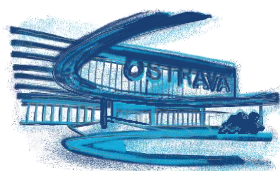
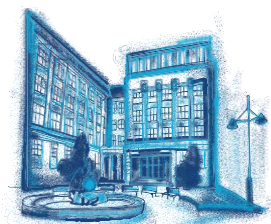


fajnOVA CENTRUM

Strategic Plan for Sustainable Development
of the Urban District of Moravská Ostrava and Přívoz
for 2022–2027 with a Long-term Perspective to 2035



fajnOVA
CENTRUM

OSTRAVA!!!
MORAVSKÁ OSTRAVA
A PŘÍVOZ

What is a Strategic Plan?

The Strategic Plan is a key urban development document that sets the direction towards which our district should develop through 2035. Essentially, it is an aid for long-term development planning, for local authorities and others. The strategic plan of fajnOVA CENTRUM builds upon Strategic Development Plan of the City of Ostrava for 2017–2023 (fajnOVA) with the Moravská Ostrava and Přívoz district hereby joining other city's districts that adopt the principles of strategic planning:

- fajnOVA PORUBA
- fajnOVA OSTRAVA-JIH
- fajnOVA SLEZSKÁ



This is a simplified version of the Strategic Plan for purposes of communication. For the further information please visit

www.fajnovacentrum.cz.

The brand name fajnOVA CENTRUM is derived from the location of the district in the city centre.



How was the Strategic Plan developed?

More than 1,500 people from among the citizens, visitors, and prominent figures of the Moravská Ostrava and Přívoz district and the City of Ostrava were involved in the development of the fajnOVA CENTRUM Strategic Plan. It made a use of the findings of work groups, the strategic team, and surveys and investigations focused on the Ostrava city centre. The writing of Strategic Plan took approximately one year, building on and further developing the Strategic Development Plan of the City of Ostrava for the period 2017–2023 (fajnOVA).

- **5** members of the implementation team from the University of Ostrava
- **3** meetings of the strategic team
- **6** work group meetings
- **34** interviews with local stakeholders
- **1 391** survey respondents
- **1** meeting with representatives of local communities

Principles of the Strategic Plan



Data-based analysis

The development of Moravská Ostrava and Přívoz district combines scientific knowledge and knowledge of the area. Ideally, all claims should be substantiated by knowledge to avoid confusion between subjective and objective findings.



Different approach for different areas

Moravská Ostrava and Přívoz comprises different types of building development, whereby its residents, local businesses, and institutions require different measures. Obviously, the historic core needs a different approach than Fifejdy or Přívoz parts.



Spatial connection of the district

The urban district is separated by a number of different physical barriers, and the Strategy moves to gradually eliminate them. It also attempts to harmonise the use of the entire district space. It seeks to better connect the district internally, i.e., with surrounding urban districts, and also with the region.



Work with what we already have in the district

In preparing the Strategy, emphasis was put on the district's residents, businesses, and institutions. The Strategy aims to facilitate better function and development. It does not rely on the arrival of new residents or investors as a priority, but still seeks to create favourable conditions for them.



Address issues and activate potential

The Strategic Plan seeks to address not only what troubles the district, but also to seek where the district can develop in the future.



Improve the environment for external funding

One of the principles on which the Strategy is based is to improve the conditions for external funding. It aims to facilitate investment opportunities for developers and businesses in the district and ideally to involve them in building and maintaining their surroundings.



Complement the city's flagship projects

The urban district will never have the financial resources that the entire City of Ostrava has available. However, it can still assist with their implementation, complement them with smaller projects, thus improving the functioning of the flagship projects of the City of Ostrava. Only in this way can the major projects be beneficial for Moravská Ostrava and Přívoz itself.



Be realistic

The authors of the Strategic Plan are aware of the limited capacity of local government. In preparing the Strategic Plan, we made an effort to plan as realistically as possible while setting goals that constitute a "manageable challenge" so that their achievement would visibly move the district forward.



Create space for experiment

Many similar problems faced by the Moravská Ostrava and Přívoz district have already been solved in other cities. As part of the Strategy development, we tried to search for these solutions and, following critical evaluation, to create conditions for their application.



Practical measures

In terms of their financial cost, all measures include consideration of the operational phase. The planned projects should not become an excessive burden on the district's budget due to their excessive operation and maintenance costs.



Emphasis on sustainability

The implementation of each measure and project should always take into account individual dimensions of sustainability and develop the environmental, social and economic aspects of the urban district with a long-term aspect in mind. An example of such development is the densification and compactness of the building development located in the district.



Live document

The Strategy is linked to other strategic documents of the state, Region, and the City of Ostrava. The closest connection is of course to the fajnOVA Strategic Plan; it further elaborates and complements many measures included in this larger plan. Given the ever-changing environment, the document is open to future modifications that will respond to these changes. The document also includes principles for ongoing monitoring and evaluation.

The urban district's vision

In 2035, the Moravská Ostrava a Přívoz district will be an attractive and lively hub of the entire metropolitan region and will be a driving force in Ostrava's development. It will be an urban district with fewer barriers obstructing its development, and open to opportunities. Given the high quality of life, the number and satisfaction of its residents will increase.

Attractive and lively centre

Moravská Ostrava and Přívoz will become an attractive locale both for locals and visitors to spend their leisure time, weekends, and holidays.



Regional metropolitan hub

The urban district will function not only as the administrative hub of the Moravian-Silesian Region, but also as a natural catchment centre for the surrounding settlements due to other functions it provides.



Openness to opportunities

Impulses from entities other than the Moravská Ostrava and Přívoz district authority will be viewed as an opportunity to create new quality and improve its functioning. The Moravská Ostrava and Přívoz district will be a partner of those who want to implement their activities in its territory.



Fewer barriers to development

The influence of barriers that hinder the development of the urban district will be reduced, both the institutional that limit development due to inappropriate procedural barriers, as well as the physical, which are visible in the area. Communication and cooperation between the local government and other local stakeholders will significantly improve leading to disappearance of many bottlenecks in the public space.



Quality of life and resident satisfaction

The needs and satisfaction of residents will be prioritised, the benefits of living in the urban district will be enhanced and the negatives reduced. The district will improve the living conditions of locals in a long-term and systematic way.



A driving force of development

The entire urban district will be a key cultural, educational, and economic driver of Ostrava's development with a functional overlap to the entire metropolitan region.



Strategy's mission

The fajnOVA CENTRUM Strategy sets out the key principles for delivering the district's vision. The Strategy's main goal is to strengthen the planning and management of the urban district development. It also creates the conditions for improving its communication with other stakeholders and establishing long-term partnerships.

Strategic goal 1:

#1

Strengthen the role and function of the district as a city and regional hub

The goal aims to enhance the attractiveness and vitality of the historic core and the entire Ostrava city centre. To achieve this, the cultural sector will be actively promoted, as well as the retail and service sectors. Functional public space and a diverse transport will help to ensure that the city centre's functions are not a simple sum, but a product that provides the district with a unique position in the region.



Typical measures:

- Revitalisation of the historic core and public space
- Functional and spatial interconnection of major developmental projects in the urban district with their surroundings
- Consistent application of thoughtful design principles in the renovation and maintenance of public spaces
- Temporary use of vacant properties
- Creation of a communication platform for local entrepreneurs in the service industry
- Creation of a set of instruments for shared services for local entrepreneurs
- Support for the expansion of retail and service offerings
- Comprehensive and sustainable solutions for pedestrian and cyclist transportation infrastructure
- Creation and implementation of a car transport conception
- Creation and implementation of a car parking conception
- Improvement of the physical condition of interchanges and entry gates to improve their perception by visitors

Strategic goal 2:

#2

Attractive housing and improved quality of life

This goal is supposed to ensure that there is sufficient good-quality and affordable housing for all generations in the urban district. Municipal/District-owned flats is an asset that benefits both owner and tenants. The high quality of life makes the district "a good address for living", which attracts new residents. The district will meet the parameters of a "within walking distance city".



Typical measures:

- Expansion of the housing stock owned by the district
- Increase in the supply of affordable housing for people disadvantaged in the housing market, such as young families, the elderly, people with disabilities
- Increase in the supply of social housing
- Broader involvement of developers in the construction of new flats and/or revitalisation of existing flats through public-private partnership projects
- Cooperation with the City of Ostrava in the construction and management of housing stock
- Measures aimed at higher demand for housing in the urban district
- Supporting the matching of supply and demand for housing
- Improved conditions for pedestrians
- Improved urban district accessibility for people with reduced mobility
- Improved availability, accessibility and quality of green spaces for all local communities
- Measures to reduce crime
- Increasing the level of sense of security
- Adjustments to the physical condition of passageways and underpasses to improve their perception by the public

Strategic goal 3:

#3

Superior education and greater community involvement in development

The primary purpose of this goal is to create conditions in the urban district that provide a good-quality education that will help bridge the district's current challenges while mirroring the future needs. The goal also envisages the development of local communities to meet their diverse needs. In concrete terms, communities will be involved in the development of the urban district and the cultivation of the local environment.



Typical measures:

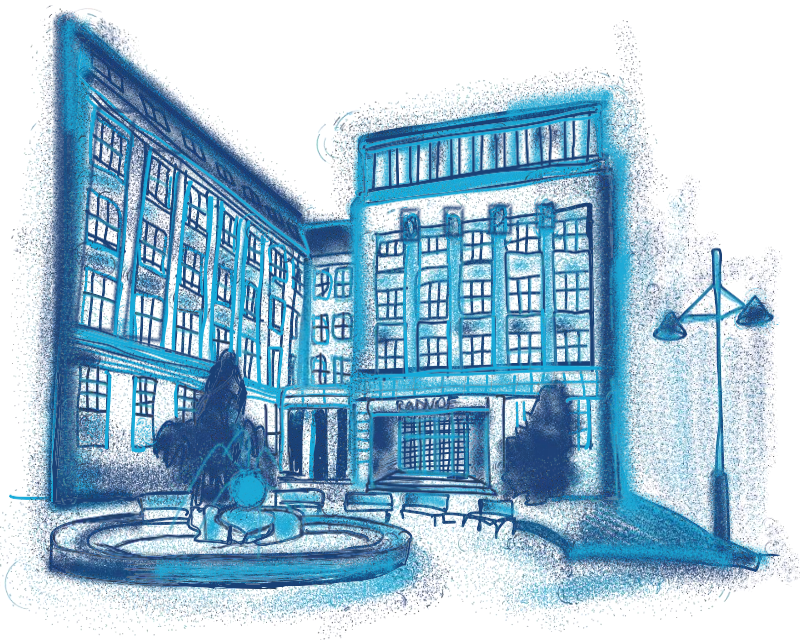
- Active cooperation of the urban district in the implementation of the goals of the Ostrava Education Strategy 2030 and the Conception of Family Policy of the City of Ostrava
- Continued active cooperation of formal and informal educational institutions in the urban district
- Continued cooperation between the urban district and schools in projects
- Deepened cooperation between schools and universities to improve the educational process
- Improvement of the image of schools located in Přívoz
- Application of the requirements and needs of the urban district from secondary schools and universities
- Engagement of communities in planning the district's development and in the care of the public space
- Expansion of the supply of suitable spaces for local community events and supporting existing community facilities
- Increased offer of cultural and leisure activities available to teens and students
- Creation of opportunities for the development of children living in socially excluded localities leading to reducing anti-social behaviour, reducing youth crime, promoting education and meaningful and appealing leisure activities
- Shared cultural spaces, e.g., rehearsal rooms and studios

Strategic goal 4:

4

Urban district as a cooperative partner

This goal seeks to achieve a state where the urban district is perceived as a suitable location for private sector investment and where residents can easily communicate with the urban district authority and its management. An essential part of the goal is to strengthen the collaboration of the urban district authority and its management on projects of other stakeholders and to improve its absorption, planning, and implementation capacities.



- Strengthening of the cooperation of the urban district in the preparation and implementation of strategic projects resulting from the Action Plan as part of the Strategic Development Plan of the City of Ostrava for 2017–2023
- Improved absorption, planning, and implementation capacities of the Moravská Ostrava and Přívoz urban district authority
- Provision of the widest possible support to other public administration stakeholders in the implementation of their projects (neighbouring districts, the City of Ostrava, the Moravian-Silesian Region, the Municipal Studio of Spatial Planning and Architecture, etc.)
- Improved environment for private sector investment
- Buding partnerships with universities and scientific research institutions
- “Open” City Hall and improved communication with residents and other stakeholders
- Coordinated action to address the issue of major polluters in the district



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