GOBIERNO DE ESPAÑA
MINISTERIO DE HACIENDA
SECRETARÍA DE ESTADO DE PRESUPUESTOS Y GASTOS
DIRECCIÓN GENERAL DE FONDOS EUROPEOS

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BUENAS PRÁCTICAS
Actuaciones Cofinanciadas

REMODELING WORKS OF THE AVENIDA DE ANDALUCâA TO IMPROVE PEDESTRIAN MODALITY AND ACCESS TO THE CITY

Estepona City Council

Programa Operativo Plurirregional de España

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Fondo Europeo de Desarrollo Regional

GOOD PRACTICE REPORT. REMODELING WORKS OF THE AVENIDA DE ANDALUCÍA TO IMPROVE PEDESTRIAN MODALITY AND ACCESS TO THE CITY

The Estepona City Council presents as a good practice the remodeling works of *Avenida de Andalucía* in the section between *Avenida de España* and *Camino de los Molinos*.

The *Avenida de Andalucía* is located in one of the areas with the densest vehicle traffic and local commerce in the city, and connects the old town with the coastal corridor, which is connecting the more than 21 kilometers of coastline allowing walking and practicing sports by the sea, that it's also being remodeled with the help of the European Regional Development Fund (ERDF).

On the *Avenida de Andalucía*, the road and sidewalks have been renovated and leveled, and the layout of the zebra crossings has been changed, removing architectural barriers and renewing urban furniture with new benches, litter bins, lampposts and new signage.

Now, the *Avenida de Andalucía* is a more accessible and friendly street to move from the beach to the city center.

A total of 2,287,313 euros has been invested in this action, with an ERDF grant of 1,439,796 euros, with the impact of 16,272 m^2 rehabilitated.

INFORMATION ON THE INITIATIVE HAS BEEN ADEQUATELY DISSEMINATED TO BENEFICIARIES, POTENTIAL BENEFICIARIES AND THE GENERAL PUBLIC

The action has been conveniently disseminated among potential beneficiaries and the general public. With this objetive, the Estepona City Council installed a temporary works sign during the works, and has installed a permanent plaque in order to highlight the key role of ERDF funds for the execution of the project.

Works sign

Permanent explanatory plaque

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

https://www.20minutos.es/noticia/3436453/0/ayuntamiento-estepona-ejecuta-50-primera-fase-obras-para-remodelar-avenida-andalucia/

https://feder.estepona.es/04-06-2019-el-ayuntamiento-finaliza-la-remodelacion-de-la-primera-fase-de-la-avenida-andalucia-que-reforzara-su-actividad-comercial/

Other communication actions have also been carried out, such as the edition and broadcast of a **Time Lapse promotional video about the entire process of execution of the action, radio spots on local and regional stations**. In addition, the remodeling has been disseminated to the public through the **12 months, 12 neighborhoods initiative** where the Mayor himself reports on the action co-financed with the European Regional Development Fund with acts of coexistence with citizens in different neighborhoods of the municipality, complementing each other with an **opening event** of the action for citizens.

Opening event on the street

It took place on 29 November 2020 in the intersection ground between the *Avenida Andalucía* and *Camino de los Molinos* Street.

Difusión en radio

280 radio spots were broadcast through COPE MARBELLA between September 2019 and September 2020.

Also, the rehabilitation of the avenue was reported through the 12 months, 12 neighborhoods initiative and on the Estepona ERDF website.

12 meses, 12 barrios

https://www.youtube.com/watch?v=F9QDpnXwHwo
https://television.estepona.es/12-barrios-plaza-abc/

Vídeo at the beginning of the works

Video about the end of the stage I

https://feder.estepona.es/videos-remodelacion-de-la-avenida-de-andalucia/

THE INITIATIVE INCORPORATES INNOVATIVE ELEMENTS

The remodeling works of the *Avenida de Andalucía* incorporates innovative elements, especially on the materials used for the pavement and sidewalks, which will prevent flooding, and the street furniture.

To make the walk more attractive, an asphalt with noise reduction technology has been used and vegetation and fountains have been installed taking into account the latest trends in the design of urban green spaces on the Mediterranean coast, considerably reducing water waste.

The new urban furniture has been chosen taking into account its durability and accessibility, as well as its innovative design to encourage walks from the beach to the urban center. Light points have also been installed that guarantee the night visibility, avoiding dark areas and glare for drivers. Also, children's play grounds have been created with designs that stimulate the socialization and imagination of children.

THE RESULTS OBTAINED ARE IN LINE WITH THE OBJECTIVES SET

The Estepona City Council wants to move forward to improve pedestrian accessibility and mobility compared to the use of private vehicles; reinforce the business fabric by enhancing commercial activity; and promote social, leisure and cultural relationships.

The action carried out in the *Avenida de Andalucía* has contributed to these objectives by improving the perception of the street and favoring displacements from the beach to the city center and *vice versa*. In addition, it has improved the accessibility of the Avenue, reducing obstacles for pedestrians and encouraging the use of the road by the entire population of Estepona and its visitors.

By reducing the noise of road traffic and improving the perception of space, it is now more desirable to travel by foot and enter the shops of this artery of the city, which have been favored by the action. In addition, rest and leisure areas have been created along the avenue and invite the Estepona population and its visitors to enjoy the city and its shops.

IT CONTRIBUTES TO THE RESOLUTION OF A REGIONAL PROBLEM OR WEAKNESS

The *Avenida de Andalucía*, despite being one of the main arteries of the city, was deteriorated. Traffic jams were common, and the area had architectural barriers and insufficient parking. The vegetation prevented the connection (visual and pedestrian) and limited the space around the shops. There were defects in the sidewalks and the road, the lighting was inefficient and did not invite for walk or bike ride from the beach to the urban center.

Thanks to this action, it has been possible to improve the perception of the street and revitalize the activity of the shops in the area. The Avenue is once again attractive for citizens and visitors to the city, who can enjoy walks, rest areas and children's play and the local businesses that dot the road.

IT REACHES A GOOD PORTION OF THE TARGET POPULATION

The *Avenida de Andalucía* is widely traveled and serves as the main communication route for the movement of the Estepona population. For this reason, the remodeling has a direct impact on its more than 67,000 inhabitants.

In addition, this avenue that connects the city center and the coastal corridor, has covered almost half a million tourists (438,588) who visit the city each year.

THE HORIZONTAL CRITERIA OF EQUAL OPPORTUNITIES AND ENVIRONMENTAL SUSTAINABILITY HAVE BEEN TAKEN INTO ACCOUNT

The remodeling of the Avenue contributes to respect the principles of equal opportunities, non-discrimination and accessibility. It has been given special importance to improve the street accessibility, installing new signage, removing obstacles and redistributing pedestrian crossings so that the entire population can move safely from the urban center to the coastal corridor that runs along the Estepona coast.

The project has been drawn up taking into account environmental sustainability and sustainable development, designing plant elements and water points with low environmental impact. Estepona is part of the *Costa del Sol* conurbation, which runs along the west coast of Málaga, so the impact of human activities on the natural environment is high. For this reason, it has been taken special care in the design of all the elements, considering their environmental impact in the short, medium and long term.

SYNERGIES WITH OTHER POLICIES OR INSTRUMENTS OF PUBLIC INVOLVEMENT

The rehabilitation of the *Avenida de Andalucía* has synergies with the Program for the revitalization of the socio-economic fabric "Estepona lives its streets", which focuses on the revitalization of the city center, with the Special Plan for the Protection and Improvement of the Urban Center of Estepona and the Infrastructure Renovation Plan of the Urban Center of Estepona (PRICUE). In addition, the rehabilitated area is connected to the coastal corridor, which will also be improved with the help of the ERDF.

In accordance with European guidelines, the Sustainable Mobility Plan (PMUS) of Estepona and the General Urban Planning Plan (PGOU) of Estepona have also been taken into account for the action design.

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