

Apprendre des métropoles du monde

BUENOS-AIRES / Argentine

PAYSAGE

Urban Landscape: Improving citizen's quality of life



Plan Landscape / Plan Microcentro



Plan San Telmo / Parque Belvedere



Plan San Telmo / Parque Lezama



Plan Centro / Pedestrian Priority Area / Mercado de San Lucas / Alsina Street

"While the inviting, lively city can be a goal in itself, it is also the starting point for holistic city planning that encompasses the vital qualities that make a city safe, sustainable and healthy."

Jan Gehl, *Cities for People*.



Plan Microcentro / Pedestrian Priority Area / Madero Street



Advertising management strategy for commercial areas

URBAN LANDSCAPE

Public space is the setting of social interaction, the physical support of activities aimed at satisfying urban needs that go beyond individual interests; it is, then, a common and collective space. To change the public space is to improve directly the life of those who use it.

The urban landscape—its streets and buildings, green spaces, street furniture and monuments—has a distinct nature in different parts of the city. Our aim is to improve citizen's quality of life by upgrading their urban landscape,

strengthening the identity of the city as a whole and of its neighborhoods by means of comprehensive spatial proposals that foresee future maintenance, but also by means of actions related to technology, economics, culture, and the environment.

These areas of action revolve around centralized management of existing policies, optimal use of government resources, and strategic alliances between the public and private sectors.



Rehabilitation of Chinese neighborhood / Artística Street

PATRIMOINE

Heritage: revitalizing the urban environment



Plan Microcentro / Preservation of heritage buildings / Pedestrian Priority Area and Plaza Street



Plan de Mayor / City Center



Plan de Mayor / Talle



Plan Microcentro / Preservation of heritage buildings / Pedestrian Priority Area / Metropolitan Cathedral

HERITAGE

The quality of the city and of its architecture, with their specific historical, symbolic, and environmental traits, constitutes a heritage shared by citizens; the strengthening of that heritage must be based on thorough analysis.

Buenos Aires's urban heritage, which is outstanding in the region, is reflected in its landscape—the product of an intense process of immigration to the country in the nineteenth and twentieth centuries.

The projects developed by the Urban Regeneration

Office respect and reinforce the cultural and ethnic identities of each area by means of a comprehensive vision that revalorizes individual architectural works as well as groups of works, accentuating the style of each.

Actions along those lines, in conjunction with improvements to street-level properties and to facade lighting, improve pedestrian experience, encouraging the vision of the public space as a place for citizens to enjoy—a part of their identity.



Plan Microcentro / Preservation of heritage buildings and pedestrian priority area / Tourist Building / Horizontal Miro Street

PAYSAGE



Plan Microcentro / Restoración de edificios / Córdoba Puentes



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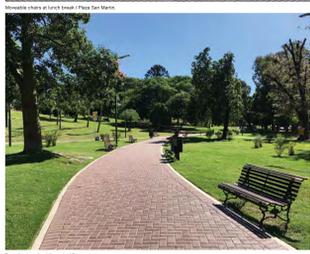
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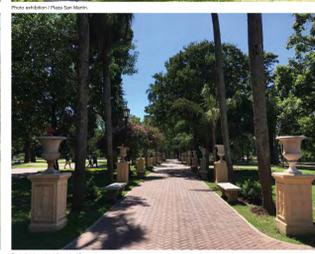
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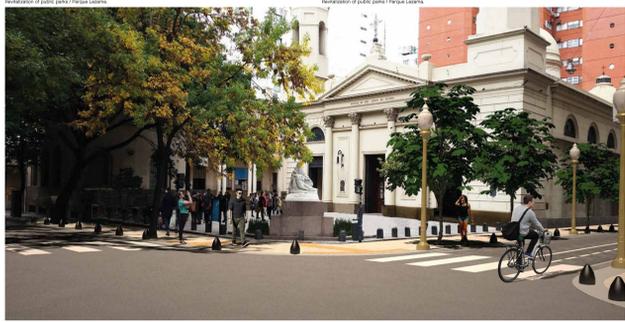
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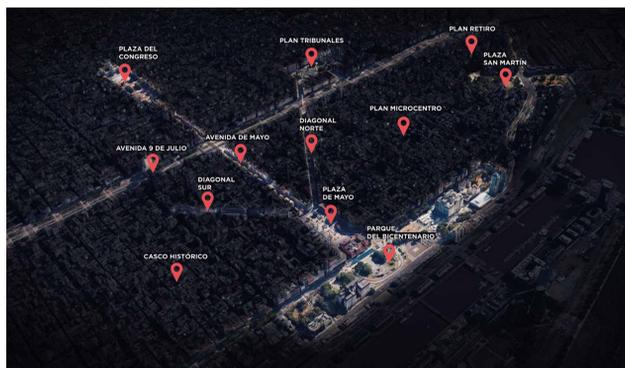


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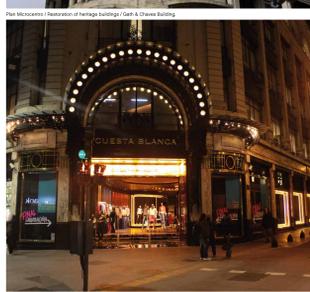
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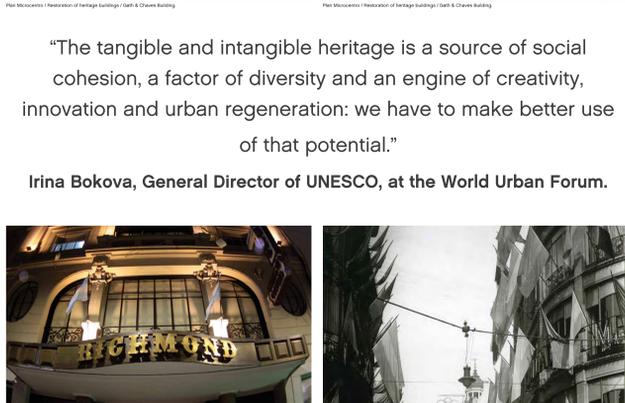
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“The tangible and intangible heritage is a source of social cohesion, a factor of diversity and an engine of creativity, innovation and urban regeneration: we have to make better use of that potential.”

Irina Bokova, General Director of UNESCO, at the World Urban Forum.

«GRANDS PROJETS» VILLE

Comprehensive solutions to the citizen's daily life



Plan Urbanisme / Plaza Lavalle - project



Public transport connection point under construction / Constitución Station



Plan Urbanisme / Pedestrian priority area / Florencio Sola Street



Heriberto Quin - road transport system / 7 de Julio Avenue



Plan Urbanisme / Obelisk Sign / Plaza de la República

MAJOR URBAN PROJECTS

We develop comprehensive projects by identifying opportunities to improve and optimize the use of public space.

Reinventing the city necessarily means paying constant attention to what people need. Insofar as the city is conceived on a human scale, pedestrian circulation improves and—mostly—urban life is reactivated. A city envisioned for people is safer, healthier, and more sustainable.

The aim of urban regeneration projects is to restore and maintain public spaces. That means eliminating visual pollution,

restoring buildings and protected environments with heritage value, revitalizing urban spaces, and enhancing pedestrian priority areas in the city. The restoration and enrichment of the urban landscape is the groundwork for socio-historical renewal and the creation of a sense of belonging among citizens and recognition of a distinctive identity among tourists.



Buenos Aires aerial view



ÉVOLUTIONS URBAINES

Towards a better urban life



Plan Urbanisme / Florida Street - before



Plan Urbanisme / Florida Street - after



Plan Urbanisme / The Gait Juan Domingo Perón Street - before



Plan Urbanisme / The Gait Juan Domingo Perón Street - after

“Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody.”

Jane Jacobs, *The Death and Life of Great American Cities*.



Plan Urbanisme / Copacabana Street - before



Plan Urbanisme / Copacabana Street - after



Plan Urbanisme / Lavalle Street - today



Plan Urbanisme / Lavalle Street - project



Susana Street - today



Susana Street - project



Restoration of heritage buildings / Florencio Sola Street - before



Restoration of heritage buildings / Florencio Sola Street - after



Plan Urbanisme / Restoration of heritage buildings / Buenos Aires Metropolitan Cathedral



«GRANDS PROJETS» VILLE

BUENOS AIRES IN NUMBERS:

City of Buenos Aires:
2,890,151 habitants

City of Buenos Aires and Metropolitan area:
12,801,364 habitants

Total surface of City of Buenos Aires: **203.3 km²**

Perimeter: **60 km**

North East limit Río de La Plata (La Plata River)

South Limit Río Matanza-Riachuelo (Matanza River)

North East limit Gral. Paz Highway

15 Communes
48 Neighborhoods

TRANSPORT:

Public Transport connections points (number of daily passengers):

1. Liniers (**91,914**)
2. Retiro (**81,450**)
3. Constitución (**105,441**)
4. Once (**93,365**)
5. Chacarita (**57,448**)
6. Pacífico (**44,629**)
7. Belgrano (**56,015**)
8. Nueva Pompeya (**58,035**)
9. Flores (**77,504**)
10. Caballito (**38,091**)
11. Microcentro (**140,247**)

137 Buses Lines and
553 Buses Routes
6 Underground lines and Tram
7 Railways

It is estimated that between **195** and **200 million** of passengers uses monthly the urban and outskirts transport of the City.

26 million of monthly users of Underground and Tram.

CULTURE

Fourth place in the World with the highest number of theaters.

More than **200** theaters and **230** showrooms, within the commercial circuit, independents and officials.

129 Museums
15 Public Festivals
415 Libraries which **30** are Public Libraries
43 Cultural Centers
70 Remarkable bars
2 Opera houses

TOURISM

More than **10,000,000** tourists visit Buenos Aires annually.



ÉVOLUTIONS URBAINES

