

*Una manera de hacer Europa*



# BUENAS PRÁCTICAS

## Actuaciones Cofinanciadas

Improving urban mobility in several streets: Ramón Cabanillas, Victoria Fernández, Nuestra Señora del Rosario, Cortaduría and Pocomaco Industrial Estate (pedestrianisation, removal of architectural barriers and improvement of the road)

A Coruña City Council

**Programa Operativo  
Plurirregional de España**

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**Fondo Europeo de Desarrollo Regional**



**Improving urban mobility in several streets: Ramón Cabanillas, Victoria Fernández, Nuestra Señora del Rosario, Cortaduría and Pocomaco Industrial Estate (pedestrianisation, removal of architectural barriers and improvement of the road)**

The Good Practice consists of the improvement of several streets in the city aimed at promoting pedestrian mobility and accessibility through actions such as the renovation of pavement and public lighting, the removal of architectural barriers, the rearrangement of parking spaces, the installation of benches, the planting of trees and the creation of pedestrian and cyclist itineraries.

The status before and after the actions is presented below:

**Ramon Cabanillas Street:** this is a very busy area due to the presence of the Ramón Cabanillas municipal market, located in a gallery at the end of a dead-end street for vehicles, which makes it difficult for businesses to be seen from the outside and for customers to get in. Pedestrianisation improves the accessibility of the street and the market for the public, and encourages people to interact with their surroundings



**Victoria Fernández Street:** work was carried out in the area around the Menéndez Pidal secondary school, which is particularly frequented by young people. The aim of the project was to improve accessibility by removing architectural barriers and making access to the educational centre safer, as well as improving the surroundings thanks to pedestrianisation, the creation of green spaces and the installation of benches and bike racks.



**Nuestra Señora del Rosario Street:** is located within the scope of the Special Plan for the Protection and Interior Reform (PEPRI) of the Old City and Pescadería. The purpose of this action was the removal of architectural barriers and the continuous paving of the entire street, the rearrangement of the existing landscaping elements and the installation of new street furniture, favouring pedestrian mobility and limiting vehicle access.



**Cortaduría Street:** This is another intervention to improve the quality of an environment within the scope of the PEPRI of the Old City, the purpose of which was the repair of the existing pavements and the replacement, renovation and incorporation of new furniture and signage in the aforementioned street. These actions contributed to improving the accessibility of the section that was the object of the intervention, as well as pedestrian mobility along it.



**Pedestrian access to the Pocomaco Industrial Estate from O Birloque:** A new pedestrian and cyclist crossing was built, solving the impossibility of circulating between the Pocomaco industrial estate and the O Birloque neighbourhood in safe conditions. Accessibility to this area of the city is now possible for pedestrians and cyclists thanks to the new subway built under the railway track, the creation of a cycle lane and a pedestrian pavement, the urbanisation of the access road to the houses near the railway tracks and the provision of horizontal and vertical signposting.



The budget for the action is 1,748,181.85 €, of which **the ERDF fund contributes 80%, equivalent to 1,398,545.48 €**. This action is aimed, in general terms, at the entire population of A Coruña made up of 250,082 inhabitants, according to data from the municipal register of December 2022. Specifically, it benefits the population residing in District 3 (Ramón Cabanillas st.), District 4 and 7 (Pocomaco Industrial Estate and O Birloque, respectively) and District 10 (Victoria Fernández st., Nuestra Señora del Rosario st. and Cortaduría st.)

The criteria for identifying this action as a Good Practice are the following:

**1. THE ROLE OF THE ERDF HAS BEEN ADEQUATELY DISSEMINATED TO POTENTIAL BENEFICIARIES AND THE GENERAL PUBLIC.**

In terms of regulatory reporting, ERDF co-financing has been reported in all cases. During the execution of each work, information signs have been placed in all of them:



Ramon Cabanillas st. Victoria Fernández st. Pocomaco Industrial Estate Ntra. Sra. Rosario st. Cortaduría st.

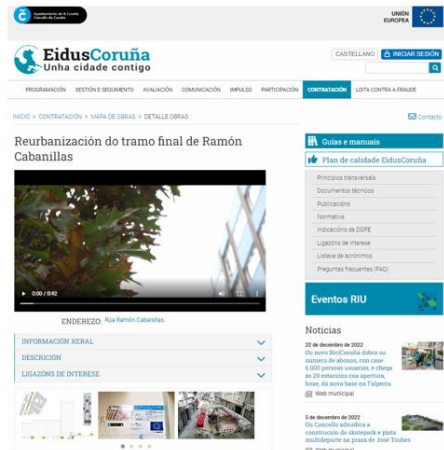
After the completion of each work, a permanent plaque was installed in each street:



Ramon Cabanillas st. Victoria Fernández st. Pocomaco Industrial Estate Ntra. Sra. Rosario st. Cortaduría st.

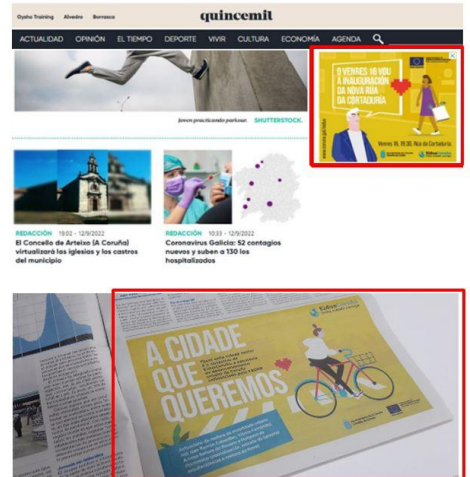
The specific section of the beneficiary's website reflects the intervention in all the streets:

- [Redevelopment of the final section of Ramón Cabanillas st.](#)
- [Redevelopment of Victoria Fernández street](#)
- [Pedestrian access to the Pocomaco industrial estate from O Birloque](#)
- [Redevelopment of Nuestra Señora del Rosario street](#)
- [Urbanisation of Cortaduría street](#)



WEBSITE: [www.coruna.gal/eidus](http://www.coruna.gal/eidus)

Likewise, advertisements have been published in different media: digital press, ads and organic communications on social networking sites, and numerous press articles have been published to raise awareness of the ERDF co-financing and the improvement of urban mobility in all the streets that are part of this action.



## SOCIAL MEDIA ADS

## PRINT AND DIGITAL MEDIA ADS



## NEWS ON THE MUNICIPAL WEBSITE AND IN THE PRESS



Furthermore, a **street event** was held **with activities for adults and children** chaired by the Mayoress. Besides, a **video** was produced including the the Mayoress' speech mentioning the European co-financing. This audiovisual piece contains the image of the ERDF and was disseminated through **social media**. It is also published in the works [map section of the municipal website](#) and on the municipal Youtube profile. See [link to Youtube here](#).

## VIDEO OF THE EXECUTION AND INAUGURATION



PHOTOS OF THE INAUGURATION PRESIDED OVER BY THE MAYORESS

## 2. THE ACTION INCORPORATES INNOVATIVE ELEMENTS.

This operation has a clear innovative projection. Firstly, it creates **new pedestrian routes and spaces** at several strategic points in the city, promoting sustainable urban mobility. It also removes architectural barriers and improves the paving by incorporating reinforced materials with greater stability and a longer useful life, in accordance with universal accessibility criteria.

In all the actions, **urban furniture** of innovative design is added to encourage the recreational use of the space, such as benches, planters, bicycle racks, litter bins, etc. The **design** of pedestrian areas in general, and the layout of the furniture in particular, prioritizes people over vehicles and, in turn, **alleviates air and noise pollution**.

On the other hand, a new solution is used for public lighting with LED technology designed under the criteria of efficiency and energy saving, achieving a reduction in light pollution and the reduction of intrusive light.

## 3. ADEQUACY OF THE RESULTS OBTAINED TO THE ESTABLISHED OBJECTIVES

With the actions carried out, the following objectives initially set have been achieved:

- The number of pedestrian routes and spaces has been increased, and the urban environment has been reorganised by regulating road traffic and vehicle parking in these areas. These actions have enabled a total surface area of 3,242 m<sup>2</sup> to be gained for pedestrians.
- The increase in pedestrian space and the limitation of private vehicles in these urban environments has led to a reduction in the use of vehicles for certain journeys in the city. As a result, the emission of greenhouse gases (GHG) has been reduced by 234.48 tCO<sub>2</sub>/year, as stated in the productivity indicators report of April 2022, with an estimated reduction of 290.02 tCO<sub>2</sub>/year by the end of 2023.

- Due to the previous achievement, it has been possible to respond to a neighbourhood demand from residents in the PEPRI area (Special Plan for Protection and Interior Reform) of the Old City, who repeatedly demanded more pedestrian space in this area.
- The accessibility of urban environments has been improved through the removal of architectural barriers and improvements to the road surface of these environments, which have created much safer spaces. It is worth highlighting the innovative access that has been created from the O Birloque neighbourhood to the Pocomaco industrial estate. Before the project, there was a narrow tunnel with no pavements where vehicles and pedestrians shared space. As a result, citizens now have an exclusively pedestrian access that has been excavated under the railway track, as well as several pedestrian crossings and a new cycle lane with the corresponding road signs.

#### **4. CONTRIBUTION TO THE RESOLUTION OF A PROBLEM OR WEAKNESS DETECTED IN THE TERRITORIAL SCOPE OF IMPLEMENTATION.**

This action has solved the scarcity of land, a historical problem in the city as it is one of the smallest provincial capitals in Spain with only 38.3 km<sup>2</sup> of surface area. There has been a notable increase in pedestrian space in many areas of the city. In addition, accessibility to these areas has been improved, especially for children, the elderly and people with reduced mobility, thanks to the removal of architectural barriers, the improvement of the pavement and the restriction of road traffic in these areas.

In addition, electricity, telecommunications and lighting have been improved in the areas where work has been carried out. The renovation of public lighting has made it possible to reduce light pollution and increase the feeling of safety in these areas of the city. To this end, new lighting points have been installed with LED technology, designed according to criteria of efficiency and energy saving.

In short, more accessible, inclusive, safe and sustainable spaces have been created.

#### **5. LEVEL OF COVERAGE OF THE TARGET AUDIENCE.**

The action benefits the entire population of A Coruña, comprising 250,082 inhabitants, according to data from the municipal census of December 2022, as improvements have been made to urban mobility in several streets and strategic areas of the city.

On the other hand, the action has a direct impact on the population living in the neighbourhoods of the streets involved, which belong to four districts of the city, totalling 120,459 people (55,203 men and 65,256 women). Specifically, Ramón Cabanillas Street is located in District 3, with a population of 25,684 people (11,444 men and 14,240 women); the pedestrian access between Pocomaco industrial estate and O Birloque covers Districts 4 and 7, with 85,816 residents (39,509 men and 46,307 women); while the streets Victoria Fernández, Nuestra Señora del Rosario and Cortaduría belong to District 10, with a population of 8,959 inhabitants (4,250 men and 4,709 women), who are direct beneficiaries of this action.

#### **6. CONSIDERATION OF THE HORIZONTAL CRITERIA OF EQUAL OPPORTUNITIES AND NON-DISCRIMINATION, SOCIAL RESPONSIBILITY AND ENVIRONMENTAL SUSTAINABILITY.**

The action complies with the principle of **equal opportunities and non-discrimination** through different channels. Firstly, through the incorporation of the gender perspective in the design of each intervention to improve public space and pedestrian mobility.

Secondly, the contract specifications included special conditions of execution referring to the equal treatment



and opportunities that the contractor had to guarantee. These conditions included compliance with current legislation and municipal instructions on equal treatment. These contracts also included a responsible declaration in which the bidders had to indicate that they were up to date with the obligations established in the current legislation on effective equality between women and men. This means that the company is obliged to draw up and implement an equality plan if it employs more than 250 workers.

On the other hand, the operation complies with the principle of **environmental sustainability** in the design and execution of its actions. The renovation of the streets has been aimed at improving the quality of the public space, favouring pedestrian traffic to the detriment of private vehicles. New public lighting elements with LED technology and light flow regulation systems have been installed, which has increased the energy efficiency of this lighting.

Likewise, all the design and construction elements used in the different redevelopment actions have complied with the current regulations on **accessibility** through elements such as the uniformity of the pavement, removal of kerbs, separation of pedestrian and road traffic, installation of new street furniture and specific signage. In this regard, the most noteworthy action is the pedestrian access from the O Birloque neighbourhood to the Pocomaco industrial estate, which was a black spot in the city.

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

The action establishes synergies with other public interventions as it has reinforced the performance of other funds and helped to enhance their positive aspects.

Firstly, it is directly related to the [Sustainable Urban Mobility Plan](#) (PMUS) of A Coruña, approved in plenary session on 21 October 2014. The SUMP is a planning and awareness-raising tool for citizens, administrations and agents involved in mobility, which gradually develops a set of actions, with short, medium and long-term objectives, that promote more sustainable forms of travel (walking, cycling, urban bus, etc.). The plan is necessary to change the current model based on fuel consumption, noise and pollution caused by private vehicles towards a more sustainable one, creating synergies with the actions developed in this Best Practice.

Secondly, it is linked to the [Municipal Development Plan](#) (PGOM), of 2013. It is an instrument for the management of the city and the configuration of its "urban forms". The coherence between urban development actions achieves better results when they are produced in an integrated manner, which is why the Plan has an irreplaceable role. The [Special Plan for Protection and Internal Reform of the Old City and Fish Market](#) (PEPRI) which was approved in January 2015, is the result of its revision and adaptation. It is known for its triple aspect, as it functions as a protection plan, urban development plan and rehabilitation plan, applying to the urban area of the Ciudad Vieja-Las Atochas-Pescadería.

On the other hand, this action is related to the urban regeneration actions linked to the revitalisation of neighbourhoods and local businesses that are part of the Local Commerce Revitalisation Plan, whose actions are disseminated through the [Markets section on the municipal website](#).

At an environmental level, this action establishes synergies with the [A Coruña Climate Change Strategy](#), whose objective is to reduce greenhouse gases produced in the municipality by urban activity and mitigate the effects of climate change, thus guaranteeing the well-being of citizens. It is also aligned with the [A Coruña Green Infrastructure Strategy](#) based on a potential network of multifunctional spaces of high environmental quality, connected to each other and accessible from all neighbourhoods.

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