

SUMMARY OF THE GENERAL ACTION PLAN FOR THE CASA DE CAMPO FAIR GROUNDS

I.- INTRODUCTION

On 1 January 2001, the Empresa Municipal Campo de las Naciones, S.A. integrated and began to manage the Casa de Campo Fair Grounds Board. The actions taken up to then were studied as well as the current situation and the possible investments that could be made in the area, based mainly on the General Action Plan prepared in 1994 that was targeted at consolidating this area as an Urban Park by:

- 1.-Recovering those buildings that had significant architectural value.
- 2.-Continuing the fair activities.
- 3.-Introducing new leisure activities.

The current objectives are:

- 1.- To create a regional restaurant area.
- 2.- Pursuant to the “White Book”, transform the Auditorium (Rockódromo) into a multi-purpose building.

II.- HISTORICAL BACKGROUND OF THE CASA DE CAMPO FAIR GROUNDS

On 20 April 1951, Patrimonio Nacional transferred to the Delegación Nacional del Sindicato, through a lease agreement, an area in the Casa de Campo for the purpose of “holding Fairs, Exhibits and Contests” of an agricultural and stockbreeding nature and other similar enterprises until 31 December 1980.

III.- CURRENT SITUATION

In the course of time, the installations in the grounds became seriously deteriorated and, in 1989, a new policy focused on recovering the area was implemented placing special emphasis on demolishing those constructions, which were irrecoverable because of their seriously declining state.

There are currently 67 buildings in a 662,400 m² area.

Therefore, what was previously known as the Patronato and is now the Empresa Municipal Campo de las Naciones, S.A., is involved in the preservation of the traditional Feria del Campo by rehabilitating those pavilions with historic and architectural value and promoting commercial, cultural and restaurant activities in the area. Another objective is to enhance the population's quality of life by enabling them to enjoy the landscape, the walks and the children's play area in these beautiful surroundings that should be protected from their previous abandoned state.

The rehabilitation plan for the buildings, including the Pabellón de Cristal, and their surroundings, takes safety and health regulations into account as well as the elimination of architectural barriers. The Pabellón de Cristal building was built in the 1960's and, since the building's external structure will be respected and special attention will be paid to the high levels of protection that are necessary, all the pertinent evaluations, permits and/or licenses will be scrupulously complied with.

IV.- ACTION PLAN FOR THE CASA DE CAMPO FAIR GROUNDS

The action plan of the Empresa Municipal Campo de las Naciones, S.A., as previously mentioned, is based on the Fair Grounds Development Plan that was previously presented by the former Patronato de la Feria del Campo. This plan mainly focuses on five areas:

1. Children's – Youth Area
2. Restaurant area
3. Fair and Sports grounds
4. Leisure Park
5. Area of Autonomous Region Offices

Of these, the Restaurant area is the first one that will be implemented in specific pavilions in the context of the Restaurant Services Operations Plan for the purpose of recovering those buildings and their surrounding areas. Once the works in the restaurant area begin, other actions aimed at rehabilitating the green and the parking areas will be undertaken.

In this sense, traffic to the area has to be re-organized by controlling the entrances and taking into account the restaurant areas, the fair activities and the free access of vehicles to the area.

With respect to the fair areas, for safety reasons, we would like to begin by refurbishing the Pabellón de Cristal and by eliminating the architectural barriers by fixing the existing ramp, installing a service elevator, replacing the escalators and installing a safety cable on the top deck, etc.

Lastly, the previously mentioned “White Book” is being drafted for reconverting the Auditorium (Rockódromo) into a covered multi-purpose space that can house a different types of events. This project will at all times, include a study of the parking facilities and the vehicle as well as pedestrian traffic.

VI.- RESTAURANT AREA

The consolidation and refurbishment of the Pavilions are among the Empresa Municipal’s main targets. To achieve this goal, the maintenance, cleaning and recovery of the existing installations actions were undertaken last April in the Casa de Campo as well as setting up a quality Restaurant Area. Under the Restaurant Project, the Pavilions for Asturias, Cáceres and Valencia have already been awarded to well-known restaurants, such as Hevia - Quirós, La Misión de Santa Fé and Mónico Gourmet. Hence, the refurbishment of these Pavilions is ensured.

The projected area for offering the public a variety of regional Spanish cuisine totals 11 hectares (110,000 m²), with the restaurant services distributed in eight or nine pavilions for restaurants and as part of the general infrastructure of the Fair Grounds. As mentioned, some of these restaurants have already been awarded and several others will be awarded in the future following the same quality and prestige criteria and as in the previous ones.

The actions that are envisaged now are in line with the previously awarded restaurants with the two basic criteria, quality and prestige, fully in force. These must be clearly reflected in the tenders presented by other bidders. Likewise, and in the same line, the Pavilions will be protected against any substantial changes that eliminate or conceal their representative and historical character that reflects the special characteristic of this area of the Casa de Campo.

According to the aforementioned, it is essential that the drafting of any project and/or actions to for this area must take into account the regional cuisine which must be reflected in the construction itself and reach the same levels of those restaurants that are already consolidated.

The philosophy that guides these actions is not based on the financial profitability derived from the awards made by the Empresa Municipal, but basically on the optimal use of these Pavilions for the activities to be carried out and aimed at achieving one of the essential objectives of this company with respect to the Casa de Campo Fair Grounds: the recovery and consolidation of one of the capital city’s areas with the most natural and historic beauty.

The installations are interspersed with garden areas and small parking facilities, playgrounds, squares and public services and decorative objects—such as fountains, and a reproduction of the Puerta del Carmen in Zaragoza, known as “Agustina de Aragón” which is currently being restored—so that the complex is not just one building after another.

V.- FAIR AND SPORTS GROUNDS

Although the fair activities of the Casa de Campo Fair Grounds is mostly limited to the “CRISTAL” and “LA PIPA” Pavilions, covering an approximate 20-hectare area, the Empresa Municipal Campo de las Naciones plans to develop and increase its activities and the services that it provides to other already existing pavilions or those that may be built in the future. This would help to solve Madrid’s lack of infrastructures for large cultural activities—exhibits, forums, seminars, etc., sports and music events, business events such as general shareholders’ meetings, congresses, conventions, etc. What is mainly lacking are large or adequate facilities with the required technical equipment—acoustics, production, space structures, technical ramps and connection points, parking facilities, sites within the city boundaries, weather-protected covered spaces—and a means to solve the problems encountered with sports event calendars that make it difficult to find an available space adapted to the needs of all involved.

The goal is to provide the city of Madrid with a multi-purpose, multi-use and functional building, one with an open plan, equipped and properly structured, measuring approximately 130 x 70 metres. This building should have a main open stage that can be easily set-up, measuring 60 x 40 metres, with adequate drainage systems for aquatic events and with easy vehicle access. It should also have telescopic grandstands in which the capacity can be reduced or enlarged, boxes equipped with independent security systems, complementary press, recording, and technical rooms and workshops, flexible, versatile, covered and intelligent (individual temperature, light, air, sound and screen controls). This building should provide all types of services (washrooms, dressing and make-up rooms, locker rooms, parking facilities, etc) and provide access to visitors as well as loading and unloading facilities and those elements necessary for the events or acts, thus saving time and money. The space should be adequate for all types of events and equipped with the best safety measures.

The complex comprising the existing buildings or pavilions and the newly constructed one is conceived as a whole in an area for fair and sports events in harmony with spaces planned to be opened, interspersed with gardens and pedestrian paths (to be built shortly). These areas will be connected via two roads for vehicles, which will be restricted and according to the requirements and the demand, and covering the entire area. Three parking facilities are planned for a total of 1,576 automobiles (875, 567 and 134, respectively), the capacity of which will be increased with the projects already underway and awarded by the Empresa Municipal, specially the one for the Free Parking area for visitors which will be located in the space available for the Escuela de la Vid.

In short, of these originally densely constructed 20 hectares, not more than 2.3 hectares would be built, representing approximately 45,000 m² of construction, with respect to buildings, and about 3.67 hectares, of existing parking facilities (22,440, 11,055 and 3,259 m²) which would be interspersed with paved roads lined trees and shrubs; another 5.2 hectares of pedestrian walks and 1.66 hectares for vehicles. The remaining area, that is, approximately 6.2 hectares, would be green areas with not only the trees already planted, but involving a great amount of replanting and gardening.