Representing new urban image: developments on brownfield areas in Tallinn and Budapest

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Abstract: the problem of restructuring brownfield areas and giving them new functions is known in the Western countries from the 1970es. After the historical events of 1990 a group of Eastern-European countries faced the challenges of the transition to a market economy. This transition influenced the economic and spatial structure of urban areas in a wide extent. This paper examines how the capital cities of the two eminent CEE countries of Estonia and Hungary can cope with the task of managing the restructuration process of their brownfield industrial areas.

Keywords: brownfields, Budapest, Estonia, function change, Hungary, planning, projects, rehabilitation, regeneration, Tallinn, transition of industrial areas, urban development, urban image

A comparison of Estonian and Hungarian experiences of the past 17 years

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<table>
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<tr>
<td>AEC</td>
<td>Architecture, engineering and construction</td>
</tr>
<tr>
<td>ÁPV</td>
<td>Hungarian Privatization State Holding Company (Állami Privatizációs Vagyonkezelő zRt.)</td>
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<tr>
<td>BME</td>
<td>Budapest University of Technology and Economics</td>
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<tr>
<td>BSR</td>
<td>Baltic Sea Region</td>
</tr>
<tr>
<td>BUDC</td>
<td>Budapest Urban Development Conception</td>
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<tr>
<td>CAD</td>
<td>Computer Aided Design</td>
</tr>
<tr>
<td>CEE</td>
<td>Central-Eastern European</td>
</tr>
<tr>
<td>CEU</td>
<td>Central European University</td>
</tr>
<tr>
<td>ELTE</td>
<td>Eötvös Lóránd University (Budapest)</td>
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<tr>
<td>EU</td>
<td>European Union</td>
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<tr>
<td>FDI</td>
<td>Foreign direct investment</td>
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<td>GDP</td>
<td>Gross domestic product</td>
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<tr>
<td>HP</td>
<td>Hewlett-Packard</td>
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<tr>
<td>IBM</td>
<td>International Business Machines</td>
</tr>
<tr>
<td>ISPA</td>
<td>Instrument for Structural Policies for Pre-Accession</td>
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<tr>
<td>IT</td>
<td>Information technology</td>
</tr>
<tr>
<td>MUDP</td>
<td>Mid-term Urban Development Programme</td>
</tr>
<tr>
<td>MüPa</td>
<td>Palace of Arts (Művészetek Palotája, Budapest)</td>
</tr>
<tr>
<td>PHARE</td>
<td>Pologne-Hongrie, Assistance à la Reconstruction Economique</td>
</tr>
<tr>
<td>PPP</td>
<td>Public-private partnership</td>
</tr>
<tr>
<td>SME</td>
<td>Small and medium sized enterprises</td>
</tr>
<tr>
<td>USTS</td>
<td>Urban and Suburban Transportation Society (in Budapest)</td>
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<tr>
<td>u.c.</td>
<td>under construction</td>
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“The chief function of the city is to convert power into form, energy into culture, dead matter into the living symbols of art, biological reproduction into social creativity.”

Lewis Mumford (1895-1990)

1. INTRODUCTION AND METHODOLOGY

1.1 SUBJECT AND PURPOSES OF THE THESIS TOPIC

The paper tries to illustrate the effects of particular brownfield investments on the image of two Eastern European capital cities of Budapest and Tallinn.

There are some significant differences between the two capitals, first of all in their number of population and in the rough numbers of various statistical datasets concerning economics, society and environment.

But there are certain similarities behind the simple numbers and proportions which set the basis of the comparison of the Estonian and Hungarian capitals. Namely they are both:

- the centres of ‘eminent’ countries (by political and economical results) of the CEE countries which became a member of the EU in the last 3 years
- with the stabilization of market-economy they became actors of urban competition primarily on the extended EU-level of the global network of cities
- challenged by some similar neighbour cities in this competition
- at the same time members and nodes of bigger spatial transnational cooperations like the Baltic States and the Visegrád Countries
- standalone in their respective domestic urban network and bear superior role in all aspects of the political and economic life of the countries
- both Estonia and Hungary are primarily identified with their capital cities as ‘country brands’ in abroad
- both capitals had significant industrial production capacities in the socialist years.

Why we have chosen brownfield areas as a field of investigation for our thesis is the simple fact that the vast unexploited premises of former industrial activities are the only free spaces left for complex urban developments within the city boundaries. These fields offer the best chance to create something completely new function within the existing texture of urban space. With their successful transition they can add significant contributions to the desired attractive urban image of the capitals.
1.2 STRUCTURE

Chapter two presents some theoretical background of the following issues: the role of urban image in representing a city; networking cities in the post industrialist age; views of urban rehabilitation, regeneration; the interpretation of brownfields, EU activities on urban development with a connection to brownfields.

Chapter three continues with some characteristics of the two capital cities. After the brief presentation of the capitals themselves the various fields of urban development are covered like the importance of cultural economy and the related investments; the influence of the civil sphere on urban development in general. Another section deals with the analysis of participation in various transnational urban development programmes as important sources of know-how within the EU area. Going more deeply the other half of this chapter presents the industrial areas of Budapest and Tallinn and the summary of urban planning environment and the latest main urban development documents targeting brownfield reshaping activities.

Chapter four gives examples of finished or undergoing projects implemented on brownfield areas in Budapest and Tallinn. Revealing the plans and the circumstances of their realization depicts the current environment of urban development trends targeting brownfield re-utilization in the two capitals.

The final chapter tries to draw up some general conclusions which are represented in the management of the brownfield problem in the two Eastern-European capitals. It attempts to reveal similarities and pinpoint differences in the handling of the brownfield rehabilitation field concerning the dissimilar background circumstances of the two municipalities. The conclusion chapter also presents some assumptions how brownfield developments could add new elements for the establishment of attractive urban image.

1.3 SOURCES OF INFORMATION, METHODOLOGY AND DELIMITATIONS

For the parts of this thesis with a theoretical summary we used a set of available studies of the last 10-12 years published in professional periodicals or books. Besides the exact municipal planning documents were also investigated.

Internet resources were utilized by the analysis of EU projects due to the fair publishing policy of the related official EU homepages. Another field of information from the web was used in the fourth chapter presenting our project examples. The main approach for this paper is the document analysis and the investigation of concrete project examples in connection with running brownfield developments in the capitals.

The delimitations of this paper derive from the overwhelming complexity of cities and urban studies. Every urban development action influences one way or another whole urban public and shapes the life, appearance and image of urban areas. In this paper we have learnt for the most part on two of the main actors in urban development: the municipality of capitals and the investors (both private and public) who implement concrete projects. The first actor embodies a common vision of the respective local society within fortunate circumstances while the latter one represents the real urban shaping power behind their project objectives.

The selection of projects could not present the whole spectrum of investments going on the various brownfield sites in the capitals. Therefore we skipped the analysis of simple residential, office or retail trade function oriented projects though of course they bear significant effects on their urban neighbourhood.
2. THEORETICAL CHAPTER

2.1 GENERAL THEORIES ON URBAN IMAGE FORMING AND URBAN IDENTITY

According to Kevin Lynch (Lynch 1996) the city is comparable with a single architectural object though there is difference in scale. Compared with a single house the scale of a city is enormous. Besides its size the city reflects the course of the history and also the situation of the present. As a result the design of the city is a piece of art that is influenced by time, but it can hardly ever apply the limitations and control of other temporal arts. Considering different elements of the city one must not underestimate the importance of moving elements besides the stationary ones.

Lynch also argues that every person who lives in this particular city has long relations with certain parts of the city. The image created by the citizens is full of different kind of memories created over the time and also meanings associated with certain places in the city. The result of a process between the citizen or just an observer and the environment an environmental image is created. This particular image that is shaped may differ considerably between the observers. According to Lynch the environmental image can be analyzed by three elements:

- Identity
- Structure
- Meaning

Each observer has his own image of the city and its different parts, but there is often a consensus created, which forms a “group image”. There is also used a definition like a “public image” which overlaps numerous individual images created by the observers.

Lynch describes his five-year study that reveals what elements in the built structure of a city are important in the popular perception of the city. Those five types of elements are: paths, landmarks, edges, nodes and districts. He argues that “A city could become readable when its districts, monuments or the paths of communication are easily recognizable and they can be fit to a global structural scheme”.

In 1980s – 1990s this study of Lynch which also brought up the issue of mental mapping becomes a pioneer in urban planning based on the behavioural sciences. By Lynch three most important planning principles are:

- Clarity and comprehensibility (for the users of the city)
- Structure and identity (recognizable and coherent built-in patterns in the city)
- Image (the perception of the users of the city)

In the world of (economic and cultural) globalization and in the situation where the national identities have become less important people still look for the identity of a place or a city they live in. Some believe that the role of national states is fading and instead cities are becoming “driving motors” in making a new Europe.

According to Gospodini (2004) the aspects which through urban morphology contribute to place identity are:

- built heritage
- innovative design

In this competition of finding an identity for a city Gospodini believes that many European cities suffer from the increasing “identity crisis”. In this crisis for searching the identity the cities are believed to turn their emphasis in the direction of their built heritage. According to Graham the built heritage is what we have
Helena Maide (EST) and Csaba Jakab (HUN)

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decided to preserve from the past. The question is how it affects the present! Many programmes and strategies have been composed in both national and local level to protect and enhance the built heritage. Besides the national and local endeavours the financial support for restoration, urban conservation, urban renewal and revitalization is also coming through different European Union projects. Some believe that it doesn’t work in post-modern systems of society. Still the others believe that the protection and enhancement of the built heritage make the cities stronger. Ashworth (1998) in this case is saying that there is a paradox in urban conservation in European cities of today – the cities become morphologically more and more homogeneous.

On the other hand, as Gospodini mentions, cities try to give them identity through the innovative design. Those buildings with attractive design are also called as “flagships”. One of the successful examples that are often mentioned in the literature is the Guggenheim Museum in the city of Bilbao in Spain. These flagship projects are often designed by the world-famous architects. In the case of Bilbao the architect was Frank Gehry. In southern Sweden we can also see an example of innovative design by Santiago Calatrava - the Turning Torso in Malmö, Sweden. In the case of Malmö the Turning Torso, which without a doubt was at that time Calatravas biggest residential design, can also be considered as the flagship because of its unique design. Some scholars have suggested that while wanting to stress the exclusivity of a particular place the flagship projects have to be combined together with local attractions.

In recent years the built heritage and innovative design, which makes it possible to differ from the other cities, has proved to be one of the biggest promoters of the local economic growth in the cities of the globalized world. It helps to intensify the development of urban tourism and plays an important role in attracting the investments. Gospodini argues that the evidence of that is that many urban renewal projects that change the former functions into mainly culture and leisure use. That is partly of course because of that our former industrial societies are becoming service societies.

Besides the physical form of the city Louise Nyström believes that cultural events have a considerable impact on the city image. Events like Olympic Games have over the time had an enormous affect on the cities, not only economically but also socially and culturally.

Nyström also says that local cultural heritage is a benefit for local identity. She divides cultural capital into:
real cultural capital – e.g. architecture
creative cultural capital – e.g. art (music, theatre etc.)

While many cities of Europe are trying to become the Cultural Capitals of Europe Greg Richards (Nyström 1999) believes that “The European cultural capitals of tomorrow will need to find a good balance between real cultural capital and creative cultural capital and to blend elements of “high” and “popular” culture.”

Other related definitions

The spirit of a place (genius loci) is a dramatically changing force which has its source from the natural or built environment. For the observer it can be experienced as a creative power only at the given place. The main bearers of this power are: built environment, natural environment, cultural landscape, local society. The main objective elements of it are historical knowledge and heritage, lifestyle(s) and habits accompanied with individual subjective elements. With the changing of the built environment as a tool for urban marketing communication we can form the local image and identity in a way. (Csávoly 2005).

Identity is a result of an identification process. The main component of this process is attraction which influences the subject wanting to be as the determinant or sharing its borrowed values. The identity of place for an individual means the identification with a given area. It is not a simple positioning; it is the identification with a characteristic region, with the history of some generations, the image of place, the local culture and habits. The image is impression about a person, a thing, a place – a picture in somebody’s mind, an aggregate of judgments and preconceptions. Image is not essentially related with the facts – external factors shape it a lot. (Kovácsné 2005).

The cities which have become successful by attracting tourists, new dwellers and businessmen, they all invented a brand with unique and positive impressions. Although there is no universal receipt for success but the aspiring cities have to recognize first their own values which make them different to others (PWC Report 2006). Both investigated Eastern-European capital cities mean an enormous business opportunity for their respective countries. They are the only thing with a character of international recognition about Estonia or Hungary as such small scale countries.

There is an ongoing psychological warfare/competition among cities or urban areas for positions. The cities want to demonstrate themselves on the strategical map of European regions. In this competition, in the positioning there is an important role of urban architecture – the built environment, or the architectural appearance of urban developments. This circumstance raised the specific question of high-rise blocks/skyscrapers presence also.

Globalization has brought the uniformity of consumption patterns and lifestyles throughout the world with its own logic and demands concerning even urban construction and architectural trends (Szirmai 2005).

A recognizable city on international scale can not exist without such “urban accessories” as a sign of the power and performance of the place what high rise buildings can represent– that’s what the majority of the architect profession believe. The ‘raison d’être’ of these buildings are highly debated but since in Budapest the question is about whether they could be just in some outer districts or even in the eclectic centre area meanwhile in Tallinn some new high-rise blocks have been already constructed.

**GENIUS LOCI vs. GENIUS GLOBALIS**

‘In our days there is a battle between the spirit of our age and the spirit of place. It has not been decided yet since the spirit of our age is changing – the spirit of place remains. But despite of the latter, the place (city) could be the victim of the age.’
One dangerous manifestation of the spirit of our age is the “city-virus” This virus is the architectural projection of a torn apart urban society, the child of ultra-individual architecture. As a result the connections, the cohesion among the built elements of the city space are gone left lonely buildings and people all around. This virus makes the city like a low-quality pixelated digital photo: which was complete until now – it disintegrated to independent elements which are quite similar to other city’s such elements. (Csávoly 2005).

2.2 THE EU URBAN POLICY AND THE PLACE OF TALLINN AND BUDAPEST IN THE EUROPEAN CITY NETWORK

It is widely acknowledged that the centres of globalized economy are metropolises and urban regions forming a hierarchical spatial network. On a global scale or even if we concentrate on Europe some metropolitan regions can be identified with the country itself like Estonia and Hungary where the capital city is so uniquely standalone in the country’s urban network by any means. Predominant capital cities have to fight with multiple tactics – they serve as a “brand” for a whole country, they have to compete on an international level as a part of an international city network and they have got domestic duties to fulfil.

The global network of cities is a product of the new division of labour shaped by multinational companies from the 1970-80es. (Bartha-Mille 2004). The nodes of this network are the centres of finance, innovation, modern business service industry and growth industries. The elements of this network – the cities and their urban regions – build up a complex hierarchical network or a ‘network with hierarchical tendencies’ (Derudder et al 2003) through their connections and co-operations. The biggest players are the ‘world cities’ (Friedmann 1986) who can control and command the flow of World’s resources.

Not every distinguished city of the international division of labour is a ‘world city’. These other ‘international’ cities are characterized by traditional international functions, specialized production, significant product or FDI exporter function (or great FDI importers as well) or intermediary functions between the world economy and the respective country (Barta-Mille 2004). The international cities are connected with the abroad through dense transportation and telecommunication relations and in their economical life there is a big share of foreign inputs and mutual co-operations.

Budapest’s advantage is quite clear looking on the annexed map: five main European transportation and communicational corridors meet in the area of the Hungarian capital on the borders of Europe’s developed core area and the promising Central-European region from Ukraine to Bulgaria and the Balkans.

Tallinn connects through ‘Via Baltica’ to Central-Europe and have waterway and air connections to the prosperous southern basin of the Baltic Sea including the most Scandinavian capitals.

A consensus was born in the wake of the transformation period of the 90es that the development of urban economy is the key factor to enter the European urban network – and hence the global economy for the
newcomers of East. This intention led to the fact that both of the capitals of Estonia and Hungary serve gateway and bridge functions due to the fact that they are the only metropolises at home.

The EU Urban Policy

From 1980s European Union has tried to find opportunities and resources to promote regional economic development and polycentrization of the urban regions, before there was a belief that the urban developments can be reached through the regional policies. In the world of globalization the urban regions play a role of socio-economic “engines” of the European economy. Different studies have shown the positive effects on the economies and also employment of the urban regions of the member states through European Union policies and programmes (Jauhiainen 2004).

The positive developments in the urban regions have been also promoted by the internal networks in the city regions and also by the European City Networks between the different cities and metropolises of Europe. The city policies and programmes today do not only support densely populated regions. These policies have also been implemented in northern periphery of European Union e.g. Northern Sweden and Northern Finland, also Norway (not member of the EU).

According to Jauhiainen there has been a rapid development in city policies in European Union in the resent years and there are four main subject fields in European Urban policy that the attention is put to:

- The challenge of globalization: improving economic welfare and employment rates in balanced urban regions. The implementation of the tools and actions takes place through particular policies and programmes. There has to be a concrete urban dimension in regional and employment policies. There is a need to support the urban regions in becoming more attractive to innovation and business development.

- The challenge of restructuring: placation of segregation and polarization through social partnerships, and socio-physical renovation of the urban regions. For that societal solidarity and local policy is needed.

- The challenge of urban environment: co-ordination of the development of the built environment and transportation solutions. In this aspect a local and comprehensive sustainable development, balanced infrastructure and sustainable use of energy is needed.

- The challenge of governance: participation of local government and local citizens in policy-making, discussions of future plans and decision-making.

The Process of Urban policy in European Union until 2004

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
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<tr>
<td>1988</td>
<td>European Regional Development Found (Article 10): Urban Pilot Projects</td>
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<tr>
<td>1990</td>
<td>European Commission: Green Paper on the Urban Environment</td>
</tr>
<tr>
<td>1991</td>
<td>Sustainable Town and Cities Campaign</td>
</tr>
<tr>
<td>1992</td>
<td>EC: Urbanization and the Functions of the Cities in the European Community</td>
</tr>
<tr>
<td>1993</td>
<td>European Commission: White Paper Growth, Competitiveness and Employment</td>
</tr>
<tr>
<td>1994</td>
<td>2nd European Spatial Development Perspective: Europe 2000+</td>
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1 Gateway function can be traced as a bridge-building between two larger transnational areas like Budapest between the core area of EU and the Balkans or Tallinn between Scandinavia and the Baltic-states. Bridge function is for the transfer of know-how between abroad (world economy) and the given country.
The position of the two cities in the network of cities

The future developments of these capitals are highly dependant on the position in the hierarchy of cities.

Concerning Budapest several domestic analyses revealed that the Hungarian capital does not tower above the main cities of the CEE area like Prague, Warsaw, Kiev, Bratislava, Bucharest, Zagreb, Sofia but rather be on equal rank (Erdősi 2003). The founder of the ‘world cities’ theory claims in a report (Friedmann 1995) that Budapest belongs to the third level of main cities’ hierarchy next to global cities (London, New York, Tokyo) and the primates of ‘core countries’ (Paris, Chicago, Zürich) and it emerges from the CEE pool of metropolitan areas.

Another grouping of main cities (Derudder et al 2003) addresses Budapest in one group with its greatest regional counterparts like Vienna, Warsaw and Prague while Tallinn was identified as a part of the Baltic-Sea area. This survey judged 234 cities as world cities concerning the spatial distribution of the top 100 modern financial and business service multinational companies. With this approach the world city network was defined as an aggregation of service firms carrying on a global location strategy.

Searching and concerning the authors’ results on ‘European globalization through world cities’ they grouped 28 European cities in four levels see below:

<table>
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<tr>
<th>Europe</th>
<th>(Derudder et al 2003)</th>
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<tbody>
<tr>
<td>Centre</td>
<td>London</td>
</tr>
<tr>
<td>Band I</td>
<td>Frankfurt, Paris, Barcelona, Brussels, Amsterdam, Zurich, Madrid, Milan</td>
</tr>
<tr>
<td>Band II</td>
<td>Geneva, Berlin, Dusseldorf, Munich, Hamburg, <strong>Budapest</strong>, Vienna, Warsaw, Prague</td>
</tr>
<tr>
<td>Band III</td>
<td>Rome, Stockholm, Helsinki, Copenhagen, Dublin, Lisbon, Athens, Riga, Vilnius, <strong>Tallinn</strong></td>
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Budapest main aim is to be a metropolitan area with a ’gateway city’ function towards Eastern-, South-Eastern Europe in the reshaping network of European cities. There is also an ambition to have a central function in the CEE area in terms of economy, culture and information flow. The position of Budapest is very good concerning its transnational and therefore trans-European transportation network accessibility. Besides there should be put more stress on improving its economical capacity and regional influence (USP 2005) to meet with the ambitions mentioned above.

Tallinn’s role could be a bit different due to its geographical situation and international connections which latter are mostly target the Baltic or the northern European region. Tallinn is the eminent actor of economic development in the Baltic States area although it is the smallest capital by population.

The interesting thing could be the future role of the second biggest Russian city St. Petersburg situating just in the neighbourhood. Currently a close cooperation in the Stockholm-Helsinki-Tallinn triangle can be traced besides the ongoing and deepening strong cooperation of the three small Baltic States. Probably with the rise of the largest metropolis of the East-Baltics could reshape the connections of metropolitan areas around the Gulf of Finland and the other actors of the Baltic cooperation.

2.3 DEFINITIONS AND DIFFERENT ASPECTS ON URBAN RENEWAL

The main goal of urban renewal is to progress the quality of an urban space or landscape. Still there are different understandings and attitudes towards urban renewal. It is often said that the demolition and new constructions can interfere to citizen’s day-by-day routine and the culture existing in this particular community (Nyström 1999, pp. 289).

The planning methods today have changed from single initiative from local government to collaboration between different interest groups: the local administration, real-estate owners and investors. That is why in U.S. there is mentioned that important is to move from “urban renewal” to “community development”. While involving all the stakeholders and interest groups it can and should result with a stronger and more unifying local identity. (Nyström 1999, pp. 289) Also there is importance in bottom-up planning and private public partnerships (PPP) while creating the same understandings of urban conservation, renewal as well building new built heritage or public places.

According to Patsy Healey the role of local government has changed so that it’s not the key-player rather the co-ordinator of “collaborative governance” as the city is indeed a multi-level complex system in both terms of (sustainable) development and other complicated processes. The role of local government is extremely important as through the public strategies and developments the local identity is promoted. On the other hand the quality of a city is a catalyst of the competition by which we can attract investments and cultural tourism. Besides that the cities also search their logos to make themselves more attractive to outside world and to differ from the others.

The mentioned aspects are closely related to urban renewal as these developments are co-ordinated by local governments. Another angle is that these processes affect local people who live in this particular city. According to Ewa Kipta the urban rehabilitation is more cultural than only in physical sense. It affects the habits, life-styles etc. of people.
Jerker Söderlind argues (artists as city developers) that—“Cultural production and other small scale business represents an unused potential for regenerating city life – in old industrial areas as well in socially segregated housing areas”. He also says that the production of culture has an enormous effect on the attractiveness of the city. Söderlind believes that culture produces income, more tourists and better social environment, a more humane one, though sometimes it is hard to see it in short scale of time and the influence or benefit from it might be external. He argues that the culture must be considered as an element of the cities infrastructure and the subsidies from local government are needed to promote and support its future development (e.g. galleries, theatres). Still the culture is a also a normal part of market as it produces goods and services.

In old industrial areas attention has to put towards what kind of social problems it can cause, e.g. high rental prices etc. It is also believed that while not using governance in urban renewals process it can often result with urban sprawl which can lead to further problems. Minimizing negative social effects old and new buildings have to be mixed to preserve part of the history of that particular place. Renovation has to be considered, so people who are connected to that particular place with their memories and connections will feel the familiarity and securesness while continuing their day-by-day life in the renewed environment. And of course we should put a great effort towards making the development process open to all parties interested, including the local dwellers.

Urban rehabilitation can be depicted as a system of actions aiming to solve specific urban problems in the local environment. The main task for urban rehabilitation is the modification or the deliberate correction of the negative effects of spontaneous urban development processes and tries to establish a balance among the economical-social and environmental aspects of it. (Egedy 2005)

2.4 WHY BROWNFIELD AREAS ARE IMPORTANT?

There is no common definition used in describing the brownfields in different regions in Europe. The shift accrues especially in national-state level because of the historical and cultural backgrounds etc.

Interviewing a project partner from BERI (Brownfield European Regeneration Initiative) project (INTERREG IIIIC) a common definition is needed. They will even make a suggestion to European Union to work out a common understanding of this particular term.

Quotation from the final report draft of BERI project: “Clear definition of Brownfield land is necessary. The benefits of a common definition: in countries such as the UK where there is a definition, policy can develop to quantify and develop measures to address the issue of site development through positive actions and targets. A common definition at EU level is essential to begin to address the issues and develop either programmes or interventions.”

While reading literature about urban brownfields three main definitions could be found. A brownfield area could be defined as:

- derelict land
- (partially) unused urban space
- land left behind from former industries (often with soil pollution)
Different sides in developing brownfields

According to BERI project final report draft the brownfield sites are considered as problem sites as well as opportunity sites. The differences from other sites can give a strong identity in the future while promoting it already in development state which can strongly contribute to the attractiveness of the whole city.

Taking into account the urban morphology the benefits could be reached through flagship (innovative design) projects. That might be a challenge to brownfield to help re-establish the sites positive identity as well as to contribute to the positive and attractive image of the whole city.

While promoting the developments in brownfields we can preserve and protect our greenfields intensifying the land use in already urbanized areas. The redevelopment in brownfields also is believed to contribute to the growth in local economic sector.

The positive and also negative factor is that the regeneration of brownfield sites usually increases the price of land. It often results with more profit to land-owner but can cause financial problems to local people or firms which can not afford higher prices. Different studies have shown that on those sights often small firms that can not compete with high rental prices are aggregated. What will happen to them? Where will they go? Should we subsidize their future development on those areas or find new undeveloped sites for them? Should it be the concerned of the local government? The question remains unanswered.

It is important not to focus only on economical benefits but also to social and cultural. That is why the brownfield developments have to be seen in a wider perspective – sustainability perspective. The community involvement must not be underestimated. Also the information about the risks has to be available to all the parties concerned while moving on with the development and creating trust. The risks in the beginning and profits in future success should be shared.

There is a belief that the use of brownfields can prevent urban sprawl. As mentioned earlier the urban renewal could be resulted by it. That means that while redeveloping the brownfield areas the negative effect of sprawl will not take place. It also helps to intensify the urban space, to increase the density and make the city more compact, on sustainability angle it is considered to be positive.

The values of brownfield areas

According to Patsy Healey (Nyström 1999) the main value of a brownfield area is its development potential. Usually on these sites is a large amount of historical building stock is involved. The preservation of the historical buildings and combining these with new constructions works as a linkage between the history and the present. The history of those buildings bottles up a lot of cultural values.

Environmental values are also important to mention, renewal of the brownfield sites improves the environmental situation inherited from the previous functions of the former industry.

The Sustainability issue on brownfield areas. How to reach it?

According to Hugentobler. M. & Gysi, S. (Nyström 1999) “While making cities sustainable we make them more liveable”. The term of the sustainable city was first used in 1990s.

In 1996 Report from: European Community’s Expert Group on the Urban Environment Sustainable Cities Project – “green” agenda there is mentioned that often actions are taken because of facing concrete problems like pollution, poverty, unemployment etc. Not just to make cities more sustainable.

Hugentobler. M. & Gysi, S. believe that there are 6 kinds of systems in the city:

- cultural systems
- social systems
- human systems (individuals)
- biological systems
Taking these systems into account development is sustainable in following cases (quotation):

- They take into account present knowledge about the specific properties of chemical/physical systems (i.e. atmospheric balance, biological systems (i.e. biodiversity), psychological systems (i.e. human needs) and social systems (i.e. communities)
- They take into account the interdependence between these systems in space (local, global) and over time (short-term and long-term)
- They support the adherence to local, national and international agreements, conventions, norms, laws, rights and duties (cultural systems)
- They support and foster social justice and fair exchange (locally, nationally and globally)
- They enhance human learning processes (perceptual and behavioural changes) that support sustainable developments as outlined in 1)-4)

2.5 GENERAL IDEAS ABOUT HANDLING URBAN RENEWAL IN EU CONTEXT – URBAN I-II. INITIATIVES, BERI - BROWNFIELD EUROPEAN REGENERATION INITIATIVE

URBAN Community Initiative

The European Union supports urban rehabilitation/regeneration activities through its European Regional Development Fund (ERDF). Among the objectives the Structural Funds there is the willingness to revitalize every area coping with structural problems as of industrial, agrarian or fishery origin. Most of the financed actions use the tools of spatial planning, rehabilitation, environment protection, infrastructure and utility development.

The 80% of the population of the EU lives in cities and urban areas (Soóky-Tóth 2005) which means approximately 300 000 000 people. Urban areas are not just the concentration of economical prosperity and innovation but the focal areas of consequences of economical recession which can be manifested on unemployment, social tension and the deterioration of urban areas. Though the latter process happens in a relatively narrow area of cities in spatial meaning but it can threat the economical performance and the balance of local society even of prosperous metropolises.

The framework of Structural Funds supports urban rehabilitation actions in two ways. First projects or programmes can be granted through programming documents like member state regional or sectoral operative programmes. The second way is EU’s own initiative called URBAN.

URBAN I. was operated 1994-1999 with the primary objective to start up sustainable urban regeneration in the problematic urban areas of current member states. 118 urban areas got 953 million € subsidy and altogether investments worth of 1.8 billion € were realized.

URBAN II. as a continuation of the initiative for the period 2000-2006 aimed more precisely ‘to promote the design and implementation of innovative models of development for the economic and social regeneration of troubled urban areas’. This renewed initiative subsidized only 70 urban areas with 700 million € and the total worth of investments reached 1.58 billion €.
Concerning brownfield regeneration the given URBAN strategies should show up the plans to create new mix-used areas regarding environmental consciousness. The initiated projects should also serve the ease of the urban tensions created by greenfield investments and urban sprawl. Lastly the projects have to be aware on creating sustainable workplaces and the integration of local communities as the most important social aspects besides the development of buildings, public spaces and heritage protection.

For new member states who joined EU in 2004 the running URBAN II. programme was not opened but they could take part in URBACT and INTERACT programme which promoted the experiences of URBAN-type activities establishing knowledge networks among the participating cities.

BERI - Brownfield European Regeneration Initiative project

The Interreg IIIC project BERI (Brownfield European Regeneration Initiative) was established for transnational network co-operation for sharing the experience and collaborate on developments on the brownfield sites all over Europe.

The approach was to share these experiences through different case studies in the Baltic Sea Region. The aim was to pick up the best practices to make it easier in the future to face the risks and to see better the opportunities of these problematic areas in today’s Europe.

The partners of this project are: the Belfast City Council, Haviland / OVAM / IOK from surrounding areas in Brussels, the Dublin City Council, the Greater Lyon, the Bristol City Council, the City Planning Administration of Stockholm, the Tallinn City Government and the Hanseatic City of Rostock.

According to BERI web-page (www.berinetwork.org) a part of the result of this project is to work out guidelines for developments on the brownfields. For successful development 3 inter-related perspectives are important: economic, social and physical environment. The subcategories of those perspectives are:

- **Economical** - project finance, local economic impact and risk management
- **Social** - community involvement and community benefit
- **Physical Environment** – environment, planning process and heritage
3. PRESENTING TALLINN AND BUDAPEST – FACTS ABOUT THE TWO CAPITALS AND AN OVERVIEW ON CITY DEVELOPMENT STRATEGIES AND POLICIES AND PLANNING

3.1 GENERAL FACTS ABOUT TALLINN AND BUDAPEST

3.1.1 BUDAPEST

Budapest is the 8th largest city in the European Union with its nearly 1.7 million inhabitants and with its agglomeration which concentrates 2.4 million, the one fifth of Hungarian people (KSH 2006).

Budapest has got an outstanding role in the Hungarian political, social, economic and cultural life. Besides hosting the vast majority of institutions with a nationwide decision-maker importance it also has the most significant proportion of the nation’s intellectual capacity and assets concerning higher education institutions, scientific and research units.

The 29% of Hungary’s total intellectual workers have an occupation in Budapest and here studies the 36% of university and college students. In addition the 44% of all Hungarian R&D units operate in the capitol and it concentrates the 57% of scientific researchers and developers and the 65% of all R&D expenditures of the country.

The wider metropolitan area was always in the forefront of international economic investment interests due to the city’s market size, its international connections and good transportation accessibility.

The capitol is traditionally the largest economic centre of Hungary. Its economic structure changed significantly in the last 25 years following the transitional trends of other European metropolises. Accompanied with continuous economic (GDP) growth the proportion of the secondary sector (industry) dropped from 69% of 1980 to 21,4% in 2001 and of course the beneficiary of this process became the tertiary service sector.

Budapest produced the 35% of the Hungarian GDP in 2005, with its agglomeration the figure is a little bit more than 40%. If we consider EU-25 area’s GDP 100, the Hungarian average is 62% whilst Budapest reaches 125% which result equals with the performance of Germany or Italy. The gap has not come closer between the country and its capital. While Budapest exceeded in 1995 the national average by 84% in 2003 it was 108%.

In 2005 all of the companies with a head office in the capital spent the 44% of the total national expenditures on investments in Budapest. Per capita Budapest realizes 3.7 more investment than the other parts of the country.

Budapest is also the number one target of international tourism coming to Hungary regarding its natural, historical and world heritage attractions.

History of urban development

Budapest was created with the unification of three independent townships of Buda, Óbuda and Pest in 1873. Of course these towns have their own history backing for many centuries but much of the present appearance of the city is a product of the time from the unification (excluding the Castle Hill of Buda).

\[\text{All used data comes from the Statistical Yearbook of Hungary 2005 published by the National Statistical Office}\]
 Until the 1st World War the decades of being the boosting metropolis of the Austro-Hungarian Monarchy together with the great public works of the turn of the 20th century witnessed an enormous economic and demographic growth of the capital.

After the peace treaties Budapest became a ‘water-head’ of a small new quasi democratic nation-state and together with the depression of the 1920es there were no space to serious urban developments. Then the 2nd World War destroyed much of what was built before – the siege of Budapest was the third longest one after Stalingrad and Leningrad4 (Ungváry 2000).

During the socialist years three waves of urban development are distinct (Elter 1993). The first wave was the rebuild after the war mixed with the attempt to stop Budapest growing any further which was unsuccessful. The second wave had started in the early 1960es characterized by huge housing projects which resulted the encirclement of the city with a concrete ring of pre-fabricated housing estates. This process ended with the 80es when the last wave took shape in urban renewal initiatives in inner Pest area, some tourism oriented big investments (Danube-bank Hotels) and the acceleration of suburban growth.

Nowadays the Hungarian capital is shaped by its world heritage sites, its eclectic architectural heritage and the succession of socialist urban development accompanied with the new predominantly private investment activities of the last more than one and a half decade.

3.1.2 TALLINN

The capital city of Estonia, Tallinn, takes the 69th place in population rate comparing European cities (www.wikipedia.org). That doesn’t make the role of Tallinn in European context important but on national level Tallinn is the core for economy and culture as well politics. The total population in Estonia is 1,344 million out of which 29% live in administrative borders of Tallinn (396 193 inhabitants, January 1st 2006 - http://pub.stat.ee/px-web.2001/dialog/statfileri.asp).

The effect of Tallinn on the whole Estonia is overwhelming not to mention the area surrounding Tallinn – the Harju County. The population of Harju County is 135 000 inhabitants, together with Tallinn there live 531 193 inhabitants, that is 39,5 % of total population.

The area of Tallinn is 159,2 km2 out of which there is 1 island called Aegna (2,9 km2) and two lakes: Harku lake (1,6 km2) and Ülemiste lake (9,6 km2). The length of Tallinn’s official border is 105 km out of what 46 kilometers is the sea border with the Gulf of Finland. Because of this connection with the sea Tallinn plays an have played in history important role as a harbor; the link between the east and the west. There has been and are both numerous commercial ports, passenger ports and one military port. During the resent 10 years the importance of commercial ports is fading because of the land-use changes in the costal areas. The other aspect is the industries have been closed down or moved from the central parts of the city. That has left behind railroads partly unused also a huge amount of building stock that is searching for future functions.

The beautiful and unique medieval old town of Tallinn listed as a UNESCO world heritage. Besides that there’s huge amount of historical building stock under protection in Tallinn. Both of these facts have made the capital city of Estonia attractive for tourism, culture, business development and investments.

3 102 days, 52 days in total encirclement between November 1944 and February 1945
4 The death tolls and loss were 25 000 civilian deaths and 52 000 casualties; 80 000 russian army deaths and 240 000 casualties; a total 100 000 german and hungarian army deaths and casualties. All bridges were blown up, the 27% of buildings were destroyed completely, all mayor public buildings damaged.
Administratively Tallinn is divided into 8 districts: Haabersti, Central City (Kesklinn), Kristiine, Lasnamäe, Mustamäe, Nõmme, Pirita and North-Tallinn. These 8 districts are administrative agencies, their structure, statutes, personnel, salary levels and conditions are agreed by the Tallinn City Council upon the proposal of the City Government.

According to the Statistical Office of Estonia, Estonian Labour Force Survey (http://www.tallinn.ee/est/g2926s23258) the unemployment rate in Tallinn is around 10% (2004). Comparing with the year 2001 when the number was 12,4 the situation has become better. The same survey discloses that 26% the employed population has university-level education, 55% have secondary and vocational education, 11% have non-university tertiary education and 8% have primary and basic education. The educational background of employee’s is improving year by year.

As the employer the private sector has big importance taking 75,4% of the total share, which leaves the rest 25,6% to the public sector.

According to the Tallinn City Government’s web-page (www.tallinn.ee) in Tallinn there are almost half of companies situated in Estonia, which produce around 50 – 60% of Estonia’s GDP and earn about ¾ of profit. In 2004 the real growth in GDP in Estonia was 7,8%. In 2004 according to the World Competitiveness Yearbook Estonia was put on the 28th place and on 6th place in the Index of Economic Freedom. Still many European newspapers write about the possibility that our economy will be overheated and the resent trends show slowing-down, but the future success is hanging on the thread of political decisions that will be made.

3.2 PLACES OF INTEREST FOR BOOSTING CULTURAL ECONOMY

Cultural investments in terms as a tool for urban development became important from the 1980es in Western-Europe and North-America. Changing urban policies awarded it as a contributor to urban competitiveness. (Keresztély 2005)

After the great socio-economic changes of 1990 roughly ten years should have been passed until this phenomenon became perceivable at a greater extent in the two capitol cities. The CEE countries have found themselves in an international urban competition after the regime change and in the first row they tried to improve their competitiveness and economic appeal. The fact had lowered the significance of cultural developments in the case of Budapest that the majority of FDI in the CEE region concentrated around this particular city in the 90es. At some smaller extent this effect can be traced in Tallinn also.

Exoticism and the charm of post-socialist capitols with rich cultural heritage have gone in the past 15 years. Invention, re-creation of cultural values, symbols, novelties are needed to maintain the much wanted international appeal and attraction of these cities.

As a return of the transition processes in the society and in the public sphere culture was also affected. Many new actors stepped onto the scene and the diversity of the cultural sphere multiplied bringing new events, institutions, investors.

The association of culture and cities brings nothing new, the two notions were always bound together. Scott (2000) says: ‘Place and culture are persistently intertwined with one another, for any given place ... is always a locus of dense human interrelationships (as a source of culture by me) ... and culture is a phenomenon that tends to have intensely local characteristics hereby helping to differentiate places from one another.’

The new thing which the 80es has brought in the West was that the cultural sector became a part of new economy and a favoured field of urban development. It took many shapes ranging from sheer real-estate
development till complex urban regeneration projects (even in former industrial zones) with an important participation of the private sector.

This sort of developments share political and symbolic meanings like in the great national cultural investments of the late 19th century in Hungary. However the aspects of urban development and economy and the real-estate market are way more important from the late 20th century concerning these investments.

In Budapest the majority of the cultural institutions remained metropolitan responsibility, so in the recent years such renovations finished like an art-cinema network, metropolitan Library or the brand-new Metropolitan archives. It is due to the metropolitan focus on maintaining and operating these more or less long-established institutions. Additionally some state-financed investments occurred with prestige increasing purposes (Millenáris, National Theatre, Palace of Arts) but the private sphere and civilian initiatives also took place. Fonó in South-Buda as a venue of folk-world-jazz music became known also internationally besides some privately run art galleries.

The biggest achievement in culture for the Tallinn City is the title of The Cultural Capital of 2011. This is a great opportunity as well as challenge for Tallinn and means lot of investments and a strong strategy to succeed. The vice mayor responsible for culture, education and sports in Tallinn City Government reveals that the discussions with different parties have begun concerning the artists and wider public. There’s also a co-operation between Tallinn and Turku in Finland, the two cities that will be the Cultural Capitals of Europe in 2011.

The main cultural attractions are the New Art Museum called KUMU which is remarkable in its architectural design, the Tallinn Song Contest Grounds which will be renovated starting this year, the total cost of this project is around 120 million EEK. A lot of attention will be put to the art galleries, theatres, music etc. A newcomer in this field is creative incubators that will be established to promote the cultural activity.

3.3 LEARNING EU: PARTICIPATION IN EU INITIATED AND FINANCED PROGRAMMES IN CONNECTION WITH URBAN DEVELOPMENT (INTERREG, URBAN) – ANALYSIS OF EU PROJECT POOLS OF THE TWO CAPITOLS

Both cities are capitals of new EU-member states since May 1st 2004. Though before this date both countries were involved in various EU-financed pre-accession programmes (ex. PHARE or ISPA) or took part in former INTERREG schemes (Interreg II 1994-1999) the accession has widened the possibilities of building new connections led by the participants’ own interest.

Concerning the theme of urban development Interreg III and the URBAN II Urbact initiation were the area for the capitals of getting more European practice on the issue. The latter directly targets the development and implementation of innovative urban regeneration strategies from an economic, social and environmental aspect.

For the new members the 2004-2006 ‘torso’ financial EU period gave the chance to run programmes and projects on urban development also within the individual countries’ own CSF programmes. Nevertheless the voluntary experimentation through these previous mentioned European collaborations might indicate in a way what topics are currently important for Budapest and Tallinn.

Investigating the project lists (see table 1. and 2. in the Appendix) of Interreg and Urbact initiatives we considered not just the projects with direct Municipal involvement but those ones also which were run by universities, governmental or municipal institutions and districts situated in the given capital. In the latter cases not the address was important but the possible impact or utilization of the results of projects in these main cities.
3.3.1 TALLINN POOL OF EU PROJECTS

*Interreg experiences - Interreg IIIA*

The aim of Interreg IIIA is a cross-border co-operation between the neighbouring regions; the national borders should not be an obstacle. These programmes are financed together with European Regional Development Fund (ERDF). Estonia has 3 cross-border co-operative neighbours: Southern Finland, Latvia and Russia. Concerning the capital city Tallinn the partner in Interreg IIIA project is Southern Finland. Before 2004 when Estonia joined the European Union Estonia and Finland already had their experience in working together in these kind of projects through Southern Finland Coastal Zone Interreg IIIA programme which was held in co-operation with the Estonia Phare CBC programme.

After 2004 the main challenges for co-operation between Southern Finland and Estonia have according to Interreg IIIA Southern Finland and Estonia web-page been:

1. Interaction and Networks
   1.1. Networks of Local and Regional Administration – in total 6 projects approved
   1.2. Social Interaction and Contacts at the Local and Regional Levels - in total 3 projects approved
2. Employment and Competitiveness
   2.1. Expertise and Know-how – in total 6 projects approved
   2.2. Tourism – in total 1 project approved
   2.3. Transport, Communications and Development of Interlinked Services – in total 2 projects approved
3. Common Environment
   3.1. Co-operation in Environmental Protection and Monitoring – in total 3 projects approved
   3.2. Co-operation on Improving the Environment – in total 7 projects approved

In those projects there are 2 partners one from Estonia and one from Finland. In 6 cases from total 29 projects Estonia has played the role of the leading partner. These numbers show that this co-operation is oriented towards Estonia as a new member of the EU from other member states; in this case from Finland. The partners from Estonia are NGOs, educational institutions or different departments from Tallinn City Government.

*Interreg IIIB*

Interreg IIIB is a community initiative for transnational co-operation on spatial planning and regional development. There are 13 areas for Interreg IIIB co-operation. Estonia belongs to the Baltic Sea Region (BSR) Neighbourhood Programme area. The other partners in that particular area are: Denmark, Finland, Germany, Latvia, Lithuania, Poland and Sweden; also Norway, North-West Russia and Belarus are participating.
According to the web-page of Baltic Sea Region Interreg IIIB programme there is in total 39 projects where the capital city of Estonia, Tallinn, is involved. The partners (as in Interreg IIIA) are NGOs, educational institutions (universities, colleges etc.) and departments of Tallinn City Government.

The priorities according to the web-page of the Interreg IIIB projects in the Baltic Sea Region are (http://www.spatial.baltic.net/programme.html):

- Promotion of spatial development approaches and actions for specific territories and sectors
- Promotion of territorial structures supporting sustainable BSR development
- Transnational and bilateral institution and capacity building in the Baltic Sea Region
- Special support for regions bordering candidate countries
- Cross-border co-operation priority Estonia-Latvia-Russia
- Cross-border co-operation priority Latvia-Lithuania-Belarus
- Technical Assistance to support transnational and cross-border co-operation

**URBACT experiences**

The URBACT thematic networks are paying attention to the cities and their surrounding areas, within there is a lagging behind in unemployment and service sector as well which face the disadvantages of poverty etc.

Tallinn City Government is taking part in 3 of URBANACT networks. The concrete themes are:

- Information society – Information Society Network (I.S.N.)
  The main challenge of this project is to improve ICT to support economic growth, business development, to improve culture, citizens' access to ICT and all related topics like e-democracy, e-government etc. The lead partner of this project is from Manchester.
- Young people – From exclusion to inclusion
  This project aims to put the stress on the importance of young people in the city’s' future and also the present. The project is led by Malmö.
- Integrated approach – Poznan – Hous-Es
  The aim of this project is to share the best practices of how to manage and restructure the large housing estates. The lead partner of this project is from Poznan.

### 3.3.2 BUDAPEST POOL OF EU PROJECTS

**Interreg experiments**

Interreg IIIA is not really the field of cooperation for individual cities but the cooperation of crossborder NUTS III regions – in this case with the Slovak Republic. The only Budapest related project came from field of tourism and based on the attraction of Danube River.

In the framework of Interreg IIIB’s transnational cooperation building programme Hungary is a member of the so-called CADSES area including Central-Europe and the Balkans with an overwhelming domination of Italy, Greece and Germany as lead partners. We found that out of the 199 approved projects there are eight which can be directly related with Budapest – this is the 4% of the projects.

The Municipality of Budapest itself has involved directly in three projects focusing on urban economy developments like urban investment tools, networks on economic cooperation, retail development in inner city areas.
Three district municipalities (8th Józsefváros-Josefstadt, 15th Rákospalota, 19th Kispest-Kleinpest) have participated in urban renewal projects like urban green areas development, renewal of large housing estates, reuse of former industrial areas.

As independent actors the Central-Hungary Region (where Budapest belongs in the current NUTS III system) has chosen again an economic development issue concentrating on industrial cluster building while a Budapest related urban planning company has joined to a sustainable inner urban development programme.

Interreg IIIC programme hosts the widest range of interregional cooperation throughout the EU promoting tools for regional development and cohesion. The EU territory is divided by the four points of the compass and of course Hungary is in the East section but joint collaboration can be set with the other areas also.

Out of the running total 263 projects Hungary is involved in 72 (27%) whereas 13 (5% of all and 18% of Hungarian projects) can be related with the capital city.

Grouping these 13 projects, three are from the field of natural and other hazards’ security concerning the flooding problems of the Danube while there is one environmental preserving project related with the iconic river of Budapest. Two projects promote the role of sports and leisure activities in urban development while three focus on knowledge economy development. The last ‘group of three’ is involved in land-use and spatial planning issues of urban areas. The last remaining project deals with urban public health issues in industrial neighbourhood.

The municipality only participates in two projects both indirectly concerning land-use planning issues and flood preventing. What is really striking, that the 2nd district of Budapest is involved in four projects which might indicate a heavy interest in the complex planning of this municipality’s future using some common European know-how (leisure and knowledge economy, flood prevention).

Urbact experiments

Urbact initiative runs thirty-three projects in six thematic areas like citizen participation, economic activity and employment, populations of foreign origin, urban regeneration, urban security and young people. Budapest is a member of nine projects (and thematic networks as well) from which seven belongs to the Municipality of Budapest and two are for the 21st District municipality called ‘Csepel’.

The municipality of Csepel was involved in an urban mobility and traffic management project in a local authority context and the other project is about management and renewal of large housing estates.

The Municipality of Budapest focused its participation on social exclusion and urban regeneration issues in six projects. Besides the capital is a member of a network called MetroGov which analyses and develops the governance structures of European city regions.

3.4 CIVIL IMPACTS/ MOVEMENTS INFLUENCING URBAN DEVELOPMENT POLICY

Since urban development in the investigated two Eastern-European capitals was/is determined by economic and political interests5 the active participation of urban society has not been given much latitude. The starting point if one wants to depict the influence of civil sphere on urban development decisions is that there was no historical precedent of local society impact on planning. Despite after 1990 many new civil organizations emerged or historical-rooted professional associations strengthened neither of them command

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5 First by the interests of the paternalist socialist system, then by the rapidly emerging market-economy.
real lobbying power. For a long time it seemed that the participation of locals or civil organizations is only a compulsory (and minor) act of legalization of projects.

Participation can be judged as an important element or value of modern democratic institutions. The concept of it is well-known but methodologically the representation of this value is very weak in planning. Nevertheless the more the investor is exposed to the market forces the less it is willing to accept civil participation and social planning.

The first promising result has come from the area of the troubled metropolitan transportation in Hungary.

VEKE – Urban and Suburban Transportation Society (hereafter referred as USTS) as an organization has set up four working groups for itself on the following issues: urban transport policy; traffic organizing; urban transport history; communication in Budapest.

The USTS concentrates many young professionals of traffic/civil/structural-engineering, economists and others. This professional background together with well-organized communication activities helped USTS to gain high recognition not only from the local society of Budapest but from various decision-making levels of the municipality or governmental departments.

One tangible success for this civil organization is that one representative of USTS has become a member of the BKV’s (Budapest Transport Company) supervisory board. It is worth to mention that BKV is one of the biggest transportation companies in Hungary managing the whole range of public transportation in the capitol. Besides the size and importance of this transportation company, this organization is also cited many times as one of the last state-in-the-state type companies with the heritage of rigid structures in its management due to the inheritance of the old socialist times.

3.5 THE BROWNFIELD AREAS OF THE TWO CITIES

3.5.1 BUDAPEST

Until the beginning of the 19th century the industrial activities dispersed in small manufacturing units in Budapest. With the start of the so-called ‘Age of Reform’ era was founded the first large factory the shipyard on the Óbuda Island in 1835. Afterwards a number of industries had grown out as food-industry (sugar and flour), machinery and textile industry along the century.

The settling down of industrial firms and factories in the city was indicated by the establishment of railway connections from the 1840es and the Danube River. After the unification of the former three cities to Budapest, the first municipal urban land-use plans also marked-out some areas for industrial activity from the 1870es. The first industrial zones took shape in North-Pest and North-Buda (Óbuda) from the 1840-50es. After came the development of East-Pest and South-Pest in the 1870es and lastly the first contiguous areas of South-Buda and North Csepel island around the turn of the 20th century. (Beluvszky-Győri 2004a)

Historically the relative lateness of industrialization in Budapest (as of in Hungary) became an advantage compared to the western and northern European countries. Therefore the British-German like “back-garden industry” could not evolve in the newly established capitol of Hungary; the problem of inextricably mixed urban areas was not the case here. (Locsmándy 2004)

6 The other such condemned company is MÁV, the Hungarian State Railways.
The socialist era between 1948-1989 transformed and hibernated the industry of Budapest at the same time. The company property conditions (state ownership), the company structure (the disappearance of SMEs) and to a more slightly way the sectoral structure of industries changed but the spatial situation of industrial production remained. The industry stayed in the areas inherited before the 2nd World War with some spatial extensions which meant more the utilization of neighbouring areas than moving to new places in the outer rim of the capital.

Worth to mention that with the administrative reforms of 1950 the city’s area had been grown from 207 km² to 525 km² and the newly annexed settlements had got significant industries as they served industrial suburbs before (Bartha-Kukelly, 2004).

The spatial development considerations gained more space in planning versus overarching and extensive industrialization in Budapest from the end of the 1960es, when a ‘reform communist’ approach was launched improving the country’s economy. Plans were born to ease the economic overweight of Budapest with the relocation of industries out of the capital or with the ban of industrial investments around the agglomeration ring. In reality there was not any progress on this issue: new industrial capacity increase, the set of new subsidiary plants were tolerated. (Elter 1993)

However these programmes could not show up much result because of the closeness of the socialist systems where innovation was more an initiation of central economic policy than the inner demand of the centralized big companies and trusts. This fact yielded the insensitiveness towards profit, there were no coincidence between company profitableness and availability of centralized development resources. Therefore the growth of production was always merely a result of the growth of employment than the application of modern, effective production methods.

The last wave of technical developments occurred in the 1960es which kept nearly on the same standard the industry of the socialist countries in the CEE region as of the ‘developed world’. But the reception of the new post-industrialist methods, know-how and production processes of the West were skipped due to the lack of structural capabilities of the socialist system from the 1970es and the backlog was fixed. (Kornai 1993).

The continuous industrial areas of Budapest have reached their greatest extent in the socialist era forming a well-identifiable zone within the city. This zone is a part of a larger one known in urban geography as transitional (or intermediary) zone of cities. Transitional zone grows up between the densely built-in inner city and the generally residential functioned suburban areas of large

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7 Every firms with more than 10 employees were taken to state ownership until 1949 and in some sectors (printing, energy-service) even the firms less than 10 employees were done so. (I Berendt 1974)

8 Machine industry, chemical industry, textile and food industry were the flagships of the sectoral pool along that time.
According to a survey the brownfield areas covered 68km² in Budapest, 13% of the capital’s administrative area (525km²) in 2003. The proportion of industrial-traffic areas is even bigger, reaching 30% if we exclude the agricultural and green areas within the borders of the capital, like the forest area of Buda Hills (Beluvszky-Győry 2004b). Therefore brownfields are characteristic elements of the capital’s spatial structure. Their continuous zone (together with other large space-demand areas) at the Pest side of the city divides clearly the inner residential districts and the outer districts. Usually there are only narrow traffic corridors which can offer links between these two macro units of Budapest.

After 1989 radical changes were witnessed in Budapest concerning industrial production and investments. The former large state companies have broken up or disappeared completely, all figures of industrial performance dropped significantly and the process of deindustrialization took a flying start. The industrial concentration of Budapest with its 100 000 employees is still the largest in Hungary despite the non-surprising processes coming with the age of market-economy. Industrial production has been growing since 1994 (Barta-Kukelly 2004) and by sectors machine industry, chemical industry and food industry remained significant in the capital’s industrial life within a totally new economic structure. New firms were established by foreign and newborn domestic investors which seek and implement new inter-company cooperation or connection methods with new spatial demands.

Two parallel but reverse trends have followed on the brownfield areas since the 1990es. One trend is the disappearing of the industrial zones because of a total function change while the other brings the partial renewal of industrial use on site. De-industrialization and re-industrialization go at the same time but the pattern of functional transition or renewal depends on the distance of the particular industrial zone from the inner city centre zone (Süttö 2004). The more peripheral situation has an industrial area the more the renewal of producing function tends to happen.

Since most of the existing industrial sites were unable to respond the technological challenges of the last 20 years concerning new type site layouts and transportation linkages, as an effect the new actors have chosen greenfield industrial parks to settle down. Many of former industrial areas became a victim of privatization in a sense of wasting the future possibility of their complex re-utilization due to the selling of their properties unit by unit causing their utter partition. (Elter 1993)

In the case of functional change most of the original buildings are demolished and succeeded by new constructions. The improvements of brownfield areas had often accompanied by speculative maneuvers during the privatization period. The buyer organizations only launched intermediary activities until they could pass over their new property with some revenues. The final developer’s capital strength decided many things about the re-use of these areas. With high-cost investments the total rebuilding and new constructions became more important than the preservation of characteristic industrial built heritage.

3.5.2 TALLINN

In the late 19th Century the main industries where located around the old town of Tallinn; mainly close to the seaside as the seaways were often used in order to transport the goods. Another location for the industries to settle down was near the railroad e.g. the Dvigatel factory (case study nr 1) and the Cellulose factory (case study nr 3).

After the independence of Estonia from Soviet Union all these sites were privatized by the private owners. In the situation of losing the market and orienting towards service economy many former industries went
bankrupt. Large areas of former industries were left down to wait for the future functions. The biggest challenge was to find investors and the interest of development.

As the real-estate boom started around 2003 the interest in the brownfields grow strong, mainly because of the good location. The main argument in the beginning was that it is cheaper to build on the empty land rather than to renovate the old buildings, take down the unneeded ones, and deal with the soil pollution. The opinion was changed when the price of the land increases. On the other half of 2004 the real-estate prices were doubled.

In 2006 the main developments started on the Brownfield sites near the city centre. One reason why so late might be because of the long planning processes in Tallinn City e.g. 1 detail plan in Tallinn City can take minimum 1 year, but often longer. My opinion is that the good part in that is that the result after this long period is often better than in the beginning.

3.6 URBAN DEVELOPMENT POLICIES AND STRATEGIES (AND PRACTICE)

3.6.1 MUNICIPAL PLANNING/ POLICIES IN TALLINN AND IN BUDAPEST

3.6.1.1 TALLINN

After Estonia gained its independence from the Soviet Union everything changed. Over one night almost everyone became an owner of a flat or a plot or a house. The Tallinn City Government's Planning Administration has become an institution that is the coordinator and consultant of the planning processes and building in the Tallinn City. Their concerns were building permissions, detail plans and comprehensive plans.

In year 2000 Tallinn's first comprehensive plan was developed. Until the last year this particular plan was amended with the changes all the time. The reason is that through a detail plan the developers/private owners are allowed to change the land-use functions etc. of the comprehensive plan. Though the process is more complicated, it is often used.

The trend of last year is that Tallinn City Government is doing separate comprehensive plan to every district of the city. There is a plan to implement those comprehensive plans during next two years.

3.6.1.2 BUDAPEST

After the annexation of political leadership by the communists in the late 1940es the authority of spatial planning and development and of course territorial governance also concentrated in one hand – the central government. Local governance was closed out from any fundamental planning and decision making processes and became a dependant of the state socialist redistribution system of resources. From the end of 1960es, beginning of the 1970es along with the economical reforms large cities and county administrations gained more space, semi-decentralized roles and planning competences within this system and became major actors of developments.

As some authors given notice during the socialist era the focus of economic politics-policies was put on industrialization. Despite the fact that the dialogue between urban planners/architects and municipality policy makers can be insufficient in other existing social systems too – it was unimaginable to draw up a quasi anti-industrialist planning preconception on the basis of environmental sensibility or other fields. (Barta-Kukely 46)

Fundamental changes came in urban planning with the transition period of the early 1990es. The prior idea was decentralization 'by any cost' but in some way the state remained a key figure administering
terrestrial development and planning. A good example is the lowering of the allocation proportion of locally collected personal income tax between local governments and central budget. In 1990 it was 100% for the locals but in 1992 it shrank to 50-50%, a year later only 30% and on a longer time frame in 2004 it was just 10% for locals.

State normative and targeted supports and subsidies have never covered the total local spending even on compulsory duties. Furthermore most of the targeted subsidies given from the state were accompanied with the demand of matching local resources. These everyday fights lessened the emergence of local planning and development compared to the western modern market economies.

Focusing on Budapest, the main principle was to create 'strong districts and weak capital'. The municipality became a federative body on an equal basis among the 23 districts which resulted overwhelming fragmentation of ideas on unified and municipal concepts of urban development.

The socio-economic transformation process of the CEE countries accompanied with the globalization trends affected highly the urban planning and architecture in the two capitals. The newly spread economic, social and cultural developments issued in the appearance of specific spatial forms within the cities. (Szirmai 2005)

The main feature became the rush for private capital (primarily foreign capital) for economic development. The end of the transition period not resulted in strengthening of independent planning bodies rather formed multiple new dependencies from transnational companies and other investors and direct and indirect central subsidies which affected local urban planning at a wide extent.

In 2002 a survey was completed among urban experts and architects based in Budapest what their opinion is about the effects of globalization and market-economy on the development of Budapest. (Szirmai-Baráth-Bognár 2003) The sum up identified that a passive form of urban development took shape after the transition in contrary to the western European type of active urban development. Local governments do not control projects and assigns roles to private entrepreneurs but welcome private investors and trying to keep them within a set of rules acceptable for the local governments themselves. This is a purely reactive behaviour and besides the economical circumstances a consequence of the lack of a common preference and priority to-do-list on all-Budapest municipal level.

As the former chief architect explains in an interview (Scheller 2006) in reality the first 15 years for the Municipality of Budapest was a running after the investors and the 'local kings' of the districts.

The environment is quite difficult when the implementation of long-term ideas is on the board. The relative weakness of the municipal authority brings the pressure of frittering away its own assets. There is not much space for deliberate urban development.

Many infrastructural investments are in late concerning the original schedule so the municipality tries to shift the task on the private developers which always results compromises and usually not the best ones. It is quite the opposite practice that one can experience in Copenhagen about the famous Oresund City development. The Danish first had completed the infrastructure and then came the developers with their projects.

The own developments of the municipality are not spectacular and in most cases they are reconstruction or extension of existing buildings. There is no lack of ideas but the spectacular and expensive plans mostly disappear from the scene due to weak financial background. Another version of apologies comes when decision makers refer to common experience of ‘what’s everybody’s business is nobody’s business’, meaning the impossibility of coordinating the ideas and interests of 23+1 local governments, 23+1 mayors and 23+1

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9 The only new development of the recent years was the completion of Budapest Municipality archives in 2004.
head-architects. And even if there is a consensus, the municipal decision makers often advantage the reliable, regular projects instead of the new and extravagant (Izsák 2007)

3.6.2 ANALYSIS OF RECENT STRATEGIC MUNICIPAL DEVELOPMENT CONCEPTS AND DOCUMENTS

3.6.2.1 TALLINN

According to Local Government Organization Act the Strategic Development Plan is the basis for any other development on the local level, also a comprehensive plan. The development plan is usually done in 10 to 15 years perspective (according to the law for at least 3 years). In the Strategic Development plan the objectives are listed for future development of the city or municipality. The resent trend is that even the district administrations are starting with the development plans. One of the pioneers is the Strategic Development plan of the district of North-Tallinn, where even the action plan is given in relation with the budget, investments and loans.

On the Tallinn City Government level there are one Strategy and one Development Plan. The Development Plan is complements the Strategy and puts stress on the tools through which the objectives will be achieved.


This document was validated in 2004 by Tallinn City Council giving the main objectives for the development of Tallinn City. It was published by the Enterprise Board of Tallinn City Government.

The Strategy has six sub-strategies which are listed below:

1. The Strategy of Enterprises and Development of the Business Environment
2. The Strategy of Culture and Tourism
3. The Strategy of Education and Youth
4. The Strategy of Social Welfare
5. The Strategy of Physical Environment: city planning, construction and architecture, housing, municipal engineering development
6. The Strategy of Administration and Budgeting

With every sub-strategy there are main goals set to provide better environment for citizens as well the tourists and certainly for the business. This document is important also in policy-making in Tallinn and also it should be the basis and guideline for future development plans in every possible field.

The Strategy of Physical Environment offers a number of tools helping to achieve the goals in order to reach a better physical environment to live in. Those first steps that should be taken are:

• The City Government should develop a team, which is capable to kick-start an analyzing and monitoring system, complement and develop further the comprehensive plan(s) and theme plans;
A comprehensive regional public transport system should be developed and also some quick measures should be implemented which doesn’t need big investments:

- Decrease parking in the city centre,
- Promoting public transport and bicycles,
- Comprehensive public transport ticket system in Tallinn and the surrounding municipalities;

- The City Government should prevent the sale of real-estate without planning, investment burden and long term control mechanisms. The long term usage contracts should be used. The City government should start a dialog with the State to start municipalize the land for the future development of the city;

- Directing the building permissions and additional values for the benefit of City’s infrastructure e.g. schools, kinder gardens, cultural objects, streets;

- The policies for urban planning, architecture, housing and land should be formulated;

- To decide on the areas that should be developed in first order and where to direct the investments. These areas should be the harbour area from Kadriorg to Paljassaare, Mustjõe housing area and city centre;

- The researches and analyses for the sustainable development of the city are needed, also teams of professionals should be gathered and the development should be reflected in big scale in the City’s budget;


The basis for this Development Plan is the document “Tallinn 2025” which was validated a year before. The Tallinn 2006 – 2021 Development Plan concentrates on the same sub-strategies as Tallinn 2025, still the approach is more concrete. It reflects the actions to be taken in order to achieve these goals.

The physical environment strategy aims to improve the urban environment through urban planning, construction and architectural design. The special attention is put to heritage conservation, as well ownership and housing economy problems.

The Developing Plan 2006 – 2021 touches also the issues of the brownfield areas firstly through the heritage conservation and also the challenges in intensifying the surrounding areas of the city centre in order to prevent the sprawl. The stress is also put to the costal areas which should be transformed into areas that are open to the people e.g. through costal promenade which in the future will be linked with different cultural or leisure attractions.

For a better living environment the greenfields need to be preserved in Tallinn City. It’s another issue that is linked to the brownfield areas. While we intensify the former industrial areas, the green areas will be untouched; at least for a longer scale of time depending on the demand of the market.

The stress is put also to the community involvement in these processes which should not be underestimated as a tool in order to develop better living environment for all of us especially for local communities.
The Objectives of the Development Plan are (selection):

- General and detailed plans have been fixed in all districts of the city
- Ownership and land reforms have been completed which includes municipalisation of lands which are necessary for development of the city and fulfilment of the tasks of the city
- The routes network of public transport complies with the needs of citizens’ lives and business activities
- The Priority of public transport is ensured by traffic management schemas
- A concept has been devised for launching the initiative of the Green Capital of Europe
- Waste management is nature-friendly and meets the contemporary requirements which includes well-functioning and managed municipal waste collection
- Fully constructed cycle track network
- An international port has been constructed on Aegna Island
- The quality of water supply and sewerage services and availability of these to the citizens have been ensured
- The systems for storm and drainage water have been reconstructed and fully constructed
- A view of the sea has been preserved in Rocca al Mare and Pirita
- Surveys have been conducted for planning protection structures for coastal areas
- The bodies of water and water intake facilities are protected
- Housing construction volumes are bigger and the housing problems of compulsory lessees and other persons in need have been solved
- The structure of city housing has been put in order

The opportunities for achieving the objectives are supported by number of factors that should be taken into account.

3.6.2.2 BUDAPEST

_Budapest Urban Development Conception (BUDC) 2003_

The working out of BUDC had required nearly five years between 1998 and 2003 and the backbone of it were the eight strategic objectives which mark out the to-do list of the coming 15 years. The long time frame of its finalization was a result of the following circumstances:

- five versions were made by the planning consortia, one in each year due to continuous public and professional hearings
- the difference of opinion between the municipality struggling with political and financial pressures and the professional workgroups enforcing complex and integrated planning intentions
- the political sphere was not interested in quick decision making an the professionals also wanted deeper analyses of the given priorities of the plan
- the experts’ proposition on prioritization of the developments in the transitional zone did not meet with Municipality’s priority list which focused on the urban rehabilitation of inner city areas
- the tense relation and atmosphere between the municipality leadership and the government of 1998-2002
The problems of the capital’s brownfield areas are expressed in three out of the eight mayor objectives, namely the shaping of built environment, the increasing of economical efficiency and the improvement of the spatial structure of Budapest.

The resolution of the problems of industrial areas is expected by the long-term re-structure process of the transitional zone to a ‘park-city’ zone with rich urban functions and considerable green areas for leisure and recreation. Since its complexity and cost a joint public, municipal and private implementation of partial tasks is needed. The main initiator should be the Municipality of Budapest but the following main actors are also identified:

- The EU – can be the main financial source of environmental remediation tasks on the brownfield areas
- The government – the reshaping of industrial structure through fiscal, taxation and other support activities
- Private actors – the implementation of concrete investments
- District municipalities – participation in the reshaping of the given industrial area inside district borders
- The Hungarian State Railways and the Hungarian Armed Forces – complete the re-utilization programmes of the railway and military areas of the zone undergoing an abolishment process managed by these state institutions on such way that it should support the municipality objectives.

The backbone element of this structure development programme for the transitional zone of Budapest is the so-called ‘Circle Railway Ringroad’ project with two new Danube bridges up north and down south from the existing road bridges of the capital. Its main function is opening up the brownfield areas of the transitional zone and will lead between the outer bypass motorway ring (under construction) and the outer inner-city ring boulevard.

The BUDC also identifies possible projects places in northern Buda and South-Pest areas and in the northern part of Csepel Island.

The land-use and metropolitan structure plan of Municipality of Budapest 2005.

This plan contains the mid-term objectives of the new urban development conception. The structure plan puts down the functional structure of the capital in writing. It regards the spatial structure of the agglomeration of Budapest metropolitan area and concerns the natural conditions, the elements of transportation infrastructure, the public utility system, the sub-centres and other

10 See project examples of Graphisoft Park and Millenium City Centre in the case studies chapter
significant spatial units of settlement development of the capital. This document is also serves as a legal basis of Municipal planning regulations.

The structure plan emphasize that the former monofunctional industrial areas which are under a transitional period (and situate mostly in the transitional zone) should turn to mixed land-use. The desirable ideal state for these areas is the delicate mixing of such urban elements like institutional and residential land-use, retail and cultural, entertainment and leisure activities, public and green spaces.

Mid-term Urban Development Programme (MUDP) also known as Podmaniczky Plan\(^{11}\) 2006

The MUDP is the straight continuation of the BUDC which collects priorities for the next 7-8 year long mid-term period of urban development in Budapest. It differentiates two major types of priorities: synergic spatial development zones and horizontal overall programmes. The time-frame also fits with the coming budget period of the EU for 2007-2013 which coincidence is not unintentional.

Synergic spatial development zones

The MUDP tries to concentrate resources on a limited number of spatial zones or in other words – site-specific project groups which are:

- The Metro 4 line from south Buda to the Pest side with the rehabilitation of the surface public spaces
- North-Budapest: Óbuda Gasworks area – Aquincum (new) bridge – Pest side Rákos railway switching yard brownfield rehabilitation together with the northern section of the ‘Circle Railway Ringroad’ project
- Inner city urban rehabilitation with public transport, public spaces and residential area developments with green-space reconstruction
- The Centre of Buda – rehabilitation of public spaces in the core area of the Buda side together with public and railway transport and touristic (spa) developments
- Eastern Gateway Area - socially focused residential, cultural/recreational and commercial/industrial style reconstruction in the central-south Pest area
- South-Budapest: southern part of circle railway ring road project connecting the southern Buda and Pest sides, developments in north Csepel Island areas between, Central Wastewater Treatment Plant\(^{12}\)
- The Danube as urban axis – the programme for development of highlighted riverside zone
- Programme for the balanced development of the system of urban sub-centres

Horizontal programmes

These programmes lack an exact spatial projection, they can be implemented in multiple parts of the capital:

- Public transportation developments focused on intermodality

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\(^{11}\) Frigyes Podmaniczky was the iconic leader of the Municipal Council of Public Works which managed the development of Budapest to an international metropolis more than a 100 years ago.

\(^{12}\) Central-Europe’s largest communal and environmental investment completed sometime in 2010. After starting its operation the 95% of wastewater (600 000 m\(^3\) per day) produced in Budapest can be cleaned – now it is 48%. The investment is worth of 529,1 million €. (http://www.eloduna.hu/index.php?id=13&article=33)
Helena Maide (EST) and Csaba Jakab (HUN)

Representing new urban image: developments on brownfield areas in Tallinn and Budapest

• Enhancing the international competitiveness of Budapest (tourism, industrial parks, research parks)
• Rehabilitation of various residential areas and public spaces
• Rehabilitation of industrial areas
• Improving of selective waste management
• Modernization of the distant-heating system
• Vocational training programme in the whole agglomeration
• Informatics education programme
• Regional reform of public healthcare
• Improvement of public institutions to upgrade their reachability for the disabled
• Improving cooperations with the other settlements of the larger metropolitan zone
• Increasing the green areas of the capital

(In italics the programmes and projects are highlighted as of brownfield development importance.)

Afterlife

The elements of the BUDC and MUDP became a vital part of some other smaller scale or specialized programmes in relation with Budapest.

One programme was made for the domestic 2010 European Capital of Culture completion. The programme's two main objectives were enhancing the role of culture in urban design and the articulation of Budapest's urban role and strengthening its social support. Of course the main approach came from the areas of culture and creativity but a significant part of the document dealt with the improving and accessibility of the Danube as a community space. Along this though some brownfield areas lying next to river were pointed out as sites for cultural driven rehabilitation zones like Óbuda Gasworks at north Buda or the Public Warehouses close to downtown Pest.

Although it was not Budapest who succeeded finally but the presented projects are still in the limelight for the Municipality. The capital lost in the domestic competition for the year 2010 but in 2011 Hungary will hold the current EU Presidency therefore many imposing developments is planned to be realised one way or another.

A different programme programme is worth to mention which runs under the title of ‘Budapest Development Pole Strategy’. It focuses on the development of the larger Budapest metropolitan area on a knowledge economy improvement basis. This strategy is not an overarching urban economy development programme but targets the improvement of the metropolitan integration with (knowledge-) upgrading its economical effectiveness and modernization.

This programme wants to continue and develop further those processes which formed knowledge-based and research oriented technology parks in the capital – in areas with brownfield characteristics (Infopark Budapest and the private Graphisoft Park).
4. CASE STUDIES

4.1 ESTONIAN PROJECTS

With the choosing of the below mentioned projects we try to present those ones which bears the potential of adding apparent values (both in appearance and function) for the newly developing urban images of the capitols.

4.1.1 ÜLEMISTE CITY

Location

The Ülemiste City (former “Dvigatel” factory) is situated near the Tallinn Airport and the lake Ülemste.

Project history and aims

In 1897 the last emperor of Russia established the factory called “Dvigatel”. The production started already after 2 years in 1899. The aim was to serve the railway sector – production of wagons, service and reparation of the engines. During the World War I the factory produced bombshells, but at the time of the World War II only commodities as the factory had gone bankrupt meanwhile and lost its position on the market. At the end of the World War II many buildings of the factory laid in ruins. In the beginning of the 1950s the factory was totally renovated and ready to produce for the Soviet market. In the 1980s the production was oriented to serve the nuclear power industry of Soviet Union.

After the independence of Estonia in 1991 the “Dvigatel” factory lost again and this time totally its position on the market.

The new era begun in 1996 when the factory was privatized. The new owners tried to re-establish the production capacity, but they failed and had to face about.

Ülemiste City was established in 2005 on the former plot of “Dvigatel” factory. The size of this area is 33 hectares. The new main aim of this project was through urban renewal to offer new home for knowledge-based and innovative firms and enterprises.

Ülemiste City development plan today consists of 3 zones – offices, manufacturing zone and convention centre. In the first development phase which will end in the beginning of 2008 50000 m2 office space will be built up. The development will continue until 2015 and as a result it will create 16000 new jobs.

To mention about the firms that are already situated there then according to Ülemiste City web-page (www.ulemistecity.ee) there are located 41 firms including Ministry of Education and Science and also one private university. That is the sign that a triple helix has consciously been created. The firms are from different fields from dealing with the architecture to handling the insurance issues. The slogan of this particular project is “Ülemiste City - The Home for Innovation”.

(Source: Ülemiste city webpage)
Architectural Style

As the Ülemiste City is located on the plot of the former factory “Dvigatel” it has inherited quite many historical buildings. Some of them are under protection and need to be preserved by the law.

Looking at the developing plans a great respect is put towards the historical buildings. Some of them are already renovated; some are and will be combined with new structures.

Famous Estonian architects have been designing the new and redesigning the old ones. The old details reflecting the past have been preserved e.g. in one of the historical buildings where now the restaurant is located with the help of interior designer the narrow-gauged railroad is preserved passing through the house.

The first new building (address: Lõõtsa Street 2A) of Ülemiste City is named by an innovative Estonian neurosurgeon Ludvig Puusepp (1875-1942). The building is 10 stories high (still under the construction at the moment) designed by the architects Agabus, Endjärv & Truverk. It consists of two triangular towers which both have 10000 m2 of floor space. The first tower will be completed in summer 2007 and the other one approximately a half a year later. The façade that is made of glass makes the building full of light.

Another architectural example is an old limestone building combined with a new 4 storied glass construction (address: Lõõtsa Street 4). The building is named by the educational innovator called Johannes Käis (1885-1950).

Strengths and weaknesses

According to Ülemiste City web-page their advantages are: inspiring environment for good ideas, local conference centre, low rental prices, flexible readiness of the offices, propitious parking price, location near the city centre and good connections with it, singularity, also nursery school, bank and postal offices, carwash, fitness centre and places where to eat – restaurants and cafes.

In my opinion the other strengths of Ülemiste City are especially connected with the location, firstly with the Tallinn Airport and the buss terminal. Looking to the future the developments might bring even better advantages because there are discussions in Tallinn City Government about developing one big passenger terminal for busses and trains even closer to the area of Ülemiste City and connect the terminal with the city centre and the airport.

The developer has successfully linked the history and the present, also future possible inventions and innovations through the architecture.

The weakness at the moment might be that Ülemiste City has to put a big stress on creating new positive identity of this place in people’s minds and reach its aim to become the home for innovation.

4.1.2 THE WATERFRONT

Location

Tallinn lies on the shores of the Gulf of Finland. The length of the sea border is 48 km. During the Soviet time the shore area was closed and occupied by military institutions as well the industrial facilities controlled by the state.

First building was built in connection with the sea in about 1980. It was the Tallinn City Hall which got an architectural reward for its design and today it is taken under the protection. In this time also Pirita road was constructed by the sea shore. Reason of these two radical constructions was the Olympic Games in Moscow where the Tallinn hosted the regatta.
Project History and Aims

In 2001 the process of a comprehensive plan of shore area between the monument of Russalka and the peninsula of Paljassaaare (in Estonian: Paljassaaare ja Russalka vahelise ranna-ala üldplaneering) started. According to Kaur Lass (2006) it was a new approach; almost for the first time the public was involved from the beginning for the first time. Everything started with a questionnaire asking the opinion of future developments in this area from local landowners and entrepreneurs. Public meetings were also held making the process open and trustworthy.

The total 150 articles were produced by the newspapers during the process, making the wider public aware of the things happening. That made it possible for the people that were interested to take part of the public meetings. Different opinions made the work of the planners hard. Still every single approach was taken under the consideration and if possible implemented.

One surprising thing that happened was that during the process a NATURA 2000 area was discovered on a big greenfield area on the Paljassaaare peninsula. This area was a former military area of Soviet Army. The area will function as the recreation area in the future. Its location is just 10 minutes drive from the city centre.

The main aim of Tallinn City Government with this comprehensive plan was to open the seashore to the citizens of Tallinn and also to the visitors.

The comprehensive plan was accepted by the Tallinn City Council in 2004. That became a basis for detail plans in the shore area.

Strengths and weaknesses

The strength of the comprehensive plan for the shore area was the new approach of planning; involvement of the public opinion. But because of the private ownership of the land 13 the future development is usually taking place plot by plot. The only bigger development is going on in the area of Paljassaaare Port. The development of structure plan is taking place at the moment in Public Private Partnership (PPP). The interesting aspect is that the initiative came from private sector.

4.1.3 FAHLE QUARTER

Location

Fahle quarter is situated not far from Ülemiste City besides the Tartu highway. That means that even this case study area is located near the Tallinn Airport having a great view from upper floors to the Ülemiste Lake.

Project History and Aims

Fahle quarter was first established in 1909 as the cellulose factory producing paper and cellulose. As another cellulose factory was bombed down during the World War I the place of Fahle factory on the market grew stronger. In 1917 the number of employees was 920. Emil Fahle was the director of this factory and a biggest shareholder, at that time the name of the factory was North Paper and Cellulose Factory. In 1927 the factory produced paper and cellulose to more than 35 countries. The success of the factory was courtesy of Emil Fahle who died unfortunately in 1929. The factory continued production even during the Soviet time when the factory was named after Viktor Kingisepp.

13 Only 7% of the land in Tallinn is owned by the municipality or the state.
The architectural design project was completed in 2002 by architects Raivo Kotov and Andres Kõresaar from KOKO Architects. The project was financed by a private building company Koger & Sumberg.

In planning process the Tallinn City Government didn't allow to build the 6 storied box-shaped glass structure on top of the old 8 storied building. Still the developer was allowed to renovate the historical factory building which started in 2005. When the political power changed in City Government the attitudes changed too and finally the architects’ vision was completed at the end of 2006.

The function of this remarkable building is residential and office spaces. The number of flats is 134. In the old historical building there is 11000 m2 of net area and with the new structure another 4100 m2 was added.

**Architectural Style**

The main idea of this project was to offer loft-living like it is popular in U.S in 1990s. These kinds of apartments offer different lifestyle. In the old historical limestone part of the building the ceilings are high and give a lot of space and a sense of freedom. The old limestone walls are cleaned by hand, the staircases are of concrete which is uncovered and the shape of windows is like originally. These details reflect the history of this building.

The so called “aquarium” on top gives contrast to the historical part. The apartments here are ultra-modern, with the “million dollar view” from one side to the centre of Tallinn and sunset and from the other side to the Ülemiste lake.

**Strengths and weaknesses**

The strength of this project is that the developer was consistent enough to go forward with the original idea of the KOKO Architects. This effort has been awarded by the Eesti Kultuurkapital (Estonian Fund of Cultural Capital) as the best architectural design in 2006.

Another future strength is that this 14 storied structure will not stay alone on that hill called Sossi. The KOKO architects are at the moment working on the future developments of the surrounding areas of the Fahle house. The future project will add more 14 storied houses but this height will remain maximal. The view corridors from Fahle house will be remained.

Another good side is that Fahle house is situated near the so called cultural factory which is also located in the old buildings of the same cellulose factory. Here you can find different kind of amusement, from bowling hall and fitness centre to dancing club.

It is hard to see the weaknesses as the project is just completed. I believe that the impact of this renewal is positive economically, socially and culturally.
4.2 HUNGARIAN PROJECTS

With the choosing of the below mentioned projects we try to present those ones which bears the potential of adding apparent values (both in appearance and function) for the newly developing urban images of the capitals. In the case of Budapest there are some common characteristics of these projects such as lying close to the Danube River or situating on parts of the Hungarian capital where there are no other sites which have the development potential to be a dynamic element for the given urban area.

Nevertheless these projects also refer to that municipality objective which aims the expansion of the inner city along the Danube both to the north and to the south directions. Since the 1990es it has been the main goal to turn the land use of the capital towards its emblematic river(side) on a multifunctional manner. (Scheller 2006)

The compilation of these projects below excludes some other vital part of the capital namely the famous 13th district which has become a self-imposed focal point of the developing Budapest. This district was the first which opened itself to the developers: the first western type shopping-mall, the first residential parks were built here. The replacement of industrial areas to other functions also started in this district but with an emphasis on retail, office and residential exploitation. Therefore a slight criticism emerged due to the too much openness of the district municipality on market demands.

4.2.1 GRAPHISOFT OFFICE PARK

Location

The office park is situated in Óbuda, the 3rd District of Budapest, on 8.5 hectares disjoint from the brownfield area of Óbuda Gas Works.

Project history and aims

The investor Graphisoft Ltd. is one of the most internationally high-ranked software company based in Hungary. Their worldwide known product ArchiCAD® is the 3D software tool for architects for more than 20 years and this product-line is the leading brand in the AEC field.

The construction works on this site started in 1997 aiming to create a quality working environment for high tech firms and since then it has been developed a state-of-the-art office park. The rough numbers of the development are the following: 27 000 m² office space, 35 000 m² garage and

\[14\] AEC – Architecture, Engineering and Construction – a method of organizing resources involving aspects of civil, mechanical and building design.
storage space, 1320 parking lots has been being built from 1998-2008.

The most important companies which now settled down in GraphisoftPark are:

- **Graphisoft SE, Graphisoft R&D, Graphisoft CAD** – all the main branches of the parent company.
- **AMRI Hungary** - formerly known as ComGenex R&D Ltd. (2005) – They focus on drug discovery services and technologies, complex chemistry services and genomics/proteomics-based technologies. From 2006 USA based Albany Molecular Research Inc. acquired the predecessor firm and became AMRI’s European centre.
- **SAP Hungary Ltd. and SAP Labs Hungary** (2005) – the internationally well-appreciated business software company’s latest R&D centre.
- **Thales Nanotechnology** (ThalesNano) – successful Hungarian biotechnology firm established in 2002. ThalesNano specializes in developing and providing instruments for flow chemistry combining various fields of fluid chemistry and nanotechnology. The company has won the ‘R&D 100 Award’ in 2005 - ‘The Oscar Prize of Innovation’.

Besides these leading firms there are 26 other SMEs up till now which rent office space. They are working on the high value added fields of media, informatics and IT, specialised business and trading services and architectural design.

The company objective with this real-estate investment is to make a contribution to the process which raises Budapest as a leading R&D centre of its wider Central-European region. Derived from its on history the Graphisoft Park is not open only for the multinational companies and their R&D units but it tries to attract the smaller Hungarian firms also.

The environment for this private investment is quite interesting. It uses the territory of the former „Óbudai Gázgyár” – Óbuda Gasworks, a classical brownfield area of Budapest. Besides this area was a kind of centre of the so called ‘Aquincum’ civilian city of the Roman times, therefore there’s also a lot archaeological heritage to protect.

**Óbuda Gasworks**

Óbuda Gas Works were born in the age when city-gas was made from coal on the very outskirts of Budapest at that time. This area of 27 hectares is the only left big and continuous municipal owned estate in the capitol therefore the municipality itself tries to avoid its simple sale to another party. Giving new function to the site has rose the classic question whether to give it a monofunctional role or create a mixed land-use to produce incomes for the municipality?

The four beautiful towers (one water- and three gas-tar towers) are the emblematic and protected signs of the more than 90 year-long industrial history around here. These and some other heritage buildings – 15 out of the 31 industrial structures – were built before the First World War in the beginning of the 1910es.

The rehabilitation of industrial heritage sites is always a difficult task since the buildings were constructed by strict functional reasons and finding a totally new, alternative use often causes much headache for the planners. The main activities the municipality has to do are: the environmental remediation works\(^\text{16}\), rehabilitation of the Danube river-bank, archaeological excavations, building bicycle road and museum(s).

\(^{15}\)Both are important sectors of today’s molecular biology: 'Genomics' is the study of an organism’s entire genome while 'Proteomics' focuses on the study of proteins.

\(^{16}\)Soil contaminated with heavy metals, hydrocarbonates, cyanids, arsenic and 2500 tonnes of gas-sludge. The remediation cost is estimated from 2,5 billion HUF to 14,5 Billion HUF (~ 9,6-53,2 million Euro).
Helena Maide (EST) and Csaba Jakab (HUN)

Representing new urban image: developments on brownfield areas in Tallinn and Budapest

These works will cost a lot on this still mostly neglected and dangerous former factory site without any operating public utilities. Therefore the inclusion of private capital seems to be unavoidable.

The municipality’s assembly has set up a private joint-stock company managing the rehabilitation works of the whole area. The capital of this company had come from the selling of a small part of the plot for Graphisoft Ltd. in 2005. Nevertheless this private company was funded to overcome the traps of PPP constructions but there are some heavy doubts whether the municipality had made a good decision. The future sight for the functional change of the Óbuda Gas Works premises predicts the mixed-use of the area for recreation, culture, office and Technology Park. The biggest question is the source of financial sustainability for the desired non-profit public institutions settling down here, mostly museums.

The members of the governing board of the company come from various fields over-represented by the real-estate investment sector. This fact raised the question whether the municipality give up the control over this development and the function change of the area will get through private actors not tied to the municipality.

Architectural style of the Graphisoft Office Park

From the beginning of the project the main idea of the developers was to create an up-to-date and worker-friendly office environment in which the newly built buildings architecturally fit into the protected former Gas Works buildings and the esplanade along the Danube River.

Concerning these requirements the first office buildings were constructed with villa-like facades and they avoided monumental look. When later bigger and more complex used buildings were to build the new shape of the facades tried to link these with the large background industrial structures of the Gas Works. Out of the 14 building complexes 12 are totally new. Only one small and old locomotive-house and a changing-room house from the eighties remember us on the history of the area. The office park’s most striking element is the smart and extended use of green surfaces next to the high-standard buildings.

Strengths

The development seems to be a business success for the Graphisoft company itself. Own branch was founded to manage the company’s real-estate development named Graphisoft Park SE, and it was introduced to the stock exchange in 2006.

The investments situated at a potentially very prosperous area of the capitol which in mid-term could form a new subcentre for Budapest. The future ‘Aquincum’-bridge will be the next bridge project over the Danube after the completion of a motorway bridge up north from this location. A connection will be realized with the boosting 13th District on the Pest side and a new transport-hub is predicted to take shape here.

Weaknesses

For the developer itself the lack of current detailed development plan for the Gas Works area is a problem. The district municipality has been in late for three years now which makes the exact amount of possible built-up area unsettled. This hinders the expansion plans of the Graphisoft investment although at the moment there is no more development plans for further extension on the Gas Works area but the possibility exists both from Graphisoft and the municipality.

Another slight company risk is detected due to the fact that the 60% of all office spaces is rent by four firms which result a concentrated ownership.

The real questionable thing is the future of the whole Gasworks area and whether the Graphisoft Park could be a positive influence in its future development or just becomes a standalone. The fear from the birth of the ‘deadly’ mix of weak municipality, doubtful manoeuvres and wasting chance indicates that private investors’ influence can spill over the original plans or put greater proportion of profit-oriented use of the area.
4.2.2 'MILLENÁRIS’ PARK

Location

Millenáris Park is very near to the meeting point of three different districts of Buda and one of the capitol’s most important transportation hub, the Moscow square. It covers 4 ha of former factory-complex.

Project history

The former industrial site was the centre unit of the Ganz Electrotechnical Works its buildings were constructed between 1897-1911. Ganz Works was one of the most innovative Hungarian engineering firms of the late 19th century, the factory itself produced world reputed innovations like the first transformations, electricity meters, electric engines and other utilities for electric rail-traction.

The redevelopment of this Ganz-site aimed to maintain the valuable and preservable factory buildings with the reforming of their interior spaces by high-quality and state-of-the-art standards of modern event halls. Nevertheless some unwanted tall-buildings were completely demolished and there was a need to dismantle others due to soil contamination. The former headquarter’s building was sold to private investors who made a very successful high-standard office project from that listed building. Architecturally it also fits into the park’s environment but not a part of it.

The Millenáris Park (Millenium Exhibition and Events Centre) was awarded Europa Nostra prize in 2003 because ‘...the conservation of a threatened industrial site of historical importance and its inventive conversion into an exhibition and event centre.’

The Ganz factory in the middle of the central Buda area of the capitol got into a hopeless situation after the changes of 1990. Ganz was privatized by an Italian company (Ansalso) and the production capacity was re-installed on other sites in the country.

The Municipality of the 2nd District did not want to have a chaotic partially building by building privatization of the Ganz premises which could hinder any future complex developments. The district allied with the metropolitan municipality and made a detailed development plan which banned any industrial, manufacturing, retail and storage activities. The new activities could start if public spaces, public utilities are renewed or completed first.

Behind the municipal ideas lies the French example of La Vilette – a former slaughter-house – in Paris, a modern urban park surrounded by buildings with cultural functions. Of course this plan discouraged the

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17 Swiss born Abraham Ganz (1814-1867) founded Hungary’s biggest steel, machinery and electric technology industry complex in 1844 with a continuous growth until the 2nd WW. Later it became a flagship of Hungary’s state-owned companies during the socialist times. This site had been operated from the 1897-1999.

18 Europa Nostra is a non-governmental organization which promotes the preservation and appreciation of cultural heritage. It was founded in 1963 and had set up a prize scheme from 1978. In 2002, it was selected by the European Union to administer an EU prize series "for the promotion of excellence in heritage conservation practice".
potential buyers and the liquidation process could not split the factory area. After that the district tried to sell this conception to the government but there was no interest until 1999.

In 1999 a governmental decision was made which pointed out the factory site as a place for the central events of the state organized Millenium festivals. The effectuation of this idea turned to be a task for ÁPV (Hungarian Privatization and State Holding Company), a central trustee organization of managing state owned properties. The Ganz Electricity Works was under a liquidation process along the 90es with huge debts towards ÁPV also. ÁPV created a limited company for management and real-estate development and Ganz company vended its properties to this firm. With this technique ÁPV could avoid the requirement of official public tender calls.

The works started in 2000 and the budget earmarked six billion HUF (~24.2 m €) for the project which was not enough of course. In the end the total bill increased with one-third of the initiative reaching over eight billion HUF (~32.2 m €). Additional costs occurred due to changes in the engineering plans, site environmental remediation costs, cost of legal acts (ÁPV 2001).

Buildings and functions

Three large scale assembly halls were kept in the end from the former factory complex. The oldest one marked ‘D’ is actually cut into half because its state let only partial preservation. Therefore this building looks with an impressive glass facade to the park area. It holds the ‘Palace of Wonders’ interactive exhibition which presents the interesting phenomena of natural sciences for all ages – but mainly for the youngs of course.

The biggest hall marked ‘B’ is a listed industrial heritage building and used as a museum hall called ‘House of Future’ focusing on exhibitions related with the history of technology inventions, engineering for a non-professional public. These two major sites are linked with a brand-new building called Gallery Pixel (C) which holds temporary modern-art exhibitions also.

Building ‘E’ called Teátrum became a multifunctional TV-studio – theatre – concert hall complex for 300-1200 people depending on the arrangements of the event.

The ‘Reception’ building (G) was a three storey galvanic and a machine-shop before. This was converted to a multifunctional restaurant and service building with the possibility to house smaller concerts and other performances, conferences, receptions.

The extent green park area covers 35 000 m² from which 3000 m² is water surface. Next to relaxation purposes there is also a playground, buffet, music pavilion here. Central and quiet location not only for the dwellers in its neighbourhood.

From 2003 a new government financed cultural institute is responsible for the management of Millenáris. The programme runs under the name of ‘House of the Future’ and focuses on the representation of info-communication, new technologies and scientific results, education, arts and entertainment.

Strengths

Long-needed urban centre for Buda took shape, renewed the one of the most important urban transportation hubs of Budapest – the Moscow Str and its neighbourhood. Together with the private retail
investment of Mammut I-II shopping malls and marketplace the area became the regenerated commercial and
cultural heart of the traditional Buda part of the city.
Nevertheless this investment also eased the superiority of Pest side cultural and entertainment facilities and
has become a new focal point of Budapest’s colourful cultural life.

The management established fruitful professional cooperations with Copenhagen’s ‘Experimentarium’
and Paris’ Le Parc du La Vilette science theme parks. Besides it gathered to support Millenáris’ activities such
supporter companies like Microsoft, Boeing, Samsung, Magyar Telekom (Deutsche Telekom).

All premises can be used multifunctional, after the opening hours of the exhibitions other profit
generator additional activities can be organized.

Weaknesses

The initial idea was that the facilities on the Ganz plot should be planned no bigger than the
maximum traffic-bearing capacity of the area. The project in the grasp of time and financial background
could not consider that due to some earlier calculations there is need to build an underground parking lot with
a capacity of 2000 cars on this site. Nowadays there is only space for 160 cars which occasionally generates
tensions with the neighbourhood.

Because of the nature of the exhibitions it is very important to rotate the installations which can attract
the public visitors. 600 000 spectators were counted and the number is decreasing since some financing
problems during its first and a half year of operation under the new management which is a sign of keep an
eye on.

The managing company of the complex is 100% state owned but during its four years of operation it
had got three owners like the Prime Ministers Office, the Ministry of Informatics and presently the Ministry of
Economics and Transportation. From time to time several political and not professional debates generated on
operational questions culminating at election periods. Because of the circumstances which set this project alive
(meaning Millenáris Park is a large scale prestige cultural investment implemented with governmental
participation.) many see this investment as a political symbol and in the present extremely divided Hungarian
political and public environment it is not always good for the business.

4.2.3 INFOPARK LÁGYMÁNYOS

Location

The ‘Infopark’ is a science-business park at a former World Exhibition recruited area and settles on 7
ha in the neighbourhood of Budapest University of Technology and Economics\(^{19}\) and the Eötvös Lóránd
University’s\(^{20}\) two faculties of Natural Sciences and Informatics. The transport connections are very good due
to the capitol’s southernmost ‘Lágymányos’ bridge. The site is just at the borderline of the vast Lágymányos
brownfield area which starts from the other side of the road leading up to Lágymányos bridge. The area is a
backfilled site of a former bay. (see aerial picture at the end of this section)

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\(^{19}\) BME – Hungary’s oldest and most important university of technology, first in Europe of its kind from 1782 (training
engineers on university level)

\(^{20}\) ELTE – the biggest and oldest university in Hungary with more than 30 000 students founded in 1635
Project history

Infopark Ltd. is a state-owned company which initiated the establishment of a science park in Budapest founded in 1996. The owners of this company are the two universities BME and ELTE in a 25% share and the rest is in the hands of the Prime Minister’s Office and the Ministry of Economy and Transport. The project is a follow-up utilization of the abandoned 1996 Expo. The decision was to establish an innovation park for informatics and other technologies on an entrepreneurship basis (Gróf 2004).

The management of the process is run by Infopark Ltd. with the participation of higher education institutions. This was a result of the lobbying of the informatics sector and the universities settling down in that area and thus not a new residential park started to grow out there. Since the area has continuous land property rights of the state the potential investor can have a land-use and built in rights for the site for 99 year long lease period. The state only took role to establish the structure and the basic concept and regulations for the utilization of the site.

The two main goals for Infopark are:

- the transmission of the scientific results of “Hungarian intellectual potential” on business principles and help their commercialization
- to contribute to the growth as a informatics and content developer center of innovative services for the CEE region

The infrastructure was built up by private real-estate developers and private capital. The complex works on market renting prizes there are no subsidies for companies moving in. The companies run their business by their own interests of course, creating temporary cooperation in this ‘coopetitive’ environment and the signs of clusterization can be also detected.

First an American investment company (AIG/Lincoln) started the developments on site with the completion of Building ‘A’ for IBM and HP in 1998-1999 as the first flagship investment. Later a German consortium won the rights of future developments.

The investment of the German IVG Immobilien AG is worth of 100 million €, the whole complex will serve approximately 7500 workers on the informatics, telecommunications and software engineering sector. With the completion in 2009 there will be nearly 100 000 m² office space altogether. At the present time the number of white-collar workers is around 4500 in 40-45 different companies.

Similar to the Graphisoft Office Park here is also a mix of multinationals (as IBM, HP, FreeSoft, M-Telekom Innovation Center, T-Online, Panasonic, Maxell) and young start-up or spin-off innovative companies. The facility management of the Infopark is also in a multinational hand DeTe Immobilien with Wallis Group. The important difference between the two projects that Graphisoft Park is a purely private initiative without university in the neighbourhood while Infopark is rather a complex software technology park.

Infopark Foundation

The private companies who practically run Infopark have established a foundation together with Innopark Ltd. in 2001. The InfoPark Foundation supports research groups of higher education institutions or SMEs which are in connection with such groups and operate in InfoPark. The support does not only mean simple financial contribution but also helps to find subsequent source of funding or investors for projects or SMEs and spin-offs. Besides the foundation helps to build international R&D cooperations (mainly related with

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21 IVG Immobilien is involved in many technological park projects in Germany.
22 M-Telekom is the Hungarian Deutsche Telekom subsidy, the inheritor of MATÁV former state owned telecom-monopoly; T-Online is the internet service branch of M-Telekom
EU’s 6th Framework Programme) and transmits the demands of mayor actors of the sector towards the research groups. The advisory board of the foundation consists of the rectors of the two respective universities and representatives of ministerial and professional organizations. The professional supporter companies who help the Foundation’s work are Nokia, M-Telekom and Hewlett-Packard.

**Architectural environment**

The office park shapes up as a campus in a consistent architectural style with a lot of green surfaces (55% of the plot). However, the distribution of buildings is not balanced due to the existed structure of streets and the established public utility system which were planned for the EXPO site originally.

The office-blocks are non-flamboyant, campus character and use clinker brick and glass surfaces to match with the surrounding university environment with its striking main buildings. The offices are served by a central building with restaurant, coffee shop, bank, and small shops for the renters ease.

**Strengths**

Infopark is basically an office park real-estate investment but it is still not common to establish a high quality infrastructural environment first and then offer it to the company level. Infopark also serves as a good example of the meeting of state objectives and private business sphere which can strengthen the damaged reputation of PPP projects.

Knowledge industry based on high-quality workforce - the 1999 urban development municipal concept of Budapest also put this process on a strategic level in the ‘Knowledge-base in Budapest’ chapter. The case-study was the Infopark investment in that document. (Gróf 2004)

There is a future potential to advance a technopolis sub-centre in the capitol together with the more extent bound up with neighbouring university units. The reputation is expressed in such acts like Infopark can be marked officially as an independent urban area on the maps of Budapest.

The slight influence on the development of Lágymányos south is also detected. Lágymányos South together with ‘Kopaszi-bank’ covers 70 ha of former industrial area with an own small harbour just on the other side of the road leads on the Lágymányos bridge. In the framework of the ongoing project called ‘Lágymányos Harbour’ hotels, apartments, leisure and entertainment center, offices are planned giving new functions to the area.

**Weaknesses**

Infopark project can hardly be questioned; it is one of the rare examples of the absolutely respected new investments in Budapest. Nevertheless keeping the interest of the biggest renters and the attraction of some new actors requires continuous professional work from both managing organizations of state or private ownership.
4.2.4 MILLENNIUM CITY CENTER – PALACE OF ARTS (MŰPA)

Location

The development area extends from the Pest side of the Petőfi bridge until the newest Budapest bridge called “Lágymányos”. Formerly this 11ha area was a neglected freight-yard in ‘Ferencváros’ district. Later it was spotted out as a location for the planned 1996 World Exhibition therefore the freight-yard was wound-up completely. The transportation accessibility is good for this area since some major city-tram lines, a suburban train line and a future Metro 4 station. Due to Lágymányos bridge the major elements of the Hungarian motorway-system are easily accessible.

Project history

Before the first plans of the 1996 World Exhibition and a later PPP real-estate development Millenáris City Center project site was an industrial land-use area for a hundred years or more. The transition to new housing areas had never reached this territory of the 9th District (Ferencváros-Franzstadt) mostly due to

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23 Metro 4 – the fourth underground line of Budapest is now under construction after 30 years of various plans to construct it. Because its costs it is highly debated and the public mainly judges the project as an unreasonable prestige investment of the municipality.
the neighbourhood of the greatest continuous industrial district of Budapest including various plants and factories and the biggest railway switching yard of the country.

The whole former brownfield area (Hungarian State Railways property) was reorganized for creating an extension of the Expo area at Lágymányos on the other side of the Danube. The two plots were linked by the new Lágymányos bridge. In 1994 the Expo was abandoned by the new government and the whole area could be disposed. The site was absolutely cleaned and emptied next to the river and quite close to the Pest downtown area – very unique circumstances in a European capital.

The municipality tried to launch an urban development tender for the site to replace the old detailed development plan which was very advantageous for real-estate investors due to its built-in density indicators and allowed floor levels. To find a good and fast-paying investor the State Trustee Office kept the old plans of course. Later the municipality tried to influence the plans of the buildings through its Municipal Planning Council but its decision was overwritten by the Central Planning Council.

Millennium City Centre is one of the greatest running real-estate investments in Eastern-Europe now. The investor private company settled a ‘mixed-use’ project with high standard luxury apartments, offices, shopping and entertainment centre. In this case the ‘entertainment’ function is served by the Palace of Arts (modern art museum, concert hall, dance-theatre) and the National Theatre which is also situated on this site though it was a state financed cultural investment. The whole 11 ha area consist 11 plots from which 10 plots are for the developer company and one plot with the National Theatre is state-owned.

The Trigránit Corp. developer company is the biggest one in Hungary (its own value is approx. 1.6 billion €) in the real-estate sector. Its capitalization and the amount of its investments enable a membership among the top 50 European real-estate companies. Currently they are running 30 projects in 12 countries worth of 8 billion € and has built a strategic cooperation with the Russian Gazprombank-Invest Co. to finance some enlargement on the Russian market worth of another 5-10 billion €.

The developer initially decided to construct a complex set of buildings forming a new sub-center for the capital including cultural-congress-exhibition-tourism and residential functions. The heart of the whole development concept for the private investor was not the cultural block because in its own it cannot pays for itself. The basic conception included the plan of a congress center for 5000 people boosting the international congress tourism for Budapest. As an engine of rentability it seemed useful to link the congress center with other buildings with cultural function. But the congress center as the third big governmental investment (after the National Theatre and the Palace of Arts) has not come closer to start in the recent financially difficult situation of the state budget.

The development of the so-called ‘cultural-block’ struggled right from its beginning with looseness concerning cultural policy and real-estate development ideas of the building. It was a long process to make a decision what cultural institutions can move into. In the end the permanent dwellers became the National Dance Theatre, the Ludwig Museum of Contemporary Arts and the National Philharmonics. (Szentpéteri 2005)

The private investment part of Millenium City Center is running on two major investments now. One is the Duna-Pest Residences with the luxurious apartment house blocks. The other project is the office development of Millennium Towers I-IV. One of the buildings is for CEU Business School which brings a new

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24 Ministerial organization as a professional advisory body with nationwide competence on evaluate given land-use- and urban planning issues, architectural-and technical content of projects with high importance.

25 National Theatre – very highly debated governmental cultural development finished in 2002. The whole process was accompanied with some scandalous moments concerning tenders, architectural planning and the selection of the place. Actually this plot - on the at that time empty development area – was the only one in the capital which has got 100% property rights for the state and the ruling government. With such right the very rapid implementing phase could be completed just before the coming election period.
function to the area, the higher education. The only completed building of these four is sold out hundred percent with such headquarters of multinational service companies like Vodafone or Morgan-Stanley.

Since the whole project is not ready yet, and its completion is planned in four to six years we would not like to attempt the evaluation of its architectural appearance. The opinions about the finished buildings ranging from ‘the orgy of CAD-applications creating elephantine monsters’ to the hail of modern and modest international architecture style.

The former chief architect of the municipality, István Scheller reckons a slight physical deterministic view when he says ‘the built environment of Budapest reflects the present Hungarian society’ – or at least the environment within this society operates. For him one Millenium City Center project mirrors the last 17 years of arbitrariness, pettiness, intriguing and goodwill, impulse, willingness as well. (Scheller 2006)

The finance story of MüPa

Palace of Arts as a vital part of the Millenium City Center was the first PPP construction in Central-Eastern Europe. The ‘characteristic’ element of this PPP construction was that the state guaranteed the profit for the private investors by the renting of the buildings from public expense.

According to a State Audit Office report which investigated the investment period of 2001-2006 it was stated that although the development is high-quality by appearance but there are serious problems in the financing construction. The building is equipped with state-of-the-art acoustical-theatrical and museum technology but the government had joined into this initially PPP project without any serious market-demand analysis, cost-benefit analysis, impact assessments. (Vadász 2007)

The cost-price for the developer was 31.2 billion HUF (~127 m €) but of course the state could not pay for it in one amount. First the government made a kind of leasing contract in 2001 for ten years with a maximum guarantee of 52 billion HUF (~211,3 m €) – the 20 billion difference included the financial costs, the VAT, the liability of taxes on the owner, covering the risk-costs of ownership but did not include the facility management and service costs which in a normal PPP contract is a duty of the contracted private agent.

After the change of the government in 2002 new trade talks were arranged between the cultural governance and the developer because it turned out that the state can not have the money to pay according to this first contract. The new government wanted to roll-back the yearly payment commitments and tried to clear this investment outside the state-budget to decrease the budgetary deficit. The latter intention was eliminated by Eurostat in the end.

The new agreement about the leasing period was expanded to thirty years with a maximum guarantee of 100 billion HUF (406,5 m €). In comparison the yearly budget for the Ministry of Culture and National Heritage is 70-80 billion HUF (285-325 m €). Hungary has got the most expensive prestige cultural investment ever; the MüPa’s yearly state-contribution reached the 20% of the total ministerial budget for supporting culture in the country in 2007.

A well working PPP gives guarantees for the implementation of public investments matching with the demands of the consigner (the state) and under the control of the parliament and the public. All these requirements suffered some damage under the process. The government wanted from the developer to bear the risks of the construction and the availability also. As a lesson the municipality tries to establish a way more conservative method for future PPPs – the exploitation of new facilities can be imaginable with keeping the municipality or state ownership on the new or renewed buildings.
MüPa’s afterlife

Nevertheless in the first 18 months of MüPa’s operation 1.2 million people visited the programmes of the three cultural institutions. This cultural complex is unique in its kind in the Central-Eastern European Region and won ‘FIABCI Prix d’Excellence 2006’ prize in the category of public buildings26.

Though it is quite rare to implement ISO standards for quality management systems among cultural institutions but MüPa bears an ISO 9100:2000 certificate leaving behind such internationally well-known similar institutes like the Pompidou Center in Paris. This two facts might indicate that MüPa works well as a real-estate development and its services are high-standard but it is not telling a word about its architectural values (if there are any) or esthetical status as a new landmark for Budapest. Future will tell.

Future possibilities

Despite all of the controversies which are shadowed the implementation process of Millemium City Center it could have a decent role in the revitalization of the industrialized South-Pest area lying in a quasi state of suspended animation now. In one way it generates a competition on the real-estate market – creating new investments like DunaCity south from MCC in a 32.5 hectares brownfield area.

Other effect of a well-functioning sub centre might be that the linkage between the MCC area and Pest downtown can not be left over any more. This means the revitalization of the Public Warehouses area north from MCC which are listed industrial heritage buildings without any proper re-utilization.

4.3 EXPERIENCE ON THE BROWNFIELD DEVELOPMENTS

4.3.1 ESTONIAN EXPERIENCES

The Estonian experiences in Tallinn on brownfield sites have just begun. As the member of EU Estonia has had an opportunity to participate in different projects regarding brownfields and urban regeneration. That has made it possible to learn from the best practices all over Europe. Through that the future developments might show only positive results.

The brownfield developments in Tallinn that have already begun show great respect towards the historical buildings and details that are preserved and highlighted. The new structures are often modern and work as contrast to the history. An added thing is that often those sites are connected with the culture directly or indirectly and the stress is put to social environment.

In larger planning processes the trend is to make it open to all parties interested. PPP is starting to become popular as a tool of planning because in these cases the result is often better and the process is faster. As the property prices in the centre are high it makes it possible for developers to invest more in better environment and still earn a profit.

26 FIABCI is the International Real Estate Federation, founded in 1951. Annually they award the prestigious Prix d’Excellence to a global real estate project deemed outstanding in design and construction. (Wikipedia)
4.3.2 HUNGARIAN EXPERIENCES

The 1990 Act on Local governments established a dual-tiered system of public administration in Budapest. Capital city and district share the same legal status – and autonomy. In terms of duties and roles the basic ones are for the individual districts while duties with shared responsibilities of several districts or the capital itself fall under the competence of Budapest Metropolitan Municipality. These autonomies can not really let to form common urban strategies or inter-district cooperations, they rather compete with each other as lonely hunters in the woods.

The reasons which influence negatively the municipality’s development work:

- This dual-level Law of local authorities
- The cutting down of the institutional system for housing and construction leaving the area without a ministerial representation
- Projects with strong political or economic interests totally disregard the municipal development council recommendations
- The Municipal Development Council’s rights are very limited concerning the influence on projects which are approved by the district councils.
- Corruption

One way to overcome on these factors is to learn the know-how of real public-private co-operations on urban development. In the recent years the so-called ‘Hungarian PPPs’ ran as a toy in the governments’ hand to evade the increase of budgetary deficit. ‘Build something with private companies’ money and then the country will pay for it in the next 20-25 years.’ (Scheller 2006)

Those techniques should be implemented which can realize common ‘ideal-projects’ done by the municipality or by a kind of consortium involving the capital. These projects then can be advertised to private investors. But that requires own real-estate development policy of course and selling is always easier.

Of course the local authorities should be careful with the belief in the private sector. As an example “Budapest knowledge city” project initiated by the municipality got only the 10% of the whole cost from private offering this spring although the authorities expected that it is absolutely attractive to the private sphere.

Without the integrated development of transport and traffic infrastructure together with public utilities there is no attraction for private investors because the high costs. Another great problem is the remediation of the brownfields. Because of these three very expensive tasks neither large actor (state, municipality-districts, private companies) could solve the problem of brownfields and the transition zone in Budapest by individual actions. They are deemed to cooperate but the mechanism is not settled yet at its fully well-working extent.

Up till now the majority of the realized developments on brownfield areas took shape a mosaic-like character, they occupied the best available premises. With the completion of them it is time to turn the interest of investors to the more inner parts of Budapest’s left-alone industrial areas in the transitional zone.
5. CONCLUSION

Centralized system of urban planning has gone in the CEE countries after the transition of the 1990es. The palette of modern urban planning was established with new actors as local governments, civil and professional actors, etc. Despite this process “the brave new world” has not come for urban planning due to the following three mayor circumstances:

- Economic difficulties of the transition period
- State re-centralisation processes
- Local economic development strategies pursuing investors at any cost
- The private sphere selects areas and themes for development activities by its own interest which not always matches with the conceptions of the Municipality.

Although the two capitols have significant historical built heritage but these serve as attractive scenery for tourism and alone they are not enough to express more than being a pleasant place to spend a couple of days there. This limited image is very little in the sharp competition of cities of our time.

Both the municipal professionals have reckoned for a long time that the re-exploitation of industrial real-estate properties could be one of the best ways to reanimate these Eastern capitals.

However the work of reconstruction/rehabilitation of brownfields is a very complex task. If such projects are to be completed there is a must for an effective team-work of private (or public) real-estate developers, designers, urban planners, environmental-, communication- and marketing professionals achieving a new well-functioning area in the city. Lack of cooperation, communication causes many times disagreements among the mayor actors like capital city, government, district, investor and the public.

Turning to international architectural fashions are still not common, those kind of developments are not important for creating extroverted, arbitrary, shiny new signs in the city but creating a whole urban-image shaping concept. The tension of old and contemporary can be interesting but until that complex concept will not be born we should wait a bit to see huge and striking contemporary buildings in these capitols. Nevertheless innovative architecture is often expensive and these capital cities lack the financial capital to initiate such projects while the private sphere is still more on stable well-yielding investments.

Concerning the boost of local cultural economy the implementation of cultural investments without stable cultural concept behind can cause great problems maintaining the attractivity of the new place. The loosing of balance between the cost of construction and the cost of quality programmes can ruin the effectivity of the project.

The copying of Western examples cannot be sufficient without any own added value although the trend of traditionalism and sustainability concepts in Western architecture and urban development which helped to save the high-standard design industrial objects is highly acceptable.

The municipalities can not implement environmental remediation and real-estate investment actions on every area of possible urban development by its own limited financial resources. Due to the accessible resources of the Cohesion and Structural Funds of the EU and the demand of the involvement of private actors there is no other way than put the municipality development activity on a basis of partnership.
The revitalization of continuous brownfield areas (with or without municipal ownership) is judged as a cornerstone in the competitiveness enhancing actions of the municipal urban development programmes. However the municipals want to take part only in the establishment of conceptional and regulating background of these targeted investments accompanied with the active coordination of the PPP partners involved in them.

Partnership alone does not mean a guarantee for establishing an organic chain of projects which meet the overall municipal objectives. Therefore heavy stress needs to put on the integrated approach during the planning process for the chosen urban area done by the municipality.

Yet the weakest link in the urban development arena is the state of public – civilian partnership involvement in the two countries due to some historical characteristic of the underdevelopment of local societies during the socialist era. Seventeen years have passed since 1990 so it is high time to quote the paraphrase of Le Corbusier’s saying ‘The planning of Budapest/Tallinn is more important than leave it only for the professionals.’ (Lukovich 2002.)
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Representing new urban image: developments on brownfield areas in Tallinn and Budapest


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BUDAPEST 2010 Culture Capital of Europe – http://www.budapest2010.hu

Europa Nostra Award – www.europanostra.org

Forum of Architects – www.epiteszforum.hu

Graphisoft Park – http://www.graphisoftpark.hu/


Millenáris - Jövő Háza Public Ltd. – http://www.jovahaza.hu

Millenium City center – http://www.millenniumcity.hu

Tőzsdefórum-News of the stock exchange – http://www.tozsdeforum.hu


URBAN – http://ec.europa.eu/regional_policy/urban2

VEKE (Urban and Suburban Transportation Society) – www.veke.hu
## APPENDIX

### I. Tables of project pools

#### Table 1. Budapest project pool

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<tr>
<th>Project name</th>
<th>HUN partner organization from Budapest</th>
</tr>
</thead>
<tbody>
<tr>
<td>INTERREG IIIA 2004-2006</td>
<td></td>
</tr>
<tr>
<td>• HUSKUA/05/244 – Bratislava-Budapest watersport route; Budapest station</td>
<td>• VÁTI - Hungarian Public Nonprofit Company for Regional Development and Town Planning, Budapest</td>
</tr>
<tr>
<td>• LHASA – Large Housing Areas Stabilisation Action</td>
<td></td>
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<tr>
<td>• CoUrbIT – Complex Urban Investment Tools</td>
<td></td>
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<tr>
<td>• DONAUHANSE – Network of Danubian Cities for Economic Co-operation</td>
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<tr>
<td>• Mister – Military and Industrial Sites Reuse</td>
<td></td>
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<tr>
<td>• PROSIDE – Promoting sustainable Inner urban development</td>
<td></td>
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<tr>
<td>• VITAL CITIES – Consolidation of Polycentric Urban Systems through the Promotion of the Settlement of Retail Trade Businesses in Inner Urban Areas</td>
<td></td>
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<tr>
<td>• Includ – Industrial Cluster Development</td>
<td></td>
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<tr>
<td>• GreenKeys – Urban Green as a Key for Sustainable Cities</td>
<td></td>
</tr>
<tr>
<td>• COMPETENCE - a Pan-European Network of Excellent Research Competence in biotechnology</td>
<td>• SOTE – Semmelweis University of Medical Sciences Budapest</td>
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<td><a href="http://www.interreg3c.net/sixcms/detail.php?id=6546">http://www.interreg3c.net/sixcms/detail.php?id=6546</a></td>
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<tr>
<td>• ENHANCE HEALTH - Environmental health surveillance system in urban areas near incinerators and industrial premises</td>
<td>• National Center for Public Health, Budapest</td>
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<tr>
<td><a href="http://www.interreg3c.net/sixcms/detail.php?id=6678">http://www.interreg3c.net/sixcms/detail.php?id=6678</a></td>
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<tr>
<td>• FARLAND - Future Approaches to Land Development</td>
<td>• Research Institute for Soil Science and Agricultural Chemistry, Budapest</td>
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<td><a href="http://www.interreg3c.net/sixcms/detail.php?id=8110">http://www.interreg3c.net/sixcms/detail.php?id=8110</a></td>
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<tr>
<td>Project name</td>
<td>HUN partner organization from Budapest</td>
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<tr>
<td>FLAPP - Flood Awareness and Prevention Policy in border areas</td>
<td>Municipality of 2nd District with Municipality of Budapest</td>
</tr>
<tr>
<td>InterMETREX – Spatial planning for metropolitan areas</td>
<td>Central Hungary Regional Development Agency, Budapest, Hungary</td>
</tr>
<tr>
<td>KN - Knowledge Networks</td>
<td>Municipality of 2nd District knowledge networks</td>
</tr>
<tr>
<td>MILUNET - Multifunctional Intensive Land Use in Europe</td>
<td>StudioMetropolitana – Municipal company of Budapest</td>
</tr>
<tr>
<td>RESCUE - A catastrophe RESponse and reCover transport and logistics decision support system</td>
<td>Budapest Univ. of Technology and Economy, Budapest</td>
</tr>
<tr>
<td>SEED-REG - Development of specific regional policies through the analysis of early-stage financing opportunities for innovative start-ups and spin-offs</td>
<td>Central Hungary Regional Development Agency, Budapest, Hungary</td>
</tr>
<tr>
<td>SIPROCI - Interregional response to natural and man-made catastrophes</td>
<td>Foundation for Civil Protection, Budapest</td>
</tr>
<tr>
<td>SportUrban - Sport et loisirs facteurs de cohésion sociale, de développement économique et de régénération urbaine</td>
<td>Municipality of 2nd District</td>
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<tr>
<td>UrBike - Maximiser l’intégration urbaine de la bicyclette</td>
<td>Municipality of 2nd District</td>
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<tr>
<td>VNE - Voies Navigables d’Europe - Inland Waterways of Europe</td>
<td>National Directorate for Environment, Nature &amp; Water, Budapest</td>
</tr>
<tr>
<td>Cultural activities &amp; Creative Industries</td>
<td>Municipality of Budapest</td>
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<tr>
<td>UDIEX ALEP – Urban Diversity and Inclusion Exchange</td>
<td>Municipality of Budapest</td>
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<tr>
<td>REGENERIA</td>
<td>Municipality of Budapest</td>
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<tr>
<td>URBANITAS</td>
<td>Municipality of Budapest</td>
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<tr>
<td>CIT-U-M</td>
<td>21&lt;sup&gt;st&lt;/sup&gt; Dist of ‘Csepel’, Budapest</td>
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<tr>
<td>Partners4Action</td>
<td>Municipality of Budapest</td>
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<tr>
<td>Urb-Health</td>
<td>Studio Metropolitana Urban Research Centre of the City of Budapest, Hungary</td>
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<tr>
<td>Poznan-Hous Es</td>
<td>21&lt;sup&gt;st&lt;/sup&gt; Dist of ‘Csepel’, Budapest</td>
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<tr>
<td>Metrogov Workgroup</td>
<td>Municipality of Budapest</td>
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## Table 2. Tallinn project pool

<table>
<thead>
<tr>
<th>Project name</th>
<th>EST partner organization from Tallinn or Estonia</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Pilet - Piireületav ühistranspordivörgustik ja piletisüsteem</strong> (Development of Public Transport Systems in Cross-border Co-operation)</td>
<td>• Lead Partner: MTÜ Helsinki-Tallinn Euregio, Estonia • Partner across the border: Helsinki Metropolitan Area Council, Finland</td>
</tr>
<tr>
<td><strong>Terveysliikunnasta hyvinvointia yhteistyössä yli rajojen</strong> (Cross-border Co-operation in the Themes of Health and Exercising)</td>
<td>• Lead Partner: University of Turku, Centre for Extension Studies, Finland • Partner across the border: Estonia Healthy Cities Network</td>
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<td><strong>Ekotukitoiminnan kehittäminen</strong> (The Development of Eco-support Activities)</td>
<td>• Lead partner: of Helsinki, Environment Centre, Finland • Partner across the border: Tallinn City Government, Environment Department, Estonia</td>
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<tr>
<td><strong>First Link</strong> (Development of Electronic Information and Customer Service System)</td>
<td>• Lead partner: Turku Polytechnic, Finland • Partner across the border: Tallinn University, Department of Information studies, Estonia</td>
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<tr>
<td><strong>Improved elderly care – setting an example</strong> (Uudistettu vanhushuolto – malliksi muille)</td>
<td>• Lead partner: Culminatum Ltd Oy, Finland • Partner across the border: Social Welfare and Health Care Department, Estonia</td>
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<tr>
<td><strong>STRATEEG – The Development of Co-operation in the Field of Strategical Planning in Helsinki – Tallinn Metropolitan Region</strong></td>
<td>• Lead partner: Uusimaa Regional Council, Finland • Partner across the border: Harju County Government, Estonia</td>
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<tr>
<td><strong>HIT - History in Town</strong> (Co-operation Between Regional Museums in Southwest Finland and Estonia)</td>
<td>• Lead Partner: Turku Provincial Museum, Finland • Partner across the border: Tartu City Museum, Estonia</td>
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<tr>
<td><strong>Traditsiooniline ja väärtuslik vana maja</strong> (Traditional and Valuable Old Building)</td>
<td>• Lead Partner: Estonian Heritage Society, Estonia • Partner across the border: Föreningen för Befrämjande av byggnadsvård RF, Finland</td>
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<td><strong>FinEst Learning Bridge</strong></td>
<td>• Lead partner: University of Turku, Finland • Partner across the border: Estonian Non-formal Adult Education Association, Estonia</td>
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<tr>
<td><strong>EDUDEV</strong></td>
<td>• Lead partner: Edupoli, Finland • Partner across the border: Tallinn College of Engineering, Estonia</td>
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<tr>
<td>Project name</td>
<td>EST partner organization from Tallinn or Estonia</td>
</tr>
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<td>-------------------------------------------------</td>
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</table>
| • From SEM to SME - Student Entrepreneurship Model leading to Small and Medium-Sized Enterprises | • Lead Partner: Turku Polytechnic, Finland  
• Partner across the border: Tallinn University of Technology, Estonia |
| • Suomalainen ja virolainen koulutus ja EU:n uusi koulutuspolitiikka (Education in Finland and in Estonia and the New EU Education Policy) | • Lead partner: University of Turku, Finland  
• Partner across the border: University of Tallinn, Estonia |
| • CIP WorkLab – Connecting Information Professionals Work Lab | • Lead partner: Turku Polytechnic, Finland  
• Partner across the border: University of Tallinn, Estonia |
| • Web for communication and guidance | • Lead partner: University of Helsinki, Finland  
• Partner across the border: University of Tallinn, Estonia |
| • HETA – Development of the Co-operation in Vocational Training and Professional Certification in Helsinki and Tallinn Regions | • Lead partner: The National Examination and Qualification Centre, Estonia  
• Partner across the border: Kuntayhtymä Omnia, Finland |
| • Baltic eLearning in Health and Medical Informatic | • Lead partner: Åbo Akademi, Institute for Advanced Management Systems Research, Finland  
• Partner across the border: MTÜ Eurohouse, Estonia |
| • Cross-border Small Business Environment | • Lead partner: Helsinki School of Economics and Business Administration, Small Business Centre, Finland  
• Partner across the border: Tallinn Technology Park Development Foundation, Estonia |
| • Estonian and Finnish Design Challenge | • Lead partner: Baltic Design & Interior Network osk. NGO  
• Partner across the border: Entrepreneurship and Development Center of Pärnu region, Estonia |
| • DIT – Design in Tourism; Building Credible Service | • Lead partner: Lahti Region Educational Consortium Lahti Polytechnic, Finland  
• Partner across the border: Tartu University, Estonia |
| • e4 Portaali | • Lead partner: Technical Research Centre VTI Building and Transport, Finland  
• Partner across the border: Tallinn University of Technology, Estonia |
| • Summeri II | • Lead partner: Kotka Polytechnic, Maritime Studies, Finland  
• Partner across the border: Estonian Maritime Academy, Estonia |
| • ICT Cert - ICT Training Co-operation | • Lead partner: Adulta Oy Vocational Training Centre, Finland  
• Partner across the border: Estonian Infotechnology Fund, Estonia |
<p>| • ShipNoDep - Deposition and Effects of Shipborne Atmospheric Nitrogen Emissions | • Lead partner: Finnish Institute of Marine Research, Finland |</p>
<table>
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<tr>
<th>Project name</th>
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| OKT –infra – Transit Traffic and Infrastructural Needs in Finland and Estonia | Lead partner: Lappeenranta University of Technology, Kouvola Unit, Finland  
Partner across the border: Estonian Maritime Academy, Estonia |
| OILECO – Luonnontaloudellisten arvojen merkitys öljyvahinkojen torjunnassa ja haittojen minimoinnissa Suomenlahdella (Ecological Values in Planning Activities and Minimizing the Effects of Oil Hazards at the Sea) | Lead partner: Helsinki University Palmenia Centre for Research and Continuing Education, Kotka, Finland  
Partner across the border: University of Tartu, Maritime systems, Estonia |
Partner across the border: University of Turku, Department of Geology, Finland |
| EVAGULF - Suomenlahden vesiluonnon suojelu: riskipohjainen päätöksenteko (Protection of Aquatic Communities in the Gulf of Finland: Risk-based Policymaking) | Lead partner: University of Helsinki, Department of Biological and Environmental Sciences, Kotka, Kotka Maretarium, Finland  
Partner across the border: The Maritime Institute of Tartu University, Estonia |
| RePlast FinEst - Kehittämishanke – Muovin(+SER) uusiokäyttö (Developing the Recycling of Plastic Waste) | Lead partner: Helsinki University Palmenia Centre for Research and Continuing Education, Lahti, Finland  
Partner across the border: Tallinn University of Technology, Estonia |
| Uusi Elämä - Uus Elu (Recycling Project) | Lead partner: Metropolitan Area Recycling Centre, Finland  
Partner across the border: MTÜ Taaskasutus, Estonia |
| Ruovikkostrategia Suomessa ja Virossa (Strategy for Utilisation of Reed in the Coastal Areas) | Lead partner: South-West Finland Environment Centre, Finland  
Partner across the border: Tallinn University of Technology, Estonia |
| Öljöte-ala: valmisoloku suurendamine Soome lahe ääres (Voluntary Organisations and the Preparedness for Oil Hazards in the Gulf of Finland) | Lead partner: Estonian Nature Fund, Estonia  
Partner across the border: WWF Suomi, Finland |
| Öljöte-ala: valmisoloku suurendamine Soome lahe ääres II (Voluntary Organisations and the Preparedness for Oil Hazards in the Gulf of Finland) | Lead partner: Estonian Nature Fund, Estonia  
Partner across the border: WWF Suomi, Finland |
| Kiinteistöalan suomalais-virolainen kehitys- ja koulutushanke (Finnish-Estonian Development and Training Project in Real Estate Sector) | Lead partner: Real Estate Training Fund, Finland  
Partner across the border: Tallinn University of Technology, Estonia |
| Ympäristöonnellottomuudet ja niihin varautuminen (Prevention of the Environmental Accidents) | Lead partner: University of Helsinki, Palmenia Centre for Continuing Education, Finland  
Partner across the border: The Estonian Meteorology and Hydrology Institute, Estonia |
<table>
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<tr>
<th>INTERREG III B Neighbourhood programme</th>
<th>Baltic Sea Region</th>
<th>EST partner organization from Tallinn or Estonia</th>
</tr>
</thead>
</table>
| • CBSR - Connect Baltic Sea Region  
http://www.spatial.baltic.net/programme.html | • Tallinn Technical University |
| • SuPortNet II - Sustainable Spatial Development with a Network of Ports for Boat Tourism  
http://www.spatial.baltic.net/programme.html | • Estonian Marine Tourism Association |
| • BWC - Baltic Welcome Center for a high quality sustainable development of cities and regions in the BSR in the frame of spatial planning aspects  
http://www.spatial.baltic.net/programme.html | • Tallinn City Government |
| • VIKNES! - Destination Viking - Baltic Sea  
http://www.spatial.baltic.net/programme.html | • Institute of History in Tallinn |
| • WEBSR - Wind energy in the BSR - Planning, Construction and Investment.  
http://www.spatial.baltic.net/programme.html | • University of Tallinn (Phase III, implementation partner) |
| • EUROBALTIC - A Programme for Civil Protection in the Baltic Sea Region  
http://www.spatial.baltic.net/programme.html | • Estonian Rescue Board |
| • SuHiTo - Sustainable Historic Towns - Urban Heritage as an Asset of Development  
http://www.spatial.baltic.net/programme.html | • National Heritage Board, Estonia |
| • Decision Support - BSR-network for the improvement of the transregional planning process by improving the communication and decision structure  
http://www.spatial.baltic.net/programme.html | • Tallinn Technical University, Institute of Informatics |
| • VBNADZ - Via Baltica Nordica Development Zone  
http://www.spatial.baltic.net/programme.html | • Tallinn City Government, Estonian Tourist Board |
| • Eco Forum Baltica  
http://www.spatial.baltic.net/programme.html | • Ministry of Environment, Tallinn Technical University, Estonian Institute for Sustainable Development (SEI Tallinn) |
| • The Baltic Palette II  
http://www.spatial.baltic.net/programme.html | • Union of Harju County Municipalities (HoL) |
| • CBSR+ - Connect Baltic Sea Region+  
http://www.spatial.baltic.net/programme.html | • Connect Estonia |
| • ESCOBALT - Energy Saving Cooperation in the Baltic Sea Regions. Social, economical and environmental approach in regional planning of rational energy use.  
http://www.spatial.baltic.net/programme.html | • Association of Municipalities of Estonia |
| • COASTMAN - Coastal Zone Management in the Baltic Sea Region  
http://www.spatial.baltic.net/programme.html | • Tallinn University of Technology |
<p>| • BALMET INVEST - Joint action of Baltic metropolises towards the development of coordinated investment approach in the Baltic Sea Region | • Tallinn City Government |</p>
<table>
<thead>
<tr>
<th>Project name</th>
<th>EST partner organization from Tallinn or Estonia</th>
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<tr>
<td>InLoc - Integrating Logistics Centre Networks in the Baltic Sea Region</td>
<td>Tallinn University of Technology, Institute of Transportation</td>
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<tr>
<td>BaSIM - BALTIC SEA INFORMATION MOTORWAYS</td>
<td>Port of Tallinn</td>
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<tr>
<td>BaSIM - BALTIC SEA INFORMATION MOTORWAYS</td>
<td>Port of Tallinn</td>
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<tr>
<td>COMMIN - Promoting Spatial Development by Creating COMon MiNdscapes</td>
<td>European Movement in Estonia</td>
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<td>FEM - Female Entrepreneurs’ Meetings in the Baltic Sea Region</td>
<td>Estonian Union of Women in Business</td>
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<td>BaltMet Inno - Baltic Metropolises Innovation Strategy</td>
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<td>Baltic Tangent</td>
<td>Tallinn City Government</td>
</tr>
<tr>
<td>BSB - Baltic Sea Breeze</td>
<td>Keep Estonian Sea Tidy Association</td>
</tr>
<tr>
<td>B-SME - Baltic Spatial development Measures for Enterprise</td>
<td>Estonian Association of SME’s (EVEA)</td>
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<tr>
<td>RECO - REGIONAL COOPERATION IN WASTE MANAGEMENT</td>
<td>Tallinn City Government</td>
</tr>
<tr>
<td>AGORA - Network Sustainable Tourism Development in the Baltic Sea Region</td>
<td>Estonian Tourist Board</td>
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<tr>
<td>Astra - Developing Policies &amp; Adaptation Strategies to Climate Change in the Baltic Sea Region</td>
<td>Geological Survey Of Estonia (EKG)</td>
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<tr>
<td>BEEN - Baltic Energy Efficiency Network for the Building Stock</td>
<td>Credit and Export Guarantee Fund KredEx</td>
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<td></td>
<td>Association of Estonian Facilities Administrators and Maintainers</td>
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<td></td>
<td>Estonian Union of Cooperative Housing Associations</td>
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<td></td>
<td>Tallinn University of Technology</td>
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<td></td>
<td>Ministry of Economic Affairs and Communications of the Republic of Estonia</td>
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Helena Maide (EST) and Csaba Jakab (HUN)

Representing new urban image: developments on brownfield areas in Tallinn and Budapest
### Neighbourhood Programme

#### Baltic Sea Region

<table>
<thead>
<tr>
<th>Project name</th>
<th>EST partner organization from Tallinn or Estonia</th>
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</thead>
<tbody>
<tr>
<td>RENET - Retail Development - The Competence Network in the Baltic Sea Region</td>
<td>Estonian Association of Craft, Small and Medium Enterprises</td>
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<tr>
<td>RAIL BALTICA - Transnational Integration through Coordinated Infrastructure and Regional Development</td>
<td>Ministry of Economic Affairs and Communications of Estonia, Ministry of Interior</td>
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<tr>
<td>TRABANT - Transnational River Basin Districts on the Eastern Side of the Baltic Sea Network</td>
<td>Tallinn University of Technology</td>
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<tr>
<td>Eurobaltic II - EUROBALTIC Civil Protection Project II</td>
<td>Estonian Rescue Board</td>
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<tr>
<td>BEN - Baltic Euroregional Network</td>
<td>Nordic Council of Ministers’ Office in Estonia, Helsinki-Tallinn Euregio</td>
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<tr>
<td>HEPRO - FOCUS ON HEALTH AND SOCIAL WELL-BEING IN THE BALTIC SEA REGION</td>
<td>National Institute for Health Development</td>
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<tr>
<td>LogOn Baltic - Developing Regions through Spatial Planning and Logistics &amp; ICT Competence (LogOn Baltic)</td>
<td>Estonian Logistics Union, Tallinn City Government</td>
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<tr>
<td>DaGoB - Safe and Reliable Transport Chains of Dangerous Goods in the Baltic Sea Region</td>
<td>Estonian Railway Inspectorate, Port of Tallinn, Estonian Maritime Administration</td>
</tr>
<tr>
<td>Part II: WEBSR - Part II: Wind energy in the BSR - Planning, Construction and Investment</td>
<td>University of Tallinn (Phase III, implementation partner), Estonian Wind Power Association (Phase III, disseminat. and implement. Partner)</td>
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<tr>
<td>Part II: EUROBALTIC - Part II: EUROBALTIC Programme for Civil Protection in the Baltic Sea Region</td>
<td>Estonian Rescue Board</td>
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<tr>
<td>BEPART - Baltic Entrepreneurship Partners</td>
<td>Department of Business Administration at the Tallinn Technical University</td>
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<tr>
<td>BERI - Brownfield’s Europe Regeneration Initiative</td>
<td>Tallinn City Government</td>
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<tr>
<td>CEEC-LOGON - Local Governments Network of Central and Eastern European Countries (Urban Management)</td>
<td>Association of Estonian Cities</td>
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### Representing new urban image: developments on brownfield areas in Tallinn and Budapest

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<tr>
<td><strong>INTERREG IIIC 2002-2006</strong></td>
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<tr>
<td>- ChangeLAB - Changing Lifestyles, Attitudes and Behaviour towards effective strategies for regions in sustainable consumption and development.</td>
<td>Regional Environmental Centre Estonia</td>
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<td><a href="http://www.interreg3c.net/sixcms/detail.php?id=7470">http://www.interreg3c.net/sixcms/detail.php?id=7470</a></td>
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<tr>
<td>- DEBATE - Development of the European Business Advisor Training and Exchange</td>
<td>Tallinn University of Technology/ Institute of Humanities and Social Sciences</td>
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<td>- Future Health - Network for Future Regional Health Care</td>
<td>Tallinn Technical University</td>
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<td><a href="http://www.interreg3c.net/sixcms/detail.php?id=6296">http://www.interreg3c.net/sixcms/detail.php?id=6296</a></td>
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<td>- GRANDS TRAVAUX - Proximité et Marketing dans la Communication Civique et Stratégique des Transformations Urbaines.</td>
<td>Tallinn City government</td>
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<td>- IUWMM - Integrated urban waste-management model</td>
<td>Tallinn City Government Transport and Environment Department</td>
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<td>- PORT-NET - Promoting interregional co-operation of ports and multi-modal transport structures in the EU</td>
<td>Port of Tallinn</td>
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<td><a href="http://www.interreg3c.net/sixcms/detail.php?id=7438">http://www.interreg3c.net/sixcms/detail.php?id=7438</a></td>
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<td>- RiverLinks - Interface d’excellence pour un rapport durable ville-fleuve.</td>
<td>Pirita District Administration, Tallinn</td>
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<td>- SHARP - Sustainable Historic Arsenal Regeneration Programme</td>
<td>Estonian National Heritage Board</td>
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<td>Estonian Academy of Arts</td>
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<td>- WIND-TECH-KNOW - REGIONAL WIND TECHNOLOGY AND KNOWLEDGE TRANSFER STRATEGIES</td>
<td>Estonian Windpower Association</td>
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<td><strong>URBAN II-URBACT Initiative (2002-2006)</strong></td>
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<td>- From exclusion to inclusion</td>
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<td>- I.S.N. – Information Society Network</td>
<td>Tallinn City Government</td>
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<td>- Poznan-Hous-Es</td>
<td>Tallinn City Government</td>
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</tbody>
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II. Pictures of projects

Every picture which is unmarked was taken from the official homepage of the respective project.

**BUDAPEST**

*Project nr.1 - GRAPHISOFT PARK-Óbuda Gas Works*

- Municipal plans for the Óbuda Gas Works area
- The realized private investment of Graphisoft Park
- Working environment of Graphisoft Park’s tenants

*Project nr.2 – MILLENÁRIS Exhibition and Event Halls (all photos was made by F.Ágó 2007)*

- Variations of inner water surface and its surroundings
‘Industrial’ playing ground for children

The main entrance to exhibition halls

Project nr.3 – INFOPARK Lávmánvas

InfoPark in the foreground Budapest in the back

Last phase under construction

Aerial photo with unfinished elements

Inner spaces of InfoPark

F.Ágó 2007
Project nr. 4 – MILLENIUM CITY CENTER and PALACE of ARTS

Full-scale ideas in CAD (hotels, spa, congress and events hall ‘strip’)

CEU University block and office towers

National Theatre and the Palace of Arts

Entrance of MüPa
Representing new urban image: state-of-the-art developments on brownfield areas in Tallinn and Budapest

TALLINN

Tallinn

Project nr.1 – Ülemiste City

Project nr.2 – The Waterfront
The project nr.3 – The Fahle quarter