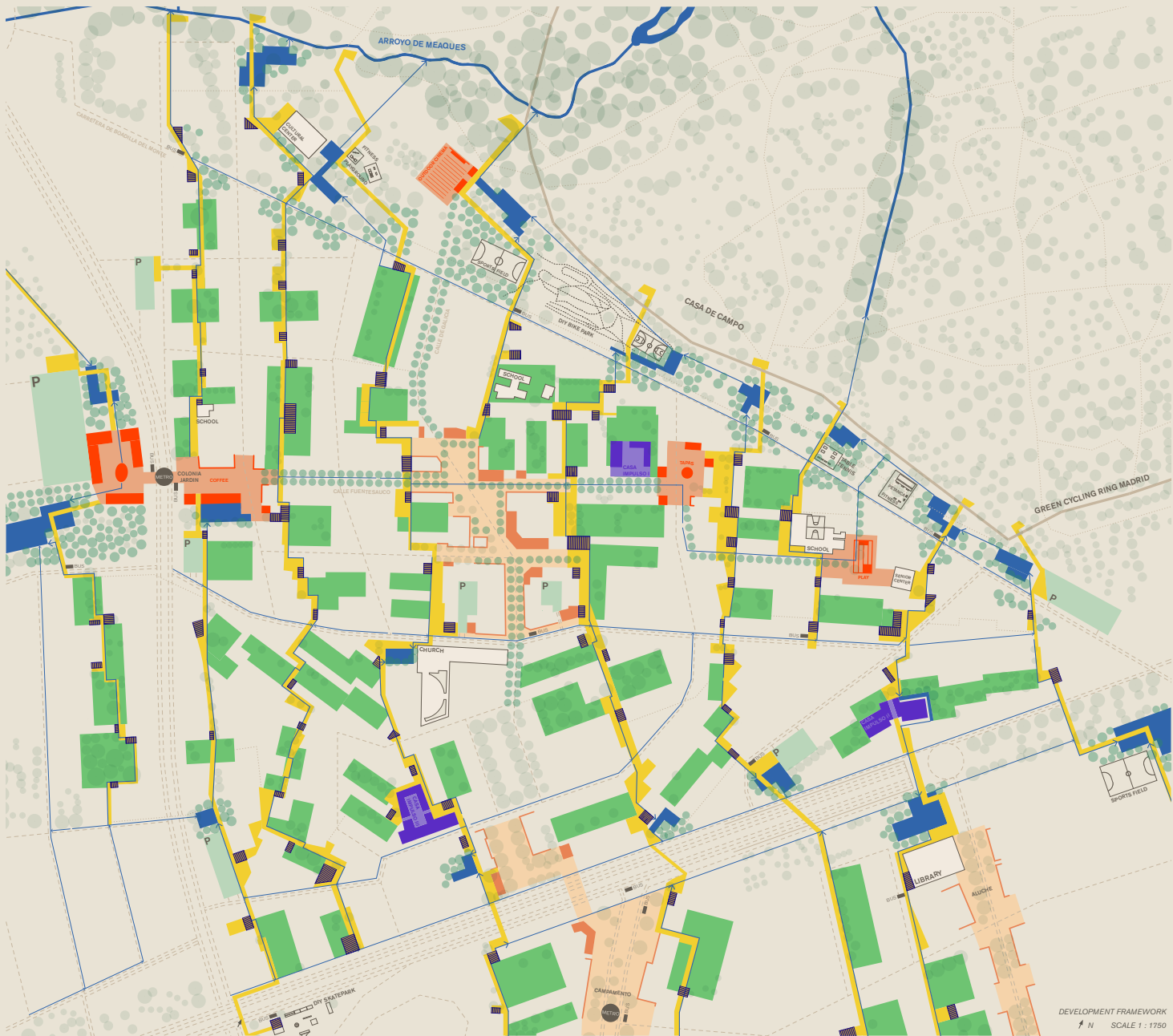




Colonia Casa de Campo, built in the 1970s, envisioned shared spaces between open block buildings. Over time, these areas became asphalted parking or green zones linked off by hedges. The neighborhood is isolated by heavy car traffic, disconnecting it from nearby areas and Casa de Campo park, resulting in a limited public social life. The proposal is to enhance daily life quality by revealing a network of pedestrian alleys connecting existing and nearby social spaces. These alleyways promote the transformation of inner-block areas into green, meeting spaces, protected from drought by collected rainwater. "Alleyways" invites the community to enjoy a walkable, shaded, and social environment—walk to school, stroll to the park, chat, relax under fruit trees or share tapas at a kiosk.

'REVEALING' URBAN CONTINUITY
The strategy is based on two perspectives: first, enhancing interaction and functionality within urban spaces and connecting them to existing social areas and buildings, making open spaces an integral part of daily life. Second, reconnecting the area with the park and surrounding neighborhood. A crucial aspect of this strategy is thinking beyond the borders of the neighborhood to reveal the potential of interconnected communities and spaces.

The aim is to create urban continuity from north to south through a network of alleyways that meander around buildings and cut through inner courtyard spaces, opening up the neighborhood. Existing trees and blind facades are used to create a shaded walking experience and meeting places. For example, these alleyways will connect Casa de Campo Park to the senior center in Colonia Casa de Campo and the library in Aluche. A rainwater collection system is introduced to enhance the green qualities of the inner-block spaces (salons), to encourage people to use these spaces for activities.

East-west continuity is established by reconfiguring public spaces to define plazas with a high density of activities—"hotspots" and "heart"—along a car-free route from the Colonia Jardín metro station to the park, which intersects with the alleyways.

The toolbox presents a flexible set of measures that can be implemented to develop the potential of the area.

thresholds

vertical garden

meeting bench

roofs

facade

climbing plants

vertical forest

roofs

roof-top

rainwater harvesting

roofs

salons

semi-public area

laying down meadow

fruit trees

herbal garden

pollinator habitat

sport zone

dog playfield

sculpture garden

irrigation

irrigation system for draining rainwater

from tanks

from pipes

corridors

solid trees

green surfaces

rearranged existing trees

meeting corners

pergola added to blind facades

benches

meeting table

canals and pipes

collected rainwater from streets and green roofs

water outlet for irrigation

use of topography for draining rainwater to ponds

hotspots

place space created by reorganizing small businesses

place for terrace tables and chairs

parking hubs

car repair shops

storage point

ponds

existing trees destroyed with new trees

drained rainwater (water clearing)

drained rainwater (water storage)

drained rainwater (water storage)

drained rainwater (water storage)

wetland

Excess drained rainwater

Arroyo de Meaques system

plants in wetland

wetland in soil

heart

area of commercial spaces, outdoor cinema

dematerialized, minimalist urban space by block distribution with active ground floor programs

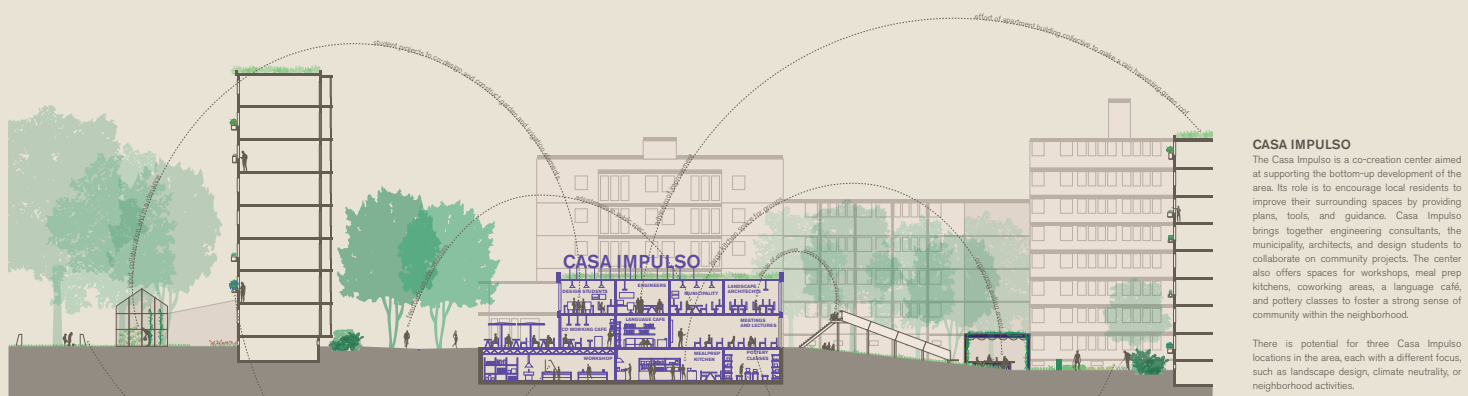
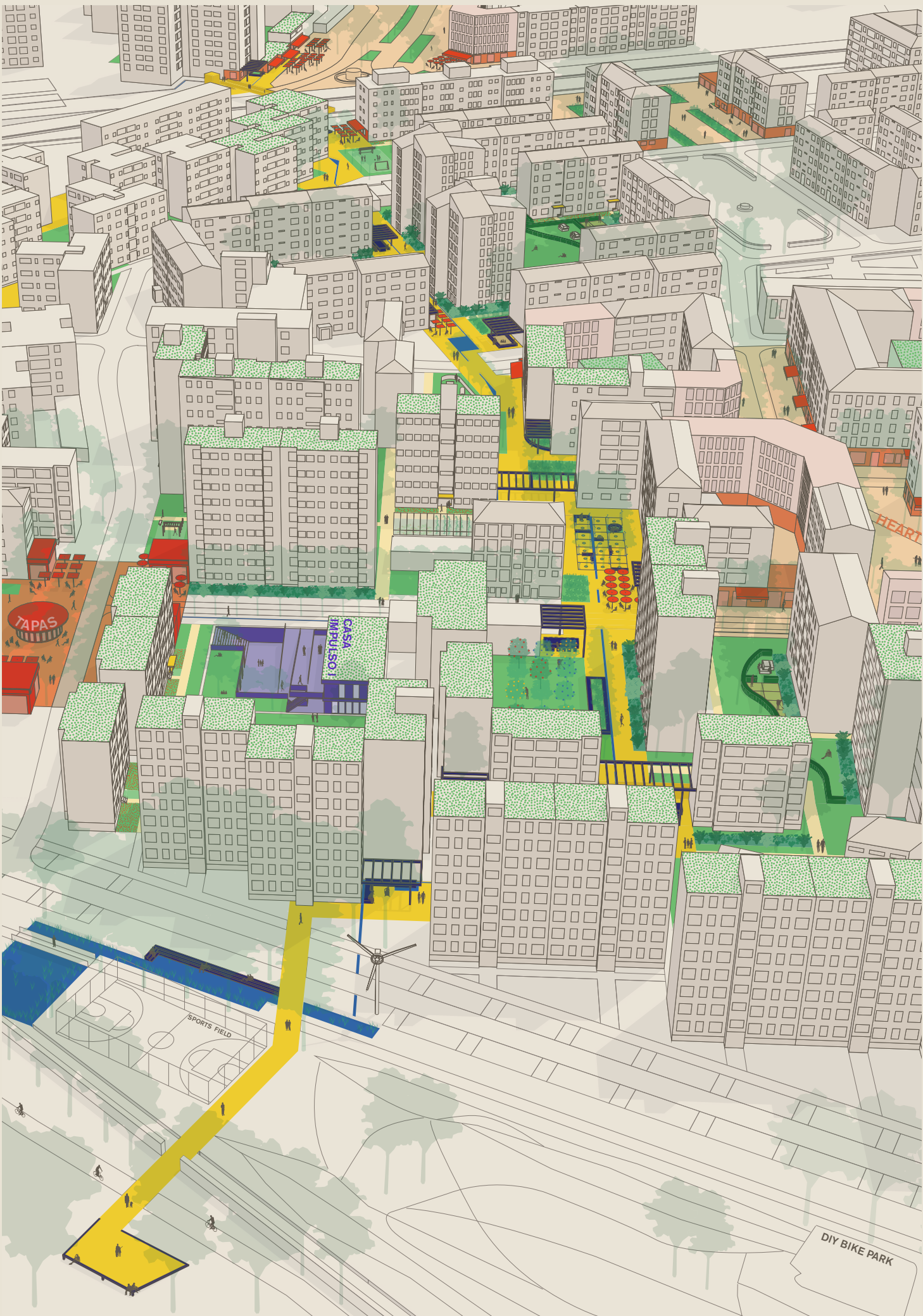
Casa Impulso

transformation of existing structure (successive parking garage, empty building)

patios for vehicles

ALLEYWAYS

10 - 15 HOUSEHOLDS 75 - 100 HOUSEHOLDS 1000 HOUSEHOLDS 4000 HOUSEHOLDS



SECTION
CASA IMPULSO I
SCALE 1:250



SHORT TERM Open to Park - Intervention in Municipally Owned Spaces

The first step is to create alleyways that connect the neighborhood to the park.

At the same time, new parking regulations will be introduced to reduce non-residential parking. The courtyards along central Calle Fuentesal will be transformed into vibrant green salons as this part of the street becomes car-free.

Parking will still be available in inner-block spaces, which are connected to the main traffic roads around the municipal areas, as well as in the park's parking lots.

MID TERM Open to Aluche Neighborhood - Intervention in Municipal and Privately Owned Spaces

The alleyways will be extended to connect to Aluche. Residents in non-municipal spaces will be encouraged to transform their inner courtyards into green salons with support from Casa Impulso.

The new parking strategy will focus on creating multi-story parking hubs and parking strips along the main traffic roads. This will open up the possibility for all inner-block spaces to become green areas. The parking hubs will be connected to the alleyways, creating a seamless transition from home to hub. These hubs will also include package delivery points and car repair shops.

Meanwhile, Calle Fuentesal will be fully car-free in preparation for the next phase.

LONG TERM Open to All Sides - Intervention in Municipal and Privately Owned Spaces

The alleyway system will extend to the west side of Colonia Casa de Campo and across the main road into neighboring areas.

More residents will be encouraged by Casa Impulso I, II, and III in transforming their inner-block spaces into green and healthy salons.

Car parking will be further consolidated in parking hubs on the neighborhood's edge and in parking strips along the main traffic roads.

NETWORK + SALON PROJECTS

participatory + municipal

CASA IMPULSO I
landscape + ecology

Hotspot for tapas, outdoor cinema and play, to increase specific public space that radiate lively energy

Water system installation in first alleyways, including three ponds in the park

CASA IMPULSO II
focus on: improvements of facade and climate neutrality

Heart: new buildings demarcate open plaza space for markets and events

Active plinths along route to increase eye-on-the-street and social safety

Scale up water system, ponds in different locations due to topography

CASA IMPULSO III
focus on: neighborhood activities and events

Squares on both sides of metro station connected by tunnels, made lively with cafes, shops and offices

Water system expanded to external neighborhoods