

RECOVERY OF MALAGA'S HISTORIC CENTRE

STRATEGIES AND MECHANISMS

The city of Malaga grew significantly between 1960 and 1980, doubling its population and increasing even more in summer due to tourism. This sector had two faces for the city. On the one hand, it was a great source of income and growth, which attracted a population originally engaged in agricultural work. On the other hand, this population settled in the marginal areas of consolidated neighborhoods and on the outskirts of the city, which grew in a chaotic and disorderly way, with great environmental problems, lacking urban infrastructure and without the support of local authorities.

Therefore, the Mediterranean seaside city lost its appeal and needed urgent action. At the same time, urban sprawl caused the marginalization of the historic city center. This abandonment process caused not only the loss of population and the physical deterioration of the urban space, but also the loss of its functional and symbolic capacities as a central area of the city.

28 years recovering the Historic Centre of Malaga

From 1990 Malaga decided to stop the degradation of the historic center and promote its regeneration based on three strategies:

The Malaga Strategic Plan, which establishes the metropolitan strategy and defines different lines, each with a flagship project: port and integrated coastal façade, the city as a cultural space, tourism, mobility, and solidarity/cultural diversity.

The Urban Plan for Historic Center (PEPRI) and catalogue of protected buildings, provides specific urban regulation for the historical center that aims at the recovery and conservation of the urban structure and its building typology.

The Malaga Urban Agenda, defines the objectives, actions and indicators in urban issues, mobility, environment, social conditions, economic development and governance of the city.

With the Urban Community Initiative and other programs co-financed by the European Regional Development Fund (ERDF), since 1994 the city had the economic opportunity to carry out the actions in the Urban Agenda, regulated by PEPRI and aligned with Malaga's Strategic Plan.

1

**1990 -
1999**

In the first period, between 1990 and 1999, URBAN carried out integrated actions in small urban areas, including actions in public space, renovation of infrastructure, attention to the environment, promotion of economic activity and employment and social integration of disadvantaged groups.



2

**2000 -
2023**

From the year 2000, the Historic Center consolidated its regeneration, and its fundamental actions have a scale and importance at the city level. The recovery of the main street Larios and the square la Constitución, or the historic park of the city can be examples of these actions. Flagship projects of the Strategic Plan began to become reality, such as the Picasso Museum or the opening of the port to the city.



3

Present

The city is currently working on the recovery of historic peripheral neighborhoods with the aim of extending the revitalization beyond the center and incorporating new aspects such as decarbonization, energy efficiency, digitalization, social inclusion and the fight against poverty, implementing new models of citizen participation.



The Urban Community Initiative



The Historic Center of Malaga suffered neglect due to the exclusive promotion of sun and beach tourism on the coast, which turned it into an aging neighborhood with social exclusion problems and abandoned buildings. To address this, urban and commercial development programs were carried out to make it more attractive to residents and visitors. The City Council of Malaga has combined urban recovery with commercial development and social interventions to improve the attractiveness of the historic center and turn it into a reference place for leisure and coexistence.

The commerce in the Historic Centre presented in many cases certain abandonment and obsolescence, which led to the need to encourage the modernization of these commercial spaces with economic aid. Training and entrepreneurship programs were implemented to open new businesses. In this way, the rehabilitation of the Centre involved several economic agents working together through public-private cooperation.

Recovery strategies

- 1** Renovation of public spaces through re-qualification of squares and streets.
- 2** Aid plan for rehabilitation of historic buildings.
- 3** Business training and entrepreneurship programmes
- 4** Cultural Institutions as an economic engine of urban regeneration.
- 5** Incorporate the port as a city asset.
- 6** Integration of new technologies in urban development.



Keys for Success:

