

Una manera de hacer Europa



BUENAS PRÁCTICAS

Actuaciones Cofinanciadas

“Pedestrianisation of the City Center Águilas on the streets of Conde Aranda and Juan Pablo I”

Águilas City Council

**Programa Operativo
Plurirregional de España**

Año 2022

Fondo Europeo de Desarrollo Regional

REPORT OF GOOD PRACTICES: “PEDESTRIANISATION OF THE CITY CENTER ÁGUILAS ON THE STREETS OF CONDE ARANDA AND JUAN PABLO I”.

Introduction

We present as a good practice promoted by Águilas City Council the "PEDESTRIANIZATION OF THE CENTER OF THE CITY OF ÁGUILAS IN THE STREETS OF CONDE ARANDA AND JUAN PABLO I", which has consisted in the creation of a pedestrian zone in the surroundings of Plaza de España, in the heart of the city.

The work has been located specifically in the streets Conde de Aranda, Papa Juan Pablo I (between Plaza de España and Floridablanca street) and the road located in Plaza de España north side, which links the two previous streets.

With this action, the urban center of Águilas is remodeled to reduce the use of vehicles, which cause constant traffic jams and which prevented the correct functionality of the city. In addition, more environmentally healthy spaces are created for the use and enjoyment of the citizens and visitors.

In summary, the pedestrianization of the mentioned arteries in the center of the city of Águilas meets the objectives of achieving a friendlier city for pedestrians, an improve the mobility of the urban area, as well as the gradual implementation of a kind of mobility that reduces greenhouse gas emissions.



Image of the pedestrianized street

The works are part of an action included in the Integrated Sustainable Urban Development Strategies, with a total amount of 341,974.31 euros. **The European Regional Development Fund (ERDF) has co-financing 80% of the total amount, what it is means, a contribution of €273,579.45.**

Evaluation criteria to be considered as a best practice.

This action is considered a good practice because it meets the criteria established for its consideration, as we detailed below:

1. The action has been properly disseminated among the beneficiaries, potential beneficiaries and the general public.

Dissemination obligations have been met through a communication campaign created to maximise the effects of ERDF support in the city, as set out in the communication study.

In relation to the **regulatory communication**, it was published that the contract was 80% co-financed by the ERDF, in the State Contracting Platform, in the announcement, the technical and administrative specifications and in the list of co-financed contracts that is published periodically, on the EDUSI Águilas SOSTenable website. <https://acortar.link/A4OYXo>

During the execution of the work, it was installed a temporary works sign, that indicate the start of the actions, at the two ends of the streets where the intervention was carried out. The signage contains the name of the performance and the operation in which it is framed, as well as the budget of the work. Besides, it indicates the municipal co financing with ERFD.



Temporary sign photo



Whenever the work has finished a **permanent plaque** was placed in the street, where it appears: the name of the performance, the operation in which it is part and its objective.



Permanet Plaque

In relation to **complementary communication**, advertising panels with information regarding the pedestrianization work has been installed around the city.



Advertising panels

In September 2022 an **event** took place in the Street in order to inform the citizens about the pedestrianized Street project. Besides, the merchandising that was created for the occasion was distributed among the participants, who were mainly families with children. The event achieved a great participation, counting on around a thousand people.



Opening day photo.

On the occasion of the aforementioned occasion, an **advertising stand** was installed in order to inform the performance and from which the merchandising was distributed. Likewise, bottles of water and bags of chips were delivered among the participants.

Previously, the event was publicized on social networks, through flyers, the radio, the press and in advertising panels. The event took place in the pedestrianized streets, that are in the center of Águilas, and it was estimated that had an impact of 40% on the population of the city.



Advertising Stand and merchandising

In addition, the information about the project has also been broadcasted on the Águilas website and in social networks, such as Facebook. Likewise, several advertising spots have been sent from

the City Council press office, to the radio, specifically on *Águilas radio 91.4 FM*. <https://eidusaguilas.es/radio-aguilas/>

Apart from that, a **regional television advertising** has been made and widespread in: *Canal 7 Región de Murcia* (minute 0.33'-0.39'). It is possible to watch in the following link: <https://acortar.link/fQ6Zbl>

The news about the works were spread in municipal and *EDUSI Águilas SOSostenible*, **website** and on **social networks**, at the following link:

- Murcia.com: <https://acortar.link/9Zx8DR>
- Facebook: <https://acortar.link/YWOz8I>
- Edusi Águilas: <https://acortar.link/P3CeFT>

Finally, different press releases have also had an impact on the local and regional printing **press**. An announcement has been made in the local press, in the newspaper: *La Actualidad de Águilas* and in a digital regional press: *La Opinión de Murcia*.

La Actualidad: <https://acortar.link/rUnU6Y>



La Actualidad, newspaper announcement

Summary, the action of disseminate has carried out in an intense way and always reflecting that it has been co-financed 80% by the European Regional Development Fund (ERDF), under the frame of the Spain's Multiregional Operational Programme 2014-2020.

2. The action incorporates innovative elements

Through this action has been created the largest commercial pedestrian street in the municipality of Águilas. And give the opportunity to get closer to the concept of "pedestrians city ". In those city models, the use of motor vehicles is strongly restricted and the walking access to the city is highly promote. Consequently, the coexistence of the neighbourhood is encouraged, as well as the revitalization of the environment.

With the pedestrian action, several streets have been connected and in consequently, the business area is higher vibrant.

Therefore, the sales in the urban commercial area have been increase with the consequent enrichment of the district and the increase of local employability.

The main innovation of this action is the implementation of a road traffic control system through the installation of television cameras and reading sensors of license plate whose management is carried out by a software that manages the list of authorized vehicles and justifies the access to the pedestrian area.

3. Adequacy of the results action plan and the proposed objectives.

The operation “SOSustainable Urban Mobility” contents a series of goals that will be deal with this action. On the one hand, we find objectives that benefit the urban mobility of pedestrians and on the other, environmental sustainability purpose.

Concerning the mobility of citizens, there is no doubt that the pedestrian zone of the city centre, gives back to the pedestrians a more friendly urban space to enjoy.



Tuna contest. Example of an event for citizens developed in the pedestrian street

The fact of eliminating a road traffic, influences directly in the reduction of private car in the urban area, and implies the reduction in noise and atmospheric pollution.

4. Contribution of a problem solving or weakness detected in the territorial scope of execution.

The urban area of Águilas had an overload of private vehicles in the most central streets of the city. The streets around Plaza de España are those with the greatest influx of road traffic. This situation caused traffic jams, noise pollution, and architectural barriers for pedestrians.

With this action, mobility is gradually implemented in the city and surely will reduce greenhouse gas emissions.

On the other hand, thanks to this action of pedestrianization of the two of the main arteries of Águilas, it has been possible to recover the prominence of the city centre. In addition, citizens have been given a comfortable and safe space to move. Apart from that, they have achieved a place of leisure, relaxation, and a meeting place to join people from Águilas and the visitors.



Photo before and after work

Finally, the city centre has become an inclusive city without barriers, a friendlier place for pedestrians and cyclists, as well as a better environmental quality urban area. At the same time, this action means the reactivation of the surrounding commercial sector.

5. High population coverage.

The coverage of this action is very high, actually, we could say that reach the entire population of the municipality. The action take place in a central popular area of the city and affects, not only the population of Águilas, but also many tourists who visit the city every year.

The fact that the pedestrianization has been carried out by unifying the level between pavements by removing the curbs, makes it an area with good accessibility, extending the degree of coverage to people with reduced mobility. There is no doubt that the action facilitates their daily life without restrictions derived from the urban architectural physical environment.

In addition, by developing a new tree line and having placed urban furniture, shadows are created that invite the walk of the group of elderly people, locals and sporadic tourists, who visit the city.

In short, this intervention benefits in a generic way all citizens and specifically people with reduced mobility and the elderly.

6. Consideration of horizontal principles of equality and non-discrimination, as well as social responsibility and environmental sustainability.

The pedestrianization carried out provides numerous benefits to citizens, such as the widening of the pedestrian platform, the elimination of architectural barriers, the promotion of sustainable mobility, and the reduction of air and noise pollution that will be the great challenge of cities.

All these improvements contribute to respecting the horizontal principles, eliminating obstacles and promoting equal opportunities and non-discrimination between citizens. In such way, they improve the mobility of diversely functional people, elderly people and, in short, of the population in general.



Diversity functional person on the street

Regarding social responsibility and environmental sustainability, we have to point that with this type of intervention they reduce air and noise pollution, something that brings numerous benefits to the public health of citizens.

Likewise, the planting of new trees in the area also influences environmental sustainability, so far as they are excellent filters for urban pollution and act as purifiers, absorbing nitrogen oxide, ammonia, sulfuric dioxide and ozone and its return oxygen to the atmosphere.

Therefore, the new trees eliminate harmful contaminants and reduce temperatures some degrees. This is pretty relevant in a Region like Murcia that reach very high temperatures in summer. In addition, trees also benefit native biodiversity, offering food and shelter to different types of birds that recover their environment. In summary, the effects of climate change are mitigated.

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

Apart from the creation of a single pedestrian platform, a vehicle traffic control system has been implemented through the installation of television cameras and management and a telecommunications software for the access control of traffic in the pedestrian zone. This action has been also co-financed by the ERDF through the operation "*Águilas Intelligent City*" within the *EDUSI Águilas SOStenible*.

In accordance with European guidelines, for the design of the action has also taken into account the *Águilas Sustainable Mobility Plan* and the *General Urban Planning Plan*, as well as the priorities of the *Águilas 2030 Urban Agenda*, currently in development.



Camera control traffic system

Una manera de hacer Europa



BUENAS PRÁCTICAS
Actuaciones Cofinanciadas

Fondo Europeo de Desarrollo Regional