

REMODELLING OF THE GARDEN AREA IN JUANAR STREET, ELIMINATING ARCHITECTURAL AND ACCESSIBILITY BARRIERS, PROVIDING IT WITH NEW GREEN AREAS, STREET FURNITURE, CHILDREN'S GAMES AND LIGHTING.

The project consisted of enhancing the value of a park located in a densely populated area of Marbella, in which the irrigation network has been renovated, the terrain has been reshaped, new areas have been created for recreational use, accessibility has been improved and new street furniture has been installed. This project has provided the park with new playground equipment and vegetation, which has been complemented with more green areas, thus working comprehensively in the physical environment and, therefore, also in the economic environment, revaluing the area, promoting the social inclusion of disadvantaged people living in the area. This action has made it possible to comprehensively improve this park which, as a whole, was obsolete, both in terms of paving, furniture and various existing services, as well as the lighting, which has been replaced with more efficient LED technology, thus achieving a physical renovation of the area, alleviating the deterioration of the environment that resulted in difficult access to this facility, also creating security problems. After the execution of this action, these problems have been solved, favouring the economic development of this densely populated area.



The ERDF contribution was 575,379.008 euros, which represents 80% of the total cost of the operation, amounting to 719,223.76 euros. With this action, a surface area of 1,700 square metres of green areas and playgrounds has been completely regenerated, benefiting more than 800 residents of the area. Thanks to this project, the number of visits to the Juanar street park has increased by 80%.

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

1. 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 in the Juanar Street park, which shows where the co-financing for the project comes from and the objective it is aimed at.



The Marbella Town Hall's ERDF website publicises the project in the section dedicated to actions co-financed with ERDF, the link to which can be found at portal WEB of the [EDUSI](#)

Marbella Operations Funds. In addition, **during the execution of the work, a poster has been placed** with the main data of the action, which reflects the ERDF co-financing and where the funds come from.



The action has been widely disseminated among the beneficiaries, both among those who live in the area and the rest of the citizens, through the communication actions promoted by the City Council, such as the presentation of the action to neighbourhood representatives, with the informative support of a **Roll up**, the **inauguration of the park, attended by 200 people**, with the distribution of **merchandising, catering, children's puppet theatre**, as well as through **advertisements in national and provincial media, in print and digital format and regional commercials**, or the dissemination of a **micro video** in the municipal social networks, which can be seen at [this link](#)

CITIZENS' PARTY FOR THE INAUGURATION OF THE PARK



INFORMATION ROLL UP



SPOTS ON REGIONAL RADIO STATIONS



BANNERS IN PROVINCIAL NEWSPAPERS



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 ERDF Funds of the Consistory](#). This note has had a wide repercussion in local, provincial, regional and national media, having appeared to date (30 January 2023) in about twenty media, always mentioning the co-financing of this project through the ERDF.



La alcaldesa de Marbella, Ángeles Muñoz, ha inaugurado esta mañana un nuevo parque infantil en el municipio. En esta ocasión se trata de la remodelación del parque que había en la calle Juanar. Esta operación se ha financiado mayoritariamente con subvenciones europeas gracias a los fondos FEDER. De los aproximadamente 800.000 euros que ha costado la obra, el 80% se ha subsanado con dichos fondos, y el restante ha corrido a cuenta del Ayuntamiento de Marbella.



Abierto el nuevo de La Patera con más de 1.700 m2 de áreas de juegos infantiles, senderos y zonas de descanso

asimismo que las obras, con un presupuesto cercano a los 800.000 euros, han sido cofinanciadas en un 80% por el Fondo Europeo de Desarrollo Regional (FEDER), en el marco del Programa Operativo Plurirregional de España 2014-2020.

Ayto. Marbella @Ayto_Marbella
 El @Ayto_Marbella inaugura el nuevo parque de La Patera, con más de 1.700 metros cuadrados de superficie, áreas de juegos infantiles, senderos y zonas de descanso bit.ly/3IH73jG

#Marbella #ProyectosFEDERMarbella



marbella.es
 El Ayuntamiento inaugura el nuevo parque de La Patera, con más de 1.700 met...
 El Ayuntamiento ha inaugurado hoy el nuevo parque de La Patera, ubicado en la calle Juanar. El recinto, de más de 1.700 metros cuadrados de superf...

The action has been widely publicised on **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 an action that promotes action in the physical environment of the areas identified as disadvantaged, through the execution of the remodelling and improvement of infrastructures that suffer significant deterioration, as was the case of the landscaped area of the Juanar street park which presented, as a whole, a significant deterioration in its services which, practically all of them were obsolete. In fact, one of the novelties incorporated in the park has been the modernisation of the old luminaires for others with LED technology, which has contributed to significant energy savings and a reduction in CO2 consumption.

Another of the novelties promoted by this action is the complete renovation of the irrigation and supply network, modernising them, which has guaranteed the supply to all the adjoining houses, and to the drainage of the park itself. In addition, this work has brought the park into line with current conditions of safety, stability and functionality, something it lacked and which the residents of the area were demanding.

Another innovative element to be highlighted thanks to this action is that the neighbourhood now has a recreational and green area for its enjoyment, something that it lacked until now, and which had been a long-standing neighbourhood demand.

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

The aim of this action was to improve the quality of life of the people who live in the vicinity of Juanar street, where the park is located, but also that of the residents of neighbouring districts. The improvement of this physical space in which they live, as well as its beautification, has created more economic opportunities for those residents of the area who belong to disadvantaged groups or are at risk of social inclusion, as now, with the improvement of this public service in their area, they feel more respected and dignified.

In addition, this action has increased safety opportunities in the neighbourhood, which now has a new, accessible park, with new furniture and new rest and recreation areas, which favours the inclusion of the elderly, people with reduced mobility and families, who find in the park a new space in which to spend time and enjoy leisure activities.

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

This action helps to ensure that those areas classified as disadvantaged get more opportunities for development, improving social cohesion, the quality of life of citizens and the image of a park that was in a complete state of disrepair, thus preventing residents and neighbours from enjoying this recreational area, due to the insecurity and architectural barriers it presented.

Furthermore, in this sense, it contributes to urban development itself, in the area of green zones and rest areas in this area, which has an important population centre, improving the aesthetics of the area, something that has been achieved thanks to this action.

This action has also favoured the complete regeneration of this physical space, giving a new look to a neighbourhood whose public facilities were in a state of deterioration, and even this park was in an advanced state of abandonment, creating a feeling of insecurity.

5. High degree of coverage over the target population:

This project has a high degree of coverage of the target population, not only the people living in the area of influence of the park, but also the rest of the neighbourhood which, due to its location, is a real environment of tranquillity and recreation, so necessary in the urban area.

In this sense, it also stands out as an attraction for visitors and nature lovers, since the Juanar street park has an important mass of trees, with great vegetation cover that, thanks to this action, has been enhanced and complemented with more green areas, which can also cover the schools of the municipality so that they can learn 'in situ' the flora of the same.

This action has also favoured the complete regeneration of this physical space, which has given a new look to a neighbourhood that presented an advanced state of deterioration of its public facilities and even this park was in a state of abandonment, causing residents a feeling of insecurity. Now, the integral remodelling of the park has generated an increase in the number of visits to Juanar street, where the park is located, from residents and even tourists, who find this green space and recreational area.

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

This action has taken into account the horizontal criteria of equal opportunities and non-discrimination, as it is aimed at the entire population, not only for those residents who live in the areas adjacent to this park, but also for the rest of the neighbourhood and, especially, for those who have reduced mobility, since, after the action, the park is accessible, after eliminating all architectural barriers.

Likewise, by extending public leisure and recreation areas, the living conditions of people belonging to vulnerable groups, such as women with children or dependents, young people, the elderly and people with reduced mobility, have been improved, thus promoting equal opportunities among different groups.

It also contributes to supporting the physical, economic and social regeneration of the surrounding area, as the area of influence in which the park is located - bounded by Conde Villanueva Street on its southern boundary and Juanar street on its eastern boundary - has helped to beautify and restore the area, making it more attractive to visitors and residents and generating more economic opportunities for this disadvantaged neighbourhood known colloquially as 'La Patera'.

With regard to environmental sustainability, the work of preserving the vegetation and planting new species in the park has contributed to providing this urban area with a green lung that counteracts pollution. In this line, the existing lights have also been replaced with more efficient LED technology, which has led to a reduction in CO2 consumption.

Thanks to this action, a park that was in a significant state of neglect and required a complete remodelling to adapt it to the conditions of safety, stability and functionality required today has also been rearranged. In addition, it has also been equipped with playground equipment and furniture in accordance with the current needs of the area, which has allowed it to comply with current regulations, thus favouring its use by people with reduced mobility, something it lacked prior to the execution of the action.

In terms of social responsibility, this project has achieved the challenge of acting in those neighbourhoods identified as the most disadvantaged, where problems of deterioration of the environment were detected, as was the case of the garden area of Juanar street, which was in a significant state of deterioration and with obsolete services.

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

The action enhances synergies with several public intervention instruments. In particular, it does so with the European 2020 Strategy, which focuses on the inhabitants of cities, to support initiatives aimed at the physical renewal of cities, as is the case of the revitalisation that has been carried out in the Juanar street park.

It also does so with the work carried out by the Department of Social Rights, which is responsible for meeting with the residents of the most disadvantaged neighbourhoods to channel their demands; specifically in the area of influence where this park is located, some twenty measures have been carried out which, in the words of the mayor herself, Isabel Cintado, "have served to enhance the value of the neighbourhood and make it more friendly and comfortable. Thus, this intervention by the Consistory has also contributed to giving this neighbourhood an identity of its own, favouring the beautification of Marbella

Likewise, it also promotes synergies with the Parks and Gardens Department, in its aim to continue with the improvement and creation of green areas throughout the municipality. As an example of this work, during 2020, the City Council provided the town with 10,700 square metres of green areas, which also have an Intelligent Irrigation Management System.

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BUENAS PRÁCTICAS

Actuaciones Cofinanciadas

Fondo Europeo de Desarrollo Regional