

# PLAN **C** **H** **A** Plan Maestro del Centro Histórico de Asunción

ASU Municipalidad de Asunción.



CONGRESO NACIONAL  
CAMARA DE DIPUTADOS



MINISTERIO DE  
OBRAS PÚBLICAS  
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SECRETARÍA  
NACIONAL  
DE CULTURA



ADMINISTRACIÓN  
NACIONAL DE  
NAVEGACIÓN Y  
PUERTOS



## **International Contest of Ideas for the Master Plan of Interventions within the revitalization process framework of the Historic Downtown of the City of Asunción**

April, 2014

The terms of the contest should be consulted to the School of Architects of Paraguay, San Jose 233 and Jose Berges Street, Asuncion. Phone (595 21 206 804), from Monday to Friday, from 8:00 AM to 4:00 PM, also to the mail address: [info@colegiodearquitectos.org.py](mailto:info@colegiodearquitectos.org.py) and to the web pages: [www.colegiodearquitectos.org.py](http://www.colegiodearquitectos.org.py) and/or [www.asuncioncentrohistorico.com](http://www.asuncioncentrohistorico.com)

Entidad gerenciadora



# INTERNATIONAL CONTEST OF IDEAS FOR THE MASTER PLAN OF INTERVENTIONS WITHIN THE REVITALIZATION PROCESS FRAMEWORK OF THE HISTORIC DOWNTOWN OF THE CITY OF ASUNCIÓN

## INVITATION

The Municipality of Asunción, the Ministry of Public Works and Communications, the National Secretariat of Culture, the National Administration of Navigation and Ports, the Chamber of Deputies of the National Congress convene teams or professional service companies related to urban discipline, national as well as international, to THE INTERNATIONAL CONTEST OF IDEAS FOR THE DEVELOPMENT OF THE MASTER PLAN OF INTERVENTIONS IN THE FRAMEWORK PROCESS OF REVITALIZATION OF THE HISTORIC DOWNTOWN OF THE CITY OF ASUNCIÓN, capital of the Republic of Paraguay.

The international contest of ideas counts with the technical advice, the organization and management from the School of Architects of Paraguay/Regional Capital through the Inter-Institutional Cooperation Agreement subscribed in Asunción, on January, 2014.

**The proposals will be received from Monday, July 14 until Saturday, July 19, 2014**, between 9:00 and 12:00 hours local time in Asunción, at the headquarters of the Ballarío House, located in la Manzana de la Rivera, O'Leary Street and El Paraguay Independiente, Asunción. The registration of the proposal submission will close at 12:00 noon on Saturday, July 19, 2014, not being able to accept any proposal that is submitted after the established time and date.

It is hereby established to award **US\$ 100,000 for the signature and development of the contract (One hundred thousand US. dollars), to the Winner of the contest; the amount of US\$ 8,000 (Eight thousand US dollars) for the second, and US\$ 6,000 (Six thousand US dollars),** to the third finalist and honorable mentions to the 4th and 5th place. The proposals will be evaluated by members of the jury, as set forth in the request for proposal.

The contest seeks to obtain the best proposals to serve as guidance in order for Asuncion to recover its vocation of coastal city, revitalized with new population living in the historic downtown area, with productive economic options as in the cultural area as well as in technology, tourism, and others, to make it sustainable, environmentally friendly and respectful of its historic legacy.

REGISTRATIONS take place in the website of the contest [www.colegiodearquitectos.org.py](http://www.colegiodearquitectos.org.py) and/or [www.asuncioncentrohistorico.com](http://www.asuncioncentrohistorico.com) and they are open until June 23, 2014. The request for proposal and additional information are available *on-line*.

The official language of the contest is Spanish

Information: [info@colegiodearquitectos.org.py](mailto:info@colegiodearquitectos.org.py)

**Colegio de Arquitectos del Paraguay—Regional Capital  
San José 233, Asunción  
Phone (595 21 206 804)**

April 2014

## **PROMOTING INSTITUTIONS**

- **MUNICIPALITY OF ASUNCIÓN**
- **MINISTRY OF PUBLIC WORKS AND COMMUNICATIONS**
- **NATIONAL SECRETARIAT OF CULTURE**
- **NATIONAL ADMINISTRATION OF NAVIGATIONS AND PORTS**
- **CHAMBER OF DEPUTIES OF THE NATIONAL CONGRESS, REPUBLIC OF PARAGUAY**

## **ADVISORY AND MANAGERIAL INSTITUTION**

- **SCHOOL OF ARCHITECTS OF PARAGUAY, Regional Capital**

## **SUPERVISORY INSTITUTION**

- **PARAGUAYAN ASSOCIATION OF ARCHITECTS**

Asunción – Paraguay

April, 2014

## INITIALS AND ABBREVIATIONS

<b>ANNP</b>	National Administration of Navigation and Ports
<b>APAR</b>	Paraguayan Association of Architects
<b>ASOCENTRO</b>	Association of Downtown Merchants
<b>CAP</b>	School of Architects of Paraguay, Regional Capital
<b>CAPASA</b>	Paraguayan Canes Anonymous Partnership-limited company
<b>CHA</b>	Historical Downtown of Asunción
<b>DGEEC</b>	General Directorate of Statistics, Surveys and Census
<b>FADA</b>	University of Architecture, Design and Art, National University of Asunción
<b>FEPASA</b>	Railways of Paraguay Anonymous Partnership-limited company
<b>IMA</b>	Municipal Institution of Art
<b>MEC</b>	Ministry of Education and Culture
<b>MH</b>	Ministry of Finance
<b>MOPC</b>	Ministry of Public Works and Communications
<b>PM</b>	Master Plan
<b>SEAM</b>	Secretariat of Environment
<b>SENATUR</b>	National Secretariat of Tourism
<b>SENAVITAT</b>	National Secretariat of Housing and Habitat
<b>SIRCHAL</b>	International Seminar of Latin American Historic Downtowns Revitalization
<b>SNC</b>	National Secretariat of Culture
<b>RR EE</b>	Ministry of Foreign Affairs

# TABLE OF CONTENT

1.	CONTEST PRESENTATION .....	8
2.	GENERAL ASPECTS .....	10
2.1.	NAME OF THE CONTEST.....	10
2.2.	METHOD OF THE COMPETITION.....	10
2.3.	STATE INSTITUTION PROMOTERS .....	10
2.4.	ADVISORY AND MANAGERIAL BODY OF THE CONTEST .....	11
2.5.	PURPOSE OF THE CONTEST .....	11
3.	JURY OF THE CONTEST.....	16
4.	PROPONENTS OR CONTESTANTS .....	19
5.	OBLIGATIONS OF CONTEST WINNER. ....	22
6.	TENDER DOCUMENTS. ....	22
6.1.	REGISTRATION .....	22
6.3.	REGISTRATION IS INTRANSFERIBLE.....	23
7.	PROPOSAL PRESENTATION.....	23
7.1.	PROPOSAL SUMISSION .....	23
7.2.	RECEIPT OF PROPOSALS .....	25
8.	DETERMINANTS FOR THEPROPOSAL DEVELOPMENT FOR THE INTERNATIONAL CONTEST OF IDEAS FOR THE .....	26
8.1.	BACKGROUND AND BRIEF HISTORY OF CHA.....	27
8.2.	DESCRIPTION OF THE CURRENT SITUATION.....	32
8.2.1.	Urbanism/ Town Planning and Works.....	32
8.2.2.	Environment.....	34
8.2.3.	Socio economics and tourism. ....	35
8.2.4.	Culture.....	36
8.2.5.	GOVERNANCE .....	37
8.3.	ACTION AREA.....	38
8.4.	PURPOSE AND NATURE OF THE INTERNATIONAL CONTEST OF IDEAS FOR THE MASTER PLAN OF INTERVENTIONS IN THE REVITALIZATION FRAMEWORK PROCESS OF THE HISTORIC DOWNTOWN OF ASUNCIÓN, .....	39
8.5.	CRITERIA FOR DEVELOPMENT OF THE PROPOSAL.....	40
8.5.1.	General Criteria.....	40
8.5.2.	Specific Criteria .....	42

8.6. EVALUATION	CRITERIA .....
8.7. TECHNICAL AND LEGAL DOCUMENTS AVAILABLE TO PROPONENTS AND CONTESTANTS .....	46
8.7.1. Graphic Chart documentation .....	46
8.7.2. Written Documentation.....	47
8.7.3. Special Annexes .....	48
8.7.5. Pro-Forma Contract .....	49

## INTERNATIONAL CONTEST OF IDEAS FOR MASTER PLAN OF INTERVENTIONS WITHIN THE REVITALIZATION PROCESS FRAMEWORK OF THE HISTORIC DOWNTOWN OF THE CITY OF ASUNCIÓN

### 1. CONTEST PRESENTATION

The contest of ideas focuses on the importance and opportunity of recovering and valuing the cultural dimension of the historic downtown of Asunción, as a strategy to strengthen its identity and urban and metropolitan centrality for the entire nation and boost its international profile.

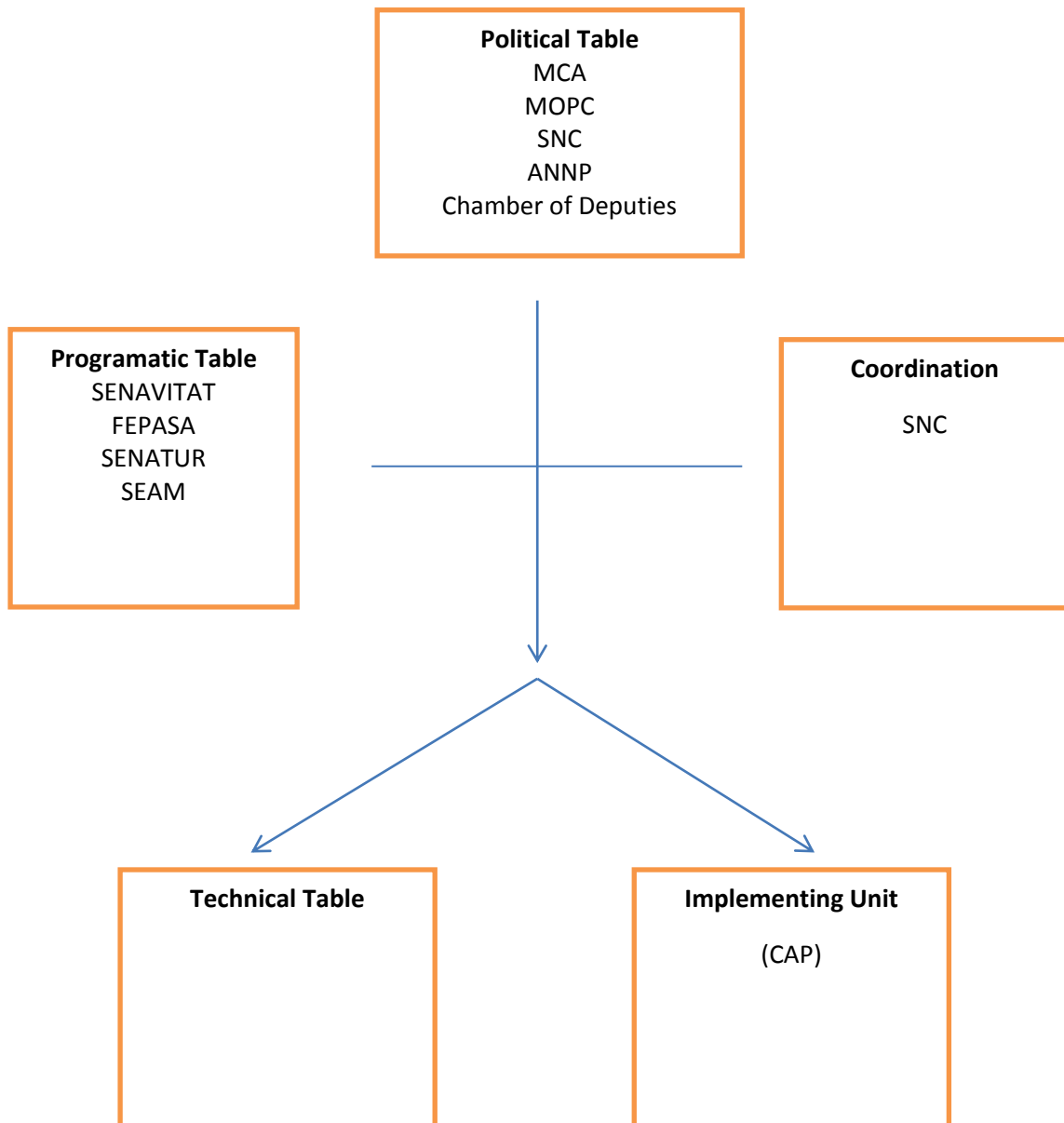
This Master Plan seeks a recovery and conservation strategy of the historical, urban and architectural legacy of this emblematic site of the capital city of the Republic of Paraguay that adds the ability to generate significant economic and social processes for sustainable development and the root of the population, enhancing the multifunctional and inclusive character that integrate civic, residential, commercial, entertainment, touristic and cultural aspects.

This international contest of ideas for the **MASTER PLAN OF INTERVENTIONS IN THE FRAMEWORK PROCESS OF REVITALIZATION OF THE HISTORIC DOWNTOWN OF THE CITY OF ASUNCIÓN** will select the best proposal expressed in the guiding document of strategies and actions, to implement the revitalization of the Historic Downtown and to reverse its present conditions.

The willingness of five important national institutions: The Municipality of Asunción, the Ministry of Public Works and Communications, the National Secretariat of Culture, the National Administration of Navigation and Ports, the Chamber of Deputies of the National Congress makes it possible to continue the process that began in 2009-2010, a period in which the Asunción Cultural Citadel Program was developed.



## ORGANIZATIONAL CHART “MASTER PLAN OF HISTORIC DOWNTOWN ASUNCIÓN”



## 2. GENERAL ASPECTS

### 2.1. NAME OF THE CONTEST

The contest of ideas to select the winner of the final version of the Master Plan of Interventions, denominated **INTERNATIONAL CONTEST OF IDEAS – MASTER PLAN OF INTERVENTIONS IN THE FRAMEWORK PROCESS OF REVITALIZATION THE HISTORIC DOWNTOWN OF THE CITY OF ASUNCIÓN.**

When in the request for proposal, in annexes and in other documents, reference is made simply to “THE CONTEST”, shall mean **INTERNATIONAL CONTEST OF IDEAS – MASTER PLAN OF INTERVENTIONS IN THE FRAMEWORK PROCESS OF REVITALIZATION THE HISTORIC DOWNTOWN OF THE CITY OF ASUNCIÓN.**

### 2.2. METHOD OF THE COMPETITION

The method of the competition is an international request for proposals for the Master Plan, strategies and actions, over a single round, to be implemented in a short, medium and long term by the Municipality of Asunción, the central government, civil society and the national and international private capital.

### 2.3. STATE INSTITUTION PROMOTERS

The promoting institutions are: The Municipality of the City of Asunción (MCA), the Ministry of Public Works and Communications (MOPC), the National Secretariat of Culture (SNC), the National Administration of Navigation and Ports (ANNP), the Works Commission of the Chamber of Deputies of the

National Congress, herein after the INSTITUTIONS, with technical and executive advise from the Association of Architects of Paraguay (CAP).

## 2.4. ADVISORY AND MANAGERIAL BODY OF THE CONTEST

The advisory and managerial body of the contest is the Association of Architects of Paraguay, Regional Capital, herein after **CAP**.

## 2.5. PURPOSE OF THE CONTEST

The purpose of the contest is to select the best proposal to elaborate the ***MASTER PLAN OF INTERVENTIONS IN THE FRAMEWORK PROCESS TO REVITALIZE THE HISTORIC DOWNTOWN OF THE CITY OF ASUNCIÓN.***

The contest for the revitalization of CHA should contribute significantly to the culture of Paraguay, preserving its tangible and intangible values, and serve as a model of public and private inter-institutional management that would generate the interest of replicating this venture in other cities across the country, interested in preserving their historic heritage. This will make it possible **to have a number of proposed ideas that will allow the jury to choose the one of higher quality according to this list of terms and conditions.**

## 2.6. BUDGET ALLOCATION

The funds for the procurement of consultancy resulting from this contest come from the budget allocation of the Law 5142/2014 “That approves the General Budget of the Nation for Fiscal Year 2014”; in the Purpose of Expenditure 842. “Contribution to Educational Entities and Non Profit Organizations” corresponding to the National Secretariat of Culture.

## 2.7. AWARDS AND FEES

Page | 12

In the case of proposals which merit a favorable assessment, in line with the requirements of these terms and conditions, the jury may grant up to three awards. The established awards are:

- **1<sup>st</sup> Award**                    **contract U\$S 100,000.-**
- **2<sup>nd</sup> Award**                    **U\$S 8,000.-**
- **3<sup>rd</sup> Award**                    **U\$S 6,000.-**

2.7.1 To the first winning proposal it will be awarded the consultancy contract to develop the Master Plan in the amount of ONE HUNDRED THOUSAND AMERICAN DOLLARS.

2.7.2 If no agreement is reached with the first award winner, the advisory and managerial institution (Association of Architects of Paraguay), after consultation with the entities that make up the Alliance and the Jury and under their resolution, may agree with the second prize winner the hiring for the executive development of its proposal and so on with the next contestant winner. Should this situation occurs, the advisory and managerial institution is not required to pay the amount for the award nor compensation to the winners who do not hire.

2.7.3. The jury may determine the contest void and not rule in favor of any winning proposal, in the event that the proposals submitted show insufficient quality according to the objectives which define this proposal basis.

2.7.4. The contest winner may be hired to develop the final version of the proposed interventions under the following conditions:

- a) Establish a professional office addressed in Asunción or the metropolitan area of the capital.

- b) In case the winner is a foreign team, it shall implement the figure of consortium with a local pair team.
- c) Submit the work plan which includes the methodology to be used, the list of professionals with their corresponding resume, position, responsibilities assignation for their components (national and international) and the schedule of related activities.

2.7.5. The winner shall be committed to introduce in the final version of the Master Plan of CHA, the necessary variants suggested by the sponsoring institutions and/or jury, provided that they do not denaturalize the essence of the proposed Master Plan, reason why it got the benefit of the award.

## 2.8. CONTEST DEADLINES, year 2014

<b>April 22, 2014</b>	<b>Presentation AND OPENING REGISTRATIONS – Convening</b>
<b>April 23</b>	<b>Opening period of QUESTIONS AND ANSWERS, in writing</b>
<b>From April 22 to June 23</b>	<b>CLOSING CONSULTATIONS term and Closing of Registration</b>
<b>June 30</b>	<b>Closing ANSWERS and CONSULTATIONS term</b>
<b>From Monday July 14 to Saturday July 19, 2014</b>	<b>RECEPTIONS OF PROPOSALS, 9:00 am until 12:00 noon, local time at: Centro Cultural Manzana de la Rivera Casa Ballario (upstairs) Oficina Ciudadela Cultural de Asunción. Secretaría Nacional de Cultura Address: O’leary and Paraguayo Independiente.</b>
<b>From July 19 to August 2</b>	<b>Deadline for REVIEW AND CORRECTION of Contestants’ legal documentation</b>
<b>From August 2 to 10</b>	<b>EVALUATION of PROPOSALS by JURY</b>
<b>August 12</b>	<b>Announcement of WINNING PROPOSAL</b>

Concurso internacional de ideas para el Plan maestro de intervenciones en el marco del proceso de revitalización del Centro Histórico de la ciudad de Asunción.

<b>August 15</b>	<b>AWARD CEREMONY and signing of contract with the WINNER (date of signature to be confirmed with the winner)</b>
<b>From August 15 to September 8.</b>	<b>Analysis deadline, study and RECOMMENDATIONS to the WINNER by POMOTING INSTITUTIONS and the JURY</b>
<b>From September 8 to November 28</b>	<b>FINAL DOCUMENT Editing</b>
<b>November 28, 2014</b>	<b>FINAL DOCUMENT DELIVERY</b>
<b>6 months.</b>	<b>Exhibition of the awarded proposals, from August 15, 2014</b>

## **2.9. TERMS AND CONDITIONS ACCEPTANCE:**

- a. The presentation of the proposal and the documents requested by this statement, by the contestant, constitutes full acceptance of the terms and conditions.
- b. Being the jury's assessment not appealable, contestants may not make any propaganda that may attempt to distort their assessment or discredit the members of the jury or the peers of the contest. Any participant in the contest owes their peers a great respect and a prejudicial act to any participant will not be tolerated.

## 2.10. COMMUNICATION WITH CONTESTANTS

### QUERIES

- 2.10.1 Contestants may seek clarifications on this list of terms and Conditions within the period specified in item 2.8.
- 2.10.2. All requests for clarifications must be received in writing, via e-mail at the following e mail address  
[info@colegiodearquitectos.org.py](mailto:info@colegiodearquitectos.org.py)
- 2.10.3. The advisory and managerial institution will respond via e-mail all queries received, and will send consultations and responses to all contestants.
- 2.10.4. If the advisory and managerial institution deemed necessary to amend the bidding terms and conditions of the contest, the advisory and managerial institution will do it issuing the corresponding addendum.
- 2.10.5. The addenda that may be required will be sent via e-mail to all contestants, and their terms will be mandatory to all.
- 2.10.6. The deadline for submission of proposals by contestants is unmovable.

## **2.11. ADVISORING AND MANAGERIAL INSTITUTION OF THE INTERNATIONAL CONTEST OF IDEAS.**

Page | 16

The School of Architects of Paraguay – Regional Capital is the advisory, organizer and managerial institution of the INTERNATIONAL CONTEST OF IDEAS for developing the MASTER PLAN OF INTERVENTIONS IN THE FRAMEWORK PROCESS TO REVITALIZE THE HISTORIC DOWNTOWN OF THE CITY OF ASUNCIÓN. Its responsibilities are: a) organize and establish the technical aspect of the contest; b) evacuate consultations and clarify doubts that may exist in the form and time-bound; c) to receive proposals on time, date, place and according to procedures established in the statement; d) make a preliminary study of received proposals and submit to the jury of the contest the comments concerning compliance of the clauses of the bidding terms and conditions; e) communicate to the winning team of the international contest of ideas the result of the opinion of the jury; f) send promoting institutions the verdict of the jury and the observations made, if any, for the purpose of providing the recommendations and observations for the winner to proceed to the final version of the proposal; g) subscribe, with the contest winner, the consultancy contract for the final drafting of the document MASTER PLAN OF INTERVENTIONS IN THE FRAMEWORK PROCESS OF REVITALIZATION OF THE HISTORIC DOWNTOWN OF THE CITY OF ASUNCIÓN; h) receive the document with the final draft; i) act as a link between the contest promoting institutions and the jury, and between it and the contestants.

## **3. JURY OF THE CONTEST**

### **3.1. MEMBERS**



The jury of the \_\_\_\_\_ contest will be composed of 10 (ten) full members with multidisciplinary technical training related to the urban discipline and/or authorities of institutions which are listed below:

Page | 17

- MUNICIPALITY OF THE CITY OF ASUNCIÓN
- MINISTRY OF PUBLIC WORKS AND COMMUNICATIONS (MOPC)
- NATIONAL SECRETARIAT OF CULTURE (SNC)
- NATIONAL ADMINISTRATION OF NAVIGATION AND PORTS (ANNP)
- WORKS COMMISSION OF THE HONORABLE HOUSE OF REPRESENTATIVES OF THE NATIONAL CONGRESS
- DEAN OF THE UNIVERSITY OF ARCHITECTURE DESIGN AND ART, UNIVERSITY OF ASUNCIÓN (FADA)
- REPRESENTATIVE OF THE PARAGUAYAN ASSOCIATION OF ARCHITECTS (APAR)
- 2 REPRESENTATIVES OF THE CIVIL ASSOCIATIONS AND/OR CHA ORGANIZATIONS
- REPRESENTATIVE OF THE ASSOCIATION OF ARCHITECTS OF PARAGUAY (CAP)

### **3.2. JURY CONFORMATION**

- 3.2.1. Each sponsoring institution will integrate the jury as a full Member, and may be assisted by an advisor with appropriate Training in urban management
- 3.2.2. The other institutions (not sponsors) will designate one Full and Alternate Member, both must have appropriate instruction in urban Management
- 3.2.3. The alternate member shall act in case of resignation or dismissal of the full member. The full member replaced by the alternate one, will definitely lose its status.
- 3.2.4. The jury will be constituted no later than 20 (twenty) calendar Days, prior to the delivery date of proposals, and will issue its

Decision

on August 12, 2014.

Page | 18

- 3.2.5. Once the jury is constituted in the first meeting, the members will select a President, who has a twofold casting vote.
- 3.2.6. The member of the jury who fails to attend three (3) consecutive or alternate sessions even justifying his/her absence, he/she will be excluded from them.

### 3.3 POWERS AND DUTIES OF THE JURY CONTEST

- Comply with everything said in this statement of terms and conditions.
- Consult, as necessary, with the advisory and managerial institution of the contest.
- In addition, each member of the jury may study by himself/herself the proposals presented, for a better knowledge of them.
- The jury will meet with a simple majority of its members, with minutes elaborated per session, which will be signed by members present.
- The opinion shall be elaborated in the minutes of the session, explaining fundamentals and criteria adopted for decision making.
- In case of a tie, draw on two successfully ballots, after the first and, if it persisted, the decision will be taken by the jury's, who has a casting vote. No member may be abstained from voting.
- The jury may award honorary mentions if sees them fit.
- The jury may declare void one or more awards in the event that proposals suffer from fundamental defects, which the jury must specify clearly and in detail in the opinion, by unanimous vote.
- Upon delivering the outcome, the jury shall inform it to the advisory and managerial institution of the contest, which in turn will communicate the key of the selected proposal to the notary who maintains in escrow the identity of contestants.
- On August 12, 2014, the advisory and managerial institution of the contest shall, in public act, communicate the decision of the jury.

### 3.4. EVALUATION CRITERIA.

The jury will evaluate the proposals based on the following criteria and ratings

Page | 19

CRITERIA	RATING
1. Adaptation of the idea to the objectives and criteria of the contest	up to 20 points
2. Originality and innovation of the proposal	up to 20 points
3. Technical, economic, social, cultural and environmental viability which will involve the implementation of the proposal	up to 20 points
4. Descriptive clarity of the proposed solution	up to 20 points
5. Conceptual and formal quality of proposal	up to 20 points

## 4. PROPONENTS OR CONTESTANTS

### 4.1. WHO CAN COMPETE

Teams who declare in writing and under signature be the authors of the proposal, conceived by them and developed under his direction, may participate.

They must submit an affidavit of not being affected by prohibitions or limitations to contract with the Paraguayan State (**Form 2**).

- **The contest of ideas is by nature PUBLIC, INTERNATIONAL AND NATIONAL**, open to professionals or teams of specialists in urban interventions, **national as well as foreign, inhabitants or not in Paraguay.**
- In what it affects to local participants, each of the components of the local team must submit the following documents to support multidisciplinary

professional practice in areas related to urban planning, architecture, heritage, landscape, environment, cultural management, urban economics, real estate law, among others:

Page | 20

- Certified photocopy of the academic degree of each member of the team.
  - Spreadsheet of Staff composition of the multidisciplinary team **(form 3)**
  - Curriculum Vitae of each of the components of the multidisciplinary team **(form 4)**
  - Consulting experience in urban development, supported by work certificates **(form 5)**
  - Enabling a natural or legal person to legally hire in the Republic of Paraguay.
- **With respect to international participants**, each of the components of the international team must submit:
    - Authenticated photocopy of the academic degree of each member of the team, validated by the Paraguayan consulate and/or the competent authority in their country.
    - Spreadsheet of the Staff composition of the multidisciplinary team. **(form 3)**
    - Curriculum Vitae of each of the components of the multidisciplinary team. **(form 4)**
    - Consulting experience in urban development, supported by legal proof. **(form 5)**
    - Enabling natural or legal persons to legally hire, validated by the Chamber of Commerce or Ministry or other similar authority in their country.
    - The language to be used in all cases (documents and proposal) is **Spanish.**

- In the event that their proposal is selected as winner of the contest, the team of professionals must have a local counterpart, described in item 2.7.4.

## 4.2. WHO CAN NOT COMPETE

### Legal Disqualifications and Incompatibilities

Institution officials promoting this contest cannot compete, or the spouses or those who are in first and second degree of consanguinity to the jury or advisors of the contest, or have partnership or have had one, up to a period of 2 years prior to the date of this competition.

## 4.3. DISQUALIFICATION OF PROPOSALS

Grounds for disqualification will be:

- a) The delivery of the proposal after the deadline and / or set schedule.
- b) Failure to comply with the conditions laid down in the tender terms and conditions.
- c) Attempting, by any means, to influence the decision of the members of the jury.

The advisor and managerial institution of the contest, the School of Architects of Paraguay, has full authority to disqualify the proposal that does not comply with some of the provisions of the contest rules, without submitting them to the considerations of the jury.

## 5. OBLIGATIONS OF CONTEST WINNER.

### 5.1. OBLIGATIONS OF THE WINNER ARE

Page | 22

- a) Submit the necessary documents on time in order to sign the contract for consultancy with the advisory and managerial institution of the contest
- b) Accept the observations and recommendations made by the Jury and promoting institutions and introduce the required changes, provided they do not alter the spirit or general concept of the proposal.
- c) Adjust such observations in the definite documentations: in the description of actions, interventions, deadlines, and other expected results.
- d) Comply with legal administrative commitments existing in Paraguay.

### 5.2. INTELLECTUAL PROPERTY

The winning proposals remain the intellectual property of the contestant, who, at the time of collecting the award it transfers the economic and reproductive rights over them.

## 6. TENDER DOCUMENTS.

### 6.1. REGISTRATION

Those interested in bidding must sign the **registration** form (**Form 1**), located in the appendices. After completing this form, the applicant should forward it to the School of Architects of Paraguay, email: [info@colegiodearquitectos.org.py](mailto:info@colegiodearquitectos.org.py). The registration period begins on April 22, 2014 and ends on June 23, 2014, along with the closure of the consultation period.

## **6.2. REVISION OF THE REGISTRATION DOCUMENT**

Page | 23

Upon receiving the completed registration form, the CAP will verify the registration papers, which shall be registered in the Registration Form of CAP, making up the list of contestants that will be checked out at the time of the reception of proposals.

## **6.3. REGISTRATION IS INTRANSFERIBLE**

Registration is not transferable and only confers the right to participate to those who were enrolled.

## **7. PROPOSAL PRESENTATION**

### **7.1. PROPOSAL SUBMISSION**

The language of the proposals and inherent documents of the contest is Spanish.

Proposals shall be delivered in a single package containing two (2) separate envelopes, 1 and 2. The package and the two wrappers are anonymous.

## Wrapping Number 1 Anonymous, Content:

### **Wrapping Number 1 contains the CONTESTANT IDENTIFICATION**

#### **It should contain the following information:**

- Approval slip of the Registration of application issued by the CAP (mail) .
- Affidavit of not being covered by the prohibitions or limitations to contract with the Paraguayan State. (Form 2)
- Name and surname of each of the members of the team contestant, and team responsibility. (Form 3).
- Curriculum Vitae of each participant team member. (Form 4).
- List of consulting experience supported by legal evidence (Form 5).
- Validated photocopy by the responsible authority of the professional degree of each participating team
- Authenticated membership photocopy of one or more professional or commercial or cultural Guilds of each contestant team members.
- Authorization proof to contract with the Paraguayan state issued by competent authority. (Home team: enrollment in the MOP; foreign team: consular certificate).
- List the contents of the wrapping, printed on an outer wrapping paper for each of them. That list shall not indicate data, signature, nickname, slogan or symbol that may identify the contestant.



## Wrapping Number 2 Anonymous, content:

### Wrapping Number 2 contains the PROPOSAL

#### The proposal should contain:

- The wording of the proposal. Maximum text content in 20 pages, written in A4 size paper, with 1 ½ space , Arial font size 12.
- Up to five (5) printed on A4 size sheets, free scale, chosen by the contestant, for a good interpretation of the proposal. These sheets should be mounted on a rigid, lightweight panel.
- Computer support containing the files of the proposal (compact disc or USB flash drive) .
- List the contents of the envelope 2, printed on an outer paper to the Wrapping. That list shall not indicate data, signature, nickname, slogan or symbol identifying the contestant.

## 7.2. RECEIPT OF PROPOSALS

1. Proposals will be accepted from **Monday July 14 until Saturday July 19, 2014, between 9:00 AM and 12:00 PM noon** - Asunción time zone, in Casa Ballario de la Manzana de la Rivera, O'Leary and El Paraguayo Independiente streets.
2. During the reception of proposals by CAP, each contestant or team will receive a constancy or numbered receipt, without specifying a name or keyword, where the quantity of pieces (plates / panels / texts, etc..) will be included according to the written list, or written annotation, and adhered to the outside of the corresponding wrapping.

3. The same numbered receipt will be assigned to the wrapping, in the competitor's presence or representative team. The duplicate of this receipt shall be retained by the CAP and must be signed by the contestant and the representative of the CAP.
4. Once the reception of the proposals is finished, the correspondent minutes will be written with the signatures of all those present.
5. Without the presence of the contestants, the CAP, in the presence of a public notary public, will proceed:
  - a) To perform the opening of the packages,
  - b) To control the number of items presented and
  - c) Establish a key system for future identification, maintaining the anonymity of each submission. This key, along with the duplicated receipts of item 7.2.3, shall be placed in a closed envelope, sealed and signed by the members of the CAP, and retained by the public notary pending of the opinion of the jury.
6. Subsequent to the jury's decision, the opening of the envelope will be preceded, to know the identity of the winner. The outcome of the decision and the identity of the winning team will be broadcasted publicly.
8. **DETERMINANTS FOR THE PROPOSAL DEVELOPMENT FOR THE INTERNATIONAL CONTEST OF IDEAS FOR THE**

## MASTER PLAN OF INTERVENTIONS IN THE FRAMEWORK PROCESS TO REVITALIZE THE HISTORIC DOWNTOWN OF ASUNCIÓN

### 8.1. BACKGROUND AND BRIEF HISTORY OF CHA

The Master Plan for the Historic Downtown of Asunción is a project born by institutional consensus and willingness to promote improvements in the heart of the city of Asunción, renewing and beautifying the public space, improving the quality of life, the attractiveness for the development of the economic activities and the competitiveness of the capital taking advantage of its historical and cultural potential.

The Cultural Citadel project and document "Comprehensive Action Plan of the Historic Downtown of Asunción" introduced in November 2010, represented a significant advance in the efforts to set the fundamental elements for the revitalization of the urban downtown of the capital of Paraguay, fruit of a process that mobilized experts and local stakeholders, and with the complicity, support and participation of the citizenship.

Residential desertification processes, outsourcing and degradation of certain areas caused the reduction of the capacity of attractiveness and enjoyment of the heart of the city by Asuncenos and all visitors.

Being the current institutional environment favorable, the expectations for economic and social development of Paraguay make it essential to promote a project to revitalize the historic downtown of Asunción and promote new economic activities related to the knowledge, creativity and innovation, and thus placing the city in the map of cities with tourist attractions in South America. This strategy is associated with the need to strengthen the urban identity of

Asunción in its metropolitan and national dimensions, considering its projection and international connection.

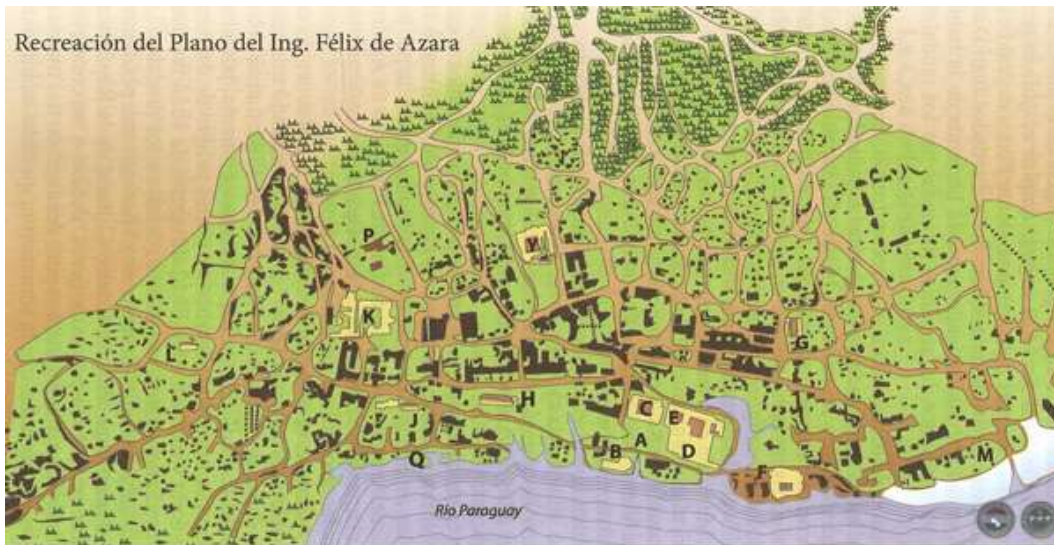
Page | 28

In the area of action of the Master Plan of CHA the founding site of Asunción is located, where, in 1537, a fort was build that occupied the current Plaza de Armas, in an area surrounded by forest formations and the Paraguay river, crossed by streams, numerous outcrops of springs and a rugged topography.

During the next three centuries, the urban extension covered an area bounded by no more than 1 km along the coastline and about 500 m in direction south of the river.

The following graphs illustrate the layout of city of Asuncion ate the beginning. In 1785 the Surveyor Engineer Mr. Felix de Azara made a survey of the urban conglomerate. Another reference available is that of Mr. Roberto Chodasiewicz made in 1869, being Paraguay already an independent country.





**PLANO DE LA ASUNCIÓN  
EDITADO EN FRANCIA  
AÑO - 1787**

- A. La Gran Plaza
- B. Casa donde se reunía la Guardia de Infantería y Caballería
- C. Casa de la Gobernación y del Tesoro Real
- D. Seminario y Colegio de los Jesuitas Exilados
- E. Manufactura Real de Tabacos
- F. Sto. Domingo y sus Dependencias

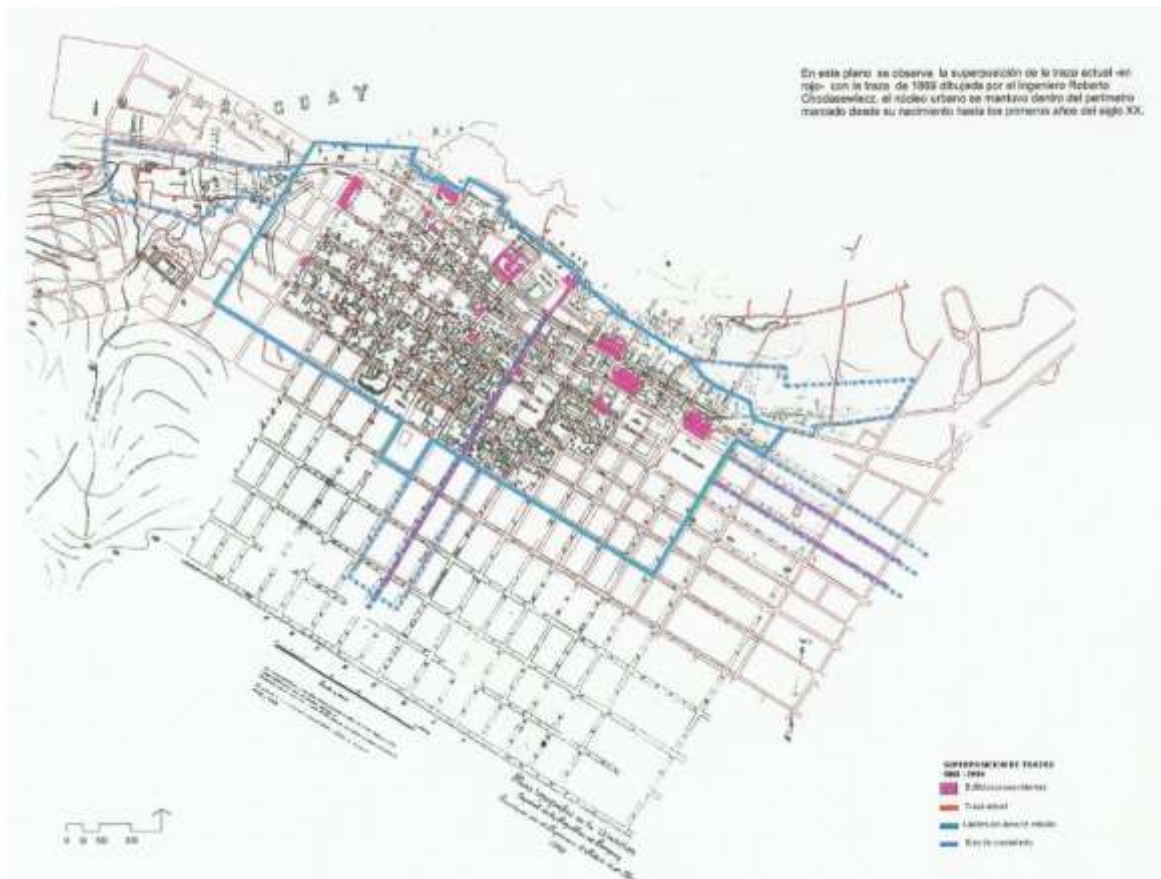
- G. La Encarnación: Parroquia de los Españoles
- H. La Catedral
- Y. Convento de Las Mercedes y sus dependencias
- J. San Blas: Parroquia de los naturales del lugar
- K. San Francisco Convento y sus dependencias
- L. San Roque Parroquia
- M. Polvorín
- N. Matadero
- O. Carnicería
- P. Piedra Santa Catalina
- Q. Indios Payaguas

**ASUNCION MAP EDITED IN FRANCE YEAR – 1787**

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>A. The great Square</li> <li>B. House where the infantry and Calvary met</li> <li>C. Government and Real Treasure House</li> <li>D. Seminar and School of the Exiled Jesuits</li> <li>E. Real manufacture Tobacco</li> <li>F. Sto Domingo and its Units</li> <li>G. La Encarnacion: Parish of the Spaniards</li> <li>H. Cathedral</li> <li>I. Las Mercedes convents and its units</li> </ul> | <ul style="list-style-type: none"> <li>J. San Blas Parish</li> <li>K. San Francisco Convent</li> <li>L. San Roque Parish</li> <li>M. Polvorin</li> <li>N. Slaughterhouse</li> <li>O. Butchery</li> <li>P. Santa Catalina Stone</li> <li>Q. Payaguas Native Indians</li> </ul> |
|---|---|

Until 1820, a road frame was organized following the paths and grooves outlined by natural agents, in a soil composed of dense sedimentary sands, acquiring a rocky consistency for its hardness but which dissolves in the presence of water. The steep slopes and intense rainfall regime formed "islands" or cells, subject to water erosion.

The original organic plot was replaced by another, rectangular, imposed in 1821 by the dictator José Gaspar Rodríguez de Francia, operation that accelerated the erosion process and the constitution, throughout next decades, of flood low areas ("drenches ") and the sandbar San Miguel, which defines the Bay of Asunción.



Due to the war against the allied countries Argentina, Brazil and Uruguay (1864-1870), the city ceased its growing and, in the course of the following decades, experienced a slow rebuilding process. Until the early 70s of last century, the CHA kept its undisputed centrality, originated and sustained by its multifunctional character and attractiveness of various social sectors.

Port activity was continuous and intense for four centuries, the river being the only means of communication with the outside world until the early twentieth century when the railway arrived from Asunción to Encarnación, a coastal city on the Parana River, bordering Argentina.

The residential, commercial and service functions, the presence of public and religious institutions shared time and space, in which children, youth and adults attended primary schools, secondary schools and universities, cinemas and

theater; public and private sector employees serving in ministries, courts, banks, business houses, offices and professional practice offices located in the area.

Asunción, like other capital cities of Latin America, is affected by the evolution of systems of mass production and consumption, in accordance with the successive advances in manufacturing, technology and information. CHA specialization in the field of trade and services consequently drove away its residential role. The transfer of various institutional buildings and public facilities to other areas of the city further away from the downtown produced new centers, which were consolidated as residential, commercial and service areas, responding to new consumer demands .

The San Jerónimo neighborhood (recently improved by public and community action) and that of la Chacarita, which integrate the territory of the CHA , have a different way of organization from the checkerboard - adjusted to geomorphological conditions - which refers to the original settlement way, although with much more density, given the increase of the population.

In the last three decades , port activity , the residential function , the condition of open space for the convergence of different sectors and urban actors, the presence of public and private institutions weakened significantly and gave way to the atomization of the formal trade and the growth of the informal offer - occupying the sidewalks of the main streets – to the growing phenomenon of desertification, the sub occupation of private buildings, the deterioration of architectural heritage and the increase of the population overcrowding in substandard housing in flood-prone areas along the bay.

## 8.2. DESCRIPTION OF THE CURRENT SITUATION

### 8.2.1. Urbanism/ Town Planning and Works

#### ROAD SYSTEM

- The coastal and port status will be harnessed by the Waterway Project Paraná - Paraguay;
- The vehicular traffic congestion and parking demand during working hours hamper mobility;
- The occupation of sidewalks for casual sale and their poor condition, hinder the circulation of pedestrians;
- So far, initiatives for pedestrianizing have not progressed;
- There is a Transportation Master Plan of the MOPC.
- There is a partially implemented project in the MOPC for construction of road network between the three branches/powers of government, and improving basic services in the area of intervention.

#### LAND USE

- The Historic Downtown of Asunción has the highest density of public and private buildings, of historical and architectural value; several of them must be restored and /or give them a new function. There are possibilities to enhance the value of the headquarters of the Ministry of Education, Foreign Relations, Ministry of Finance, CAPASA.
- There is a proposal to adapt the surroundings of the Government Palace for functions of the Executive Power.
- The Supreme Court expressed interest in moving to the CHA.
- There are no incentives to promote its residential function. On weekdays about 120 thousand people come to CHA (FADA data, 2005), employees of private companies and public institutions commute daily to CHA.



- The enabling of the Costanera Avenue has recovered 140 hectares for public use and private investment; it settled a waterfront that produces social effects, with the inflow of a wide spectrum of users performing various cultural, recreational and sports activities.
- There is a possibility to install ministry buildings in the coastal strip (MEC , MH, MOPC , RR EE).
- There are dealing conversations concerning proposals for private investment in reclaimed land within the coastal strip.
- The 23 hectares that are part of the heritage of ANNP may be reconverted, taking into account the global trend of inserting port activities to the concept City - Port, involving direct benefits from the exploitation of tourism, commercial and cultural activities, with the development of new types of businesses.
- The City invests in giving a new function to the valuable historic heritage building identified as the Zanotti Cavazzoni home converting it in headquarters of IMA.
- The enhancement of San Jerónimo neighborhood induces to reprise the experience in the Chacarita neighborhood.
- FEPASA (Railways of Paraguay SA) is interested in the use of its premises and facilities for commercial , cultural and recreational activities. This interest is embodied in the agreement signed with the National Secretariat of Culture.

## **PUBLIC SPACES**

- The squares and parks, which have a significant presence of arboreal species, require sanitation, improving furnishings, management and land use;
- The Caballero Park already has a municipal project of rearrangement.

- In 2012, the construction of the Solidarity Park in the neighborhood nearby St. Jerónimo was concluded, at the end of the Stella Maris avenue at the Jaen creek joining the Paraguay River.

- The Bicentennial Park and the building of the Congress Library are works in progress.

- **ADMINISTRATIVE ASPECTS**

- There is no economic, social, fiscal, nor tax incentives for the enhancement of Municipal Park, privately owned.

**PUBLIC WORKS**

- The overhead power lines and signs significantly diminish the quality of the urban landscape. At present, there is a project of the National Electricity Administration (ANDE) for underground wiring in localized areas;
- The ESSAP has a Master Plan for water supply, storm and sanitary drainage and the effluent treatment plant.

### 8.2.2. Environment

- The Bay has high levels of pollution caused by urban and domestic discharges.
- The waterways draining into the bay provide solid and liquid contaminated elements.
- The conditions of pollution prevent the enjoyment and use of water for recreation, in the most favorable orientation of the CHA: Northeast.
- The riverside San Miguel was declared Ecological Reserve by law, but does not have a management plan; currently, it is under illegal occupation and other contaminants.

- There is a project, partially executed by the MOPC, of environmental sanitation of the creeks Jaen and Garden (referred to the intervention of the edges of the Jaen creek, before it flows into the Paraguay River - Park Solidarity).
- The sanitation project of the Mburicaó creek began in the 90s. This brook is one of the largest contributors of solid and liquid waste into the bay.

### 8.2.3. Socio economics and tourism.

- Inequity / tax imbalance: the property tax in the CHA is markedly superior to that applied to areas of the city where land values are significantly higher.
- The municipal park is unoccupied or under-occupied, so a mismatch between demand and supply of housing is given: much of the CHA regular users (employees of private companies, government officials, university students) allocate to more than 3 hours a day to travel from their place of residence to place of work
- A range of services is taking shape (lines of: hotel, restaurant) that has repositioned CHA as a space for free time (in cases, open all day for 24 hours);
- The N ° 5102/2013 law on "Promoting investment in public infrastructure and expansion and improvement of goods and services by the state," public-private partnership, can stimulate investment;
- There is the possibility to deal with property owners, trade organizations, Catholic University and the Catholic Church, private educational institutions, ASOCENTRO, Cooperative Ricardo Brugada, Fundación Andrés Barbero, for concrete initiatives;
- The tourism potential can be boosted; there are a menu of tourist circuits elaborated under the Citadel Program;
- The range of activities for free time is increasing.

- The installation of creative artists in the CHA (theater groups, designers and publicists, art galleries) opens the possibility of promoting clusters or niches of cultural industries.
- Opportunity for the development of river activities, in particular, tours of the river and bay.

#### 8.2.4. Culture

- The Citadel Cultural Program of Asunción was declared of national interest by the Executive Power.
- Progressive public reappropriation of public space, with initiatives such as open Port, Guasú Fair, sporting and recreational activities on the waterfront.
- Concentration of cultural Centers (Manzana de la Rivera, Centro Juan de Salazar, ICPA, Societá Dante Alighieri, Alliance Francaise, museums: Manzana de la Rivera- Memory of the city, Casa de la Independencia, Oratorio Nuestra Sra. de la Asunción and Panteón Nacional de los Héroes, Centro Cultural El Cabildo, Museo Juan Sinforiano Bogarín, Museo de Bellas Artes, among others.
- Several universities have been established in CHA;
- The symbolic value of CHA has been secured, which integrates the proximity to water. In the Guaraní name of Asuncion the water element is highlighted, a concept that is reinforced by the hydrographic centrality, the Paraná - Paraguay system and the Plata Basin.
- Asunción is known as "Mother of Cities" because the settlement that is now the CHA was based of founding cities expeditions, in a vast radio, comprising Bolivians, Brazilians and Argentines territories.
- It is also known as the "Cradle of American liberation", having been conceived the Revolution of the Communards in the CHA, first autonomous expression of the region.

- There is a recognized cultural centrality in the context of the Guarani world. The Guarani –Pre Hispanic worldview is part of contemporary cultural legacy.

## 8.2.5. GOVERNANCE

- The alliance for the realization of this international ideas contest is an exercise of inter institutional coordination.
- The Cultural Citadel of Asunción Program proposes the creation of an Agency for Urban Development , whose initial nucleus is the Citadel Association, which was formed in July 2012;
- The recovery of CHA collects approval from various sectors;
- There is an institutional decision from ANDE, to begin the underground wiring on a stretch from El Paraguayo Independiente street (from the Cathedral to the port), and from the Municipality to improve the 4 plazas, projects that will manifest concrete signals that the Master Plan will not be another document that will be added to the many that are in display on institutional shelves;
- Following there is a list of projects of common interest to the Municipality of Asuncion and the National Secretariat of Culture:
  - Caballero Park- Revitalization Project
  - Square Port Viewpoint (Plazuela Mirador del Puerto)
  - High Chacarita Project (Alta Chacarita)
  - Urban Master Plan of Restructuring the Neighborhood of High Chacarita
  - Project Loma San Jerónimo
  - Project of urban rationalization. Government Offices, Taxpayer Service Center, First mass public transit corridor, all in charge of the MOPC.
  - Palma pedestrian project
  - Bicentennial Park
  - Integrated action program– Cultural Citadel of Asunción, Year 2010

### 8.3. ACTION AREA

Page | 38

The area covered by the contest of ideas is the historic Downtown of Asunción, whose limit it is established in the ordinance No. 267/2009 - "Patrimonial/ urban Delimitation of the Historic Downtown of the city of Asuncion and the creation of the Management Board". Area boundaries are shown on the attached map (Appendix Maps).

#### TECHNICAL CHART

<b>BASIC DATA</b>		
(This graphic complements the ANEX 8.7.3.: Chat of State of Actions and interventions' s situations in the CHA)		
<b>Surface HISTORIC DOWNTOWN</b>	<b>179</b>	<b>Has</b>
<b>Surface. Coastal Strip Area, up to Costanera Avenue 1st Phase</b>	<b>140</b>	<b>Has</b>
<b>DUMPING AREA or AREA OF INFLUENCE: 164 Hs BAHIA y BANCO SAN MIGUEL: 500 Has</b>		
<b>NO-FLODDING DIMENSION = Street level of Florencio Villamayor, of High Chacarita</b>	<b>+ 64</b>	<b>M.S.N.M.</b>
<b>CHA POPULATION</b>	<b>( 5.000 formales, fuente FADA ) ( 50.000, fuente Ciudadela )</b>	<b>Inhabitants</b>
<b>Total Population of Paraguay</b>	<b>6.500.000</b>	<b>Inhabitants</b>
<b>Polulation less than 30 years</b>	<b>70% of the total population</b>	
<b>Population of the city of Asunción</b>	<b>500.000</b>	<b>Inhabitants</b>
<b>Monthly mínimun salary, March 2014</b>	<b>1,824,055 = 405</b>	<b>Gs / month US\$ /month</b>
<b>1 US\$ = 4.500 Gs</b>		
<b>Mínimum daily wage</b>	<b>70,156</b>	<b>Gs / day</b>

<b>BASIC DATA</b>		
(This graphic complements the ANEX 8.7.3.: Chat of State of Actions and interventions' s situations in the CHA)		
<b>PROYECTION-UNIVERSO of M. PLAN</b>	<b>2, 5 y 15 years. Deadline</b>	<b>2014-2029</b>
<b>Growth of the Paraguayan Economy year 2013</b>	<b>13,6 %</b>	

### **8.4 PURPOSE AND NATURE OF THE INTERNATIONAL CONTEST OF IDEAS FOR THE MASTER PLAN OF INTERVENTIONS IN THE REVITALIZATION FRAMEWORK PROCESS OF THE HISTORIC DOWNTOWN OF ASUNCIÓN,**

The general objective of the contest is to select the most appropriate set of ideas to revitalize the Historic Downtown of Asunción and to obtain a guide document of strategies and actions for short, medium, and long term periods, and also the identification of 4 attractive actions and triggers for economic, social and environmental revitalization of the Historic Downtown of Asunción, with a comprehensive, inclusive and sustainable vision, based on its potentialities, with renewed guidelines of action to improve the quality of life of the citizens.

It is expected that the proposal submitted by the contestant will become:

- a) A guiding document of strategies and driving actions for short, medium and long term for the Asuncion Historic Downtown.
- b) A document that hierarchizes actions according to their degree of impact on the CHA, that will be attractive and triggering for the economic, social and environmental revitalization of the Historic Downtown of Asunción

## 8.5. CRITERIA FOR DEVELOPMENT OF THE PROPOSAL

### 8.5.1. General Criteria

Page | 40

- Recover and to value the cultural dimension of historic downtown of Asunción as a strategy to strengthen the identity and urban centrality, metropolitan, national and international projection as the capital of the Nation.
- Define integrated systems of strategies, actions and interventions in urban space that allow interaction of the multiple values of the historic downtown: significant buildings, cultural spaces, emblematic streets, social and urban diversity and integration into the river.
- Integrate the Coastal Strip to the historical downtown, the low and high city as an entirely urban one.
- Value and integrate the spontaneous urban development in the area of high Chacarita up to Florencio Villamayor Street (with no flood dimension).
- Define actions aimed at integrating the coastal strip as a public space and structured element of the city, with the vision of integrating the coastal strip to the layout of the city.
- Promote the quality of public space as essential to the improvement and urban singling element, pedestrian mobility, social gathering and the development of quality of life and attractiveness of the city.
- Promote the diversification of uses and economic activities compatible with the residence as a strategy to prevent outsourcing and gentrification processes.



- Promote growth of residential densities as essential strategy to achieve functional revitalization and the restoration of the diversity of urban uses (rehabilitation of buildings and construction of new units).
- Promote the return of real estate, housing investment for various socioeconomic, commercial and service levels, to regenerate their inclusive centrality vocation.
- Promote the rehabilitation of buildings of historical interest.
- 
- Rescue and prioritize the inherent cultural and civic values, physical and social, in its Historic Downtown status.
- Promote the use of the Coastal Strip and its beach.
- Promote the interaction between public and private spaces.
- Strengthen natural resources and their traditional image of green city. Mitigate climate conditions produced by the heat island effect in the CHA.
- Incorporate inclusive solutions covering the environmental recovery of the bay and San Miguel Riverside.
- Determine recovery strategies and living experiences in the heart of the squares.
- Promote the touristic value of the CHA.
- Develop a better urban environment that will renew the identity, the economics and the social dynamics of CHA.

Also it is expected that the winner may disseminate the methodology and processes used to obtain the expected results and motivate the interest of

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revitalizing the other cities of the country, repeating the experience.

Historic Downtown of

## 8.5.2 Specific Criteria

Proposals must comply with the following lines:

- URBAN AXIS
- CULTURAL AXIS
- ENVIRONMENTAL AXIS
- ECONOMIC AND TOURISM AXIS
- MANAGEMENT/GOVERNANCE AXIS .

**URBAN AXIS:** Propose the urban regeneration of the Historic Downtown of Asuncion to become a center of activities and a core of attraction for new residents.

### Objectives to meet:

- ♣ Develop proposals in terms of space conception and design to improve the urban landscape of the Historic Downtown (Structuring its public spaces and its spatial relationship with the private spaces. Propose desirable profiles defining heights, withdrawals, uses and definition and occupation criteria of the hearts of squares. Urban design and landscaping and pedestrian interventions, and others).
- ♣ Propose reallocation of uses for unique public buildings in the Historic downtown, if proposal justifies it.
- ♣ Urbanize and condition the coastline of CHA to regain its public use or propose new uses; the opening of the city to its coastline incorporating it into the urban grid. (To do this, based on the zoning proposed by the city of Asunción, it should be defined, in the embedded

sector of the coastal strip, ways of interaction with the upper city, and a definition profile proposed by determination of load factor, heights, withdrawals and uses, and in the Port, strategies, actions and interventions with proposed uses that interact with its original activity, reduced to passenger use, specific loads and tourism).

- ♣ The 23 acres that make up the heritage of ANNP, may be reconverted taking into account the global trend of inserting port activities to the City-Port concept, involving direct benefits from the exploitation of touristic, commercial and cultural activities, with the development of new types of businesses.
- ♣ Value the traditional neighborhoods.
- ♣ Improve public space through innovative proposals.
- ♣ Promote the diversification of urban uses as a strategy to propel the creative economy, tourism and innovation processes.
- ♣ Suggest new parking spaces and propose alternatives for mobility and order flow system.
- ♣ Propose new housing nuclei for population with different socio economic profiles.

**ENVIRONMENTAL AXEL:** Design the integration of the city to the river to recover the environmental quality of the Historic Downtown and its coasts, attending the development of the coastal strip, of great revitalizing impact with infrastructure projects already completed in the area.

**Objectives to meet:**

- ♣ Improve the connectivity of the city with the Ecological Reserve" San Miguel Riverside" and with the Bay of Asunción (interface between high and low city /coastline).
- ♣ Set out new uses and sustainable activities in the Bay of Asunción, if

the proposal so requires.

- ♣ Propose urban/ environmental intervention of ravines in streets Antequera and Mexico and other pathways to allow the continuity of urban weave of the city.
- ♣ Promote environmental and energy efficiency criteria applicable in the development of the master plan and the units and projects of intervention.
- ♣ Promote Innovative proposals, to counteract the high temperatures that characterize the city to facilitate the influx of local and foreign visitors.

**ECONOMIC AND TOURISM AXEL:** to propose the development of new economic activities in the Historic Downtown of Asuncion to modernize business, professional and social aspects of the city.

### Objectives to meet:

- ♣ Suggest the modernization of existing commercial fabric and \ propose new initiatives and business areas.
- ♣ Suggest tax strategies that promote equity, incentives and rewards.
- ♣ Increase the attractiveness of the historic downtown as a stage for economic, social and tourist activities, compatible with residency.
- ♣ Promote a hub of innovation, in the context of possible strategies of public-private partnership between universities and research centers, with private companies and public operators.
- ♣ Strengthen the relationship between creative economy, cultural industries and tourism as axel for economic development and for increasing the attractiveness and competitiveness of the urban fabric.
- ♣ Promote new tourism products: new tourist routes; promotion of local medicinal herbalism.
- ♣ Propose new leisure products: local and international gastronomy.
- ♣ Recreation of relevant historical facts of national and indigenous culture legends and myths.

**CULTURAL AXEL:** Consider the valuation of the historical and cultural richness of Asunción, developing the cultural offer and the enhancement of historical and cultural sites.

Page | 45

**Objectives to meet:**

- ♣ Propose multipurpose cultural facilities to promote and recover celebrations, traditional, cultural and religious manifestations of Asunción as a strategy for civic, social, economic, cultural and symbolic promotion of the personality and quality of historic downtown of Asuncion.
- ♣ To promote the creative economy and cultural industries, facilitating their interaction with tourism and innovation processes in activities related to knowledge and creativity services.
- ♣ Define and design actions in the public space to facilitate pedestrian mobility and intermodal connection as a fundamental element of cultural and civic access and use, by all citizens, of the historic downtown area.
- ♣ Define criteria to facilitate the use of public space for cultural activities and events.
- ♣ To preserve the architectural heritage of historic value and cultural expressions related to neighborhoods and unique places.

**MANAGEMENT AXEL:** Outline management strategies and tools for the efficient and effective implementation of the proposed actions, including priority actions triggers, taking into account possible public and private interventions, and also the results of public-private partnerships.

**Objectives to meet:**

- ♣ Define the implementation process (stage plan) and ranking of proposals based on their impact to achieve the objectives of the contest.
- ♣ Design strategies and management tools for the implementation of

proposals. ♣ Promote  
mechanisms of public-private partnership and funding  
for projects aimed at impact and social cohesion by promoting inclusion  
and creating opportunities in the public interest.

Page | 46

- ♣ Ensure processes involving neighbors in developing the master plan and their future actions.

## 8.6. EVALUATION CRITERIA

The jury will evaluate the proposals against the following criteria:

- a. Adequacy of the idea to the objectives and criteria of the Contest.
- b. Conceptual and formal quality of the proposal.
- c. Originality and innovation of the proposal.
- d. Technical, economic, social, cultural and environmental sustainability, that will involve the implementation of the proposal.
- e. Descriptive clarity of the proposed solution.

## 8.7. TECHNICAL AND LEGAL DOCUMENTS AVAILABLE TO PROPONENTS AND CONTESTANTS

All legal and technical documents listed below will be available in the contest website: [www.asuncioncentrohistorico.com](http://www.asuncioncentrohistorico.com)

### 8.7.1. Graphic Chart documentation

1. Plan of the limits of the historic heritage of the city of Asuncion in ACAD file.
2. Plan of historical heritage buildings of the city of Asuncion.
3. Plan of green areas.
4. Plan of road network.
5. Plan of the Master Plan for the Coastal Strip.
6. Land use in the Historical Downtown area according to the

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- Regulatory Asuncion Master Plan.
7. Photographs.

Page | 47 **8.7.2. Written Documentation**

1. Public -Private Partnership Act.
2. Ordinance 43/1994:"That amends and replaces ordinances No.19/93 and 40/93 of the Regulatory Plan of the city of Asuncion"
3. Ordinance N ° 34/96: "Master Plan for the Coastal Strip of Asunción"
4. Ordinance N ° 28/96: "Protection of urban, architectural, historical and artistic heritage of Asuncion"
5. Ordinance N ° 35/96: "On approval of the list of buildings and sites of urban, architectural, historical and artistic Asuncion"
6. Ordinance No. 112/99: "Urban Zoning Plan and the North Coastal Strip of Asuncion"
7. Ordinance No. 183/ 01: "Approving the Master Plan for Urban and Environmental Development 2000 - Asunción“.
8. Law No. 2715 / 05: "San Miguel Riverside and the Bay of Asuncion is declared as protected wilderness area with the category of Ecological Reserve Management".
9. Ordinance No. 267 /09: "Patrimonial/ Urban delimitation of the Historic Center of the city of Asuncion and creation of the Management Board"
10. Comprehensive action Program - Cultural Citadel of Asunción – Year 2010
11. Reconversion of the downtown area and modernization of Metropolitan public transportation system and government office buildings - MOPC.
12. Asuncion, green capital. Revitalization of Historic Downtown Municipality of Asuncion DGDU. Year 2012
13. SIRCHAL Workshop.
14. Revitalization Plan of Historic Downtown. Municipality and Fifth

- Centenary Society (Quinto Centenario).
  15. National Constitution
  16. Municipal Organic Law
  17. Others:
    - <http://es.scribd.com/doc/179368749/PROYECTO-Alianza-Publico-Privada-Aprobado-Par-Senadores>
- [http://blogs.iadb.org/ciudadessostenibles/2014/03/25/que-estamos-haciendo-respecto-al-cambio-climatico/?utm\\_source=feedburner&utm\\_medium=email&utm\\_campaign=Feed%3A+CiudadesSostenibles+%28Ciudades+emergentes+y+sostenibles%29](http://blogs.iadb.org/ciudadessostenibles/2014/03/25/que-estamos-haciendo-respecto-al-cambio-climatico/?utm_source=feedburner&utm_medium=email&utm_campaign=Feed%3A+CiudadesSostenibles+%28Ciudades+emergentes+y+sostenibles%29)

### 8.7.3. Special Annexes

- The creative economy
- Status Chart situation of ongoing actions and interventions in the CHA
- Geographical context of the city of Asuncion.

### 8.7.4. Forms

- Form 1, Registration.
- Form 2, Affidavit
- Form 3, Form of contestant team members
- Form 4, Resumes
- Form 5, Experience



## 8.7.5. Pro-Forma Contract

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*I, Victoria Villalba de Rothkegel, hereby certify that I translated the original document from Spanish to English on May 5, 2014.*