

ANNEX

CITIZENS PARTICIPATION

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Introduction

LEGAL FRAMEWORK:

European

Treaty on European Union. White Paper on Governance. Commission Communication of 25 July 2001.

State

Law 39/2015, of 1 October, on the Common Administrative Procedure of Public Administrations.

Law 27/2006, of 18 July, which regulates the Rights of Access to Information, Public Participation and Access to Justice in Environmental Matters.

Autonomous

Law 2/2015, of 2 April, of the Generalitat, on Transparency, Good Governance and Citizen Participation of the Valencian Community.

Law 7/85 of 2 April 1985, Regulating the Bases of the Local Regime.

Law 57/2003 of 16 December 2003 on Measures for the Modernisation of Local Government.

Legislative Decree of 18 June 2021 approving the Consolidated Text of the Law on Spatial Planning, Town Planning and Landscape Planning.

Once the technical analysis of the main areas of study affecting the area of Els Rajolars has been carried out, the second phase of the Master Plan is launched, consisting of opening a process of debate and citizen participation in which the needs and proposals of the residents of Oliva are gathered and the conclusions of the information gathering phase carried out both with the residents themselves and with the municipal government team are shared.

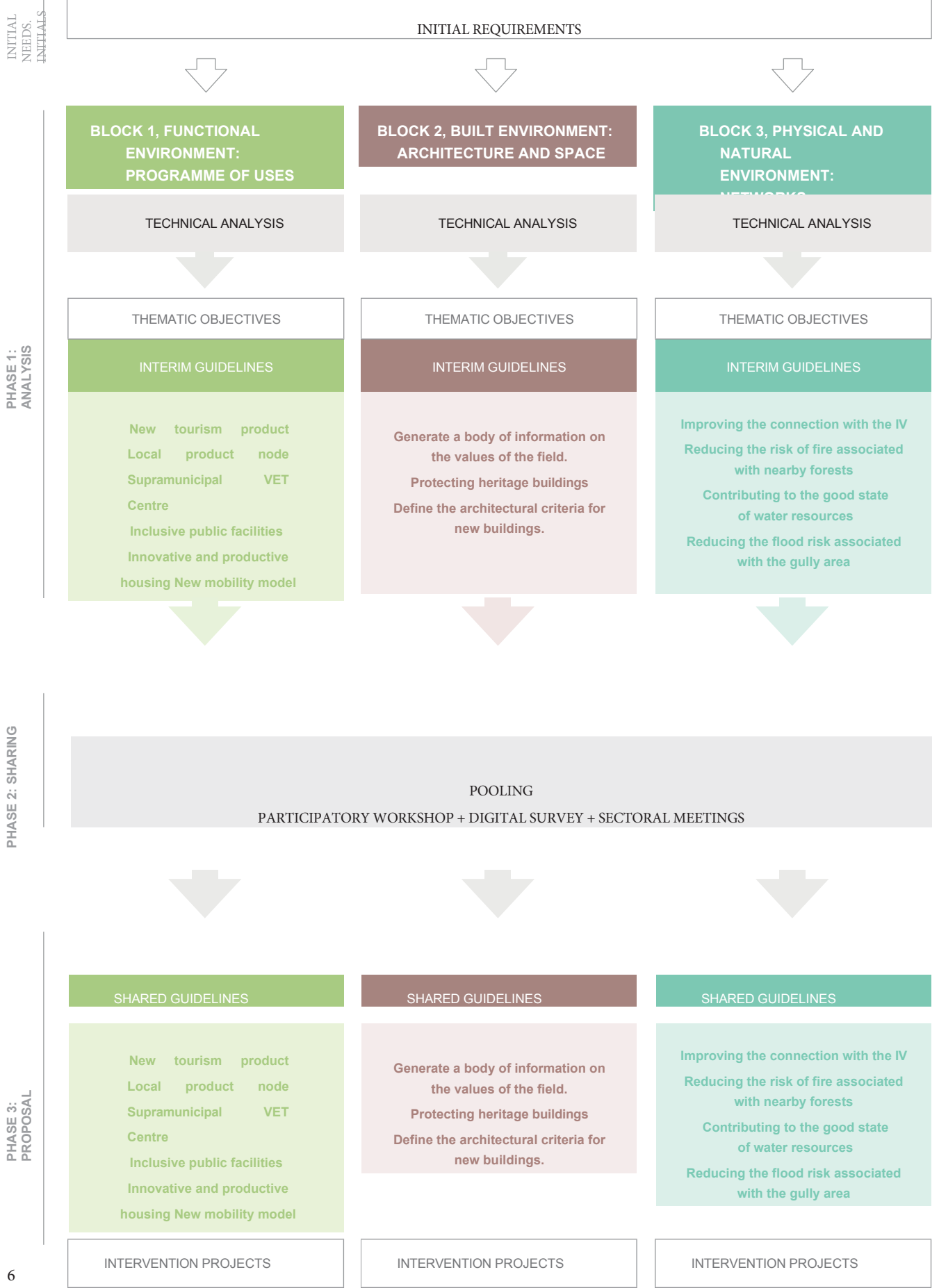
This citizen participation is essential to achieve an effective urban development that ensures that public interventions are oriented towards the demands of citizens, addressing global problems from a perspective that is as cross-cutting as possible, bringing together the needs and interests of young and old, men and women, children and the elderly, and citizens with reduced mobility or in full possession of their faculties.

In addition, such processes contribute to improving community trust in government and planning processes, as they allow the community to participate to some extent in all technical challenges to be faced and to understand and appreciate the solutions finally adopted, leading to higher levels of involvement and commitment in the long term.

In fact, it is a concept that has a broad legal and strategic framework, among others, the Sustainable Development Goals of Agenda ²⁰³⁰ or the Law on Spatial Planning, Urban Planning and Landscape of the Valencian Community, which includes the obligation to carry out a public consultation in certain cases.

In the case in question, the aim of this sharing is to validate, modify or extend the guidelines defined from the technical analysis previously carried out with the information obtained from the participation process and the different critical sessions with the City Council's technical team, so that all the information obtained can be presented to the municipal government team so that it can take the decisions that will determine the transformation model to be carried out in the area.

Throughout this document, the content and results of all the activities carried out to carry out this process will be presented, the conclusion of which will be summarised in a series of Intervention Projects on the basis of which the content of Phase 3 of the Master Plan will be developed.



Results of the participation

METHODOLOGY AND BALANCE OF PARTICIPATION

The sharing of the content of phase 1 of the Master Plan and the draft proposal for action in the area of Els Rajolars is planned around the different agents involved. On the one hand, a series of meetings are planned in which the political and technical municipal agents are convened. On the other hand, a participatory workshop was organised and an online survey was formulated for the citizens of Oliva.

The public promotion of this phase, both of the Participatory Workshop and of the survey, is carried out through physical posters and digital banners published on the municipal Social Networks and the website of the Oliva Town Council.

The opinions of a total of 108 respondents via the online form and 34 attendees at the Participatory Workshop were collected. These results, together with those obtained after the sharing with the Government team, are incorporated into the draft proposal and the present Master Plan Advance Document.

Activity 1: Participatory workshop

It consists of creating a meeting place for citizens who voluntarily want to get involved in the process of developing the Master Plan. At this meeting, the conclusions drawn from the analysis are validated by sharing the issues that most affect the residents of Oliva. In the same way, the proposals for action presented are completed and nuanced with the information provided by the public opinion.



Activity 2: Digital survey

This platform makes it possible to collect the opinion of a significant sample of the population of Oliva through very specific questions about their town and related to the content of the Master Plan. The questionnaire makes it possible to check whether the needs and concerns of their neighbours are in line with the objectives of the Master Plan, while also gathering extra information on the perception of Els Rajolars.

Activity 3: Sectoral meetings

They consist of several critical sessions where the municipal managers and technicians of the different disciplines covered by the Master Plan are convened: tourism, mobility, housing, heritage, environment... Etc. At these meetings, organised by subject, the proposals of the Master Plan are presented to the government team for approval and incorporation into the Advance Document. The political position regarding the decisions taken on Els Rajolars is fundamental for the future development of this urban area.

Fig 1. Number of participants

Fig 2.

Fig 3. Occupation of participants

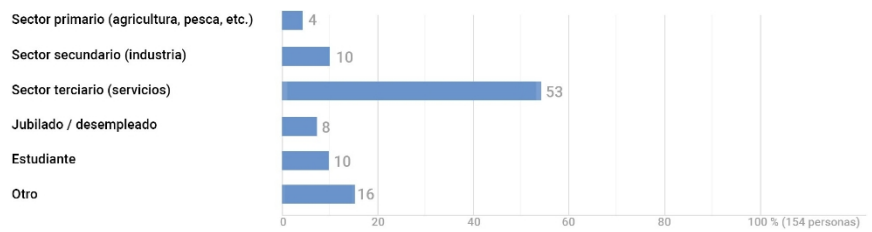
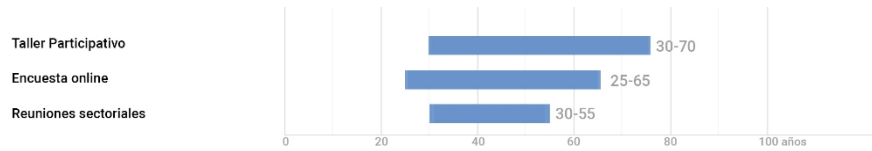
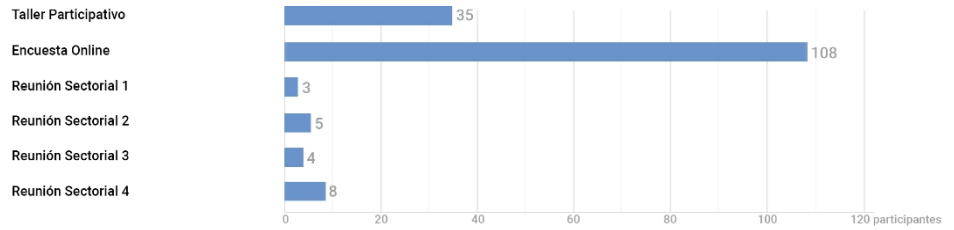
Source: Own elaboration

Fig 4. Press publications of the call for activities

Source: Own elaboration

Fig 5. Promotional poster of activities

Source: Own elaboration



Pensem Els Rajolars

Comença el procés de **participació ciutadana** del Pla Director de Desenvolupament Urbanístic de Els Rajolars d'Oliva.

¡Participa!

Taller presencial + **Enquesta Online**

Jueves 17 nov / 19:00h
Centre Social Sant Francesc
Carr. de Denia 8, Oliva

Accedeix desde el codi o desde:
www.oliva.es/va/pdrajolars

Inscripció: 962 850 250 - EXT 601
juanramonporta@oliva.es

AJUNTAMENT D'OLIVA
Pla Director de desenvolupament Urbanístic de Els Rajolars d'Oliva
terrario arquitectura

ACTIVITY 1: PARTICIPATORY WORKSHOP

Date: 17 November 2022
 Venue: Sant Francesc Social Centre,
 Oliva
 Time: 19:00h
 Attendees: 34 people

The Participatory Workshop "Pensem Els Rajolars" is an open invitation to citizens to reflect on the degraded urban area of Els Rajolars and its great potential to improve Oliva. The meeting was attended by brickyard owners, businessmen and local residents.

The themes proposed in the Workshop are organised into 3 thematic axes and are based on those included in the content blocks of the Master Plan, although not all of them have been considered. From Block 1, the thematic axes 1 and 2 are extracted: Programme of Uses and Mobility, respectively; from Blocks 2 and 3, the thematic axes 1 and 2 are extracted: Programme of Uses and Mobility, respectively. and 3 is extracted from Thematic Axis 3: Urban and natural landscape. The themes have been weighted according to the importance they could have for participation, allowing the Workshop to focus on the most subjective and relevant themes, and to avoid the more technical themes or those with less room for proposals.

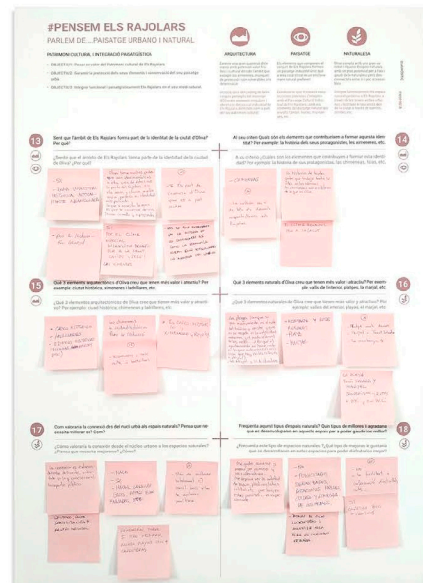
The following material was prepared for the workshop:

- Presentation with the content of the exhibition that was screened during the event.
- Individual leaflets with a series of questions related to the themes of the exhibition were handed out to attendees upon arrival.
- A1 format panels to collect the answers obtained.

Fig. 6. Individual leaflets with the workshop questions

Source: Own elaboration

The workshop follows the same dynamic for each of the thematic axes. It begins with a presentation of the themes and a brief summary of the conclusions drawn from the analysis. The presentation is accompanied by visual examples that allow citizens to visualise the proposals. The presentation is followed by open questions for debate so that participants can make their opinions known. At the end of the debate, the residents of Oliva are asked to collect their impressions by answering the questions printed on the leaflets with coloured post-its. Once this has been done After the presentation, the set of answers on post-its is transferred to the corresponding panel where, at the end of the workshop, the participants can see a compilation of some of these answers.



Related initial needs: N1, N2, N3,

N4, N5, N9, N17, N19

Related thematic analysis: 1.1,

1.2, 1.3, 1.4

Related guidelines:

D1.2, D1.3, D1.4, D1.5

THEMATIC AXIS 1: Programme Uses

In the course of the workshop, the demand for facilities detected in the analysis became evident. Neighbours indicate that the city is overcrowded and has little space for quality facilities or green areas.

There is a demand for open spaces connected to the natural environment that serve as meeting points for young and old and allow access to a wider range of outdoor activities. They are very positive about spaces close to nature with wooded areas and gardens. They consider that there is a significant lack of facilities in the city and demand above all spaces for cultural activities such as an auditorium, with cinema, theatre, concerts, etc., as well as leisure venues where they can meet and socialise. They also want leisure facilities where they can meet, sports courts, residences for the elderly and nurseries.

In terms of housing, they stress the need for affordable housing for young people, more al- quiler supply and new residential models such as sheltered housing for the elderly and adapted to teleworking. Their main concern is for people to stay and live in Oliva and to take advantage of the enormous potential that the area has to house new residents who are looking for quality of life in direct contact with nature.

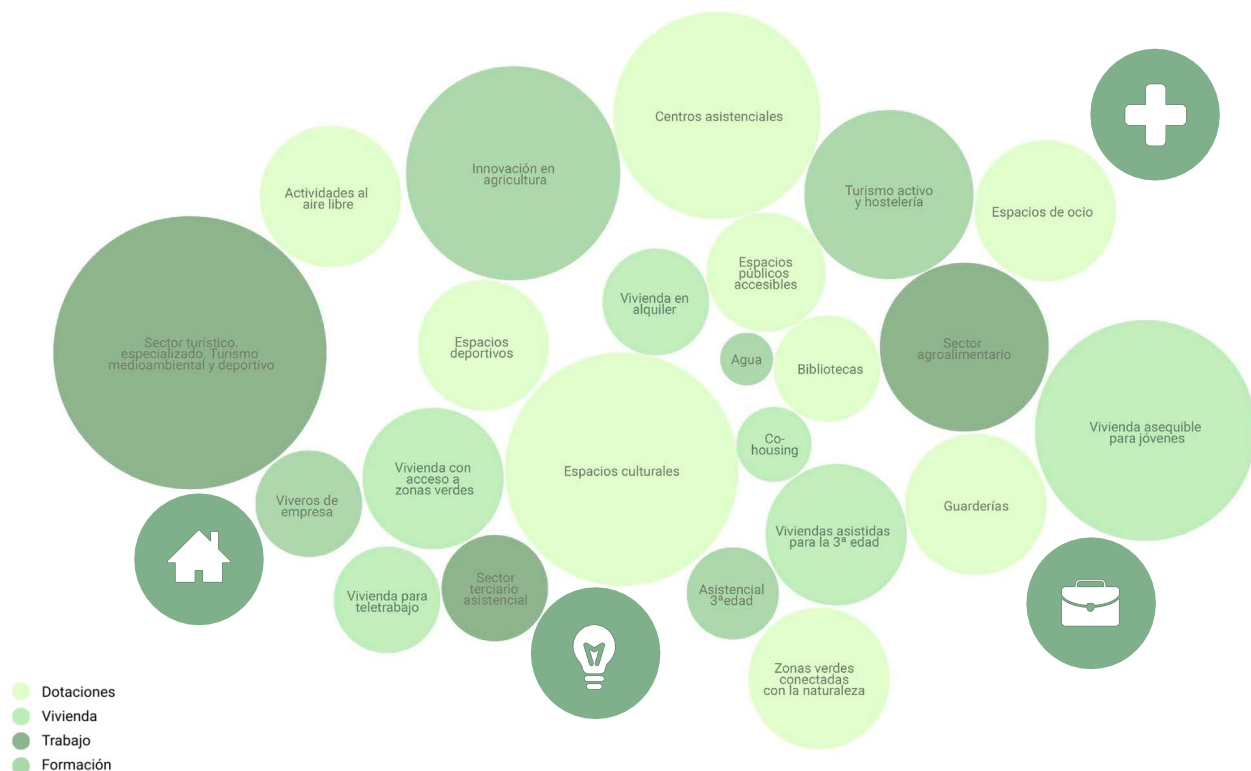
The participants agreed that Oliva's economic potential lies in tourism and agriculture, so training should be aligned with this. Environmental and sports tourism that values the natural environment of Oliva, together with innovation in agriculture with sustainable practices in the agri-food sector, are proposed. There is a demand for business incubators to promote entrepreneurship and training for the elderly.

Fig 7. Response to one of the questions posed in Thematic Axis 1

Source: Own elaboration

¿Qué tipo de actividad económica cree que tiene más futuro en Oliva?

ECOLOGIA-FORMACION
COOPERATIVAS DE PRODUCTOS
ECOLOGICOS de ALIMENTA
CION ETC
TRABAJOS EN HUERTAS BIO
HOSPEDAR JUBILADOS CEE
TURISMO EXPANJERO DE
INVIERNO - OTONO Y
PRIMAVERA DANDOLES
INFRAESTRUCTURA ATRACTIVA



Initial related needs: N6, N7, N8

Related thematic analysis: 1.4

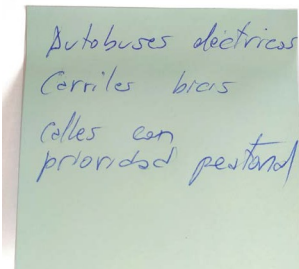
Related guidelines:

D1.6

Fig 8. Answer to one of the questions posed in Thematic axis 2

Source: Own elaboration

¿Qué alternativa piensa que mejoraría el tráfico rodado a través del ámbito de Els Rajolars?



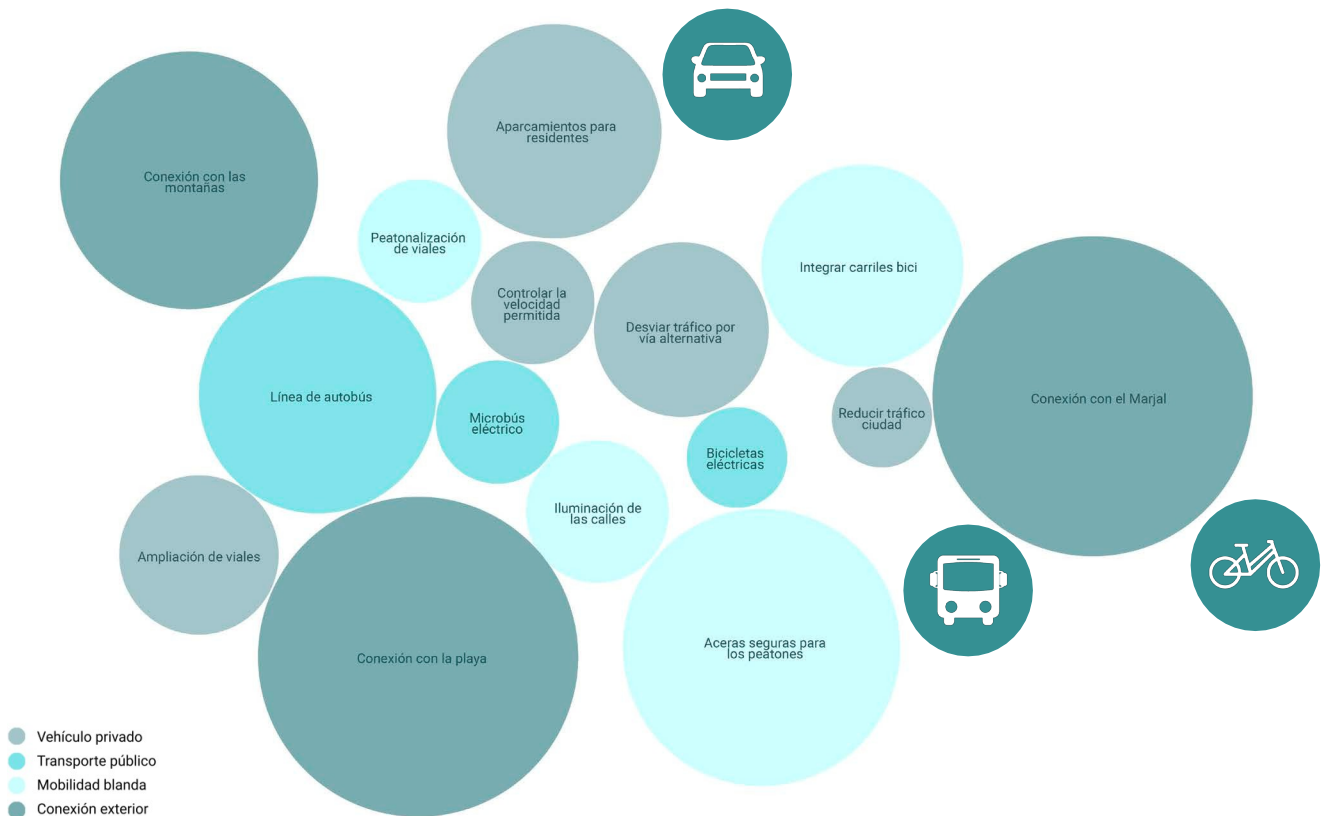
THEMATIC AXIS 2: Mobility

The residents of Oliva feel that their town is completely disconnected and without a good public transport service, so the only option left for them to get around is the private car.

Els Rajolars is an extremely busy area by car, which many residents frequent daily to go from work to home and vice versa. From the inland urbanisations and Ciudad Jardín they use the Paseo de Ladrillares to go to the centre and the beach, take the Pego road or the national road CN332. It is also used to go to the mortuary and the cemetery from the town centre, Oliva Nova and Oliva beach. From the workshop we can deduce that crossing Paseo de Ladrillares is the only option for many of the routes used by residents.

In general, there is little initiative to dispense with the use of the car for these journeys, although alternative routes are proposed for driving without going through Paseo de Ladrillares. This would help to reduce traffic both in Els Rajolars and to decongest the rest of the city.

There is consensus that the Paseo de Ladrillares cannot remain as it is. It needs safe pavements, pedestrian crossings and compatibility between vehicles with priority given to cycle lanes. In general, the streets in the area are considered unsafe for walking or cycling due to poor lighting, lack of cleanliness, poor safety from passing vehicles. It is also unsuitable for car users due to the narrowness of the crossings, which is sometimes a problem when two vehicles cross each other.



Related initial needs: N10, N11, N12, N13, N17, N19

Related thematic analysis: 2.1, 2.3, 3.1

Related guidelines: D2.2, D2.3, D3.1

THEMATIC AXIS 3: Urban landscape and natural

Els Rajolars is a place that is highly valued by the inhabitants of Oliva, who consider it to be an intrinsic part of their history. The industry that was carried out in the brickyards attracted people to Oliva and acted as an economic engine for the town during its period of splendour. For this reason, they feel that the story of what happened there should be told in the place itself.

The unique landscape of the site also stands out as a value, with the chimneys as the main elements, followed by the brickyard as a whole (building, chimney and kiln), the materiality and the way of building with bricks. There is a clear sensitivity towards the industrial urban landscape, recognised as part of the image of the city, whose aesthetics should be maintained. They consider that new constructions in the area should be integrated into the industrial landscape of the brickworks, taking care of their typology and materiality. They consider it important to maintain the industrial buildings as containers for new uses while preserving their aesthetics.

The natural elements close to the area are also positively valued as part of this landscape and also as spaces for the enjoyment of the population. The neighbours agree that the current connection between the urban area and these natural spaces could be improved. They point out the lack of pedestrian and bicycle access through properly signposted footpaths and cycle paths. Furthermore, as a new point of urban activity, it was also agreed that the connection of Els Rajolars with relevant natural areas of the municipality, such as the beach, the marshes and the inland valleys, should be reinforced both by car and by offering public transport.

Fig 9. Response to one of the questions posed in Thematic axis 3
Source: Own elaboration

¿Siente que el ámbito de Els Rajolars forma parte de la identidad de la ciudad de Oliva?
¿Por qué?

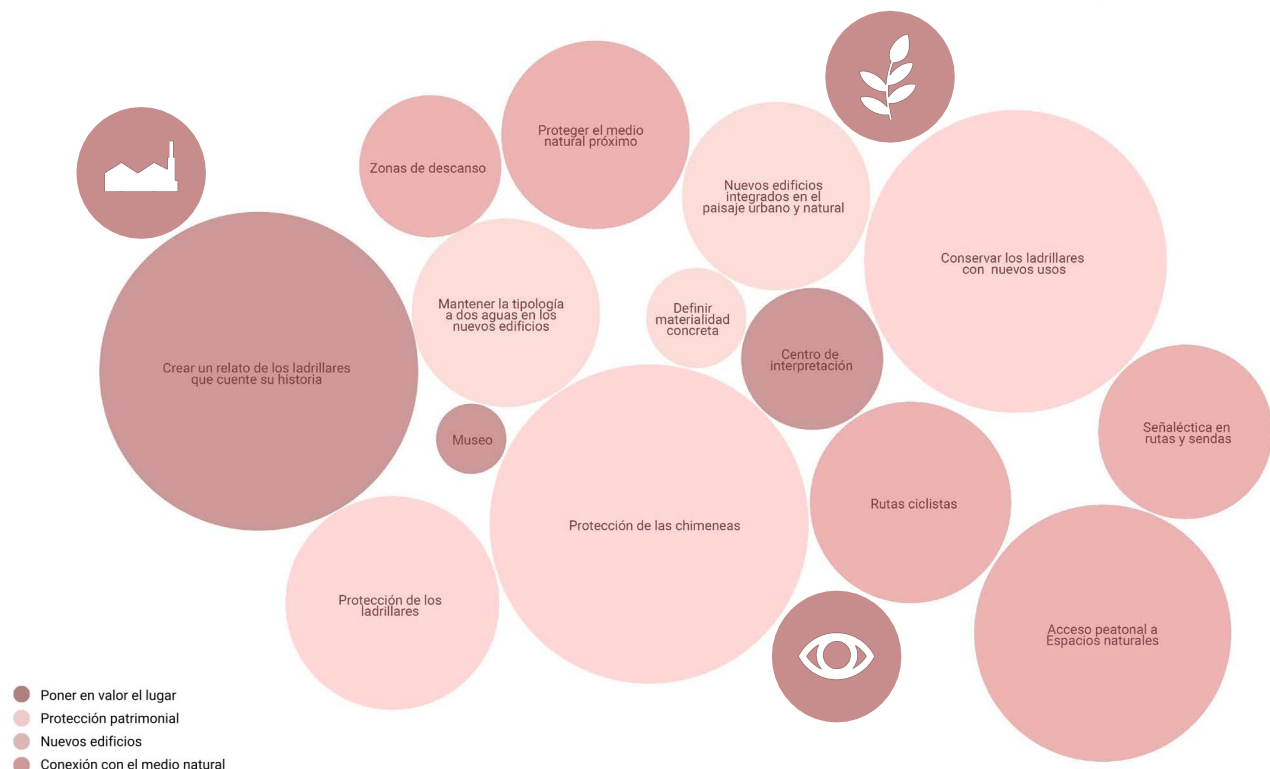
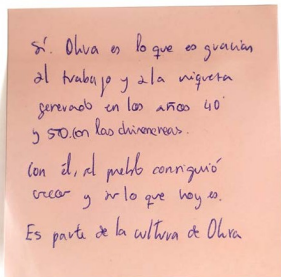
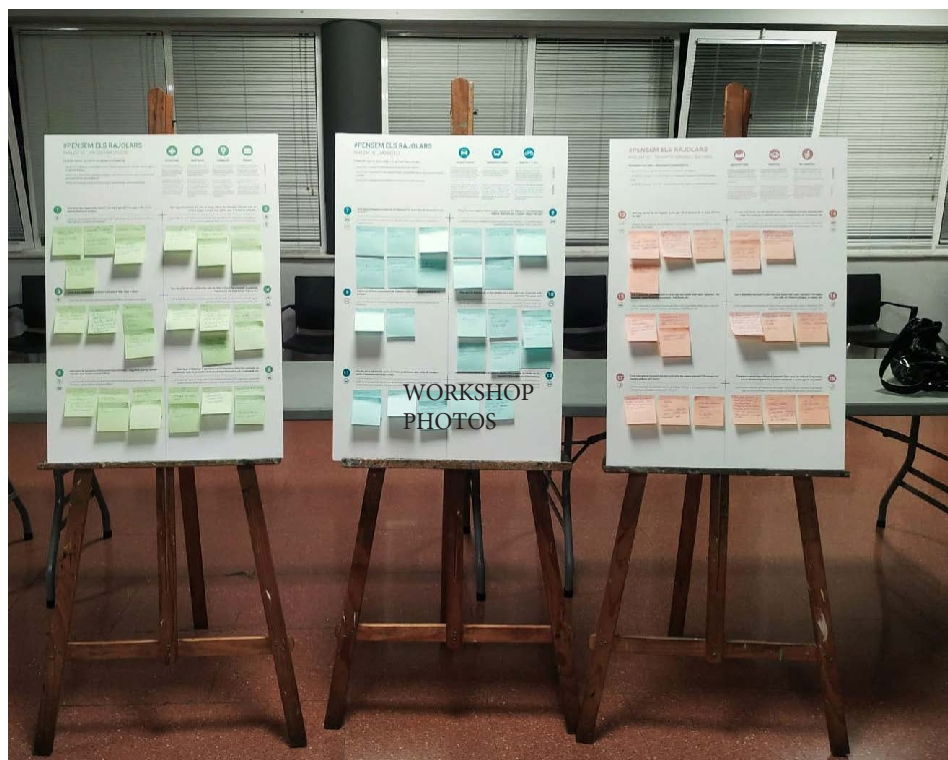


Fig 10. Photographs taken during the development of the Participatory Workshop.

Source: Own elaboration





ACTIVITY 2: SURVEY DIGITAL

Date: 9 November 2022 - 15 December 2022

Link: <https://www.oliva.es/es/pdrajolars>

No. of questions: 24

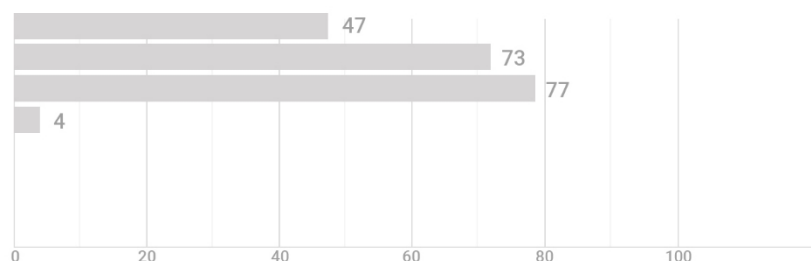
Participants: 108

The online survey is divided into 4 sections: general questions about Oliva, programme of uses, mobility and urban/natural landscape. 108 people participated, mostly citizens of Oliva in the tertiary sector, between 25-65 years old.

At the beginning of the survey, questions were asked about the main attractions of the city, highlighting coastal tourism and natural heritage. In terms of problems, mobility stands out as the main drawback of the municipality, followed by the lack of cultural offerings and the departure of young people. Finally, the public believes that the future for young people is the greatest challenge facing Oliva. However, the ageing of the population, adaptation to climate change and the introduction of local products are also of concern, which are placed in second place.

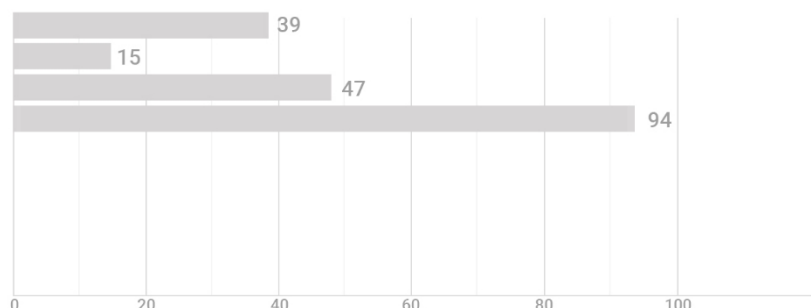
What do you think are the main attractions of the city of Oliva?

Patrimonio artístico - cultural 47
 Patrimonio natural - medioambiental 73
 Turismo costero 77
 Calidad de los espacios públicos 4
 Additional answers: Size (1)
 Agriculture (1)
 None (1)



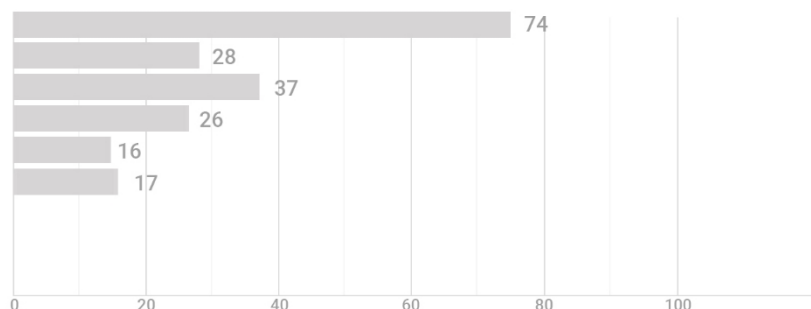
What do you think are the main PROBLEMS of the city of Oliva?

Marcha de los jóvenes a otras ciudades 39
 Acceso a la vivienda 15
 Poca oferta cultural, deportiva o de ocio 47
 Mala conexión con otras ciudades 94
 Additional answers:
 Dirt (6)
 In-civic attitudes (2)
 Administrative management (6)
 Heritage recovery (3) Lack of parks (2)
 Stationary tourism (2)
 Little promotion (1)
 Lack of space for young people (1)



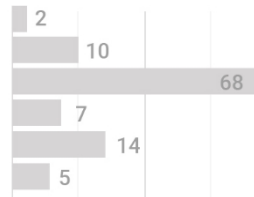
Which of the following challenges do you think the city needs to address most urgently?

Futuro para jóvenes 74
 Envejecimiento de la población 28
 Adaptación al cambio climático 37
 Implantar productos de proximidad 26
 Equidad social 16
 Riesgos naturales 17
 Additional answers:
 Dirt (3)
 Mobility (9)
 Administrative management (4)
 Sewage treatment plant (1)



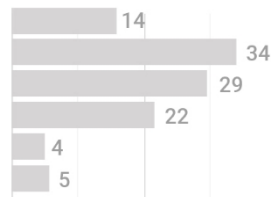
Occupation

Sector primario (agricultura, pesca, etc.)
Sector secundario (industria)
Sector terciario (servicios)
Estudiante
Jubilado
Otro



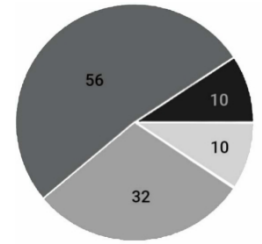
Neighbourhood of residence

Núcleo histórico
Ensanche
Ciudad Jardín - Carrasca - S. Francesc
Playas
Urbanizaciones de montaña
No vivo en Oliva



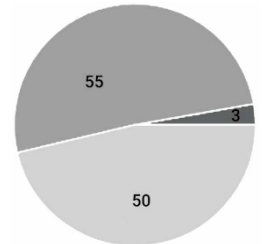
Age

Under 25 years
25-44 years
45-64 years old
Over 65 years old



Sex

Female
Male
I prefer not to say



Related initial needs: N1, N2, N3, N4, N5, N9, N17, N19
Related thematic analysis: 1.1, 1.2, 1.3, 1.4
Related guidelines: D1.2, D1.3, D1.4, D1.5

THEMATIC AXIS 1: Programme Uses

The aim of this axis is to detect the main programme needs in Oliva demanded by its citizens.

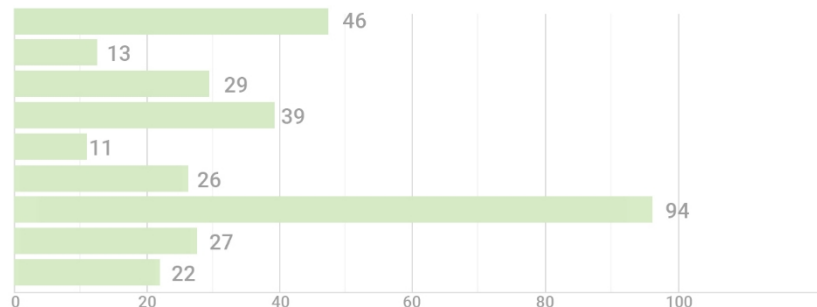
In terms of facilities, citizens mainly demand spaces dedicated to leisure, with those related to natural spaces, sport and gastronomy standing out.

In terms of demand for vocational training in the municipality, in general, all the sectors proposed in the Master Plan were well received. However, the most sought-after sectors were skilled catering, agriculture and IT.

With regard to the housing needed in the municipality, there is a demand for housing for young people. The formulas of rental housing with option to buy, collaborative and supervised housing for the elderly are also very popular among citizens. Lastly, the survey asked about the municipality's favourite public space, with natural areas such as the beach and the mountains being the most popular.

What kind of equipment do you miss most in Oliva?

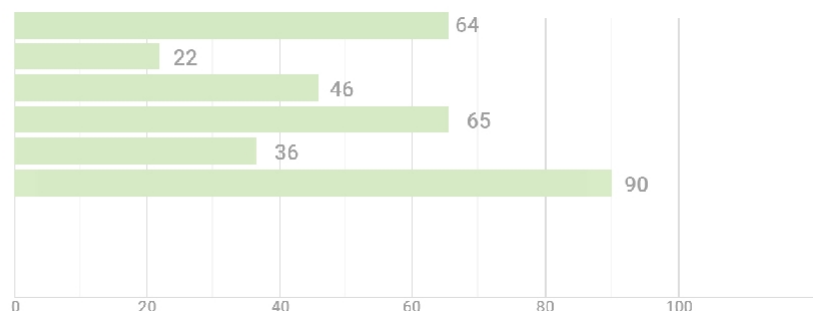
Espacios innovación empresarial
Espacios deportivos
Espacios culturales
Espacios comerciales / mercado
Espacios infantiles / guardería
Espacios asistenciales / 3ra edad
Espacios de ocio
Espacios formación profesional
Vivienda pública



Additional answers:
Public transport (5)
Green/space (5) Adapt Olympia Theatre (2)

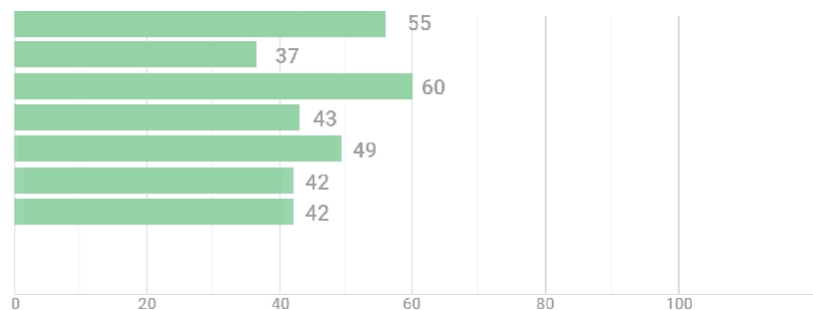
What kind of leisure spaces do you like to frequent?

- Activo/deportivo (deporte, paseo, etc.)
- En espacios deportivos
- Formativo (talleres, clases, etc.)
- Gastronómico
- Nocturno
- En espacios naturales
- Additional answers:
- Cultural (4)



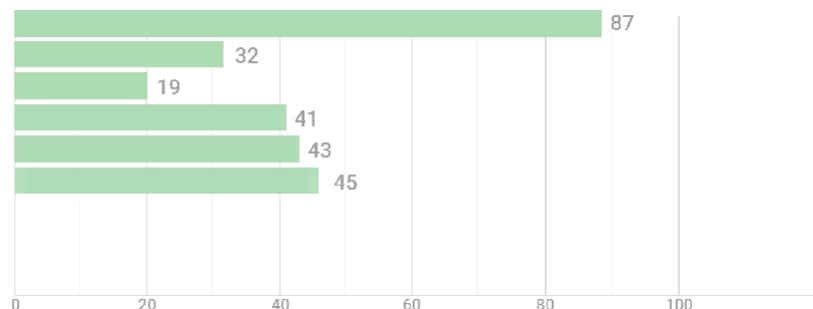
What kind of specialised vocational training could complement the current offer in Oliva?

- Agricultura / silvicultura
- Industria y/o construcción
- Turismo y/o hostelería cualificada
- Robótica y/o programación
- Informática y/o TIC
- Salud y/o cuidados a personas mayores
- Deportes y/o actividades socioculturales
- Additional answers: Scientific field (1) Logistics and administration (1) Cultural management (1) Traditional crafts



What type of new housing do you think is most needed in Oliva?

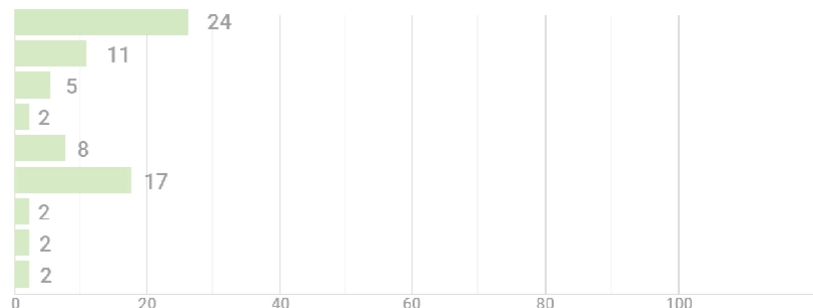
- Asequible para jóvenes
- Para colectivos desfavorecidos
- Para trabajar desde casa
- Tuteladas con cuidados para 3ra edad
- Vivienda colaborativa
- Alquiler con derecho a compra
- Additional answers: Encourage empty housing (3)



- Additional answers: None (2)
- Market, museum, conservatory (1)

What is your favourite public space in Oliva? Please answer freely

- Playa / mar
- Paseo y parque Estación
- Polideportivos
- Biblioteca Tamarit
- Casco antiguo
- Naturaleza circundante
- Rajolars
- Parques
- Oliva necesita más espacios públicos



THEMATIC AXIS 2: Mobility

Related initial needs: N6, N7, N8

Related thematic analysis: 1.4

Related guidelines: D1.6

The questions regarding mobility involve understanding the current use of Els Rajolars as the backbone of the city in order to then propose possible alternative uses. It has been detected that the usual function of the Paseo de Ladrillares is as a passage to the city, to the Pego road (N322) or as access to the mountain houses. It is also used as access to the town and as an exit to the inland mountains for recreational purposes.

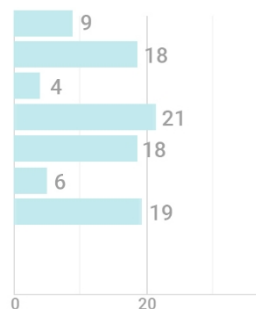
The road is mainly traversed by private vehicles because it is perceived as an unsafe place to cycle or walk. If the road were to be made suitable for cycling or pedestrian use, citizens would be willing to use their vehicles to a lesser extent. The solution to make this axis friendlier is to widen the width of Paseo de Ladrillares, rather than to consider a ring road.

THEMATIC AXIS 3: Urban Landscape and Natural

What is your usual route when you pass through Els

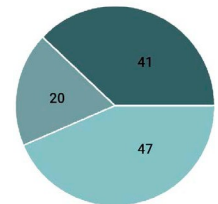
- Ir a la carretera CV-715
- Ir a la Nacional N-322
- Ir a la playa
- Ir al centro ciudad
- Ir al cementerio
- Ir al campo a trabajar
- Paso por ocio (paseo, bici, etc.)

Additional answers: Go to a dwelling (11)
As a ring road (2)



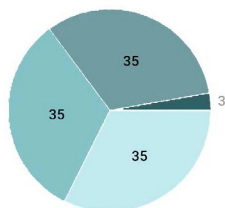
If there were good conditions to cross Paseo de Ladrillares by bicycle, public transport or walking, would you stop using your private vehicle to make the same journey?

- Yes
- No
- Only sometimes



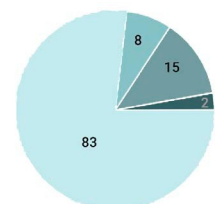
How often does it pass through Els Rajolars?

- Daily
- 1-2 times a week
- Hardly ever
- I never cross Rajolars to enter or leave the city.



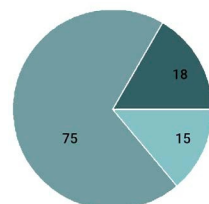
If so, on which means of transport?

- Private vehicle
- Bicycle or similar
- Walking
- I never cross Rajolars to enter or leave the city.



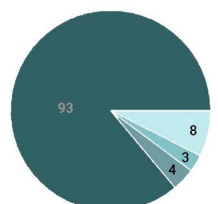
What alternative do you think would improve road traffic through the Els Rajolars area?

- A new road between Cami Collado and Senda dels Lladres
- Widen the width of the Paseo de Ladrillares road.
- Extending the section of the Via Pista



Do you feel that Els Rajolars is a safe place to walk or cycle?

- Yes for both means
- Yes walking, no cycling
- No walking, yes cycling
- Neither for walking nor for cycling



Related initial needs: N10, N11, N12, N13, N17, N19

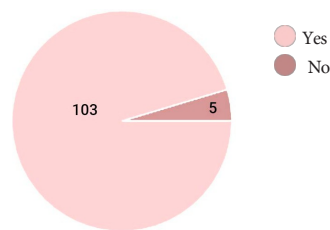
Related thematic analysis: 2.1, 2.3, 3.1

Related guidelines: D2.2, D2.3, D3.1

The third axis focuses on the unique landscape that makes up Els Rajolars. The citizens understand that this area forms part of the city's identity, almost on the same level as the historic city and above the churches or the Centelles Palace. The chimneys, the façades of brick, the kilns and the agricultural environment as the main elements that make up the urban landscape and identity.

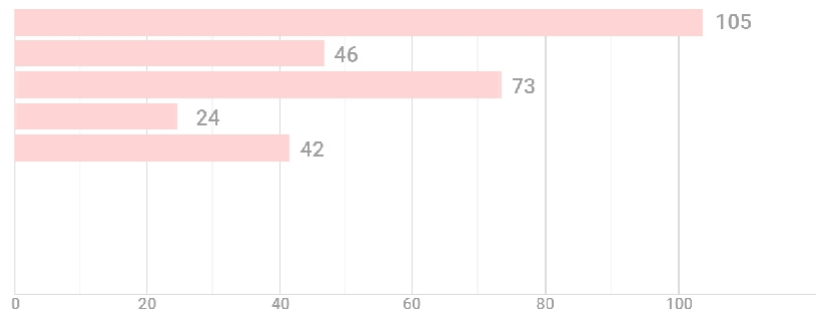
On the other hand, the natural elements of the municipality and their connection with the city were surveyed. Above all, the beaches and the Marjal stand out as the most important natural elements. However, the connection from the town centre to these areas is considered to be deficient. In order to be able to enjoy these natural spaces, citizens mainly demand accessible paths. To a lesser extent, signposting, guided routes and new viewpoints or urban furniture.

Do you feel that the area of Els Rajolars is part of the identity of the city of Oliva?



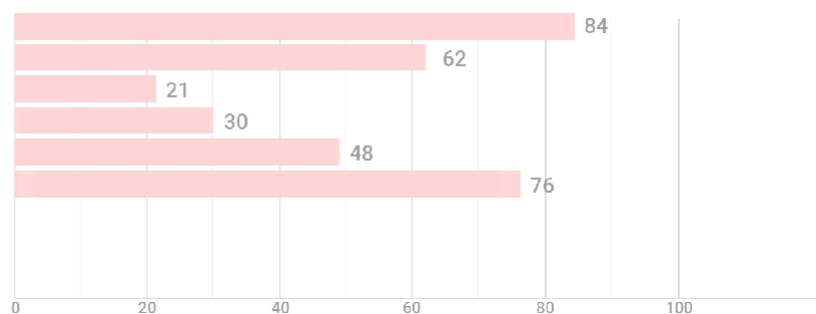
What are the elements that stand out in the landscape of Els Rajolars? Choose at least 2

- Chimeneas
- Hornos
- Fachadas de ladrillo / celosías
- Cubierta a dos aguas
- Entorno agrícola y villas asociadas

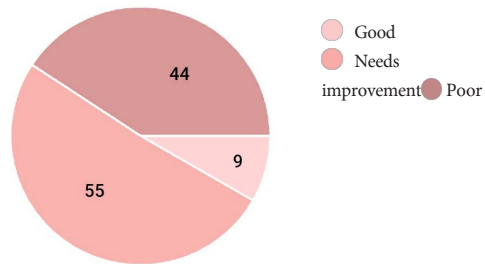


Which of Oliva's architectural elements do you think have the most value and appeal? Choose at least 2

- Ciudad histórica
- Iglesias y ermitas
- Museos
- Castillos
- Palacio de Centelles
- Chimeneas y ladrillares
- Additional answers: Noble houses (3)
- Paseo Francisco Brines (1)

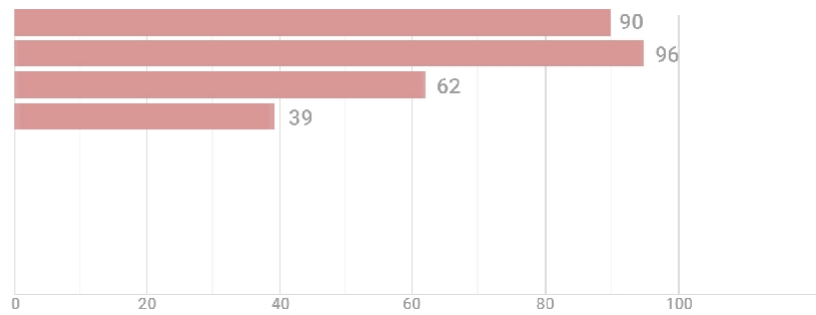


How would you rate the connection from the city centre to the natural areas defined below?



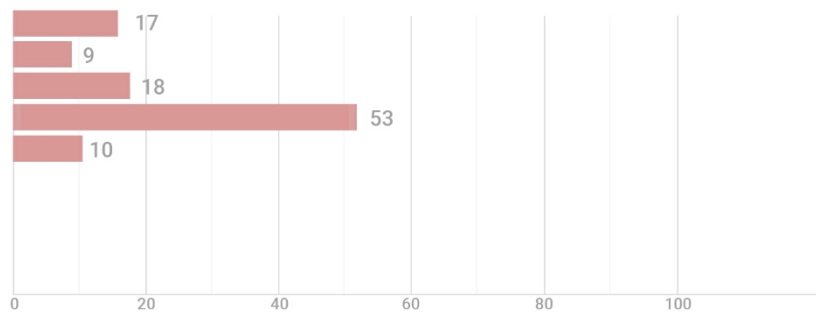
Which natural elements of Oliva do you think have the most value and appeal? Choose at least 2

- Marjal Oliva-Pego
- Playas y dunas
- Manantial de la Font Salada
- Valles del interior
- Additional answers: Orange groves (1)
- Springs and water sources (1)



What kind of activities/media would you like to see in these spaces in order to better enjoy them? Choose up to 3

- Rutas culturales guiadas
- Miradores
- Señaléticas de caminos
- Adecuación de caminos
- Mobiliario urbano en espacios públicos
- Additional answers:
- Chiringuitos (1)
- Improved bicycle lanes (2)
- Public transport (1)



ACTIVITY 3: MEETINGS SECTORAL

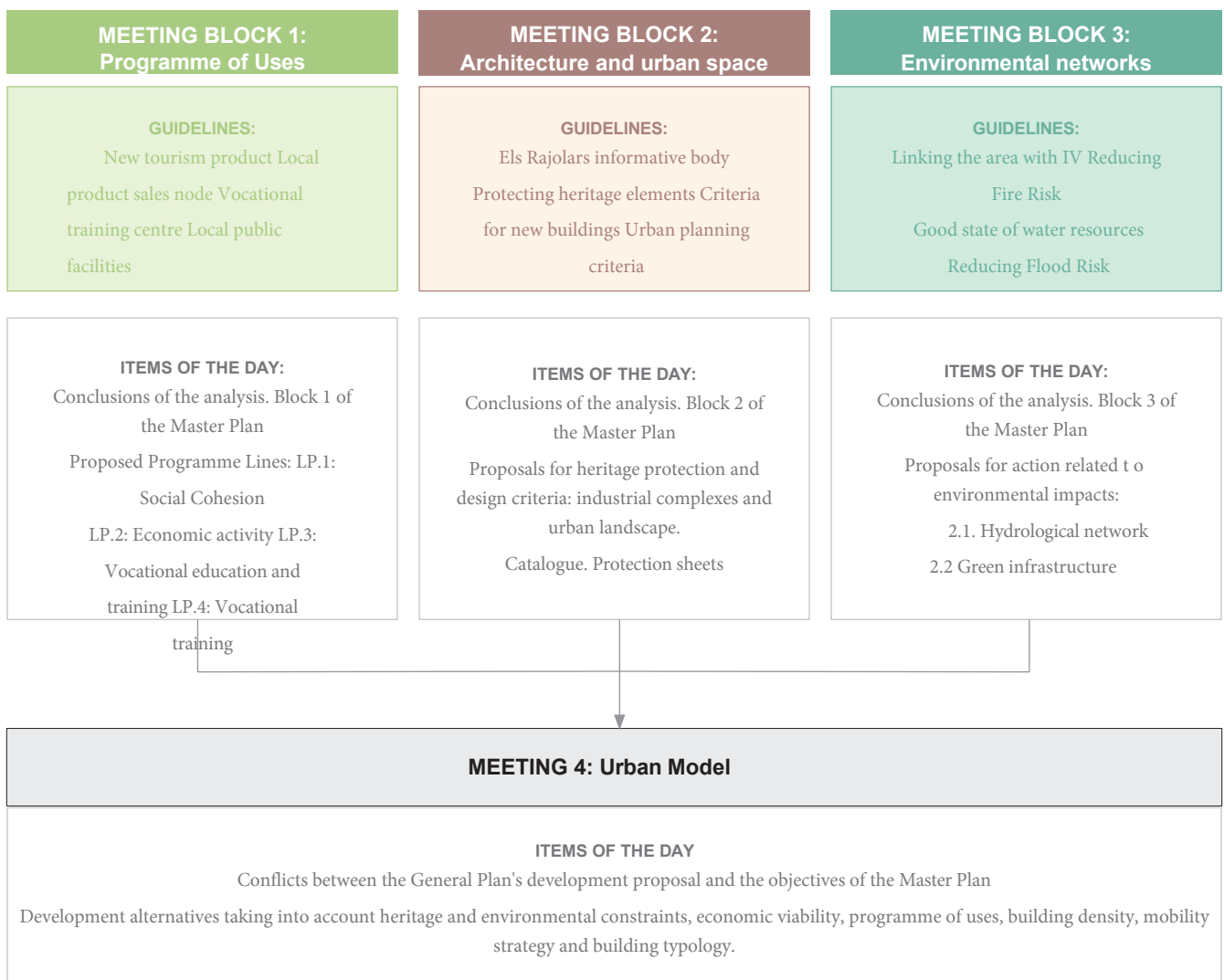
Fig 11 (next page). Photographs taken during meetings with the government team.

Source: Own elaboration

The convening of these meetings has two fundamental objectives. Firstly, during these sessions, the content and conclusions of Phase 1 of the Master Plan: Analysis of the Current State will be shared with the government team. In this context, the second objective of the meetings will be to present and debate the specific proposals to be developed in Els Rajolars. This is necessary in order to jointly validate a draft proposal that will later be developed in the final phase of the commission.

Each of the three blocks of content of the Master Plan has an associated sectorial meeting to which the municipal authorities and experts in the areas it deals with are invited. All these agents will then be called to a fourth meeting, considered to be the closing of this phase of pooling, where the projects presented will be integrated into a concrete proposal for the urban model.

For the development of these meetings, new graphic material is produced in the form of a digital presentation and a series of printed documents: sheets and plans.





MEETING BLOCK 1: Programme Uses

Talking points

Date: 14 November 2022

Place: Oliva Town Hall

Participants:

-Josep Escrivà Savall, Councillor for Citizen Participation.

-Adelina Vilaplana, tourism technician.

-Juan Ramón Porta Sancho, municipal technical architect.

Points of the day:

- Presentation of findings on productive uses in Phase 1

- Proposal and debate on the distribution of uses related to economic activity to be implemented in Els Rajolars.

Related initial needs: N1, N2, N3,

N4, N5, N9, N17, N19.

Related thematic analysis: 1.1,

1.2, 1.3

Related guidelines: D1.1,

D1.2, D1.3, D1.4, D1.5

The Master Plan aims for the new Els Rajolars neighbourhood to promote social cohesion and combat the situation of urban vulnerability detected. It proposes to implement a residential offer linked to social needs that is also committed to new residential models attractive to private investors, such as housing adapted to teleworking and co-living. The strategic position of this new neighbourhood also makes it possible to make up for the lack of facilities in the surrounding urban areas with local facilities and quality green areas.

It also proposes to recover productive activity in the new neighbourhood, complementing housing with strategic uses linked to Oliva's traditional productive sectors and highlighting its location and privileged climate. Els Rajolars will be the epicentre of environmental tourism with a network of associated tourist accommodation that will also, due to its historical and cultural value, function as a new focus of tourist interest related to the pottery activity and history of the place, which will be brought together in an interpretation centre. It is also proposed to locate a gastromarket, focused on the sale of a local product, and new business models related to the elderly and digital nomads.

The training offer of the Vocational Training Centre proposed in Els Rajolars must be aligned with the current and foreseeable demand of the productive sectors in order to create value chains. It is worth highlighting the training on offer in tourism specialising in the environment, water management and geriatric nursing care.

Conclusions

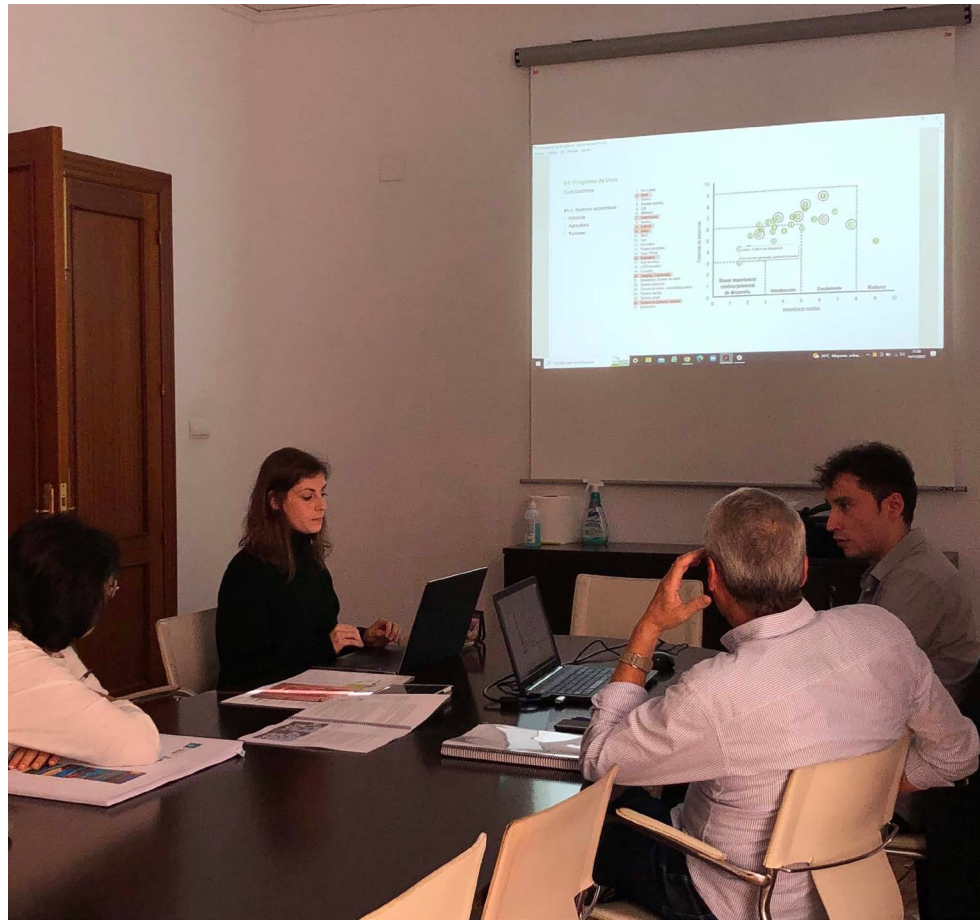
The government team is particularly concerned about housing. On the one hand, the Strategic Housing Plan indicates that the demand for housing in Oliva is covered for the next 20 years, so it does not seem very opportune to build more housing. It is agreed that housing is necessary to carry out the new development but that the type of housing to be implemented must be very well characterised. On the other hand, they are concerned about repeating the experience of "green estates" when it comes to managing new public housing and ask to diversify the population to avoid ghettos.

With regard to the new productive activity, it is considered that the qualities of the territory and climate of Oliva should be exploited to the maximum, both for ecological tourism, in line with that proposed in the Strategic Tourism Plan, and to welcome new inhabitants who decide to stay and live there. Assisted housing for the elderly is a model of considerable interest due to the ageing of the population and the volume of foreign tourism that Oliva receives. Also the enormous tourist value of the brick kilns as a driving force in telling the story of this ceramic complex is recognised and the visits of foreigners to Anticfang to learn about the ceramic manufacturing process are discussed.

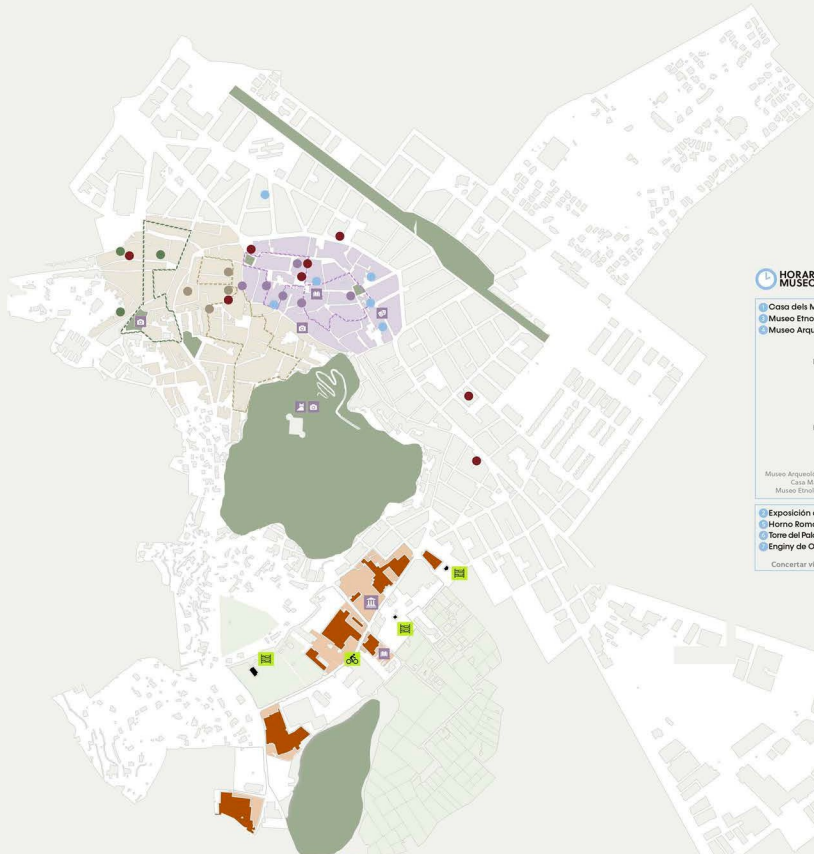
They are very clear about the importance of linking the proposed vocational training centre with others outside Oliva and stress the need for collaboration between sectors to make a competitive and complementary training offer: such as training in water management for irrigation and innovation in agriculture.

Fig 12. Images from Sectoral Meeting 1.

Source: Own elaboration



- Edificios Municipales**
- BIBLIOTECA
 - CASTILLO - FORTALEZA
 - MIRADOR / VISTAS PANORÁMICAS
 - TEATRO
- Museos y Patrimonio Cultural**
- Museo Casa dels Mayans. Subseid del MuV
 - Exposició del actor Vicente Parra
 - Museo Etnológico y Biblioteca (ss. XV-XVIII)
 - Museo Arqueológico (ss. XVI-XVIII)
 - Horno romano (s. I d.C.)
 - Torre-museo del Palacio Condal de Oliva (s. XVI)
 - Enginy de Oliva (s. XVI)
- Iglesias y Ermitas**
- Iglesia Ntra. Sra. del Rebollet (ss. XVII - XVIII)
 - Iglesia y cripta de Santa Maria la Mayor (s. XVI)
 - Iglesia de San Roque (ss. XVIII-XX)
 - Ermita de los Santos Antonios
 - Portal Ermita de San Vicente
 - Convento de las Monjas Claristas
 - Iglesia de San Francisco de Asís
- Itinerarios Turísticos**
- VILA CONDAL**
- Piazza de Alborn
 - Portal de la Virgen Maria (ss. XV-XVIII)
 - Torre de la muralla de la Vila (s. XVI)
 - Aula Mayanesiana (s. XVIII)
 - Torre del Palacio Condal de Oliva
 - Ventana del Palacio de Centelles (s. XVI)
 - Plaza del Ayuntamiento
 - Calle del Molino de Enginy (ss. XV-XVI)
 - Calle de Morenes
- RAVAL MORISCO**
- Casa Abadía (ss. XV-XVIII)
 - Pozo de Alzina
 - Tossalot del Doix
 - Calle de la Hoz
- GERRERÍA - PINET**
- Portal ermita de San Vicente
 - Ermita Santos Antonios
 - Plaza Vista Hermosa
 - Plaza de Ganguis



- HORARIO MUSEOS**
- Casa dels Mayans
 - Museo Etnológico
 - Museo Arqueológico
- INVERNO - Lunes**
Cerrado
- De martes a sábado**
10.00h - 13.30h
16.00h - 19.00h
- Domingo**
11.00h - 13.30h
- VERANO - Lunes**
Cerrado
- De martes a sábado**
10.00h - 13.30h
17.00h - 20.00h
- Domingo**
11.00h - 13.30h
- Museo Arqueológico - Tel: 96 285 46 28
Casa Mayans - Tel: 96 285 52 81
Museo Etnológico - Tel: 627 493 688
- Exposición actor Vicente Parra
 - Horno Romano
 - Torre del Palacio Condal de Oliva
 - Enginy de Oliva
- Concertar visitas - Tel: 96 285 12 53

- HORARIO IGLESIAS**
- Nuestra Señora del Rebollet**
INVERNO - De lunes a sábado
8.00h / 19.30h
Domingo
9.30h / 12.30h
VERANO - De lunes a sábado
8.00h
Domingo
9.30h
 - Santa María**
INVERNO - De lunes a viernes
8.00h / 19.30h
Sábado
19.30h
Domingo
8.30h / 12.30h / 19.30h
VERANO - De lunes a viernes
8.00h
Sábado
20.30h
Domingo
8.30h / 12.30h
 - San Roque**
INVERNO - De lunes a sábado
19.00h
Sábado
11.30h / 19.00h
VERANO - De lunes a sábado
20.00h
Domingo
11.30h / 19.00h
 - Ermita Santos Antonios**
Domingo
10.00h
 - Convento Monjas Claristas**
De lunes a sábado
9.00h
Domingo
9.30h
 - San Francisco**
INVERNO - De lunes a viernes
19.00h
Sábado
20.00h
Domingo
12.00h / 18.00h
VERANO - De lunes a viernes
19.00h
Sábado
20.00h
Domingo
12.00h / 18.30h
 - Virgen del Carmen (Playa) Virgen del Mar, nº 42**
INVERNO - Domingo
11.00h
VERANO - De lunes a viernes
20.00h
Sábado
19.00h / 20.00h
Domingo
9.30h / 11.00h

SESSION BLOCK 2: Architecture and urban space

Talking points

The Master Plan seeks to enhance the value of the area of Els Rajolars through the creation of a body of information containing the history of the place. It also aims to ensure that the historical complexes remain and are protected as heritage elements of great historical and cultural value. For this protection, the incorporation of the heritage elements into the *Catalogue of Protected Assets and Spaces of Oliva* is proposed, with the drafting of files for each of the industrial complexes with all their components. It is also proposed to include in the files the actions permitted in the heritage plots, such as the occasional cessions for the creation of public space.

Els Rajolars is also characterised by its unique urban landscape, which is also made up of natural elements inside and outside the area: mountains, mines and orchards. It is proposed that these elements be protected by means of cards in the catalogue as landscape resources associated with the Els Rajolars Landscape Unit. On the other hand, in order to avoid altering this urban landscape, the Master Plan proposes to condition the design of new buildings with a specific typology and a similar materiality or in harmony with the existing complexes.

The positioning of the Master Plan is to protect the whole of Els Rajolars as soon as possible, taking advantage of the state of processing of the *Catalogue of Protected Assets and Spaces of Oliva*. To this end, it proposes two types of protection for this area to be included in the catalogue. One option is the denomination of *Traditional Historical Nucleus* (NHT-BRL). The second option would be the designation of the area as a number of Protected Environments of *Local Relevance*. On the other hand, if it is decided not to include the ensemble in the catalogue for the time being, its protection would be subject to the drafting of a Special Plan which would include this protection and criteria for action in its regulations.

Conclusions

Those present agreed that Els Rajolars is made up of industrial complexes of great value to the city and whose heritage and landscape elements must be protected. The protection of the brickworks is a matter of particular concern to the town council, especially due to the advanced state of deterioration of some of the complexes, such as La Salvaora. In order to ensure the conservation of the ensemble, political determination must first be reached as to what to do with this heritage. At present, the buildings are maintained by the owners, who do not know how to proceed, and are in danger of falling into ruin.

With regard to the figures of protection, it is determined that the most convenient for developing the new planning is to use the figure of BRL environments that allow the modification of the historic plots based on clear heritage criteria such as the visibility of the heritage from the public space. The NHT-BRL figure is discouraged as it presents many obstacles to intervention in heritage, although the coverage of protection is greater (environmental protection, aesthetic conditions...). The BRL environments must have a commitment from the city council that the aesthetics of the new buildings will be taken care of so as not to alter the urban landscape until they are required to comply with the regulations, which will happen with the approval of a Special Plan.

Date: 18 November 2022

Place: Oliva Town Hall

Participants:

- Julio Llorca Esteve, Councillor for Culture, Music and Libraries and Archives; Museums and Architectural and Artistic Heritage

- Vicent Burguera San Mateu, municipal archaeologist

- Antonio Pérez Menguada, municipal architect

- Juan Ramón Porta Sancho, municipal technical architect and municipal representative of the commissioning

Points of the day:

- Characterisation of the architectural ensembles and the Cultural Landscape of Els Rajolars.

- Regulatory fit options for the protection of the elements and values identified.

- Coordination of the protection proposal of the Master Plan with the drafting of the Catalogue of Protected Assets of Oliva.

Related initial needs:

N9, N10, N11, N12, N13, N14, N15, N16

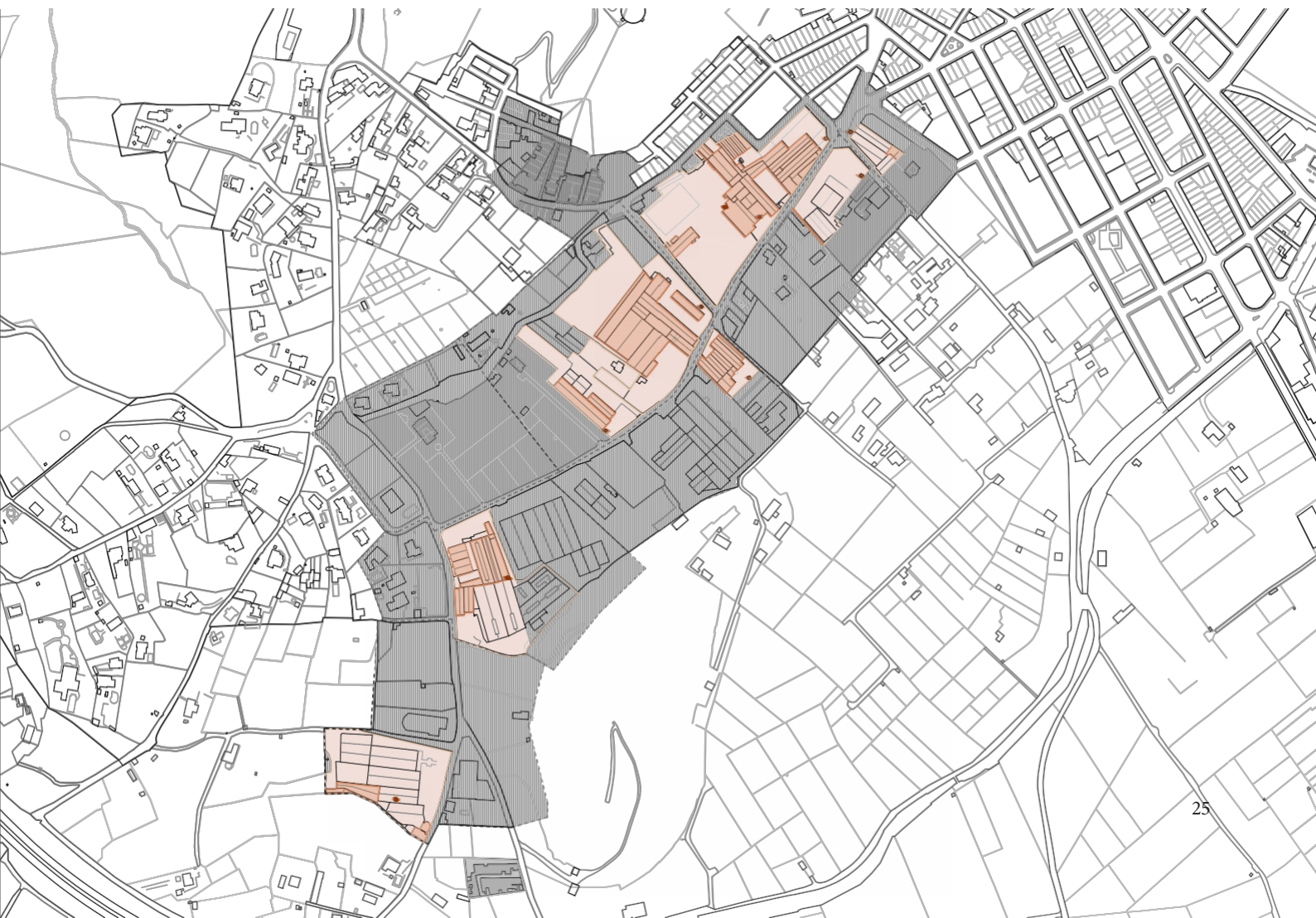
Related thematic analysis: 2.1, 2.2, 2.3

Related guidelines: D2.1,

D2.2, D2.3, D2.4

Fig 13. Images from Sectoral Meeting 3.

Source: Own elaboration.



BLOCK 3 MEETING: Networks Environment

Talking points

Date: 16 November 2022

Place: Oliva Town Hall

Participants:

- Yolanda Balaguer, Mayoress of Oliva.

- María Josep Llorens, Councillor for the Environment and Integrated Water Cycle.

- Francesc Mateu, Municipal Environment Technician

- Carles F. Jareño, municipal technician for the Integrated Water Cycle

- Juan Ramón Porta, municipal technical architect.

Points of the day:

- Presentation of the conclusions analysis Block 3

- Intervention proposals related to the management of green infrastructure elements and water resources.

Related initial needs: N16, N17,

N18, N19, N20

Related thematic analyses: 3.1,

3.2

Related guidelines: D3.1,

D3.2, D3.3, D3.4

The Master Plan seeks to make Els Rajolars a resilient urban area to the effects of climate change. For this reason, it is proposed that the new development of Els Rajolars should incorporate the effects of flood risk associated with the river basin of the Barranco del Riuet dels Frares: risk of rain and river flooding. A demarcation of the riverbed is proposed in order to determine its public domain and a zone free of buildings. In this area, a topographical remodelling is proposed to create a natural river park with native vegetation which, in addition to mitigating the risk of river flooding, will function as a quality public space. On the other hand, to curb the runoff problem, it is proposed the implementation of a Sustainable Urban Drainage System (SUDS) that collects the flow of Paseo de Ladrillares towards a spine of urban green areas and permeable paving that slows its passage and also contributes to its infiltration into the ground. Under these green areas there will be underground reservoirs, capable of storing this water for future uses such as irrigation, street washing or flushing toilets in order to supply part of the urban water demand with recycled water.

In order to promote the functional and landscape integration of Els Rajolars in its natural environment, it is proposed to create a Network of green spaces and ecological Connectors through its public space which, in addition to guaranteeing ecosystemic continuity between the different elements of the municipal Green Infrastructure, will improve urban environmental quality and access to natural spaces. Specifically, it is proposed to connect Monte Santa Ana with the banks of the ravine and Monte Algar. The vulnerability of the urban environment to forest fires due to its proximity to the Monte Algar Forest Land must also be taken into account. To mitigate this risk, it is proposed to create a natural firebreak strip free of buildings that separates the urban environment from the forest.

the forest area at least 30 metres and that it has adequate silvicultural management to prevent spread in the event of fire.

Conclusions

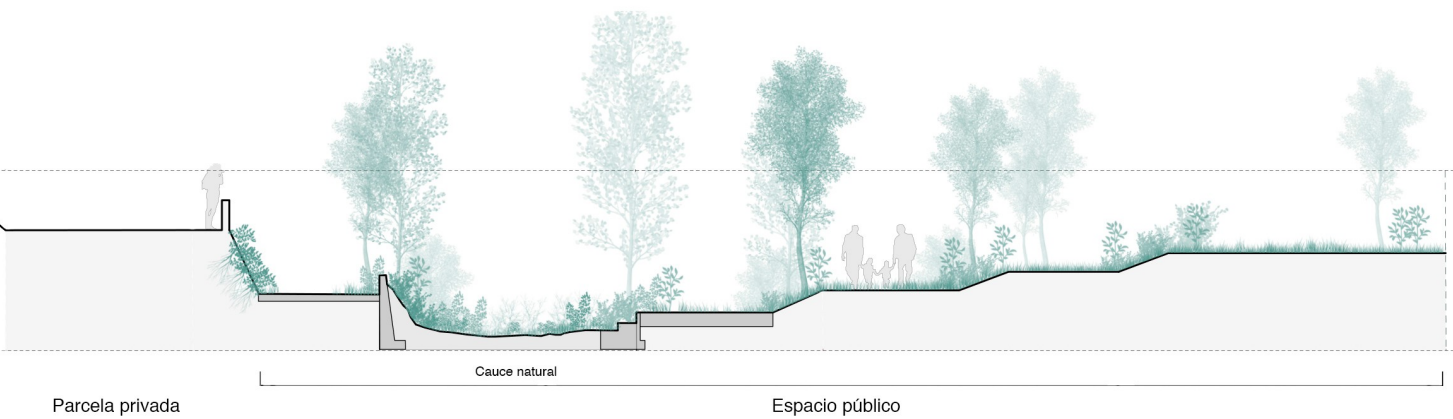
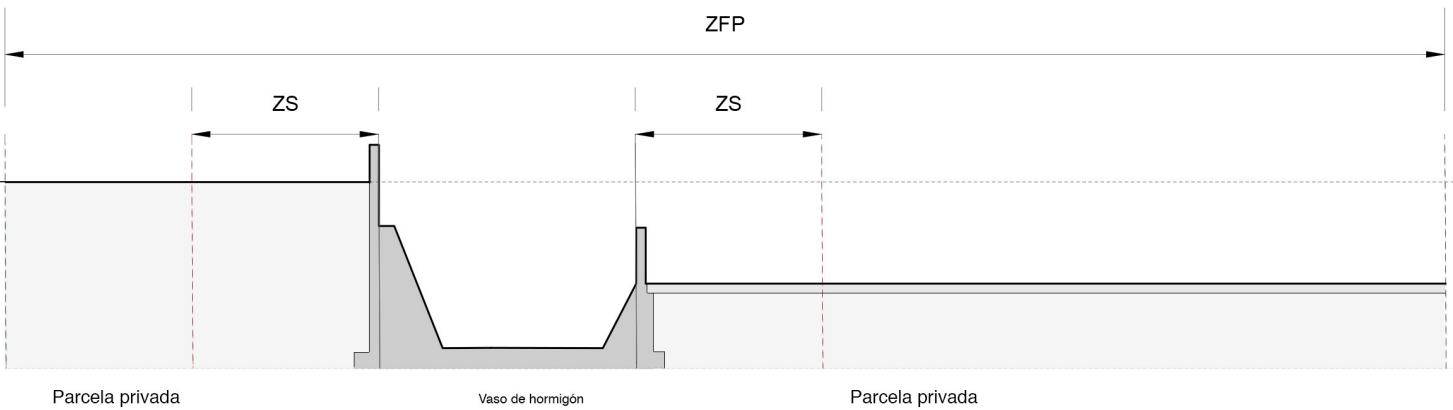
The environmental effects of flood and fire risks are highlighted, which will condition the new development of Els Rajolars with areas free of construction.

It is essential to include the flood risk envelope in the Els Rajolars area, as the PGOU does not currently include it in its action units and allows building on the bed of the ravine. There is consensus that one of the imminent problems in the area is the risk of surface runoff, which must be mitigated as soon as possible. The current regulations already require the implementation of a drainage system that addresses this issue and it seems very positive to also use a SUDS system, which adapts to the climatic conditions of the area and improves the permeability of the soil.

Ecosystemic continuity, on the other hand, is also highly desirable, although the green connection within the area is conditioned by the disconnection of nearby municipal Green Infrastructure components. The integration of strategic areas of unplanned vacant land for development into the local Green Infrastructure would improve the ecosystemic continuity between the proposed elements. This is considered a strong argument in support of the municipality's decision to reduce the amount of land for development.

Fig 14. Images from Sectoral Meeting 2.

Source: Own elaboration.



MEETING 4: Urban Model

Talking points

Date: 12 December 2022

Venue: Oliva Town Hall

Participants:

- Yolanda Balaguer
- Julio Llorca Esteve
- Josep Escrivà Savall
- Miguel Doménech Cardona, Councillor for Works, Services and Public Services; and Agriculture.
- Maria Josep Llorens
- Antonio Pérez Menguada
- Juan Ramón

Porta Points of the

day:

-Presentation of conflicts between the development proposed by the PGOU and the objectives of the Master Plan.

-Proposal for the new development of the PD, taking into account heritage protection and environmental conditions.

- Debate on development alternatives for Els Rajolars taking into account: economic viability, programme of uses, building density, mobility strategy and building typology.

Related initial needs:

N3, N4, N5, N7, N11, N15, N16, N17, N18, N20

Related thematic analysis: 1.3,

1.4, 2.3, 3.1, 3.2

Related guidelines:

D1.2, D1.3, D1.4, D1.5, D2.3, D2.4, D3.2, D3.4.

The urban model proposed by the Master Plan must respond to the Oliva Town Council's need to regenerate the urban area of Els Rajolars. In accordance with current regulations, both state and regional, the regeneration of degraded urban areas, which in turn are often focal points of vulnerability and urban insecurity, is a priority over the urban development of new sites.

Under this premise, the new development must also comply with a series of socio-economic and environmental conditions. Two main conclusions can be drawn from the socio-economic context of the city that are detrimental to residential development: the lack of housing demand forecasts and the low price of housing in neighbouring urban areas. The Master Plan's proposal to address this situation is to increase the value of land by assigning residential land an added value with a unique real estate product, capable of attracting investors and residents seeking a quality of life in a remarkable environment and climate, and a productive activity related to environmental tourism. It also proposes, as a mechanism to increase the value of the area, to improve its connection with inter-urban public transport (bus).

and supra-municipal (train). From the environmental context, the need for the new development to be resilient to natural risks is noted. It is therefore proposed that areas vulnerable to fire and flood risk should be respected with building-free areas and that measures should be taken with the urban design to curb surface run-off.

The new urban model must also seek profitability, i.e. the urban operation must be economically viable. Four urban model alternatives are proposed, based on the consideration of the current General Plan and modified on the basis of the conditions presented. Taking into account the current situation (sale price of housing, compensation from active companies and current construction prices), where there is no private investment, economic viability can only be achieved by increasing the buildable area from 0.25 m²/m² to 1 m²/m².

Conclusions

The decision as to whether or not a Specific Modification of the *General Urban Development Plan* of Oliva is possible in order to increase the buildable area of the area is a determining factor when it comes to planning the new urban model of Els Rajolars. This increase would mean quadrupling the buildable area of the urban area but only doubling the residential ceiling. The attendees believe it is possible to justify this decision to the Conselleria as long as the corresponding ratios of green areas and facilities are respected in accordance with this increase in the housing ceiling.

If the increase in buildability is not considered, the profitability of the operation would be compromised. The area has been blocked for 40 years, partly because of this problem, as it does not allow anything viable or attractive to private investors to be built. The economic situation may change and make the operation viable without modifying the buildability, but with the current data this would not be achieved. It is essential to obtain consensus among the political groups and take a decision that will serve as a guideline for the Master Plan and the future Special Plan.

Fig 15. Images from Sectoral Meeting 4.

Source: Own elaboration

