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# BUENAS PRÁCTICAS

## Actuaciones Cofinanciadas

Pedestrianisation of Hospital Viejo and Los Yeros streets.  
EDUSI La Villanueva

Logroño City Council

**Programa Operativo  
Plurirregional de España**

Año 2022

**Fondo Europeo de Desarrollo Regional**

## **BEST PRACTICE (BP): PEDESTRIANISATION OF HOSPITAL VIEJO AND LOS YERROS STREETS**

This is a Best Practice submitted by the City Council of Logroño and integrated within its EDUSI La Villanueva, which includes 12 operations that are developed in the city of Logroño and that follow the four thematic objectives set by the European Regional Development Fund ERDF.

The Best Practice consists of the pedestrianisation of Calle Hospital Viejo and Calle Los Yeros, in the La Villanueva neighbourhood, which forms part of the historic quarter of the city of Logroño. This action involves the transformation of these two streets, as well as the square between them.



*Image of the current state of the space between Los Yeros and Hospital Viejo streets.*

The previous configuration of this area of the Villanueva neighbourhood in Logroño reflected the typology of the Historic Centre, with very dense blocks as a result of the saturation suffered in the medieval plots of land that were originally the matrix of the development. This gradually led to the gradual deterioration of both the building stock and the existing urban public spaces. Until its regeneration, the area showed clear signs of degradation and pollution, largely due to the fact that the space was being used as an informal car park.



*Image of the streets before the performance*

Because of all these elements, an action was proposed centered on the block between the streets Hospital Viejo and Los Yerro, in an east-west direction, and between the streets Avenida de Navarra and Rodríguez Paterna in a north-south direction.

The main objective of this action was to recover the public space for pedestrians, promoting active and sustainable mobility, the reconversion of the area to transform it into a public space for the use and enjoyment of citizens, with new green areas, rest areas and urban furniture, as well as the optimisation of services and the efficiency of resources for this area of the neighbourhood.

The regeneration of this public space, with a total surface area of 1.021 m<sup>2</sup> of rehabilitated land, has involved the installation of different pavements with air decontaminating capacity, the inclusion of new green areas and leisure areas, the installation of urban furniture, the complete renovation of the supply networks and the specific treatment of the fencing installed. The eligible cost of this operation is 470.000 euros, with ERDF funding of 235.000 euros.

This action is considered Best Practice because:

**A. The action has been adequately disseminated among beneficiaries, potential beneficiaries and the general public.**

In accordance with the regulatory information and publicity obligations relating to the Structural Funds, different communication and dissemination actions have been developed both for the operation carried out and for the support received from the ERDF. This has been carried out through a planned publicity campaign for the dissemination of the EDUSI and through the elaboration of all the administrative documentation of the action, the placement of the work poster during the execution of the developed works or the permanent plaque.



*Image of the work posters*



*Image of permanent plaque*

Likewise, a **website** was created for the EDUSI La Villanueva de Logroño: [Ayuntamiento de Logroño EDUSI – EDUSI La Villanueva \(logrono.es\)](http://Ayuntamiento de Logroño EDUSI – EDUSI La Villanueva (logrono.es)), which contains, through its different sections, information on the EDUSI and the actions carried and which serves as an instrument for disseminating the support provided by the ERDF and the Cohesion Policies.



Imagen del espacio web de la EDUSI de Logroño: <http://edusi.logrono.es/>

This space includes all the communication elements used in the publicity campaign. As part of this campaign, the BP action for Operation 1 has been disseminated among the public through a range of media. For this purpose, different resources have been used: Video with English subtitles, to be disseminated through the EDUSI website and in all public spaces of the City Council where possible, news in local, written and digital press, and regional radio spots.



Images of the video with English subtitles



Images of local press advertisements

Radio spots at regional level in different radio stations, with insertions in high audience programmes (*Hoy por hoy; Julia en la Onda* or *Carlos Herrera*):

- Cadena SER La Rioja
- Onda Cero La Rioja

- Cope La Rioja
- Spotify

➔ Link to the website-communication area: ENLACE: [Acciones de comunicación – Ayuntamiento de Logroño EDUSI \(logrono.es\)](https://www.logrono.es/acciones-de-comunicacion)

In addition to the campaign elements the City Council prepared different press releases, published on the municipal website and on the EDUSI website, in order to inform citizens about the development and progress of the pedestrianisation action and the support received by the European Funds:

➔ 10 January 2023: [“Logroño - Avanzan las obras de urbanización en las calles Hospital Viejo y Los Yeros, del barrio de La Villanueva, que terminarán a lo largo del mes de marzo \(logrono.es\)”](https://www.logrono.es/acciones-de-comunicacion)

**AVANZAN LAS OBRAS DE URBANIZACIÓN EN LAS CALLES HOSPITAL VIEJO Y LOS YERROS, DEL BARRIO DE LA VILLANUEVA, QUE TERMINARÁN A LO LARGO DEL MES DE MARZO**



10.01.2023  
Las obras de urbanización en las calles Hospital Viejo y Los Yeros, las dos primeras intervenciones planteadas dentro de la Estrategia de Desarrollo Urbano Sostenible (EDUSI) ‘La Villanueva’, avanzan y terminarán a lo largo del mes de marzo. El alcalde de Logroño, Pablo Hermoso de Mendoza, y los concejales de Promoción Económica y Desarrollo Urbano Sostenible, Esmeralda Campos y Jaime Caballero, respectivamente, han visitado esta mañana estas actuaciones.  
Las obras que actualmente se acometen comenzaron a mediados de septiembre y se centran en la urbanización y el alumbrado de ambas calles, así como en la revitalización de la plaza. Los trabajos los está realizando la empresa Obras de Construcción e Instalaciones, S.A., por una cuantía de 523.467,49 euros (IVA incluido).  
Esta actuación renovará, de forma integral, los elementos de urbanización como la pavimentación, la infraestructura de servicios, etc. Se incorporará elemento de mobiliario, se incorporarán nuevas zonas verdes con arbolado y se creará una nueva plaza pública.

*Image of the press release of 10 January 2023 published on the municipal website.*

➔ 20 March 2023: [“Logroño - Finalizan las obras de urbanización de las calles Hospital Viejo y Los Yeros, en el barrio de La Villanueva \(logrono.es\)”](https://www.logrono.es/acciones-de-comunicacion)

**FINALIZAN LAS OBRAS DE URBANIZACIÓN DE LAS CALLES HOSPITAL VIEJO Y LOS YERROS, EN EL BARRIO DE LA VILLANUEVA**



20.03.2023  
Las obras de urbanización en las calles Hospital Viejo y Los Yeros, las dos primeras intervenciones planteadas dentro de la Estrategia de Desarrollo Urbano Sostenible (EDUSI) ‘La Villanueva’, han finalizado en tiempo y forma, como estaba previsto. El alcalde de Logroño, Pablo Hermoso de Mendoza; los concejales de Promoción Económica y Participación Ciudadana, Esmeralda Campos y Kilian Cruz, respectivamente; y los ediles Amaia Castro y Rubén Antofañanzas han visitado esta mañana la zona.  
Las obras, que comenzaron a mediados de septiembre, han consistido en la urbanización y el alumbrado de ambas calles, así como en la revitalización de la plaza que hay entre ambas. Los trabajos los está realizando la empresa Obras de Construcción e Instalaciones, S.A., por una cuantía de 523.467,49 euros (IVA incluido).  
“Gracias a esta actuación hemos renovado, de forma integral, los elementos de urbanización como la pavimentación, la infraestructura de servicios, etc., además de colocar elementos de mobiliario, incorporar zonas verdes con arbolado y crear una nueva plaza pública con el objetivo de revitalizar la zona y ofrecer un nuevo espacio para estar y disfrutar la vida del barrio”, ha señalado el alcalde de Logroño, Pablo Hermoso de Mendoza.

*Image of the press release of 20 March 2023 published on the municipal website.*

After the completion of the works, an opening ceremony was held on 1 April 2023 to commemorate the creation of the new Rosario Lamela square, between the streets of Los Yeros and Hospital Viejo, in which, in addition to some of the municipal authorities, some of the residents of the Villanueva were present. This event served as a public announcement of the creation of this new space for the enjoyment of all citizens and especially for the inhabitants of the Villanueva.



*Images of the opening ceremony of the Rosario Lamela Square*

The city council's social media, Instagram and Twitter, were used to make the event visible and to promote the development of these streets.

- <https://www.instagram.com/p/Cqfq4XLsSLx/?igshid=MTc4MmM1Yml2Ng==>
- <https://twitter.com/AytoLogrono/status/1642132764324421632?t=TnM-XmPf1SdGpr4idakJBq&s=08>

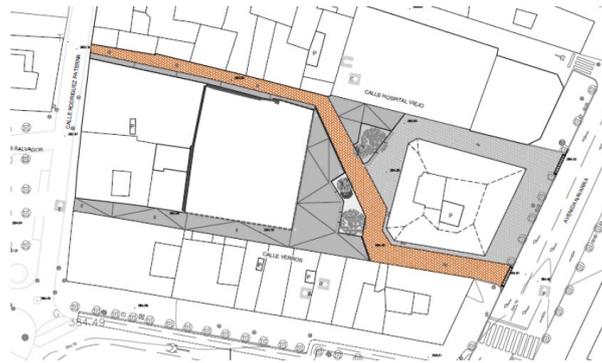
As an additional element and in order to further strengthen the communication and dissemination of the operations and their BPs, a network of digital billboards will be used, consisting of totems installed in different points of the city, which will improve the visibility and inform about all the actions developed within the EDUSI.



*Image of a totem installed in the area near Logroño Town Hall.*

## **B. The action incorporates innovative elements**

From the point of view of the analysis of the urban space, an innovative element is the approach of eliminating the existing surface car park. This decision responds to the need to improve an area that was degraded, monopolised by vehicles and without pedestrian areas, thus offering the opportunity to create a new recreational area in the vacant space, which helps to break the existing synergy of itineraries that only allowed crossing the block in an east-west direction. The appearance of a new square introduces diagonal circulation, as well as providing the area with a space that facilitates pedestrian mobility, improving the public's experience of this public space.



*Image of the pedestrian route*

Another innovative element of this project was the use of decontaminating paving with the capacity to absorb CO<sub>2</sub> from the atmosphere. This is a type of decontaminating concrete paving that incorporates a sub-base of mixed recycled gravel from construction waste and a base-slab of concrete reinforced with glass fibre. The material, which has a high decontaminating capacity, will help to control the levels of CO<sub>2</sub> and other pollutants in the air, helping to mitigate climate change by reducing pollutant emissions.

Also important is the inclusion of permeable green areas in the space previously occupied by the car park. These green spaces, which include the existing large trees, also include native and wild tree species and incorporates new resilient species adapted to the conditions of the site, guaranteeing sustainable and efficient maintenance. This intervention not only improves pedestrian enjoyment, but also greens and renaturalises the new public space that is generated, achieving a greater degree of permeability of the terrain. It also contributes to a substantial improvement in terms of the environmental sustainability of the urban environment, helping to mitigate the heat island effect, which is very noticeable in cities.



*Image of the new green areas*

### **C. Adequacy of the results achieved according to the to the established objectives**

The pedestrianisation of Hospital Viejo and Los Yerroso streets has resulted in a great improvement in the Villanueva neighbourhood, both from an environmental point of view

and from the perspective of social cohesion. The main objective was, on the one hand, to recover a public space, which was in a high state of degradation, and turn it into an accessible, environmentally friendly place that would serve as a place for people to stay and meet. On the other hand, it was proposed to promote active and sustainable mobility where the pedestrian would be the protagonist, restricting vehicle traffic only for access to residents or to the existing entrance in the connected street.

The results obtained with this action have been in line with the intended objectives. Progress has been made in improving urban environmental quality, thanks to the increase in green areas, the use of decontaminating paving and the reduction of noise levels by restricting vehicle access to the area. In addition, it has been possible to recover a public space in which all citizens, and especially the inhabitants of Villanueva, can walk or rest, taking advantage of the green areas and the new furniture. It should be noted that the new square has also contributed to the strengthening of the urban and historical heritage of the city, which is a step forward in the regeneration of the Historic centre of Logroño.

#### **D. Contribution to solving a problem or weakness detected in the scope of the operation**

The operation responds to the general and urgent need to rehabilitate the Villanueva neighbourhood. The previous area showed many shortcomings in terms of quality public space, the degradation was appreciable in terms of construction and accessibility, with damaged pavements, inefficient lighting and a lack of recreational spaces for the inhabitants of the area. The urbanisation of the streets Hospital Viejo and Los Yerro, and specifically the pedestrianisation of these streets, has made it possible to beautify the area and, above all, to begin the urban regeneration of the neighbourhood, and therefore its social and economic regeneration.

The urbanisation of the streets has been completed with the rehabilitation of the space generated between them, being the necessary trigger for the revitalisation of the urban environment around the streets Hospital Viejo and Los Yerro. The intervention also involves the elimination of a surface car park, which limited pedestrian traffic, and its transformation into a new public square that seeks to promote the social life of the neighbourhood and improve the living conditions of its residents. Thus the new space, as well as becoming a friendlier and safer area for pedestrians, acts as an element of social and economic dynamisation of the urban centre.



*Image of the initial state of the action area - informal car park*

This operation, which is part of a larger operation, includes the gradual urbanisation of all the surrounding streets, as well as the improvement of the new public spaces that will be created to promote coexistence and citizen participation and their coherent integration with the rest of the Historic Centre.

#### **E. Level of coverage of the target population**

The location of the pedestrianised streets in the historic centre of Logroño, as well as the new square that has been created, means that the direct beneficiaries are all the inhabitants of the Villanueva neighbourhood (493 inhabitants), who can enjoy the new spaces created, which are much more accessible, as well as all the urbanisation elements that have been installed.

Moreover, since this is a very significant public space close to very crowded areas in the centre of Logroño, the rest of the inhabitants of Logroño can also benefit from this urban area, whose regeneration has contributed to increase not only the quality of life of the neighbourhood but also the historical and cultural attractiveness of the city, something that could also translate into a positive impact on the city's tourism.

#### **F. Consideration of the horizontal criteria of equal opportunities and non-discrimination, as well as social responsibility and environmental sustainability.**

The action carried out is considered to be an integrating action, as it is aimed at all citizens in general, without distinction of any kind (race, sex, religion, etc.). The creation of a public space in the inside of the block, as a result of the pedestrianisation of the streets, gives way to a public space for the neighbours, which promotes personal interaction, and also allows the excessive density of buildings in the neighbourhood to be counterbalanced.

For the development of the operation, the principles of equal opportunities between men and

women and non-discrimination were applied, both in the contracting of the operations to be carried out, as well as in the implementation phase, since these are operations which, as has been pointed out, are aimed at the general public, both women and men, the elderly and children.

Likewise, the principle of accessibility is complied with throughout the entire area of action, as a pedestrian area is created, using the single platform tool, where vehicle traffic is restricted except for access by residents and the existing fords. In addition, this initiative aims to create new circulation and transit routes not only for motor vehicles but above all for pedestrians and cyclists.

In terms of social responsibility and environmental sustainability, the actions carried out for the development of this BP are fully in line with the principles of sustainable development at an environmental, social and economic level, sustained at regional and national level, in accordance with the legislation in force.



*Image of the development of the construction work.*

### **G. Synergies with other policies or instruments of public intervention**

The actions that have been carried out are in line with municipal and regional policies on urban planning and development and heritage conservation and are in accordance with the principles of sustainable development indicated by both the Revised Text of the Land and Urban Rehabilitation Act and the Law on Spatial Planning and Urban Development of La Rioja.

It should also be noted that the operation on these two streets is part of the objectives of several Municipal Plans.

In 2008 and subsequently in 2012, the Villanueva neighbourhood was the subject of the drafting of a specific regeneration plan called the Villanueva Master Plan. The overall objective of this Master Plan was to define the urban role of this neighbourhood with respect to the city as a

whole, defining its possibilities for recovery and the strategies to be developed to achieve it. Thus, the Plan searched for answers through specific interventions that, on a local scale, would solve the problems of urban articulation and recover its continuity. In this sense, several specific objectives were identified, such as, on the one hand, the definition of the road to be pedestrianised, the free circulation of road traffic, and restricted circulation. And on the other hand, the definition of uses and specific interventions to solve negative aspects of the neighbourhood. From the collaboration and joint action between the citizens and the City Council, some challenges and problems were identified for which the EDUSI proposed lines of action, with the aim of intervention and improvement, such as: the regeneration of urban spaces in an integrated manner, with the implementation of public spaces, as well as relationship spaces (squares) and the recovery of the historic centre. The developed BP is aligned with all these elements.

Another remarkable element is the fact that the EDUSI and its actions for La Villanueva were designed in line with the Europe 2020 Strategy for smart, sustainable and inclusive growth, and incorporates the economic, environmental and social dimensions contemplated therein. In addition, the 2030 Agenda and the Logroño Urban Agenda are important strategic documents that have also been taken as a reference by the EDUSI for the design of its actions.



*Image of the current state of the Rosario Lamela Square generated in the space between Yeros and Hospital Viejo streets*

