

Orcasur Market. Madrid

Plaza del Pueblo-Avenida de Orcasur

The proposed site is a local market located on a plot of 1,880 m² in the Orcasur neighbourhood, in the Usera district.

Situated in the south of the municipality, in the inner metropolitan ring of Madrid and well connected by public transport. It is a highly vulnerable area listed as an “area of opportunity” in the Strategic Plan for the Urban Regeneration of Madrid, because of its potential for regeneration and transformation.

The object of the tender is the building of the market at the centre of Orcasur. Candidates may also opt to extend the proposal to the neighbouring building, which is owned by the Ayuntamiento de Madrid (City Council of Madrid) and is currently part-occupied by neighborhood’ association.

Candidates must propose a project that includes the regeneration of the market on the ground floor, new activities can be introduced on the other floors. The redesign will involve the relocation of the main entrance of the market, which will be accessed through Plaza del Pueblo, allowing activities to extend into the plaza and revitalizing this public space.

The main goal is essentially environmental and social: it is to create facilities that benefit the district population, integrating Orcasur locals, generating new job opportunities, and supporting local entrepreneurship, social enterprise and solidarity.

An innovative idea is sought for the transformation and social regeneration of this vulnerable neighbourhood.



Expected program:

The city of Madrid expects to receive proposals that keep the traditional market on the ground floor, while proposing complementary activities on the upper floors, in order to regenerate this place that plays such an important role in community life.

Owner:

Ayuntamiento de Madrid.

Plot area:

1,880 m² (A), plus 2,300 m² of optional space (C).

Type of property transfer intended:

Concession, with maximum term of 25 years that can be extended to 50 if it includes the performance of construction work in addition to service management.

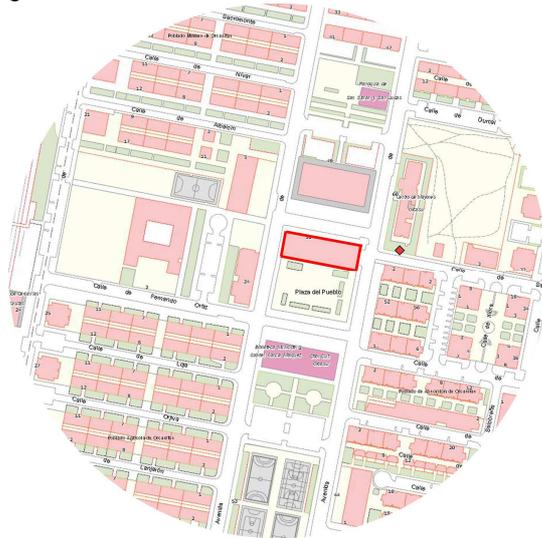
Presentation of the site and expectations for its redevelopment

Orcasur Market is an action point listed in the strategic Plan for the Urban Regeneration of Madrid (Plan MAD-RE). Has a strategic consideration because it is the result of the priorities and opportunities established by the Junta Municipal de Distrito (District Council), and community participation proposals. A priority area of opportunity, with the potential to improve the current urban structure of the surrounding district of Usera.

There is work to be undertaken on the local market at the centre of the Orcasur neighbourhood. The market is a two-storey building with a gross floor area of 5,137 m² on a plot of 1,880 m². It is in a partial abandoned state, although structurally it is in good condition.



In the surroundings there are other facilities that make this site the focal point of the neighbourhood, such as the non-residential institutional building, shown on the plans as Plot C, which hosts a neighbourhood association.



The proposed area is the market (Plot B), it is surrounded by other public buildings which makes it an important neighbourhood center, it will be necessary to consider the relationship between the market, the square and the other buildings that it comprises – the neighbourhood association (C) and the library –, both in terms of the design and the activities that the market will include.

Its use, is currently assigned to a traders' association but due to the lack of businesses occupying it, the Ayuntamiento has initiated the concession withdrawal. However, it will be necessary to consider the potential relocation of the traders who are currently operating in the market and in its vicinity (12 stalls), with the aim of maintaining the activity that forms the economic and social fabric of the neighbourhood.

At present, the main entrance of the market is behind the large square, Plaza del Pueblo (A). It is vital to link the market to this town square, by moving the entrance, so that the market's business can extend into the square and regenerate this public space.

On the other side of the square, there is another non-residential institutional space that includes a sports centre, and a day centre for the elderly. At present, the market is practically the only place of activity, but it is located in a problematic area where there are space-sharing and security issues relating to the use of the site. Therefore, urban regeneration is needed to revitalise the area and create new usage and space-sharing dynamics for locals. The site is currently perceived as unsafe and abandoned.

It will be looked upon favourably if the submitted project also makes some type of proposal for the neighbourhood association building which is in very poor condition but

does not form part of the compulsory scope of work.

The district of Usera has a high rate of urban vulnerability, with a low-income population and a high rate of unemployment. It is therefore a priority site for the urban regeneration policy. There is currently a helpline available for residents' associations for the restoration of their buildings. The current population of Orcasur is 13,456 inhabitants.

The proposed site is accessible by motor vehicle from the M-40 motorway ring road, Avenida de Andalucía and Avenida los Poblados. All of these roads are major thoroughfares to the city of Madrid. The area is a five-minute walk from Orcasitas railway station, which is served by lines C-4 and C-5 suburban trains, and a 15-minute walk from San Fermín-Orcasur metro station, with access to metro line 3. It is also served by bus lines 78 and 116 which link the neighbourhood to the centre of Madrid and with the neighbouring Carabanchel district.

The main goal for this area is essentially social; the intention is to integrate the population of the district by means of a project that promotes coexistence between citizens, generates new job opportunities, supports local enterprise and also creates new urban services and facilities that will benefit the district's population. The inclusion of social enterprise and solidarity should also be considered. The proposals related to innovation and new opportunities of local gastronomy and cuisine would be also good assessed.

Ultimately, the project is pursuing transformation and social regeneration through the creation of a new neighbourhood centre.

In any case, as it is considered a tool for the strategic regeneration of this district of the city of Madrid, proposals to undertake work in this area must include the participation of different social and local actors who play a decisive role in transforming this site.

Specific planning rules and regulation procedure regarding the development of the site

The planning rules establish the following conditions with respect to the buildable area and use of each of the plots in question:

Plot A: Plaza del Pueblo, has a floor area of 5,210 m² the land use classification for this area is as a green space.

Plot B: (object of the proposal) has a floor area of 1,880 m²: The General Plan lists the plot in the class of basic public services with specific use as shops and retail outlets (market). The gross floor area is 5,137 m², with a maximum height of three storeys, and the possibility (Article 7.10.6 of the 1997 General Plan), to extend the existing building edificability by a maximum of twenty percent (20%), provided that this increase is for non-residential institutional use.

Plot C: (optional area of work) has a floor area of 2,300 m²: The General Plan lists the plot in the class of basic facilities. It is currently used as the headquarters of the neighbourhood' association, but other

acceptable planning uses would be education, culture, health, social welfare and religion. The building has a gross floor area of 905 m², a maximum height of three storeys, and like the market, its buildable area could be extended by 20%.

At the moment, the market is a municipal property and is registered on the *Inventario Municipal de Patrimonio de Hacienda* (Municipal Inventory of Treasury Assets). A concession agreement for its management as a public service was awarded to the traders' association, with a remaining term of 13 years. However, the procedure initiated by the Ayuntamiento to finish this concession is in the process of coming to an end. The concessionaire is the traders' association, Asociación Profesional de Comerciantes del Mercado de Orcasur, which was originally granted the concession for 25 years (From 5 November 2007 until 5 November 2032). Due to the debt owed by the concessionaire to the Ayuntamiento de Madrid, a procedure to finish the concession agreement has been initiated.

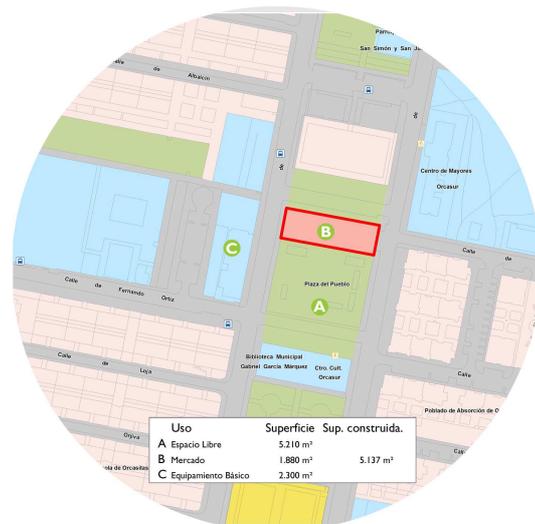
The building will not be available while the concession remains in force.

However, on 16 October 2017 the concessionaire instituted voluntary insolvency proceedings before the commercial court. If the Liquidation Plan is approved in these proceedings, the concession will be finished.

The applicable legal regime for the public tender process addressed to preselected teams is determined by the type of plot of the local market as public property (assigned for use or public service). Therefore, the Ayuntamiento cannot transfer the property title, but only the indirect management of the public service. It does so by means of a concession, under which the concessionaire will manage the service at its own risk, under the supervision of the administration. The concession is generally awarded in a public tender process under the competitive bidding regime.

The regulations established under the Spanish Bylaw on Municipal Markets, 2010 must be applied. In Chapter I of this Bylaw, entitled "Terms and Conditions of Management", Title III regulates indirect management under concession, the method for selecting concessionaires, transfer of use, financial obligations (set-up, upkeep, maintenance and operating costs, and levy payable to the administration, etc.), and the payment of fees. In this case, a public service management contract by concession is applicable, with a maximum term of 25 years that can be extended to 50 years if it includes the performance of construction work as well as service management.

The public procurement procedure shall be carried out by public tender under the competitive bidding regime, whereby preselected candidates from the first phase of Reinventing Cities must submit their bids and fulfil the specific service management conditions set out in the specifications regulating the tender, in accordance with the Bylaw on Municipal Markets and contract law. A deadline will be set for the submission of bids, which will be examined and evaluated by the Contract Awarding Committee according to pre-established criteria. These criteria will be weighted and will include the minimum price, the levy established for the municipal services in the Specifications, and the quality and content of the project proposed. Following the signature of the contract, the selected winning team shall conduct a public procedure for selecting users of the market premises located on the first floor.



Specific climate or environmental issues regarding the development of the site

This project is intended to reinforce three key ideas from the Urban Regeneration Strategy:

1. Promote the restoration and regeneration of neighbourhoods with physical, social and functional dysfunctions, one of which is Orcasur.
2. Favour a more compact, polycentric and balanced urban model. On the outskirts of the municipality, there are districts that have grown to the size of medium-sized Spanish

cities, with more than 200,000 inhabitants, which at times lack a recognisable urban structure. They are sites lacking the vitality, identity and urban quality expected in urban centres.

3. Madrid also faces the challenge of mitigating and adapting to climate change, since the south-east of the municipality, where Orcasur Market is located, has one of the least favourable urban heat island values. Madrid has also approved a Plan A for Air Quality and Climate Change, with the

aim of reducing pollution, and a Make Madrid More Natural Plan to improve green urban infrastructure. It presents a series of viable solutions based on nature which are designed to reduce the adverse effects of

climate change when applied to urban interventions. The adoption of the proposed measures in the projects submitted will be considered.

