BEIJING 2008: THE OLYMPIC LEGACY
IMAGE & REPUTATION
Romantic?
Historic?
Negative?
World Class

Memorable

Iconic

Source of National Pride

Culturally Relevant
Since 2008, Beijing has seen an 8% to 9% annual increase in foreign tourists.

From 2002-2008, 2.5% of Beijing’s overall economic growth was directly attributed to the Olympics.

Since 2008, China’s sports industry has grown 20% per year, representing a market potential of $250 billion USD. 59 new Olympic training centers have also been built around the country.
URBAN REVITALIZATION
Major events like the Olympic games are one of the most important opportunities for revitalizing cities because they are ‘date-certain’. Unlike most city plans, projects have to be completed and there needs to be a cohesive outcome.
2004 Subway: 3 Lines, 64 Stations
2008 Subway: 8 Lines, 192 Stations
2015 Subway: 19 Lines, 220+ Stations

Expansion Plan for 2015
4.76 million Vehicles on the roads of Beijing in 2010

14 km/h Average speed on Beijing thoroughfares

800,000 New cars purchased in 2011
From 2002-2008, Beijing spent $1.1 billion USD on transportation improvements, including new subway lines and 318 kilometers of new and refurbished roadways.

$200 million USD was spent to renovate 25 cultural and historic sites.

$3.6 billion USD was allocated towards making Beijing a “digital city”, including updating telecommunications networks, and adding broadband and wireless technology.
ENVIRONMENTAL AWARENESS
Olympic Forest Park: 680 hectares (1,680 acres, or exactly 2x Central Park)

5.3 million visitors per year

67.7 hectares water (167 acres)

4.83 million cubic meters of landfill used to create new landforms, all of which came from Olympic construction
constructed wetlands treat 2,600 cubic meters (686,800 gallons) of reclaimed greywater per day
LOCATION: BEIJING, CHINA

SIZE: 2,800 HECTARES

SERVICES: PLANNING, URBAN DESIGN, LANDSCAPE ARCHITECTURE
675 cubic meters (178,000 gallons) of water is naturally returned to the groundwater supply each year.
530,000 new trees were planted, absorbing 72,000 tons of CO² per year.
Temperatures in the park are 3 - 5°C cooler in the summer, and 2 - 4°C warmer in the winter.
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$12.2 \text{ billion USD was spent on environmental upgrades} throughout Beijing (new wastewater treatment plants, scrubbers on factory smokestacks, tree planting, etc.).

47,000 taxis and 7,000 buses were replaced with new vehicles that were required to meet EU emission standards.

20 new nature reserves were created throughout the metropolitan area to protect Beijing’s most sensitive environments from future unmitigated development.
THANK YOU!