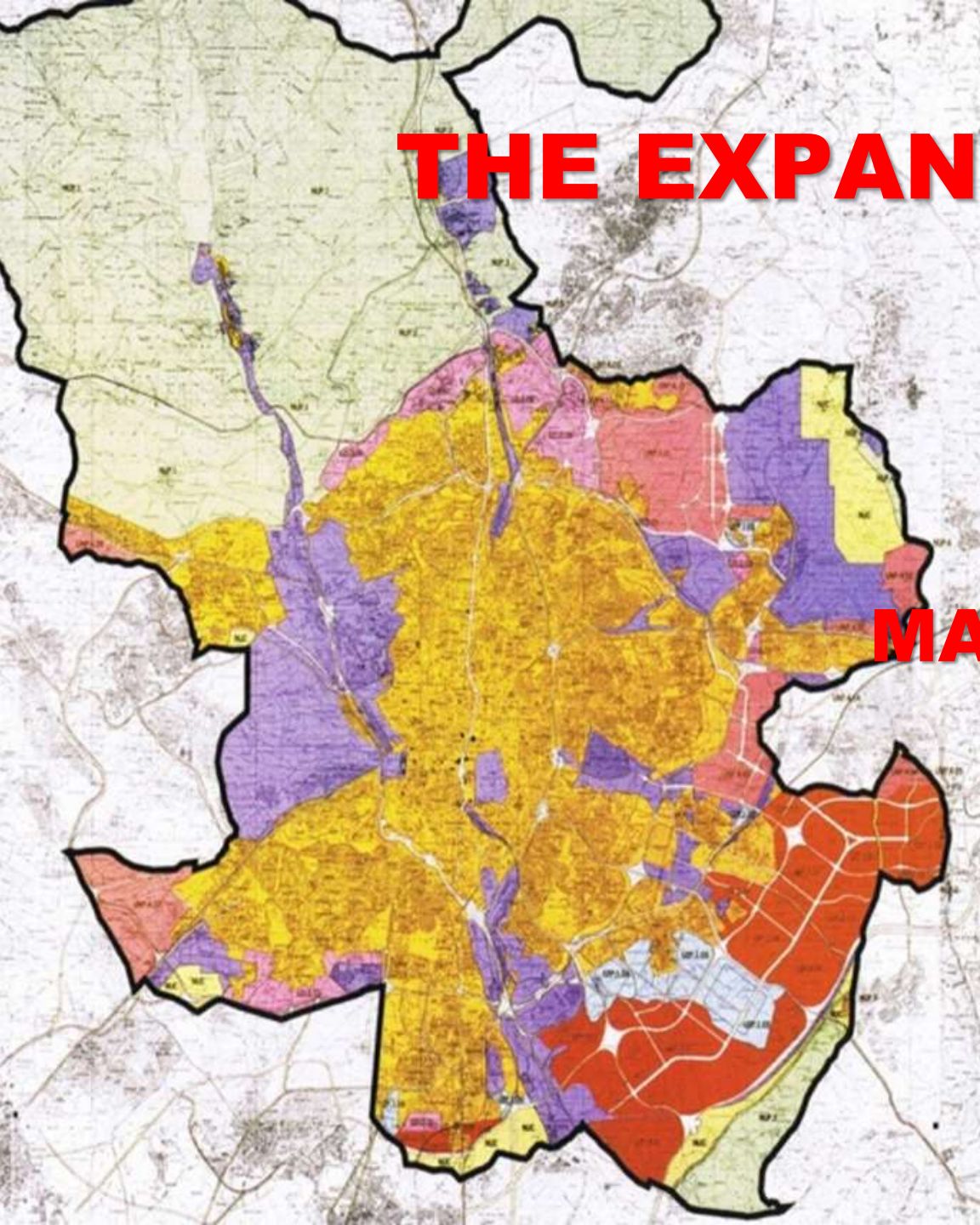


THE EXPANSIVE VISION

MASTER PLAN '97





**TARGET:
PERIPHERAL
AREAS**

PROPOSALS FOR THE HISTORICAL CENTRE

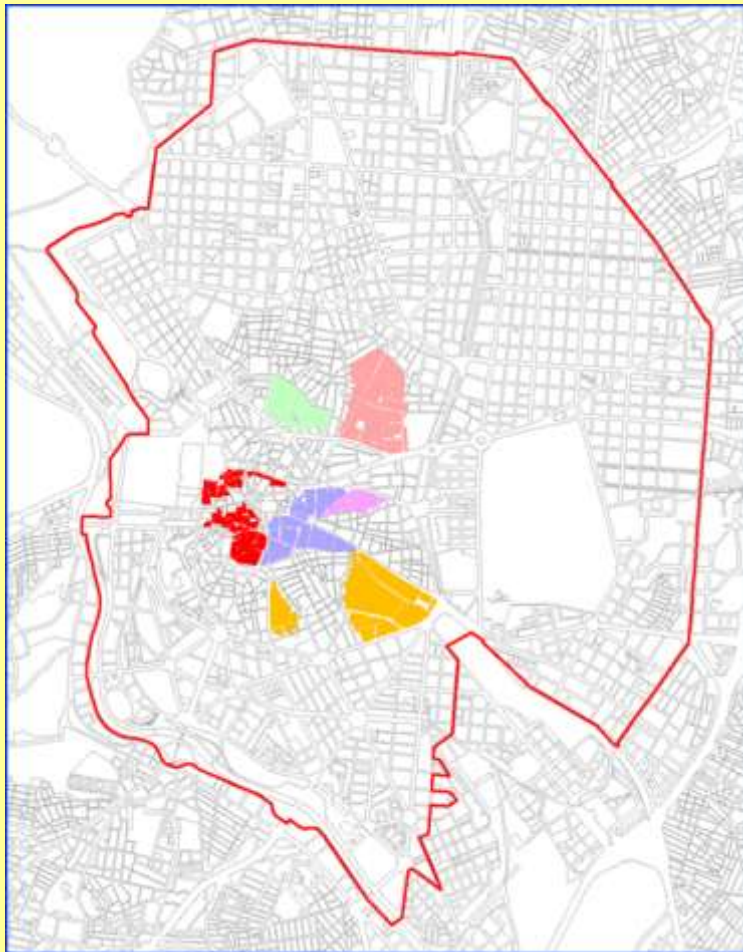
- a new special
planning territory
= *the Central District*



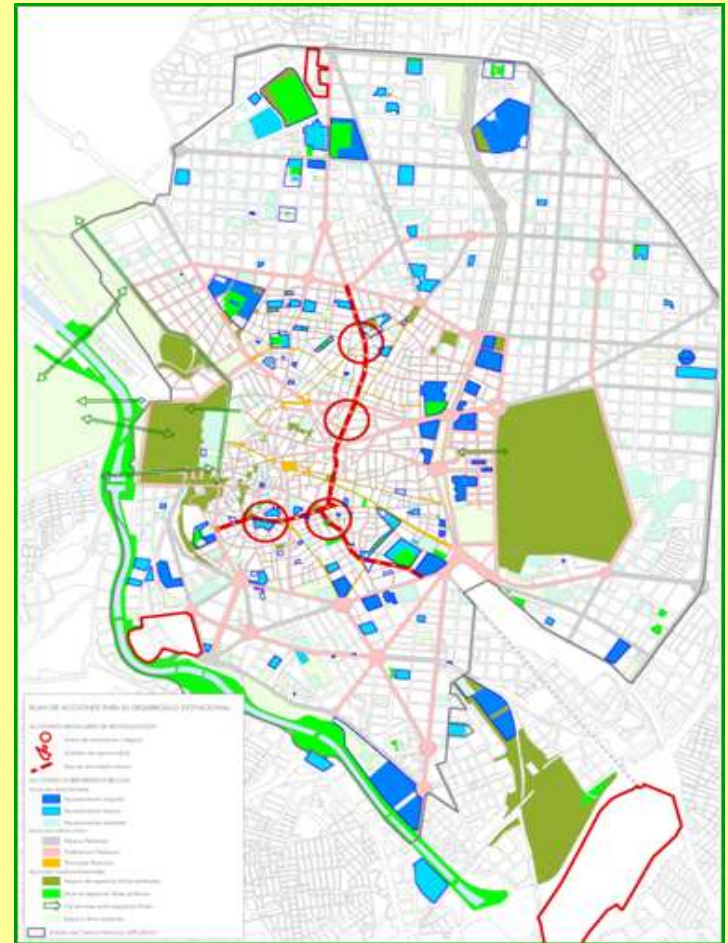
523 H
91,000 dwelling
320,000 inhabitants

➤ **two lines of actions:**

1. new Areas for Integrated Rehabilitation



2. Strategic Plan for the CD Revitalisation (2004)
= specific projects



- **the mega undertaking: the Manzanares River Project** => environmental restoration and urban renewal of the banks river (2004-2011)



➤ **objectives**

- *burying* of the city inner ring road
- *linear park* on the recovered land

➤ **some data**

- *length*: 8 km
- *project area*: 120 has
- *final budget*: 4,100 million euros.









lessons to be learnt

➤ pros

- **the city in the international scene:** economic boom allowing *big urban projects*
- **political leadership:** mayor's *personal involvement*
- **social and economic perception:** urban improvement highly *satisfactory*
- **a new ad-hoc administrative body:** the *Central Area Office*

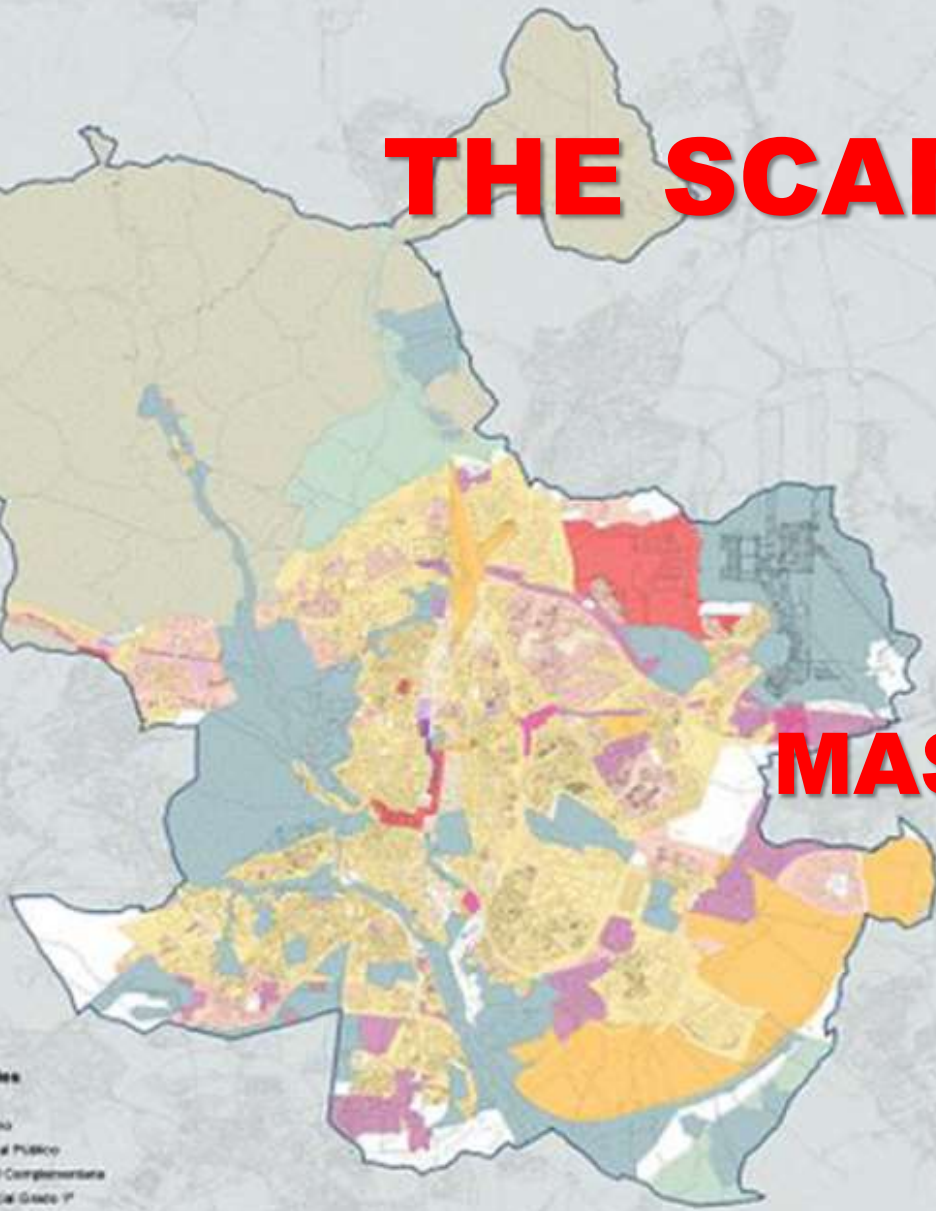
➤ cons

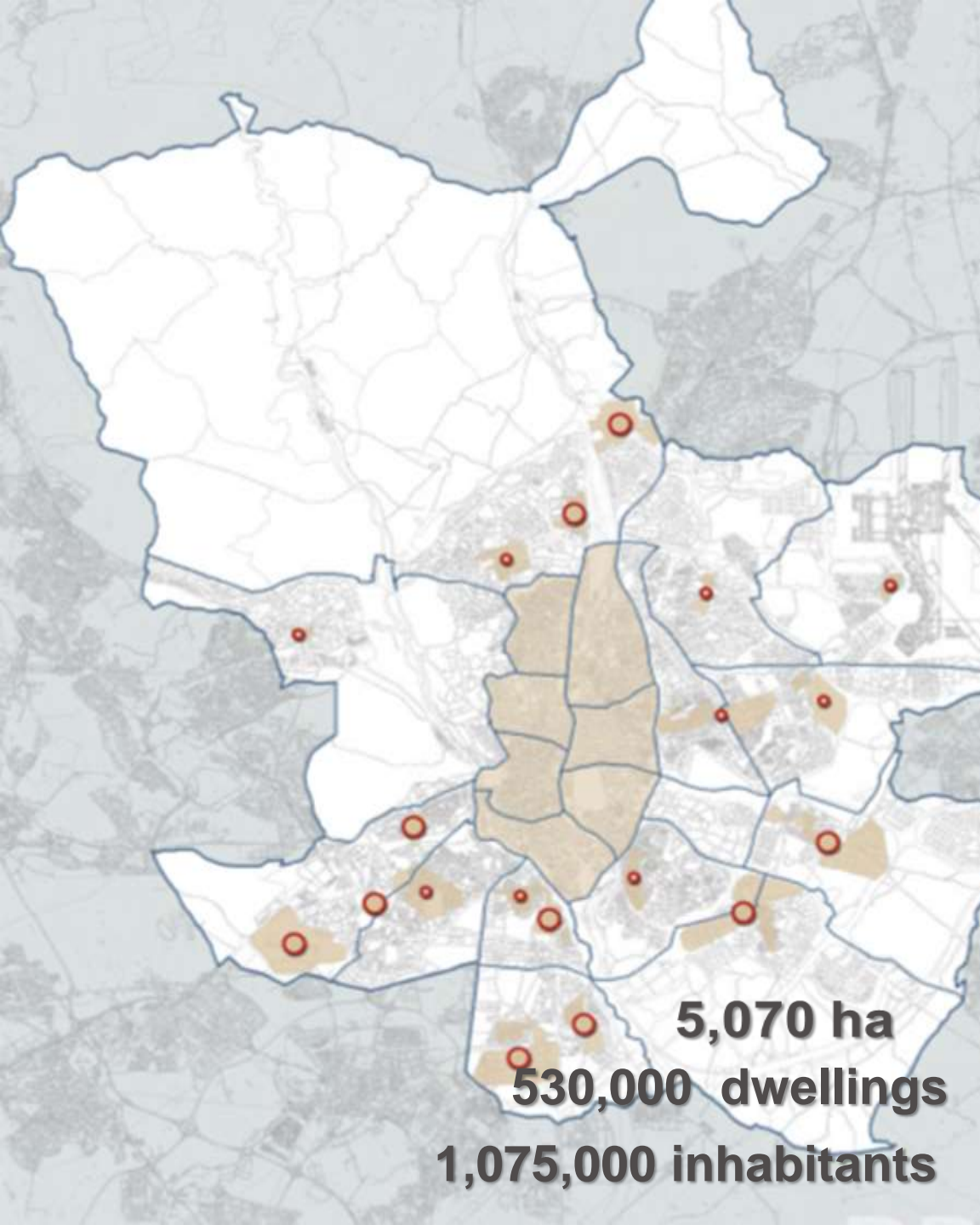
- **environmental, social and financial tensions** (*case of Manzanares River Project*): lack of *environmental reports*; lack of *political transparency* and *public participation*, *financial burden for citizenship* for the next 30 years.
- **limited results in rehabilitation:** *not all dwellings* were rehabilitated.

THE SCARCITY VISION

MASTER PLAN 2014

- Usos globales
- Natural
 - Perifoneo
 - Ocio y Recreación
 - Actividad Complementaria
 - Residencial Grado 1º
 - Residencial Grado 2º
 - Residencial Grado 3º
 - Mixto Residencial
 - Mixto
 - Mixto Actividad Económica
 - Actividad Económica Grado 3º
 - Actividad Económica Grado 2º
 - Actividad Económica Grado 1º
 - División



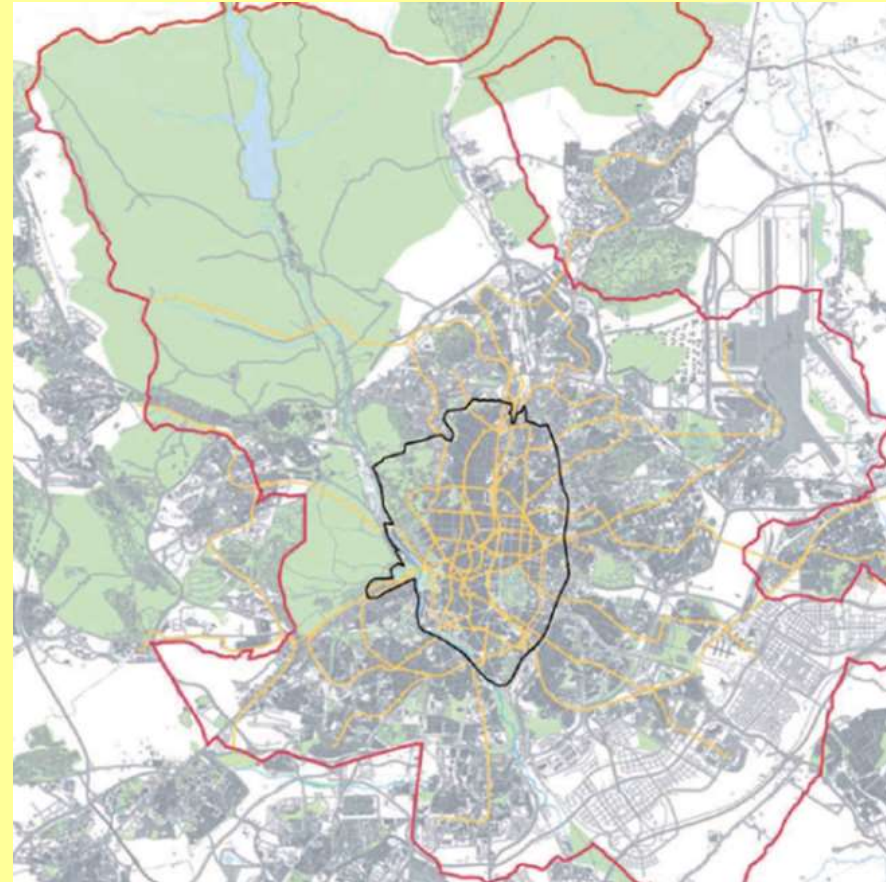


5,070 ha
530,000 dwellings
1,075,000 inhabitants

TARGET:
RECYCLING
THE EXISTING
CITY

a new
historical area
= the “Central
Almond”

- **a new vision for the central area:** the *city engine* in times of scarcity
- **key aspects:**
 - quality of *public space*
 - energy efficiency and *climate* change awareness
- **status during the drafting stage of the Master Plan:** a special study committed by the Central Area Office at the municipality

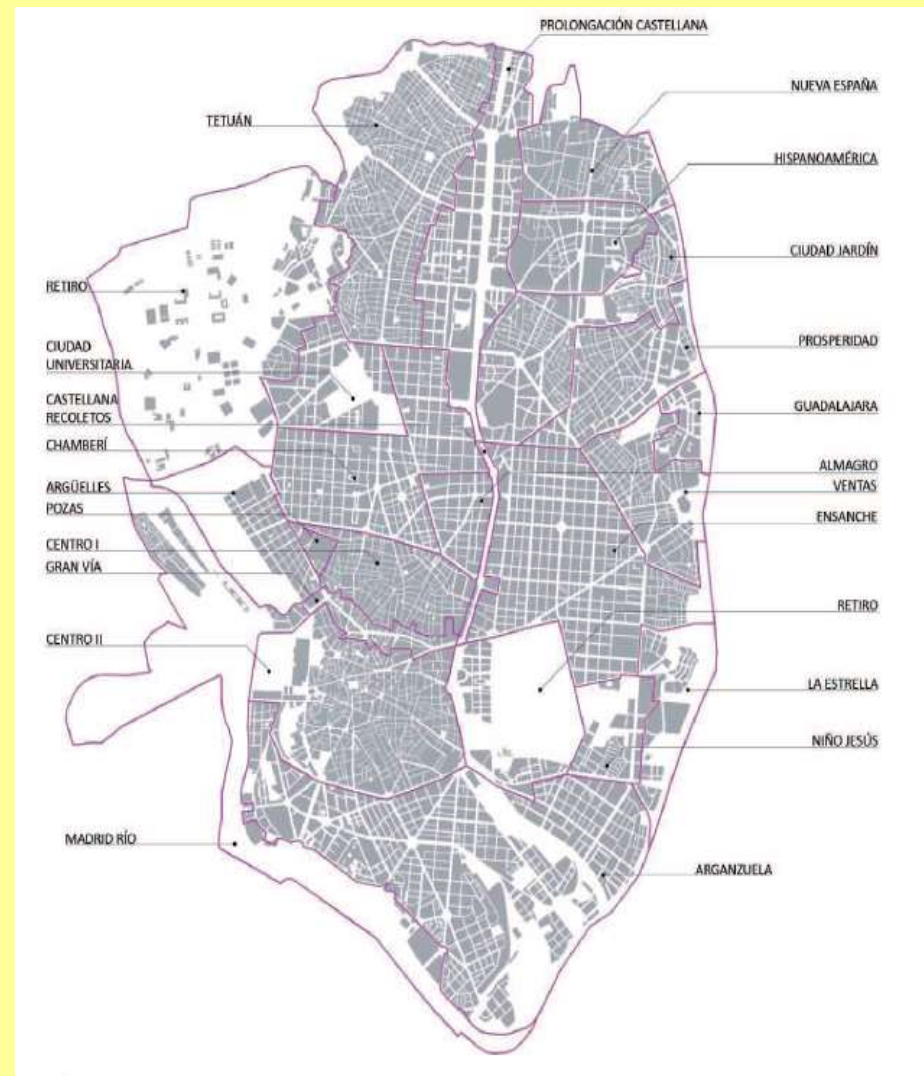


➤ planning proposals

1- *new areas for planning management*

- *Areas of Homogeneous Identity (AHI) => 24 zones of similar physical, social and economic characteristics*

=> change required:
removal of the current administrative division composed by 7 districts and 47 neighbourhoods.



2- a new way to describe the central area

- *urban cells (UC)* => basic unit for urban articulation, composed by several blocks
- *planning element*: unit for the promotion of innovation in terms of ordinances, densities and uses hybridisation.



- **UC elements**

- *group of blocks*: basis of pedestrian movement and diversity of uses within the blocks

- *public transport system*: adjusted to a grid of approximately 400 x 400 m

- *public facilities*: located on the fringes

=> **change required**: a steady process of inner restructuring.



3. *new regulatory criteria*

- *at master plan level:*
definition of *global planning parameters* for every AHI
 - *at AHI level:* *detailed plans* for every UC, intended to facilitate the administrative process of obtaining *building permits*
- ⇒ *change required:*
replacement of the existing ordinances + the administrative bureaucracy.



➤ **treatment finally adopted for the central area:**

⇒ *traditional instruments:*
building ordinances +
catalogue of protected
elements.





lessons to be learnt

➤ pros

- **a new vision for planning:** an attempt to give a *new approach to regulatory planning practice*
- **flexible regulation at the micro scale:** aimed to introduce *changes progressively* to the existing urban tissue towards sustainability in times of scarcity
- **international recognition:** *awarded* at the Ibero-American Biennale of Architecture and Planning 2012

➤ cons

- **implementation complexity:** difficulties to incorporate the proposals within the *existing regulatory system*
- **lack of political support:** demise of the *Central Area Office* proposed by the previous legislature, while the new one doesn't endorse the plan's content for its new master plan and understands it just as *open proposals*. Demise of the *Municipal Housing Company*, both in 2013.

general remarks to conclude

- ***when there is money it is very easy***: it is time for carrying out important projects for the city
- ***when scarcity times reduces the possibility of making***, there is a need for:
 - ✓ ***small actions*** - *urban acupuncture* – involving all levels of administrations to get investments
 - ✓ ***strategic actions*** to get funds not necessarily directly related to urban aspects
 - ✓ ***new ideas***, new proposals *not too different* from the existing situation => we are still dependent on the *rationalist way* of doing planning, deeply rooted in local governments
 - ✓ ***political support***: determinant for the evolution of any planning process.



THANK YOU