

Seminar International

**orase in criza
orase in dezvoltare**

International Seminar

**cities in crisis
cities in development**

**viabilitatea financiara
in planificarea spatiala**

financial viability in planning

C.U.T / F.A.R & PROFIT



800 000 euro

400 000 euro

analiza profitabilitatii financiare - optiuni

financial profit analysis - options



3.

Un alt amplasament
/another location

2.

negociere/negotiation

1.

aliniament/keep the line

Intrebari ale sectorului privat/public

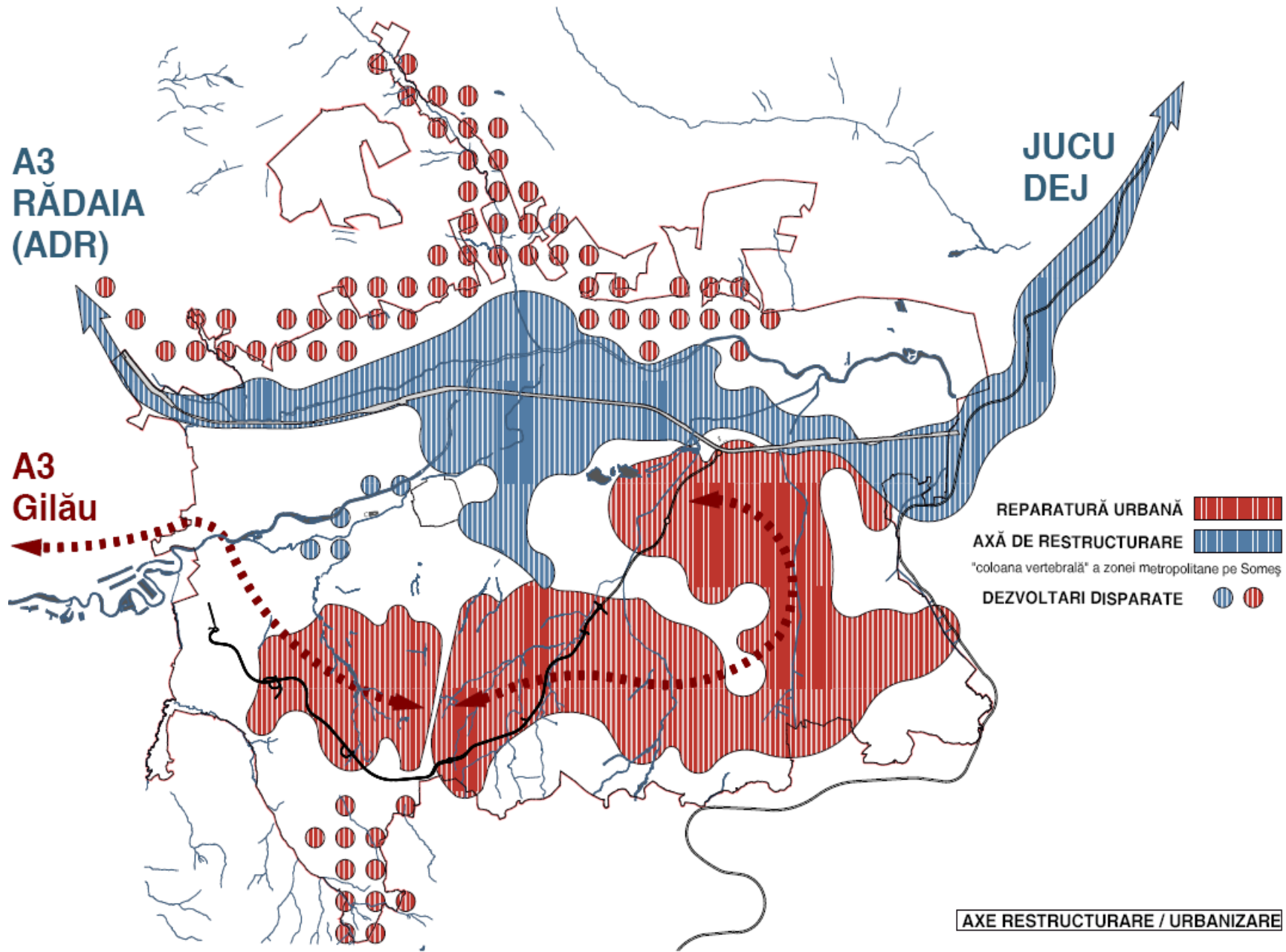
Questions of the private/public sector

- **Interes privat: De ce sa pierd 800 000 euro?**
- **Why should I lose 800 000 euro?**

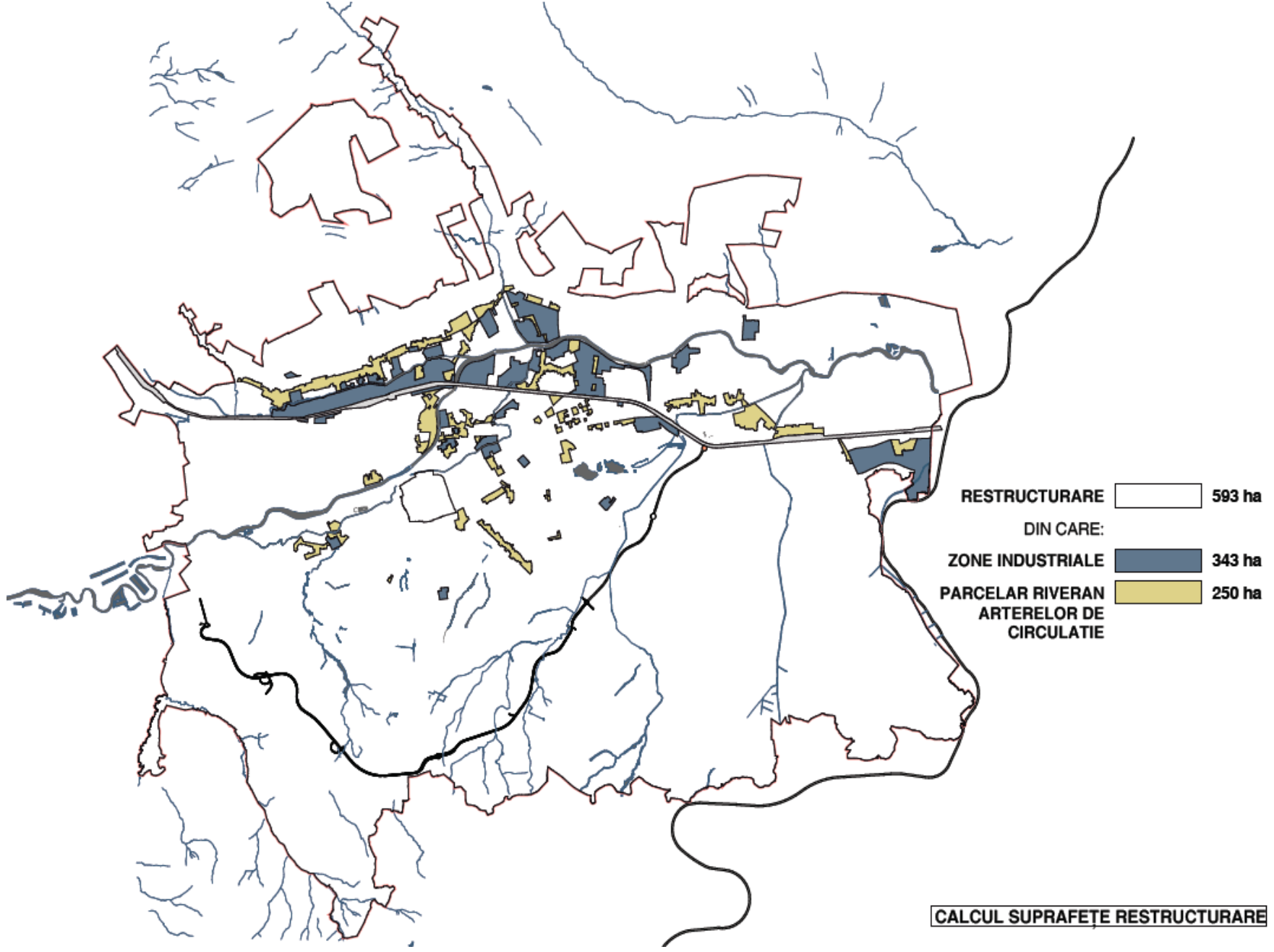
- **Interes public: De ce sa reducem atractivitatea zonei pentru 800 000 euro?**
- **Why to reduce the attractiveness of the area for 800 000 euro?**

- **Cum poate Regulamentul de Urbanism sa raspunda la intrebari?**
- **How can Zoning regulations respond to this?**

PAS 1 STEP 1

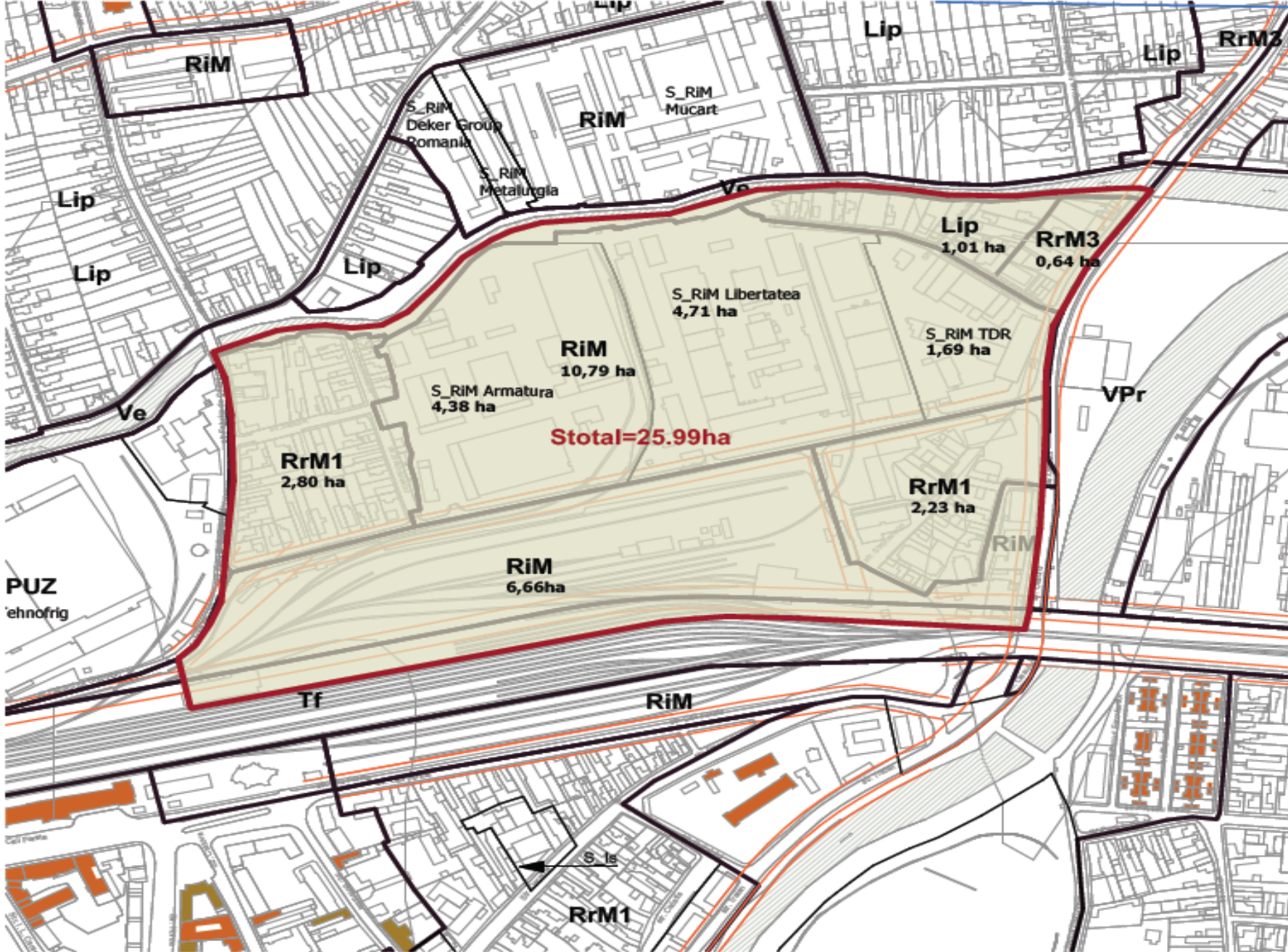


PAS 2 . STEP 2

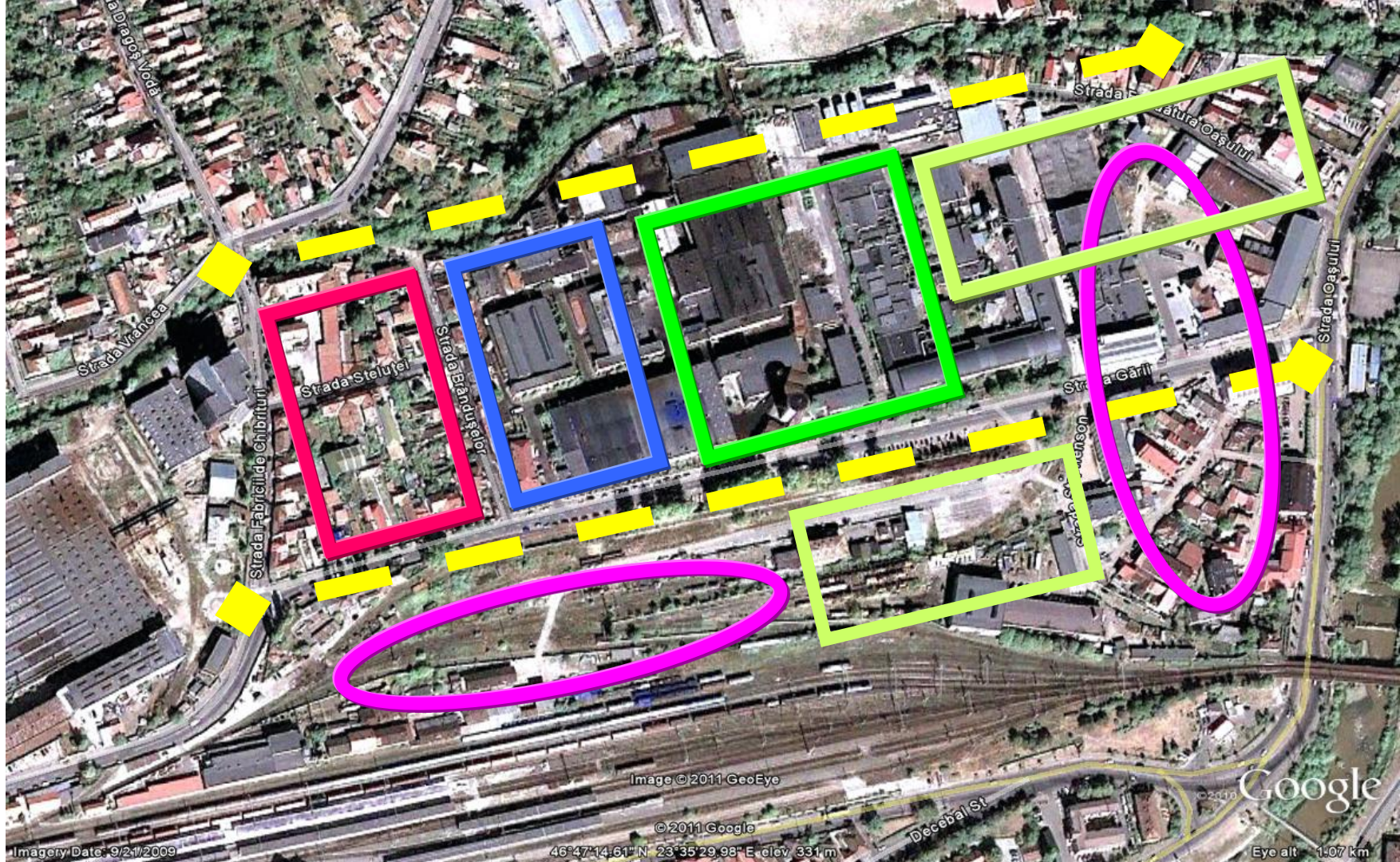



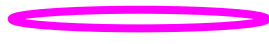


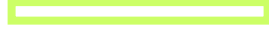

sursa: PUG Cluj Napoca

PAS 3 STEP 3



PAS 4 - STEP 4



-  Ax comerț / servicii/ alimentație
-  Birouri / hotel / centru de afaceri
-  Industrie creativă / cercetare
-  Nod intermodal / piață alimentară
-  Locuințe
-  Cultură / sport

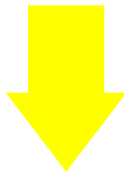
Concept de dezvoltare
Concept development

sursa: PUG Cluj Napoca

ANALIZA FINANCIARA A U.T.R./FINANCIAL ANALYSIS

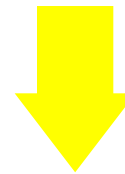
DE CE ANALIZA FINANCIARA?/WHY FINANCIAL ANALYSIS?

- nesiguranta in prezicerea pieței imobiliare
- modul de pregătire a mixului de funcțiuni



- ipoteze de lucru
- scenarii de implementare

- real estate risks
- preparation of the mix of urban functions



- working assumptions
- implementation scenarios

Mix Functiuni / Land use mix

functiuni	S.C.D	zona 1	zona 2	zona 3	zona 4	zona 5	zona 6	supr. teren
locuinte	104000	25000	0	60000	9000	10000	0	
birouri clasa A	60000	30000	0	0	0	0	30000	
hotel 3*	25000	15000	0	0	0	0	10000	
hostel	10000	0	0	10000	0	0	0	
centru afaceri	15000	15000	0	0	0	0	0	
restaurant/coffee	27000	5000	5000	10000	0	2000	5000	
retail stradal	34000	5000	10000	10000	0	4000	5000	
piata comerciala	15000	0	15000	0	0	0	0	
mall cultural	15000	0	0	15000	0	0	0	
sport	15000	0	0	15000	0	0	0	
club sanatate	5000	0	0	5000	0	0	0	
servicii	12000	5000	5000	0	0	2000	0	
productie	25000	0	0	25000	0	0	0	
nod transport	25000	0	25000	0	0	0	0	
garaj	70000	20000	10000	30000	0	0	10000	
total	457000	120000	70000	180000	9000	18000	60000	457000
drumuri/parcaje								40000
pietonal								30000
spatiu verde								80000
total								150000

Achizitii terenuri / Land acquisition

Specificație/ani	1	2	3	4	5	6	7	8	9	10
% achizitionat din suprafata totala	35,0%	40,0%	5,0%	5,0%	5,0%	5,0%	5,0%	0,0%	0,0%	0,0%
Suprafete achizitionate, exprimate in mp	90.965	103.960	12.995	12.995	12.995	12.995	12.995	0	0	0

Implementare proiect / project implementation

functiuni/ani	1	2	3	4	5	6	7	8	9	10
locuinte	12%	11%	11%	11%	11%	11%	11%	11%	11%	
birouri clasa A	20%	20%	20%	20%	20%					
hotel 3*	50%	50%								
hostel			100%							
centru afaceri	100%									
restaurant/coffee	50%	50%								
retail stradal		40%	30%	30%						
piata comerciala	100%									
mall cultural		100%								
sport		100%								
club sanatate		100%								
servicii	100%									
productie	50%	50%								
nod transport	50%	50%								
garaj	15%	20%	20%	10%	10%	10%	10%	5%	5%	
drumuri/parcaje	10%	20%	20%	10%	10%	10%	10%	5%	10%	
pietonal	10%	20%	20%	10%	10%	10%	10%	5%	5%	
spatiu verde	10%	20%	20%	10%	10%	10%	5%	5%	5%	

Birouri: Costuri - venituri / Offices: Costs - revenues

STEP 7
PAS 7

Funcțiune/specificatii	Defalcare calendaristica										TOTAL (mii euro)
	1	2	3	4	5	6	7	8	9	10	
<i>Esalonarea realizarii lucrarilor de constructii, in % din total SCD</i>	20%	20%	20%	20%	20%	0%	0%	0%	0%	0%	
<i>SCD realizata anual, in mp</i>	12.000	12.000	12.000	12.000	12.000	0	0	0	0	0	60.000
<i>Cost (plati) /mp de SCD</i>	800 €	800 €	800 €	800 €	800 €	800 €	800 €	800 €	800 €	800 €	
<i>Costuri (plati) totale pentru SCD realizata anual</i>	9.600.000 €	9.600.000 €	9.600.000 €	9.600.000 €	9.600.000 €	0 €	0 €	0 €	0 €	0 €	48.000
<i>Esalonarea vanzarilor din totalul SCD disponibila, in % din total SCD disponibila /an</i>	60,0%	60,0%	80,0%	80,0%	80,0%	100,0%	0,0 %	0,0 %	0,0 %	0,0 %	
<i>SCD vanduta anual</i>	7.200	10.080	14.976	12.595	12.119	3.030	0	0	0	0	60.000
<i>Preturile de vanzare, exprimate in Euro/mp SCD</i>	1.000 €	1.000 €	1.000 €	1.000 €	1.000 €	1.000 €	1.000 €	1.000 €	1.000 €	1.000 €	
<i>Incasari totale din vanzari</i>	7.200.000 €	10.080.000 €	14.976.000 €	12.595.200 €	12.119.040 €	3.029.760 €	0 €	0 €	0 €	0 €	60.000
Recapitulatie fluxuri financiare											
Incasari totale	7.200	10.080	14.976	12.595	12.119	3.029	0	0	0	0	60.000
Plati totale	-9.600	-9.600	-9.600	-9.600	-9.600	0	0	0	0	0	-48.000
Flux net	-2.400	480	5.376	2.995	2.519	3.029	0	0	0	0	12.000

Analiza de sensibilitate / Sensitivity analysis

Scenarii:

- 1. crestere costuri constructie**
- 2. scadere venituri din incasari**

Scenarios:

- 1. increase in construction costs**
- 2. Decrease in revenues**

concluzie / conclusion

- **evaluarea profitabilitatii unui proiect este importanta in stabilirea unui dialog constructiv in cadrul unui PPP**
- **instrumentele de planificare teritoriala trebuie sa contina si informatii de ghidare a investitiilor**
- **reprezinta un avantaj competitiv pentru urbanisti sa invete cum sa foloseasca analiza profitabilitatii financiare**
- **profit evaluation of the project is important in establishing a constructive dialogue within the PPP framework**
- **the planning instruments should incorporate financial information for guiding investments**
- **it is a competitive advantage for planners to learn how to use the financial profitability analysis**

discutie / discussion

- **este util acest instrument? Daca da unde putem sa invatam despre el?**
- **apropie partenerii publici si privati?**
- **ajuta la o dezvoltare durabila si cum?**
- **is this instrument useful? If yes, how to learn about it?**
- **does it support understanding of each other , the public and private actors?**
- **does it help the sustainable development of the city, and how?**