

EUROPAN 15 | PRODUCTIVE CITIES II | **OLIVA** | VALENCIA | SPAIN



DESIGN BRIEF

“ELS RAJORS”: RESILIENT REGENERATION

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 session enlarges the topic from European 14 –“Productive Cities”, which is a complex and crucial one in the contemporary mutation of European cities. This session, European 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 European, 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 European 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- IMPLANTIING

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 I Jsselmonde (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) / Guovdageaniu (NO) / Marseille (FR) / Nin (HR) / Rotterdam Merwe-Vierhavens Keilekwartier Vierhavensblok (NL) / Täby (SE) / Weiz (AT)

CONTENTS

1.- CORE OBJECTIVES FOR THE SITE

- 1.1 CITY-SCALE GOALS
- 1.2 NEIGHBOURHOOD-LEVEL OBJECTIVES
- 1.3 URBAN CATALYST

2.- SITE SPECIFICS

- 2.1 SITE REPRESENTATIVE AND OTHER AGENTS INVOLVED
- 2.2 QUALIFICATIONS OF TEAM LEADER
- 2.3 ADVISABLE TEAM PROFILE
- 2.4 DISSEMINATION OF THE COMPETITION AND ITS RESULTS
- 2.5 PARTICIPATION BY THE SITE REPRESENTATIVE
- 2.6 POST-COMPETITION PHASE
- 2.7 ENVISAGED PROCEDURE FOR THE PROFESSIONAL ASSIGNMENT

3.- TERRITORIAL & URBAN CONTEXT OF OLIVA

- 3.1 LOCATION AND GEOGRAPHY
- 3.2 SOCIO-CULTURAL AND LABOUR CONTEXT
- 3.3 ECONOMIC ACTIVITY
- 3.4 CURRENT PLANNING
- 3.5 CURRENT PLANNING IN ELS RAJOLARS

4.- STUDY AREA

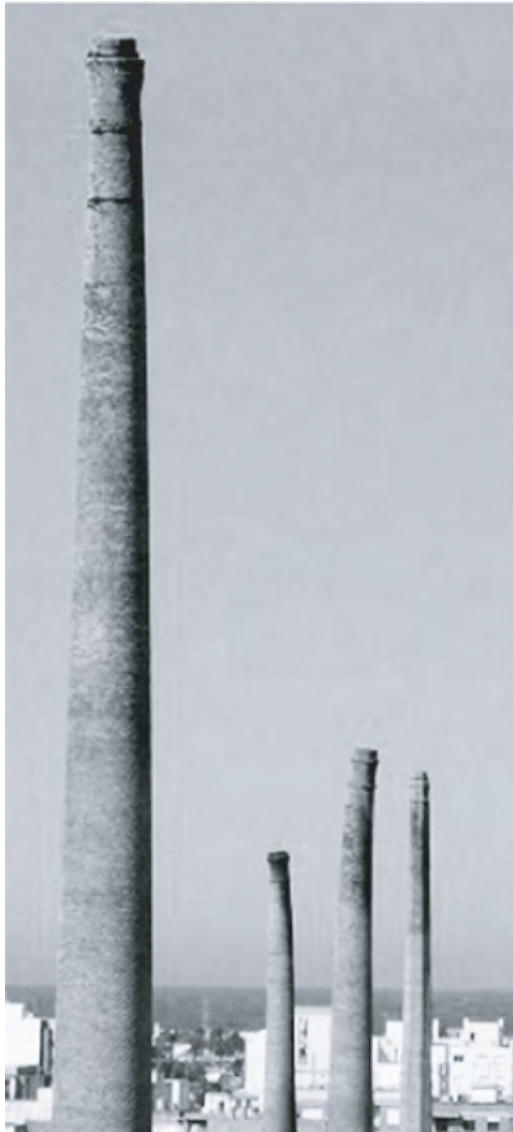
- 4.1 DESIRED TRANSFORMATION
- 4.2 POTENTIAL OF THE STUDY AREA
- 4.3 ELEMENTS THAT INFLUENCE THE PROPOSED SITE
- 4.4 TRANSPORT
- 4.5 URBAN STRUCTURE

5.-PROJECT AREA

- 5.1 PUBLIC AND PRIVATE LAND AVAILABLE FOR DEVELOPMENT
- 5.2 PUBLIC AND PRIVATE SPACES TO BE REGENERATED

6.-DESIGN BRIEF

- 6.1 URBAN REARRANGEMENT OF THE AREA
- 6.2 TYPOLOGIES
- 6.3 MULTI-USES
- 6.4 HIGH-PERFORMANCE PROFESSIONAL TRAINING CENTRE
- 6.5 EXECUTION PLAN



Inheritance of the industrial past
(Own elaboration)

1.- CORE OBJECTIVES FOR THE SITE

The Oliva City Council has proposed action on “Els Rajolars”, an urban area on the southern edge of central Oliva. It has a unique urban landscape generated by its mid-20th century industrial ceramic brickworks, the continuity of ancestral ceramic activity in this area. “Els Rajolars” contains several similar brick factories and nine landmark chimneys.

The overall objective is a resilient regeneration of this area through an open process that looks at the city as a vital organ. Proposals should activate mechanisms that encourage urban innovation linked to the identity of the place and its environs in order to achieve a productive fabric with and within the city. A flexible strategy is sought, one that will provide solutions for the present and options for adapting to future situations.

The main dynamic elements of this operation will be job training and innovation in at least the agri-food, ceramic, tourism and water use management sectors.

It should be noted that in Oliva, the trend in urban development over the last 50 years has been to expand or build new settlements, with a clear separation of industry and production from residential uses. This has been the main cause of the disregard for the regeneration of degraded pockets of urban land proposed by the Oliva Master Plan (PGOU) currently in force. The “Rajolars” area is the largest one of these. The municipality’s present decision to prioritize regenerative initiatives over the occupation of new areas is therefore of decisive importance, as will be the predomination in it of the right combination between habitat and production, sustainable mobility, energy efficiency and sustainability.

1.1.- CITY-SCALE GOALS

1.1.1.- Articulation of the municipality

The new plan must highlight the character of the area and articulate it in an appropriate way with the rest of the town centre through the adjacent urban areas: the Old Town, “Santa Anna” Public Park, Ensanche (Expansion district) and Ciudad Jardín (Garden City). Together, they should contribute to improve the town’s urban cohesion and thus its social cohesion as well.

1.1.2- Road structure

Project must address the interconnections —using different types of transport, with priority for pedestrian and bicycle journeys (promoting sustainability)— between the “Els Rajolars” area and the rest of the main urban area, other townships in the municipality (beach and mountain housing estates) and the various types of transport infrastructure in the municipality that connect it to the outside world.

Urban infrastructure elements must be provided to ensure good integration, based on sustainable urban mobility with different transport modes, paying special attention to non-motorised transport (on foot and by bicycle), and others that are necessary for the existing and proposed industrial and productive activities in the area. The aim is to improve public spaces, the main tool for promoting non-motorised modes of transport. Teams should therefore note that the City Council will immediately proceed to develop and implement the compulsory “Oliva Sustainable Urban Mobility Plan” (PMUS Oliva) to address the mobility issue in the municipality as a whole.

1.1.3.- Connection elements

The aim is to form connections with nearby elements that can be interrelated, analysing the advisability of including or considering certain elements which may be linked to it for various reasons.

The urban transformation of this area, a productive urban fabric in the city, must be achieved using all the above-mentioned points.



Diagram of articulation, road structure and connections
(own elaboration)

OBJECTIVES



Inheritance of the industrial past (photo 1 y 2)
Ravine “Riüet dels Frares” (photo 3)
Boundary with the Orchard (photo 4)

1.2.- NEIGHBOURHOOD-LEVEL OBJECTIVES

- Define the industrial and residential elements whose interest makes them potentially reuseable.
- Resolve the southern boundary of the city to prevent its marginalisation, permitting connections with the natural environment and croplands.
- The hydrological objective must be met by resolving problems caused by stormwater runoff in the area (sustainable urban drainage systems) and reviving the “Riüet del Frares” streambed as an integrating element in the development of the area.
- Inclusion (not necessarily urban) of the existing housing scattered along the eastern edge of the area.
- Appropriate articulation with adjacent urban areas and contribution to a solution for access to the city from the south.
- Study the advisability of modifying the project area on the basis of the conclusions or conditions deriving from the issues dealt with in the preceding sections or others considered worthwhile.

A considerable proportion of the elements found in the project area today belong to its industrial history. Most of these buildings are now abandoned and practically all industrial production has ceased. The competition authority aims to build the city over the existing city: over this heritage, and transform and regenerate the built-up areas in order to consume less land and convert this place into a productive, efficient, sustainable, integrating and attractive place.

1.3.-URBAN CATALYST

High-performance professional training centre

In order to contribute to the regeneration of this area, we propose a high-performance job training centre which will act as an urban catalyst.

2.- SITE SPECIFICS

2.1.- SITE REPRESENTATIVE AND OTHER AGENTS INVOLVED

The official site representative is the Mayor of Oliva, currently Mr. David Gonzalez Martinez, or his delegate, with advisors from the City Council's Technical Division of the Land Planning, Infrastructure and Environment Area, supervised by the Government of Valencia's Directorate-General of Housing, Renovation and Urban Regeneration, Department of Housing, Public Works and Territorial Development.

Other stakeholders to be involved will include owners of properties in the "Els Rajolars" area, the Júcar River Authority on account of the public land in the "Riüet dels Frares" stream; the Government of Valencia, future owner and manager of the future high-performance job training centre, and finally, neighbourhood associations and other groups involved in the citizen participation process regarding the development of the competition area.

2.2.- QUALIFICATIONS OF TEAM LEADER

The teams presenting proposals will be headed by an architect with the professional attributes and capacities marked by the law.

2.3.- ADVISABLE TEAM PROFILE

The characteristics of the site and the competition objectives require team skills covering a range of specialities: urban and territorial planning, civil engineering, sustainable mobility, landscaping, industry, economy and business management, environment, citizen participation, job training, etc.

2.4.- DISSEMINATION OF THE COMPETITION AND ITS RESULTS

The City Council and the Department of Housing, Public Works and Vertebra-tion of the Territory, will contribute to the dissemination of the competition by complementing the actions of EUROPAN Spain to increase its dissemination in general and specifically in its different phases through informative and participatory sessions with neighborhood associations, collectives and groups involved, exhibitions of the competition, as well as others that are considered appropriate and convenient throughout the process.

2.5.- PARTICIPATION BY THE SITE REPRESENTATIVE

The Mayor of Oliva or his delegate will participate in the first jury meeting as the site representative.

2.6.- POST-COMPETITION PHASE

Considering the characteristics of this initiative, the Oliva Town Council will propose a professional commission for the drafting and implementation of the Feasibility Plan for the Urban Development of the "Els Rajolars" Area, which will basically contain:

2.7.- ENVISAGED PROCEDURE FOR THE PROFESSIONAL ASSIGNMENT

The procedure envisaged for commissioning the Feasibility Plan for the Urban Development of the "Els Rajolars" area will be subject to the Project Competition Conditions, with participation by the EUROPAN 15 jury.



3.- TERRITORIAL AND URBAN CONTEXT OF OLIVA

Aspects that concur in the Oliva municipality which should be taken into account in the implementation of the competition proposal.

3.1.-LOCATION AND GEOGRAPHY

The municipality of Oliva sits right on the southern boundary of Valencia Province, beside the Mediterranean Sea. It is 79 km (by road) south of Valencia, the capital of the Valencia Autonomous Region, and 102 km (by road) north of Alicante.

It is part of the La Safor district, which spreads to the south-east. It is the second largest municipality in population after Gandía (the district capital) and to the south, it shares a border with the La Marina district of Alicante province, whose capital is Denia. It is 8 km and 20 km away from these district capitals, respectively. The La Safor and La Marina districts are considered to be the most beautiful parts of the Valencian Region.

The municipality covers 5,961 ha. It is bordered to the north by the l'Alquería de la Comtessa and Piles municipalities, to the west by the Font d'En Carròs, Villalonga and Adsubia municipalities, to the south by the Pego and Dénia municipalities, and to the east by the Mediterranean Sea. The main town in the municipality is in its northern part, close to Piles and L'Alqueria de la Comtessa, where the hilly areas make contact with the plain, 2.5 km from the sea. Along with the main town, Oliva, the municipality also has other urban zones, mostly residential and industrial.

According to the National Institute of Statistics, on January 1, 2019 Oliva had 25,129 registered inhabitants. The recent population study conducted for the Municipal Flood Risk Plan found the following distribution:



Oliva Municipality

- The population of the main urban area (Oliva) was approx. 23,936 inhabitants in 11,210 dwellings in 2013. In summer, many of these inhabitants move to holiday home township on the coast.
- The population in the coastal townships is mostly seasonal, as these homes are occupied in the summer months and to a lesser extent, at weekends and in other holiday periods. 70% of these inhabitants come from the urban area, the rest from other regional, provincial or national sources and to a much lesser extent, from abroad. The estimated permanent population of all these coastal areas is approx. 3,942.
- The hinterland townships (mountain developments) have an estimated permanent population of around 249. Their peak occupation is at weekends and in summer.

The current population in the project area is no more than 20 inhabitants.

The average altitude of the central urban area of Oliva is 25 m, the minimum is sea level and the maximum is 464 m, Mount Covatelles. The mean altitude in the project area is 23.50m.

The Oliva municipality has a typical Mediterranean coastal profile, facing Mediterranean Sea along 8.5 km of sandy beaches fringed by a broad dune belt followed by alluvial plains with large areas of marshland. Behind it, there is a large hilly area formed by the foothills of the Safor and Mustalla mountain ranges, with deep ravines whose rivers, when running, flow onto the plain.

The plain has been heavily humanised by transformations for agricultural use since the 12th century, and its residential urbanisation, mainly on the coast, since the middle of the 20th century. The main marshland is an ecologically valuable wetland, part of the Marjal Pego-Oliva Nature Park.

The climate in Oliva is typically Mediterranean, with mild winters and moderately warm summers. Its proximity to the sea regulates temperatures, preventing sudden thermal swings. The mountain range attenuates the penetration of cold air from the north. The average winter-summer temperature is 16°C to 26°C. The rainfall intensity pattern is moderate-high, mainly due to the mountain alignments of the area, which trigger the precipitation of humidity carried by the East wind. In most years, the annual precipitation is above 500 mm and less than 1,000 mm, with an annual average of 850 mm. However, in wet periods, mainly in autumn, there are major precipitation events. The prevailing winds that affect Oliva are east and west. Winds from the north and south-west are much less frequent.

The ceramic industries were installed in this part of the municipality on account of its dry microclimate and the proximity of clay pits, water and the town centre itself. In historic times, the climate also attracted raisin drying operations here and the area's use to cure patients with tuberculosis.



Inheritance of the Industrial past

3.2.-SOCIO-CULTURAL AND LABOUR CONTEXT

3.2.1 City

Oliva, like the municipalities in the surrounding districts, was and still is an eminently agricultural town. This has influenced its social, cultural and labour profile. Until the middle of the last century, apart from agricultural labour, all work was done in the main town, not far removed from the concept of the productive city.

The municipality has received several waves of migrants. In the 1960s, large numbers of migrants from Andalusia and Castilla la Mancha came to Oliva and became integrated in the agricultural and industrial sectors, mainly in the ceramics industry, making them important agents for production and the housing settlement built close to the industry.

Since the end of the 1990's, large groups of foreign migrants have arrived from north-eastern Europe, North Africa and South America and become integrated with all the local production sectors. Although their initial numbers have fallen significantly, they still carry considerable weight in the overall population. Their integration has not generated major social problems.

Oliva's citizens have also been migrants themselves. In the 1960s and 1970s, many moved to central Europe in search of opportunities and a better quality of life.

Now, as in the rest of Spain, a large part of Oliva's population has had to migrate to find job opportunities, particularly young and highly qualified people. It could therefore be said that we are "exporting talent", because most of these young people cannot find or perceive attractive opportunities to stay. This is one of the main reasons that leads us to believe that high-performance professional training and innovation should be the driving force for the competition study area. We believe that Oliva contains the elements necessary to materialise new goals from a different perspective.

Oliva has a rich history that deserves appreciation from different perspectives as well. Awareness-raising and the use of new strategies can materialise many initiatives transversally through different sectors, primarily in the tourist industry, including major goals such as the reduction of its heavy seasonality.

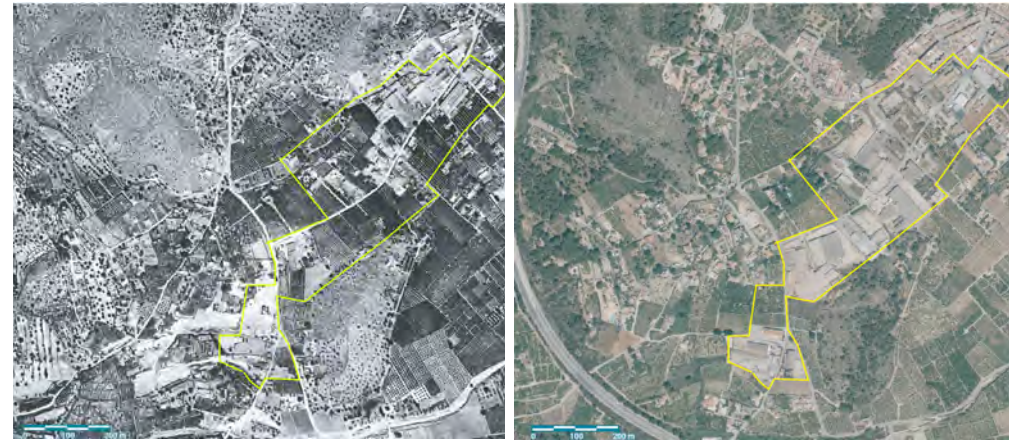
3.2.2 Site

"Els Rajolars" has always been largely a fringe area on account of its industries. Population and urban growth have brought it closer to the city, mainly through the Sant Francesc district. Today, the area itself is degraded, and moreover, to the north it is adjacent to a slightly marginal residential area located between Santa Anna park and the project area.



3.2.3 Planned changes

Work on the project area and its integration with the rest of the city and municipality based on sustainable mobility must generate synergies that can generate types of production which, in addition to contributing to the success of its development, will be complementary and reactivating, serving as an example, others in the rest of the city. The promotion of innovative and alternative initiatives in the agri-food, ceramics, water management and tourism sectors can and must be the starting point and reference for the productive activity that will be installed here.



Evolution of the territory

Orthophoto area "Els Rajolars" d'Oliva 1956

Orthophoto area "Els Rajolars" d'Oliva 2019



History and memories of the place

3.3.-ECONOMIC ACTIVITY

Historically, the most important sector has been agriculture. The Arabs introduced sugar cane plantations in the 12th century, which became, along with silk, the economic base of Oliva in the Middle Ages and part of the Modern Age. In the mid-19th century, they were replaced by rice farms and orange groves. The former were abandoned in the 1960s and the old marshlands have returned to their natural state. Orange farming, which reached a peak in the 1970s, is now a monoculture. The service sector generates the largest number of direct jobs, followed by industries focused on agricultural produce processing and marketing. The service sector was closely linked to this activity until agriculture began to clearly decline. Today, this link is being changed by the predominance of business and tourism, which began in the 1960s.

The decline of the citrus fruit sector throughout the Valencia Region since the end of the 20th century has led to a steady decrease in the amount of agricultural land in use. Oliva has not escaped this trend, accompanied by a drop in the importance of agriculture for the local economy.

Oliva has an ancestral ceramics tradition, borne out by two centrally located archaeological sites, “Forn Romà” and “Les Terriseries Romanes”. Historically, the town has also been renowned for its specialist ceramics. In ancient times, local kilns produced construction material (bricks and tiles), but they were also renowned for the production of amphorae and other types of containers to transport oil, wine and other goods that were sold throughout the Mediterranean. New large-scale industrial facilities were built in the middle of the 20th century for the brick industry, which has declined in the 21st century. This industry was concentrated precisely in “Els Rajolars”.

3.4.-CURRENT PLANNING

The presence of these brick factories led the 1962 Oliva Master Plan (PGOU) to define an “Industrial Zone” in this area, albeit with a smaller size than the current one, which did not eventuate.

The current PGOU, in force since 1982, imposed a more detailed, rigorous type of urban planning, including the definition of an Urban Area designated as a “Zone for the Replacement of Buildings and Uses”, which covers the entire “Els Rajolars” area.

3.5.-CURRENT PLANNING IN ELS RAJOLARS

When the current PGOU was drafted, industrial production in “Els Rajolars” was in full swing. However, the City Council, foreseeing its decline, chose to move industries to new locations and replace its industries with housing, hence the definition of this “Zone for the Replacement of Buildings and Uses” in the Master Plan, which called for the gradual replacement of the factories with low-density single family homes, while also permitting a 20% expansion of the existing industrial buildings still in use. This transformation was expected to be achieved through the construction of eight independent Development Units (Unidades de Ejecución) to absorb the cost of land reservations for public spaces and an education facility. The Plan also envisaged other uses: residential, hotels, shops, cultural, offices, sports, health, religious, recreational and parking. Handicrafts, warehouses and industry were excluded.

Most of the industries in “Els Rajolars” have been inactive for many years and none of the envisaged Development Units have been built, although the City Council has permitted the installation of very small-scale activities on a temporary basis. In conclusion, the objectives foreseen in the PGOU have not been met.



General Plan of Urban Planning (PGOU)

Zone of substitution of buildings and uses. Development planned in 8 Performance Units.



Inheritance of the industrial past (photo 1 and 2)
Marjal Pego-Oliva Natural Park (photo 3)
Villa Ferrera-Single family Isolated (photo 4)

4.- STUDY AREA

4.1.-DESIRED TRANSFORMATION

Defining features of the study area.

The defining features of the study area worth emphasising as a starting point to work towards the municipality's objectives are:

- An old industrial zone, mostly abandoned, which nevertheless has a strong local industrial identity, with the presence of chimneys, kilns, buildings and large drying areas.
- Urban area planned for residential use
- Urban-orchard transition zone.
- Urban-mountain transition zone.

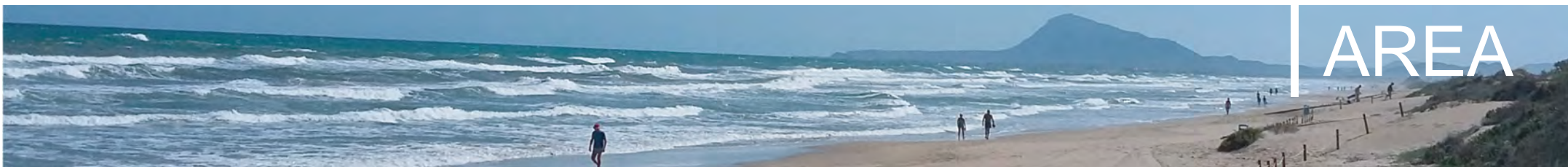
4.2.-POTENTIAL OF THE STUDY AREA

Perfect area for the promotion of functional diversity (residential + productive) thanks to its traditions and its proximity to the rest of the city, the municipality and major roads.

Location adjacent to urban areas with serious urban vulnerabilities (Old Town, Carrasca), with potential for this project to act as a catalyst for change in both.

Urban transition zone between rural (cropland) and natural (environmentally important zones: Marjal Pego-Oliva Nature Park, mountains, water-related zones, coastal dunes and beaches, etc.).

The ancestral positioning of Oliva as an eminently agricultural municipality with expertise in water management/utilisation and also protection against its destructive effects. This development over time proved to be highly efficient and sustainable until the mid-20th century.



More recently, Oliva has proved the potential of its geographic location for the attraction of new ideas for future development, primarily linked to leisure and tourism. It is practically equidistant between the Region's two provincial capitals, Valencia and Alicante. It is therefore within reach of these hubs' macro-infrastructures (ports, airports, services, etc..), and also those in the two district capitals, Gandia and Denia.

4.3.-ELEMENTS THAT INFLUENCE THE PROPOSED SITE

A differentiation must be made between internal elements and nearby external elements which can be related.

4.3.1 Internal elements: pre-existences, inheritance from the past.

- Brick factories, their buildings and installations: precinct walls (lattices made from surplus products), roofs (reused old tiles), lightweight structures, transit patios, etc.
- 40 metre high brick chimneys (protected under the Master Plan), which make the urban landscape of Oliva and the associated kilns unique.
- Homes such as "Villa Ferrera" (built in the early 20th century by architect Luis Sancho Coloma), and other residential buildings of some architectural and landscape interest (19th and 20th centuries)
- Early 20th century infrastructure such as the first drinking water collection and distribution facilities for the main town (wells and pumping stations), built by the municipal concessionaire "Sucesores de Pascual Bolinches SL", and a privately managed funeral parlour.
- Geographical element, "Riüet dels Frares" stream, which crosses a large part of the study area from west to east.

4.3.2 Potentially related external elements nearby:

Oliva's prime heritage value is its large, diverse municipality. It contains decisive elements that must be considered in proposals.

- Santa Anna Public Park.
- Municipal cemetery.
- The municipality's long coastline, 30 minutes on foot from "Els Rajolars". Potential physical connections should be studied, bearing in mind that the the zone's visual contact with the coastline is today the municipality's main tourist attraction.
- The "Marjal de Pego-Oliva" Nature Park. Its reception area (still pending development) is 12 minutes by car from the study area. This is an element with enormous tourist and environmental potential, and should be considered in the productive development of the project area.
- The old clay mines, currently abandoned, present considerable opportunities for action, which could have an impact on the project area.
- The orographic and hydrological conditions of the project area. Stormwater runoff in this area must receive serious planning consideration. The conditions imposed under the Territorial Action Plan on Flood Hazard Prevention in the Valencia Region (PATRICOVA) must also be taken into account, since the Plan's map of Danger zones marks an area of geomorphological hazards caused by the "Riüet dels Frares" stream.



Lattices. Enclosures of the factories, made with surplus production.

4.4.-TRANSPORT

4.4.1.-Roads

Oliva has serious shortfalls in terms of territorial mobility. The main roads are: N-332 highway, which runs through the town centre, causing serious traffic congestion problems with a high-density flow of lorries, accidents and noise; AP-7 motorway, which runs through the western part of the municipality and has an exit to Oliva. This is a toll road, and therefore carries much less traffic.

Smaller roads connecting Oliva to nearby municipalities: CV-670, between Oliva and Grau de Gandía, also used as a second link between the La Safor district's coastal municipalities; CV-682, an obsolete road between Oliva and Font d'Encarròs; CV-715, which links Oliva to Pego, with a higher traffic volume, and CV-678, between Pego and Oliva Beach (southern boundary) which crosses the Pego-Oliva marshes.

4.4.2.-Rail infrastructure

The Oliva municipality has been disconnected from the main rail network since the Carcaixent-Denia narrow gauge line was decommissioned in 1974. The recovery of this line is a major regional demand, and it would bolster the north-south connection in the Valencia Region.

4.4.3.-Maritime connection

Oliva has a small marina, La Goleta, which lacks capacity for freight or passenger services (provided in Denia and Gandía).

4.3.4 Non-motorised connections

There are several bicycle paths. The main one is the Gandía-Oliva greenway (on the easement of the old railway line) and other lesser paths which are not part of a planned cycling network, but strive to encourage connections with the beach. The City Council is working on the PMUS to implement a local cycling network based on the large number of existing rural tracks.

In conclusion, congestion is facilitated in the main town area by the current state of the transport network, basically roads (for motorised vehicles) and the lack of cycle paths.

Moreover, the Old Town has a morphology and density which is now incompatible with mobility. There is also heavy demand for parking spaces due to the lack of public parking facilities under the current PGOU.

Drafting and implementation of a PMUS is a major need of Oliva. The municipality needs to update its infrastructure and provide alternative sustainable transport systems

4.5.-URBAN STRUCTURE

The result of any new planning must provide good connections with the rest of the town through the adjacent urban areas: the Old Town, Santa Anna public park, Ensanche, Ciudad Jardín. Together, they should contribute to improve urban —and therefore social— cohesion.

Projects should seek to neutralize the fringe or marginal nature of the areas surrounding the old town and the expansion zone, the elitist “Ciudad Jardín” (Garden City) and, obviously avoid the creation of an urban island detached from the town centre. In short, it is a question of blurring the differences between the different zones by creating urban link elements and interlocking shared uses.



Flood risk. PATRICOVA.



Urban structure, scheme of the road network.



Brick chimneys, only elements protected by the PGOU.

5.- PROJECT AREA

The core of the project area affects an urban zone with residential and industrial land that covers 177,380 m². It is primarily composed of the “Zone for the substitution of buildings and uses” (171,463 m²) designated by the current Oliva Master Plan (PGOU), which envisages eight urban Development Units. For the EUROPAN 15 competition, a city block covering 3,300 m² has been added. This block sits north-west of the afore-mentioned zone, affected by the “Riüet dels Frares” stream.

Beginning in the 1950's, the proposed area was where factories were built for the large-scale manufacture of brick and tiles for the building industry. It became a large “industrial estate” that reached peak production in the 1970s. It should also be remembered that Oliva has an ancient ceramic tradition, as proven by the sites of the “Forn Roma” and the “Terris-series Romanes” in the town centre. Previously, the area was used to dry raisins, hence the buildings commonly known as “sequers” (drying sheds). Oliva's climate was the reason for its choice as a haven for the recovery of tuberculosis patients.

The PGOU was ratified in November 1982. Although most of the working factories were fully active at that time, their potential decline was envisaged. The Master Plan therefore set out a transition mechanism for this area, mainly occupied by industrial ceramics and concrete industries, permitting their continuity and even a 20% expansion until they closed, after which the land would become residential land for free-standing homes.

Fluctuations in the construction industry and the business models of these industries (mainly family enterprises) has led to the closure of most of these factories. Only one is still engaged in the production of ceramic material. In other cases, small-scale makeshift activities (workshops, caravan parks, etc.) have been installed.



The aims of the PGOU have therefore not been met, resulting in the abandonment of most of the land, without clear prospects for development. The area contains a profusion of old industrial buildings in a very poor if not ruinous state, large areas that were formerly used for drying and storing materials now unused, ten heritage-listed chimneys, protected by the Master Plan, several industrial kilns, old abandoned houses and a few houses in use, some of them of some architectural interest.

Noteworthy environmental aspects in the area are its microclimate, its topography and above all, the presence of the “Riüet dels Frares” stream, which crosses it from west to east, now partly channelled and covered. The existence of this stream was not considered in the PGOU.

The area is also crossed from west to east by a main urban road, Paseo La-drillares, which connects it internally and externally, at its extremes, with the rural tracks of La Carrasca and l’Elca, and with the rest of the main urban area.

Features of the surrounding areas:

The area contains determining elements that must be studied. Starting from the north and moving clockwise, they include:

- The Santa Anna Mountain public park, alongside the northern edge of the study area, in the centre of the main town.
- The Casco Antiguo (Old Town) urban residential zone.
- The Ensanche (Expansion area) urban residential zone.
- The La Carrasca rural track, which connects the main town to a large part of the municipality and facilitates access to the CV-715 road and N-332 highway.
- The common undeveloped land bounded to the south by the rural track to the Municipal Cemetery, alongside the left bank of the Riu Alfadalí stream. It also contains Mt. Algar, the upper part of the which is classified as Protected Mountain Non-developable Land.

- The l’Elca rural track which also connects the main town centre to another large part of the municipality. A public roadway, Camí Collado, runs in continuity from this track inside the urban area.

- non-programmed land designated for housing development (Sant Antoni), and mountain zones (La Creu).

- Ciudad Jardín (Garden City) urban residential land.

- A small cluster of homes alongside the La Carrasca track requires an appropriate form of incorporation into the urban fabric.

5.1 PUBLIC AND PRIVATE LAND AVAILABLE FOR DEVELOPMENT

Almost 100% of the land is private. Only a small proportion is public land: the roads and the stream bed.

Most of the private land currently belongs to the heirs of the old company owners, who needed large tracts of land for their factories. As a result, less than one third of the area is covered by buildings.

5.2 PUBLIC AND PRIVATE SPACES TO BE REGENERATED

The PGOU differentiates between public and private spaces. In the project proposal, these limitations are not considered: the team’s criteria will prevail. The only constraint that should be maintained is the direct link between the public spaces and the brickworks chimneys (the only heritage-listed elements).

On the private land, all buildings and facilities will be analyzed and participant teams will decide whether to reuse or demolish them, being totally free to develop proposals that are appropriate to the design brief for the area and the municipality.



6. DESIGN BRIEF

Oliva's local society, through its City Council, wants a solution for the "Els Rajolars" area and a new, important, diverse economic stimulus for the city. The action programme responds on the one hand to the core issues that underpin the objectives, and also the way this programme should be implemented.

6.1. URBAN REARRANGEMENT OF THE AREA

The urban proposal must take into account the following needs:

6.1.1.- Conjugation with the city

- Neutralize the marginalised image of the areas on the edge of the Old Town and Ensanche districts, and the elitist image of the Ciudad Jardín area. Additionally, obviously avoid the establishment of a new urban island that is unrelated to the main core of Oliva.
- Create connecting urban elements and shared interlocking uses to 'blur' the differences between the different areas.
- Consider the urban development pending implementation in the adjacent zone, "Ciudad Jardín"; implement the "Santa Anna" public park; improve and put the finishing touches to the urban development of the edges of the zones bordering previously urbanized areas.

6.1.2.- Conjugation with scattered dwellings

Given the proximity of these buildings to the project area, the conjugation of both should be addressed, considering the buildings of some architectural interest and defining the uses that require greater space and position on land with a more rural character.

6.1.3 Intra-urban and extra-urban mobility

Implement a totally sustainable type of urban mobility, provide the urban elements needed to ensure appropriate integration by means of mobility for different forms of transport, prioritising non-motorized modes.



- Energy saving and removal of energy footprint.
- Enhance public transport and promote non-motorised transport modes (walking, cycling).
- The area's urban fringe condition implicitly means that its connections with the outside area must be addressed at both the municipal and supra-municipal level, by means of the various transport networks in the municipality, both existing and planned.
- Given that the project area is not close to the town centre and the main public services, mobility will be a key factor in its integration with the main part of Oliva.
- Provision of roadways with priority for pedestrians and cyclists, while at the same time considering vehicle access, primarily public transport and services.
- Study direct access to the area from the outside, and access to the rest of the city through it.

6.1.4.- City borderline

- Resolve the borderline between the urban area and the immediately adjacent agricultural area.
- Define the elements that will contribute to bring this goal to fruition.
- Installation of reception elements for the city, so that using the options available in the short term —via the new southern connection of the AP-7 motorway— the area on its own or in conjunction with adjacent zones can supply reception services (truck and bus parking), public transport, accommodation, refreshment, logistics, etc.

6.1.5 Public space

The public spaces in the area must act as a shaping skeleton for the neighbourhood and as a contributing element for connections to the surrounding natural environments (beaches, nature park, mountain area, etc.).

- New concept of public space and urban landscape.
- Generate a neighbourhood by means of public spaces, encouraging personal interrelations, citizen participation and the possibility of installing seasonal activities.
- Promote interrelations between this urban public space —and with it, the city— and the natural environment.

6.2. TYPOLOGIES

Define a building typology that is compatible with the end goal.

6.2.1 Conservation y reuse of pre-existences

- The duty to preserve and maintain heritage-listed constructions (brick chimneys).
- Selection of emblematic buildings (industrial and residential) —complete or in part— which may prove interesting on account of their value or their adaptability to the proposed uses.
- The urban development proposal should set conservationist and integration-friendly criteria that lead to an enhanced appreciation of these elements through their real integration.

6.2.2 Choice of building types

Try to define building typologies that are compatible with the end goal, permitting the implementation and coexistence of the rest of the possible uses in a flexible, adaptable way over time.

Eliminate the current urban void and complete it with a minimum density and compactness that highlights the identity of this area in its own right and also as part of the city.



6.3. MULTI-USES

6.3.1.- Choice of building typologies

Define the appropriate uses for the area, specifying what type of activities can be brought into the area (and therefore into the city), striving to improve the relationship between habitability, production and facilities, and an appropriate installation of necessary urban services (facilitating integration, combating gentrification, creating new ways of learning and working, and establishing new forms of sustainable and efficient management of urban public services, etc.).

6.3.2.- Connection to the EUROPAN 15 theme, the Productive City

The project area is ideal for promoting functional diversity (residential-productive) on account of its tradition and its location in connection with the city, the municipality and the main roads.

It is also conducive to the promotion of innovation linked to the municipality's main traditional productive sectors (agri-food, ceramic industry, tourism and water management), with a view to promoting their development and also diversifying the industrial and labour market (business incubator and co-worker spaces for entrepreneurs and artists), including those linked to the service sector (care for the elderly), education (pre-schools) and job training in traditional sectors (ceramics, building trades, crafts in general, gardening, horticulture, etc.) and also in innovative sectors.

- Inhabit a productive territory and production in a residential environment, facilitating social integration.
- Appropriate management of the tensions that may arise as a result of these new relations between production and urban life. Integration of all production cycles, taking into consideration distribution, the waste generated and consumption.

6.4. HIGH-PERFORMANCE PROFESSIONAL TRAINING CENTRE

In the future action, a fundamental issue will be the promotion of high-performance job training in new technologies linked to the following sectors: ceramics industry, agri-food, tourism and water management, as well as other new or existing sectors that require such a facility, not only locally but also at the district and province level, through the installation of a specific high-performance job training centre. Dynamic job training is a key aspect, adapted to new demands and supported by new technologies.

The Master Plan (PGOU) has designated land for undefined educational facilities, and includes a location that should not be considered as inflexible by the competing teams.

It should be noted that in this area, there is a working ceramic factory and Oliva's first potable water collection, pumping and distribution facility. Competitors should also bear in mind its proximity to agricultural areas and tracks that lead from here to many parts of the municipality's natural environment. The building and its immediate environs must meet the needs of this use and address the issue of self-sufficiency and energy efficiency- in short, its environmental sustainability.

6.5. EXECUTION PLAN

This is a very large and complex project area. The full execution of the project will therefore have to pass several milestones that may causes delays and even modify key aspects. Therefore, a phased execution strategy with differentiated management should be proposed.

To be consistent with the **productive city** theme, proposals should show how their suggested transformations contribute to the promotion and recovery of productive activities