

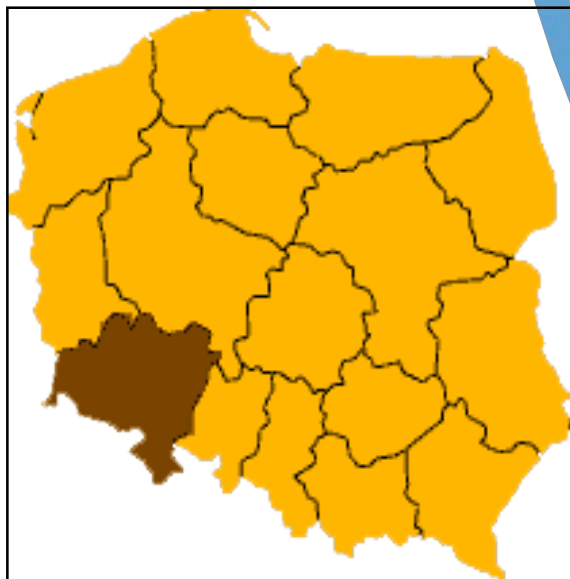


URBAN PROJECT/METROPOLITAN AREA/DEPRIVED AREAS/DEVELOPMENT ECO

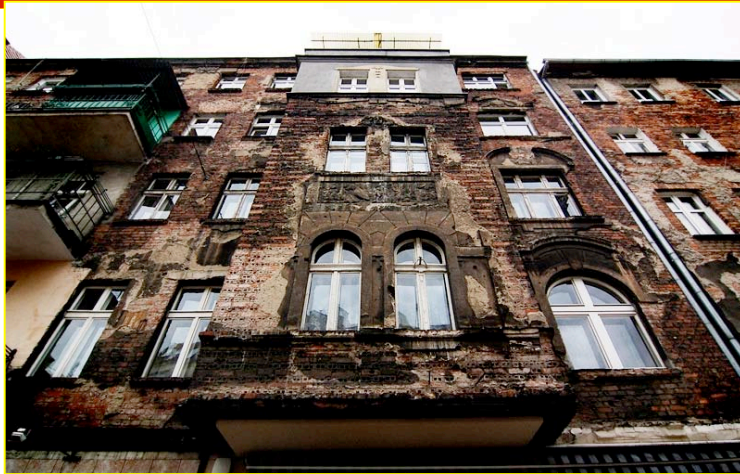
URBAMECO

URBAMECO Final conference, Lyon 14 -15. 05.2009

Regeneration project of the former commercial routes
Wrocław, 2009



- 638.000 inhabitants in Wrocław
- 1,000,000 inhabitants in the agglomeration
- 3,000,000 inhabitants in the region of Lower Silesia (borders with Czech Republic and Germany)
- 65% in working age
- 4,0% unemployed in Wrocław
7,9% in agglomeration
13,1% in Lower Silesia,
12,2 % in Poland



Comprehensive approach: regeneration's areas

Financial Plan

JESSICA Initiative

Operator of the regeneration process

Regeneration of the Nadodrze Railway Station – as an example
of new project

The City of Wrocław established **Wrocławska Rewitalizacja Limited Company** – the operator of the regeneration process in the form of a company with a majority share owned by the City. Co-partner is german company - BIG-Städtebau GmbH from Kronshagen

- Integrated approach to the regeneration programme of the whole city
- Important role of the local population in the project – cooperation with local leaders
- Engagement of social, business and public partners
- Knowledge from more experienced cities concerning scenarios of actions and time framework

Lessons taken from URBAMECO have completed our knowledge about regeneration process and are real added value to our project of revitalisation of old commercial routes.

When selecting the supported area, among other things, the following guidelines have been taken into account:

- **Economic and financial indicators – lower than the provincial average**
- **Strategic location and high cultural and architectural value**
- **Human potential and needs of inhabitants – a large number of projects proposed in the public consultation**
- **Achieving the synergy effect – combining implemented and planned activities**



With respect to part of the established area, the Economic Development Office of the Municipal Office of Wrocław prepared an initial social and economic regeneration concept covering **restoration of former commercial routes**.

We started our activities from restoration of the route linking the Old Town in Wrocław with the Nadodrze station – a part of Nadodrze District:

- Władysława Łokietka street
- św. Macieja square
- Bolesława Chrobrego street





Social consultation – opinion of inhabitants is very important

Strengths of Nadodrze District from the point of view of its inhabitants

- - central location
- - good transport links with the rest of the city
- - beautiful green space, parks and squares
- - creative and active District Council
- - presence of schools
- - beautiful architecture inheritance

Weaknesses of Nadodrze District from the point of view of inhabitants

- - poor technical condition of tenement houses
- low quality of internal areas of city quarters
- high rate of crime, vandalism
- - lack of base for the activity of social services
- - lack of playgrounds for children

the meeting place



What to do from the point of view of inhabitants

- technical aspects - the most important
- more green spaces and playgrounds for children
- more social integration actions
- restore old professions route

The project of social and economic regeneration of former commercial routes will be implemented : 2008-2012

Phases:

1. activities for social activation of inhabitants and entrepreneurs – 2008-2010
2. activities to restore cultural assets through its conversion and improvement of its appearance – 2009-2011
3. activities to strengthen the economic function of the area – 2009-2012
4. activities for improvement of the functional living conditions –2009-2012

- **Public initiation of the process of transformation – partner: the Community Council, non-governmental organisations**
 - public consultations, shaping resourceful attitudes among children and youth, organising the European Neighbours' Day, improving competitiveness of enterprises.
- **Restoration of the trade route – commercial premises, partner:**
 - **the Wroclaw Development Office :**
 - functional and spatial concept of the former commercial route (base document), works on modification of the Local Area Development Plan
 - **Municipal Resources Management**
 - development of the policy of managing properties and supporting petty trade in the regenerated area through property management



- Upgrade of the complex of post-industrial buildings to establish **the Professional Development Centre „Crooked Chimney” („Krzywy Komin”)**

The project has been included in the basic list of the Wrocław Local Regeneration Programme (Resolution of the Municipal Council).

The Centre is to be:

- a place for professional improvement of the craft and artistic nature;
- a training and advisory centre;
- a place for meetings of the inhabitants of the district – a community centre;

Effectiveness of the LSG: making necessary planning arrangements enabling continuation of the project execution.



- municipal budget,
- structural funds,
- revenue from real estate management
- revenue from real estate sales,
- credits from the European Investment Bank,
- funds from the PPP (Public and Private Partnership)
- JESSICA Initiative

The City of Wroclaw is considering the possibility of applying to the JESSICA Initiative, which involves support in the form of renewable financial instruments (loan and guarantee funds and other derivative instruments).

The city authorities are negotiating with:

- Managing Authority ROP
- European Investment Bank
- Ove Arup & Partners International Ltd

www.wroclaw.pl

Thank you for attention

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