

## DEVELOPMENT POLICIES IN ALBA IULIA AREA OF INFLUENCE. AN INTEGRATED APPROACH

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**ABSTRACT. – Development Policies in Alba Iulia Area of Influence. An Integrated Approach.** The paper represents an integrated and holarchical perspective on the spatial development policies and its component measures and projects related to the City of Alba Iulia, its area of influence and the all-encompassing County of Alba, Romania. The goal was to see how the development and management policies from all levels merge into a single strategic framework that might create a favourable basis for the sustainable growth of Alba Iulia and its area of influence. As this area surrounding the city is subjected to different hierarchical plans and programmes, some that are not properly correlated, it is extremely clear that this area and Areas of Influence in general need legislative stipulations made specifically for them and also a well-thought holarchical planning approach.

**Keywords:** *development policies, strategic framework, Area of Influence, intercommunity development association, City of Alba Iulia.*

### 1. INTRODUCTION

The idea behind this article came from a series of discussions held within our research group, in order to generate a geographical study that would present the matrix of the strategic development plan for the Area of Influence of Alba Iulia City. The fundamental objective of our paper is to analyse the policies, programmes and projects of those territorial planning documentations that have been created to solve some existing disfunctions in the study area. The integrated approach of territorial management policies is a must so that we could emphasize the existing opportunities and restrictions found in Alba Iulia area of influence in terms of balanced and sustainable development. The interpretation of the results of the mid-term application of the development strategies in an actual context (2020-2030 horizon) was also a priority of our study. The suitability of territorial administration from a strategic framework point of view means that the local authorities (County Council, the Regional Development Agency, mayoral offices, intercommunity associations, local action groups, non-governmental organizations) have to pull together in order to manage a dynamic, differentially developed

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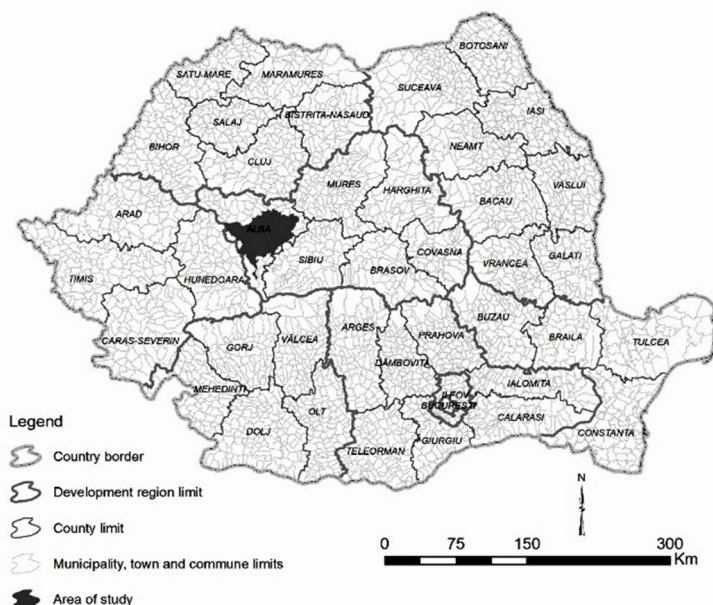
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territory, where the urban-rural influence vectors have a pulsatory behaviour in relation to the polarising centre of Alba Iulia. Another important objective of our study is the correlation between the fundamental premises and the real possibilities for their actual application in the field:

- are territorial management policies suitable tools for transforming the area of influence of Alba Iulia into a competitive area at regional level?
- can a strong interaction between public, private and local communities lead to certain, visible and quantifiable results in terms of growth / development / economic and social change of the study area?
- is Alba Iulia Area of Influence a correctly demarcated territorial cut, one that is prepared for an integrated development?
- do the territorial development scenarios offer a favourable basis in order to perfect the urban-rural relations within Alba Iulia area of influence?

## 2. STUDY AREA

In regards to the study area, it is located in the central-eastern part of Alba County, with a surface area of 2695.3 km<sup>2</sup> and a population of 243611 inhabitants, comprising 34 basic territorial-administrative units. On top of this territorial „tile”, there is an Area of Influence demarcated by the County Territorial Plan, furthermore there is the Alba Iulia Intercommunity Development Association, also known as “AIDA”, and four local actions groups (LAG): Munții Metaliferi-Trascău-Muntele Mare (MMTMM); Valea Ampoiului-Valea Mureșului (AM); Țara Secașelor Alba-Sibiu (Ț.S AB-SB), and Mureș-Târnave (MT).



**Fig. 1.** Location of the study area within the national context.

Table 1.

**The affiliation of the basic administrative-territorial units  
to different territorial „cuts”**

Nº	TAU Name	Surface (km <sup>2</sup> )	Pop. (2014)	PATN	PATJ	IDA	MMTMM	AM	Ț.S AB-SB	MT
1	Aiud	138.1	26668							
2	Alba Iulia	102.4	73717							
3	Almașu Mare	89.3	1306							
4	Berghin	75.5	2088							
5	Blaj	98.8	21148							
6	Blandiana	74.8	976							
7	Bucerdea Grănoasă	41.7	2422							
8	Cergău	47.8	1668							
9	Ciugud	43.8	2955							
10	Crăciunelu de Jos	25.2	2136							
11	Cricău	50.6	2099							
12	Cut	27.4	1291							
13	Daia Română	41.3	3128							
14	Galda de Jos	101.2	4429							
15	Ighiu	129.5	6841							
16	Întregalde	82.8	672							
17	Lopadea Nouă	92.7	2778							
18	Meteseș	143.5	2896							
19	Mihălț	65.1	3330							
20	Ohaba	40.1	713							
21	Pianu	122.6	3599							
22	Rădești	33	1349							
23	Roșia de Secaș	52.3	1619							
24	Săliștea	60	2330							
25	Sâncel	51.9	2718							
26	Sântimbru	44.8	3002							
27	Sebeș	113.8	32500							
28	Stremț	68.9	2514							
29	Șibot	44	2495							
30	Șona	105.6	4476							
31	Șpring	88	2637							
32	Teiuș	44	7541							
33	Vințu de Jos	88	5449							
34	Zlatna	266.8	8121							
	<b>Total</b>	<b>2695.3</b>	<b>243611</b>							

*Legend:* PATN (NTP) = National Territorial Plan; PATJ (CTP) = County Territorial Plan; AIDA (Alba Iulia IDA) = Alba Iulia Intercommunity Development Association; MMTMM = Munții Metaliferi-Trascău-Muntele Mare; AM = Valea Ampoiului-Valea Mureșului; Ț.S AB-SB = Țara Secașelor Alba-Sibiu; MT = Mureș-Târnave.

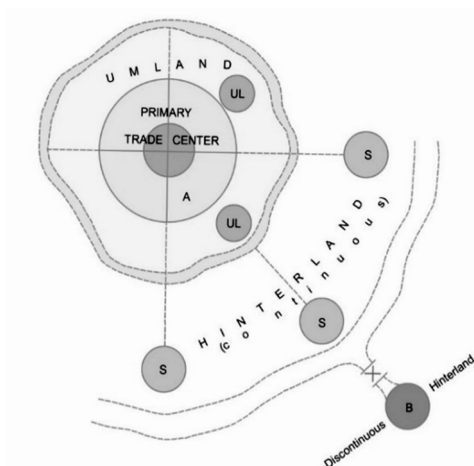
### 3. MATERIALS AND METHODS

In terms of methodology, a first step was to consult the existing planning documentations for the analysed territory. The suitable approach in such a context was their top-down interpretation, as we logically followed and gather in a single spot the holarchically arranged policies, starting at the national level (NTP) and going all the way to the local level (local development strategies, general urban plans). The following step was to define the key legislative concepts and consult different studies. According to the Ministry of Regional Development and Public Administration (MRDPA), **the regional development policy** is the ensemble of planned measures promoted by the central and local authorities in conjunction with different interested actors (public, private, volunteers) in order to promote a sustainable economic growth by efficiently capitalising regional and local potential, with the end goal of improving quality of life. The principles that form the basis for the creation and application of regional development policies are (according to MRDPA, 2015):

- decentralising decision making, from the government level to regional and local communities;
- partnership between all actors involved in regional development;
- planning – process of using resources (through programmes and projects) to achieve preestablished goals;
- co-financing – the financial contribution of diverse actors involved in regional development programmes and projects.



**Fig. 2.** Vision for development.



**Fig. 3.** Diagrammatic illustration regarding umland and hinterland characteristics (E. van Cleef, 1941). UL – urblets or suburbs, A – primary centre; B – other centre; S – satellites; X – the break areas between the continuous and discontinuous zone.

The consolidation of the city's position in the territory and also the amplification of its functions lead to the formation of social-economic convergence areas, whose size is determined by population and the relevance of the cities' functions (V. Cucu, 2001). Another key concept, the hinterland describes a settlement's catchment area (or that of an establishment within the settlement): it is the area for which the settlement acts as a trading nexus (Derek Gregory et. al, 2009). Furthermore, the hinterland can be the area adjacent to a trade center (extending to and including its satellites) within which economic and some cultural activities are focused largely on the primary center (E. Van Cleef, 1941).

#### 4. ESTABLISHING THE AREA OF INFLUENCE

The demarcation of Alba Iulia Area of Influence expresses the view of local authorities which is transposed in Alba Iulia Diagnosis and in the County Territorial Plan. The main criteria for setting such an area is the Reilly-Converse formula, applied according to the stipulations found the NTP, Section 4 - the Settlement Network, which states that the influence radius of a rank 2 city – county residence – must be between 60-80 km, which only partially corresponds to the actual situation, Alba Iulia having a polarising capacity below those values (roughly 50 km). Another issue comes from the existence of rather different views in regards to these limits. The Area of Influence mentioned in the CTP refers only to the periurban area, encompassing 15 administrative units from the city's vicinity, while Alba Iulia City Hall claims that the city's hinterland is larger, with 33 units. In the latter case, the functional subordination criteria of lower tier urban centers was largely employed, Alba Iulia having primary functions, whith the exception of economic powerhouse, which, at county level, is held by the City of Sebeș.

Reilly's Law of Retail Gravitation (Reilly, 1931) defines the relative ability and probability of two cities to attract customers and therefore trade from a third trade area or intermediate place for non specialty goods. In particular, this ability to attract trade from the intermediate place or trade area is in direct proportion to the populations of the two cities and in inverse proportion to the square of the distances from these two cities to the intermediate town. This relationship is expressed as follows (Steven J. Anderson et al., p. 2-3):

$$\left(\frac{Ba}{Bb}\right) = \left(\frac{Pa}{Pb}\right) \left(\frac{Db}{Da}\right)^2$$

where: *Ba* = the proportion of the trade from the intermediate city attracted by city *a*; *Bb* = the proportion of the trade from the intermediate city attracted by city *b*; *Pa* = the population of city *a*; *Pb* = the population of city *b*; *Da* = the distance from the intermediate town to city *a*; *Db* = the distance from the intermediate town to city *b*.

Converse's revision of Reilly's Law (Converse, 1949), known as the Breaking-Point Model, extended Reilly's Law by defining the breaking-point of trade between two cities. A customer residing at the location of this trade breaking-point would be indifferent to trade area and have an equal or 50% probability of shopping at each of the two cities in question for non specialty goods. In particular, this ability to attract trade between the two cities or trade areas is in direct proportion to the square root of the populations of the two cities and in inverse proportion to the distance between these two cities. This relationship is expressed as follows (Steven J. Anderson et al., p. 2-3):

$$Da \rightarrow b = \frac{d}{1 + \sqrt{\frac{Pb}{Pa}}}$$

where: *D(a→b)* = the breaking-point from city *a*, measured in kilometers, to city *b*; *d* = the distance between city *a* and city *b*. Travel time may be substituted for distance; *Pb* = population of city *b*; *Pa* = population of city *a*.

We emphasize the idea that the role of theoretical models for determining areas of urban attraction becomes an efficient and pragmatic tool only when computer modeling is adjusted according to the actual geographic facts and situation. The augmentation of the area of influence determination procedure was based on two gravitational models (demographic and economic), which, methodologically, were developed by a collective of researchers (M. Ionescu-Heroiu et al., 2013) under the guidance of The World Bank, The Romanian Ministry of Regional Development and Public Administration, and The Romanian Ministry of European Funds. The gravitational models were developed based on a simple formula. Basically, for each settlement the Euclidian distance to every other settlement was calculated. The demographic gravitational model was attained by adding the population product from Alba Iulia and the population of the settlement that interacts *xi*, divided by the square of the distance between them. The economic model was calculated in a similar fashion, substituting population with firm revenues (M. Ionescu-Heroiu et al., 2013). Starting from the above mentioned, the two gravitational models were applied, thus placing the City of Alba Iulia and the settlements found in its Area of Influence in interaction. The result was translated into two maps created by Alba Iulia City Hall. For the demographic gravitational attraction the applied formula was the following:

$$GA_{Dem} = \frac{PAb * Pxi}{(DAbxi)^2}$$

where:  $GA_{Dem}$  = demographic gravity attraction;  $PAb$  = population of Alba Iulia;  $Pxi$  = population of locality situated in hinterland, where  $i$  has values from 1 to 34 (total number of central places);  $DAbxi$  = distance between Alba Iulia and locality situated in its hinterland.

The demographic interaction between the command center and the other central places emphasizes a high flow between Alba Iulia, Sebeș and Vințu de Jos Commune, while at the other end of the spectrum we find poor interactions between the county seat and communal centers like Cergău, Rădești, Ohaba, Sâncel, Șona, and Roșia de Secaș. This is due to the proximity effect exerted by the urban centers of Aiud and Blaj, both having an essential role in spatial polarisation by offering important functions for the population (commercial, medical, economic and educational attraction). The influence vectors show a true force line along Mureș River, with four urban centers (Aiud, Teiuș, Alba Iulia, Sebeș), stretching for 49 km. Almost all communal centers located north-west and south-east gravitate towards this axis. That is why we consider the formation of a conurbation comprised of Alba Iulia-Sebeș-Vințu de Jos as having favourable emergence conditions.

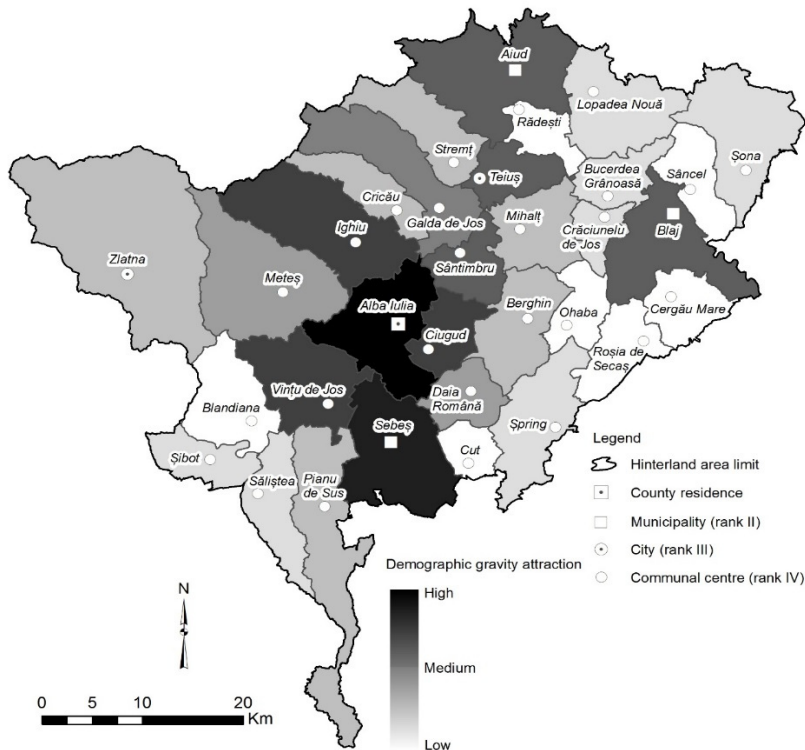


Fig. 4. The demographic gravitational model: Alba Iulia – Hinterland.

We applied the following formula for economic gravitational attraction:

$$GA_{Ec} = \frac{C_i Ab * C_{ixi}}{(D_{Ab} D_{xi})^2}$$

where:  $GA_{Ec}$  = economic gravity attraction;  $C_i$  = company revenue from Alba Iulia;  $C_{ixi}$  = company revenue from locality situated in hinterland;  $D_{Ab} D_{xi}$  = distance between Alba Iulia and locality situated in its hinterland

The economic interaction has the same intensity between Alba Iulia, Sebeş and Întregalde Commune. However, it is the City of Sebeş that is characterised by a special and strong economic effervescence, with real chances of becoming the number one economic spot on the county map. Massive investments and the localisation of over 1300 enterprises make Sebeş the city with the lowest unemployment rate in the country (below 2%). Zlatna and Teiuş are the least economically developed urban centers, having a monofunctional profile and suffering from numerous industrial restructurings.

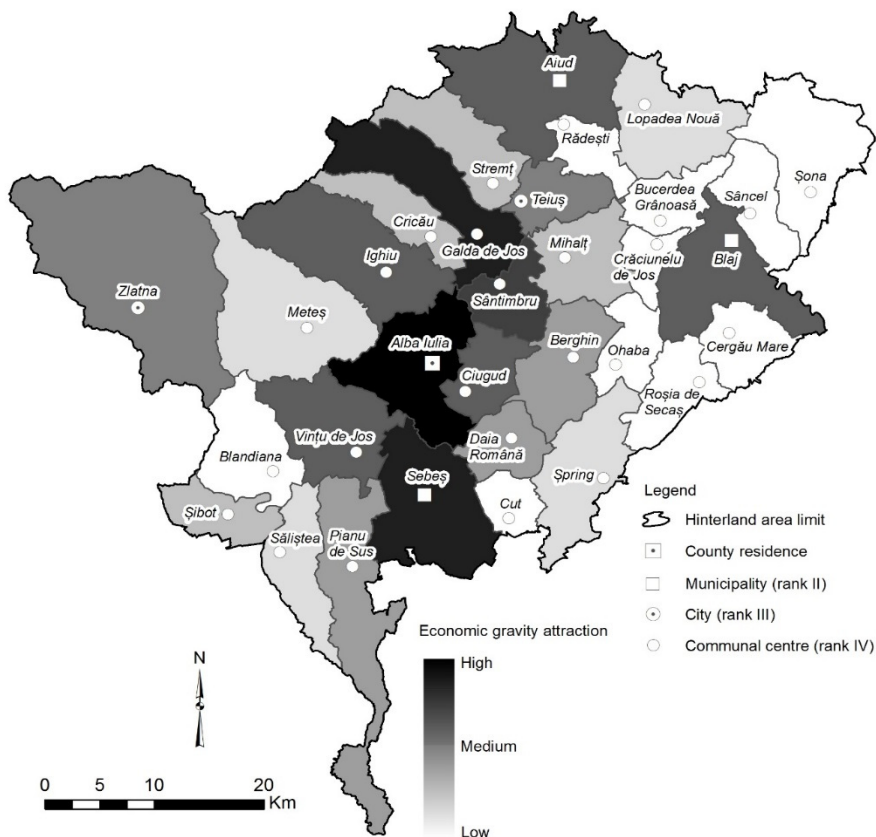


Fig. 5. Economic gravity attraction in Alba Iulia hinterland.



## 5. DEVELOPMENT VISION

### 5.1. Development vision according to NTP (Section I – the transport network)

According to the National Territorial Plan (Section I – the Transport Network), Alba Iulia will act as a transport node at county and regional levels. Thus, the city will become a rail and road node due to the A10 highway (under construction) and the presence of Teiuș and Vințu de Jos nodes. One must also take into account that the same documentation mentions plans for a small airport. Likewise, the following development directions for the transport network are proposed:

- road transport networks: the A10 Zalău – Cluj Napoca – Turda – Alba Iulia – Sebeș Highway;
- rail networks: conventional rail lines with speeds up to 160 km/h on rehabilitated lines: Arad – Simeria – Vințu de Jos – Alba Iulia – Coșlariu – Copșa Mică – Brașov – Ploiești – București – Fetești – Medgidia – Constanța;
- navigation on certain river sectors: on Mureș from the Hungarian border to Alba Iulia; river nodes on Mureș at Arad, Deva and Alba Iulia;
- air transportation: new airport near Alba Iulia (Aurel Vlaicu Airport);
- combined (intermodal) transport network: existing combined transport terminals which will be expanded and rehabilitated: Alba Iulia terminal.

### 5.2. Development vision at Central Region level (according to the Central Region Development Strategy 2014-2020)

The Central Region Development Region for 2014-2020 is part of the Central Region Development Plan 2014-2020 and also the main planning and programming document and regional level document. Being based on a detailed diagnosis, and also on a regional social-economic analysis and a SWOT (Strength-Weaknesses-Opportunities-Threats) framework, the strategy takes into consideration the major needs of the region and intends to capitalise on its true development potential. The Regional Strategy follows in its entirety the three priorities set by the Europe 2020 Strategy: intelligent growth, sustainable growth, growth favourable to inclusion. The Central Region Development Strategy defined its global objective as follows: *“balanced development by stimulating economic growth based on knowledge, environmental protection and sustainable capitalisation of natural resources as well as strengthening social cohesion”*. This framework document refers to six strategic development domains, each with its own priorities and specific measures:

- urban development, regional social and technical infrastructure development;
- increase in economic competitiveness, stimulating research and innovation;
- environmental protection, increase in energy efficiency, stimulating the usage of alternative energy sources;
- rural area development, stimulating agriculture and forestry;
- increase of regional tourist attractiveness, support for recreational and cultural activities;
- human resource development, improvement of social inclusion.

### **5.3. Development vision of Alba County 2014-2020 (according to the CTP)**

Within the strategic framework of the County Territorial Plan (CTP), the declared general development goal is the creation of economic and social benefits/opportunities for local communities. The policies of this major objective are: revitalising and promoting cities; increasing the quality of life in urban and rural areas where public infrastructure is poor (see table 2). Likewise, the plan is to reconfigure territorial cooperation into the development of an economic corridor (Alba Iulia-Aiud-Blaj), based on existing urban-rural association forms: Alba Iulia Intercommunity Development Associations (AIDA), Sebeş Subregion, and Blaj Microregion. This corridor is determined by the need for a economic development consortium in the form of industrial and logistical parks, which will capitalize on the existence of transport infrastructure, available land and utilities. The strategic objectives involve: 1) balanced spatial development; 2) attaining sectorial objectives regarding transport infrastructure, utilities, education and healthcare, economic, environment, as well as public management; 3) materializing the specific objectives for urban and rural communities.

The sectorial objectives regarding the management aspects are linked to transport infrastructure, utilities, education and healthcare, economic, environment, as well as public management. The strategy is applied to an integrated network of measures employed at the urban-rural partnership level (according to CTP, 2008):

- for the transport network domain - the increase of the county's accessibility to national and European transport corridors, as well as the increase of mobility between the basic administrative-territorial units;
- territory endowment - the reduction of territorial disparities by improving utilities and basic services;
- economic competitiveness is intended to follow the spirit of economic promotion and growth;
- the preservation, rehabilitation and extension of the natural heritage;
- identifying capitalization, protection and promotion forms for the specificity of the county's cultural heritage, tangible and intangible.

The specific objectives have a series of measures for the development of urban and rural areas. For urban areas the measures are as follows:

- capitalizing the opportunities for developing research, urban infrastructure and technology;
- insuring fair access to city services for all citizens;
- keeping a balance between economic activities and the cultural and natural heritage.

The development objectives for rural administrative areas (communes) intend to increase economic competitiveness, community ability to cope and improving the quality of life through:

- promoting economic growth and insuring accessibility and mobility conditions;
- improving leadership for local communities;
- improving access to healthcare services;
- development of education services;
- improving basic utilities of rural areas;
- maintaining a balance between the economy and the natural environment.

Table 2.

**Development priorities (according to the Alba County Development Strategy, 2014-2020 horizon)**

No.																									
	Basic TAU																								
	Water supply																								
	Hot water supply																								
	Sewage and rainwater drainage																								
	Wastewater treatment																								
	Industrial wastewater treatment																								
	Central heating through public services																								
	Waste management,																								
	Waste management 2																								
	Public transport: capacity and frequency																								
	Public transport: transport lines																								
	Pollution level																								
	Local and county roads, including bridges and passageways																								
	Green areas																								
	Recreational areas																								
	Social services																								
	Healthcare services																								
	Education services																								
	Public building rehabilitation (safety, stability)																								
	Public building rehabilitation (energy efficiency)																								
	Rehabilitation of heritage buildings																								
	Natural and man-made risks																								
	Polluted industrial land																								
	Citizen safety																								
	Public service quality																								
URBAN																									
1	Alba Iulia																								
2	Aiud																								
3	Blaj																								
4	Sebes																								
5	Teius																								
6	Zlatna																								
	First priority (1-3 years)	75 %	12 %	88 %	100 %	50 %		50 %	63 %	25 %	25 %	25 %	100 %	38 %	25 %	50 %	100 %	50 %	63 %	38 %	50 %	38 %	38 %	75 %	100 %
	Second priority (3-5 years)			12 %		13 %	12 %	38 %	12 %	25 %	25 %	12 %		38 %	63 %	50 %		25 %	25 %	50 %	25 %	12 %		25 %	
	Third priority (5-10 years)	25 %	38 %			12 %	25 %		25 %		25 %	63 %		24 %	12 %			25 %	12 %	12 %		38 %	50 %		
	Not the case		50 %			25 %	63 %	12 %		50 %	25 %										25 %	12 %	12 %		
RURAL																									
7	Almaşu Mare																								
8	Berghin																								
9	Blăndiana																								
10	Bucuredea Grănoasă																								
11	Cergău																								
12	Ciugud																								
13	Crăciunelu de Jos																								
14	Cricău																								

No.																									
	Basic TAU																								
	Water supply																								
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	Polluted industrial land																								
	Citizen safety																								
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27	Săliștea																								
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29	Sântimbru																								
30	Șibot																								
31	Șona																								
32	Șpring																								
33	Stremț																								
34	Vințu de Jos																								
	First priority (1-3 years)	76 %	14 %	66 %	72 %	20 %	4 %	68 %	36 %	30 %	14 %	16 %	90 %	42 %	50 %	52 %	64 %	60 %	40 %	26 %	28 %	14 %	8 %	70 %	72 %
	Second priority (3-5 years)	8 %	6 %	14 %	12 %	18 %	8 %	8 %	14 %	14 %	14 %	6 %	10 %	32 %	16 %	32 %	16 %	18 %	30 %	22 %	28 %	20 %	16 %	8 %	8 %
	Third priority (5-10 years)	2 %	34 %	10 %	8 %	24 %	34 %	2 %	10 %	20 %	24 %	36 %	12 %	14 %	2 %	6 %	8 %	14 %	30 %	20 %	36 %	34 %	4 %		
	Not the case	14 %	46 %	10 %	8 %	38 %	54 %	22 %	40 %	36 %	48 %	42 %	14 %	20 %	14 %	14 %	14 %	16 %	22 %	24 %	30 %	42 %	18 %	20 %	

#### **5.4. Development policies for Alba Iulia area of influence**

Currently, there is no legislative or political framework for the management of urban areas of influence. The only stipulations are found in some definitions from framework documents regarding metropolitan areas, that is NTP (Section 4 - The Settlement Network). That is why the following steps are needed to be taken:

- creating a conceptual horizon in regards to the terminology that designates the area of influence;
- creating a legislative and strategic framework for those urban centres that play an important role in spatial polarisation, based on their rank and attraction capacity;
- augmenting by law the urban-rural cooperation;
- creating an online geographic database that will present, in real times, influence vectors;
- preparing rigorous studies regarding the clear and correct determination of Areas of Influence, as they have a major role in identifying the most significant territorial relations (I. Ianoş, 1987).

#### **5.5. Territorial management policies in Alba Iulia Intercommunity Development Association (AIDA)**

AIDA encompasses the territory of 11 basic territorial-administrative units (Alba Iulia, Sebeş, Teiuş, Berghin, Ciugud, Cricău, Galda de Jos, Ighiu, Meteş, Sântimbru, Vinţu de Jos), covering an area of 937.1 km<sup>2</sup> and having a population of 125086 inhabitants. According to AIDA, the periurban development policy suggests the simultaneous and correct approach to every existing problem and interest found at the urban-rural relational level. By establishing AIDA, its creators intended to improve Alba Iulia influence in the territory and transforming it into a true regional pole. AIDA's sustainable development strategy is a planning tool directed towards implementation, having the following roles:

- describes the area's qualities and flaws, based on the analysis of the existing situation;
- defines realistic development objectives and creates a coherent vision in terms of the area's development potential and opportunities;
- coordinates technical and sectorial plan and policies and makes sure that the planned investments will help promote a balanced development of AIDA and its adjacent region;
- coordinates and concentrates from a spatial point of view the usage of funds by relevant actors from the public and private sectors;
- ensures the coordination between local entities and correlation at regional level, as well as the involvement of citizens and other partners that might substantially contribute to the qualitative modeling of the economic, social, cultural and ecologic future of every important area for AIDA and in each relevant domain.

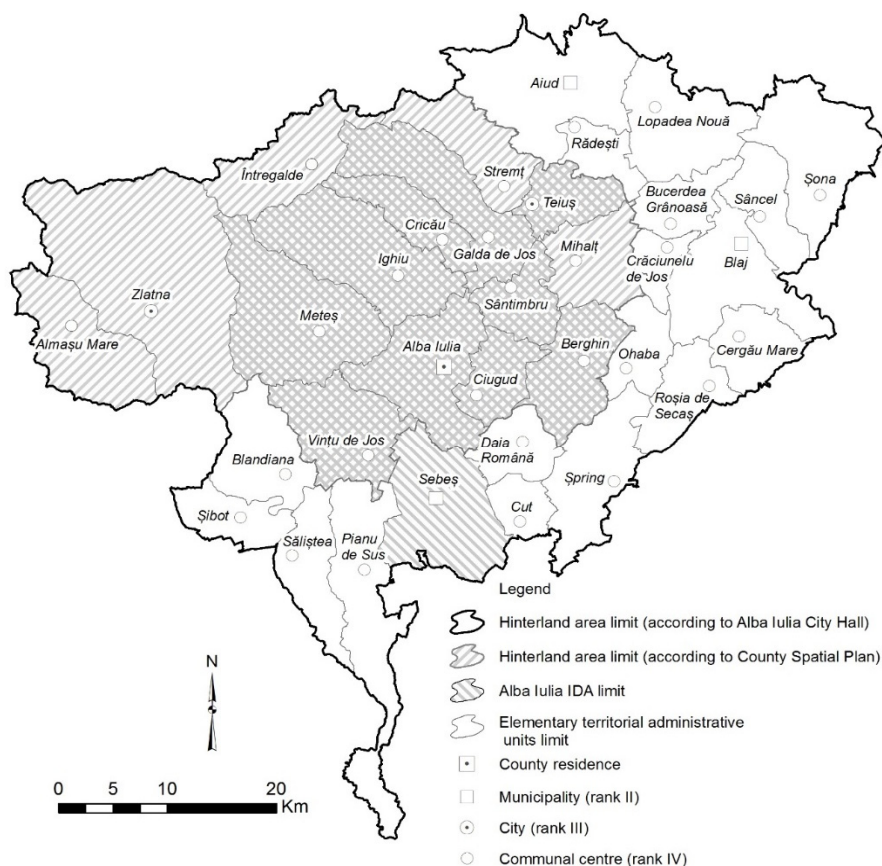


Fig. 6. Alba Iulia hinterland limits overlay.

Table 3.

**Territorial management policies in Alba Iulia IDA**

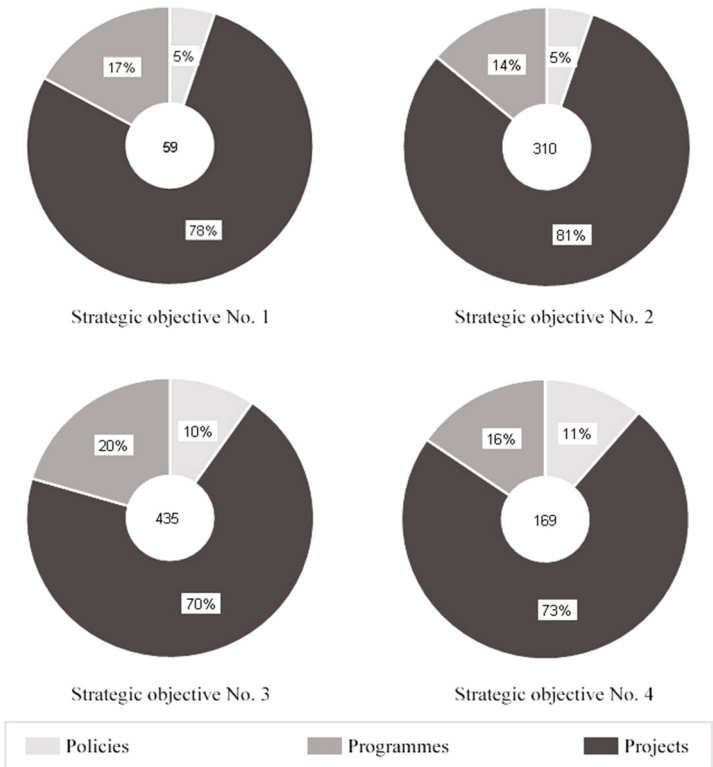
Objectives	Policies
<b>Strategic Objective 1</b>	
The development and consolidation of infrastructure and of the urban-rural partnership in configuring and establishing The Intercommunity Development Association of Alba Iulia as a competitive development pole at regional and national levels (key concept: the development, establishment and consolidation of territorial roles based on the association's potential).	Ensuring a multi-level government of the association
	The development of the AIDA policentric system
	The development of the Vințu de Jos – Sebeș - Alba Iulia – Sântimbru – Teiuș intermodal transport system

Objectives	Policies
<b>Strategic Objective 2</b>	
The intercommunity development association improves the quality of life of every member community by providing access to quality services, to diversified living conditions for all members and by insuring a clean environment (key concept: attractiveness for joining the association).	Attracting and retaining young people in AIDA
	Development and diversification of habitation
	Insuring internal mobility
	Insuring access to water and sewage networks for IDA communities
	Insuring the use of sustainable energy
	Insuring access to heating systems for households
	Insuring access to waste management systems (according to the County Action Plan)
	Accessibility to information for the AIDA community
	Accessibility to education
	Access to proper healthcare services
	Access to social services
	Public safety and security for AIDA communities
	Access to culture and religious services
	Insuring sport and recreation services
	Insuring a good management in order to support the IDA development
<b>Strategic Objective 3</b>	
Sustainable economic development, competitiveness through private-academic / research-public partnership, in traditional and innovative fields (key concept: economic development structures in support of the association's competitiveness).	Planning a competitive economic development based on intersectorial partnership
	Supporting the development of existing economic activities in order to promote those high performing societies and domains, as well as supporting individuals with high potential
	Development of the SME (small-medium enterprises) sector
	Increase of SME productivity and competitive capacity
	Attracting foreign investment and improving access to external markets for SMEs
	Sustaining the development of trade and services
	Improving the professional capacity of people active in agriculture, silviculture and food industry
	Development of information and knowledge dispersal schemes regarding PAC support
	Updating agricultural exploitations by invigorating the work force and adapting it to European standards

Objectives	Policies
	Increasing the competitiveness of food-processing and forestry enterprises
	Administration of water resources and providing utilities at European standards
	Increasing the capacity of subsistence farms to penetrate the market
	Consolidating the relationship between production, processing and marketing
	Increasing the performance of farms through consultancy programmes
	Usage of agricultural lands found in mountain areas
	Usage of agricultural lands from disadvantaged areas
	Usage of agricultural methods compatible with environmental protection and improvement
	Insuring the long term biological balance of rural areas
	Creating and / or continuing infrastructure projects
	Creation and development of basic services
	Protecting the cultural heritage
<b>Strategic Objective 4</b>	
Ensuring a balanced and sustainable environment by preserving and capitalizing on the cultural and natural heritage (key concept: the sustainable management of the natural and cultural heritage in support of the association's attractiveness and competitiveness).	Extension / modernisation of water delivery systems / sewage systems
	Development of integrated waste management systems
	Contaminated site rehabilitation
	Infrastructure and management plan development for biodiversity and Natura 2000 network protection
	Flood protection
	Rehabilitation of urban heating systems
	Coordination in environmental data and information collection
	Management of development projects
	Institutional development for a better environment
	Creating and implementing management plans for natural protected areas and insuring a proper management framework for those institutions responsible for nature and landscape protection
	Industrial site rehabilitation
	Development/modernization of infrastructure necessary for a sustainable capitalization of those natural resources that have touristic value



Objectives	Policies
	Creating an infrastructure for preventing the effects of floods and decreasing its destructive consequences
	Reducing pollution by rehabilitating heating systems and attaining the energy efficiency targets
	Restoring and capitalizing the historical and cultural heritage, as well as creating and updating the ancillary infrastructure
	Protecting and preserving the tangible cultural heritage
	Capitalizing the tangible cultural heritage
	Increasing the role of culture in local communities
	Promoting IDA cultural values at national and international levels



**Fig. 7.** The strategic framework tendencies.

Table 4.

**Quantification of strategic objectives - Alba Iulia IDA**

	Strategic objective no. 1	Strategic objective no. 2	Strategic objective no. 3	Strategic objective no. 4
Policies	3	16	42	19
Programmes	10	43	89	26
Projects	46	251	304	124
Total	59	310	435	169

**5.6. Development vision at Local Action Group level**

Local Action Groups are partnerships and such a partnership is all encompassing, including not only government organisations, but also non-governmental bodies, private companies, legal persons, etc., primarily from rural areas, that work in conjunction in a vast array of fields. Its objectives are for example the ecological reconstruction and the preservation of natural protected areas, but also community economic development, the promotion and preservation of traditional values, the physical and intellectual development of young people, and the creation of national and international partnerships.

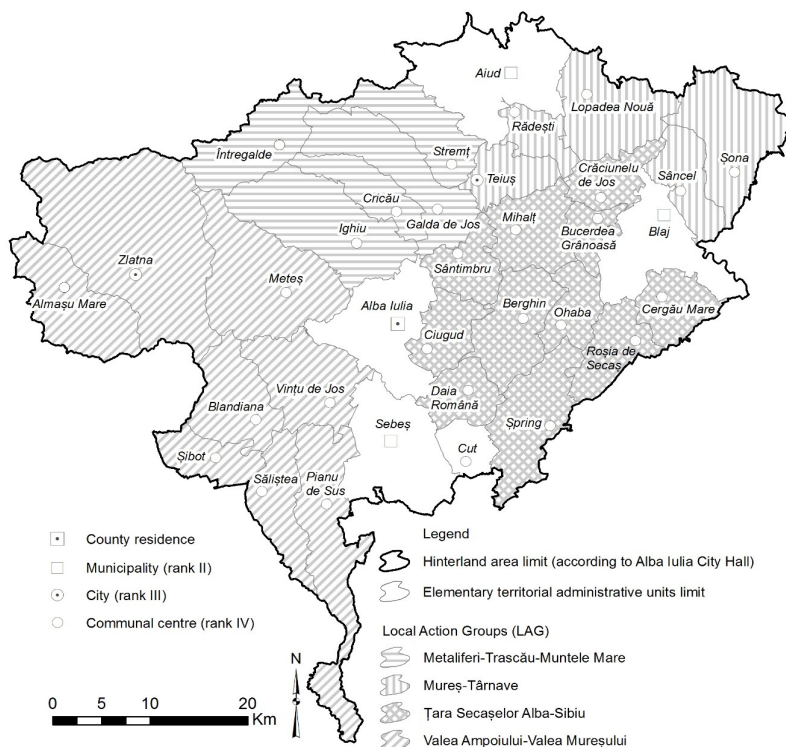
**Fig. 8.** Local Action Groups in Alba Iulia hinterland.

Table 5.

**List of Local Action Group and their development measures**

Nº	Local Action Group	Founded in	Development measures
1	Metaliferi-Trascău-Muntele Mare	2009	m1. Modernisation of agricultural exploitations
			m2. Rural cadastre
			m3. Improvement and development of infrastructure in regards to the adaptation of agriculture and forestry
			m4. Support for the creation and development of microenterprises
			m5. Encouraging touristic activities
			m6. Rehabilitation and development of villages, improving basic services for the rural economy and population and making most of the rural heritage
			m7. Creating multifunctional service centres for the entire community
			m8. Implementing cooperation projects
			m9. Running the Metaliferi-Trascău-Muntele Mare LAG
2	Mureş-Târnave	2010	m1. Young farmers initiative
			m2. Modernisation of agricultural exploitations
			m3. SOS Nature
			m4. Village rehabilitation and territorial endowment
3	Țara Secașelor Alba-Sibiu	2011	m1. Human resource development and improving the quality of the workforce
			m2. Supporting entrepreneurship and improving the marketing of local products
			m3. Updating agricultural farms
			m4. Local products promotion
			m5. SOS Nature
			m6. Green areas and afforestation
			m7. Village renovation and the improvement of territorial infrastructure
			m8. Promotion of rural space values, of the material and immaterial heritage
			m9. Support for the creation of microenterprises that capitalise the local potential
4	Valea Ampoiului-Valea Mureșului	2011	m1. Improving and developing the infrastructure connected to agriculture and forestry
			m2. Implementing cooperation projects
			m3. Professional training, information and knowledge diffusion
			m4. Modernisation of agricultural exploitations
			m5. Increasing the added value of agricultural products

Nº	Local Action Group	Founded in	Development measures
			m6. Support for the creation and development of microenterprises
			m7. Rehabilitation and development of villages, improving basic services for the rural economy and population and making most of the rural heritage

### **5.7. Territorial development premises and tendencies of Alba Iulia and AIDA (mostly a geographical approach), according to AIDA framework document**

The numerous advantages held by Alba Iulia are a solid basis for an increase in social, cultural and economic influence on the surrounding areas. Thus, the City of Alba Iulia represents an important implementation element of the different development policies at county and regional levels. The geographic location and its polyfunctional structure ensures that Alba Iulia has the necessary premises for the development of a strong interdependency relations with the adjacent areas, urban as well as rural.

In spatial development, one must foremost take into account the demand and offer relationship, this being the starting point for planning urban spatial development. A series of measures were created to attain said goal:

- the development of a connective infrastructure that will allow dynamic areas to increase their demographic and building mass; the role connective infrastructure is to link people and opportunities;
- the extension of Alba Iulia capacity to satisfy the needs of the Area of Influence;
- a good correlation between the city's economic base and the resources found nearby;
- encouraging economic density and urbanisation (efficient territorial development);
- increasing the gravitational attraction (demographic, economic etc.) of Alba Iulia will lead to the extension of its Area of Influence, contributing to indirect growth (increasing the degree of connectivity, competitiveness, policentricity etc.);
- the increase of demographic mass can be achieved by extending the public utility infrastructure (especially the increase of population in periurban or suburban, areas that are now ruralised);
- the cities innovation capacity depends on a strong connection between local authorities, businesses and researchers which can lead to sustainable solutions;
- investement in quality of life to ease the attraction of people to the area;
- encouraging urbanisation and facilitating the mobility of those who leave in the area, thus enabling the same quality of life;
- replacing the classical partnership (public-private) with new types of partnership;
- integration of marginalized communities; like many other Romanian cities, Alba Iulia has large marginalized communities that reside in the city centre (for instance Gypsies).

### 5.8. Development policies at Alba Iulia and its component settlements level

The spatial development objectives of Alba Iulia are (according to Alba Iulia General Urban Plan GUP from 2014):

- Alba Iulia as *The Symbol Capital of Romania* and centre of regional and county importance;
- the complex development the city's relations with its immediate Area of Influence;
- a coherent adaptation to the current configuration of the functional and image demands brought by the new types of dynamic activities;
- improving the quality of the urban framework and bringing it to European levels;
- protecting and capitalizing the built and natural heritage.

The first two strategic objectives for spatial development have an offensive character, intended to bring the territory/locality forward in the current regional competition, while the following three are more balanced, intended to reduce disfunctions and avoid creating new ones. These objectives are found in the General Urban Plan and the Local Planning Rulebook as clear stipulations:

- identification of new functions - amplitude, functional demands, spatial configuration and significant value, interrelations, urbanistic indicators;
- insuring favourable conditions for locating new institutions and public utilities;
- insuring the quality of living based on European parameters and insuring a social and technical infrastructure;
- maintaining property values for all inhabitants
- reduction / eliminating disfunctions;
- capitalizing the built heritage and protecting its values;
- landscape and environmental protection;
- emphasizing priorities for the General Urban Plan's period of validity;
- creating favourable premises for efficient management;
- extending the role of Alba Iulia as regional pole for the entire periurban area, by distributing activities according to local potential and by rehabilitating transport and communication networks.
- the development of Alba Iulia as a regional and national service, business, culture, communication, media and higher education center.

## 6. CONCLUSIONS AND RECOMMENDATIONS

Development policies have an important role to play in solving existing disfunctions in a dynamic, pulsating territory, such as urban Area of Influences. The proposal of the strategic framework must be adapted by the requirements arising from the existing territorial disfunctions. Without collaboration across institutions, the materialisation of all those solutions is almost impossible, leading to low resilience and an ever increasing economic and social fragility. The holarthic approach of the strategic framework related to the Area of Influence was a mandatory endeavour in order to emphasize top-down development strategies for all territorial cuts (from NTP to Alba Iulia GUP). Completing this extensive presentation regarding the strategic framework is an informative and operational support for the relevant institutions whose role is to insure a proper spatial governance. The creation of a legislative basis for urban Area of Influences is a must. These territorial structures are frequently included and / or analysed

from the legislative perspective of metropolitan areas. The question is how to proceed when we deal with the analysis of an Area of Influence of an urban center that acts as pivot point and has a low spatial polarisation? Alba Iulia area of influence comprises many territorial cuts that overlap spatially as well as institutionally.

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