REPORT OF GOOD PRACTICES. TRANSFORMATION OF THE HISTORICAL CENTER FOR PEDESTRIAN USE

The Estepona City Council presents as a good practice the transformation of the Historic Center for its pedestrian use.

This transformation has focused on 11 streets in the city center: Belén, Cristo del Perdón, San Juan, Valladolid, Barcelona, Goya, Granada, Isaac Albéniz, Castañuela, Félix Rodríguez de la Fuente and Lope de Vega streets.

Action has been taken in these streets because they are located in a key area for tourism and the most traditional local commerce in the city, contemplated in the Urban Center Commerce Master Plan. These streets suffered significant degradation after their progressive abandonment, and the council has transformed them to turn them into a cultural and tourist engine for the city.

Specifically, the road and furniture have been renovated to make the Old Town a more accessible and friendly area for pedestrian use, including the installation of planters that give continuity to the welcoming and green image of Estepona, the garden of the Costa del Sol .

This action has managed to improve the condition of the streets in the center of Estepona, prioritizing their pedestrian use over the entry of polluting cars, trucks or motorcycles that degrade the environment.

A total of 1,549,596 euros has been invested in this action, with an **FEDER aid of 947,273 euros**, with the impact of the action being 8,250 m2 rehabilitated spread over 11 different streets.

THE ROLE OF THE FEDER IN THE ACTION HAS BEEN PROPERLY DISSEMINATED AMONG THE BENEFICIARIES, POTENTIAL BENEFICIARIES AND THE GENERAL PUBLIC

The action has been conveniently disseminated among the potential beneficiaries and the general public. To this end, the Estepona City Council installed a temporary sign during the works, and has installed three permanent plaques in different streets to highlight the key role of FEDER funds for the execution of the project.

In addition, the Estepona City Council carried out an information campaign on the action co-financed by the FEDER through press releases and the FEDER web space created by the City Council (https://feder.estepona.es/).

Málaga hoy ESTEPONA

La remodelación de 11 calles del casco urbano de Estepona entra en su recta final

* Los trabajos han contado con una inversión de 1,5 millones de euros y se han desarrollado en una superficie de 10.000 metros cuadrados

Las obras de **remodelación de 11 nuevas calles del centro urbano** esteponero, incluidas en el proyecto '**Estepona**, Jardín de la Costa del Sol', se encuentran en la fase final de su ejecución, unos trabajos que se han desarrollado sobre una superficie de 10.000 metros cuadrados **con una inversión de 1,5 millones de euros**, según ha anunciado este lunes la teniente de alcalde del área de Fomento, Infraestructura y Turismo, Ana Velasco.

Así, la concejala ha destacado que los trabajos se están efectuando en las calles **Belén, Cristo del Perdón, San Juan, Valladolid, Barcelona, Goya, Granada, Isaac Albéniz, Castañuela, Félix Rodríguez de la Fuente y Lope de Vega**, los cuales han sido **cofinanciados** con el programa operativo del Fondo Europeo de Desarrollo Regional (FEDER) al 80%, mientras que el Consistorio ha aportado el 20%.

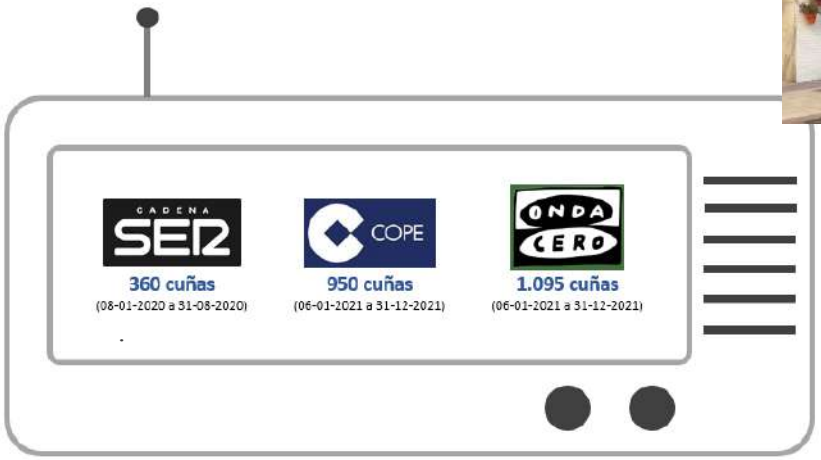
05/04/2021 | El Ayuntamiento supera las 130 calles remodeladas con el proyecto 'Estepona, Jardín de la Costa del Sol'

Un total de 11 vías del centro urbano se han sumado a este proyecto, tras concluir las obras de remodelación cofinanciadas con el Fondo Europeo de Desarrollo Regional (FEDER). [illegible]actuación ha supuesto la

27/08/2020 | El Ayuntamiento inicia otras 11 obras del proyecto 'Estepona, Jardín de la Costa del Sol' con las que se superarán las 130 calles remodeladas

Las obras serán cofinanciadas con el programa operativo del Fondo Europeo de Desarrollo Regional (FEDER), aportando el Ayuntamiento el 20% del coste del proyecto. Los trabajos consistirán en la renovación de forma homogénea de la pavimentación y del mobiliario, así como en la reordenación de espacios para eliminar barreras arquitectónicas. También se llevará a cabo la repoblación vegetal y la plantación de jardines y árboles acordes con el entorno, con el objeto de contribuir a una ciudad más sostenible.

Other dissemination actions have also been carried out, such as holding an event in the street with the citizens, editing and broadcasting a **Time La**[illegible] **process of execution of the work, radio spots** on local [illegible]



In addition, the transformation of the center was reported with the dissemination of a time lapse video and the distribution of informative brochures.

On the other hand, on April 15, 2021, another dissemination performance took place where the mayor of Estepona informed citizens about the actions carried out in the historic center and its co-financing with the European Regional Development Fund.

THE ACTION INCORPORATES INNOVATIVE ELEMENTS

The transformation of the Historic Center for its pedestrian use incorporates innovative elements, especially regarding its design, which recovers this degraded area in a privileged place valued positively by tourists and residents.

It has managed to create an atmosphere of a small Andalusian town in the center of the city in a complementary way to the logistics associated with local commerce and the accessibility of the streets so that all the citizens of Estepona and its visitors can enjoy this area and get to know the culture. and history of the municipality.

For this, walking has been favored, paving the road with cobblestones that make the journey by car or motorcycle less attractive, and creating a garden environment thanks to the installation of planters with native and floral plants chosen taking into account the latest trends in the design of urban spaces and that considerably reduce the impact that long rows of trees would have on the space of the narrow streets of the center.

Light points have also been installed that adorn the streets, improving their aesthetics at night while guaranteeing visibility, avoiding dark areas, and reducing energy consumption, as these are LED light points.

SUITABILITY OF THE RESULTS OBTAINED TO THE ESTABLISHED OBJECTIVES

The Estepona Town Hall wants to move forward to improve accessibility and walking on foot as opposed to the use of private vehicles; reinforce the business fabric by promoting commercial activity; and promote social relations, leisure and culture.

The transformation of the Historic Center for its pedestrian use has contributed to these objectives by improving the perception of the center through its transformation into a welcoming area that invites you to walk on foot and to divert traffic from private vehicles to the circulation arteries.

By reducing traffic to a minimum and taking care of the aesthetics of the urban center in detail, an improvement in local commerce and cultural tourism in the city has been obtained as a result. In addition, the transformation of the center has considerably improved its accessibility.

This project contributes to the recovery of the center of Estepona in a traditional tourist and commercial area that distances the city from the image of "sun and beach" tourism, which, although it will continue to be one of the axes of the Estepona economy, will only works in the summer months.

CONTRIBUTION TO THE RESOLUTION OF A PROBLEM OR WEAKNESS DETECTED IN THE IMPLEMENTATION FIELD

Estepona, a city renowned for its beaches and gastronomy, had a degraded historic center that did not invite your visit. This situation prevented the development of local commerce in the area and strengthened the city in the "sun and beach" model. In addition, the quality of life of the residents of the center worsened year after year.

The transformation of the Historic Center for its pedestrian use has reactivated local commerce and has managed to improve the quality of life of the inhabitants, who now reside in a privileged area of the city. In addition, the transformation of the center has made it possible to create a tourist attraction for visitors in the winter months and has valued the history and traditional commerce of Estepona.

HIGH DEGREE OF COVERAGE OF THE POPULATION AT WHICH IT IS DIRECTED

The historic center of the city has 16,340 inhabitants and 984 merchants who have been directly favored by the action.

This area is also visited by residents in other areas of the city and by the almost half a million tourists (438,588) who visit the city each year, so the transformation of the center has had a high impact on day-to-day Township.

CONSIDERATION OF THE HORIZONTAL CRITERIA OF EQUAL OPPORTUNITIES AND NON-DISCRIMINATION, AS WELL AS SOCIAL RESPONSIBILITY AND ENVIRONMENTAL RESPONSIBILITY.

The center of Estepona was highly degraded and suffered from progressive abandonment. This generated that the residents of the city had a bad perception of the area and the merchants had fewer business opportunities and, therefore, to generate local employment. Now, the area is a great regional, national and international tourist attraction, having greatly improved job opportunities for citizens, as well as the perception of the area.

In addition, this transformation of the center has been carried out guaranteeing the universal accessibility of the streets. All people who visit the city center will be able to move comfortably, since obstacles have been removed and inclusive signage installed.

The action has been carried out taking into account the criteria of environmental responsibility, creating a garden environment with plant elements that are respectful of the environment and low water consumption. Lighting has also been improved through LED streetlights that reduce consumption while reducing light pollution and avoiding dark areas.

SYNERGIES WITH OTHER PUBLIC INTERVENTION POLICIES OR INSTRUMENTS

The transformation of the Historic Center for its pedestrian use has synergies with the "Estepona lives its streets" Program to revitalize the socio-economic fabric, which focuses on the revitalization of the city center, with the Special Plan for the Protection and Improvement of the Center Urban Center of Estepona and the Infrastructural Renovation Plan of the Urban Area of Estepona (PRICUE). In addition, the rehabilitated area is connected to the coastal corridor, which will also be improved with the help of the FEDER.