

Una manera de hacer Europa



BUENAS PRÁCTICAS

Actuaciones Cofinanciadas

Pedestrianization and installation of street furniture on Juan Ramón Jiménez Street

Moguer City Council

**Programa Operativo
Plurirregional de España**

Año 2022

Fondo Europeo de Desarrollo Regional

PEDESTRIANIZATION AND INSTALLATION OF STREET FURNITURE ON JUAN RAMÓN JIMÉNEZ STREET

The action promoted by the City Council of Moguer, with funding from the European Regional Development Fund (FEDER) has contemplated the extension of the itinerary with pedestrian and cyclist priority of the soft mobility network of the municipality, interconnecting parking spaces with the network of cultural spaces and greater pedestrian or mixed traffic. The purpose of this operation is to promote mobility on foot or by bicycle in urban travel as an alternative to private vehicles, improve the accessibility of urban space by eliminating architectural barriers and placing the pedestrian at the centre of urban design, improving access to public transport.

This action is integrated into the Urban and Sustainable Mobility Plan of Moguer and with it is added to the pedestrian circuit of the historic center the Juan Ramón Jiménez street, where the house museum of the poet, Nobel Prize for Literature and a native of this city is located. In this way, both tourism and the citizens of Moguer, can walk throughout the historic area without obstacles of accessibility or vehicles.

The works were aimed at beautifying the whole of the historic center of the municipality and consisted of the pedestrianization of Juan Ramón Jiménez Street, with single-platform paving and the provision of street furniture such as benches, litter garbage cans, shade trees and bicycle racks. The surface area contemplated in the execution project was approximately 1,180 m².

This action has solved the accessibility problem that existed on this road, where the sidewalks were extremely narrow, making access difficult for people with reduced mobility and also for families with children. Consequently, the second major problem that existed has been eradicated: the high traffic of vehicles, which became especially dangerous as it approached the Plaza del Marqués, a place full of bars and terraces and with a high pedestrian traffic.

The project involved an investment of 431,728.00 euros, of which 271,549.57 euros were co-financed by the European Union, thanks to the European Regional Development Fund.

The expected results are in turn aligned with those established by the POCS for SO 4.5.1 regarding the 10% reduction of Greenhouse Gas emissions and regarding the contribution to the 2014-2020 Energy Efficiency Action Plan targets for emissions reduction, because of the implementation of mobility plans.

We present the appearance of the street before and after the intervention.

Before:



At the present time:



This intervention is a good practice for the following reasons:

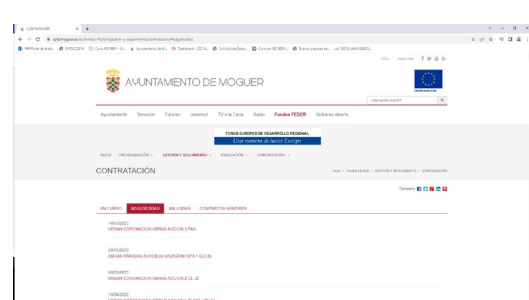
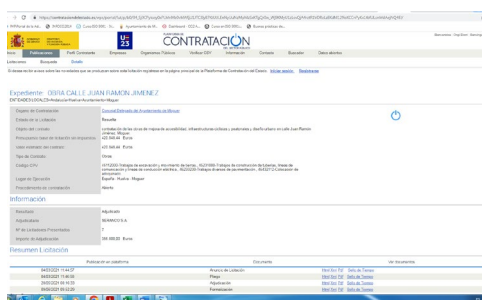
1.- THE FEDER'S ROLE HAS BEEN ADEQUATELY DISSEMINATED AMONG BENEFICIARIES AND THE GENERAL PUBLIC.

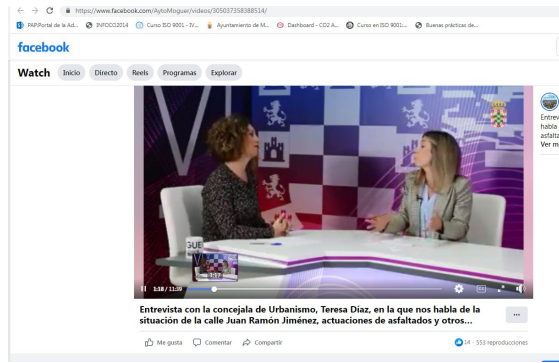
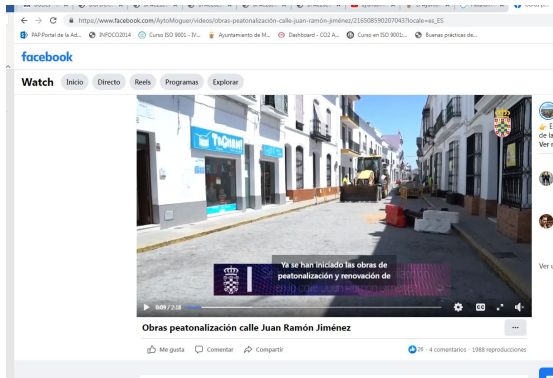
The action has complied with the minimum communication obligations, such as: the works sign, informing of the co-financing of the FEDER Funds, the publication of the contract on the public sector procurement platform and on the FEDER's single web portal (<http://www.aytomoguer.es/es/fondos-FEDER/>) and the spreading of the operation in the media and social networks.

Temporary construction site sign and permanent plaque:



Publication of the procurement on the public sector procurement platform and on the single FEDER web portal of the City Council:



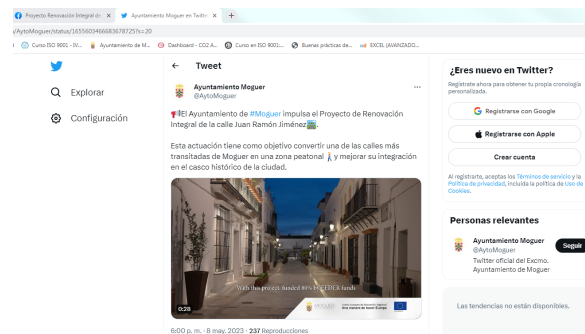
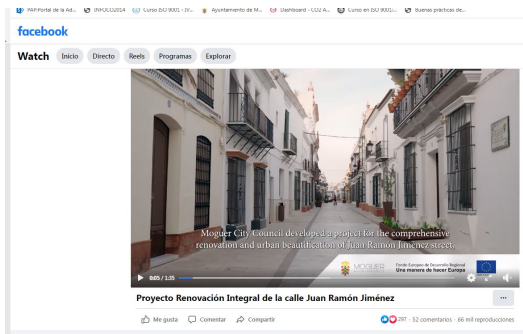


Once the actions have been completed, the contract for the communication of the operation is executed. The publicity actions that have been carried out are:

Video of the finished work, subtitled in English and purchase of space in social networks for its publication:

https://www.facebook.com/AytoMoguer/videos/proyecto-renovaci%C3%B3n-integral-de-la-calle-juan-ram%C3%B3n-jim%C3%A9nez/1069839077754335?locale=es_ES

<https://twitter.com/AytoMoguer/status/1655603466683678725?s=20>



Regional press advertisement, specifically in the newspaper EL PAIS, with a 5x1 module skirt on May 8, 2023.

Proyecto de renovación integral de la calle Juan Ramón Jiménez de Moguer

Mejoras en la calzada y dotación de mobiliario urbano para favorecer la conexión con la Casa Museo del poeta y realizar este importante atractivo turístico de la ciudad

Objetivo 4 de la EDUSI MOGUER 2020

Reducir las emisiones de carbono a la atmósfera mediante la movilidad sostenible en el centro histórico de la ciudad

INVERSIÓN: 370.000€

Nueva pavimentación y zona de acceso a la Casa Museo

Maceteros de plantas ornamentales

Financiación:
80% Fondos Feder
20% Ayuntamiento de Moguer

MOGUER
AYUNTAMIENTO

Fondo Europeo de Desarrollo Regional
Una manera de hacer Europa

UNIÓN EUROPEA

Provincial television advertisement: Teleonuba

CERTIFICADO DE EMISIÓN

Número de contrato: 1332/18/1
 Cliente: Ayuntamiento de Moguer
 Número de Cédula de Emisión: 1332/18/1 (POT-18)
 Caudal de agua: 0,03 l/s
 Potencia: 1000000 W (1000 kW)
 Número de emisoras: 75
 Número de emisoras activadas:

Estado emisoras:

ESTADO EMISORA	IDENTIFICACION	FECHA ACTIVACION	FECHA DESACTIVACION	FECHA EMISION	FECHA EMISION
ACTIVADA	000001	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000002	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000003	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000004	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000005	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000006	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000007	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000008	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000009	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000010	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000011	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000012	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000013	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000014	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000015	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000016	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000017	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000018	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000019	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000020	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000021	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000022	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000023	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000024	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000025	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000026	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000027	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000028	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000029	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000030	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000031	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000032	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000033	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000034	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000035	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000036	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000037	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000038	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000039	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000040	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000041	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000042	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000043	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000044	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000045	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000046	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000047	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000048	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000049	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000050	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000051	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000052	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000053	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000054	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000055	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000056	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000057	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000058	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000059	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000060	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000061	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000062	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000063	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000064	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000065	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000066	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000067	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000068	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000069	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000070	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000071	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000072	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000073	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000074	13/03/18	13/03/18	13/03/18	13/03/18
ACTIVADA	000075	13/03/18	13/03/18	13/03/18	13/03/18

2.- THE PROJECT INCORPORATES INNOVATIVE ELEMENTS.

The transformation of Juan Ramón Jiménez Street for pedestrian use incorporates innovative elements, especially on its design, which recovers this degraded area in a privileged place, positively valued by tourists and neighbors. It has managed to create an Andalusian square atmosphere 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 citizens and visitors can enjoy this area and learn about the culture and history of the municipality. To this end, walking has been favored, creating a garden atmosphere thanks to the installation of planters with native plants and flowers, 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 to decorate and give prominence to the facade of the house museum Zenobia and Juan Ramón, improving its aesthetics at night, while ensuring visibility, avoiding dark areas and reducing energy consumption, as these light points use LED technology..

3.- ADEQUACY OF THE RESULTS OBTAINED TO THE ESTABLISHED OBJECTIVES.

This operation is part of a municipal policy that is committed to promoting sustainable urban mobility (walking and cycling) and improving accessibility in public spaces and is included in Moguer's Sustainable Urban Mobility Plan (PMUS Moguer).

With this action, considerable progress is made in the commitment that the City of Moguer has with the pedestrianization of the historic center, so that it has been transformed into a welcoming and accessible area for all types of people, which invites the enjoyment of the historical and artistic heritage, through walking.

The number of urban trips made in private vehicles within the historic center of Moguer has been reduced and, as a consequence, the greenhouse gases associated with this type of transport have also been reduced.

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

Juan Ramón Jiménez Street, located in the historic center of the town and where the house museum of our Nobel Prize winner Juan Ramón Jiménez is located, was a narrow street with high urban traffic, we can see that 75% of the public space of the street was reserved for the private vehicle platform (both transit and parking) and only 25% for pedestrian traffic, which in turn had to share the space with street furniture. This situation degraded the image of the historic center and made the transition difficult from the pedestrian's point of view.

This action has solved the serious problem of accessibility to this street, integrating it into the pedestrianized historic center and adding value to the Juanramonian space.

In turn, the promotion of mobility on foot and/or by bicycle leads to a change in the urban mobility model, making it more environmentally, socially and economically sustainable. At the same time, the elimination of motorized vehicles on these routes reduces emissions, saves primary energy and reduces noise pollution.

5.- HIGH DEGREE OF COVERAGE OF THE TARGETED POPULATION.

This action directly affects the resident population in the area, in addition to the entire population that travels on foot to the areas of connection with public transport and other points of interest in the municipality. But more importantly, to all those tourists and visitors who are received in our town, since the operation has been developed in a street in the historic center and, in addition, is located the House-Museum of our Nobel Prize for Literature Juan Ramón Jiménez.

In global terms, the affected population can be estimated at around 50,000 people.

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

The degree of contribution of the operation to the horizontal principles is moderate-high. The actions have been disseminated using non-sexist language and images.

The action respects the principles of equality, non-discrimination and accessibility. In fact, it has taken into account the most vulnerable groups in terms of mobility such as the elderly and young people, families with children, residents with few resources, people with reduced mobility and / or disability, etc. responding to the basic needs of access and development of mobility, taking into account their particularities and demands.

With respect to environmental sustainability, it should be noted that the implementation of this action in the urban environment allows citizens easy access to these infrastructures, without having to use any means of transport, thus contributing to environmental protection. The avoidance of motor vehicle travel has an impact on reducing CO2 emissions, reducing dependence on fossil fuels, reducing noise pollution and, most importantly, improving the quality of life of its residents.

7.- SYNERGIES WITH OTHER POLICIES OR INSTRUMENTS OF PUBLIC INTERVENTION.

This action is part of the Sustainable Urban Mobility Plan (PMUS) of the City Council of Moguer, which seeks to contribute to regulate in a more efficient and less polluting way the movement of people, vehicles and goods through our town; as well as to improve accessibility, especially for sensitive groups (disabled, elderly, children, etc.), removing architectural barriers.

This operation is part of the municipal policy of eliminating parking spaces on public roads in the historic center to promote soft mobility alternatives, such as the pedestrianization of urban roads or the widening of sidewalks and the elimination of architectural barriers. There is a synergy with the renovation and rehabilitation of the streets and squares of the Historic Center of the municipality, using similar aesthetic lines, so that the Center has a certain coherence.

This plan would be correlated with the Spanish Sustainable Mobility Strategy and the European dynamic of guaranteeing a healthy environment within cities, where people can walk along accessible, safe and attractive routes, channeled through the European Strategy for Sustainable and Intelligent Mobility.

Una manera de hacer Europa



BUENAS PRÁCTICAS Actuaciones Cofinanciadas

Fondo Europeo de Desarrollo Regional