INTEGRATION OF GREEN SPACES IN THE PROMENADE.

Estepona Town Council presents as a good practice the recovery of public spaces for citizens in the EDUSI Area: Integration of green spaces in the Paseo Marítimo.

The Paseo Marítimo, located between Avenida Juan Carlos I. and the Iberia building, is a place of transition between the city and the natural space of the sea, as well as being one of the main tourist enclaves of Estepona. With its remodelling, and the integration of the Avenida España into it, it has been possible to rearrange the spaces thanks to a work of signposting, plant repopulation and renovation of paving and street furniture. Thus, the pedestrian use of the space has been enhanced, giving it homogeneity and enhancing the beauty of the landscape.

Now the Paseo Marítimo has become a more dynamic and pleasant place, turning it into a sports and leisure area that encourages walking, healthy strolls and contemplation of the sea.

A total of 2,695,750.76 euros has been invested in this action, with FEDER aid of 2,291,388.14 euros, with the impact of the action being 19,645 m2 rehabilitated..

THE FEDER'S ROLE IN THE ACTION HAS BEEN ADEQUATELY DISSEMINATED TO BENEFICIARIES, POTENTIAL BENEFICIARIES AND THE GENERAL PUBLIC.

The Estepona Town Council, aware of the importance of this action for the citizens of the municipality and the relevance of the European contribution, carried out an information campaign through different media, radio spots, printing of information leaflets, advertising on digital screens throughout the city, promotional events, press releases and social networks, highlighting in all these communication actions the role of the FEDER.

Thus, the Estepona Town Hall installed temporary signs during the construction period and, later on, the relevant permanent plaques, in order to underline the relevance of the co-financing of ERDF funds for the execution of the project.

In addition to external media, a specific website has also been created for the dissemination of the actions co-financed by the ERDF, through which the latest news on the works carried out within the framework of this action has been reported: https://fondoseuropeos.estepona.es/feder/

At the same time, the Estepona Town Council's own website (https://ayuntamiento.estepona.es) was another channel for disseminating the ERDF co-financed actions of the EDUSI "Estepona. El Jardín de la Costa del Sol", which also echoed the news regarding the action Integration of green spaces in the Paseo Marítimo.

The City Council, in turn, has prepared press releases published on the EDUSI website which have also had their repercussion in different media, both local and regional, and which have been published in:

Press Releases

At the same time, a radio advertising campaign has been carried out which includes the broadcasting of a total of 950 advertising spots, between 2021 and 2022, in local and regional media such as Ondacero and Cope..

As for the information leaflets, 3000 leaflets have been printed and distributed among the citizens in Estepona, with the following design:

As part of the campaign to disseminate the action, the inauguration event of the action Integration of green spaces in the Promenade, which took place on 26 August 2022, aimed at promoting and highlighting the role of the ERDF in the Rehabilitation of the promenade ("Paseo fluvial") and the integration of Avenida España in the Promenade.

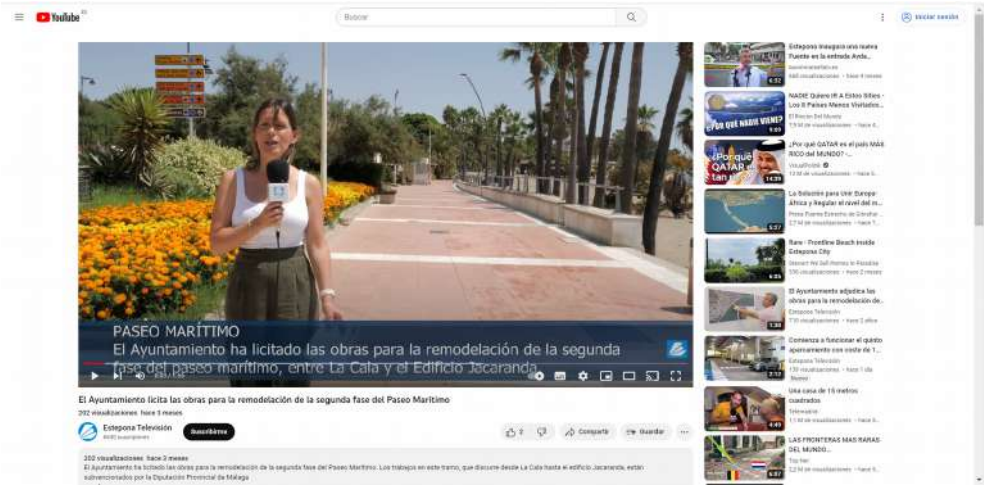
In addition, the Consistory of Estepona is aware of the level of reach of social networks

nowadays, and has used these tools, as well as the YouTube channel to disseminate videos and news about the development of the action to make it known to the public. Among these publications on social networks we find the following coverage:

The City Council awards the works for the remodelling of the Paseo Marítimo

The City Council tenders the works for the remodelling of the second phase of Paseo Marítimo

The City Council completes the first phase of the pedestrian boulevard that opens the city to the sea



THE ACTION INCORPORATES INNOVATIVE ELEMENTS

The remodelling of the Paseo Marítimo incorporates innovative elements, especially in the design of the new paving and street furniture. In order to mark the flow of movement and give the space the fluidity of natural spaces, a geometric tapestry has been created which varies in colour depending on whether it is a leisure or strolling area. In addition, the materials chosen take into account their durability, maintenance and possibility of replacement in order to ensure that their appearance prevails over time.

On the other hand, in order to promote pedestrian use and give homogeneity to this enclave, an innovative design has been chosen for the urban furniture in line with the transformation that the city centre is undergoing. One of the most striking installations are the pergolas in the shape of inverted conoids, which help to shade the promenade, creating rest areas. For the rest of the furniture, such as benches, litter bins and drinking fountains, noble materials (such as wood and stainless steel) have been used, achieving an integral transformation, as well as an aesthetic improvement.

ADEQUACY OF THE RESULTS OBTAINED TO THE ESTABLISHED OBJECTIVES

Estepona Town Council wants to move forward in the recovery of public spaces for citizens,

creating integrated actions for the revitalisation of cities, the improvement of the urban environment and the environment.

The integration of Avenida España into the Paseo Marítimo has contributed to these objectives by creating a dynamic space that encourages walking and appreciation of the landscape. Through the redevelopment of this enclave, the Estepona Town Hall wants to encourage the population to come into contact with nature, providing them with a connecting area between the beach and the city. The incorporation of new urban material has contributed to the homogeneity of the entire promenade, as well as to the creation of shaded areas thanks to the installation of benches and pergolas.

With the elimination of architectural barriers and the improvement of viewpoints, the flow of strollers has been encouraged, turning it into an area for rest, recreation and sporting activities. One of the most outstanding actions has been: the pedestrianisation of Avda. España, the removal of the wall separating the promenade from the beach and the creation of three steps, creating a space for contemplation with a clear and unobstructed view of the sea.

Therefore, thanks to the reduction of obstacles and the remodelling of the space, it is more appealing to stroll and enjoy the Paseo Marítimo, inviting leisure and contemplation of the landscape for both citizens and visitors.

CONTRIBUTION TO THE RESOLUTION OF A PROBLEM OR WEAKNESS IDENTIFIED IN THE TERRITORIAL AREA OF IMPLEMENTATION

The action is designed with the aim of recovering a natural space, making a coastal path available to the public to encourage people to come into contact with nature, while reducing the risk of erosion during river floods, typical of the Mediterranean coast.

On the other hand, the existing furniture and paving needed to be renovated to adapt them more to the needs of the space and the urban modernisation of the city, replacing them with new ones made of more modern and resistant materials. In this way, they have been repositioned in strategic areas to contribute to the dynamism of the promenade and revitalise the area for the enjoyment of the citizens.

In addition, different decorative elements have also been added, either as furniture or in the field of gardening, which will make the promenade more pleasant to walk along and provide greater enjoyment for its users.

HIGH DEGREE OF COVERAGE OF THE TARGETED POPULATION

The Paseo Marítimo is one of the most frequented infrastructures by the residents of the city due to the possibilities it offers for leisure, sport and outdoor recreation. Therefore, its remodelling has a great impact on the more than 67,000 inhabitants of Estepona.

Likewise, as it represents a great connection between the coast and the city, the rearrangement of the space to encourage pedestrian paths will cover the half a million tourists who visit the city every year.

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

The integration of green spaces in the Paseo Marítimo contributes to the respect of the

principles of equal opportunities, non-discrimination and accessibility. Special importance has been given to the pedestrianisation of areas, the elimination of architectural barriers and the redistribution of spaces to ensure an accessible space, as well as the implementation of ramps for the easy movement of people with reduced mobility.

In addition, this action has been designed taking into account environmental sustainability and sustainable development, modifying the existing landscaped spaces and conserving those specimens that need to be maintained. Due to the great impact of human activity on natural spaces, special attention has been paid to the design of the area, recreating the paths found organically in nature with a new pavement.

On the other hand, all the lighting has been replaced with LED lights, which are more environmentally friendly and consume less energy.

SYNERGIES WITH OTHER POLICIES OR INSTRUMENTS OF PUBLIC INTERVENTION.

The rehabilitation of the promenade has synergies with the Programme for the revitalisation of the socio-economic fabric "Estepona lives its streets", which focuses on the revitalisation of the city centre, with the Special Plan for the Protection and Improvement of the Urban Centre of Estepona and the Infrastructure Renewal Plan for the Urban Centre of Estepona (PRICUE).

The action is also complemented by the improvement of the accesses to the port of Estepona and the connection with the promenade, designed simultaneously by the Public Ports Agency of Andalusia and the City Council. All this, taking into account the Sustainable Mobility Plan (PMUS) of Estepona and the General Urban Development Plan (PGOU) of Estepona.