



VERACORCHUELOS
PASEO IMPERIAL



VERACORCHUELOS

In the northeast of the province of Caceres, accompanying the Tietar River on its joyful journey and under the domains of the Sierra de Gredos, lies La Comarca de La Vera, a lush orchard full of life, thanks to the mild microclimate that protects the area throughout the year, and to the beautiful gorges that the pure and powerful waters carve in their path.

There is a reason why this beautiful land was chosen, among all its vast empire, by the Holy Roman Emperor Charles I of Spain and V of Germany for his retirement until the end of his days.

Today, five centuries later, we undertake this exciting project at FINCA VERACORCHUELOS, with the help of its owners, Jesús and María José, who have known how to conserve these places with care, respecting their history, and above all, their uses and customs.





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ALDEA
ANUEVA
DE LA VER/A

CUACOS
DE YUSTE



JARANDILLA
DE LA VER/A

FINCA VERACORCHUELOS
PASEO IMPERIAL

THE TERRITORY



1.

LOCATION AND ACCESS



V

1. LOCATION AND ACCESS

Distance to Madrid
229km

Distance to Avila
156km

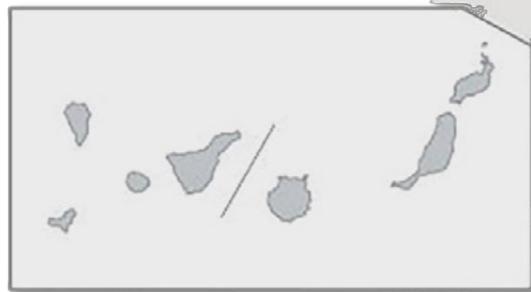
Distance to Salamanca
173km

Distance to Sevilla
379km

Distance to Lisbon
431km



The estate is located in the municipality of Aldeanueva de la Vera, near the urban center of Cuacos de Yuste, La Vera region, Cáceres.





VERACORCHUELOS

Distance to Talavera de la Reina
111 km
1 hour 11 minutes by train

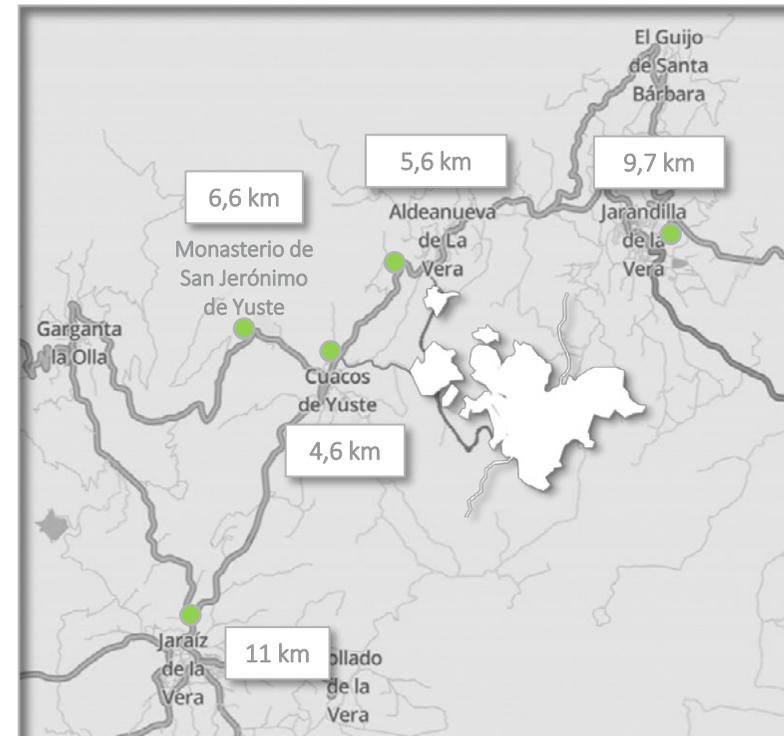
Distance to Madrid
229 km
2 hours by train

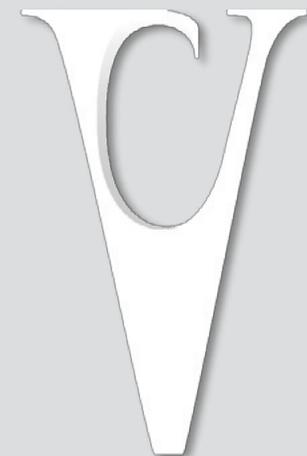
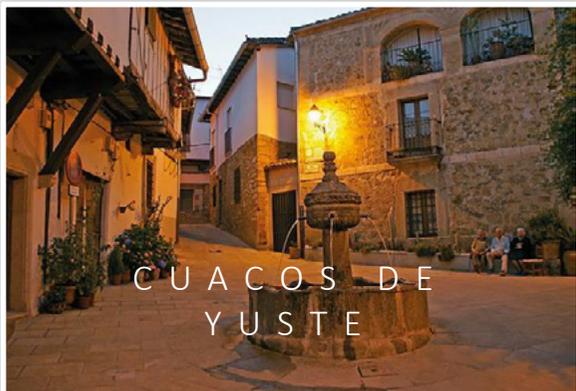
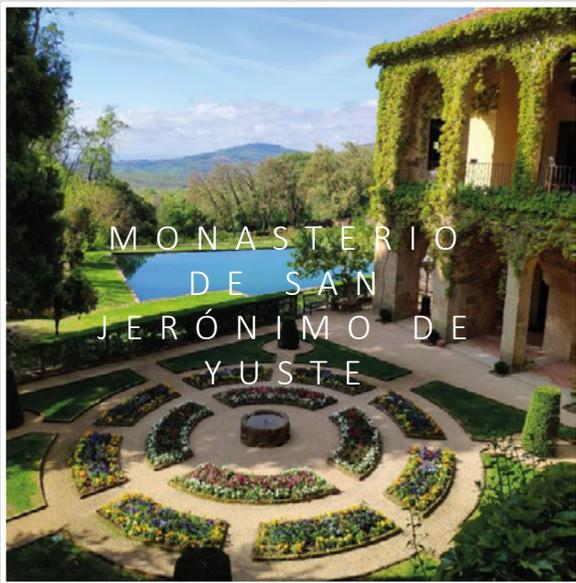


Distance to Navalmoral de la Mata
43 km

Distance to Toledo
193 km
1 hour 50 minutes by train

1. LOCATION AND ACCESS





VERACORCHUELOS
PASEO IMPERIAL

VERACORCHUELOS is surrounded by imperial history, monuments and nature.

2.

FINCA VERACORCHUELOS: CHRONOLOGY OF THE RECOVERY OF A NATURAL HABITAT



2. FINCA VERACORCHUELOS

“María José and I arrived at the farm for the first time more than 20 years ago, looking for a quiet space away from the hustle and bustle of the city.

From the moment I set foot on this land, I knew I had found a special place. I was moved by the silence that reigned in the valley, only interrupted by the singing of birds, the rustle of water and the sound of the breeze in the trees. The natural beauty of the farm captivated me and, little by little, I discovered the small details that made it even more extraordinary.

There I experienced the desire to acquire land of sufficient size to be able to share my dream with other people of similar sensitivity.

Over time, I established ties with the local people, especially the ranchers, allowing

their animals to pass through the farm and, of course, the local inhabitants. From them I learned the uses, customs and traditions linked to the land, but above all, their instinctive and ancestral care for nature.

We love the shelter that the farm offers, both physical and emotional. You breathe clean air, tranquility, silence... And at night we are embraced by a starry sky without light pollution.

I feel in harmony with the place, as if I was part of it. That symbiosis with the earth is what I want to share with others.

Our expectations for the farm are aligned with its original vocation. We hope to see it grow and prosper, being part of it. We would like to see how this land continue to be a special place for the people who live there.”



J E S Ú S G O N Z Á L E Z P L A Z A

CHRONOLOGY OF THE RECOVERY OF A NATURAL HABITAT

“We need to help preserve its landscape, its particular beauty, recover its ancestral uses and maintain its tranquility for future generations.

We wish to introduce Art and Culture into the project, as a transversal dimension that accompanies every step we take.

Our dreams for the estate include creating a retreat, temporary or permanent, that takes advantage of the products grown on the farm and offers an authentic, natural and sustainable experience.

VERACORCHUELOS will offer rental accommodation and a social space so that visitors can actively integrate into the community.

Individual homes integrated into nature, with the landscape as the only neighbor for those seeking a quiet retreat, as well as care solutions for the elderly, also in contact with the land.

All this will be achieved with an active, sustainable and environmentally friendly approach, which participates in the SDGs and collaborates in the improvement of the natural environment.

Jobs, which are so needed in rural Spain, will be created for the young people of the region. The “not so young” will be our teachers during the process, and its wisest ambassadors.

To bring this project to a successful conclusion, we are lucky to have with us the best professionals in architecture, art, agriculture, engineering, technology, comprehensive project management and sustainability.

Ultimately, we will try to recover and preserve the habitat, in commemoration of all the living beings who built this beautiful cultural landscape, inhabited it and sought their livelihood.”



M^a J O S É D E L A M O R E S S E R

3.

LA COMARCA DE LA VERA



3. LA COMARCA DE LA VERA

LA VERA:
THIS SUCCESSFUL
TOURIST DESTINATION
INVITES YOU TO DISCOVER
THE GREAT ATTRACTIONS
IT HIDES...



The majesty of the cherry blossoms, typical of the imperial walks of the most powerful monarch of the time, Emperor Charles I of Spain and V of Germany, who retired until his death in the Monastery of Yuste.

Beautiful villas with authentic houses made of adobe, wood and stone, declared a Historic/Artistic Site, which keep curious intrigues from the past within their walls.



Enchanted forests of oaks and chestnut trees, full of mushrooms in season.





The crystalline natural pools at the foot of the Sierra de Gredos, with their gorges carved by water, the undisputed protagonist of the entire region, as it is the element that makes this natural orchard possible, and where the kingfisher, the eagle or the otter come to drink.



...AND WHEN YOU GET THERE, IT SEDUCES YOU WITH ITS THOUSAND CHARMS, SO THAT YOU WISH TO STAY...

The Casa Palacio: within whose walls and despite having abdicated, King Charles I of Spain was aware of everything that was happening in his domains, spread across half the world.



It is the birthplace of a paprika with a label of origin: the “La Vera Pepper”, an essential dressing in the typical dishes of the area, such as migas or caldereta and in all Spanish gastronomy, and whose mischief is also present in the million stories that remain to be told...

VOMARCA
DE LA
VERA

4.

HABITAT AND LANDSCAPES ON THE ESTATE





4. HABITAT AND LANDSCAPES ON THE ESTATE

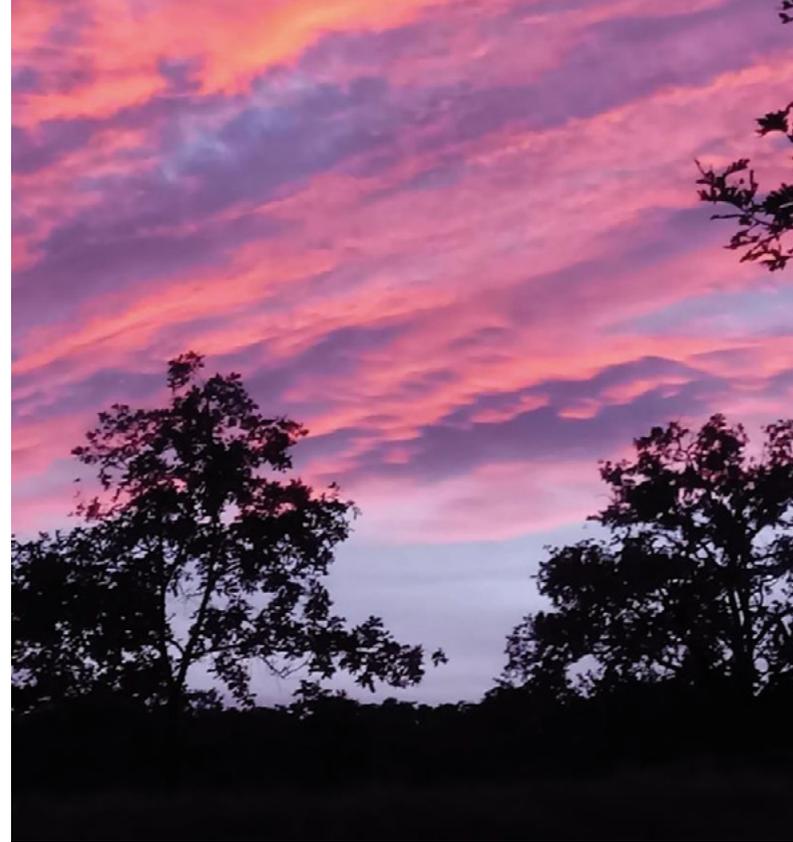
In VERACORCHUELOS we find ourselves facing a cultural landscape built over centuries by man, in perfect symbiosis with nature, who has carefully and firmly transformed the land to obtain his sustenance.

Dry stone walls contain the terraces for agriculture, and defines the boundaries.





The infinite colors of VERACORCHUELOS change with each season. Any time of the year is perfect to enjoy its beauty: the estate has become an attractive destination for observation tourism.



5.

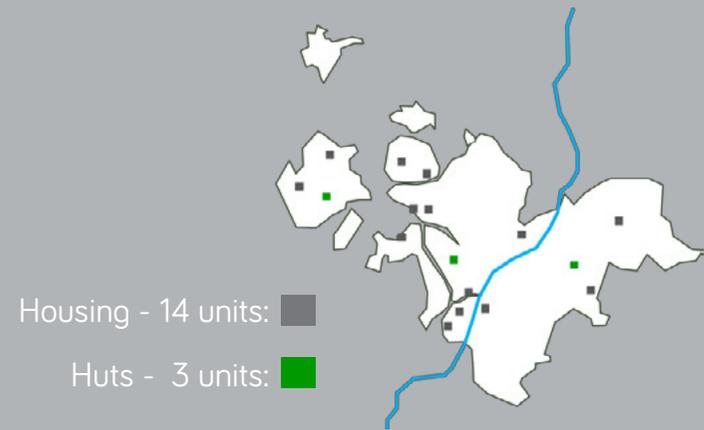
CONSTRUCTIONS AND VESTIGES





We found fourteen constructions corresponding to the homes of the former inhabitants, most built in stone, oak or chestnut wood, mixed tiles and adobe.

Location of the remains of constructions in FINCA VERACORCHUELOS:



5. CONSTRUCTIONS AND VESTIGES



6.

THE PATHS AND THE CROPS



6. THE PATHS AND THE CROPS

The paths of VERACORCHUELOS, protected by stone walls who are the witnesses of centuries old stories, run through and structure the landscapes of the estate, peacefully guiding you from the lush forest to the springs where the waters are born.

They take you to the mischievous and fertile garden, where Mediterranean and tropical crops grow exuberantly, under the care of the unique microclimate of Extremadura. They allow the passage of livestock to the meadows, where the animals graze without haste.

They accompany you to the hills, and offer you the wonderful and infinite views that only the imperial eagle knows.





7.

THE WATERS OF VERACORCHUELOS



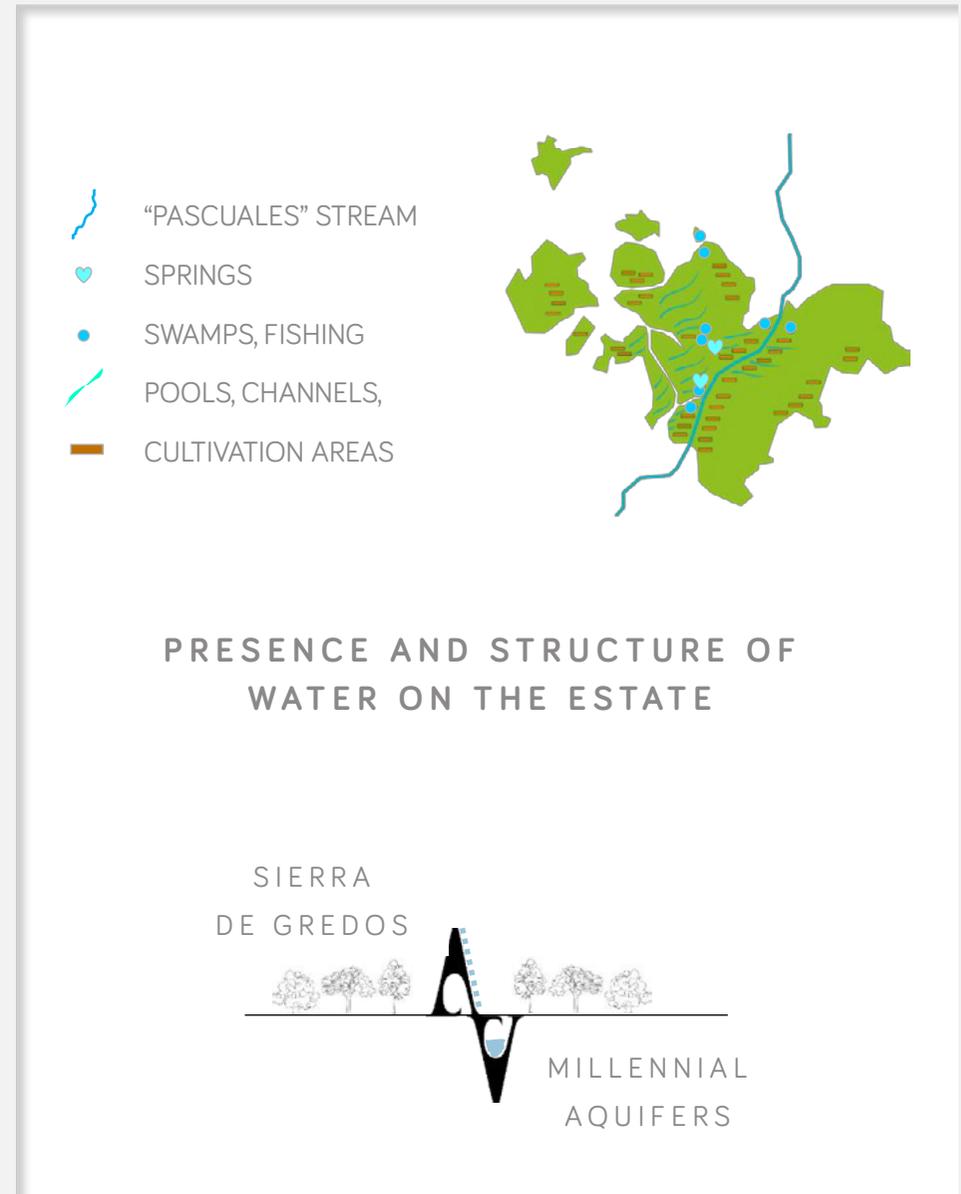
7. THE WATERS OF VERACORCHUELOS

The two VERACORCHUELOS springs are born on the southern face of the Sierra de Gredos, in the valley of the 46 gorges, fed by melting snow running through an area of granite massifs of snowy character and glacial activity, and of very low permeability. Drop by drop they filter the water to the depths, collecting it in valuable underground aquifers full of pure water.

From these reserves spring the two lively and unique springs of VERACORCHUELOS, with very soft, crystalline and refreshing waters. These immaculate waters, free of impurities, are the result of millennia dedicated to calmly filtering them through the granite rock.

This balanced mineral content, verified by the IGME laboratory (Geological and Mining Institute of Spain), is what gives it the mineral medicinal qualities that make VERACORCHUELOS WATER unique and genuine.

Our intention is to implement in VERACORCHUELOS an artisanal, ecological and sustainable bottling system, adjusted to the required packaging regulations, which will be located next to the closest possible point of collection of spring water, thus guaranteeing its stability and purity.



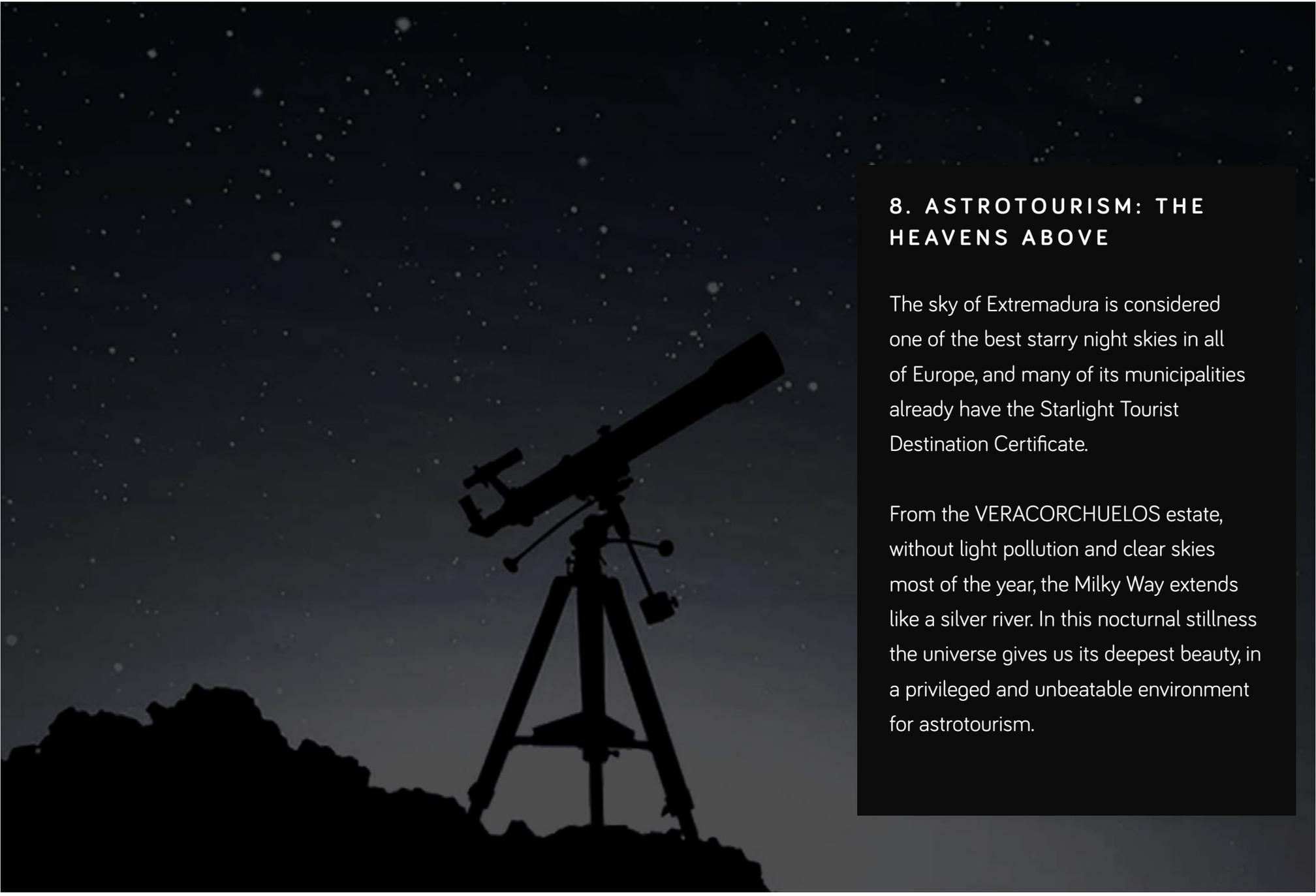


AV
GUA
MINERO
MEDICINAL
DE
MANANTIAL
VERACORCHUELOS

8.

ASTROTOURISM: THE HEAVENS ABOVE



A silhouette of a telescope on a tripod is positioned in the lower-left quadrant of the frame, pointing towards the upper right. The background is a dark, starry night sky with numerous small, bright stars scattered across it. The overall scene is in black and white, emphasizing the contrast between the dark silhouette and the bright stars.

8. ASTROTOURISM: THE HEAVENS ABOVE

The sky of Extremadura is considered one of the best starry night skies in all of Europe, and many of its municipalities already have the Starlight Tourist Destination Certificate.

From the VERACORCHUELOS estate, without light pollution and clear skies most of the year, the Milky Way extends like a silver river. In this nocturnal stillness the universe gives us its deepest beauty, in a privileged and unbeatable environment for astrotourism.





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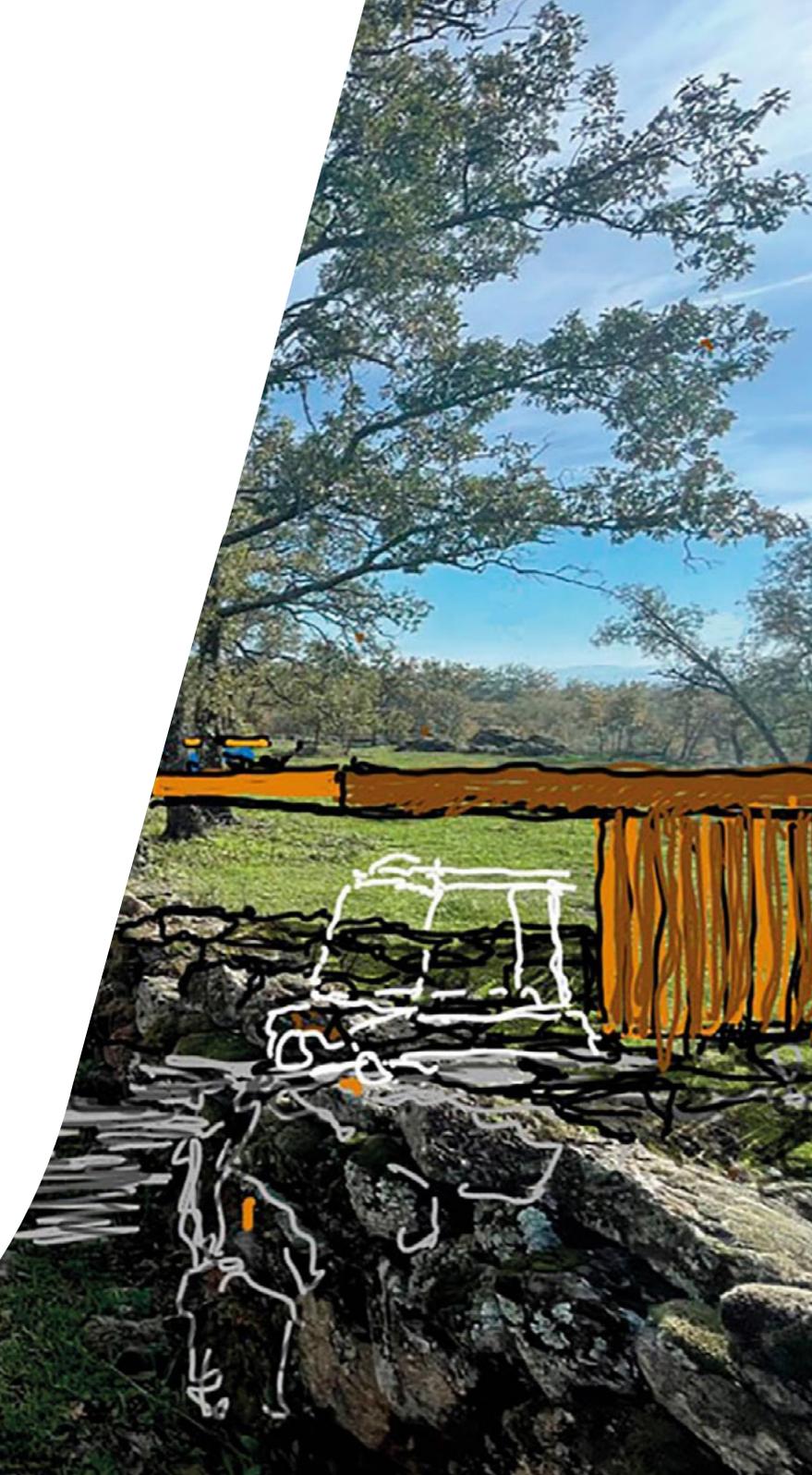
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FINCA VERACORCHUELOS
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THE PROJECT



9.

KEY CONCEPTS



9. KEY CONCEPTS

WE WANT TO BECOME A SPACE OF REFERENCE AT AN INTERNATIONAL LEVEL WHERE THE FOLLOWING INTENTIONS CAN BE MET:

- The creation of a new agricultural, residential and tourist habitat, from a contemporary perspective: a new community that combines permanent and temporary residences, with state of the art facilities for health, rest, leisure, astrotourism and cultural activities.
- Creative and respectful management of natural, cultural and landscape resources.
- Create a space of diversity, where all ages can come together.
- The implementation of a rural innovation model with the capacity to generate employment for both young people and veterans of the region.
- The use of spring water as a medicinal resource for health and the creation of a territory brand with economic returns.
- The development of a self-sufficient ecosystem in terms of food, energy and water.
- The design of architectures within an integrated urban complex, made with sustainable and low-maintenance materials.
- Endogenous development, local employment and international impact.
- Green circularity and universal, non-polluting mobility.
- Activating new and innovative economies linked to living, water, agriculture, gastronomy, astronomy, care, coexistence.
- The most sophisticated technologies for savings, comfort, full connectivity and mobility.
- A cultural and artistic adventure, with the integration of art as part of design and culture as a way of living, with a permanent program of activities.



10.

A NEW LIVING SPACE IN LA VERA



10. A NEW LIVING SPACE IN LA VERA

MEMORIA: THE DEVELOPMENT OF VERACORCHUELOS

The approach of the VERACORCHUELOS project is simple but emphatic: we intend to recover what we consciously call a cultural landscape, a space that was inhabited and modified by man in a respectful and beautiful way for the subsistence of a small rural community.

What we find today is a single property of 35 hectares, a piece of land oriented towards the south and terraced in its lower part by dry stone walls, which also

delimit the edge of the roads. In the sunny meadows, remains of fruit trees coexist with some patches of olive and pine trees.

As the terrain rises, the forest becomes thicker and vestiges appear that magically evoke distant times. From the highest points you can see the valley.

The land is irrigated by multiple natural streams and countless man-made canals, which refer to popular engineering

that needs to take advantage of every drop of spring and rain. The water comes from the slopes of Gredos and in addition to being abundant, its qualities and mineralisation make it unique in the world.

Remains of homes and other stone constructions have been preserved, varying in size and state of conservation, which will be the basis of new residential spaces that we will return to life in an equally respectful and sensitive way.



With this simple concept we intend to highlight the respect with which the rehabilitation of existing buildings will be approached, preserving the materials of the past so that they come to life in new and modern forms of the present, perfectly integrated into the environment.

The new sustainable designs will be closely linked to the vegetation of the estate, and adapted sensitively to its landscape.





10. A NEW LIVING SPACE IN LA VERA

According to current regulations, we have a maximum buildable area of 17,000 m², which establishes limits per building of 1000 and 500 m² built, depending on the final use.

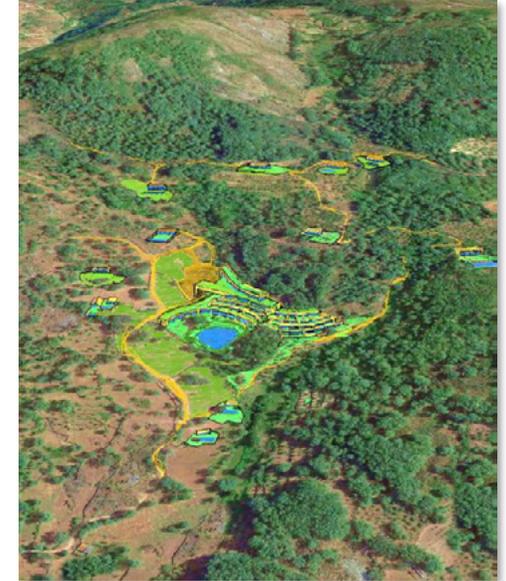
We conceive of buildability as the instrument that will make viable the recovery of this territory and its future maintenance, leaving the distribution of uses within a sustainable model at the expense of the final investor, consciously combining solitude and community, rest and activity, tradition and contemporaneity.

This territory is called to be enjoyed again with the utmost respect, creativity and the quality of the proposal, a quality that resides in the silence with which the new designs will be integrated into the environment.

The original ecosystem will be restored based on the most current knowledge. Vegetal species from yesterday and today that people can enjoy and care for at different times of the year will be planted, forming the basis of the food supply of the estate, along with the introduction of animals that help maintain the forest and the ecosystem balance.



PRELIMINARY ORGANISATION ON THE LAND



POSSIBLE DISTRIBUTION OF USES:

- Urbanisation: roads, restoration of walls, trees, engineering, renewable energy, water.
- Planting of fruit and flower species, dyestuffs, medicinal species, etc...
- Rehabilitation of 14 existing stone homes and huts.
- Construction of 20 new villas integrated into the landscape and separated from each other by a minimum of 100 m.
- Construction of 3 thematic residences (silver age, art, wellness, team building, gastro, training, etc...)
- Construction of a hotel made up of different pavilions distributed in the landscape and connected to each other by shady dirt roads using electric vehicles.

TOTAL SQUARE METERS BUILT:

0m²
 0m²
 2,000 m²
 5,000 m²
 3,000 m²
 7,000 m²

 17,000 m²

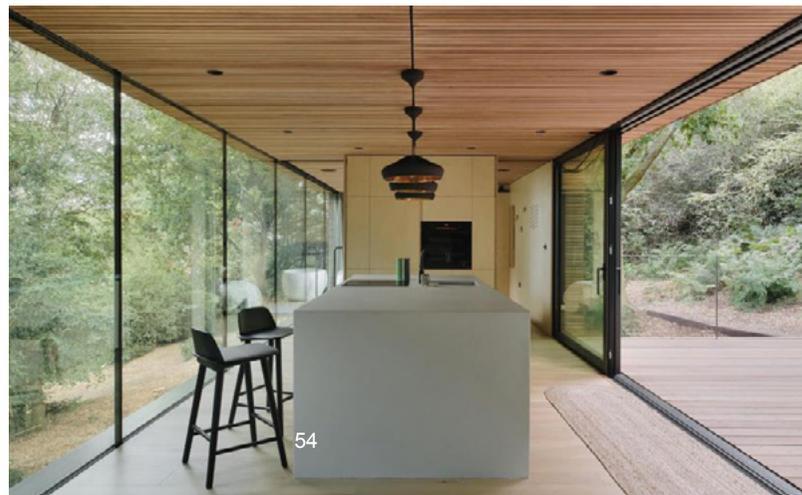
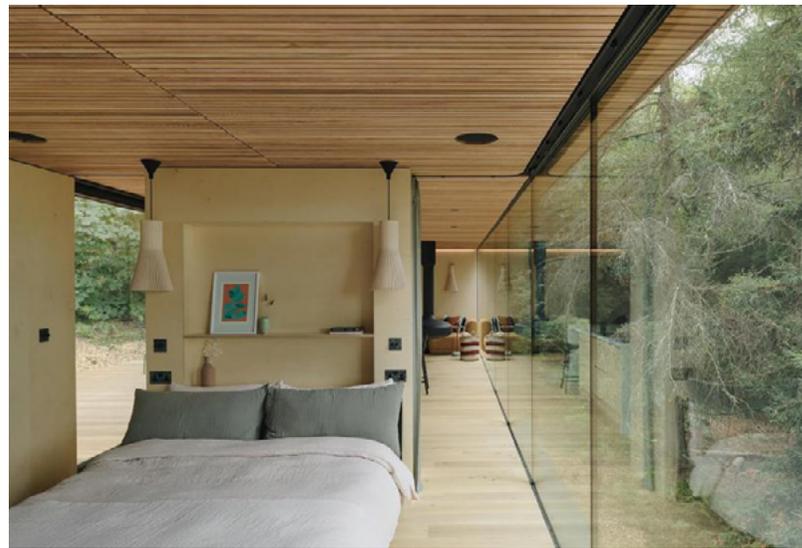
11.

INSPIRATIONS



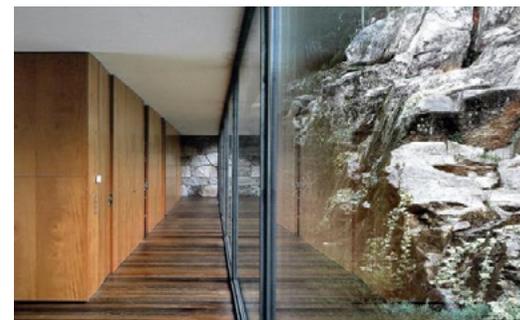


11. INSPIRATIONS



The following images belong to projects by various authors and are useful to show the atmosphere to which this project aspires: possibility of calm and rest or full activity, low-impact buildings made with natural materials, beautiful architectures silently integrating into nature, independent or collective homes, pleasant common spaces where you can share with others.







12.

PARTNERSHIPS AND COLLABORATIONS

This section will collect references from all the actors who wish to join this wonderful project throughout its journey.

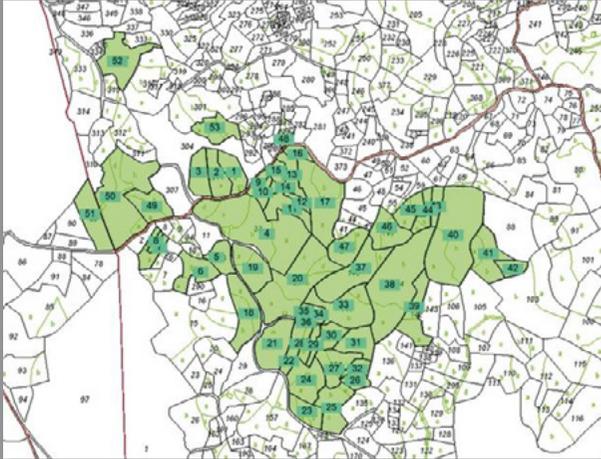
La Vera, Cáceres, 2023



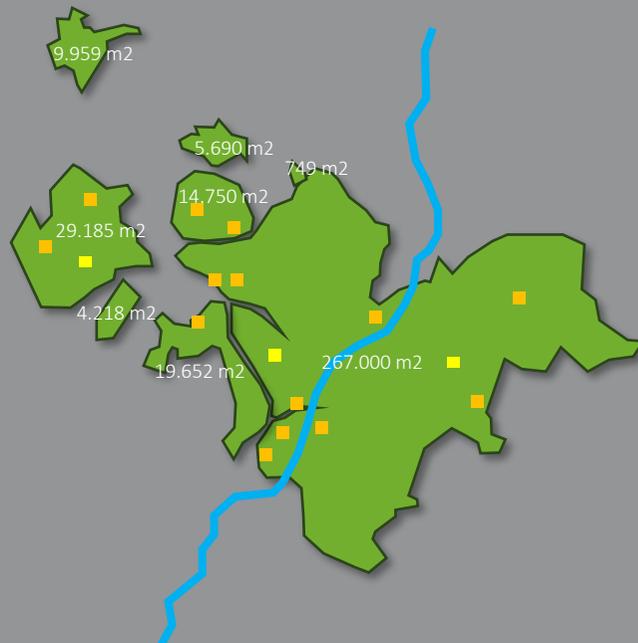
APPENDIX

A. CADASTRAL MAPPING

CURRENT SITUATION AND BACKGROUND



53 CADASTRAL ESTATES



CONSOLIDATED FARMS

LEGEND OF PLOTS AND SURFACES

52	9,959 m ²
53	5,690 m ²
48	749 m ²
1 2 3	14,750 m ²
49 50 51	29,185 m ²
8	4,218 m ²
5 6 18	19,652 m ²
Rest of plots	267,000 m ²

TOTAL SURFACE: 351,203 m²

LEGEND

	Consolidated farms
	“Las Pascualas” Stream
	Ruin of construction-housing (14 unit)
	Ruin of hut (3 unit)

B. URBAN REGULATION

POTENTIALITIES FOR FUTURE SUSTAINABLE DEVELOPMENT

APPLICABLE URBAN PLANNING REGULATIONS

Lotus Law 11/2018, of December 21, on sustainable territorial and urban planning of Extremadura article 65.3 + 66, 143 20-21 Regulation 21 Dec 21, art 69 et seq.

Present a basic project that defines the action and investment.

RUSTIC RATING

NNSS Aldeanueva de la Vera (key 73 + Chapter 3, art.50, Group 4 (autonomous authorization).

PTVERA, non-buildable land for agricultural or forest protection and environmental protection.

Extremadura OT Guidelines (preliminary draft).

Sectoral Legislation.

REGULATORY FRAMEWORK

Land of 351,203 m², formed by a group of plots of different sizes (4 of them discontinuous)

Maximum buildability: 0.05 m²c/mcs = 17,560 m²c.

Maximum occupancy of the building: 5% of the plot: 17,560 m²c.

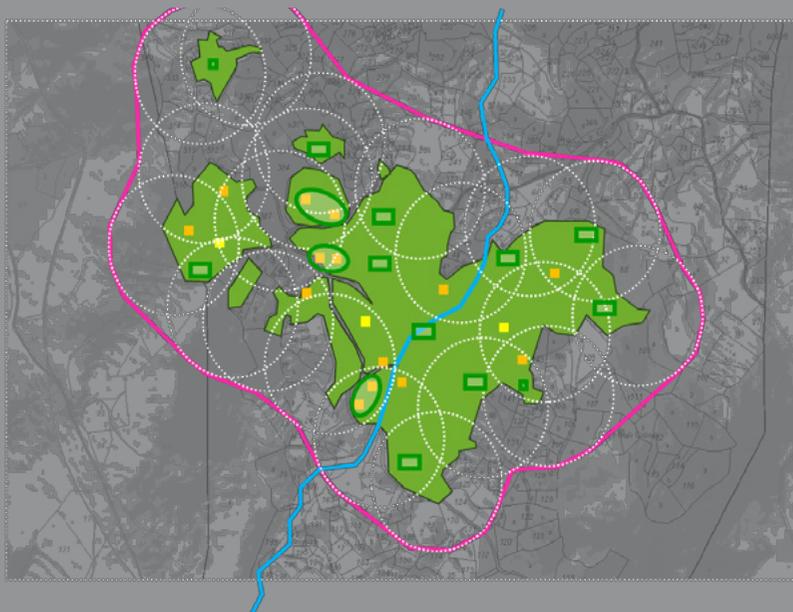
Maximum occupancy of each building:

- 1,000 m²
- 500 m² for residential use type III (with 3.5 m h maximum)
- Existing buildings can be expanded by 50% of their floor occupancy.

Risk of population use training: circle of 150 m radius: 70,650 m² (art 65.3)

POSSIBLE USES:

- Residential (isolated or residential-hotel), dotational, residential teaching or care, tertiary
- Lotus Section 2a. Rustic Land Regime



LEGEND



Precautionary perimeter of population nucleus formation



Circumference radius 150 meters



Possible new building



Construction of housing



Hut

ACKNOWLEDGEMENTS

Many thanks to all the people who have contributed, in one way or another, to the preparation of this dossier.

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