

4.16 The Nervión River, Bilbao.



gritty, industrial character can rework that image to become the banking center for Spain and a major center of culture in all of Europe.

The image of Bilbao was a central concern of the revitalization efforts. The revitalization plan promoted the redevelopment of the environmentally degraded areas and the urban structure for both the competitive advantage Bilbao was seeking for itself, and also for the quality it aspired to be as a place. The Bilbao waterfront was the stage upon which these efforts became physical. The revitalization of the image of the city included, as well, the redevelopment of damaged urban infrastructure and the rehabilitation of the old town. The success of urban regeneration in the Metropolitan Area of Bilbao developed from an awareness of the need for an atmosphere of cooperation between all parties in the city. The generation of a new external image is essential in order to attract development, and the remaking of the waterfront is a critical aspect of this generation. The redevelopment of the estuary as an axis within the metropolis has led to an improvement in the quality of life and attractiveness of the city.

The Bilbao revitalization efforts are also remarkable for their comprehensiveness. In the American context, such communal cooperation is rare, and

4.17 Puente de la Salve, Bilbao.

