

## IUC Urban Cooperation Action Plan (U-CAP) Summary

<u>City:</u>	<b>Buenos Aires</b>	<b>Madrid</b>
<u>Province, State, Department...</u> :	Buenos Aires Province	Autonomous Community of Madrid
<u>Country:</u>	ARGENTINA	SPAIN
<u>Population:</u>	2,891,082 (2010 Census) (15,594,428 in the metropolitan area)	3.3 million (6.5 million in the metropolitan area)
<u>Size (km<sup>2</sup>)</u>	203 km <sup>2</sup> (4,758 km <sup>2</sup> in the metropolitan area)	604.3 km <sup>2</sup> (5,335.97 km <sup>2</sup> in the metropolitan area)
<u>Period of cooperation</u>	2017-2018	

<u>Cooperation Themes:</u>	Urban Regeneration - Urban Planning
<u>Related SDGs and Urban Agenda topics:</u>	SDG 11- Urban Development. EU Urban Agenda: Jobs and skills in the local economy, urban mobility.
<u>Key focus of cooperation themes:</u>	The topic of this cooperation has been Urban Renewal, related to two major commercial streets: The Avenida Corrientes in Buenos Aires and the Gran Vía in Madrid.
<u>Key challenges of cooperation theme:</u>	Facilitate the implementation of one or two Business Improvement Districts (BID) in Buenos Aires, making good use of the capacity and influence of local business associations. To call for attention and obtaining support from the European Union and the national government for the BID model. To impulse normative and legislative instruments for the establishment of BID.
<u>Main objectives of cooperation as described in the U-CAP:</u>	1.- Elaboration of a Manual of Good Practices to renew main Central Urban Axis of cities which have a key role not only as a pole of attraction but as connector and backbone in the city configuration. This manual will summarize under a common structure the solutions implemented to common challenges which are encountered by large capital cities. The digital version of the manual will be a live document to include the experience of other cities being able to transfer concrete



	<p>experience on this type of urban renewal to other areas of EU &amp; LAC. The Manual covers:</p> <p>2.- Feasibility study of a Business Improvement District (BID). The city of Madrid is specially interested as well as their private sector. The Manuel will show through EU and the LAC examples what possibilities exist for public-private collaboration. In the case of Buenos Aires there is a real possibility to implement BID concept in the Corrientes Street taking advantage of the power of the business associations.</p>
<p><b>Short description of main <u>activities</u> and key <u>outputs</u> (e.g. pilot projects):</b></p>	<p>Good Practices Manual:</p> <ul style="list-style-type: none"> <li>• mobility modes</li> <li>• increased pedestrian space</li> <li>• New commercial uses and logistic needs</li> <li>• Improvement of public spaces</li> <li>• pedestrianisation</li> <li>• Protection of the cultural heritage mainly facades.</li> </ul> <p>Feasibility study of a Business Improvement District (BID) Demonstrate examples of successful public-private collaboration.</p>
<p><b>Expected <u>results</u> and <u>benefits</u>:</b></p>	<p>The handbook on management of Business Improvement Districts (BID) developed will serve as a tool for a new BID along the Corrientes street in Buenos Aires. The tools include differentiated mobility modes, increased pedestrian space, new commercial uses and logistics, improvement of public spaces, protection of the cultural heritage (mainly facades of prominent buildings).</p>

For further information (including access to the full U-CAP), please **contact**:

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