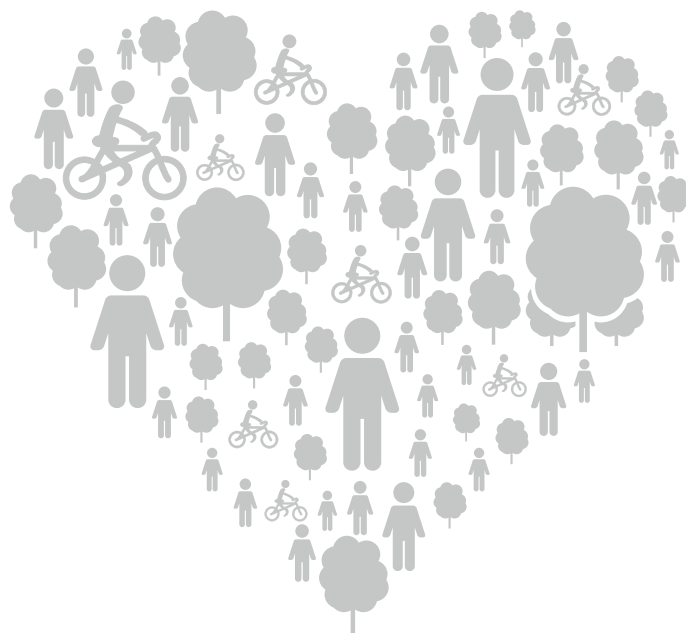


Ostrava City Strategic Development Plan 2017-2023

fajnOVA

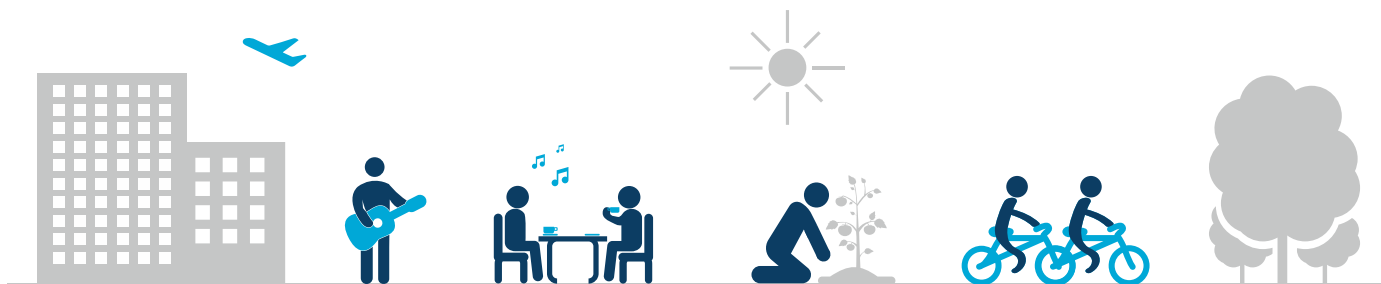
OSTRAVA!!!



This is a simplified version of the City of Ostrava's Strategic Development Plan. A more detailed version of the document (including an action plan with a list of projects for realization and other materials) is available at www.fajnova.cz.

Ostrava's vision – what kind of city do we want to have in 2030?

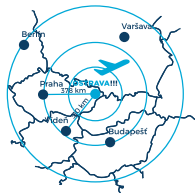
- Ostrava is closer to its people, to nature, and to the rest of the world.
- Ostrava is a confident European city energized by active people.
- Ostrava offers a high quality of life for all generations.
- Ostrava is a city that attracts young, hard-working and talented people. It is no longer a city which people choose to leave.
- Ostrava harnesses the huge potential of its proud industrial tradition.
- Ostrava is prospering thanks to well-educated, creative and forward-looking people who play an active role in public life.
- Ostrava develops and uses innovative, environmentally friendly and sustainable technologies.
- Ostrava constantly grows and develops, inspired by successful projects implemented in cities throughout Europe and the whole world.





Ostrava's priorities and strategic goals

A vibrant regional capital

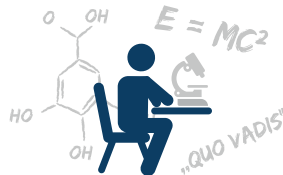


- 1** Building an interconnected city



- 2** Revitalizing the historic city centre

Wealth in people



- 3** Being a centre for top-quality education



- 4** Enhancing the business environment

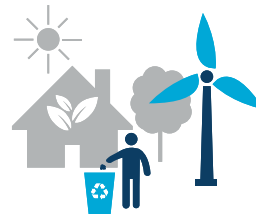


- 5** Supporting communities and citizens' involvement in public life

A healthy city



- 6** Creating a great environment for all generations



- 7** Bringing the city closer to nature



Key success indicators for the strategic plan

Inward migration to Ostrava will be stable or growing. The demographic structure of the population will improve, reversing the current trend. Young, educated or economically active people will make up a larger percentage of the city's total population.

— ► Target situation:

Inward migration to Ostrava will be stable or growing. There will be a long-term increase in age groups 0-15 and 15-64 as a percentage of the city's total population up to 2030.

Average pre-tax wages in Ostrava and the Moravian-Silesian Region will grow more rapidly.

— ► Target situation:

The average monthly wage in the Moravian-Silesian Region will grow at a more rapid rate than the national average during the period 2017-2023, with the ambition of equalling or exceeding the national average by 2030.

Air pollution in Ostrava will be reduced.

— ► Target situation:

There will be a continuation of the current trend of annual reductions in concentrations of airborne particulates and benzo(a)pyrene, which by 2030 will be in full compliance with legal limits.





Building an interconnected city

A vibrant regional capital | Wealth in people | A healthy city

Strategic goal 1: Building an interconnected city

Ostrava has around 300 000 people and consists of 23 municipal districts. It forms part of a densely populated region with five cities and a population of almost a million. Within this metropolitan area, it is important to strengthen Ostrava's role as a regional centre of development and an attractive gateway to the wider region. Ostrava should be an active leader, mobilizing its partners to cooperate and become involved in international projects. Working in conjunction with the municipal districts, it is important to build a more interconnected city and to achieve more effective cooperation in the city's management and development.

#regionalcapital #interconnectedcity #globallinks #positiveimage #majorevents

Changes we intend to make:

- We will support major cultural, sporting, commercial and expert events and attractions with a national and international dimension.
- We will provide top-quality services and create an excellent environment to attract new investments, developing cooperation with international partners and playing an active role in international networks and projects.
- We will take a more systematic, conceptual and effective approach to promoting Ostrava's brand and building a positive image for the city.
- We will increase the capacity, quality and speed of transport links among the city's individual districts.
- We will regenerate and revitalize currently vacant land, and we will create better connections between densely populated districts of Ostrava.

Examples of strategic projects:

- Involvement of the city and local organizations in international cooperation projects
- Reconstruction and improvements at the main railway station
- Urban cable car project
- New concert hall (reconstruction of the City of Ostrava Cultural Centre)
- Completion of the extended Rudná highway and related infrastructure





Revitalizing the historic city centre

A vibrant regional capital | Wealth in people | A healthy city

Strategic goal 2: Revitalizing the historic city centre

Despite several improvements in recent years, Ostrava's historic centre is still not perceived in a positive light – as a place with beautiful architecture, attractive public spaces and many opportunities for leisure, culture and recreation. Our goal is to revitalize the city centre so it becomes the “beating heart” of the city and the entire region, an attractive destination for local people and visitors alike. We will support projects which make full use of the city centre's potential, including the construction of high-quality buildings for residential, commercial and leisure use. It is essential for the centre to offer excellent conditions for SMEs, leisure, culture and recreation.

#citycentrepeople

#topshops

#greatservices

#attractivedestination

#residentialarea

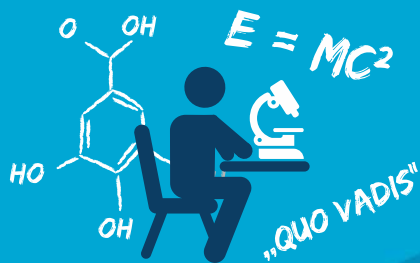
Changes we intend to make:

- We will ensure that there is a wide range of affordable housing in the city centre – increasing occupancy levels and building new residential complexes.
- We will work to increase the number of shops and other businesses in the city centre, with an emphasis on high-quality services and original products.
- We will attract more local people and visitors to the historic city centre to enjoy its beautiful architecture and vibrant culture.
- We will improve the care and management of the city's historical heritage.
- We will improve transport links between the city and outlying districts of Ostrava.

Examples of strategic projects:

- Reconstruction of the historic former slaughterhouse complex to create an arts centre
- Revitalization of Msgr. Šrámka square
- New residential complex at the currently vacant 'Lauby' site
- Revitalization of the Black Meadow site (Černá louka)
- Development of the land between Nová Karolina and Lower Vítkovice





Being a centre for top-quality education

A vibrant regional capital | Wealth in people | A healthy city

Strategic goal 3: Being a centre for top-quality education

Top-quality education is an essential precondition for reducing unemployment. Ostrava needs to improve its citizens' job skills, language skills and soft skills, and its education system needs to respond better to the evolving needs of the labour market. By integrating all elements of the education system and developing centres of educational excellence, we will help to make Ostrava a more attractive place to live and work – especially for young, hard-working and talented people.

#jobskills #lifefskills #talentattraction #topqualityeducation #universitycity

Changes we intend to make:

- We will make it easier for people of all ages to develop their own personal and professional skills and find the right career and study path for them as individuals.
- We will improve links between schools and employers to ensure that modern teaching concepts truly reflect the evolving needs of the labour market.
- We will make use of experiment- and experience-based learning, harnessing the potential of modern technologies to make the learning process more attractive.
- We will systematically develop sector-specific and universal transferable skills throughout the education system, including lifelong learning.
- We will attract talented people to Ostrava, implementing special programmes to make the city a great place to develop talent.

Examples of strategic projects:

- New building for the Moravian-Silesian Academic Library (in cooperation with the Moravian-Silesian Region)
- New Faculty of Fine Arts building and sports complex for the University of Ostrava
- New degree programme 'Stomatology' at the Faculty of Medicine
- A grant programme to help develop talents
- Bazaly Football Academy – modern training centre

David, age 24
Develop industries with a bright future (industrial automation of measurement and regulation)

Simona, age 38
Ostrava should develop its potential in IT and the humanities

Nuno, age 21
Try to understand people, when they speak English and don't get angry, if they don't know Czech



Enhancing the business environment

A vibrant regional capital | Wealth in people | A healthy city

Strategic goal 4: Enhancing the business environment

The culture of Ostrava's labour market reflects the city's industrial history and the traditional dominance of large corporations. There needs to be a change in culture, with a greater emphasis on start-ups and job creation. To do this, it is necessary to create a support system for SMEs – including new and established local businesses with the potential and ambition to grow and expand into international markets.

#supportingenterprise #businessstartups #developingbusinesses
#researchforindustry #socialenterprise

Changes we intend to make:

- We will support the development of enterprise and foster an entrepreneurial spirit throughout the education system, including lifelong learning.
- We will create a core network and offer programmes and funding tools to support start-ups and business development.
- We will strengthen the links between the private and public sector to enhance the business environment.
- We will create a motivational environment for cooperation between companies and researchers, supporting practical applications for research and helping innovative products to succeed on international markets.
- We will support and make use of social enterprise.

Examples of strategic projects:

- Preparation of a new industrial zone at Ostrava-Hrušov
- Development of the Ostrava Science and Technology Park to support innovative business
- Technological Research Centre for Industry 4.0 at the VŠB-Technical University of Ostrava
- Crafts incubator at the Lower Vítkovice complex
- Development fund to support the construction of premises for SMEs





Supporting communities and citizens' involvement in public life

A vibrant regional capital | Wealth in people | A healthy city

Strategic goal 5: Supporting communities and citizens' involvement in public life

Ostrava's civil society organizations are exceptionally capable, and have organized numerous Europe-wide events. In recent years, Ostrava's civil society has flourished, as citizens have become increasingly involved in public life. However, there is still space for improvement: sometimes there is still too great a distance between the local authorities and the communities they serve. Collaboration in organizing cultural, leisure and community activities will motivate citizens to participate in public life and develop new activities. We also aim to encourage citizens to become more closely involved in running the city and contributing to decision-making.

#communitylife #citizensinvolvement #cohesion #communication #cooperation

Changes we intend to make:

- We will create an environment facilitating community activities and organizations so people can become more involved in public life.
- We will make it easier for people to organize their own events, encouraging a higher level of public involvement.
- We will create and use tools for encouraging citizens to become involved in city decision-making, and we will enable people to check on the progress of the city's strategic plan and other major projects.
- We will enhance citizens' responsibility for the environment in which they live.
- We will apply what we learn from our partner cities and communities, developing international cooperation.

Examples of strategic projects:

- fajnOVA – a platform enabling citizens to participate in Ostrava's development
- Grant system for revitalizing public spaces
- Participative budget-setting in municipal districts
- Harnessing the potential of the 'Little Copenhagen' area (Malá Kodaň) – connecting Masaryk Square with the riverside area for community activities, high-quality public spaces and new architecture
- Community-led local development in an urban environment (CLLD-U) – creating conditions for the development of community life in Ostrava's outlying districts





Creating a great environment for all generations

A vibrant regional capital | Wealth in people | A healthy city

Strategic goal 6: Creating a great environment for all generations

Ostrava lacks a unified development concept, high-quality architecture and attractive public spaces. Our aim is to create a spatial development plan, revitalize unsightly public spaces, offer affordable housing and support high-quality architectural projects so that Ostrava will be a pleasant place to live. Pedestrians and other ecologically friendly forms of transport should have priority over cars.

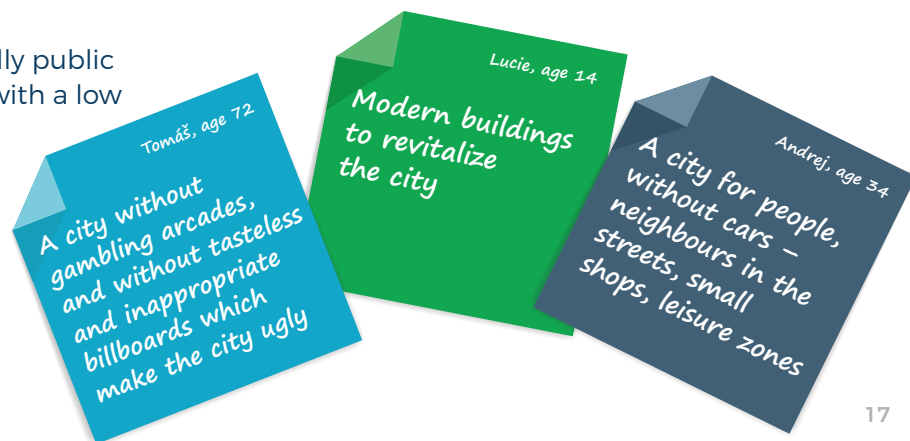
#publicspace #qualityhousing #outstandingarchitecture #sustainablemobility #safestreets

Changes we intend to make:

- We will respect modern urban planning principles when planning the city's spatial development, building awareness that safe and clean public spaces are a shared priority for all citizens.
- We will support high-density development within Ostrava's administrative boundaries, developing vacant land via high-quality architecture and removing barriers to mobility.
- We will revitalize or demolish unsightly buildings.
- We will ensure greater availability of affordable housing, and we will improve the quality and appearance of housing in the city.
- We will prioritize environmentally friendly public transport and other forms of transport with a low carbon footprint.

Examples of strategic projects:

- Revitalization of the Náměstí Republiky transport interchange
- Creation of a platform for conceptual urban planning and modern architecture and urban development
- Eco-friendly public transport projects, including the extension of tram lines in Ostrava-Poruba
- Bikesharing
- Development of the City Hospital





Bringing the city closer to nature

A vibrant regional capital | Wealth in people | A healthy city

Strategic goal 7: Bringing the city closer to nature

Despite marked improvements in recent years, Ostrava's environment still suffers from pollution. The city has a number of ecological burdens which represent obstacles to its further development. Our goal is therefore to increase the number of high-quality green areas and public spaces for Ostrava's citizens, which will also make the city better prepared to deal with the impacts of climate change. It is essential to continue to play a role in reducing air pollution and to apply the "smart cities" concept in order to minimize environmental impacts.

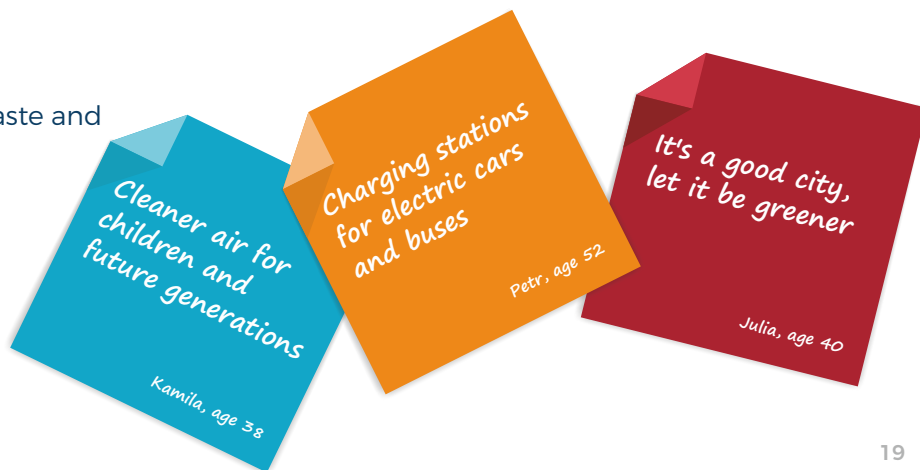
#greenspaces #brownfieldregeneration #useofresources #cleanair #smartcity

Changes we intend to make:

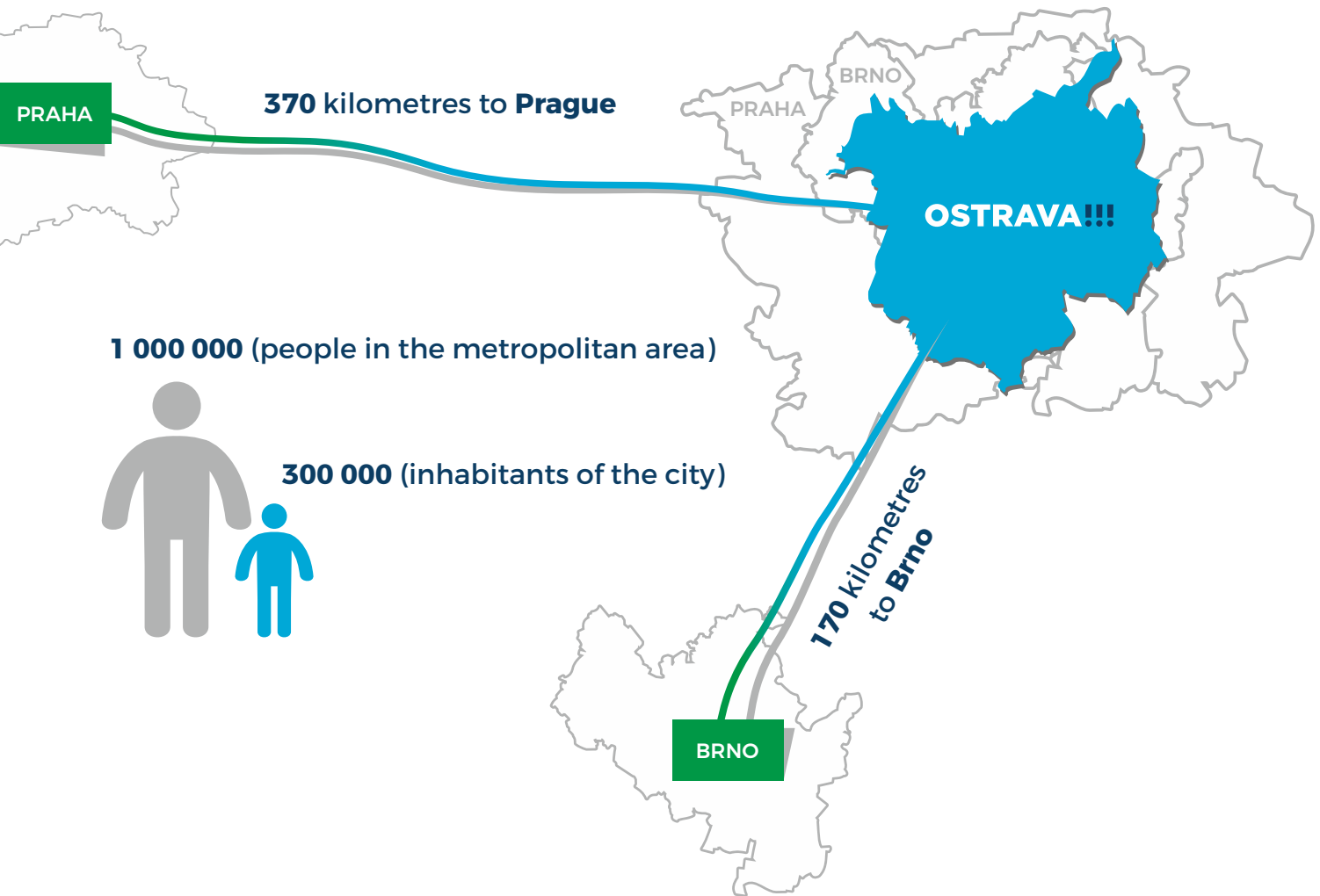
- We will make improvements to parks and other green spaces to facilitate leisure, sport and recreational use; we will create water features and other features supporting biodiversity and preparing the city for the impacts of climate change.
- We will revitalize derelict and vacant spaces including former industrial sites, and we will make significant progress in dealing with inherited ecological burdens.
- We will improve energy efficiency in the city.
- We will reduce sources of air pollution.
- We will achieve greater efficiency in waste and water management.

Examples of strategic projects:

- Candidacy for European Green Capital
- Funding for installation of eco-friendly home heating technologies
- Planning and implementation of climate change adaptation strategy
- Revitalization of the Benátky forest park and the Pustkovec valley
- Completion of cleanup work at the Ostramo lagoons site



3rd largest Czech city



23 municipal districts



i Key facts and figures about Ostrava and its metropolitan area

Ostrava is the third largest Czech city in terms of population, and is the capital of the Moravian-Silesian Region. It is strategically situated close to the borders with Poland and Slovakia. It is 370 km from Prague, 170 km from Brno, 90 km from Katowice and 310 km from Vienna. The city is divided into 23 municipal districts, the largest of which has 100 000 inhabitants and the smallest less than 1 000. Ostrava has a total population of around 300 000 people, including 10 000 foreigners.



Ostrava's urban structure is highly distinctive and **very different** from most other Czech and European cities. It is a polycentric urban area, concentrated around **three natural focal points** – the historic city centre (**Moravská Ostrava**), the southern district (**Ostrava-Jih**) and the western district (**Ostrava-Poruba**).

Ostrava covers a total of **21 400 ha** – an area which could potentially house up to **1 million people**. The city's low-density urban fabric, with large areas of vacant land and physical barriers hindering mobility, is the main problem and challenge for its future development and the effective maintenance of its current infrastructure. The city is also the **centre of the Ostrava metropolitan area** – a wider conurbation with around 1 million inhabitants, making it the **second largest metropolitan area in the Czech Republic** after Prague.



How we created the plan



20 000+ (citizens and visitors involved in the process)



250 (members of the steering committee and working groups – experts and thought leaders)



19 (members of the planning team)

The planning process was coordinated by the steering committee, whose 21 members included well-known and respected public figures from Ostrava. The strategic planning also involved other experts and thought leaders in working groups focused on specific fields. And of course the plan could never have been created without the contributions of more than 20 000 people – both citizens and visitors to Ostrava.

Public involvement in creating the plan



6 800

people completed a questionnaire giving their opinions on Ostrava



8 000

people put 32 000 comments into emotional maps in Ostrava's streets and participated in debates, discussions and other events



1 200

people put 15 300 comments into the online emotional map



250

experts were involved in working groups or interviews



500

people sent us their ideas for projects and suggestions for the strategic plan



3 250+

people are members of the fajnOVA Facebook community

fajnOVA

The **fajnOVA** brand was created as a communication tool for the preparation and implementation phases of the strategic plan. The brand combines two key elements: “**fajn**” is a local dialect word meaning “**fine**” (and pronounced like the English word “**fine**”), and **OVA** is a commonly used abbreviation of the **city's name**.



The fajnova brand ensures clear and **coherent communication** of all aspects of the **strategic plan**. With its roots in the local dialect, it emphasizes Ostrava's distinctive culture of frank **openness**: the plan is rooted in the local community, and it was created through the collaborative efforts of **experts, public figures and ordinary people from Ostrava**. The brand expresses Ostrava's **unique community spirit** and **encourages people** to identify with the city and feel that they have a personal stake in its **future**.

The visual presentation of the **fajnova brand** is based on Ostrava's design manual, so it is always unmistakably **recognizable as an Ostrava brand**.

You can still become involved in planning Ostrava's future development – by sending in proposals for fajnOVA projects or other types of activities as they are announced



www.fajnova.cz/chci-se-zapojit



www.facebook.com/fajnova.cz

You can also contact us directly at the Strategic Development Department of Ostrava's City Authority:

Václav Palička

Head of the Strategic Development Department

vpalicka@ostrava.cz

+420 599 443 382

Jiří Hudec

Head of the Strategic Unit

jhudec@ostrava.cz

+420 599 443 248

Ondřej Dostál

Strategic Planning Specialist

odostal@ostrava.cz

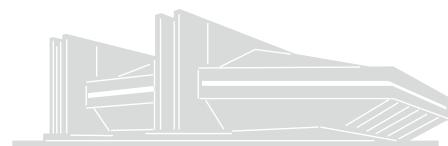
+420 599 442 051

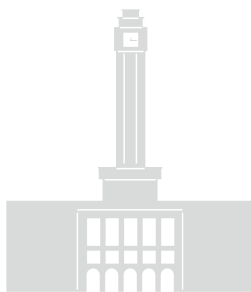
Jana Krátká

Strategic Planning Specialist

jkratka@ostrava.cz

+420 599 443 175







www.fajnova.cz