

Revizuirea Axei Prioritare 1 „Sprijinirea dezvoltării durabile a orașelor - poli urbani de creștere”

În întâlnirile periodice pe care AMPOR și Autoritatea pentru Coordonarea Instrumentelor Structurale le desfășoară cu reprezentanții polilor de creștere, au fost exprimate mai multe solicitări din partea autorităților locale de a diversifica opțiunile pentru elaborarea unor proiecte cu impact economic care să conducă la o dezvoltare durabilă a mediului de afaceri în regiuni.

Axa prioritară 1 a POR finanțează în cadrul operațiunii privind *reabilitarea infrastructurii urbane și îmbunătățirea serviciilor urbane, inclusiv transportul public urban* investiții în infrastructura turistică de agrement. Aceste tipuri de proiecte, deși încadrate categoriei de activități eligibile referitoare la reabilitarea infrastructurii urbane, se supun prevederilor și condițiilor de finanțare ale *Schemei de ajutor de stat pentru dezvoltare regională prin sprijinirea investițiilor în turism din cadrul Programului Operațional Regional 2007 – 2013*, fiind proiecte cu impact economic care contribuie la dezvoltarea și diversificarea mediului de afaceri.

Totodată, din evaluările asupra implementării Axei Prioritare 1 a POR s-a constatat un număr redus de proiecte destinate mediului de afaceri depuse până în momentul de față, ceea ce are implicații asupra îndeplinirii indicatorilor de program.

Ținând cont de aceste aspecte menționate, se propune ajustarea textului Axei Prioritare 1 a POR astfel încât activitățile privind infrastructura turistică de agrement să fie încadrate la operațiunea privind *Dezvoltarea durabilă a mediului de afaceri*.

Pentru aceasta este necesar ca în textul POR să fie introdusă o referință la aceste activități, respectiv *“Activities related to creation, rehabilitation, and extension of leisure tourist areas and infrastructure, as well as related utilities will also be supported in order to have diversified business environment.”*

Modificările au fost evidențiate prin track changes în textul POR.

După aprobarea de către membrii CMPOR și de către Comisia Europeană, această modificare va fi operată în cadrul Documentului Cadru de Implementare pentru POR.

3.2.1. Priority Axis 1: Support to sustainable development of urban growth poles

Objectives

This priority axis aims to increase the quality of life and to create new jobs in cities and their surrounding areas, by rehabilitating the urban infrastructure, improving services, including social services, as well as by developing business support structures and entrepreneurship.

In order to contribute to a balanced territorial development of the country and to avoid the increasing of internal disparities, investments will be concentrated in those cities which act as regional and / or local urban growth poles, spread the development into the surrounding areas and generate significant regional impact, giving priority to growth poles located in regions with lower level of development in terms of GDP and unemployment.

Rationale

The concentration of the population and economic and cultural activity in cities, along with the role of cities as transport nodes justifies the concentration of investment in physical regeneration, the improvement of entrepreneurship, the environment and social services in these areas .

Therefore, it is essential to support the local urban growth poles in order to perform their urban functions, especially those cities, which have intense connections with and influence the development of the surrounding rural areas. At the same time, the Regions' development level is directly influenced by the development of larger cities, which fulfil a diversity of advanced/ complex functions and have significant connections and inter-dependencies with the urban and rural localities in their neighbourhood and, together with these areas act as regional urban growth poles.

Economic changes which occurred in Romania after 1990 were reflected, among others, in a process of industrial restructuring, which led to a decline of economic activities in the affected cities and, as a consequence, to a dismissal of a great number of employees. Consequently, there has been registered a decrease in the population's incomes, a reduction in public investment in basic infrastructure and a worsening of social environment within the cities. All these have been reflected in a deterioration of the quality of life of the population in cities.

The most affected areas are the small and medium sized cities, often mono-industrial, where the decline of the main enterprise generated a diminishing of the urban functions and even tendencies towards ruralization. In the case of the large cities or those with a more diversified economic structure, the closure of an enterprise led to an increase in socio-economic disparities between the area where this was located and the other areas of the city. Thus, this declining area added to the others characterized by physical,

economic and social degradation increased the disparities within cities and affected their attractiveness and competitiveness.

Taking into consideration the present situation of the Romanian cities, it is envisaged that funds allocated to urban development be spent as follows: 60% for urban public infrastructure, 25% for social infrastructure and 15% for business environment.

In this context, the integrated urban development and regeneration plans will contribute to the achievement of specific objective of ROP, namely “increasing the economic and social role of cities, adopting a polycentric approach, in order to have a more balanced development of regions”, in compliance with the objectives of the National Strategy for Regional Development and the National Strategic Reference Framework, and also with the Community Strategic Guidelines on Cohesion for the programming period 2007-2013.

Key Area of Intervention

- Integrated urban development plans

Integrated urban development plans

Previous EU experiences (URBAN I and URBAN II) have shown that an integrated approach to economic, social and environment problems within the deprived cities proved a successful mean of solving them and achieving a sustainable urban development. This approach consisted in simultaneous support for the physical renovation of the urban environment, for the rehabilitation of basic infrastructure, and also for actions concerning economic development, increasing competitiveness and employment, integration of ethnic groups, taking into account environmental protection.

The advantage of this integrated approach consists in the possibility of solving simultaneously many inter-dependent problems, which affect both the cities and their surrounding areas, whether urban and rural. For this reason, under this priority axis there will be financed projects included in medium and long-term integrated urban development plans aiming to the development or regeneration of cities .In the case of regional urban growth poles, the implementation of these integrated plans will tackle the development not only of the major cities, but also of the surrounding urban and rural areas. These integrated plans will be implemented through projects for the rehabilitation of deprived urban infrastructure, development of entrepreneurships and employment and rehabilitation of social infrastructure and improvement of social services.

Local public administration along with all other participants involved in urban development should cooperate and draw up coherent, participative, integrated and sustainable plans for tackling social, economic, and environmental problems which are becoming increasingly serious in cities of the country; and also for the increasing of attractiveness and the improvement of the quality of life in cities. The involvement of citizens and local players in the elaboration of integrated urban development plans is a precondition for ensuring the sustainability of these integrated plans.

The integrated urban development plans should be implemented by projects addressing the following issues:

- Rehabilitation of the urban infrastructure and improvement of urban services, including urban transport
- Development of sustainable business environment
- Rehabilitation of social infrastructure, including social housing and improvement of social services

Cross-financing (as defined in art. 34(2) of the Council Regulation No. 1083/2006) may be used within this priority axis, if needed.

The financing of integrated urban development plans may also involve different types of financial engineering instruments (JESSICA).

Rehabilitation of the urban infrastructure and improvement of urban services, including urban transport

Physical regeneration of city centers and public spaces is particularly important for improving the inhabitant's quality of life and stimulating the establishment of new economic activities.

Certain cities have obsolete infrastructures that barely satisfy the population's needs. This is reflected in the life quality of inhabitants and discourages the location of the economic activities in those areas. This is clearly reflected in the outskirts and in old, central parts of cities, where buildings of great historical and cultural value are abandoned or / in an advanced phase of degradation. These areas also register a high level of deteriorated public spaces: streets in poor condition, incomplete and /or inadequate street lighting, reduced surface of parks and leisure areas, etc.

Consequently, there will be supported activities for the completion and/or renovation of obsolete buildings (and their preparation for new economic and social activities), the rehabilitation of historical and cultural heritage, as well as for the demolition of badly deteriorated buildings and/or structures, which don't belong to the national or local cultural heritage.

Other type of necessary activities refer to the development and/or rehabilitation of urban public infrastructure and utilities, namely rehabilitation of urban streets, including related infrastructures and their connection to the surrounding areas of the cities, as well as the renovation of public spaces and different types of urban infrastructure (pedestrian zones, pavements, public lighting, etc.).

Through integrated urban development plans, unused/ polluted sites (either abandoned industrial sites or other types of unused lands) will also be rehabilitated and prepared for new uses, which will determine the increase of the quality of life for people in cities.

Due to the increasing traffic in cities of Romania it is important to finance investments in urban environmentally friendly public transport, including traffic management systems, as well as the use of alternative forms of transport like cycling, walking etc.

Development of sustainable business environment

In order to ensure the sustainability of integrated urban development plans, it will be supported the development of entrepreneurship for stimulating economic activities and the creation of new jobs that will have an impact on increasing the competitiveness of cities, taking into consideration that the cities' authorities as project beneficiaries, know the best (based on the cooperation with the local stakeholders), which are the types of economic activities necessary and adequate for capitalizing local resources. Ensuring the sustainability of cities regeneration implies the support of entrepreneurial activities by creation and / or rehabilitation of different business infrastructures. Activities related to creation, rehabilitation, and extension of leisure tourist areas and infrastructure, as well as related utilities will also be supported in order to have diversified business environment.

Rehabilitation of social infrastructure, including social housing and the improvement of social services

In order to satisfy the growing demand for housing, multi-family housing was built during the 70's and 80's in most cities. The lack of further investments caused a degradation of this multi-family housing so that currently they are characterized by severe degradation, including high energy loss, which adversely affects the population's health. The activities to be carried out under this area of intervention will encompass those included in the art. 47 of Commission Regulation No.1828/2006.

It is the responsibility of the public sector to satisfy specific social needs. Meeting these needs has also proved to be a major source of employment and life quality enhancement, as well as a real help in achieving equal opportunities for both men and women, by providing services that help them combine their professional and family duties.

Activities supported for the rehabilitation of social infrastructure and improvement of social services will aim at the rehabilitation of social infrastructure (child-care centres, old people's homes, centres providing assistance to disabled persons, youth centres, cultural and community centres etc), and the acquisition of equipments for increasing security and preventing crimes (surveillance systems, etc).

Quantified objectives - Indicators

Indicator	Unit	Baseline	Baseline Year	Source	Target (2015)
OUTPUT					
Integrated urban development plans accepted	No	-	-	ROP Monitoring System - SMIS/IB/MA reports	30
Projects ensuring the improvement of the urban infrastructure and urban services, including urban transport	No	-	-	ROP Monitoring System - SMIS	60
Projects promoting the development of sustainable business environment	No	-	-	ROP Monitoring System - SMIS	15
Projects ensuring the rehabilitation of social infrastructure, including social housing and improvement of social services	No	-	-	ROP Monitoring System - SMIS	25
RESULT					
Inhabitants benefiting from the implementation of projects within integrated urban development plans	No	-	-	ROP Monitoring System - SMIS	400,000
Companies established in the in the regional and local growth poles	No			ROP Monitoring System - SMIS	400
Jobs created / saved	No	-	-	ROP Monitoring System – SMIS	1,500