

*Una manera de hacer Europa*



# BUENAS PRÁCTICAS

## Actuaciones Cofinanciadas

Regeneration of the Pedro Gil roundabout with paving, landscaping and ornamental lighting.

Marbella City Council

**Programa Operativo  
Plurirregional de España**

Año 2022

**Fondo Europeo de Desarrollo Regional**



## REGENERATION OF THE PEDRO GIL ROUNDABOUT WITH PAVING, LANDSCAPING AND ORNAMENTAL LIGHTING

The project consisted of the beautification and urban treatment of the Pedro Gil roundabout in San Pedro Alcántara, one of the main access and connection points to this population centre, where landscaping has been carried out, with the planting of 20 tree units, mainly native species such as olive trees, and the creation of water features, enhancing the value of this roundabout and its surroundings, favouring its integration into the road space in which it is located and the physical regeneration of this neighbourhood. This action has made it possible to respond to a historical neighbourhood demand, as the residents of this area, known as El Ingenio, had been calling for a long time for improvement and recovery of their neighbourhood and this roundabout, given the advanced state of deterioration in which it was located, this road being the key connection point between the west of Marbella and the south of San Pedro Alcántara. Now, the roundabout has a completely renovated image, with gardens, new paving, ornamental lighting and a 25-metre high mast, which beautifies the interior of the roundabout and improves the environment of the whole area.



**The ERDF contribution was 223,133.09 euros**, which represents 80% of the total cost of the project, amounting to 278,916.37 euros. With this project, which has worked on an area of 2,800 square metres, it has been possible to respond to the demand of the nearly 40,000 people who live in San Pedro Alcántara, especially benefiting the neighbourhood of El Ingenio, which represents 25% of the total population of this population centre.

It is considered a Good Project Practice as it meets the following criteria:

1. **El The role of the ERDF has been adequately disseminated to beneficiaries, potential beneficiaries and the general public:**

Firstly, a permanent information plaque has been installed at the Glorieta Pedro Gil.



The website of the ERDF Funds of the Marbella Town Hall publicises the project in its section dedicated to the actions co-financed with ERDF, whose link can be found in the portal of the Funds [EDUSI Marbella Operations](#). In addition, a poster has been placed during the execution of the work, which includes the main data of the action, which reflects the co-financing of the ERDF and where the funds come from.

AYUNTAMIENTO DE MARBELLA

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UNIÓN EUROPEA

### REGENERACIÓN URBANA DE ZONAS DESFAVORECIDAS DE MARBELLA Y SAN PEDRO ALCÁNTARA

*Esta operación se realiza con el objetivo de "Promover la igualdad, la salud y la inclusión social" (OT9), y está cofinanciada por el FEDER-Fondo Europeo de Desarrollo Regional (80%) en el marco del Programa Operativo Plurirregional de España 2014-2020*

**PROYECTO: TRATAMIENTO URBANO DEL INTERIOR DE LA GLORIETA DE "PEDRO GIL" EN LA INTERSECCIÓN ENTRE LA AVDA. VIRGEN DEL ROCÍO Y LA AVDA. NORBERTO GOIZUETA DAZ. SAN PEDRO ALCÁNTARA. T.M. MARBELLA (MÁLAGA).**

FECHA DE INICIO:	NOVIEMBRE 2021	PRESUPUESTO:	278.916,37 €
PLAZO DE EJECUCIÓN:	4 MESES	FEDER (80%):	223.133,10 €
CONTRATISTA:	PAVIMENTACIONES MORALES, S.L.	AYTO. (20%):	55.783,27 €

Estrategia de Desarrollo Urbano Sostenible e Integrado EDUSI MARBELLA, MODELO DE CIUDAD SOSTENIBLE

The action has been widely disseminated among the beneficiaries, both the citizens living in the neighbourhood where the roundabout is located (El Ingenio) and the rest of the population that uses it to access the north and south of San Pedro Alcántara, through the communication actions promoted by the City Council, such as **the dissemination on municipal social networks of a micro video that can be seen in this [link](#)**.

In addition, **commercials have been broadcast on national and local radio stations and a television spot in a regional medium**, and a meeting has been held with neighbourhood representatives of El Ingenio to inform them of the action, with the support of a **Roll up** as a communication action. A **press release** has also been prepared and published in [the news section of the Marbella Town Hall's municipal website](#) and on the Consistory's [ERDF Funds website](#).





This press release has had a **wide repercussion in local, provincial and national media**, having appeared to date (27th May 2022) **in about twenty media**, always mentioning the ERDF co-financing of this project.



The action has also been **widely publicised on social networks Twitter, Instagram and Facebook of the Town Hall and the hashtag #ProyectosFEDERMarbella** has been created under which all the dissemination of projects co-financed with ERDF Funds is grouped.



## **2. The action incorporates innovative elements:**

This is a project that promotes action in the physical environment of the areas identified as disadvantaged through the remodelling and improvement of infrastructures that suffer significant deterioration as a result of the parallel modernisation that Marbella has undergone, but which has not been accompanied by a development in line with it in some of its locations.

In this case, the roundabout has an innovative lighting system, as, in addition to having ornamental light points inside the roundabout, it has submersible projectors, with LED technology, installed inside the water elements that make up the roundabout, with lighting of different colours, which means that, at night, a real light show is generated in the roundabout, accompanied by the movement of the water.

The other new feature implemented in the Pedro Gil roundabout is in line with this, as 62 LED technology projectors have been incorporated, which has not only saved energy but has also provided greater safety for vehicles and pedestrians who pass through the area, as it previously lacked lighting. In addition, floodlights have been installed; furthermore, to give it a more modern and significant appearance, native tree species have been planted, something that was lacking, such as olive and orange trees.

In addition to aesthetics, the paving materials have been chosen to prevent wear and tear due to abrasion, and an anti-slip paving has also been implemented, which is much safer, even in rainy conditions.

## **3. Adequacy of the results obtained to the established objectives:**

**The objective of this action is the physical regeneration of this neighbourhood and its surroundings to improve the quality of life and opportunities for its inhabitants, through the enhancement of this space,** a roundabout located in a strategic point of the city that required complete regeneration. This project has improved the image of the area and the neighbourhood, contributing to the economic development of this densely populated urban area and benefiting both residents and tourists.

This project has also made an important contribution to the fulfilment of the road safety plans implemented by the City Council in the area of roundabouts, in order to continue improving pedestrian safety at the points of greatest traffic intensity, as is the case of the Pedro Gil roundabout, which is a strategic connection point.

## **4. Contribution to the resolution of a problem or weakness identified in the area of implementation:**

This action has contributed to the resolution of a problem that had been a neighbourhood demand, such as the need to improve the physical environment of this road element, advancing in the urban sphere towards a city that thinks more about people, converting the revitalised sites into focal points of dynamisation for the area in which they are located and improving and extending the city's green spaces with the inclusion of various species of trees.

With this action, improving access to the south and north of San Pedro, making it more attractive and safer, it contributes to the economic development of the area, encouraging visits by tourists, as the roundabout has walkways inside it that allow a close-up view of the water features and the planted species.

#### **5. High degree of coverage of the target population:**

The action has a high degree of coverage of the target population, as it is not only aimed at those who live in the neighbourhood, but at all the citizens of Marbella -a figure that stands at 150,000 inhabitants-, and the thousands of visitors who carry out activities in the municipality or spend their holidays there, as this roundabout is a strategic point of road communication in the city, connecting the west of Marbella and the south of San Pedro Alcántara.

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

The action has taken into account the horizontal criteria of equality and non-discrimination, and social responsibility, since it has achieved the regeneration and beautification of a roundabout, which was in a very deteriorated state, and which is also located at a strategic point of access to the municipality, through a comprehensive reform of the same and achieving an improvement in road safety for all citizens in this area of the N-340 as it passes through San Pedro Alcántara..

In terms of equal opportunities, the revitalisation of this roundabout, allowing its use, has meant that residents in the area of El Ingenio in San Pedro Alcántara, a densely populated and disadvantaged neighbourhood, can have easier access to the northern part of San Pedro, both on foot and by car. Until the regeneration of this roundabout, the neighbourhood was isolated in its access to cross the motorway to the northernmost part of the town.

In addition, the roundabout is home to Aspandem, a social organisation that works on behalf of people with disabilities, serving almost 650 people in the city; thanks to the regeneration of the roundabout, users, together with their monitors, can access the centre, crossing with greater safety, as well as those arriving in the centre's own bus which, thanks to the traffic calming generated by the roundabout, can access the centre much more safely.

With regard to environmental sustainability, it should be noted that the roundabout has included the planting of tree species, as well as ornamental lighting with LED technology, an eco-efficient and long-lasting lighting, thus contributing to the reduction of CO2 emissions.

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

The project enhances synergies with various public intervention instruments. Specifically, it does so with the Urban Development Plan of the Marbella Town Hall in the southern area of San Pedro, in the vicinity of the El Ingenio neighbourhood, where the Pedro Gil roundabout comes together as an access area to the west of Marbella and south of this population centre; this partial plan covers 109,500 square metres, of which 22,000 are destined for green areas, thus supporting the revitalisation of the area itself.

This partial plan also includes 205 parking spaces and 8,865 square metres for facilities, the latter as part of the City Council's work programme to create a city model, with services, leisure areas and facilities for all residents, distributed throughout the city centre, with an emphasis on the expansion area of El Ingenio.

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