

*Una manera de hacer Europa*



# BUENAS PRÁCTICAS

## Actuaciones Cofinanciadas

PROMOTION OF SOFT MOBILITY MEANS OF TRANSPORT IN THE WHEREABOUTS OF PONTEAREAS SQUARE TO ENHANCE A KEY PUBLIC SPACE IN VILABELLA

REDONDELA CITY COUNCIL

**Programa Operativo  
Plurirregional de España**

Año 2022

**Fondo Europeo de Desarrollo Regional**

## GOOD PRACTICE EDUSI "REDONDELA 2020" - REDONDELA CITY COUNCIL.

### ACTION: "PROMOTION OF SOFT MOBILITY MEANS OF TRANSPORT IN THE WHEREABOUTS OF PONTEAREAS SQUARE TO ENHANCE A KEY PUBLIC SPACE IN VILABELLA".

This action consists of the reorganization of traffic to promote pedestrian traffic and the creation of a safe and accessible pedestrian environment in Pontearias Square, one of the main entrance roads to Vilavella.

This action solves a structural problem in the environment such as excessive traffic and pedestrian safety in areas heavily trafficked by pedestrians, children and pilgrims. The current spatial configuration of the environment causes greater pollution as a result of the excessive use of private vehicles and a less friendly environment for citizens.

This action eliminates the asphalt creating a pedestrian area that connects the Plaza de Pontearias with the Vilavella, a place visited by both local citizens and tourists who enjoy and pilgrims who are making the road to Santiago.

A pedestrianized area is incorporated, as well as specific urban furniture, green areas and a new network of public services of supply and sanitation, thus achieving a more sustainable, safe and attractive space for the municipality.



This action contributes to Thematic Objective 4 "Supporting the transition to a low-carbon economy throughout the sector", hereafter referred to as TO4. With it, progress is made towards a friendly and sustainable city model that is committed to creating spaces for people, economic development and social relations. In addition, this action attracts pilgrimage tourism.

After the implementation of this action the neighbors of Redondela will be able to enjoy such an attractive cultural element as the Vilavella Convent, which also now welcomes pilgrims on the Camino de Santiago, another tourist incentive, and favors the flow of pedestrians since the Pontearias square is located in an area of regular passage for all people living or passing through Redondela, so the reduction of traffic is a very positive element for all citizens as it reduces CO2 emissions making Redondela a more sustainable town.

The cost of the action is **761,443.2 €** of which 80% is financed by ERDF funds in total **634,536 €**.

1. THE FEDER'S ROLE IN THE PROJECT HAS BEEN ADEQUATELY DISSEMINATED AMONG THE BENEFICIARIES, POTENTIAL BENEFICIARIES AND THE GENERAL PUBLIC.

The communication carried out in the framework of this action has been done through the following elements:

- **Website** of the DUSI Strategy of the Redondela City Council: [Link here](#)
- **Construction site placard and information plaque:** During the pedestrianization works in Pontearas square, a sign indicating that these works were financed by the European Union and that they belonged to the ERDF funds was placed. After the completion of the works, a permanent plaque with the same information was placed in the square.



- **Circulation in the press:** The action has been duly publicized in the local press of Redondela and at regional level in some of the newspapers with the largest circulation in its category.

In the news appears the eligible nature of the action and a mention to the ERDF and the European Union.

- *Faro de Vigo:* [Link to the news here.](#)
- *Faro de Vigo:* [Link to the news here.](#)



- *Metropolitano.gal*: [Link to the news here.](#)
- *Gandarapons.es*: [Link to the news here.](#)



### Regeneración urbana del entorno de la Plaza de Pontearreas, Redondela

2020. Proyecto básico general y proyecto de ejecución de las fases 1 y 2 de la regeneración urbana del entorno de la Plaza de Pontearreas, Vilavella, Redondela. 1º Premio en Concurso Público. 1ª Fase concluida.



- **Advertising videos:** Urban Regeneration video in the surroundings of Pontearreas Square shared on [Youtube](#) and on the DUSI Redondela 2020 Strategy website.



- **Infografías:** [Full infographic here](#)



- **Event:** Presentation of the urban regeneration works of Pontearreas Square. In this event it was mentioned the possibility of carrying out the action thanks to the ERDF grant to the City Council of Redondela of 80% of the financing of the work. In addition, visual communicative elements were placed highlighting the involvement of the European Union and the ERDF Funds to carry out the action.



## 2. THE ACTION INCORPORATES INNOVATIVE ELEMENTS

The innovative nature of the action is associated with the municipality's commitment to recovering public space for pedestrians as opposed to traffic and the occupation of urban space by private vehicles. It is a very common conception that for a municipality to grow and develop economically it is necessary the continued growth of roads and spaces for vehicular traffic to allow a fluid traffic ... In the case of this action has prioritized the welfare of the pedestrian and therefore the citizens of Redondela while advancing the sustainable development of the municipality.

Carrying out this action favors the environment making it more sustainable, extols the cultural aspect that has Pontearreas square as it communicates directly with the Convent of Vilavella and favors universal mobility, since the pedestrianization has been done saving all the slopes, an aspect that favors people with reduced mobility that before could find urban barriers to its passage through the square of Pontearreas.

## 3. LOS RESULTADOS OBTENIDOS CON LA MISMA SE ADAPTAN A LOS OBJETIVOS ESTABLECIDOS

The DUSI Strategy Redondela 2020 set several objectives related to the quality of life of the people of the municipality, sustainability and care of cultural heritage to promote tourism in the area. These objectives are included in the thematic, strategic and operational objectives, which, when carried out, managed to solve the problems identified at the beginning of the DUSI Strategy.

The The "Pedestrianization of Pontearreas Square" project responds to and contributes to the following objectives:

***Specific Objective 4 "Enhance the value of environmental, historical and cultural heritage".***

The square of Ponteareas is located in a place of obligatory passage for the pilgrims who make the way of Santiago. All a cultural symbol in our country and that attracts millions of people a year. That is why the creation of spaces so that people who come for tourism to Redondela can transit, rest and admire the environment, such as the convent of Vilavella which is located in the Plaza de Ponteareas, is very important.

***OT4 Strategic Objective 1 "Development of a friendly and sustainable city model with space for people, employment and social activities". Operational Objective 001.1 Improved mobility, accessibility and connectivity.***

The contribution to a model of friendly and sustainable city through actions such as the pedestrianization of this central area of the municipality of Redondela is one of the main objectives within the DUSI Redondela Strategy, in addition to universal accessibility for all people, which is also answered with the implementation of this action, which provides a continuity in the square of Ponteareas that bridges gaps and barriers for the free movement of people with reduced mobility. In addition to being solved the connectivity between the convent of Vilavella and the area of Ponteareas square through the pedestrian walkway built.

This measure also responds to OT9 "Social Inclusion and fight against poverty" because it facilitates universal accessibility for all people by making pedestrianization and installation of a single platform, creating a constructive solution accessible to the whole society.

This action also contributes to **OT6 "Preserve and protect the environment and promote resource efficiency"**, as it adds value to the environmental, historical and cultural heritage of Redondela with the renaturalization of an area that was completely asphalted and now not only has green areas, but also favors the environment, **Operational Objective 004.1**, due to the drastic reduction of gases in the area thanks to the reorganization of traffic.

#### **4. CONTRIBUTES TO THE RESOLUTION OF A PROBLEM OR WEAKNESS IN THE TERRITORIAL SCOPE OF EXECUTION.**

The Ponteareas Square is the main arrival route for people visiting the municipality, mostly pilgrims, who have in Redondela a place of passage of the Camino de Santiago. The pedestrianization of the Ponteareas Square is an improvement in the urban public space of Redondela and responds to the need to create accessible spaces and increase the areas for pedestrian traffic in urban areas with greater demand from both residents and tourists. Not in vain the Camino de Santiago is one of the most important parts of the historical and cultural heritage of Redondela. The arrival of thousands of people to the municipality stimulates the local economy in Redondela and contributes to the creation of a strong economic fabric based on the service sector. Implementing a measure to improve the transit and rest areas is a great benefit for the image of Redondela.

This fact contributes to create, in general, a friendlier and safer space for pedestrians. In addition to a more pollution-free space, one of the objectives set out in the Redondela Strategy, and which is reinforced by the implementation of this measure, improving the environment, sustainability and creating green areas that increase the cleanliness of the air.

The pedestrianization of the Plaza de Ponteareas also includes a renovation of the public supply, sanitation and rainwater collection services, creating a more sustainable urban space that makes more efficient use of resources.

**5. HIGH DEGREE OF COVERAGE OF THE TARGET POPULATION.**

The beneficiaries of the action are the entire population of Redondela. Directly, the beneficiaries are those who live in the area or pass through it on a regular basis. Indirectly, the beneficiaries are all those who are favored by the improvement of sustainability in the municipality, the quality of the air or the strengthening of local commerce by attracting tourism.

Tourism is another sector that is favored by the implementation of this measure, since, with the pedestrianization of the square, the convent of Vilavella, converted into accommodation for pilgrims, acquires more prominence and accessibility, thus attracting a greater number of people interested in staying overnight in Redondela on their way to Santiago de Compostela

However, it is worth mentioning a sector of the population that will feel the effects of the pedestrianization in a more direct way, such as children. This action is key to the protection of pedestrians, and especially children, since in the surroundings of the square of Pontearreas we find a playground and a toy library, which was a major risk that traffic was so dense in that area. Now with the pedestrianization of the Pontearreas square not only that risk is solved, but they find a safe, friendly and sustainable space to hang out, with trees, green areas and street furniture that will undoubtedly promote the comfort of families and citizens in general of Redondela.

**6. CONSIDERATION OF HORIZONTAL CRITERIA OF EQUAL OPPORTUNITY AND NON-DISCRIMINATION, AS WELL AS SOCIAL RESPONSIBILITY AND ENVIRONMENTAL SUSTAINABILITY.**

The present action of Pedestrianization of Pontearreas Square affects the criteria of equal opportunities and non-discrimination as it favors the universal access of people, since the work saves the unevenness that occurred in the roads that crossed the square and that made it complicated for the transit. In addition, it also includes families with baby carriages.

It affects the criteria of social responsibility and environmental sustainability as it drastically reduces CO2 emissions, due to the reorganization of traffic. Increasing air quality and contributing to a more sustainable city. And it prioritizes the welfare of the pedestrian over the circulation of vehicles. A remarkable fact that makes Redondela, after the implementation of this action, a more friendly municipality for its population and visitors.

**7. SYNERGIES WITH OTHER POLICIES OR INSTRUMENTS OF PUBLIC INTERVENTION.**

This action is linked to other good practices included in the DUSI Strategy Redondela 2020 as is the Rehabilitation of the Plaza de Abastos of the parish of Chapela, as both adapt their spaces for universal access for all people, thus favoring one of the thematic objectives of the Strategy such as Social Inclusion (OT9). In addition, they are also linked by the protection of the environment, in the case of the Chapela market by the installation of LED lighting that contributes to the creation of a more sustainable and environmentally friendly city and in the case of the Pedestrianization of Pontearreas Square because it significantly reduces CO2 emissions by the reorganization of traffic in the area and improves the quality of life of citizens and visitors.

On the other hand, this measure is aligned with strategic objectives 2.3 Ensure the quality and accessibility of public spaces, 5.1 Promote the city of proximity and 5.2 Promote sustainable transport modes of the Spanish Urban Agenda insofar as thanks to this action a unique public space in Redondela is improved and pedestrian traffic is favored.

Furthermore, in relation to the Sustainable Development Goals (SDGs) this action is aligned with target 11.7 Access to green spaces and safe spaces, 9.1 Sustainable infrastructure and 3.6 Traffic accidents in that the action makes a very important contribution to improving pedestrian safety by redesigning public space and limiting the space allocated to private vehicles.





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