



SCALE(s) : XL, L, S - Territorial, urban and architectural

TEAM REPRESENTATIVE : Architect

SITE'S FAMILY : From City to Productive City

LOCATION: Palma and Lluçmajor, Platja de Palma, suburbs: Can Pestilla and S'Arenal / Project area: Arenal de Lluçmajor

POPULATION : 40,000 inhab. + 42.000 hotel beds (territorial scale)

TERRITORIAL: 992ha / **STUDY SITE**: 36ha / **PROJECT SITE**: 4,2ha

SITE PROPOSED BY: Platja de Palma urban planning consortium

ACTORS INVOLVED: Palma and Lluçmajor City Councils (Strategic site owners). Lluçmajor City Council (Project area owner)

OWNER OF THE SITE: Public

COMMISSION AFTER COMPETITION : Public space project.

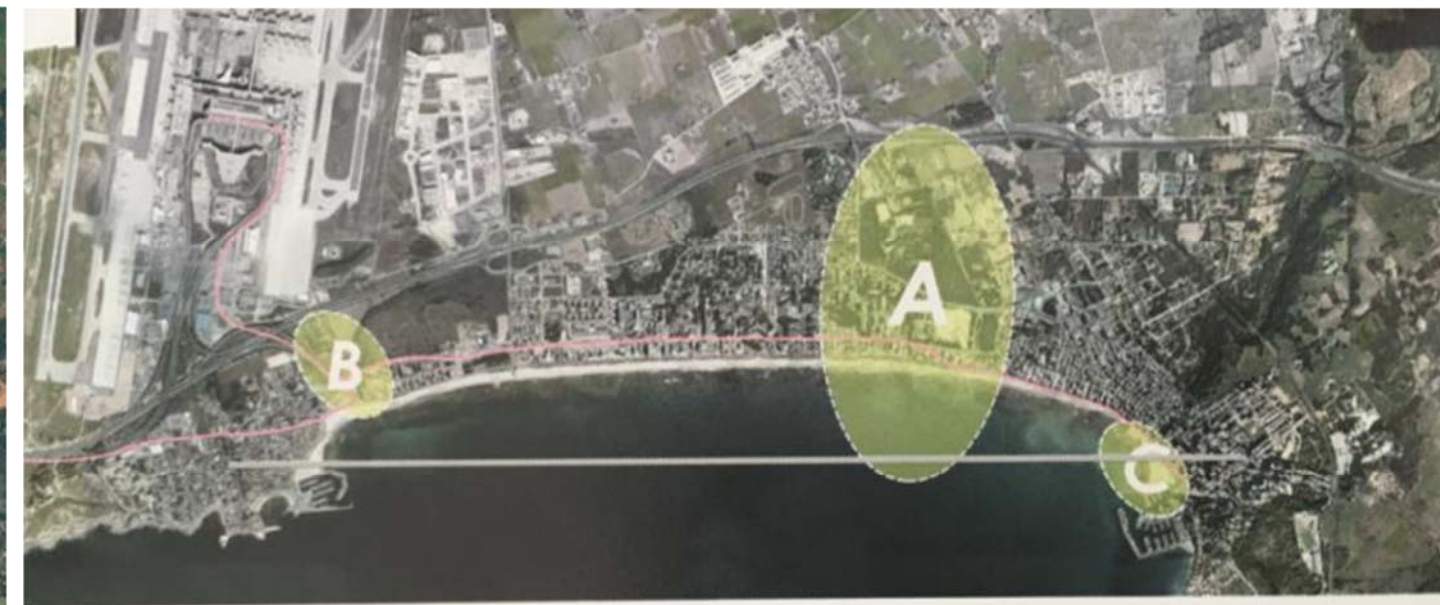
POST-COMPETITION PHASE : Meeting and debate between the winning teams and the site representatives. Under the Public Contracts Act, a negotiated unpublicised competition involving at least 3 of the winning teams for contracting for the implementation phase .

HOW CAN THE SITE CONTRIBUTE TO THE PRODUCTIVE URBAN STRATEGY CITY?

Platja de Palma 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 center 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.

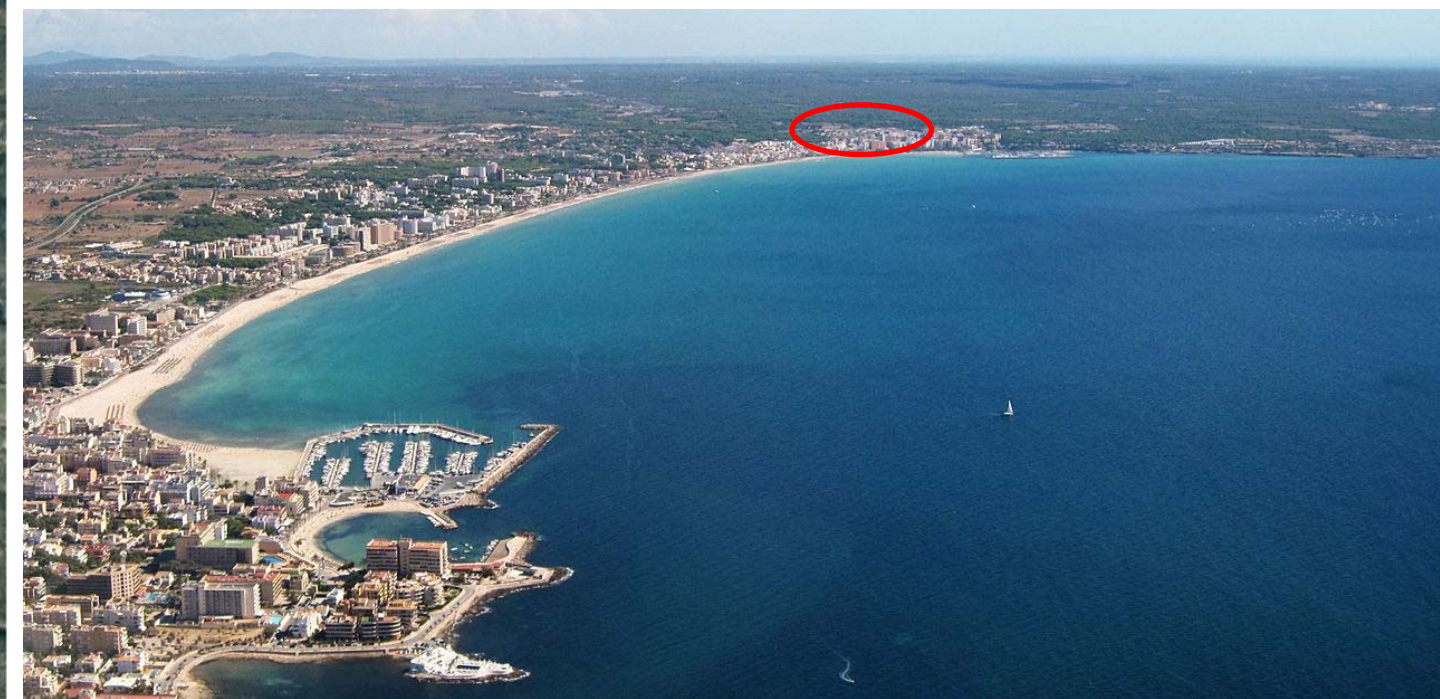
The tourism model applied to this area is now obsolete, stressed and uncompetitive. For this reason, it has been the focus of several studies and proposals, including an international ideas competition, which have led to the presentation and approval of a Comprehensive Conversion Plan. This Plan is currently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



A. Maravillas / Porciúncula B. Can Pastila / Ses Fontanelles C. S'Arenal de Palma / S'Arenal de Lluçmajor

Fuente: WEST 8



SITE DESCRIPTION

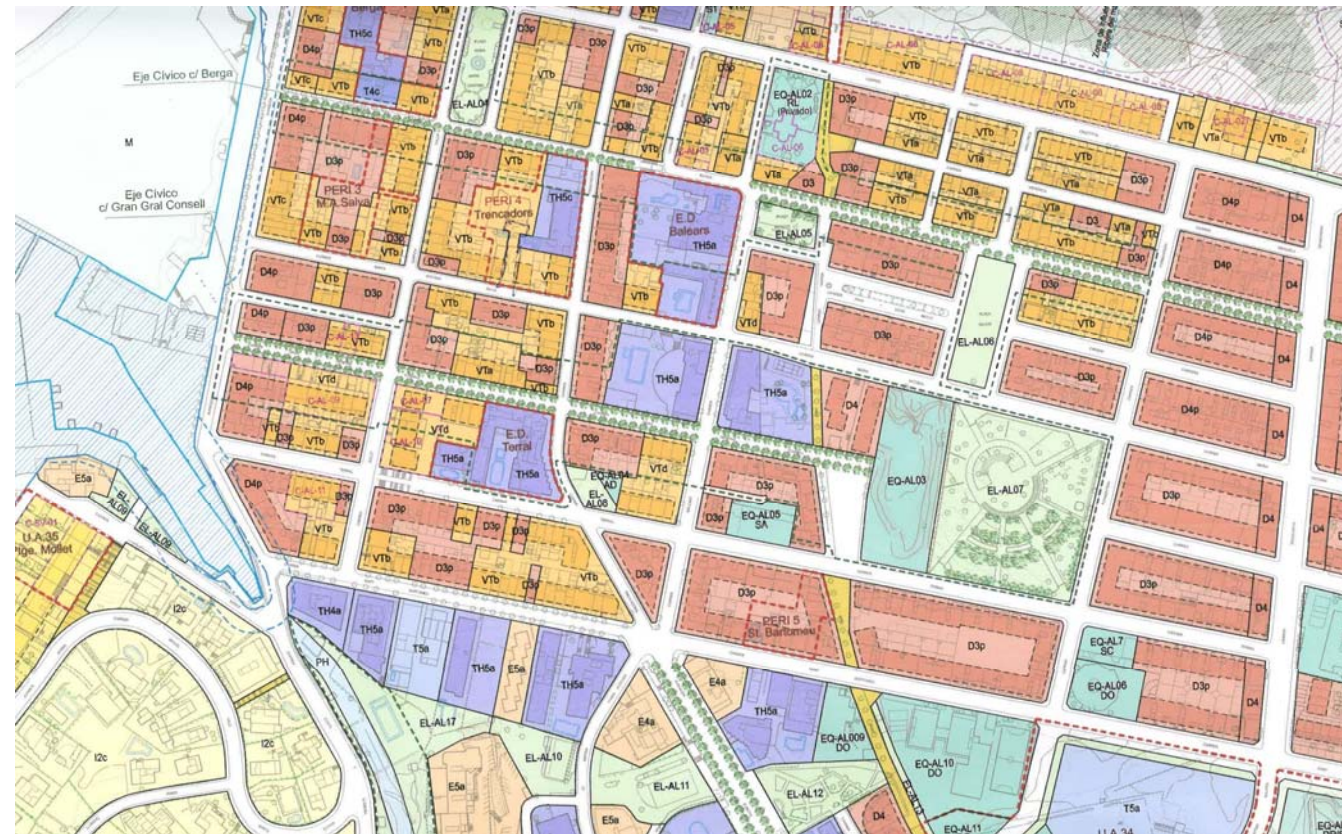
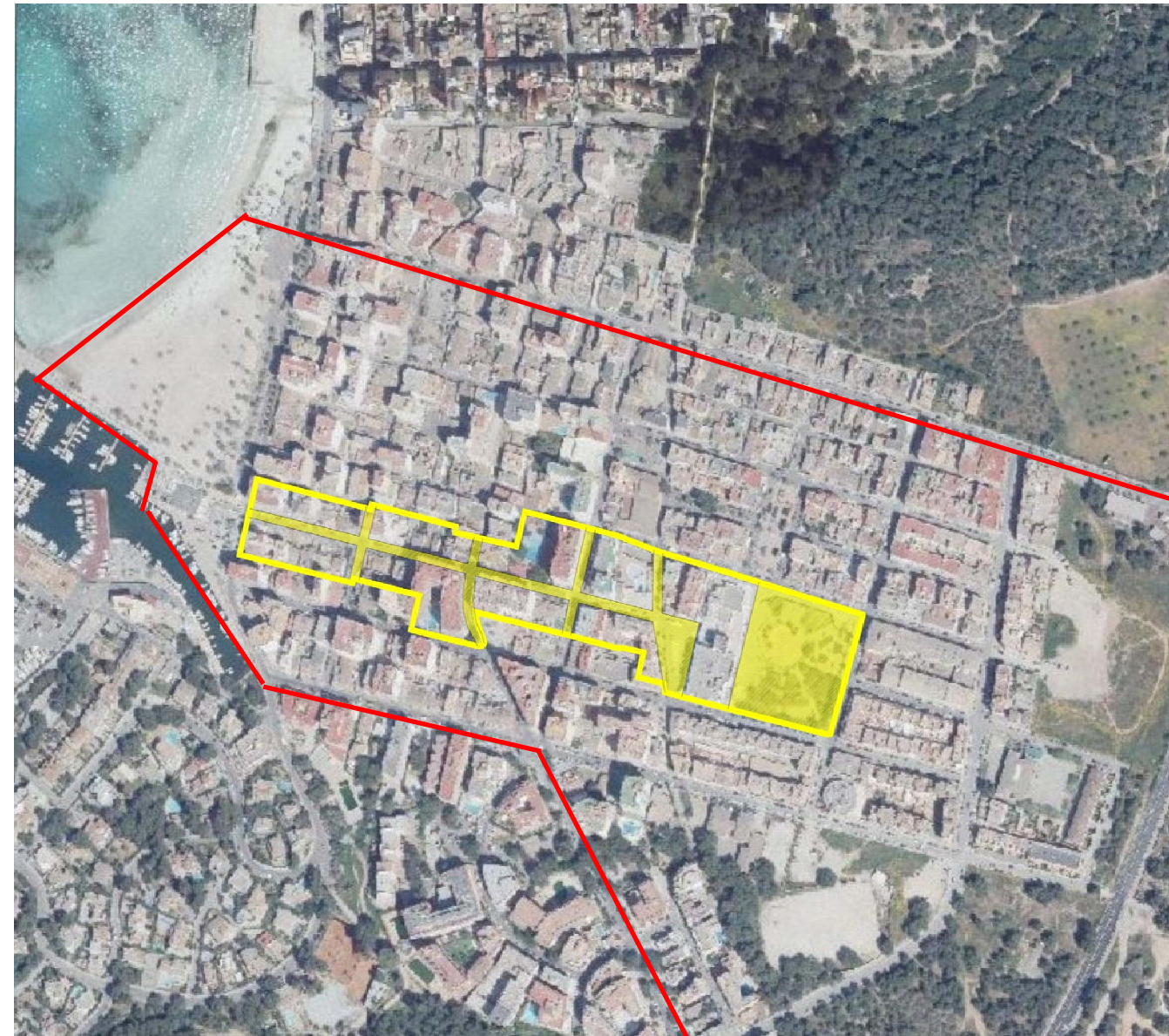
Platja de Palma is a tourist destination with 42,000 beds, a slightly smaller residential population, 182 hotels, 400 restaurants and 500 shops. The strategic area covers 992 hectares, approximately half of which is urban land. It occupies much of the Palma Bay waterfront and spans two municipalities: Palma and Lluçmajor. For the specific EUROPAN site, competitors are invited to present a formal resolution for one of the civic corridors envisaged in the municipal plans for this area. These corridors are basically pedestrian promenades that connect the city grid to the beach and the coastal promenade. The corridor in question runs along Calle Gran I General Concell, which links the end of the seafront promenade near the S'Arenal Yacht Club to a business area set slightly inland.

HOW IS PRODUCTION CONSIDERED IN THE URBAN DIVERSITY PROGRAM?

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 can give *Platja de Palma* an urban identity. This process would also involve an analysis of the commercial spaces, 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 here are proposed in collaboration with the local private stakeholders, especially in operations that involve hotel quality improvements. In terms of new activities, one of the possibilities is that of the professional services taking advantage of the offer of the existing commercial space, in order to stabilize the activity of the area throughout the year.

The civic corridor proposed as a project area currently carries vehicle traffic and parking facilities, with 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 axis once it is pedestrianized. It also includes a shopping centre managed under a municipal lease, whose connectivity with the surrounding space can be improved. 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 knowledge 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.

EUROPAN 14 - Platja de Palma (España)



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