

# Villaverde. Madrid

*Avenida Real de Pinto - Calle Valle de Tobalina*



The site, with an area of 3,351 m<sup>2</sup>, is located in the south of Madrid, adjacent to the roundabout that connects the residential area of Villaverde Alto and the extensive area of economic activity known as Polígono Industrial de Villaverde (Villaverde Industrial Estate). It benefits from a good situation next to a metro and regional railway station and the main entrance to a large area of economic activity listed as an “area of opportunity” in the Strategic Plan for the Urban Regeneration of Madrid. The general aim is to introduce new economic activities that will contribute to the productive regeneration of the Villaverde district.

The plot offers the opportunity to develop a new economic and cultural activity centre, including the possibility to propose a City of Sound dedicated to the production, recording, rehearsal and enjoyment of music. The project must promote urban integration with the nearby residential areas by being able to establish

other land uses categories which complement existing ones-

For the moment, there are plans to locate Factoría Industrial Vicálvaro in the vicinity, which will operate as a business incubator to stimulate employment and activate the regeneration of vacant plots in the industrial estate.

The aim is to diversify uses and create a high-quality environmental place capable of attracting research centres and innovative and competitive enterprises. It should promote Madrid as a centre of knowledge and achieve a distinctive mark from other areas of economic activity in the region.

It is also intended to create new employment opportunities, foster local entrepreneurship and create new urban services and facilities to benefit the population of the district.



### Expected program:

The goal is to diversify uses and create a place that can attract innovative and competitive enterprises, to foster local entrepreneurship, integrate social enterprise and generate new urban services and facilities to benefit the population of the district.

Among other things, the creation of a City of Sound, dedicated to the production, recording, rehearsal and enjoyment of music, may be considered (note that this is not mandatory, but it shall be favourably evaluated because its an indication of the municipal district board to promote a flourishing activity in the district )

### Owner:

Ayuntamiento de Madrid (Madrid City Council)

### Plot area:

3,351 m<sup>2</sup> (Plot A)

If the team sees fit, planning solutions or suggestions could be provided for Plot B, which is owned by the Ayuntamiento de Madrid, and for the plot adjacent to, Plot A, which extends to the railway station and is owned by the Spanish national train company, ADIF, with which the successful bidder would have to negotiate the property transfer.

### Type of property transfer intended:

Sale at price market by public tender or Concession with specific clause regarding public services..

## Presentation of the site and expectations for its redevelopment

The Economic Activity Area of Villaverde is an action point in the Strategic Plan for the Urban Regeneration of Madrid (Plan MAD-RE).

It is strategic given its capacity to transform and increase competitiveness, through its technological potential and the use of available resources. It is an opportunity to turn Villaverde into an innovative and creative district.

The large plots of land that are currently vacant are areas of real opportunity where the gradual transformation of the industrial era into the era of technology and knowledge is taking hold. It is an area where a creative focus, involving a broader and more participated vision, as well as public-private commitment, encourages business dynamization and innovation, and the introduction of innovative projects with the aim of turning Madrid into an innovative technology laboratory and focal point for large companies, universities and more.

In recent decades (1998-2010) the dynamic of the estate has shown a significant increase in economic activity, mainly from construction-related companies, cultural sector activities, and offices. However, more recently, the financial crisis has had a negative impact on the estate and the residential areas of Villaverde Alto and Villaverde Bajo, leaving many business units empty.

The area selected for the tender is a municipal plot which has not been built on, on Avenida Real de Pinto, to the north of a large industrial area of 243 Has, at the southern-most limit of the municipality of Madrid. It is known as Polígono Industrial de Villaverde. It forms part of a regional economic activity hub along with other municipal areas bordering Madrid, including Getafe, Parla, Fuenlabrada, Alcorcón, etc. Trends in the location of economic activity have changed in recent decades, and at present there are quite a few vacant plots in this area, despite regulations being amended to introduce a greater variety of uses, in addition to traditional industrial use.

Also of note is the proximity of La Nave Boetticher, a public facility that is currently actively engaged in its own launch, promoting innovation and new technologies in the district.

As part of the recently presented Industrial Strategy for the City of Madrid, there are also plans for an Industrial Facility to be located in this estate. It will operate as a business incubator to foster employment.

The area is accessible via the urban motorway A-42 Carretera de Toledo and the M-45 ring road. It is located near Villaverde Alto station, where the C4 and C5 suburban train lines and Metro line 3 stop. It is also the bus header of several city buses.

The proposed plot has a floor area of 3,351 m<sup>2</sup>. It is situated at the north of the industrial estate, and gives on to the roundabout that connects the residential area of Villaverde to the other side of the railway line. The plot offers the opportunity to locate a new economic and cultural activities centre related to artistic creation, which could act as a foothold to extend the use of land in the district, creating a hotbed of job opportunities for young people.

The whole area has high potential for growth, thanks to the large quantity of buildable area



remaining.

The goal of the city for the development in this site is to diversify uses and create a

place that can attract research centres and innovative and competitive enterprises, to foster local entrepreneurship, integrate social enterprise and generate new urban services and facilities to benefit the population of the district.

Among other things, the creation of a City of Sound, dedicated to the production, recording, rehearsal and enjoyment of music, may be considered (note that it is not mandatory, it is just indicated as an example, but it shall be favourably evaluated because its an indication of the municipal district board to promote a flourishing activity in the district.

The adjacent plot belongs to the public rail company, ADIF. This means that a joint project could be conceived, to create a facade that looks on to the residential neighbourhood to the north, linked to the railway station. This would be subject to the consent of the owner of the land (ADIF), which the Ayuntamiento could try to negotiate in subsequent phases.

To the south of the plot there is another area of municipal property, intended for non-residential institutional use, which could be considered in a more ambitious, comprehensive, strategic proposal for assessment as part of the bid submitted.

## Specific planning rules and regulations regarding the development of the site

The planning establishes the following conditions in terms of buildable area and use:

The original planning for the plot (Incorporated Planning Area 17.07 "Camino de Getafe") is dated from 1988. It was amended in the year 2000 to incorporate a new regime of compatible uses. The edificability of the plot is 2m<sup>2</sup>/m<sup>2</sup> and the maximum height is 20m and 5 storeys with freedom of architectural design.

- Designated use: industrial
- Associated uses (legally linked to the designated use): residential (1 house/plot), small business (max. 20% of buildable area), recreational (max. 10% of buildable area) and other tertiary services (max. 10% of buildable area)
- Complementary uses (max. 25% of buildable area, not legally linked): Offices (max 10%), small business (max. 10%), recreational (max. 10%), other tertiary services (max. 10%) and non-residential institutional located on the ground floor and lower ground floor.
- Alternative uses (change the 100% industrial use): non-residential institutional and tertiary (offices, business, recreational, hospitality; in this case the buildable area would be reduced to 1.6m<sup>2</sup>/m<sup>2</sup>)

To clarify the definition of some specific regulatory concepts:

- Small business: independent or grouped premises with a floor area less than or equal to 500 m<sup>2</sup>.

- Business: can include small, medium and large commercial premises.
- Recreational: includes meeting rooms, show venues and establishments for the consumption of food and drink
- Other tertiary services: provide a private health or education service to citizens.

Under the provisions of Article 178 of Law 9/2001 on Land Belonging to the Community of Madrid, the legal regime applicable to the plot – *suelo patrimonial de naturaleza lucrativa* (publicly-owned land for private for-profit use) – is alienation against price to private individuals by public tender.

Accordingly, the tender is a public procurement procedure under which interested parties preselected in phase one of Reinventing Cities shall be invited to participate by submitting bids and fulfilling the criteria established in the specifications governing the tender. A deadline will be set for the submission of the bids which will be examined and evaluated by the Contract Awarding Committee, based on pre-established criteria that will have a weighting. These will include the price (at least the price established for municipal services in the Specifications) and the quality of the proposal. The awarding of the contract to the winning team will also be vetted by the municipal finance department, and the public deed of sale will be executed subsequently.



