

Una manera de hacer Europa



BUENAS PRÁCTICAS

Actuaciones Cofinanciadas

Comprehensive redevelopment of Entenza street to remove all barriers, provide it with new paving, wider pavements and new urban furniture. Edusi-Alcoidemà

Alcoy City Council

**Programa Operativo
Plurirregional de España**

Año 2021

Fondo Europeo de Desarrollo Regional

GOOD PRACTICE EDUSI-ALCOIDEMÀ. ALCOY CITY COUNCIL

COMPREHENSIVE REDEVELOPMENT OF ENTENZA STREET TO REMOVE ALL BARRIERS, PROVIDE IT WITH NEW PAVING, WIDER PAVEMENTS AND NEW URBAN FURNITURE

The action presented as good practice is the redevelopment of Na Saurina d'Entença, one of the most important streets in Alcoy, nearly a kilometre long, which was in very bad condition due to the heavy traffic pressure it has been subjected to for decades, as it is the entrance road from Valencia and a crossing of the old N-340 as it passes through the city. The reurbanisation involves the renovation of the paving, the installation of new urban furniture, the elimination of obstacles and the widening of pavements to give more prominence to pedestrians and with the aim of boosting commerce in the area.



Previous state of Entenza Street



Current state of Entenza Street

The eligible cost of this operation is €1,692,841, of which 50% (€846,442) is co-financed by the European Union. As an indicator of the impact of this action, it can be highlighted that the pavement used manages to neutralise around 50% of the nitrogen oxide and volatile organic compounds emitted by traffic during the year.

This action is considered good practice because:

1. INFORMATION ON THE INITIATIVE HAS BEEN ADEQUATELY DISSEMINATED TO BENEFICIARIES, POTENTIAL BENEFICIARIES AND THE GENERAL PUBLIC

Through the installation of the required temporary sign and the definitive street signs informing about the co-financing of the European Regional Development Funds.



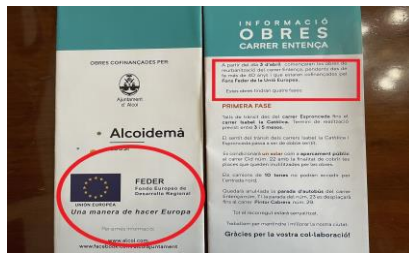
– Through public events:



Meeting with neighbourhood organisations and groups
Visit of the Regional Minister for Public Works

– With leaflets:

4,000 leaflets were made and distributed in mailboxes around the area and also by handed out in busy areas (market, shopping centre, Town Hall Square...) in other districts to inform about the different phases of the works. The source of the European funding is clearly indicated on the leaflets.



– With press releases and news about the project in the press and municipal channels:

27/11/2017 Press release on the awarding of the works and news item in a local media outlet

https://www.alcoi.org/es/portada/noticias/noticia_2673.html



16/10/2017 Mayor's press conference announcing the call for tenders for the works on Entença Street.

<https://www.facebook.com/alcoiajuntament/videos/2113787408647432/>



31/07/2018 Press release and appearances in the local media



Las obras de Entenza, a primeros de abril

PUBLICADO: 12 març 2018 10:23 ACTUALITAT: Actualidad AUTOR: El nostre ciutat

FONDOS EUROPEOS

El concejal de Territorio y Ciudad Inteligente, Manolo Gomicia, ha explicado este martes en el informativo mediático de COPE ALCOY que **todos las partes implicadas en el proyecto van a trabajar al máximo para agilizar los plazos** "lo ideal sería que la obra estuviese acabada antes de finales de año para causar los mínimos problemas a los vecinos, comerciantes y al tráfico. Se ha descartado el uso del carril bus de La Alameda para el aparcamiento nocturno pero sí que está estudiando habilitar el solar de la calle Cid para dar las mayores facilidades", afirma.

La primera fase de las obras de Entenza arranca el martes 3 de abril

PUBLICADO: 27 marzo, 2018 PUBLICADO EN: Alcoy, Noticias, Portada AUTOR: Cope Alcoy

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La remodelación de la calle Entenza **tiene un presupuesto de 1'4 millones de euros** y será ejecutada por la empresa Hormigones Martínez. El proyecto, enmarcado dentro de la iniciativa Alcoidemà y cofinanciado con fondos europeos, **persigue convertir esta arteria de Alcoy en una calle inteligente y dotada de las nuevas tecnologías**.



– With a vídeo



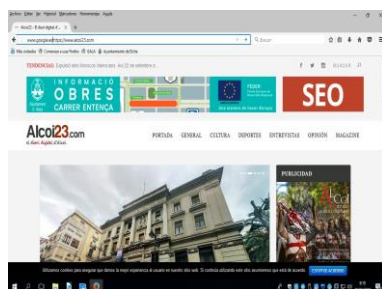
– With a report on local TV



– With spots on local radio stations

<https://sendeyo.com/get/d/2c24686801>

– With advertisements in local and provincial press



2. THE INITIATIVE INCORPORATES INNOVATIVE ELEMENTS

The project has led to the regeneration of this area, which has been mistreated for decades due to the excessive pressure of traffic, contributing to the criteria of sustainability, as the new paving has used photocatalytic material that improves air quality and new, more accessible urban spaces have been created, prioritising the space for pedestrians, with more regulated traffic controlled by means of sensors.

Control systems have been implemented that provide information on the status and values of the parameters that contribute to the quality and comfort of the street and of the different municipal services, informing about them by means of information panels. The interactive touch screens provide citizens with information on air quality data and meteorological data with the information collected at a station installed in the same street, in the San Roque Market, as well as real-time traffic data and a connection to the website for purchasing tickets for cultural events.

3. THE RESULTS OBTAINED MATCH THE ESTABLISHED OBJECTIVES

The objectives were to reduce emissions in order to contribute to improving the city's air quality, from a sustainable and comprehensive approach to urban mobility, in order to achieve a reduction in greenhouse gas emissions. As noted, the redevelopment of Na Saurina d'Entença is the solution to a serious urban and environmental problem that had been pending for more than 40 years. The actions carried out have a direct impact on improving the lives of citizens, on the one hand by reducing traffic, increasing the green area as well as urban furniture and space for walking and resting, transforming this artery, which was a street dominated by road traffic and pollution, into one where people prevail.

4. CONTRIBUTES TO THE RESOLUTION OF A REGIONAL PROBLEM OR WEAKNESS

For decades, Entenza street has been the crossing of the N-340 as it passes through the city towards Alicante,

which meant that the volume of traffic had created a not very sustainable situation, both in terms of the environment and accessibility. With the completion of the bypass, the door was opened to a redevelopment that has been made possible thanks to this operation co-financed with European funds and which decisively responds to the challenge of improving the lives of the citizens of Alcoy through urban accessibility as a mechanism for social integration, environmental sustainability and economic promotion. This action contributes not only to reduce the city's carbon footprint, but also to revitalise the area socially and commercially, return spaces occupied by vehicles to pedestrians and allow all citizens to move around without barriers and enjoy the new urban environments generated. The pavements are now 1.95 metres wide, 3.00 and 4.00 metres wide respectively, and their proportion in relation to the road surface is much more balanced.

5. HAS A HIGH DEGREE OF COVERAGE OF THE TARGETED POPULATION

The surface area of Entenza Street, more than 800 metres, makes it without doubt one of the longest streets in Alcoy. It should be borne in mind that the project also affects its crossbeams, which means that the project will improve the urban planning of more than 12,000 metres of total surface area. The location of this road, which links several neighbourhoods with the city centre, as well as its location parallel to the main commercial artery of the municipality, make Entença one of the streets most used by the majority of the population at some point in their daily lives, both on foot and by vehicle. The operation has a direct impact on the population of the “Ensanche de Alcoy” (enlargement) neighbourhood, 13,369 people.

6. HORIZONTAL CRITERIA OF EQUAL OPPORTUNITIES AND ENVIRONMENTAL SUSTAINABILITY HAVE BEEN TAKEN INTO ACCOUNT

The principles of equal opportunities, non-discrimination and social responsibility have been taken into account at all times in the programming, management and direction of this action. The Alcoy City Council establishes and promotes these principles through the "Municipal Plan for Equal Opportunities for Women and Men".

In accordance with the criteria of social responsibility, the accessibility needs of people with reduced mobility have been taken into account, including the specific measures required by law. Finally, in relation to the parameters of municipal environmental sustainability, the reduction of traffic and the introduction of new materials have led to a substantial reduction in CO2 levels in the city's air, which are now measured by the new sensors introduced in the area.

7. SYNERGIES WITH OTHER POLICIES OR INSTRUMENTS OF PUBLIC INTERVENTION

The project has broad synergies with the strategic line set by Alcoy City Council focused on a smart, sustainable and inclusive city. The project has also received funding from the ARRU plan (Areas of Urban Regeneration and Renewal), a programme co-financed jointly by the Ministry of Public Works, the Generalitat Valenciana and Alcoy City Council. This programme resulted in the renovation of the Sant Jordi housing group, at one end of the street, opposite the San Roque market, with an investment of more than 1.8 million euros. At the same time, municipal aid has been implemented to promote the private renovation of the façades on this street. Specifically, in the 2021 budget, an allocation of 500,000 euros was made available to help residents renovate the façades of the buildings on this street and in the Batoy neighbourhood, with grants of up to 4,000 euros for each intervention.

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