Output factsheet: Strategies and action plans

**Project index number and acronym**
GreenerSites

**Lead partner**
City of Venice

**Output number and title**
O.T4.1 Strategic Action Plan (FUA Płock)

**Responsible partner (PP name and number)**
Mazovia Development Agency Plc - PP4

**Project website**

**Delivery date**
July 2019

**Summary description of the strategy/action plan (developed and/or implemented)**

FUA = OFMP (Płock Functional Area)
The Strategic action Plan for Płock envisages three main actions:
- Defining prospective functions of the ‘Borowiczki’ sugar factory brownfield in the OFMP structure
- elaborating a framework plan for the structural transformation of the Borowiczki housing estate
- elaborating a detailed plan for the transformation of the sugar factory post-industrial area

The Functional Area of the City of Płock (OFMP) includes agricultural and industrial areas with a relatively strong economic position in the country. The system transformation resulted in the rationalisation of land use, which freed the resources of brownfield sites, most of which were used to develop new functions. Some of these areas remained a problem, including the former sugar factory in Borowiczki. It is situated in an attractive place on the edge of the City of Płock near the Vistula River, and can be used by the residents of the Borowiczki housing estate, the City of Płock and the entire OFMP. Agreeing on a potential role the area within the OFMP stakeholders would promote integration of the functional area and better use of its potential.

In 2015 the letter of intent was signed between Krajowa Spółka Cukrowa SA and the City of Płock regarding regeneration, adaptation and modernisation of the historic buildings of the former ‘Borowiczki’ sugar factory to give it a new utility and cultural function. The renovation of existing historic facilities is to commemorate the role of the sugar factory in the region and, at the same time, it should have the utility functions of office
and archiving services for the needs of KSC SA and external entities. The owner of the facilities is currently looking for co-investors to adapt the former sugar factory building, wanting to re-create its original character and open it to the local community of the Borowiczki housing estate and city residents. However existing facilities and, especially, the surrounding area are too large for the investors and needs to be identified so far. Therefore, it is necessary to find additional commercial, social, cultural-educational and recreational functions of an agglomeration significance in the OFMP.

Developed Strategic Action Plan enables deepened discussion about future allocation of numerous public and commercial functions in Borowiczki area. The long-lasting revitalisation process requires a consensus with multiple local stakeholders, where every step should be limited and based on a perfect understanding of direct and indirect consequences (spill-over effect). Defined SAP confirms that approach and provides a roadmap for all the steps of the whole process.

Implementation with SAP methodology will last years, whereas indication of tangible effects requires more data about Structural Funds which are to be defined in the incoming year. Additional analyses and concept work helps to prepare to that date.

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### NUTS region(s) concerned by the strategy/action plan (relevant NUTS level)

- Płock City Center 09-400 Płock
- Borowiczki-Pieńki 09-408 Płock
- Ośnica 09-408 Płock
- Pieńki Ośnickie 09-408 Płock

### Expected impact and benefits of the strategy/action plan for the concerned territories and target groups

The results of the GreenerSites project are complementary to the “Strategy for Sustainable Development of the City of Płock until 2030” and Płock Revitalisation Programme. SAP will provide elements of the current diagnosis and a catalogue of activities specified in the area of the former Borowiczki Sugar Factory.

Selected results of the “Strategy for Sustainable Development of the City of Płock until 2030” and Płock Revitalisation Programme which are expected to be enhanced by the results of the GreenerSites project analysis:

- Improving the city's cooperation with residents and business entities in the field of reducing emissions and improving air, water and soil quality in Płock
- Better education of residents on ecological behaviour and environmental protection
- Maintaining and including in the spatial policy air corridors constituting free lanes of space and greenery in the city in the context of a coherent system of urban greenery
- Improving the efficiency of local governments in the field of blue-green infrastructure
• Building local activity and support networks and strengthening neighbourly and intergenerational ties
• Improving civic engagement systems, building relationships mainly through participatory budgeting, consultations and opinion surveys
• Creation of new green spaces increasing the number of recreation places
• Counteracting the adverse effects of suburbanisation by intensifying actions to increase the number of Płock inhabitants and new investment areas

The SAP role is to facilitate the change process, supplementing inflexible strategies with a broader methodological approach and concrete solutions. This allows for a more complementary approach to the city's development issues, and proven social consultation tools will be extremely valuable in a situation where city put great emphasis on stimulating and using its citizens.

### Sustainability of the developed or implemented strategy/action plan and its transferability to other territories and stakeholders

**Activity 1**

**Medium-term perspective**

1. Launching the participatory process for shaping the brownfield transformation in order to win the residents’ favour for the changes.
2. Defining the strategic vision and variant scenarios for the brownfield transformation in the form of a wide public debate with the participation of all partners and key stakeholders, including the owner of the main property.

**Long-term perspective**

3. Determining, in the mode of the OFMP municipality co-operation, the social programme framework for the complementary projects for the transformed post-industrial area.
4. Determining, with the participation of residents of the municipalities included in the Functional Area of the City of Płock, the guidelines for the functional transformations of the OFMP open and recreational spaces in relation to the Vistula riverbed zone, including the agglomeration network of walking and cycling routes, especially related to the Borowiczki housing estate.

**Activity 2**

**Medium-term perspective**

1. Activation of the residents and promotional activities for the investors in order to obtain support for the proposed directions of transformation of the Borowiczki housing estate.
2. Participatory determination of needs and expectations related to the development of public spaces and residential areas in Borowiczki.

**Long-term perspective**

3. Participatory determination of expectations for the brownfield functional and utility programme foreseen in the ‘Borowiczki’ local zoning plan, including the development of recreational spaces, connecting the sugar factory post-industrial areas with the surrounding open spaces.
4. Consideration of the validity and, as a result, possible preparation of the guidelines for detailing or updating the provisions of the Borowiczki housing estate local zoning plan.

Activity 3

Medium-term perspective

1. Developing programme and spatial foundations, and a framework concept for co-ordinating the transformation of the post-industrial area in Borowiczki, according to the general guidelines of the ‘Borowiczki’ local zoning plan.
2. Determination of the target economic profile for the brownfield and its surroundings, taking into account the existing conditions.

Long-term perspective

3. Development of rules for the co-ordination of the process of valuable natural area reclamation for achieving further predefined indicators of improving environmental status indicators, as well as of rules for the use of the neighbouring cultural heritage facilities located near the post-industrial area, including the park, the flume channel and the Vistula riverbed.
4. Implementation of social ‘soft’ co-ordination methods as well as the methods for monitoring the transformation processes of the post-industrial area of the former sugar factory in Borowiczki and its surroundings.

Lessons learned from the development/implementation process of the strategy/action plan and added value of transnational cooperation

The project, of an international nature, concerned the issue of restoring utility of degraded post-industrial areas within the Functional Urban Areas (FUAs). The Pilot Action in Płock regarded the degraded area of the former sugar factory situated in Borowiczki, within the Functional Area of the City of Płock (Obszar Funkcjonalny Miasta Płocka, OFMP).

The Pilot Activities allowed to gather and sort information regarding the pilot area and to activate institutions, communities and people interested in its transformation. These activities ended in the development of guidelines for further proceedings and the possible of use of the area the social and economic development of the Functional Area of the City of Płock.

Due to the complexity of the task, concerning a wide range of issues and areas of competence, many participants must be involved. All tasks and extensive cooperation created joint Strategic Action Plan, which provided a platform for their co-operation and the fact of signing the Agreement. After signing, the Agreement is open for other participants interested in co-operation order to restore the utility of degraded post-industrial areas in the Functional Area of the City of Płock.

References to relevant deliverables and web-links
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