

*Una manera de hacer Europa*



# BUENAS PRÁCTICAS

## Actuaciones Cofinanciadas

El presente documento recoge las buenas prácticas de actuación cofinanciadas por el Fondo Europeo de Desarrollo Regional y el Fondo de Iniciativa de Empleo Juvenil en el marco del Programa Operativo Plurirregional de España.

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**Programa Operativo  
Plurirregional de España**

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## **GOOD PRACTICE: REMODELING OF THE FORMER SQUARE “PLAZA DE ESPAÑA” TO TURN IT INTO A PEDESTRIAN AREA TOMELLOSO CITY COUNCIL**

The project promoted by the City Council of Tomelloso and funded by the European Regional Development Fund (ERDF) aimed to renovate the town square “Plaza de España”, the city's central nucleus. The objective was to turn it into a pedestrian square favouring the encounter of people and the arrangement of socio-cultural activities in the city.

The rehabilitation of "Plaza de España" square was planned to beautify the historic city centre and has mainly sought to create a meeting place for citizens of all ages and enhance the value of the main buildings of the town, which are located around the Plaza. And also, to also increase the number of visits to the city.

Specifically, it was achieved by removing the existing roundabout and fountain and rebuilding the square with new furniture, lighting, and a dry fountain. In addition, the rebuilding works included a children's play area and trees.

El coste total de la actuación ha sido de 1.150.895 euros, de los cuales **690.000 euros han sido cofinanciados por la Unión Europea gracias al Fondo Europeo de Desarrollo Regional (FEDER).**

El impacto que ha tenido la actuación ha sido la ampliación de espacio peatonal para la ciudadanía en 9.000 metros cuadrados.

The total cost of the action has been 1,150,895 euros, of which 690,000 euros have been co-financed by the European Union thanks to the European Regional Development Fund (ERDF).

The action's impact has been enlarging the pedestrian area by 9,000 square meters.

**BEFORE**



**AFTER**



**1. The role of the ERDF has been conveniently disseminated among the beneficiaries, potential beneficiaries, and the public in general.**

The items to communicate the project have been the following:

**A temporary work sign and a permanent plaque:**



The project has its own web section. Description of the project in the EDUSI web section: ([link](#)) and a press release:



**A short video on social media – report on the transformation of the Plaza: ([link](#))**

On both YouTube and Facebook profiles of the City Council:



A report on the regional radio station (October 9th, 2021) ([link](#))



An exhibition on the transformation of the "Plaza de España" square and the contribution of the ERDF Fund. Active from 10/08 to 10/31, 2021.



Press releases about this action:



## **2. The action incorporates innovative elements**

The action of remodelling Plaza de España in Tomelloso incorporated innovative elements. Especially the materials used when paving the square and the dry fountain system that has been created on one side of it, following a reinforced system that allows the operation of the fountain when it is functioning, even allowing vehicles to pass over it in case of emergencies.

The existing lighting has also been renewed. New points of light have been added to improve the illumination of Plaza de España at night. This has been done with new LED technology, non-existent before this intervention, which is more efficient, with less consumption and polluting.

In addition, the choice of furniture was based on durability and accessibility and following an innovative and comfortable design.

Finally, a children's play area has been created, making room for leisure and enjoyment for all ages, an option that did not exist before this intervention.

## **3. Adaptation of the results obtained to the established objectives:**

The main objectives of this project were to rehabilitate a public space, create a more significant extension of pedestrian areas, and with a solid commitment to improve accessibility in the urban centre.

The rehabilitation of Plaza de España has contributed to these objectives by improving the aesthetics of the urban centre, favouring movement on foot and meetings between citizens since the city now has a new meeting point. In addition, the accessibility of the urban centre is improved, reducing obstacles for pedestrians, and promoting the use of this square by the entire population of Tomelloso and its visitors.

## **4. Contribution to the resolution of a problem or weakness identified in the territorial scope of execution:**

From the public administration of Tomelloso, and as showed by the strategies that were designed, a fundamental problem for the city was contemplated, such as the fact that the centre was losing prominence with respect to other spaces that existed in the city being developed more dynamically.

For this reason, this project addressed this weakness directly. Firstly, by reactivating the urban centre, creating a new encounter place at the city's heart, with more than 9,000 square meters of a pedestrian area. In addition, this intervention brings a commercial reactivation of the urban core, especially of the downtown area since a new pedestrian and a meeting space entails a call effect of new openings of shops and restaurant areas.

Finally, the perception of the area and the city centre is improved. The centre is again attractive for citizens and visitors, who can enjoy walks, rest areas, children's play areas and the new shops that are opening thanks to the site's rehabilitation.

## **5. High degree of coverage of the target population:**

Plaza de España is the central meeting point for the citizens of Tomelloso and acts as the primary communication channel for the movement of citizens. For this reason, the remodelling has had a direct impact on the 36,168 population of the city.

Furthermore, it is also a meeting point for the people who visit Tomelloso since the Plaza de España square is surrounded by the most important tourist assets of the city.

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

The action contributes mainly to improving people's lives in the urban centre because the city's central section is restructured, eliminating wheeled traffic, and improving environmental quality and thus the health of citizens. And it improves not only the environmental quality but also reduces noise and GHG emissions, generating less pollution into the atmosphere.

On the other hand, the remodelling of Plaza de España contributes to respecting the horizontal principles since particular importance has been given to improving the accessibility of the public space, with the elimination of obstacles and the installation of furniture and signage adapted to people with disability.

Lastly, the lighting in the Plaza de España has been improved; this has entailed an increase in security among people, fundamentally for women.

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

The synergies of this action with further public interventions are clear. In the first place, the rehabilitation of the square can be related to a broader rehabilitation strategy of the urban centre, with the rehabilitation of the market hall, which will connect with the Plaza de España square.

Other synergies worth mentioning include the renovation and rehabilitation of streets in the city centre that has been carried out in recent years, as they are aesthetically identical to Plaza de España, thus bringing some coherence to the city centre.

Other actions that aim to revitalize the centre also stand out, such as the provision of awnings in the streets near the Plaza de España, which transforms the centre into a much more pleasant place in summer, with what it implies for the local commerce and tourism.

In addition, this project is in line with the European directives, and sustainable mobility factors have been taken into account and already included in the city's mobility strategy.

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