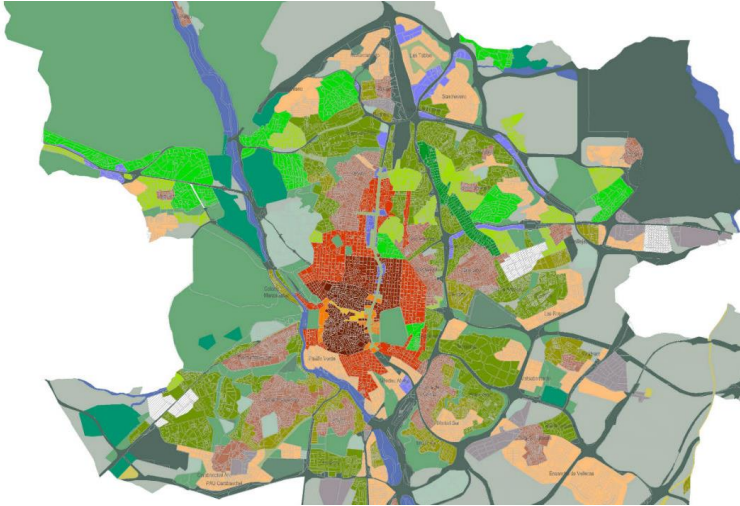


Urban landscape quality in Madrid



Project details

Customer: Madrid City Council

Date: 2009

Country: Spain

Area of Activity: Urban development

MainActivity: Management and coordination of the master plan for urban quality

Master plan for urban landscape quality in Madrid

Madrid City council has chosen Prointec to develop a plan to promote the improvement of landscape quality in the city in both the consolidated areas and the historic centre, and in future urban extensions, green spaces and major infrastructures.

Prointec's master plan is a pioneering initiative in Spain that shifts the focus to the city's inhabitants, orienting the regulations, guidelines and criteria towards the creation of a space where the residents of Madrid feel represented and where visitors recognise the city's character. The plan serves as an essential point of reference for all the works and actions affecting the characteristic elements of Madrid's landscape, but above all, as a collective commitment to promoting the image of the city.