

*Una manera de hacer Europa*



# BUENAS PRÁCTICAS

## Actuaciones Cofinanciadas

Renovation of Camí la Plana in Castelló as to promote its importance for the cultural and natural heritage of the city.

Castelló City Council

**Programa Operativo  
Plurirregional de España**

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**Fondo Europeo de Desarrollo Regional**



## RENOVATION OF CAMÍ LA PLANA IN CASTELLÓ AS TO PROMOTE ITS IMPORTANCE FOR THE CULTURAL AND NATURAL HERITAGE OF THE CITY



*Camí la Plana in Castelló after its renovation.*

We present as a good practice the renovation and promotion of Camí La Plana in Castelló. This project has transformed this linking road between the city and its maritime district, El Grau, into a green passage for a healthy outdoor recreational activities and has made it a safe and direct route to the beach for both vehicles, pedestrians and cyclists.

As an historic road, the Camí la Plana has a unique cultural value. It is located strategically, as it crosses the eastern area from the city to the coast, guaranteeing the interrelation between the urban area and the existing environmental and landscape heritage of the natural area of the Marshland, surrounding the entire road.

The project extends over a total 3.8 kilometres, from the roundabout on the eastern ring road to the one that connects with the Serradal road, and covers a total surface area of 42,350 m<sup>2</sup>.

As a result of the renovation of Camí La Plana, the road's pavement has been upgraded, as well as the traffic lanes, which are now limited to a maximum speed of 50 kilometres per hour. In addition, speed bumps and 20 marked pedestrian crossings for people with sight impairments have been installed for traffic management and safety on the road.

A 3.8 kilometre bicycle and pedestrian lane has been installed, along the emblematic La Plana irrigation canal forming the backbone of the route, which has been opened up in the last section and has been enhanced with a viewpoint at the eastern end of the road, in the Grau district. All the lighting has been improved with the installation of 160 double street lights with LED technology. In addition, there are benches where people can rest, trees to guarantee shade and adapted fountains.

**The eligible cost of this operation is 3.552.000 euros. With the co-funding of 1.776.000 euros by the ERDF (50%) and the contribution of the City Council of Castelló.**

A reduction of 110.37 tonnes of CO<sub>2</sub> equivalent per year is estimated for the environmental impact of the operation.

This action is considered good practice because:

**1. The role of ERDF/FEDER funds has been suitably available among potential beneficiaries and public in general.**

The statutory minimum obligations in the official documentation (DECA) such the plate and the inclusion in the Website ([www.edusitransformacs.castello.es](http://www.edusitransformacs.castello.es)) were fulfilled.



DECA of the operation and the plaque installed at one end of Camí la Plana.

Several press releases have been submitted from the City Council's press office, making a subsequent impact on both written and digital provincial and autonomous media. In addition, publicity campaigns were carried out via advertorials and promotional material in *El Mundo* and *El Mediterráneo* newspaper.



News and advertorials on the operation.

Moreover, a radio campaign has been contracted on the three national radio stations with the largest audiences in the province to mark the first anniversary of the remodelling of Camí La Plana in Castelló. Along the same lines, advertising campaigns have been contracted in the digital press and a spot about the project has been broadcast on local television.

To commemorate the first anniversary of its inauguration, an event was held in December 2020 in the renovated Camí La Plana with merchandise giveaways (1,000 reflective waistcoats for cyclists, vinyl coated with ERDF logos were distributed) and promotional banners for citizens to enjoy.



Promotional banner, informative event for the first anniversary of Camí La Plana and merchandise giveaway.

Reports regarding the project have also been spread through dedicated channels, such as the Website ('News' and 'Operations' tab), as well as through the ERDF's specific social media profiles in Castelló (Facebook, Instagram and Twitter).

A promotional video has been published both on the Website and on social media and platforms such as YouTube and Vimeo.

Link to the final video of the operation on YouTube: <https://www.youtube.com/watch?v=EzAizabUvjY>



CAMÍ LA PLANA DE CASTELLÓ: UN CORREDOR 'EN VERDE' PARA UNA CIUDAD MÁS AMABLE, INCLUSIVA Y SEGURA



Social media coverage of the operation, with a link to the promotional video.

The new Camí La Plana is included in the ‘*Transforma Castelló*’ comic book, which summarises all the ERDF investments in the city and which has reached more than 700 primary school students through an informative campaign carried out in schools in Castelló.



Promotional banner installed during the school information campaign on European funds through the comic 'Transforma Castelló' and page of the publication dedicated to the Camí La Plana project.

## 2. The action incorporates innovative elements

The operation incorporates innovative elements like the type of asphalt used in the paving of the entire road, which is more resistant and sound-absorbent to mitigate noise pollution. It is made up mostly of the so-called SMA (Stone Mastic Asphalt) mixes, which are made up of coarse aggregate (70-80%), sand, mineral dust (7-11%) and a higher proportion of bitumen (binder) compared to a conventional mix. This composition provides a very resistant mineral skeleton, with greater internal cohesion and durability: more than 30% compared to other conventional solutions, which results in less maintenance. They are waterproof mixtures as a whole but with sufficient surface texture to allow rainwater to drain away, making them a safer solution. This same surface texture and the high binder content are the basis of their sound-absorbing or noise-reducing characteristics, as the surface voids act as resonant cavities, reducing rolling noise by between 2 and 3 decibels compared to other types of mixes. On the other hand, this asphalt is safer in rainy weather: the sensation when driving is that it is not raining as the vehicles in front do not project the water, thus reducing 'aquaplaning' episodes.

## 3. Results adequacy according to the established objectives.

The objectives of the project include contributing to the protection, promotion and development of the cultural and natural heritage of the urban area of Castelló, such as the Marshland, which surrounds the aforementioned road. Also to create a network of green and functional connections that can be enjoyed by the citizens, promoting exercise and improving their quality of life, as well as bringing the historical and natural heritage of the city closer to them.

The main objectives of the project have been achieved. The operation has recovered this historic road, transforming its appearance completely. The Camí La Plana is now a renovated route, safe for pedestrians and cyclists, and open to healthy outdoor recreation. By promoting its use, residents can enjoy the cultivated landscape of La Plana, recognized for its high-quality and landscape, and can discover the Marshlands and the coastal scenery until they reach the beach.

On the other hand, the project has made it possible to recover and enhance the emblematic irrigation canal of La Plana, which is considered a crucial ecological corridor for the connection of habitats and species. It is part

of the historic hydraulic infrastructure of the municipality, and runs parallel to the new green corridor and forms the backbone of the path along its 3.8 kilometre length. With this action, the last of its sections has been left uncovered. Its potential has been enhanced with a viewpoint at the eastern end of the road, in the Grau district. Passers-by can look out over this part of the road from the cycle path to the irrigation canal, which is now secured with a handrail. No one could do so before the works without being forced to walk alongside cars on the hard shoulder.

*Promotion of the irrigation canal of La Plana, which runs parallel to the road.*

4.



#### **Contribution to the resolution of a problem or weakness identified in the territorial scope of implementation**

The integral remodelling of Camí La Plana resolves the problem of accessibility and lack of safety, as evidenced by its high traffic accident rates.

Before this action took place, there were no pavements and pedestrians could only move along the hard shoulders. There were no physical separation elements between the traffic lanes and accesses to the houses on both sides of the road, or between the irrigation canal and the hard shoulders.

As a result of the renovation, a bicycle lane and a pedestrian passage were created on the left bank, parallel to the irrigation canal, guaranteeing pedestrian safety, and the hard shoulder on the right side towards the sea was renewed, providing easier access to the residential properties. Physical separation elements have been installed between the areas reserved for road traffic and those reserved for pedestrians.

Although there are still two lanes of traffic, they have been narrowed in order to force vehicles to reduce their speed. Before the works, the speed limit was 60 kilometres per hour and overtaking was allowed on some stretches. Now the speed limit is reduced to 50 kilometres per hour and overtaking is prohibited.

A total of seven elevated pedestrian crossings with trapezoidal shape ensure safer crossing and reduce the speed of vehicles to 30 kilometres per hour. In addition, signposted routes for the visually impaired have been implemented.

Both sides of the irrigation canal equipped with handrails so that users can safely look over it.



*Before and after the renovation of Camí La Plana*

## 5. Level of coverage of the target audience

This project benefits all the citizens of Castelló, which has a total population of 172,589 inhabitants, apart from those who live in the Marshlands area. By providing direct and safe access from the city centre to the sea, it also benefits all those who travel from other towns to enjoy the local beaches of El Grau, El Serradal and Gurugú.

## 6. Consideration of horizontal criteria of equal opportunities and non-discrimination and accessibility

The action respects the principles of equality, non-discrimination and accessibility due to its general nature. It is aimed at all citizens, both from Castelló and from outside the city, and makes this renovated road open to healthy outdoor recreation available to everyone.

It complies with accessibility regulations, with pavements that cushion the slope of the ramps; eliminating architectural barriers; installing double-basin fountains that can be used by people in wheelchairs and including marked itineraries for blind or visually impaired people. In this regard, and in compliance with the regulations, before every pedestrian crossing, the interruption of the *in situ* concrete pavement with a brushed finish must be signposted. Thus, on Camí La Plana, a grated marking has been chosen just before the start of the ramp before the pedestrian crossing (so that the cane can detect it) and a round tactile design on the concrete is used to identify the finish of the pavement and the access to the road.

The project has been carried out with the gender perspective in mind, improving the lighting along the entire stretch, which now has 160 LED street lights with double arms (one for the road and the other for the cycle path), with a total of 320 lights.

In addition, inclusive and non-sexist language has been used for all information regarding the work and the inauguration of the renovated Camí La Plana.

As for environmental sustainability criteria, the new space encourages low-emission urban mobility by not including architectural barriers that hinder the passage of bicycles and scooters, as well as by using low-energy LED technology for its lighting system.

Planters and trees have been added to provide shade for pedestrians.



All in all, it is estimated that all the environmental actions implemented in this project will contribute to reducing CO2 emissions by 110.37 tonnes equivalent per year.

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

The operation fits in with Castelló City Council's accessibility strategy to achieve an inclusive and barrier-free city, which has earned it second prize in the Access City Award 2020. A competition that recognizes the commitment and effort of European cities that work to be more accessible, inclusive and friendly for all citizens. Castelló was placed second among the 47 cities that competed for the award.

Moreover, the improvement of street lighting with LED technology contributes to the plan to improve the energy efficiency of municipal outdoor lighting promoted by the City Council. The Consistory has developed two projects, also co-financed by the ERDF, to renovate all the city's street lights.

Finally, the recovery of the Camí de la Plana as a road associated with a green corridor is in line with the territorial strategy proposed in the new General Urban Development Plan. This document sets as its challenges the recovery and enhancement of the different spaces of environmental, cultural and visual interest in the municipality and their relationship through a network of ecological and functional connections that improve their condition and make it easier for the public to get to know them so that they can appreciate and enjoy them.

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