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Report of good practices. Comprehensive remodeling of degraded spaces in the EDUSI area: San Lorenzo Avenue intersection with Pilar de Farinós Street.

Estepona City Council.

Programa Operativo Plurirregional de España

Año 2022

Fondo Europeo de Desarrollo Regional

REPORT OF GOOD PRACTICES.
COMPREHENSIVE REMODELING OF DEGRADED SPACES IN THE EDUSI AREA: SAN LORENZO AVENUE INTERSECTION WITH PILAR DE FARINÓS STREET

The Estepona City Council presents as a good practice the comprehensive remodeling of degraded spaces in the EDUSI area: Avenida San Lorenzo intersection with Pilar de Farinós street.

The Avenida San Lorenzo intersection with Calle Pilar de Farinós represents one of the main gateways to the old town of Estepona, which, due to its commercial attractive, it generates a large influx of both vehicle and pedestrian traffic. However, the space allocated to vehicles was the majority, which, together with the lack of visibility due to the confluence of all unregulated left and right turns at the same point, made it extremely difficult to walk on foot.

Thus, thanks to the construction of a roundabout between said avenue and Pilar de Farinós street, the flow of vehicles has been naturally reduced. In addition, the embellishment and sanitation of the area with new urban furniture, lighting fixtures, and landscaping has boosted pedestrian flow, which also facilitates access to the small shops characteristic of the old town.

A total of 385,453.37 euros has been invested in this action, with a FEDER aid of 327,635.36 euros, with an impact of 6,500m2 rehabilitated.

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. In this way, the Estepona Town Hall installed a temporary banner during the construction period, and later, a permanent plaque in order to underline the relevance of the co-financing of FEDER funds for the execution of the project.

On the other hand, the Estepona City Council carried out a campaign in numerous media to promote the action co-financed by the FEDER, and in turn, through press releases. In addition, a space has also been dedicated exclusively to the FEDER on the City Council website.

https://feder.estepona.es

Diario 20 minutos

Málaga hoy

Málaga hoy
ESTEPONA
Concluyen las obras en la céntrica avenida San Lorenzo de Estepona
• La construcción de una glorieta de 21 metros de diámetro permitirá ordenar la circulación y eliminar un punto negro del tráfico en la zona
El Ayuntamiento de Estepona informó ayer de que ya han concluido las obras de mejora para agilizar el tráfico en la céntrica avenida San Lorenzo y en la calle Pilar de Farinós.
La teniente alcalde del área de Fomento, Infraestructuras y Turismo (PP) de Estepona, Ana Velasco, explicó que los trabajos han incluido también la renovación de todas las infraestructuras y saneamiento de la zona.
La magia de DECORAR
HAMBRE DE

Andalucía Información

andalucía información
ESTEPONA
En marcha la remodelación del tráfico en la avenida San Lorenzo
No todos los transportes son como el tren
renfe

Other dissemination actions have also been carried out, such as the broadcast of **a promotional video of the entire process of the works execution,** from its beginning to its completion, on radio television Estepona, 650 **radio spots** from 2021 till 2022 on local and regional radio stations such as Onda Cero and Cope. In addition, the remodeling has been disseminated to the public through the initiative **12 months**, **12 neighborhoods** where the Mayor himself reports on the action co-financed with the European Regional Development Funds with acts of coexistence with citizens in different neighborhoods of the municipality, following up each other with **an opening event** for the public and the distribution of informative brochures.

In addition, the entire rehabilitation process of the intersection between Avenida San Lorenzo and Calle Pilar de Farinós was reported on the FEDER website of Estepona and on the Estepona radio-television website.

[Press releases - Estepona](#) Town Hall

Posters – Estepona Town Hall

[Vídeos – Estepona Television](#)

Start of the works

Conclusion of the works

THE ACTION INCORPORATES INNOVATIVE ELEMENTS

The remodeling of Avenida San Lorenzo with Calle Pilar de Farinós incorporates innovative elements, such as the use of a new drainage system on the pavement and sidewalks to prevent flooding in case of heavy rainfall.

On the other hand, to promote pedestrian traffic, vegetation has been planted to create shady areas and contribute to the embellishment of the area. The installation of LED-type luminaires, in addition of favoring the energy efficiency, it will also guarantee the visibility of transients even in hours of less light. Thus, the space has been renovated taking into account the latest trends in street furniture, incorporating new cast aluminum benches and railings designed for durability.

SUITABILITY OF THE RESULTS OBTAINED TO THE OBJECTIVES ESTABLISHED.

The Estepona Town Hall wants to move forward in order to improve accessibility and walking on foot instead of using the private vehicles; reinforce retail trade and promote heritage of special tourist interest.

The remodeling of Avenida San Lorenzo with Calle Pilar de Farinós has contributed to these objectives by improving accessibility and favoring the transit of pedestrians and cyclists to move to the historic center of the city. With the reduction of vehicle traffic, the elimination of architectural obstacles and the creation of walking and rest areas, the use of it has been promoted both for the inhabitants of Estepona and for the tourists who visit the city every year.

In the end, the action has managed to convert the space into a pleasant area for walks, with trees and urban furniture that invites you to move around on foot. Lastly, small businesses in the old town have been given a notable improvement, since this new accessibility invites its inhabitants and visitors to enjoy the small shops characteristic of the area.

CONTRIBUTION TO THE RESOLUTION OF A PROBLEM OR WEAKNESS DETECTED IN THE TERRITORIAL SCOPE OF EXECUTION

The intersection of Avenida San Lorenzo with Calle Pilar de Farinós represented one of the main black spots in Estepona. Being an area where 80% of the space was used for road traffic, the crossing in the same point of all the turns left and right (without regulation) caused serious visibility problems.

On the other hand, despite being one of the main entrances to the old town, Pilar de Farinós street had numerous architectural barriers. This, added to the absence of street furnitures, pedestrian areas and deficient lighting, made it extremely difficult to move around on foot.

For this reason, thanks to this action, the pedestrian traffic in the area has been notably improved. In the first place, the construction of a roundabout 21 meters in diameter has made it possible to sort the circulation out and control the traffic. In addition, the area has been restored, giving preference to the bicycles traffic and to the pedestrians by building ramps, bike lanes and wider sidewalks. The gardening works and the implementation of urban furnitures have also contributed to create various areas to be able to rest, turning Pilar de Farinós street into a more pleasant and accessible space.

For this reason, thanks to the above mentioned improvements, we have contributed to solve the security and accessibility problems that the intersection of Avenida San Lorenzo and Pilar de Farinós Street presented. In this way, the improvement of pedestrian access to the old town will benefit the establishments in the affected areas, helping to prevent the disappearance of retail trade.

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

The intersection of Avenida San Lorenzo with Calle Pilar de Farinós is a very busy area since it acts as one of the main entrances to the old town. Therefore, its remodeling has a great impact on the more than 67,000 inhabitants of Estepona.

In the same way, due to the great tourist attraction of the historic center, the reconditioning of the area for pedestrian and bicycle traffic will provide coverage for the half 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 remodeling of Avenida San Lorenzo with Calle Pilar de Farinós contributes to the respect of the principles of equal opportunities, non-discrimination and accessibility.

Thus, a special attention has been paid to the reconditioning of Pilar de Farinós street, removing architectural barriers to redistribute pedestrian crossings in order to facilitate access to the historic quarter. In addition, the implementation of ramps also ensures accessibility for people with reduced mobility, giving guarantee of their easy movement around the area.

The project has been drawn up taking into account the environmental sustainability and the sustainable development, designing vegetation zones adapted to the climate and promoting respect according to the harmony of the green areas with which it connects: the Parque de la Constitución and the Plaza de las Fuerzas Armadas. In the same way, LED type luminaires have been implemented to get a higher quality lighting, at low cost and with minimum consumption. In addition, prioritizing transit on foot or by bicycle instead of using the vehicle ,contributes to further progress in a more sustainable mobility and respectful with the environment .Being a very crowded area due to its proximity to the historic center, special care has been taken in the design, taking into account its environmental impact in the short, medium and long term.

SYNERGIES WITH OTHER POLICIES OR INSTRUMENTS OF PUBLIC INTERVENTION

Being an integrative strategy, the actions of the EDUSI “Estepona El jardín de la Costa del sol” are closely interrelated with other public intervention policies. The remodeling of Avenida San Lorenzo with Calle Pilar de Farinós belongs to SO 6.3.4 "Promote the protection, the promotion and development of the cultural and natural heritage of urban areas, particularly those of tourist interest" is focused on the regeneration of urban space and the improvement of universal mobility. San Lorenzo Avenue represents one of the main entrances to the old town, therefore, the action creates a synergy with other public policies such as the Special Plan for the Protection and Improvement of the Urban Area and the Infrastructural Renovation Plan for the Urban Area of Estepona (PRICUE).

In addition, in accordance with European guidelines, other public plans such as the General Urban Planning Plan (PGOU) and the Sustainable Mobility Plan (PMUS) of Estepona have been taken into account for the design of the action.

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