

Una manera de hacer Europa



BUENAS PRÁCTICAS
Operaciones Cofinanciadas

**COMPLETE RENOVATION OF PAZ
AND HUERTAS STREET**

**EDUSI ALCOBENDAS
ALCOBENDAS CITY COUNCIL**

**Programa Operativo
Plurirregional de España**

Fondo Europeo de Desarrollo Regional

Year 2019

GOOD PRACTICE EDUSI ALCOBENDAS – RENOVATION OF LA PAZ STREET AND LAS HUERTAS STREET.

The Good Practice consists in a complete renovation of these two streets from the Central District of Alcobendas, which are part of the historic centre of the city, transforming these two roads to make them more accessible to local residents and to clearly prioritize foot traffic. The reform of both streets helps to renovate and unify the Central District, adapting the two roads to the new standards that characterize some of the most up-to-date public spaces.

This renovation brings many great benefits for citizens. First one of them is the improvement of the accessibility for pedestrians, thanks to the removal of all the possible architectural barriers. Furthermore, this action involved the renovation of both sidewalks and road. Additionally, public lighting is now based on the use of LED streetlamps, and both street signals and street furniture have been incremented, making La Paz and Las Huertas safer places.

These two roads are main actors in the communication of the historic city centre with the new urbanistic development of Arroyo de la Vega and with the parking lot that will be built in the future, near Salvador Allende boulevard.

The renovation's total cost adds up to 274.452 euros but, because 50% of it is covered by Feder aid, the real cost is 137.226 euros. This action will impact the 47.000 residents of the Central District.



Now



Before

The criteria used for the selection and identification of the Good Practice are the following:

1. **FEDER's role in the action has been correctly transmitted to all beneficiaries and citizens are aware of FEDER's role as well.**

News about the renovation of La Paz Street and Las Huertas Street have been widely spread between Alcobendas residents, before the start, during and after the end of the work



▶ NOTAS DE PRENSA

12 de Marzo de 2018

EDUSI Alcobendas

Alcobendas sigue adelante con la Estrategia Desarrollo Urbano Sostenible e Integrado (DUSI) presentada para su cofinanciación por el Fondo Europeo de Desarrollo Regional (FEDER). El

coste total del proyecto hasta 2020, asciende a 6.856.352 euros, aportados a partes iguales por el Ayuntamiento y FEDER. Esta financiación europea será aprovechada por el Ayuntamiento para renovar y cohesionar el Distrito Centro, siguiendo las directrices de la Comisión Europea para las ciudades del futuro.

El área que reúne las mejores condiciones para iniciar la revitalización del Distrito Centro es la del Bulvar Salvador Allende y su zona de influencia.

En el Pleno extraordinario del 9 de febrero se aprobaron las primeras tres grandes inversiones, cofinanciadas al 50% por Europa, por un importe total de 4.070.000 euros en 2018.



1. Aparcamiento
2. Renovación de las calles La Paz y Huertas
3. Centro de emprendimiento

En el Bulvar Salvador Allende se construirá un aparcamiento subterráneo, que tendrá una plaza pública en su cubierta, con una inversión de 3.170.000 euros. En una primera fase, tendrá una capacidad inicial de 200 plazas, que se ampliarán hasta 500 en la segunda, que ya está aprobada. Este estacionamiento se abastecerá de energías renovables provenientes de una plegaria climática que cubrirá parcialmente la plaza pública superior; un nuevo espacio público para el ocio y el descanso de los vecinos y que podrá albergar también actos culturales. El aparcamiento dispondrá de postes de recarga de vehículos y bicicletas eléctricas.

Con un importe de 600.000 euros, se modificará el diseño actual de las calles La Paz y Huertas, los dos ejes principales que comunican el Distrito Centro con Arroyo de la Vega. Ambos viales serán más accesibles, con prioridad peatona, nuevo pavimento, arbolado y mobiliario urbano y un alumbrado más eficiente.

El tercer proyecto aprobado en febrero es la construcción de un centro de trabajo colaborativo (coworking) enfocado al emprendimiento, en el que se invertirán 300.000 euros. Contará con oficinas para distintos profesionales autónomos, que compartirán varios espacios comunes y tendrán el apoyo de gestores que incentivarán la interconexión y la creación de nuevas oportunidades para todos ellos.



ALCOBENDAS COFINANCIARÁ CON FONDOS FEDER UN APARCAMIENTO, UN CENTRO DE EMPRENDIMIENTO Y LA RENOVACIÓN DE PAZ Y HUERTAS
 Estas tres primeras inversiones de la Estrategia DUSI supondrán una inversión total de 4.070.000 euros, aportadas a partes iguales por el Ayuntamiento y los fondos FEDER

Alcobendas sigue adelante con la Estrategia Desarrollo Urbano Sostenible e Integrado (DUSI) presentada para su cofinanciación por el Fondo Europeo de Desarrollo Regional (FEDER). El coste total del proyecto hasta 2020 asciende a 6.856.352 euros, aportados a partes iguales por el Ayuntamiento y FEDER.

In terms of regulated communications, a panel has been built informing about the European co-funding that supports this project. This information also appears in the Edusi Alcobendas online portal. Months before the start of the work, several press releases about this and similar projects also financed by the FENDER fund, were put out from the Department of Communication and Social Networks.

At the start of the works, a visit from both the mayor and the councillor of Public Works, was scheduled aiming to promote the project.



Comienza la renovación de las calles Las Huertas y La Paz



ALCOBENDAS RENEVA LAS CALLES HUERTAS Y PAZ CON UNA INVERSIÓN DE 459.000 EUROS

El alcalde de Alcobendas ha visitado esta mañana las obras de remodelación de estas dos calles y se ha interesado por el nuevo centro de coworking, ambas actuaciones cofinanciadas al 50% con fondos FEDER de Europa.

The renovation of both streets was widely reported in the local media: it made front-page on SietedíaS weekly, which is delivered to more than 40.000 homes across the city, in the municipal website and it was shared by the social network profiles of the local councils. The action also covered by the local media and several news agencies (such as EFE or Europa Press), as well as some regional (Telemadrid.es) and national portals (Lavanguardia.es).

By the time the works ended, an informative leaflet was made to inform about the renovation. These leaflets were distributed to local residents and students of a nearby school, during a visit of the local authorities that took place on February 26th of 2020. This visit involved a road safety education activity with the students of Profesor Tierno Galván public school. Leaflets were also sent to all residents of the area, and they are being distributed in the present from the Central District Civic Centre and many other municipal buildings.



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REMODELACIÓN DE LAS CALLES PAZ Y HUERTAS

Estrategia de Desarrollo Urbano Sostenible e Integrado (EDUSI-Alcobendas)

edusi.alcobendas.org

www.alcobendas.org | 

 Ayuntamiento de ALCOBENDAS



CENTRO | Estos viales estrenan una plataforma única al mismo nivel para peatones y conductores

El Feder ha subvencionado la transformación de La Paz y Las Huertas en calles de coexistencia

Las calles de La Paz y de Las Huertas, en el Distrito Centro, se han transformado en dos viales de coexistencia, con prioridad peatonal y totalmente ac-

Desarrollo más sostenible
 “Este es el futuro. Todos somos peatones y estas calles no son para los coches, son para los peatones. En estas dos calles, muy cerca de un

Centro de Arte Alcobendas, el alumnado repartió folletos a todos los conductores recordándoles las obligaciones que deben respetar: no superar los 20 km/h y la

2. The action involves some innovative elements.

The main innovative component of this action lays in the fact that it is the first time in Alcobendas that two different roads are transformed into a unique platform aimed at the same level for both pedestrians and private vehicles. This makes it a road in which both pedestrians and vehicles can co-exist but prioritizing always foot traffic.

The only precedents of actions of these characteristics took place in some sections of other Central District roads (such as Fuego Street), but none of them can compare with this work's size since it affects the two roads at all of their length following some criteria that involves the promotion of alternative mobility and the removal of all the architectonic barriers.

Furthermore, the speed limit in these two roads has been reduced to 20 km/h, aiming to improve road safety for residents and regular pedestrians. At the same time, this new measure will help to reduce both noise and air pollution.

3. The results meet the established objectives.

The creation of a unified platform accessible for pedestrians and vehicles is considered essential in the goal of facilitating the mobility of pedestrians in these two main avenues of the Central District, which, due to their orientation, have an important role in order to communicate Salvador Allende boulevard with Arroyo de la Vega. This area is quite significant in the city because of the large parking lots and leisure areas that can be found within it.

In addition, on La Paz Street (in the intersection with Triana and Viñas.) the west sidewalk has been extended, eliminating the parking section, with the purpose of stressing the importance of foot traffic over the drivers. This new configuration complies with the respective accessibility legislation.

4. The action solves a problem or weakness in the territory.

This operation addresses a weakness identified in the Central District due to its demographic characteristics. This district's population is the oldest among all the districts in the city resulting on it accounting for the largest proportion of people older than 65 years (17). Also, the Central District's rate of dependent-elderly or disabled people at home is the largest (10,5%) with a significative difference compared to other neighbourhoods.

Other than this fact, Central District's population is also characterised for including a large proportion of immigrants, which results in a 18% immigration rate exceeding the average rate of 11% in the city of Alcobendas. This level of the immigration rate has helped to compensate the aging of the population in the area, and also has increased the necessity for removing the architectonic barriers in the public space, in order to ensure the correct mobility of parents with their children.

5. The operation covers its target people at a very high level.

This action involves two main streets of the historic city centre of the Alcobendas Central District, which affects all 47.000 residents (around 40% of the total population of the city). The coverage of this operation is considered to be at a high level due to the fact that these two roads communicate the Central District and Salvador Allende boulevard. The latter is characterized for the continuous outdoors photography exhibitions and the close presence of Jardín de la Vega, which contains 180.00 square meters, being considered one of the lungs of the city.

Furthermore, Profesor Tierno Galván public school is located in Las Huertas Street. 347 Primary and Secondary Education students attend this school, which originates a significant and daily traffic of pedestrians (mainly parents taking their kids to class) around the school limits.

In addition, near Las Huertas, we can find the Centro de Artes de Alcobendas, an important cultural building which includes several exhibition rooms among other services.

La Paz Street ends next to Plaza de Felipe Álvarez Gadea, a square in which we can find San Pedro church, the main religious building in the city and centre of numerous celebration and processes, and Marquesa Vidua de Aldama street, one of the main roads of the Central District that involves several bus lines for both kinds: short and long-distance.

6. Horizontal criteria for equal opportunities and environmental sustainability

The renovation of La Paz and Las Huertas street helps in the promotion of equality between men and women, and also to the fight against discrimination of any kind: sexual, racial, religious and others.

This operation forms part of a global action fighting for the improvement of the urban environment, and it doesn't involve any specific characteristic that could lead to any kind of discrimination. Its only goal is to make a positive impact in the lives of the families that reside in the Central District; and promote the development of all residents in equality.

From a sustainability standpoint, the renovation tries to implement in this area of the Central District, a passage in the road that facilitates transportation and movement in an eco-friendly way. Furthermore, it is worth to mention the fact that the illumination installed in these streets is based on led technology, contributing in this way to reduce the emissions of CO2. In addition, LED illumination causes less light pollution, and it doesn't involve elements that endanger the environment like mercury. At last, but not least, this kind of illumination leads to important economic benefits, and the durability of LEDs is considerably higher than traditional lightbulbs, made of vapor of sodium, translating into 50.000 more hours of lifetime without any kind of maintenance work.

This Good Practice wants Alcobendas to be a more ecological, sustainable and healthy city, with the best infrastructures available.

Companies that are part of this project meet the requirements imposed by the Catálogo de Contratación Pública Sostenible, which describes the conditions of operation of city contracts offered by the local administration.

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

The renovation of these two roads of the Central District is part of the Plan Estratégico Diseña Alcobendas 2020, which was able to foresee the renovation of more streets from the district, fighting for a city that offers a balanced quality of life for residents in all the districts. Likewise, this plan also included actions for a management of urban environment more oriented to the efficiency and sustainability of infrastructures and public services, with innovative proposals standing for the improvement of the mobility, the reduction of energy consumption and the more responsible handling and disposal of residual elements.

This operation is also part of the objectives established in several city plans, such as I Plan Estratégico de Accesibilidad Universal, for the removal of architectonic barriers, the Plan de Movilidad Urbana Sostenible de Alcobendas, which was responsible for detecting the lack of no-motorized mobility that characterizes our city and the Plan de Mejora de Calidad del Aire de Alcobendas, which fights for reducing private transportation, promoting at the same time public transportation and other alternatives of transportation, such as walking or biking.

Both La Paz and Las Huertas are two important streets in the city, that create a walking route which connects the historic city centre with Salvador Allende boulevard, which is the entry to Arroyo de la Vega an all its urban equipment. Precisely, it is in Salvador Allende boulevard, where we can find another operation financed by FEDER fund. This is the renovation of a municipal premises that is being developed at the present, and that will be transformed into a Coworking centre. Additionally, a public parking lot will also be constructed, (operation also funded by FEDER) with an initial capacity of 200 spaces, and expandable up to 500. This

coworking centre will also have a public square, with the aim to be a meeting and social point for all residents.

Near Salvador Allende boulevard we can also find two other municipal infrastructures that have been supported by European funds. These are the Central District's sports hall, whose building process was financed by FEDER fund; and Centro Municipal La Esfera, a building which is mainly used for cultural activities and its renovation was partially financed by European funds.

In addition, two recent operations financed also by FEDER funds are located next to Las Huertas street. Almost ten years ago, the works for the construction of Centro del Arte Alcobendas finished. This operation resulted in the creation of the most important cultural building in the city. The second operation financed by FEDER is the renovation of Parque de Murcia, which took place a few years ago.

Finally, within Arroyo de la Vega we can find three other main landmarks of the city: First, Jardin de la Vega, a green space of over 180.00 square meters, initially designed with the aim to transform it into a botanical garden; secondly, one of the main business estates in town; and finally, the Centro de Diversia, which includes a large gastronomic and leisure offer, reaching to thousands of citizens every day.