista toda una vida.

My presentation focuses on a practical point of view, coming face to face with the realities of this historic city's life in Santiago de Compostela, and the work developed in the technical office of the Consortium of Santiago since 1994. I will start by presenting very briefly the city of Santiago and referring to circumstances without which it is not easy to understand the evolution of the urban renovation project of Santiago de Compostela. I will try to explain how these policies of the Consortium of Santiago, have evolved from strictly traditional heritage preserving positions to focus on a comprehensive approach that relies on concepts like habitability, energy, environment, education, dwelling or employment. I think that the extent to which historic cities have proved efficient in time to accommodate urban life, far from decaying urban structures, can be considered a model for addressing the urban challenge of mankind in the future. Finally I want to resume in a few words the work of the Technical Office of the Consortium to recover a historic world heritage town, and I will use three headlines: Firstly Environment and Habitability, secondly Economy and Employment, and last but not least, culture and heritage.

DIAPO 3- RUTAS DE PEREGRINACIÓN.

The history of Santiago started a little bit more than 1.000 years ago with the discovery of the tomb of one of Christ's Apostles, Saint James the Elder in about 820, in a remote spot of the Iberian peninsula.

The establishment of *Locus Sancti Iacobi* and the beginning of the pilgrimage, which has been an international phenomenon from the 10th century till nowadays, without which it is not possible to understand the construction of Europe as we know it today, was little by little giving form to the city at the shadow of its great Cathedral, with special boost during baroque period in the XVIII century.

DIAPO 4- ESCALERAS GASTADAS.

During the last Holy yearly 2010, near 300.000 pilgrims came walking to visit the tomb of Saint James in the cript of the cathedral. By the way 15.000 of them were germans.

DIAPO 5- CATEDRAL

In 1983, once democracy returned to Spain, Santiago de Compostela became the Capital and headquarter of the regional government of Galicia, a historic nation of Spain situated in the north west, right above Portugal, with a population of around 2 millon and a half. In 1985 UNESCO recognized the old city of Compostela as World Heritage city. To sum up I would like to say that during the 80's the city began to assume a new roll in the territory as political and cultural capital of Galicia.

DIAPO 6- VISTA AÉREA CIUDAD HISTÓRICA.

I'll give you an idea of the size of the city, here you have an outline with the area we call the historic city of Santiago, hardly 170 hectares with no more than 12.000 inhabitants living inside and around 3.000 plots. It is a little larger than the one used for the declaration of the World Heritage Site, but definitely it is not only a very small part of the municipality but also a bit of the urban area of Santiago de Compostela, where about 100.000 inhabitants live.

The urban renovation and placing value on the historic city of Santiago has been a great and continual collective commitment with the challenge of better life for everyone in our city since 1985.

DIAPO 7- GIGANTES Y CABEZUDOS.

My presentation is based on two underlying theories:

The first one is that historic cities have proved efficient in time to accommodate urban life, that's the real reason for their survival till nowadays, and so, far from decaying urban structures, they must be consider a model to address the urban challenge of mankind in the future.

DIAPO 8- VISTA DESDE PEDROSO ACTUAL.

The second one is that this model requires us to commit ourselves to generate heritage for the future with our everyday work. This means we have to ignore limitations in urban planning in terms of what should or shouldn't be included in the definition of the term "historic centre" or "world heritage city".

As a result of this, my speech about cities has to do with efficient urban evolution and contrasted ability to welcome urban life. What it means is that the constant changes cities go through, can be taken as an opportunity for improvement, which must bring us to commit ourselves to constantly making our cities better places.

DIAPO 9- VISTA DESDE PEDROSO ANTIGUA.

And definitely, with this aim, the cities we call today "historic cities" have widely proved their success with the passing of time. I would like to point out three previous circumstances without which things would't be the same.

DIAPO 10- CIRCUNSTANCIAS PREVIAS.

These are ideas that really ought to be obvious in city governments, but unfortunately, they are not. The first is “Local government competence”, that is, Urban projects are run by municipal authorities, which means that it is necessary to have a body or institution which takes responsibility, at the head of which we have the mayor of the city. In Santiago there has been a coherent government in the last 25 years in which the project has been active.

DIAPO 11- VIDRIO TRASLÚCIDO BERENGUELA.

The second one is, “comprehensive urban project”, which actually means that there must also be a vision of a city, a defined project. This seems obvious too, but it is not. It often doesn't exist. And the project must be comprehensive for the whole city, because, as you know, many of the problems we deal with within the historic cities are resolved outside the historic area itself. For example, there is the question of the relocation of traffic hubs or conflictive equipment associated with historic cities. Also we must have the ability to manage it technically on the ground.

DIAPO 12- LAS LLAVES DEL CONSORCIO.

This is the objective of the Santiago Consortium. The third point is, “Cooperative Administration”, we have to take into consideration the fact that cities, under the management of municipal authorities, depend on the cooperation of other administrations. This collaboration is very important as there are questions that go beyond the competency of municipal decision-making, and they require the collaboration of other institutions. For this same reason, the Master Plan of the city already foresaw the creation of the Consortium of the City of Santiago. 60% of the Consortium is owned by the Spanish Government, 35% by the Galician Government and 5% by the Municipal Government, but it is headed by the mayor of the city. It serves

as a financial tool and an instrument for cooperation and coordination as well as for technical support of follow-up policies.

DIAPO 13- VISTA Y WHAT IS...

In an increasingly urbanized world, everyone agrees that cities would be in the very next future the places where we all must resolve some outstanding mankind challenges, then, What is the roll of historic cities in this context?, Are they just beautiful places for tourists? or Are they places where we can actually learn how to make better city nowadays?. Let me highlight a number of questions I believe are common denominators and, from my point of view, might be consider elsewhere to tackle successfully urban renovation.

DIAPO 14- ESCALERA DE CIUDADANOS.

First of all, we have to keep one thing in mind: above all we are talking about citizens. It might seem obvious, but it isn't always all that clear that we are talking about citizens when it comes to managing historic cities. They must be at the centre of our reflections when we try to tackle problems. It is evident but not usual !!.

DIAPO 15- NAÚFRAGOS.

This has been the case in most cities since the 1960', especially in historic cities and, more than ever, in cities with such an extraordinary rich heritage like Santiago. This is the first big challenge. To find out if we are able to go beyond merely legislating and administrating, and succeed in managing cities adequately, providing citizens with coherent answers to their real-life problems, instead of recurrent banning.

DIAPO 16- CERROJOS.

The next point is that we are talking about an environment which undergoes constant changes. This seems contradictory to the traditional notion of the term heritage, but it is an inevitable fact. Changes are permanent, as you all know, and we have to be ready to choose appropriate measures to ensure that the changes we apply create improvements while safeguarding urban heritage at the same time.

DIAPO 17- HERITAGE IS NOT ENOUGH.

Heritage, or the conservation of heritage is very important. It is a constitutional mandate in Spain, but heritage it is not enough, and I dare say it is not essential. Heritage alone is not enough. When we talk about integrated urban conservation we need to implement policies in areas such as employment, housing, energy, environment, education and culture, that is, those that affect the life of the city, those who really are on the basis of real urban life.

DIAPO 18- REFORMA DE ADMINISTRACIÓN.

This means that a reform of public administration is essential. In my opinion, without structural change in public administration we won't be able to tackle the issues at hand. What's more, if we want the conservation of historic heritage to be the model and the driving force behind the transformation of our cities, we need to incorporate private initiatives. But it is of utmost importance that the private sector acts, taking actions that use to be the responsibility of the public administration.

DIAPO 19- VISTA NO TODO ES FACHADA.

In 1994 we started work with one project called "No todo es fachada", which means "Not everything is just facade". It was a programme comprised of smaller, widespread interventions in the city, which were aimed at winning citizens' trust. We wanted to show them that small scale urban renovation was possible. The project was successful. In a

few years, little by little more than 1.500 interventions were carried out. We had an optimistic feeling from the beginning, because things were predictable. Permanent renovation, carried out in small individual projects, leading to the transformation of a city, has always existed and justifies not only the subsistence of the historic centre but also its urban efficiency.

DIAPO 20- LA VAQUERÍA.

The programme worked so well that today it is been applied to other non-heritage areas. The key to success in this program was that we tackled this dilemma: Is it possible to improve in terms of habitability and respect heritage? Is it possible to undergo a process of constant change and not destroy heritage value? I think the answer here is yes. Once we realized this, we developed another series of complementary programs, while, at the same time, the local population was undergoing a major cultural evolution.

DIAPO 21- SUMARIO.

And of course after 15 years of dealing with citizens and urban renovation, things have change and improved. The headlines of our work in the technical office today, are:

Environment and habitability

Economy and employment

Culture and heritage

DIAPO 22- Environment and habitability.

I think we should approach the pre-industrial buildings of historic cities considering the results of an ongoing evolution in time. They are the result of an anonymous sequence of trial and error that explains their efficiency and adaptation to the environment. All of them, the whole city, have evolved under rain and sun in a world without fossil fuels. This theory of evolution in the historic cities also conflicts with the creationist view, in

which we have been educated as contemporary architects.

DIAPO 23- HABITABILIDAD Y AVION.

But what does habitability really means?. It means that as we are dealing first and above all with citizens, we must improve their living standards, and we have to aim to do this improvement compatible with the preservation of the heritage, individual and collective, where they live. Let's not talk about renovation but about habitability, because as we started talking about habitability we need to talk about energy,

DIAPO 24- ENERGIA ASPA.

The precise energy to guarantee the improvement of habitability. And much more, we must also mention the energy required for construction or for the production of materials.

DIAPO 25- PATIO DE LA PARRA.

And then, everything seems to fit logically with the physical reality of our historic cities. For example, if we must preserve wooden structures because they are traditional much more from now because of its material characteristics; lightness, easy construction logistics, solar energy grows, production consumes CO2, does not generate waste, and so on ... here is the key for a peacefully approach to urban renewal in our historic cities.

DIAPO 26- DUDA EL SEÑOR.

That means that we must change our mindset as architects, but also must do citizens, politicians, constructors, public servants and everyone involved in the urban renovation process. I don't have the time to describe this in detail, but we are talking about interventions of different scales, renovation of buildings, shops, galleries, carpentries and other measures, all of which must ran parallel to employment and training

programmes. This is decisive, because provides stability to the renovation programmes and at last to the recovery of our cities.

DIAPO 27- DESDE ARRIBA CALLE.

We are not only trying to change people's perception about heritage sites and link them efficiently to energy policies, but also, to recover the use of heritage spaces, allowing citizens to clever use buildings, as they always did, which is the most efficient way to measure the success of these energy programs. We are sure that the energy work in historic cities enter a dynamic factor consistent with the ongoing evolution of these architectures. In fact, we believe that the catalogue of unique items to protect from the energetic point of view will be virtually identical to the traditional catalogue of items to protect from the heritage point of view.

DIAPO 28- DIAGRAMA HABITABILIDAD.

Here you can see an explanatory diagram of our working formula. Our office is at the bottom of the diagram, working closely with citizens, not just working on projects but also devoting resources to training and ongoing analysis of the conditions of use of the city. It is also necessary to investigate and analyze with scientific rigor energy structure of the city at different scales. With this objective we cooperate with our partners of Tecnalia in Bilbao and the AA School of Architecture in London. We believe that this procedure will allow us to promote innovative urban renewal programs in the future.

DIAPO 29- PAISAJE MOTION.

We are also working in initiatives linked to public spaces. And we work in terms of public spaces reconquest, because urban vitality necessarily generates conflicts which need to be confronted. But now I would like you to think about public spaces in terms of what we call "In praise of the void". **DIAPO 30- PRAISE OF THE VOID.**

Here you can see two photographs. The first one shows a 200-year-old map. The other one is an aerial photograph which was used to elaborate the Master Plan of the city in 1989. Take a look. We usually think of heritage value in terms of built areas, which we can see haven't changed much, and in this sense, it is true that the city has not undergone drastic changes. But I would like you to focus your attention on the persistence of empty spaces. Empty spaces in urban areas are key elements of what we perceive as heritage, and this is especially the case in Santiago.

DIAPO 31- LOS GREEN SPACES DEL CONSORCIO.

The Consortium in Santiago has foreseen the use of strategic empty spaces, in other words, has bought "air", to ensure a healthy balance between city and environment.

Here you can see some of the interventions over empty spaces carried out by the Consortium in Santiago until today. They are actually strategic actions to preserve environmental value of these critical areas without construction, but we can not settle on this. Incorporating empty spaces understood as simply including gardens, may bring the city a critical situation with maintenance costs of green areas in the traditional sense. It might cost round 3 Euros a year every green square metre. And now we have in Santiago more than 20 meters per habitant.

DIAPO 32- PANORAMICA BELVIS.

This is why we are developing a green strategy for the city; a strategy that actually aims to create a discourse which is powerful enough to confront the only type of discourse we know in cities, that of real estate. We have to build a green strategy, a great green urban speech for the city that is linked with water management, biodiversity and CO2 emissions as well as with leisure activities. We already know that it is essential not only

for heritage protection but for the survival of the city.

DIAPO 33- HUERTAS.

It also has to do with agricultural productivity, because urban agricultural productivity is there, as we can see on this map of these modern-day vegetable gardens located in the historic centre of Santiago and its immediate surroundings. And impulses a very important everyday economy in the city, so this is not only a question of urban landscape, it is also a question of urban economy, daily economy, as it demonstrate the central fresh market situated in the heart of the historic center. And this drives me to second headline,

DIAPO 34- Economy and employment

Naturally the management of the cities, and especially of historic cities, must always be a chance for the economy and employment. Small is beautiful, and everyday economy supports city life. Urban renewal in historic cities has a great capacity to boost economy and generate employment not only in tourism as anyone knows.

DIAPO 35- EL TUTELADO.

Urban renewal drives structural changes in the construction sector, strengthening the workforce and their qualifications. It has a big capacity for job creation. But we have to start talking more about maintenance than about renovation. Maintenance has been the real base of cities. Its profitability is extraordinary, and also requires skilled labour, and also is a great creator of jobs and opportunities.

DIAPO 36- TER É MANTER.

Let's call it permanent evolution, or in other words maintenance dynamics. We have elaborated the first maintenance plan of the city, with an initial scope of 12 years. It is called "TER é MANTER", that we traduce as "To have is to maintain". Its aim is to

change people's mindset from the idea of "subsidy for restoration" to another one where permanent collaboration becomes the key to maintaining heritage.

DIAPO 37- SEÑORA QUE LIMPIA.

Sorry for the amount of data, but I'll give you an estimate we made for the costs required for the basic maintenance of all buildings in the historic centre of Santiago and compared to investments of renewal. In terms of renovation, the annual investment is of one million euros, which has allowed us or will allow us to tackle 25% of the residential assets in this 12 year period with an average subsidy of 8 300 Euros per building. This makes up 33% of the costs of the works carried out so far. In terms of maintenance, costs for the historic part of Santiago amount to 1.5 million Euros with a 100% subsidy for all building and an estimated of 6.000 Euros in 12 years for each one of the buildings, which means 50% of the maintenance costs for the entire historic centre.

DIAPO 38- CARTEL ECONOMIA Y EMPLEO.

And also with maintenance let's think about public spaces, in order to move away from restoration and complex interventions to coherent and permanent maintenance systems, which we know are the key to the protecting these spaces.

DIAPO 39- LA BOTA DE LAS INICIATIVAS.

Initiatives to preserve these unique historic pavings, which measure a total of around 60 000 square meters within the walls of the city, are closely linked to training and the creation of stable employment.

DIAPO 40- ZOOM DESDE TORRE CATEDRAL.

We call the program "A Pedra que pisas", in english "The stone you step" initiatives for the maintenance of historic paving in Compostela. Techniques have been researched and technicians have been trained, but it is interesting to know that all of this already

existed towards the end of the 19th century. There was a permanent maintenance system in the historic centre of Santiago. This is, in fact, the reason why it has been so well preserved until today. This system has allowed new companies to get involved, new workers to be trained and the municipal government to standardize maintenance work in their budgets.

DIAPO 41- TALLER.

Nowadays, we are working together with the Housing Ministry in order to generate the first national training centre for construction workers who specialise in restoration.

DIAPO 42- MAQUETA CENTRO FORMACIÓN.

This will not only help the historic centre in terms of support, it will also generate stable jobs for qualified workers of this generation.

DIAPO 43- LA CALLE INFRAESTRUCTURAS.

I would like to talk about public space in terms of its support to infrastructure, something that is often forgotten. Today in Santiago, after 25 years of consolidated work, we can see privately owned spaces being restored. There is a great private force behind these coherent interventions, but an improvement of living conditions or habitability, which is the ultimate goal, depends more than ever on urban infrastructure.

DIAPO 44- QUITAR LOS CABLES.

We are not only talking about enhancing the beauty of facades taking away cables, but we are talking about technology, about creating new resources and other very productive aspects we cannot ignore. We need to work together with companies and involve citizens.

DIAPO 45- BOMBILLA CON MASTER PLAN.

It is necessary to invest heavily, to put new ideas on the table, to establish a time frame and promote collaboration between government agencies and private initiatives. In the end, we are talking about a global project, The Master Plan of Infrastructures, with a great capacity to generate resources, wealth, training, employment and culture.

DIAPO 46- Culture and Heritage

And last but not least, Culture and Heritage. Without any doubts, heritage and culture are extraordinary economy generators. Santiago Consortium implements programs in order to boost culturally the historic city.

DIAPO 47- EN LA TERRAZA.

They are not only directed to stimulating the tourism sector but to foster the conquest of public space by residents of Compostela. Our slogan could be: What is good for the citizens is always good for the tourists, but what is good for tourists may not be good for citizens.

DIAPO 48- 800 ANIVERSARIO.

The Consortium of Santiago drives in the year 2011 the celebration of the 800th anniversary of the Consecration of the Cathedral of Santiago. It is not only a new opportunity to boost the economy of the city, we also work with the aim of launching a process of restoration and stable maintenance of the Cathedral. It is a new opportunity for knowledge and job creation.

DIAPO 49- BORROSO CELAYA.

I would like to end by using the words of the spanish poet Celaya: "A historic city is a weapon charged with future".

In my presentation, I have tried to defend the idea that cities are the stage, the battleground if you will, a common space where we need to confront the challenges of

building a more just and more democratic society in these times of economic, social and environmental upheaval. Despite the change of paradigm in contemporary societies and the disastrous way in which urban growth has been managed all over the planet in these last 50 years, I can see a light of hope emanating from the historic cities. I am not interested in their conservation but in their proven urban efficiency to perfectly adapt and peacefully support the complex needs human beings develop when they live together.

DIAPO 50- COCHES EN PLATERÍAS.

Historic cities will be able to provide coherent opportunities for the necessary and desirable transformations our society will have to go through. I believe it is essential in our cities to take advantage of experiences made in the past and to respect the delicate balance we require for our daily lives. We need to change the sophisticated beauty of design and the arithmetic of town planning and focus on striking a fragile balance between what is obvious, necessary and sufficient.

Thank you very much for your attention, and as pilgrims greet each other even once they have finished in Santiago: "GOOD WAY MY FRIENDS"

DIAPO 51- PEREGRINOS.

DIAPO 52- CONSORCIO.

Angel panero pardo. Arquitecto. Mayo 2011.