

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.european-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.

LEGAL PROVISIONS

For nationals from EU and EES countries in possession of a diploma in accordance with EU Directive 2005/36/EC and wishing to practice on a provision of services basis (occasional), they must be legally established in a Member State for the purpose of pursuing the same profession in Spain. They must ask for an authorization to the competent authority, the Ministry of Development (Ministerio de Fomento, Subdirección de Normativa y Estudios Técnicos. Secretaría General Técnica. Paseo de la Castellana, 67 – 28071 Madrid). Once the authorisation has been issued, they must address to the

Order of Architects the service is taking place to ask for an authorisation to carry out that specific service.

More information.

For nationals in possession of a diploma from other countries, please contact the Ministry of Education.

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

President: Ministry of Public Works (Ministerio de Fomento)

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Department of Architecture, Autonomia of Valencia

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, Andalusia'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. **Almanjazar (Granada)**. Winner: Enrique Johansson de Terry, Francisco José Larrucea Campero. 280 dwellings by EPSA for the Junta of Andalusia. Completed in 2002
4. **Almanjazar (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)**. Winner: Alfonso Cano Pintos, María Julia Abarca Corrales. 53 dwellings for the Junta of Andalusia. Project submitted. Not built.
2. **Baracaldo (Vizcaya)**. Winner: 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)**. Runner-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)**. 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)**. Winner: 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**. Winner: Andreas Quednau, Sabine Muller. Urban and landscape projects submitted and implemented.

3. **Córdoba**. Winner: 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 submitted5. **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**. Winner: 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)**. Winner: 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)**. Honourable Mention: Jorge Suárez Díaz - Lucía Salvador Anguiano. 18 social dwellings for the Government of Asturias. Completed in 2004

EUROPAN 7

1. **Barcelona / Can Solé**. Winner: Angela Moragues Gregori, Hervé Meyer. Lérida, 52 dwellings for the Catalan Government INCASOL. Completed in 2010.

2. **Guadalajara**. Winner: 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**. Winner: Hugo Araujo Lázare, Marien Brieva de la Orden. Urban planning submitted for the City of Vitoria-Gasteiz.

4. **La Pola de Siero (Asturias)**. Honourable 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 urban studies 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.

European14 SPAIN

madrid

Productive cities

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European14 SPAIN

madrid

Productive cities



Skyline of madrid

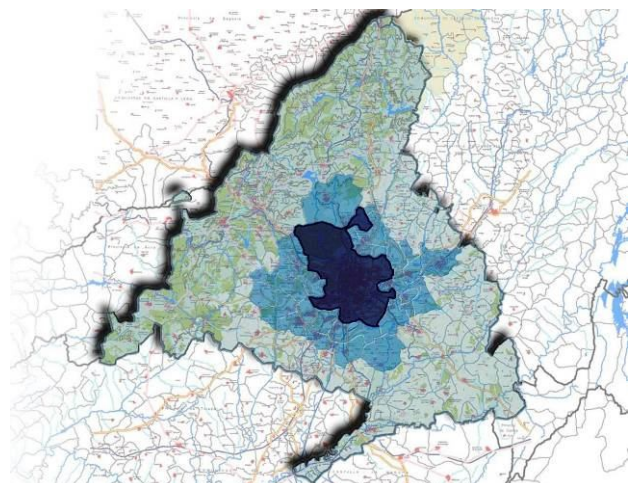
COMPETITION OBJECTIVES

The particular objectives for this competition site in the heart of Madrid are part of the city's overall urban development goals, structured along the following strategic lines:

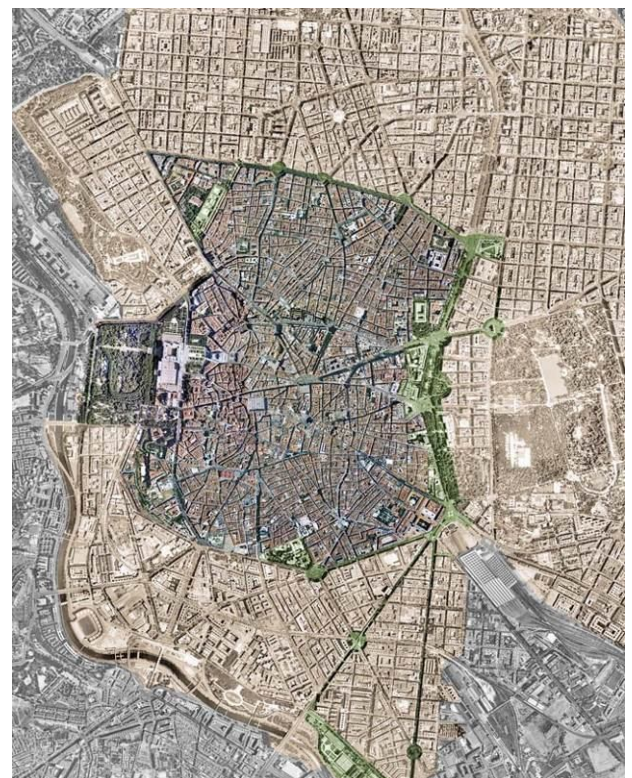
1. Encouragement for the productive city
2. Territorial rebalance and social cohesion
3. Environmental, economic, social and cultural sustainability
4. Improved quality of life and habitability of the urban environment

These strategic lines, described below in more detail, have shaped the objectives for this competition. They can be summarised in the following challenges:

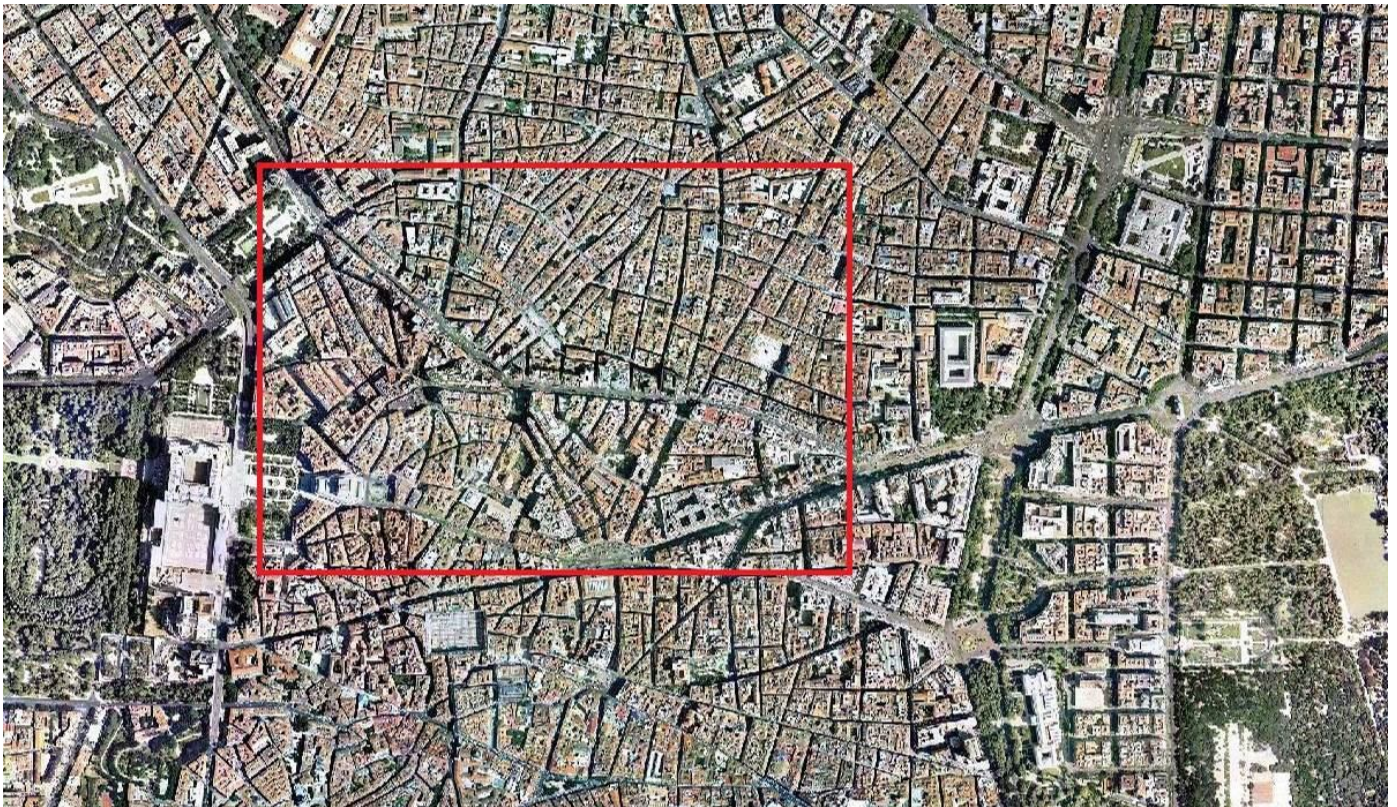
1. An overarching study of the future of a system of public spaces in the city centre, composed of six squares with similar problems and potential. Their transformation should be harmonised with the city's Strategy for Public Spaces.
2. Ideas for the future of a set of underground public car parks beneath these squares, which are currently used as rotation parking and could include new uses in the context of the new Mobility Model and the challenges of fostering a complex, productive city.



Territorial scope of the Region of Madrid



Historical center of Madrid

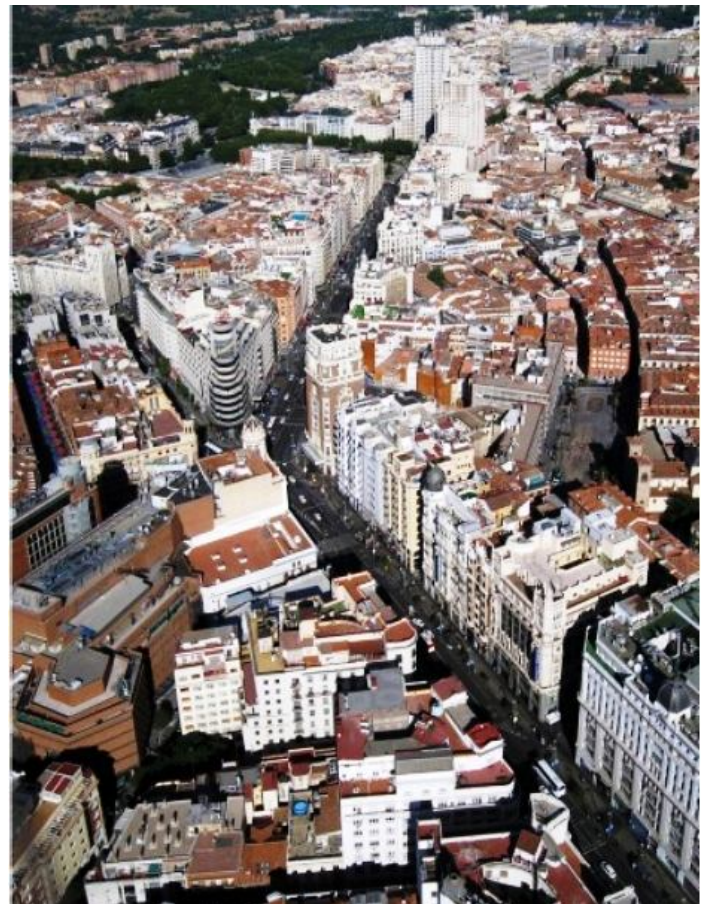


Study site of proposed actions

3. Proposals for a comprehensive strategy to reshape the six squares which can be implemented over time, depending on the possibilities for intervention in these parking lots and the budget available to the City Council.

4. A draft project proposal for the transformation of these areas, aimed at eliminating negative impacts, integrating the below-grade spaces into a unitary design and developing a new proposal for more habitable public spaces that respond in a balanced way to demands for a mixed, complex, dynamic central zone.

5. A more in-depth development of one of the three squares whose transformation is regarded as a priority due to the feasibility of transforming the below-grade parking spaces in the short term. These squares are: Plaza de Santo Domingo, Plaza del Carmen and Plaza de Pedro Zerolo.



Aerial view of the Gran Vía of Madrid and its surroundings



The study site and the relationship with the Royal Palace of Madrid

SITE REPRESENTATIVE

Directorate-General of Public Spaces,
Works and Infrastructure
Sustainable Urban Development Area
Madrid City Council

QUALIFICATION OF GROUP REPRESENTATIVE

Architect, urban planner, landscape designer

RESPONSIBILITY OF THE TEAM, CONSIDERING THE OBJECTIVES AND CHARACTERISTICS OF THE SITE

Interdisciplinary

PARTICIPATION BY SITE REPRESENTATIVE AT THE FIRST JURY MEETING: Yes

THEMATIC FAMILY:

From functional infrastructure to productive city

LOCATION:

Madrid, Centre District. Squares around Gran Vía

POPULATION:

3,165,883 inhabitants

STRATEGIC AREA:

823,540 m²

PROJECT AREAS:

Plaza de los Mostenses: 6,432.35 m² /
Plaza de Santo Domingo: 7,102.48 m² /
Plaza de las Descalzas San Martín: 4,772.64 m² / Plaza del Carmen: 5,494.73 m² / Plaza de Pedro Zerolo: 4,960.22 m² / Plaza Sta. María Torres Acosta: 4,252.72m²

OTHER AGENTS INVOLVED: No

OWNERSHIP:

Public **ENVISAGED COMMISSION:**

Public space project

SITE PROPOSED BY:

Madrid City Council

URBAN STRATEGY

Every city needs a project for its future. Sometimes, this project is more explicit and other times, it can be glimpsed in the different strategies that emerge over time, which sketch out the identity and the destiny of a city. The following summary describes the main strategic lines that define the implicit city project which the city council is now implementing, with a view to providing a clear outline of the objectives pursued by this competition.



The axis of the Manzanares in relation to the urban structure, the zones of rehabilitation of historical center and the municipal director plans

PRODUCTIVE CITY - COMPLEX CITY

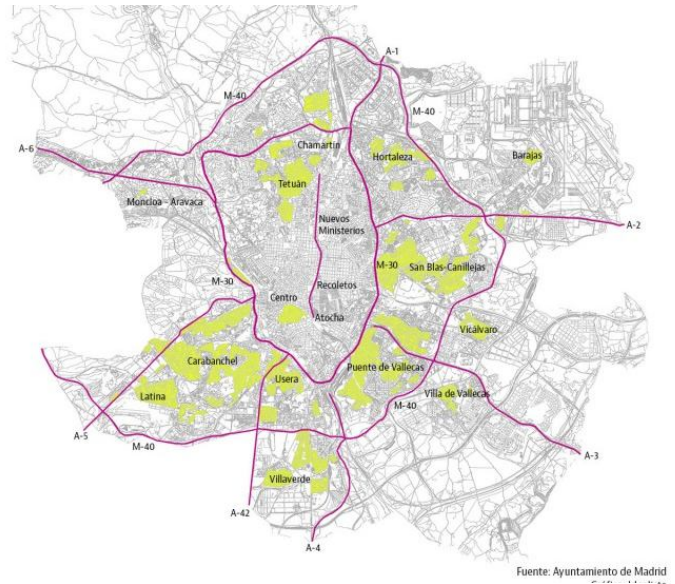
The conversion of Madrid into a productive city, open to the most advanced types of economy —a city that can attract talent and innovation— is a fundamental aspect of the overall goal of positioning our city with a competitive edge in a globalized world. The quality of life of a city has to do with the efficiency of its services and facilities, the

quality of its public spaces, the recovery of its heritage, and many other factors that are part of the urban dynamics. However, above all, its quality of life inevitably requires a good chance of finding a decent job. This is possible in an attractive city that provides opportunities.

From an urban planning perspective, it means working towards a complex city with a mix of uses in which production, business and residence coexist in an integrated way, ever sensitive to potential environmental incompatibilities, mobility and effects on residents. A mix of uses contributes to the complexity of the city, provided that there are no such incompatibilities. This favours the dynamism and complementarity between different activities. However, a proactive policy of incentives for entrepreneurialism, creativity and innovation is also needed. In contrast to the traditional concept of zonal segregation, the complex city favours the emergence of hybrid spaces in which residential uses can be mixed harmoniously with logistical or productive types of business uses. The areas proposed for this competition are veritable "opportunities" to materialize the idea of a complex city in a traditional central heart.

TERRITORIAL REBALANCE-SOCIAL COHESION

Social cohesion and territorial rebalancing is another issue on which Madrid must continue to work. Compared with other benchmark European metropolis, Madrid still has levels of balance and social cohesion that have helped to prevent the types of social conflict that have exploded in recent years in the peripheries of cities like London and Paris. Madrid must therefore focus special attention on its most vulnerable districts and zones with renovation policies, improved public facilities and better accessibility and connections with the rest of the city. In the last two decades, during the persistent debate between territorial expansion and the recovery of the existing city, Madrid has opted for the former. Right now, however, the main objective is the rehabilitation of the city inherited from its previous management with a clear commitment to the revival of the most degraded areas, which nevertheless possess a strategic potential for this particular objective of territorial rebalance. Balancing the city means investing strategically in the most degraded spaces which nevertheless have strategic potential for this aim of dynamizing their entire neighbourhood. The six areas proposed for this competition are exactly this: they have a high degree of deterioration of their public spaces due to their nature as the historic “backyard” of Gran Vía, yet they have the potential to belong to an urban system which, if treated with logic and coherence, can make a significant contribution to the regeneration of the entire city centre.



Preferential areas for boosting urban regeneration

ENVIRONMENTAL, ECONOMIC AND SOCIAL SUSTAINABILITY

A modern city must be an increasingly sustainable city, in the sense of sustainability as an economic and social strategy as well as the usual environmental perspective. The re-qualification of the existing city is one of the tools for this strategy, but so is a new way of understanding and managing mobility. The gradual reduction of traffic in the city centre, as well as the promotion of more sustainable means of transport such as bicycles, form the backbone of the current mobility policy. The gradual transformation of the various neighbourhoods in the downtown district into Resident Priority Areas (RPA), with limited traffic for non-residents, will be culminated this year with the conversion of the entire central district into a large RPA. This can be done by Madrid because it has one of the best public transport systems in the world, and also because space has been gradually won back for pedestrian throughout the city in recent years. The new mobility model proposes a more sustainable system that prioritizes pedestrians, cyclist and public transport as a strategy to humanize the city and improve its environmental quality and its urban landscape.



Madrid + natural is a project to improve the sustainability of the city

Within this strategy, we propose to reduce the number of parking spaces in the city centre as a deterrent to the use of private vehicles. The public spaces that are proposed for this competition are squares, mostly built in the 1970's on top of car parks for visitors, mimicking the mobility paradigm of that era. We therefore propose to reduce the number of rotational spaces in these car parks and partially reallocate them to residents, loading and unloading logistical zones and other productive uses in the new economy that may be assisted by their relocation to this urban environment.

QUALITY OF LIFE

No one doubts that the goal of every city is to achieve a good quality of life. However, there are different interpretations of what this concept means. One of the strategic lines for improving the quality of life of the city, now being worked on intensely, is the improvement of its public spaces. Public spaces are the

essential element that defines the identity of a city, and they may well be one of the main factors that permit its democratization.

Public space is, first and foremost, the base for mobility and as such, it must reflect the proposed mobility model. But it is also space for citizen leisure and enjoyment, a place that feeds nature into the city, a meeting place and a place where conflicts can be expressed. It is a place where the symbolic is represented, where everyday life is celebrated. Our public spaces, in conjunction with our built heritage, construct our idea of urban landscape. The quality of this landscape depends on the quality of its public space and also on the preservation and rehabilitation of its built heritage. The spaces proposed for the competition are gaps in the historical centre, surrounded by some of the city's most valuable heritage buildings. One of the objectives of this competition is to make these spaces more accessible, more sustainable, more environmentally inhabitable, and to highlight the architectural heritage around them..



Recovery of the gardens of the architect Ribera. Currently under construction

STUDY AREA AND URBAN CONTEXT



Plano de Texeira 1656

The historic heart of Madrid has been shaped by ten centuries of history. It contains most of the places considered to be symbols of the current metropolis. An inventory of Madrid's central district could well list more than a hundred public spaces that embrace many of the specific functions of the "plaza" or site, i.e., of the city: for sitting and resting, for meeting and for exchange, for acting as a forecourt and also as a representational feature. Some of these gaps in the variegated medieval urban fabric were the product of a deliberate design decision, while others are the result of the demolition of buildings, most of them religious, during the privatisation process in the 19th century. Whatever the case, over time, all of them have become integrated into the maze of streets that were laid out along the tracks that led out from the first walled precinct.

From a landscaping perspective, their main feature and value —besides the symbolic component in many cases and the diversity that they contribute to the urban scene— is their concatenation. Considering that a city's streets are the generic element while its squares mark its singularity, in the historic centre —all the more so in the first medieval precinct and to a lesser extent in its extensions or the former extramural settlements— there is a remarkable intermingle between these two types of elements: the spaces are interconnected discontinuously, suggesting a system rather than a sum of outstanding spaces.

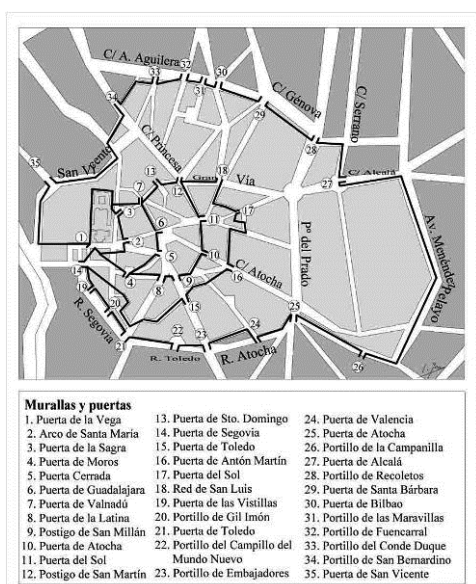
In the accelerated, congested Hapsburg extension to the city ("Austrian Madrid") between 1561 and 1625, the size of the city was multiplied by five while its population was

multiplied by 10, compacted into the space by property divisions. There were no substantial changes to the centre in the following centuries until the end of the 18th century, especially around its edges, when the arteries that are now avenues around the centre connected it to the great 19th century expansion: El Prado, Rondas, Avenues and roundabouts. The renovation of Madrid's centrepiece, Puerta del Sol, and the opening of the Gran Vía were, albeit on a different scale, the last major episodes of urban remodelling in the transformation of the shape of Madrid's historic centre.

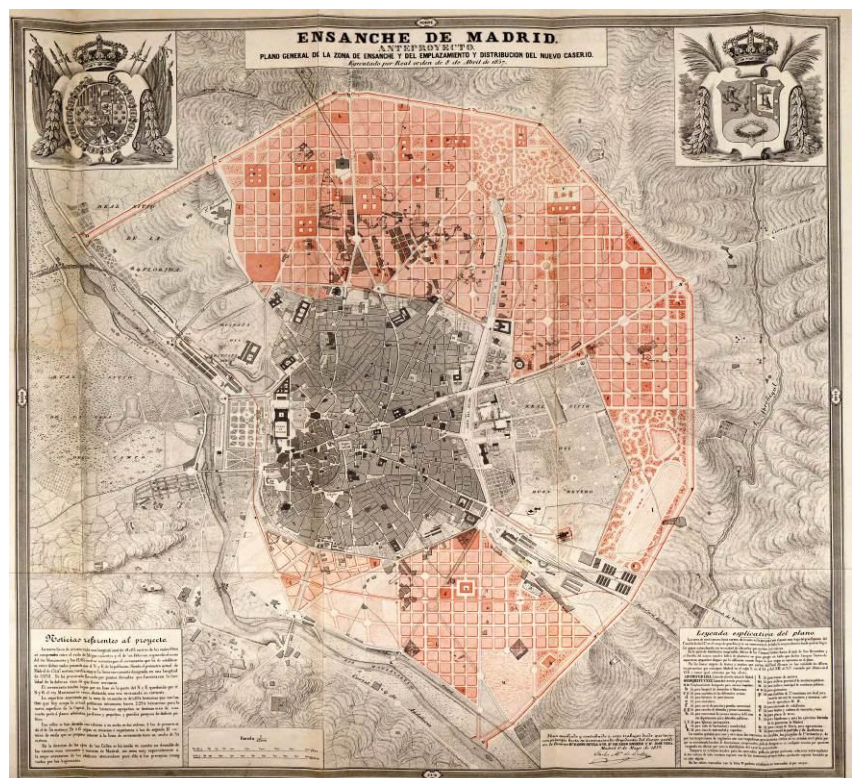
In the middle of the 19th century, debate about Madrid's urban development was between proponents of the city's expansion beyond the historic centre and defenders of an interior reform process. Ultimately, those desiring the city's growth prevailed with the approval of Carlos María de Castro's Expansion plan.

However, the first urban renovation operation in the historic district did not begin until the early the 20th century, with the construction of major axial routes that resembled the ones built in other European cities such as Paris and London.

A trunk route linking the north-west and the city centre to facilitate transit through its maze of narrow streets and open the zone towards de Castro's planned expansion had been mooted since the mid-19th century. But it was not until 1899 when the "Reform Project for the prolongation of Calle Preciados and a link between Plaza de Callao and Calle Alcalá" was presented. Work on this link, known as Gran Vía, began on April 4, 1910. The construction project included the demolition of many buildings, including several churches, and the elimination or transformation of numerous streets. The affected area covered 142,647.03 m², affected 358 properties and 48 streets, and called for the construction of 32 new blocks along this new 1,300 metre long trunk route.



City walls and gates

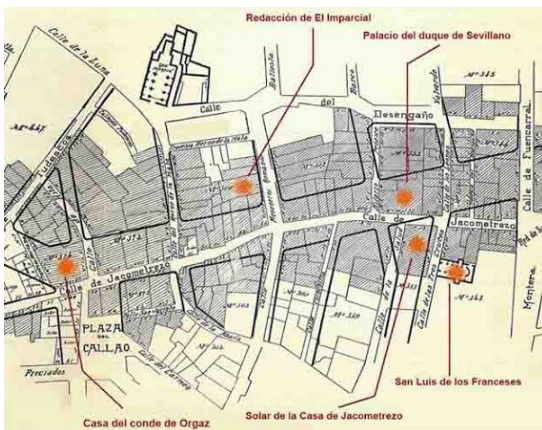


Extension of Madrid. Carlos María de Castro. 1860

In addition to acting as an east-west route through the city, Gran Vía was also designed to be a citizen meeting point, recreational area and shopping zone. In these two aspects, it brought about a change to citizen habits, as it permitted the construction of the city's first department stores, luxury showcase windows, large movie theatres and cafés which proved extremely popular during their first decades.

The post-war years saw the mimetic reconstruction of the historic district which had been heavily damaged during the Civil War, while in contrast, the 1960s and 1970s saw the large-scale destruction of individual buildings and entire urban units by insensitive typological transformations. Underground car parks burst onto the scene in most of the squares when motor cars penetrated the very heart of the historic city, and they became specialised in their reception and parking.

The trend to recover spaces for pedestrians began later than other European cities, with modest attempts in the 1980's and 90's. In the last two decades, this process has received a major impetus with the complete pedestrianization of thoroughfares such as Calle Huertas, Calle Fuencarral and Calle Arenal, albeit without an overall strategy associated with a congruent mobility plan. Nevertheless, these isolated initiatives, in conjunction with the declaration of Resident Priority Areas and improvements to public transport, have begun to shape a historic centre in which pedestrian mobility is multiplying and with it, an important tertiary sector focus that is beginning to alter its traditional balance between different types of uses.



Project of reform of the Gran Vía. 1904



Gran Vía in the 50's



Image of the Gran Vía at night



The Gran Vía as a great pedestrian artery of the center

ENVISAGED TRANSFORMATIONS

The six squares proposed for EUROPAN 14 are spaces that have not yet become part of this transformation process. They form the "backyard of Gran Vía", and thus have not benefited from the urban façade that Gran Vía has provided the city. However, the City Council wishes to implement major changes to the mobility patterns in the historic centre, at the same time as it addresses a remodelling of the Gran Vía as a symbol of this transformation. This is therefore an historic opportunity to permanently integrate these spaces into the Gran Vía system and ensure that the remodelling process also tackles its overdue debt to the surrounding spaces, the result of the traumatic weal cut by this axis in the urban fabric of the 19th century.

The three core actions planned for the coming months that affect the competition's study area are:

- **Transformation of the entire historic district into an APR** (Resident Priority Area). Resident Priority Areas were first declared a few years ago, in a small number of neighbourhoods south of Gran Vía (Embajadores, Letras, Cortes and Opera). Now that the effectiveness of this initiative has been proved, it will be extended to the rest of the central district's neighbourhoods in 2018. This declaration imposes restrictions on access by non-resident private vehicles, accompanied by the associated changes to mobility patterns and, as a result, the potential transformation of current uses.
- **Remodelling of Gran Vía** (Widened pedestrian pavements, restricted transit traffic and incentives for bicycle-based mobility). This transformation aims to rebalance the use of the space by different mobility modes on the

basis of its real, proven demand. The project will also try to improve the transversal permeability of the street and its pedestrian connection with the surrounding urban fabrics and their open spaces.



The remodeling of the Gran Vía is a great bet for the pedestrian mobility in the center of Madrid

- **Comprehensive remodelling of the Chueca district** (Remodelling of 11 streets in the Chueca district, north of Gran Vía, with a view to its transformation into single level streets with pedestrian priority). This transformation will especially affect Pedro Zerolo Square, which lies in the heart of this neighbourhood.

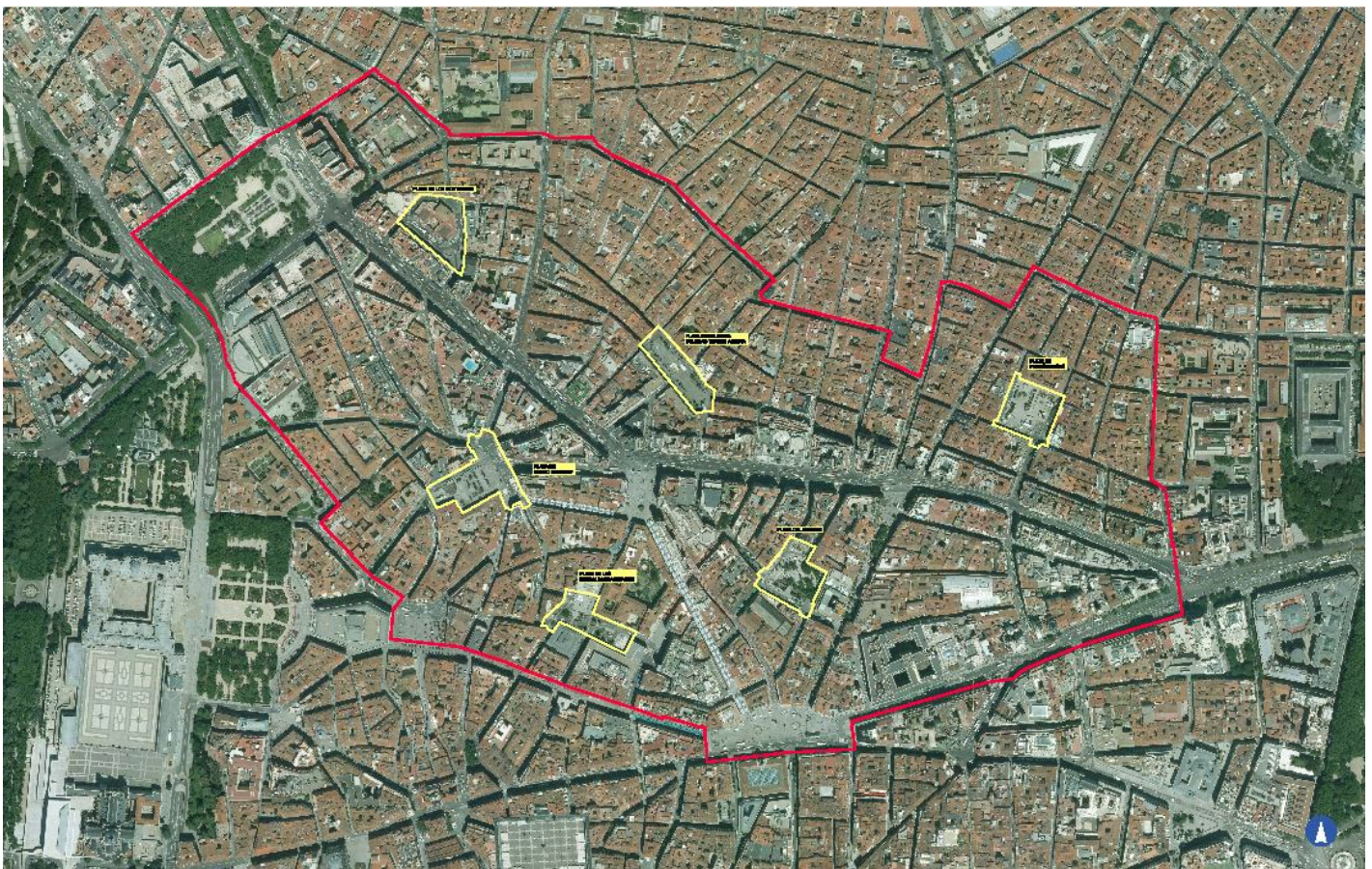


The reform Chueca district will start next spring

PROJECT AREA

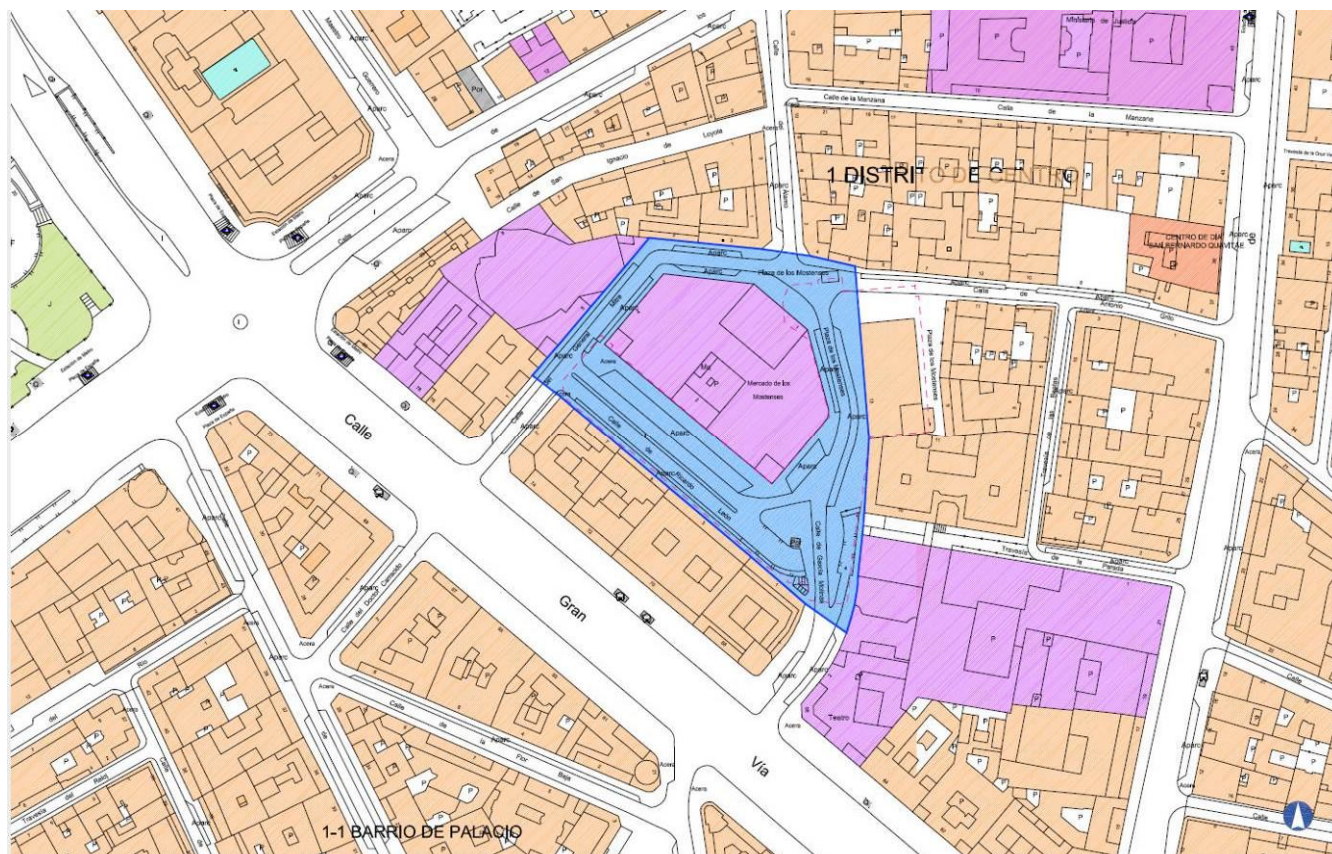
An overall strategic analysis is proposed for the entire zone, considering all six squares as a system of public spaces that are integrated with the Gran Vía. However, the aim is to focus the specific project on these six spaces themselves, which share several features:

- They all have a similar surface area of approx. 5,000 m²
- Each one acts as a roof for a multi-storey underground car park
- These car parks were designed without consideration for the need for public spaces. Instead, priority was given to the technical, functional and economic conditions of the parking facility. The above-ground surfaces are affected by many types of impact and barriers caused by the underground infrastructure (ramps, stairs, lifts, ventilation gratings and ducts, etc.).
- Another impact on all these parking facilities is the difficulty for tree planting.
- All the spaces show signs of major physical, functional and social degradation and obsolescence.



Area of influence of the six squares

1. PLAZA DE LOS MOSTENSES



Project area

face area: 6,432.35 m²

Parking: 361 rotation spaces

**Private management - End of concession:
2028**



Market of the Mostenses. 1899. Missing



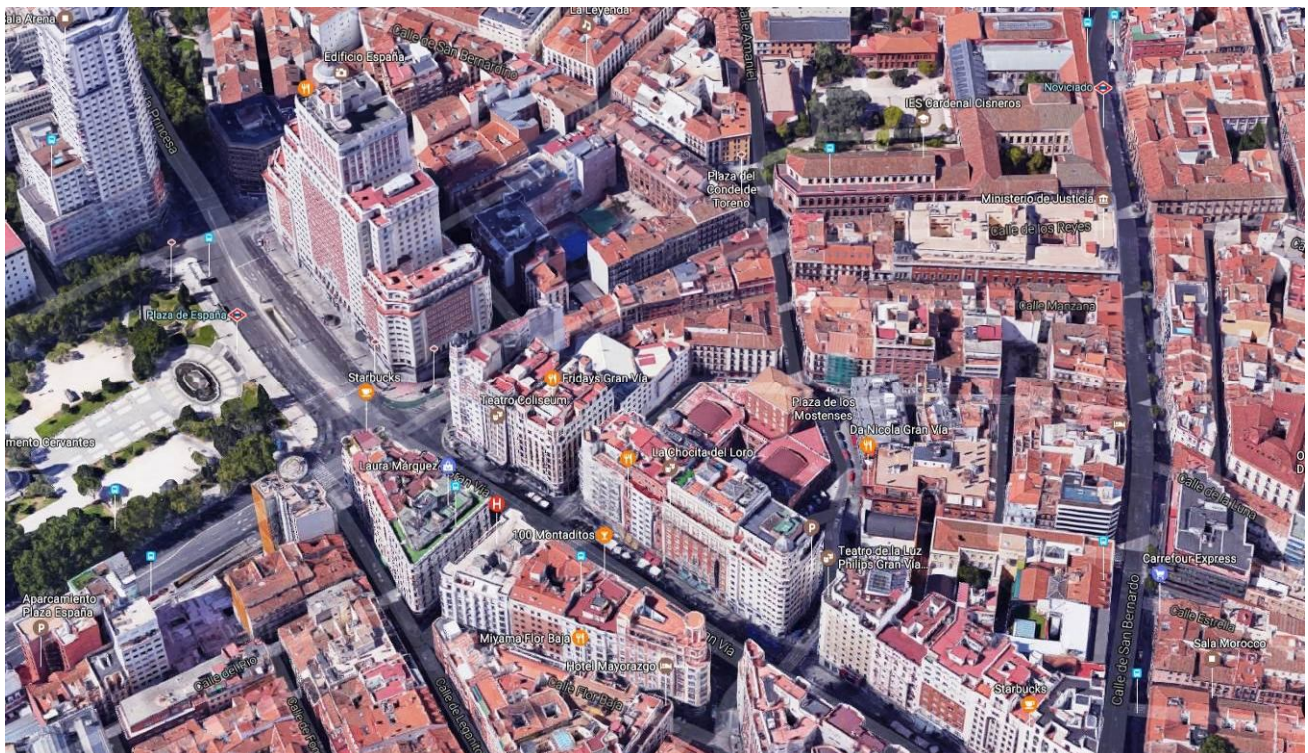
Current image of the market

1. PLAZA DE LOS MOSTENSES

This square lies north-west of Gran Vía, near the landmark Plaza de España. Los Mostenses food market is in the centre of the square. The current building, constructed in 1946, replaced the original market that dated back to 1875, demolished unnecessarily to make way for the third section of Gran Vía. Its proximity to the North Station made it the ideal reception point for fish sent by rail from Galicia, Asturias and Cantabria. In recent years, several studies have proposed renovation plans for both the square and the market, but they have never been implemented. It has a municipal parking lot with 361 rotation spaces. This is the most difficult site of the six to create a square due to the presence of the market building

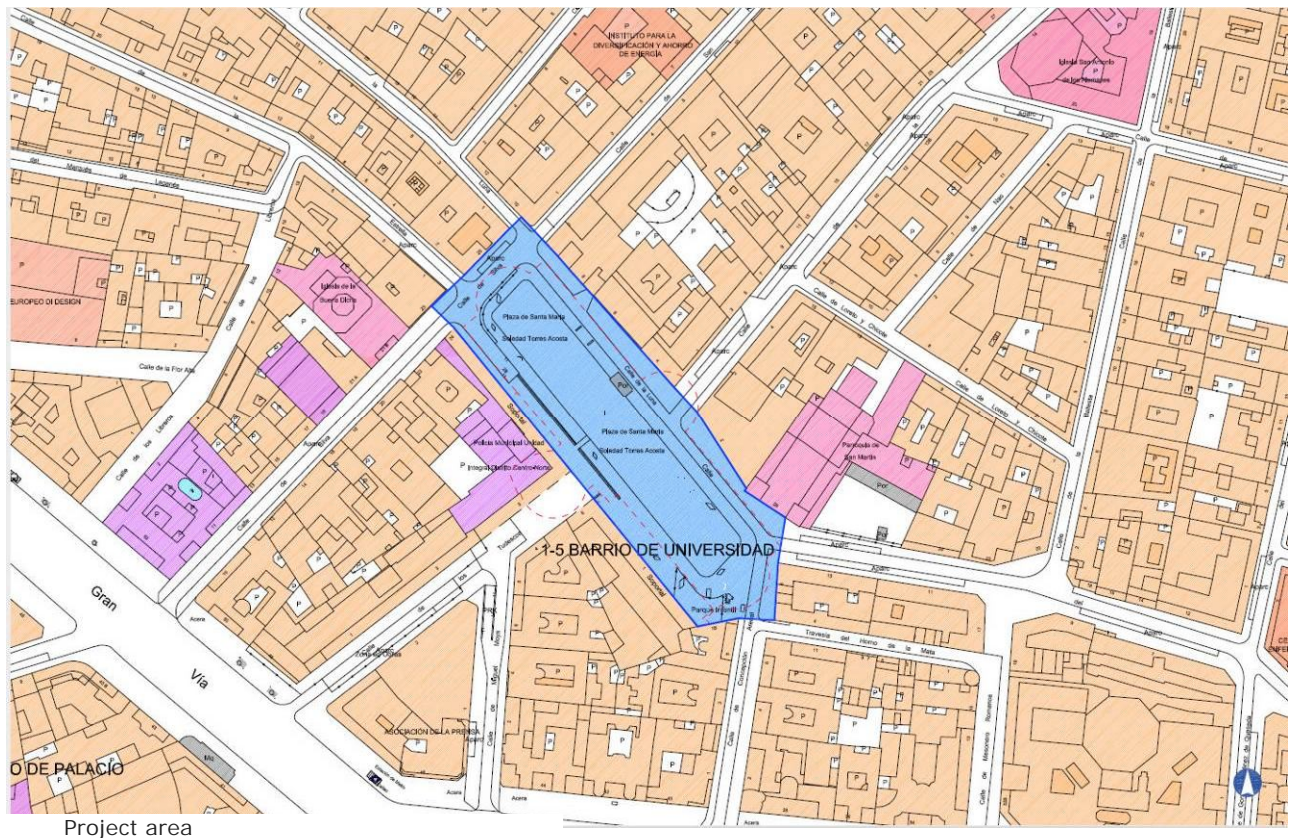


The market and the small plaza de los Mostenses



Aerial view of the square surroundings

2, PLAZA DE MARIA SOLEDAD TORRES ACOSTA



Surface area: 4,252.72 m²
Parking: 481 rotation spaces
Private management: End of concession: 2022



Aerial view of Plaza de la Luna



Construction of the parking lot under Plaza de la Luna



Current view of the semi-pedestrian square

2, PLAZA DE MARIA SOLEDAD TORRES ACOSTA

This square lies north of Gran Vía, close to Callao Square. Until the 16th century, it was part of an extramural settlement on the site of today's Plaza de Callao. The present spatial configuration dates back to the start of the 20th century when Monistrol Palace was demolished. The Portacoeli Convent, demolished during the 19th century confiscations, lay in the space in front of the main facade of San Martín church. In 2007, the square was renovated in an operation that was unable to remove all the barriers caused by the parking lot, nor was it given a consistent tree plantation

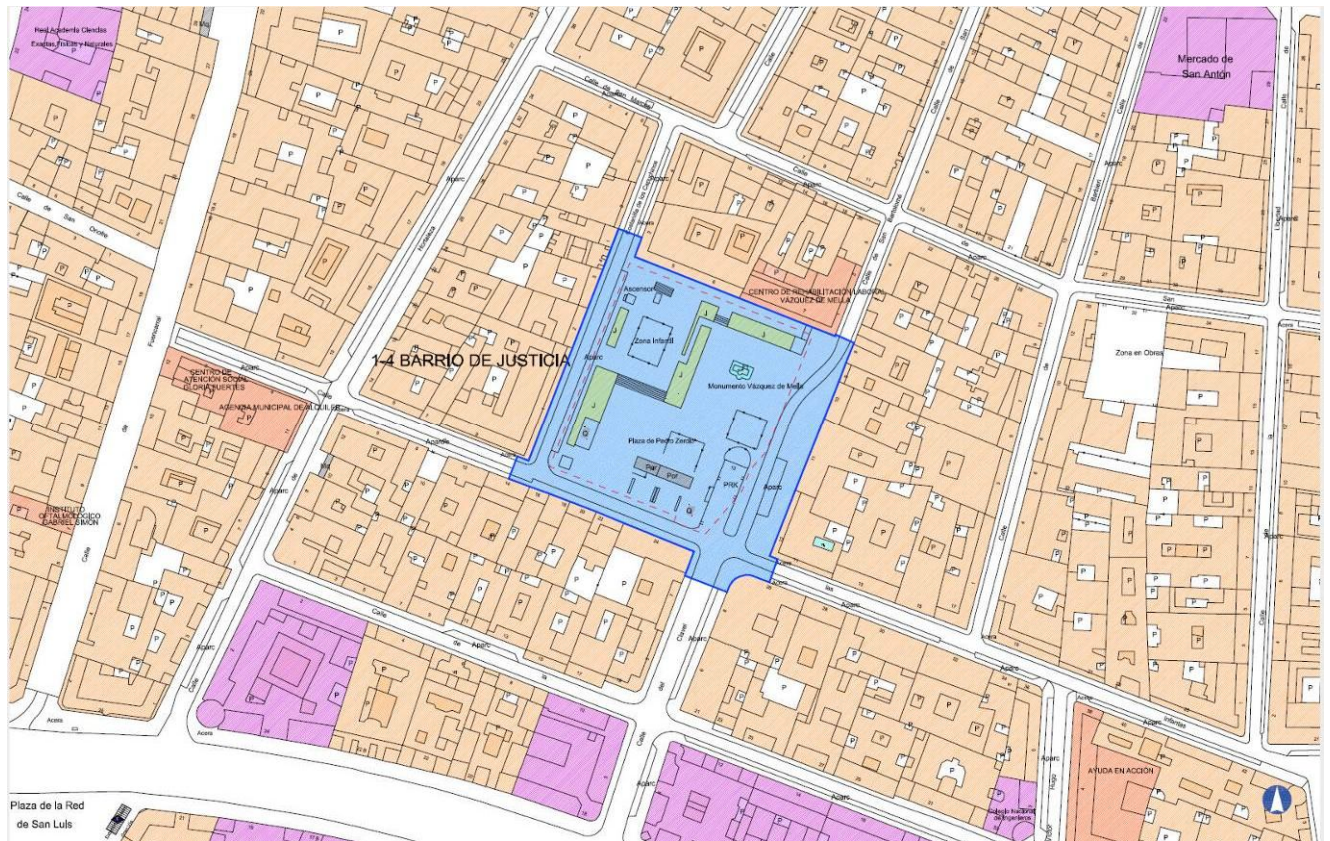


Current views of the square



Aerial view of the square surroundings

3. PLAZA DE PEDRO ZEROLO



Project area

Surface area: 4,960.22 m²
Parking: 107 rotation + 261 resident spaces
Municipal management



Aerial night view of the square



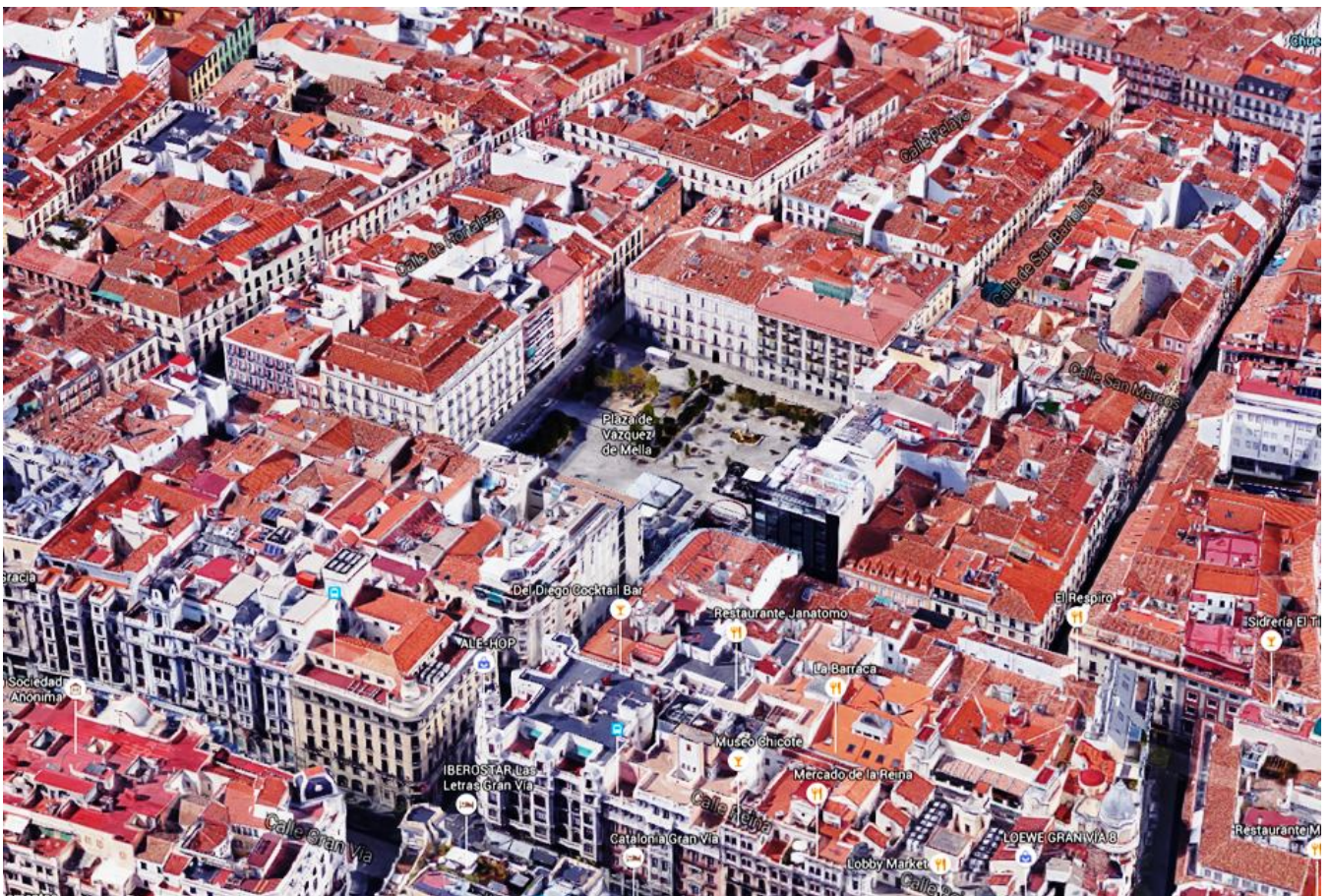
Current view of the square

3. PLAZA DE PEDRO ZEROLO

This rectangular square is north of Gran Vía, in the Chueca district. It was created in 1837 as a result of the demolition of the Capuchinos convent founded by King Felipe IV's wife, Isabel de Borbón. The large open space thus generated was for many years known as Plaza de Bilbao. During the Second Republic, it was renamed Plaza Ruiz Zorrilla, then Bilbao, and later on Vázquez de Mella. In 2016 it was renamed Plaza de Pedro Zerolo. The first underground car park on the square was constructed in 1949, renovated in 1999, and is now under municipal management. The square has several slopes and entrances to the car park that hinder the design of a high quality urban space the car park that hinder the design of a high quality urban space

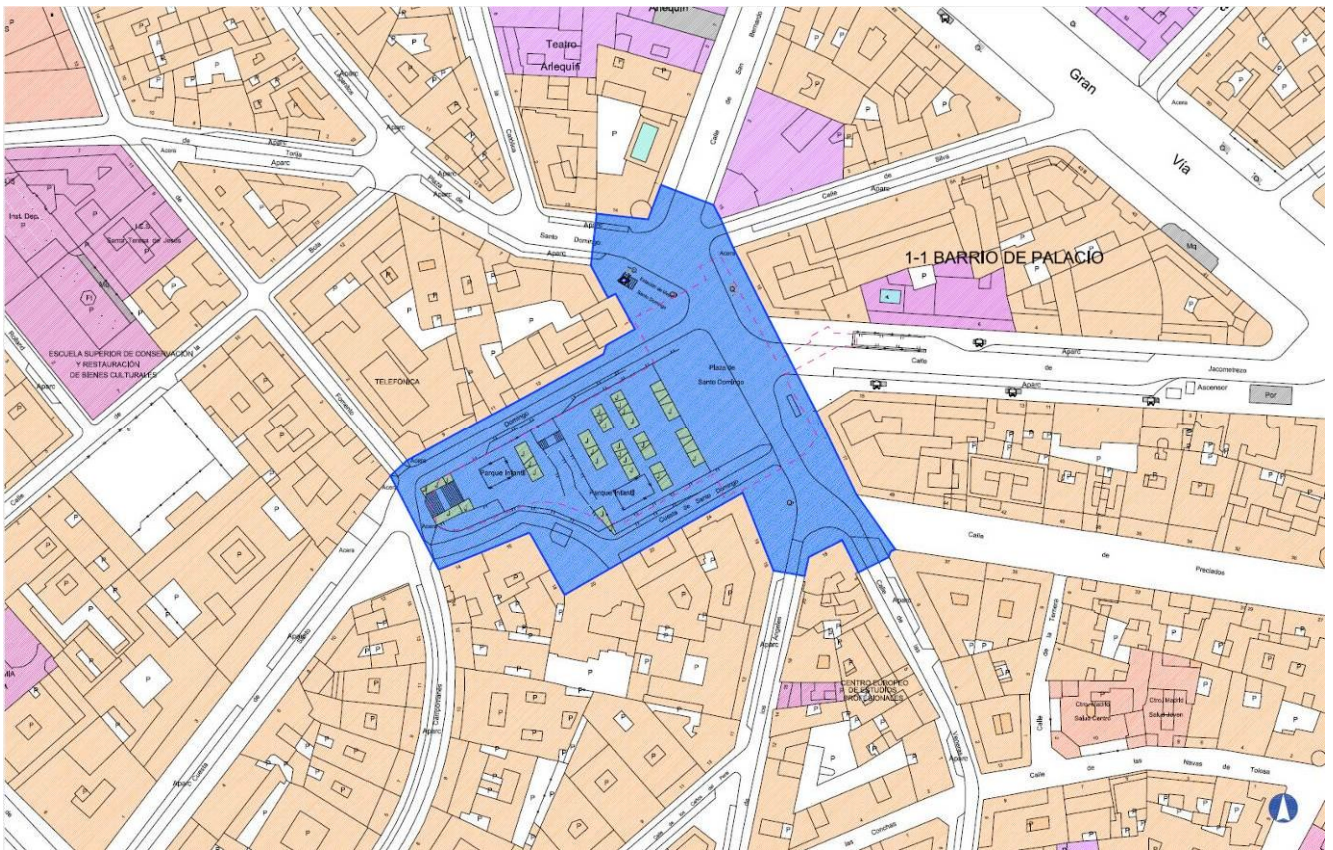


Current views of the square



Aerial view of the square surroundings

4. PLAZA DE SANTO DOMINGO



Project area

Surface area: 7,102.48

Car park: Municipal property (closed)



Aerial night view of the square



Engraving with the square and the fountain of Santo Domingo



Current aerial view of the square

4. PLAZA DE SANTO DOMINGO

The current site of the square was occupied by a Dominican convent founded by Santo Domingo de Guzman from the 13th century until confiscation under Mendizabal. Several streets converge on the square, which funnels their connection with Gran Vía, making it a crossroads and a point of exchange since its inception.

A famous flower market was here for much of the 19th century, continuing until 1959 when a parking lot was built that occupied half the old square. In February 2006, works began to convert the parking lot into a pedestrian plaza, significantly reducing its parking capacity. The relatively steep slope of the square has prevented the space thus generated integrating with the rest of the public space, leading to its marginalization and residual use. The parking lot is currently closed. At least part of it is intended for resident parking

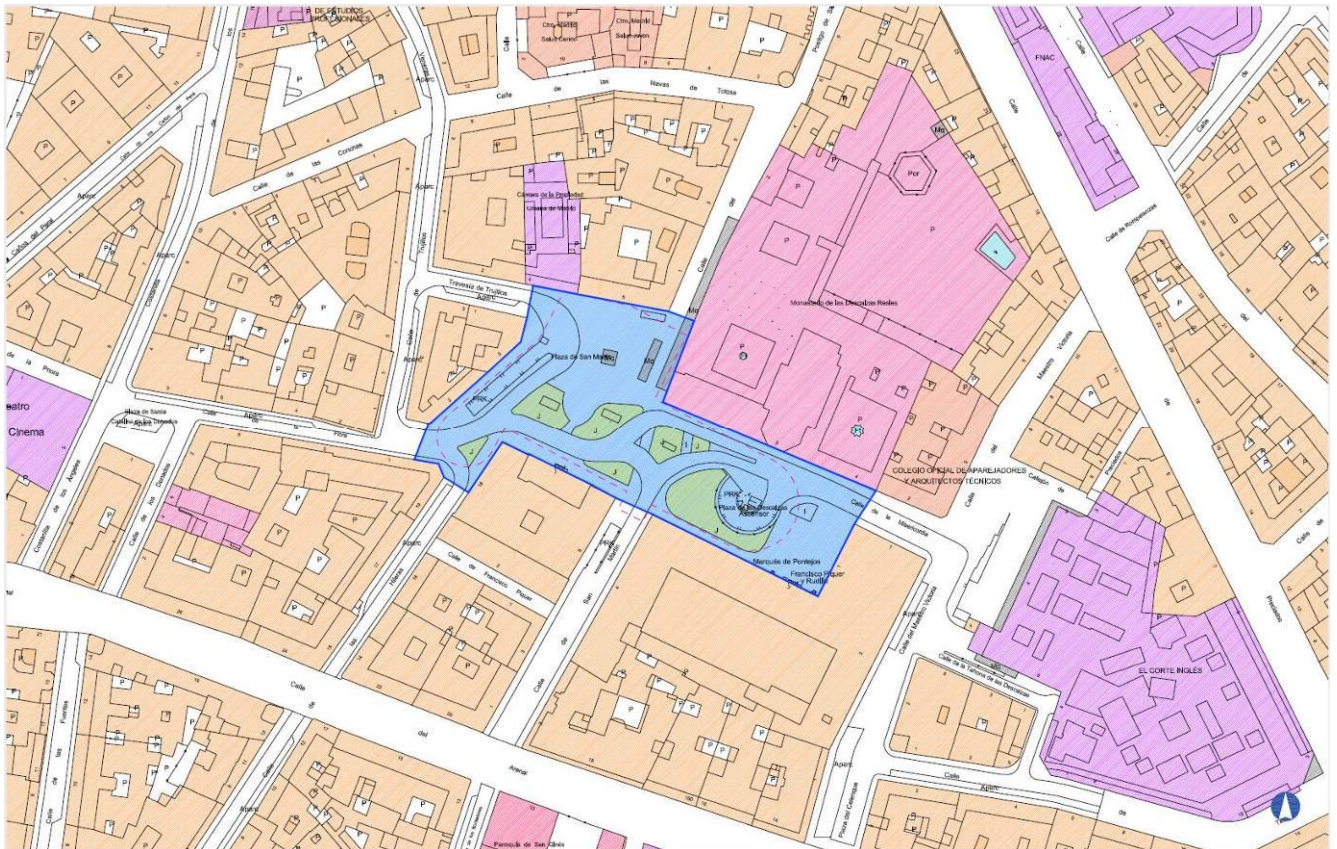


Current views of the square



Aerial view of the square surroundings

5. PLAZAS DE LAS DESCALZAS Y SAN MARTIN



Project area

Surface area: 4,772.64 m²

Parking: 400 rotation spaces

Private management. End of concession: 2026



The square and the statue of the Marqués de Pontejos,
circa 1950



The square towards 1930



Current view of the square

5. .PLAZAS DE LAS DESCALZAS Y SAN MARTIN

The square takes its name from the national heritage listed Descalzas Reales monastery, which presides over the square. This is one of the city's most valuable heritage buildings because it has scarcely been transformed since its construction. In the 13th century, the square became the heart of the former San Martin district during the second extension of old Madrid. Several monarchs were proclaimed in front of the monastery building, which also witnessed the acclamation of the Princes of Asturias. A contemporary building which closes off the other side of the square was occupied until recently by a bank head office. It is currently being transformed into a luxury hotel.

This square underwent several renovations under the rule of Bonaparte, and also during the 19th century confiscations. The concession for the 20th century 200 space car park expires in 2029. The helicoidal ramp and the lift opposite the monastery door are impacts that should be removed.

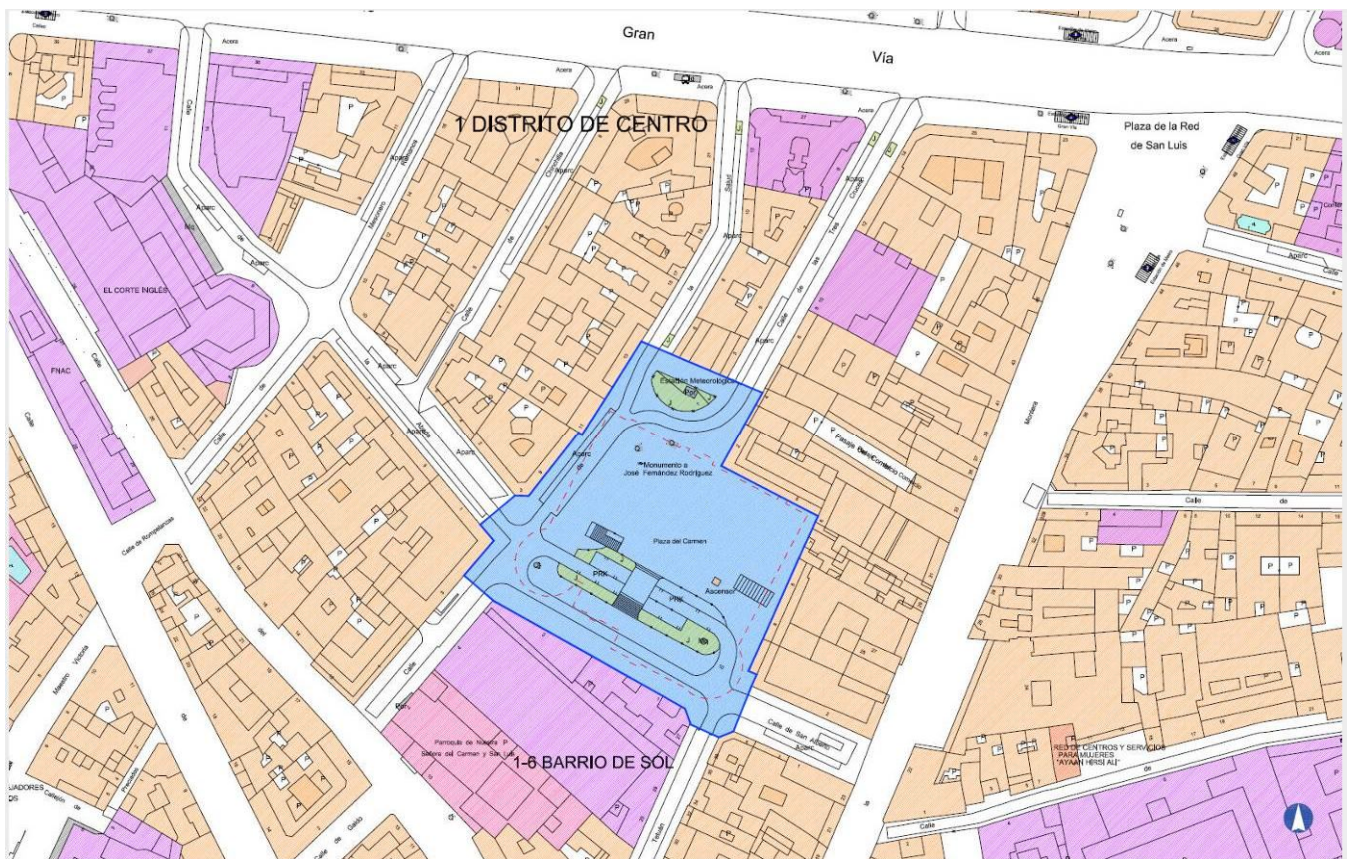


Current views of the square



Aerial view of the square surroundings

6. PLAZA DEL CARMEN



Project area

Surface area: 5,494.73 m²

Parking: 450 places

Private management. End of concession: 2019



The square in 1964



Facade of the disappeared Madrid Cinema, as a part of a future commercial building



Current view of the square with the Acteon Cinemas on the right

6. PLAZA DEL CARMEN

The name of this square is taken from Carmen Calzado Convent, once located in the area. The Carmen Church is in the nearby street of the same name.

The square was enlarged during the reforms of 1861, when the Carmen Calzado convent was demolished. A handball court (Fronton Central) was built in 1898 under architect Daniel Zavala. After 1904 it housed one of Madrid's largest music halls and later on, the Madrid Cinema complex. The building is currently being renovated to hold a shopping centre that will retain its neoclassical facade. At the start of the 20th century, the square was connected to the nearby Plaza de Callao through the basement of the former Hotel Florida (designed by Antonio Palacios) which was demolished after the Civil War. The current square is heavily degraded, partly to the changed uses in its environs, but also to the segregated spaces imposed by the ramps and pedestrian entrances to the underground car park.



Current views of the square



Aerial view of the square surroundings

CURRENT STATE OF THESE SPACES

The architectural barriers generated in these squares, their lack of continuity with other public spaces, their air and noise pollution, the uses or occupational state of some of the surrounding buildings, the poor upkeep of their streetscapes, particularly their street furniture and the quality and condition of their vegetation, have combined to generate an ongoing degradation process that must be reversed. In the last 40 years, they have essentially been the visible support for buried buildings used to park vehicles. The road and pedestrians entrances to these car parks are barriers and wounds in the surface space that hinder their use as leisure, meeting or representational spaces. However, like any problem, this can be interpreted as an opportunity. In the following section, we briefly describe some of these conflicts and also the main opportunities and conditions that the Madrid City Council considers essential for the design of the future of these public spaces.

- The noise levels in many of these squares are well above the acoustic quality goals marked by the 2010 Acoustic Area Delimitation Map, defined by the Madrid City Council.
- These squares and their environs have high levels of air pollution due to the presence of carbon monoxide, nitrogen dioxide, and average levels of sulphur dioxide.
- Pavements and auxiliary elements (curbs, barbicans, gratings, etc.) in the squares and the perimeter streets do not follow unitary, coherent design criteria.
- They contain major architectural barriers—especially those related to the underground car parks—with negative impacts and many aspects in a degraded state.
- The design and the current state of the underground car parks is not the most appropriate, and many of them have not been adapted to current regulations.
- Pedestrian accessibility is seriously hampered by the above-mentioned circumstances and also by non-compliance with the current legislation on universal accessibility.



Pedestrians walking the roads



Occupation of pedestrian zones



View of a residential street of the historic center

- The current lighting fixtures only fulfils the basic requirements. There are no nuances that could highlight spaces, vegetation or heritage elements in the surroundings.
- The urban elements in the squares are in a poor state and many of the materials need to be replaced.
- Environmental, economic and social sustainability criteria are absent from the current urbanization of the area.
- The vegetation is in a poor state. The difficulty of planting on the concrete slabs of the car park roofs has led to a scarcity of vegetation in poor conditions which can certainly be improved.

OBJECTIVES AND CONDITIONS

a. A new concept of public space and urban landscape

One of the main goals of this competition is to give back to the squares their qualities as spaces for recreation, citizen conviviality, or indeed for just sitting, while at the same time recovering their identity and their connecting role between the city's public spaces. This recovery should be based on improvements to the comfort of the squares, new contemporary paving and street furniture, with the overall aim of creating a coherent, unified landscape.

- Teams should propose a strategy aimed at the connection and continuity of each square with the important open spaces in their environs, especially with Gran Vía, the structuring axis of the proposed system. We thus want to build a more friendly dialogue with the system of pedestrian itineraries in the historic heart of Madrid.
- The project for each space must respond appropriately to the different demands and tensions in each specific environment, and create attractive, continuous and accessible places for coexistence.



The Plaza de la Provincia, next to the Plaza Mayor, before and after the reform



Cars parked on a street before and after the intervention

- Interpretation and understanding of the urban landscape should be clearer, eliminating all the negative impacts and the proliferation of elements that have been installed in a haphazard way.
- The technical and functional requirements of the underground parking spaces must be harmonised with those of the above-ground public spaces. Proposals must be made to relocate ramps, stairs and lifts without altering the necessary functionality of these parking lots.
- Formal stability must be included as a criteria in the design of the parts and the use of materials, striving to minimize specific solutions and favour unity and clarity for all the spaces.
- Projects should seek to recover the history of each square, not in a nostalgic or reconstructive attitude, but rather as a subtle recreation of their historical identity.
- The perception and integration of the building heritage that shapes the architecture around each square can be highlighted and improved by means of different management and design strategies.

b. Sustainability and environmental criteria

Proposals will be built under strict criteria of self-sufficiency and environmental, economic, social and cultural sustainability.

- The interrelations between nature and urbanized spaces should be fostered as a way of "naturalizing" the city centre.
- Proposals that provide solutions to improve the acoustic and thermal comfort of the squares and reduce their "heat island" effect in summer will be appreciated.



Gate of the Monastery of Descalzas Reales



Toledo street before and after reform



Pedestrians in Fuencarral street

- The choice and plantation of new trees or plant species should take into account the presence of the underground parking facilities and also the various types of infrastructure in the area.
- Proposals must provide for permeable soil in parts of the squares. The proposed plant species must be suitable for Madrid's climate, and be adaptable to low water consumption.
- The proposed choice of construction elements and urbanization solutions in the projects should preferably be local, recyclable and low environmental impact materials.
- Projects should contemplate efficient resource management and minimum energy consumption. Proposals that optimize and minimize maintenance and
- conservation work in these public spaces will be appreciated.



The Plaza de Rames pedestrianized

c. Uses and activities

- Proposals must define the purpose and general uses of each area, depending on the potential users and the ways to interrelate them and the activities in the area. Specific activities should be "customized" on the basis of the urban conditions and the identity of each square.
- Proposed uses with a creative and educational function for different ages and those that encourage gatherings on the squares will be appreciated.
- The incorporation of new generations of productive activities that are compatible with the dimensions, location and special characteristics of each square and each car park will be appreciated.
- The challenge is to redefine the uses of the underground structures with designs for "hybrid buildings with habitable roofs". The use of the below-grade spaces as rotation car parks should be reduced, but not completely eliminated, as parts must be converted into resident parking in the case of car parks where this is permitted by the first-floor height limit (Mostenses, Soledad Torres Acosta, Santo Domingo and Carmen). Teams should study the possibility of installing logistic platforms for load break-up to decongest the above-ground use of this activity, which is intense in this part of the city. Teams should also study the possibility of installing innovative uses in parts of these spaces, especially those related to the idea of the productive city -e.g., the culture industry- (especially in the case of Pedro Zerolo and Descalzas Squares).



Calle Huertas is an important axis of east-west pedestrian connection

d. Other general objectives

- Proposals should clearly define their concept of public space and urban landscape. They should articulate the relationship between the parts, the nature of the vegetation cover, the structure of the pedestrian and bicycle routes where appropriate, their relationship with public transport, and the distribution of activities in a way that does not detract from the unitary character desired for all these spaces, giving the squares an identity while at the same time integrating them into the system of open spaces in the historic heart of Madrid.
- Proposals that work towards a more intelligent management of these spaces and the city will be appreciated: technology at the service of citizen, monitoring sensors and instruments, new communication technologies, etc.
- Finally, the economic optimization of the proposals within the overall framework of financial sustainability will be particularly appreciated, minimising unnecessary costs in both the initial project and its subsequent conservation.
- Proposals must be justified within the framework of the *productive city* concept, emphasizing the way that the proposed transformations contribute to the promotion and recovery of productive activities in the historic heart of a European capital.



Aerial view of the Gran Vía

