

## Europan ES

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Spanish, French, English  
10 a.m. - 2 p.m., Monday to Friday

# PRODUCTIVE CITIES 2



**Competition brief**

Barcelona

**Casar de Cáceres**

Lasarte-Oria

Madrid

Oliva

Palma

Sant Climent de Llobregat

## EUROPAN ESPAÑA

The objective of EUROPAN 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.

The aim of EUROPAN Spain is to implement the projects chosen by EUROPAN 15 national jury. In order to facilitate contracting of the proposals by public administrations participating in EUROPAN Spain as the core of the Competition, the Ministry of Development shall call for the Competition in Spain, establishing its Rules by a bidding document that shall comply with the procedure of Juried Design Competitions as provided in section 183 et seq of the LCSP. This will ensure compliance with the conditions established in the EUROPAN Internal Procedures and in the aforementioned Law. Therefore, in case of entering any of the Spanish sites, it is important to get familiar with the "Rules of the EUROPAN 15 Juried Design Competition" by accessing the following link: <https://www.europan-europe.eu/en/about/>

### **PRIZES**

EUROPAN/España intends to award 7 first prizes and 7 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

### **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).

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 15/Spain will be published in the B.O.E (Official State Gazette) as well as in a national newspaper.

The results of EUROPAN /SPAIN will be published in a catalogue. All the EUROPAN 15 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.

### **EUROPAN/ESPAÑA BOARD**

President: Ministry of Development (Ministerio de Fomento)

Members: General Direction of Architecture, Housing and Land, Ministry of Development (Ministerio de Fomento)/ Consejo Superior de Colegios de Arquitectos de España (CScae)

City of Barcelona / City of Madrid / General Direction of Housing and Architecture, Regional Government of Cantabria / General Direction of Architecture, Regional Government of Extremadura / General Direction of Architecture and Housing, Regional Government of Islas Baleares/ Department of Architecture, Regional Government of Valencia/ General Direction of Architecture and Housing, Basque Regional Government/ INCASOL

City of Casar de Cáceres/ City of Lasarte-Oria/ City of Oliva / City of Sant Climent de Llobregat/ADIF / FEMP

### **EUROPAN 15 – PRODUCTIVE CITIES /2: RESOURCES – MOBILITIES – SPATIAL EQUITY**

Europan 15 would like to particularly focus on the issue of the ecological transition related to a vision of the productive city for the future.

The ecological productive transition needs to consider synergies between ecosystems, between biotopes and artefacts, between functions and uses, between citizens (etc..) rather than only considering a dualist approach. Creating synergies between these elements is another way of thinking and making the city in order to anticipate and to make the urban authorities more aware of their responsibilities towards the environment and life.

Europan 15 therefore proposes to point out three issues for this challenge on new productive conditions of transformation: **Resources, Mobility and Spatial Equity**.

**1-Resources**–How to minimize consumption and resource contamination (water, air, soil, energy...)? How to share resources? How to imagine social and technical innovations on this subject?

**2-Mobility**– How to integrate mobility and accessibility into productive territories?

**3-Equity**– How can spatial equity contribute to social equity? How to connect social and spatial elements? How to create a productive balance between territories, between urban and rural, between the rich and the poor?

These three categories –Resources, Mobility and Spatial Equity– can be declined on 3 scales: territorial, middle and micro scales.

The territorial scale –XL– corresponds to the larger scale, even beyond the city in some cases (inter-cities or rural) from the mutation of uses and practices. For Europan, this means developing, after the competition, strategic studies on larger scales that allow the city to have a guide for urban development.

The middle scale –L– is the one of the district or a strategic urban fragment. This type of sites leads to the development of the rewarded ideas into urban projects, in which the teams can also develop a smaller part.

The micro-scale –S– is the smaller scale, on which projects can develop and resonate on a larger scale. It is also the scale of fastest production, smallest interventions, sometimes even temporary.

Therefore, the challenge for Europan 15 is to propose a diversity of sites which reconsiders the connection based on synergies between city and productive spaces within 3x2 different issues: Implanting, Creating proximities, Changing metabolism.

### I- IMPLANTING

The challenge for cities to be both productive and sustainable is to interlink resources, mobilities and conditions of fairness. There are two aspects to implanting new dynamics or reactivating resources such as urban farming and educational, research or creative forces: productive milieus and productive uses.

#### I-1 Productive milieus

This is the level where a natural, cultural, social or economic environment is implanted or revitalised symbiotically, by contrast with the architecture of objects or the urbanism of technocracy. So, what is needed is to activate human and nonhuman resources and an ecosystem of partners, while at the same time paying attention to integrative values between nature and culture.

**Barcelona (ES)** / Bergische Kooperation (DE) / Helsingborg (SE) / **Palma (ES)** / Raufoss (NO) / Rotterdam Bospolder-Tussendijken Visserijplein (NL) / Saint-Omer (FR) / Tuusula (FI)

#### I-2 Productive uses

Uses can become productive if they go beyond their own functional limitations: productive uses work as a trigger that can initiate dynamics of change in a way that transforms the surrounding environment. They are a response to a situation in which an absence of dynamics has led to a powerful "use-ambition", the demand for a credible programme, a catalyst for change that fits smoothly into the existing context.

Innsbruck (AT) / **Oliva (ES)** / Pays de Dreux (FR) / Rotterdam Groot IJsselmonde (NL) / Uddevalla (SE) / Visby (SE) / Wien (AT)

### II- MAKING PROXIMITIES

This is about establishing proximities between living and working, stimulating productive relations both within residential areas and between residential areas and monofunctional production zones, introducing collective activities and work practices into residual spaces that add quality to housing conditions. Secondly, it is about rethinking the transition from high-speed metropolitan mobility to the low speed of neighbourhoods and urban centres. Proximities are made in the physical space of the city, but also at temporal and actorial scales, allowing new exchanges between urban actors and users (humans and nonhumans).

#### II-1- Third spaces

A third space can be a new space inserted between heterogeneous populations, housing and production spaces. It can catalyse the transformation of current production cycles to create new relations and synergies with urban territories and everyday life. It allows for alternative proximities, between urban actors and users (human and nonhuman), which may often be isolated in their own production cycles or excluded from ongoing urban design and planning practices. The physical location of a third space can be in residual spaces within neighbourhoods, or between existing monofunctional zones. It can accompany new housing or could emerge from recycled urban fabric.

Hyvinkää (FI) / La Louvière (BE) / **Lasarte-Oria (ES)** / **Madrid - La Arboleda (ES)** / Rødberg (NO) / Rotterdam Marconiplein Kop Dakpak (NL) / **Sant Climent de Llobregat (ES)** / Villach (AT)

#### II-2- Interfaces

The creation of interfaces contributes to the transformation of infrastructures of mobility, logistics, commerce or general services, by shortening production cycles. Such interfaces can also generate new kinds of relations between residential and farming activities, between housing and services, between spaces and communities. Interfaces generate a permanent dialogue between uses and users, between scales and functions, between identities and innovations. The interface is not a stable state, but a fluid space. It needs incremental and adaptive processes and open source projects, rejecting comprehensive and predefined master plans.

Auby (FR) / **Casar de Cáceres (ES)** / Floirac (FR) / Halmstad (SE) / Pavia (IT) / Romainville (FR) / Rotterdam Brainpark I (NL) / Selb (DE)

### III- CHANGING METABOLISM

This is about working with the relations, processes, flows and multiple forces of the site in order to find a new balance between them. These sites are large in relation to their contexts and contain a wide variety of agents (human and nonhuman) with long- and short-term cycles, and far-reaching ecological, economic and territorial implications.

#### III-1- From linear to circular

Containing a "linear" component, either a monofunctional element or an obsolete source of income, the site aspires to incorporate other resources and uses that create synergies and new potentials for interaction. These new elements will play an important role in the functioning of the whole as a circular system, because they will be able to catalyse flows and processes more integratively and efficiently.

Charleroi (BE) / Enköping (SE) / Graz (AT) / Karlovac (HR) / Laterza (IT) / Port Jérôme-sur-Seine (FR) / Rochefort Océan (FR) / Warszawa (PL)

#### III-2- Multiplying agencies

The site aspires to incorporate new agencies, new layers of functions that may lead to balanced growth. It is important to document the sites' future agencies (air, water, soil, flood, programmes, activities and people). The final design will be something more than the sum or multiplication of circular urban economies.

Boras (SE) / Champigny-sur-Marne (FR) / Guovdageainu (NO) / Marseille (FR) / Nin (HR) / Rotterdam Merwe-Vierhavens Keilekwartier Vierhavensblok (NL) / Täby (SE) / Weiz (AT)

**EUROPAN 15 - CASAR DE CÁCERES, SPAIN**

**SPACES FOR EQUITY**

**DESIGN BRIEF**

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## 1. INTRODUCTION & CORE OBJECTIVES.

Municipalities are constantly reinventing themselves to adapt to new social demands and new productive activities. The ideas that originally gave rise to towns inevitably evolve, and the new requirements of their populations steer the main thrusts of growth and development.

Casar de Cáceres, with its history, its trunk road network, its favourable location in the Cáceres province and its proximity to Portugal, is a suitable location for the spatial development of a range of productive sectors such as agriculture, livestock farming, industry, shops and tourism.

The main objective of the present proposal is the development and implementation of a new sustainable production model that will enhance the value of existing systems, contribute to local progress, help to stabilize the population and satisfy new demands that are generated. The proposed production model must include ideas related to the multifunctionality of the space, improved access, and respect and adaptation to the surrounding environment.

With respect to the production aspect, it seems advisable to bolster traditional production systems, incorporating technological innovation into the process, and encouraging and consolidating activities that focus on quality production. The environmental and scenic conditions of the surrounding area must be guaranteed at all times.

Specifically, new connections are sought in the study area between the different production levels to promote synergies that work towards the development of the municipality.



Image 1. Semi-aerial view of Casar de Cáceres.

## 2. SITE SPECIFICS.

TITLE: Space for Equity.

PROJECT SCALE: L urban, S Architectural.

LOCATION: Casar de Cáceres Municipality, Cáceres, Spain.

SITE FAMILY: CREATE PROXIMITIES. Interfaces

TEAM COMPOSITION: Urban planner, architect and landscape designers.

POPULATION: 4,500 inhabitants

STUDY AREA: 365.15 Ha

PROJECT AREA: 76.60 Ha

SITE PROPOSED BY: Directorate General of Architecture, Regional Government of Extremadura, and Casar de Cáceres Municipal Council.

OTHER ACTORS INVOLVED: Casar de Cáceres Municipal Council.

SITE OWNER: Public, private

POST-COMPETITION PHASE:

- Meeting of the winning teams with site representatives and debate.
- Selection of a winning team to be involved in an implementation process.
- Working meeting in the host town between work teams and citizens to shape a participative project.
- An unpublicised negotiated tender, in accordance with the Public Sector Contracts Act, with the winning teams to commission the implementation phase.

ENVISAGED POST-COMPETITION COMMISSION: Urban planning.

ENVISAGED COMMUNICATION AND DISSEMINATION OF THE COMPETITION AND ITS RESULT: Exhibition, press, regional magazines.

PARTICIPATION BY SITE REPRESENTATIVE IN THE FIRST JURY SESSION: Yes.

POST-COMPETITION COMMISSIONING PROCEDURE: Unpublicised negotiated commission on the basis of the jury outcome.

TEAM REPRESENTATIVE: Architect.

### 3. SITE PRESENTATION.

#### 3.1. PHYSICAL FEATURES.

##### 3.1.1. Site.

Casar de Cáceres is in the south-west of Cáceres Province, Extremadura Region, 11 km from the province capital.



Image 2. Location of Casar de Cáceres in the Extremadura Region.

### 3.1.2. History.

The origins of Casar de Cáceres are still unknown, although remains of indigenous populations found in the area show evidence of the area's occupied since ancient times (5th century BC).

Roman culture played a powerful role in shaping the evolution of this territory, which was crossed from north to south by the Roman road *iter ab Emerita Asturicam*, now known as *Via de la Plata* (Silver Way), some remains of which are still preserved. This route later coincided with the *Cañada Real* (Royal Livestock Route), then the *Camino Real de Santiago* (St. James Way) and today, with Calle Larga (Larga Street), the backbone of the municipality's urban structure.

The growth and economic boom of the town occurred in the 16<sup>th</sup> and 17<sup>th</sup> centuries, when the landmarks in the city centre were built, including Nuestra Señora de la Asunción church, a major heritage feature.

The local traditional architecture includes whitewashed walls, granite stone door jambs and lintels, structural walls made of stone and brick, and what is known as the Extremadura vault. Another characteristic architectural feature of traditional buildings are passageways across some streets, above which the upper floors of the adjoining dwellings are built.



Image 3. Passageway,  
Gabriel y Galán Street.



Image 4. Casa del Pósito,  
Larga Street.



Street Image 5.  
Facades, Larga Street

### 3.1.3. Urban structure.

The urban structure of the municipality reflects the major factors in its history, highlighting especially the longitudinal street distribution marked by the *Via de la Plata*, now Calle Larga (Alta and Baja). Another important focus is Ntra. Sra. de la Asunción church. The central and most compact part of the old town lies between these two points.

The demographic and economic recovery of the 1980's saw several property developments. A group of single-family houses was built in the north-eastern part of the town and new public facilities were built as well. Good road links with Cáceres city facilitated the construction of industrial and service buildings near the N-630 highway, which originated today's "Charca del Hambre" Industrial Estate.

The 1980's also saw the emergence of poorly-controlled settlements of scattered dwellings. The largest such development was built near the Charca del Cojuge pond, between the town and the industrial estate.

In recent years, traditional architecture has begun to coexist with more contemporary and avant-garde designs, the major exponent of which is the bus station. This project, the work of Extremadura architect Justo García Rubio, is a curved white concrete ribbon that folds back over itself, a bus terminal and reception structure for vehicles and passengers. The project won the 2003 Extremadura Creativity Prize from the Government of Extremadura.



Image 6. Casar de Cáceres bus station.

### 3.1.4. Infrastructure.

The main roads that form the backbone of the Casar de Cáceres area are the A-66 dual carriageway motorway in the east of the municipality and the N-630 highway to the west. The rest of the roads are part of the regional and local network and connect Casar de Cáceres to nearby towns.

A railway line runs parallel to the N-630 highway. The Casar de Cáceres station, now in disuse, was located to the north, in the settlement known as La Perala.

A section of the Madrid-Extremadura high-speed railway line also runs through the municipality. It is still under construction and no date has been set for its opening.

The *Cañada Real de Cáceres* (Cáceres Livestock Route) runs through the municipality from north to south, following the alignment of the *Via de la Plata*. The itinerary includes a Livestock Route Interpretation Centre, *Casa de los Pinotes*, which explains the importance of transhumance and livestock droving roads in the country's development.

### 3.1.5. Landscape.

The landscape in the Casar de Cáceres municipality is characteristic of the Extremadura region's plains and peneplains. The surrounding environment is also influenced by the different types of ecosystems that occur here.

A feature of this landscape is the presence of grasslands, crops, surface water bodies and a Special Protection Area for Birds (SPA).

### Dehesas

The Extremadura *dehesa* (open woodland) is a large-scale ecosystem that covers almost 1.3 million hectares, more than 35% of the Spanish total. *Dehesas* are a representative example of the ecological and biological processes that have developed during the evolution of terrestrial ecosystems and their animal and plant communities. The *dehesa* is a landscape that illustrates several major periods of human history and the associated lifestyles.

Most of the Casar de Cáceres municipality is covered by pastures and *dehesas*, with many ancient Holm oaks and grasslands used for extensive livestock grazing.



Image 7. *Dehesa* in Casar de Cáceres.

### Crops

The main crops in this area are herbaceous and olive groves.

The varied textures of these crops generate a unique, living tapestry landscape of great visual value. This image varies with the seasons, adapting to the rhythm of sowing and harvesting, with a heterogeneous character in its shapes, textures and colours.

## Water

The urban landscape of Casar de Cáceres is characterised by several water bodies. The largest ones are Laguna del Casar, Charca del Cojuge and Charca del Hambre ponds in the south-west; and the Casar de Cáceres Reservoir to the north, the largest.

The watercourses in Casar de Cáceres are part of the Tagus River basin. The main streams that run through the municipality are Arroyo de Villaluengo and Arroyo de Aldea.

These reservoirs and watercourses define a characteristic landscape of great visual quality, which changes with the water level.



Image 8. Charca del Cojuge wetland.

## Special Protection Area for Birds (SPA)

Part of the Casar de Cáceres municipality is an SPA, "Llanos de Cáceres y Sierra de Fuentes" also declared a Zone of Regional Importance. This area includes the Guadiloba River, the reservoir of the same name and the Sierra de la Mosca range. It provides refuge for many species of birds, reptiles and invertebrates.

This protected natural zone has attracted many bird species to the area around Casar de Cáceres. Birds are another element that makes the landscape unique. They contribute aesthetic and acoustic quality, and make a significant contribution to the perception of the area.

### Territorial context

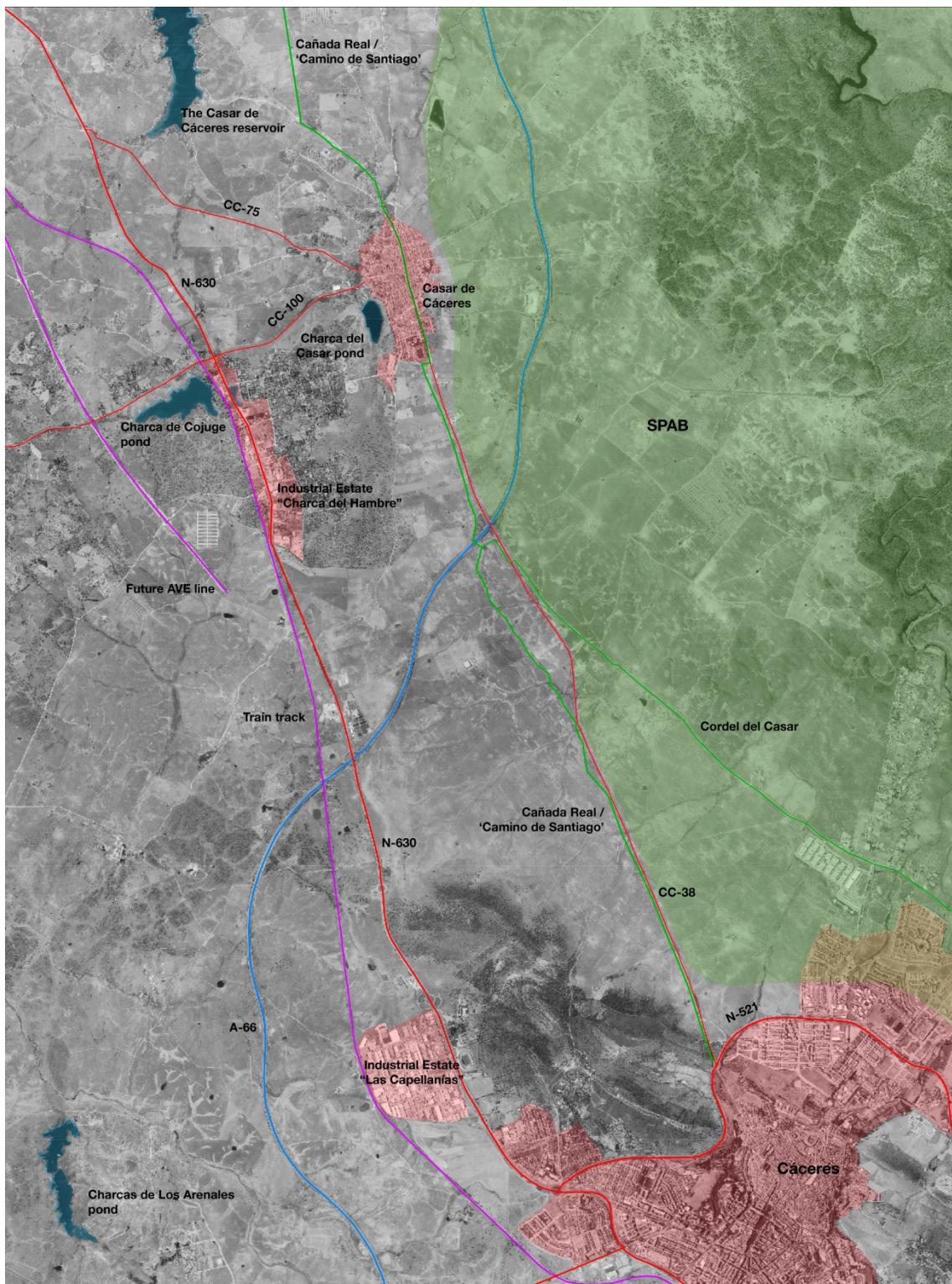


Image 9. Territorial context of Casar de Cáceres.

### 3.2. SCALES: DESIGN BRIEF

#### 3.2.1. Territorial scale.

Over time, traditional production activities have evolved and adapted to technological change. The productive facet of Casar de Cáceres is based on livestock and crop farming, the main thrusts of the municipality's economic development.

The study area contains a diverse territory and provides an overview of the various production models in Casar de Cáceres. It covers the town centre, the "Charca del Hambre" Industrial Estate and finally, the territorial system composed of *dehesas* and waterbodies. The three main local areas of production are therefore encompassed: the service sector, industry and agriculture.

The competition aims to generate an urban strategy that will embrace and interrelate the above-mentioned areas in such a way that they generate mutual feedback and operate as one.

For this purpose, it will be necessary to combine the responsible exploitation of ethnographic and natural resources (mainly water and *dehesas*) with the existing infrastructure and the implementation of activities linked to these resources (tourism, leisure, retail trade, new industry) which will help to stabilise the population.



Image 10. Territorial scale of the proposal.

### 3.2.2. Study scale

The study area is in the south-western part of the municipality. It is an area of urban growth that emerged during good economic times, thanks also to the driving force of the nearby city, Cáceres, on the N-630 highway.

These conditions permitted the proliferation of industrial and service buildings, initially uncontrolled and later, within set planning parameters. This growth was isolated from the town centre and ended up shaping the Charca del Hambre Industrial Estate.

Population influx from Cáceres and a growing demand for holiday homes exerted pressure on nearby land, making its presence felt in the form of the occupation of the most attractive parts of the municipality. Part of the La Dehesilla zone has been overrun by this type of housing- the Monte del Casar housing estate, which covers 129.84 ha of land and approximately 260 houses. Although it has few infrastructures or public facilities, it has become a secondary population hub in a process that has had little supervision. The current planning regulations propose the official recognition of these constructions and the application of the necessary urban planning regulations.



Image 11. Scale of the study area.

Basic parameters will have to be defined for the desired transformation of this area in order to ensure an appropriate conjugation of the territory and the various uses it hosts.

In order to achieve this objective, the municipal planning regulations (currently being drafted) aim to regulate the housing zone, predict and control its growth and provide it with the necessary infrastructure and facilities for its full urbanisation.

For this area, a minimum programme must be guaranteed, including the functional diversity of uses in the area and extending the facilities and service programmes, as opposed to the residential and industrial ones that currently occupy a large proportion of the land.

In addition, it will be important to promote public spaces for leisure and recreation linked to the natural landscape, in order to enhance environmental conservation and also to help them to be understood as a productive factor.

### Mobility

In order to promote the sustainable development of the site towards a productive city, it will be necessary to review and enhance the transport networks that once marked its configuration and indeed, even propitiated its existence.

Also, with a view to promoting interconnection between the town centre and the study area, the improvement of the infrastructure for both pedestrian and vehicle movements must be an essential aspect in proposals, viewed from the perspective that both areas are part of a whole and must generate mutual feedback.



Image 12. Bicycle lane and road CC-100.

### Spaces and uses

Two strategic thrusts must be followed for the conversion and adaptation of the area to today's concept of the productive city: on the one hand, the potential and enhanced value of the pre-existing spaces and uses must be taken into account and on the other hand, the need to foresee the location of the uses that meet the new demands and activities proposed in this project. These new spaces must be defined, delimited and justified to give coherence to the project.

It is also important to note that the municipal planning regulations stress the importance of livestock farming and to a lesser extent agriculture in the development of the community. A search for options to ensure the preservation and stimulus of the areas designated for this sector must become a primary objective in the concept of the productive city.

### Leisure and recreation

This area has an undeniable natural value. Its landscape is primarily composed of *dehesas*, "Monte del Casar" and "Pantano Viejo". In both of these *dehesas*, located in zones bordering built-up areas, water is an integral part, the backbone component of the territory.

Social and historic processes have led the agricultural and livestock production sector to enter decline, making it necessary to generate ideas that fulfil a dual purpose: the need to preserve the *dehesa* landscape, the typical scenery of south-western Iberia, unique in the world, and at the same time, preserve a special type of lifestyle that is also a source of income and an economic driving force in this area, raising their value as areas of natural and cultural importance for the municipality.

### Infrastructure

In the study area, the roads and railway line are obvious infrastructure backbones for the area, with a powerful longitudinal character. Although these infrastructures facilitate the area's activities, they are also a physical barrier to transversal communication, dividing the territory into several sectors.

After analysing the existing infrastructure and defining its shortcomings, participants should indicate which infrastructures are necessary and, where appropriate, envisage ways to implement the proposed objectives.

### 3.2.3. Project scale

The proposed area includes the "Charca del Hambre" Industrial Estate, which has a heavily linear layout constrained by the transport infrastructure on either side: The N-630 highway and the railway track.

The industrial estate has a quite diverse image, with no connection between buildings or open spaces. This conveys a sense of non-cohesion and neglect. We are looking for a proposal that integrates the different levels, encouraging a mix of uses and functional diversity as a tool to improve the quality of life in this environment.



Image 13. Scale of the project proposal.

The potential and objectives for each level in this area are set out below:

#### Landscape space

The main goal of the operation is to achieve a unitary image for the whole area, enhance the image of the "Charca del Hambre" industrial estate and consequently, the image of all the companies in the area.

There is an obvious lack of continuity due to the disparate nature of the industrial pavilions and the materials used on their outer walls. In addition, there are shortfalls in lighting, vegetation and pedestrian routes.

The line of work for this block should strive to solve these shortfalls and others that are detected.

### Production space

A wide range of production and service activities can be found in this industrial zone. These two fields are complementary, and thus facilitate the urban integration of various sectors of the population on the industrial estate.

The potential of this industrial space must be analysed in this context, with a view to designing an urban development proposal that is sustainable with its surrounding environment and facilitates the improvement of the present conditions, consolidates the existing uses and acts as a magnet for new ones.



Image 14. View of the "Charca del Hambre" Industrial Estate".

### Connection space

The "Charca del Hambre" Industrial Estate was built on the N-630 highway, which at the time connected it to other parts of the territory and gave it visibility. The highway was also a transit backbone for many people, which meant that various activities were installed here to attend to the requirements of the agents involved in the life of the estate itself.

When the A-66 motorway was built, this transit function and the Estate's connections were diminished. As a result, the number of users and agents involved in it decreased.

It will be necessary to reactivate the potential that can be provided by a mix of spatial functions and participation by different types of users, and also relate it once again to points in its immediate environs.

### Habitable space

Another important aim of the proposal will be to humanize the space that forms this Industrial Estate, bearing in mind the need for facilities and services that complement the current activities.

It will also be necessary to ensure greater permeability and connectivity between the different parts of the Industrial Estate and encourage the establishment of leisure and rest spaces in the surrounding areas.

The following plots are available for public use in the project area:

- Plot 83: 4,161 m<sup>2</sup>

- Plot 73: 11,633 m<sup>2</sup>

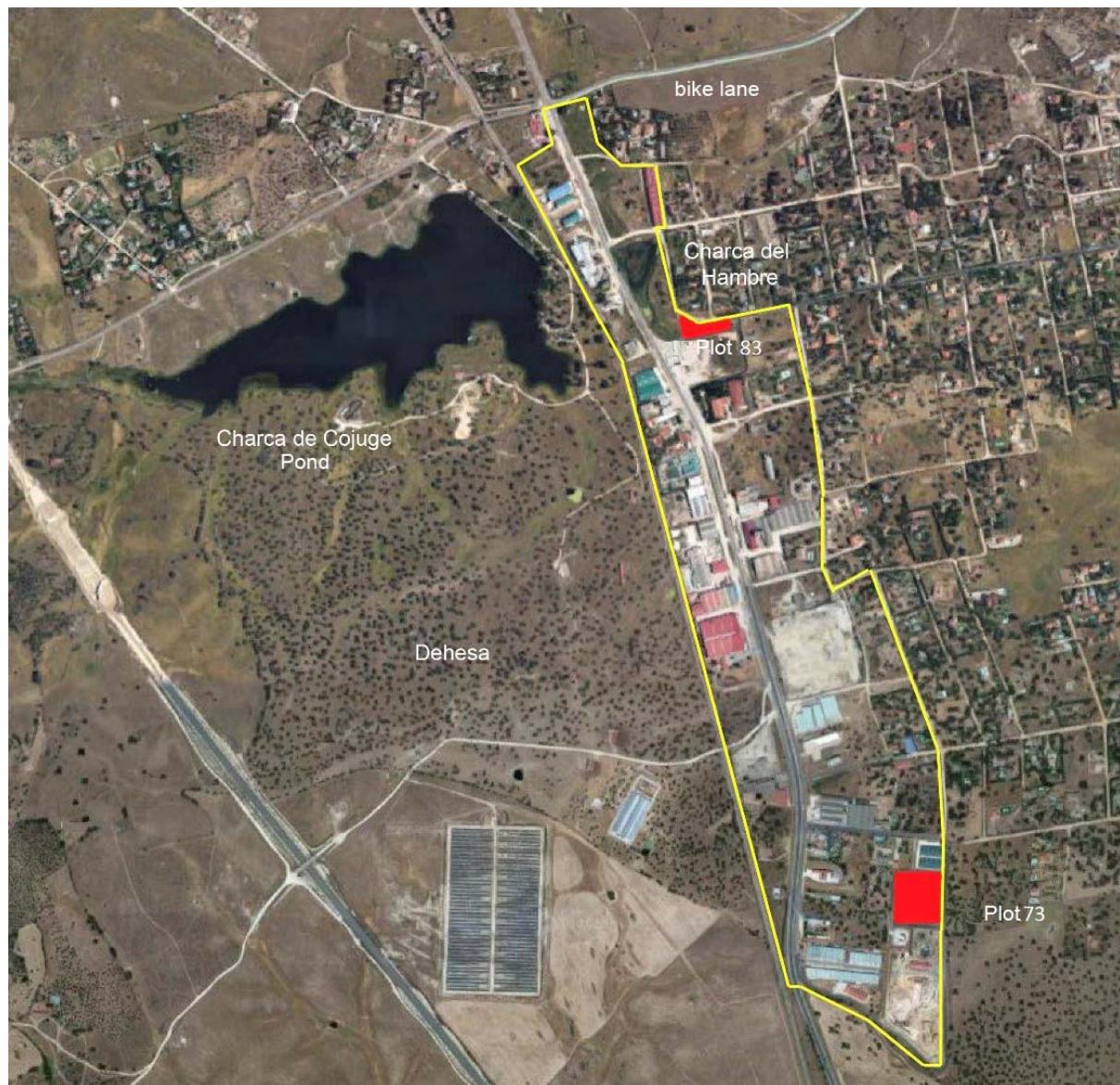


Image 15. Plots for public use in the "Charca del Hambre" Industrial Estate.

## 4. SOCIO-CULTURAL CONTEXT

The social and cultural development of Casar de Cáceres is closely tied to the provincial capital, Cáceres, just 11 km away. This proximity means that many residents of Casar de Cáceres study or work there and also enjoy its wide range of cultural and service options.

Casar de Cáceres has a population of 4,500 inhabitants according to official demographic statistics for 2018. Over the last 20 years, its population has varied within the range of 4,500 to 4,900 inhabitants. This trend is similar to the rest of the province and the autonomous region, which has seen a major decline since 2011.

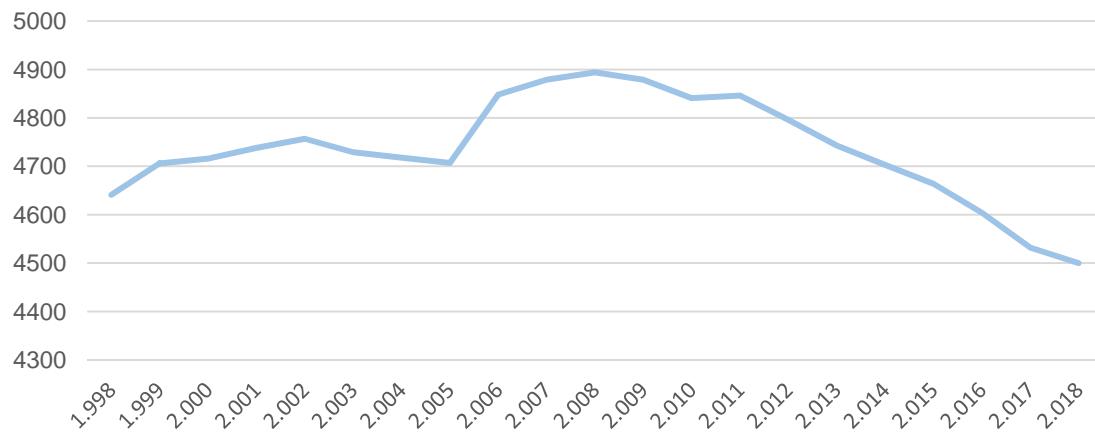


Image 16. Population trends in Casar de Cáceres. INE.

Structurally, there is a significant difference between the 45-55 age group, the largest, and the 0-10 group, indicative of a clear decline in birth rates, like the rest of the Extremadura region and indeed Spain as a whole.

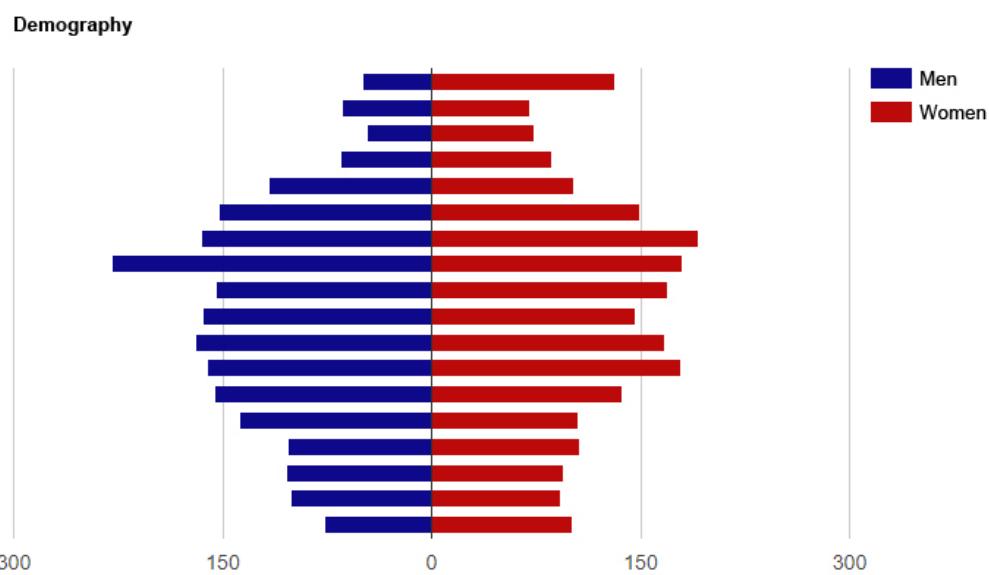


Image 17. Population pyramid. Casar de Cáceres. OADL.

## 5. ECONOMIC CONTEXT

According to the Cáceres Provincial Authority's Socio-economic Observatory, the main economic sector in Casar de Cáceres is services. This is a very broad and varied sector, in which the volumes of sales, health and social service activities play a major role.

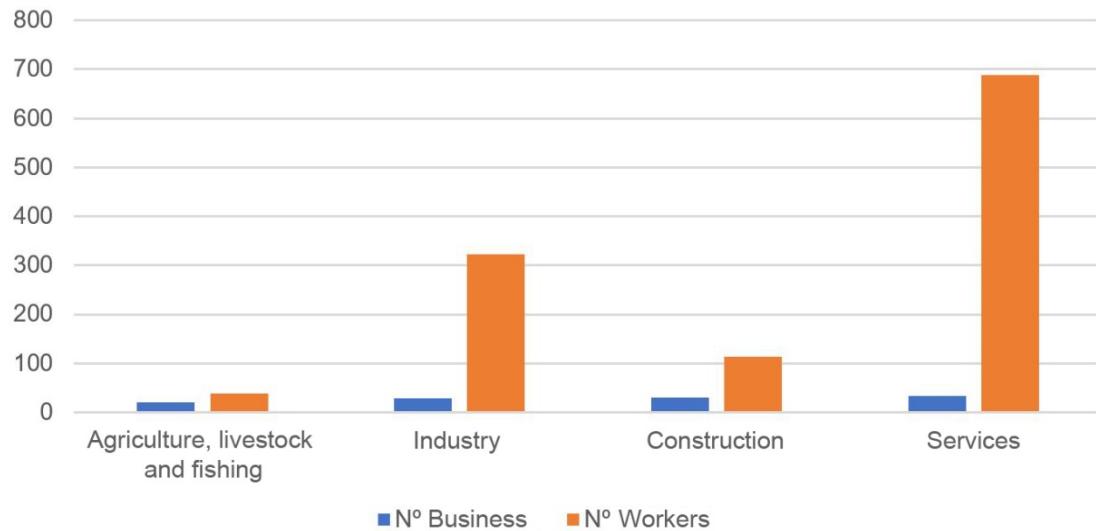


Image 18 Graph of economic sectors in Casar de Cáceres. 2018.

Source: Socio-economic Observatory. Cáceres Provincial authority.

Industry is the municipality's second largest job-creation sector. Most industries are related to manufacturing, primarily food processing and the cheese industry. **Cheese from Casar de Cáceres** has a specific official Appellation.



Image 19. Denominación de Origen Torta del Casar.

Although there are several industries scattered around the environment, in Casar de Cáceres there is an important industrial estate, known as "Charca del Hambre". However, not all the activities developed there are dedicated to the industrial sector:

<b>ECONOMIC ACTIVITIES</b>	
<b>FOOD INDUSTRY</b>	
ECOFICUS, S.L.	Fig processing & packaging
QUESERIA LOS CASAREÑOS SL	Cheese and butter production
CONSERVEEX CB	Production of various food products
QUESERIA DOÑA FRANCISCA SL	Cheese and butter production
IBERQUEX EXTREMADURA SL	Cheese production
<b>MANUFACTURING INDUSTRY</b>	
CALDERERÍA ARTESANA, S.L.	Cold rolled steel.
HERMANOS ZAMORANO C.B.	Metal frame manufacture.
MAREPA, S.A.	Paper and cardboard manufacture.
TECNICOS CERVECEROS CACERES, S.L.	Manufacture of machinery for the food, beverage and tobacco industry
TERRAZOS SANCHEZ MEJIAS SA	Manufacture and sale of terrazzo floor tiles
PINAR DE JOLA SL	Treated wood
<b>VEHICLE INDUSTRY</b>	
TALLERES CACERES CB	Car and bicycle repairs
MORENO DIAZ, ISMAEL	Car and bicycle repairs
DESGUACES LUA SL	Repair and decontamination of decommissioned vehicles
SUMAEX CB	Mechanic
<b>CONSTRUCTION &amp; INSTALLATIONS</b>	
JJ OLLERO, S.L.	Home construction
PEDRO Y JESUS C.B.	Earthworks
CONSTRUCCIONES FRANSAT SL	Construction
NATURE COMFORT	Heating & electricity.
<b>HOSPITALITY INDUSTRY</b>	
HOSTAL LAS ENCINAS CACEREÑAS	Hospitality industry in general.
CAFÉ BAR RUTA DE LA PLATA	Other cafés & bars

**RETAIL SALES**

TOP CAMPO, S.L.U.	Retail sales of seeds, fertilisers, flowers and plants.
JULIO CARRERO ACEDO	Retail sales of bread, cakes, confectionery, dairy products
COVI CASH CENTRO DE COMPRAS SL	Wholesale hardware store
HIPER CASH SL / HIPER TAMBO	Wholesale store for food, beverages and tobacco products

**LIVESTOCK**

VGM, ALMACÉN GANADERO	Livestock supplies warehouse
INCIMAEX	Animal crematorium

**OTHERS**

NUMEN CONSULTING, S.L.	Legal services
SERIMA INMUEBLES S.L.	Individual property rentals.
INVAEX, INGENIERIA Y MONTAJES EXTR. SL	Engineering & assembly
RUTA DE LA PLATA SL	Petrol station
CENTRO ESPECIAL DE EMPLEO TAJOSALOR	Graphic art
RESIDENCIA GERIATRICA VIRGEN DE LA MONTAÑA	Senior care & services in aged care homes

## Employment

The graph below shows that unemployment is primarily female and worst in the over-25 age groups. In the under-25 group, however, the male and female unemployment rates are quite similar, although the very low numbers reflect the small population of young people seeking employment in the municipality.

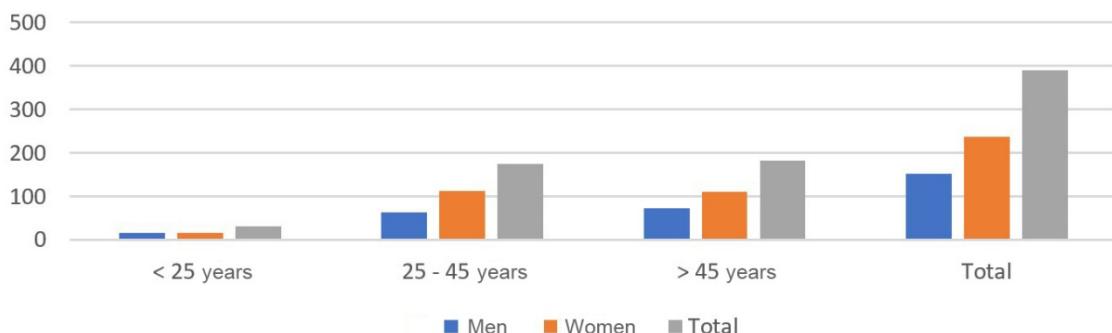


Image 20. Unemployment by age group in Casar de Cáceres.  
Source: Socio-economic Observatory. Cáceres Provincial authority. 2018

The service sector has the largest amount of unemployment, particularly amongst women. This is followed at a considerable distance by the construction, industry and agriculture sectors.

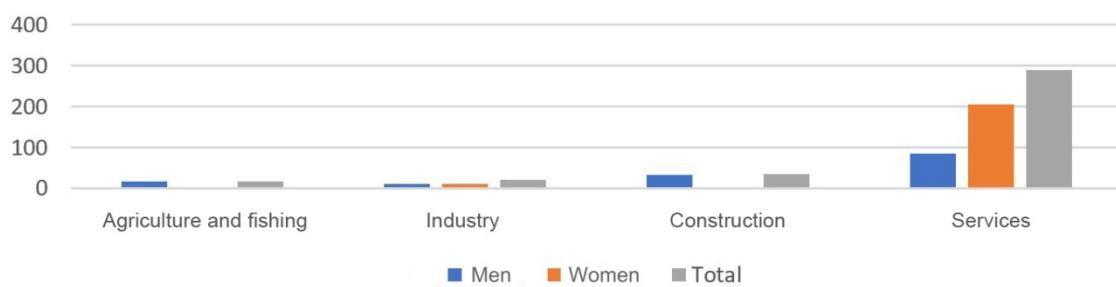


Image 21. Unemployment by sector in Casar de Cáceres.  
Source: Socio-economic Observatory. Cáceres Provincial authority. 2018

Job-seeker statistics show that the construction and agriculture sectors are male-dominated and there is more female demand for jobs in the service sector. Industry shows a balance between male and female job-seekers.

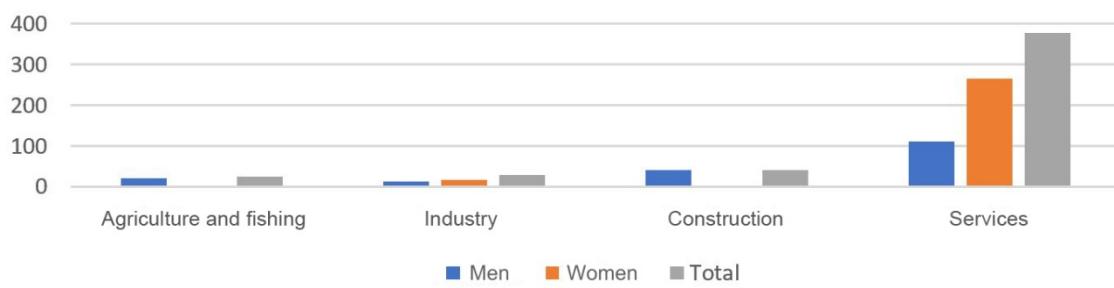


Image 22. Job seekers by sectors in Casar de Cáceres.  
Source: Socio-economic Observatory. Cáceres Provincial authority. 2018