

## **Mataró Centre Development Strategic Plan –Ideas Contest**

The aim of the Ideas Contest is to **design a strategy and a model that includes economy, urban development, architecture, mobility and economic, cultural and social development in its actions** to allow the city centre to be put forward as a motor of cultural activity, of trade and tourism within a single discourse that revalues its legacy of history and heritage.

The selected proposal will become the strategic instrument to develop the Mataró Centre Development Strategic Plan.

## Mataró Centre Development Strategic Plan - Goals

The measures to be proposed must be aimed at making a city that is more attractive both for its residents and for visitors by improving the surroundings, generating poles of attraction, inviting the citizens to stroll and generating the conditions to enhance the city's economic activity as a fundamental base for balanced urban networks.

The CENTRE: **a place to LIVE**. The residents must see a pleasant, comfortable and well-equipped area that can be enjoyed and where it is possible to rest. It must be easily accessible, with parking for residents and must have the proximity services that they might need, all created in a clean and safe environment with a public space to facilitate socialisation.

The CENTRE: **a place to SEE**. Its appeal has to be recovered; the citizens and visitors have to want to come. It is important to promote it and make it attractive, to express and enhance its historic and architectural heritage, its economic and cultural activity among other aspects. And it must be easily accessible either on public or private transport, by making both compatible and efficiently signposting the city. Its emblematic elements and singular spaces or surroundings must also be better identified, as well as the pedestrian routes around it.

The CENTRE: **a place to USE**. Economic activity is basic for a historic centre not to end up degenerated. Any city centre that is proud of itself must guarantee that those who want to earn their living there can do so. It is essential to take measures to encourage and promote trade and the services sector so they can act as true economic agents and reinforce its leadership. And the public space must accompany this, people must want to be there, to stroll and above all to come back; in fact the streets and squares must be used in all of their facets as an important asset of the historic centre.

Therefore, the main goals are:

- TO IMPROVE THE QUALITY OF LIFE.      *(a city for living)*
- IMAGE - BEAUTY.      *(a city for seeing)*
- PROMOTION OF CITY AND ECONOMIC ACTIVITY.      *(a city to use)*

## **Mataró Centre Development Strategic Plan - Location and Areas of intervention**

The tender establishes **three areas of intervention**, which are related according to the intensity of the actions to be taken and on a scale of more to less:

- Area 1 “**Centre**” the boundaries of which must be flexible and open to the proposals of the bidders in order to guarantee its correct accessibility and connection with the rest of the city and surrounding area, as well as its relationship with other polarities of the surroundings that help the proposed Centre Development to be defined.
- Area 2 “**Historic Centre**” which corresponds to the urban section inside the walls. This is the main area that is targeted by the tender, and where most of the elements lie.
- Area 3 “**Central Axis**” which corresponds to the defined area starting from La Riera, and which includes the City Hall, the City Hall square, Can Cruzate, Plaça Gran and the former Courts as an area in the historic centre of reference and potential.

## **Mataró Centre Development Strategic Plan - Development of the Tender**

The tender will include two distinct phases:

- **Phase I: Candidate selection.** Bidders wishing to take part shall present the documentation related to these bases and the jury will choose those to go onto the second phase.

The tender is open to Spanish or foreign legally constituted natural people or entities with legal capacity to act. The bidders will present a multidisciplinary team to draw up the proposal for the second phase, which guarantees an approach and global treatment of the different problems posed in the tender.

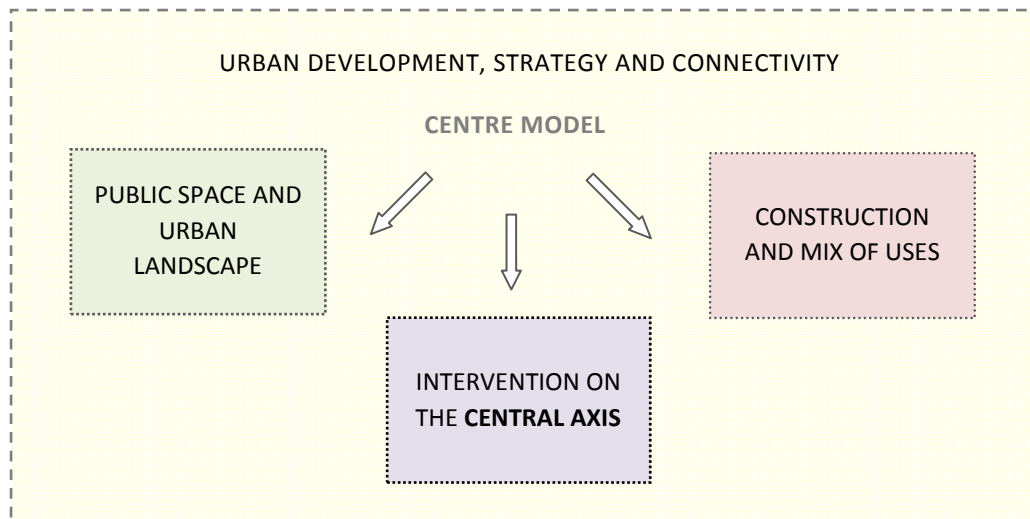
Each multidisciplinary team will have a team leader who must be a qualified architect.

From the date when the tender is opened to proposals, the teams will have a time of 45 days to present their candidature. From these, a maximum of five teams will be chosen to take part. The selected teams will receive **apremium for participation**, subject to the presentation of the documentation for Phase II.

A premium of **€50,000.00** (VAT excluded) is established, to be shared out proportionally between the selected candidates, with a maximum of 5 for the first phase of the tender.

- **Phase II: Presentation of bids.** The selected teams will have 100 days to make their proposals.

In this phase, it is suggested that the work should be developed around a comprehensive strategy based on a holistic view of the area, and that it should be developed in more detail in three sections:



A first prize of **€10,000.00** (VAT excluded) is established for the winner of the tender, to be added to the participation premium.

