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Redevelopment of Avenida País Valencià as a shopping boulevard. EDUSI Onda

Onda City Council

**Programa Operativo
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REDEVELOPMENT OF AVENIDA PAÍS VALENCIÀ AS A SHOPPING BOULEVARD

Introducción

The redevelopment of avenues and streets in cities has become one of the priorities in most city councils, with the aim of creating more livable and accessible urban environments. In this context, the City Council of Onda, located in the province of Castellón, has carried out a redevelopment operation of the País Valencià avenue, turning it into a modern shopping boulevard.

The País Valencià Avenue redevelopment project is an initiative that seeks to transform the urban environment of Onda, with the aim of creating a more human and accessible space for local businesses. The project has focused on widening the sidewalks, incorporating green spaces and vegetation, and favoring accessibility for people with functional diversity.



The redevelopment of the País Valencià Avenue is part of a series of actions carried out by the City Council of Onda, with the aim of improving the quality of life of citizens and promoting the local economy. The investment made to carry out this project has been 996,933.56 euros, 50% co-financed by the European Regional Development Funds (ERDF).

The importance of the redevelopment of Avenida País Valencià lies in the need to create more human, accessible and attractive urban spaces for local commerce, which will favor the economic and social growth of the city. In addition, this project contributes to the achievement of the goals of the United Nations Agenda 2030, in terms of promoting more sustainable and livable cities.

In this report, a detailed analysis of the redevelopment operation of the País Valencià Avenue in Onda will be carried out, focusing on the objectives and benefits of the project, as well as on the technical and budgetary details of the initiative.

BEST PRACTICE CRITERIA

Criterion 1. The action has been adequately disseminated among beneficiaries, potential beneficiaries and the general public.

The dissemination of projects financed by the European Regional Development Funds (ERDF) is essential to publicize the benefits of these initiatives and to encourage greater citizen participation in their development and implementation. In the case of the redevelopment operation of the País Valencià Avenue in Onda as a commercial boulevard, several actions have been carried out to disseminate the action among the beneficiaries of ERDF funds, potential beneficiaries and the general public.

To this end, several press releases have been published in relation to the action and its financing, as can be seen in the following images and links:

The image shows a screenshot of the 'castellónplaza' website. The main article is titled 'Onda encuesta a sus vecinos sobre la remodelación de la avenida País Valencià en bulevar comercial'. It includes a photo of the street and a list of key points: 'Se ha iniciado el proceso participativo', 'Se han realizado encuestas a los vecinos', and 'Se ha iniciado el proceso de licitación'. Below this, there is a section titled 'Esta es la original iniciativa de Onda para inaugurar la renovada avenida País Valencià' with a sub-headline 'UN BULEVAR MÁS ACCESIBLE, MODERNO Y SOSTENIBLE'. To the right, there is a smaller article titled 'Onda licita el proyecto europeo de remodelación de la avenida País Valencià sumando las propuestas vecinales' dated 22 Agosto 2021. At the bottom right, there is a public advertisement for 'Borriana, una mar de possibilitats'.

Castellón Plaza (December 2020):

<https://castellonplaza.com/OndaencuestaasusvecinossobrelaremodelacindelaavenidaPasValencienbulevarcomercial>

City Council of Onda (January 2021): <https://www.onda.es/ond/news/new.php?id=809&idioma=1>

Castellón Información (January 2021): <https://www.castelloninformacion.com/onda-inicia-el-proyecto-de-remodelacion-de-la-avenida-pais-valencia/>

City Council of Onda (August 2021): <https://www.onda.es/ond/news/new.php?id=1089>

City Council of Onda (noviembre 2021): <https://www.onda.es/ond/news/new.php?id=1203>

Castellón Información (November 2021): <https://www.castelloninformacion.com/onda-remodelacion-avenida-pais-valencia-bulevar-comercial/>

City Council of Onda (December 2021): <https://www.onda.es/ond/news/new.php?id=1219>

Castellón Extra (December 2021): <https://castelloextra.com/es/comarcas/onda/onda-comienza-remodelacion-pais-valencia-bulevar-comercial-mas-accesible/>

El Periódico Mediterráneo (diciembre 2021): <https://www.elperiodicomediterraneo.com/comarcas/2023/01/14/fondos-feder-obras-onda-avenida-pais-valencia-81179787.html>

City Council of Onda (January 2023): <https://www.onda.es/ond/news/new.php?id=1747>

Castellón Plaza (January 2023): <https://castellonplaza.com/onda-celebra-juegos-y-talleres-en-la-nueva-avenida-pais-valencia-para-apoyar-al-comercio-local>



Advertisement in the local weekly magazine 'Arrels'.

One of the most important dissemination actions was the publication of an advertisement in the local weekly magazine 'Arrels'. This magazine is distributed throughout the municipality of Onda and is widely read by citizens. The advertisement included detailed information about the action carried out on País Valencià Avenue, highlighting the main objectives and benefits of the redevelopment as a commercial boulevard, as well as information about the co-financing of the European Regional Development Funds (ERDF).



Street event with citizens

Another important dissemination action was the realization of a street event with the citizens. This event took place on País Valencià Avenue itself and was used to involve the youngest members of the city in the initiative, through storytelling and children's workshops. There was also a children's concert and a parade with entertainers. During the event, a roulette wheel was set up where neighbors could win merchandising prizes to publicize the performance. In addition, detailed information was provided on the objectives and benefits of the redevelopment of the País Valencià Avenue, as well as on the co-financing of the European Regional Development Funds (ERDF).



Merchandising

The use of merchandising is another important tool for the dissemination of projects financed by the European Regional Development Funds (ERDF). In the case of the redevelopment of the País Valencià Avenue in Onda as a shopping boulevard, a set of merchandising objects was created with the aim of publicizing the project and involving citizens in the initiative. These objects included reusable cups for coffee or tea, notebooks, pens, bags, aprons, caps and bottle openers.

Final plaque

Finally, a definitive plaque has been placed on País Valencià Avenue to highlight the co-financing of the European Regional Development Funds (ERDF) in the redevelopment operation as a commercial boulevard. This plaque will remain in its current location so that citizens can see the commitment of European funds in the development of the project and its importance for the municipality of Onda.

Criterion 2. The action incorporates innovative elements

The redevelopment operation of the País Valencià Avenue in Onda as a shopping boulevard is a project that has introduced innovative and avant-garde elements in the city, which have significantly improved the experience of citizens in the public space and accessibility to local stores.

One of the highlights of the renovation has been the installation of LED lights on the avenue. This type of lighting consumes less energy, has a longer life span and is brighter than conventional bulbs. LED lights are especially effective in urban areas, as they produce a brighter, more uniform light, which improves pedestrian safety and visibility. In addition, LED lights help reduce environmental impact, as they emit fewer greenhouse gases and do not contain toxic substances such as mercury.

Another innovative element is the intelligent crosswalks, which light up when pedestrians cross them, improving safety and reducing the risk of accidents. These crosswalks are motion- and light-sensitive, which means that they only light up when someone is approaching and turn off when there is no

pedestrian traffic in the area. In addition, the smart crosswalk technology is more durable than conventional signals, as they do not wear out with exposure to sun or rain.

Luminous bands have also been installed at the pedestrian crossings to indicate the color of the traffic light and improve pedestrian safety. These bands are designed to be easily visible, even in low light conditions, and provide a clear indication of whether or not it is safe to cross the street.

Another innovative element in the redevelopment operation has been the installation of smart screens to share posters of cultural events and promotions of local businesses. These screens are located at strategic locations along the avenue and allow citizens to learn about cultural and commercial activities taking place in the city. In addition, these screens can also be used to share important information, such as emergency news or traffic changes.

The incorporation of novel vegetation in the form of planters on the lampposts is another innovative element. These planters not only improve the aesthetics of the avenue, but also help to purify the air. In addition, the vegetation also helps to reduce the temperature of the avenue, which can be especially beneficial on hot days.

Finally, the contemporary and modern design of the redevelopment operation of Onda's País Valencià Avenue as a commercial boulevard is another innovative element. The design has been carefully thought out to create a contemporary and modern environment for citizens that is comfortable and attractive for strolling and enjoying the city.

Criterion 3. Adequacy of the results obtained to the established objectives.

The main objectives of the redevelopment of the Avenida País Valencià in Onda as a shopping boulevard were to improve the urban environment, improve accessibility to local stores and create a safer and more comfortable space for pedestrians. All this has been achieved thanks to the investment of the European Regional Development Funds (ERDF).

Firstly, the objective of improving the urban environment has been achieved thanks to the widening of the sidewalks and the incorporation of green spaces and vegetation. The new trees and planters have given a touch of freshness to the space, making it more pleasant and closer to nature. In addition, the incorporation of LED lights and smart screens have given a modern and current touch, improving the aesthetics of the area and making it more attractive to visitors.

On the other hand, the objective of favoring accessibility to local businesses has also been successfully achieved. The widening of the sidewalks has allowed pedestrians to walk more comfortably and safely, which translates into a greater flow of visitors and customers for the stores. In addition, the installation

of intelligent crosswalks and luminous strips at traffic lights has improved pedestrian safety, resulting in greater confidence in the environment and a greater willingness to visit local businesses.

Finally, the goal of creating a safer and more comfortable space for pedestrians has also been achieved. Thanks to the widening of the sidewalks and the installation of the smart crosswalks, the area has become a safer space for pedestrians, which translates into greater peace of mind for visitors and residents.

It is important to note that all these objectives have been achieved thanks to the investment of the European Regional Development Funds (ERDF). The co-financing of 50% of the investment has been an important added value, since it has made it possible to carry out a more ambitious and complete action than would have been possible with exclusively municipal resources.

In conclusion, the redevelopment of Avenida País Valencià in Onda as a shopping boulevard has achieved all the objectives that had been proposed. The improvement of the urban environment, accessibility to local stores and the creation of a safer and more comfortable space for pedestrians are some of the most outstanding achievements. All this has been possible thanks to the investment of the European Regional Development Funds (ERDF), which have provided significant added value.

Criterio 4. Contribución a la resolución de un problema o debilidad regional

La reurbanización de la avenida País Valencià de Onda como bulevar comercial ha contribuido significativamente a la resolución de un problema o debilidad regional, especialmente en términos de mejora del entorno urbano y el fomento del comercio local.

En primer lugar, la ampliación de las aceras y la creación de espacios verdes y vegetación han permitido mejorar el aspecto de la avenida, convirtiéndola en un lugar más atractivo y agradable para los vecinos y visitantes. En segundo lugar, la operación de reurbanización ha mejorado significativamente la accesibilidad del área, haciendo que sea más fácil para las personas con diversidad funcional acceder a los comercios locales.

En tercer lugar, el proyecto ha contribuido a la resolución de un problema regional al fomentar el comercio local. La mejora del entorno urbano y la accesibilidad de los comercios locales han atraído a más visitantes a la zona, lo que ha ayudado a revitalizar la economía local y a mejorar las oportunidades de negocio para las empresas locales. Esto es especialmente importante en la región, donde el comercio local y los pequeños negocios son una parte importante de la economía.

La inversión de los Fondos Europeos de Desarrollo Regional ha sido crucial para llevar a cabo esta operación y para lograr estos objetivos, lo que ha mejorado significativamente la calidad de vida de los

vecinos y ha revitalizado la economía local.

Criterion 5. High degree of coverage of target population

In terms of the local population, the redevelopment has directly benefited the neighbors who live on the avenue, as well as those who frequent the area for shopping or leisure activities. In addition, improved accessibility and the elimination of architectural barriers has made the area more inclusive for people with physical disabilities.

As for the regional population, the redevelopment has improved the image of the city of Onda and increased its tourist attractiveness. Avinguda País Valencià is one of the most important and busiest streets in the city, and improving its appearance and functionality has a positive effect on the image visitors have of Onda. This can translate into an increase in the influx of tourists and, therefore, an increase in economic activity in the area.

The improvement of the urban environment and the promotion of local commerce are two key objectives of the European funds, and the action carried out by the City Council of Onda is a model to be followed by other localities wishing to use these funds effectively.

Regarding the number of residents who have benefited from the redevelopment operation, it is important to note that País Valencià Avenue is one of the main arteries of the city of Onda and has a large number of stores and service establishments. Given that País Valencià Avenue is one of the busiest areas of the city, it can be estimated that a significant percentage of the population has benefited from the redevelopment. In addition, the improvement of the city's image and its tourist attractiveness can have a positive effect on the local economy and, therefore, on the well-being of all residents.

Criterion 6. Consideration of the horizontal criteria of equal opportunity and non-discrimination, social responsibility and environmental sustainability.

The redevelopment of the País Valencià Avenue in Onda as a commercial boulevard has been carried out taking into account the horizontal criteria of equal opportunities and non-discrimination, as well as social responsibility and environmental sustainability. These criteria are fundamental to guarantee a fair and environmentally friendly action.

Firstly, equal opportunities and non-discrimination have been taken into account in the redevelopment of the avenue. It has been guaranteed that all people can have equal access to the new public spaces. Accessibility elements have been incorporated for people with functional diversity, such as ramps and adapted crosswalks, which has improved their mobility and quality of life. Special attention has also been paid to the safety of neighbors by improving the lighting with LED luminaires.

Second, social responsibility has been a fundamental criterion in the redevelopment of the avenue. We have sought not only to create attractive and functional spaces, but also to encourage citizen participation and a sense of community. To this end, numerous participatory activities have been carried out, such as storytelling events and children's workshops, which have involved neighbors and allowed them to express their opinions and suggestions. In addition, local commerce and the social economy have been promoted, contributing to job creation and sustainable economic development.

Finally, environmental sustainability has been taken into account in the redevelopment of the avenue. New vegetation has been incorporated as planters in the lampposts, which has improved the urban landscape and contributed to the absorption of carbon dioxide. The street lighting network has also been completely renovated.

Criterion 7. Synergies with other policies or instruments of public intervention

This particular operation has reinforced the performance of other regional, national and European funds. In terms of the European Union's Sustainable Development Goals, the 2030 Agenda promoted by the Onda City Council and linked to this operation is the goal of reducing the carbon footprint and promoting environmental sustainability. The project is committed to achieving a series of environmental and social objectives, including improving air quality, promoting sustainable transport and promoting biodiversity.

In this regard, the operation has been aligned with SDG 11 of the 2030 Agenda, which aims to achieve sustainable cities and communities. In particular, the project has focused on improving the urban environment of País Valencià Avenue in Onda, encouraging the use of sustainable means of transport, improving accessibility for people with disabilities and promoting social and community integration.

In addition, the operation has also been aligned with other goals of the 2030 Agenda, such as SDG 3, which seeks to ensure healthy lives and promote well-being for all at all ages. Improving air quality, reducing vehicle traffic and promoting sustainable transport have been important measures to achieve this goal.

The project has also been linked to SDG 8, which seeks to foster sustainable and inclusive economic growth through improved infrastructure and public services, job creation and the development of local businesses.

