

“Budapest - Downtown of Europe”

Terézváros, Erzsébetváros, Józsefváros

“Programme for Cultural and Economic Development, Expansion and Rehabilitation of Downtown Budapest”

Kálvin tér - Múzeum körút - Károly körút - Madách tér - Deák tér - Bajcsy- Zsilinszky út - Nyugati tér - Teréz körút - Oktogon tér - Erzsébet körút - Blaha Lujza tér - József körút - Üllői út

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Sources of the pictures and texts exhibited: Local Governments of Erzsébetváros, Terézváros and Józsefváros, Noémi Saly's book “Törzskávéházamból - zenés kávéházba” (from my regular café - to a music café), Hungarian Library of Electrotechnics, budapest.neuropolis.hu, virtuarnet.hu, kávéházak.hu, studiometropolitan.hu, octogon.hu, budapest4you.hu, Rév8 Zrt.

Summary

The compilation of the exhibition programme was commissioned by the Fund and the three Local Governments. Several trade associations and public bodies also assisted. Together, the Local Governments and their partners decided that they will renovate downtown Budapest, the area between the Kiskörút (inner ring road) and the Nagykörút (outer ring road), with the help of other interested individuals from the central and local governments, market and non-governmental associations. The area counts as a direct continuation of the “city” (5th district). This area, homogenous yet diverse, ranging from the Nagykörút to the Danube, dominates the image of the capital. Here one can find the majority of the late 19th century Eclectic-Secessionist city-centre buildings, characteristic of Budapest. The progressive era between 1867 and 1914 saw the rise of city quarters with Eclectic-Secessionist architecture, a style unique to Hungary - such a homogenous area with so many Eclectic buildings can be found nowhere else in Europe.

Moreover, the area between the Kiskörút and the Nagykörút has served as the cultural centre of the capital since its unification. Institutions of national culture were founded there in the late 19th century - the Opera house, the National Theatre, the National Museum, and a number of universities. Places which once played a prominent role in the lifestyle of the bourgeoisie may also be found here - including cabarets, cafés, and theatres. These cultural institutions still function in the area with the exception of a few, such as the National Theatre. After the regime change, in the late 20th century centres of bourgeois interest started to re-emerge. Today’s task would be to fully restore the early 20th century splendour of the area.

One of the restoration challenges is the revival of the Jewish quarter of Pest, as we wish to preserve traditions, religious and culturally important monuments, and late 18th century and early 19th century architecture. The programme aims to preserve and maintain the Budapest World Heritage Site - of which this area is an organic part. With the possible extension of the area and the coordinated restoration of the buildings, the area will provide a worthy frame for the World Heritage Site. Although the area is administrated by three Local Governments, and the programme will treat the architectural heritage, built within one era, in a uniform way.

As a result of the restoration of the buildings in the area, a new network of interior and exterior spaces will be born - this is a sort of microspace - and the inner courtyards of buildings will still be able to host the relatively new “tumbledown pubs” (bar-cafés often erected in dilapidated buildings and courtyards), which are a continuation of late 19th century cafés and the related “café culture”.

The upward trend in Budapest tourism, together with the development of city life, will eventually demand the expansion of the downtown area. The main objective of the programme is to show the world the hitherto unknown treasures invisible even to many Hungarians.

In order to achieve our goal one of the most essential tools is the involvement of the people who live and work in the area. Creating new and creative touristic and cultural solutions would multiply the effect of governmental aid, and they would help to

accumulate resources needed for the renovation of public spaces, restoration of buildings and a long-term maintenance of the development.

The goals of this programme are closely connected to the “Heart of Budapest” programme and the Inner-Ferencváros Rehabilitation Programme, which was launched by the Local Government of Ferencváros district, and has been run successfully for the past few years. A uniformly treated area will thus be formed between the Danube and the Nagykörút, which will be worthy of being at the heart of our capital because of its size and its environmental-economic power.

The origins and development of the area

The area comprises of three organically connected settlements, i.e. Inner Terézváros, Inner Erzsébetváros and Inner Józsefváros. It is located in the geographical centre of Budapest, 1-1,5 kilometres East of the Danube. Its area is defined by the rings and radiuses determining the city structure. Neighbouring areas are Inner Ferencváros (from the South) and Belváros-Lipótváros (from the West). Thus the area has a direct connection with the historical centre of Budapest, and is an organic continuation of the latter. From the East, the area is bordered by the middle parts of the same districts. The uniform character of the area is dense and urban, and it is located on a flat plain.

Besides central Pest, the central areas of the three districts are the capital’s most densely built and most densely populated structural units. The target area is broken up by avenues which determine the structure of Pest. However, the structure is geometrically clear in most parts, characterised by streets running parallel and perpendicular to the Nagykörút.

The cities comprising the area are not only similar geometrically, but they also have similar histories. The area without the city walls (marked today by the Kiskörút) first appeared on the map in the 18th century. The outskirts of Pest, that is the 6th, 7th and 8th district, in a crescent shape, gradually surrounded Pest, the process starting in the 18th century. In the mid-18th century, the suburban area was divided into the Upper- and the Lower Suburb. The former is known today as Erzsébetváros and Terézváros and the latter as Józsefváros. The districts were given their names in 1777. However, Erzsébetváros was then a part of Terézváros. In 1873, upon the unification of Pest, Buda and Óbuda, the Upper Suburb was further divided into two Northern and a Southern town districts, Terézváros and Erzsébetváros. The districts obtained their final image by 1930.

Inner Terézváros

The history of Terézváros and Erzsébetváros are the same up until the unification of Budapest, due to the fact that it was no sooner than 1873 the two towns became separate. At the turn of the 19th century Terézváros was the largest suburb of Pest. Suburban development was then determined by the city gates and recurrent trade related to them. In the 18th century, the suburb’s life was dominated by agriculture, but this uniformity was later broken by merchants and artisans, moving in from Pest.

In the second half of the 19th century the urbanisation of Budapest shifted to Terézváros and Erzsébetváros, beyond the city walls of Pest. This process was further intensified by the construction of the Nagykörút. Within this area, from the perspective of city

development, retailers and artisans determined the image of the 6th district only. A flourishing catering trade added a touch of colour to the area's image. Sites determining the image of the past and, possibly, the future, are: Király street, the oldest street in the area, the continuation of the Pest Promenade from the Reform Era, a main street of retail trade and manufacturing; the Jewish Quarter, established around the turn of the 19th century; The Nagykörút and Andrásy Út, designed after the Parisian model and, finally, "Pest Broadway", which has been the quarter for entertainment and art up to the present day.

Inner Erzsébetváros

The separate development of Erzsébetváros began after 1873. However, as early as in the 17th century, development started to deviate from earlier models, functionally orientating towards Inner Józsefváros. Following the Ausgleich, people started building apartment houses, which were more than one storey high. Up until 1930, this development completely changed the morphological image of Erzsébetváros.

The adverse consequences and imperfections of rapid urbanisation were prevalent in Erzsébetváros. Plots were built on too densely, streets were too narrow, and the district became crowded and airless. Making Inner Erzsébetváros more practical was an objective of high priority for the Board of Public Works. One solution was building an avenue through the quarter (Erzsébet Avenue or Madách Promenade).

Inner Józsefváros

The development of Józsefváros is closely linked to the 9th District, because up to the unification of the capital, Ferencváros comprised a part of Józsefváros. The origins of development go back to the 1700s, the basis of which lay in the settlement's fortunate geographical location. Inner Józsefváros started to expand along the trade routes starting from present-day Astoria and Kálvin tér.

In the 18th century, among the inner city quarters, the city core of Józsefváros was the first to take shape. From a historical perspective, the great flood of 1838 had a beneficial effect on the development of Inner Józsefváros, as the high prestige "Castle District" of Józsefváros started to develop rapidly after this flood. One of the main characteristic features of the district and, in particular, of Inner Józsefváros, is the high proportion of institutes of higher education, as opposed to Erzsébetváros and Terézváros.

Social features of the area

Among the district sections between the Kiskörút and the Nagykörút, it is the 6th district whose population is the greatest (30 per cent of the total population of the area). 25 per cent of the total population live in the 7th district, 23 per cent in the 8th, and another 23 in the 9th.

If we take the main age groups, there is only a 1-3 per cent difference between the district areas. However, the following facts need to be noted:

- In the 6th district there are fewer children and more elderly people;
- The age group 0-14 is the most numerous in the central 7th district.

It is also worth noting that if we compare the data of this area and those of the capital, there are fewer children and more elderly people between the Boulevards.

One of the regional differences of age structure is the higher proportion of children in the middle part of the 7th district section between the two boulevards. There is a higher proportion of elderly people along Bajcsy-Zsilinszky út in the Terézváros section. The characteristic regional concentration of these two age groups support the aggregate data on the area, which shows a higher proportion of the young in the 7th district, and a higher proportion of the elderly in the 6th district.

Comparing the number of higher education graduates to the 25+ age group shows a 27 per cent rating for the area, a proportion that is higher than that of the capital average (25 per cent). If we take the ratings for the district sections, we find that only the 7th district rating (24 per cent) lags somewhat behind the Budapest rating. The proportion of those secondary school graduates who do not continue their studies is 39 per cent among the 20-years-and-up age group.

The block-level map clearly shows the higher proportion of higher education graduates in the 6th and 8th districts, while the 7th district shows a significant regional difference: the most substantial group lives in the region close to the city core of Pest. In the field of education we should further note that people who had only 8 or fewer years of schooling are present in a higher proportion in the 7th district part of the target area, a fact that meets the aggregate data for the particular district sections.

Levels of education are closely linked to the economic situation and social status of individuals and families. The high proportion of secondary and higher education graduates suggest that there may be large numbers of families with steady incomes between the two boulevards. This group may be more interested in the renewal of their environment; they may be more motivated or easier to motivate.

Their income and wealth - although not homogeneously to the same extent - enables them to financially support city renovation. "Rehabilitation" programmes in the 6th and 7th districts generated organised forms of resentful opposition which means that the residents are able to form forceful groups. The time and energy bestowed on their involvement in the working process will bear fruit in the long run.

We have to note that certain houses and blocks are inhabited by individuals or families of particularly low economic and social status. The proportion of the most highly educated is

relatively low in the examined section of Erzsébetváros, suggesting that there may be more individuals and families of lower status here. (e.g. the two blocks by Klauzál tér).

Our suppositions are further underpinned by the fact that more than half (57 per cent) of the population who declared themselves as Gypsy, Romani or Beás Gypsies live in the target area of the 7th district. (As for the whole area, 560 people declared themselves as Roma).

When planning the rehabilitation of the areas between the Boulevards, programs treating households' economic and social problems must be adopted in order to avoid the continuation of depopulation and impoverishment.

Keeping these groups in the area would reduce the enhanced levels of spatial segregation (and other types of segregation as well) and would create opportunities - especially for the younger generation - to reduce social isolation and enhance regeneration.

The rate of employment in the area lags behind the average rate for Budapest (42 per cent) by a few percentiles, the greatest gap (3.6 per cent) being observable in the 7th district. This district section has the highest unemployment rate (compared to the active population) which is 9 per cent - the unemployment rate is also 9 per cent for the whole area of Józsefváros. However, it is floating just above the Budapest average rate (6 per cent).

Unemployment shows considerable diversity within the small area comprising of three district sections. According to the average rates, the 7th district has the highest unemployment figures in the area between the two boulevards. Again, the concentration of negative socio-economic features in certain inner blocks are responsible for the high figures - the unemployment rate in the area between Király utca - Holló utca - Kazinczy utca - Wesselényi utca and Erzsébet körút is well above 10 per cent. In contrast, there is a relatively uniform spatial diffusion of unemployment behind the average rate (6.8 per cent) in the 8th district.

On the unemployment map of the area there are cohesive, observable territorial units characterised by minimal unemployment rates (1-3.4 per cent). One such area is the border between the target area and downtown Pest, and the blocks between Király utca and Andrásy út.

Examining the size of households, it is worth noting that the proportion of one- and two-person households in the area is high (46 and 29 per cent). The rate of one-person households is 10 per cent higher than the Budapest rate (35 per cent) while 3-4-person households are 5 per cent lower. One- and two-person households mostly comprise of elderly people, who will supposedly be unable to cover their share of the renovation programme costs.

To summarize, the individuals and families living in the area represent figures just above the Budapest average, for example, numbers of secondary school and higher education graduates are high. These figures suggest that there may be large numbers of families with steady incomes between the two boulevards.

The age structure, with regional differences taken into account, shows that the older generation is overrepresented in the area, and that there is a lower proportion of younger

people compared to the average Budapest rate. We must note, however, that there are individuals and families of markedly low economic and social status living in certain houses, groups of houses and blocks.

Environmental features of the area

According to the data of the 2001 census, in 2001 84 per cent (between 79 and 87 per cent) of the residential units were the actual homes for their residents in the area between the two Boulevards. The remaining, approximately 15 per cent of units, more or less evenly, fell into each of the three following categories of uninhabited flats: (1) Secondly used (and no-one registered), (2) vacant and (3) used for different purposes.

Nearly 90 per cent (87) of the flats located in the district sections are self-contained and modern, the percentage lagging somewhat behind the Budapest average (though the percentage may be higher now due to the time elapsed and undeclared modernisations). According to the survey, 6 per cent of the units were semi-luxury, 3 per cent were basic and 5 per cent temporary lodgings.

Map 10 shows significant differences between district sections regarding levels of comfort. There is an outstanding number of modern flats in the part neighbouring downtown Pest, along the Nagykörút in the 6th district, and along Andrásy út. Basic flats constitute a relatively high proportion in the 7th district area.

The map, based on the data of 2001, clearly shows the density of the inner city area. In the 6th and the 7th district sections every second block is composed of buildings which are at least two storeys high. To the South the density decreases, as buildings are lower. While in the 6th district section near downtown Pest the number of ground floor and one storey houses are negligible, the 7th district section shows considerable polarisation. In a significant proportion of blocks where low-build buildings can be found, the majority of the buildings are low-build.

It is clearly visible that low-build buildings are more prevalent in the Eastern side of the target area in spite of the tall, 3-4 storey buildings along Nagykörút especially in the 6th district.

The map clearly shows the delayed building renovation projects in the 6th and 7th district sections (marked with white). In this respect, Józsefváros is in a more fortunate situation thanks to the organized block-rehabilitation programme, started in the late 1990s.

Most of the buildings in the area were built before 1945, and significant proportional differences are also the products of that era. 19 and 15 per cent of all buildings in the 7th and 9th districts were built between the two world wars, and up to 2001, there was but a 1-2 per cent growth.

Assessment of public places and public facilities

As for public facilities, the three districts belong to the central zone of Budapest. In the district sections all public facilities, except district heating, cover the area entirely. The

development does not necessitate the replacement of public facilities; only their aged technical condition may justify further renovation.

Water supply-

In the area, the water conduit system is operated by Fővárosi Vízművek Zrt. The conduit system covers the entire area, its capacity is satisfactory, and the only problem is caused by aging. On average, the system is more than 70 years old. However, the operating company keeps changing pipes according to their reconstruction programme which is determined by registered failures. (This is chiefly in the following streets: Rákóczi út, Baross utca, Király utca, Dohány utca, Krúdy utca, Mária utca, Somogyi Béla utca stb.)

Sewage-

The inner districts have standardised plumbing which covers the total area. Fővárosi Csatornázási Művek Zrt. is responsible for its operation. Like the water conduit system, the sewage system is also aged. The system and its historical components thus need constant reconstruction. The pace of reconstruction, though, is slower than planned (Jókai utca, Klauzál tér, Bródy Sándor utca stb.).

Gas supply-

A gas supply covers the entire area. The system will be able to supply the energy needs of the development works, although technical conditions and construction works may justify pipe replacement, effected by the operating company Fővárosi Gázművek Zrt. (Krúdy Gyula utca, Röck Szilárd utca, Király utca stb.)

Electric power supply

The 10 kV network covers the entire area, and electric junctions have been installed to buildings. The network, finished in recent years, carries a heavy burden due to real estate development, especially in the 7th district. According to the development concept of the three districts and the operating company ELMŰ Nyrt., continuous network renovation may be necessary in the future.

Public places

The streets are paved with tarmac or large cobblestones. The streets are all in an extremely poor condition due to a number of public facility construction works and the delay of reconstruction. Reconstruction is necessary at several sections. Rainwater is drained away through gully-holes which need to be renovated simultaneously with the roads.

Continuous park areas are very limited in size, scattered in spots like Jókai tér, Liszt Ferenc tér, Klauzál tér, Lőrinc pap tér, and Múzeum kert. The target area does not have a uniform system of parks, so it is of extreme importance to maintain the older boulevards of Andrassy út and Szabó Ervin tér, and the recent ones along Király utca and Reviczky utca.

The street-lighting network covers the entire area, but its technical condition leaves something to be desired. Lamps are mainly attached to cables between hooks attached to building facades and posts. Exceptions are recently reconstructed malls and public places with limited traffic access (streets and squares like Mikszáth Kálmán tér, Liszt Ferenc tér,

Nagymező utca, and Király utca), where lamps hang from steel posts. The development of public places has been accounted for in the budget of the districts for years. According to the data, several walking and mixed-traffic public areas were completed in 2007.

Transport infrastructure

The area has excellent access to public transport (Andrássy út, the Boulevards, Baross utca, Rákóczi út), and it is one of the best areas in Budapest in this respect. The busiest thoroughfares such as Andrássy út, Baross utca, and Rákóczi út are two-way, while the rest are one-way streets.

There are no tram lines running within the target area, although the busiest tram lines of Budapest run along two of its borders, the two boulevards. Underground connections are also favourable: despite its relatively small size, the area is connected to all the three existing underground lines. In addition, the fourth line, currently under development, will also cross the area.

Bus lines run along Baross utca, Rákóczi út and Andrássy út. Trolleybus lines run along Dohány utca - Wesselényi utca, Király utca - Nagymező utca - Podmaniczky utca and Mária utca - Baross utca.

Thanks to its fine accessibility, the target area does not only offer easy access to local areas (different parts of the city), but also to the region, and even foreign countries (via the Nyugati train station, and the planned Ferihegy airport shuttle train). The area's transport system does not require intervention.

Parking

The problem of parking in the area is not yet solved, and existing parking meter zones (operating company: Centrum Parkoló Kft.) are not enough. As the development of public places will further limit the number of parking spaces, new parking garages and underground parking lots are needed. Two new underground parking lots are being planned, the location of which will be under Jókai tér and a section of Nagymező utca.

Retail trade

Trade is an essential cause for cities to come into existence. Retail trade could not exist without cities and, vice versa, cities could not exist without retail trade. Recently, however, new forms of trade have come into existence which have a markedly negative influence on traditional city life.

It is a well-known fact that the greenfield shopping malls and supermarkets outside the city have gained such popularity that they drain consumers away from the city, practically emptying city streets and squares.

Trade still remains part of our everyday life. It is the customers' needs that have changed considerably. In recent years, retail spaces in almost every Western European city have been increasing in size. The tendency is similar in Hungary and Budapest. Not only do the customers want to shop, but they also want entertainment, looking for opportunities to eat, drink, go to the cinema etc.

Retail trade has undergone a process of concentration in recent years. This means that there are fewer and fewer retailers with an ever-growing turnover. Shopping malls and hypermarkets have become menacing competitors to traditional shops and markets. Their marketing strategies are strong, they store a huge selection of goods, and their prices are much lower than those of traditional retailers.

Retail trade constitutes 12 per cent of Hungary's GDP, a considerable share. A more striking fact is that the turnover of Hungarian retail trade grew at 70 (!) per cent between 1998 and 2001.

In Hungary, retail trade has not yet consolidated. The struggle for the market between different competitors will end by around 2010. Until then turnover will grow continually. The number of food retailers will drop by approximately 10 per cent.

There is a simultaneous process of centralisation going on: fewer retailers conduct larger sales. Shopping malls and hypermarkets occupy a constantly expanding position in the field of retail trade at the expense of the traditional shops and markets. This process is stronger in Budapest than in other parts of Hungary.

The per capita proportion of retailers is larger in Hungary than in the EU. This means a large number of small retailers. At the same time, figures for turnover per square metre are much lower than the EU average. This means there are many under-utilised shops with low turnovers.

In Budapest, purchasing power has been on the rise since the democratic transition. In other words, people have a constantly growing amount of money to spend. There has been no relapse in this tendency in any of the Budapest districts since 1998.

Retail trade must not be left without intervention, since trade is not a self-regulating activity. These processes must be monitored, because retail trade has an important impact on city development, and development should not be jeopardized by letting the free market rule. The city authorities should negotiate with the most important and most influential individuals of retail trade and work out development policies together.

Cabarets, theatres, cafés, “tumbledown pubs” (“Romkocsmák”)

Cabarets

At the turn of the 20th century, cabarets were institutions which played a significant role in social life. Most cabarets were located in the area we have been discussing or in its direct vicinity. Therefore, it is important to identify the cultural role of these places. Cabaret became an inalienable, organic part of theatre life in Pest and in other cities throughout decades of significant historical events, even though the audiences were frequently replaced by new ones. The Hungarian language proved to be more than suitable for this genre. Hungarian cabaret literature is extremely rich, with many humorous stories, farces, chansons, and ditties. Generations of writers wrote pieces for the cabaret.

Theatres

We will now begin our presentation of theatres by presenting the era before the turn of the 20th century through the most marked theatres in the area. By the turn of the century, Budapest had created its own urban culture. The city population, divided once by background, nationality, religion, and culture, all became the consumers of the distinct products of mass culture, the development of which had been triggered by urban civilisation. At the same time workshops, forums and distributors of mass culture became capitalist companies greatly influenced by the needs of each group of consumers. Profit-oriented capitalist theatres opened in Budapest, serving the needs of the middle classes. Theatre also enchanted the lower middle classes and the lower classes, housemaids and workers. The success of the Vígszínház (Comedy Theatre) and later the success of the Magyar Színház (Magyar Theatre) proved that founding a theatre may be a profitable enterprise.

Cafés

One of the basic elements in the identity of the area is the “café culture”, beginning at the turn of the 20th century. The history of the cafés is written in the unexplored sea of the contemporary bourgeois press. Budapest was once known as the “city of cafés”. This was no accident, as at each and every important street corner there stood a café with a large plate-glass window, waiting for customers.

Tumbledown pubs (“Romkocsmák”)

The need for the reconstruction of the downtown area by squatting uninhabited, deteriorated buildings was a contemporary idea. Public places were thus born, the immediate continuations of the Communist community centres and the Buda Youth Park. The spontaneous reorganisation of these places has its roots partly in the Western European squatter movement, and may be seen as a kind of reinterpretation of the early 20th century café culture.

The strategy of city development

Overall objective

The objective of the co-operating Local Governments and public bodies is to take an active role in realizing the overall objectives of Budapest and the Region of Central Hungary, improving the competitiveness and attractiveness of the region whilst supporting Budapest responsibly, aiding it in its role as a regional cultural and trade centre.

Specific objectives

Tourism is the main opportunity for the natural development of the Budapest region. A substantial section of tourism targets downtown Budapest. By extending downtown functions, showing people the existing cultural values, and organizing a powerful internal network, the capital’s attractiveness would improve. Also, the city section between the

Nagykörút and the Danube would transform into a heritage site, and new job opportunities would be created. In order to achieve this, the managers of the programme have set the following integrated goals:

Creating a process which secures long-term sustainability

The objective is to establish an institutional and ownership structure which can secure the completion of a process which meets the overall objectives, ensures the involvement of the interested persons (governmental, market and non-governmental), and provides for the long-term conservation of the architectural heritage in the area through revenues coming from proper utilisation.

Jointly, the local governments will be able to secure a uniform, development- and maintenance-friendly regulatory-institutional structure. Together with the involved market- and non-governmental organizations, they will be able to ensure that the area will support itself and will function properly.

Restoration of cultural and architectural heritage

The objective is to functionally revive the protected downtown areas of the city belonging to World Heritage, and to renew the buildings and related public places in accordance with heritage protection standards.

The image of Budapest is determined by the Eclectic city core, a dominant part of which is situated in the target area. Moreover, a substantial part of Budapest's Eclectic style buildings can be found here. The area constitutes a section of the World Heritage Site "The View of the Danube with Budapest, the Buda castle district, Andrásy Út and its historical surroundings". The area is an organic continuation of downtown Pest, and a significant part of it is protected.

The objective is renovation (which has already begun in the area) and functional change, extending the range of identifiable-cultural elements, uniform heritage protection; complex cultural, entertainment and leisure opportunities will be provided for all social and age groups, with the infrastructure enabling families to spend their free time; the development of related services is also planned.

A major share of Budapest's universities, museums and institutes are located in the area. A dominant part of the traditional palaces and houses with luxury apartments once belonging to the Hungarian aristocracy and the bourgeoisie are also found here. However, this area is also the home of Jewish religious and cultural relics, chiefly in the Jewish Quarter of Pest (Jewish culture is one of the cornerstones of Budapest's rich cultural tradition). Last but not least the two defining institutions of the city's cultural prestige, literature and music, are also in the area - the Hungarian Opera House, the Liszt Ferenc University of Music ("Academy of Music"); in addition we may find the major theatres, as well as catering companies who host performance artists.

Creating a “creative innovative milieu” in the area, and creating new creative job opportunities

The objective is to improve the profitability of the area by increasing tourism in Budapest, and exploiting the potentiality of the area as a part of the city centre and its abundance in cultural heritage sites. New complex cultural tourist attractions will be created by providing a network-like connection between target tourist areas and by increasing the number of complex tourist services and accommodation facilities.

The co-operating Local Governments will offer substantial aid for the development of local enterprises.

The objective is to create a substantial number of new job opportunities through encouraging creative industrial branches in the area. The co-operating Local Governments will work on the creation of a suitable and inspiring environment. Buildings renovated with partial functional changes will be able to ensure the “creative milieu”.

The creative industrial branches will contribute to the city’s competitiveness. The need for mutual learning, synergy, creativity and innovation will produce a qualified workforce and thus these branches will attract other developed industrial branches (e.g. tourism, business services).

City development programmes

The co-operating partners plan to achieve the overall objective and the set specific objectives through the realization of programmes, which are organized into three structures. The programmes are made up of individual projects which are aimed in the same direction. Institutions securing long-term sustainability were included in the programmes as projects, as were the sequences of public events which enrich the service sector portfolio of the area.

Social and institutional programmes (T)

T1. / Programme for Institutionalising Rehabilitation Development and Sustainability

A co-operation, reaching beyond the local governments’ authority, is needed to realize the rehabilitation project, the long-term maintenance of the process, and management tasks. We need to establish a fundamentally integrated approach, with regard for different sectors in task management (such as retail trade, architectural heritage protection, employment etc.), other players involved in the process (non-governmental, governmental, and market), public regulations, and public needs.

T2./ Programme for Creating a Standardised “Brand”, Communication and Marketing Strategy

This programme involves naming and designating the boundaries of the area between the two boulevards, creating the “brand” and planning, creating, and operating the instruments necessary for this goal.

T3./ Creating and Operating a Standardised Retail Trade and Service Programme

This programme involves operating the existing and planned retail trade and service portfolio, and attracting sponsored, targeted small enterprises. This requires the project to secure the necessary resources and personnel and the development of a standardised handling plan for maintenance.

Environmental programmes (K)

K1./ Programme for Renovating Units of Architectural Heritage, Promoting Necessary Function Change

This programme involves renovation plans for buildings and groups of buildings under the protection of the Ancient Monuments Act and which are or will be listed as sites of national heritage. Care should be taken when planning their functional revival. Tasks include: planning, organizing, renovation for each building, securing necessary resources and persons, and the development of a comprehensive handling plan for maintenance.

K2./ Renovating Public Places and Infrastructural Networks, Re-organization of Parking Facilities

This programme involves the planning of a comprehensive network in the area, disregarding district borders. Valued public places should be linked with tourist attractions. Traffic, parking and logistic networks should be taken into account - these networks are vital for supply in the area.

Major thoroughfares and areas built with special consideration for traffic still only border the district sections. This programme seeks to convert these to links between different sites. There will be a standardised parking system in the area suitable for functional change, funded by external sources.

Economic Programmes (G)

G1./ Programme for Creating New Tourist Attractions

G2./ Programme for Promoting the Establishment of Creative Industrial Branches, Creating and Supporting Special Business Incubators

This programme involves searching for new functions and related entrepreneurs, organizing them and settling them within the programme area. To vitalise the market, a “creative milieu” has to be created.

City development projects

Accomplishing the strategic objective of target area development is only possible through dove-tailed integrated programmes. Projects targeting communal, economic and environmental issues jointly compose the area’s rehabilitation programme.

T1.	Programme for Institutionalising Rehabilitation Development and Sustainability
T1/1.	Project for Forming and Operating an Association between Local Governments
T1/2.	Project for Founding and Operating a “Trust” for the Involvement of Non-Governmental and Market Individuals
T1/3.	Project for Founding and Operating a Public Local Governmental Association Promoting Development and Maintenance

T2.	Programme for Creating a Standardised “brand”, Communication and Marketing Strategy
T2/1.	Standardising and Constantly Using a “Brand” Project
T2/2.	InfoBox Project
T3.	Creating and Operating a Standardised Retail Trade and Service Programme
T3/1.	Creating and Operating Standardised Retail Trade Regulations Project

K1.	Programme for Renovating Units of Architectural Heritage, Promoting Necessary Function Change
K1/1.	Project for Renovating Heritage Buildings, Changing their Function and Complex Rehabilitation
K1/2.	Project for Renovating Heritage Buildings, Changing their Function
K1/3.	Project for Renovating the Jewish Quarter
K1/4.	Project for Creating an Eclectic-Secessionist Interactive Museum

K2.	Renovating Public Places and Infrastructural Networks, Re-organization of Parking
K2/1.	Project for Standardising Pedestrian and Miscellaneous Traffic System on Public Places
K2/2.	Project for Developing Public Facilities
K2/3.	Project for Standardising Flood-Light and Wifi Network
K2/4.	Parking Project

G1.	Programme for Creating New Tourist Attractions
G1/1.	Travel Guide („Baedeker”) Project
	1. Tumbledown pub (“Rom-kocsma”) tour
	2. Old and new cafés tour
	3. Students’ corner tour
	4. Eclectic-Secessionist tour
	5. Museum-tour
	6. Jewish religion tour
	7. Market tour
	8. “Grund” tour (The Paul Street Boys)
	9. Ghost tour
G1/2.	Special Markets Project

G2.	Programme for Promoting the Establishment of Creative Industrial Branches
G2/1.	Project for Promoting the Intensification of Tourism