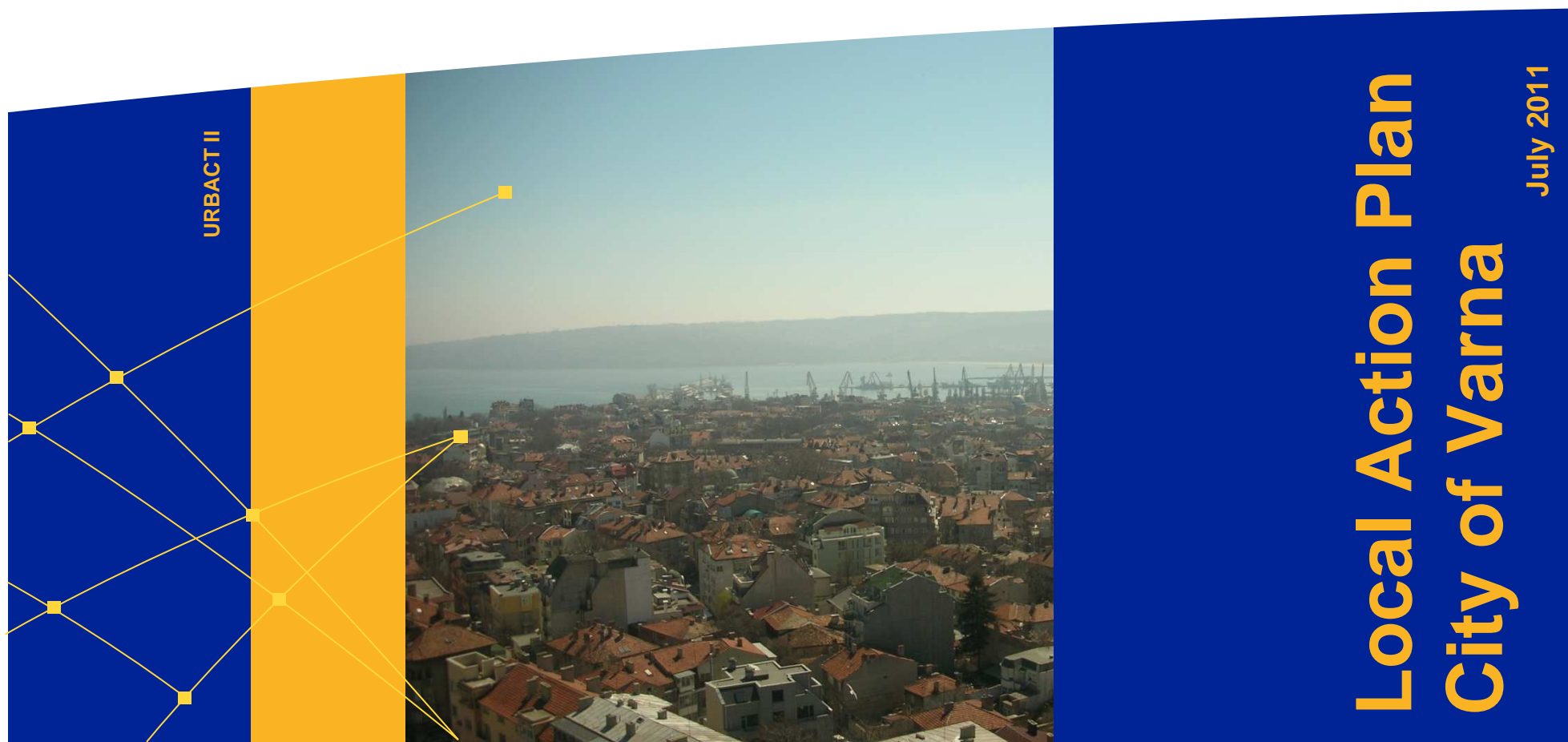




Cruise Traffic and Urban Regeneration



City of VARNA - BULGARIA CITY WITH THE BEST LIVING CONDITIONS IN THE BLACK SEA REGION



City of Varna overview



European Union
European Regional Development Fund

Connecting cities
Building successes



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1 Introduction



City of Varna overview. Photo Municipality of Varna

1.1 Synopsis

The URBACT Thematic Network CTUR - *Cruise traffic and urban regeneration of the city port heritage* seeks to sustain partner cities, regions and port authorities to actively address and improve practices in relation to the theme of Cruise Traffic and Urban-Port Heritage within the wider framework of the sustainable development of the port cities. The aim of the project is to develop new methods for integrated urban renewal of specific types of deprived areas, to examine and manage new partnerships for integrated urban development, to link the various partners in the project to their regional or national operational programmes, and to assist partners to develop and identify good practice project proposals.

Cruise tourism has now become a new market for the ports. In the past 10 years, this market has literally exploded with over 10 million people who embark each year on large ships. This phenomenon does not only concern the southern ports nor the ones disconnected from merchandise flows. It also concerns the northern ports and all the big trading ports.

For the waterfront development, cruise activity is offered as a strong element of the port cities will to develop and reinforce the urban tourism industry contributing to solve the tensions between port functions and urban functions, to answer to inhabitants' aspiration in terms of employment, quality of life, housing and satisfying offers of equipment and public spaces.

Considering the key problems and challenges pointed out by all CTUR partners, the main topic *Cruise traffic and urban regeneration of the city port heritage as a key for sustainable economic, social and urban development* was structured along three general themes which analyze it with an integrated approach. They can be described as follows:

1. Transforming, regenerating, adapting the physical and environmental components of the “port-city system”:

- Increasing the **attractiveness** of the port city: creation/modernization of port infrastructures and facilities that support cruise traffic; improving and strengthening cultural and commercial infrastructures; adding recreational and cultural places in port areas; neutralizing of the negative ‘gateway’ effects.
- Improving port **accessibility** (multi-modal transport connection at urban and regional scale); improving passenger mobility; reinforcing safety inside the port and at the city-port interface.
- Developing **functional diversity** at the city-port interface and renewing obsolete port areas.
- Protecting and enhancing the port’s **architectural heritage**, re-using industrial port symbols, like highly valuable warehouses, and increasing the iconic and identity value of the port.
- Solving problems concerning **pollution** and contamination in port areas.
- Management of negative cruise traffic **impacts on the environment**.

2. Cruise traffic and port heritage as economic and social benefits

- **Evaluation of the cruise and tourism impacts** on the local/sub-local economy in order to identify strengths and weaknesses and build an efficient port city strategy (Research of methodological approaches).
- **Development of the cruise industry sector** in the port city revitalising the maritime tradition and know how in a global approach: attracting the cruise industry head-quarters; proposing **training courses and vocational education** adapted to the skills required by the cruise industry and tourism activities associated (land based and onboard jobs; skilled jobs in the tourist sector, etc.).
- Awakening the local economic sphere to the cruise challenges: offer of specific products and services; adaptation of the **time of the city to the**

- **cruise calls**; proposing **innovative tourist guides and routes**; consciousness raising to **re-use the port heritage** in an economic but also in a social way.
- Allowing and encouraging **the access of young and low-qualified workers** to the employment opportunities in the cruise and tourism sectors.
- Orienting the positive cruise and tourist impacts towards the **derelict neighbourhoods**.
- Offer of **social housing** in mixed programmes developed on the obsolete port areas.

3. Planning and managing the cruise development within a global port city project

1.2 The URBACT II Programme

URBACT II is a European exchange and learning programme promoting sustainable urban development, to enable cities to work together and to develop solutions to major urban challenges, reaffirming the key role they play in facing increasingly complex societal changes.

URBACT is 300 cities, 29 countries and 5,000 active participants. URBACT is jointly financed by the European Union (European Regional Development Fund) and the Member States. Following URBACT I (2002-2006), the URBACT II (2007-2013) European exchange and learning programme promoting sustainable and integrated urban development takes part in implementing the Lisbon-Gothenburg Strategy (priority to competitiveness, growth and jobs).

Methodology

Each partner city in a Thematic Network commits to developing its own Local Action Plan as an output of its participation in the network. Where as cities

- Institution of a good (better) **governance between port, city and other local stakeholders** including the citizens.
- Development of **public-private partnerships** in economic and social matters.
- Conception of new tools to allow, encourage and integrate the **participation of the citizens** in the decision-making process.
- Conception of **innovative planning tools** to transform and organize the city port in an integrated vision.
- Creation of **innovative communication tools** to promote, in a global dimension, the port city and its features (specific know how and skills; tourist potentialities, etc.).

The CTUR project is established under URBACT II EU Programme and the output of this project is the elaboration of Local Action Plans focused on the cruise tourism opportunities connected to the sustainable development and regeneration of deprived or under-utilised areas on the waterfront, and to allow for the preservation of waterfront heritage buildings.

are the core target of the programme, it is important that National and Regional Authorities having responsibilities in the urban areas concerned are associated to networking activities as much as possible. In order to allow for an effective impact of network activities on local policies, each partner in a thematic network sets up an URBACT Local Support Group. Involvement of relevant partners at local level is a core component of the URBACT II methodology for enhancing urban sustainable development policies. The ULSG gathers the local key stakeholders concerned by the issues addressed within the network and by the city's LAP to be developed. Their composition depends on the theme and on the type of project and partner.

Objectives

URBACT enables European cities to work together and to develop effective and sustainable solutions to major key urban challenges. Each project brings

together 6 to 12 cities or other partners during two to three years and focuses on a specific urban issue .

Specifically, URBACT aims to:

- Facilitate the exchange of experience and learning among city policy-makers, decision-makers and practitioners;
- Widely disseminate the good practices and lessons drawn from the exchanges and ensure the transfer of know-how;
- Assist city policy-makers and practitioners, as well as managers of Operational Programmes, to define action plans for sustainable urban development.

Priority Axes

URBACT is structured along 3 Priority Axes:

Priority Axe 1 - Cities, Engines of Growth and Jobs

- 1.1. Entrepreneurship
- 1.2. Innovation and knowledge economy
- 1.3. Employment and human capital

Priority Axe 2 - Attractive and Cohesive Cities

- 2.1. Integrated development of deprived areas and areas at risk
- 2.2. Social inclusion
- 2.3. Environmental issues
- 2.4. Governance and Urban planning

Priority Axe 3 - Technical Assistance

The Programme Area

The programme area consists of:

- The EU 27 Member States (so-called Member States)
- Norway and Switzerland (so-called Partner States). Partners from these countries cannot make use of ERDF allocations, but can participate at their own cost.
- Instrument for Pre Accession (IPA) countries. Partners from IPA countries can participate in operations using IPA funding, without receiving ERDF co-financing.
- Other countries. Partners from other countries, anywhere in the world, can participate with their own funding.

2 The city of VARNA



Varna port overview



Varna (Bulgarian: Варна, pronounced [ˈvarnə]) is the largest city and seaside resort on the [Bulgarian Black Sea Coast](#) and in [Northern Bulgaria](#), third-largest in [Bulgaria](#) after [Sofia](#) and [Plovdiv](#), with a population of 330,486 residents according to Census 2011. The population of Varna municipality is estimated at 357,223 persons according to census 2011, which makes it the second largest municipality in the country after Sofia. It is the administrative centre of the homonymous province and [Varna Municipality](#).

Commonly referred to as the marine (or summer) capital of Bulgaria, Varna is a major tourist destination, business and university centre, [seaport](#), and headquarters of the [Bulgarian Navy](#) and merchant marine, as well as the centre of [Varna Province](#) and Bulgaria's North-Eastern planning region ([NUTS II](#)), comprising also the provinces of [Dobrich](#), [Shumen](#), and [Targovishte](#).

Historical and economical development

The city occupies 238 km² (92 sq mi)^[3] on verdant terraces (Varna [monocline](#) of the [Moesian platform](#)) descending from the calcareous Franga Plateau (height 356 m/1,168 ft) on the north and Avren Plateau on the south, along the horseshoe-shaped Varna Bay of the [Black Sea](#), the elongated [Lake Varna](#), and two artificial waterways connecting the bay and the lake and bridged by the [Asparuhov most](#). It is the centre of a growing conurbation stretching along the seaboard 20 km (12 mi) north and 10 km (6 mi) south (mostly residential and recreational sprawl) and along the lake 25 km (16 mi) west (mostly transportation and industrial facilities). Since antiquity, the city has been surrounded by vineyards, orchards, and forests. Commercial shipping facilities are being relocated inland into the lakes and canals, while the bay remains a recreation area; almost all the waterfront is parkland.

The urban area has in excess of 20 km (12 mi) of sand beaches and abounds in thermal mineral water sources (temperature 35–55 °C / 95–131 °F). It

enjoys a mild climate influenced by the sea with long, mild, akin to Mediterranean, autumns, and sunny and hot, yet considerably cooler than Mediterranean summers moderated by breezes and regular rainfall. Although Varna receives about two thirds of the average rainfall for Bulgaria, abundant groundwater keeps its wooded hills lush throughout summer. The city is cut off from north and north-east winds by hills along the north arm of the bay, yet January and February still can be bitterly cold at times, with blizzards. Black Sea water has become cleaner after 1989 due to decreased chemical fertilizer in farming; it has low salinity, lacks large predators or poisonous species, and the tidal range is virtually imperceptible.

The city lies 470 km (292 mi) north-east of Sofia; the nearest major cities are [Dobrich](#) (45 km/28 mi to the north), [Shumen](#) (80 km/50 mi to the west), and [Burgas](#) (125 km/78 mi to the south-west). Varna is accessible by air ([Varna International Airport](#)), sea ([Port of Varna Cruise Terminal](#)), railroad ([Central Train Station](#)), and automobile. Major roads include [European routes E70](#) to [Bucharest](#) and [E87](#) to [Istanbul](#) and [Constanta, Romania](#); national motorways [A-2 \(Hemus motorway\)](#) to Sofia and [A-5 \(Cherno More motorway\)](#) to Burgas. There are bus lines to many Bulgarian and international cities from two bus terminals and train ferry and ro-ro services to [Odessa, Ukraine](#), [Port Kavkaz, Russia](#), [Poti](#) and [Batumi, Georgia](#).

The public transit system ([map](#)) is extensive and reasonably priced, with over 80 local and express bus, electrical bus, and fixed-route minibus lines; there is a large fleet of taxicabs. In 2007, a number of double-decker buses were purchased; the mayor vowed that by summer 2008, all city buses would be retrofitted with air conditioners and later fueled by methane. Timetables for the city's bus services can be found [here](#).

There is a plethora of Internet cafes and many places, including parks, are covered by free public wireless internet service. Varna is connected to other Black Sea cities by the submarine Black Sea Fiber Optical Cable System.

Prehistoric settlements best known for the eneolithic necropolis (mid-5th millennium BCE radiocarbon dating), a key archaeological site in world prehistory, eponymous of old European Varna culture and internationally considered the world's oldest large find of gold artifacts, existed within modern city limits. In the wider region of the Varna lakes (before the 1900's, freshwater) and the adjacent karst springs and caves, over 30 prehistoric settlements have been unearthed with the earliest artifacts dating back to the Middle Paleolithic or 100,000 years ago.

Antiquity and Bulgarian conquest

The region of ancient Thrace was populated by Thracians by 1000 BCE. Miletians founded the apoikia (trading colony) of Odessos towards the end of the 7th century BC (the earliest Greek archaeological material is dated 600-575 BCE), or, according to Pseudo-Scymnus, in the time of Astyages (here, usually 572-570 BCE is suggested), within an earlier Thracian settlement. The name Odessos, first attested by Strabo, was pre-Greek, perhaps of Carian origin. A member of the Pontic Pentapolis, Odessos was a mixed Greco-Thracian community—contact zone between the Ionians and the Thracians (Getae, Crobyzi, Terizi) of the hinterland. Excavations at nearby Thracian sites have shown uninterrupted occupation from the 7th to the 4th century and close commercial relations with the colony. The Greek alphabet has been applied to inscriptions in Thracian since at least the 5th century BCE; the Hellenistic city worshipped a Thracian great god whose cult survived well into the Roman period.



1. *The Cathedral of the assumption of the Blessed Virgin.*

Photo Municipality of Varna

Control changed from Byzantine to Bulgarian hands several times during the Middle Ages. In the late 9th and the first half of the 10th century, Varna was the site of a principal scriptorium of the Preslav Literary School at a monastery endowed by Boris I who may have also used it as his monastic retreat. The scriptorium may have played a key role in the development of the Cyrillic alphabet by Bulgarian scholars under the guidance of one of Saints Cyril and Methodius' disciples. Karel Škorpiľ suggested that Boris I may have been interred there. The synthetic culture with Hellenistic Thracian, Roman, as well as eastern—Armenian, Syrian, Persian—traits that developed around Odessus in the 6th century under Justinian I, may have influenced the Pliska-Preslav culture of the First Bulgarian Empire, ostensibly in architecture and plastic decorative arts, but possibly also in literature, including Cyrillic scholarship. In 1201, Kaloyan took over the Varna fortress, then in Byzantine



hands, on Holy Saturday using a siege tower, and secured it for the Second Bulgarian Empire.

On 10 November 1444, one of the last major battles of the Crusades in European history was fought outside the city walls. The Turks routed an army of 20,000 crusaders- led by Ladislaus III of Poland (also Ulászló I of Hungary), which had assembled at the port to set sail to Constantinople. The Christian army was attacked by a superior force of 55,000 or 60,000 Ottomans led by sultan Murad II. Ladislaus III was killed in a bold attempt to capture the sultan, earning the sobriquet *Warneńczyk* (of *Varna* in Polish; he is also known as *Várnai Ulászló* in Hungarian or *Ladislaus Varnensis* in Latin). The failure of the Crusade of Varna made the fall of Constantinople to the Ottomans in 1453 all but inevitable, and Varna (with all of Bulgaria) was to remain under Ottoman domination for over four centuries. Today, there is a cenotaph of Ladislaus III in Varna.

With the national liberation in 1878, the city, which numbered 26 thousand inhabitants, was ceded to Bulgaria by the Treaty of Berlin; Russian troops entered on 27 July. Varna became a front city in the First Balkan War and the First World War; its economy was badly affected by the temporary loss of its agrarian hinterland of Southern Dobruja to Romania (1913–16 and 1919–40). Also, Varna was occupied by Romania between July 15, 1913-August 10, 1913 during the Second Balkan War.^[9] In the Second World War, the Red Army occupied the city in September 1944, helping cement communist rule in Bulgaria.

Over the first decades after liberation, with the departure of most ethnic Turks and Greeks and the arrival of Bulgarians from inland, Northern Dobruja,

Bessarabia, and Asia Minor, and later, of refugees from Macedonia, Eastern Thrace and Southern Dobruja following the Second Balkan War and the First World War, ethnic diversity gave way to Bulgarian predominance, although sizeable minorities of Gagauz, Armenians, and Sephardic Jews remained for decades.

The economy is service-based, with 61% of net revenue generated in trade and tourism, 16% in manufacturing, 14% in transportation and communications, and 6% in construction. Financial services, particularly banking, insurance, investment management, and real-estate finance are booming. As of December 2008, the fallout of the global financial crisis has not yet been hard. The city is the easternmost destination of Pan-European transport corridor 8 and is connected to corridors 7 and 9 via Rouse. Major industries traditionally include transportation (Navibulgar, Port of Varna, Varna International Airport), distribution (Logistics Park Varna), shipbuilding (see also Oceanic-Creations), ship repair, and other marine industries.

Tourism is of foremost importance with the suburban beachfront resorts of Golden Sands, Holiday Club Riviera, Sunny Day, Constantine and Helena, and others with a total capacity of over 60,000 beds (2005), attracting millions of visitors each year (4.74 million in 2006, 3.99 million of which international tourists^[11]). The resorts received considerable internal and foreign investment in the late 1990s and early first decade of the 21st century, and are environmentally sound, being located reassuringly far from chemical and other smokestack industries. Varna is also Bulgaria's only international cruise destination (with over 30 cruises scheduled for 2007) and a major international convention and spa centre.

3 The Local Action Plan



City of Varna Photo Municipality of Varna

3.1 Basic description of LAP intervention area

The Local Action Plan includes:

1. Transformation of the old commercial Port of Varna into a yacht and passenger terminal;
2. Investigating the possibilities of construction of tourist and information centers around the port of Varna;
3. Development of different amusement centers and transport lanes to the historical and cultural monuments, situated in the central part of the city.

Targets of the Local Action Plan :

- Clean environment;
- Improving the port facilities for accepting passenger vessels and yachts;
- Improving the tourist attractiveness of the port;
- Transferring the industrial port activities out of the city limits.

In order our main objectives to be achieved the following steps should be undertaken:

- General study of the National Ports development plans to be organized;
- Broad discussion among the NGO and Branch Associations on the matters of the improving the urban environment of the Port of Varna to be organized;
- Cooperation with all Government institutions engaged with National Maritime Planning to be developed and maintained.

The focus area

The focus area of the local action plan is the port of Varna. In the course of the years the port of Varna was developed so that the main of the commercial activities to be transferred away from the city inside the Varna lake forming the so called industrial port – Varna – West. However a lot of the cargoes are still loaded/discharged in the port of Varna – East which is within the city limits and that causes great problems for the tourist development of the area and

creating a bad image of the city of Varna as well as bad living conditions for the Varna citizens.

That is why the Local Action Plan is focused on solving the problem of releasing the port of Varna – East of its industrial function and transforming it into a passenger and yacht port. In this way Varna will give a green light to the cruise traffic development.

Cruise traffic is very important for the tourist industry not only for the city of Varna and Republic of Bulgaria, but also for the whole Black Sea region. For long time Black Sea has been neglected by many of the cruise companies considering it as not profitable place for the tourist business, but in the recent years we are witnessing an increased interest of the cruisers to the Black Sea destinations. Many of the companies are organizing cruise calls to Varna, Nessebar, Odessa, Sochi etc.

Nowadays the Black Sea is the Eastern boundary of the European Union which increases more and more its importance.

	2007	2008	2009	2010
Number of tourists visited the Republic of Bulgaria	5 151 283	5 779 828	5 738 873	6 047 013
Number of tourists visited the Black Sea resorts.	3 423 137	3 534 794	3 045 247	5 304 742
Number of tourists visited the region of Varna	423 137	453 299	504 327	506 722

Problems and challenges

The problems and challenges we met during preparing our Local action plan we could combine into several groups:

1. Problems and challenges of the tourist market;
2. Problems and challenges of the political condition of the Republic of Bulgaria;
3. Problems and challenges of the national legislation.

The tourist markets are being developed every day and dealing with its requisitions is an obligation of every participant in the tourist business. However the situation of the Republic of Bulgaria is different compared with the rest of the partners, having in mind that only 20 years ago the market economy was not only unfamiliar, but also condemned by the communist regime.

On the 01.01.2007 the Republic of Bulgaria became a full rights member of the European Union, and the Black Sea became an eastern boundary of the EU which placed new requisitions for the economical development of the coastal regions. From here a lot of new challenges arised. ULSG considers to have taken adequate measures to deal with them.

The last, but not least of the above mentioned groups are the problems and challenges connected to the existing legislation and the old system of government of the regions which is specified with a centralised rule and taking of decisions. Here the ULSG met most problems, but nevertheless we continued our work on the Local Action Plan.



2. Port of Varna. Photo Municipality of Varna

3.2 The local actors: Local Support Group

The Local Support Group was formed following the principle that experts in different fields of social and economical life could be presented. Special attention was given to the Maritime experts as well as to the representatives of the scientific circles of Varna. That is why among us are presented many leaders of Academies and Universities.

SVILEN KARAICHEV – former vice mayor of Varna, and presently member of the National Parliament of the Republic of Bulgaria.

Graduated the Nautical Academy of Varna in 1983. Manager of a Shipping Agency. In 2007 entered the political party GERB. Elected a member of the City Council in 2007 and appointed a vice mayor of Varna the same year. In 2009 elected a member of the National Parliament., vice president of the Transport Commission of the Parliament.



IVAN TABAKOV – chairman of Varna Chamber of commerce. Graduated the Technical University. Engaged in Business activities after 1989. From 2004 elected a president of Varna Chamber of Commerce.

GEORGE GILEV – Chief Maritime expert, PHD in Nautical Sciences.

Graduated the Nautical Academy of Varna in 1980. Sailed in Navigation Maritime Bulgare, Zodiak and Bonmarine Shipping Companies as **Master over 3000 GT**. From 2008 a Chief Expert of Maritime Policy in the Municipality of Varna. Lecturer in the Nautical Academy of Varna and the Technical University as well.



BISTRA DIMOVA - Head of Programs and Projects Department. Graduated the Technical University in Varna. Expert in Public Administration.



LIUDMIL IKONOMOV - Foundation Institute for Ecological Modernisation. Graduated the Technical University of Varna. Expert in Ecology.

ANDRIAN EVTIMOV – A Maritime expert. A chairman of the Marine Chamber of Varna. Graduated the Nautical Academy in 1985. Sailed in Navigation Maritime Bulgare and other Shipping Companies as Master over 3000 GT.

VASIL VASILEV - A Maritime expert. Ass. professor in the Nautical Academy. Graduated Nautical Academy in 1965. Expert in Maritime Policy.

KOSTA DONEV – An expert in Port Operations Activities. PHD in Port Operations in the Nautical Academy in Varna. Chief port consultant in the Port Authorities of Varna port.



ANASTAS KRUSHEV – Ass. professor doctor in science. Dean of the Faculty of “Marine sciences and Ecology” in the Technical University of Varna. Graduated Nautical Academy in 1983. All his career is dedicated to the Nautical science.

GEORGE SHIPKOVENSKI – An expert of tourist economy. Member of the Chamber of Tourism in Varna. Graduated the University of Economical Development in Sofia. Expert in tourist business.

SVETLAN TZVETKOV – A maritime business expert. Member of the Marine Cluster of Varna. Expert in Maritime Agency service and Cruise sailing. Graduated Nautical Academy in 1977.

BOZHIDAR INDZHOV – An expert in tourist activities. Head of Business department in the Local Administration in Varna. Graduated the University of Economical Development in Sofia. Expert in tourist business.

PETAR RADUSHEV - Director of International cooperation, Projects and Programs Directorate in the Local Administration. Graduated the Medical University in Varna. Expert in Public Administration.

NIKOLA LAZAROV – Expert in Programs and Projects Department. Graduated the Economics Academy in Svishtov. Expert in Public Administration.

ANTONINA DONCHEVA – Director of Office of the North-East Planning in the Ministry of Regional Development. Expert in Business Administration.

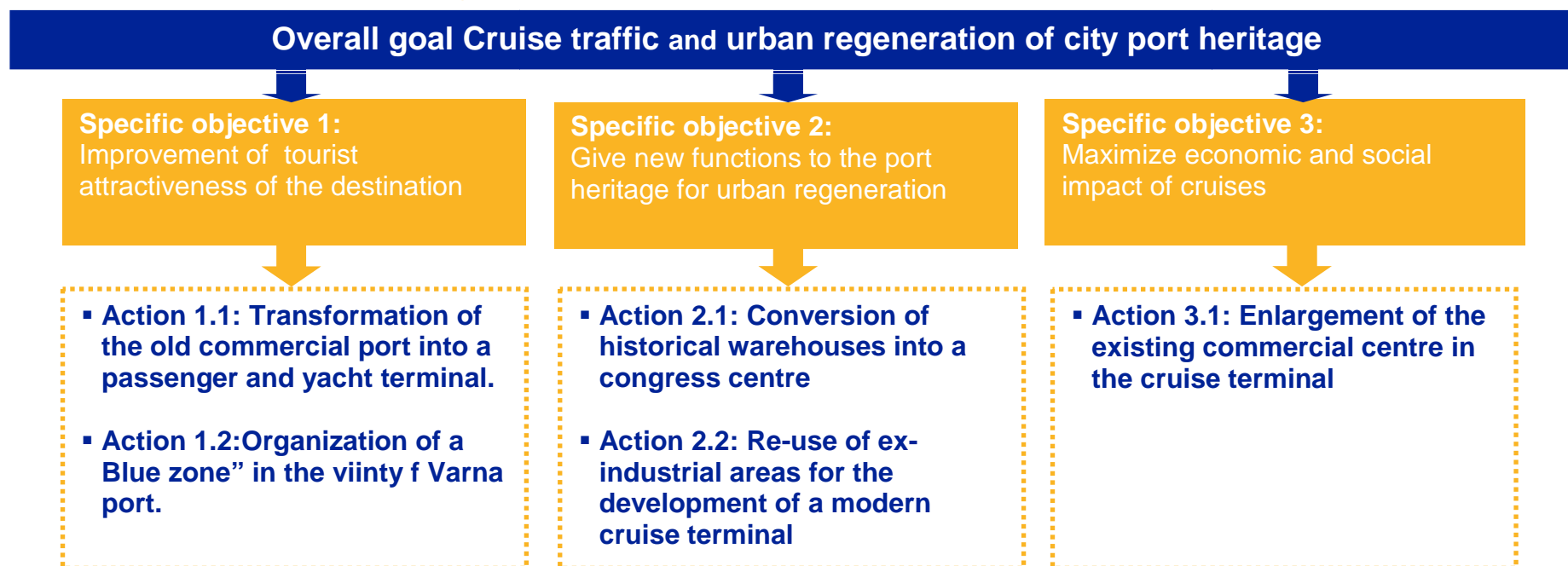
ULSG Public Meetings

Meeting date	Subject of the meeting
06.03.2009	Establishment of the ULSG and announcing to the members the aims and targets of the CTUR project and program URBACT II
16.11.2009	Informing the members of the ULSG about the results of the Trieste kick off meeting by Mr. Liudmil Ikonov and discussing the possibilities for urban renovation of the old port heritage.
09.03.2010	Presenting to the members of the ULSG the good practices after the Dublin seminar
12.11.2010	Presented to the members of the ULSG the results of the meetings in Valencia, Alicante and Rostock. Decision taken in Rodos Varna to be presented by Mr. Gilev and Mr. Indzhov
14.04.2011	Information presented to the members regarding the completion of the project in connection with its final stage., and the steps that have to be undertaken: <ul style="list-style-type: none">- preparing of LAP;- preparing of two panels with information on the LAP and the work of the ULSG;- organizing an exhibition with the results of the project in the central quarters of the city in June 2011.

ULSG Thematic Meetings			
Themes	March-June 2010	July-October 2010	November-February 2010
INFRASTRUCTURE Creating a Blue Zone around the port	2 Meetings	2 Meetings	2 Meetings
HISTORICAL AND CULTURAL HERITAGE Transferring of the industrial port out of the city limits	2 Meetings	3 Meetings	2 Meetings
ECONOMICAL AND SOCIAL IMPACTS Economic development	2 Meetings	2 Meetings	2 Meetings

3.3 Main aims and objectives of the Local Action Plan and proposed actions

Annex 1: main aims and objectives



Objective 1: Improvement of tourist attractiveness of the destination.

Tourist attractiveness is a very important factor when the matter concerns development of a cruise traffic in a coastal city. That is why all necessary measures should be taken in order this aim to be achieved. First of all the interest of the visitors should be carefully investigated and in this respect measures should be undertaken in order the requisitions of the tourist market to be satisfied.

Tourist attractiveness is not only a guarantee for a good economical impact.

Action 1.1

Transformation of the old commercial port into a passenger and yacht terminal is an old idea among the Maritime society in Varna. There are almost no contradictions about the decision that the industrial port of Varna should be transferred outside the city limits. Also steps have been undertaken in this respect by many state and regional institutions. The argument however on this subject is where exactly to be moved the industrial port operations, so that they will not hamper the urban renovation of the old port heritage. Discussions in this field are still in hand. This fact is the main obstacle for the realization of the main aim of the Local Action Plan.

Action 1.2

The heavy city traffic is one of the main obstacles for the development of an attractive tourist destination. The "Blue zone" is one of the administrative measures that could be taken in order the heavy automobile traffic in certain areas to be avoided. Usually in the "Blue zone" the cars are obliged to pay for the whole time spent in it. In our case however driving inside the zone is free of charge, parking however is everywhere payable. This fact makes the private cars to avoid this area. In this way the traffic is to certain extent made easier.

Objective 2: Give new functions to the port heritage for urban regeneration

Port heritage is not only a historical value for a coastal city, it is an opportunity to combine the old traditions with the urbanization process of the city as a whole. In the course of the years the port facilities become more and more outdated and they are little by little released of exploitation. New automatic systems for ship – shore operations are being constantly installed. This does not mean that the old port heritage should be destroyed. It can be converted to a tourist attraction and this is one of the aims of our Local Action Plan.

Action 2.1

The old warehouse of the port of Varna – East is a building with a unique architecture. Built in times of Turkish yoke for the Bulgarian people by an Austrian architect it has preserved its attractiveness. The cruel exploitation however has caused an erosion process which led to its closing and bringing the warehouse out of the loading/discharging operation of the ships visiting the port of Varna-East.

Nowadays due to the fact this warehouse is broad and has a high ceiling is convenient to be converted into a festival and congress centre. Here different cultural and political events could take place. The visitors will have the possibility to see the combination of the modern art and the traditional architecture and this will be really attractive.

Action 2.2

The old industrial areas in the port of Varna-East usually nowadays are used only for storage place of waste materials before the latter are being moved out of the port limits. These areas have much better chance. They can return into business by converting them into a modern cruise terminal. This could be done comparatively easy because the soundings around the berth places are suitable for accepting cruisers of considerable size and draft. The huge areas that are out of exploitation now could become modern platforms for accepting passengers as well as parking places for tourist vehicles.

Objective 3: Maximize the economic and social impact of cruises

Cruise traffic in the whole world is considered to be a very important item in the national economy. The economic and social impact of cruises could be witnessed in many places, well known as preferred tourist destinations, such as the Seychelles, the Canary islands, etc. In order to achieve our goal as a final result the LAP must obtain maximum of social and economic impact on the population, i.g. the life of the people in the coastal region must become better. This for our region means the economic initiative of the people to receive better chance for development. In this respect certain steps could be undertaken.

Action 3.1

One of the ways to increase the economic initiatives of the coastal city population in our case is to create new market places and different relaxation centres so that more people to be engaged in the tourist service of the cruise passengers. For Varna it will be a good chance if the existing commercial centre in front of the passenger terminal could be enlarged. This will give possibility more people to get in contact with the cruise visitors of our city on their first steps on Bulgarian soil selling to them different souvenirs, post cards and also offering to them different kind of service – taxi, telephone, tourist information, etc.

Annex 2: proposed actions

City of Varna					
Varna – City with the best living conditions in the black sea region					
Objective 1: Improve tourist attractiveness of the destination					
Action 1.1: Development of the existing yacht port and passenger terminal of the port of Varna					
Description of the specific LAP Action	Responsible (Institutions/Authorities in charge)	Estimated cost	Legal/official planning framework	Financing secured (Potential funding already allocated)	Funding and programmes that partners can apply for
1.1.1 Investigating and assessing the benefits and the shortcomings of the project	Port authorities of Varna, the Ministry of transport and the Municipality of Varna.	Estimation process still in hand.	Planning still in hand.	Potential funding allocated from the Japanese Bank for Reconstruction and Development.	
Phase					

Action 1.2: Development of different amusement centres and transport lines leading to different historical museums and tourist resorts in the vicinity of Varna					
Description of the specific LAP Action	Responsible (Institutions/Authorities in charge)	Estimated cost	Legal/official planning framework	Financing secured (Potential funding already allocated)	Funding and programmes that partners can apply for
1.2.1 Planning of a new organization of the city traffic in the area.	Municipality of Varna.	Estimation process still in hand.	Planning still in hand.	Potential funding still not allocated.	
Phase					
1.2.2 Preparation of "Integrated Plan for Urban Regeneration and Development"	Municipality of Varna	511 058 EUR	Waiting for approval of the project	Co-financing from ERDF and Cohesion fund	OPRD
Phase					
1.2.3 Preparation of a project proposal for "Integrated public transport" project	Municipality of Varna	Estimation process still in hand.	Preparation of the project proposal	Co-financing from ERDF and Cohesion fund	OPRD
Phase					
Objective 2: Examining and popularizing the possibilities of the old commercial port for urban regeneration					
Action 2.1: Discussions on turning of the part of the commercial port into a yacht and passenger terminal					
Description of the specific LAP Action	Responsible (Institutions/Authorities in charge)	Estimated cost	Legal/official planning framework	Financing secured (Potential funding already allocated)	Funding and programmes that partners can apply for
2.1.1 Popularising of this project among the maritime and tourist society in Varna.	Municipality of Varna	Estimation process still in hand.	Planning still in hand.	Potential funding still not allocated.	

Phase					
Action 2.2: Examining the possibilities for building of different tourist centres around the port of Varna-East.					
Description of the specific LAP Action	Responsible (Institutions/Authorities in charge)	Estimated cost	Legal/official planning framework	Financing secured (Potential funding already allocated)	Funding and programmes that partners can apply for
2.2.1 Investigation of the possibilities of yacht cruising development in the Black Sea	Municipality of Varna	Estimation process still in hand.	Planning still in hand.	Potential funding still not allocated.	
Phase					
Objective 3: Maximize the economic and social effect of cruises					
Action 3.1 : : Development and discussions of a new General City Plan of Varna, including urban regeneration of the old commercial port of Varna - East					
Description of the specific LAP Action	Responsible (Institutions/Authorities in charge)	Estimated cost	Legal/official planning framework	Financing secured (Potential funding already allocated)	Funding and programmes that partners can apply for
3.1.1 Investigating the possibilities of development of tourist commercial activities within the area of the cruise terminal and giving proposals for its enlargement	Municipality of Varna, Port authorities of Varna –ort and the Ministry of transport	Estimation process still in hand.	Planning still in hand.	Potential funding still not allocated.	
Phase					

Action 3.2: Creation of numerous shopping centres and tourist attractions around the port of Varna-East					
Description of the specific LAP Action	Responsible (Institutions/Authorities in charge)	Estimated cost	Legal/official planning framework	Financing secured (Potential funding already allocated)	Funding and programmes that partners can apply for
3.2.1 Contracting a concessionaire for Varna – East port	Ministry of transport, Ministry of Regional Development and Public works		Planning still at hand	International sources	
Phase					

Annex 3: timetable

City of Varna					
Varna – City with the best living conditions in the black sea region					
GANTT					
Action 1	Already implemented	2010	2011	2012	2013
1.1.1 Investigation of the possibilities for transformation of the old commercial port into a yacht and cruise terminal		Discussions held out among the Maritime and Tourist Society in Varna	Special proposals given to the Mayor and the Ministry of transport		

1.2.1 Planning of a new organization of the city traffic in the area.		Special proposals given to the Mayor	In process of implementation		
1.2.2 Preparation of Integrated Plan for Urban Regeneration and Development	Finished Project Proposal	Implementation of the project proposal	Completion of the project proposal	Implementation of the project	Implementation of the project
1.2.3 Preparation of a project proposal for "Integrated Public Transport" Project	Completed project proposal	Proposed to the mayor	A project proposal is being made	Approval of the project proposal	Implementation of the project
Action 2	Already implemented	2010	2011	2012	2013
2.1.1 Popularising of this project among the maritime and tourist society in Varna		In process of implementation	In process of implementation		
2.2.1 Investigation of possibilities of yacht cruising development in the Black Sea		Proposal was made to the Mayor	Special proposals given to the Mayor and the Ministry of transport		

Action 3	Already implemented	2010	2011	2012	2013
3.1.1 Investigating the possibilities of development of tourist commercial activities within the area of the cruise terminal and giving proposals for its enlargement		Proposal was made to the Mayor and the Minister of Transport	Discussions are being held		
3.2. 1 Contracting a concessionaire for Varna East port			Negotiations are being held by the Ministry of Transport and the Ministry of Regional Development and Public Affairs		



3.4 Operational Programmes, European Funds and CTUR Local Action Plan

An Operational Programme (OP) sets out a region's priorities for delivering the funds. Although there is scope for regional flexibility, a region's priorities must be consistent with the member state's NSRF. There is an Operational Programme for each region in the EU. These OPs, just like the NSRF, have to be approved by the European Commission before any implementation. Our Local Action plan is prepared according to the requisitions of the operational programme URBACT II. **URBACT** is a European Programme, funded by the European Regional Development Fund (ERDF), which aims to foster the exchange of experience among European cities and the capitalisation-dissemination of knowledge on all issues related to sustainable urban development. European programmes usually were prepared by each member state and present the priorities selected by the national and regional authorities for the programme period in effect (2007-2013). For our special case concerning our Local Action Plan operational programmes that could be used are operational programmes encouraging the regional development of the states members of the European Union. Such a programme for our Black Sea region is the **Black Sea Basin Joint Operational Programme 2007 -**

2013. These programmes are financed by the European Regional Development Fund (ERDF). Although the Structural Funds are part of the EU budget, the way they are spent is based on a system of shared responsibility between the European Commission and the member state authorities. That is why the LAP should in full coincidence with the National Strategic Reference Framework. A National Strategic Reference Framework (NSRF) establishes the main priorities for spending the EU structural funding a member state receives between 2007 and 2013. Our Local Action Plan reveals the main ideas of the National Transport Strategy of the Republic of Bulgaria in which the necessity of renovation of the Black Sea ports is an important target. So it could be underlined that our LAP also coincides with the Community Strategic Guidelines (CSG) contain the principles and priorities of the EU's cohesion policy and suggest ways the European regions can take full advantage of the funding that has been made available for national and regional aid programmes for the period 2007-2013.

3.5 Links with other E.U. Programmes in the Local Action Plan implementation

The Local Action Plan of Varna is connected to many European operational programmes. Prepared according to the requisitions of the operational programme URBACT II, it is also connected to other European programmes. However most of all the connection to the **Black Sea Joint Operational Programme is observed.** The Black Sea Basin is one of the main areas of interaction between the European Union (EU) and its eastern neighbours, and it is experiencing rapid and intense structural evolution. After the last enlargement in 2007, with the accession of two littoral states, Bulgaria and Romania and with Turkey conducting accession negotiations, the EU now has shores on the Black Sea. As a result, the EU's interest in furthering stability and security in this region has grown even stronger. In order to address the challenges emerging in this area and in terms of relations with the other southern and eastern EU neighbours, the EU decided during 2003 to promote

a new approach in the cooperation with neighbour countries, which resulted in the release of a comprehensive new strategy in May 2004, the European Neighbourhood Policy (ENP)¹. In order to implement this Strategy, financial means are being made available through the European Neighbourhood and Partnership Instrument (ENPI)².

The current relevant **legal frameworks** for EU relations with these countries are set out in the Partnership and Cooperation Agreements or Association Agreements. Mutual priorities are to be addressed through ENP Action Plans and Road maps for Russia. Cross-border cooperation (CBC) is an integral component of the ENP and of the EU-Russia Strategic Partnership enabling both EU Member States and partner countries to work together on a regional basis. These ENPI CBC programmes cover the countries of Eastern Europe, the Southern Caucasus, and the Eastern and Southern Mediterranean.

Objectives for the programmes, along with eligible areas and indicative financial allocations are outlined in the ENPI CBC Strategy paper.³ The **core policy objectives of CBC** on the external borders of the Union are to support sustainable development along both sides of the EU's external borders, to reduce differences in living standards across these borders, and to address the challenges and opportunities following EU enlargement or otherwise arising from the proximity between regions across European land and sea borders. The Black Sea Basin CBC programme is one of three maritime basin programmes established in the framework of the ENPI CBC strategy, and one of the most complex, even if with a limited financial allocation.

According to the ENPI CBC Strategy Paper, joint ownership of the process, based on the awareness of shared values and common interests, is essential. The EU does not seek to impose priorities or conditions on its partners. Therefore a partnership for programming has been promoted, involving all participating countries, and with the support of the European Commission (Ecthrough Technical Assistance (TA) projects, for both EU member states and partner countries in the programmepartnership⁵. Commonandequalparticipation of each participating country has been promoted during the programming process, and in the institutional architecture for programme implementation. The Joint Managing Authority (JMA) has been established in Romania, in the Ministry for European Integration, now Ministry for Development, Public Works and Housing. The participating countries established a Joint Task Force (JTF) in the summer of 2006. Regular meetings were held over the following year, in order to reach agreement on the strategy of the programme and the arrangement of the principles and

procedures for programme implementation. The 10 participating countries of the Black Sea Basin programme organised consultations in the eligible regions, involving local and central authorities, stakeholders, and potential beneficiaries. In the period between October 2006 and February 2007 these consultations led to the identification of key strengths and weaknesses as well as the most relevant opportunities and threats in the eligible area. At the same time the objectives of the ENPI CBC Strategy Paper were considered in comparison with the objectives and priorities identified by the regional actors, leading to the formulation of the objectives and priorities for the Black Sea Basin programme. In some regions, like in Romania, events of a more promotional character were organised in addition, starting from April 2007, presenting the opportunities offered by the programme and describing the cross border partnerships that could be supported under the programme.

The Black Sea Basin Joint Operational Programme 2007-2013 (hereafter Black Sea JOP) is a programme under the European Neighborhood & Partnership Instrument (ENPI) of the EU. It aims to contribute to: “**a stronger and sustainable economic and social development of the regions of the Black Sea Basin**”.

The programme's three specific objectives, are:

- Promoting economic and social development in the border areas
- Working together to address common challenges
- Promoting local, people-to-people cooperation

4 Conclusion



City of Varna. Photo Municipality of Varna

4.1 Results achieved and actions implemented as good practices

Results achieved

The participation of Varna in the CTUR project gave many opportunities for the experts to examine the foreign experience in the urbanistic activities especially in such regions as coastal cities, which for many centuries are considered dirty and unpleasant place for living due to the bad influence of the port operational exploitation. The knowledge that was achieved during the kick off meetings, the case studies that were presented by the partners showed to the Varna experts a lot of the ideas of how to deal with the problems of our city and port that we are facing nowadays. One of the most important results was the immediate impression achieved through visiting the ports in the partner cities and getting in touch with good practices there. In this respect a lot of ports could be mentioned, such as Rostock, Dublin, and Leixoes etc. As a result of this special reports were written to our Managing Authorities as well as to the Local Authorities for certain changes to be made in order the state of life of the population to be increased. Very important result for us was also the assessment of the experts and we think that our LAP has taken this into consideration.

4.2 Dissemination of results

The results of our activities have always been presented in many ways to public. After each meeting we have discussed the results among the members of the ULSG. Afterwards each member announced them to the members of the organization that he represents. For dissemination of the results of our work also the local media have been used, because the participation in the CTUR project is an initiative carried out under the supervision of the Mayor of Varna. In this initiative took part certain politicians, which now are members of the National Parliament, such as Mr. Svilen Kraichev, who currently is a vice chairman of the Transport commission in the Parliament.

Good practices implemented

The implementation of the good practices examined in the other partner cities is usually a long process, because they can not be implemented immediately on Varna soil. Many specific characteristics should be taken into consideration. Also a lot of discussions should be carried out. However in our LAP one of the good practices that we have witnessed during our kick off meetings is little by little applied. This is the "Blue zone" around the port of Varna-East. Having in mind the heavy automobile traffic in the big cities nowadays and measures taken by many local authorities to diminish it, we decide to set limits for the driving in the vicinity of the port entrance. A good example in this respect is the case study concerning the use of bicycles in Rhodes. Our example is creating the "Blue zone" – a zone in which parking of the vehicles is everywhere payable. Soon the driving in this zone will become payable too. In this way the stay of the cruise passengers will become more quite and comfortable.

One of the most effective initiatives for popularizing of the results of our work in the CTUR project will be the exhibition which will be organized in July 2011 in the Sea Garden of Varna. 22 panels will be exposed in one of the central alleys of the Sea Garden and will present all the initiatives of the ULSG. There are also many other initiatives for dissemination of the results of our joint work. One of the participation in many scientific conferences that are held in the Universities of our city. Many of our members are representatives of the scientific society in Varna and in all his forums they use the chance to popularize the results of work inside the ULSG.

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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 300 cities, 29 countries, and 5,000 active participants. URBACT is part -financed by the European Union (European Regional Development Fund).

www.urbact.eu/ctur