

## CATEGORY 3

HOUSING, ACCESS TO LAND AND URBAN RENEWAL

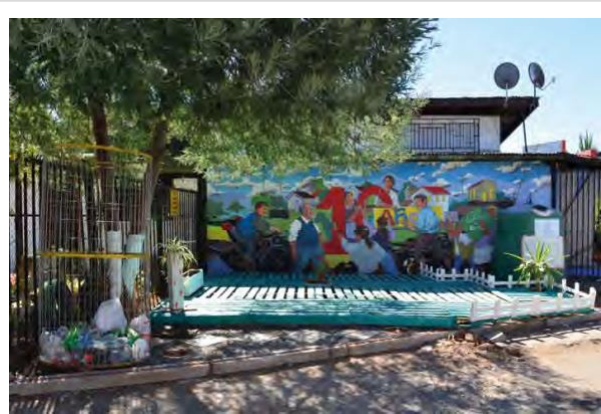
# NEIGHBORHOOD IN COLORS, BRILLA EL SOL

## ORGANIZATION

MINISTRY OF HOUSING AND  
URBAN DEVELOPMENT, I  
WANT/LOVE MY  
NEIGHBORHOOD PROGRAM



CHILE



SCOPE: MUNICIPAL, CITY OF TALCA AND REGION OF MAULE

## CONTEXT

### PROBLEM

THE CITY OF TALCA IS LOCATED IN THE SOUTH OF CHILE, 256 KILOMETERS FROM SANTIAGO. THE NEIGHBORHOOD BRILLA EL SOL WAS CREATED IN 1965, AS AN IRREGULAR AND EMERGENCY SETTLEMENT, INITIALLY WITH 420 HOMES. BEFORE THE ARRIVAL OF THE "I WANT/LOVE MY NEIGHBORHOOD" PROGRAM, IT WAS A VULNERABLE NEIGHBORHOOD WITH URBAN DEPRIVATIONS AND SUFFERING FROM SOCIAL AND COMMUNAL STIGMATIZATION.

### PROJECT

DEVELOP A NEIGHBORHOOD RECOVERY MASTER PLAN, THROUGH A PARTICIPATORY PROCESS BETWEEN THE "I WANT/LOVE MY NEIGHBORHOOD" PROGRAM, THE MUNICIPALITY AND THE BENEFICIARY COMMUNITY, AIMING TO TURN BRILLA EL SOL INTO A NEIGHBORHOOD OF CULTURAL INTEREST FOR TALCA AND THE MAULE REGION. OPEN-AIR MUSEUM "NEIGHBORHOOD IN COLORS" MADE UP OF 42 MURALS IS IMPLEMENTED. IN ADDITION, 5 SQUARES, PEDESTRIAN CIRCUITS, INFORMATION CENTER, AND REPLACEMENT OF PUBLIC LIGHTING ARE BEING BUILT. STREETS ARE PAVED, IMPROVED AND NEW HOMES ARE BUILT AND OTHER WORKS.

## RESULTS

### REACHED

- » 42 MURALS AND COMMUNICATION STRATEGY FOR IT PROMOTION, FROM 2014 UP TO DATE;
- » CONSTRUCTION OF SOCIAL INFRASTRUCTURE, SPORTS EQUIPMENT AND PUBLIC SPACES FROM 2014 TO DATE;
- » ESTABLISHMENT OF A CULTURAL CORPORATION THAT CARRIES OUT THE CULTURAL PLAN, SUPPORTED BY A MULTI-SECTORIAL COUNCIL;
- » COORDINATION OF TOURIST BUS OPERATED BY THE MUNICIPALITY OF TALCA, AND INITIATIVES TO SUPPORT LOCAL ECONOMIC DEVELOPMENT;
- » HOUSING IMPROVEMENT AND SUBSIDIZATION OF NEW HOUSES WITH OTHER FAMILIES FROM 2014 TO DATE.

### EXPECTED

- » PROVIDE SUSTAINABILITY TO THE DEVELOPED IMPROVEMENT;
- » CONTINUE STRENGTHENING THE NEIGHBORHOOD ORGANIZATION TO APPLY FOR NEW SUBSIDIES FOR IMPROVEMENT AND CONSTRUCTION OF NEW HOUSES;
- » PROMOTE THE TOURIST AND ECONOMIC DEVELOPMENT OF THE NEIGHBORHOOD;
- » PAVING OF NEW STREETS AND PASSAGEWAYS DURING 2018.

