

Una manera de hacer Europa



BUENAS PRÁCTICAS

Actuaciones Cofinanciadas

Integral remodelling of La Panderola park in Castelló's maritime district, el Grau

Castelló City Council

**Programa Operativo
Plurirregional de España**

Año 2022

Fondo Europeo de Desarrollo Regional

INTEGRAL REMODELLING OF LA PANDEROLA PARK IN CASTELLÓ'S MARITIME DISTRICT, EL GRAU



La Panderola Park

We present the good practice on the integral remodelling of La Panderola park in El Grau, the Maritime District of Castelló.

The 11,300 m² plaza near the harbour has been transformed into a fully accessible, more functional and safer area. This project has improved the lighting, which incorporates a LED system, and has made it an open-plan public area.

The renovated La Panderola park extends its green area and creates an ideal meeting point for local residents and an excellent place for leisure and cultural activities. The new park multiplies its uses by providing open-air work and meeting points which had not existed before the renovation, a healthy area for sports as well as a completely enclosed space for canine recreation.

The park had been disused and abandoned due to the lack of security generated by the structure of the plaza, which was full of porticoes, walls and grandstands. This integral reform served as a revitalising and dynamising element for this neighbourhood from the second half of the 20th century, located in the Maritime District of the city.

The name of the new park was inspired by La Panderola. It refers to the locomotive that boosted the socio-economic development of Castelló and its maritime district between the 19th and 20th centuries. The *Compañía del Tranvía a Vapor* was the Spanish railway company that operated the line from 1888 to 1963. It was popularly known as La Panderola and connected the towns of Onda and Castelló, through the municipalities of Vila-real and Almassora. The design of the park offers five different areas for their respective uses, each of which is inspired by the five train stations where the locomotive stopped, and which evoke common landscapes of Castelló, such as the beach, the harbour, the industry, the city and the mountains.

The eligible cost of this operation is 1,476,270 euros. With the co-funding of 738,135 euros by the ERDF (50%) and the contribution of the City Council of Castelló.

A reduction of 4 tonnes of CO₂ per year will be achieved after the remodelling by switching to LED lighting and extending the park's green areas.

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.edusittransformacs.castello.es) were fulfilled.



DOCUMENTO QUE ESTABLECE LAS CONDICIONES DE LA AYUDA (DECA)

OP. OT6.2 - PARQUIZACION DEL ESPACIO "PANDEROLA" EN EL AREA DE REGENERACION Y RENOVACION URBANA (ARRU) DEL GRAO DE CASTELLÓN

1. Programa Operativo (PO) FEDER

1.1 Título:
Crecimiento Sostenible FEDER 2014-2020 PO

1.2 CCI:
2014ES16RFOP002

1.3 Eje prioritario:
12 Eje Urbano

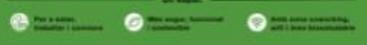


LA PANDEROLA: UN PARC RENOVAT PER AL GRAU

PROYECTO COFINANCIAT PEL FEDER
FONS EUROPEU DE DESENVOLUPAMENT REGIONAL

UNA MANERA DE FER EUROPA

OT 6. Consumir i protegir el medi ambient i promoure l'eficiència de recursos
Inversió: 1.478.240 euros

Un eix de: 



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.















The three national radio stations with the largest audience in the province have carried out radio campaigns for the inauguration of the park and its first anniversary, as well as to announce the Open Day held afterwards as a way of sharing this space with the public. Along the same lines, advertising spaces have been arranged in the digital press, spots have been aired on television and street advertising billboards (informative *mupis*) have been installed throughout the city with the park's characteristics and features.



An Open Day was held in October 2021 in La Panderola park with live music, merchandise giveaway, family activities and workshops inviting the public to enjoy the renovated space. A mural was installed where the citizens could draw and write their views and messages about the new park. The event, publicised through social media, press and radio, brought together 500 people.



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).





Three promotional videos have been published both on the Website and on social media and platforms such as YouTube and Vimeo: two related specifically to the operation, and the other one about all the projects promoted in Castelló thanks to the ERDF, including the new La Panderola park.

Link to the final video of the operation: <https://vimeo.com/76223830>

Link to the video on the event organised for citizens: <https://vimeo.com/736495690>

The renovated La Panderola park 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.



2. The action incorporates innovative elements

The Panderola park has based its integral remodelling on an innovative urbanistic concept such as Urban Out Lovers, intended to transform the public space to provide it with new uses that facilitate daily life and encourage outdoor activities and citizen participation, thus revitalising the environment. The coworking space installed in one of the areas of the park is an example of this reformulation of the public space. Under the premise that a park could be both an office and a perfect place to meet in the outdoors, open-air work areas have been created in La Panderola. They are equipped with furniture, shaded areas and free internet connection. Another innovative element of the park is the geyser fountain with a water game that encourages interactive activities for the public. Another highlight is the central tensile structure installed to create a large shaded area with a unique design under a 150 m² pergola.



3. Results adequacy according to the established objectives

With this integral remodelling, the project aims to achieve a reorganisation of the space according to the needs and expectations of the local community, through the use of materials, structural solutions and modern urban amenities that will attract users and will give the space a distinctive and unique identity of its own. Moreover, this operation sets out to promote the rehabilitation and revitalisation of this maritime district by renovating a park that was deteriorating as a result of the undesired activities carried out in the area. All of this also affected the commerce and hotel industry in the area.

The main objectives of the project have been achieved. The park incorporates attractive elements and structural solutions that have expanded usage of the space, such as the open-air work area and the geyser fountain, one of the main attractions for children's entertainment during the summer season. The central marquee facilitates year-round use of the park, protecting the population from the high temperatures. All this has contributed to create a unique and differentiated aesthetic of the park in comparison to others in the city of Castelló.

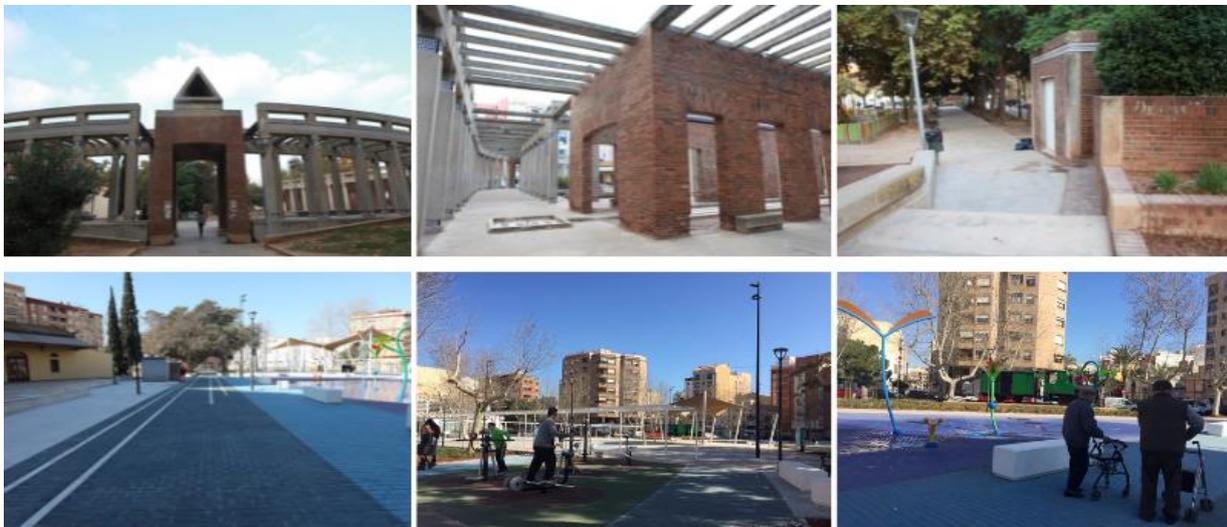
Furthermore, the aforementioned improvements and the commitment to open-plan architecture that guarantees accessibility and safety in the park, have attracted new users, transforming this plaza located in the very heart of El Grau into a place of great affluence for all types of public.



4. Contribution to the resolution of a problem or weakness identified in the territorial scope of implementation

The integral remodelling of La Panderola park in El Grau has solved the problem with the public safety and accessibility. Since the time the locomotive stopped operating in the area in the 20th century, all interventions made there throughout the years have left almost intact the initial architecture, with interior areas delimited by porticoes, walls and stands that gave a feeling of insecurity and made mobility and accessibility difficult for the public. With the remodelling, architectural barriers were eliminated, creating an open, safe and inclusive space.

With the elimination of the walls and porticoed areas, which were reducing visibility inside the park, a reinforcement of the lighting has also improved security. The new LED lighting technology improves facial recognition, provides more uniform lighting by avoiding shadows and adjusts to the surface requiring illumination.



5. Level of coverage of the target audience

The action benefits all the citizens of Castelló (172,589 inhabitants), besides those who live in the Maritime District of El Grau, which comprises a total of 16,214 people. It also benefits people who travel from other municipalities to enjoy the entertainment and restaurant area which extends alongside the port, and for which the renovated La Panderola park is a transit area.

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

The action respects the principles of equality, non-discrimination and accessibility for its general nature, addressing all the citizens of Castelló and bringing this open space for leisure, culture and outdoor work activities within everyone's reach.

In addition to complying with accessibility regulations, the project has been carried out paying special attention to the gender perspective, improving the lighting in this part of the city.

Furthermore, all information on the construction and launch of the project of the renovated La Panderola park has used inclusive and non-sexist language.

It also uses low-energy LED technology for its lighting system, which translates into a 38% reduction in installed power and energy savings of around 14,900 kWh per year. In addition to the economic savings, the

new sustainable lighting contributes to the reduction of the greenhouse effect and slows down climate change: a reduction of 4 tonnes of CO2 per year will be emitted into the atmosphere.

Finally, the space has not only preserved its original trees, but has also planted 51 new trees.

7. Synergies with other public intervention policies or instruments

The action is part of the Castelló City Council's accessibility strategy to achieve an inclusive city without barriers, and was awarded second prize in the Access City Award 2020. A competition that recognises the commitment and effort of European cities that work to be more accessible, inclusive and friendly for all citizens. Castelló came second among the 47 cities that were eligible for the award.

On the other hand, the replacement of lights in the park with new LED technology equipment contributes to the energy improvement plan for municipal outdoor lighting promoted by the Castelló City Council. The Consistory has developed two projects, both co-financed by the ERDF, to renew all of the city's lighting.

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