

ROCA GROUP

ROCA CITY

our way of shaping a city

February 2025




Over a hundred year ago

Roca settled in Gavà and Viladecans.

The family business drove growth and prosperity
in these two municipalities.

It was there that the **Roca community** flourished.

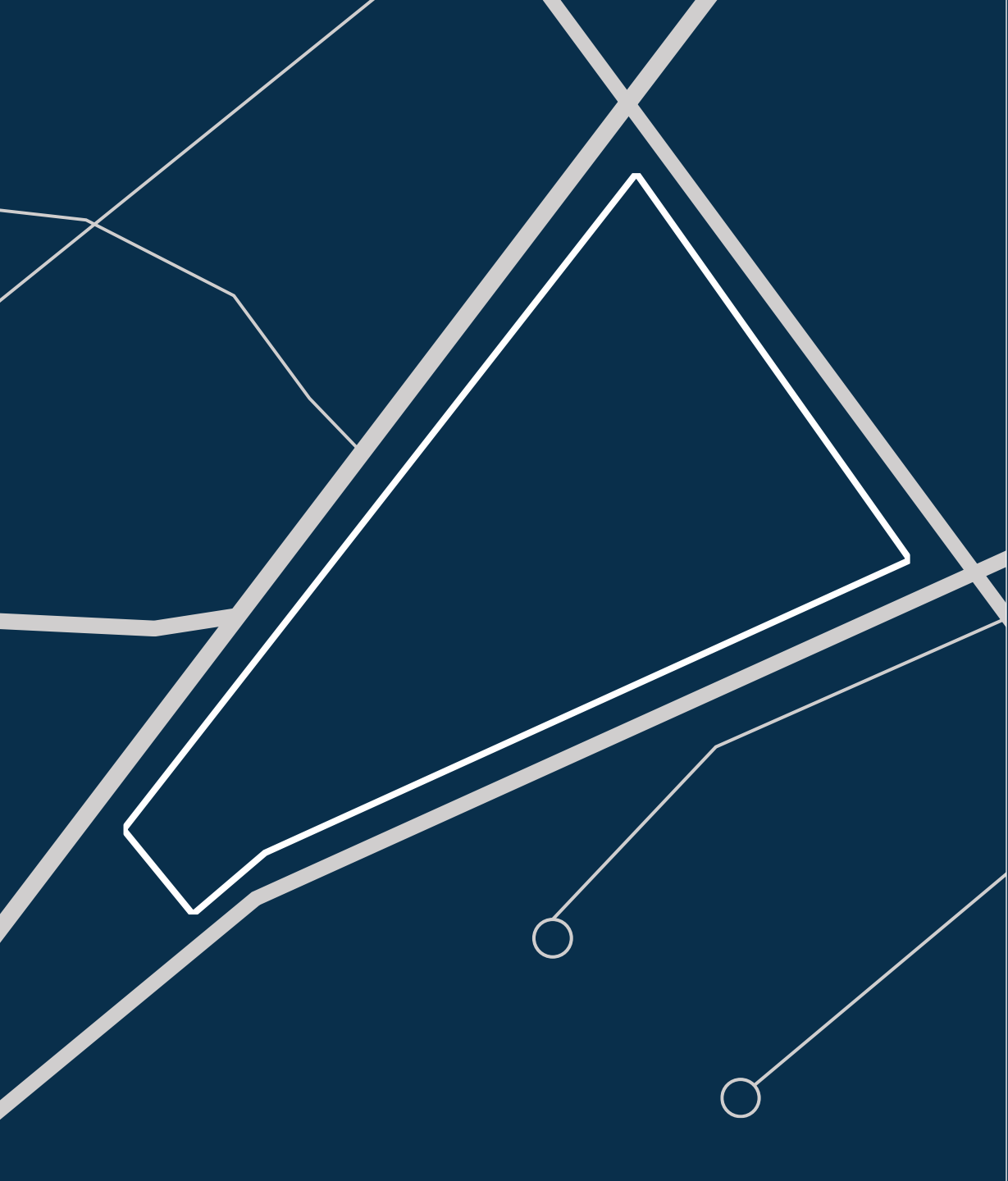
Over the past few decades,
the reduction in **industrial activity** in our
country has resulted in **underused spaces**,
including Gavà and Viladecans.

The background of the slide is a dark blue color. On the left side, there are several white geometric lines of varying thicknesses. These lines intersect and create a series of triangles and other shapes. Some lines are straight, while others have small kinks or bends. Two of the lines end in small white circles. The overall effect is a modern, minimalist graphic design.

Today we want to reaffirm **our commitment** to society and to these two municipalities that are part of **our history**.

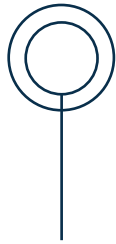
That's why we want to give **new life** to this land.

To create a new **open, inclusive, and accessible space**.

Abstract geometric lines in white and light gray on a dark blue background. The lines form various shapes, including a large triangle and several intersecting lines, creating a modern, architectural feel.

That's why we are promoting
ROCA CITY: an urban regeneration
project.

**A new way of
shaping a city.**



A new **eco-district** seamlessly integrated into the environment of both municipalities.

A space that brings together **knowledge, innovation, and culture**, improves mobility, increases housing availability and **boosts economic activity**.

And where
Roca stays
to continue
promoting its
sustainable
development.

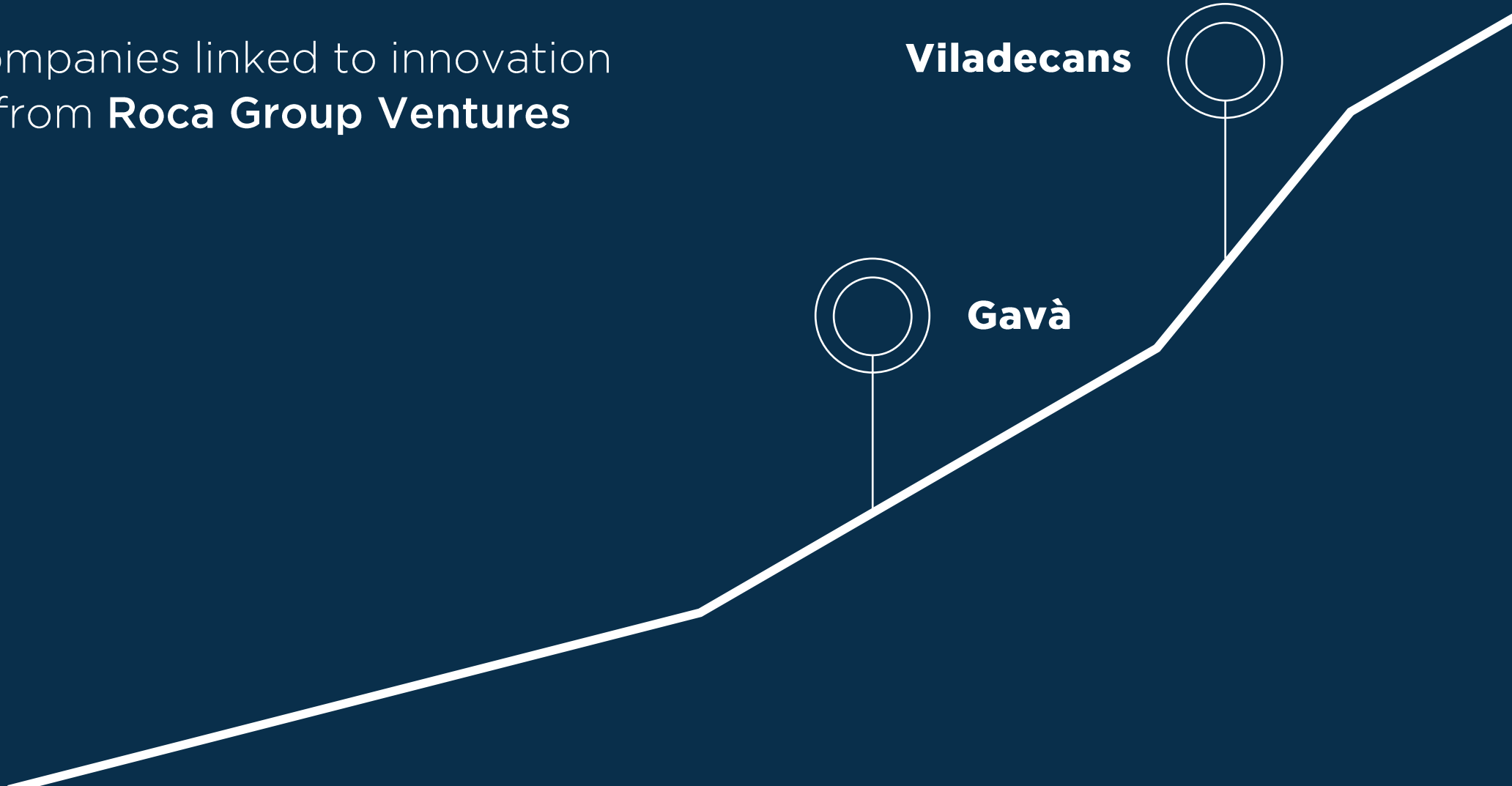
There we will establish our new
global corporate headquarters,
where we will project our brand
image to the world.

A **knowledge center** designed to be a global reference in **new technologies** for the construction and industry sectors.

Spaces for companies linked to innovation and startups from **Roca Group Ventures** ecosystem.

Viladecans

Gavà



Exhibition areas, an **historical museum**,
and a new **training center** for the group's
20,000 employees, its clients, and
professionals in the sector.

And fully **renovated, digitized, and
emissions-free factories.**

Viladecans



Gavà



A **sustainable urban** model inspired by the same approach that has always guided our company: **enhancing people's lives, caring for the planet, and fostering prosperity.**



ROCA CITY

Nuestra forma de hacer ciudad

La nostra manera de fer ciutat

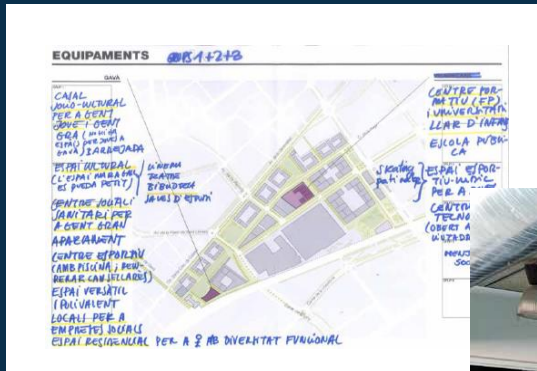
Our way of shaping a city



ROCA CITY

Gavà-Viladecans

Origin of the **urban project** and participatory process



**Metropolitan
opportunity area**

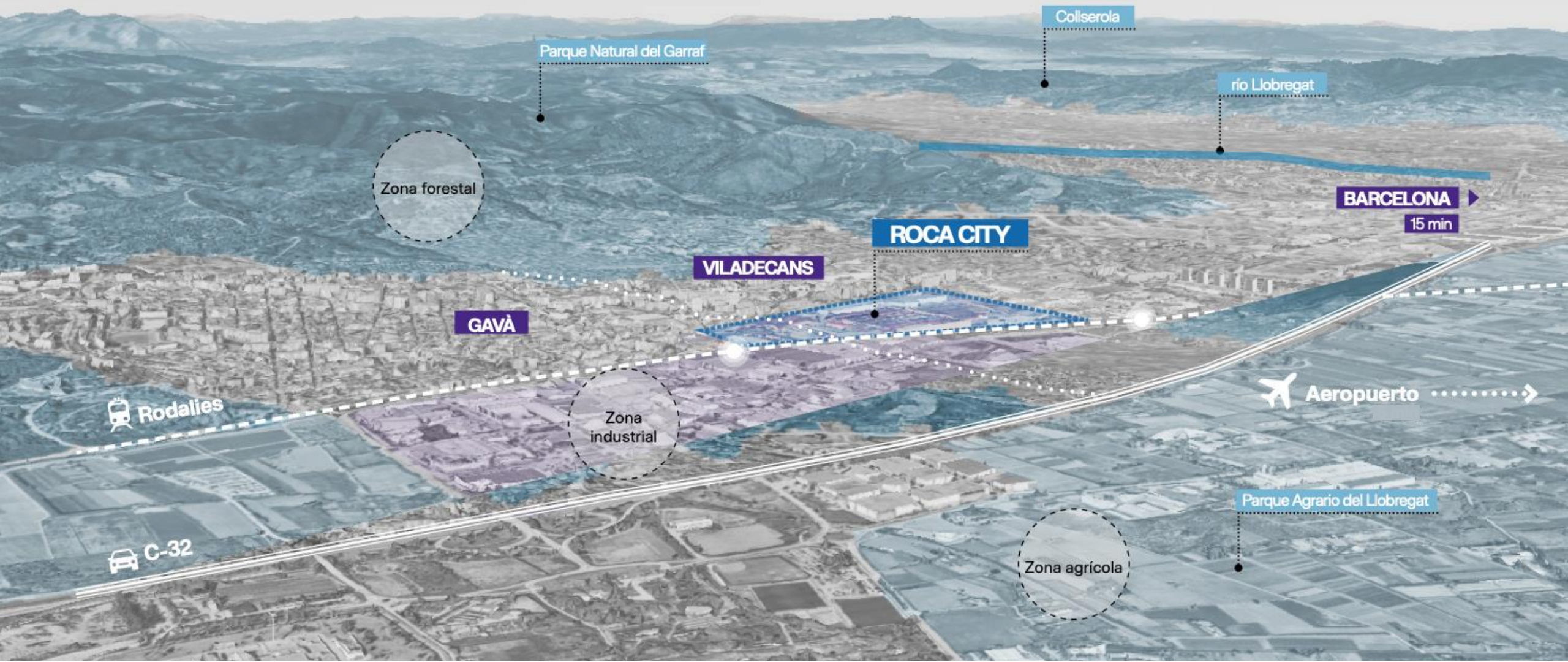


Project scope

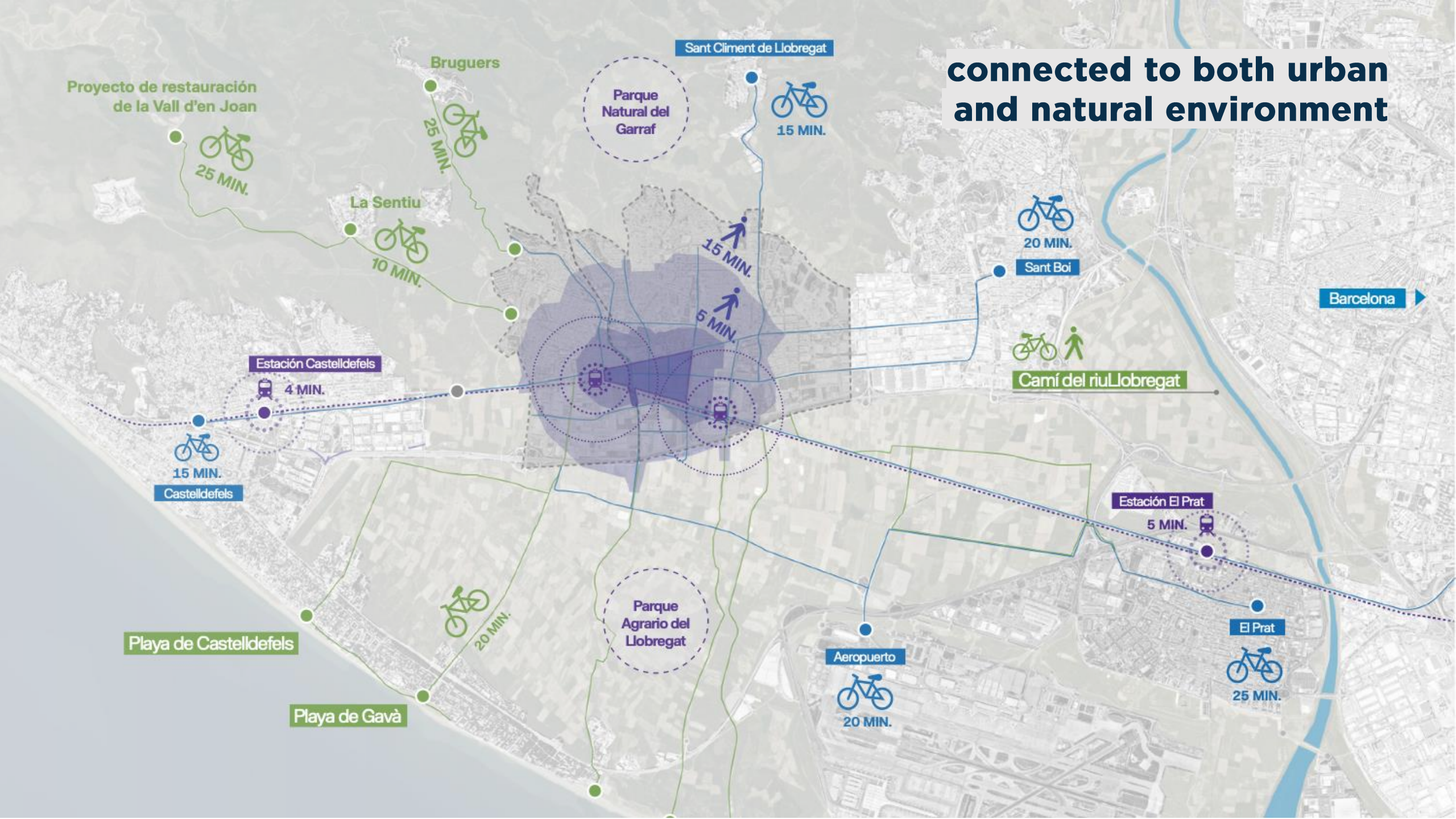


32
hectares

ROCA CITY is an urban project in a **unique setting**.



**connected to both urban
and natural environment**



to the metropolitan
area and to the world.



And **Roca stays** to continue promoting
its **sustainable development.**



The **ROCA CITY**
Gavà-Viladecans
urban project.

How we will do it?

Reusing the land..

Following the principles of **social, environmental and economic sustainability.**

Preserving our **industrial architectural heritage.**

Bringing nature back to the city with water from the streams.



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A mixed-use
eco-neighborhood

A new **eco-neighborhood**
that becomes part of the city,
where **diverse uses** coexist.

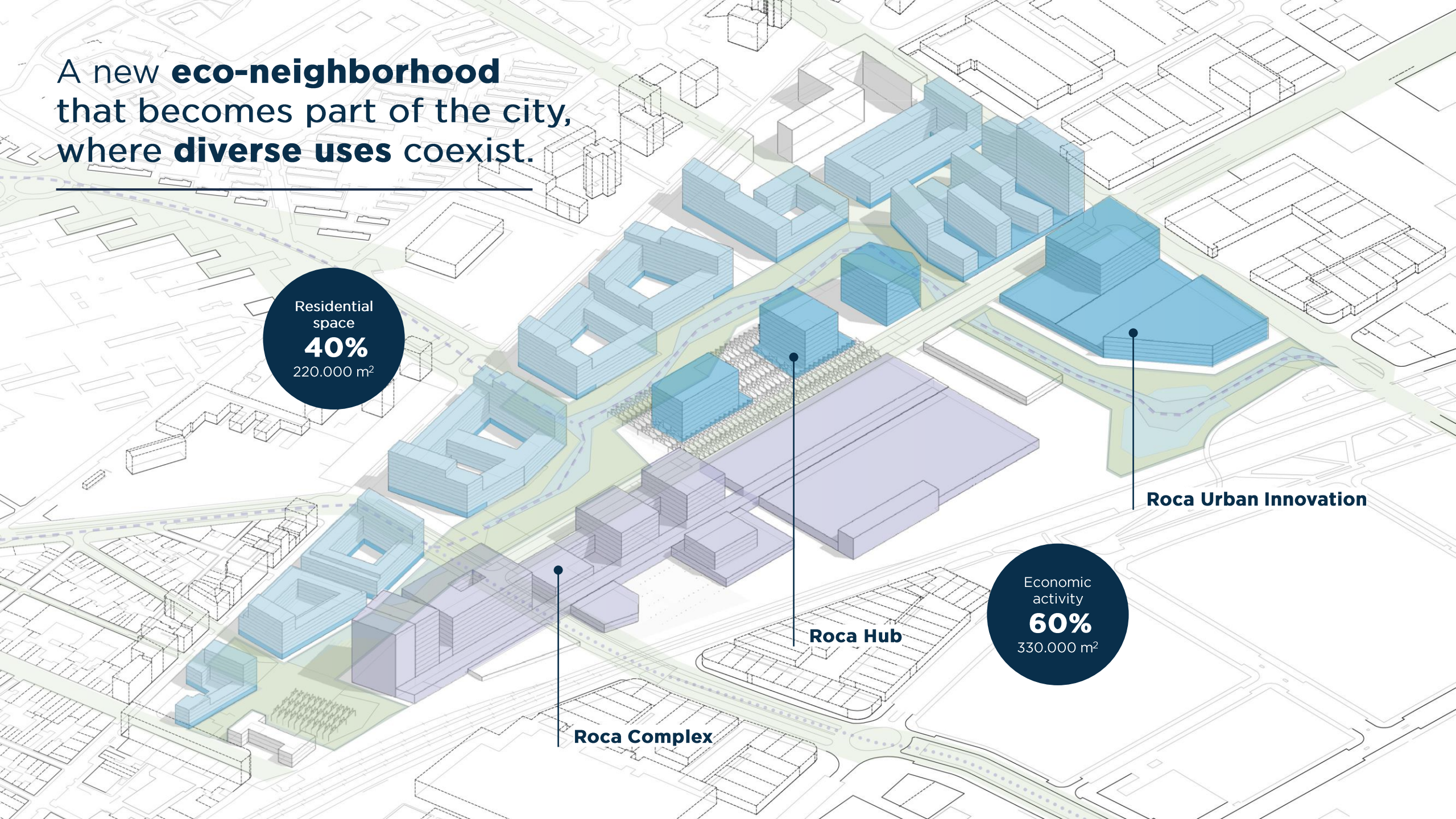
Residential
space
40%
220.000 m²

Roca Urban Innovation

Economic
activity
60%
330.000 m²

Roca Hub

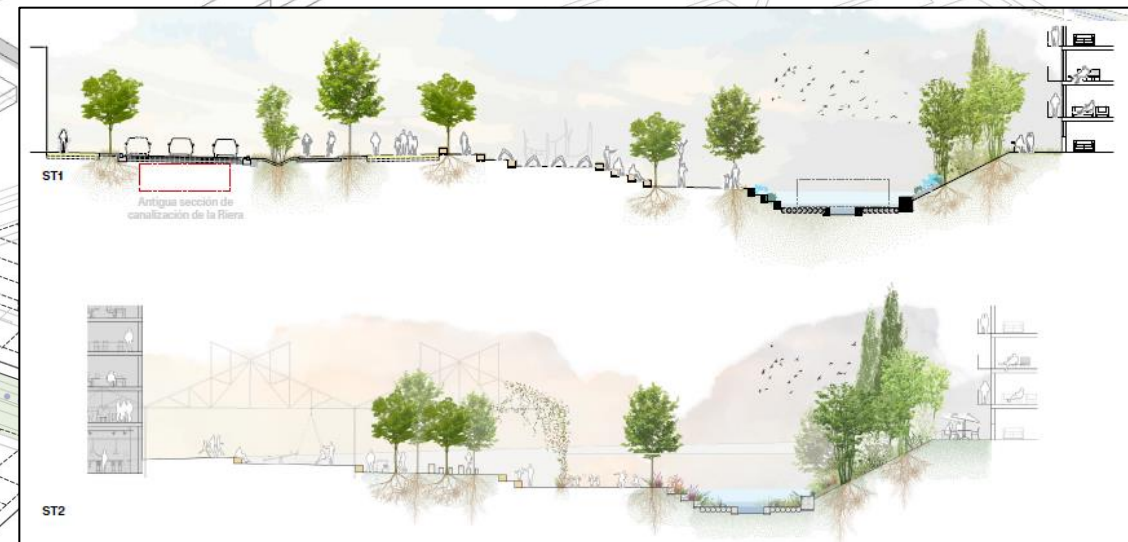
Roca Complex



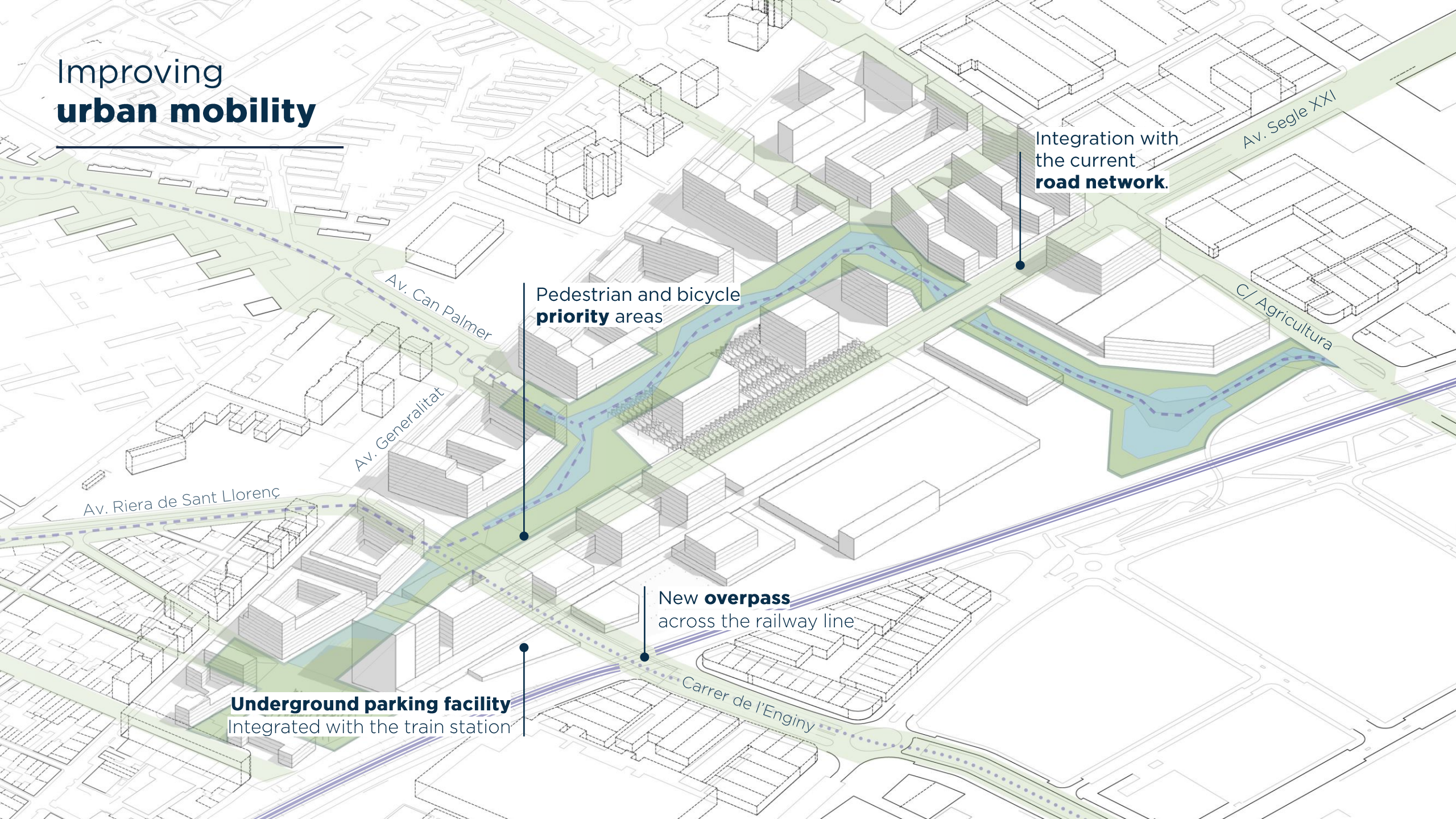
With a large **public connecting space** and **water flow** as the **central axis**.

Recovering surface-level **streams**.

An **8-hectare** urban park
23% of the total surface area



Improving urban mobility



Integration with
the current
road network.

Pedestrian and bicycle
priority areas

New **overpass**
across the railway line

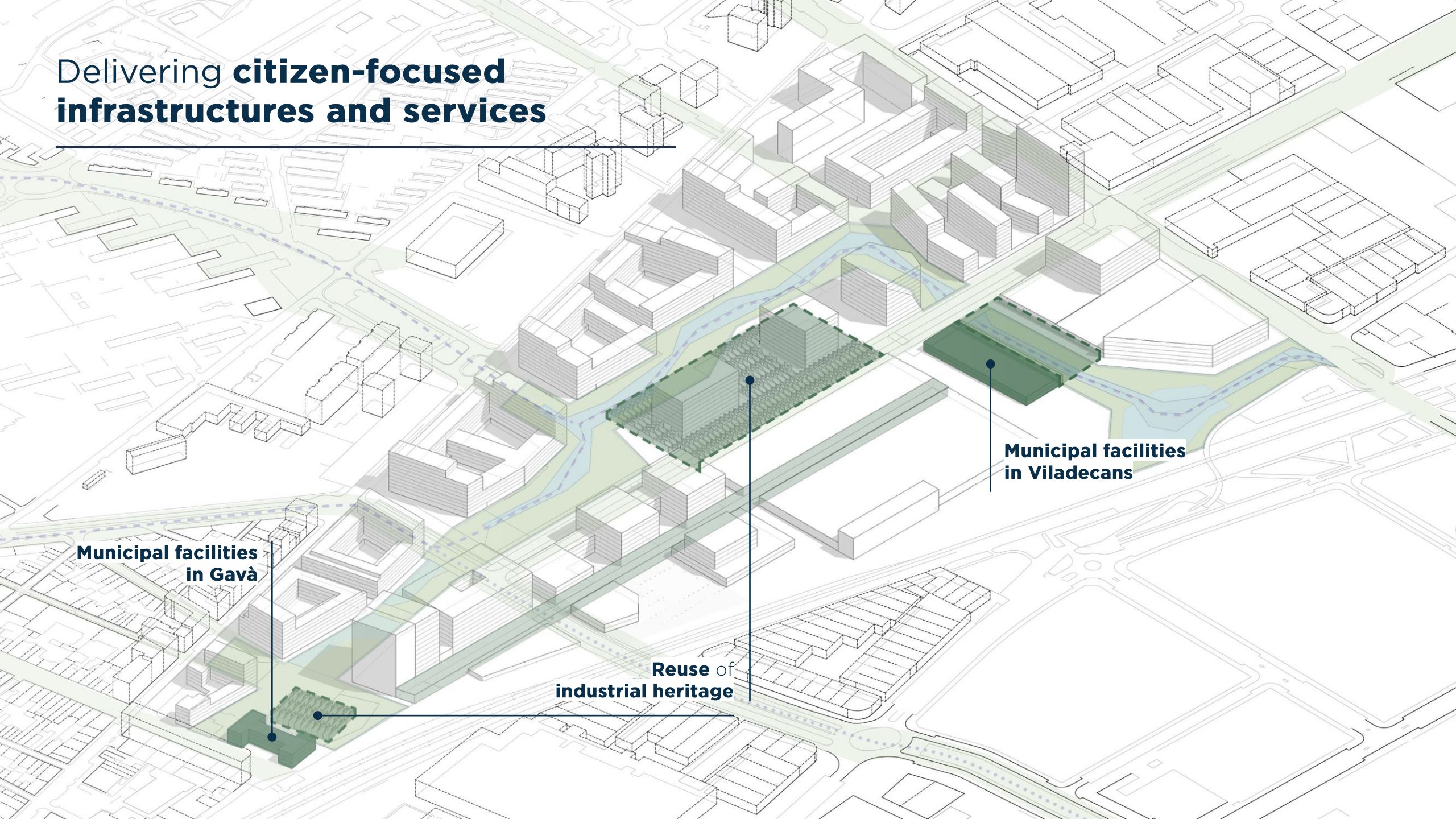
Underground parking facility
Integrated with the train station

Delivering **citizen-focused infrastructures and services**

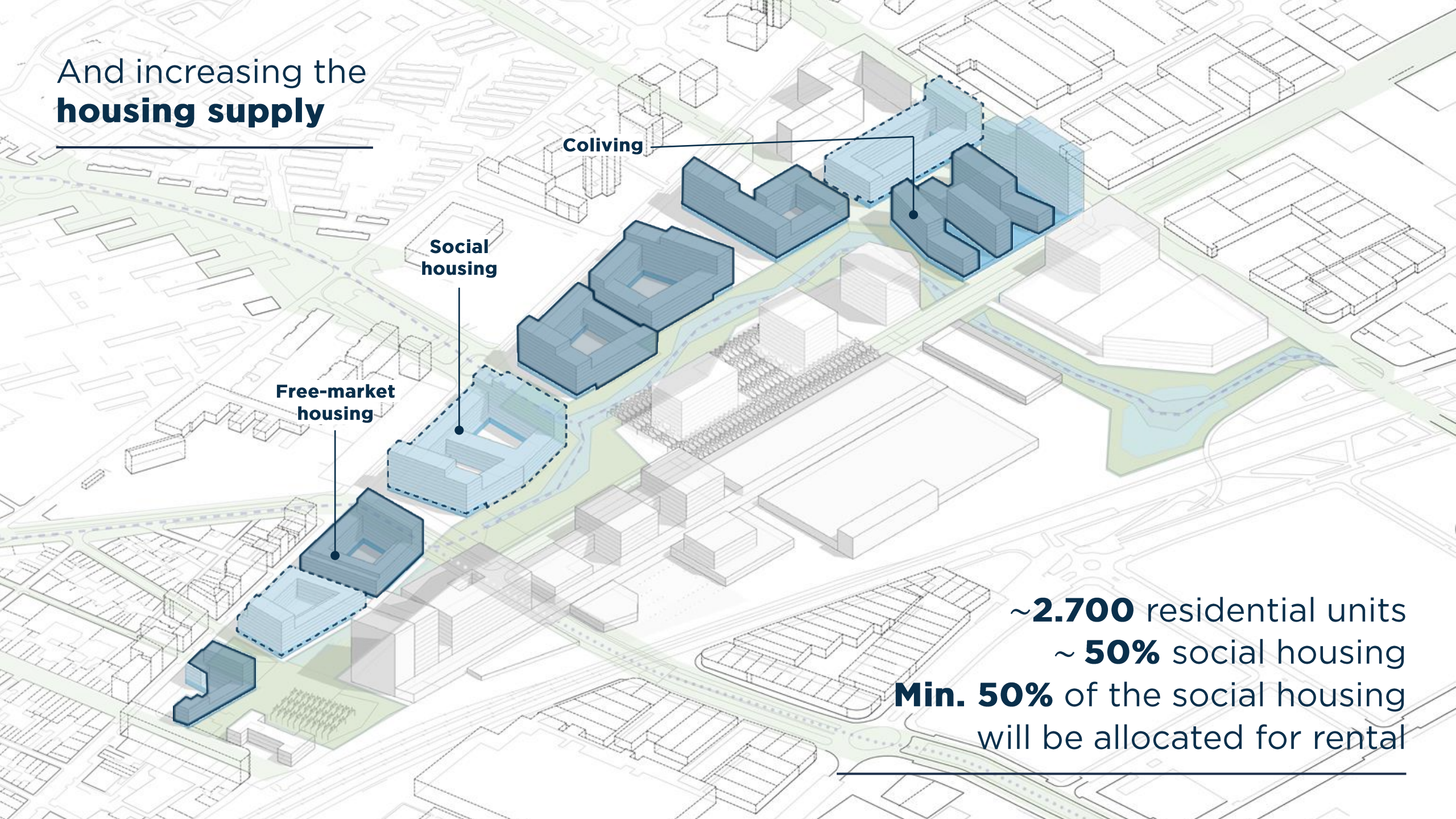
Municipal facilities in Gavà

Reuse of industrial heritage

Municipal facilities in Viladecans



And increasing the housing supply



~**2.700** residential units
~ **50%** social housing

Min. 50% of the social housing
will be allocated for rental

The new
Roca Complex

The **Roca Complex** as a driver of **development**

Roca
will occupy
26%
of the sector

Roca knowledge
Industrial research
and development
center

Roca Axis

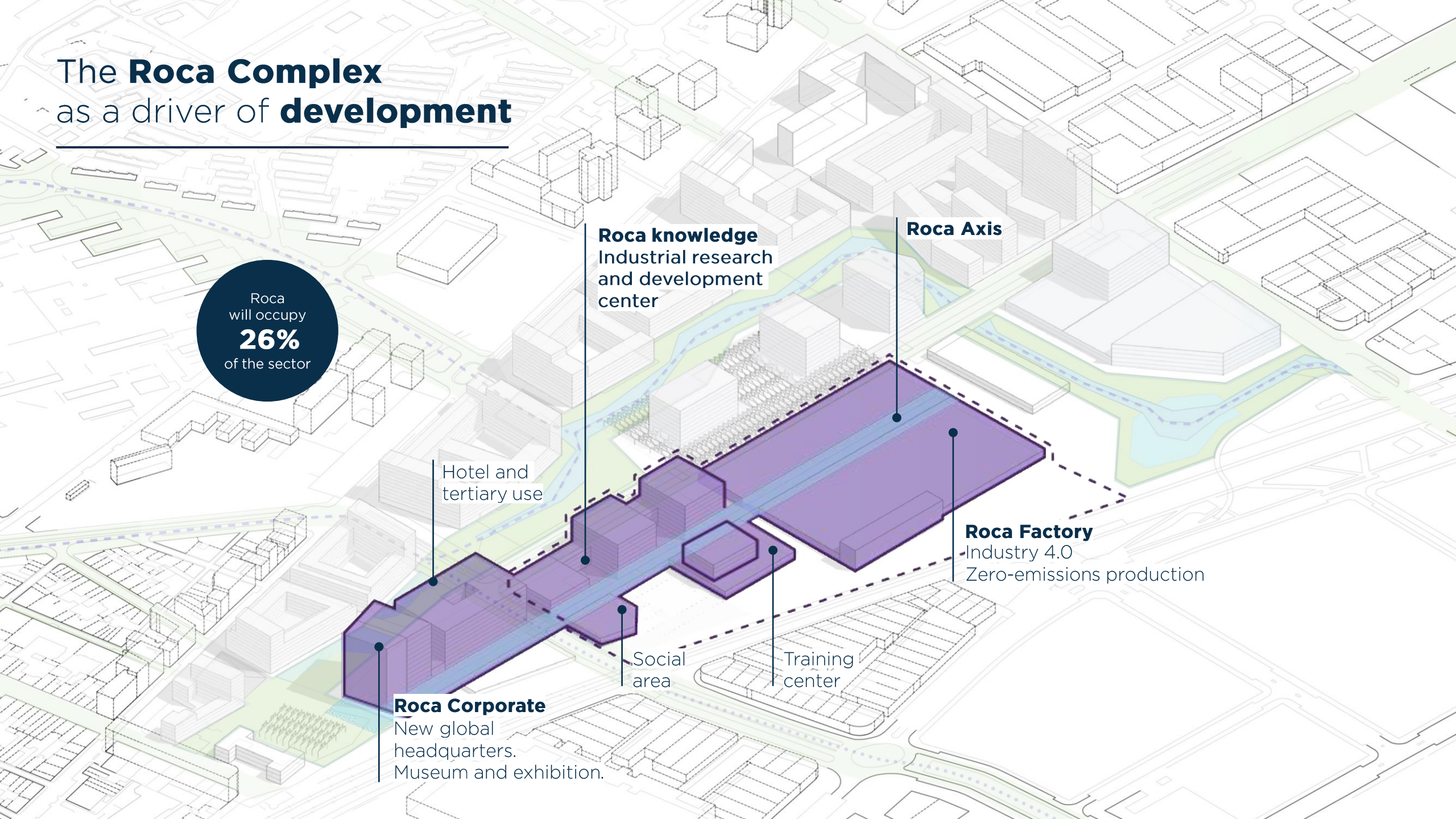
Hotel and
tertiary use

Roca Factory
Industry 4.0
Zero-emissions production

Social
area

Training
center

Roca Corporate
New global
headquarters.
Museum and exhibition.



Roca Corporate





Roca Knowledge





Roca Factory



ROCA CITY

Gavà-Viladecans



People



Planet



Prosperity

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Nuestra forma de hacer ciudad

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