

J4C - JESSICA FOR CITIES

BRASOV

Romania



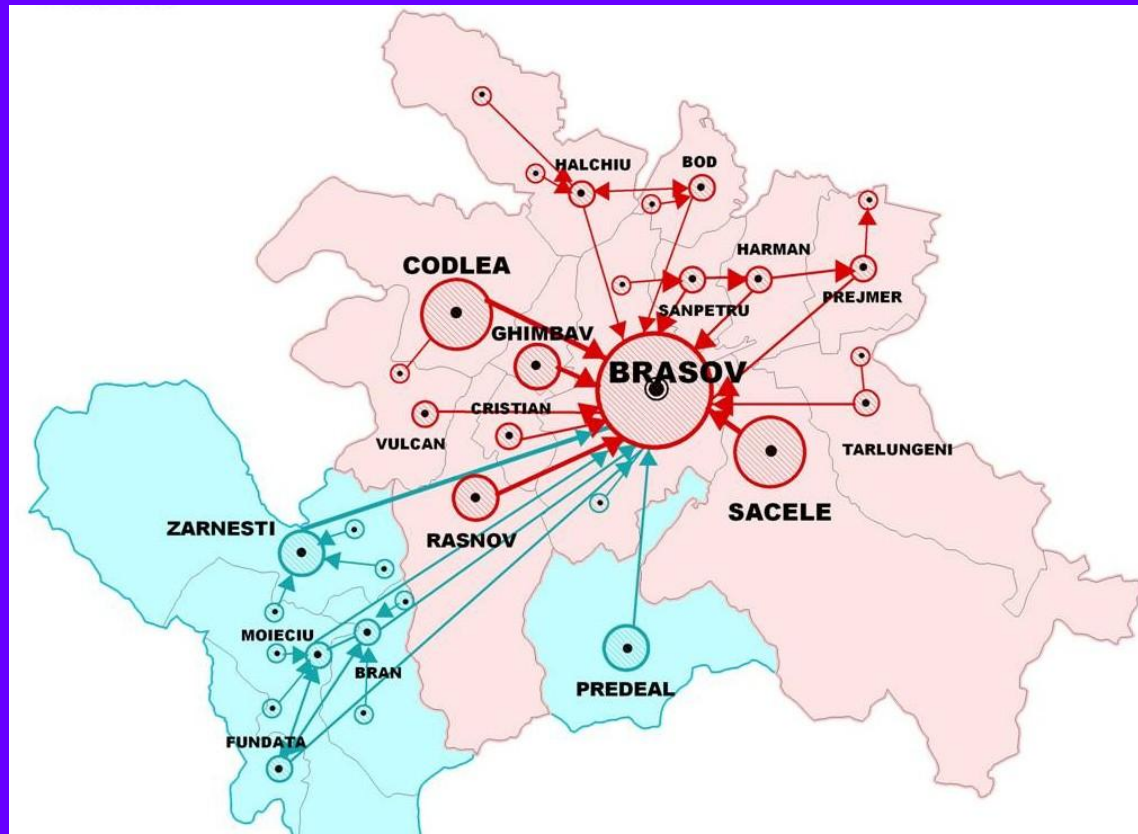


agenția metropolitană BRAȘOV

AGENȚIA METROPOLITANĂ
PENTRU DEZVOLTARE DURABILĂ
BRAȘOV

Brasov Metropolitan Agency

- An inter-community, non-government association
- Created through the volunteer association of 14 communities aiming to help de integrated development of Brasov area



BMA Products

In order to support its member communities and to disseminate the European best practice throughout the metropolitan areas of Romania, Brasov Metropolitan Association is looking for the following information packages from the URBACT II - working group Jessica 4 Cities:

- Urban Planning for metropolitan areas**
- Urban regeneration planning and implementation**
- Urban sprawling prevention and mitigation**
- Integrated public services (for the metropolitan areas) – organization and management**

Funding urban development in Romania

- **Public-private partnerships** – procedure accepted but no law in place
- **Metropolitan areas** – vague legislation, no general and comprehensive approach at the national level, BUT some examples of good practice as a result of local/regional initiative
- **Growth poles** (Brasov, Cluj, Constanta, Craiova, Iasi, Ploiesti, Timisoara) & **Development poles** (Arad, Baia Mare, Bacau, Braila, Galati, Deva, Oradea, Pitesti Ramnicu Valcea, Satu Mare, Sibiu, Suceava & Targu Mures) – **procedures according to the European funds requirements, implementation process in the development phase**

Funding urban development in Romania

Funds available for **growth poles** in 2007-2013:

Braşov > 74,30 mil Euro

Cluj > 82,41 mil Euro

Constanţa > 90,32 mil Euro

Craiova > 95,5 mil Euro

Iaşi > 111,25 mil Euro

Ploieşti > 97,00 mil Euro

Timişoara > 70,49 mil Euro

TOTAL: > 695,58 mil Euro

Funding urban development in Romania

Structural funds for urban development Regional Operational Program

- **Axis 1: Sustainable development of the cities-potential growth poles**
- **Axis 2: Development of regional and local transport infrastructure**
- **Axis 4: Development of local and regional business environment**
 - **Rehabilitation of industrial polluted sites and preparation for new functions**
- **Axis 5: Tourism sustainable development and promotion**

Funding urban development in Romania

Sector Operational Program for Increasing the Economic Competitiveness

Axis 1: Innovative and efficient production systems

Axis 2: Research, technological development and innovation for competitiveness

Axis 4: Increase the energetic efficiency and use of resources

Funding urban development in Brasov

- Brasov can be a pioneer for Romania in using the investment development funds
- Brasov can be a pilot city for Jessica implementation in the newest member states
- Brasov has the economic potential to support development projects
- Brasov has the political will to support a financial instrument to fund development
- Brasov has a very informed and active population

Funding urban development in Brasov

New capital investments:

- Brasov Airport
- Brasov ring-road
- The re-conversion of the industrial sites to multi-functional community assets

Integrated projects for Brasov metropolitan area:

- Metropolitan Public transportation system
- Metropolitan Parking System
- Metropolitan Green Belt
- Metropolitan bicycle belt
- Metropolitan historical and heritage circuit

Brasov - History & Industry

History



XVIIth century

XXth century



Latura nordică a Siretului. Poarta nouă a Străzii Văntului (1838, demolată 1901), Palatul Întreprinderii de Pânză (1881-1885), Încălzirea Căminelor (demolată 1887), Parcul Rădăni (1887)
(Fotografie cca. 1880, Colecția Eichen, D.J.A.N. București)

Brasov - History & Industry

History – Urban rehabilitation

Historic centre of Brasov - Central Square

**Proposed funding: Axis 1:
Sustainable development of the
cities-potential growth poles and
local budgets**



Brasov - History & Industry

History – Urban rehabilitation

Historic centre of Brasov - Central Square



Brasov - History & Industry

History – Urban rehabilitation

Historic centre of Brasov



Brasov - History & Industry

History – Urban rehabilitation

**Rehabilitation of the historic centers of the
cities of the Metropolitan Area**

Codlea, Săcele, Râșnov & Ghimbav



Brasov - History & Industry

History – Urban rehabilitation

Rehabilitation of the historic centers of the rural communities in Brasov metropolitan area

Proposed funding: National Program for Rural Development and local budgets



Brasov - History & Industry

History – Urban rehabilitation

**Historic centers of the rural communities in
Brasov metropolitan area**



Brasov - History & Industry

History – Urban rehabilitation

Tourist facilities in Brasov metropolitan area

Proposed funding: Axis 1: Sustainable development of the cities-potential growth poles and local budgets



Brasov - History & Industry

History – Urban rehabilitation

Tourist facilities in Brasov metropolitan area



Brasov - History & Industry

History – Urban rehabilitation

Tourist facilities in Brasov metropolitan area



Brasov - History & Industry

History – Urban rehabilitation

Integrated urban facilities systems for metropolitan area:

- **Parking lots**
- **Public transportation**
- **Pedestrian areas**
- **Public lighting using energy efficiency facilities**

Proposed funding: Axis 1: Sustainable development of the cities-potential growth poles and local budgets

Brasov - History & Industry

History – Urban rehabilitation



Brasov - History & Industry

History

Urban rehabilitation



Brasov - History & Industry

Industry – Urban regeneration

**Regeneration of industrial site Măgura Codlea
in Codlea, as part of Brasov metropolitan area**

**Proposed funding: Regional Operational Program - Axis 4:
Development of local and regional business environment**
**- Rehabilitation of industrial polluted sites and
preparation for new functions & local budget**

Brasov - History & Industry

Industry – Urban regeneration

Industrial site Măgura Codlea - city of Codlea



Brasov - History & Industry

Industry – Urban regeneration

**Multifunctional Business Centre – Technology
Park & Business Incubator**

**Proposed funding: Regional Operational Program - Axis 4:
Development of local and regional
business environment**

Brasov - History & Industry

Industry – Urban regeneration

Tractorul regeneration project - 150 ha

Proposed funding: private funds & public / local budget



Brasov - History & Industry

Industry – Urban regeneration

Metrom logistic and recreation park regeneration project - 85 ha

Proposed funding: private funds & public / local budget



Brasov - History & Industry

Industry – Urban regeneration

Old Refinery regeneration project-18 ha

Proposed funding: private funds & public / local budget



Brasov - History & Industry

Industry – Urban regeneration

Hidromecanica regeneration project - 3 ha

Proposed funding: private funds & public / local budget



Brasov - History & Industry

Industry – Innovation

**Campus Genius – Transilvania University
Institute for Research, Sustainable
Development & Innovation**

Proposed funding:

**Sectorial Operational Program for Increasing the
Economic Competitiveness - Axis 2:**

**Research, technological development and innovation
for competitiveness**

Brasov - History & Industry

Industry – Innovation

Campus Genius – Transilvania University



Lessons learned from the ULSG- Brasov

BRASOV Urbact Local Support Group

1. Acknowledge the principles and criteria to create and operate the urban development funds (UDF) in Brasov metropolitan area
2. Identify the integrated urban development projects to be financed using UDF
3. Participate to some activities of the project
4. Free access to the materials generated by the project
5. Contribute with local and organizational expertise to create the financial instrument
6. Support the promotion of the financial instrument to the national government (lobby to create the UDF and use them for urban sustainable development)



Urbact Local Support Group Brasov



Lessons learned from the ULSG - Brasov

Private investors

- There is no real culture of partnership and mutual confidence between the public authorities, private sector and banks
- Public-private partnerships are known but not a very popular practice, due to the past failures
- Consultation and cooperation with local government is more often only „for façade”
- Wait for local government to produce comprehensive, concrete and applicable development projects for the communities and start the UDF implementation

Lessons learned from the ULSG - Brasov

Urban planners

- Waiting to be involved in a real consultation process concerning the community projects and available to provide their expertise and advise
- Have initiatives at the local level and promote procedures and rules at the national level through their associative structure, Order of Architects and Association of Chief Architects form local governments
- Open to cooperation with private and public investors
- Wait for local government to produce comprehensive, concrete and applicable development projects for the communities and start the UDF implementation

Lessons learned from the ULSG- Brasov

Local governments

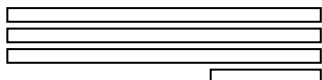
- There is no real culture of partnership and no mutual confidence between the public authorities, private sector and banks
- Very limited experience in producing comprehensive, concrete and applicable development projects for their communities
- Consultation and cooperation with private sector is more often only „for façade”
- Very limited in action, due to the public finance banking procedures (National Treasury system)
- Are not familiar with using the UDF and rather reluctant, as seeing it as a new credit institution

Lessons learned from the ULSG- Brasov

Banks

- Private banks have very limited experience in supporting development projects for communities
- Not very familiar with the public finance process
- Operate with higher interest rate
- Bureaucratic burden for accessing credits is a permanent problem and concern
- Very limited experience and not much enthusiasm in working with local governments
- Usually not familiar with using the UDF, but interested in understanding the process and implementing it

CONTACT



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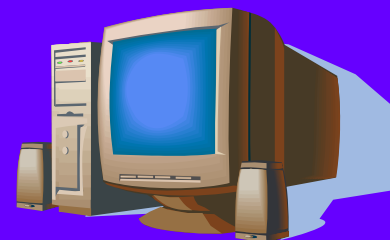
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Thank you!

