Mega Events and the City

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Abstract—*Mega-events are short-term high profile events like Olympics and World Fairs that are usually thought of in terms of their tourism and economic impacts (Hall, 1992; Getz, 1997). There are multiple reasons to organize Mega-event. Usually the rationale is a mix of reasons like offer opportunities for identity and belonging, comply with the entertainment desire of the post-industrial society. attract tourists and the attention of the media etc.*
Taking this idea, my paper discusses the impact of mega events on cities. The paper discusses the cases of Olympics games held in Barcelona and London and the planning of city to prepare for the event, in foreign context. Then in Indian case it talks about Asian games 1982 and Commonwealth games2010, held in Delhi and how planning for the games happened in city.
Then by summarizing all the cases and their development strategies, the seminar tries to find some of the issues to be taken care of while planning development in city to host mega event.

1. INTRODUCTION

Maurice Roche, a prominent researcher in the field describes Mega Events as: 'Large-scale cultural (including commercial and sporting) events which have a dramatic character, mass popular appeal and international significance' *Mega-events & modernity* (2000)

An event become a mega-event, when it is an events of at least regional, national, interregional or even global importance, or it is single event, annual or biannual one day events to year round events or importance is given to it by international media. They require political commitment and promotion, considerable marketing, the support of private sponsors and significant financial investment and support of (to a large extent) the public sector

Types of Mega-Events include **Sports events** like Olympics, including Paralympics, Commonwealth games etc; **Cultural events** like Annual cultural festivals like Salzburg Bayreuth, Luzern festival in Switzerland; **Trade fairs** like Hanover Fair, Hongkong Fair, and other fairs of global importance; **Political events** like Forum Davos. ASEAN Forum.

The main characteristics of Mega events are that they are often of great economic and cultural significance; they employ drama and spectacle to underline and promote values of local, national or international importance; they throw light on the societies, institutions etc.

There are multiple reasons to hold or organize or just to apply for a Mega-event. Usually the rationale is a mix of reasons like it attract tourists and the attention of the media, it brands cities and market celebrities and products, it promises economic growth and tax income for the city, it removes gridlocks in realizing infrastructure development, removing decision-making bottlenecks and lastly it revitalizes derelict city quarters and brownfield's.

2. IMPACT ON CITIES

One of the main strategies adopted by cities that want to become part of the global network is to stage a mega-event; Hosting high-profile events boosts global visibility by promoting the image of the city as a vital and dynamic place.

2.1. Mega Events and urban development
It also acts, locally, as a catalyst for development and a way to legitimize large-scale transformation, giving local governments the license to reprioritize the urban agenda without the public scrutiny they normally receive.

The hosting of mega-events is often deliberately exploited in an attempt to rejuvenate or develop urban areas through the construction and development of new infrastructure, road and rail networks, airports, sewage and housing (Hall, 1992).

3. CASE STUDIES

3.1. Barcelona 1992 Summer Olympics

3.1.1. Introduction
The goal was to turn the city into a prime destination, turning into a wonderful area for tourists to visit and for its residents. To take care of this, Barcelona redeveloped their entire city plan by establishing the four main entrance gates to the city. So basically, along four sides of the city, a new Olympic area was placed, one being Montjuïc. Montjuïc is the mountain close to Barcelona where it had already many, previous venues

that had been used for other exhibitions and mega events. And these were revamped to host the Olympic Games in 1992. Another positive example is the airport line that was built to the Vancouver airport. This is now being used extensively by tourists and by locals to move from the airport to the city center. The urban design strand involves the use of small-scale interventions to upgrade neighborhoods and improve the image of the city.

3.1.2. History
For Barcelona, industry had long been a pillar of its economy, but processes of deindustrialization were starting to have profound economic, social and spatial impact on the city. During the centralist Franco regime there was lack of investment in different kinds of public infrastructures and the road, rail, sewage system was outdated. The water front was inaccessible because of huge infrastructures. The Llobregat and Besos rivers were heavily polluted. The old town was over crowded and urban development sprawled into every corner of Barcelona region leading to huge pressure on infrastructures.

3.1.3. Urban development in 1980 and Olympics projects
From inner city reconstruction to strategic spatial projects Olympics was taken as opportunity to transform the city. Some changes done to the city included Starting from small scale, rooted in neighborhoods. Almost 200 parks, plazas, schools and other public facilities were created, in spaces that were left unused by closed factories. During this period most interventions were low budget. example creating hard squares, which are maintenance friendly and cheaply constructed, new urban spaces that generate room to breathe in densely built-up neighborhoods, and also stimulated private owners to upgrade their nearby properties. This helped in regeneration of downtown areas and hence encouraged interventions to be financed by private housing developments.

An important addition to city for the Olympic games was Vila Olimpica (Olympics village), its chosen location was close to Mediterranean sea in old industrial neighborhood of Poblenou. Its development served multiple goals like a strategic project to utilize the post industrial use, opportunity to improve the connection of city to Mediterranean sea–Earlier it was busy harbor with warehouse and heavy industries which was inaccessible to public. When it shifted to another location, the plan of reuniting the city with sea was implemented. The Port Vell (Old harbor) was transformed into leisure and retail centre, the working class neighborhood next to it was upgraded and new boulevards and beaches were realized and water quality of Mediterranean sea was improved by regulating sewer flow and hence swimming was made possible thus giving new usage to coastline

3.1.4. Barcelona: Event As Catalyst
Due to the redevelopment Barcelona's identity has become increasingly tied to its coast over the past few decades. Barcelona's strategy was to inject public funds into this regeneration effort and convince private investors to follow. Using the Olympics as a carrot, the city was able to pull in the needed money and interest. Projects got off the ground and the area was ready for the games.

Fig. 1: Sea Front area

Fig. 2: Development on coast

Fig. 3: Map showing all the additions along the coast

3.2. The 2012 Olympics in London (the Games of the XXX Olympiad)

3.2.1. Venues
Construction for the Games involved considerable redevelopment, with an emphasis on sustainability. The main focus was a new 200-hectare (490-acre) Olympic Park, constructed on a former industrial site at Stratford, East London. The Games also made use of venues that already existed before the bid.

The 2012 Olympic and Paralympic Games used a mixture of new venues, existing and historic facilities, and temporary facilities, some of them in well-known locations such as Hyde Park and Horse Guards Parade. After the Games, some of the new facilities were to be reused in their Olympic form, while others would be resized or relocated.

The majority of venues have been divided into three zones within Greater London: Olympic zone, River zone and Central

zone. In addition there are a few venues that, by necessity, are outside the boundaries of Greater London, such as the Weymouth and Portland National Sailing Academy some 125 mi (201 km) southwest of London, which hosted the sailing events.

3.2.2. Olympics Park
The site was the Lower Lea Valley in East London. Proposal was emphasis on legacy development, means that as many elements as possible offer post-Olympics value, including education and health, transport and utilities infrastructure, affordable housing, structured landscape, enhanced existing and new water areas, public open space and indoor and outdoor leisure facilities. Key Element included River Lea and its associated marshland waterways. The Master plan was, it builds on Docklands regeneration, revitalizing those waterways and adjacent communities, making water an integral part of the lives and prosperity of local people.

Fig. 4: Aerial view of the Olympic Park in April 2012

Key ideas included the Scheme, which identifies new high-density mixed-use development clustered adjacent to main transport nodes; Compact city, ensuring highest intensity of use and encouraging diversity of activity; Create a high quality environment, with high standards of urban design and architecture; New sustainable neighborhoods, based on a re-use of land and buildings, compact, medium to high density forms, a mix of land uses based upon overlapping zones of living, working, leisure and shopping, and public transport-oriented urban design–demonstrating an overall emphasis on flexibility and adaptability. The Lower Lea Valley was characterized by large areas of derelict industrial land and poor housing. Much of the land is fragmented, polluted and divided by waterways, overhead pylons, roads and railways.

Lower Lea Valley Regeneration was to transform the Lower Lea Valley to become a vibrant, high quality and sustainable mixed use city district, that is fully integrated into the urban fabric of London and is set within an unrivalled landscape that contains new high quality parkland and a unique network of waterways. Aim of redevelopment is to Build on the area's unique network of waterways and islands to attract new investment and opportunities, and to transform the Valley into

a new sustainable, mixed use city district, fully integrated into London's existing urban fabric

Manifesto was To set London's negative physical and cultural issues of an affordable housing under supply, un-utilized office space, future flooding and unhealthy state of the Lower Lea Valley, against each other to create sustainable positive.

The planning included Landscaped Lower Lea Valley creates a Green corridor linking the Lea Valley park with the river Thames. A new National Park to serve as a recreational space, ecosystem and oasis that works as an antidote to the dirty urban, The park would eventually become a giant attenuation pond and flood channel serving as a Safety Valve to London, Future flooding of London cannot be prevented but can be prepared for and controlled with proposed Safety Valve expansion zones/channels, New Olympics venues are located in concentric form around major transport links and on the foundations and existing infrastructure of Stratford Railyard to reduce cost and environmental impact

3.2.3. Inferences
In both case studies the derelict spaces in the city are used as sites for developing the games village/park. Thus it has helped in regeneration of city and utilization of resources to develop the city.

The next section of paper talks about the changes that came in Delhi during the Asian games 1982 and then the CWG games and find how successful they were in helping to regenerate the city and utilize the funds spent for the games.

3.3. Asiad Games 1982

3.3.1. Introduction
It was Played from November 19, 1982 to December 4, 1982, Asian Games held in Delhi were the 9th in the series. The additions made for the games included Major infrastructural development, the city was embellished with wide roads, crisscrossing flyovers, stadia, hotels, shops, offices, apartments and colonies; Most notable stadia which were built during these times are the Jawaharlal Nehru Stadium, the Indraprastha Stadium, the Talkatora Swimming Complex, the Karni Singh shooting range at Tughlaqabad, Indira Gandhi Indoor Stadium, the Games Village, the Siri Fort auditorium, Yamuna cycling velodrome etc; Most prominent architectural heritage from the 1982 Asian Games is the Pragati Maidan Complex, which was built on the eve of the games in Delhi. It was originally built as an exhibition and entertainment venue, and it continues to be one of the most popular landmarks in New Delhi; Places of tourist attractions were added like Appu Ghar, and Asian Games Village on Khelgaon Marg in New Delhi. The 1982 Asian Games Mascot was the baby elephant called "Appu", Appu Ghar was House of Appu.

3.3.2. The construction at the time can be broadly categorized into four groups:

The **Stadiums-** the Jawaharlal Nehru Stadium was the centerpiece of the games, being the venue for the opening and closing ceremonies and athletics. The other major stadiums built at the time were the Talkatora Stadium, the Indira Gandhi Indoor stadium and the Yamuna Velodrome. One notices that with the exception of the National Stadium, which was an earlier construction, most of the venues for the 1982 Games were new constructions. **Asiad Village-** The Games village, where all the participating athletes and officials were to stay was a large project developed in the Siri Fort area. **Hotels-** A number of hotels came up at the time like the Kanishka, the Mughal Sheraton and The Taj Palace. **Roads and Flyovers-** The city's love for flyovers began with the Asian Games when four flyovers were built to facilitate smooth movement of traffic between the venues and the Games village. (AIIMS flyover, flyovers at Defence Colony, in front of Moolchand Hospital and the one near Oberoi Hotel, linking Mathura Road and leading to India Gate.)

Fig. 5: Map showing additions for Asian games

3.3.3. Issue

(A) The unprecedented nature of the construction meant that the Master Plan, a broad outline for the planned development of the city, was largely sidelined in the name of 'national prestige.'(Baviskar, A. 2005) Normal planning procedures for land use changes and development were largely sidelined. The other aspect which meant that planning was often put on the back seat was the fact that the entire infrastructure for the games were largely built in the last 2 years leading up to the games, and not the 4-6 years that a country normally takes to prepare itself for an event of this size (Sisodia, M. K. S. 2005).

(B) Legacies: Condition and Usage- Though thousands of crores were spent at the time to develop world-class stadiums, the construction undertaken for the games was largely of a shoddy and poor quality, reflecting the haste in which they were built. For example the Player's building was never completed, nor was the roof of the Talkatora swimming pool; The retracting roof of the Indira Gandhi indoor stadium hailed as a technological feat never worked effectively and even after numerous repairs, the roof still leaked; The main stadium, built on the banks of the Yamuna is actually tilting on one side.

(C) **Social Impact-** In the construction frenzy that preceded the Asian Games, lakhs of workers entered the city, increasing the population of the city from 55 lakh to 65 lakh (approx, Source-Dunnu Roy) in a span of a few years. These workers were forced to stay in cheap temporary housing, which most of them never moved out of.

3.3.4. Positive Impact

(A) Asian Games Village- The core of the Asian games was the village that was developed by the DDA, in the Siri Fort area. The design of the Games village, by noted architect, Raj Rewal, was considered a great success and revolutionary in its 'cluster' approach to housing (Rewal, R. 1985). The complex was taken over as government housing post-event, soon becoming a much-coveted address among government and PSU officials. The development of this site probably had the largest urban impact on the city due to its correlation with the development of south Delhi. South Delhi was a region that had already begun development, but it was only after the 1982 games that this region gained importance.

(B) Flyovers- Three of the four flyovers developed at the time, the Moolchand, Sewa Nagar and Oberoi flyovers were in south Delhi. These flyovers led to tens more being built during the '80s and '90s drastically easing congestion even in the face of ever increasing numbers on the road

(C) City Level Development- The city, which had been growing rapidly, was running out of space and this region seemed perfect for development. The necessary development provided by the games in South Delhi just accentuated the impact of the games on urban infrastructure. It provided the region with broad roads and flyovers for swift movement of traffic and other infrastructure as well such as water, electricity and other civic amenities.

3.4. Commonwealth Games 2010, New Delhi
Its aim was to stimulate economic growth and development and to improve city infrastructure. The Focus area of games was East Delhi

3.4.2. The work of the games can be broadly grouped into the following

3.4.2.1. New Stadiums and renovation of existing stadiums- The games venues were spread throughout the city.
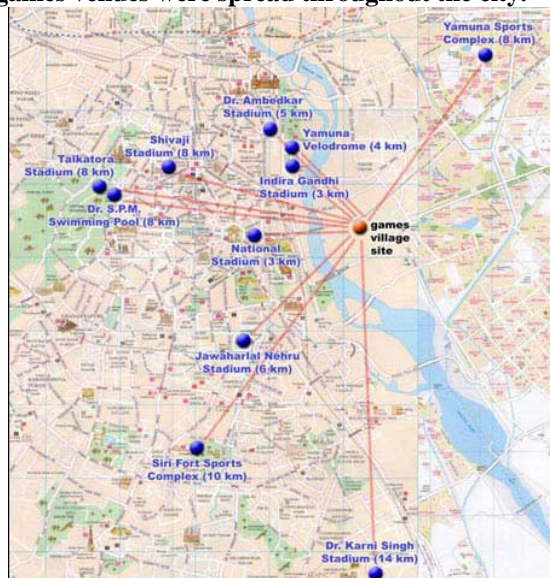

Fig. 6: Map showing all venues and its distance from the Games village

3.4.2.2. Games Village
Other than construction of new stadiums and up gradation of the existing ones, Delhi attempted to give itself a major facelift due to the games, and develop, East Delhi and the Yamuna riverfront. As Delhi is expanding rapidly and has lack of space, the underdeveloped area of Yamuna riverfront, largely inhabited by slum dwellers and vegetable growers, was a prime real estate.

The main issues were: Due to lack of time rampant development was done; The location of construction is ecologically fragile; It is thought to be unadvisable to construct on the riverbed as the area is low-lying and has sandy alluvial soil. Also the region is the city's largest groundwater recharge zone; In a move to ready the area for development, illegal structures in the area were demolished. Due to this slums were removed without relocation plans.

3.4.2.3. Transport Sector- Delhi government aimed to develop an effective mass transport system in the city, and solve the massive congestion problem that the city faces. Major undertakings included: IGIA Terminal 3, an elevated corridor above Barapullah drain and improved Transport Service.

3.4.2.4. Urban public services like water and electricity
Some of the issues to be taken care of were electricity, water and solid waste management. Delhi does not have enough supply of electricity, so the government had two large new power plants in the pipeline, to be ready in time for the Games. However even with these in place, total production of power in Delhi was having shortage of electricity. Due to shortage of electricity lot of supplies were diverted from residences and other places, to the games related places. Water is another problem. To solve the problem, new pipes were laid to ensure better distribution. Water supply at stadia were also to be upgraded along with and a new water treatment plant at the Games village. Waste management was privatized, to provide better quality, and save MCD money in the process. The Delhi Government also made provisions for more toilets in public spaces.

3.4.3. Attempts to make Delhi a world class city however has a darker side
A large number of marginalized people were further marginalized as they do not fit into the larger scheme of things. Over six lakh hawkers also faced evacuation before the games (Afsal, M 2005). Migrant labor, which entered the city in lakhs in 1982, might also face evacuation. It is extremely important to ensure that these games do not simply give added benefits to those who are already privileged, but also attempt to aid the marginalized, not further worsen their position.

3.4.4. Urban Regeneration
The impact that the Games has on providing basic amenities to the city is crucial to how the city's citizens will view the games. It may not be the size of the stadiums or the number of flyovers that are built which will decide whether the games find a place in Delhi'ites hearts; it may be relatively less glamorous things like water, electricity, sanitation and solid waste management. In recent years Delhi has been reeling under a severe water and power shortage, and if the Games are able to expedite movement in these sectors, the citizens of Delhi will be the gainers.

4. INFERENCES
Summarizing all the cases and their development strategies

4.1. Barcelona
Development strategies included the addition of airport line, extensively used by locals and tourists. Small scale interventions to upgrade neighborhoods like 200 parks, plazas and schools were created in spaces left unused by factories. The interventions were low budget e.g. creating hard squares, which are maintenance friendly. This helped in regeneration of downtown.

It developed inaccessible waterfront occupied by non-functioning industries, and made Olympics village. It hence redeveloped the area and improved quality of water of Mediterranean sea, Connecting the development to water front

and making it pedestrian friendly, made it a popular destination and the spaces created were such that can be used by people every day and at any time, thus making it more popular

4.2. London

The Proposal was Legacy development i.e. more emphasis on post event use, hence the planning was done in that manner. It created high-density mixed use development adjacent to main transport node. It used derelict industrial land as site for developing Olympic park. Also they tried to look at larger ecological issues of London and solve them. The temporary seating of the venues were to be removed and reduce the seating capacity, so that the venues can be used for smaller scale games and the venues continue getting used.

4.3. Asian Games

The major categories of development were the Stadiums, Asiad games village, hotels, roads and flyovers. It helped in development of South Delhi. However some of the issues were that the development did not follow master plan, the additions were spread all over the city, hence lot of time and infrastructure was needed to move from one venue to other and lastly for construction of venues a lot of labor entered the city, which never went back and increased low income population, thus adding large number of slums to the city.

4.4. Common Wealth Games (CWG)

The major additions include the venues, Games village, transport sector, urban public services. However some of the issues were that the additions are spread over the city, games village is in ecologically fragile area and there was large scale removal of slums and street vendors.

The issues faced by Delhi are that post event use of infrastructure was not much thought of, the aim was to make the event successful and not regenerate or revitalize the city, the new links were made to link important venues and places but development around them was not planned, large scale venues like Jawaharlal Nehru stadium, are not used post event due to huge capacity and need for high. maintenance.

5.   CONCLUSION

Based on the studies, some issues to be taken care of while planning development in city to host mega event are

- Use it as source for regenerating derelict areas of city or to develop areas of potential of development in future
- Plan all additions, keeping in mind the post event use
- Develop or improve transport links and pedestrian movement in city. This would not only help during the games but also post event, to the residents.

- The development plans for the events should not neglect the master plan of city. Instead it should fast track the process to achieve goals of master plan
- The games should benefit all and not just the elite class
- Development should be planned, keeping the historical and ecological layer of the city in mind. So that it does not have any negative impacts on them.

6.   ACKNOWLEDGEMENTS

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