



European ES

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Spanish, French, English

PRODUCTIVE CITIES

competition brief

Alcoy

Barcelona

La Bazana

Madrid

Playa de Palma

Torrelavega

The objective of European is to bring to the fore Europe's young architecture and urban design professionals, and to present and develop their ideas. It is also about helping cities and developers who provided sites to find innovative architectural and urban solutions for the transformation of urban locations and help them to implement. The open competition is an anonymous and public call for ideas on a European scale.

CANDIDATURE

European 14 is open to any team of young urban and architectural design professionals (architects, urban planners, landscape designers, engineers...). Every candidate must be under 40 years old on the closing date for submission of entries

INFORMATION

From Monday February 13, 2017, every candidate or team can check the European website www.europan-europe.eu, to discover the rules, theme, calendar, jury composition and the synthetic presentations of the 50 sites of the session, classified according to thematic families.

REGISTRATION - ENTRY

Registration is made online. The registration fee is of €150 for one site and €50 for any additional site. It gives access to the complete site folder.

Entry is done online and includes 3 A1 panels, 1 short text and 3 images for communication as well as necessary administrative documents.

PRIZES

EUROPAN/España has the possibility of granting 6 first prizes and 6 second prizes, in addition to the special mentions. The winner and runner-up teams receive a prize of €12,000 and €6,000 (including tax) respectively. In Spain, the EUROPAN awards are exempt from tax withholding in accordance with the Resolution of April 5, 2006, of the Department of Tax Management of the State Agency of Tax Administration, granting the exemption provided for in Article 7 (1) Royal Legislative Decree 3/2004, of 5 March

EUROPAN/Spain intends to award 6 first prizes and 6 second prizes, in addition to the special mentions the Jury members consider appropriate. The winner and runner-up teams receive a prize of €12,000 and €6,000 (including tax) respectively. In Spain, the EUROPAN awards are exempt from withholding tax pursuant to the Resolution dated 5 April 2006, of the Department of Tax Management of the State Agency of Tax Administration, granting the exemption provided for in Article 7 (1) of Royal Legislative Decree 3/2004 dated 5 March.

COMMUNICATION AND PUBLICITY

The Launching of the competition and the Results of EUROPAN 14/Spain will be published in the B.O.E (Official State Gazette) and in the local and / or autonomous Gazettes, as well as in a national large-circulation newspaper

Likewise, EUROPAN 14 will also be disclosed through the national and European web pages, specialized magazines and Architects' Orders' journals.

The results of EUROPAN /SPAIN will be published in a catalogue. All the EUROPAN 14 projects awarded and specially mentioned by the Jury will be displayed in a travelling exhibition.

The teams rewarded in EUROPAN Spain will be invited to present their work in forums and workshops, both at national and international level, on the occasion of the International Forum of Results of EUROPAN 14.

EUROPAN/ESPAÑA BOARD

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ADIF

FEMP

TOPIC: PRODUCTIVE CITIES

The ideology of the mixed-city is now shared. But how mixed is actually the mixed-city? In many urban development projects housing is the main program. We add some offices and public amenities, bars and shops to create a “genuine vibrant urban neighbourhood”. But one program has been excluded: the productive economy. It has left the city to go to the periphery.

There is now in many European cities a spatial and social mismatch between living and working conditions.

The city provides high-skilled professionals with many working possibilities while a large part of low-skilled workers live in the city with no work opportunity. This mismatch generates many problems with regard to economy, mobility and sociality. Production should be encouraged in the city, be part of the fabric, it should be seen, connected to shared daily life, nurtured and celebrated.

1- How to integrate some of the production activities in the city –food, energy, services, new industrial products– to enhance relations between citizens?

2- How to live in productive fields and to produce in living environment? How to manage the tensions between production and local life?

3- How to integrate production cycles considering distribution, waste and consumption, encouraging a diversity of (shorter?) cycles in local contexts and articulate them to a larger eco-scale?

TOPIC 1 : FROM PRODUCTIVE AREA TO PRODUCTIVE CITY

What Kind of Urbanity for the Logistics & Industrial Areas?

ALTA (NO); AMIENS (FR); AMSTERDAM #3 (NL); ANGERS (FR); BÈGLES (FR); GRIGNY–RIS-ORANGIS (FR); HAMBURG (DE); HUY (BE); LILLE (FR); LILLESTRØM (NO); TOULOUSE (FR); WIEN (AT)

TOPIC 2 : FROM CITY TO PRODUCTIVE CITY

How to Create Vibrant Productive Districts with Craftmen, Makers & Local Production?

ALCOY (ES); AMSTERDAM #2 (NL); BARCELONA (ES); BESANÇON (FR); CUNEO (IT); KARLSKRONA (SE); LA BAZANA (ES); NARVIK (NO); NEU-ULM (DE); OULU (FI); **PLAYA DE PALMA (ES)**; ZWICKAU (DE)

TOPIC 3 : FROM FUNCTIONALIST INFRASTRUCTURES TO PRODUCTIVE CITY

How Can New Mobility Conditions Encourage Hybridization Between City & Production?

AMSTERDAM #4 (NL); AURILLAC (FR); EVREUX (FR); GRAZ (AT); HELSINKI (FI); MADRID (ES); MÜNCHEN (DE); TORNIO (FI); TORRELAVEGA (ES); VINKOVCI (HR)

TOPIC 4 : AND PRODUCTIVE AGAIN!

How to Reintroduce the Productive Economy into New Urban Districts?

AMSTERDAM #1 (NL); AMSTERDAM #5 (NL); GUEBWILLER (FR); KRIENS (CH); LINZ (AT); PANTIN (FR); ŠIBENIK (HR); TRELLEBORG (SE); TUBIZE (BE); WARSZAWA (PL); ZAGREB (HR)

IMPLEMENTATIONS

European guarantee to use all means necessary to incite cities and/or developers of sites to entrust the prize-winning teams with operational follow-through.

EUROPAN 1

1. **Hortaleza (Madrid)**. Winner: José González Gallegos, María José Aranguren López, Juan Manuel Ros García, Carlos Iglesias Sanz. 56 dwellings in 2 towers for the Housing Institute of Madrid (E.M.V.). Completed in 1993
2. **Entrevías (Madrid)**. Winner: Ricardo Sánchez Lampreave. 86 dwellings in 2 towers for the Housing Institute of Madrid (E.M.V.). Completed in 1996
3. **Pravia (Asturias)**. Runner-up: Isabel Bennasar Félix, Ana María Noguera Nieto. 64 dwellings for the Department of Architecture and Housing of Asturias. Completed in 1994
4. **Vallecas (Madrid)**. Runner-up: Susana Aparici Martín - Fernando Moliner Robledo - Inmaculada Núñez Reig. 30 dwellings for the Housing Institute of Madrid (E.M.V.). Completed in 1995
5. **Ujo (Asturias)**. Runner-up: Mercedes Peláez López, Enrique Álvarez Páramo. 74 dwellings for the Department of Architecture and Housing of Asturias. Completed in 1995
6. **Huelva**. Félix Pozo Soro, Alberto Torres Galán. 110 dwellings for the Department of Architecture and Housing, Andalucía's Government and E.P.S.A. Completed in 1998
7. **Vallecas (Madrid)**. Runner-up: Mercedes Peláez López. 28 dwellings for the Housing Institute of Madrid (E.M.V.). Completed in 1996

EUROPAN 2

1. **Basauri (Bilbao)**. Winner: Alberto Martínez Castillo, Beatriz Matos Castaño. 160 dwellings for the Department of Housing, Basque Government and EKONE S.A. Completed in 1995
2. **Vallecas (Madrid)**. Winner: Juan Ignacio García Pedrosa, Angela García de Paredes, Manuel García de Paredes, José Cuenca Pedradas. 90 dwellings for the Housing Institute of Madrid (E.M.V.). Completed in 2000
3. **Caravaca de la Cruz (Murcia)**. Winner: Luis de Pereda Fernández, Elena Sequeros Rodríguez, Francisco Burgos. 14 dwellings, parking, public facilities and public space development, Department of Housing, Architecture and Planning, Government of Murcia and the municipality of Caravaca de la Cruz. Project submitted, not built.
4. **Ferrol (Galicia)**. Runner-up. Cándido López González, María Carreiro Otero. 36 housing units for the Government of Galicia. Completed in 1995
5. **Ferrol (Galicia)**. Runner-up. Antonio Amado Lorenzo, Xan Casabella López, Santiago García-Echave Puente. 36 housing units for the Government of Galicia. Completed in 1995

EUROPAN 3

1. **Arrigorriaga (Vizcaya)**. Winner: Luis de Fontcuberta Rueda, Aurora Fernández Rodríguez. Study and implementation of 40 dwellings for the Basque Government. Completed in 2000
2. **Orense**. Winner: Fernando Olba Rallo. Urban Planning for the Government of Galicia. Project submitted, not built.

3. **Almanjayar (Granada)**. Winner: Enrique Johansson de Terry, Francisco José Larrucea Campero. 280 dwellings by EPSA for the Junta of Andalusia. Completed in 2002
4. **Almanjayar (Granada)**. Winner: Enrique Johansson de Terry. 128 dwellings by EPSA for the Junta of Andalusia. Completed in 2009
5. **Alicante**. Runner-up: Frédéric Bonnet, Marc-Pierre Bigarnet. Design and implementation for the Ladera de Benacantil urban park, Government of Valencia and city of Alicante. Completed in 2003
6. **Guissona (Lérida)**. Runner-up: Sé Duch Navarro, Eva Prats Güerre. 32 dwellings, commercial and parking space for the Government of Cataluña, INCASOL. Completed in 1998
7. **M-30, Madrid**. Jaime López Valdés, Jaime Latas Zabala. 54 dwellings in 2 blocks in Vallecas for the Municipal Housing Company of Madrid (EMV). Completed in 2000
8. **Requena (Valencia)**. Runners-up: Víctor García Gil, Rosa María Briso Montiano. 62 dwellings for SEPES (Housing Ministry). Project submitted, not built.
9. **Alicante**. Runner-up: Esteban García Martínez. Development of Plaza del Carmen for the Government of Valencia and city of Alicante. Preliminary plans submitted, not built.
10. **Alguazas (Murcia)**. Winner: Felipe Pich Aguilera - Guillermo Maluenda Colomer. 20 dwellings and urban park for the city of Alguazas and the Government of Murcia. Project submitted, not built.

EUROPAN 4

1. **Mina del Morro (Bilbao)**. Winners: Eduardo Belzunce Tormo, Luis Díaz Mauriño, Juan García Millán. Urban planning for 350 dwellings, public facilities, businesses, parking and 84 dwellings for the Basque Government. Completed in 2007
2. **Mina del Morro (Bilbao)**. Runners-up: José María Lapuerta, Francisco Burgos Ruiz. Urban project for public spaces and 70 dwellings for the Basque Government. Completed in 2006
3. **Sevilla**. Winners: Fuensanta Nieto de la Cierva, Enrique Sobejano García. 174 dwellings for the Junta of Andalusia (EPSA). Completed in 2002
4. **Aranda de Duero**. Runners-up: Angela García de Paredes, José Ignacio García Pedrosa. Urban development plan for 767 dwellings with facilities for the Government of Castilla and León. Project submitted, not developed.
5. **Valladolid**. Runners-up: Eduardo de la Peña, Antonio Lleyda Delgado, Rafael Torrelo Fernández, Jon Elejabeitia Silleruelo, Patricia Fernández Häring. Integrated Public Facilities Complex for the City of Valladolid. Completed in 2006
6. **El Nodo, Avilés**. Runners-up: Pedro Palmero Cabezas, Samuel Torres de Carvalho. 23 public dwellings for the Government of Asturias. Completed in 2004
7. **El Nodo, Avilés**. Runners-up: Javier Fresneda Puerto, Javier Sanjuán Calle. 22 social dwellings for the Government of Asturias. Completed in 2004

EUROPAN 5

1. **La Chanca (Almería)**. Winners: Alfonso Cano Pintos, María Julia Abarca Corrales. 53 dwellings for the Junta of Andalusia. Project submitted. Not built.
2. **Baracaldo (Vizcaya)**. Winners: Eduardo Arroyo Muñoz. Football stadium Lasesarre in Baracaldo for Bilbao Ría 2000. Completed in 2003

3. **Ceuta**. Winner: José Morales Sánchez, Juan González Mariscal. Urban development and 119 dwellings. Completed in 2009
4. **Cartagena**. Winners: Juan Hevia Ochoa De Echagüen, Fernando García Pino, Manuel García De Paredes, Nuria Ruiz García. 352 dwellings and public spaces for Hogar Sur and the city of Cartagena. Project submitted. Not built.
5. **Baracaldo (Vizcaya)**. Runner-up: Federico Soriano, Dolores Palacios. 82 dwellings for Bilbao Ría 2000. Project submitted, implementation in process.
6. **Baracaldo (Vizcaya)**. Runners-up: Sandra Töpfer, Dirk Bertuleit, Jorg Sieweke, Jens Weisener. Development of the Lasesarre park for Bilbao Ría 2000. Completed in 2003
7. **Tolosa**. Runner-up: Elio García García, Carlos Rodríguez Alcoba, Javier Rodríguez Alcoba. El Nodo - Avilés, 17 social dwellings for the Government of Asturias. Completed in 2004
8. **Tudela (Navarra)**. Special mention: Paloma Iniesta Ayerra, Ángeles Nuez Díaz. Renovation of the San Francisco Convent for housing. Government of Navarra. Project submitted, not built.

EUROPAN 6

1. **Baracaldo (Vizcaya)**. Winners: Javier Fresneda Puerto, Javier Peña Galiano, Javier Sanjuán Calle. Urban Planning, Project for the square of Pormetxeta and a parking building and preliminary studies for a Tower, for Bilbao Ría 2000. Project for the square completed in 2010.
2. **Burgos**. Winners: Andreas Quednau, Sabine Muller. Urban and landscape projects submitted and implemented.
3. **Córdoba**. Winners: María Auxiliadora Gálvez Pérez. Urban Plan of Cordel de Écija, in Cordoba. Project submitted and approved by the city council.
4. **Santa Cruz de Tenerife**. Winner: Raúl del Valle González. 110 social dwellings in Añaza, Tenerife, for the Canarias Government. Project submitted.
5. **Toledo**. Winner: Carlos Arroyo Zapatero, Manuel Pérez Romero, Eleonora Guidotti-Valori. Urban Planning for the Government of Castilla-La Mancha. Project submitted, not developed.
5. **Valencia**. Winners: Eduardo de la Peña Pareja, Antonio Lleyda Delgado. 48 dwellings for rent for youth in Sociopolis for Valencia Housing Office IVSA. Preliminary drawings submitted.
6. **El Nodo (Avilés)**. Winners: Mario Sanjuán Calle, Iban Carpintero, José M^a Tabuyo, Ángel Sevillano. 29 social dwellings for the Government of Asturias. Completed in 2007
7. **El Nodo (Avilés)**. Special Mention: Jorge Suárez Díaz - Lucía Salvador Anguiano. 18 social dwellings for the Government of Asturias. Completed in 2004

EUROPAN 7

1. **Barcelona / Can Solé**. Winners: Angela Moragues Gregori, Hervé Meyer. Lérida, 52 dwellings for the Catalan Government INCASOL. Completed in 2010.
2. **Guadalajara**. Winners: Rubén Picado Fernández, María José de Blas Gutiérrez de la Vega. Preliminary project for a bridge submitted for the Government of Castilla-La Mancha. Alternative project in **Caravia, Asturias**. Landscape project for the Government of Asturias. Completed in 2007
3. **Vitoria**. Winners: Hugo Araujo Lázare, Marien Brieva de la Orden. Urban planning submitted for the City of Vitoria-Gasteiz.

4. **La Pola de Siero (Asturias)**. Special Mention: José Vicente Lillo Llopis, Francisco Leiva Iborra, José Luis Campos Rosique, Marta García Chico. La Pola de Siero, 15 social dwellings for the Government of Asturias. Completed in 2009

EUROPAN 8

1. **Alcázar de San Juan (Ciudad Real)**. Winner: Antonio Viejo Moriano, Helena Aguilar Balea, David Ares Esteve. Urban Plan for the municipality of Alcazar de San Juan and the Regional Government of Castilla-La Mancha. Preliminary drawings submitted

2. **Cáceres**. Winner: Cristina Goberna, Urtzi Grau. Urban planning for the Regional Government of Extremadura. Project submitted in 2010 and approved by the City Council in 2016

3. **Cartes (Cantabria)**. Winner: Miguel Ángel Velarde, Miguel Ángel Navas. Urban Plan for the Municipality of Cartes and the Regional Government of Cantabria. Preliminary drawings submitted

4. **Ceuta**. Winner: Juana Sánchez, Diego Jiménez, Ángela Ruiz, Pedro Romero. Urban planning for City of Ceuta EMVICESA. Preliminary drawings submitted for a further development of the project.

5. **Córdoba**. Winner: Beatriz Brieva de la Orden, Jaime del Campo. Urban Planning for the city of Córdoba. Project submitted and approved by the city council.

6. **Logroño (La Rioja)**. Winner: Santiago Cifuentes, Javier García, Luis Alió, Álvaro Martín. Alternative project at the University for the city of Logroño. Preliminary drawings submitted.

EUROPAN 9

1. **Ama**. Winner: Adelais Parera Perello, Karla Diaz Rendon, Pablo Gil Martínez. Aller - Asturias. Urban planning for the area for Hunosa. Project submitted.

2. **Badajoz / Barrio de Santa Engracia**. Winner: Enrique Arenas Laorga, Luis Basabe Montalvo. Urban and social studies for the Government of Extremadura. Project submitted in 2011 and waiting for the approval of the City Council.

3. **La Laguna (Tenerife)**. Winner: Daren Gavira Persad, Carolina Ruiz-Valdepeñas. Preliminary studies for social housing for the City of La Laguna. Project submitted in 2010.

4. **Poio (Pontevedra)**. Winner: Camilo Manuel Rebocho Vaz Leiria. Urban Planning and social housing for the Government of Galicia. Project submitted in 2014 and waiting approval from the City Council.

5. **Soria**. Winner: Christian Sintes, David Domínguez. Urban Planning for the development of the banks of the river Duero and public housing for the city of Soria. Project submitted 2009.

EUROPAN 10

1. **Cáceres (Extremadura)**. Winners: Javier García-Germán, Alia García-Germán. Several public presentations. Urban studies for the government of Extremadura. Project submitted in 2010.

2. **Elda (Alicante)**. Winners: Diego Jiménez, Juana Sánchez. Commission for urban studies submitted in 2013. Architectural project commission underway.

3. **Madrid**. Carolina Ruiz-Valdepeñas - Daren Gavira. Commission for preliminary studies. Project submitted in 2011.

4. **Reus (Cataluña)**. Winner: Aurélien Delchet, Gimena Repetto, Alexis Traficante. Project submitted in 2012.

5 **Teruel (Aragón)**. Winners: Berta Barrio, Josep Peraire. Commission for Urban studies for the City of Teruel. Project submitted 2010.

6. **Valverde (Canary Islands)**. Winner: Silvia Alonso. Commission for urban studies underway. Project submitted 2012.

EUROPAN 12

1. **Torrent Estadella. Barcelona**. Winners: Eduard Balcells, Honorata Grzesikowska. Commission for urbanstudies i. Project submitted in 2014.

2. **Rec Comtal. Barcelona**. Winner: Carles Enrich. Commission for urban studies. Project submitted in 2014. **Strategic planning and Preliminary Project for the Archeological area of Rec Comtal**. Underway

EUROPAN 13

1. **A Coruña**. Winners: Juan Miguel Salgado, Luis Manuel Santalla, Yago Liste, Alba González, Vanesa Veira. Runners-up: Nuria Prieto, Diego Lucio, Omar Curros, Ángel Montero, Hugo Malvar. Runners-up: María Mestre, Almudena Mampasso, Gianmattia Bassanello, Ignacio Moreu. Different commissions to the teams are underway.

2. **Barcelona**. Winners: Víctor Navarro, María Langarita. Commission for social housing underway.

3. **Irún**. Special Mention: Eli Gronn, Juan Berasategui, Marit Langslet, Anja Standal. Commission for urban studies on the competition area.

4. **Palma de Mallorca**. Winner: Juan Socas, Murielle Clair. Commission for urban studies underway.

ON THE (... Palma) BEACH ALL YEAR ROUND

SITE PROPOSED BY: *Platja de Palma Urban Development Consortium*

Platja de Palma (Palma Beach) is basically a zone with a single-sector business focus on mass tourism, despite the fact that it has 40,000 residents. The importance of the EUROPAN proposals in terms of the productive city lies in their ability to encourage new alternative uses that can remain active throughout the year, without depending on the peak tourist season.

On the territorial scale, this site consists of several sub-zones that are poorly connected to the centre of Palma, despite the proximity of the city airport and the adjacent access motorway. This disconnect has turned the area into a kind of tourist ghetto, frustrating desires for it to contain tertiary and office uses. In addition to new types of uses, the proposal could stimulate existing businesses and restaurants outside the peak tourist season, another aspect that falls within the concept of the productive city.

One of the general themes proposed here is the improvement of the connection, relationship and identification of the area known as *Platja de Palma* with the central part of Palma City. The non-seafront street grid, full of obstacles, contains public spaces with many opportunities, a good basis for the generation of different uses related to professional work and services in general, which are capable of giving *Platja de Palma* an urban identity.

This process will also involve an analysis of the commercial zones, regulating them and proposing guidelines -including those of an aesthetic nature- for the hotel, restaurant and shopping sectors. At present, most of the redesign and improvement initiatives for the urban spaces in this area are proposed in collaboration with the local private stakeholders, especially in operations that involve hotel quality improvements.

One of the possible focal points is the professional services sector, making the most of existing shop premises with a view to partially “de-seasonalising” business activity in this zone. The civic corridor proposed as a project area currently carries vehicle traffic and parking facilities, and has narrow pedestrian pavements. It has some shops and restaurants, and a busy street market is installed nearby once a week, requiring the temporary closure of some parking and roadway areas. This market could be installed on the new civic corridor once it is pedestrianized.

It also includes a shopping centre under lease from the municipality. Suggestions can be made to improve its connection to the nearby spaces. This would also benefit the productive activity of the current shops and restaurants by improving access to them from the surrounding area, and at the same time improve the visibility and awareness of all the activities in this area by the population in a much larger territorial area once the zone becomes a new point of reference.

COMPETITION SITE SPECIFICS

SITE REPRESENTATIVE: Oscar Canalís Hernández

OTHER AGENTS INVOLVED: Palma and Lluçmajor City Councils (Territorial Area owners).
Lluçmajor City Council (Owner of the study area and the project area)

TEAM REPRESENTATIVE'S QUALIFICATION: Architect

TEAM RESPONSIBILITIES: Architects

COMMUNICATION AND DISSEMINATION: Press and Internet

THE SITE REPRESENTATIVE WILL PARTICIPATE IN THE FIRST JURY MEETING

POST-COMPETITION STAGE:

- Meeting and discussion between winning teams and site representatives.
- Call for a negotiated unpublicised tender competition -in accordance with the Public Sector Contracts Act- with at least 3 of the winning teams to contract the implementation phase.

TYPE OF POST-COMPETITION COMMISSION: Public space project



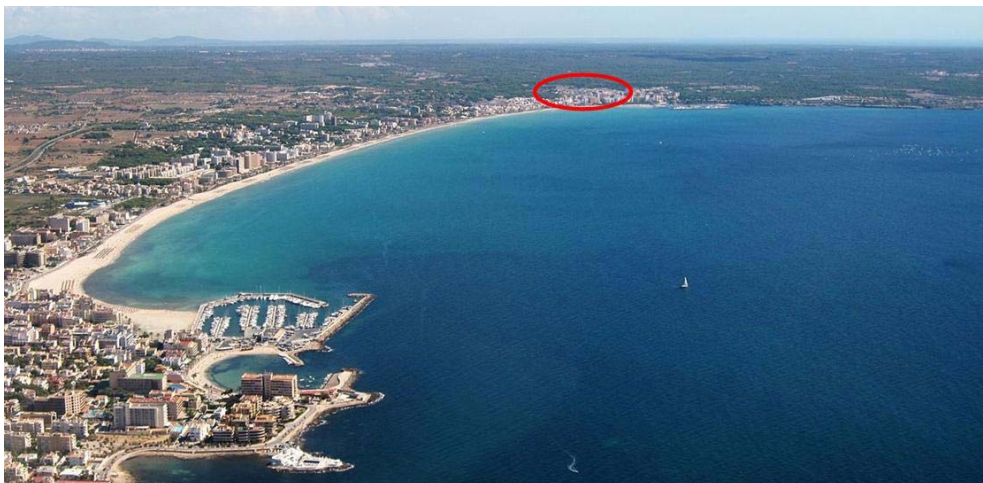
TERRITORIAL AND URBAN CONTEXT

Platja de Palma, located on the island of Mallorca, runs between the municipalities of Palma and Lluçmajor and covers a total of 1,453 hectares. It is a tourist destination with 9.5 kilometres of coastline and almost 6 kilometres of 40 metre wide beaches, located 10 minutes from the capital and 5 minutes from Son Sant Joan international airport. It shares a boundary with the Es Carnatge natural area to the north-west and Cape Enderrocat to the south-east. Inland, the Platja de Palma project area is bounded by the Levante motorway and the road to Cape Enderrocat.

It currently provides 40,000 hotel beds, and has a similar number of permanent residents, as well as roughly 12,000 holiday home beds, 182 hotels, 400 restaurants and 500 shops. It occupies much of the maritime frontage of the Bay of Palma and spans two municipalities: Palma and Lluçmajor.

Its tourist development began in 1960. Since then, it has become a world-famous tourist destination thanks to its natural endowments, its good location and its wide range of hotels and complementary services. The first tourist settlements along Platja de Palma initially had the structure of a garden city, with villas built as summer holiday homes for families, mainly from Palma itself.

The long beach is at the bottom of Palma Bay, between the towns of Can Pastilla and Bellavista. The latter, within the Lluçmajor municipality, has been given several names in the course of its history. The map of Mallorca drawn in the 18th century by Josep Muntaner shows a better-known toponym: "Arenal". The toponym "s'Arenal de Son Sunyer" was mentioned in a document from 1857 by the Lluçmajor city council. In 1966, the Deputy Secretary of Tourism approved a resolution by which the name of Playa de Palma was decided upon for the entire stretch of Arenal. Nevertheless, the vernacular name for this beach has been -and still is- "s'Arenal". The idea for this name came from a journalist, 'Gafim' (Gabriel Fuster Mayans), whose intention was purely for propaganda purposes. The first hotel entrepreneurs in the area liked the idea, which they submitted to the central government for approval. The idea proved to be an advertising success.



Nowadays, the structures are intermingled with tall buildings used by both residents and hotels.

From an urban planning and architectural perspective, there is a major degree of diversity amongst the buildings, even within the urban grid of Platja de Palma, as a result of their different planning origins (old allotment divisions, planning by sectors, partial plans, master plans, etc.). Likewise, there is an uneven degree of adaptation to the building ordinances and to modifications to the successive stipulations for building types when the time came to replace old buildings.

In 2005, the Urban Planning Consortium for the Improvement and Beautification of Platja de Palma was set up to encourage an overhaul of the local hotel facilities, complementary services for tourists and the urban environment. Its main purpose was to enhance and activate the tourist potential of the Palma and Lluçmajor coastline. There are four levels of public administration involved in Platja de Palma Urban Development Consortium: National, Autonomous Region, Mallorca Island Council and the affected municipal councils- Palma and Lluçmajor.

Although this asset has brought wealth and employment to the area for the last 50 years, it is now in decline and losing its appeal, despite efforts to improve the promenade, hotels, shops and some of its infrastructures. The Consortium initially sought to redefine the urban model with beautification projects for the urban environment and the installation of new elements that might help to diversify the existing range.

The tourism model applied in this area has thus become obsolete, stressed and lacking in competitiveness. It has been the focus of numerous studies and proposals. In 2006, a participatory event was held, involving stakeholders from both the tourist and residential sectors, aimed at gathering ideas that could improve the initial approach. In 2007, a public competition for ideas and proposals was called, with invitations sent to offices of renowned architects. The competition jury selected the West-8 studio from the Netherlands. This winning proposal inspired an Integral Reconversion Plan (PRI) that was subsequently debated, approved and is now in force at the detailed application stage.

The PRI is the urban planning document on which the physical and functional transformation of Platja de Palma is to be based. The PRI is therefore the tool that will provide legal cover and give urban planning powers to the PAI (Integral Action Plan) and the Master Plan, the foregoing documents on which it is based.

For the purposes of the analysis, management and regulation of Platja de Palma, the planning area was divided into areas or sectors to provide a detailed explanation of the real urban situation, fill out the different proposals and reference them to the nearest or adjacent areas, without losing an overall vision of Platja de Palma for structural and strategic proposals.

The sectors thus defined are used as an operational concept for the interpretation of the real urban situation, based on a quantitative and qualitative comprehension of the urban units that make up Platja de Palma.

Several factors are involved in this interpretation:

- Physical and urban limits
- Origins and historical evolution of the urban fabric
- Urban morphology
- Building types, intensities and heights
- Predominant land uses, both public and private
- Usage densities
- Socio-economic characteristics
- Existing urban regulations and future opportunities for regulation.

The defined sectors are the following (from north to south): CP. Can Pastilla; SF. Ses Fontanelles; LR. La Ribera; LM. Las Maravillas; LP. La Porciúncula; AP. Arenal de Palma; AL. Arenal de Llucmajor; SV. Son Verí; CB. Cala Blava-Bellavista.

At present, there are two bus lines, 15 and 21, which connect the area to Palma city centre and the airport. The railway line ceased operation years ago, and its easement is expected to be recovered for pedestrians and bicycles. A tram line has been mooted, but it would be difficult to install.



STRATEGIC STUDY AREA

In its current state, Platja de Palma projects an impression of "the same old thing", associated with the prevailing cheap, banal image of this almost 6 km stretch of coastline. Until now, the tourist industry and with it, the treatment of its public spaces, have focused on investment along the seafront. The diversity of urban situations has been diluted under a veneer of uniformity imposed by certain types of urban treatment and the effects of the overcrowded beachfront imposed on the rest.

Lack of care for other landscapes, second or third line facades such as the Ses Fontanelles wetland, the Porciuncula pine forest, Torrent des Jueus and Cala Blava, etc., has led most of these natural features into a state of abandonment. This has given rise to areas with very poor urban quality and facilitated the emergence of social problems, insecurity, uncontrolled rubbish tips, etc.

Compared to excellent world class maritime frontages such as Copacabana, for example, Platja de Palma beachfront has a disproportionate size and length as a promenade in relation to its number of residents and visitors. This disproportion accentuates its sense of uniformity and emptiness, which arose after the elimination of the beachfront road. It has also generated a shortage of urban activity, which has a negative effect on the type of atmosphere required for a first-class tourist and residential destination.

The landscape belt that surrounds the area, bounded by the Levante motorway, projects a negative image as a gateway, not only to Platja de Palma, but also to the rest of the island of Mallorca, as it lies near the grounds of the Son Sant Joan international airport.

The urban planning requirements of Platja de Palma must be addressed in the following aspects:

- The creation of a high-quality public space. This will become the brand image of Platja de Palma. The comprehensive treatment of this area will consist of an overall redevelopment of the area and a series of core public spaces that will raise the value of the whole area: the recovery of the wetland and the establishment of Ses Fontanelles Park, the regeneration of the pine forest and the La Porciuncula quarry, the recovery of the natural valley, the conversion of the urban section of the Torrent des Jueus rivulet, and the generation of the new maritime frontage of Platja de Palma, amongst others.
- Respect for the Mediterranean urban culture. The way the public spaces are revived, the buildings are renovated and new spaces are generated must be intimately linked to the local and Mediterranean culture. This concept is related to the enjoyment of outdoor spaces, facilitated by the benign climate. Outdoor markets, terraces, promenades, shady trees or pergolas all are characteristic features of this type of occupation and treatment of public spaces.
- Diversification of atmospheres. An essential aim is to escape from the current monotony of Platja de Palma by differentiating zones, each one with its own character.
- The link between tourism and the local context. Tourists and residents coexist to make Platja de Palma a different place from competing destinations. This harmony should be an example of integration, and also a source of attraction for visitors.
- The rediscovery of the island's hinterland, the gateway to an endless number of extraordinary landscapes, fields and villages that starts in Platja de Palma itself.

- The intimate link to Palma city. Take advantage of the broad supply of cultural, leisure, service and other types of options that the capital of the Balearic Islands has to offer, with its positive influence on Platja de Palma. Similarly, it is important to consolidate the connection with the Son Sant Joan international airport.

The magnitude of such an ambitious project as the Integrated Enhancement of Platja de Palma at every level hinges on seven strategic lines. These are:

Strategy 1: Strive for a competitive, sustainable positioning in the tourism sector

Strategy 2: Address the challenges of global and climate change, and preserve the area's natural marine and terrestrial systems

Strategy 3: Improve the living and employment conditions of residents and workers

Strategy 4: Fully revalue the territorial and urban system using sustainability criteria

Strategy 5: Define ambitious commitments to reduce the local and global ecological footprint of the urban metabolism

Strategy 6: Create an innovative digital space for residents and visitors alike, and their activities.

Strategy 7: Implement an institutional and social pact and a new "Governance" for change



The tourism model applied to this area is now obsolete, stressed and uncompetitive. For this reason, it has been the focus of several studies and proposals, including an international ideas competition, which have led to the presentation and approval of a Comprehensive Conversion Plan.

This Plan is currently being developed and implemented by the *Platja de Palma Urban Planning Consortium*, involving representatives of four public administration levels: national, regional, island and municipal, in this case the Palma and Lluçmajor City Councils.

One of the aims of the Urban Conversion Plan is the construction of several landscaped corridors and civic arteries that will connect the urban fabric to the waterfront and, where appropriate, to the agricultural hinterland as well, which will produce the greatest transformation of this urban area.



PROJECT AREA

For the specific EUROPAN 14 competition site, a solution is sought for one of the civic corridors envisaged in the municipal plans for this area. These corridors are basically designed as pedestrian routes that connect the city to the beach and the coastal promenade. The corridor in question is on Calle Gran i General Consell, which connects the end of Paseo del litoral (Seafront Promenade) and the intersection with the S 'Arenal Yacht Club to a shopping zone set inland.

The detailed planning file on the area corresponding to the Gran i General Consell civic corridor, part of the S'Arenal zone in Lloret de Mar, stipulates that essentially, it has to be configured as a pedestrian promenade that links up the various existing tourist facilities and facilities, with easy access to the beach and also to the existing public facilities and service areas, expanding the space for pedestrians and pacifying or restricting vehicle traffic.

The project is also intended to preserve and enhance tree plantations in the public domain and define the actions to be taken for paving, public lighting and street furniture.

Projects may suggest initiatives to improve the urban landscape that are considered suitable for the buildings in the surroundings, such as the treatment of party walls, and propose initiatives for public spaces that will encourage the uses of restaurants, shops and others in the immediate environs.



The objectives being sought include the following specific actions for which teams can propose both specific solutions and reasoned alternatives:

- Enhancement of the existing public spaces as an alternative to the sponging effect
- Reshaping of the S 'Arenal Park Shopping Centre
- Landscaping and adaptation of the greenway (former railway line)
- Improvements to the corresponding section of the s' Arenal seafront promenade
- Redevelopment of Calle Gran i General Consell
- Placement of some of the existing parking lots underground.
- Recovery of the identity of the traditional urban fabric.
- Connection of the seafront line of shops with other activity hubs such as the Town Hall building, the Son Verí school and the S 'Arenal Park shopping centre.
- Highlight the Kilimanjaro Hotel, a landmark example of Platja de Palma's architecture from the 1960's.

