

## Results and Lessons

The Municipality and its partners consider this approach to be the best for sound and proper development plan. Such a strategy should propose a frame for an economic development which must comprise also a social component and must in any case consider a rational use of resources in order to protect the environment. This has been the philosophy that led to the composition of the LUMASEC Local Support Group, composed by local communities and associations, local architectural offices, private investors interested in the area, international experts in town planning, and of course local politicians and civil servants.

even in countries with advanced economies in Europe, often did not propose sustainable way for a sound urban development. The main difficulties in launching these initiatives are mainly linked to obtaining the financial capital to make



The project proposed for the Ferneziu Area  
(© Municipality of Baia Mare)

Investing in the design of innovative neighbourhoods offer the opportunity to test how creativity can contribute to the liveability of cities, and how the agents of the knowledge economy are influenced by such initiatives. The proposed transformation for the Romplumb area is based on ideas that depart from the completely distant and different concepts in comparison with those that have characterized the realization of such a large industrial complex in the past, highly polluting and completely detached from what is, and was, the will of the Baia Mare's inhabitants. It is also true that the conditions that allowed the construction of Romplumb, the industrial age, the thought of Fordist production, an authoritarian and centralized political system do not characterize the contemporary nature of Baia Mare and Romania.

The main problems to be addressed in Romania, in launching this kind of regenerative projects, are determined by all those external conditions that define the meanings of economies in transition. Economies in transition in a productive environment, which is no longer that of the industrial age, but the post-industrial one, that

**LUMASEC** is a European network dealing with strategic land use management as one of the most important topics to address, to ensure competitiveness, attractiveness and sustainability of our European city-regions. It focuses on both the strategic level (planning methods, observation tools...) and the operational level (action plans, case-studies), and aims at producing methods and practical recommendations.

The LUMASEC partners are: Epures (public city-planning agency, Saint-Étienne, France), Certu (France), the cities of Bytom (Poland), Baia Mare (Romania), Kavala (Greece), Bristol (Great Britain) and the Universities of Karlsruhe (Germany) and Ljubljana (Slovenia). The University of Karlsruhe is the lead-partner of LUMASEC. More information on <http://urbact.eu/lumasec>



# Land use management for sustainable European cities

epures



## The Brown-field Regeneration Issues: The Example of Ferneziu Area in Baia Mare (Romania)

LUMASEC (Land Use Management for Sustainable European Cities) is a European project which aims to identify the scope of strategic and operational action for European cities in land use planning. Each of the five partner-cities of the project has developed a local action plan (LAP) with decision-makers in order to build up a strategic approach to land use management.

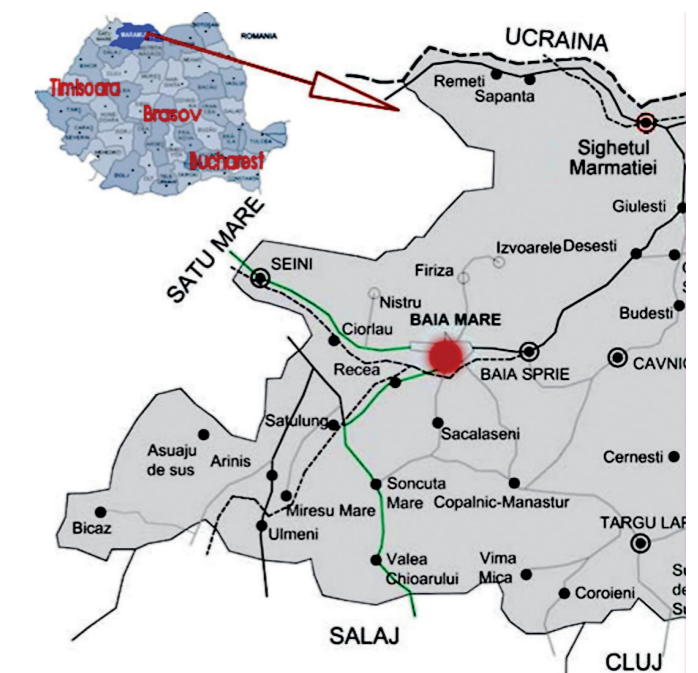
This leaflet presents the local action plan produced by the city of Baia Mare (Romania) on a strategic old industrial area. This sector, named Ferneziu, has been dedicated to mineral transformation and lead processing for years. This plan aims at transforming this particularly polluted mining area into an attractive tourism corridor leading to the surrounding countryside.

## The City of Baia Mare

Baia Mare is located in the central-western area of Maramureş County, on the middle course of Săsar River, at an average altitude of 228 meters. Maramureş is a geographical, historical and ethno-cultural region in northern Transylvania, along the upper Tisza River; it covers the Maramureş Depression and the surrounding mountains that form part of the northeastern Carpathians.

The city of Baia Mare, according to the 2002 census, has 137.921 inhabitants. Baia Mare expands over 23,247 ha. The built-in area is 2,063 hectares. The green areas in Baia Mare total about 280 hectares, out of which 80 hectares make up the public domain, which is administrated by the Public Urban Environment Service, and 200 hectares represent private property. Baia Mare has long been a mining town with related industrial areas for processing of copper, lead, silver and gold. After the revolution of 1989 began its de-industrialization. The results of this operation led to the total closure of the mines, but not the total cessation of the related industrial processing of minerals. Two large metallurgic factories are still producing, but production rates and their

impact on the environment now seems limited compared to what has happened since the war until the early 90s, especially because of the provisions imposed by EC even if the pressure from the state and the polluters is very high.

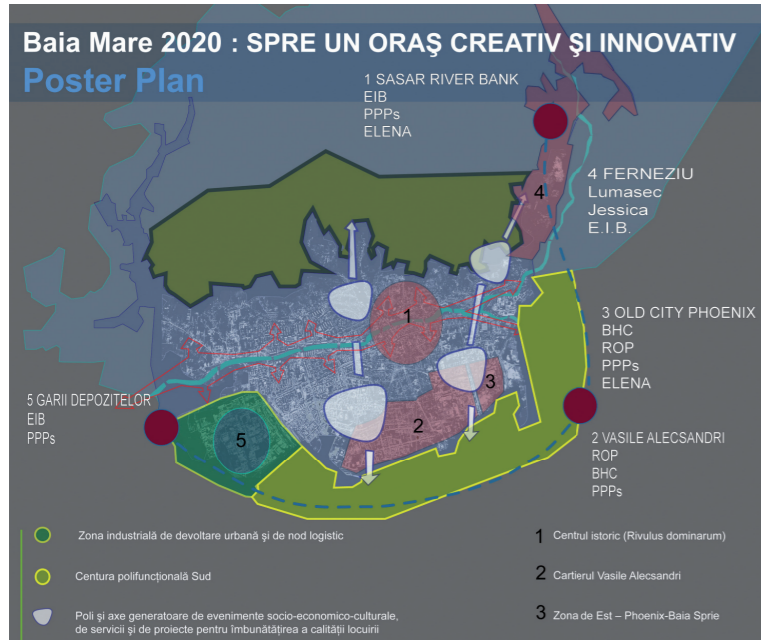


Satellite image of Kavala and the Panagouda area (in red)

Ressources, territoires, habitats et logement  
Énergie et climat Développement durable  
Prévention des risques Infrastructures, transports et mer

Présent pour l'avenir





The Strategic Plan of Baia Mare, 2008 (© Municipality of Baia Mare)

Baia Mare in the last fifteen years has undertaken a development path that will move the city towards forms of economy more linked to services and new technologies (based on R&D), and especially address the serious environmental damage left on the cultivation of land mines, but mainly from the processing of minerals. This path of development of a post-industrial economy is not easy, even if Baia Mare is undoubtedly a very dynamic city, continuously expanding and changing and able to be a frontrunner as regarding innovation.

Baia Mare, not to forget, is the place where originated one of the largest environmental disaster in Europe: the pollution of the Tisza River (a tributary of the Danube), which occurred in 2000, due to the overflow of an artificial lake (the disaster provoked by Esmeralda gold mine).

Baia Mare is also the place where started the first example of a regeneration of a historical center, even before the blazoned redevelopment of Sibiu (city that became European Capital of Culture in 2007). The Millennium Project of Baia Mare was the first example of revitalization and requalification of a Historical center in Romania. A requalification realized through the realization of economic activities related to events (cultural, economic, social) and leisure in the oldest and historical part of the town, but also a concrete refurbishment of key public spaces and buildings: the best practices to follow as the example that demonstrate how innovative soft economy can re-launch and give new vitality to abandoned neighbourhoods. This project is assessed by EC as the best urban regeneration project financed with pre-accession funds.

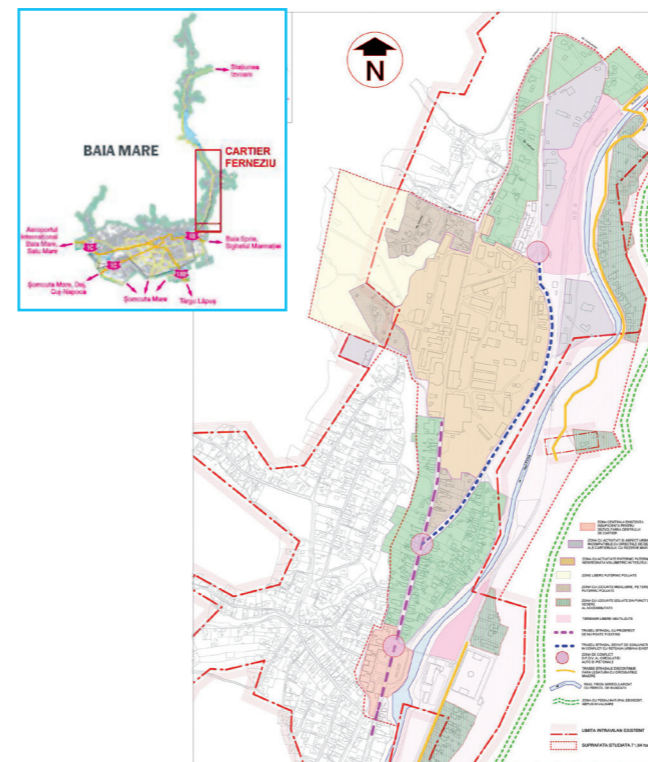
This area is one of the most contaminated area in Baia Mare because of the presence of Romplumb, a metallurgic factory working in the minerals transformation (lead processing). Town planners and other technicians have said for years that the state-owned Phoenix and Romplumb plants were responsible for most of the pollution here. But being seen of strategic importance by the government it has been difficult to address the issue even if the Local Council expressed the will to do it. In the strategic plan designed in 2008 five areas has been chosen for regeneration.

## The Ferneziu Area

The project area chosen in the context of LUMASEC is the area of Ferneziu in the north-eastern part of the city. The decision to intervene in this area has in its background a relevant planning process started in Baia Mare about ten years ago with the definition of the Agenda 21, a process still alive that in course of time has defined other important milestones in realm of urban planning.

Ferneziu, and the annexed Romplumb area, is one of these five areas. The major environmental issue is the soils contamination defined by the presence of heavy metals, especially lead and copper and other by-products. At the same time, paradoxically in a way, these industrial area is surrounded by an area of high natural and landscape value. Ferneziu, actually, is also the way to achieve the historical area of Maramureş, which is one of the most beautiful and full of cultural identity areas of Romania and Europe. This added value linked to the beautiful landscape is determining areas of urban sprawl. Other major issue of the area is the bad status of mobility infrastructures: the area presents a need to rationalize the roads networks, in terms of completing, and connecting the current net of streets, but also improving them in terms of accomplishing elementary safety questions that can facilitate the access and the mobility in this part of the town. Moreover, there is the question of refurbishing and improving the social housing where the mining workers still are living. This housing stock lies in very bad conditions and elementary urban functions and services are not in its proximity. The most dangerous situation is that most of the pollutant elements are not protected and through the raining water easily stream to the surrounding soil. Finally, for the same reason, there is the issue connected to the fine particles moved by the wind that cause pulmonary diseases.

Ferneziu sum up the key questions of many post industrial neighbourhoods, after the end of the industrial production and intense exploitation, it remains on the ground a number of problems connected to the previous production processes and the financial impossibility to face so expansive soils and water decontamination. Additionally, many workers lost their jobs determining a number of social questions to face, and looking for administrative and economic measures to avoid the creation of pockets of extreme poverty.



Area of the Local Action Plan (© Municipality of Baia Mare)

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Urban strategic planning is a continuous process in Baia Mare. This is an exception in the Romanian context where usually cities do not have mature strategies in the realm of town planning. This planning process began in 2000 when the Agenda 21 started with the support of UNDP. It then continued with the project CIVIC (Creativity, Initiative, Volunteer, Integration, Communication) involving the Baia Mare local major communities in a continuous dialogue on following topics: Culture and Art, Architecture, Media, Religion, Education, Business, NGOs,

## The Local Action Plan

This corridor will be characterized through a mixed functions system proposing places for tourism, research and training, sport and a neighbourhood centre. A strategy of sustainable development for the Ferneziu Area, as the one proposed by the Municipality of Baia Mare, must be the base of the local government, thus being both a process and a tool of a partnership with the entire community (based on an innovative way of using Urban Observatory – focused on districts rather than on the entire city) and resulting in issuance of real public policies.

Health, Sports, Youth, Tourism, Economic, and of course Urbanism. The last step of this course has been in 2008 the design of the Baia Mare Strategic Plan. As stated in the introductory part of this document, there are some key concepts that found strategic choices in Baia Mare. Among them:

- Environment: "LET'S PROMOTE A CLEAN AND HEALTHY ENVIRONMENT FOR OUR CITY!"
- Mobility and Public Space: "LET'S ARRANGE FOR QUALITY PUBLIC SPACE!"
- Touristic and Cultural Patrimony: "WE ARE PROUD OF MARAMUREŞ CULTURAL VALUES AND BEAUTY!"

Baia Mare aims to transform, according to the strategic plan, the entire Ferneziu District into a tourism corridor in order to connect the city with other districts, Firiza, Valea Neagra – the actual lake Blidari – and further towards Izvoare resort. The LUMASEC project has been the occasion to launch several meetings involving the Municipality and the Ferneziu Community, this led to the decision of working on the polluted area occupied now by the Lead factory Romplumb and the closed mine "Herja".



The old historic market square of Baia Mare (© Municipality of Baia Mare)



The Strategic Plan of Baia Mare, 2008 (© Municipality of Baia Mare)