



reactivate

connect

hybridize



PRODUCTIVE CITIES II  
resources, mobility, equity

Silvia Villacañas Beades  
Mónica Cid Rusiñol

Dirección General de Planificación Estratégica

**¿Where?:**

Villa de Vallecas

**Team:**

Architect. Multidisciplinary team.

**Situación:**

Calle Gran Vía del Este, 80

**Site:**

La Arboleda

**Site family:**

Creating proximities. Third spaces in-between

**Owner of the site:**

Comunidad de Madrid

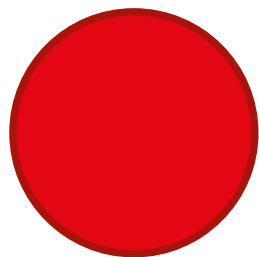
**Commission after competition:**

Planning Project

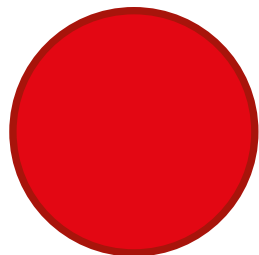


**Key idea:**

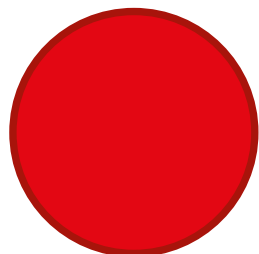
The site must be a potential catalyst for the outbreak of new urban services that can start the transformation of a productive space and will help to approach an empty space to the surrounding neighborhood.



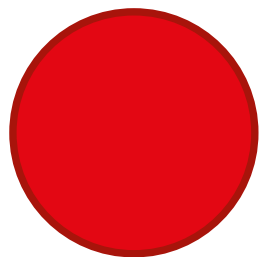
**MUNICIPAL VISION**



**STUDY AREA AND URBAN CONTEXT**

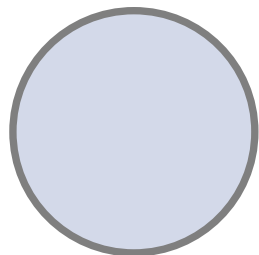


**PROJECT AREA**

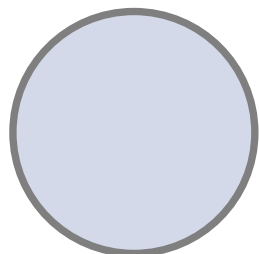


## MUNICIPAL VISION

A strategic vision of planning



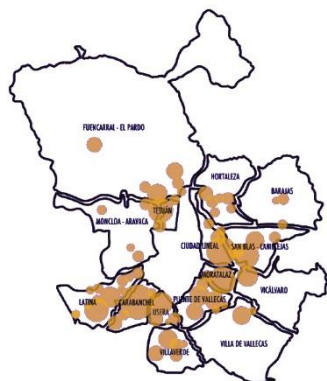
STUDY AREA AND URBAN CONTEXT



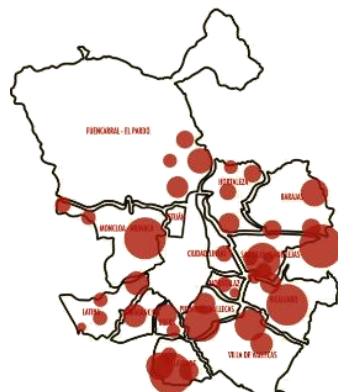
PROJECT AREA

**MADRID RECUPERA**  
estrategia de regeneración urbana

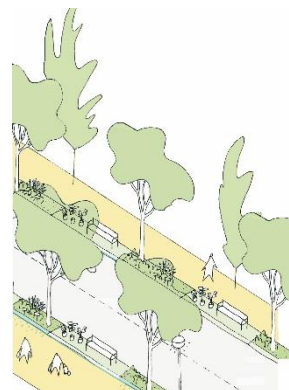
**LINE 1**  
Territorial  
rebalance



**LINE 2**  
The productive  
city



**LINE 3**  
Public space and  
movility



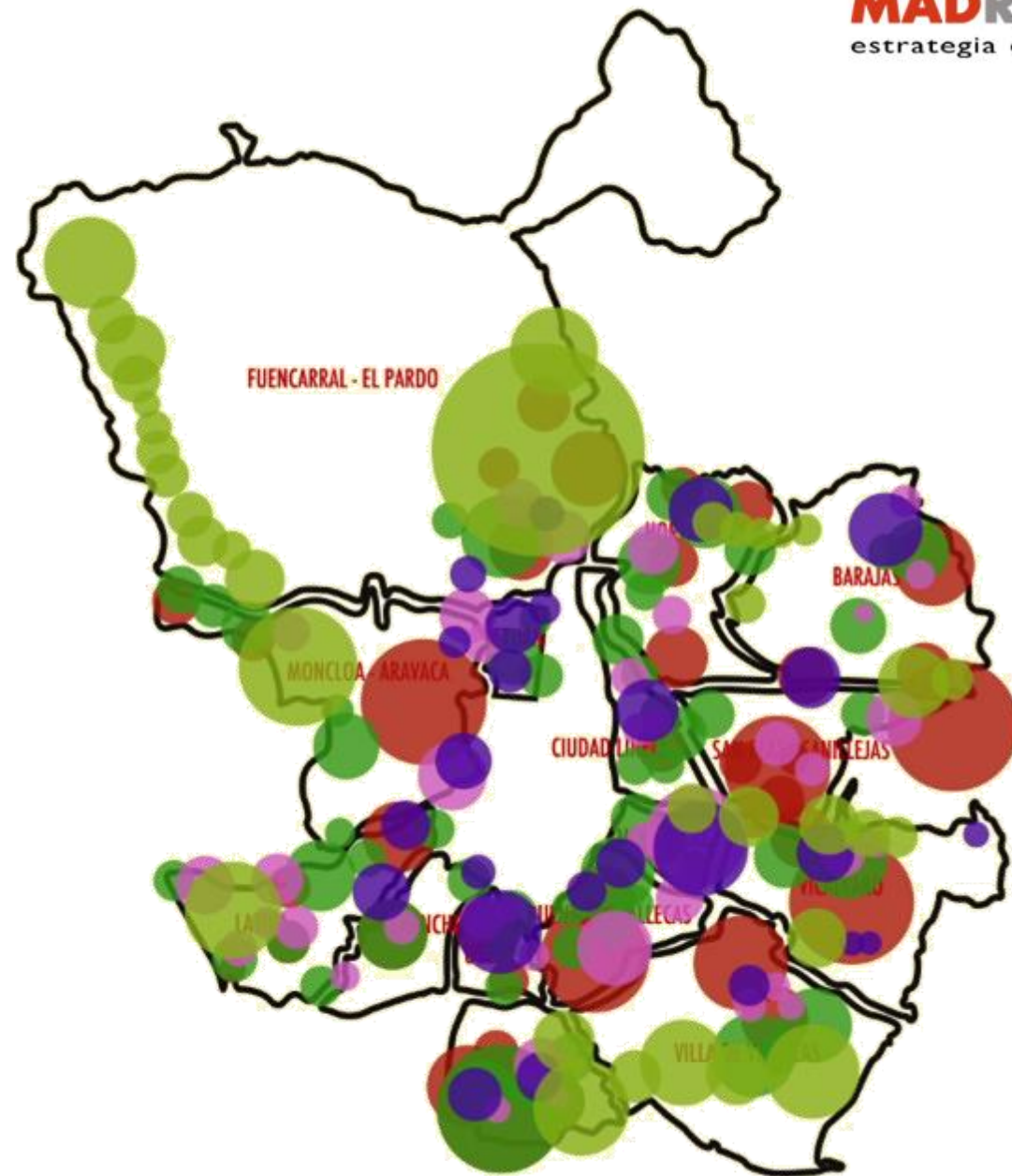
**LINE 4**  
Building  
renovation







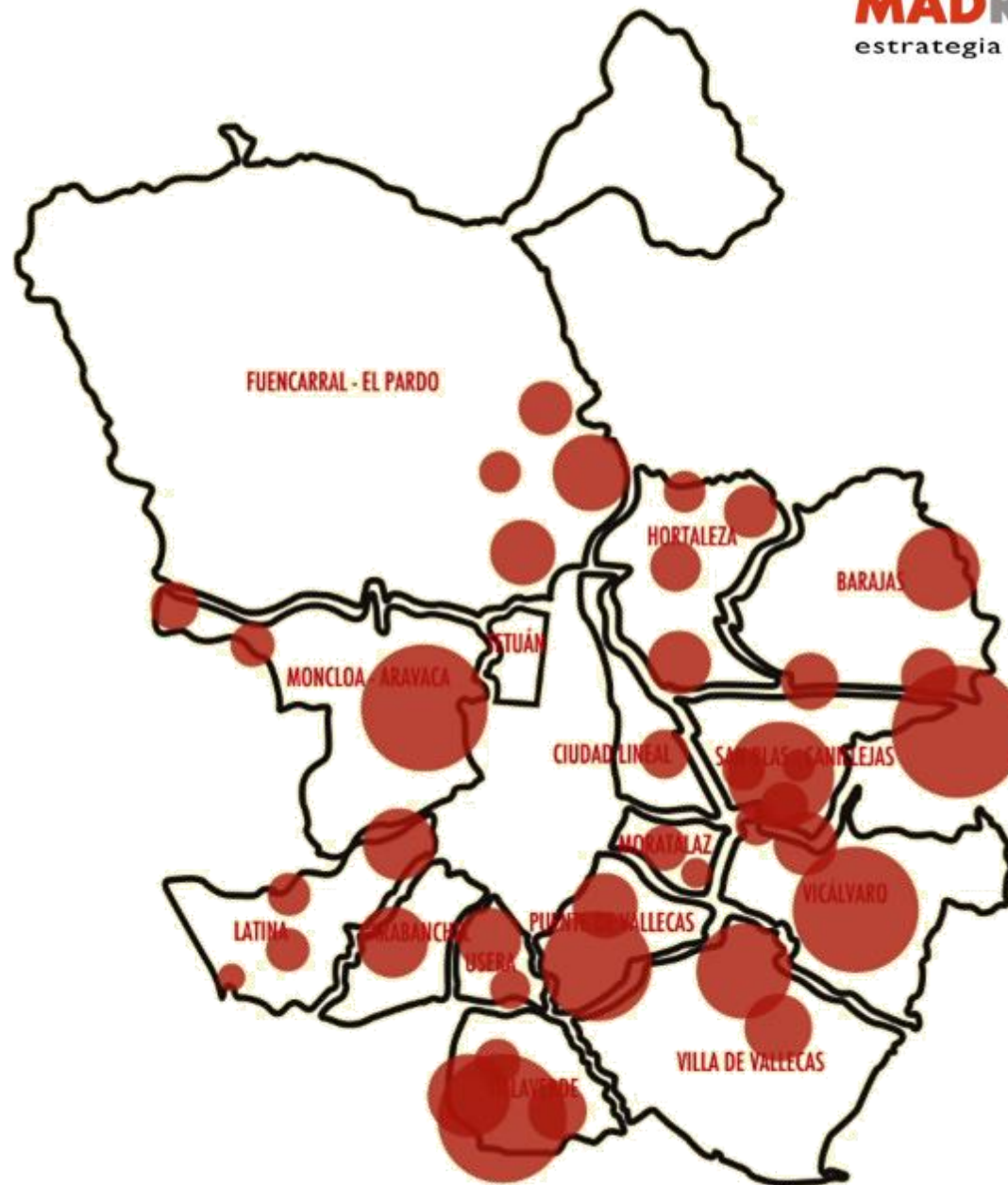
**375**  
actions





OPPORTUNITY AREAS

71

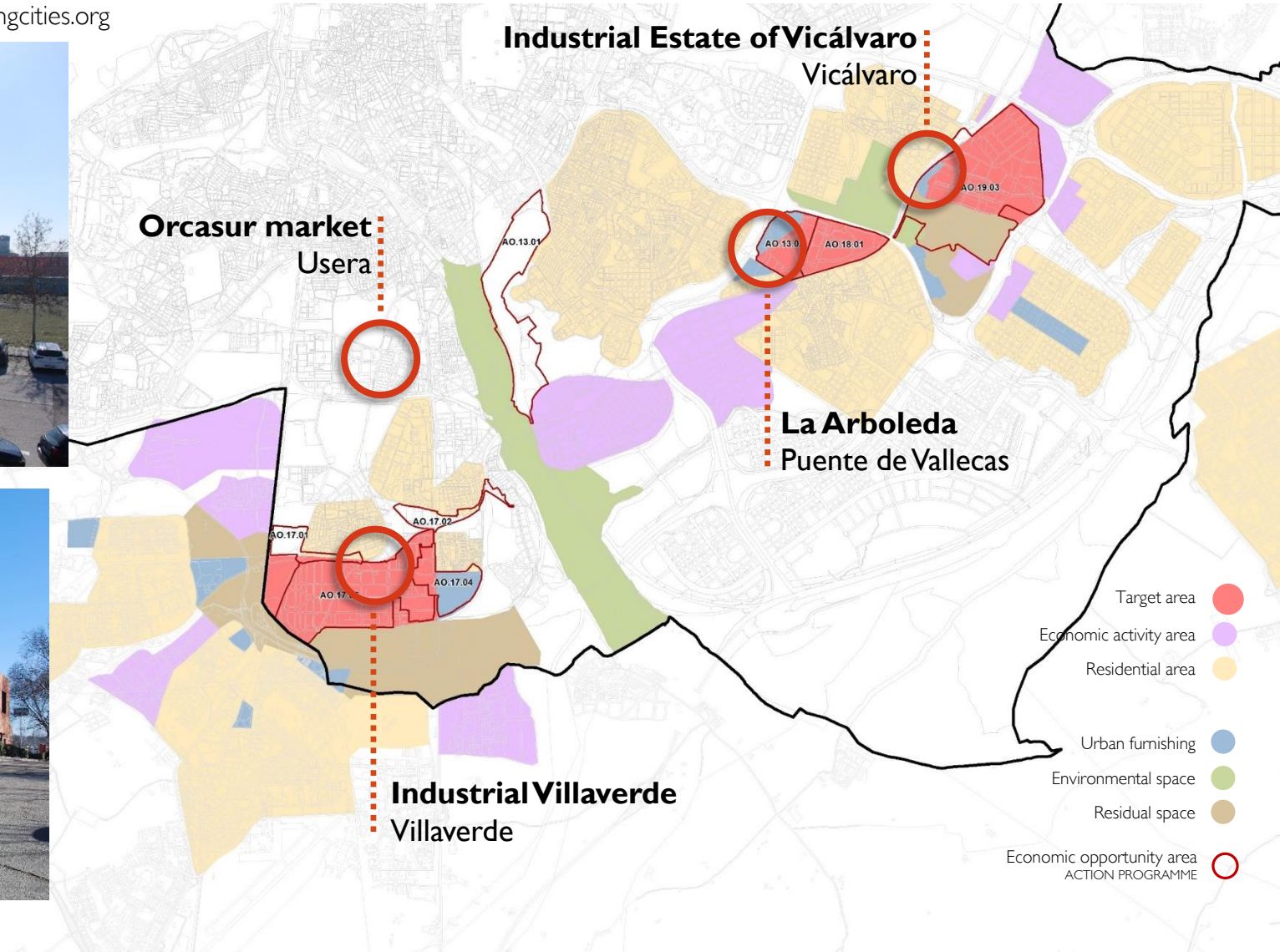


desarrollo urbano  
sostenible

MADRID



Reinventing Cities competition – [www.c40reinventingcities.org](http://www.c40reinventingcities.org)

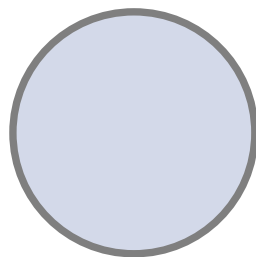




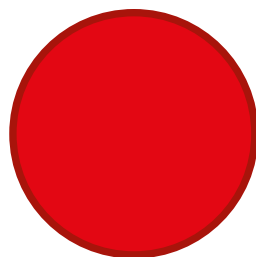
# More information in our web page



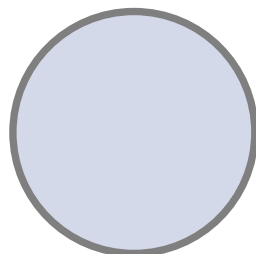
**planmadre.madrid.es**



MUNICIPAL VISION

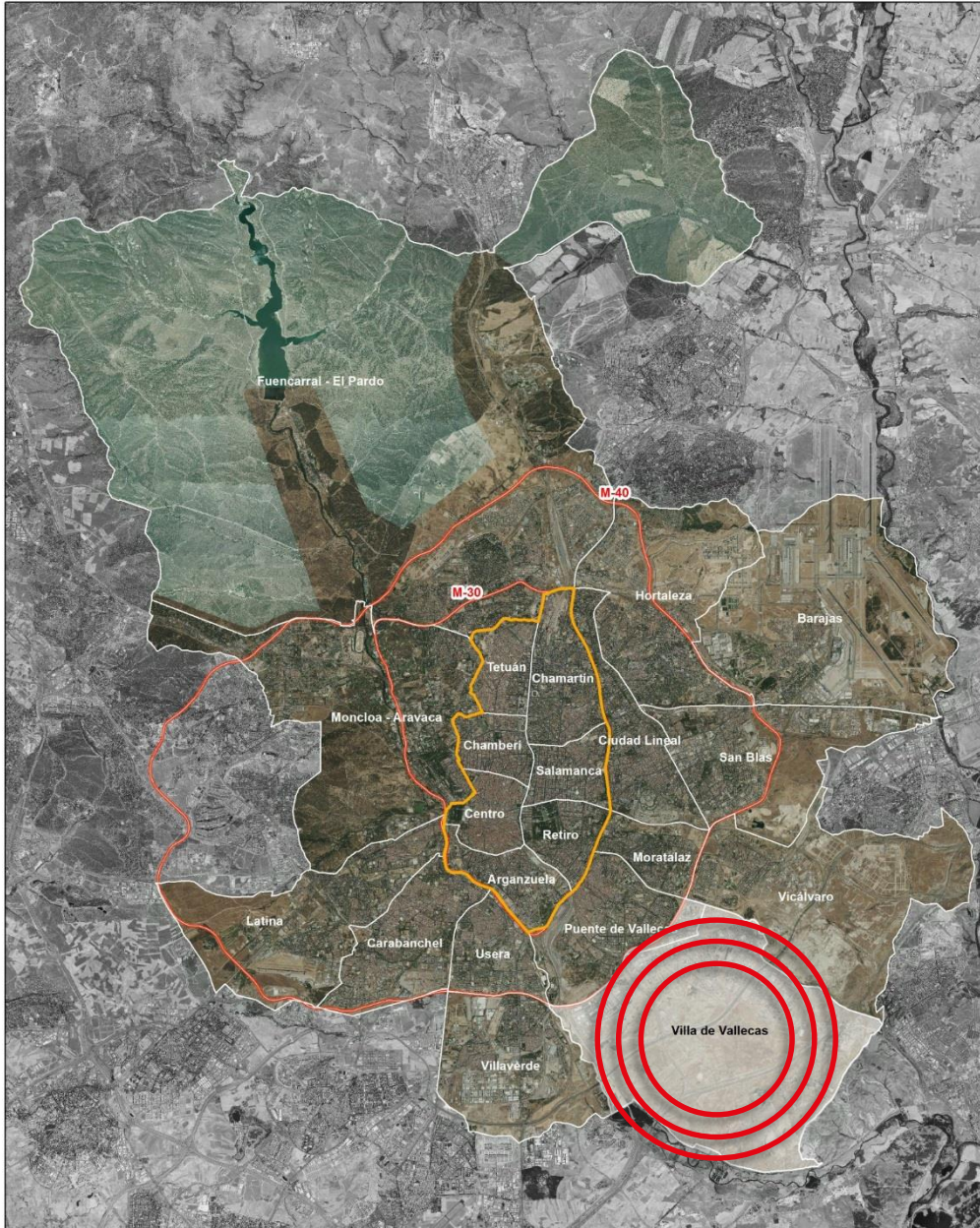


**STUDY AREA AND URBAN CONTEXT**



PROJECT AREA





Santa Eugenia neighbourhood



Extension of Vallecas



Church tower of San Pedro Ad-Vincula



Historic quarter of Vallecas







Politechnic University South Campus



Infanta Leonor Hospital



Palomeras Industrial Estate



Undeveloped empty spaces  
API 18.09, APR 18.07



Infanta Leonor  
Hospital

Av. Democracia

Cl. Arboleda

Reinventing Cities

Empty plot

Fashion and  
Design school  
Telecommunications

Reinventing Cities

Secondary  
school  
Topography

Special education  
school

INSIA Research  
Centre







## TRANSFORMATION PROJECT INSIDE THE REFLEXION AREA

It is an opportunity area included in the strategic plan **Madrid Recupera**. We are working in a master plan for all these areas to introduce mix land uses and to boost the economic activity competition.

Competition **Reinventing Cities** in the polytechnic south campus

**Eccentric** mobility project in Arboleda Street.





Railway station Santa Eugenia



La Arboleda street



Interchange Sierra de Guadalupe

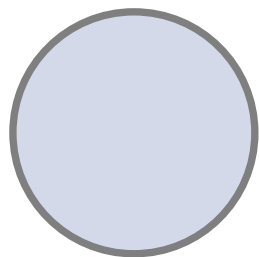


Gran Via del Este street

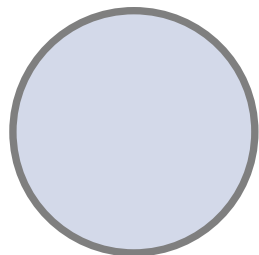


Democracia street

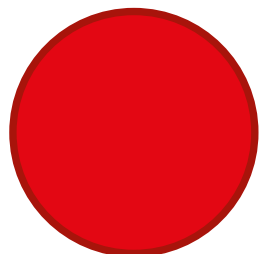




MUNICIPAL VISION



STUDY AREA AND URBAN CONTEXT



PROJECT AREA





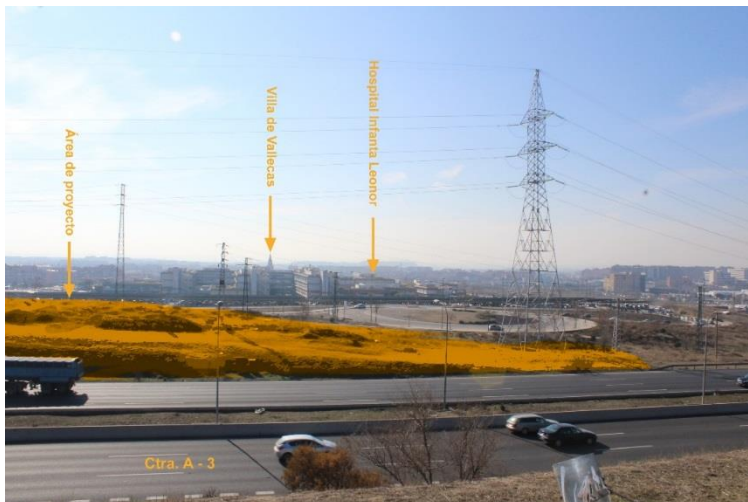
## SITE CHARACTERISTICS

**Surface:** 21 ha.

**Land use:** Singular community services

**Relieve:** Certain degree of steepness

**Location:** between A-3, railway tracks and Infanta's Leonor hospital



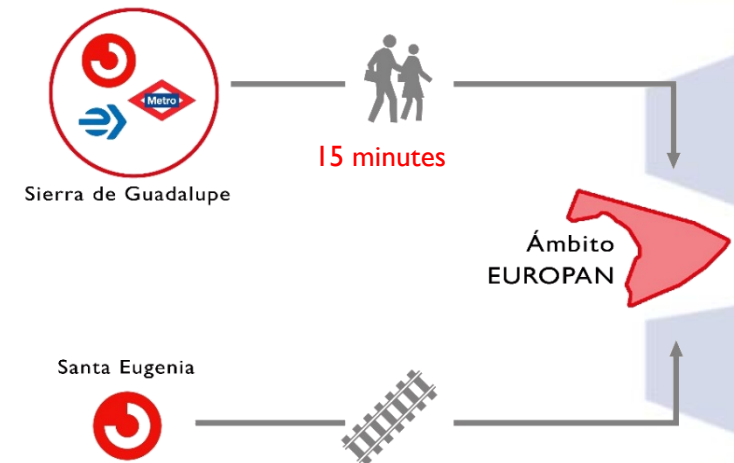




## WEAKNESSES

Isolation produced by the surrounded networks.

- Railway tracks
- A-3 highway
- Lack of connections with Santa Eugenia's neighbourhood.
- Difficulty in pedestrian access.







## STRENGTHS

Identify elements like the tower church of Villa de Vallecas, the Almodovar hill or the Valdebernardo park can be seen from the site.



Planning proposals that can solve the accessibility and the conexions with the urban area. A singular community service in synergy with the university and the hospital. It should promote the site, improving the quality and the hability of the urban surrounding.







connection



## Data:

Surface: **21** ha

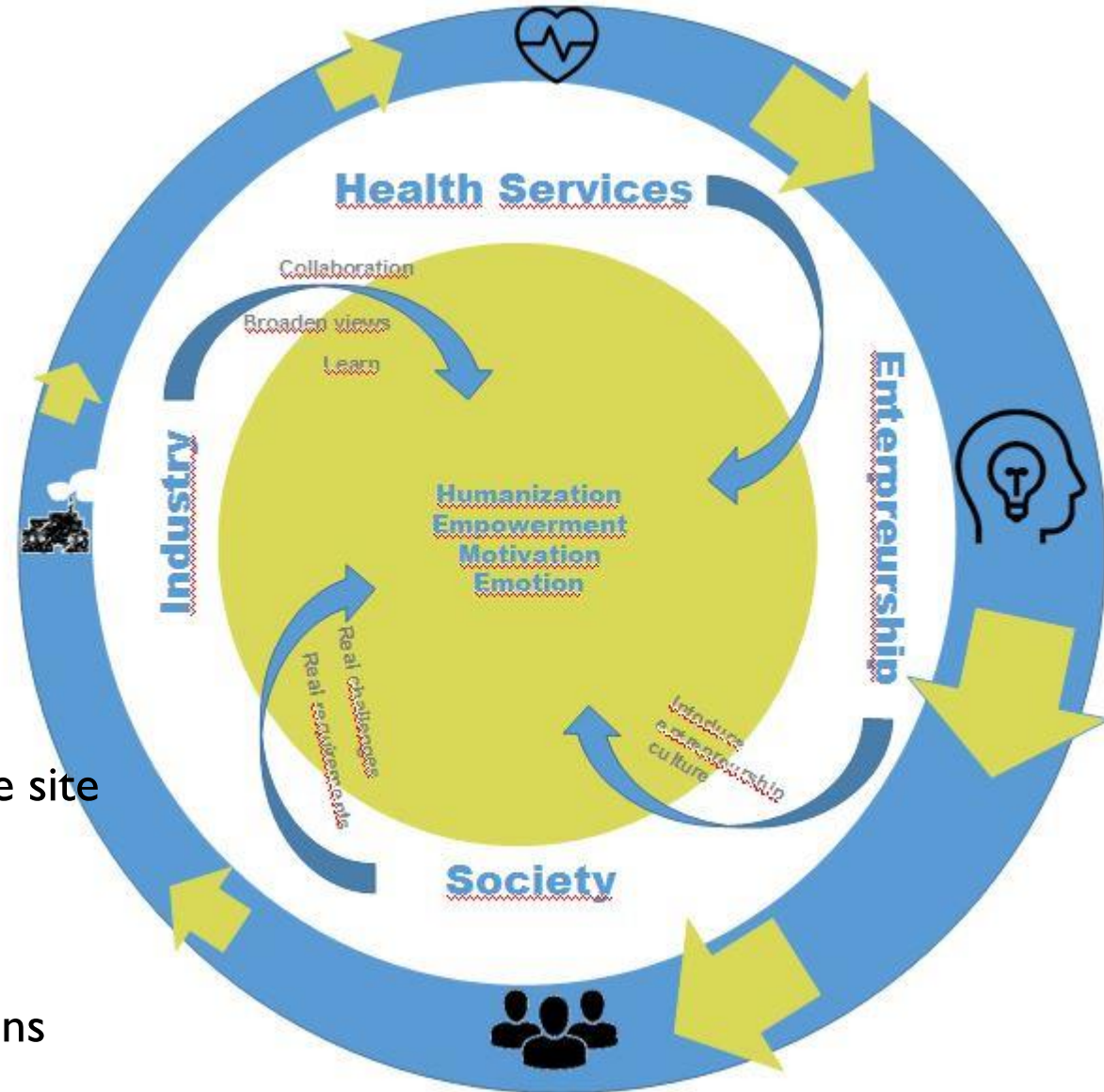
Urban use: **Singular community services**

Buildability: **20.000** m<sup>2</sup>

## Programme:

A urban service where economic activity, knowledge, entrepreneurship, healthcare, services and well-being.

- Include new urban services
- Integration of the project in the reflection
- The concept and its physical organization in the site
- It's situation in relation with the hospital.
- The open spaces configuration
- The connexion with the surrounding
- Sustainable mobility and environmental solutions



hibridice





reactivate



**Thank you so much**  
**planmadre.madrid.es**