

* Editorial by
 Gaetano Mollura
 USEAct Lead Partner

** Focus on the theme
 by Vittorio Torbianelli
 USEAct Lead Expert

*** Special contribution
 on Planning in Slovakia
 by Maros Finka

> Interview to the
 Mayor of Nitra
 USEAct Project Partner

* Introduction by
 Štefan Lančarič
 USEAct Lead Partner

** Focus on the USEAct
 Network
 by Pauline Geoghegan
 USEAct Thematic Expert

> Interview to the
 Mayor of Baia Mare
 USEAct Project Partner

**Planning Tools
 and Planning
 Governance /
 Second round**

USEAct Newsletter issue #2

Special interviews:

*Interview to the
 Mayor of Nitra*

USEAct Project Partner

*Interview to the
 Mayor of Baia Mare*
USEAct Project Partner





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pag.6 The image is taken from the video presented during the 13th Biennale di Architettura Venezia 2012| Section Re-Made in Italy studio 2A+P/A with Angelo Grasso and TS Poon

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pag.10 Rialto bridge in Venice A.Palladio, images from the video presented during the exhibition "Palladio 500 Anni" held in Vicenza in 2008, the images are contained in a degree thesis (author: P.Ravagnani IUAV Venezia)

pag.11-12 The images are taken by the last edition of URBACT ULSG Summer University held in Dublin in August 2013, courtesy of URBACT II Programme

pag.14 The scheme are contained in the ppt presented by Prof. Maros Finka during the USEAct Second Seminar in Nitra (1-2 October 2013).

pag. 17-19-20 courtesy City Council of Nitra

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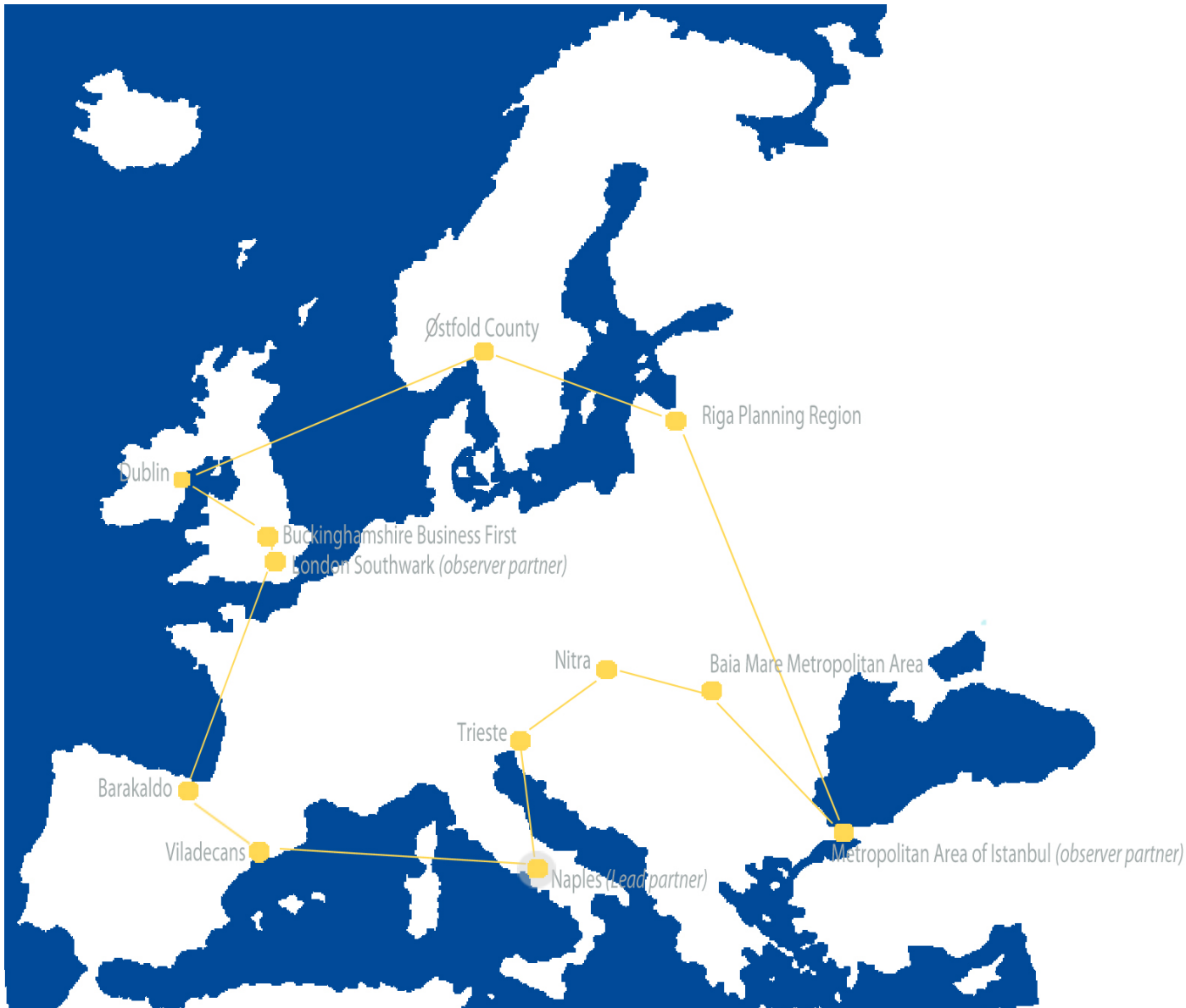
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The USEACT Partners

-  City of Naples (Italy) *Lead Partner*
-  Baia Mare Metropolitan Area (Romania)
-  City of Barakaldo (Spain)
-  Buckinghamshire Business First (UK)
-  City of Dublin (Ireland)
-  City of Nitra (Slovak Republic)
-  Østfold County (Norway)
-  Riga Planning Region (Latvia)
-  City of Trieste (Italy)
-  City of Viladecans (Spain)

Observer Partners

-  BITMAŞ Istanbul Metropolitan Municipality (Turkey)
-  London Borough of Southwark (UK)

USEAct Kick off Meeting

27th 28th May 2013, Viladecans (Spain)

USEAct Second Thematic Seminar

1st 2nd October 2013, Nitra (Slovak Republic)

next issue after the

USEAct Third Thematic Seminar

25th-27th February 2014, Istanbul (Turkey)



Gaetano Mollura is an Italian architect, project manager of the Urban Planning Council Department of Naples and expert in Urban Integrated Approach Development, Gaetano has been involved since 1994 in major European Programmes promoted by the European Commission in the framework of the Urban Development Policies (URBAN I and URBACT I and II). As expert attached to the URBACT I French Secretariat (freelance position) he provided expertise to the cities of new Member States in the framework of the Support for Cities project. Currently he is the coordinator of the USEAct Thematic Network.



Vittorio Torbianelli is Professor in Applied Economics at the University of Trieste. He is the Lead Expert of URBACT II USEAct network. His research is focused on urban and regional economics, transport economics, maritime economics. Expert in planning and evaluating complex forms of intervention aiming at urban and territorial management and development.



Pauline Geoghegan, thematic expert with the URBACT USEAct Thematic network, specialises in social inclusion, urban policy and anti discrimination, with 20 years' experience of transnational collaboration with European networks and projects of NGOs and cities. Now Paris-based, she has worked and lived in the UK, Dublin and Brussels, after qualifying in architecture from Bristol and Newcastle Upon Tyne universities. In Ireland she worked as architect and community development worker in Dublin's inner city, and carried out research on housing in urban and rural areas. Within URBACT Pauline has also been thematic expert with the CTUR network, and expert attached to the programme Secretariat, providing support to the creation and animation of thematic networks and the capitalisation process, and within EAPN, The European Anti Poverty Network, she coordinated the coalition of European social NGOs during 2010, the European Year for Combating Poverty and Social Exclusion.



Štefan Lančarič Until 2007 he worked in the private sector as the landscape architect and landscape designer. Since 2007 he is active at the Head architect department of the Nitra Municipal office. His field of responsibility is the conception of the city greenery and quality of public spaces. In 2007 – 2012 he held the position of the quest pedagogue at the Slovak university of Agriculture in Nitra and was lecturing Landscape design and History of landscaping. He has experiences in coordination of the international projects at the Municipality and is the member of the Slovak Chamber of Architects.



Maroš Finka is professor in spatial planning, for a number of years Director of the Institute of Spatial Planning at the Slovak University of Technology in Bratislava, Vice-Chancellor of the University, recently director of Central European Research and Training Centre in Spatial Planning - Centre of Excellence EU. Prof. Finka has participated in more than 40 national and more than 35 international research projects, in more than 30 national and 20 international projects as the project or team leader covering the topics of European spatial planning, urban development and regeneration and environmental planning. He is the member of national and international scientific boards, member of German Academy for Spatial Research and Planning, member of advisory boards of Slovak Ministry of Environment and Slovak Ministry of Transport, Construction and Regional Development, Ministry of Inner Affairs of the Federal State Rheinland Pfalz. He is also widely published in books and international planning journals.

“Hosted in a city where limiting urban growth at the heart of a region of quality agricultural land is crucial, the meeting provided the opportunity to learn and exchange about Planning tools and governance for urban growth. As contributions to the learning process within USEAct, case studies relevant to the theme were presented by the Lead Expert and by several partners, as well as the results of CIRCUSE, another EU project. The meeting was also the chance to share the process and challenges involved in forming Local Support Groups and moving forward on the Local Action Plans. Arising from the presentations during the meeting, the partners started to identify specific topics on which they wish to organise bilateral and/or trilateral exchanges between partners, as part of the USEAct programme, such as for example on “Real Estate” that will be held in April in London. At the time when Operational Programmes for the future rounds of Structural Funds are starting to take shape in the EU member states, the partners were also encouraged to already reflect as to how they could foster the support of their respective Managing Authorities for their Local Action Plans, in the light of the commitment to allocate 15% of funds to integrated urban development.”

Introduction to the Second Meeting



Editorial

Gaetano Mollura
Lead Partner

Planning tools and Planning Governance for Urban Growth Management / Nitra Meeting Second round

Updates on the thematic network project USEAct in the Italian and European context.

To be defined Reducing soil consumption is a strategic issue for Europe. From 1956 to 2012, the Italian built surface area built increased by 166% and, without corrective measures, land consumption will be more than 75 acres per day by the next 20 years. Even today, drawing 10 km diameters without coming across an urban core is not likely in Italy (dossier - Stolen Earth - WWF Italy).

Agricultural soil consumption is accompanied by the rapid increase in world population, which is deemed to grow from current 6.5 billion people to 9.1 billion by 2050. Every year, 77 million people join world population - 146 per minute – and the majority comes from developing countries. It is estimated that the population of the poorest nations will triple over the next 45 years.

The demand from emerging countries (primarily Brazil, China and India) grows relentlessly and global agricultural production decreases. Few data are sufficient to understand the seriousness of the situation.

Although Italy has always lived off of agriculture, it does not seem to worry about prospecting world scenario. For sure it is not an immediate danger, but if it the current trend of losing self-sufficiency in food production will continue, it is likely that in a few years bread and pasta will cost twice as much as today, entailing many consequences for the population.

Fears lie essentially in two issues, the progressive increase in “arable lands” to produce solar and wind-energy, those intended for construction as well as the structural weakness of Italian agricultural policy, which is excessively scattered among different regions and unable to draw a coherent demand.

As a general trend, the current economic crisis is affecting most of the so-called developed countries and it is considered by many economists as one of the worst economic crises in history, soon after the 1929 Great Depression.

In this context it is necessary to think about new models of

economic and cultural development for our cities, through appropriate national and European policies aimed at reducing consumption, including non-use of lands, incentives to invest in consolidated city and to produce agricultural areas to finally reach sustainable economic growth.

Furthermore, considering that future EU funds will be mostly allocated to “smart interventions” for the improvement of old urban buildings and reduction of energy consumption, national, regional and local urban regeneration interventions are called for.

With regard to soil consumption at the continental level, Europe tried to develop a common strategy based on the concepts of limitation, mitigation and compensation. This strategy was supposed to become binding for Member States but unfortunately it did not happen.

Nevertheless some good practices exist: in Germany, a daily limit for soil consumption is planned since 1999 towards 0 by 2050, and it is monitored through precise data. In the United Kingdom, urbanization is allowed only in brownfields since 2004 to consolidate and protect even abandoned agricultural areas. In Italy in 2012 the Parliament preliminarily passed a law submitted by Mario Catania, Minister of Agriculture, Food and Forestry under the government of Mario Monti. The “Census of soil consumption and reuse built soil” aims at promoting agriculture and reuse of already urbanized areas. Implementation measures are under scrutiny and the Country looks forward to the final approval of such an urgent measure. The law will have to include appropriate and efficient measures to discourage the consumption of free lands and to reorient, by means of fiscal incentives, investments towards regeneration of existing urban areas rather than further urban expansion.

As stated several times, in order to limit urban sprawl it is important to enable integrated planning affecting an appropriate spatial scale - the so-called functional area should be larger than the administrative one - but consistent legal frameworks at a national, regional and local level are also required. From this perspective, Europe should and could have a greater role in bringing Member States to promote policies aimed at reducing soil consumption and fostering investments in the existing city. One of the objectives of the final document of USEACT project will be to call the EU for greater attention and awareness on these issues by means of more efficient tools such as further EU funds.

The second thematic workshop of USEACT held in Nitra (Slovak Republic) last October 2013 examined in depth the topic “Planning tools and Planning Governance for Urban Growth Management” through the contribution of the experts

mentioned in this USEACT Newsletter .

The contribution of the Lead Expert Vittorio Torbianelli focused on the importance of the Geographic Information Systems (GIS) as a support for Urban Growth Management and Urban Reuse Policy. The shared interest in this issue led partners of USEACT - namely Buchinghamshire, Naples, Barakaldo, Nitra and Ostfold – to plan further discussions on the topic “Smart Use of data / visualization tools” during bilateral/trilateral meetings to be held in the coming months.

The article by the thematic expert Pauline Geoghegan reports on the experience of the Dublin “URBACT Summer University” attended by some members of the local support groups of the cities involved in the URBACT Programme from August 28th of 31st.

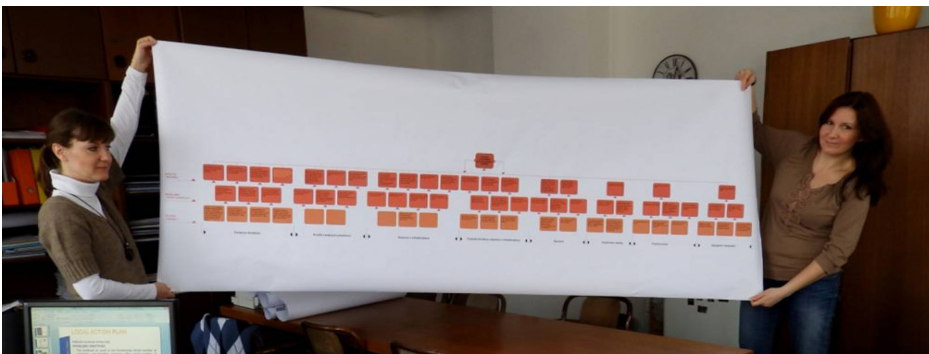
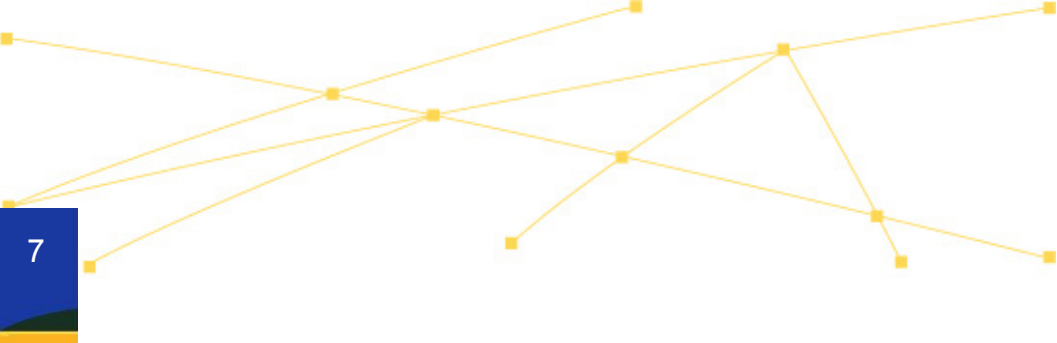
Finally, the “ad hoc” expert Prof. Maros Finka from the University of Bratislava dealt with “Urban regeneration, from Planning to Management”.

A special section “Focus on the cities” is dedicated to the partner cities from Eastern Europe: some interviews to political representatives provide an overview of the management of Urban Sprawl in Eastern Europe. Key questions are asked to the mayor of the host city of Nitra (Slovak Republic), Mr. Jozef Dvonc, and the President of the Metropolitan Area of Baia Mare (Romania) and Mayor of Baia Mare Mr. Catalin Chereches.

Another section called “who we are” is aimed at introducing the actors of the USEACT network: Mr. Stefan Lančarič and Mrs. Miroslava Hanakowa from the city of Nitra, Mr. Paul Pece, Mr. Marius Ecea and Mr. Radu Graur from the Metropolitan Area of Baia Mare.

Finally, the section “Local Support Group corner” aims to monitor the implementation activities of the local action plan through the voices of the members of “local support group” of USEACT.







Introduction

Štefan Lančarič
Nitra Project Coordinator

City of Nitra as a seat of the regional government, centre of commerce, industry, culture and education nowadays faces new challenges in the field of urban planning and spatial development.

The recent General plan valid since 2003 was created under the circumstances of optimistic prognosis of industrial and demographic growth of the city, where the number of inhabitants in 2020 was calculated to almost 200 000. Today with 82 000 inhabitants, after the global economical changes we know, that the prognosis won't be fulfilled and we need to think again about the approach to urban planning and concept of the development in general.

At this point, thanks to the involvement of the Faculty of Economics and Management of the Slovak University of Agriculture the possibility occurred, to take part in the URBACT II program as the project partner, member of the network of the implementation phase of the USEAct project. The aim of the project, which deals in the sustainable development of the urban areas and avoiding the unnecessary land consumption, within the Nitra city is considered to be really up-to-date and the expectations to get expertise in this field are set really high.

The URBACT method of work at the national level through the organization of thematic seminars and also the involvement of the stakeholders at the local level via the creation of the local support group so far seems to be the good start, because it offers the platform to disseminate the international knowledge and also to get the stakeholders interested in discussion and actual solving of problems by working out the precise, sustainable and functional local action plan.

The real challenge in Nitra was to choose the pilot site area of the LAP very carefully, in order to assure the involvement of the stakeholders, local authorities, NGO's and public as well. We tried to combine the local knowledge of problems present in the city with the added value of the URBACT method, by keeping in mind the goals of the USEAct project. The choice of the City Centre development from the point of view of spatial reserves, functional changes of the existing capacities, quality of the public spaces in order to create sustainable urban structure with integrated functions for wide scale of visitors is working so far, the ULSG's members are proactive and willing

to contribute towards the creation of the really quality full Local action plan. Also, the issue of the support of the elected representatives, as well as the possible economical funding of the actions proposed is crucial.

“Recently at local level we are dealing with the thorough analysis of the aspects of the pilot site /spatial reserves, housing potential, traffic, retail, historical values of the site, energy management of the structures, etc./, the ULSG's members according to their professional background will in short time span provide the data necessary to proceed in the work at the local action plan. The last thematic seminar was helpful in the way of getting the feedback and knowledge of the current state of matters of the ULSG work and LAP stages among the project partners. That insight is very important and will help us a lot.”

We are working hard on keeping the stakeholders positive and involved and trust, the expectations of the transferable expertise from the international to the local level will be satisfied.”





GIS as support for urban growth management and urban reuse policy
Vittorio A. Torbianelli
 USEAct Lead Expert

The Nitra meeting, dedicated to Urban Planning for Urban Growth Management, was an opportunity to start discussing the role that **Geographic Information Systems (GIS)** can have on the USEACT project objectives. This is a theme that was of interest to many USEACT partners.

There are many ways in which GIS can contribute to urban growth management and the urban reuse policies.

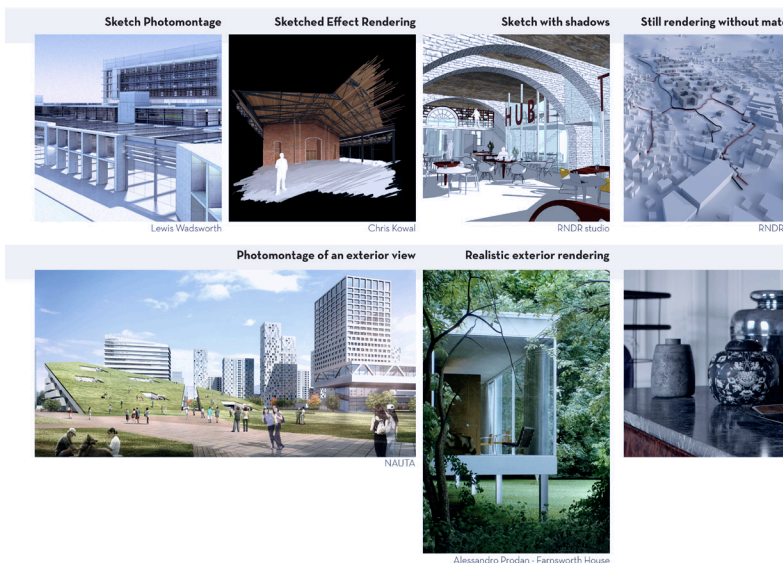
Above all, GIS can support suitable surveying and mapping of existing land use (also with remote sensing), allowing adequate monitoring of land-take, and allowing, if integrated with good data bases, many analyses both quantitative and qualitative (quality, of lands, values, functions, etc.). Currently, the data processing system, CORINNE, at a European level, is suitable of assessment at a huge scale but is not specialized for micro-scale processing.

But also obtaining a suitable multi-parameter reading/mapping of the existing vacant areas or the buildings that could be restored are aims that GIS could greatly contribute to.

GIS can contribute in a relevant way also to aiding and standardizing the use of the visualization tools for prefiguration and the rendering of urban development models.

The integration of the visualization tools with GIS platforms allows the creation of images of possible urban reuse and of re-densification, integrating the various scales (from that of landscape to that of buildings).

Types of rendering?



The aim is not only to promote to the stakeholders a consideration on the opportunities for urban transformation, as occurs also with the traditional non-GIS visualization tools, but also to integrate into the process, right from the first development hypothesis, a wide ranging series of integrated impact assessments, at a regional level, which would be impossible without GIS.

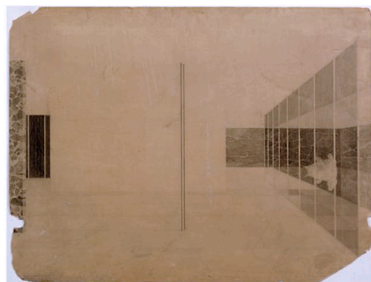
Currently, various instruments of this type (3D visualizations that can be integrated with GIS) are successfully entering the IT market.

Moreover, greater integration between GIS and Web systems could help further the circulation of interactive tools, to allow the community of citizens to understand the starting point and to simulate and assess, with multi-criteria analyses, the effects of modification of land use and in particular of development schemes. The user-friendly tools offered on the network by

What is a rendering? Generating image or motion picture from virtual 3D models in a way to show the attributes of a proposed architectural design

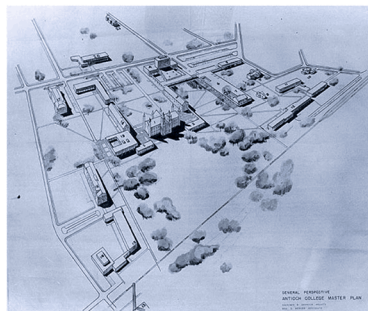
comparison between representation possibilities from the past until now

Artistic collage view



L.M.V. Der Rohe 1929

Hand drawn aerial view

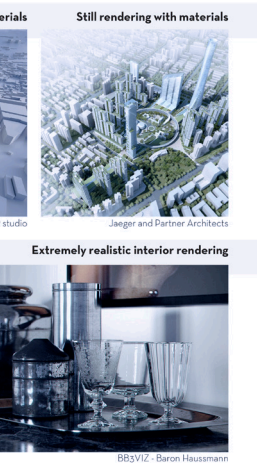


Saarinen & Swanson, 1944

Totally emotional image - photomontage



Herzog & Meuron 2012



Recent French legislation that imposes the creation of models of regional coherence at an inter-council level has driven towards the development of monitoring systems of land use based on GIS shared between councils.

The spread of GIS technology and the integration and data sharing between the various administrative levels is, in our opinion, a central issue at European level. Currently, the cases where GIS is available at a regional administration level are not rare, with the aim of developing planning policies at that level, but they are often separated from the systems available at municipal level. Or, the single municipalities or other regional body, like the development agency develop GIS independently, without achieving especially in the small towns an adequate level of data and only using a small part of the potential of the tool.

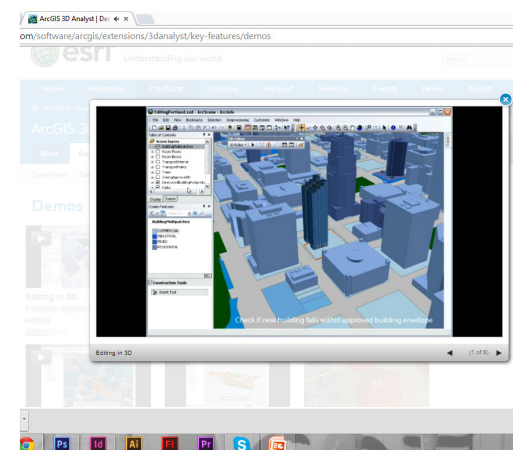
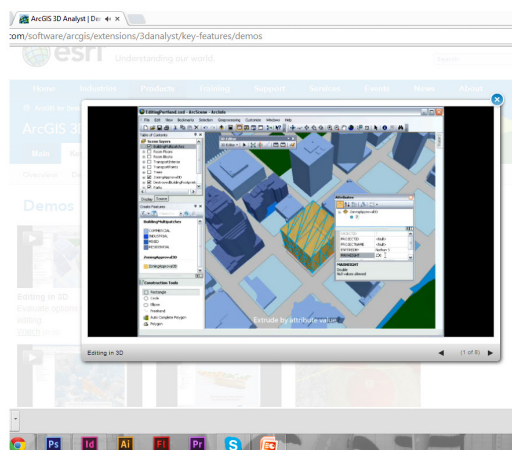
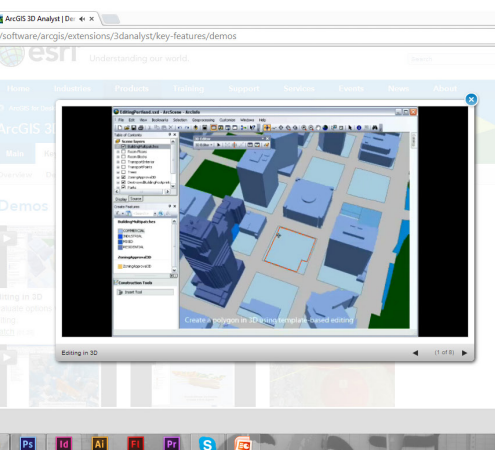
It seems, therefore, useful that the cities interested in reducing green land take and increasing the reuse of existing urban fabric, pose the following strategic questions: does the municipality have a GIS system capable of managing a sufficiently rich and wide view of the data so as to favor the policy of land use and reuse of existing structures? Which data is currently processed and what could be processed? What opportunities are available, in the GIS environment, for the visualization and assessment of possible development and urban transformation scenarios? What is the level of integration and data sharing, with other local and regional institutions and administrations, for the sharing of data collected on the political potential for land use reduction?

These are apparently banal questions, but whose analysis could lead to many ideas and stimuli for the profound innovation in the way of looking at many of the key issues of the USEACT project.

various American cities to simulate the effects of new urban development on public spending and on the environment are only one of many possible examples.

One should not forget that also on the level of energy optimization policy management for existing buildings, GIS if necessary integrated with remote sensing to identify, for example, heat dispersion can offer interesting support.

A fundamental issue is the scale and GIS management level: it is clear that the single municipalities should be able to manage and create GIS information independently, but it is also clear that it is important to favor the integration of areas also with near-by municipalities (at least at a Functional Urban Area level). The creation and the running of GIS on regional areas (e.g. inter-municipal) with a high level of data sharing, potentially favors a greater potential, through economies of scale on the data inserted and a greater integration.





Getting your Local Action Plan into shape! Learning from the URBACT ULSG Summer University

Pauline Geoghegan
USEAct Thematic Expert

The Summer University for URBACT Local Support Group members, held in Dublin on August 28th - 31st 2013, gathered representation from most of the USEAct partner cities. In all, 300 participants from 130 cities in 26 countries across Europe came together to discuss 8 themes within 6 LABs and 24 URBACT Local Support Groups over three days in Ireland's oldest university in the heart of Dublin, during this highlight in the life of the URBACT programme.

Allum: a city in need of an Action Plan: the programme included 'ULSGs at work', small workshops during which participants worked in small groups on designing a Local Action Plan for an (invented) City of 'Allum', through the stages outlined in the URBACT Toolkit for Local Support Groups: working on the brief (exploring and defining the brief, and identifying stakeholders), preparing effective action planning (participative action planning, considering resources and generating and agreeing actions), and checking coherence.

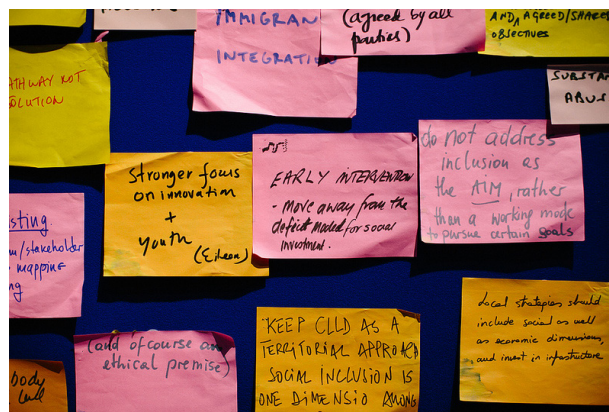
The themes covered by the workshops were shared public spaces, the mixed use of city centres, promoting entrepreneurship, open innovation for sustainable cities, 21st Century Public Services, human capital, low carbon transition and attractive cities for young people to live and work. All the themes are of great interest and relevance to the USEAct partners; however, given the challenges that are most shared within the network, it is not surprising that several USEAct partners chose to join the workshops on the theme of 'mixed use of city centres'.

Participants were reminded about how the **URBACT Local Support Group toolkit** can help them to develop new and better solutions to city challenges. In developing a (fictitious) Local Action Plan with colleagues from other networks, they had the chance to test out new tools for action planning.

The workshops were interspersed with **'Master classes'**: Catalin Berescu (Romania) - "Roma Ghettos in European Cities: Who Made Them?", Linda Cheung (United Kingdom) - "How Cities Can Make the Most of Social Media", Marco Ranieri (Italy) - "Participation, Social Innovation and Youth Policies: A 2.0 Recipe" and URBACT expert Ivan Tosics (Hungary) - "Designing Urban Policies in an Integrated Way". **'Inspirational talks'** were given by (Camilla van Deurs, Partner in Gehl Architects, Denmark) on Cities for People, by Furio Honsell (Mayor of Udine, Italy) on Leadership and European networking, and by Jean Loup Drubigny, the former Head of the URBACT Secretariat, France): all leaders in urban problem solving, they added to the overall learning experience.

The learning for USEAct partners: the Summer University came at a very opportune time for USEAct partners: as they move towards their Local Action Plans the workshops provided a vision of the key steps they need to take to ensure that their plans respond to a real need in the city.

Some questions arising from the workshops can help us in moving forward with Local Action Plans in advance of the USEAct next meeting in February 2014, though this is by no means an exhaustive check list; they include ways of defining the problem: what are the causes and effects? How will we translate problems into results? Establishing the stakeholders: who are they? They are not always the usual suspects, and how do we work with them. What stakeholder involvement in the Action Planning process, what are their roles and responsibilities? What can be our criteria for success? What role for citizen participation, achieving commitment, prioritising decisions, in terms of impact and effort? Getting closer to the final result, we will need to check coherence: what, why and how? Finally the importance of monitoring: creating and using indicators, self assessment (meetings, members etc).



The objective of the workshops was to create a coherent set of actions, to brainstorm ideas and to record and structure the best... Each group, after their work together, gathered a portfolio: a problem tree, with a validated stakeholders' list, expected results, with evidence enhancement table, action table and a summary presentation.

How did the Summer University help the USEAct partners?

During the USEAct meeting in Nitra, a few weeks after the Dublin event, partners expressed their appreciation of the opportunity to exchange with partners from other networks, and especially the overall vision of the URBACT programme; they looked forward to sharing the outcomes with the Local Support Group in their city, also how cities can manage to do more with less, especially if upfront infrastructure is a key to investment; they learnt useful tools for the participation of ULSG members, such as the techniques used for brainstorming and problem solving, and the integrated approach of the URBACT philosophy.

"Taking part in this event is the best way to transmit to our LSG members the URBACT idea of "building together" from the bottom up process. Our LSG members were enthusiastic about this experience".

The importance of going through the process with stakeholders from an early stage, and a clearer concept of the process for the Local Action Plan, and a kind of "belonging feeling" related to the "Urbact Community" were all positive points expressed by the USEAct partners.

What if you missed the Summer University? Partners are strongly encouraged to return to the URBACT website www.urbact.eu to download the **URBACT Local Support Group Toolkit**, and to the **URBACT Summer University webpages**, where you can re-live the strong moments, re-read the Power Point presentations in the workshops and other talks. On the website of the 'mixed uses for cities' workshop you can also find a helpful animation of the action planning process skillfully prepared by one of the workshop participants Silvia Porretta, from Bologna: <http://university2013.urbact.eu/about-the-university/policy-areas/mixed-use-of-city-centers>.





Urban Regeneration, from Planning to Management

Maros Finka
USEAct Ad hoc Expert

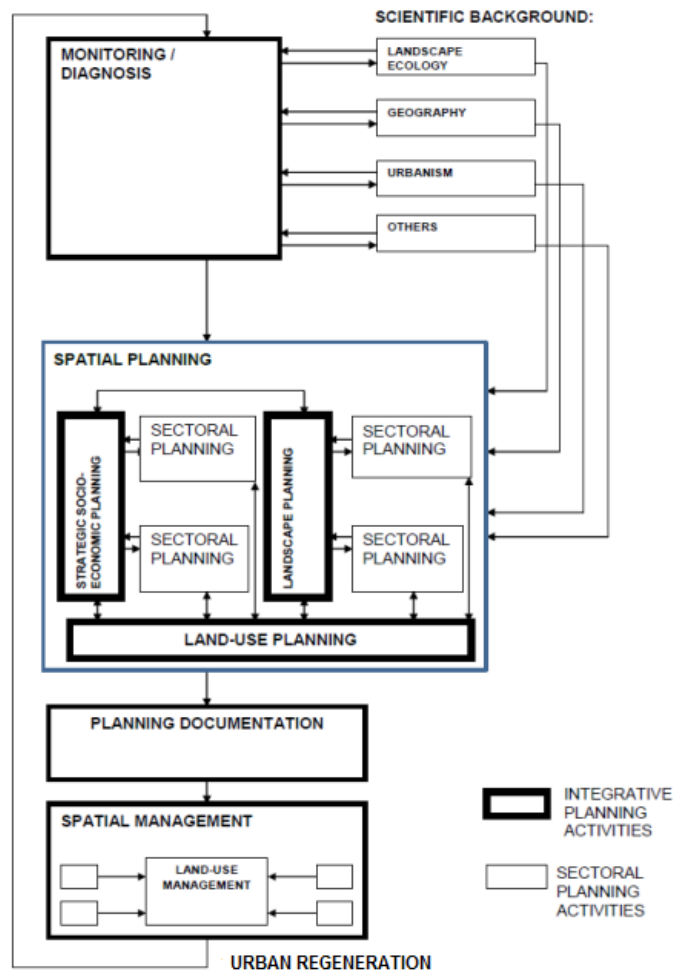
of our cities, but the challenge is their dynamics, dimension and coincidence with demographic decline, climate changes and globalisation processes incl. the global competition. Specific features of urban regeneration in Central Europe given by its framework preconditions became important challenge for the planning systems in instrumental, methodological and philosophical dimensions.

Urban Regeneration and Planning Approaches

Talking about the framework for the urban regeneration management there is a number of influencing factors starting from natural-geographic preconditions, via economic social and cultural frameworks, up to institutional environment incl. legal frameworks for planning and management processes. Although Europe is characterized by different planning cultures and systems determining different approaches to urban regeneration planning a system of planning activities in urban regeneration can be explained at the picture as follows:

Functional and structural decline in certain parts of urban fabrics is natural component of city development contenting variety of different permanent life cycles. The driving force of the dynamics in the settlement systems is the dynamics of social subsystems. The disparities between the dynamics of social systems and physical structures require continual adaptation.

Urban regeneration processes are nothing new in the history



The scale of urban regeneration instruments in Europe shows, that especially the spatial planning systems in central and southern European countries were influenced by the dominance of architectural dimension putting a strong emphasis on the architectural flavour and concerned with urban design, townscape and building control, with the lack of economic approaches. The problem of urban regeneration use to be understood mainly as a part of local development management, but the framework for local planning and managing activities is given not only by the direct interventions towards regeneration processes form the higher levels, but in several cases indirectly by the localization decisions for the investments influenced by the national and regional policies as well.

Local governments play a key role in urban regeneration management. Land-use plan as dominant planning document is a very important, but not the only instrument of the active brownfield regeneration policy. There is a strong need for holistic approach regarding the regeneration policy, integrating the environmental, social and economic dimensions and process character of urban reintegration into the urban development strategies.

The municipalities can play an active role in promoting urban regeneration by providing a complex policy framework integrating the sectorial policies (fiscal – subsidies, allowances, taxes, environmental - limits, fees, directions, orders, social-benefits, public services and resources- raw materials,

financial, infrastructure, human capacities). The co-ordination of sectorial policies, allocation of the resources, coordination of the exploitation of the sources in time and space is crucial role of the spatial development planning. Successful urban regeneration is a complex endeavour, requiring the joint effort of different stakeholders. Although the local level is crucial for achieving the coordinated approach, it is also vital to cooperate with the state governmental bodies, regional bodies and neighbouring municipalities. Regional cooperation and the pro-active policy of the state supporting urban regeneration in the combination with the planning initiative at the local level seem to be preconditions for safeguarding the sustainable urban development, including urban regeneration.

Necessity for an Integrated and Iterative approach

Relatively broad scale of problems connected with urban regeneration determines the choice of appropriate approaches, methods and instruments depending not only on the problem specificity, but on the specific frame situation of regeneration process determined by political, institutional, financial, and other condition. In spite of this, the logics of settlement development processes allows defining the frame of urban regeneration in the form of a flow of main steps/phases whit specific tasks, approaches, methods and instruments creating the parts of an integrative system. One of attempt to define the framework of the brownfield regeneration processes was done in the frame of the project LUDA in the form of a model flow diagram.

THE STRUCTURE OF THE ACTIVITIES RELATED TO THE PHASES AND STAGES IN THE COLLABORATIVE STRATEGIC GOAL ORIENTED PLANNING (CoSGOP)		
Benchmarking	Analyses of problems and potentials - diagnosis	Identification forces for change
		Identification core issues
		Collection of information
	Analyses of stakeholders	Resource assessment
		Limitation assessment
		Stakeholders identification
Visioning	Analysis of goals and alternatives	Identification of stakeholders interests
		Identification of stakeholders capacity
	Generations of visions – alternatives and scenario	Identification of stakeholders collaboration capacity
Predicting	Planning	Identification of expected outcomes
		Identification of objectives and targets
		Interests' mediation among stakeholders
		Definition of joined objectives
		Definition of joined priorities
		Generation of alternative strategies
	Programming	Assessment of alternatives
		Plan development
		Definition of plan implementation activities in alternatives
		Identification of necessary inputs for certain activities
		Identification of available resources for necessary inputs
		Identification relevant stakeholders for certain activities
		Negotiation among stakeholders
		Definition of priorities
Definition of pilot projects		
Design of action plan - development of the programme operationalizing the plan and consisting of chosen activities in defined system relationships		
Definition of progress indicators Implementing – project management	Realisation of the action plan – implementation of proposed measures, realisation of programmed activities, coordination of activities and measures between stakeholders in real time and space	
	Comprehensive land-use management	
Monitoring	Programme implementation monitoring	Ex-ante evaluation/strategic impact assessment
		Investigation of the implementation process
		Assessment of the implementation process
	Permanent development monitoring	Investigation of the development processes
		Assessment of the development sustainability

Important implementation instrument of urban regeneration strategies is action plan as an instrument of the action management. The commitment to strategic planning phases is commensurate to the extent that the action plans are elaborated to reach strategic goals defined in the strategy and it includes numerous methods for verifying and evaluating the actual extent of implementation of the strategy. The format of an action plan depends on the nature and needs defined in the strategy and it has to specify:

- a) The goal(s) that are to be accomplished,
- b) How each goal contributes to the strategy's overall goals,
- c) What specific results (or objectives) must be accomplished that, in total, reach the goal of the strategy,
- d) How those results will be achieved,
- e) When the results will be achieved (or timelines for each objective).

Successful urban regeneration management following the goals of sustainability is a complex endeavour, requiring the joint effort of different stakeholders at different levels. Although the local level is crucial for achieving the coordinated approach, regional cooperation and the pro-active policy of the state supporting the sustainable urban regeneration in the combination with the planning initiative at the local level seem to be preconditions for safeguarding the sustainable urban development, including the sustainable land use management.

In the planning process the regulations concerning land-use of the sites in the municipality, functional and physical structure, development strategies, limits, schemes and patterns are set. In this way the planning is one very important, but not the only instrument of the active urban regeneration policy. There is a strong need for a holistic approach regarding the regeneration policy integrating the environmental, social and economic dimensions and processual character of the reintegration of abandoned areas into the urban functional structure.

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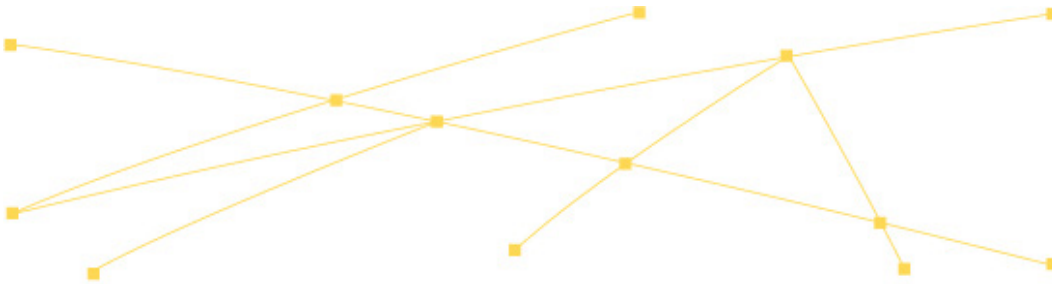
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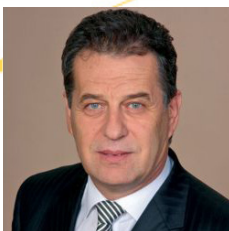
Useact Partners in Eastern Europe



City Council of Nitra



Baia Mare Metropolitan Area Association



The point of view of the City of Nitra by the Elected Member

Interview, by Andrej Jančovič, of the Major Mr. Jozef DVONČ

What is the importance and the priority level your city organization ascribes to the development of “Urban Growth Management” and strategies for reduction of soil consumption? What are the expected benefits from your administration?

City of Nitra provides plenty of services toward its inhabitants. It is hard to prioritize which one is the most important. From the point of view of “Urban growth management” valid General plan of the City in long time span foresees the City as the centre of its metropolitan area and influential stakeholder at not just regional but also national level. This vision was supported by the demographical prognosis ‘til 2020. The current state of matters concerning the reduction of the soil consumption is in the state of preparation of zonal plans for some city districts /Kynek, Šudol, Párovské Háje, Párovské lúky/, which are focused on searching for the optimal city structure and reserves for new facilities and structures within existing area of the city. The expectations of the USEAct project is the exchange of the experiences and import of the good practices on this matter, which could be disseminated to other Slovak regional centers and such bring some solutions for day – to – day agenda in the field of urban development.

What is the role played by your organization to develop planning tools for “Urban Growth Management” with the aim of less land use and what is, in general, the degree of strategic and operational cooperation with the other authorities (national, regional, local) on the specific “Land use” issue? What are the most positive and the problematic aspects of territorial cooperation?

City of Nitra through its professional body – Head architect department of the Municipal office provides the services concerning the urban planning and

development of the city. This process includes also the design of the new plans on different levels outsourcing mechanism, communication with stakeholders, private and public alike and also keeping the urban plan up to date according to law/regular amendments of the General plan. From the point of view of territorial cooperation, the main issue is the phenomenon of competition, when the municipalities are not always encouraged to join forces in order to apply for funding money.

What are tools and strategies for “urban growth management” Land Use/Reuse/Refitting, how they are used to support urban regeneration(s) in your city?

One of the main tools of the “Urban growth management” on the municipal level is the service of Geographical information system /GIS/ with its subcategories of the partial GISes – cadastre and owners structure, general plan and zonal plans, transport schemes, technical infrastructure, environmental protection, administrative and spatial organization of the city area. All this subsystems are kept up to date and provide the source of information for the inhabitants, investors and developers. In this way is the City able to regulate and support its urban growth in logical and sustainable way. Head architect department also through its own human resources or by outsourcing schemes provides the strategic materials, feasibility studies, case studies and such in the field of “Urban growth management”, environmental protection, city greenery management and landscaping, technical infrastructure and transport, waste management and other.

City of Nitra through the elected representatives mayor, deputy mayors, city council and executive body/ Municipal office, helps the public and

private stakeholders to choose the sustainable approach in the field of investments and development. In general the urban regeneration is supported on every level of the public administration of the city.

What would be your request to the European Commission for a real support on policies on land use?

The actual restoration process difficulties, due to the lack of public financing combined with the crisis affecting low income, low pensions and families with high unemployment rate, means that those urban areas where restoration interventions are more requested, are the ones where that critical situation is particularly important. Therefore, the implementation of those incentive programs and policies through the intervention of the local institutions and stakeholders (no matter if they are public or private partnerships, or any other type that enhances its viability), must be considered as a priority.

What would be your request to your National and Regional authorities for a real support on policies on land use?

As the basic condition of the land consumption reduction, which should be supported from the EU and National authorities is the increasing of motivation of the local stakeholders to search for the solutions of avoiding the unnecessary land consumption. In ideal case the motivation would take form of funding the alternative solutions reuse, regeneration, change of function, using the reserves within the existing fabric of city structure to land take, which is in many cases the easiest way to do things. Very important is also the communication with public in order to increase the awareness to the matter /community activities, community planning, pro-active approach/.



The point of view about policies on land use at the city and metropolitan level

Interview with the Baia Mare City Mayor and President of the Baia Mare Metropolitan Area Mr. Cătălin CHERECHEȘ

What is the importance and the priority level your city organization ascribes to the development of “Urban Growth Management” and strategies for reduction of soil consumption? What are the expected benefits from your administration?

The Baia Mare Metropolitan Area and Baia Mare City are constantly preoccupied with the management of urban development, especially concerning the strategies of reducing the consumption of land, without affecting the possibilities of economic and residential growth. In this sense, the local administration is encouraging new real estate developments, mostly by the re-usage of abandoned structures, to reduce the need for social housing.

The municipality is also taking into consideration the use of disused and unproductive lands, to help with the development of industrial, logistic and technological parks, in order to attract major business investments.

The local community has a lot to gain from these policies for the efficient use of land, by the increase in the number of new available housings on the real estate market, and by the increase in the number of available work places, as an effect of the attraction of private investments.

What is the role played by your organization to develop planning tools for “Urban Growth Management” with the aim of less land use and what is, in general, the degree of strategic and operational cooperation with the other authorities (national, regional, local) on the specific “Land use” issue? What are the most positive and the problematic aspects of territorial cooperation?

Baia Mare City has a major role in the planning of urban and metropolitan development, due to the cooperation that the Baia Mare Municipality has with the neighbouring towns that are part

of the metropolitan area, based on an existent strategic development concept for 2010-2030. Baia Mare City is working with the county, regional and national authorities to manage the existent real estate assets in the best way possible. For example, steps are being made to take into direct administration of Baia Mare City the sport arenas that are currently administered by the County Department of Sport and Youth, as well as the train station that is administered by the Ministry of Transportation. The reasoning behind these actions is to improve the state of these buildings, which are currently in poor condition. Moreover, Baia Mare City plans to purchase certain lands that are presently property of other public or private bodies, to ensure them a more efficient use, by using investments from structural funds for the 2014-2020 period. One example would be the intention of the municipality to develop an Industrial Park in southern industrial area of the city.

What are tools and strategies for “urban growth management” Land Use/Reuse/Refitting, how they are used to support urban regeneration(s) in your city?

In regards to the strategies and plans of the management of urban and metropolitan development, Baia Mare uses a variety of tools, such as:

- The Strategy of the Baia Mare Metropolitan Area for the 2010-2020 period,
- The Strategy for Sustainable Development of the Baia Mare Metropolitan Area Baia Mare City's General Urban Plan,
- The Integrated Urban Development Plan Local Urbanism Regulation of Baia Mare City.

These tools are used by the local public administration, to help the development of the city, and of the metropolitan area by implementing infrastructural projects (street repairing,

enlarging the transportation network, creating public parks, rehabilitation of historic monuments) funded from European structural policies.

The local public administration will also use these tools for the planning of urban and municipal sustainable development to prepare the portfolio of urban and metropolitan projects for the 2014-2020 programme period.

What would be your request to the European Commission for a real support on policies on land use?

Concerning the requests to the European Commission for the support of local policies for the efficient use of lands, it would mean for the local public administration to be awarded non-refundable grants through national sectorial programmes and regional operational programmes.

What would be your request to your National and Regional authorities for a real support on policies on land use?

Our request for the national and regional authorities would be to assure funds for local economic development, by using/reusing industrial or polluted lands.

These grants should fund:

- Cleaning the polluted industrial lands and their introduction in the economic circuit
- The use of industrial land to support businesses
- The use of unproductive land for residential development, that target disadvantaged groups of people
- The development of a geographic informational system in order to efficiently use the management of land use, at urban and metropolitan level.



Nitra team

Štefan Lančarič Project coordinator

Was born in Nitra, Slovakia. Finished his university studies in 2003 at Department of Landscape Architecture of the Slovak university of Agriculture in Nitra. Until 2007 he worked in the private sector as the landscape architect and landscape designer. Since 2007 he is active at the Head architect department of the Nitra Municipal office. His field of responsibility is the conception of the city greenery and quality of public spaces. In 2007 – 2012 he held the position of the quest pedagogue at the Slovak university of Agriculture in Nitra and was lecturing Landscape design and History of landscaping. He has experiences in coordination of the international projects at the Municipality and is the member of the Slovak Chamber of Architects.

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Nitra team

Miroslava Hanakova Communication officer

Slovak architect graduated at the Slovak University of Technology, working for Nitra Municipal office since 2001. Her main area of work at Head Architect dep. is professional support in master-planning and urban design, collaborating with other professionals in the planning and building process. She has both private and public planning experience and participated in European funded projects development. Recently her interest area is on capacity building, regeneration strategies for deprived areas, strategic planning frameworks and sustainable cities.

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Nitra Local Support Group core members



Vladimír JARABICA

/ULSG Member/

Slovak award winning architect, born in 1952, founding member and associate of SAN-HUMA '90 architects enterprise since 1991. He finished his studies of Architecture in 1978 at the Faculty of architecture of the Slovak university of Technology. His main field of work is master-planning, large-scale projects design, engineering and consulting. He also provides the supervising and technical support of the projects. As architect is active since 1978. In 2003 together with other colleagues took part in process of creation of the new master plan of city of Nitra.



Vladimír JURÍK

/ULSG Member/

Mr. Jurik is the vice president of the Slovak construction enterprises association. His field of responsibility is the structural funds of EU, private – public partnership, housing developments and cooperation with municipalities.

He is also the member of the committee preparing the effective way of utilization of the EU funds in the next period of 2014 – 2020 concerning the Partners agreement and Integrated regional structural program.

Other activities are focused on the quality of public spaces. Through the enterprise "Studio 21" he is with his colleagues able to design and construct the projects of public spaces for municipalities and private investors alike. The specific focus in designs is put on the free time activities of children, mostly by designing the playgrounds.

Mr. Jurik organizes an annual event in Sweden – The Summer School of the Public spaces design for mayors and city managers of Slovak municipalities. The idea is the transfer of know-how, experiences and good practices of public spaces design from the Scandinavian environment to Slovak reality. He publishes the articles of sustainable and effective development of cities.



Luca RUGGENENTI

/ULSG Member/

Luca Ruggenenti is an Italian that came to Nitra in 2008 to run the business related to green economy. Because he favoured Nitra very much he decided to be active also in a different way. And he opened Gio Caffè - ice-cream shop in the centre of Nitra pedestrian zone. As the time was passing by this place became also social and cultural meeting point. About Gio: anyone can use this space to show his talent. To provide this space gives also a few problems that are connected to the location. Luca can see these problems and with his openminded approach he's trying to be helpful to solve them for instance involving all the shops of Gio Caffè street in the "Na Kupeckej" association, a successful example of proud citizens that are helping the city in getting better for the people.



Štefan ŠTEFEK deputy mayor

/ULSG Member/

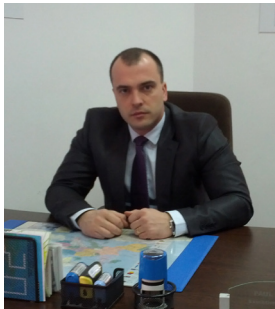
Was born in Nitra, Slovakia. Finished his university studies at Faculty of Management of the Slovak university of Agriculture in Nitra. Until 2002 he worked in the private sector. Since 2002 he is the member of the Nitra city council and in 2006 he was elected to the function of the deputy mayor of Nitra. His field of responsibility is to manage the oversee the area of the city property, investments and financial issues, as well as the city development. He is also active in the field of education, sport and social issues.



Ján VANČO, deputy mayor

/ULSG Member/

Was born in Nitra, Slovakia. Finished his university studies at Faculty of Arts of the Constantine the Philosopher University in Nitra (1994-2000) and at Roosevelt University in Chicago, USA (1997-1998). So far, he has worked as an assistant at the Department of Management of Culture and Tourism in Nitra (2000-2003) and as a regional secretary of the Christian Democratic Party (2003-2006). Since 2006 to 2011 he has held the elected position of the deputy chairman of the Nitra County Council and still is the member of the Nitra County Council. Since 2002 he has been the member of the City Council in Nitra and currently serves as a deputy mayor of Nitra. His field of responsibility is the culture, tourism, environmental issues and historical heritage of the city. He is single and lives in Nitra.



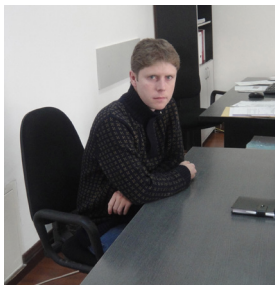
BMMA team

Paul Pece
Project coordinator

Paul Pece holds a degree in Economics-Accounting and Finance, a master's degree in Public Administration, a master's degree in Project Management and works at Baia Mare Metropolitan Association as Executive Director since 2006. He is responsible for the coordination of the USE Act project at local level, and for the cooperation with Lead Partner and the other international partners.

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BMMA team

Marius Ecea
Local coordinator

Marius Ecea holds a degree in Economics, a master's degree in Project Management and works at Baia Mare Metropolitan Association - project management department since 2009. He is responsible of the Urbact Local Support Group established by Baia Mare in the context of USE Act project, coordinates its activity and cooperates with local stakeholders.

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BMMA team

Radu Graur
Local financial responsible

Radu Graur holds a degree in Economics-Accounting, a master's degree in Financial Management and works at Baia Mare Metropolitan Association - financial department since 2009. He is responsible of the financial management of the project, at local level.

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Baia Mare Local Support Group

The Local Support Group is organized on two levels:

- a Technical support group – formed mainly by specialists on urban planning/ economic development field/ project implementation field, representing the 19 municipalities involved, with a core group
- a Political support group – the Board of Directors of Baia Mare Metropolitan Area Association, consisting of the 19 mayors, representing the municipalities.

ULSG members

Political ULSG – the mayors representing the localities of the Baia Mare metropolitan area association (Metropolitan Board of Directors)

- 1) Mr. Cătălin Cherecheș – Mayor of Baia Mare city
- 2) Mr. Dorin Pasca - Mayor of Baia Sprie town
- 3) Mr. Alexandru Dragos – Mayor of Cavnic town
- 4) Mrs. Gabriela Tulbure – Mayor of Seini town
- 5) Mr. Florin Talpoș – Mayor of Somcuta Mare town
- 6) Mr. Anton Ardelean – Mayor of Tautii Magheraus town
- 7) Mr. Nelu Șovre – Mayor of Cernesti commune
- 8) Mr. Vasile Zete – Mayor of Cicarlau commune
- 9) Mr. Sabin Raț – Mayor of Coas commune
- 10) Mr. Ștefan Mihalca – Mayor of Copalnic Manastur commune
- 11) Mr. Felician Ciceu – Mayor of Dumbravita commune
- 12) Mr. Gheorghe Lupan – Mayor of Grosi commune
- 13) Mr. Virgil Prună – Mayor of Miresu Mare commune
- 14) Mr. Octavian Pavel – Mayor of Recea commune
- 15) Mr. Ioan Buzdugan – Mayor of Remetea Chioarului commune
- 16) Mr. Bujorel Mureșan – Mayor of Satulung commune
- 17) Mr. Emilian Pop – Mayor of Sacalaseeni commune
- 18) Mr. Ioan Burde – Mayor of Valea Chioarului commune
- 19) Mr. Lajos Cendes – Mayor of Coltau commune



Technical ULSG

- Baia Mare City - development & urban key responsible (chief architect, strategy department director, strategy department experts)
- Neighbour localities – Dumbravita, Grosi, Recea (urban planners, strategy department experts)

Core group:

- 1) Edmund FUTO – Chief Architect, Baia Mare City Hall
- 2) Radu BOLCHIS – Executive Director, Strategy and Programme Department, Baia Mare City Hall
- 3) Dan CARPOV – Inspector, Strategy and Programme Department, Baia Mare City Hall
- 4) Simona FABIAN – Senior Advisor, Strategy and Programme Department, Baia Mare City Hall
- 5) Andrei BAKK – Head of Building permits service, Baia Mare City Hall
- 6) Anicuta FEHER – Inspector of urbanism, Grosi commune
- 7) Bogdan PETRUS – Inspector, Recea commune
- 8) Dacian DOBRICAN – Secretary, Dumbravita commune
- 9) Marius ECEA, USLG Coordinator, Baia Mare Metropolitan Area



URBACT II

URBACT is a European exchange and learning programme promoting sustainable urban development.

It enables cities to work together to develop solutions to major urban challenges, reaffirming the key role they play in facing increasingly complex societal changes. URBACT helps cities to develop pragmatic solutions that are new and sustainable, and that integrate economic, social and environmental dimensions. It enables cities to share good practices and lessons learned with all professionals involved in urban policy throughout Europe. URBACT is 500 cities, 29 countries, and 7,000 active participants. URBACT is jointly financed by ERDF and the Member States.

www.urbact.eu/useact