

*Una manera de hacer Europa*

# BUENAS PRÁCTICAS

## Actuaciones Cofinanciadas

Regeneration of Nuestra Señora de Gracia street, with the lowering of pavements and the incorporation of furniture, led lights and vegetation.

Marbella City Council

**Programa Operativo  
Plurirregional de España**

Año 2022

**Fondo Europeo de Desarrollo Regional**



## **REGENERATION OF NUESTRA SEÑORA DE GRACIA STREET, WITH THE LOWERING OF PAVEMENTS AND THE INCORPORATION OF FURNITURE, LED LIGHTS AND VEGETATION.**

The project consisted of the complete regeneration of Nuestra Señora de Gracia street, which has been equipped with new urban infrastructures, such as the renovation of the telecommunications network, drinking water, gas, electrical conduits and the replacement of the street lighting with LED technology devices. Sidewalks have also been lowered to facilitate the integration of people with reduced mobility. The street now has a new image, more renovated and in line with the needs of the residents of this area, since a new paving has also been laid along 8,272 square meters of the road, giving homogeneity to the asphalt used and more modern and up-to-date street furniture. In addition, Nuestra Señora de Gracia has new vegetation and tree species, specifically, more than 60 trees and 39 planters.



**The ERDF contribution was 1.952.486,48 euros**, which represents 80% of the total cost of the project, which amounts to 2.440.608,1 euros. This project has benefited not only the neighborhood of the area, but also the hundreds of stores and restaurants located in this street. The improvement of its physical environment has implemented a better image and services for residents, tourists and the business fabric of the street and surrounding areas.

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

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

First of all, a **permanent information plaque** has been installed at Nuestra Señora de Gracia, which shows where the co-financing for the project comes from and the purpose for which it is intended.





The website of the ERDF Funds of the Marbella City Council disseminates the project in its section dedicated to the actions co-financed with ERDF, whose link can be found on the web 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, reflecting the ERDF co-financing and where the funds come from.



The action has been widely disseminated among the target public, through the communication actions promoted by the City Council, such as the distribution of **information leaflets** in which the result of the street after the regeneration or the dissemination of **a micro video on municipal social networks**, which can be seen in [this link](#).

**INFORMATIVE LEAFLET →**



**Radio spots have been broadcasted in regional radio stations, banners and advertisements in national media, meetings have been held with neighborhood representatives of the street, with the support of several roll-ups, among other communication actions.**



A press release has also been prepared, which has been published in the news section of the [municipal website of the Marbella Town Hall](#) and on the [website of the Consistory ERDF Funds](#). This press release **has had a wide repercussion in national, regional and provincial media**, having appeared to date (27th November 2022) **in about twenty media**, always mentioning the co-financing through the ERDF of this project



La primera edil ha resaltado por último la inversión que el Ayuntamiento ha destinado a esta actuación, que supera los 2,4 millones de euros cofinanciado al 80 por ciento por el Fondo Europeo de Desarrollo Regional (FEDER), en el marco de Programa Operativo Plurirregional de España 2014-2020.



El montante destinado a esta regeneración ha superado los 2,4 millones de euros, cofinanciado al 80 por ciento por el Fondo Europeo de Desarrollo Regional (FEDER), en el marco de Programa Operativo Plurirregional de España 2014-2020.

The action has been **widely disseminated on Twitter, Instagram and Facebook of the City Council 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, and those in which a significant number of inhabitants reside, in which the development of the area itself has not been accompanied by a parallel modernization of services, as well as the aesthetics of the street itself. Thanks to this action, innovative elements have been introduced, in line with the modernization of the street itself, such as the installation of more efficient luminaires with LED technology or the telecommunications network, for the installation of fiber optics in the homes located on this street.

One of the most novel aspects of this action has been the implementation of a separate sewerage network, until now it was unitary, which caused significant flooding in the street, with the arrival of rainfall, a historical problem that has been solved thanks to this action.

Also as a novelty, the remodeling gives priority to pedestrians over vehicular traffic, and also the street now has a two-way street, while before it was one-way; thanks to this addition, vehicles have the possibility of turning on both sides of the road, providing traffic with greater road safety and traffic calming. In addition, new planters and tree species have been planted, some of them native, which were previously lacking, such as orange trees.

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

The objective of this action was the physical regeneration of this street and its surroundings, to improve the services and quality of life of its residents and its business fabric, with the renovation of urban infrastructure, road safety and the appearance of the road itself, which, by sporting a more modern image, is also an attraction for tourists, being located in the vicinity of one of the main road arteries of Marbella. This project has not only improved the energy efficiency of its luminaires, which have become LED, but also gives priority to pedestrians over road traffic.

In addition, it has also improved the accessibility of the street itself, thus complying with the basic requirements aimed at facilitating accessibility and use of the goods and services concerned for people affected by any type of organic disability, thanks to the execution of the lowering of the sidewalks.

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

This action has contributed to the resolution of a problem that had been a historical demand of the neighbors, the implementation of a separate network of sewage and rainwater. Until the completion of this regeneration, the street had a unitary network, which caused flooding in the houses, with the arrival of rainfall; now, thanks to this action, the problem has been solved.

Likewise, this project has made an important contribution to improving pedestrian accessibility, with the lowering and widening of sidewalks and the elimination of architectural barriers, which were very present on the road before the project, making Marbella a more inclusive city.

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

The action has a high degree of coverage on the population to which it is addressed, since the actions carried out in Nuestra Señora de Gracia not only benefit the residents of this central street, but also those who visit it, as it is a transit route to one of the main arteries of Marbella such as Ricardo Soriano Avenue.

Precisely, this is one of the areas with excessive urban concentration in housing blocks, which present a high state of deterioration of common spaces of the houses and adjoining public spaces, so all residents of these homes have benefited from all the improvements implemented.

**6. Consideration of the horizontal criteria of equal opportunity 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 comprehensive regeneration of a street, located in the center of Marbella, whose public services, urban infrastructure and paving, were in an advanced state of deterioration, being also a main access artery between the districts of the municipality.

In terms of equal opportunity criteria, the regeneration of Nuestra Señora de Gracia has meant that the commercial and hotel establishments in the city center can benefit from the improved image in order to increase their clientele.

In addition, at the confluence of this street you can access one of the most visited areas of Marbella, the Paseo Marítimo, where guided tours are organized for the educational centers of the city and also for students from other cities; also, one of the highlights of this action has been to improve pedestrian accessibility, adapting the environment of Nuestra Señora de Gracia to the measures of universal accessibility, being this also a priority measure of society that every day shows greater awareness towards people with disabilities.

In terms of environmental sustainability, energy efficiency has been addressed with the installation of 48 LED technology luminaires. Prior to the project, the street had streetlights that consumed more than twice as much energy as the ones installed.

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

The project enhances synergies with several public intervention instruments. Specifically, it does so with the Downtown Plan launched by the City Council, whose purpose is to achieve a more fluid traffic flow, where pedestrians prevail over vehicular traffic.

It also does so with the measure approved in an extraordinary plenary session by the Marbella City Council, in which the green light was given to allocate two million euros, from court cases for corruption with a final sentence, to urban regeneration plans in the municipality, with the aim of improving infrastructure and reviving the economy of SMEs.



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