

Atalayuela, Madrid

Avenida de Cartagena de Indias and calle de Pedrafita Do Cebreiro

The area consists of two plots of the La Atalayuela estate, in the district of Vallecas Villa, to the south-east of the city of Madrid. It is an area intended for industrial or service-industrial use created to foster the implementation of new productive activities, promoting the channelling of innovative business projects with mixed uses of support that is in an incipient phase of development. Its location next to Mercamadrid and the Villaverde-Vallecas motorway gives it a privileged character in terms of connections with the M-50 and the Henares corridor, the main urban logistics

hub in Madrid. This is a key factor for new implementations of uses as well as the future construction of a municipal business incubator, “an Industrial Factory” on the adjacent plot.

The aim is to implement activities with a strong environmental and bioclimatic component, that are able to extend their influence to the rest of the area, creating a space that attracts innovative and competitive companies and favours the estate's consolidation.



Expected program:

The economic activity hub could focus on proposals that combine urban logistics with other activities that, in synergy with the “Vallecas Industrial Factory”, can represent a high level of innovation.

The tenderers may make joint proposals for both areas or focus on a single one.

Site's Owner: Madrid City Council

Site surface area: The surface area of plot A is 16,053 m² and that of plot B is 17,901 m².

Type of planned transfer of ownership: a surface right or any other patrimonial legal business for its exploitation, in accordance with the provisions of the consolidated text of the Land and Urban Rehabilitation Law, the Land Law of the Community of Madrid, the Heritage Law of Public Administrations and its Regulation and Regulation of Assets of Local Entities.

Deadline for the submission of Expressions of Interest: 29 May 2020 before 2pm local time in Madrid (UTC+1)

Presentation of the site and expectations for its redevelopment

The estate on which the tender's plots are located completed its development in 2013. It has a surface area of 177.5 hectares of which 341,165 m² are dedicated to green areas, 729,738 m² to industrial uses, 89,450 m² to tertiary uses and 1,300 m² to institutional uses. In part of its development, sustainable drainage techniques have been included to manage rainwater, with permeable pavements, infiltration ditches and rain gardens. Located next to a fairly consolidated estate (Vallecas estate), it has a building development that has only just begun, two petrol stations have been built, a medium-sized surface area and a plot on which the company "Santoki" is located. The construction of an Industrial Factory shall begin shortly, next to the tender's plots.

To the south of the area, a municipal intervention is planned to regenerate the Gavia stream as an environmental corridor that connects to the Manzanares River and is part of a strategic project for the city of Madrid to reforest a large metropolitan forest. There are also new urban developments planned in the adjacent area of Valdecarros.

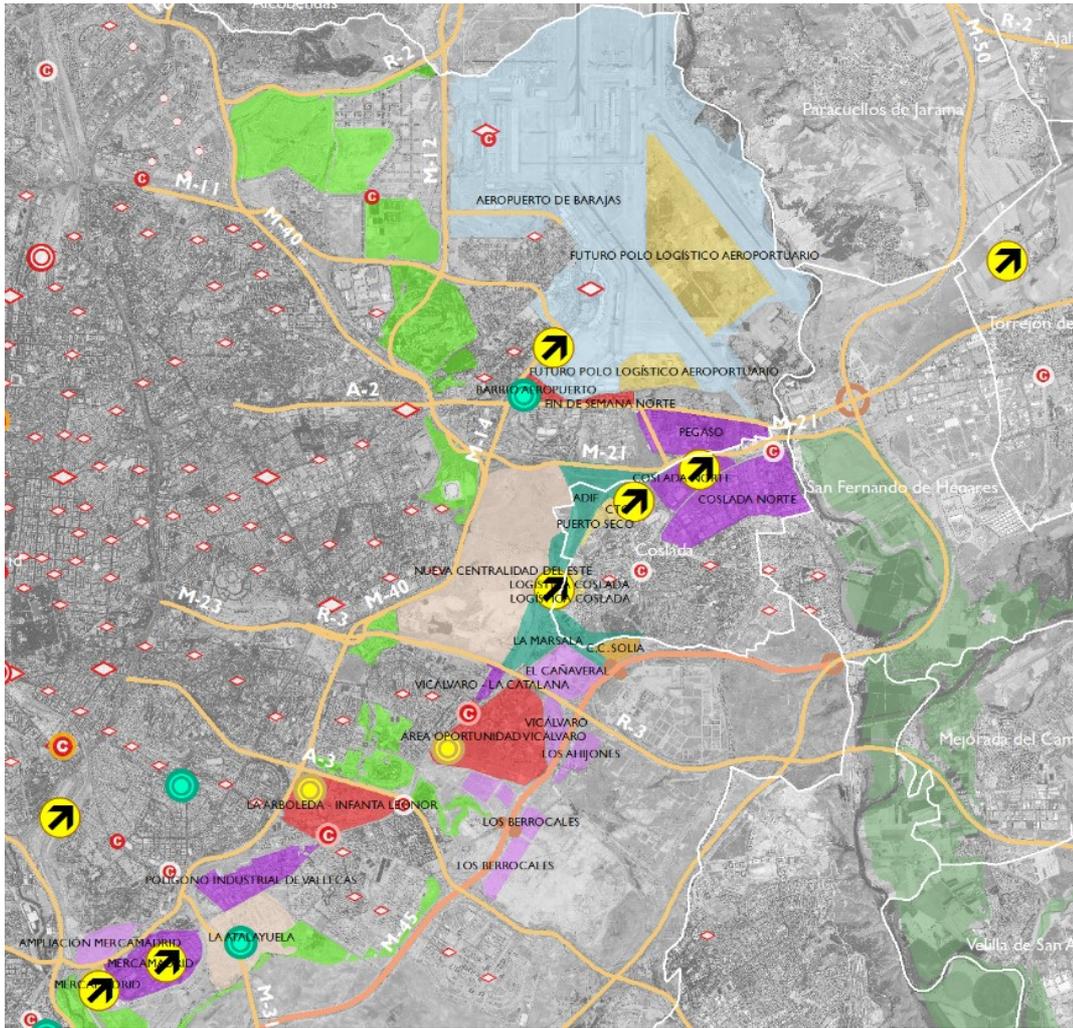
The geographical location of the plots, next to Mercamadrid and the motorway from Villaverde to Vallecas, gives it a privileged character. Its accessibility by private transport is very good because it adjoins the M-31 to the west, with immediate access to the M-40 and M-45, which provides good connectivity to the rest of the city. Also close to the M-50 there are the A-4 (Andalucía Motorway) and the A-3 (Valencia Motorway) which enters into Madrid, changing into a urban section, connecting with Atocha and the Henares corridor, the main logistics hub in Madrid. The public transport networks do not have an immediate connection, but they are located at medium distance. Less than 2 km away is the Congosto Metro station, on Line 1 and the El Pozo regional railway station, which would allow for the incorporation into the project of soft mobility connection systems with both stations. The existence of nearby high-capacity roads that are well connected to the metropolitan network is considered key for the

purpose of supplies and deployment of logistic uses.

In the plots proposed for the tender, the intention is to create a mixed-use complex dedicated to logistics, incorporating other new diversified and competitive economic activities, which together with the new Industrial Factory and other developments that can be implemented in the environment, make up an area of innovative economic activity a demonstration project of a new way of understanding industrial uses. The new Industrial Factory will make available to companies a combination of spaces adapted to industrial and service-industrial activities; consultancy and individualised and specialised advisory services, focusing mainly on the development of strategic productive sectors, expansion of commercial networks, business support and support for the internationalisation of their activities, together with a number of complementary common services of high added value.

The opportunity of the location lies in its good road connections and its proximity to Mercamadrid, the Logistics transport center of Madrid and the new Industrial Factory which would allow the logistics activity to be mixed with other types of complementary uses that support the main economic activity. Other types of activities could also be carried out such as business proposals for advanced business support services, R&D&I (research, development and innovation), coworking, collaborative economy, fostering of employment for young people, recycling or the circular economy, taking advantage of synergies with the future municipal business incubator.

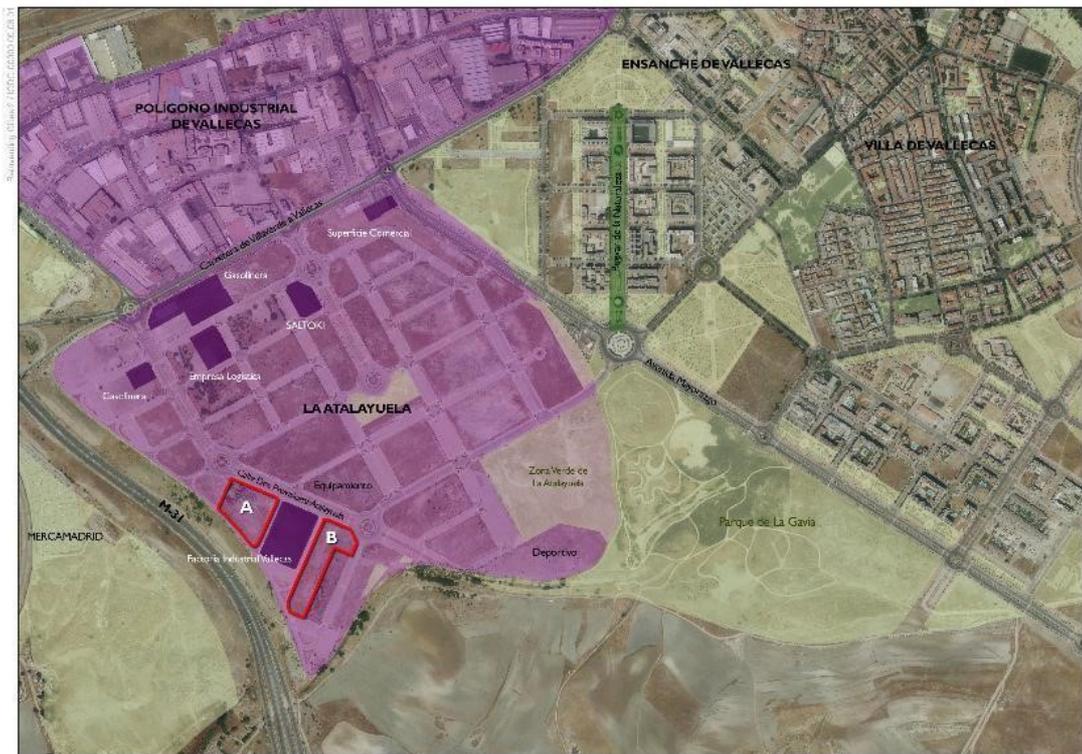
It will be important to manage the ground floor well and make sure that the activities provided on it help to activate the urban environment and attract residents of the neighbouring Ensanche district of Vallecas, which is located at a distance of 15 minutes on foot.



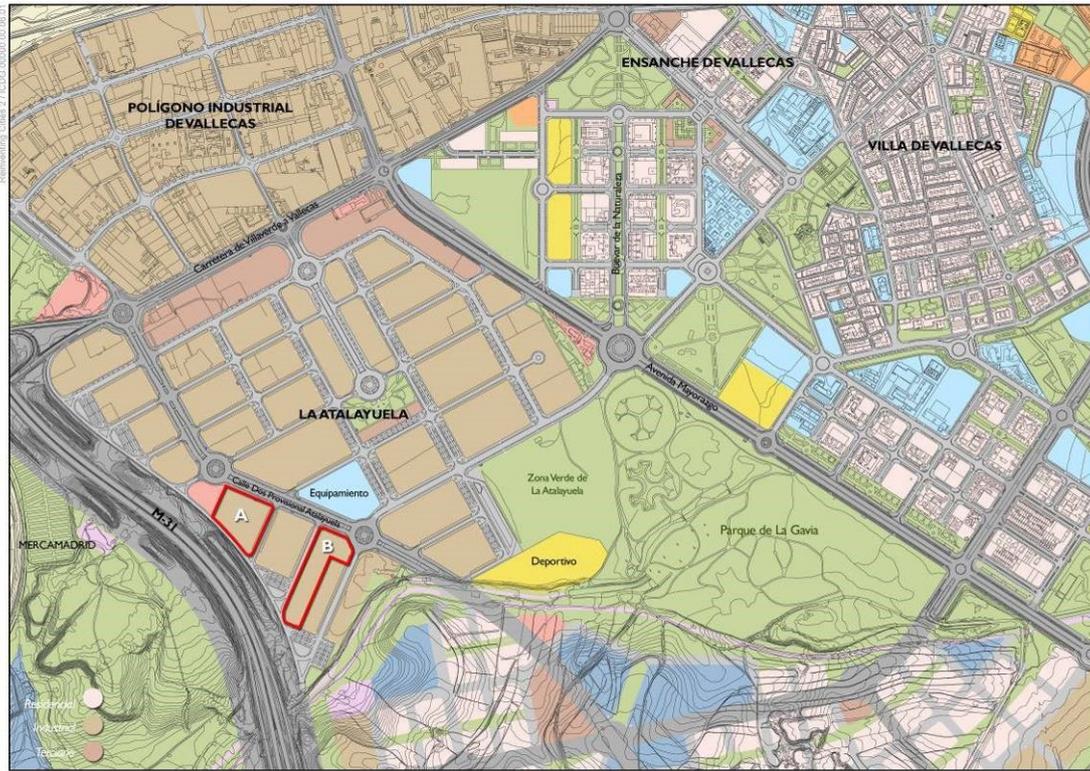
Territorial setting – Atalayuela



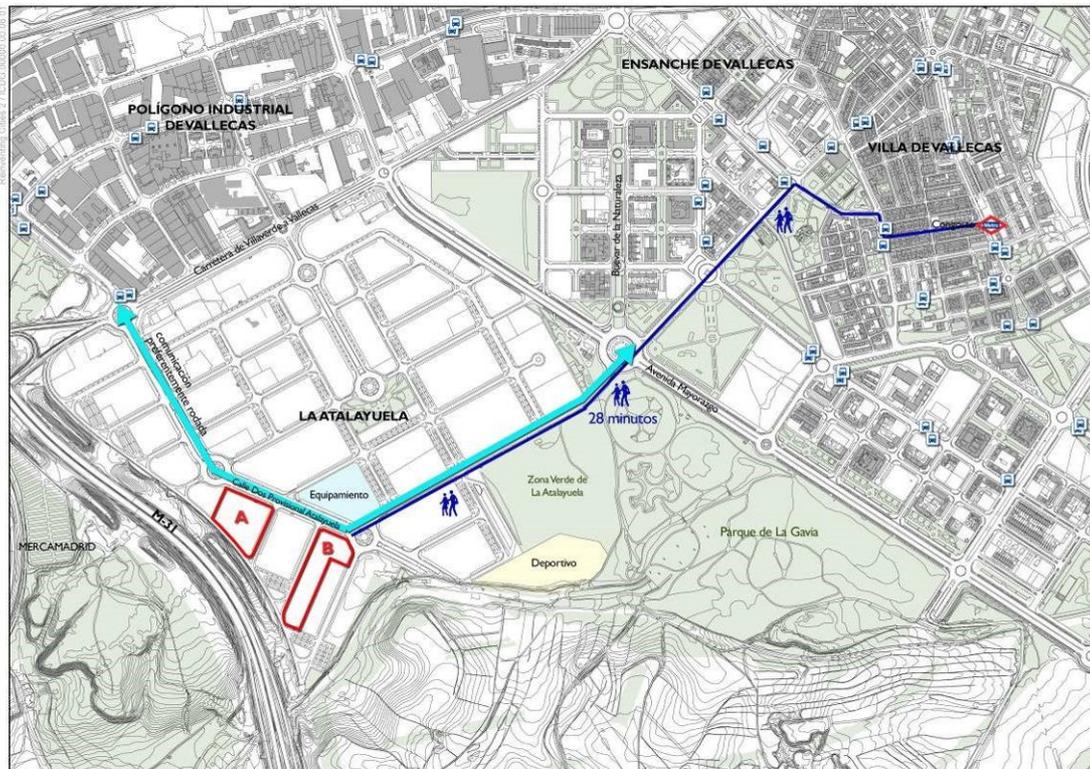
View of the Atalayuela green area



Site plan of the plots



Use classification plan



Accessibility to public transport



Entrance to the La Atayuela industrial estate



Plot A



Plot B



La Atalayuela green area

Specific planning rules and regulations regarding site development

The plots, indicated in the plans as A and B, are classified as traditional industry, grade two, a use which includes the activities of processing, transformation, treatment, repair, handling, storage and distribution of material products as well as the development and production of computer, audiovisual and other similar systems and logistical uses.

Accepted as associated uses are tertiary-use offices up to 50% on any floor, tertiary-commercial use up to 20% on first, ground or underground floors, other tertiary services up to 10% on ground floor and institutional use without percentage limitation on ground or underground floors.

Accepted as complementary uses is tertiary-commercial use of up to 10% on first, ground or underground floors and institutional use in any situation. Lastly, institutional use in an entire block is authorised as alternative use.

Plot A has a surface area of 16,053 m² and a buildable area of 19,229 m². Plot B has a surface area of 17,901 m² and a buildable area of 21,443 m².

The maximum height of the building shall be three floors and twelve metres of cornice.

The exterior façade must be set back from the official alignment 10 m. 5 m of this setback will be a space called an open private area, although it is privately owned, it is an already urbanized area, continuous with the slope of the public road and can't have any enclosure, construction, ramp, gardening or installation above or below ground level, will be used for surface parking and will serve to cover the mandatory parking provision of the building or as a waiting and maneuvering area for the road accesses to the plot.

The remaining 5 m from the private open area to the facade of the building may have an enclosure and be dedicated to surface parking, garden or loading and unloading dock, but it cannot be scheduled as surface storage, although goalkeeping booths or access control with a maximum area of 5 m² and an h: 3.50 m may be authorized.

The aesthetic or compositive conditions are free, although the entire plot can be occupied with the building. The City Council shall assess the existence of free space, its treatment and its connection with the outside.

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 mitigation of and adaptation 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.

A global project, with an efficient, integrated building in the environment that optimises its energy use, using renewable energies that do not generate pollutant emissions, taking full advantage of sunlight, as well as natural ventilation. Use of recyclable or environmentally friendly materials that extend the life of the building and pollute less, the adaptability of the building to the programme, seeking the comfort and well-being of users. Green roofs and facades with the possibility of including common uses and even urban gardens.

With regard to public space, the inclusion of measures aimed at reducing pollution in the city of Madrid, the implementation of nature-based solutions, vegetation adapted to the environment 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.

Provisional Timeline

- **Submission of expressions of interest:** 29 May 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 Spanish or in English (up to the bidding teams)