URBAN MOBILITY, URBAN PLANNING AND REAL ESTATE DEVELOPMENT

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Urban Mobility, Urban Planning and Real Estate Development Dialogue

- The professional level (urban planners, engineers and RE organizations)

- The academic level (Universities) – humanities vs. business
The Relationship Between Real Estate and Urban Planning

• **Strong link.** The twin processes of planning and property development are inextricably linked — it's not possible to carry out a development strategy without an understanding the planning process, and equally planners need to know how real estate developers do their job.

• **Beyond blind regulation and sheer profit making.** Recently, both planning and real estate development have had to become aware of their legal and moral obligations, sustainability issues and corporate social responsibility and their impact on the planning and development processes.
CENTER OF EXCELLENCE IN PLANNING (CEP) –
in cooperation with the University of Architecture and Urban Planning, Bucharest

Regional hub (Eastern Europe and the Balkans)

- Future of Cities Program (ASPEN Institute)
- Initiatives/Projects (From Ideas to Action)
- Education – ASURED Program (Advanced Studies in Urbanism and Real Estate) - RICS
- Applied Research and Publications
Advanced Studies in Urbanism and Real Estate Development (ASURED)

• Postgraduate program UAUIM and CEP, with RICS accreditation
• A two-year program, part time, distance learning, 1300 hours of study
• Faculty from Washington, Vienna, Madrid, Berna, London, Istanbul, Sofia, Budapest and Bucharest
• Local and international students (Romania, Spain, USA)
ASURED Main Goals

– Cooperation between planners and developers
– Expanding the job opportunities of young graduates (international planning and real estate market, academia)
– RICS certification and strengthening RICS Romania
– Link between ASURED and the applied research program of CEP (joint applied research, strong presence in Europe and US, marketing and promoting Romanian cities internationally)
– From ideas to action – Future of Cities – ASPEN INSTITUTE ROMANIA – to urban initiatives and projects
DO YOU ALWAYS WANT TO FIND A PARKING PLACE IN THE CITY CENTER?

DO YOU WANT TO AVOID THE DAILY TRAFFIC CONGESTIONS?

DO YOU WANT A QUIET, FRIENDLY, CLEAN CITY CENTER FOR PEDESTRIANS AND CYCLISTS?

MOTIVATION

- Cars parked all over Bucharest Central District blocking sidewalks and the first traffic lane on various streets.
- Poor Management of available parking places: on-street parking is overcrowded while off-street (underground) parking is underused. => On-street parking is still cheaper (even free) than off-street parking.
- No access to information, during peak hours, people drive 20-30 minutes to find a free on-street parking place.
- Congestion on secondary streets caused by illegal parking or by traffic generated by drivers looking for a free parking place.
- Inbalance between supply and demand of parking facilities.
- The need to rebalance the modal split within the Central District in Bucharest, towards a more sustainable urban mobility.

THE HIGH COST OF FREE PARKING IN BUCHAREST

1 parking place in Bucharest City Center - 20 sqm (20 sqm represent the average considering the sizes of off and on-street parking places)
Approximate cost 20sqm X 1000 euro = 20,000 euro
Amortized in 15 years (inefficient), interest 6%, 168 euro / month => 8 euro / working day
Amortized in 10 years, interest 6%, 222 euro / month => 11 euro / day
The rent for a (inefficient) parking place would be 8 euro per day
The rent for a (efficient) parking place would be 11 euro per day

GOAL-MISSION

Streamlining parking in the city center of Bucharest: by introducing on-street payed parking, an ICT model for information, payment and data collection and new, better adapted regulations regarding parking demand. Solving the parking problem in this area would be a major first step towards a more friendly, quiet and clean city center for pedestrians and cyclists.
PRINCIPLES OF DESIGN AND IMPLEMENTATION OF THE PROJECT

On street parking has to be more expensive than offstreet parking
Easy and accessible payment methods
Reinvesting the resources obtained through parking to finance other urban mobility projects in Bucharest’s city center
Access to information regarding the use and availability of on/off street parking
Taking care of vulnerable user groups when implementing paid parking

CONCLUSION

There is a high demand to solve the problem of chaotic parking in central Bucharest in order to gain more space for other sustainable ways of movement. Therefore transforming this problem into an opportunity can be made by implementing a clear, efficient, transparent and integrated parking management system using the newest ICT solutions. With the help of this project the parking problem of Bucharest’s city center can be solved and even generate additional resources which can be used to finance other sustainable urban mobility projects.

PROJECT STATUS

The CEP team together with Urban Pulse developed an Implementation strategy for an integrated paid parking system within Bucharest’s City Center. The document is now being assessed by local administration in order to be implemented in the summer of 2014.
SMART CITY MAGURELE, BUCHAREST
-STRATEGIC DEVELOPMENT INITIATIVE-

CONCEPT
• SMART ECONOMY
• SMART MOBILITY
• SMART GOVERNANCE
• SMART TECHNOLOGY
• SMART ENVIRONMENT
• SMART HUMAN RESOURCE
• SUSTAINABLE HOUSING

MOTIVATION
The approval of grant of 180 million euros from European funds to build the world's largest laser ELI-NP.

WHAT CAN BRING THIS TYPE OF INVESTMENT IN MAGURELE?
• Development of the research sector - increasing prestige
• Romania in the context of worldwide scientific research
• Economic development - establishment of companies producing software equipment, medical and other high-tech services
• Involvement of more than 40 academic and research institutions in 13 Member States
• Create an estimated 12,000 jobs

GOALS

URBAN CONTEXT:
• Technology Pol (National Institute of Physics and Nuclear Engineering was established in 1949) affected by the migration of researchers in the 90s.
• Urban growth: doubling the number of inhabitants until 2017 (9200 inhabitants in 2012, creating 12,000 jobs with the construction of the laser)
• Urban Threats - degradation (or even lack) of urban infrastructure, poor connectivity, semi-rural character

DEVELOPMENT GOALS
Innovation and Sustainable Development based on research and development.
Development based on “clustering” bringing together the public sector (research institutes, universities) and the private sector, both physically and virtually, and creating a international “network of talent” (European Hub)
A new urban community, where people fulfill their needs and high expectations.
Ensuring high standards of living: urban renewal, pedestrian circulation network, public spaces and responsible use of the land.
Improving quality of life by: modernization and of urban infrastructure, ensuring accessibility and transport connections.
VISION/ THE COMPONENTS OF THE IMPLEMENTATION PROCESS

- **SUSTAINABLE HOUSING**
  - Using sustainable materials and green construction procedures
  - Use renewable energy (solar / geothermal, etc.)
  - Basic food production
  - Commerce facilities and utilities equally distributed
  - Commerce of proximity with high quality products.
  - Energy efficiency measures and responsible business

- **RECREATIONAL ACTIVITIES**
  - Approx. 11 km from Lake Mihaiesti - great potential to develop recreational activities; very close to Arges River (6-7 km)
  - Landscape development areas - public spaces, gardens
  - Using the lake for water sports.
  - Sailing on the Arges River.

- **SMART TECHNOLOGIES**
  **INTELLIGENT SUPPLY NETWORK (MANAGEMENT)**
  Productivity and improving product quality through intelligent tools (special manufacturers) to achieve low cost, time efficiency and economic efficiency.

  **LIFE CYCLE ASSESSMENT (LIFE CYCLE ASSESSMENT)**
  Analysis of environmental impacts associated with all stages of life of a product to make smart decisions in order to increase sustainability.

  **DIGITAL INCLUSION**
  The use of digital technologies in schools, centers, libraries, health clinics / hospital, etc.

- **SMART MOBILITY**
  - Smart urban transport system
  - Dynamic control systems
  - GPS System and smart parking
  - Electric vehicles
  - Electric charging points
  - New logistic solutions
  - Info-mobility

- **SMART ECONOMY**
  - Intelligent Networks
  - Electronic payments / payments with your mobile
  - Teleworking (allows work at home or teleworking centers using intelligent communication tools)
  - Document dematerialisation - converting documents into information

**CONCLUSION**

The opportunity to build in Magurele the biggest laser in the world offers the possibility to strategically develop an unique city in Romania, a smart and green city based on high technology, innovation, research and sustainable development.