

**Republic of Serbia**

Municipality of Negotin



# ***INVESTMENT PROJECTS CATALOGUE OF THE MUNICIPALITY OF NETOGIN***

***-SUMMARY-***

Creation of the Study is a part of the activities covered in the project realisation:  
*Improvement of Property Management in Municipalities of Negotin and Kladovo*  
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## 1. INTRODUCTION

The Catalogue of investment projects and sites at which the investment realisation is possible in order to activate public property, represents a publication with the intention to attract attention of potential investors and inform them on basic preconditions regarding the potential investment.

The publication is intended for a wide range of interested subjects and its structure is adjusted to everyday work of local self-government authorities as well as other subjects of local development. The structure of each proposed investment site/project is as follows:

- Development model for public property management
- Competition Plan
- Marketing Plan – defining of actions necessary for investment promotion
- Action Plan – Implementation plan

In accordance with the defined terms of reference and dynamics, a number of formal communications has been initiated with the local self-government in Negotin in order to get a better insight into the issue context (general and local) which is to be the subject of the Catalogue. Based on the mentioned communication, the following documents have been analysed:

- Law on Public-Private Partnership and Concession (“Official Gazette of RS”, No.. 88/2011);
- General Regulation Plan for the settlement of Negotin – 2011
- Spatial Plan of the municipality of Negotin – 2011
- Capital Investment Plan of the municipality of Negotin 2012-2016
- Sustainable Development Strategy of the municipality of Negotin for the period 2012 – 2021
- Guide for Investors in the municipality of Negotin – KLER Negotin
- Guide for Investors– catalogue of free sites in the municipality of Negotin – KLER Negotin
- Review of construction land by number of plots and purposes in selected cadastral municipalities of the municipality of Negotin

In cases when the real inflow of Greenfield investments in Serbia is reduced due to the global economic crisis on one hand, and hardly available and expensive capital on the other, the local self-governments in Serbia need alternatives in funding of both development economic and infrastructural – social projects.

Local self-governments have financed their development programs and projects in various ways: through public debt, financing from real revenues at the level of the current budget year, lately by issuing municipal bonds and the least through creation of public-private partnerships (PPP).

PPP realization practice is not new for the realization of both investment and non-investment projects in Serbia. In the past, significant projects were realized by giving concessions when due to social and political order more transparent ways of partnerships between private and public sector could not have been realized.

Lately, especially for the needs of construction of infrastructure and equipment of construction land, various cooperation models of public and private sector have been established in order to have a win-win situation and improve the level of community development in general. However, the lack of transparency of the mentioned relations and the exclusion of the public from the negotiation process, have opened the question of validity of “informal” cooperation models of the two sectors.

Accordingly, the *Law on Public-Private Partnership and Concession* (“Official Gazette of RS”, No. 88/2011) was created and adopted, based on which the cooperation models, key subjects and the role of regulatory bodies for the mentioned process were defined.

In order to activate public property for the needs of economic and general social growth of the Municipality, we will present below a brief summary of the Law on PPP and Concession as a key model of activation of the mentioned resources. We consider that the mentioned model for the relevant global, regional and local economic situations is the best foundation for launching the flywheel of economic development of the municipality of Negotin and activation of local public property as an underutilized resource so far.

### **PPP Models in the Comparative Practice**

The developed market economies have been using the PPP as an efficient and effective way of management in providing public services and construction of infrastructure in various areas for years. The importance of this form of partnership in the EU member states has been great since it contributes to the improvement of quality of buildings, decreases the total expenditure of maintenance of those buildings, and unburdens the increasing debt of the state towards investors.

Different PPP models have been noticed in the comparative practice, out of which the most significant are the so called BOT; BOO and PFI models.

- **BOT (Build Operate Transfer)**; BOT is a concession model, and is characterised by a direct relation existing between the private partner and the end service user. The private partner provides direct service to the end users instead of the public partner, though under his “control”. In this case, the state is only a controller and regulator, while the private partner charges his services from the user. Other characteristic of this form a compensation for the concessionaire. The concessionaire usually receives the compensation by charging it from the end service users. Also, the contract can envisage that the amount can be co-financed by the public partner, that is, the state. The contract closely defines the rights and responsibilities of the contracted parties, as well as the time period for which the contract was concluded. The time period is usually up to 25 years. After the expiry of the contract, the facility is transferred the ownership of the public sector.
- **BOO (Build Operate Own)**; Unlike BOT, the model is characterised by the fact that the private partner is not obliged to transfer the ownership over the goods to the public sector. The public sector can earn the goods by purchasing them after the expiry of the contract period in the value which the goods have after the calculation of depreciation.
- **PFI (Private Finance Initiative)**; PFI is a model by which the private partner uses his own resources for designing, construction, maintenance and management of the building for the public partner and at the same time guarantees the quality, usability and availability. According to this model the compensation to the private partner is not compensation (payment) by the end user, but regular payment by the public partner. The public partner pays the compensation for the lease in the form of annual or monthly annuity. This payment can be fixed or be calculated in relation to the provided services to the users or the manner of facility use. The partners conclude a contract envisaging that the private partner provides also the service to the end user, which is to be additionally paid by the end user.

## Potentials for Local Self-Government Investment

The municipality of Negotin is one of the municipalities in Serbia with stable public finances and balanced balance of payment. According to the mentioned, the potential for public debt management, as well as the possibility for financial arrangements which could be the support to the investments on the territory of the municipality are a significant foundation for creation of partnerships of public and private sectors. Below we are presenting the structure of revenues and expenditures in the sector of investment and property management, in order to create a real picture on the financial capacities of local self-governments and possibilities of participation in various investment projects of potential investors:

*Structure of Planned Expenditures through Annual Work Programs  
PC for Construction Land of the Municipality of Negotin*

	2011	2012	2013	2014
Capital development of the city	68,500,000	72,000,000	154,000,000	141,200,000
Construction of traffic facilities	/	10,500,000	15,000,000	15,000,000
Sewerage network	10,500,000	8,000,000	3,000,000	2,000,000
Water supply network	14,500,000	5,000,000	3,000,000	2,000,000
Electric power grid	2,000,000	12,000,000	8,000,000	5,000,000
Project documentation	4,500,000	5,000,000	7,000,000	4,800,000
<b>Total:</b>	<b>100,000,000</b>	<b>112,500,000</b>	<b>190,000,000</b>	<b>170,000,000</b>

In RSD

### *Budget execution of the Municipality and public property*

Budget Group	Description:	2011	2012	2013
Achieved revenues				
811	Revenues from real estate sale	1,844,000	2,345,000	2,142,000
741	Property revenues	49,215,000	38,530,000	44,448,000
Current expenditures				
425	Current repairs and maintenance	29,472,000	46,600,000	54,394,000
511	Buildings and construction facilities *	92,779,000	112,460,000	225,054,000
	<b>Balance:</b>	<b>- 41,749,472</b>	<b>- 118,185,000</b>	<b>- 232,858,000</b>

\* Infrastructure facilities

Even though the deficit was identified in favour of the realisation of capital expenditures, the mentioned deficit was mostly covered from other budget positions of local self-government, as well as with budget surplus from 2012, so that the total budget deficit in 2013 was 54,922,000 RSD.

## **2. Development Investment Projects of the Municipality of Negotin**

After the analysis of the basic development documents of the municipality of Negotin, as well as the consultations with the *Local Economic Development Office of the municipality of Negotin*, a list of 5 capital development projects/sites was made, which realization would significantly raise the level of general social and economic development. Their selection and prioritization was realized on the basis of the following criteria:

### 1. value (quality) achieved by the project realisation:

- Logics of chronological project realisation (in line with the realisation of other conditional projects)
- Synergetic effect the project realisation has in the economic field
- Sinergetic effect the project realisation has in the total social and economic development and environmental protection

### 2. realisation period (time necessary for the project realisation):

- Short-term projects (realisation within 1 year)
- Medium-term projects (realisation from 1 to 3 years)
- Long-term projects (realisation from 3 to 6 and more years)

### 3. estimated financial value of the project realisation:

- Projects of low value (up to 1mil.€)
- Projects of medium value (up to 10 mil. €)
- Projects of high value (over 10 mil. €)

### 4. number of direct and indirect users of the project realisation results:

- Population of one part of the settlement in the Municipality
- Population of one settlement in the Municipality
- Total population of the Municipality
- Population of a wide region

In accordance with the realized methodology, the following list of development investment projects of the municipality of Negotin was created, which realization could significantly activate certain segments of public property:

- 1. Industrial Zone Negotin**
- 2. Industrial Zone with the Port Terminal in Prahovo**
- 3. Negotinske pivnice (Rajac, Rogljevo and Štubik)**
- 4. Danube Riviera – The Danube Pearl**
- 5. Tourist Centre – Stevanske livade**

## 2.1. Industrial Zone Negotin – Storage Zone

### *Position*

The industrial zone of the municipality of Negotin is located in the North-West of the city, approximately 2 km away from the city centre. There is a railway connection between it and the port of Prahovo which is 11.3 km away, and there is the customs office as well. The border crossing *Mokranje* (Bulgaria) is 14.1 km away, and the border crossing *Kusjak* (Romania) is 10.3 km away.

### *Plan and Legal Framework*

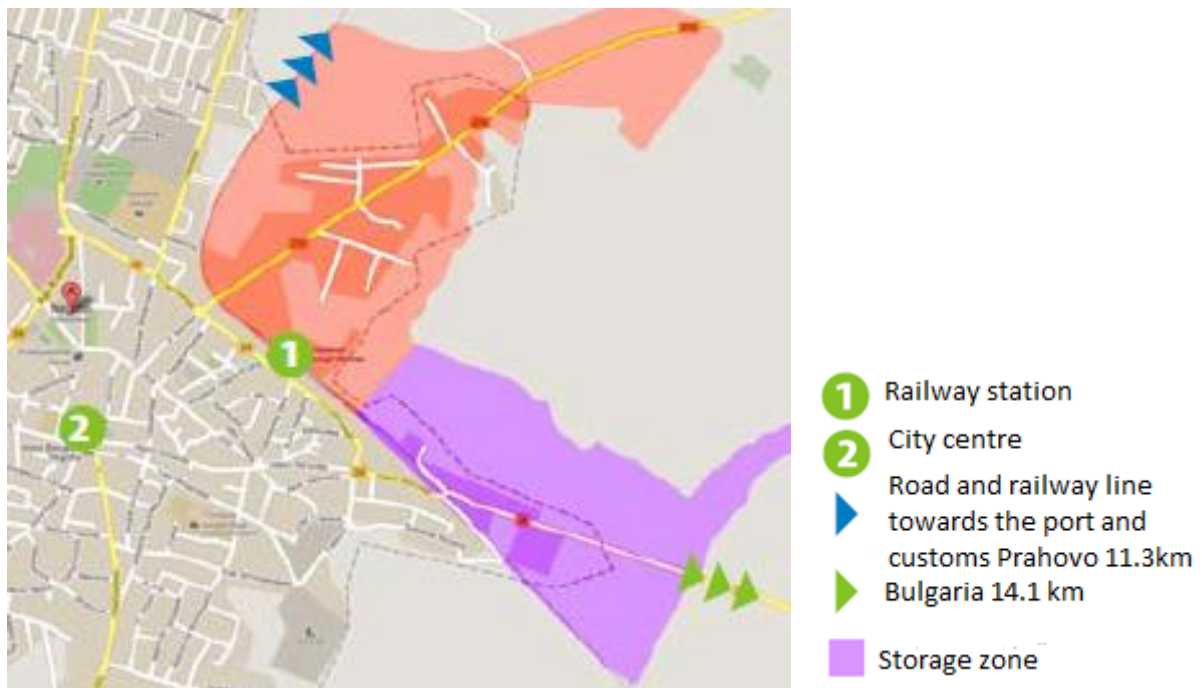
- General regulation plan for the settlement Negotin - Off. Gaz. Of the municipality of Negotin no.7/2012.
- Feasibility Study for the establishment of the industrial zone
- Ruling on construction land – Off.Gaz. of the municipality of Negotin no.29/2012

### *Purpose of the area and infrastructural equipment*

Type and purpose of the area which can be constructed are as follows:

- business,
- production,
- storage,
- service and
- utility.

Plot occupancy Index – for a complex of the area larger than 1ha max.40%, and for a complex of the area smaller than 1ha max. 60%. The total area of the zone is 23.4ha, and free for sale or free lease is 13.32ha. The zone is not constructed and there is not communally developed with partial constructed water supply and sewerage systems.



### *Ownership structure and geodetic parameters*

- 100% - Owned by the Republic of Serbia, used the municipality of Negotin – PC for construction land
- On the area of 195,000 m<sup>2</sup> there are 41 plots of the area of 600 to 10,000 m<sup>2</sup>

*Review of Ownership Parameters for Selected Plots in the Industrial Zone*

<b>Data on plot</b>			
Direction / street	Polje	Crepana	Crepana
Plot number	4245	4900	4806
Plot sub number	1	9	0
Area	3249	3028	4863
Type of land	Other construction land owned by the state	Other construction land owned by the state	Other construction land owned by the state
Immovable sheet number	11350	11346	11346
Plan number	37	64	64
<b>Data on plot part</b>			
Part number	1	1	1
Culture	First class arable land	Other artificially created barren land	First class arable land
Right holders of the plot – name	Municipality of Negotin	Municipality of Negotin	Municipality of Negotin
Right type	Property	Property	Property
Property form	Public property	Public property	Public property
Right scope	Full right	Full right	Full right
Share	1 / 1	1 / 1	1 / 1

<b>Data on plot</b>			
Direction / street	9. brigade	Crepana	Crepana
Plot number	4900	4900	4900
Plot sub number	1	7	8
Area	165397	3479	3906
Type of land	Other construction land owned by the state	Other construction land owned by the state	Other construction land owned by the state
Immovable sheet number	11346	11346	11346
Plan number	38	64	64
<b>Data on plot part</b>			
Part number	1	1	1
Culture	Land under the building part	Other artificially created barren land	Other artificially created barren land
Right holders of the plot – name	Municipality of Negotin	Municipality of Negotin	Municipality of Negotin
Right type	Property	Property	Property
Property form	Public property	Public property	Public property
Right scope	Full right	Full right	Full right
Share	1 / 1	1 / 1	1 / 1



<b>Data on plot</b>			
Direction / street	Crepana	Crepana	Crepana
Plot number	4900	4900	4900
Plot sub number	12	28	30
Area	2240	3592	15094
Type of land	Other construction land owned by the state	Other construction land owned by the state	Other construction land owned by the state
Immovable sheet number	11346	11346	11346
Plan number	64	64	64
<b>Data on plot part</b>			
Part number	1	1	1
Culture	Other artificially created barren land	Other artificially created barren land	Other artificially created barren land
Right holders of the plot – name	Municipality of Negotin	Municipality of Negotin	Municipality of Negotin
Right type	Property	Property	Property
Property form	Public property	Public property	Public property
Right scope	Full right	Full right	Full right
Share	1 / 1	1 / 1	1 / 1

### *Subsidies*

As a kind of leasing relief the municipality has envisaged that the initial amount, if it cannot be determined by the competent body, will be determined as 1% of the market price of construction land sale. The lease of construction land in public ownership can be paid in total or in instalments. The lessee who pays the lease in instalments, the rent is harmonised with the index of rise in consumer price according to the data of the competent body. In case of one-time payment of the rent there is a discount of 30%. The sale price of the construction land in public ownership is paid once in total, however, the municipal council can decide on other manners of payment with the obligation of the holder to submit the guarantee defined by the municipal council. In case of one-time payment, the sale price is discounted by 30%. The amount of the fee for development of the construction land included in the regulation plan is one dinar per square meter. The municipality has envisaged the exemption of the investors from the obligation to pay the service fee if, in the process of obtaining of the permit for construction of business facility for production activity, he provides evidence that after the construction and launching of the business facility he will employ 10 or more workers.

### *Development model for property management*

#### *Limitations*

- Incomplete infrastructural equipment
- Incomplete plan documentation
- Bad visibility of investment potentials

#### *Objectives*

- Improvement of visibility of investment potentials
- Finding a strategic partner and definition of cooperation model (concession and PPP)
- Completion of plan and project technical documentation

- Completion of infrastructural equipment of the working zone

### Competition Plan

In the area of Eastern Serbia there are the following industrial zones:

Name	Municipality	Total land area (m <sup>2</sup> )	Property	Purpose of land
Industrial Zone	Bor	326,100	100% state owned	Construction land
Industrial Zone	Boljevac	29,164	100% state owned	Construction land / industry and warehouses
Industrial Zone Mirovo	Boljevac	738,100	78% private 22% state owned	Various different purposes
Industrial Zone	Majdanpek	30,000	100% state owned	Construction land / industrial production, construction, craft production, manufacture production and warehouses
Storage Zone	Negotin	195,000	100% state owned	Construction land – production commercial – especially for construction of indoor or outdoor warehouses
Zone PRAHOVO	Negotin	106,506	100% state owned	Construction land – economy and industry
Industrial Zone	Zaječar	152,450	100% state owned	Construction land
Vesište	Zaječar	3,955	100% state owned	Construction land / warehouses, light production, workshops, trade

Source: <http://www.raris.org/invest/index.php/industrijske-zone>

The main comparative advantage of the working zone in Negotin in comparison with other working zones in the region (except Prahovo) is the ability for functional connection with the portal terminal in Prahovo on the Danube. As for other parameters, the working zone is harmonised with others in the region;

According to the development possibilities of various activities in the area of the working zone, as well as the regional competition of the neighbouring municipalities, the creation of the feasibility study has been justified for the following organisational models:

- Industrial park
- Improved business zone
- Creation of small economy clusters

In accordance with the fact that one of the key complementary advantages of the working zone is the possibility of connection with the port terminal in Prahovo, the development of the working zone in Negotin and Prahovo, due to the proximity, is possible to be treated as a complementary intermodal system (road, railway and water transport). The mentioned level of transport availability and proximity of the border with two neighbouring countries (Romania and Bulgaria) cannot be ascribed to other working zones in the Eastern Serbian region.

#### *Marketing Plan*

- Definition of the investors category the adequate “teasers” are to be directed to
- Creation of promotional material and catalogues of the sites in the working zone with proposals of potential projects with the highest level of impact on the local community (labour-intensive activities and activities with necessary wide cooperation)
- Establishment of contacts with investors who might have already realised the activities in the area of Eastern Serbia – learning from good practice

#### *Planned activities – Action Plan*

<b>o.no.</b>	<b>Activities</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
1	Reorganisation of PC for construction filed of the municipality of Negotin and introduction of the sector for research and development and marketing and trade	X		
2	Development of the construction land lease/sale model	X		
3	Creation of working zone detailed regulation plan	X		
4	Amendments to the Capital Investment Plan and updating of development priorities of public property management		X	
5	Creation of medium-term plan and program of development of construction land in line with the Capital Investment Plan and program budget of the Municipality at annual level		X	
6	Infrastructural equipment of a working zone – the most attractive location	X	X	X
7	Creation of Medium-term marketing plan and Promotion plan for concrete investors categories with the focus on the working zone	X		
8	Creation of annual marketing plan of the municipality of Negotin with the plan of activities and promotion of concrete investment projects	X	X	X
9	Creation of specialised presentations describing concrete investment possibilities in the working zone for special economic sectors	X	X	X

## 2.2. Industrial Zone with the Port Terminal in Prahovo

### *Position*

The Port „Prahovo“ is located on the right bank of the Danube (r.km 861), at the 4km downstream from HP „Djerdap II“ and represent a port of the pool type, with the ability of treating 7 vessels at the same time. j

The working zone is located next to the bank of the Danube, near the Prahovo Port, within C.M. Prahovo, which belongs to the municipality of Negotin. In includes and near it there are: *Eliksir Prahovo – Company of chemical products, Jugopetrol – installations, Prahovo Port and River Shipping Krajinna.*

*Company of chemical products Prahovo*



Source: <http://www.invest.negotin.rs/privreda.htm>

### *Plan and Legal Framework*

- Spatial Plan of the municipality of Negotin – Off. Gazette of the municipality of Negotin no.16/2011.
- Plan of detailed regulation of the chemical industry in Prahovo – Off. Gazette of the municipality of Negotin no. 22/2014
- Ruling on construction land – Off. Gazette of the municipality of Negotin no.29/2012

### *Purpose of the area and infrastructural equipment*

The mentioned area represents an industrial – port center with significant regional and international development potential. The working zone is infrastructurally equipped. The connection of certain locations within the working zone with the existing infrastructural network is necessary. Plan of fetailed regulation envisages the organisation of the working zone in the following units:

#### Unit I – Industrial complex

##### Zone I – Existing industrial complex

- I 1 – Production part of the industrial complex
- I 2 – Part of the industrial complex without production functions
- I 3 – Expansion of the production part of the industrial complex
- I 4 – Possible new construction in the industrial complex

##### Zone II – Storage of phosphogypsum

#### Unit II – Surface for public purpose

PR – Public roads

PG – Public greenery (greenery within the public area)

Location of new industrial plants is allowed near the Danube, using large amounts of water for technological needs and having huge amounts of waste water, under the condition that by using the state-of-art production technology, through recycling, their wate waters are purified to the level of being released into the river of I quality class.

The port "Prahovo" includes the following: custom services and road connection with the hinterland; operational bank 560m of length (out of which the vertical operational bank length is 320m and half-vertical 240m); equipment and mechanisation for reloading of bulk cargo

(coal, coke, and phosphate) and general cargo (tin sheets, bridgework, etc.); outdoor and over-covered storages, as well as the customs warehouses; container terminal with the device for filling and emptying the containers, their storage, and the workshops for their maintenance. There are facilities in the port for disposal of waste material and reception, treatment and evacuation of water. The port "Prahovo" can optionally be used as winter quarters.

*Position of the working zone and port complex Prahovo in the Plan of general regulation of the settlement Prahovo*



Source: [http://www.negotin.rs/resources/pdf/2014/pgr\\_prahovo/3.planirana\\_namena.jpg](http://www.negotin.rs/resources/pdf/2014/pgr_prahovo/3.planirana_namena.jpg)

#### *Ownership structure and geodetic parameters*

The industry of chemical products Prahovo was founded in 1960, as a factory of superphosphate, that is, as a chemical part of the metallurgy complex of the Bor basin. Since then, through the development, the IHP Prahovo extended its capacities and product range, so that in 1968 and 1978, factories for production of phosphoric acid I and II started operating

Today "*Eliksir Prahovo – Industry of chemical products Ltd. Prahovo*", is a large chemical complex for production of base chemical products, famous for the production and processing of phosphoric components and production of phosphoric salt. The recognition of this chemical factory belongs to the production program for fertilizers and processing of phosphoric components. Apart from the chemical part, the transport part was also developed, as a supporting part of massive cargo, so that Port Prahovo was established, river shipping Krajina (RBK) and internal transport based on the railway and road infrastructure.

According to the *Plan of detailed regulation of chemical industry in Prahovo* as well as the data from immovable sheet and data of the National Geodetic Institute (Source: <http://katastar.rgz.gov.rs/KnWebPublic/>), cadastral plots within the working zone are mostly in private property and mixed property, except from the areas of public purposes (roads). Within the defined scope of the Plan, the cadastral plots according to the type of land are defined as follows:

- Land in the construction area (takes the northern half of the defined scope and with objects of the industrial complex)
- Other land (with mostly road directions within the subject area)
- Agricultural land (present in the southern part of the Plan scope)
- Forest land (individual plots within the southern part of the Plan scope)

A significant part of the subject area takes the industrial complex "*IHP Eliksir Prahovo*".

*The Spatial Plan of the municipality of Negotin envisages the development and expansion of the industrial zone.*

#### *Subsidies*

The municipality has planned the exemption of the investors from the obligation to pay compensation for services if he provides evidence, in the process of obtaining the location permit for construction of business facilities for the production purposes, that after the construction and launching the production in the business facility employ 10 or more workers.

#### *Developmental models for property management*

##### *Limitations*

- Necessity of creation of urbanism projects for a bigger number of sites for construction within the working zone
- Bad visibility of investment potentials
- Neglected areas for the function of disposal of pyrite burns as well as the function of river port Prahovo which need to be re-cultivated and remediated.

##### *Objectives*

- Improvement of visibility of investment potentials
- Finding the strategic partners for investment in the port terminals and potentials of expending
- Infrastructural equipment of the best sites which could be offered to potential investors

#### *Competition Plan*

Main comparative advantage of the working zone in Prahovo compared to other working zones in the region is the possibility of functional connection with port terminals in Prahovo on the Danube. Apart from the mentioned, the identity creation of the industrial around the IHK Elixir Prahovo is also considered as a positive component of the site.

Within the *Draft Spatial Plan of the Area of Special Purpose for International Water Route E-80-Dunav (pan-European corridor VII)* the port Prahovo a.d. "Krajina" is mentioned as one of 9 ports on the Danube in Serbia which are of international importance and which terminals should meet technical and operational requirements according to the AGTC agreement.



Source: [www.elixirprahovo.rs](http://www.elixirprahovo.rs)

The port *Prahovo* is connected by roads and railway lines. The reloading and loading of all bulk cargo and other solid cargo is performed here. It has 6 crane lifts and loading crane,



arranged at 610 m of the operational bank, out of which 320 m of vertical bank. The crane lift capacity is 80 t/per catch in total, and the largest is of 40 t/per catch. At the moment, there are 4 cranes operating and 1 loading lift. The largest capacities were around 1.5 mil. tons of goods/per year, out of which 60% is phosphate for IHP. The port also has its storage and infrastructure.

The port Prahovo also has 8 ships with the supporting loading area. It has 4 tugboats (pushers) of the total strength of 5236 kW and tugboats of the total strength of 2500KW, and one passenger boat for port services of 125kW.

For the purpose of further development of the port "Prahovo" as an intermodal centre, regarding the container, transit, export-import and internal transport, HUCKE PACK and Ro/Ro transport, apart from the terminals for bulk cargo, it is necessary to develop also the terminals for general cargo and terminal for liquid cargo for the needs of oil industry. Port „Prahovo“ has a great importance for a wider area of the municipality of Negotin, since it represents an export – import port for central Serbia, AP of Kosovo and Metohija and FYR of Macedonia. Having in mind its regional significance and ability for quantitative use of three types of transport, there is a need for the registration of free customs zone in Prahovo. The mentioned level of transport accessibility and proximity of the border of two neighbouring countries (Romania and Bulgaria) other working zones in the region of the Eastern Serbia do not have.

#### Marketing Plan

- Definition of investor categories towards which the adequate “teaser” will be sent
- Creation of promotional material and catalogues of sites in the working zone (especially for the development of activities which are technologically and functionally related to the operational processes of other investors in the working zone especially from the chemical complex)
- Establishment of contact with investors who have already realised their activities in Serbia in the chemical complex and have experience with ports and cargo port terminals – learning from good practice

#### Planned activities – Action Plan

<b>o.no.</b>	<b>Activities</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
1	Reorganisation of JP for construction land of the municipality of Negotin and introduction of the sector for research and development and marketing and sale	X		
2	Amendments to the capital investments plan and updating of projects of importance for development port terminals and working zone	X		
3	Creation of medium-term plan and program of development of construction land in line with the Capital Investment Plan and program budget of the Municipality at annual level	X		
4	Creation of Medium-term marketing plan and annual plan for concrete investors categories with the focus on the complementary activity of the chemical industry	X	X	X
5	Establishment of communication with the railways of Serbia and lobbying for modernisation of the railway line Prahovo – Negotin – Zaječar - Niš	X	X	X

### 2.3. Negotinske pivnice (Rajac, Rogljevo and Štubik)\*

*Part of the material taken from the presentation by Tourist Organisation of the Municipality of Negotin*

#### *Position*

Growing the vine in Krajina has mostly preserved the traditional way of growing vineyards, pruning, processing and producing wine. Grapes processing and storage of wine is done in special rooms – facilities which are called wine cellars (pimnice). They were built out of stone, mostly hewn stone, timber or bondruk, with thick walls, often 60 cm.

Wine cellars are not being built anymore and in many villages many complexes of wine cellars have disappeared, the only preserved ones are in Rajac, Rogljevo, Smedovo, Štubik and Bratuljevo. The hosts have given their effort to reconstruct some of them into modern functional rooms, keeping the specificity of the premises. Those premises are offered to tourists and in wine cellars they can taste and buy the wine.

Wine cellars in the village of Rajac are near the village, on the hill next to the Timok River. They represent a single architectural complex of wine cellars which dates back from the period of mid-18 to 20<sup>th</sup> century. The complex is consisted of 160 wine cellars around the central square with the fountain. The buildings were made of hewn stone and timbers, and are covered with clay tiles. The cellars are partially in the ground so that the temperature of the wine will vary only a little during the year, and on the first floor there are the rooms for accommodation during the picking and treatment of wine.

*Rajačke pivnice*



<http://www.rajackepivnice.com>

Wine cellars in the village Rogljevo represent a complex of about 140 wine cellars. Most of them were built in 19<sup>th</sup> century, though it is considered that they, as well as other wine cellars, date back to 18<sup>th</sup> century. As other wine cellars areas, they were consisted of winding streets with the central square with the holy tree and covered well as a cultural and election place.

The wine cellars of the village Štubik are at about 5 km away from Negotin, and about 15 km away from the village. There used to be over 300, and now there are about thirty of them preserved. There were built as one floor wooden houses with a porch, or as two floor houses with cellars.

#### *Plan and Legal Basis*

In accordance with the Spatial Plan of the municipality of Negotin ("Official Gazette of the municipality of Negotin", No. 16/2011), the settlements of Rogljevac and Rajac will further develop through the construction of relevant urban settlement plan, while the rules of



development and construction for Štubic will be established through a schematic development plan.

A high level of cultural and historical significance of the mentioned “wine cellars” requires a spatial regime of reconstruction and use of the area in the mentioned settlements. For the mentioned reason, the Institute for Protection of Cultural Monuments is realising the project of the reconstruction of the mentioned facilities under the name “Negotinske pivnice”.

In accordance with the complex conditions of the reconstruction, the construction of settlement urban plans have a high level of project and regulatory details defined for each individual facility which will be conditional for future investors, and their construction is in progress for Rajac and Rogljevo.

#### *Purpose of the area and infrastructural equipment*

All the settlements with the wine cellars are villages and in line with the basic settlement functions the industrial activities are not allowed. The agricultural activities combined with ethno tourism are allowed.

Construction of new buildings and capacities is allowed in line with the special requirements of the protection of the cultural heritage and preservation of the environment of the wine cellars in general.

All village settlements with wine cellars are equipped with basic communal infrastructure.

#### *Ownership structure and geodetic parameters*

The municipality of Negotin has public property in Rajačke pivnice and is also a user of the property of the Republic of Serbia located there. In accordance with the cultural heritage on one hand, and the way of construction and organisation of space through history on the other, the facilities and land in Rajačke pivnice are of small dimensions and rather with mixed property legal relations intertwining through history between the owners.

The majority of Rajac wine cellars are still in private ownership. A small number of facilities is in mixed ownership (private and public) while a significant number of facilities and land is in public property regime of the municipality of Negotin, or it is its user on behalf of the Republic of Serbia as already stated.

According to the fact that it is the historical complex of facilities developing in the last several centuries, the property owned by the municipality or the Republic of Serbia is mostly earned after the World War II through the process of nationalisation, so for the majority of the facilities there are official notes: *any change of the holder of the right to the immovables upon the request for conversion.*

For the mentioned reason, all future concepts of development of the tourist destination must consider various forms of PPP, both regarding the joint investment in development of economic activity, and investment in tourist facilities and infrastructure. It is necessary to develop the idea based on PPP which would activate the underused public property (facilities and sites) in the context of complementary activities (tourist info centres, ethno houses, etc.). Further on we are providing the insight into the property of the municipality of Negotin and the Republic of Serbia regarding Rajačke pivnice.

<b>Data on plot</b>			
Direction / street	Pimnice	Pimnice	Pimnice
Plot number	4566	4764	4848
Plot sub number	0	0	0
Area	111	30	30
Type of land	Construction land outside of the construction area	Construction land outside of the construction area	Construction land outside of the construction area
Immovable sheet number	1010	130	130
Plan number	5	5	5

<b>Data on plot part</b>			
Part number	1	1	1
Culture	Land under a building and other facility	Land under a building and other facility	Land under a building and other facility
Right holders of the plot – name	Municipality of Negotin	Municipality of Negotin	Municipality of Negotin
Right type	Property	User	User
Property form	Public property	Property of RS	Property of RS
Right scope	Ideal part	Full right	Full right
Share	1 / 4	1 / 1	1 / 1

<b>Data on plot</b>			
Direction / street	Pimnice	Pimnice	Pimnice
Plot number	4856	4888	4889
Plot sub number	0	0	0
Area	54	54	24
Type of land	Construction land outside of the construction area	Construction land outside of the construction area	Construction land outside of the construction area
Immovable sheet number	1031	1034	1035
Plan number	5	5	5

<b>Data on plot part</b>			
Part number	1	1	1
Culture	Arable field of 4 <sup>th</sup> class	Arable field 4 class	Arable field 4 class
Right holders of the plot – name	Municipality of Negotin	Municipality of Negotin	Municipality of Negotin
Right type	Property	User	Property
Property form	Public property	Property of RS	Public property
Right scope	Ideal part	Ideal part	Ideal part
Share	2 / 6	1 / 2	1 / 4

<b>Data on plot</b>			
Direction / street	Pimnice	Pimnice	Pimnice
Plot number	4895	4918	4838
Plot sub number	0	0	1
Area	80	171	118
Type of land	Construction land outside of the construction area	Agricultural land	Construction land outside of the construction area
Immovable sheet number	130	130	1286
Plan number	5	5	5

<b>Data on plot part</b>			
Part number	1	1	1
Culture	Land under a building and other facility	Land under a building and other facility	Land under a building and other facility
Right holders of the plot	Municipality of	Municipality of	Municipality of

– name	Negotin	Negotin	Negotin
Right type	User	User	Property
Property form	Property of RS	Property of RS	Public property
Right scope	Full right	Full right	Full right
Share	1 / 1	1 / 1	1 / 1

<b>Data on plot</b>			
Direction / street	Pimnice	Pimnice	Pimnice
Plot number	5774	5886	5623
Plot sub number	0	0	0
Area	252	266	81
Type of land	Land within the construction area	Land within the construction area	Land within the construction area
Immovable sheet number	130	130	130
Plan number	5	5	5
<b>Data on plot part</b>			
Part number	1	1	1
Culture	Land under a building and other facility	Land under a building and other facility	Arable field of 1 <sup>st</sup> class
Right holders of the plot – name	Municipality of Negotin	Municipality of Negotin	Municipality of Negotin
Right type	User	User	User
Property form	Property of RS	Property of RS	Property of RS
Right scope	Full right	Full right	Full right
Share	1 / 1	1 / 1	1 / 1

<b>Data on plot</b>			
Direction / street	Pimnice	Pimnice	Pimnice
Plot number	5774	5886	5623
Plot sub number	0	0	0
Area	252	266	81
Type of land	Land within the construction area	Land within the construction area	Land within the construction area
Immovable sheet number	130	130	130
Plan number	5	5	5
<b>Data on plot part</b>			
Part number	1	1	1
Culture	Land under a building and other facility	Land under a building and other facility	Arable field of 1 <sup>st</sup> class

Right holders of the plot – name	Municipality of Negotin	Municipality of Negotin	Municipality of Negotin
Right type	User	User	User
Property form	Property of RS	Property of RS	Property of RS
Right scope	Full right	Full right	Full right
Share	1 / 1	1 / 1	1 / 1

<b>Data on plot</b>			
Direction / street	Pimnice	Pimnice	Pimnice
Plot number	5774	5886	5623
Plot sub number	0	0	0
Area	252	266	81
Type of land	Land within the construction area	Land within the construction area	Land within the construction area
Immovable sheet number	130	130	130
Plan number	5	5	5
<b>Data on plot part</b>			
Part number	1	1	1
Culture	Land under a building and other facility	Land under a building and other facility	Arable field of 1 <sup>st</sup> class
Right holders of the plot – name	Municipality of Negotin	Municipality of Negotin	Municipality of Negotin
Right type	User	User	User
Property form	Property of RS	Property of RS	Property of RS
Right scope	Full right	Full right	Full right
Share	1 / 1	1 / 1	1 / 1

<b>Data on plot</b>			
Direction / street	Pimnice	Pimnice	Village
Plot number	5679	5777	5903
Plot sub number	0	0	0
Area	1052	99	1721
Type of land	Land within the construction area	Land within the construction area	Land within the construction area
Immovable sheet number	1286	130	130
Plan number	5	5	5
<b>Data on plot part</b>			
Part number	1	1	1
Culture	Arable field of 1 <sup>st</sup> class	Forest of 1 <sup>st</sup> class	Arable field of 2 <sup>nd</sup> class

Right holders of the plot – name	Municipality of Negotin	Municipality of Negotin	Municipality of Negotin
Right type	Property	user	User
Property form	Public property	Property of RS	Property of RS
Right scope	Full right	Full right	Full right
Share	1 / 1	1 / 1	1 / 1

<b>Data on plot</b>			
Direction / street	Village	Village	Village
Plot number	5904	6076	6105
Plot sub number	0	0	0
Area	1830	131	3988
Type of land	Land within the construction area	Land within the construction area	Land within the construction area
Immovable sheet number	1286	130	130
Plan number	5	5	5
<b>Data on plot part</b>			
Part number	1	1	1
Culture	Arable field of 2 <sup>nd</sup> class	Arable field of 1 <sup>st</sup> class	Forest of 1 <sup>st</sup> class
Right holders of the plot – name	Municipality of Negotin	Municipality of Negotin	Municipality of Negotin
Right type	Property	User	User
Property form	Public property	Property of RS	Property of RS
Right scope	Full right	Full right	Full right
Share	1 / 1	1 / 1	1 / 1

### *Development model for property management*

#### *Limitations*

- Unsolved property legal issues
- Strict compliance with the requirements for protection of cultural monuments during the realisation of investment projects in the complex of environmental unit
- Plan documentation in the creation phase – specificity of construction permit issuance
- Low capacity of communal infrastructure

#### *Objectives*

- Solving the property legal issues
- Creation of PPP for development of tourist-services activities in wine cellars
- Improvement of touristic products "Negotinske pivnice" and its regional affirmation
- Finding a strategic partner in the field of tour operator and entry into their network of primary destinations
- Improved destination branding
- Improvement of communal infrastructure in the environmental units of cellars based on which additional activities could develop (sports, recreation, wellness, etc.)

### *Competition Plan*

Negotinske pivnice (Rajac, Štubik and Rogljevo) represent an architectural-environmental rarity of Eastern Serbia, and accordingly, the best preserved are in the village of Rajac are under the protection of the Republic. As rarely preserved environmental unit the mentioned wine cellars do not have direct competition of similar content in the area of the wide region, however, the authenticity in the region of Eastern Serbia is not sufficiently affirmed and used.

Even though over 15000 people visit Rajačke pivnice annually, there are no additional activities not accommodation capacities which could increase the revenues generated from the mentioned tourist visits. Also, the condition of the communal infrastructure is not good and it is necessary to have significant interventions especially in the area of sewerage and water supply systems.

According to the mentioned, it can certainly be said that Rajačke pivnice (as the best preserved and in the touristic context with best perspective in the municipality of Negotin) can strengthen their role in the tourist offer of Eastern Serbia with necessary interventions of both the infrastructure and branding and better market position. Some of the activities which need to be taken in order to improve the existing situation are the following:

- Infrastructural equipment with communal infrastructure (sewerage, water supply systems, road infrastructure)
- Rajačke pivnice branding (creation of brand) – protection of the geographical origin
- Creation of tourist signalisation
- Construction of accommodation capacities and facilities with complementary functions (sport, recreation, wellness, hunting tourism, agro-tourism, business and congress tourism, cycle-tourism) as well as other “service” facilities which would make the stay more fulfilled

### *Marketing Plan*

According to the spatial dimensions of Rajačke pivnice (physically – architectural and urban), its further development and activities directed towards the attraction of investors are necessary to be set towards two directions:

- Towards potential investor community
- Towards local population, entrepreneurs and SME

In both cases it is necessary to have the *Master plan* which will properly determine the size of projects, their spatial plan and dynamics of potential investment both in communal infrastructure and touristic facilities.

On the other hand, Rajačke pivnice exist and are operational in the current state. Due to the mentioned, the activities which would further increase the number of visitors and the revenues generated from tourism are necessary. Some of the activities which should be realised in the future period are the following:

- Branding, creation of brands as well as the protection of the geographical origin of the products (wine) from the area of Rajačke pivnice
- Improvement of communication with touristic operators and establishment of specific thematic wine routes in the Negotin area
- Improvement of the touristic signalisation
- Connection with the destinations in the area of Eastern Serbia and creation of touristic offer which would fully affirm the specificity of pivnice
- Creation of promotional material

*Planned activities – Action Plan*

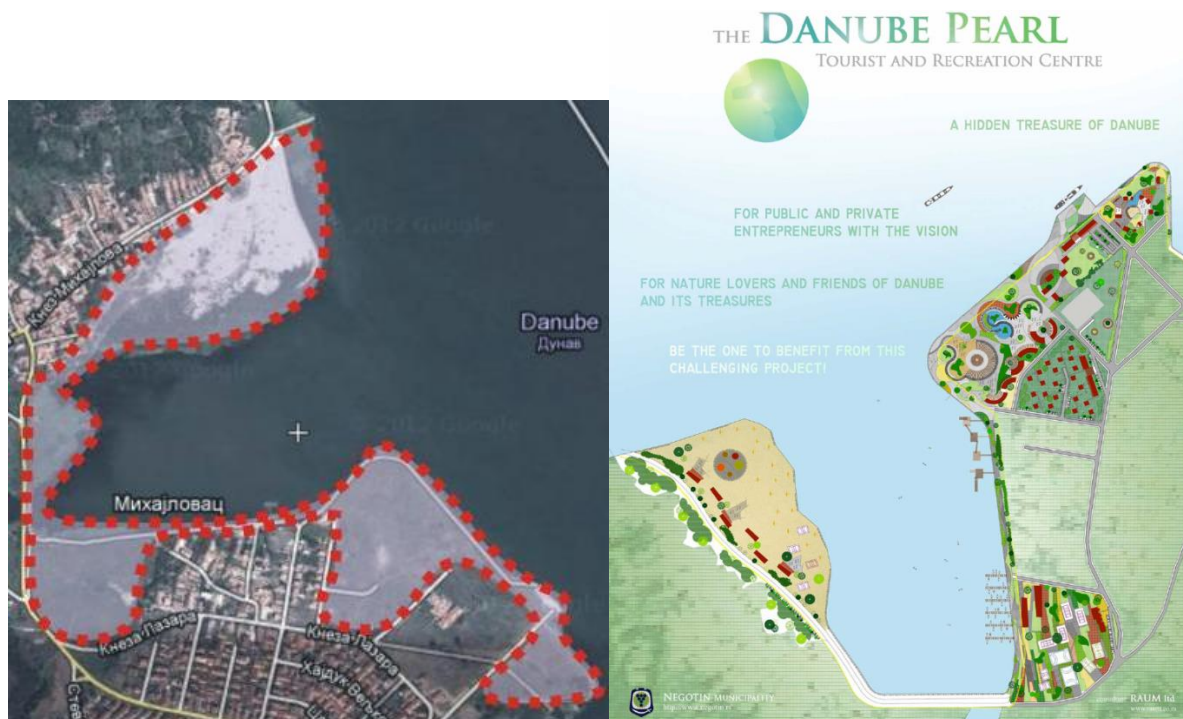
<b>o.no.</b>	<b>Activities</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
1.	Solving the property-legal relations for the facilities and land – creation of the database of sites and facilities available for the investment activities	X	X	
1.	Creation of the Master Plan for development of tourism on the territory of Rajačke pivnice	X		
2.	Branding of Rajačke pivnice, protection of geographical origin, creation of brands	X	X	
3.	Creation of medium-term plan and program of development of construction land in line with the Capital Investment Plan and program budget of the Municipality at annual level	X		
4.	Creation of Medium-term marketing plan and annual plan for concrete investors categories with the focus on the complementary tourism activity	X		
5.	Improvement of touristic signalisation	X	X	X

## 2.4. Danube Riviera – The Danube Pearl

### *Position*

The village Mihajlovac is located at the very bank of the Danube, 20 km away from Negotin. The village is consisted of the old and the new part built during the construction of the HP HE "Djerdap II". On the bank of New Mihajlovac there is a port adequate for small and big boats where it is also planned to construct the complex "The Danube Pearl". One can reach the village Mihajlovac by water and road transport. Opening of the border crossing Kusjak at HP "Djerdap 2" which is 6 km away from Mihajlovac significantly shortens the travelling to the settlements in Romania.

*The complex scope and a part of the promotional material for The Danube Pearl*



<http://serbia-locations.rs/locations-srb/location.php?ID=674>

### *Plan and Legal Basis*

In accordance with the provisions of the Spatial Plan of the municipality of Negotin, for the area which is located and which includes the planned complex "The Danube Pearl", Assembly of the municipality of Negotin passed a Ruling on Initiation of the Construction of the Detailed Regulation Plan 18 June 2013 (Ruling no. 350-137/2013-I/08).

Apart from the Spatial Plan of the municipality, documents of importance for the development of planned area of "The Danube Pearl" are also the following:

- Ruling on Construction Land – Off. Gazette of the municipality of Negotin no.29/2012
- Detailed Regulation Plan of Mihajlovac (1980)

In the mid-2000 the architectural and urbanism study was done for the tourist and recreational centre "The Danube Pearl" by the consulting firm **RAUM doo** from Belgrade in cooperation with the municipality of Negotin. This study defines the spatial and program scope of operations, contents of the centre and the budget assessment of the value of the project investment was done. The key positions of their solutions were taken for the needs of the presentation of the mentioned project at this site.

The assessed budget of the project "The Danube Pearl" amounts to 15.10 milion EUR out of which 5% should be spent on the creation of the technical documentation necessary for



construction of the tourist and recreational centre “The Danube Pearl” next to local community of Mihajlovac, the municipality of Negotin.

*Purpose of the area and infrastructural equipment*

The project “The Danube Pearl” envisages the construction of tourist – recreational complex on the bank near the existing pier. The planned area of this complex is 5,61ha and envisages the construction of a hotel with 60 beds, with the area of 1200m<sup>2</sup>, a restaurant with 50 seats and the area of 150 m<sup>2</sup>, car camp for about 100 vehicles with the area of 1.00 ha, House of hunting, fishing and navigation 150 m<sup>2</sup>. Sports courts are planned for the area of 3.00 ha and the structure would be in line with the proposal of the future investor.

For this investment there is entire infrastructure necessary for the access to the future complex:

- Municipal road 6,5 m wide
- Electricity connection 110 KV.
- Water supply and sewerage network connection
- Phone connection

The main emphasis in composing the draft project is on the establishment of tourist – recreational offer and activities of the related capacities for guest (tourists) who arrive using the water traffic, that is, travelling by boats which would dock in the already constructed port dock, but also for those who would use the Djerdap road under construction along with the right bank of the Danube, that is, road traffic from Negotin, Bor, Majdanpek and Zaječar.

While creating the urban solution a great attention was paid to the utilisation of the existing infrastructure (street, road networks and parking lots) as well as already started embankment of the part of the bank for the purpose of building of the city beach opposite of the foreland, requiring further equipment with relevant capacities, primarily showers, toilets, locker rooms, and small guest facilities and shops of swimming and sport equipment.

The base and frontal point of the urban area is on the very foreland where tourist ships dock, from where the guests are directed towards the newly formed tourist capacities such as the catering facilities with national restaurants, wine houses, beer houses, tourist agencies for future arrangements for the area. All activities are organised along the open pedestrian zone which is on one side bordered by the mentioned facilities, while on the other there are open park area overlooking the Danube and the neighbouring bank of Romania.

Opposite the other side of the port on the south-eastern side of the foreland, an ethno village is planned to be built where tourists could meet the cultural heritage of eastern Serbia and where music festivals, folklore and theatre manifestations on the outdoor stage. In the ethno village, it is also planned to construct a steeple-tower-light house on the bank which would illuminate and be a signal of the tourist centre day and night. In the same manner, the ethno village is planned to revive the old crafts for manufactured products of applied art, souvenirs and utilitarian products.

In the back of these two facilities, it is planned to build tourist flats and small detached houses in the traditional style, that is, in the authentic architecture, for longer stay of tourists.

*Property structure and geodetic parameters*

The area of the wide complex is around 45ha. It is the unconstructed and communally developed land which 70% are owned by the municipality of Negotin, and 30% by HP Djerdap (the ownership transfer to the municipality of Negotin is in progress). The most important sites in public property which represent the potential for the development of the mentioned project are as follows:

<b>Data on plot</b>			
Direction / street	Vlačeđe	La porta	La porta
Plot number	5058	5538	5539
Plot sub number	0	0	0

Area	453	44	566
Type of land	Agricultural land	Agricultural land	Other land
Immovable sheet number	1060	1060	1060
Plan number	13	13	13
<b>Data on plot part</b>			
Part number	1	1	1
Culture	Arable field of 3 <sup>rd</sup> class	Pasture of 3 <sup>rd</sup> class	Other artificially created barren land
Right holders of the plot – name	HP Đerdap doo	HP Đerdap doo	HP Đerdap doo
Right type	Right to use	Right to use	Right to use
Property form	Property of RS	Property of RS	Property of RS
Right scope	Full right	Full right	Full right
Share	1 / 1	1 / 1	1 / 1

<b>Data on plot</b>			
Direction / street	Village	La porta	La porta
Plot number	5545	5564	5566
Plot sub number	0	16	24
Area	608	30	11
Type of land	Agricultural land	Agricultural land	Forest land
Immovable sheet number	1060	1060	1060
Plan number	13	13	13
<b>Data on plot part</b>			
Part number	1	1	1
Culture	Arable field of 2 <sup>nd</sup> class	Arable field of 2 <sup>nd</sup> class	Forest of 3 <sup>rd</sup> class
Right holders of the plot – name	HP Đerdap doo	HP Đerdap doo	HP Đerdap doo
Right type	Right to use	Right to use	Right to use
Property form	Property of RS	Property of RS	Property of RS
Right scope	Full right	Full right	Full right
Share	1 / 1	1 / 1	1 / 1

<b>Data on plot</b>			
Direction / street	La porta	Vlačeđe	Vlačeđe
Plot number	5567	9384	9390
Plot sub number	0	0	0
Area	141	14243	30521
Type of land	Agricultural land	Other land	Other land
Immovable sheet number	1060	1060	1060
Plan number	13	13	13

<b>Data on plot part</b>			
Part number	1	1	1
Culture	Arable land of 3 <sup>rd</sup> class	Other artificially created barren land	Other artificially created barren land
Right holders of the plot – name	HP Đerdap doo	HP Đerdap doo	HP Đerdap doo
Right type	Right to use	Right to use	Right to use
Property form	Property of RS	Property of RS	Property of RS
Right scope	Full right	Full right	Full right
Share	1 / 1	1 / 1	1 / 1
<b>Data on plot</b>			
Direction / street	Reu	Reu	Vlačeđe
Plot number	9403	9421	9423
Plot sub number	0	0	0
Area	806	1932	11501
Type of land	Other land	Other land	Other land
Immovable sheet number	1060	1060	1060
Plan number	13	13	13
<b>Data on plot part</b>			
Part number	1	1	1
Culture	Other artificially created barren land	Other artificially created barren land	Other artificially created barren land
Right holders of the plot – name	HP Đerdap doo	HP Đerdap doo	HP Đerdap doo
Right type	Right to use	Right to use	Right to use
Property form	Property of RS	Property of RS	Property of RS
Right scope	Full right	Full right	Full right
Share	1 / 1	1 / 1	1 / 1
<b>Data on plot</b>			
Direction / street	Vlačeđe	Vlačeđe	Vlačeđe
Plot number	9426	9427	9428
Plot sub number	0	0	0
Area	40224	2278	31141
Type of land	Agricultural land	Other land	Public construction land
Immovable sheet number	1059	1059	1059
Plan number	13	13	13
<b>Data on plot part</b>			
Part number	1	1	1
Culture	Land under a building	Other artificially	Other artificially

	and other facility	created barren land	created barren land
Right holders of the plot – name	Municipality of Negotin	Municipality of Negotin	Municipality of Negotin
Right type	User	User	User
Property form	Property of RS	Property of RS	Property of RS
Right scope	Full right	Full right	Full right
Share	1 / 1	1 / 1	1 / 1

<b>Data on plot</b>		
Direction / street	Vlačede	Rau
Plot number	9429	9434
Plot sub number	0	0
Area	3847	56124
Type of land	Public construction land	Public construction land
Immovable sheet number	1059	1059
Plan number	13	13
<b>Data on plot part</b>		
Part number	1	1
Culture	Land under a building and other facility	Land under a building and other facility
Right holders of the plot – name	Municipality of Negotin	Municipality of Negotin
Right type	User	User
Property form	Property of RS	Property of RS
Right scope	Full right	Full right
Share	1 / 1	1 / 1

### *Development model for property management*

#### *Limitations*

- Plan documentation in the phase of creation – specificity of construction permit issuance
- Procedure of the immovables ownership transfer from HP Djerdap to the local self-government is in progress
- The right over the water area and facilities for the purpose of sailing are under direct jurisdiction of the bodies of the Republic of Serbia (they are not related to the local self-government).
- Incomplete communal infrastructure
- Low capacities of the communal infrastructure

#### *Objectives*

- Solving the property-legal issues

- Completion and adoption of the Detailed Regulation Plan for “The Danube Pearl”
- Finding the strategic partner (or consortium) for the realisation of the investment
- Complete communal equipment of the site
- Branding of the site in cooperation with the strategic partner

### *Competition Plan*

During one season, the Danube flow in our country is used by over 500 passenger boats towards the Black Sea which make beaks at attractive sites of the banks and places where they can be offered fun, rest, and sightseeing and with certain tourist offer. In Serbia there is a number of marines and piers with related infrastructure and facilities and services of different quality, but the influence that the mentioned facilities have on the entire socio-economic development (except in Novi Sad and Belgrade) is considered insignificant.

*The Spatial Plan of the area of specific purpose of the international water traffic E-80 Danube (Pan-European corridor 7)*, DRAFT from February 2013, defined the planned sites for marines in the sector of the Danube and the banks of the municipalities of Negotin and Kladovo:

- 35. Tekija “Đerdap East” r.km.956.6
- 36. Kladovo – r.km 934
- 37. Brza Palanka – r.km 883
- 38. Mihajlovac – r.km 872**
- 39. Radujevac – r.km 852

On the flow length of 104 km there are 5 planned marines. According to the fact that the development of the mentioned sites is based primarily on the navigation tourism and relevant sports and recreational and tourist activities, the mentioned sites are mutually very competitive, and it is necessary to design the strategy in order to reduce the level of competitiveness between them, i.e. to achieve equal (maximum) effect in use of each individual site.

In accordance with the stated, the primary task which is necessary to be performed (and which is mostly realised by the consulting firm RAUM) is to define the specific environmental and architectural units as well as purposes which would point out “The Danube Pearl”, i.e. the marine in Mihajlovac from the others. In this segment it can be said that the site has an advantage compared to other sites, and thus it is necessary to find the strategic partner in the next period, harmonise the investment requirements with the existing concept and continue further development of the site.

### *Marketing Plan*

The site of “The Danube Pearl” represents a potential for the development of investments in the sector of navigation, sports and recreation. According to the mentioned, the realisation steps in the next period should be the following:

- Definition of investors categories towards which the adequate “teasers” will be directed (hotel chains with similar facilities and offers, company franchising, etc.).
- Creation of the feasibility study with basic financial parameters; especially taking into account the financial scenarios and the investment payback point
- Establishment of contacts with investors who have already realised similar investments in the Danube area, especially on the Romanian and Bulgarian side
- Creation of multimedia material for promotion of the exiting development concept and their wider affirmation and publication

### *Planned activities – Action Plan*

<b>o.no.</b>	<b>Activities</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
1	Reorganisation of PC for construction filed of the municipality of Negotin and introduction of the sector for research and development and marketing and trade	X		
2.	Solving the property-legal relations for the facilities and land – ownership transfer from the HP Đerdap to the municipality of Negotin	X	X	X
3.	Completion of the detailed regulation plan “The Danube Pearl”	X	X	
4.	Creation of the feasibility study with financial scenarios per realisation phase		X	
5.	Creation of medium-term plan and program of development of construction land in line with the Capital Investment Plan and program budget of the Municipality at annual level	X		
6.	Communal equipment with infrastructure		X	X

## **2.5. Tourist Centre – Stevanske livade**

### *Position*

Preserved nature and ability to combine different elements of tourist offer (especially in the field of sports and recreation) are particularly interesting for the site “Stevanske livade” on the Deli Jovan Mountain. The site is about 30 km to the west of Negotin and is located at the altitude of 480m in the village of Sikole.

### *Plan and Legal Basis*

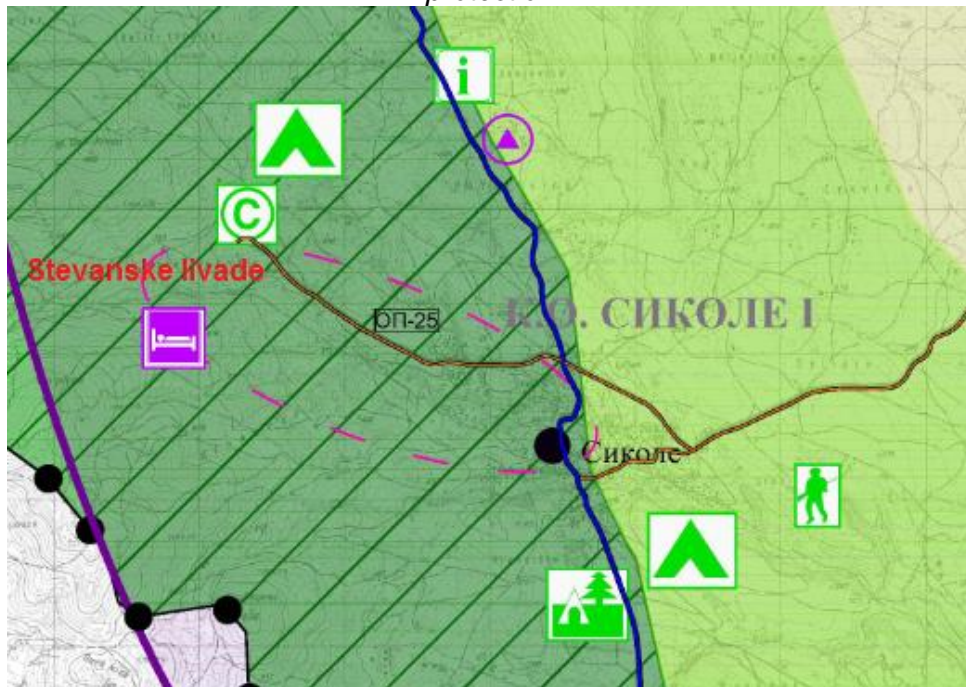
According to the fact that Stevanske livade are located outside of the construction region of the settlement of Sikole, the construction in the subject area is defined by the Spatial Plan of the municipality of Negotin – Off. Gazette of the municipality of Negotin no.16/2011.

### *Purpose of the area and infrastructural equipment*

According to the Spatial Plan of the municipality of Negotin, Stevanske livade with the subject complex planned for construction is located on the forest land and in line with the mentioned purpose it is necessary to define the development concept which would adjust to the system of protection and sustainable use of the natural resources.



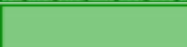









In the context of the activation of the resources of public property for the needs of local development, the site of Stevanske livade fully represents an example of neglected resource which activation would significantly improve the activation of other complementary capacities as well. The infrastructure became unusable due to the lack of maintenance and it is necessary to perform the communal equipping again.

Purpose of the area on the site of Stevanske livade – reference map 3: tourism and area protection



Source: Spatial Plan of the municipality of Negotin, Of. Gazette of the municipality of Negotin 16/2011

**Legend:**

-  Area of environment of good quality
-  Area of environment of very good quality
-  Area of environment of very good quality – protected natural goods
-  Sport center / courts
-  Existing accommodation capacities
-  Hunting
-  Cottage settlement
-  Resort
-  Info point
-  Cultural marks
-  Potential tourist settlement / centres
-  Miroč Mountain tourist zone

*Property structure and geodetic parameters*

The complex area with the existing facilities is about 8.2 ha. The real estate intended for the development of potential investors' projects which are planned for the complex Stevanske livade is provided below:

<b>Data on plot</b>		
Direction / street	Bele vode	Bele vode
Plot number	3901	3904
Plot sub number	0	0
Area	2558	6514
Type of land	Agricultural land	Agricultural land
Immovable sheet number	1070	1070
Plan number	11	11
<b>Data on plot part</b>		
Part number	1	1
Culture	Pasture of 6 <sup>th</sup> class	Pasture of 6 <sup>th</sup> class
Right holders of the plot – name	Municipality of Negotin	Municipality of Negotin
Right type	User	User
Property form	Property of RS	Property of RS
Right scope	Full right	Full right
Share	1 / 1	1 / 1

<b>Data on plot</b>		
Direction / street	Bele vode	
Plot number	3905	
Plot sub number	0	
Area	7368	92
Type of land	Agricultural land	Cultural building
Immovable sheet number	1070	
Plan number	11	
<b>Data on plot part</b>		
Part number	1	
Culture	Land under a building and other facility	
Right holders of the plot – name	Municipality of Negotin	
Right type	User	
Property form	Property of RS	
Right scope	Full right	
Share	1 / 1	

<b>Data on plot</b>			
Direction / street	Bele vode	Bele vode	Bele vode
Plot number	3914	3917	3917
Plot sub number	0	0	0
Area	12229	485	59258
Type of land	Agricultural land	Agricultural land	Agricultural land
Immovable sheet number	1070	1070	1070



Plan number	11	11	11
<b>Data on plot part</b>			
Part number	1	1	2
Culture	Pasture of 6 <sup>th</sup> class	Land under a building and other facility	Meadow of 6 <sup>th</sup> class
Right holders of the plot – name	Municipality of Negotin	Municipality of Negotin	Municipality of Negotin
Right type	User	User	User
Property form	Property of RS	Property of RS	Property of RS
Right scope	Full right	Full right	Full right
Share	1 / 1	1 / 1	1 / 1

<b>Data on plot</b>	
Direction / street	Bele vode
Plot number	3919
Plot sub number	0
Area	646
Type of land	Construction land outside of the construction area
Immovable sheet number	1070
Plan number	11
<b>Data on plot part</b>	
Part number	1
Culture	Land under a building and other facility
Right holders of the plot – name	Municipality of Negotin
Right type	User
Property form	Property of RS
Right scope	Full right
Share	1 / 1

#### *Development model for property management*

##### *Limitations*

- The creation of urbanism plan is necessary; if there are new purposes introduced it is necessary to amend the Spatial Plan of the municipality of Negotin
- Bad communal infrastructure

##### *Objectives*

- Creation of touristic products; creation of feasibility study
- Positioning of the development capacity on the market of investment projects
- Finding the strategic partner (or consortium) for investment realisation
- Communal equipment of the site

### Competition Plan

Improvement of the tourist offer of the municipality of Negotin would be achieved by the realisation of the recreational and sports capacities in Stevanske livade through the reconstruction of the resort facility and construction of sports court. It is of special importance to mention that the mentioned resort facility would represent the only touristic and sport-recreational facility in the municipality of Negotin and thus its affirmation would have both local and regional significance. The activities and capacities planned for the site, in line with the previous initiatives of the local self-government, would be the following:

- Construction of sport courts (handball, basketball and volleyball courts)
- Construction of tennis courts
- Construction of the complex of children playgrounds with the nature school
- Reconstruction of the existing facilities for accommodation and stay of pupils
- Reconstruction of the Memorial home

According to the fact that in the wide area of eastern Serbia there are already affirmed spa centres (Gamzigrad, Brestovačka banja, Sokobanja), Stevanske livade should create their competitiveness on specific services and accommodation concept in the nature, which the mentioned spa centres cannot have in a similar way. The primary step in the development of the tourist destination of Stevanske livade would be the development of the tourist concept and its market valorisation on the territory of eastern Serbia.

### Marketing Plan

- Inventiveness of the tourist offers (material base for tourism development)
- Creation of tourist products (complementary to other tourist offers of the municipality of Negotin) and their strategic promotion
- Definition of investor categories towards which the adequate "teasers" will be directed (chains of hotels with similar facilities and offers, company franchising, etc.)
- Creation of the feasibility study with basic financial parameters; especially the financial scenarios and investment payback point
- Creation of multimedia material for promotion of the development concept and their wide affirmation and publication

### Planned activities – Action Plan

<b>o.no.</b>	<b>Activities</b>	<b>2015</b>	<b>2016</b>	<b>2017</b>
1.	Creation of Marketing Plan and feasibility study	X		
2.	Creation of medium-term plan and program of development of construction land in line with the Capital Investment Plan and program budget of the Municipality at annual level	X		
3.	Creation of Medium-term marketing plan and annual plan for concrete investors categories with the focus on the complementary tourism activity	X		
4.	Improvement of tourist signalisation	X	X	X

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