



building healthy communities

# Building Healthy Communities

Dorin Miclaus Baia Mare  
Local Action Plan



European Union  
European Regional Development Fund

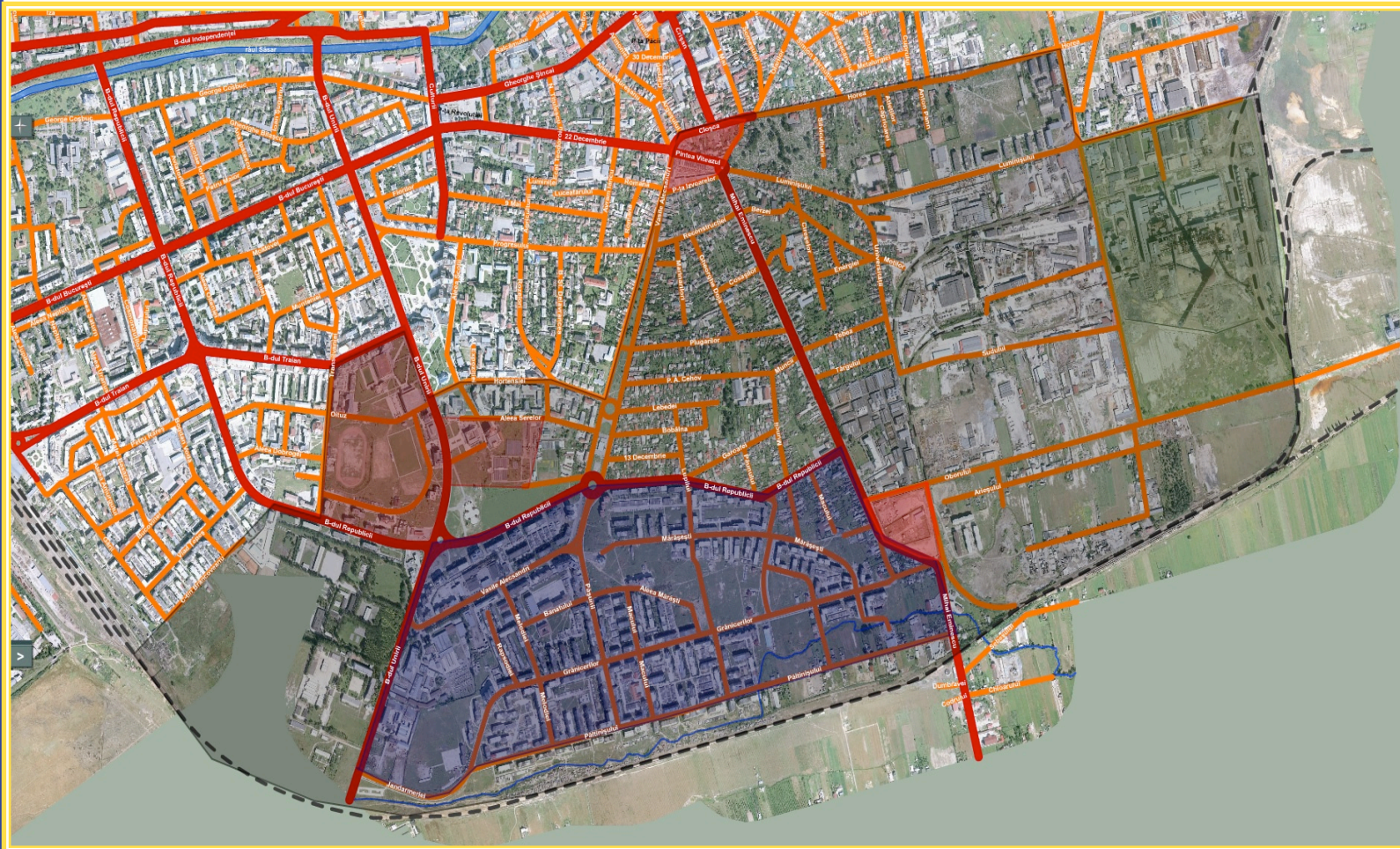
Connecting cities  
Building successes



# Area presentation



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# ***Priority strategic orientation of the LAP in the area of intervention***

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**Objective 1- Promoting cultural identity and social cohesion of the community by improving public space and creating structures for meeting, dialogue and socialization Community**

**Objective 2 - Reducing the risk of seclusion / isolation of the community by improving accessibility and urban mobility and strengthening connections with the adjacent districts/ neighborhoods**

**Objective 3 - Increased standard of living of citizens by improving and protecting the environment / sustainable use of natural resources**

**Objective 4- Creating the conditions for social inclusion of all citizens by improving accessibility to services and basic social infrastructures - reducing the risk of social marginalization**

**Objective 5 - Facilitate the process of economic restructuring and strengthening the role of the area by developing the economy, developing infrastructure support for business innovation and promote sustainable use of resources**



# Strategic orientation of the LAP

**Strategic Objective 1.** Promoting the local communities' cultural identity and social cohesion through public space improvement and the creation of structures for community gathering, socialisation and dialogue.

**Strategic Objective 2.** Reducing the risk of isolation of communities, through improving neighbourhoods' accessibility as well as strengthening linkages between each neighbourhoods and surrounding areas.

**Strategic Objective 3.** Improving the standard of life of citizens through improving the quality of the environment and protection / sustainable use of natural resources.

**Strategic Objective 4.** Creating the conditions for the social inclusion of all citizens through improving access to public services and social infrastructure.

**Strategic Objective 5.** Facilitating the process of economic restructuring and strengthening the role of the Phoenix area in the local economy, through developing business support infrastructure, promoting innovation and the sustainable use of resources.

**Priority Axis 1.** Refurbishing, equipping and extending the public space intended for socialisation and the consolidation of local communities' identity.

- Fitting open spaces for leisure activities and socializing
- Conservation and development of cultural identity

**Priority Axis 2.** Improving accessibility, road safety and mobility.

- Rehabilitation of the roads and sidewalks
- Promoting sustainable urban transport

**Priority Axis 3.** Protecting the local environment and improving environmental quality.

- Rehabilitation of polluted areas
- Expanding areas of environmental conservation
- Building & Rehabilitation of infrastructure for public utilities

**Priority Axis 4.** Promoting social inclusion and diminishing the risk of social marginalisation.

- Adapting social services to community needs
- Improving the quality, rehabilitating and expanding the educational infrastructure
- Providing primary health services
- Rehabilitation, upgrading and expanding the social housing

**Priority Axis 5.** Promoting economic diversification and a sustainable development of the local economy.

- Spatial planning and structures in order to support firms
- Promoting sustainable economic development



# Cohesion axes - Convergence axes- Transversale axes

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<b>Urban Habitat</b>	<i>Measure I.1</i> – Modernization and development of public infrastructure needed for sustaining community services
	<i>Measure I.2</i> – Improving accessibility by modernizing the transportation and eco-transportation infrastructure
	<i>Measure I.3</i> – Developing and modernising green spaces, promoting urban diversion
	<i>Measure I.4</i> – Energetic efficiency of civil constructions and durable use of land
<b>Economical Development</b>	<i>Measure II.1</i> – Developing local and regional business environment, growing community's economic competitively
	<i>Measure II.2</i> – Promoting social economy and supporting local entrepreneurs in partnership with the neighbourhood
<b>Social Cohesion</b>	<i>Measure III.1</i> - Developing social services and public/private health
	<i>Measure III.2</i> - Developing pre-university educational services and continuous education for adults
	<i>Measure III.3</i> - Growing citizen security in the neighbourhood
<b>Local and Metropolitan Good Governance</b>	<i>Measure IV.1.</i> Growing public/private partnership and civic involvement in elaborating, implementing and administrating neighbourhood projects
	<i>Measure IV.2.</i> Developing citizens accessibility to the neighbourhood administrative services



# Priority Projects List

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## **Submitted under ROP (11 million EURO):**

- **Growing urban accesibility by modernising city streets in Baia Mare**
- **Improving urban public tranportation by enlarging the trolleybus network and infrastructure**
- **Developing urban Eco-Network and urban diversion infrastructure**
- **Social Centre for disabled people**
- **Rehabilitating and promoting the cultural and historical identity of "Piata Cetatii – Turnul Stefan"**
- **Establishing a Theme Botanical Garden and an eco-urban area**

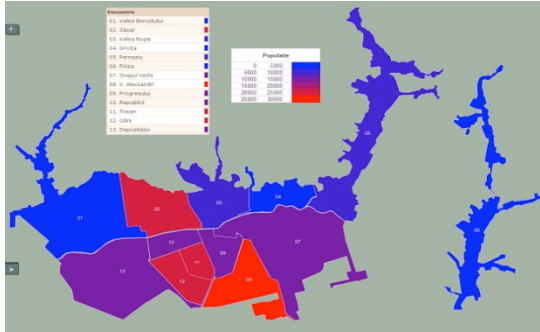
## **To be funded by means of other sources:**

- **Reusage of the Craica creek surroundings by disposing of "Phoenix Public Park"**
- **Sustainable urban mobility** Research and demonstration projects for lower and zero emission vehicles; Improving accessibility for persons with reduced mobility; Access to green zones; Campaigns on sustainable mobility behaviour; Research and demonstration projects for lower and zero emission vehicles
- **Building a municipal infrastructure (acces, water network, used water, electricity, gas) in a social residential complex**
- **Visual Monitoring System for improving security an preventing criminal activities**
- **Regional Network for Business incubation and promotion+development of Eco-Park +R&D Center by regionaly promoting "the green economy"**
- **Developing Spatial Urban Planning**
- **Sustaining Services with Socio-Medical Specific**
- **Facilitating the Provision of Medical services within the Local Social Centers' Network**
- **Developing urban communication networks and promoting the digital economy – broadband networks**

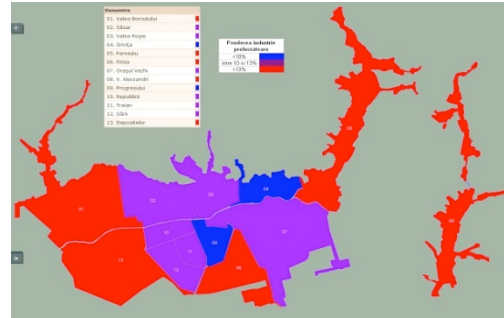


# Use of indicators

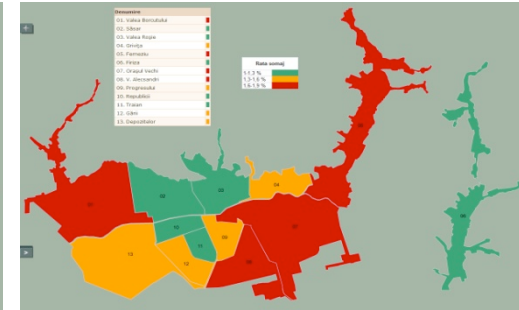
## Territory & Population



## Employment distribution

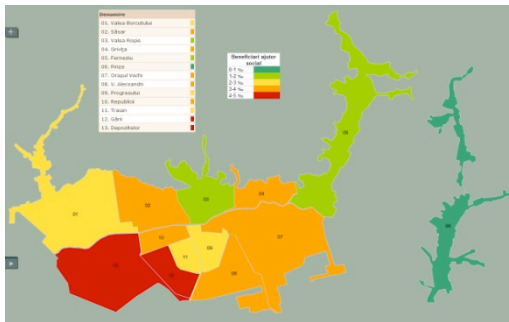


## Unemployment ratio

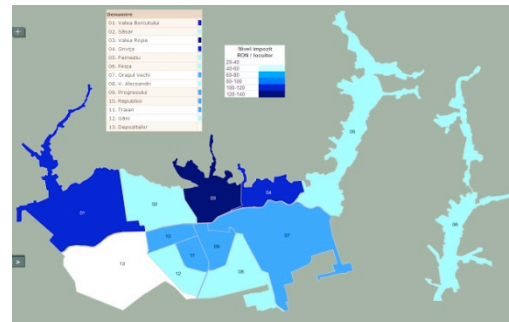


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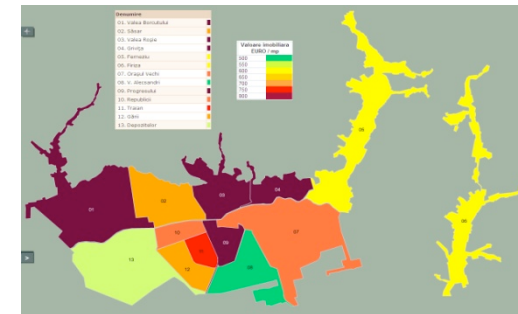
## Social assistance – Risk map



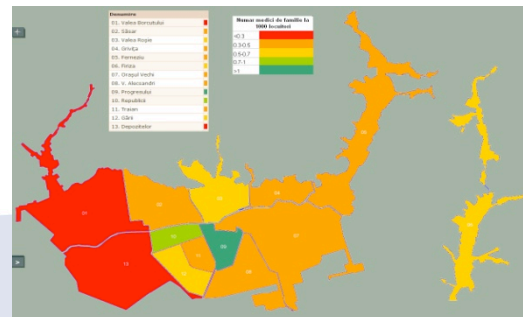
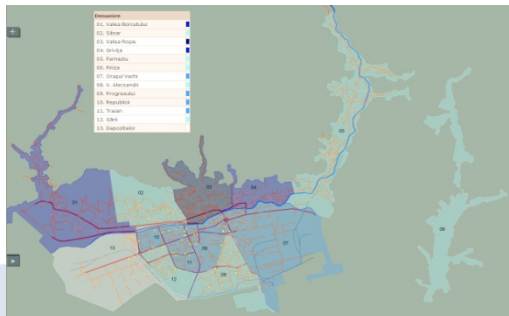
## Economical Development– Tax value



## Economical Development–Real estate value



## Access to social infrastructure

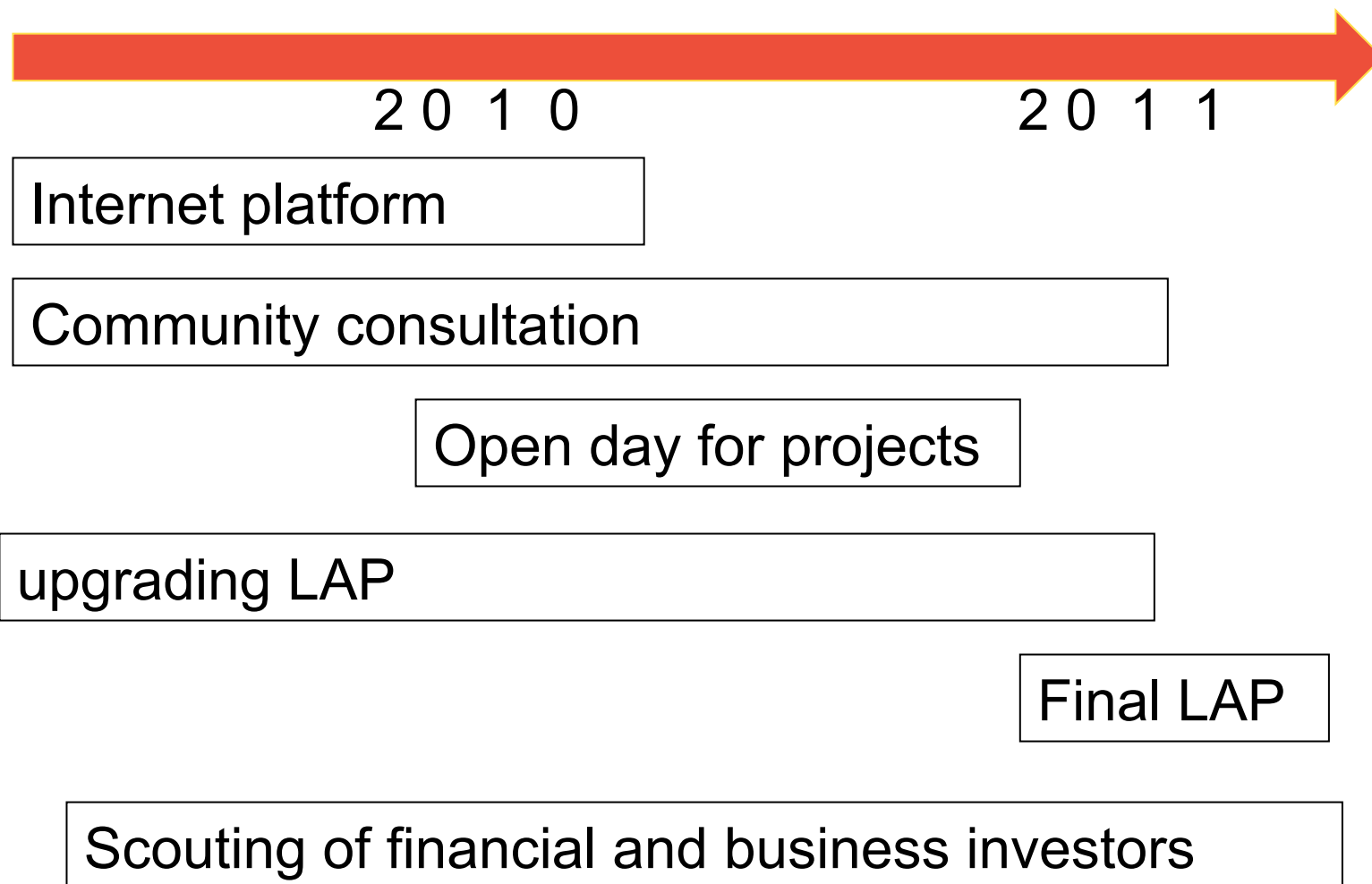






# Time Table

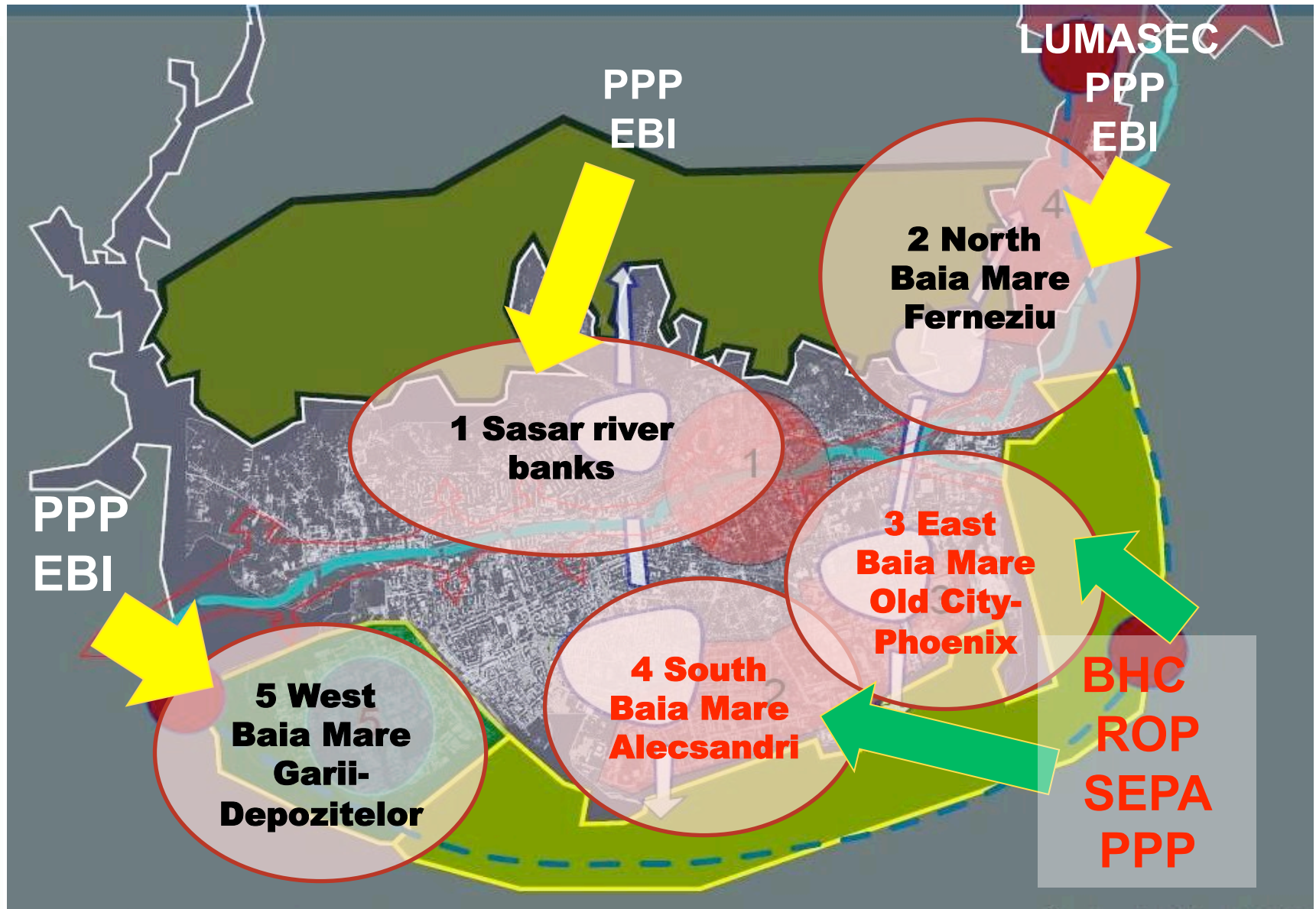
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# Potential/actual funding opportunities

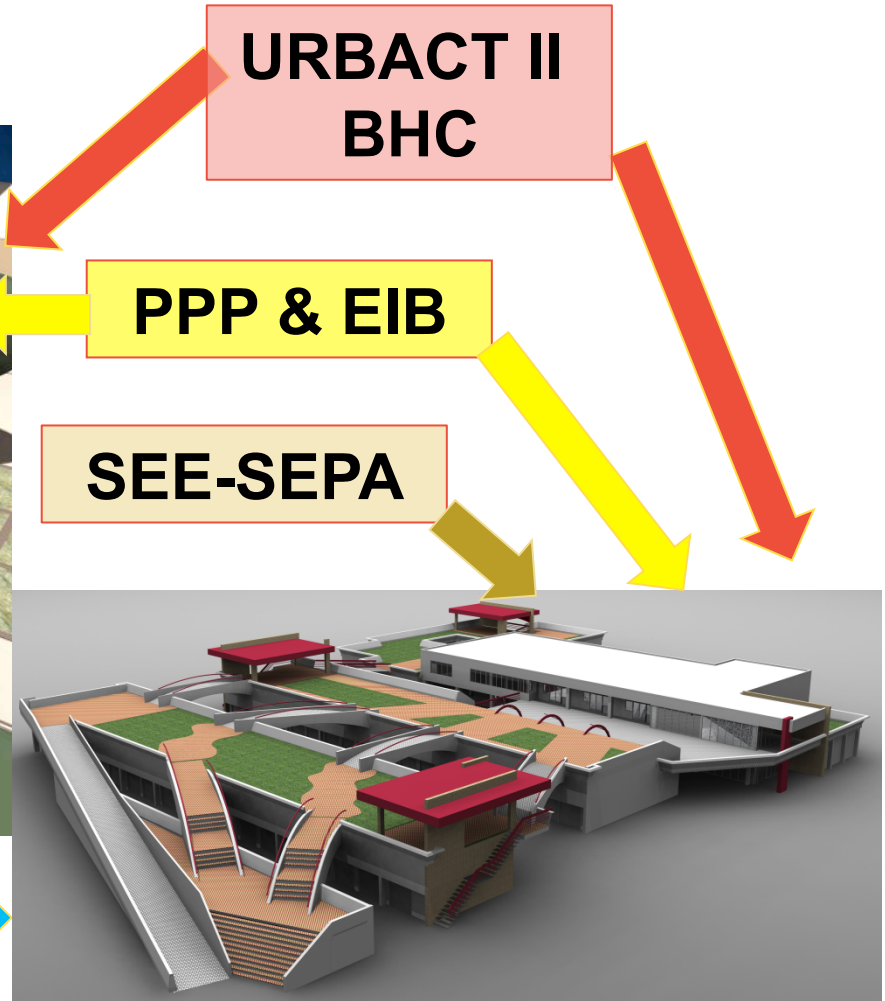
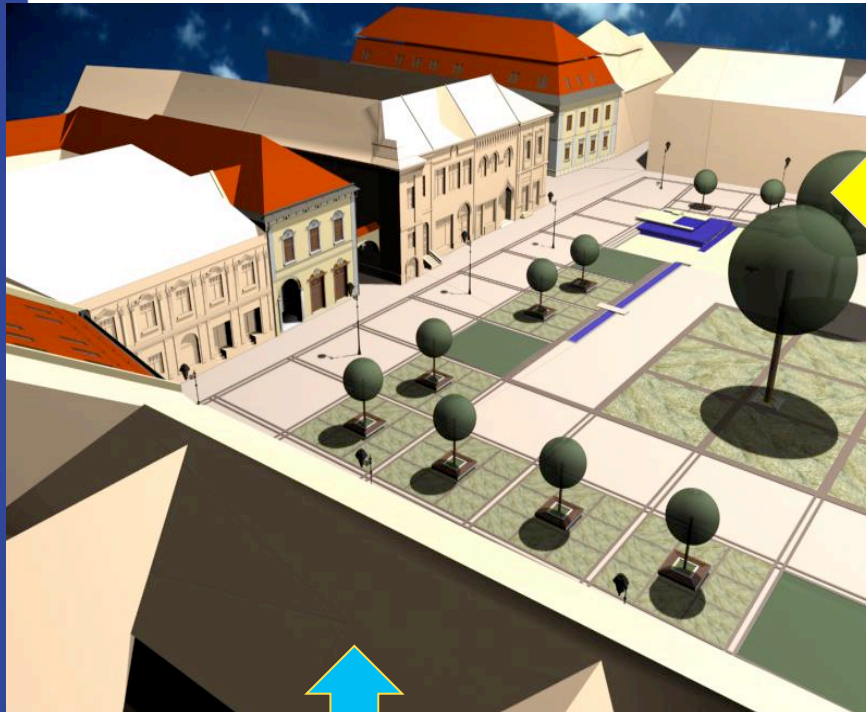
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# Urban Regeneration Area 3 – Baia Mare East – The Old City and Phoenix Baia Sprie

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Regional  
Operational  
Program  
Axis 1



Lodz, 8-10.06.2009

Connecting Cities  
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# Urban Regeneration Area 4 – Baia Mare South - Vasile Alecsandri district

**URBACT II  
BHC**

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**Regional  
Operational  
Program  
Axis 1**



European Union  
European Regional Development Fund

# Problems encountered



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- There is a lack of data at intra-city level
- Industrial pollution (active sources and historical pollution)
- Urban areas with aggregation of social disadvantaged categories (ex. Craica)
- Unemployment, continuous training and reconversion of the labor force, provocations of the world financial crisis
- Traffic and parking place management
- Quality of life versus the individual incomes within the community
- Education system not serving at best the labor market
- The geographical isolation within Romania and vis-à-vis the other European Union countries;
- The need of establishing rules regarding the materials and colors to be used for building
- The need to restructure the public spaces within the districts
- Areas in Baia Mare where construction should not be permitted.
- Effects of the crisis - there is no response towards the proposals arising from the EU as possible measures to reduce the effects of the economic and social crises.
- There is no fiscal decentralization so that we have no tools for attracting new investments in our cities.

# Problems encountered



- The Government has blocked the possibility of hiring new staff for the vacant positions within the Local Institutions, does not allow the pay for supplementary working hours and has diminished also the budgetary salaries – all these can affect the projects implementation (**A EC report suggests that the local governments are understaffed and staff underpaid**).
- There is **no or little help from the Government** for important projects which will help attracting new investments – to name only some: infrastructure projects as the ones to link our city and county to the rest of the Europe; reducing the co-financing rate for economic infrastructure project; easing the recovery of VAT or even non paying VAT for several major projects, **no action against the main polluters** who render unattractive our city.
- The EC report suggests that **EU funds are almost the sole opportunity of funding for infrastructure development** by local governments, since state budget funds are very limited.
- The **legislation on ROP is largely incomplete** and there is a general gap on the possibility of **public-public partnerships** (which is surely not encouraged under Operational Programmes, irrespective of “forma;” statements!) which are often treated by Romanian legislation as “non governmental associations”. Of course if this type of partnership is hampered, very few genuinely integrated projects shall be promoted

# Problems encountered



- **Technical assistance**: badly designed technical assistance projects; consultancy inputs recruited through the “lowest price” criterion (quality/ competence seems not to be an issue...). However the EC report highlights the key problem: when the technical assistance is contracted by Ministries, the Ministries are the beneficiaries, not the local governments
- **Spatial planning / Integrated Projects**. The current design of Operational Programmes - In Romania does not allow for implementation of municipal spatial planning and integrated projects. The matter is not the quality of strategies and plans (some of which are indeed very good), but 1) the one-fund concept (EU matter); 2) lack of coordination between Operational Programmes (Romanian and EU matters); 3) the scope of eligible projects/ expenditure (Romanian matter); 4) the public-public partnership issue (Romanian matter); 5) lack of guidance (influence) of Ministry of Regional Development -fost MLPAT directorate, on other directorates in the same Ministries, as well as on other Ministries (Romanian matter); 6) for growth poles, the fact that sources of funding are different for urban and rural areas.
- **Quality of public investment projects is multi-faceted**: in the first instance it relates to the identified project itself, the impact it could have, the private investment it could mobilise, the way it could fit to spatial policies; secondly, it relates to the quality of technical documents. In Romania, the latter is what is mostly considered

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Grazie Thanks  
Danke **Merci** Gracias  
**Ευχαριστώ** multumesc  
Takk dziękuję dakujem hvala  
**Obrigado** dziękować  
tänan kiitos köszönöm aciu  
Tack děkuji paldies  
**nizžik ħajr dank u wel**