**Potentials for Regional Development**

**- Regeneration of Borovo site (Vukovar, Croatia) -**

# Dr. Irena Đokić, idokic@eizg.hr

#  Dr. Marijana Sumpor, msumpor@eizg.hr

The Institute of Economics, Zagreb

Department for Regional Economics, Sustainability and Governance

Trg J. F. Kennedyja 7, 10000 Zagreb, Croatia

Phone: ++ 385 (0)1 2362-200; Fax: ++ 385 (0)1 2335-165

**Dr. Ljiljana Blažević,** ljiljana.blazevic@fond-vukovar.hr

Fund for reconstruction and development of the Town of Vukovar

J.J. Strossmayera 14a, 32000 Vukovar

Phone: ++385 (0)32 450-400; Fax: ++385 (0)32 450-401

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In this paper authors will explore possibilities for redevelopment of Borovo site, located in Vukovar, in northern-eastern part of Croatia. Literature review, desk research and other adequate research-scientific methods and analyses will be used to answer the question on optimal future use of the site.

Towns evolve through time. They usually bear historical evidence of life, events and quality of living during centuries. Vukovar is one of Croatian towns with very long and rich history. It is a witness of the European industrial culture and exemplary town planning practice (Mumford, 1938; Gibberd, 1967; Marshall, 2009). Establishment of one factory unit, at the beginning of 30ties, in 20th century, has had a long-lasting impact not only on the economy but on overall development of the town. Vicinity of the Danube river and good transport connections were key conditions to set up a complex for production of leather and rubber footwear, rubber-technical goods, automobile and bicycle tires. Bata, founder of the company set up a modern organization of production, sale and supply. In parallel with an industrial boom, the neighbourhood around the factory („Borovo naselje“), with all the necessary infrastructure – housing, social, working, education, recreative and other functionalities, evolved creating a small, almost fully independent settlement (except for administration).

During almost 60 years factory recorded a continuous growth, until 1991 when the majority of the factory was devastated during the war, causing closure of the firm. After fall of industry, along with various negative environmental and socio-economic effects, Borovo today is mainly a brownfield site (only small production unit still operates). It needs a coherent urban revitalisation action, with clearly defined spatial (and other) functionalities of the site (Lincoln Institute of Land Policy, 2004; Dixon et al., 2007).

Current socio-economic situation in wider area (in the town and county) is unfavourable, whereby the Borovo site has a great regeneration potential for development, on local and regional scale. Paper will conclude with possible scenarios for development of the site, regarding current, primarily local, and other opportunities and constraints.