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

EUROPAN 17 / LIVING CITIES 2

Competition Brief



Barcelona

Chiva

Eibar

Eivissa/Ibiza

Madrid

Nalón

El Prat de Llobregat

Torrelavega

EUROPAN 17 SPAIN, “LIVING CITIES 2”

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 17 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 Transports, Mobility and Urban Agenda launches the Competition in Spain, establishing its Rules by a bidding document that complies with the procedure of Juried Design Competitions as provided in section 183 et seq of the LCSP. This ensures 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 17 Juried Design Competition”, published in the Official Public Tender Platform.

EUROPAN/ESPAÑA NATIONAL COMMITTEE

President: Ministry of Transports, Mobility and Urban Agenda (Ministerio de Transportes, Movilidad y Agenda Urbana)
Members

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NATIONAL SECRETARIAT EUROPAN España

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Begoña Fernández-Shaw, Vice Secretary in charge of implementations follow-up.

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PRIZES

EUROPAN/España intends to award 8 first prizes and 8 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 Transports, Mobility and Urban Agenda (Ministerio de Transportes, Movilidad y Agenda Urbana, 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.

SITE PARTICULARITIES REGARDING THE ORGANISATION OF THE COMPETITION

Site Representative

General Directorate of Strategic Planning, Urban Development Government Area, Madrid City Council.

Actor(s) involved

Madrid City Council.

Profile of the Team Representative

Architect, urban planner

Expected skills regarding the site's issues and characteristics.

Multidisciplinary: **Building Projects** for social facilities and cultural production activities and **urbanisation projects** for public spaces

Communication and Publicity

The Launching of the competition and the Results of EUROSPAN 17/Spain will be published in the State Contracting Platform (<https://contrataciondelestado.es>), the B.O.E (Official State Gazette) as well as in a national newspaper.

The results of EUROSPAN /SPAIN will be published in a catalogue. All the EUROSPAN 17 projects awarded and specially mentioned by the Jury will be displayed in a travelling exhibition.

The teams rewarded in EUROSPAN Spain will be invited to present their work in forums and workshops, both at national and international level.

Jury – 1st evaluation

In the first jury meeting, the site representatives participate with voice and vote.

Post-Competition Procedure

Soon after the results announcement, winning teams in the Spanish sites will be invited to a meeting with the site Representatives in order to present their proposals. This presentation will be followed by round tables in which jury members are invited.

Provided procedure for the contract following the Juried Design Competition.

EUROPAN Competition is in compliance with the EU directive for procurement Directive 2014/24/EU and with Spanish National Law.

Public Administrations that take part in the competition as members of the National Committee, or any other entity in which they may delegate (Local Entities, Autonomous Communities or, where appropriate, Public Law Entities) are recognised as contracting authorities, to proceed in each of the sites to award the service contract by means of a negotiated procedure, without prior publication, to the winner of the design contest. In case of ex-aequo prizes, all winning teams shall be invited to participate in the negotiations.

Commission after Competition:

The winning proposal may be developed in three combinable ways: as a guide document for the intervention process, as well as in building or urbanization projects, whose execution will be guaranteed by the Madrid City Council.

MADRID – PLAZA DE ALMODÓVAR

1. Objectives pursued at the site.

The city of Madrid proposes the PLAZA DE ALMODÓVAR site to the EUROPAN competition as an extraordinary opportunity to revitalise, repair and care for a peripheral neighbourhood in the south of our city.

It is aligned with and participates in the municipality's urban strategy for territorial balance through new local centralities, and to face the challenges of climate change.

The site proposal of Madrid recognises and values both the importance of the vibrant cultural ecosystem called ISO - an association of local producers that offer diversity and dynamism to the residing population-, and the overlap of the district's communication and local economic activity axes, as well as it participates from the drive and development of the municipal plans for the Carabanchel district.

The design of the Square will configure a new urban space that will harmoniously integrate clear and built spaces. The enhancement of environmental quality, generated by the renaturation and the tempering of road traffic, will foster social interaction between people living in the area.

The square will have as a reference for its reconfiguration the project of two buildings of municipal property and public use, which will exercise the functions of leadership in the activities of the square, seeking an integrating and identifying character, in a safe space.

2. Matters raised by the transformation of the site.

Madrid is committed to the reflection of young architects on the core of the Carabanchel district, as it is keen to receive new contributions on innovative typologies for new mixed-use facilities linked to cultural production, and on the design of an inclusive and naturalised public space. Its expectations are centred on the responses to the following points:

- Planning a new peripheral centrality node based on complexity, urban diversity and naturalisation as instruments for ecological transition.
- Finding innovative architectural solutions that could facilitate a space for social and cultural interaction.
- That the buildings and clear spaces take the leading role in the renaturation of the consolidated city.
- Incorporating emerging activities and existing dynamising social agents linked to cultural production as a means to transcend the reach of the project to the reflection site of the city.
- Highlighting unbuilt municipal land patrimony and recover public space to resolve the urban void, by creating an inclusive social infrastructure for the neighbours to gather.
- Foster the participation of diverse social identities present on site.

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BRIEF PART B: PROGRAMME AND PRESENTATION OF THE SITE AND ITS CONTEXT

INTRODUCTION

Madrid has chosen a site located in a peripheral area in the south of the city, in the administrative district of Carabanchel. Its complexity allows the proposals for the project area to be diverse, activated in different contexts and at different scales.



Location map of the site

Carabanchel is one of the districts with the longest history in Madrid. In fact, it is one of the oldest continuously inhabited areas, not only at a metropolitan level, but also at a regional level.

In the 18th and 19th centuries Carabanchel was the destination chosen by the bourgeoisie and the upper classes to build their leisure homes relatively close to the centre of Madrid. Some decades later, at the end of the 19th century and especially until the middle of the 20th century, it underwent a great expansion, and welcomed many migrants from the rural areas, attracted by the work opportunities offered by the capital during the period of «developmentalism» in the 60s of the last century.



Aerial photograph from 1954

In administrative terms, until 1948 the Carabancheles were still independent boroughs. That year these were annexed to Madrid, and in 1971 what were previously two villages (Carabanchel Alto and Carabanchel Bajo) were definitively divided into three districts: Usera, Latina and the current Carabanchel.

From the middle of the 20th century onwards, Carabanchel was transformed into an industrial area with considerable activity and new opportunities for living and housing. Urban transformation and development operations arose within the framework of the General Plan for the Metropolitan Area: the conservation of the old quarter of Carabanchel Alto was prompted, introducing minimal reforms in its layout, and a new street was laid out in the northern part, linking General Ricardos street with the Vía Carpetana and Caño Roto, the current Nuestra Señora de Valvanera Avenue.



Aerial photograph from 1970



Aerial photograph from 1985

The district's historical and identity landmarks are the old Vista Alegre bullring, transformed into the current "Palacio Vistalegre Arena", a multi-use building with commercial and other areas for special events, and the Quinta de Vista Alegre, which began to be built in 1802, and experienced its greatest moments of splendour in the middle of the 19th century when it was a Royal Site. Recently, this complex has begun to be partially open to visitors now that the first phase of its restoration has been completed.

1. SOCIO-CULTURAL DATA ON THE SITE AND ITS CONTEXT

1.1. TERRITORIAL AREA

1.1.1 DIAGNOSIS

Madrid is a city segregated into two parts: the North-West and the South-East. The inhabitants of the districts located in the Central Area and the North-West enjoy better services and a higher level of education, employment and income. On the contrary, people living in the South-East districts have a lower socio-economic status, both in terms of education and the positions they occupy in the labour market and, therefore, in their income levels.

This physical and social fragmentation configures Madrid as a city with different speeds and destinies: greater progress in the central and northern areas and persistence of districts in a situation of inferiority, not only with respect to the central areas of Madrid, but also with respect to the bordering municipalities of the metropolitan area. Among these districts is Carabanchel, where are located the reflection and the project sites of the Project "Madrid, Plaza de Almodóvar".

- **Demographic characteristics of Carabanchel**

According to the Municipal Register of Inhabitants' data as of 1st January 2022, the demographic structure of this district is characterized by the following features:

- Relative ageing.

The ratio of young (13,9%) and ageing (18,7%) population show similar rates to the whole city (13,5% and 20,2% respectively), but without reaching the extreme ageing ratio that is observed in central districts (Retiro, Salamanca, Chamberí, etc.).

- Predominance of active population.

The cohorts most represented in the age structure are those aged between 20 and 49, which means that working-age population is predominant. Thus, the dependency index of the district (48,4) is inferior to the index of the whole city (51,1). This index links the inactive population (under 16 and over 65) to the active population (population between 16 and 65).

- High presence of migrant population.

The presence of foreign population is very significant: in Carabanchel both the proportion of foreigners (21,5%) and the proportion of people born abroad (33%) exceed the proportions for the whole city (15% and 24,6% respectively). Most of this migrant population originates in South and Central American countries.

At the same time, the foreign population has palliated the ageing of the population structure by contributing to the school-age cohorts (under 16 years of age) to reach 20.1%, while in the city as a whole it is limited to 13.6%.

- Educational level below city average.

The number of people above 25 years of age living in the district who have not completed primary education (19,2%) is much higher than in the whole city (14,1%). On the contrary, the percentage of people with higher education in Carabanchel (21.9%) is considerably lower than in the whole city (38.3%).

- **Identity groups**

The above demographic analysis and the observation of people in the streets of the district of Carabanchel allow us to infer the existence of distinct identity groups, differentiated according to diverse variables such as the date of arrival to the district, the nationality, the age and socio-cultural level. In this sense, the following identity groups have been identified:

- Spanish population from rural origin.

Carabanchel hosted Spanish immigrants that settled in the new housing blocks built during the 50s, 60s and 70s of the XXth century. The intense real estate activity of those years led to the creation of poor-quality neighbourhoods.

This generation of immigrants is characterised by a lower socio-cultural level than the city's average and by their ageing. However, the price of housing during those years and the extension of permanent employment facilitated their access to home ownership.

On the contrary, young descendants of this generation must face, together with a precarious labour market, elevated real estate prices, which complicates their permanence in their neighbourhood of origin.

- Immigrant population of foreign origin.

This group has been settling in the district since the 90s of the past century in rental housing at a cheaper price than in the central districts. This population is characterised by:

- A majority of people originally from Latin America.
- A large proportion of young people in working age.
- A lower socio-cultural level than the average of the immigrant population of the city.
- A lifestyle that intensely engages with public space and allows for the maintenance of small businesses and services aimed at their own consumption.
- Young and highly qualified population.

In the last decades, the high prices of the real estate market have forced young and middle-aged people with high qualifications to live in the urban fabric of the Carabanchel district, traditionally inhabited by the working class.

Within this identity group stand out people engaged in artistic creation (graphic design, music, painting, sculpture, crafts, etc.), who have found adequate spaces to develop their activities in the abandoned industrial spaces.

This process started at the beginning of the XXIst century and intensified after the 2008 crisis. This gentrification has a positive aspect, because it diversifies the social structure of the residing population and fosters new economic activity, giving life to deteriorated industrial spaces. The negative aspect lies in the revaluation of the real estate market, complicating the permanence in the district of low-income residents (descending from rural and foreign immigrants).

- **Identity and associationism.**

It is interesting to note that Carabanchel has an important sense of identity and belonging, in some cases of a traditional character, but also social, with a presence of neighbourhood, cultural and social associations higher than the average for the rest of the city.

1.1.2 URBAN STRATEGY FOR ECONOMIC ACTIVITY

The city of Madrid, aiming at *«reactivating productive spaces in the city in order to accommodate new economic activities and generate a new territorial balance that stands for the polycentric city and the modernisation of the urban fabric»*, has elaborated and presented in February 2022 the *«Urban Strategy for Economic Activity of the City of Madrid»* document.

It proposes that old and underutilised industrial spaces take on a renewed role in the geography of productive uses and that certain vacant areas located in strategic positions contribute to the formation of a more polycentric urban node, capable of reducing the dependence of the city's peripheral districts on the central district.

Guided by the 15-minutes city model and the urban agenda objectives in order to face the climate challenges and the dysfunctions revealed by the Covid-19 pandemic, the document has identified places where to intervene in order to improve the functioning of the city, through new Nodes or Peripheral Centralities.

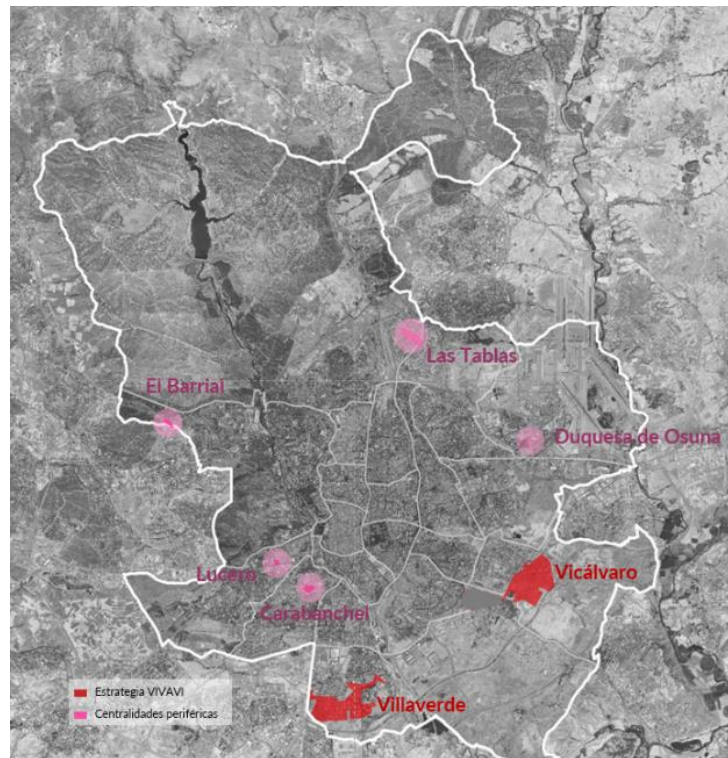


Economic Activity Strategy - Peripheral Centralities

As an instrument to this strategy, Madrid City Council proposes to activate its Municipal Land Patrimony in order to promote the emergence of new innovative spaces in regards to uses and modes of organisation. The use of municipally-owned plots of land makes it possible to implement and articulate new centralities in favour of the territorial rebalancing of the city.

The proposed programme falls within the framework of the Plan for the Recovery, Transformation and Resilience of the City of Madrid. It contributes to the achievement of its objectives, being directly linked to 3 of the 10 lines of municipal action identified as essential to respond to the transformation challenges facing Madrid:

- *6.- Innovative employment and entrepreneurship. It will promote the attraction and improvement of talent and skills, combining the promotion of sectors with projection potential.*
- *7.- Social cohesion and territorial balance. It will strengthen Social Cohesion, reduce gender gaps and contribute to territorial balance.*
- *8.- Urban regeneration. It will carry out the urban rehabilitation of degraded or ageing neighbourhoods and areas, incorporating sustainability criteria, seeking the recovery of urban spaces.*



PMS Activation Programme

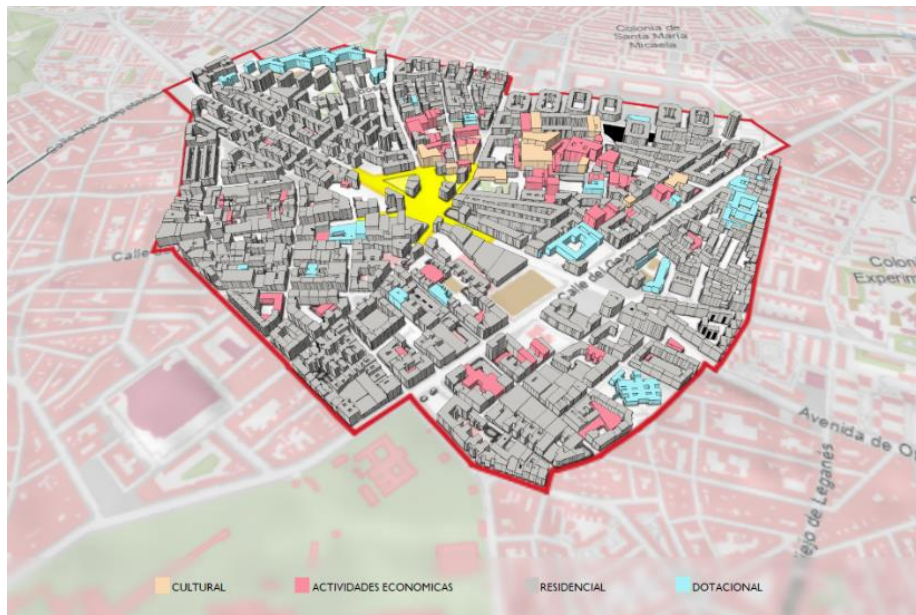
1.2 REFLECTION SITE

1.2.1 NEW PERIPHERAL CENTRALITY IN THE CARABANCHEL DISTRICT

The nature of the district of Carabanchel is linked to its formation process, with the massive arrival of immigrant population from the 50s onwards, the establishment of traditional industrial activities and the configuration of an urban fabric of limited quality.

The connection with the urban centre and the transversal vertebration with other districts are established through the General Ricardos street. This is the historic path between the former boundaries of Carabanchel Bajo and the city of Madrid, and the Avenida de Oporto-calle Nuestra Señora de Valvanera axis, newly defined at the end of the 70s of the XXth century, which was planned to connect General Ricardos street with the Via Carpetana and adjacent streets. A series of squares are also planned at different levels, including the project for a new square called Almodóvar.

The reflection site is located in the meeting point of these axes, with a surface area of some 80 hectares and a population of 34729 inhabitants. The site suggested in the likeness of a cell, as one part that conforms the anatomy of the territory, and where in its main part is located the project site the New Plaza de Almodóvar.



Reflection Site

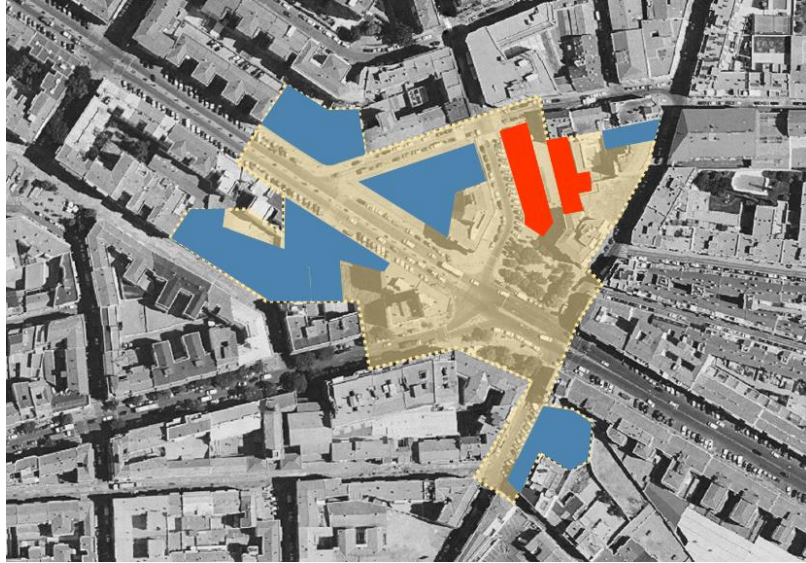
The above-mentioned Urban Strategy for Economic Activity proposes an area of opportunity at the heart of the Carabanchel district, located in the surroundings of Oporto, General Ricardos and Oca streets and industrial estate Polígono ISO. It includes three operations of a strategic nature, two of them on publicly owned land and the other as urban treatment of the industrial estate ISO. Taken together, they offer the potential to configure an area of peripheral centrality.



Area of opportunity in Carabanchel - Peripheral Centrality Nodes

1.2.2 PMS ACTIVATION PROGRAMME

The municipal land available around the Plaza de Almodóvar and the allocative vacant land in General Ricardos Street, together with its enhancement, will enable the configuration of a mixed-use programme of economic and residential activity on the tertiary axis of Nuestra Señora de Valvanera avenue. It will improve a totally disjointed urban landscape and the quality of daily life of the inhabitants of the neighbourhood around the Plaza de Almodóvar. Of this set of available land, two (red) have been selected for EUROSPAN 17 competition because of their specific characteristics in relation to the objectives of the call for proposals.



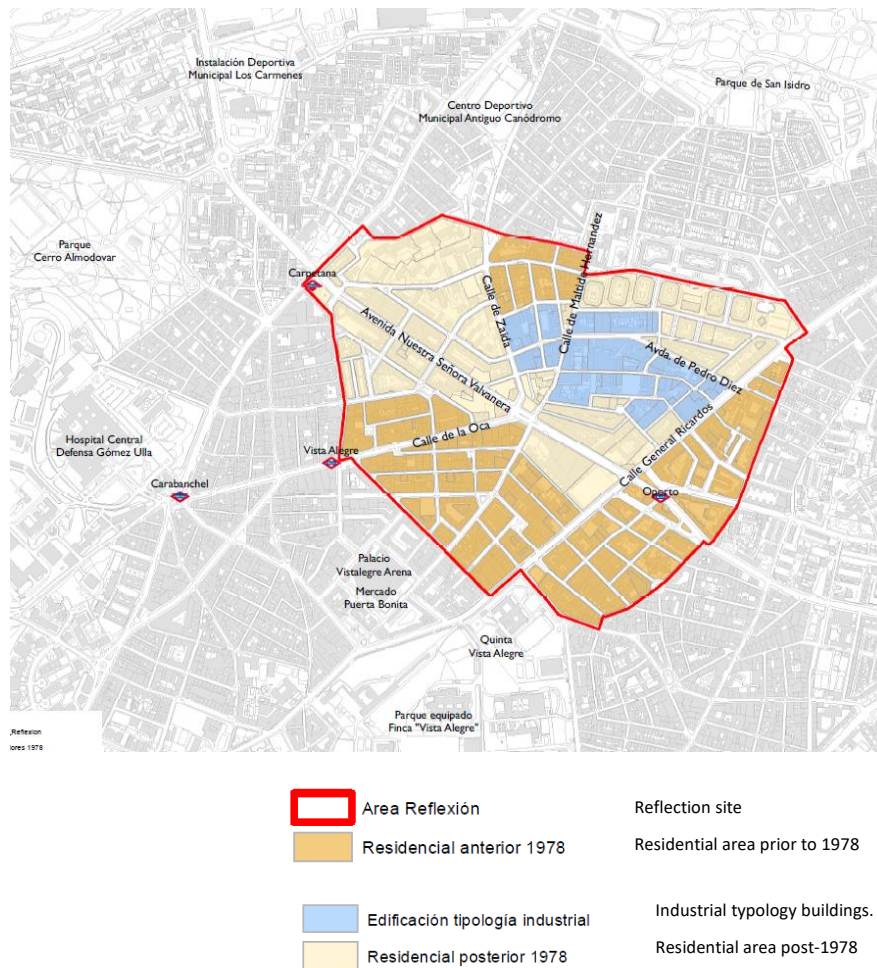
Municipal Land Patrimony plots

1.2.3 CORE OF ECONOMIC ACTIVITIES / TERTIARY AXES

The industrial character of the area began with the planning contained in Pedro Bidagor's Urban Development Plan (approved in 1946). It located manufacturing activities in the southern districts of Madrid, foreseeing the creation of industrial estates in these peripheral areas in order to move these activities away from the urban centre. This plan already qualified as an industrial zone the area around the Plaza de Almodóvar, the area between what is today known as Vía Carpetana, Nuestra Sra. de Valvanera Avenue, General Ricardos and Tercio Terol streets.

These industrial estates in the peripheral crown of the city created during the post-war period, reached their maximal growth in the 1960s. Their activity began to decline from the 1980s onwards with the displacement of economic activities to other sectors and their replacement by other uses such as tertiary or residential.

The General Urban Development Plan of Madrid approved in 1997 (PG97) included these industrial areas within the residential urban fabric in an attempt to promote them as structuring elements for the integration of productive activity into the residential fabric. They are regulated by zoning regulation 9 "Economic Activity" of the aforementioned Plan, with a use qualified as industrial.



Zoning plan on the scale of the reflection site

Currently, the economic activity in the reflection site is located in the tertiary axes of Oca Street and Nuestra Señora de Valvanera Avenue and in the old ISO industrial estate. The latter is bordered by Oca, General Ricardos, Pedro Díez and Zaida streets, and is surrounded by areas where residential use prevails, with a predominance of buildings between party walls and closed blocks.

In a certain way, these spaces act or have acted as the economic and cultural driving force of the area in which they are located, as they concentrate an important percentage of the workforce and in some cases are centres of a certain cultural and productive activity. However, as a result of the regime of uses of the aforementioned regulations, many of these areas have been transformed to a less industrial and more residential use, losing part of the strategic and urban value they had within the urban fabric.

After the progressive closure of productive activities in the 90s, many of these buildings went empty. At the beginning of the 21st century, the buildings of the ISO Industrial Estate began to be taken over by creators and artists, a fact that intensified after the 2008 crisis, maintaining some activity despite this trend of transformation of these areas, and managing to give a new life to these deteriorated industrial spaces.

It is necessary to maintain the most attractive conditions for industrial activity in consolidated spaces, to generate productive activities of different scales, preferably innovative activities mixed with new manufacturing, to generate local employment and greater urban complexity.

On another front, the confluence of the tertiary axes of General Ricardos, Nuestra Señora de Valvanera and Oca, fundamentally consisting of a base of commercial and productive activities, brings diversity and dynamism to a fundamentally residential fabric.

This calls for an urban planning dedicated to offering greater habitability to the neighbourhoods and reorienting the focus towards people, in order to promote a city of proximity that provides the services necessary for daily life within a 15-minute walking radius.



Characteristic Elements at the scale of the reflection site

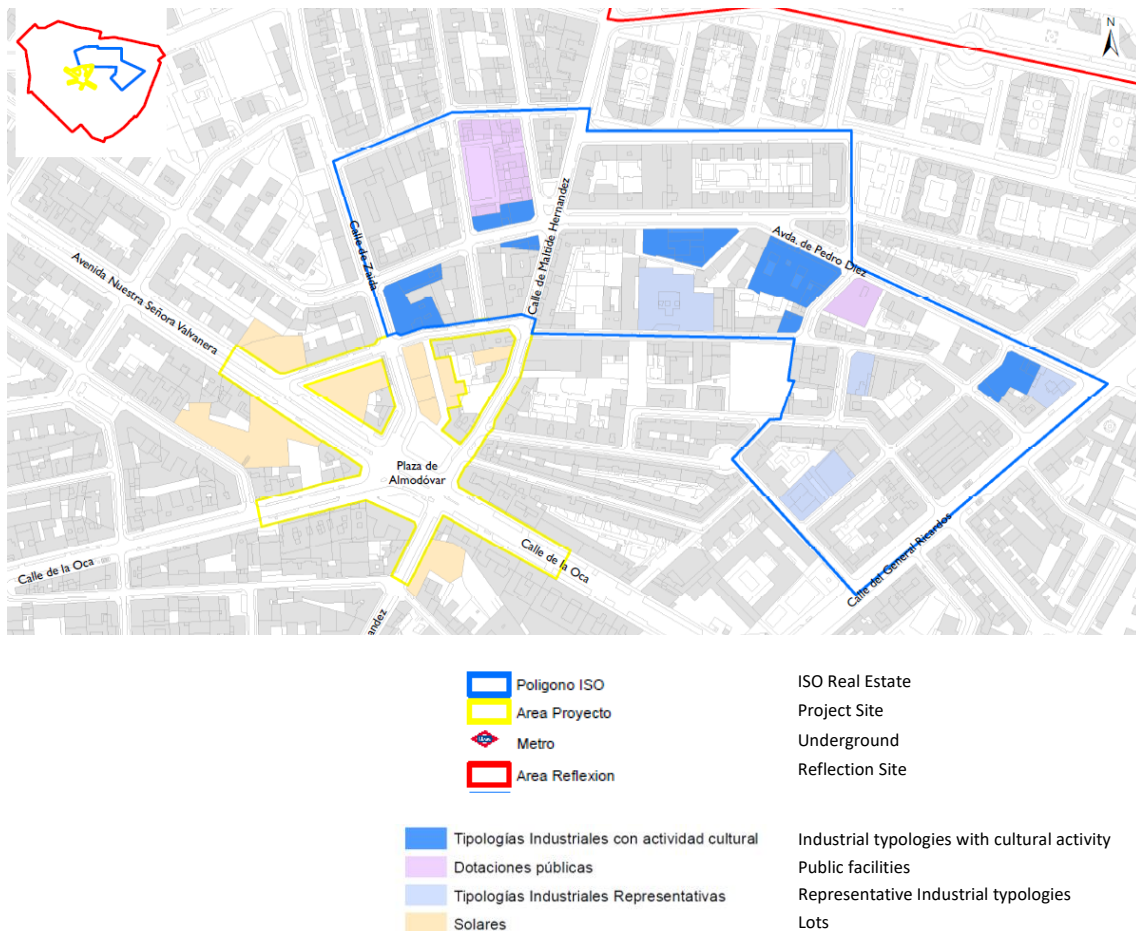
1.2.4 CARABANCHEL CULTURAL DISTRICT

Since its creation, the industrial estate has been home to clothing, graphic arts and printing companies in particular, in buildings that share a series of common architectural characteristics of the period. Since the beginning of the 21st century, it has undergone an urban transformation through art, culture and innovation, with the filling of the spaces that industrial production had abandoned with new uses for economic activities directly related to culture, art, crafts, design and innovation.

Since 2000, the ISO industrial estate has been linked to music, where rehearsal and performance spaces have been set up, and where the largest concentration of music venues in Europe is now to be found. Current activities include: art studios, recording and music production studios, design innovation laboratories, training spaces, schools of music, singing, painting, sculpture, ceramics, etc., craft production workshops, graphic design and audio-visual studios.



Matilda Building in the ISO real estate.



Characteristic Elements in the project site

The Madrid City Council recognises the importance of the cultural ecosystem of the ISO industrial estate driven by these cultural producers and artists, which brings diversity and dynamism to the social structure of the resident population. It is a vector of cultural growth that understands culture as a pillar of economic reconstruction, through an alternative and sustainable growth that favours the development of the local economy.

The municipality participates in the development of this cultural area, incorporating its initiatives into the Development Plan for the South and East of Madrid (SURES Plan). The aim of all these actions is for Carabanchel to become the cultural district of the city of Madrid, with the former ISO industrial estate as its epicentre.

1.3 PROJECT SITE

1.3.1 AREA OF OPORTUNITY PLAZA DE ALMODÓVAR

The city of Madrid proposes the PLAZA DE ALMODÓVAR site to the EUROPEAN competition as an extraordinary opportunity to revitalise, repair and care for a peripheral neighbourhood in the south of our city. As stated above, it is aligned with and participates in the municipality's urban strategy for territorial balance through new local centralities.



Actions within the Carabanchel Area of opportunity

The project site is an area of municipal public initiative, which enhances the value of the municipal patrimony, as a way of planning a new node of peripheral centrality based on complexity, urban diversity and naturalisation as instruments for ecological transition.



Delimitation of the project site

The current urban fabric of the Plaza de Almodóvar is broken up around an unstimulating vacant space - weak in its vegetation component, its environmental quality and its urban landscape - affected by passing traffic and lacking in social interaction.

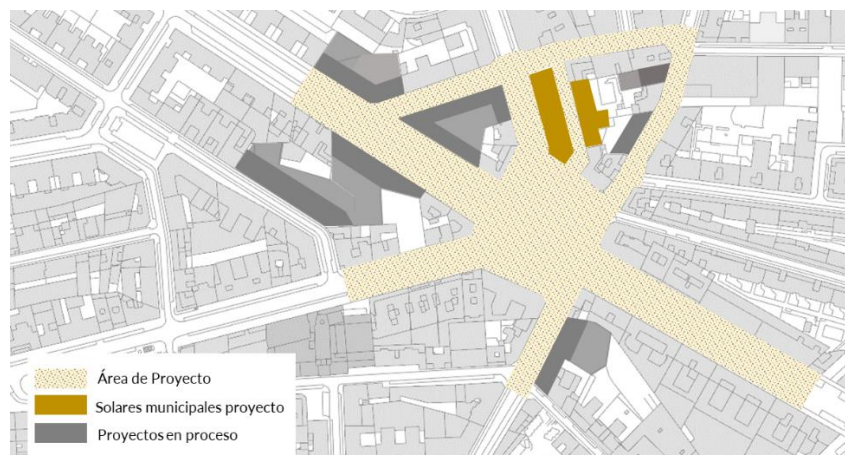
Its physical state prevents the consolidation of a space of proximity for an active community in the centre of the district - support for an innovative cultural production, oriented towards social inclusion and the change of social habits linked to climate challenge - that contributes to reduce the effects of the "heat island" and to enhance the public space.

The transformation of public space is shaped by three interrelated objectives: to regenerate the quality of everyday life through a civic square that contributes to social cohesion and generates identity; to recover a public space that is now exclusive to private vehicles; and to reintroduce nature. The proposals should contain possible responses to the following expectations, set out and synthesised from a municipal point of view:

- Planning a new node of peripheral centrality based on complexity, urban diversity and naturalisation as instruments for ecological transformation.
- To facilitate a space for social and cultural interaction through innovative architectural solutions that transcend its scope to the reflection site and to the city.
- To re-qualify open spaces in order to advance the naturalisation of the city.
- Incorporate emerging activities and existing social dynamising agents linked to cultural production.
- Enhancing the value of municipal land patrimony in order to solve the urban void.
- Encourage the participation of the various social entities that are present.

1.3.2 BUILDING PLOTS OWNED BY THE MUNICIPALITY

Most of the plots of land around Plaza de Almodóvar are part of the municipal land patrimony. Some of them are associated with different municipal initiative plans. Two building plots for public use have been incorporated into the project site, which have a very direct relationship with the transformation objectives of the area. Their planning and construction must be the point of reference for the reconfiguration of the square, as well as exercise leadership in the activities that take place in the square, seeking an integrating and identifying social character, in a safe space.



Project Site
Project's municipal
plots

Action in the project area

2. ENVIRONMENTAL DATA OF THE SITE AND ITS CONTEXT

2.1. TERRITORIAL AREA

The Site is located inside the great metropolitan area of Madrid. One of its main environmental problems is the concentration of atmospheric pollutants together with the building materials of an urban environment, which derives in changes in the urban climate (Urban Heat Island) and health problems in the population.

It can be stated that the area of the Plaza de Almodóvar and its surroundings are affected by the Urban Heat Island phenomenon, since, in the Detailed Study on Urban Climate in Madrid carried out by the City Council in 2016, the Heat Island index on the area of the square and its surroundings was identified as « moderate + », and as « strong » at the junction of the General Ricardo and Oca Streets. This phenomenon translates into a characteristic urban climate, the most outstanding feature of which is the increase in temperature.

As for air quality, it is tightly linked to the presence of cars, these being the most important factor in its decline. According to data from the City Council, although in general it has been observed a downward trend in the majority of the pollutants measured in the last ten years, this improvement is not enough, and proposals must be made to contribute to a better air quality, compatible with an adequate protection of human health.

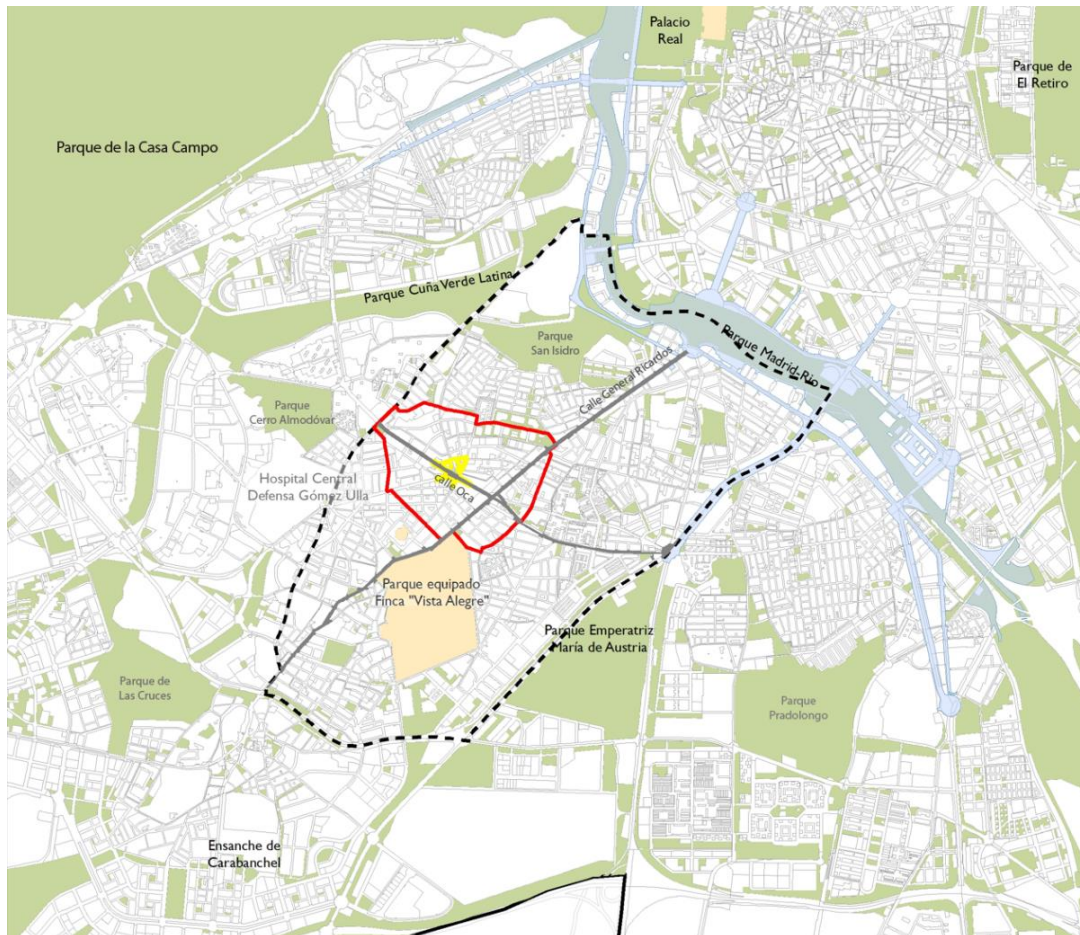
Given that the site is located in a highly consolidated urban area that is profoundly anthropised and in which exists a predominance of artificial surfaces, few of the original, environmental characteristic are left. This area represents a strictly urban unity of landscape, where natural spaces with vegetation are limited to public and private green zones existing on the site and its surroundings. Therefore, we find ourselves in an environment with a landscape that presents a fragility and a low-medium landscape quality.

As for the existing vegetation, even though it is found outside the delimited territorial area, it is worth highlighting the proximity to two reference spaces of the city that are the Casa de Campo forest park (to the West) and the green river area of the Madrid Río Park (to the north), located on the banks of the Manzanares River, which also contains children's and sports areas.

Other parks in the vicinity of the territorial area are the Parque Emperatriz María de Austria and the Parque de Pradolongo in Usera, the Parque de Cerro Almodóvar and Cuña Verde in Latina, and the Parque de las Cruces and Parque de San Isidro in Carabanchel.

The equipped park of Quinta de Vista Alegre also deserves to be highlighted. As well as being an urban identity and patrimonial element of the district, it is an important public green element and a historic garden in the process of recovery.

All these elements conform the district's environmental net.



Territorial scale and reference elements

2.2 REFLECTION SITE

There are very few, almost residual, quality green spaces within the site, which for the population of this area result in a very meagre ratio with respect to the district as a whole, with only small gardened and sparsely wooded areas, and the most significant green spaces are located relatively far away.

It is also a very cluttered urban fabric in which the streets do not offer the possibility of tree-lined stand-by areas; the general road network has no trees, with the exception of the main axes of commercial activity. The streets are generally narrow, with a cross-section of less than 12 metres, with a very elevated occupation by the roadway and parking strip, resulting in very narrow sidewalks.

This scarcity of vegetation is in turn related to the excess of paved surfaces, as urban development has led to a process of sealing off the surface of the ground, not only in the roads but also in the recreational areas and even green zones. An example of which are the two plots that make up the square, both are classified as green zones and both are paved.

According to council data, the biotic index of the ground of the Plaza de Almodóvar and its surroundings is around 25%, which is considered inadequate. It is so proposed to reduce the paved surfaces in favour of permeable ones and thus encourage the development of Green Infrastructure.

Another factor that characterises the area is its acoustic quality. According to data from the Strategic Noise Map 2016 (MER 2016) of the City of Madrid, it can be concluded that noise emissions in the area are mainly produced by road traffic, with the highest levels concentrated in the main road axes, highlighting strong noise levels in General Ricardos street and intense levels in the axis of Ntra. Sra. de Valvanera-Oca. This results in noise levels in the Plaza de Almodóvar area which, although not excessive, it would be advisable to reduce.



Reflection Site

2.3 PROJECT SITE

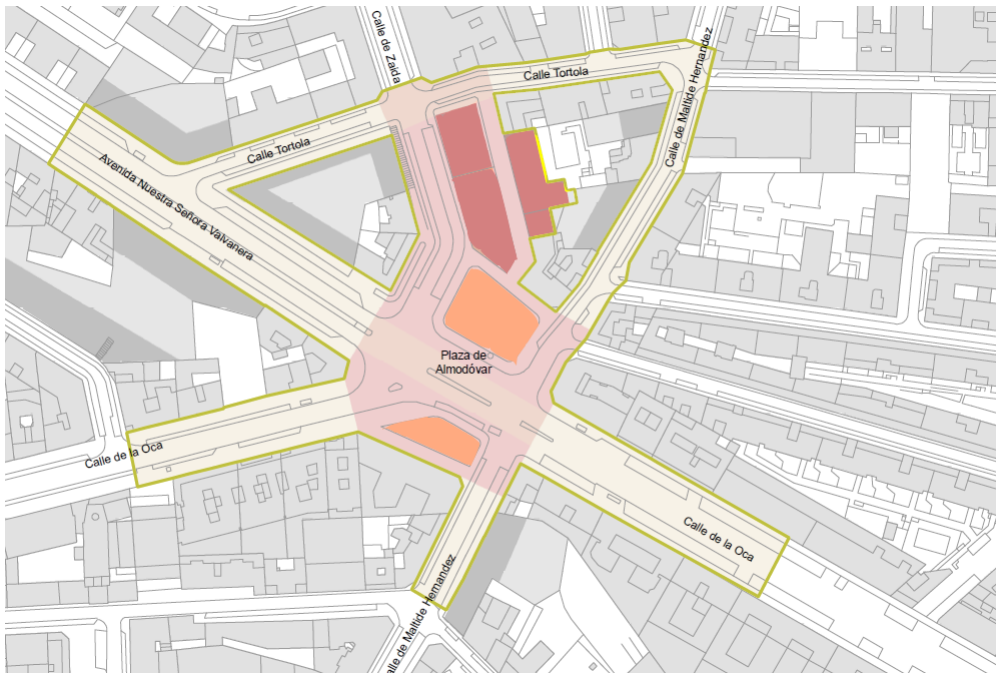
The project site is conformed by a broken traditional urban fabric around an unstimulating vacant space, weak in its vegetation, environmental quality and urban landscape, especially affected by the road traffic that surrounds it: mainly the constant flow of vehicles provided by the road axis and the economic activity that constitutes the axis of Oca and Valvanera. All this turns the square in an uncomfortable place to stay.

Many of the plots around the square are undeveloped and form part of the municipal land patrimony (PMS). This is a consequence of the expropriation carried out for the opening of the Avenida de Valvanera: after the development of the new streets and open spaces that were planned, there were still some undeveloped plots, such as the plots identified for this competition.

The other buildings around the square are around 50-60 years old and four to five floors high, typologically between party walls and residential use. Buildings located on the margins of the Oca-Valvanera axis also have a commercial ground floor. In addition, some industrial buildings are located to the northwest of the square, in the area known as the ISO Industrial Estate.

The design and layout of the surrounding streets is prioritised for road traffic, having most of them a width of between 10 and 15 metres between alignments and with only one direction of traffic, a parking strip in line on one or both sides, and narrow sidewalks, which do not favour a clear pedestrian continuity. The Oca-Valvanera axis stands out of this street typology, with a width of more than 25 metres between alignments, two-way traffic of two lanes, plus a parking strip in each direction, and no aligned trees from Calle Oca onwards.

4 plots have been identified within the project site: two parcels located on either side of the Oca-Valvanera axis and classified as green areas, with a total surface area of 1,603 m², and two municipal building plots located to the north of the square, with a surface area of 780 m² and 484 m² each.



Identification of plots within the project site

Of the two plots classified as green zones, the one located to the north of Calle Oca known as Plaza de Almodóvar, has a surface area of approximately 1,068 m², and the one located in front of it, to the south of the street, has a surface area of approximately 535 m² and is called Jardín del Párroco Antonio Varela.

The leisure spaces are paved with cobblestones and shady trees placed in tree surrounds. The two plots share similar characteristics, each adapted to its own morphology, as the trees follow an alignment that runs around the perimeter of the square. The plot in Plaza de Almodóvar also contains three rows of five trees each. Both spaces are equipped with lampposts, metal litter bins and wooden benches. In the Plaza de Almodóvar plot, benches are arranged in a way that they delimit the perimeter of the square and face its interior. There are also concrete planters, currently devoid of vegetation.

These two spaces do not offer continuity, as they are fractured by Oca Street and its parking strips on either side, which separates and distances them. This characteristic, added to their unattractive treatment, means that they are not perceived as a joint square - it does not have the configuration of a square as such - but rather as a widening at the confluence of these streets, which gives too much prominence to road traffic, as there are also multiple turns to the different roads that converge in the square.

Close observation of the area also makes it possible to appreciate/evidence the existing pedestrian accessibility problems. In addition to the lack of a clear pedestrian continuity in the surrounding routes/sidewalks, the square itself has architectural barriers (steps, platforms at different levels, stairs, etc.), which must be resolved with a new design and layout that would allow for the widening of sidewalks, elimination of barriers, and incorporation of gardened areas, etc.

With regard to the parcels of land occupied by the two municipal plots, it should be mentioned that the larger one, which borders Zaida Street, only has its central part fenced off, which means that spontaneous occupations are taking place on the land that remains open, being used as a car park in the northern area and as a terrace for the bar opposite to it in the southern area.

With respect to the topography, in general the terrain gains height towards the north and west. It is worth noting the more than 4 metres drop that occurs from the level of the square to Calle Tórtola, to the north, coinciding with the length of the largest municipal plot, and the trajectory of Calle Zaida (about 62m); these elements have an approximate longitudinal slope of 7%. Also noteworthy is the slope that occurs in the first 100 metres from the square towards Valvanera Avenue, to the west, of approximately 8.5%.



Photograph of the current state of the Project Site (view from the square to the north).



Photograph of the current state of the Project Site (view from the square to the east).

3 ECONOMIC DYNAMICS AND DIFFICULTIES OF THE SITE AND ITS SURROUNDINGS.

The south-eastern districts of Madrid have suffered a process of deindustrialisation in the eighties and nineties which has not been eased by adequate public and private investment. On the contrary, business initiative has been directed to the north of the city or to the nearby peripheral municipalities.

This dynamic has influenced the district of Carabanchel, which can be considered as a vulnerable district, defined by a greater impact of unemployment, poorer quality of housing stock, concentration of low educational level population, low professional qualification and degradation of public spaces.

According to this description, Carabanchel has lower levels of income, social protection and employment stability than the average for the municipality of Madrid, as shown by the following data on income per capita, average retirement pension and labour market.

a. Income per capita

The Municipal Accounting of the city of Madrid, published on the official website of the Madrid City Council (www.madrid.es) provides information for the year 2019 on the Income per capita. In Carabanchel, this income is estimated at €18,611, which is lower than the average for the whole city (€23,463).

b. Average retirement pension

The Public Social Benefits Register of the National Social Security Institute (INSS) constitutes the source to know the amount of various social benefits (as of 1 January 2022), among which is the retirement pension.

For residents in Carabanchel it estimates an average retirement pension of €1,299, while for the city as a whole the average retirement pension is €1,455.

c. Labour market.

The General Treasury of the Social Security publishes information on Social Security affiliates. This information, updated on 1 January 2022, covers different aspects of the labour market, such as the number of people affiliated to the different Social Security schemes (General, Self-employed, etc.), the age and nationality of those affiliated, the sector of economic activity and the contribution group of those affiliated, as well as the duration of the contract.

- Regime: 25% of the affiliates working in Carabanchel contribute to the self-employment regime, while in Madrid this percentage drops to 10%.
- Age: The majority of affiliates (74%) are between 15 and 54 years of age.
- Nationality: 23% of the affiliates working in this district are foreigners, whereas the percentage for the whole city is reduced to 14%.
- Sector of economic activity: services are the predominant economic activity, both in Carabanchel (86%) and in Madrid (92%).
- Contribution group of the General Regime: the group of "Engineers and graduates. Top management personnel" represents 5% of the affiliates working in Carabanchel. In Madrid this percentage rises to 18%. On the other hand, the less qualified group of "Peones" (labourers) accounts for 13% in Carabanchel and only 7% in the whole city.
- Length of contract: permanent contracts represent 55% of the total number of contracts signed in Carabanchel while in Madrid permanent contracts account for 61%.

The reflection area of our site embraces part of four out of the seven neighbourhoods that make up the district of Carabanchel. Being able to extrapolate these data from the district to our site and in relation to them, we can determine that the area also represents a very heterogeneous social environment, with low per capita incomes and a greater impact of unemployment in general, worse quality of the residential park and degraded public spaces.

For all these reasons, the aim is for the new space in Plaza de Almodóvar to provide a space for social and cultural interaction, to offer a public space that serves both cultural and artistic production, taking advantage of the boost of cultural activity generated in the ISO estate and by the Carabanchel Cultural District Neighbourhood Association, as well as the residents of the neighbourhood, and therefore consolidating a community and active space of proximity to strengthen social inclusivity.

DETECTED DEFICITS IN LOCAL FACILITIES

As for local facilities, a more detailed analysis of the demographic characteristics of the population registered in the area of influence of the Plaza de Almodóvar, which includes part of the neighbourhoods of Opañel, San Isidro, Vista Alegre and Puerta Bonita, and the identification and location of the existing local facilities in this area, show that the most significant deficits have been detected in sports and social welfare facilities.

Insufficient provision has also been claimed for cultural and educational facilities. Likewise, it is worth highlighting the lack of qualitative local green spaces, with only small landscaped or sparsely wooded areas.

For this reason, this diagnosis has been taken into account when drawing up the project programme, incorporating some of these uses into it.

4. DESCRIPTION OF THE PROJECT PLAZA DE ALMODÓVAR AND ITS NEEDS PROGRAMME

4.1 ALMODÓVAR: A CIVIC SQUARE

Madrid City Council is aware of the importance of public space as an element of social cohesion and a determinant of the urban identity of the city's different neighbourhoods. Since the first historical urban settlements, public spaces have been the means of expression of the collective voice, the place where conflicts were settled and complicities were established, the place where dreams and citizen projects were put in common. Places where the collective narrative, the urban mythology, so necessary to provide identity and cohesion to citizens, emerged.

This conception is added to the conviction that the periphery of Madrid is currently the most in need of this urban identity in new centralities that serve as an element of social cohesion and civic pride of belonging to a particular neighbourhood, district and city.

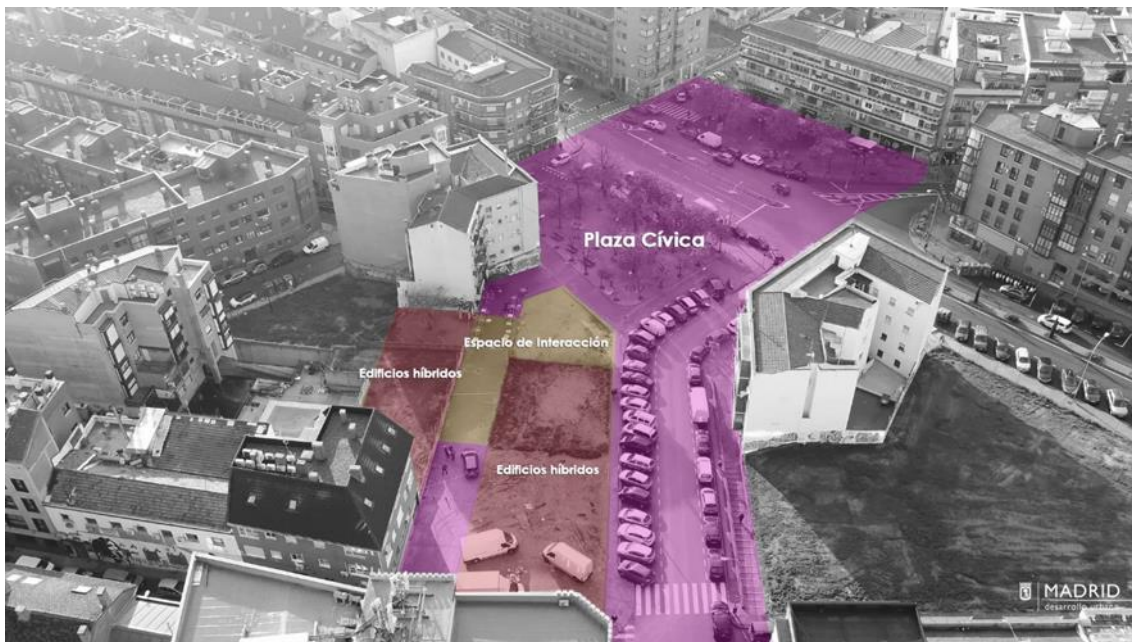
The municipality considers that the project competition is the most open way of formalising citizens' wishes in a participatory manner. This is why this procedure is used to achieve a reflection, assessment and response to the complex resolution of the different aspects of public space that bring together physical, social, environmental and intangible proposals.






Proposals for the planning and design of the public space to be submitted must take into account the following criteria for the conception of the square:

- The square is the public space where civic identity is formalised, an identity that is basic to social cohesion.
- The square is the place where new rituals of coexistence are received, whether they are of a daily or exceptional nature, whether they are festivities or regular activities, being the place of reference or meeting place for citizens for collective happenings.
- The square will have as a reference for its reconfiguration the project of two buildings of municipal property and public use, which will exercise the functions of leadership in the activities of the square, seeking an integrating and identifying character, in a safe space.
- The square is a preferential space in the fabric that links facilities, itineraries and axes. It has to be designed with the care for landscape and comfort it requires, as it is a place where the citizen stops, observes and spends a slower time, something that does not occur in other places in the city.
- The square will have a flexible character that will enable the appropriation of the space by different communities. This flexibility will avoid rigid sectorisation around pieces that are too exclusionary in their design and that only serve one sector of the population.
- The square will allow a diversified temporal programming, so that it can be used at different times by different social groups, with rotating activities, avoiding the « fixed photo » sort of square, that has a rigid and exclusive character.
- The conditioning and naturalisation of the spaces in the square will be highly valued, taking special care in the definition of shaded and sunny spaces, to offer alternatives to the citizen depending on the season

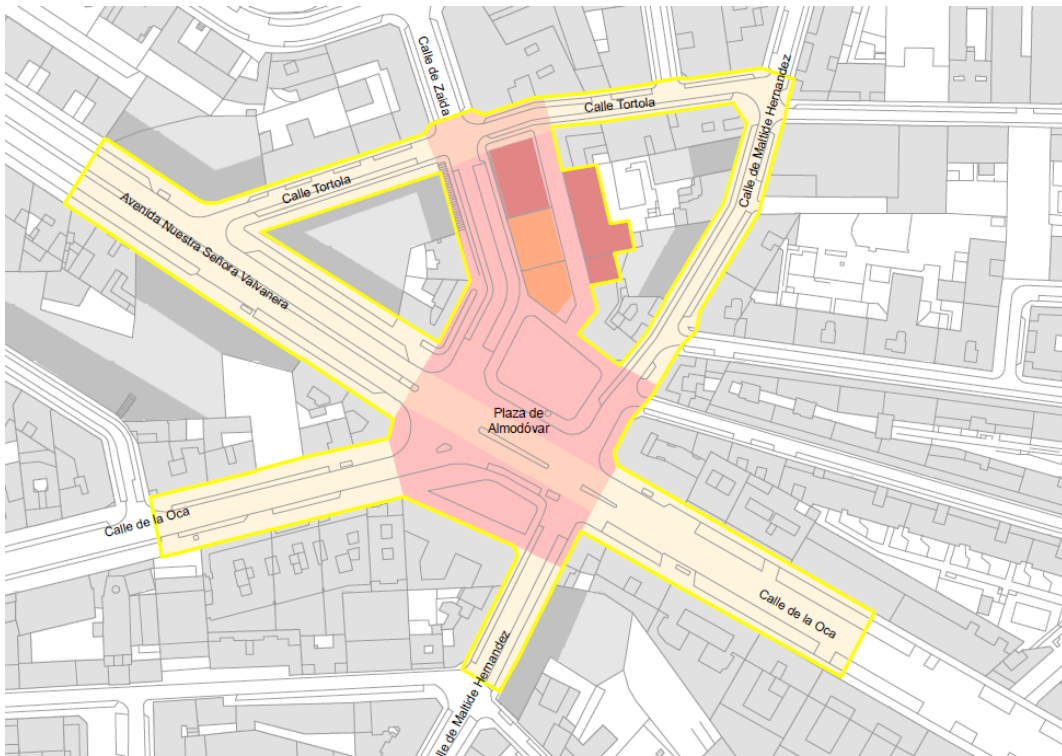
and the time of use; as well as the conservation and/or choice of suitable plant species that provide sensory quality to the urban space.

- The square must have educational value, as a place for learning how to live together, a place of civility and urban courtesy in its different possibilities of trees, terracing, vegetation, comfortable benches, barrier-free access, connection with itineraries and axes.
- The Plaza is a space intimately linked to the environment to which it belongs, so the proposals should reflect and take into account that environment.
- The lighting of the square shall be sufficient to maintain a comfortable and safe environment during night-time hours, but avoid excess. Safety shall be achieved by design, not by excessive and expensive lighting.
- All aspects of the design of the square, its character, identity, functionality, temporal flexibility, form and materials, will have a component of austerity and environmental, social and economic sustainability.



	Area de Proyecto		Espacio de interacción		Remodelación de calles
	Edificios de uso mixto		Plaza Pública		
	Project Site		Space for interaction		Streets to be remodeled
	Mixed-use buildings		Public Square		

Proposed actions in the project site.



Plan of proposed action in the project site.

4.2 BUILDING NEW SOCIAL INFRASTRUCTURES

The new Plaza de Almodóvar will be guided by the project for two buildings for public use that will play a leading role in the activities of the square. They may collaborate in the transformation of the current space of the square, and may propose its extension to the north, insofar as the materialisation of the surface area to be built is guaranteed, also valuing the proposals that provide solutions to the interaction between the two buildings.

Buildings designed collectively and not individually, flexible, capable of adapting to the changes of a society in continuous transformation and which encourage neighbours interacting with each other.

The programme of uses of these two buildings must give shape to the capacity of the neighbours and the various groups in the area to interact, through a catalytic project of social impact and cultural innovation, with people as the focus of each intervention. Being aware that they are the main value and that the success of the programmes depends on listening to them and knowing their problems and concerns in order to respond to their needs, the following programme of public uses is proposed as an indication:

- Spaces for work and co-creation of projects directly related to culture, art, music, crafts, design and innovation that generate and activate an intergenerational cultural offer.
- Spaces that encourage the development of activities with cultural and creative content.
- Multi-purpose spaces for cultural events and programmed sessions that promote intergenerational coexistence.
- Spaces that generate identity, integration and social cohesion, places for meeting and exchange.
- Training and awareness-raising classes towards a new social culture that can develop and encourage a new and better way of life.
- Auditorium for about 300 people that can be integrated with the public space.
- Storerooms, changing rooms, toilets and service spaces.

4.3 TRANSFORMATION OF THE ROAD STRUCTURE

It is proposed to develop the action through a gradient of interventions from the open public space to the buildings or facilities, giving greater prominence to the pedestrian and a renaturalisation of the space, by extending the surface area of the leisure area. To this end, the following is proposed: the removal of traffic from the section of Calle Zaida with a diversion to Calle Tórtola; the widening of sidewalks; the reduction of parking spaces; as well as the elimination of some of the permitted turns so that it no longer functions as a traffic junction. All this in order to favour the diversity and complexity of uses in this enclave of public space located at the confluence of the two existing tertiary axes and reinforcing the identity of the district of Carabanchel around this new centrality.

5. GENDER PERSPECTIVE

From a gender perspective, the proposed urban intervention should have a positive impact on the following aspects that affect equality between women and men:

- Inclusive mobility: The recreational use of the square should be reinforced by increasing the space for active mobility (pedestrians and cyclists) and by traffic mitigation measures on the roads that converge in the square. This way, the "short distances city" is promoted, allowing people to satisfy their needs in their environment, avoiding the use of private vehicles.
- Perception of security: The implementation of new uses on currently vacant plots of land improves the perception of security, both by day and by night. Likewise, the design of new spaces intended for social interaction, both on the surface of the square and in the public buildings, generates the movement of people and facilitates meeting and getting to know each other. Both aspects have an impact on the perception of security.
- Reconciling work and family life: The care of the dependent population (children, adolescents, the elderly and people with disabilities) requires accessible, pleasant and comfortable public spaces that promote the autonomy of these groups in need of tutelage and, at the same time, alleviate the burden on caregivers. In this sense, the design of the square will ensure its use by all people and especially by those with restricted mobility.
- Citizen participation: Listening to the different agents interested in the project (neighbourhood associations, creators of the "ISO Ecosystem", active citizenry, etc.) constitutes a source of information necessary for the intervention in the physical space to be adapted to the social context. In addition to information, participation that includes the diversity of the resident population aims to generate confidence with regard to the confluence and harmonisation of the proposals promoted by different interests.

In summary, the project will consist of consolidating a space for community and active proximity, to strengthen innovative cultural production, oriented towards social inclusion and a change of habits regarding the climate challenge, transforming the urban metabolism, renaturalising and enhancing public spaces, hybridising uses in buildings and reducing the "heat island" effect.