

Una manera de hacer Europa



BUENAS PRÁCTICAS

Actuaciones Cofinanciadas

URBAN REGENERATION OF TRAFALGAR STREET
AND VILLALBA DE LUGO AVENUE. PHASE 1
Quart de Poblet city council

**Programa Operativo
Plurirregional de España**

Año 2019

Fondo Europeo de Desarrollo Regional

Good practice: URBAN REGENERATION OF TRAFALGAR STREET AND VILLALBA DE LUGO AVENUE. PHASE 1

This good practice consists of renovating and enhancing several streets within the area defined by Trafalgar Street and Villalba de Lugo Avenue to create an improved urban space, employing fresh urban development designs for residents' use and enjoyment while gaining pedestrian space.

This is a consolidated neighbourhood with a high population density. Building construction, from the 1950s, 1960s and 1970s, is of poor quality, with access problems, little energy efficiency and lacking in infrastructures. It is an urban environment typical of the *ensanche* (urban extension), the result of migratory processes mid last century. Its public spaces are of low visual and landscape quality, with few green spaces, narrow footpaths, no relaxation areas and little street lighting.

Through this redevelopment more pedestrian space has been provided in proportion to vehicles, decongesting Trafalgar St. and Villalba de Lugo Ave., which form one of the town's main thoroughfares. This thoroughfare absorbs traffic flow from the adjacent neighbourhood of Manises, within which Valencia Airport is located, and the intervention has redirected vehicle traffic around this urban centre.

Improving the urban design to favour pedestrian traffic has boosted one of the town's most commercial areas. It has gone from being a 'two-way highway' for vehicles to a more pedestrian-friendly, one-way street, with far broader footpaths, landscaped areas, relaxation areas and meeting places for residents.

The intervention has an eligible budget of €787,171, while European Regional Development Fund (ERDF) aid is €393,586. The operation will directly impact the neighbourhood's population of 10,984 residents and more generally over 24,500 municipal residents.



VIEW OF THE COMPLETED INTERVENTION



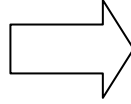
AERIAL VIEW OF THE SITE (Riu Turia neighbourhood)

The criteria for identifying this intervention as a good practice are the following:

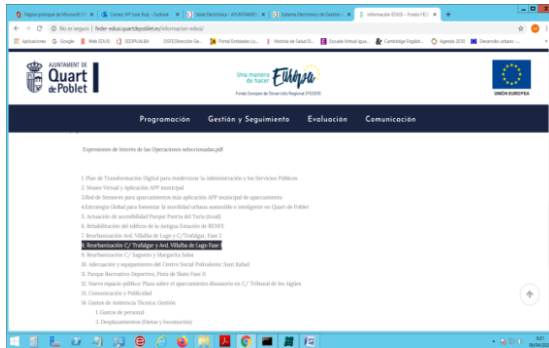
1. THE ERDF'S ROLE IN THE INTERVENTION WAS APPROPRIATELY CIRCULATED AMONGST POTENTIAL BENEFICIARIES AND THE GENERAL PUBLIC.

The ERDF's role in the intervention was publicised widely, from the planning phase (prior to writing the project), during execution (works phase) through to inauguration and opening the space to residents.

In regards to regulatory communications, throughout the works phase an informatory notice of works was erected on site and once works were completed a permanent plaque was installed, as well as a specific section on the member state's unique municipal web portal, notifying visitors of the ERDF's co-financing.



SIGN DISPLAYED DURING WORKS



UNIQUE WEB PORTAL

PERMANENT PLAQUE

Regarding the complementary communications, a Residents' Commission was formed to contribute to the project and in all informatory meetings the Councillor for Urban Planning along with technical staff informed attendees of the ERDF's co-financing of the project. This consisted of ongoing communication with residents in the area and further afield, detailing specific aspects of the works and ERDF interventions planned for the neighbourhood.



RESIDENTS' COMMISSION MEETING. Roll-up posters in the background bearing the EU-ERDF logo.

This intervention has transformed and enhanced the public space in part of a neighbourhood (Riu Turia neighbourhood). To inform residents of this, the mayoress held an information day for residents. Furthermore, a letterbox drop was carried out, delivering an informative leaflet on the operation and the ERDF's role as co-financier.



MAYORESS'S INFORMATION DAY

Fondo Europeo de Desarrollo Regional (FEDER)

CONVOCATORIA DE REUNIÓN INFORMATIVA A LOS VECINOS Y LAS VECINAS SOBRE LA REMODELACIÓN DE LA AVENIDA VILLALBA DE LUGO

 Estimado presidente/ Estimada presidenta:

 Me dirijo a usted para informarle de que la semana próxima iniciaremos los trabajos del proyecto de mejora de la accesibilidad y de parte de las infraestructuras en la avenida Villalba de Lugo, tras haber concluido la remodelación de la calle Trafalgar.

 Con el objetivo de informarle exhaustivamente de los trabajos y establecer una primera toma de contacto, le convocamos a una **reunión informativa** sobre el proyecto el **lunes 19 de febrero, a las 19 horas**, en el **Salón de Actos del Ayuntamiento**, en la que esperamos contar con su asistencia. Estamos a su disposición para todo aquello que nos quiera plantear.

 Solicitando disculpas de antemano por las molestias que pueda sufrir, y que minimizaremos todo lo posible, reciba un afectuoso saludo.

CONVOCATORIA DE REUNIÓN INFORMATIVA A LOS VEÏNS I LES VEÏNES SOBRE LA REMODELACIÓ DE L'AVINGUDA VILLALBA DE LUGO

 Benvolgut president/ Benvolguda presidenta:

 En dirigit a vostè per a informar-li que la setmana pròxima iniciarem els treballs del projecte de millora de l'accessibilitat i de part de les infraestructures en l'avinguda Villalba de Lugo, després d'haver conclòt la remodelació del carrer Trafalgar.

 Amb l'objectiu d'informar-li exhaustivament dels treballs i establir una primera presa de contacte, li convocarem a una **reunió informativa** sobre el projecte el **dilluns 19 de febrer, a les 19 hores**, en el **Saló d'Actes de l'Ajuntament**, en la qual esperem comptar amb la seva assistència. Estem a la seva disposició per a tot allò que ens vulga plantejar.

 Sol·licitant disculpes per endavant per les molèsties que pugui patir, i que minimitzarem tot el possible, rebem una afectuosa salutació.

 Juan Medina Cobo

 1er teniente de alcalde/1r tinent d'alcalde

 Concejal de Planificación Urbanística i Sostenibilitat/Regidor de Planificació Urbanística i Sostenibilitat

MEETING INVITATION

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 FEDER. Fondo Europeo de Desarrollo Regional

 Ayuntamiento de Quart de Poblet

 Antes cualquier necesidad que os surja podéis dirigirnos directamente a la Oficina de Atención Ciudadana (en el vestíbulo del Ayuntamiento) telefónicamente (961505210), por correo electrónico info@quartdepoblet.org o de forma presencial. También estamos a vuestra disposición en la página de Facebook Ayuntamiento de Quart de Poblet y en Twitter @quartdepoblet.

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 FEDER. Fondo Europeo de Desarrollo Regional

MEJORA DE LA ACCESIBILIDAD Y DE PARTE DE LAS INFRAESTRUCTURAS EN LA AV. VILLALBA DE LUGO Y CALLE TRAFALGAR (FASE 1)

Objetivo: Contribuir a la conservación del medio ambiente y el patrimonio cultural

Presupuesto Adjudicación: 750.250 €

Aportación fondos FEDER: 378.125 €

 Este proyecto está cofinanciado por el Fondo Europeo de Desarrollo Regional mediante el programa operativo FEDER de crecimiento sostenible (POCS) 2014-2020 para la Estrategia de Desarrollo Urbano Sostenible Integrado (EDUSI).

INFORMATIVE LEAFLET ON THE INTERVENTION AND LETTER TO RESIDENTS (LETTERBOX DROP). EU-ERDF logo.

Regarding the notices published in the printed press, we can highlight some both in the local and autonomous region press, as well as social networks (Facebook and Twitter). All of them publicise the operation, co-financing and the ERDF's role in it. Three images are attached as an example:

EL PERIÓDICO DE AQUÍ

mesura i masset

Diputació restaurarà el claustre del Convent de Carmelites

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MEJORA DE LA ACCESIBILIDAD Y DE PARTE DE LAS INFRAESTRUCTURAS EN LA AV. VILLALBA DE LUGO Y CALLE TRAFALGAR (FASE 1)

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Notícies de Quart de Poblet

Quart reobre la calle Trafalgar y prepara la obra de V. Lugo

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 V. S. i. Quart | 75 12.2017 | 22.99

 El Ayuntamiento de Quart de Poblet ha concluido ya las obras de remodelación integral de la calle Trafalgar, una de las principales arterias del municipio, realizadas siguiendo criterios de accesibilidad, sostenibilidad y participación, a través de la creación de una comisión ciudadana que ha realizado el seguimiento de los trabajos obra.

 Esta actuación se complementa con la reurbanización de la calle Villalba de Lugo, que se iniciará en un par de meses. Se trata de una obra que tiene una inversión de en torno a un millón y medio de euros y que integra en la Estrategia de Desarrollo Urbano Sostenible Integrado (EDUSI), financiada al 50% por el Fondo Europeo de Desarrollo Regional (FEDER).

 «Cuando diseñamos nuestra Edusi consultamos a los vecinos y las vecinas, y la remodelación del eje viario Trafalgar-Villalba de Lugo encaja con el modelo de municipio que nos trasladaron que quieren.

AJUNTAMENT de Quart de Poblet

Quart reobre la calle Trafalgar y prepara la obra de V. Lugo

 El proyecto de mejora de la accesibilidad y de parte de las infraestructuras en la avenida Villalba de Lugo supone la segunda fase de la remodelación integral del eje viario Trafalgar-Villalba de Lugo, cofinanciado por el Fondo Europeo de Desarrollo Regional (FEDER), mediante el Programa Operativo Plurianacional de España (POPE) 2014-2020 para la Estrategia de Desarrollo Urbano Sostenible Integrado (EDUSI). En este caso, la aportación del FEDER es de 378.125 euros y la del Ayuntamiento, 378.125 euros. La inversión global en el proyecto es de cerca de un millón y medio de euros.

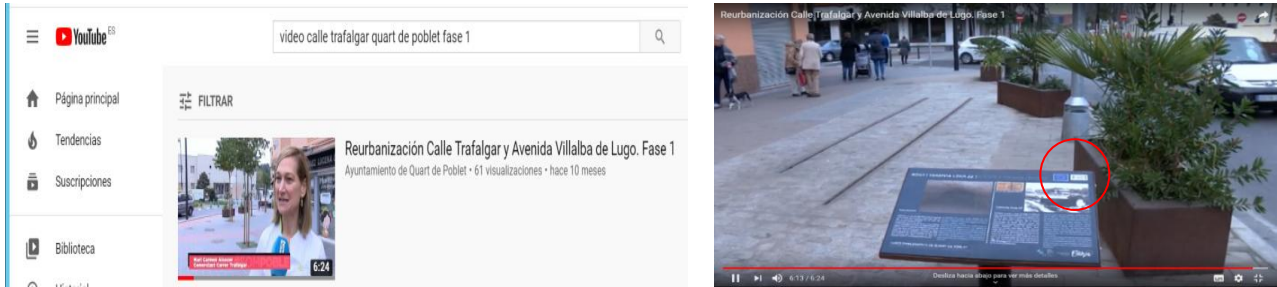
 Esta actuación es una de las buenas prácticas dentro del proyecto FEDER-EDUSI de Quart de Poblet, en la que se incluye especialmente en la participación ciudadana.

Since it is an operation involving a large-scale transformation and enhancement of a strategic thoroughfare in the Riu Turia neighbourhood, its impact is high, due to the high number of residents who benefit. Accordingly, it was decided to produce a video to reflect this change of environment visually. Residents

were also asked to participate by offering interviews and personal opinions. During filming explanatory leaflets were distributed, highlighting the ERDF's funding.

This video has been distributed on social networks: Facebook and Youtube:

Link: <https://www.youtube.com/watch?v=Z4r64byf4Nk>



2. THE INTERVENTION INCORPORATES INNOVATIVE ELEMENTS.

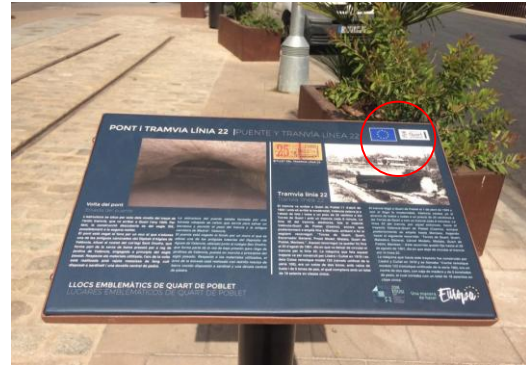
Some elements to highlight in this intervention are: encouraging resident participation in its design, planning and execution; fomenting the creation of a *Residents' Commission to Oversee Works*, formed of residents, business owners, municipal services and local agents; and enhancing infrastructure installed during works execution, as a result of residents' collaboration.

Firstly an informative meeting was called with the area's residents in November 2016 (individual letterbox drop), in which the mayoress, Carmen Martínez Ramírez, participated as the City Council's highest authority, along with the team of municipal technicians. Residents were informed of the basic criteria the project must contain. Significant input was received, which was included when the works project was written up.

The main aim was to provide information and gather the input of residents affected by the intervention, with the objective of transferring such input into the working plan so as to ensure the works were compatible with residents' and business owners' daily lives. (This is one of the town's main commercial thoroughfares.) Open to residents, municipal collectives likewise attended these meetings: we can highlight contributions from the association Quart sin Barreras (Qusiba), given the development's inclusive, comprehensive nature. All meetings displayed a descriptive roll-up poster of the development stating the ERDF's role.



RESIDENTS' COMMISSION MEETING.



*Infrastructure installed during the works execution and enhancement, displaying the EU and ERDF co-financing logos.
BRIDGE AND TRACKS OF THE FORMER QUART-VALENCIA TRAM LINE (No 22)*

3. MATCHING RESULTS OBTAINED TO THE ESTABLISHED OBJECTIVES

The intervention undertaken achieved the planned objectives, such as attaining a public space for residents' enjoyment of the highest environmental quality, one that was the most inhabitable, accessible and inclusive, efficient and sustainable, while increasing refurbished urban land area by 0.82 hectares. Ultimately it aimed to recover underused public land area and make it available to residents.

All of this was achieved by expanding the footpaths, which encouraged adequate pedestrian mobility, removing architectural barriers and designing safer pedestrian crossings. Reduction of the roadway to a two-lane, one-way street has managed to reduce traffic by 40% and with it CO₂ emissions. Using recycled and recyclable materials, along with new LED street lighting has achieved a more sustainable, efficient public space.



'WALK WITH RESIDENTS' OPENING CEREMONY



STREET LANDSCAPING AND FOOTPATH WIDENING

Lastly, to contribute to raising the area's environmental quality, significant landscape regeneration was undertaken, creating new green areas, as well as a children's playground with games included. An area of bio-health fitness equipment was installed opposite the Health Centre entrance, regularly used by the elderly. The Plaza de la Constitución (Constitution Square) has also been refurbished, making it more open and creating spaces for interaction.



NEW PUBLIC RECREATION SPACE AND CHILDREN'S PLAY AREA

Thanks to the development undertaken, the area's business environment has benefited from increased pedestrian traffic, since the urban space has become much pleasanter and accessible for walking.

4. CONTRIBUTION TO RESOLVING A PROBLEM OR WEAKNESS DETECTED IN THE TERRITORIAL SCOPE OF WORKS.

The redevelopment undertaken in the area defined by Trafalgar St. and Villalba de Lugo Ave. has contributed to resolving several problems detected in this neighbourhood. This is a territorial area that was lacking in terms of construction and accessibility, with narrow footpaths, low-quality public spaces, poor street lighting and a lack of green spaces that contributed to the neighbourhood's social degradation.

All the redevelopment interventions undertaken have resolved all of these deficiencies detected in the neighbourhood and improved residents' quality of life.

5. DEGREE OF COVERAGE OF THE POPULATION TOWARDS WHOM IT IS DIRECTED.

The interventions undertaken are confined to Quart de Poblet's Riu Turia neighbourhood, which has a high population density (10,984 inhabitants, in an area of barely 0.434 km²).

The degree of coverage is high, covering 100% of the neighbourhood population. The operation has a highly beneficial impact on the most directly affected population, approximately 10,984 people, but also on the town's other inhabitants (approximately 24,500 inhabitants), since it has a calming effect on traffic through the Old Town's main thoroughfare, with the resulting benefits of reducing noise pollution, increasing safety and prioritising pedestrian traffic.

6. CONSIDERING THE HORIZONTAL CRITERIA OF EQUAL OPPORTUNITIES AND NON-DISCRIMINATION, ALONG WITH SOCIAL RESPONSIBILITY AND ENVIRONMENTAL SUSTAINABILITY.

The redevelopment design took into account the perspective of gender when organising spaces that cater to roles traditionally assigned to women, though nowadays also undertaken by men, as well as ensuring safety with improved street lighting. Accordingly, we can highlight the creation of a children's playground in the commercial area to promote a balance in undertaking domestic tasks with childcare and personal interrelations. The widest footpath is on the side of the street where there is a large supermarket, making access much easier for people using shopping trolleys, who are mainly women. The elimination of barriers in general encourages pedestrian traffic in circumstances of reduced mobility, such as pushing a baby carriage.

Quart de Poblet has distinguished itself in its commitment to accessibility, which led to the town being awarded the inaugural Reina Sofia Universal Accessibility in Towns Prize in 2005. This value is likewise reflected in this intervention. This totally accessible space was not merely designed so as to remove architectural barriers, with pedestrian crossings adapted for the visually impaired with even road surfaces, and inclusive swings installed in the playground. Moreover, participation was encouraged from the collective of people with functional diversity, represented in the Residents' Commission that monitored the works.

From planning the intervention and in execution of the works, special respect and commitment have been held for the environment, making efficient use of energy and drainage, using sustainable materials that do not harm the environment, thereby reducing the environmental impact.

7. SYNERGIES WITH OTHER POLICIES OR INSTRUMENTS FOR PUBLIC INTERVENTION.

This intervention offers synergies with the *Sustainability Action Plan*, compiling the goals, strategic lines, programmes and actions which are being or will be developed in future to improve the environmental reality and quality of life in the town of Quart de Poblet in line with the *Agenda 21 Local*, which has the goal of resolving environmental problems, guidelines that have been taken into account in this urban redevelopment (noise and environmental pollutions, urban waste, the need for green zones, energy savings).



We can highlight the synergies of this intervention with the *Accessibility Plan* which, taking into account the new design criteria, has the goal of achieving a “Quart sin Barreras” (Quart Without Barriers) comprehensive accessibility.

Likewise, we can point to the synergies of the intervention with the *III Plan for Equal Opportunities Between Men and Women 2017–2021*, which from the urban planning viewpoint has the goal of incorporating the gender perspective and participation of women in the design of public spaces.

III PLAN MUNICIPAL DE IGUALDAD DE OPORTUNIDADES ENTRE MUJERES Y HOMBRES 2017 - 2021

Documento impulsado por:
Concejalía de Igualdad y Políticas Inclusivas.
Ayuntamiento de Quart de Poblet.

Elaborado por:
Equipo técnico Casa de la Dona

Financiado por:
M.I. Ayuntamiento de Quart de Poblet

7. EJES DE INTERVENCIÓN, ÁREAS, OBJETIVOS Y MEDIDAS

EJE I. TRANSVERSALIDAD EN LAS POLÍTICAS PÚBLICAS MUNICIPALES

- ÁREA 1: GÉNERO EN EL MODELO DE GESTIÓN MUNICIPAL
- ÁREA 2: FORMACIÓN EN CLAVE DE GÉNERO
- ÁREA 3: SENSIBILIZACIÓN EN IGUALDAD
- ÁREA 4: INTERSECCIONALIDAD
- ÁREA 5: LIDERAZGO Y PARTICIPACIÓN PÚBLICA
- ÁREA 6: SALUD Y GÉNERO
- ÁREA 7: EMPLEO DE CALIDAD, EMPODERAMIENTO E IGUALDAD
- ÁREA 8: PLANIFICACIÓN URBANÍSTICA CON VISIÓN DE GÉNERO

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