



BRIEF

EUROPAN 18 / RE-SOURCING

COLONIA CASA DE CAMPO

MADRID



EUROPAN España.

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

EUROPAN 18 ESPAÑA, “RE-SOURCING”

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 18 national jury. To facilitate contracting of the proposals by public administrations participating in EUROPAN Spain as the core of the Competition, the Ministry of Housing 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 18 Juried Design Competition”, published in the Official Public Tender Platform.

EUROPAN/ESPAÑA NATIONAL COMMITTEE

Presidency

Ministry of Housing and Urban Agenda (Ministerio de Vivienda y Agenda Urbana)

Members

Ministry of Housing and Urban Agenda (MIVAU) / Consejo Superior de Colegios de Arquitectos de España (CSCAE)
General Direction of Housing of the Principality of Asturias / General Direction of Housing and Architecture, Regional Government of Balearic Islands / City of Barcelona / General Secretary of Housing, Architecture and Urban Renewal, Regional Government of Extremadura / City of Getafe / INCASÓL (Regional Government of Catalonia) / City of Madrid / General Direction of Ecological Innovation in Construction, Regional Government of Valencia / General Direction of Housing and Architecture, Regional Government of Basque Country.
City of Oviedo / City of Felanitx / City of Navalmoral de la Mata / City of Barcelona / City of Santa Pola / City of Vitoria-Gasteiz / ADIF.

NATIONAL SECRETARIAT EUROPAN España

Carmen Imbernón, General Secretary

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

PRIZES

EUROPAN/España intends to award 9 first prizes and 9 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 Housing and Urban Agenda (Ministerio de Vivienda 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.

COMMUNICATION AND PUBLICITY

The Launching of the competition and the Results of EUROPAN 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 EUROPAN /SPAIN will be published in a catalogue. All the EUROPAN 18 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. They select 20% of the projects submitted.

JURY'S DECISION

After two days analysis of the pre-selected projects by the site representatives and the members of the jury, the jury only takes the final decision. The prizes are awarded based on the quality of the projects and not on the basis of an equal distribution between sites. The jury is sovereign in its decision.

POST-COMPETITION PROCEDURE

Soon after the results announcement, winning teams in the Spanish sites will be invited to a meeting with the site Representatives 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, in Spain, is in compliance with the EU directive for procurement Directive 2014/24/EU and with Spanish National Law.

The 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 or one of the winners of the design contest. In case of ex-aequo winners, all the teams must be invited to participate in the negotiations.

1. RESUME:

How to address urban regeneration at the neighbourhood level?

Does it require a delimitation of the urban area involved?

Plan Regenera Madrid:

**Defines the objectives on the basis of the «Healthy Neighbourhoods» Model
3 dimensions: green and resilient; accessible and safe; cohesive and inclusive.**

Delimits the Neighbourhood Unit as an area for the diagnosis and proposal of urban regeneration.

**Defines the Action Plan as a new instrument for its implementation.
3 contents: diagnosis, redevelopment and participation.**

Can the Action Plan be a strategic and operational tool for neighbourhood transformation?
Would the proposed solutions be replicable for other similar Neighbourhood Units?

**Inter housing block land is a collective space with insufficient morphological and urban definition.
They characterise the city's open block residential fabric.**

What is the role of Collective Spaces in neighbourhood regeneration?

How can they improve environmental sustainability or neighbours' health?

Can they complement the habitability of housing?

Are they the foundation of everyday life in the neighbourhood?

Are they the setting for exploring forms of management involving residents?

The purpose of the competition is the elaboration of an Action Plan for the neighbourhood unit Colonia Casa de Campo.

How can the proximity to areas of environmental excellence be optimised?

How should ongoing urban reforms be integrated?

All municipal information available at
https://geoportal.madrid.es/IDEAM_WBGEOPORTAL/index.iam

2. SITE SPECIFICITIES

Site Representative

Deputy Director General for Urban Analysis, Madrid City Council: Mar Moralejo Marino

Actors involved:

Directorate General for Urban Regeneration. Area of Housing Policies. Madrid City Council
Environment and Urban Scene Service. District Coordinator. District of Latina

Team representative profile

Qualified architect with knowledge and/or experience in urban planning.

Team competences:

- Participation / social dynamisation
- Sustainability / environmental assessment
- Design based in nature
- Management of public and/or collective economic resources. Cooperatives...

3. SITE PRESENTATION

3.1. INTRODUCTION

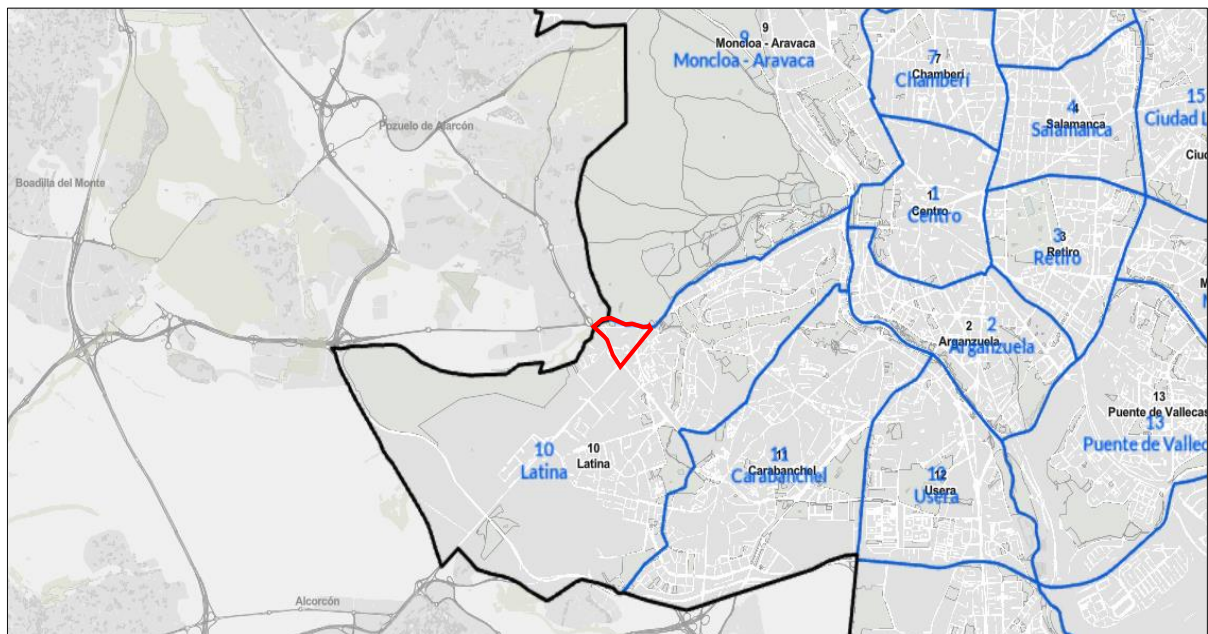
3.1.1. METROPOLITAN AREA, MUNICIPALITY, DISTRICT AND SCOPE

The site is located on the Autovía de Extremadura, one of the radial axes that articulate the metropolitan area of Madrid. It is located about seven kilometres from the city centre, on the border between Madrid's municipal boundaries and those of Boadilla, Alcorcón and Pozuelo.

To the south, the limits of the site are constituted by important road infrastructures that act as physical barriers separating the selected intervention space from the adjoining neighbourhoods. The south-eastern boundary is the aforementioned Extremadura Highway, also known as the A5. The south-western boundary is the Carabanchel - Aravaca road, a minor orbital axis with a highway configuration at the site, but with an urban design in other sections, such as the Avenida de Los Poblados, immediately to the south.

To the north, it is bordered by periurban areas of high environmental value: the Casa de Campo - the largest urban park in the municipality - and the areas around the Meaques and Valchico streams. Madrid has the peculiarity of having periurban spaces of great ecological and environmental value in its territory, which become reserves of biodiversity within the municipality.

The municipality of Madrid is territorially organised into districts, with a certain degree of budgetary, statistical and governance autonomy. The site is located in the District of Latina. It occupies a strip of territory, mostly south of the Extremadura highway, which extends for ten kilometres starting from the Manzanares river, in the urban centre, to the M-40 orbital highway. It is a district characterised by massive housing estates from the second half of the twentieth century and spaces of high environmental quality. The district of Latina is divided into 7 administrative neighbourhoods, meaningful in terms of the distribution of services and neighbourhood organisation, but without autonomy.



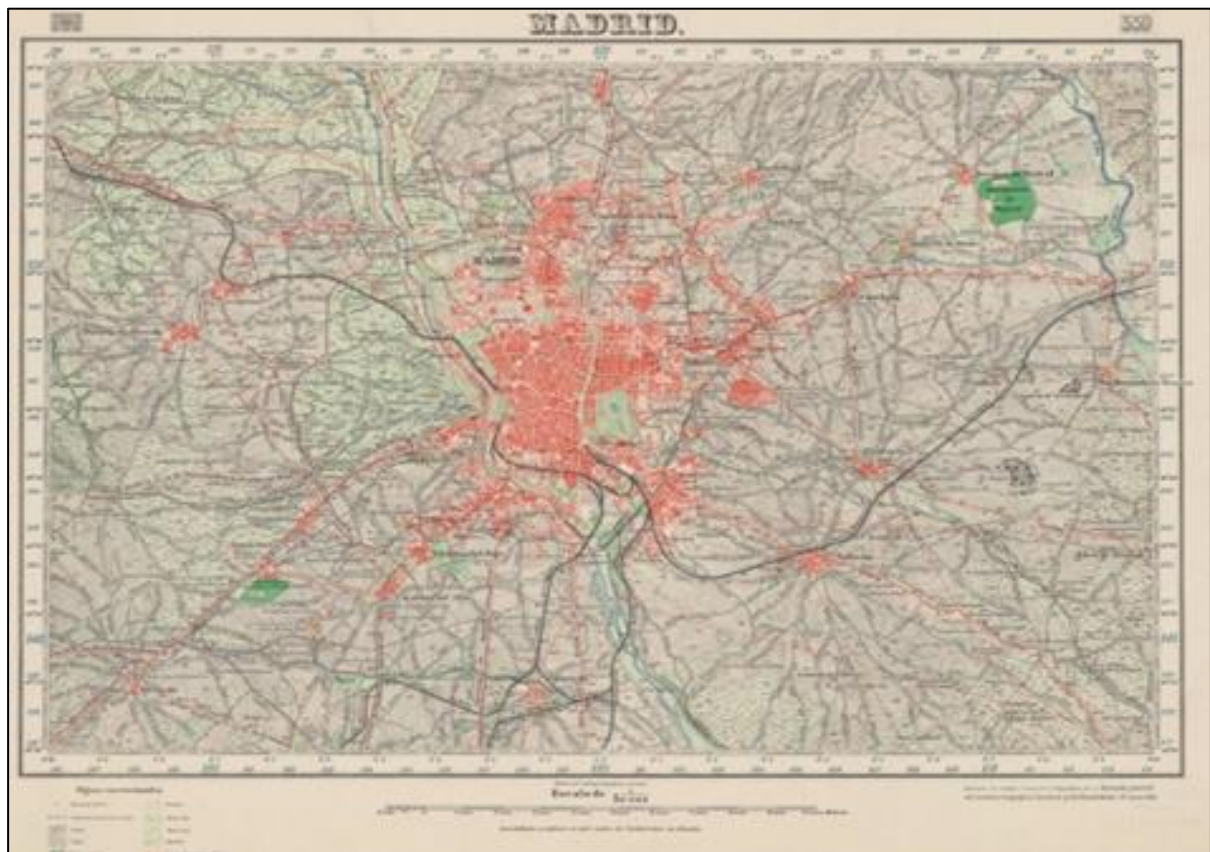
1. Administrative delimitation and area of reflection.

The reflection site is the Colonia Casa de Campo. The project site is the open spaces of the Colonia Casa de Campo.

3.1.2. HISTORIC INTRODUCTION

The southwest of the city of Madrid was known as Los Carabancheles, as these two small villages were the only urban settlements in the area.

Between 1877 and 1940 the population of the municipality of Madrid tripled, surpassing one million inhabitants. During this period, the population of the thirteen municipalities surrounding Madrid multiplied exponentially, reflecting the influence of the capital. In the district of Latina, the nuclei of Puerta del Ángel and Lucero were formed.



2. *Mapa Topográfico Nacional (Topographical National Map). Hoja 559. 1932*

In 1946, the first General Urban Development Plan of Madrid was approved. It foresaw the extension of the city according to a discontinuous radio-concentric model.

In 1948 the two municipalities of Carabanchel and others were annexed to Madrid.

The demographic growth of the city of Madrid, resumed after the Civil War (1939), intensified in the 1950s, prompted by the mass exodus from the impoverished rural world of the Spain of the time. Tens of thousands of people arrived in Madrid each year. The shortage of housing sufficient to accommodate this immigrant population caused serious problems of overcrowding and slum housing, together with the formation of self-built housing settlements on the outskirts of the central city. The administration was unable to alleviate these problems with the limited public production of social housing, implemented by various public bodies such as the *Obra Sindical del Hogar*, the *Poblados Dirigidos* or the *Instituto Nacional de la Vivienda* (National Housing Institute).

In 1954, the Limited Income Housing Law was passed. In 1956 the first Land Law was passed, and the following year the Ministry of Housing was created. Thus, these institutions were reorganised. In the same year, the Plan

de Urgencia Social (Social Emergency Plan) was put into operation, with a programme for the production of 70,000 homes, orienting the private initiative towards the promotion of housing for the middle class.

In the sixties and seventies, extensive social housing estates were developed on the outskirts of Madrid, occupying the sectors provided for in the General Plan, but also part of the reserve of open spaces set aside to articulate this extension. In this district, the so-called 'Cuña de Latina' seems to be lessened by the hoods of Los Cármenes and Caño Roto. These and many other developments have just configured a residential district. The 1963 General Plan for the Metropolitan Area reordered this territory of the 50's *developmentalism*.

With the arrival of democracy and after the first municipal elections (1979), a more austere urban planning was proposed, as reflected in the General Plan of 1985. Neither this plan nor the current General Plan, approved in 1997, has been able to solve the planning of this type of neighbourhood. Both refer to the original plans, the execution of which was incomplete, maintaining open spaces whose urbanistic purpose is uncertain.

The Colonia Casa de Campo is one of these open block areas of the city. It is made up of several private developments, built during the second half of the last century.

Before this process of land occupation by massive social housing developments, the area had only a weak family-home fabric. In this sense, the configuration of the current highway as a tree-lined road is still visible.

The first developments occupied the south-eastern edge at the end of the 1950s, between the highway and the route of the underground metropolitan railway line in this section. Ten years later, the Colonia is practically consolidated by building works. The process was completed with the last developments in the interior of the area.



3. *Ortophotography, 1957 (izquierda) y contemporary ortophotography.*



4. *The first promotion in an image from the RTVE-NODO documentary on the 1957 Social Emergency Plan (left) and in a current image.*

3.2. PHYSICAL CHARACTERISTICS

3.2.1. HOUSING AND ENVIRONMENT

The first metropolitan periphery is defined by the presence of residential fabric with a building typology of open blocks, with a discontinuous structure articulated by transport infrastructures. The distinctive feature of this south-western sector comes from the environmental quality of the physical medium that can be recognised, both in the interior open spaces of the urban fabric and in the green and natural areas that separate them. Section four of this report discusses this environmental quality of the territory, the area and the scope.

The urban development of the last decades of the twentieth century has stitched together the interstitial remains within the pre-existing residential fabric with new infrastructures and, particularly, with new kinds of fabric.

3.2.2. THE OPEN BLOCK CITY

The extension of the city in the second half of the twentieth century was designed using disciplinary techniques based on rationalism. The morphology of these peripheral residential estates is alien to the traditional concepts of urban planning such as street or plot, forming a fabric of large 'superblocks' delimited by roads without a grid layout and occupied by different types of free-standing residential buildings. This open block city accounts for more than half of the consolidated urban land.

The structuralist urbanism of developmentalism exacerbated the neglect towards detail and form. The plans failed to define collective spaces at the appropriate scale, and there were deficiencies in the design of intermediate spaces and in the public-private gradation. Collective spaces lack hierarchy, identity or sense of belonging. They are not relational spaces and do not respond to the expectations of their potential users.

This morphology defines two types of open spaces. The public open space has been configured according to its urban purpose, mainly to form the perimeter road. The inter-housingblock space never had a proper physical configuration and has been adjusted to the emerging functional requirements, mainly to be used as a car park not foreseen in the residential buildings.

Half a century later, these collective spaces have a weak and very heterogeneous physical configuration. They vary in size, shape and function: gardens, pedestrian areas, car parks, ... or yards with no recognisable use. Their connection with the building covers different solutions, with portals, lifts, commercial premises, terraces, and even courtyards for the private use of ground-floor homes redefined as false single-family homes. Their relationship with the road network determines their environmental intimacy; either cars or birds can be heard. Their state of conservation is also uneven, with frequent deficiencies in terms of accessibility, furniture, lighting, etc.

3.2.3. LA COLONIA CASA DE CAMPO

MORFOTPOLOGY

The morphological layout and building typology of the Colonia Casa de Campo are representative of this type of open block area. Some indicators of the Regenera Madrid Plan have been used to characterise them:

The Colonia is made up of several private initiative developments, all of them with average density.

The building typology, as well as the layout of the buildings, is unitary in each of the developments, but very diverse between them. The original ones were groups of parallel linear housing blocks. In others, these housing blocks adopt different layouts to configure the open space. In more recent developments, towers with open

courtyards, detached or semi-detached, have been incorporated without forming blocks with interior courts. The tower's height varies between five and nine storeys, rising to thirteen on the northern edge of the Colonia.

There are almost five thousand homes in the Colonia. Due to their age, they have insulation deficiencies that lead to serious energy efficiency problems. A third of the homes, those in the lowest blocks, lack a lift.

PUBLIC SERVICES AND COMMERCIAL STRUCTURE

Despite the high level of the neighbourhood's functional specialisation, with the main use being residential, a distinctive and original typology of single-storey commercial premises with a saw-tooth arrangement can be found on the main arteries of the Colonia. Many of these commercial premises are in use and generate a local retail network. On the other hand, there are many empty commercial premises or premises converted into housing or collective spaces.

There are several equipment within the area, including two branches of the Hermanos Pinzón primary school, a centre for the elderly, a cultural centre, an old people's home, a parish church, a nursery school and open-air sports facilities. There is no health centre, secondary school or library within the Colonia.

INDICADOR	COLONIA CASA DE CAMPO	AVERAGE OPEN BLOCK FABRIC
Surface (Has)	35,50	19,61
Housing units	4.840	3.100
Accessible housing units (%)	63	77
Year of construction	1965	1959
Density of housing units /Ha	136	154
Open spaces (Has)	26,95	11,35
Collective Spaces (Has)	10,46	3,96
Collective Municipal space (Has)	2,45	1,00
Trees Per 100 Hab	3,35	12,00
Sidewalks smaller than 180cm (%)	39,94	11,00

5. *Morphological indicators for the regeneration of the la Colonia Casa de Campo*

MOBILITY AND ACCESSIBILITY

The Colonia Jardín station connects with the entire metropolitan area through the Metro and Metro Ligero networks. This station is completed as an Intermodal station with parking areas and urban and metropolitan bus stops. Villaviciosa Street, which crosses the Colonia from east to west, is served by urban buses, as are the perimeter roads, which also serve metropolitan buses.

Pedestrian mobility in the neighbourhood presents accessibility problems, both for adjoining neighbourhoods, involving the crossing of large road infrastructures through underpasses or scarce pedestrian crossings, and for movements within the Colonia, which are conditioned by narrow sidewalks, obstacles and deteriorated pavements.

There is a public bicycle rental service station in Plaza Patricio Martínez, but there is no bicycle lane in the interior of the neighbourhood. The green cycling ring around the city of Madrid runs very close to the Colonia. The connection to the city centre can be made through the Casa de Campo.

The works for the undergrounding of the A5 will affect this system, improving pedestrian and cyclist accessibility in the short undergrounded section on its southeastern edge, but overloading traffic on the Boadilla road.

THE OPEN SPACES OF THE COLONIA

The reflection site is the whole Colonia because a reflection and diagnosis on its urban regeneration is requested. The scope of the project is the open spaces of the Colonia, based on a reflection on their role in this regeneration.

The open spaces of the Colonia are representative of the open housing block city. The public open space forms a minimal road network that lacks a clear structure, although some main roads and public spaces can be distinguished, such as the streets of Galicia and Villaviciosa, and the recently renovated Patricio Martínez square.

The collective spaces are diverse in their urbanization, conservation and deficiencies. A specific characteristic of this Colony is the relatively high proportion of municipal collective spaces.

3.3. ISSUE

3.3.1. CONTEXT

The Colonia is unfavourably affected by the configuration of metropolitan mobility, despite the excellent accessibility conditions provided by public transport on a metropolitan scale.

A report presented in 2021 by the neighbourhood association diagnoses the impact of the traffic conditions of the roads around the perimeter of the area on the life of the residents of the Campamento neighbourhood: health risks due to air and noise pollution, isolation and fragmentation, insecurity, accessibility deficiencies, parking problems, ...

Road	Vehicles per day	Number of lanes
Paseo de Extremadura A5	120,000	3 o 4 lanes per direction
Carabanchel-Aravaca Road	45,000	2 per direction
Boadilla del Monte Road	30,000	1 per direction

6. *Mobility conditions of the perimeter roads*

3.3.2. NEIGHBOURHOOD WITH DEFICIENCIES

In addition to this contextual challenge, there is the specific problematic of this type of residential environments that need a comprehensive urban regeneration.

The conditions of residential, social and economic vulnerability have led the administrations to mark most of the peripheral neighbourhoods with more than forty years as Special Urban Transformation Areas.

The City Council has been declaring the Preferential Areas to boost urban regeneration since 2017. The three administrations participate in the declarations as areas of Urban Rehabilitation and regeneration or Residential Areas of Programmed Rehabilitation.

All these forms of recognition of the deficiencies of the residential buildings, determined by the socioeconomic conditions of vulnerability, make viable intensified public aid for the rehabilitation of residential building in terms of accessibility and energy efficiency, but they hardly take into consideration the no lesser deficiencies of the open space that configures its immediate environment and completes the integral habitability. They do not entail comprehensive urban regeneration or the rehabilitation of open spaces.

The southern end of the area, with serious specific deficiencies, has been incorporated into Operation Campamento.

3.3.3. COLLECTIVE SPACES

Open space has not been considered a component of regeneration for any type of residential fabric, a particularly serious omission in the city's open block city fabric.

In contrast to closed block fabric, open block fabric is characterized by the presence of collective spaces. They are very heterogeneous spaces, many occupied by parking lots where pedestrians are relegated to moving among cars, but others with trees and well-tended gardens and intimate environments protected from traffic. Their conservation is also uneven and with frequent accessibility and safety deficiencies.

These deficiencies are sustained by the urbanistic uncertainty that has never been resolved by successive general plans. Even today, they still lack explicit qualification and regulation in line with current legislation. In particular, the "official alignment in specific volumetry" is used, a graphic determination of an indicative nature that explicitly ignores the character of the interior open space: "these alignments do not presuppose the non-existence of interior spaces that are public way or open spaces for public use".

These uncertainties regarding the qualification, ownership and use of the open spaces have hindered their conservation and prevented their adaptation to the required accessibility, sustainability and safety regulations.



7. *Map of the General Masterplan*

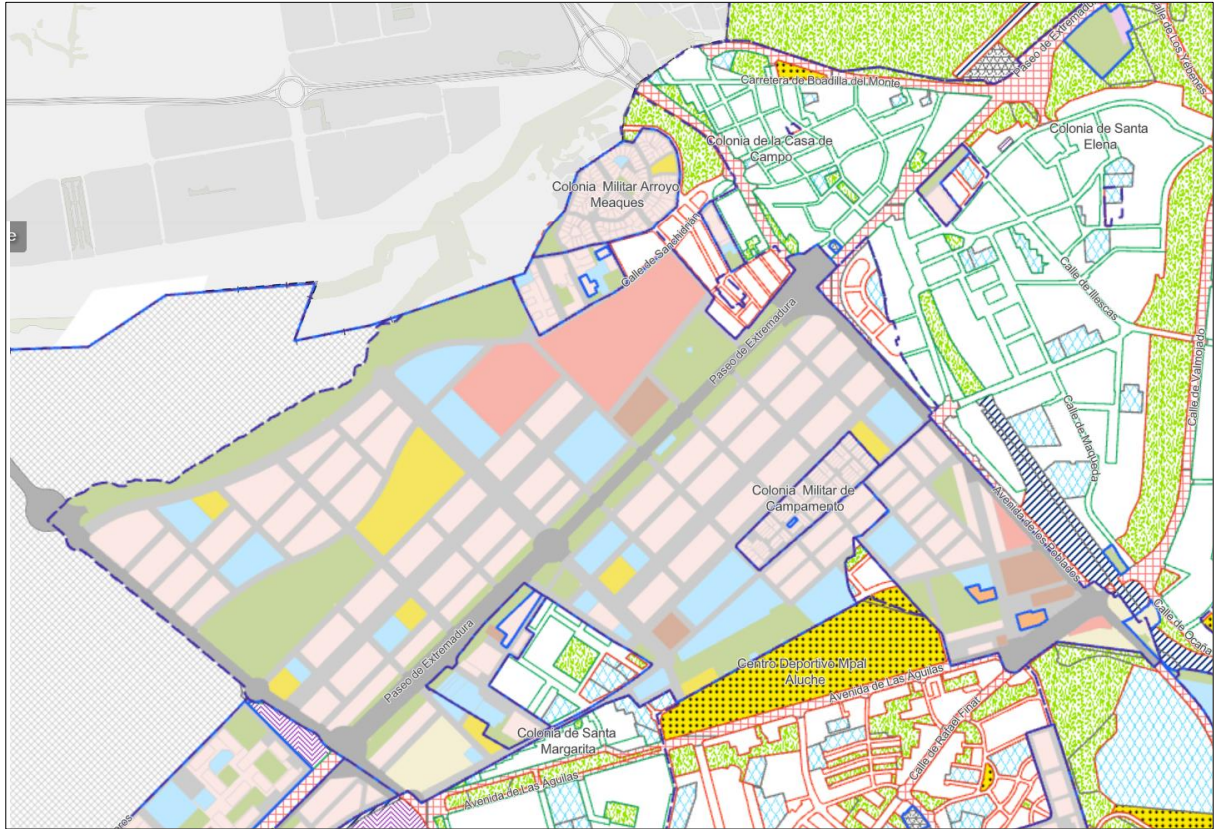
3.3.4. ACTIONS IN PROGRESS

In recent years, several municipal actions are aimed at alleviating the problems described in the previous section. They redefine the conditions of the Colonia and frame any proposal on the matter.

CAMPAMENTO OPERATION

This reorganization of more than 200 hectares of military installations, proposed more than thirty years ago, has recently been approved for residential development with the creation of 10,700 affordable housing units, 70% of them with some type of protection. It occupies both margins of the section of the highway in the section consecutive to that of the Colonia Casa de Campo.

It has incorporated the southern end of the area to resolve the link between the highways.



8. *Current Masterplan. Detail of the development map in the Campamento area*

PASEO VERDE DEL SUROESTE. SOUTHWEST GREENWAY

The A5 highway, which was the articulating axis of residential growth, has become a gap that separates the neighbours. The intensity of this infrastructure, with four lanes in each direction and several junctions, the intensity of traffic, with an average daily intensity of close to 100,000 vehicles, and its proximity to the houses have led to the failure of attempts at traffic mitigation.



9. *Infographics of the Paseo Verde del Suroeste project.*

The underground works aim to recover for the city the space currently occupied by the highway. They will continue the Avenida de Portugal tunnel, built a few years ago as part of the Madrid Río project, and will extend for more than three kilometers to Avenida del Padre Piquer, on the southeast edge of the Casa de Campo neighborhood.

On the surface, priority will be given to pedestrian and cyclist mobility, while maintaining a roadway sized to accommodate local private vehicles and urban public transport. All this will provide the area with an enormous permeability for walkers between both sides of the current highway, connecting the environmental quality areas of the surroundings: the Casa de Campo, the green wedge of Latina and Madrid Río.



10. *Model of the Paseo Verde del Suroeste project.*

The undergrounding of the A5 (Paseo Verde del Suroeste) ends precisely at the edge of the Colonia. It is a work of metropolitan scale, but with an impact on the local open space and that will change the permeability of the neighbourhood and its mobility dynamics in the short stretch where it is undergrounded on its southeastern edge.

RENOVATION OF THE OPEN SPACES OF THE COLONY

The surroundings of the two buildings of the Hermanos Pinzón School have been the object of a refurbishment project carried out on both roads and municipal collective spaces.



11. *Project of urbanization works in the CEIP Hermanos Pinzón school's surroundings.*

The Plaza de Patricio Martínez is a central space for the neighbourly conviviality of the Colonia. Its renovation has recently been completed, in which the pavement and street furniture have been refurbished, and new green areas have been installed.

On the northern strip, between the Colonia and the Casa de Campo, another action is planned to improve pedestrian conditions on the Boadilla road, as well as the naturalisation of parking areas.

3.4. PROGRAMME. AIMS

3.4.1. PLAN REGENERA MADRID

In a global context defined and organised around the paradigm of sustainability, the city of Madrid, in addition to projecting new urban growth and major infrastructure reforms, needs to address the recovery of the consolidated city.

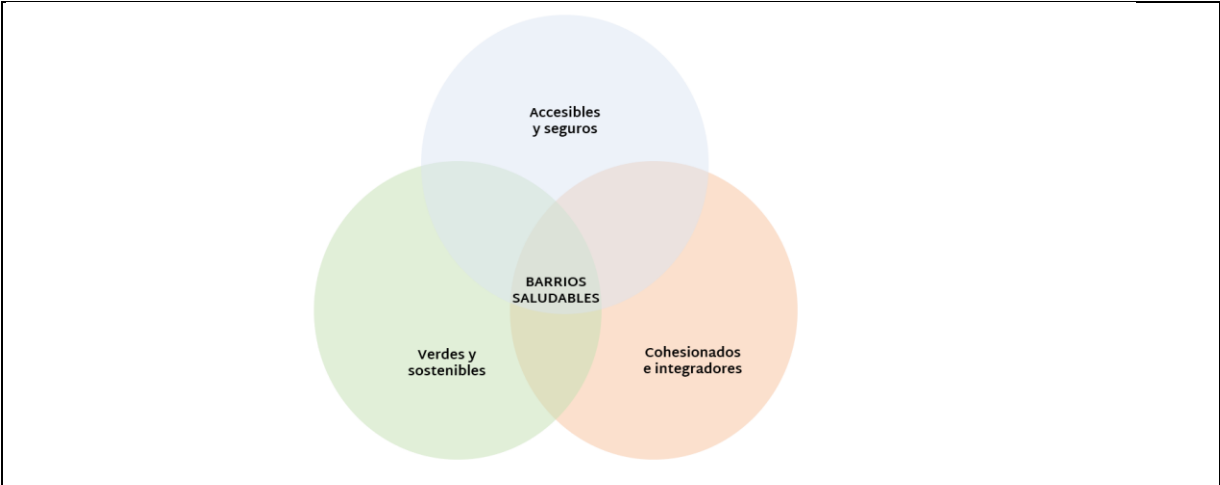
Madrid City Council is promoting the Regenera Madrid Plan, a strategic neighbourhood regeneration plan for pre-1985 residential areas. This date determines the potential need for building rehabilitation to improve insulation and energy efficiency conditions. This Plan proposes to place the actions of support for building refurbishment within a framework of urban regeneration that integrates, among other actions, the improvement of the open spaces that make up the surroundings of the homes.

For this integral urban regeneration, the Plan defines a suitable territorial area for the diagnosis and urban regeneration project: the **Neighbourhood Unit (Unidad de Barrio BU)**, delimiting more than 400 BUs.

The BUs are parts of the urban fabric made up mostly of plots built for residential use, with morphological, typological and socio-economic homogeneity. In general, general equipment and infrastructures have been excluded, along with express roads without access to the plots. They are sufficiently relevant to be the appropriate territorial framework for the formulation of a unitary project of sustainable urban regeneration.

The reflection site is the Neighbourhood Unit called Colonia Casa de Campo.

The Regenera Madrid Plan proposes the Healthy Neighbourhoods (Barrios Saludables) model consisting of three dimensions: green and resilient neighbourhoods; accessible and safe neighbourhoods; and cohesive and integrating neighbourhoods.



12. Model scheme of the Regenera Madrid Plan

The model makes it possible to diagnose the current state of the different neighbourhood units through a system of indicators, thus favouring the identification of priorities and opportunities for intervention based on criteria of efficiency and territorial rebalancing.

The Regenera Madrid Plan defines the appropriate instrument for the diagnosis and proposal in each Neighbourhood Unit: **the Action Plan (AP)**.

The AP is a technical instrument without a unitary legal definition because it shares urban, constructive and governance aspects. It is a strategic plan of a hyper-local scope, drawn up for the whole of the BU. It should contain a series of actions of all sorts to be carried out in the short, medium and long run. It is, therefore, a roadmap to guide the transformation of the Colonia.

The AP integrates in a single document all the layers involved in the improvement of the UB, from planning (urban development plans) to the physical intervention in the open space and its impact on other urban factors: urban structure, mobility, naturalisation, accessibility, safety, society, etc. To this end, the participation of the inhabitants and other social agents will be essential, through a citizen participation plan.

The AP assumes the **Healthy Neighbourhood** model as a programme of needs by articulating its three dimensions: accessibility and safety; social cohesion and integration; naturalisation and sustainability. The contents of the AP are articulated in diagnosis, urbanisation and participation.

The diagnosis of each AP will complete and specify the quantitative diagnosis prepared by the Regenera Madrid Plan for each BU. The ultimate aim of the AP is to improve the BU without losing its identity, identifying its singularities, proposing its conservation, and promoting the elements or actions that can become drivers of regeneration.

The proposal for physical intervention in the open spaces will take the form of guidelines for the development of open spaces for public use. A basic principle in these guidelines will be the increase in naturalisation, with different strategies to achieve this objective: increasing urban greenery, permeability of the land, etc.

Another key aspect of this proposal is mobility inside the UB. The AP will propose a global action for the UB, defining a road hierarchy based on pedestrian itineraries and neighbourhood cohabitation areas, incorporating collective spaces and modifying road conditions. The incorporation of the bicycle and other modes of soft mobility, as well as the presence of the car in public space, will be subordinated to this structural priority.

The participation model is an integral part of the AP. Both for the definition and validation of the guidelines, as well as for their implementation, especially in the collective spaces of neighbourhood ownership. The aim is to align urban transformation with real social interests, to promote a plural viewpoint and creative processes based on the joint work of the administration, citizens and other agents such as companies and universities.

3.4.2. EUROPAN 18

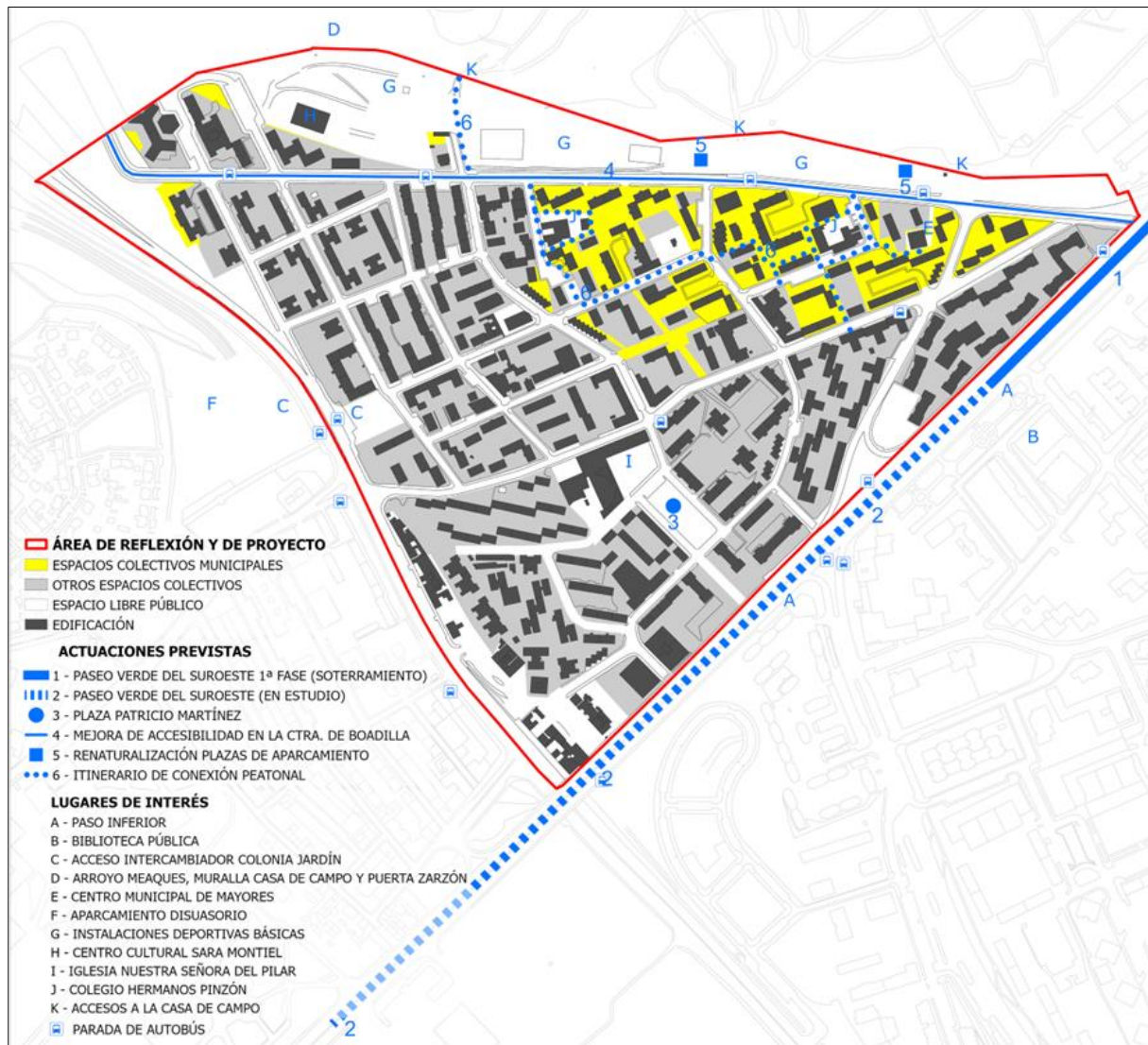
The purpose of this competition is to draw up an Action Plan for the Colonia Casa de Campo Neighbourhood Unit, with the particularities described here and in the summary sheet.

The first particularity refers to the definition of the project area, which will form part of each contestant's proposal. The area of reflection is the whole of the Colonia, with the sole exception of the southern end, which has been incorporated into Operation Campamento. Consistently, the reflection covers all the open spaces of the Colonia, but it is proposed that each competitor include in the project area the open spaces considering their characteristics, specifically those that define the availability of land, as described in the plan.

The area of the project starts in the municipal collective spaces (marked in yellow on the map). These are lands without a specific urban use, beyond their character of open space. On the other hand, they are plots of land that are immediately available for any municipal initiative.

The rest of the collective spaces (grey on the map) are open spaces for public use and private ownership, and their involvement in the project could require the participation and, where appropriate, shared management by the communities of owners involved.

The public open space (white on the map) does have a specific urban use, such as green areas, recreational areas or roads. It forms a minimal road network that lacks a clear structure.



13. Descriptive map of the types of open spaces, actions and places of interest.

The second particularity is the replicability of the proposal.

The competition aims at a concrete proposal for a specific area. In particular, the guidelines will form the basis for the project for the implementation of urban development works. But this competition in the framework of EUROSPAN 18 is also part of other internal and external administrative work to define and test the AP as a new urban project instrument. The aim is to explore other, more strategic ways of acting in a neighbourhood, and with a comprehensive and participatory perspective, to build a methodological proposal for intervention in these neighbourhoods.

In the three contents of the proposal - diagnosis, urbanisation and participation - the appraisal of patterns, catalogues or any form of generalisation that transcends local concretion for its application in other similar BUs will be valued. Always articulated in relation to the three dimensions of the Healthy Neighbourhood model:

The diagnosis may include a systematic description of the collective spaces, their physical, environmental, functional and connecting conditions, typifying the current situations and expressly pointing out the strategic collective spaces.

The urbanisation guidelines will consider their breakdown into autonomous actions, specifying their program, based on their readiness and their potential as a driving force for the integral regeneration of the UB. It may also include both specific physical intervention actions as well as recommendations to the private sector to establish synergies with municipal action. It may also propose, where appropriate, actions on the ground floors of the buildings, which will dynamise or permeate the public space as spaces that generate opportunities. These guidelines may be expressed in the form of a catalogue of solutions for the situations typified in the diagnosis, in relation to the dimensions of the Healthy Neighbourhood model.

In the participation model, proposals for neighbourhood and/or shared management of space for public use will be of special interest: agreements, concessions, land stewardship and other forms that have been little tested in the consolidated urban environment. In the confidence that these mixed forms of governance will result in the appropriation of the identity of the space as a guarantee against the risk of degradation and abandonment.

4. SOCIOCULTURAL INFORMATION

4.1. LIVING THE IN-BETWEEN

In their origins, mass housing developments built with open block typology buildings relied on the functional potential of collective spaces as a palliative against the limitations of the dwellings themselves. In this sense, part of the residential programme shifted from the private built-up space to these open spaces of collective domain, which included issues related to accessibility, energy efficiency or the most basic levels of socialisation.



14. *Collective space in the early years of the development (San Blas, 1960s).*

Uncertainty about the governance of these collective spaces and the demands that have arisen over the years have determined the options for the use of space, almost never satisfactorily resolved in constructive terms.



15. *Collective space vampirised by car parks (Colonia Casa de Campo).*

Neighbours are aware of this situation and of the need to integrate the reform of collective spaces so that they can recover their convivial purpose in adequate conditions of accessibility, safety and environmental sustainability.

In these neighbourhoods there are numerous social entities, both associations and specific platforms linked to schools or specific issues, as well as neighbourhood associations integrated in the Regional Federation of Neighbourhood Associations of Madrid. In Colonia Casa de Campo, the reference association is the Asociación Vecinal de Campamento.

4.2. SOCIOECONOMIC CHARACTERISTICS

The demographic and social data of the Colonia are presented in the following table and are analysed by comparison with those of the territorial and administrative units in which it is located: the District and the city of Madrid.

The Colonia Casa de Campo is located in the district of Latina, one of the most populated in the city, with more than 250,000 inhabitants in 2024.

The population density (inhabitants per hectare) is almost double that of the city (95 versus 55). It is remarkably heterogeneous, with figures exceeding 300 in the neighbourhoods closest to the city centre. In the Colonia it barely exceeds 30 inhabitants per hectare.

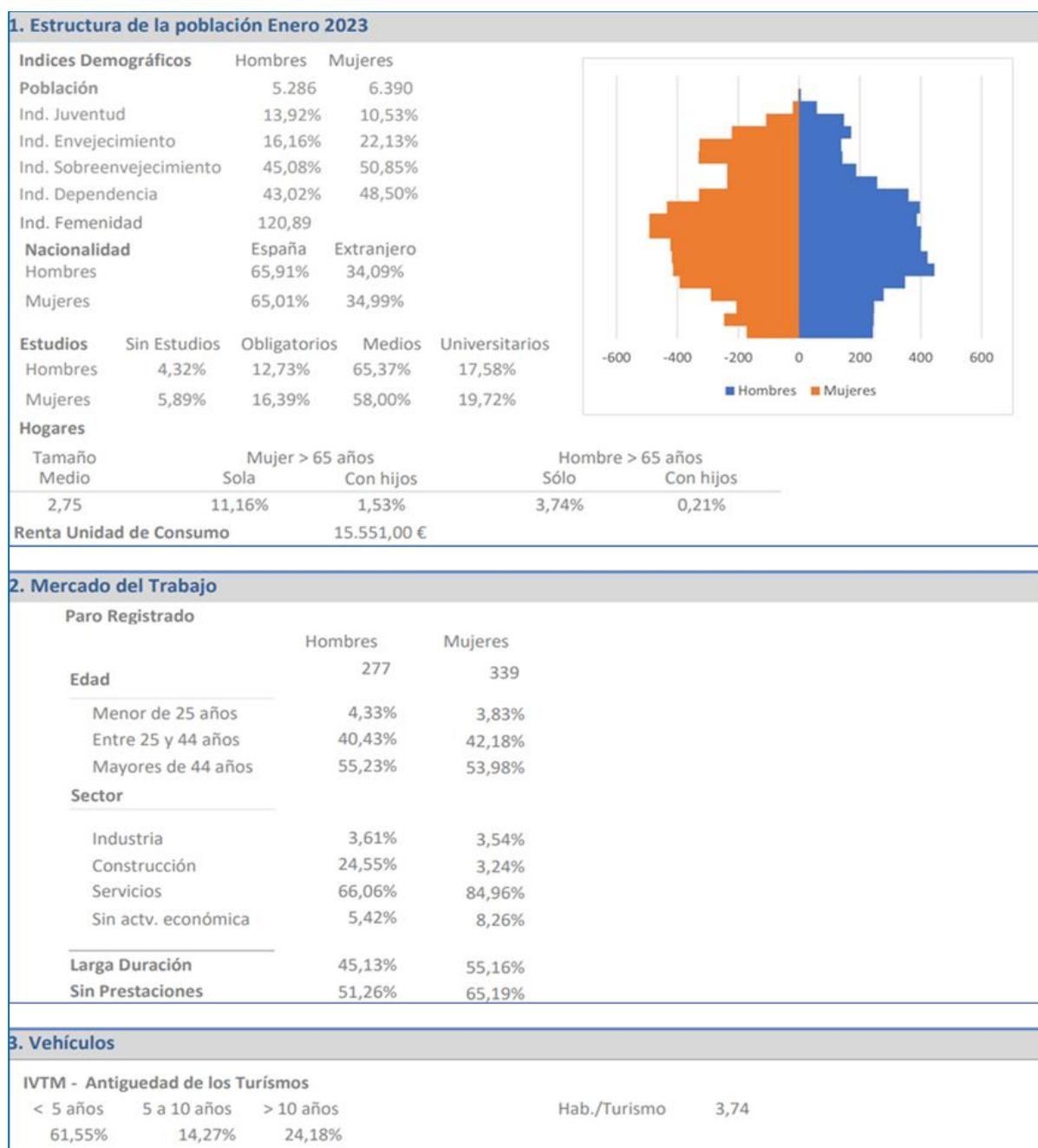
The ageing and dependency rates are similar to those for Madrid as a whole, being somewhat lower than those recorded for the district as a whole.

The proportion of foreign population is a remarkable fact. The percentage in the Colonia (34%) is double that of Madrid (17%) and almost double that of the district (19%).

The educational level of the Colonia is expressed in the proportion of the population with higher education: only 18%. This is lower than in the district (22%) and especially in the city as a whole (32%). This may be one of many explanatory factors for unemployment and income. The unemployment rate in the Colonia is 8%, almost 2 points higher than in the city as a whole.

The average income per unit of consumption in the Colonia is around 15,550 euros per year, a far cry from the more than 25,000 euros per year average for the city of Madrid.

The distribution of households is similar to that of the district and the city as a whole. The number of members per household in the Colonia (2.75) is somewhat higher (2.5). The percentage of households with a woman over 65 is a common indicator for measuring the vulnerability of neighbourhoods. In the Colonia this figure (11.2) is slightly lower than the overall figure.



16. Socio-economic data of the Colonia Casa de Campo

The municipal statistics services produce a ranking of Madrid's 131 neighbourhoods in terms of vulnerability based on these and other socio-economic data. All the neighbourhoods in the district of Latina are among the most vulnerable half, three of them among the 35 most disadvantaged.

4.3. REGENERATION INDICATORS

The Colonia Casa de Campo is a Special Urban Transformation Zone, as it has been declared a Preferential Area for the promotion of urban regeneration since 2018. This municipal declaration, determined by its socio-economic conditions of vulnerability, enables the rehabilitation of residential buildings in terms of accessibility and energy efficiency, but does not imply comprehensive urban regeneration or the rehabilitation of open spaces.

The Regenera Madrid plan develops a series of indicators to characterise each of the BUs with respect to the average of the universe composed of all the BUs with similar characteristics. In this case, the comparison universe is made up of 165 BUs with a significant presence of collective spaces.

INDICATOR	COLONIA CASA CAMPO	AVERAGE OPEN BLOCK FABRIC
Surface (Has)	35,50	19,61
Housing units	4.840	3.100
Accessible housing units(%)	63	77
Average construction year	1965	1959
Housing unit Density /Ha	136	154
Open Spaces (Has)	26,95	11,35
Collective Spaces (Has)	10,46	3,96
Economic cluster (*)	1,95	2,75
Population	11.676	6.533
Ageing Index	167	230
Dependency Index	48	59
% Single person households	30	13

17. *Socio-economic indicators of regeneration in Colonia Casa de Campo*
(*The ECONOMIC CLUSTER is a synthetic indicator set out in section 6 of this report.)

Some of these indicators are spatially expressive of the socio-economic characteristics of the Colonia in terms of vulnerability and urban regeneration. The data for Colonia Casa de Campo describe it, on the whole, as representative of the comparison universe, with some social and economic aspects particularly aggravated.

5. ENVIRONMENTAL INFORMATION

5.1. TERRITORIAL CONTEXT

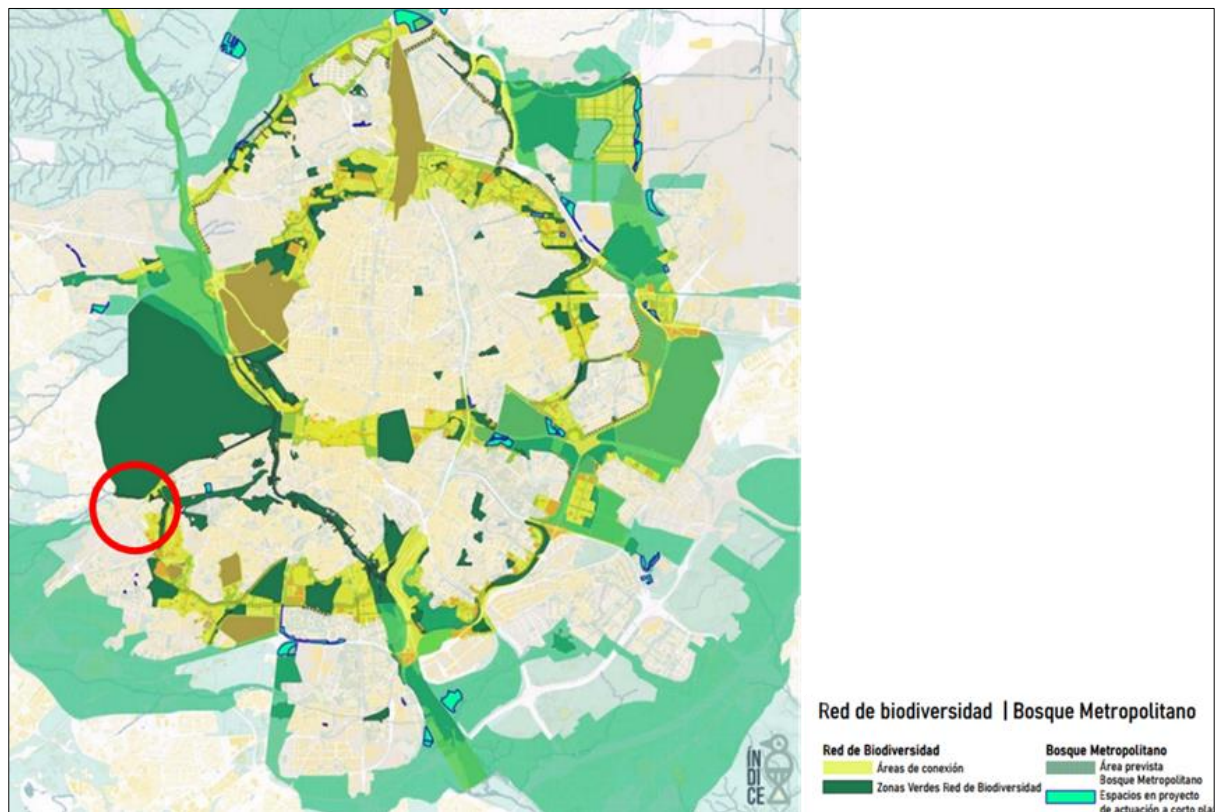
The physical base of the context is marked by the various tributary watersheds of the Manzanares river, some of which have been maintained, such as the Meaques stream to the north of the site, and others channelled by the urbanisation process, but still perceptible in the orography of the territory, such as the Luche stream, whose course follows Sepúlveda street, etc.

This physical base configures a territory with a soil and subsoil of a certain quality, both in terms of its soil composition and its hydrology. This support results in favourable conditions for vegetation.

During the decades of developmentalism, urgent housing needs shifted attention from preserving the environmental quality of this territory. This imbalance seems to have been definitively overcome.

5.2. BIODIVERSITY NETWORKS

One of the focuses of municipal policies is to preserve and reinforce natural spaces and work is being done to advance the naturalisation of the city, which has taken the form of different territorial proposals. The common objective of these different sectoral strategies is to promote urban greening, either through the protection of existing greenery or through the creation of new green spaces or naturalised axes. The Plan for the Promotion and Management of Biodiversity integrates and complements these strategies.



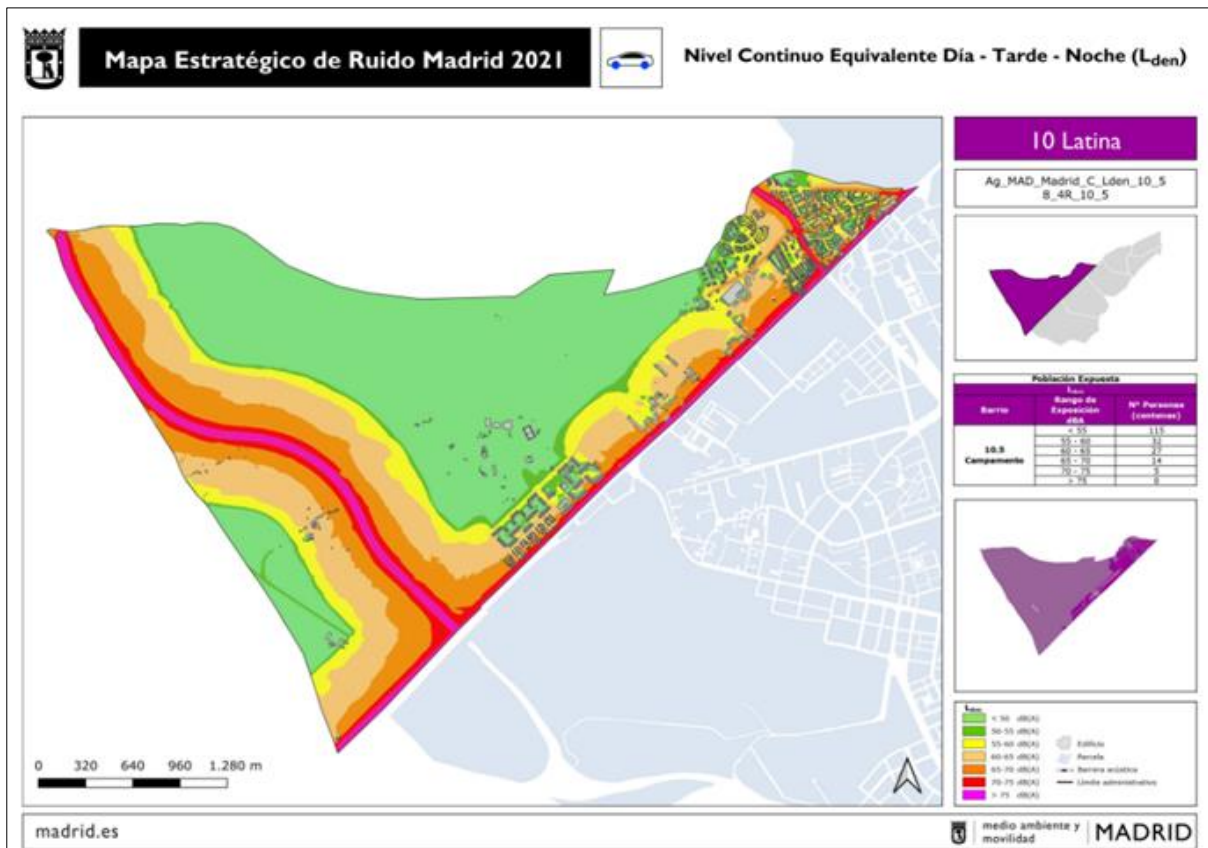
18. *Links between the Biodiversity Network and the Metropolitan Forest and the site.*

Among these areas planned to complete the network is the Metropolitan Forest, a municipal project for the creation of a large periurban green belt to connect the large green and natural spaces, rebalancing the city. This urban green infrastructure project will extend for 75 kilometres around the city, creating large wooded areas with a public use aspect and the prioritisation of native tree and shrub species adapted to climate change scenarios.

The Colony occupies a key position in the biodiversity network due to its proximity to existing or planned green and connecting areas. The northern boundary with the Casa de Campo and the Meaques stream stands out, one of the few periurban environments that have not been urbanised. It will maintain that status due to its classification as undeveloped land and the improvement process proposed within the framework of the Metropolitan Forest project.

5.3. ENVIRONMENTAL INDICATORS

This proximity to natural surroundings means that many environmental indicators (heat island, pollution indices, etc.) compare favourably with the city as a whole. However, the impact of the high-capacity transport infrastructures that delimit the Cologne describes a highly unequal map, especially in terms of noise pollution.



19. Acoustic map of the Campamento neighbourhood

The vegetation cover in the Colonia is remarkable. However, it is difficult to infer the quality of the vegetation as only a small percentage of the urban trees are municipally managed. The rest of the vegetation, located in collective spaces, is not surveyed and therefore cannot be assessed or used to determine whether the standards set out in the Biodiversity and Green Zones Master Plan are met.



20. Detection of green areas from the analysis of satellite images.

6. ECONOMIC DYNAMICS AND DIFFICULTIES

6.1. REGENERATIVE AGENTS

Urban regeneration is still a market in the making. The economic viability of actions in the urban environment cannot be approached with the usual urban planning procedures, based almost exclusively on the balance between urbanisation costs and real estate profits. Other more specific parameters, such as the economic assessment of the duty to preserve, are never considered.

Urban regeneration addresses the two issues traditionally lacking in the liberal post-industrial city: social housing and environmental quality, towards a healthy neighbourhood model.

Building renovation actions, mainly in terms of accessibility and energy efficiency, are resolved within a framework of public subsidies, which vary in terms of the public agent and the amount, depending on the type of declaration that supports the subsidy.

Actions for the environmental requalification of public space are usually solved with non-repayable public funding. The amount of these actions is small or non-existent, also depending on the type of declaration.

6.2. CITY COUNCIL

The economic agent for environmental requalification actions is the City Council. The economic impact on the municipal finances of all the actions programmed in a Neighbourhood Unit is minimal, if compared with the municipal budget for investments in urban development. This conclusion is the same if one considers the impact on ordinary budgets that could result from the increase in municipal conservation land.

This very limited impact of regeneration costs is not systematically translated into the approval of these expenditures. It is necessary to break with the inertia of the established status quo whereby the life of collective spaces is being resolved without investment, without reform and with the gradual deterioration, already dramatic.

In many cases, this necessary municipal investment is administratively impossible due to the legal uncertainty of the land of the collective spaces.

6.3. COMMUNITY PARTICIPATION

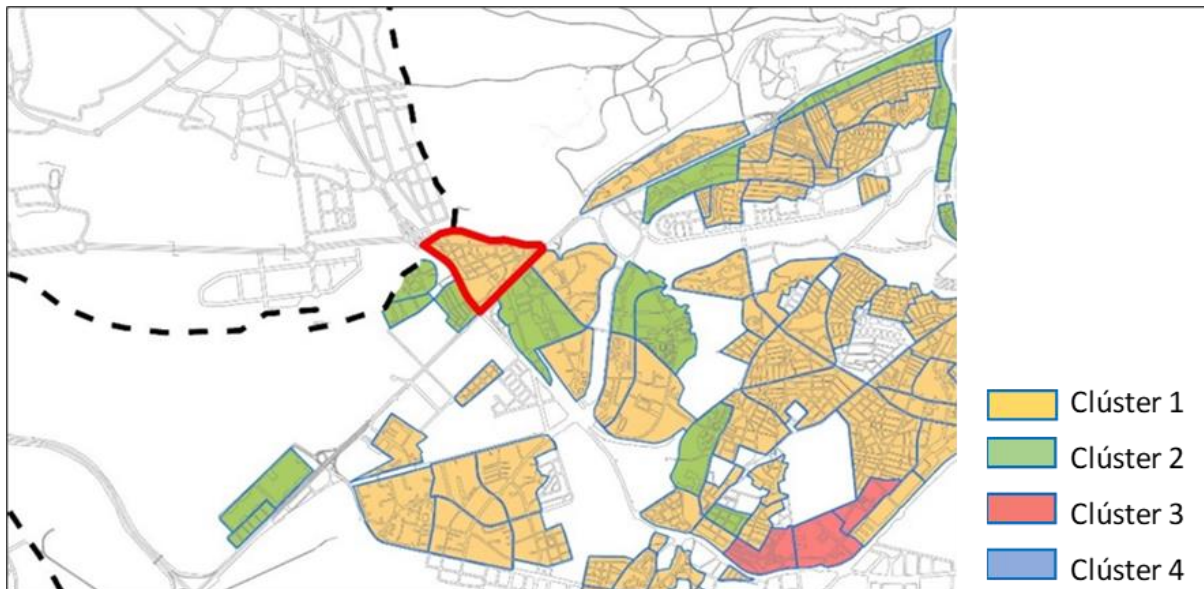
Hardly any form of public-private collaboration has been tried for the financing of actions to requalify open space in the framework of regeneration.

The participation of real estate development companies has been limited to theoretical studies on the hypotheses of building re-densification and the commercialisation of the increase in built-up area.

Neighbourhood participation, which did take place in previous periods, still requires new formulations. The Regenera Madrid Plan defines an indicator to assess the viability of neighbourhood participation: the Cluster.

This synthetic indicator expresses the socio-economic situation of the residents and owners of the UB, combining the cadastral value of the properties and the income per unit of consumption. These values express the capacity of individuals to participate in the financing of the fulfilment of the duty of conservation by committing their income or their patrimony.

Four clusters are established, with 1 being the lowest value and 4 the highest. The cluster is calculated at the scale of the residential cadastral parcel and is composed of an average value for each BU. The cluster for the SU Colonia Casa de Campo is 1.95, placing it in the lowest quartile of the city as a whole.



21. *Map of the average clusters of the Neighbourhood Units in the context.*

6.4. ECONOMIC CONSIDERATIONS OF THE PROJECT AREA

The proposal for self-definition of the project area includes the availability of the land of the collective spaces derived from its ownership.

Obtaining private land for a fee is generally ruled out, but obtaining it as a free urban transfer could be feasible after planning and/or land registry actions.

The Action Plan and the competition invite the consideration of other ways of making land available without the need to modify its ownership conditions.