STATEMENT OF REASONS

The historical centres are one of the main identity elements of cities. The historical old town of Calp is an urban piece of jewellery and this contest tries to increase the value of it. The proposals should contemplate the social, economic and environmental aspects of this urban space.

The Historical Centre of Calp has been gradually depopulated and with the passing of time no relevant business or leisure activity has been developed stopping its social, economic and environmental dynamism simultaneously to its residential function.

Travelling and discovering new places are today deeply related to an ecological, ethical and social conscience of people, and Calp wants to contribute with its natural, cultural and social resources.

Tourism is the heart of the local economy and generates more than the 90% of the employment and leisure is one of the fundamental elements to dynamize the local economy, improve urban quality and create employment by suggesting urban sustainable proposals.

This contest is in line with the Plan “Calp Sustainable Town” in order to place the town among the tourist cities par excellence providing citizens with an economic welfare and opportunities. The spirit of this official announcement resulted from the “Informal Meeting of the Ministers of Urban Development of the European Union” held in Toledo on the 22nd June 2010 that focused on the “integrated urban regeneration”.

As a result, the Town Council adopts the following stipulations:

Conditions of the international contest: “Historical Centre of Calp”. 
The importance of the integrated urban regeneration and the strategic potential of an urban development more intelligent, sustainable and socially inclusive in Europe.

In order to make a model of a more intelligent, sustainable and socially inclusive city possible, the Ministers stressed the importance of:

• applying strategies of integrated urban development with a global and exhaustive view within the framework of a territorial perspective promoting harmoniously all the dimensions of the integrated sustainability, both in the new urban developments and the consolidated areas existing in the city;

• considering the need to improve the economic development, the ecoefficiency and social cohesion in order to obtain the general aims and the main objectives stated in the strategy Europe 2020 and to apply and develop a more intelligent, sustainable and socially inclusive model in all the urban and social model in all the urban and social fabrics of the consolidated city;

• guaranteeing the quality of life of the citizens and their welfare in all the communities and quarters of the city, focussing on the need of urban development with citizens’ participation and the need to know the importance of the alliance and the involvement of the rest of agents (private sector, civil society, etc.) as a crucial tool for an integrated approach;

• remembering how important is to reflect and take into account the climate change as stated in the strategy Europe 2020 and the Declaration of Marseilles,

• supporting the recognition of the significance of the renewal and fitting out of the housing complex from different approaches, as stated in the Final Statement of the 18th Informal Meeting of Ministers for Housing, held in Toledo on the 21st June 2010;

• taking into account the commitments established in the Leipzig Charter in order to pay more attention to those quarters “less privileged inside the global context of the
city”, and in particular, on how convenient is to bring together the concrete objectives in order to reduce the social polarization;

• remembering that the general urban quality is determined by the quality of public areas and the landscape modelled by the man, as well as the architecture, being an essential requirement to establish a pleasant environment for the human population and the global competitiveness of the city;

• stressing the interest and effectiveness of the territorial urban planning as one of the most outstanding tools to integrate the environmental, social and economic objectives;

• considering the suitability of urban recycling and/or the compact urban planning, if appropriate, as strategies to minimize the use of ground, preventing the unnecessary transformation of virgin or natural areas into urban land and as a result, controlling and limiting the urban dispersion.
CONDITIONS OF THE INTERNATIONAL CONTEST FOR IDEAS AND PROPOSALS TO REVITALIZE THE ECONOMIC, SOCIAL AND ENVIRONMENTAL LIFE OF THE HISTORICAL CENTRE OF CALP.

FIRST.- OBJECT OF THE CONTEST.

Economic, social and environmental revitalization of the Historical Centre of Calp.

SECOND.- OBJECTIVES.

1st.- Economic approach.

From the economic approach, we observed that during the last years, even if some improvements and proceedings have been undertaken, there is a visible decline in the business activity with a limited setting up of new activities in the Old Town of Calp. Despite a great municipal effort to break this tendency and even giving a discount of the 95% in building and business licence taxes with no result in the economic promotion in this urban area of the town. As a result, it is necessary to look for, propose and undertake short and medium-term actions for the economic revitalization of the Old Town.

2nd.- Social approach.

The Historical Centre squares with the original centre of Calp, entailing not only a special sensitivity in relation to the History of the town, but also taking into consideration
the adoption of measures to guarantee its own essence and identity as a part of the town.

There has been a progressive aging of people and construction during the last decades, increasing the number of unoccupied houses and the consequent loss of quality of the residential use. If no action is undertaken, it can lastly result in social closed areas as already happened in other cities. We need therefore to look for alternatives from a social approach in order to dynamize the Historical Centre and promote its residential appeal.

Likewise, it is necessary to promote actions from a cultural approach to look for, suggest and undertake short and medium-term actions for the cultural revitalization of it and to increase its value to transform this area into a place of neighbourhood cohabitation as well as an important attraction to visitors in our town.

3rd.- Environmental approach.

The above-mentioned situation also entails the deterioration of urban spaces of this territorial area. Considering this situation, during the last years we have undertaken some actions without a common thread; providing these punctual actions with a global coherence would result essential to act over this type of rich but sensitive spaces from a cultural, social and environmental approach.

As stated in the other approaches, it is essential to propose new environmental alternatives in order to promote and help to achieve the above-mentioned proposed objectives.
THIRD.- SCOPE OF THE ACTION.

The Historical Centre as delimited in the General Urban Development Plan will be the scope of projects.

However, we will also assess the study and proposals relating the Historical Centre with the rest of the city.

FOURTH.- ELEMENTS IN CONSIDERATION.

1. Study and diagnostic of the scope of the action.

2. Economic proposals for the revitalization of the Historical Centre:
   Programs of action.
   Plans of incentive and promotion of the economic activity.
   Proposals of regulations on promotion and taxes.
   Plan in stages.

3. Social and cultural actions for the dinamization of the Historical Centre:
   Programs of action.
   Plans of incentive and promotion.
   Proposals of regulations on promotion and taxes.

4. Environmental improvements:

   Urban renovation of the area, proposals of design interventions in streets, pedestrian areas, lighting, free areas.
Improvement of the pedestrian mobility and accessibility with the elimination of urban barriers.

Proposal of measures for energetic improvement and efficiency.

Allowing the permeability of the area and the connectivity among contiguous areas by the different access streets to the old town, as well as the integration of business and leisure areas on the periphery in order to allow the citizens on the edge of the city and the users of beaches to discover and use the installations of the Old Town.

Recuperation and promotion of social participation in the gardening and decoration of the Old Town.

Proposal for the use of public spaces in social and cultural activities with the study of measures for its compatibility with the residential function in the Old Town.

5. Others.

- Summary report about the coherence among the different actions and proposals described for the different objectives.

- Financial report and process of execution of the proposal, which amount can not exceed the 800.000 euros. The execution should take place during the years 2014, 2015 and 2016.

- Multidisciplinary team presenting the proposal. Experience and composition of the team presenting the proposal would be an advantage. Therefore, the report should include the CV of its members.
FIFTH.- CONTESTANTS.

All the professional people or companies working in territorial development as a global concept (urban, sociological, economic, geographic, architectural development...) can take part in the contest.

The contestants shall have full capacity to act and present a responsible declaration stating their not inclusion in the regulations banning the provision of services as stipulated in the Revised Text of the Law on Contracting on Public Sector (Royal Legislative Decree 3/2011, of the 14th November (BOE of the 16th November).

The lack of veracity of the information given by the contestants would be reason for their exclusion of the contest by the promoters regardless of the stage of the contest.

The promoters have the faculty to decide if the presented documents are enough to consider that all the requirements are fulfilled.

The mere fact of taking part in the contest implies the acceptance of all of these conditions, as the acceptance of the faculty of the promoters to solve any doubt or binding interpretation of the questions in relation with these conditions.

Every team shall designate a representative as the responsible person to communicate with the Town Council.

SIXTH.- OBLIGATIONS OF THE CONTESTANTS.

A) Originality. Only the original proposals designed for Calp will be admitted.
B) Respect of the preexisting rights. The proposals shall guarantee the absolute respect of the copyright and patent rights of a third party.
C) Secret of proposals. The contestants shall guarantee the complete confidentiality about the contents of their proposals, as a result, the proposals can not be totally or partially published or disseminated before the final decision of the Contest.

D) Exclusivity. The proposal selected as the winners in the Contest can not be totally or partially used by authors in later works or projects.

SEVENTH.- OBTAINING THE DOCUMENTATION, INFORMATION, CONSULTATIONS AND RIGHTS OF INSCRIPTION.

The documentation that will be at disposal of the contestants will include: Plan of the Old Town according the PGOU of Calp (General Urban Development Plan), Orthophoto and photographic report of the existing constructions and roads.

The contestants can contact the Municipal Architect for consultations or information they may consider necessary.

The contestants shall formalize in the established term the corresponding inscription using the enclosed form and paying the inscription fees (50€) before receiving the above-mentioned documentation. Payment will be executed by bank transfer to the bank account number * of the Town Council in the bank company *. To formalize the inscription, the contestants shall provide proof of the transfer. The name of the person who made the transfer will be the name registered in the inscription, unless the proof of transfer expressly specifies the name to be registered as the contestant.

A visit to the Old Town of Calp would be considered to be positive. Contestants shall give proof by providing a referral note of this visit given by the Town Council by application signed in situ in the OAC (Citizen's Advice and Information). This referral note
shall be included in the documentation to formalize the inscription.

EIGHTH.- CALENDAR.

Diffusion: From the 15th February to the 15th March 2013.

Inscription and obtaining of material: From the 16th March to the 30th April 2013.

Writing of proposals: From the 1st May to the 15th September 2013.

Deadline for presentation of proposals: Last day, the 15th September 2013, at 14 hours.


Process of citizen’s participation. Agenda XXI. Exhibition in Culture Centre and popular vote: From the 16th October to the 16th December 2013.

Selection of the finalist: the 23rd December 2013.

NINTH.- PRESENTATION OF PROPOSALS.

Contestants shall present their proposals in accordance with the following points:
All the documents shall be delivered in a single piece correctly packed.
This piece shall include an envelope A and a package B duly separated.
The envelope A will show an adhesive with the following information:
ENVELOPE: A

Contest of ideas and proposals to revitalize the economic, social and environmental life of the Historical Centre of Calp.

Name:
Identification number.
Contact telephone:
E-mail:
Contact person:

On the other hand, the package B shall be delivered with any external distinctive sign to preserve the anonymity. The promoters will establish the necessary measures to relate both envelopes (A and B) in order to avoid that the Jury may know the author of the contents.

Contents of envelopes:

a) Envelope A. It shall necessarily include:
- The application of inscription in the Contest, duly signed.
- Proof of the identity of each member of the team.
- Curriculum vitae of each member of the team.

b) Package B. It shall include the proposal of the contestant for the elements of the
contest. To preserve the anonymity in the assessment of the Jury, the proposal can not include any name, trade, logotype, anagram, information or any other sign relating it with the authors.

The contents of the package shall be necessarily structured as follows:

1.- Report explaining the contents and origin of the proposal and its adaptation to the criteria of evaluation and the necessary coordination among the different proposals.

2.- Three DIN A1 panels with the proposal for its exhibition.

3.- The proposal shall be presented in a digital format (in any of the most common formats).

TENTH.- PROCESS OF SELECTION.

Selection stages:

a) Access requirements.

Promoters will examine with a technical supporting team the fulfilment of the access requirements as stipulated in these conditions to decide about the admission or exclusion of the proposal with no right of appeal.

The proposals admitted will be delivered to the Jury without any external sign of identification to undertake the final preselection.

b) Preselection of finalists.
The Jury will select in the date established in these conditions the best 10 proposals among all the admitted proposals fulfilling the established requirements for the contest.

However, if the Jury considers that no proposal fulfils the minimum necessary requirements to reach the objectives, the contest the may be not awarded, providing reasonable evidence of this decision.

c) Selection of the awarded proposal.

The election of the awarded proposal will be taken by a process of citizen’s participation during the period established in these conditions.

All the citizens older than 16 years old registered in Calp in the date of the contest can vote; the Town Secretary will establish the corresponding measure to guarantee the transparency of the process and to avoid the duplicity of votes. Every person will be identified with the identity document or passport, and his/her name will be crossed off the list of the municipal register written for this purpose.

**ELEVENTH.- THE JURY**

The President of the Jury will be the Mayor of Calp, and the members:
- One representative of the Universidad de Politécnica de Valencia.
- One representative of the Universidad de Valencia.
- One representative of the CEU San Pablo.
TWELFTH.- AWARDING CRITERIA.

Concision, clarity and brevity in the descriptive documents will be appreciated. And in particular the following features:

1.- Adaptation of the proposal to the old town and its urban surrounding environment.
2.- Functional proposal and integrating composition.
3.- Originality of the intervention and solutions for urban free areas.
4.- Incorporation of alternative sources of energy, application of bioclimatic criteria and savings in maintenance costs.
5.- Innovation in ideas for the promotion of leisure development and business together with the residential function.
6.- Solutions concerning cars parking.
7.- Use of public premises.
8.- Respect and appreciation of the traditions regarding the Old Town of Calp.
9.- Use of the existing resources of the Old Town.
10.- Economic viable plan in accordance with the financial aid established.

The promoters can determine the exclusion of the proposals that do not fulfil the indications of this section considering the difficulties in the assessment that this fact would
There is no possibility of rectifying omissions, or making modifications once the proposal is already registered.

THIRTEENTH.- AWARDS.

The awarded proposal will formalize a contract for the work with an amount of 50,000 euros.

Five second prizes will be awarded with an amount of 3,000 euros for the five selected proposals.

These prizes will be subject to the corresponding tax regulations.

The Town Hall of Calp reserves the right to add ideas included in other awarded prizes to the winning proposal.

The Town Hall of Calp can ask the winner to clarify or detail any question that seems to be insufficient in the presented proposal, these works will be included in the above-mentioned award.

The non-winning proposals can be removed in a maximum delay of three months; after this period, promoters can decide about its conservation, use or destruction.
FOURTEENTH.- PROPERTY OF THE WINNING PROJECTS.

The winner will transfer the property and rights of image, copyright and industrial property rights to the Town Council of Calp in connection with the proposal presented in the contest. This transfer will be executed in the widest way permitted by the Law all over the world and with the largest validity. The transfer will include the modification of the proposals to adapt it to the needs of the promoters.

The Town Council of Calp will be the absolute owner of the awarded proposal, its adaptations and its rights of image and copyright.

A contract will be formalized for the awarded project. In this contract, the Town Council can include the advice for the effective development of the project if appropriate.

The rest of contestants will also transfer free to promoters the rights of distribution and public communication to exhibit the proposals in catalogues or publications (by writing or in digital format) in their quality of contestants.

FIFTEENTH.- USE OF THE AWARDED PROPOSALS.

The Town Council of Calp will use the awarded proposal for any use or function in order to project the external image of the town or any other purpose it may consider appropriate.

On the other hand, the acceptance of the award implies the consent by the winner to use his/her name, image and voice in relation with the diffusion, promotion and advertising of the results of the contest and its applications.
SIXTEENTH.- ADVERTISING.

Promoters will advertise as they may consider appropriate the official announcement, as well as the proceedings and final resolution of the contest.

SEVENTEENTH.- INTERPRETATION.

Promoters reserve the right to interpret these conditions in any situation which may result doubtful being their decisions definitive.