

CLESA Building, Madrid

Avenida Herrera Oria 67

A plot in the district of Fuencarral-El Pardo to the north-west of the city of Madrid, which houses an old dairy product bottling factory of Compañía Centrales Lecheras Españoles S.A. (CLESA). Designed by the Spanish architect Alejandro de la Sota 1961, one of the great Spanish masters of the 20th century, it is considered a valuable exponent of Spain's industrial architecture.

As part of a modification of the General Plan, which aims to create a new central area of high-quality urban planning in the district, the building will be handed over to Madrid City Council to become a unique public endowment. It is located next to the Ramón y Cajal General Hospital, a public

hospital with important health care, teaching and research activities, adjacent to an area of economic activity with a high level of occupancy and residential areas such as Poblado Dirigido de Fuencarral, which was designed in the 1950s, or the neighborhood of La Paz. The aim is to create unique multi-purpose facilities that can become a metropolitan cultural and innovative meeting point in the north of the capital, as an alternative to Matadero Madrid, to solve the needs of space for courses and conferences of the Ramón y Cajal University Hospital and to contribute to the provision of services to the district's residents.



Expected program: The aim is to rehabilitate the building, give it value and to adapt it to current regulations in order to accommodate cultural and innovative uses, with multi-functional spaces for carrying out different activities, such as courses and conferences of the Ramón y Cajal hospital. A creative space that promotes the meeting and dialogue of creators with each other and with the public, and that includes social, cultural or educational activities for the neighborhood.

Site's Owner: Madrid City Council

Site surface area: 7.013,54 m²

Type of planned transfer of ownership:

Contract for the exploitation of assets and property rights of the Law on Property of Public Administrations (LPAP), and its General Regulations (RGLAP) or legal business provided for in the above should the asset be related to a public use or service, in line with the urban classification of the land and economic conditions of the exploitation.

Deadline for submission of expressions of interest: 20 April 2020 2pm local time in Madrid (UTC+1)

Presentation of the site and expectations for its redevelopment

The plot is an urban island between Avenida Cardenal Herrera Oria and the motorway (M-607), which are two connecting roads that structure the district of Fuencarral, intended for road vehicles and unrelated to pedestrians' needs, which represent real barriers to the urban fabric's continuity. It has good accessibility to public transport through the Ramón y Cajal modal interchange, with stops of three local train lines connecting it to the city's main stations and several urban buses. The station is physically separated from the factory by train tracks.

To the north of Cardenal Herrera Oria, Poblado Dirigido de Fuencarral is located. This is a social housing estate built between 1956 and 1962, included in the State Housing Plan (2019-2023), as an area of urban regeneration and renewal (ARRU) to improve the habitability, accessibility and energy efficiency of the buildings, and to recover the architectural values and treatment of the public space that brought about its cataloging as an urban area of interest for Madrid city.

To the south of the plot, separated by the railway tracks, is the Ramón y Cajal Hospital, an element of urban identity, a great generator of travel, that has to balance its hospital assistance to the nearby neighborhood with other metropolitan and state hospital activities and assistances. To the east is an area of economic activity established in the 1960s with a high level of concentration of activities.

The pending Modification of the General Plan, whose final approval is expected in 2020, seeks to create a central area of the district by strengthening the hospital and incorporating new institutional and tertiary services around the old factory, in order to fill the shortcomings of the hospital complex in office and filing areas, hotel facilities for patient accommodation, shops and services and parking spaces. Within this new area, the CLESA factory will be a unique singular endowment with private management that is to host a program at two levels: a district one

and a metropolitan one, in addition to having multi-purpose spaces that can host the hospital's courses and conferences. This is the program to be carried out by the tender.

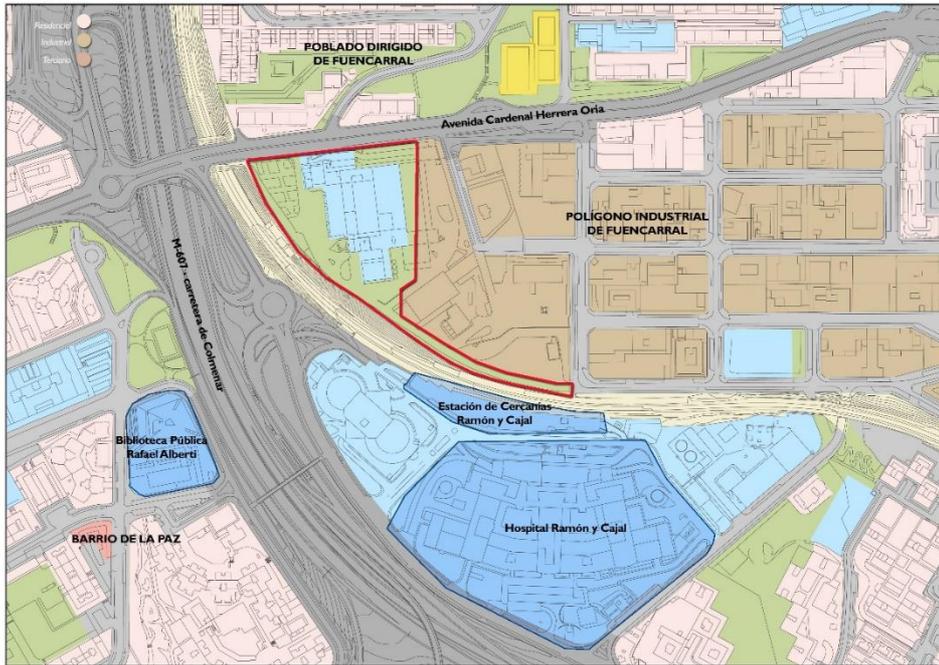
To improve the connection to the hospital, the railway must be saved, thus the specific modification proposes a pedestrian walkway that connects Cardenal Herrera Oria and the factory with the local train station, improving access to the complex and connecting it to the university hospital. The end of the walkway, to be implemented by the City Council, will be on the green area surrounding the factory's plot as part of an itinerary that will link the hospital with the northern residential area and Poblado Dirigido de Fuencarral. With this new itinerary, Avenida Cardenal Herrera Oria will acquire a civil vocation that will require incorporating sustainable forms of mobility into its section, so that pedestrians and public transport coexist with private vehicles in a balanced manner, and it will also improve the transverse permeability towards Poblado Dirigido de Fuencarral.

The aim is to integrate the institutional plot with the residential area and the Ramón y Cajal hospital, whilst solving the connections for pedestrians and the permeability between the northern residential area and the local station in the plot-free space, and to drive the regeneration of Poblado Dirigido de Fuencarral, promoting the resumption of the economic activity of its three small markets which have lately been in disuse. In this regard, the participation of the different social and neighborhood agents will be positively valued.

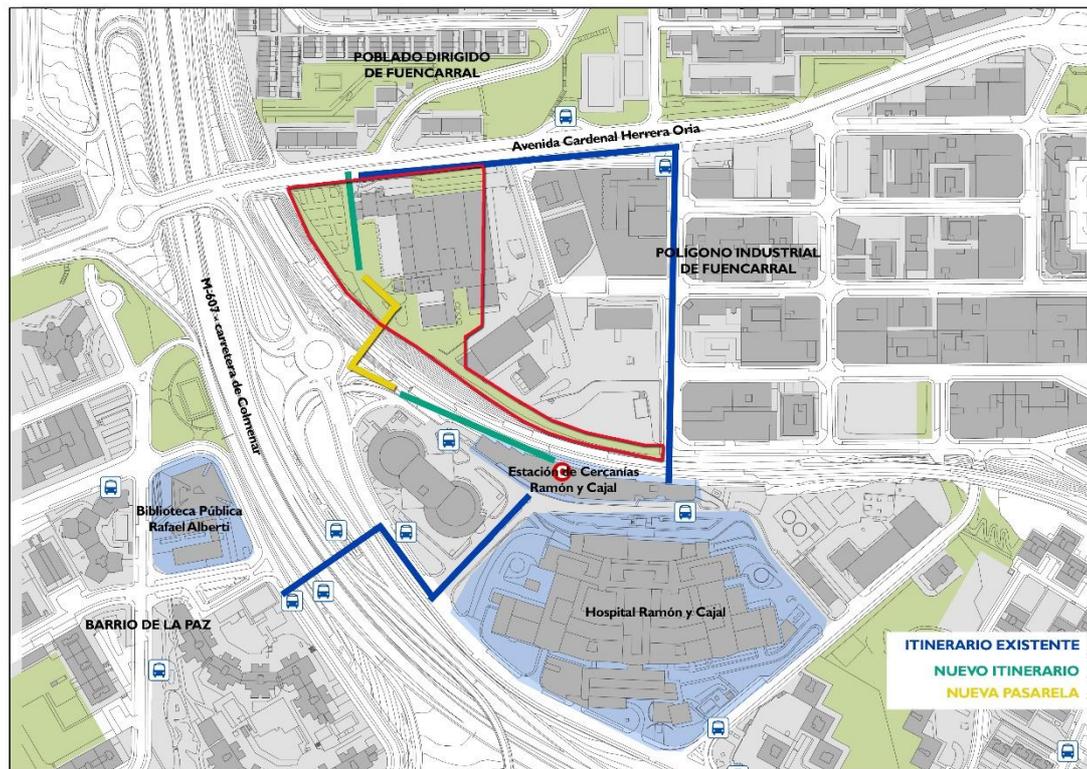
The area is close to one of the most important future urban transformations in the city of Madrid: the Castellana Norte District, a railway area that will be transformed, housing 10,500 homes and a large business centre of more than 1 million m² and renovating the current Chamartín station.



fotografía de José Manuel Ballesteros



Use classification plan



Accessibility to public transport

Specific planning rules and regulations regarding site development

The tender's plot has an area of 10,940 m², classified as public-institutional for collective services in its class of cultural facilities of a unique nature. The facilities will be regulated in accordance with Article 7.10. on special conditions for the use of facilities, and the urban planning standards of the 1997 General Plan, the Title 4 "Conditions for the protection of historical and natural heritage" and by Zonal Standard 9 Grade 4, according to which the maximum coefficient of net non-profit buildability on buildable plot for this grade is 2.4 m²/m², with the total buildable area being 16.832,496 m². Although by applying the article 7.10.4.5 as a singular endowment the determination of the building conditions and the uses compatibility could be changed for the specific needs and requirements of the project.

The building has been protected by the Madrid City Council since 2015 with a partial grade 3 level; the main and transverse naves are protected, as well as the access area, changing rooms and adjoining offices because they are exponents of Spanish industrial architecture.

It is an old factory intended for the bottling of dairy products of Compañía Centrales Lecheras Españoles S.A (CLESA), realised by the Spanish architect Alejandro de la Sota 1961, considered as one of the great masters of 20th century Spanish architecture. It was working until 2011.

It is a functional building adapted to the different manufacturing activities. It has a good design but has poor quality materials and is in a poor state of repair, requiring a pathological study to indicate which parts are in good working condition and which are inadequate for complying with current regulations and the Technical Building Code.

It has undergone continuous modifications according to the needs of the industrial activity

(docks, enclosures, offices, rear extension and entrance hall etc.).

The dairy plant is organized into three parallel naves, surrounded by four floors of offices to the north and west. It also consists of two separate modules that are joined by bridges that house changing rooms, kitchens, laboratories, etc...

The administrative offices are structurally separated from the naves but adjoined to them, forming the western facade and part of the northern facade, where the main access and new isolated bodies built on the plot in 1979 are found.

The building was conceived within the tenets of the manifesto of the modern movement, where the form of architecture is inextricably linked to its function and the activity it must serve.

It was a factory visited by many people and was intended to impress resoundingly; for this reason a long elevated walkway was designed that runs along the naves longitudinally without interfering with the work carried out in them.

The use of prestressed concrete was a novelty at that time and allowed for greater flexibility in the use of the spaces by making large pillar-free lights possible and thus facilitating the movement of machinery and the arrangement of the production chain.

The structure was configured as articulated gantries that are covered with lightweight insulating materials and fiber cement sheets containing asbestos in their composition. The facades have concrete block enclosures with an exterior carpentry with prefabricated concrete profiles in the fixed elements and metal carpentry for the practicables. The stairs are also made of concrete, generally economical materials suitable at the time, to the requirements of their strict industrial function.

Specific climate or environmental challenges for the site's development

With the recognition of the climate emergency situation and the support of the Global Green New Deal by the Madrid City Council at the World Mayors Summit on climate change, which took place in October of this year in Copenhagen, the commitment of the Madrid City Council to the fight against climate change and the commitment to a sustainable, green future that is free of pollutant gas emissions was made clear.

Consequently, all the urban planning initiatives that are being implemented in the city of Madrid have as their starting point and conceptual framework the idea of mitigating and adapting to climate change, which in practice can translate into increasing the production of renewable energy at the local level and improving its distribution, support towards energy efficiency and smart energy management in public infrastructure, and moderation in the demand for heating and cooling; these all apply in this urban intervention, with the main goal of reducing the adverse effects of climate change. The inclusion of measures aimed at reducing pollution in the city of Madrid, the

implementation of nature-based solutions and sustainable drainage techniques, the protection and increase of biodiversity, the mitigation of noise pollution and the promotion of sustainable mobility, are basic elements that the project needs to address.

The major climate challenge of the project is to transform a building with partial protection into an efficient building that optimizes its energy use, using renewable energies that do not generate pollutant emissions, whilst taking advantage of sunlight, as well as natural ventilation, to the fullest extent. Use of recyclable or environmentally friendly materials that extend the life of the building and pollute less, the adaptability of the building to the program, seeking the comfort and well-being of users. The project must also maintain the atmosphere, values and spirit of the original work, for which the materials and type of construction will be valued.

In the free space, permeable surfaces, adapted vegetation that improves the heat island, rainwater management and the promotion of biodiversity will be valued.

Tentative schedule

- **Submission of the expressions of interest:** April 2020
- **Selection of finalists:** July 2020
- **Submission of final proposals:** January 2021
- **Announcement of winning projects:** April 2021

Language Requirement

All Expression of Interest documents must be submitted either in English or in Spanish (up to the bidding teams)