

Vicálvaro. Madrid

Calle Pirotecnia s/n. Madrid

Located in the Vicálvaro district in south-east Madrid, the scope of the tender covers a municipal plot with an area of 28,493 m², next to the railway. It enjoys a high quality environmental setting. It is part of a large area of economic activity that has been listed as an “area of opportunity” in the Strategic Plan for the Urban Regeneration of Madrid, with the aim of contributing to the productive regeneration of Vicálvaro district.

The area is easily accessible via the Metro interchange / Vicálvaro railway. It is located between a residential area and an economic activity hub with a good urbanization but where there are many vacant plots. It is a place with opportunities for future urban growth, with new residential neighbourhoods planned in the surrounding area.

The proposed area has strong potential for the development of economic activities that will provide a transition between the housing and the industrial estate and

support infrastructure of the adjacent Valderribas neighbourhood.

The goal is to introduce new economic activities that will have a positive impact on the remaining area, by developing a place that attracts innovative and competitive companies, in order to achieve a distinctive mark from other areas of economic activity in the region.

The intention is to improve the currently unconsolidated urban integration of the economic area with the residential neighbourhoods and green space surrounding the plot, and to address the pedestrian and cycle access with an intended new footbridge over the railway tracks.

The City expects proposal that will stimulate the ecosystem of emerging companies, such as Factoría Industrial Vicálvaro located on the neighbouring plot, and other proposals that may support the current economic dynamics.



Expected program:

Introduction of new diversified and competitive economic activities.

In addition, the City will consider positively all proposals that will include solutions to foster the transition between the residential area on the other side of the railway and the industrial estate, and proposals to enhance the pedestrian and cycle access, with the possibility of a new footbridge where there is currently an “iron bridge”.

Integration with the municipal green space surrounding the plot.

Owner:

Ayuntamiento de Madrid (Madrid City Council)

Plot area:

The municipal plot has a total area of 43,493 m²; the area object of the tender is 28,493 m² (plot A), the remaining area of 15,000 m² is reserved for a secondary school (plot C).

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 expectation for its redevelopment

The site chosen for the competition forms part of the area of economic activity located in the peripheral district of Vicálvaro, in the southeast of the municipality. It is an old industrial zone that was planned in the 1980s, which is showing signs of decline. It is an underused production area with quite a few vacant plots. It is physically separated from residential neighbourhoods by a railway line.

It is in an area of future growth within the city, with new neighbourhoods planned in the surrounding area. The Vicálvaro district has its origins in a former rural municipality which was annexed by Madrid in 1951 and expanded with new neighbourhoods. Its population is young compared to the municipal average, and it is home to a Universidad Rey Juan Carlos university campus.

The municipal plot located at Calle Pirotecnia S/N, has a total floor area of 43,493 m², which includes the selected site with a floor area of 28,493 m², and a remaining area of 15,000 m² that has been reserved for a Secondary School (Plot C) at the request of the district. The Ayuntamiento will process the relevant licence for subdivision into two plots.

The plot is located on the south-eastern edge of the industrial estate, next to the railway, where with this tender the plan is to introduce new economic activities whose influence may extend to the rest of the area. It is surrounded by a well-developed green space (Plot B) and very close to Cerro Almodovar, the highest geodesic vertex in Madrid and one of the few remaining monadnocks in the Community of Madrid, which creates good environmental conditions in the surrounding area.

At this moment, the built-up buildable area of the whole estate is only 14.5% of the total permitted by planning. Of the 50-60 activities operating, 57% are related to the

construction industry, although there are some activities that are unique thanks to their technological and research specificity (renewable energy, health industry, logistics). The introduction of this type of activity has increased in recent years, which provides some hope for the growth of this area and the modernization of the traditional construction industry. Another opportunity for the area of the competition is the localisation in the vicinity of Factoría Industrial de Vicálvaro (Plot D), a municipal centre for the creation of sustainable and accessible support infrastructure for business and for the promotion of RDI (research, development and innovation), through temporary hosting spaces and specialist services.



The economic activity area of Vicálvaro is connected to the Madrid public transport network via the Vicálvaro Train/Metro station, where suburban lines C-2 and C-7 and metro line 9 stop. The T-23 bus also goes around the estate and connects it to the station.

Road access is mainly via the M-45 motorway ring road, and the plot can be accessed through Calle Pirotecnia and Calle Dehesa Vieja, which dictate the arrangement of the area.



At present, the construction work of the road linking the plot to Calle Pirotecnia is yet to be performed. The Ayuntamiento undertakes to perform the works but candidates will be allowed to propose new alternatives for links to the existing road network.

The City will consider positively all proposals that will include the construction of a footbridge for the crossing of pedestrians and bicycles, where the iron bridge is currently situated, to connect the plot to the houses on the other side of the railway line. This footbridge will be for public use. The

pedestrian connection to Vicálvaro station is a 10 to 15-minute walk from the plot. If new access is planned via Calle Dehesa Vieja, which alters the existing park, it must be offset with new green spaces on the plot, as the proposal must not involve the reduction of green space.

The zone has a strong potential as a centre of economic activity and for facilities to support the adjacent Valderribas neighbourhood. These facilities may be educational (an institute) or sports-based.

The economic activity to be developed could focus on business proposals for advanced business support services, RDI, co-working, collaborative economy, promotion of employment for young people, recycling or crafts. Taking advantage of synergies with the existing municipal business incubator, Factoría Industrial Vicálvaro, and the potential arrival of new private business activities nearby.

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

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

The area shown as plot A on the plans, with an area of 28,493 m², regulates as planned in the Incorporated Planning Area 19.03 “Finca de Valdecarante”, which includes an industrial bylaw from the 1990s, with an edificability of 3m² per m² of land, amounting to 85,479m² in total.

It is classified as **industrial land**, a use that includes the activities of production, transformation, processing, repair, handling, storage and distribution of material products, as well as the development and production of IT systems, audio-visual systems and other similar uses, regardless of the technology used.

The land category of **business services** is also permitted, which includes activities that are mainly based on new technologies produced with the aim of information management, calculation and data processing, software development and IT systems, and in general R&D activities.

Tertiary services will be accepted as compatible uses (offices or other tertiary uses that complement and are functionally related to the industrial use) for up to 25% of the total built-up area. The following restrictions must be considered:

Tertiary business services in the small commercial spaces category must be located

on the lower ground floor and ground floor, with the premises having a combined floor area of less than or equal to 10% of the total built-up area. Recreational use must be located on the lower ground floor and ground floor, with a floor area of 10%, and other tertiary services in the same location with a floor area of 10% of the total built-up area.

The delimitation of the plot itself includes a 20-metre right-of-way in respect to the railway lines, with which the buildings must comply.

The edges of the property must be set back from the streets by 8 metres and from the property line by 6 metres, with permission for it to be adjoined at one of its side boundaries, pursuant to the conditions established in the Article 11.10.6 of the General Plan for the Urban Planning of Madrid (PGOUM), which also states that the height of buildings must not exceed 7 storeys or 28 metres.



In accordance with Article 17 of Spanish Law 9/2001 on the Land belonging to the Ayuntamiento 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 competition 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.

The final proposal will be selected based on the weighting of the criteria specified for the alienation of the plot during phase two in the tender Specifications. Provisionally, these will be:

- Project: the solutions proposed to tackle the challenges outlined above and the quality of the project: 60%
- Price and financial viability: 20%
- Solvency of the team: 20%

Specific climate or environmental issues regarding the development of the site

Madrid faces the challenge of mitigating and adapting to climate change, with some very unfavourable urban heat island values in the southeast of the municipality.

The city has approved a Plan A in respect of Air Quality and Climate Change, which includes a series of measures to be adopted with the aim of reducing pollution, and a Plan for a More Natural Madrid that 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 application of the

proposed measures in the proposals submitted will be considered.

Additionally, specific issues facing the area include tackling the decay and abandonment of the area and creating local employment in an outlying neighbourhood that is a long way from the city centre.

The introduction of a business/facilities centre in the industrial area nearest to the residential area would act as a kind of bridgehead over the area on the other side of the train lines, which could reverse the degradation of the estate.

