

POP UP POTENTIALS KOJETÍN

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Abstract

Choosing my hometown as my thesis topic can be a great advantage, but at the same time a disadvantage. If you have always known some places well, you form their image as fixed and don't really want to change anything.

But a town is alive, it evolves, somewhere it stagnates, somewhere it declines. It has to stay relevant for its inhabitants and the town's present needs. It happens within the town in different places and in different timelines. We need to think ahead and avoid negative aspects.

The theory of acupuncture of the town is based on the philosophy of the traditional Chinese medicine. And it refers to improving social and urban problems through precisely targeted small interventions. The biggest advantage of this tactic is that it involves interventions that are implemented quickly and often with a small amount of money. In my point of view, the city is a living organism that has its own problems and neglected places. By intervening on these individual places, it helps to revive and improve the surroundings. Taking care of these places is necessary.

Today, the principle of adding new things to existing ones prevails. New towns are hardly founded any more. So we are learning to work with existing towns and change and add places that would benefit the towns.

Information and especially the benefits of urban acupuncture should be spread within Czech cities. This tactic is already very widespread in some countries, but in the Czech Republic this practice is not yet well known and many cities are waiting for large financial resources or long decision-making processes. These two arguments are the most common excuses.

The analysis of „the past in Kojetín“ is interesting, but the vision of „the future in Kojetín“ can certainly be more interesting not only for its current inhabitants, but also for its future citizens.



Selection of the assignment

In my master thesis I explore the small town of Kojetín in Moravia. Kojetín is a picturesque town in Moravia, specifically in the middle of Haná. It is an important agricultural area that is known for its high fertility, costumes and folk customs. Kojetín seemed like the perfect town for my project.

The assignment started to take shape during a pre-diploma seminar in which I wanted to focus on the topic of urban planning and people's behaviour in cities, without a more specific idea.

My hometown seemed like the ideal place for the assignment. As a child and from the stories of my grandparents, I know that the town used to be different, more diverse and served its inhabitants more. A lot of people are moving to cities because there are plenty of job opportunities, but also opportunities to spend their free time. Kojetín has one big advantage and that is its location and its proximity to regional and district towns.

I know the town from my childhood. It was easy for me to orient. I was able to meet up with the local mayor and learned that there are many future plans. I created a questionnaire that over 210 citizens willingly filled out.

Now is an ideal time to start a discussion about further development to retain existing residents, attract new ones, find their needs and revitalize the town overall in a short time.

I have decided to create a document that can show the town's leadership and its residents that even with a small, correct interventions and good strategy big changes can be achieved.

In the future, this project could become the basis from which the town and its inhabitants can take the example, that even a small and quick changes can revitalize a town.

analysis of the town



identification of weaknesses and potentials of the town

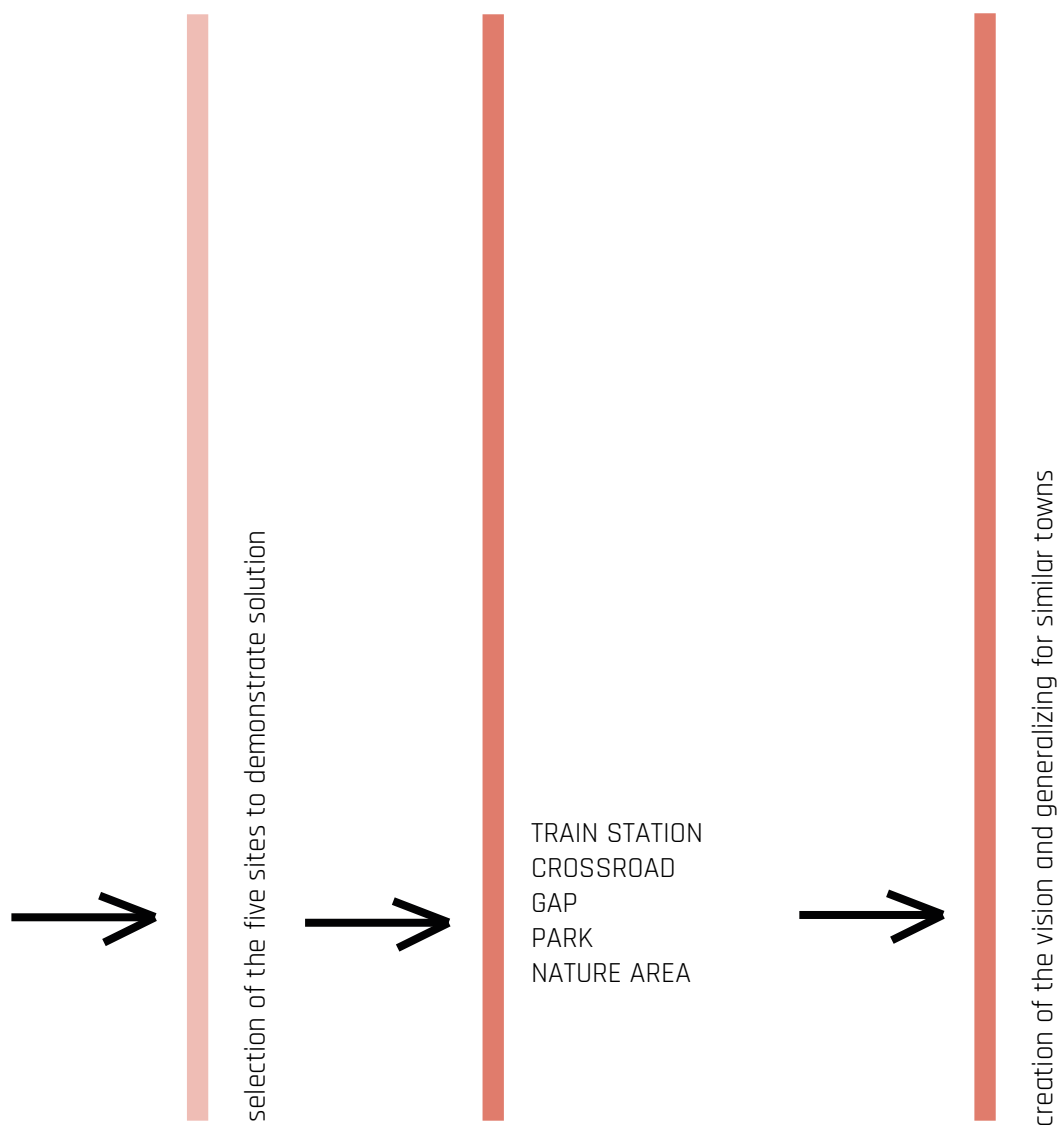
creation of the list of the development areas



DEVELOPMENT AREAS

Train station and bridge
Gap in Příční street
Palackého park
Place around the sport hall
Empty green place
Gap in crossroad Kroměřížská/
Sv.Čecha
Place in front of the stadium
Area around the pond Jordán
Area around the school canteen
Masaryk square
Náměstí Republiky
Place along Morava river
Car repair shop in Palackého
street
Náměstí Svobody
Space near synagogue
Street Padlých hrdinů
Backstreet near hotel Pivovar
street Kroměřížská
Gap in Růžová street
Crossroad Tyršova/Sv.Čecha
Street Stružní

Timeline



determination of the proposal

Chapter 1 analysis and observation

in terms of the natural landscape



Landscape around Kojetín

The region of Central Haná is rich and beautiful. There are many beautiful natural places, villages and towns. And one of them is the town of Kojetín. The town lays on a flat land, surrounded from afar by the peaks of the Chřiby Mountains, Drahanská vrchovina, Hostýnské hory and Jeseníky Mountains. The town is surrounded by meadows and floodplain forests. Ponds are an important part of the landscape.

Historically, a very important water area was the sugar factory settling tanks in the south of the town. Sugar production, however, ceased in 2008 in the town. The floodplain forests, near Včelín, contain remnants of periodic pools and shoulders; these are rare remnants of a typical wet meadow areas.

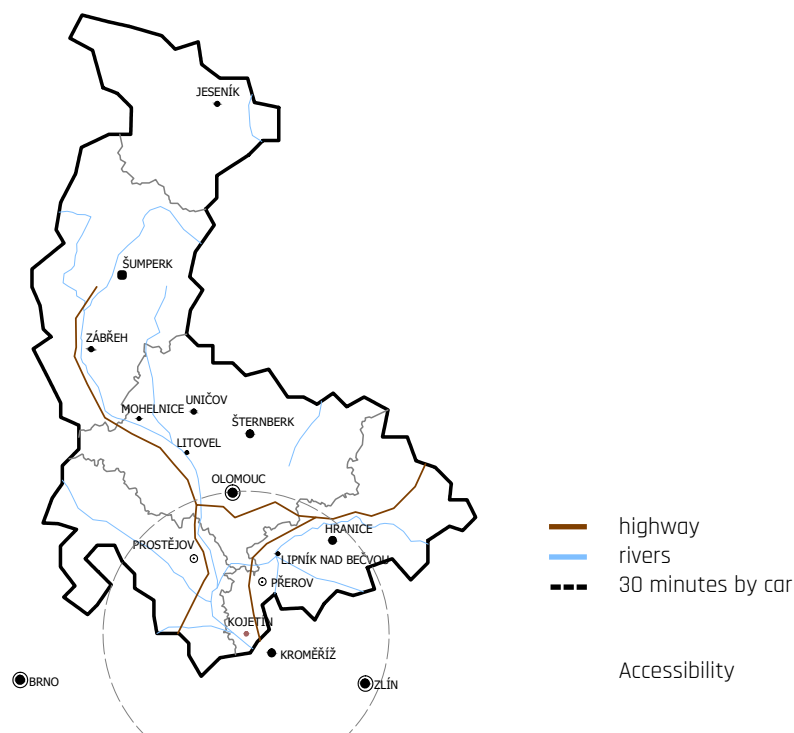
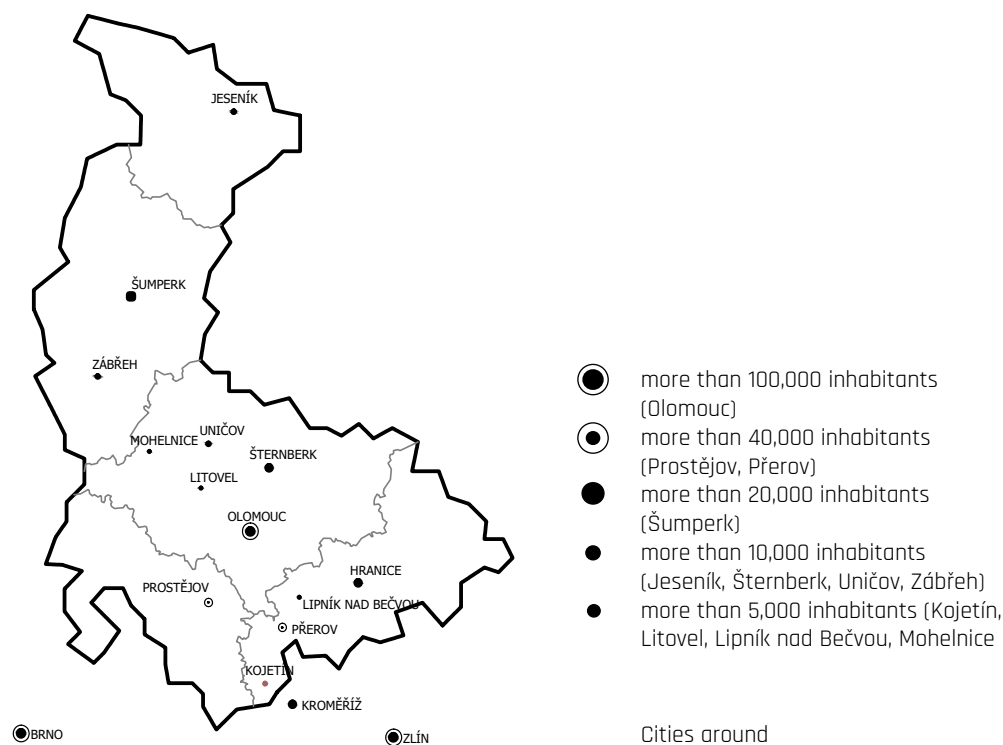
In terms of fauna, the area still has a great diversity due to the climatic conditions, the diversity of the landscape and the presence of different types of water.

In the past, hayfields were typical for the nature around Kojetín and were a practical part of every day life. However, they have disappeared from the landscape. The meadows in the catchment area were often waterlogged and hay was stored in haylofts after harvesting.

There is a new nature trail called the Biocentre. In the summer 2022, the area by the Na Hrázi pond was redeveloped and a large children's playground was added. There is a shooting range near the site. There is beginning of a trail called „Špalír“.

The Siphon Project is nearby, which is about a hundred years old. It is a structure that addresses the crossing of the Valova River with the Mill Creek.

Devastating floods hit Kojetín in 1997. Dozens of houses and housing projects were flooded causing massive damage. The last floods hit the town in the autumn of 2020.

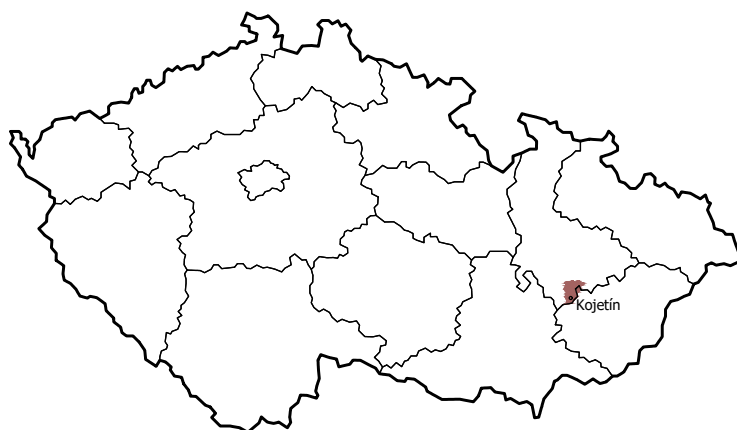


Relationship of the city to the wider surroundings

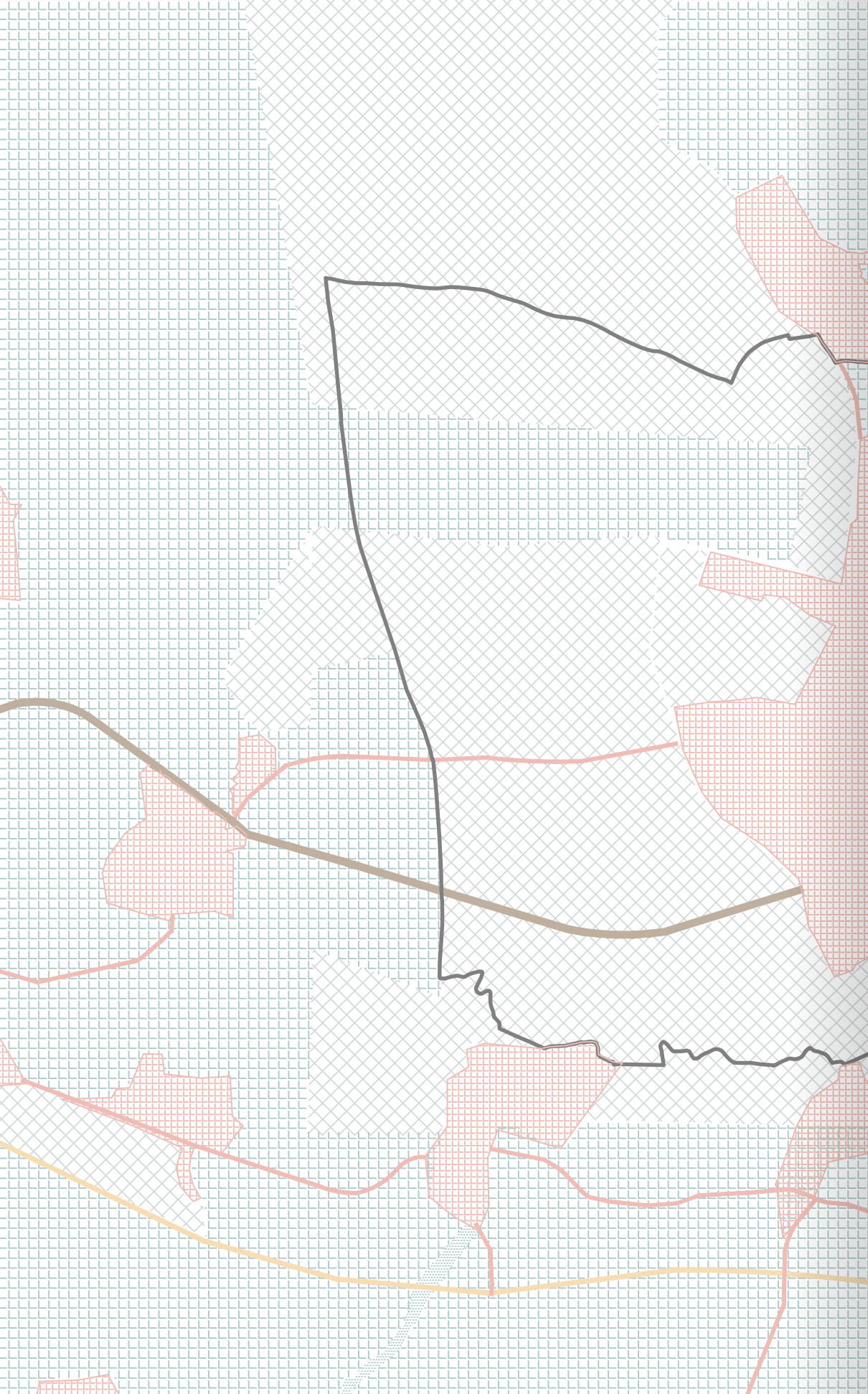
The town of Kojetín is located in the Olomouc Region, right on the border with the Zlín Region. Kojetín belongs to the association of municipalities of the Central Haná microregion. The city of Kroměříž lays 9 km to the south, the town of Hulín 13 km to the east, the city of Přerov 16 km to the north-east and the city of Prostějov 19 km to the north-west. The D1 motorway, which is the longest and oldest motorway in the Czech Republic, passes near Kojetín. The town lays on the Ostrava-Brno line, which is an important railway connection.

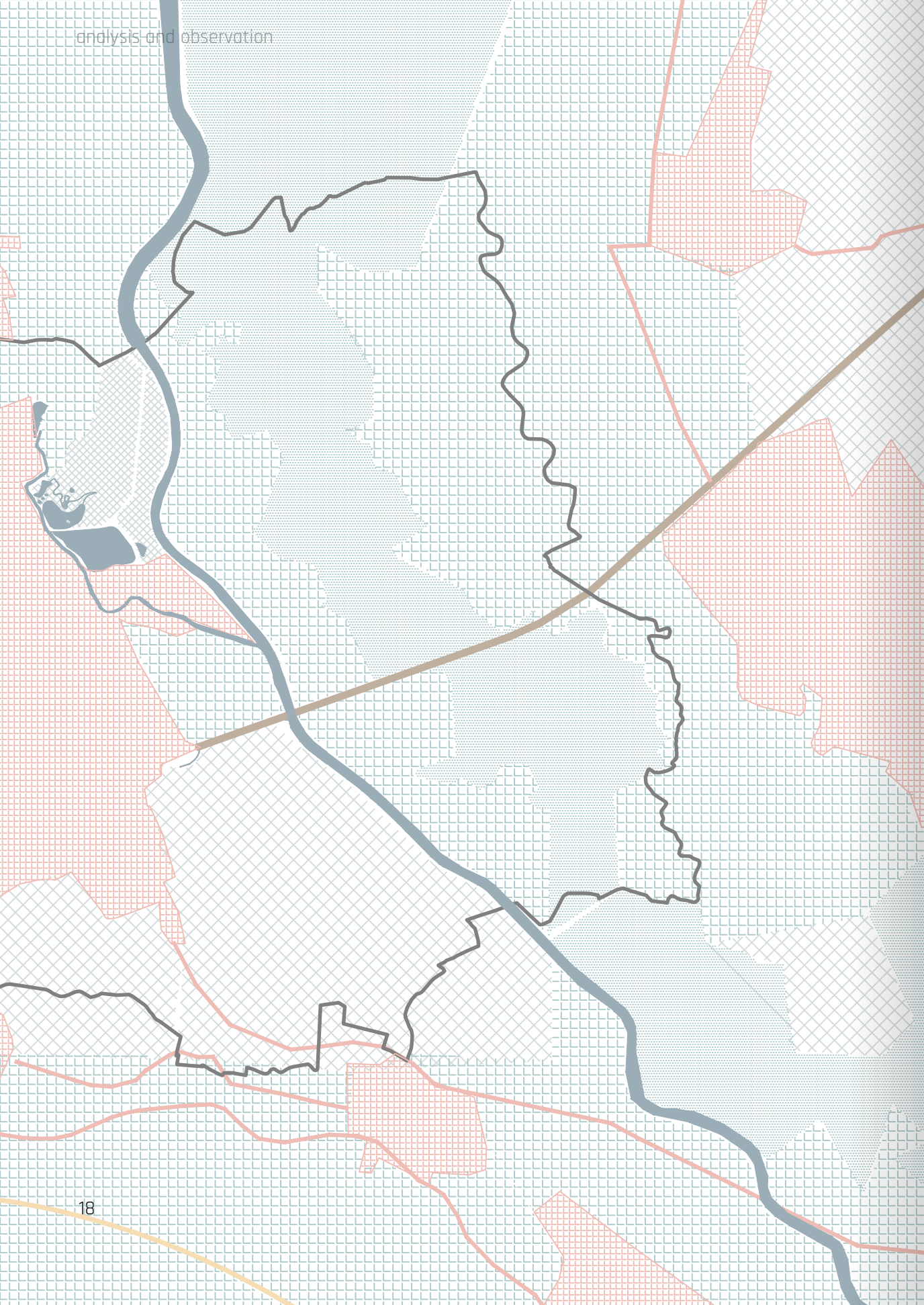
The unemployment in the town is 6.6%. This means there are opportunities for Kojetín to bring in more employers as part of the town planning. The average age is 43.3 years. The share of unemployed persons is above the average values of the Czech Republic.

cadastral area	31.07 km ²
population	5,837 (2022)
altitude	200 m a.s.l.



microregion Střední Haná and
Olomouc region














Wider site plan

The situation of the wider relations clearly shows that the town is located near the D1 highway, it lays on the railway line Přerov - Bohumín.

In terms of natural conditions, the town land is surrounded by forests, meadows and agricultural land. The nearest forest is located towards Chropyně. The Morava River runs through the town. There are two ponds right in the town and two more in a cadastral area.

KEY

	boundary of cadastral area
	road I.class
	highway D1
	railway
	water area
	built up area
	forest
	meadow
	field



scale 1:30 000



to Hruška

to Olomouc

not existing to Měrovice

to Křenovice

to Popůvky

analysis and observation

to Uhřetice

not existing to Zářetí

to Přerov

not existing to Kroměříž




to Kroměříž



Paths in nature

There were many historical pathways around the town. Most of the paths are partly preserved at least as a path between the fields. There were more roads to the west of the town.

KEY

-  houses
-  historical pathways
-  nowadays pathways



scale 1:10 000

Edge of the city and nature



1 stadium



2 Na Hrázi



3 Stružní street



4 Sladovní street



5 Vyškovská street



6 Křenovská street



7 Padlých hrdinů street





8 Blanská street



9 Přerovská street







Current view of the city from the south



Photos of current state in terms of nature

The nature in and around Kojetín is beautiful and can be educational. In the picture number 1 is a meadow, one of the typical elements of the landscape around the town.

Another typical feature is depicted in the picture number 2 is a field.

In the picture number 3 is Palacký Park, which is a large neglected park on the border between the housing estate and the town centre.

Picture 4 shows Náměstí Svobody, which is a lonely park on the outskirts of the town.

Picture number 5 shows Náměstí Míru in front of the elementary school area and picture number 6 shows the area in front of the Svatopluka Čecha School. This green space forms a ring separating the elementary schools from the noisy street.

Picture number 7 is the Jordan Pond located in the northern part of the town. It is not possible to spend leisure time near the pond, its surroundings are not adapted for this purpose.

Picture number 8 shows the Na Hrázi pond, whose surroundings are much more welcoming to its inhabitants and attract them to spend time.

The last picture, number 9, shows the newly built Kojetín biocentre. It is a set of watercourses with a educational trail attracting visitors for a walk in a nature.

number 1: meadow

number 2: field

number 3: Palackého park

number 4: náměstí Svobody

number 5: place in front of school nám. Míru

number 6: place in front of school Sv. Čecha

number 7: Jordán

number 8: Na Hrázi

number 9: Biocentre Kojetín I.

Chapter 2 analysis and observation

in terms of town

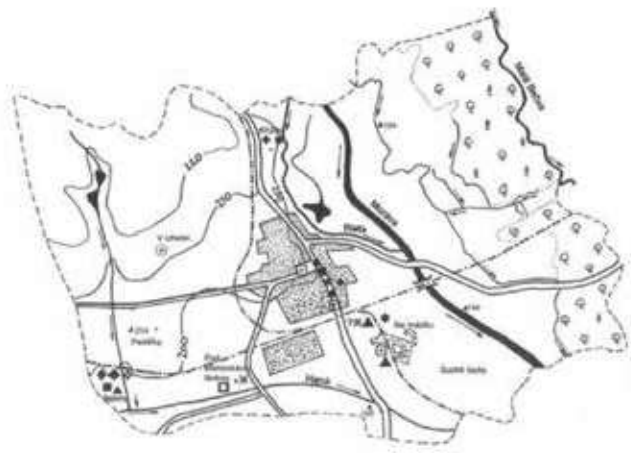


figure 4: settlement in the medieval times

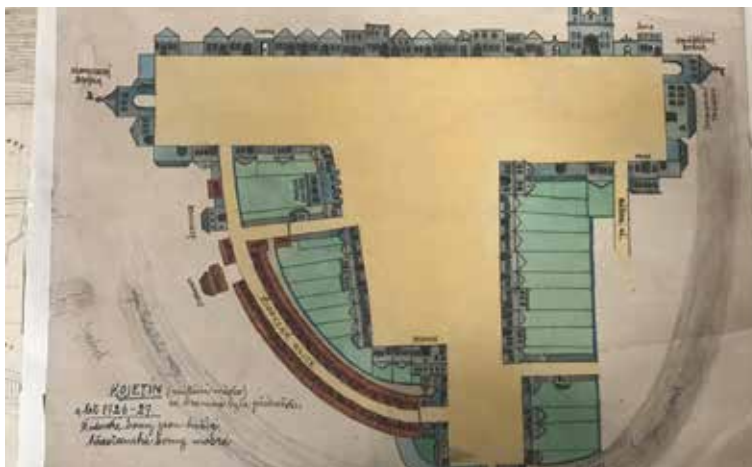


figure 5: town in 18th century



figure 6: veduta from 1730

History and development of the town

The presence of agriculturally fertile land and the associated manufacturing and industry, the location close to important towns and the fact that an important trade route passed through the town are its main features. It is clear from the layout and location of the town that it was founded along the Olomouc-Kromeriz road, not as a settlement on the Morava River.

The influence of agriculture was also reflected in the shape of the town. There are written records which prove that there was a significant settlement in Kojetín as early as the time of the Great Moravian Empire. The first written mention of Kojetín dates back to 1280. From time immemorial, the town gradually became a religious, commercial and administrative centre thanks to its favourable location. Gradually, the original settlement became a market village and later a town, which was expanded by a square in the middle of the 13th century. The town was badly damaged during the Hussite wars. In 1483 the town of Kojetín was completely burnt down.

In the 16th century, the economic development of Kojetín and the whole estate began. A more complete picture of the town can be seen in the years 1566 and 1567, when the town is described in the town directory of the Kojetín estate. It was basically divided into today's square and streets: Židovská, Kroměřížská, Žebračka, Vyškovská, Šperloch, Tovačovská, Mlýnská and Žabokrk. There were two locksmiths, ten butchers, a miller in the manor yard, a malt house and a brewery in the town. The Jewish community formed a separate part of the town.



figure 7: main square in 19th century



figure 8: Olomoucká street



figure 9: Sugar factory

The Thirty Years' War hit the town towards the end of its duration and caused the town to have empty homesteads. During the war, the church was destroyed and was difficult to repair, so in 1687 the construction of a new church began. The new church was completed in 1692. The town was surrounded by a moat and could be reached through two gates located at the edge of the present square. Today's Husova Street was for the Jewish population.

In 1751 Kojetín had 1817 inhabitants and there were 48 town houses. In the 18th century Kojetín was divided into a town and three suburbs - Kroměříž, Vyškov and Olomouc. During the 18th century individual numbering of houses began. The names of streets and places were first in German, later in Czech.

At the end of the 18th century a municipality was established. In 1793 the total population was 3 039, in 1839 it increased to 3 255. In 1848, the inhabitants hoped for a relaxation of social and political life, and for a process of spreading enlightenment. The first national and Czech association „Slovanská lípa“ was founded in Kojetín to strengthen Slavic national consciousness. The association was also behind the establishment of the town library and the Slavic theatre. There was a new fashionable crop in agriculture. Sugar beet will become their own strong agricultural industry as a result of this new crop.

One of the first sugar factories in Central Haná was the sugar factory in Kojetín. In 1914 a distillery was added to the sugar factory. Kojetín sugar was known on the world market under its brand name. At the beginning of the 20th century, economic associations were established in the town. A large part of the agricultural industry was milling. There were two breweries in the town, the Panský Brewery and the Městský Brewery, whose origins can be traced back to the 17th century.



figure 10: school buildings



figure 11: spa in the town



figure 12: Kojetín in 19th century

The old school in Kromerizská brána was moved to the square, but as the number of pupils grew rapidly, the town built a new school building in 1888. A boys' school was established in the new building, while the girls' school was not built until 1903. In 1882 a trade school was established, which was at first only for apprentices and sons of peasants. After the First World War, the general trade school became a vocational school for shoemaking, tailoring, barbering and hairdressing. The development of the town, both culturally and industrially, was also aided by the construction of the railway and the establishment of a railway station. The town soon became an important crossroads of the Přerov - Brno and Kojetín - Ostrava railways. The economic development is evident from the population data. In 1880 the town had 4,880 inhabitants, in 1910 population numbers recorded 6,337 inhabitants.

In the period between the two world wars, a new district was created between the railway station and the city centre. The city built three municipal apartment buildings and many private individuals built single-family homes, also in this area. In 1932, the new part of the town was connected to the square by Tyršova Street. In 1927, a gymnasium for the Sokol was built. The construction of a Sokol hall was started on the original Svoboda Square, now the Square of the Republic. The Kojetín Sokol hall was completed in 1928 and adjoins a large outdoor training ground. In its time, it was one of the most beautiful Sokol hall in the region.

In 1928, the Orla sports union also acquired premises for its activities. In 1939, a monument to T.G. Masaryk was unveiled on the then Svoboda Square; the town bought it from Kopřivnice, which was in the zone later occupied by Germany.



figure 13: main square in early 20th century



figure 14: map from 1950s

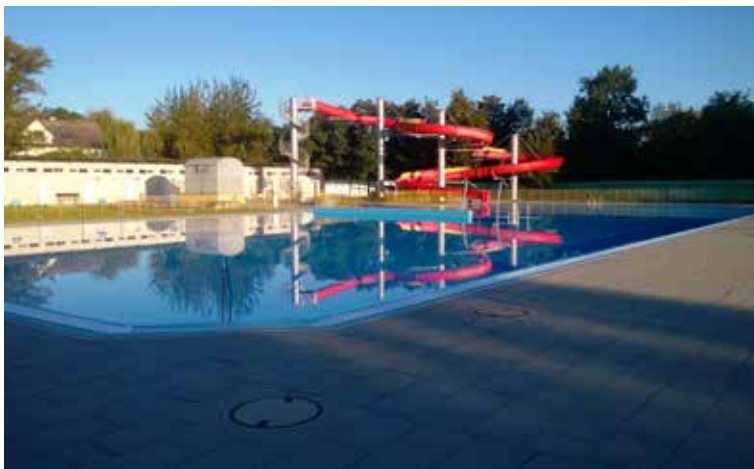


figure 15: swimming pool

The main square in Kojetín is named after the elected president Gottwald in 1948. At the end of that year the town was promoted to a district town.

In the 1950s the Hanácká Beseda was founded. The road to Uhřetice has been built and a new bridge towards Přerov was under construction.

In 1954 a maternity hospital was opened in the town and the town was in danger of flooding. In 1955, an unified agricultural cooperative was founded and the extension of the kindergarten was completed. In industry, the mill, distillery and sugar refinery thrived in these years.

In 1958, the spa was renovated and a sauna was established. In the sixties, the construction of a health centre in the town was underway, there were many apartments in the town in substandard conditions, and the kindergarten and the primary school with its canteen and day care centre were also in need of repair. The sugar factory was still one of the most important industries in the town. New greenery and lighting appeared in the town, a fountain was added to the square, and the construction of a swimming pool in Kojetín had begun. Towards the end of the 1960s, the Ingstav industrial complex, which at one time employed 800 people, was built, and housing construction in the town gradually grew.

In the 1970s, the Mill underwent a major modernisation. In 1993, the town's high school was opened, and a year later the cinema closed. In 1995, the town hall caught fire. There was a major renovation of the malt house, which was converted into apartments in 2004. In 2005 the building of the Brewery Hotel was renovated.

In 2015, a sport hall was built in Kojetín. Between 2016-2017 a major reconstruction of the swimming pool took place. There was 2017-2018 reconstruction of the Elementary School. In 2022, the brewery and the nature trail biocentre Kojetín were opened. At the end of 2022, the construction of the Amazon distribution center was completed, which is part of the industrial park in the south of the town.



town in 12th century
no data for inhabitants



town in 18th century
1817 inhabitants



town in the middle of 20th century
5801 inhabitants



town in the 1970
6380 inhabitants

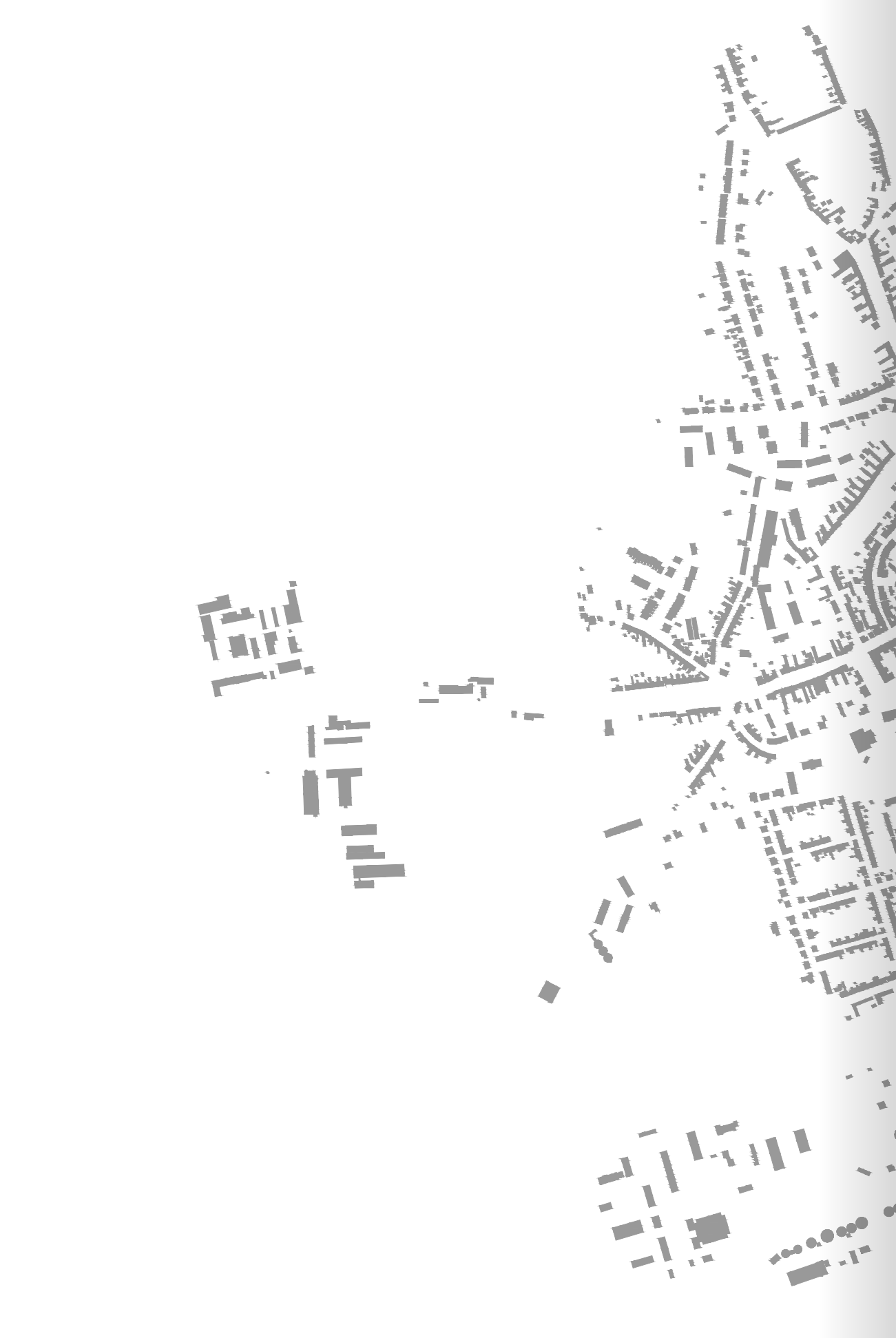
Morphological development of the town



town in 1993
6529 inhabitants



town in 2022
5837 inhabitants





Schwarzplan

The cadastral territory of Kojetín has an area of approximately 31km².

KEY

— houses



scale 1:10000



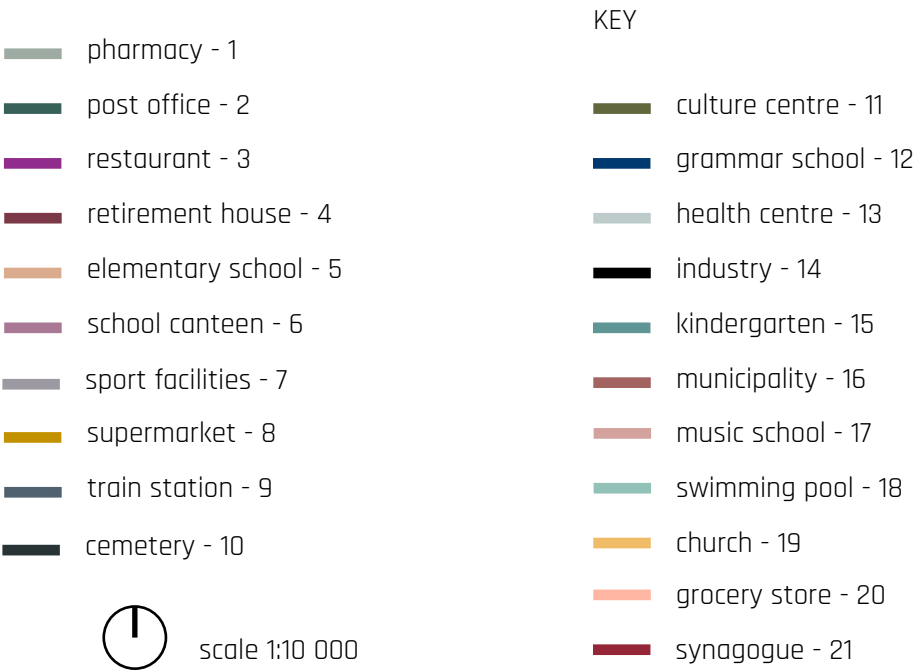


Siteplan with civic amenities

There are various amenities in the town. There are elementary schools, a secondary school and kindergartens. There is also a music school and a library in the town. In terms of commercial amenities, there is a lack of them in the town. This is evident from both the analysis and the questionnaire for the residents. There is one supermarket in the town, otherwise there is a small grocery store and a few diners.

There is one health centre, where a new integrated rescue system will be built this summer 2023. The town is also thinking of sporty individuals. There is a sport hall and an outdoor sports field, which is primarily used for schools, but it is possible to rent the place and play sports. There are tennis courts next to the high school.

There is a volleyball court and a mini-golf course at the swimming pool. For residents and visitors who like to spend time in nature, the town offers in its northern part a walk around the pond Na Hrázi and the biocentre Kojetín.







Siteplan blue and green

There are many types of greenery in the town. About twenty minutes walk from the center is the Morava River, which attracts recreational activities.

In the cadastral area there are two ponds directly in the town and two about a kilometer far away from the town. There are two ponds in the town - Jordán, Na Hrázi. Near the town there are two other ponds: Front Pond and Back Pond.

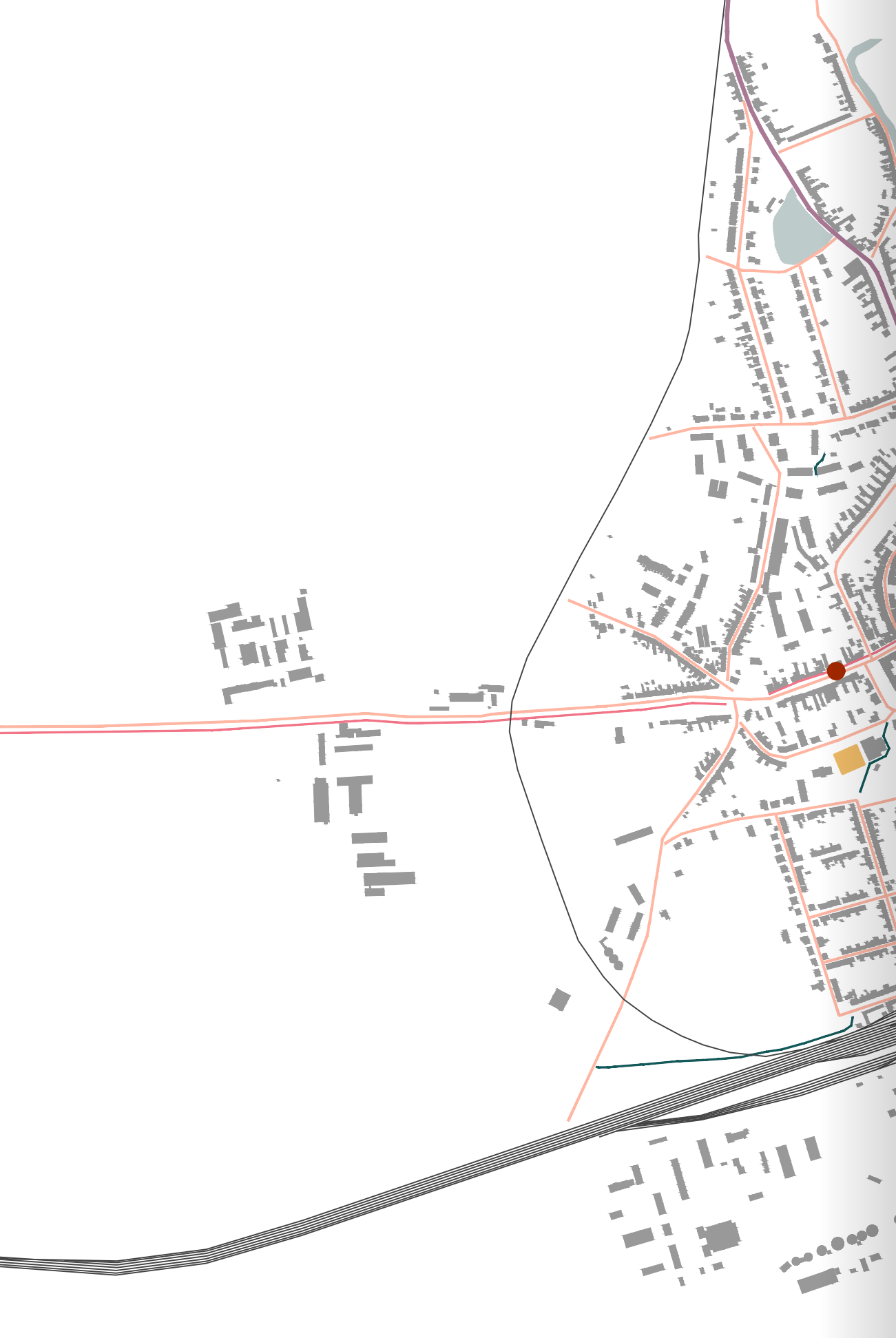
Another important part of water in the town is a system of flow-through and non-flow-through pools called the Bio-centre. This is a newly constructed area, with a nature trail that will see a follow-up project in the coming years.

KEY

- public greenery
- parks
- water



scale 1:10 000





Siteplan with transportation

The main road that runs through the town is class I. It is a busy road and therefore it is being considered for relocation in the future so that there will be less traffic in the town.

The train line from Přerov to Bohumín passes through the town. Another line that is not so busy that passes through Kojetín is to Kroměříž and Rožnov pod Radhoštěm.

Bus lines run to the town from two directions. From Vyškov and Přerov. The bus stop is currently right in front of the train station and on the main square.

There are not enough cycle paths and cycle lanes in the town and most of them are not connected.

The Cyril and Methodius Trail, which is included in the Council of Europe's cultural trail, passes through the town.

KEY

-  road I.class
-  road II.class
-  cycleline
-  cycleway
-  Cyril and Metodej path
-  helipad
-  railway
-  bus stop



scale 1:10 000








Siteplan ownership

The map of ownership shows property conditions. Most roads and public spaces are owned by the town or the Olomouc Region.

Places that are not marked in colour on the map belong to a private entities or organisations.

KEY

-  Czech republic property
-  Olomouc region property
-  Kojetín property



scale 1:10 000



Urban structure, landmarks of the town

The structure of Kojetín is organically growing, the form of the town is monocentric. At first glance, the historical core of the town and its importance on the historical route Olomouc - Kroměříž is clearly visible.

The core of the town is clearly defined by its medieval foundation, dominated by one main square, Masaryk Square. Most historical monuments are located in or near the historic centre, e.g. the town hall, the synagogue, the Brewery Hotel, the church or the town cultural centre.

The main landmark in the town is the church, with its two 50 m high towers forming the dominant feature of the town.

Despite all the cultural activities and interest groups, the town lacks cultural life. The number of inhabitants and economic entities is decreasing. Housing affordability is also a major issue in the town.

The inner town consists mainly of 20th century houses. There are housing estates in the north and south of the town. There is an industrial zone in the south of the town near the railway line.

Civic amenities in the town are sufficient in terms of schools and nurseries, but shops and services are lacking.



figure 16: current zoning plan

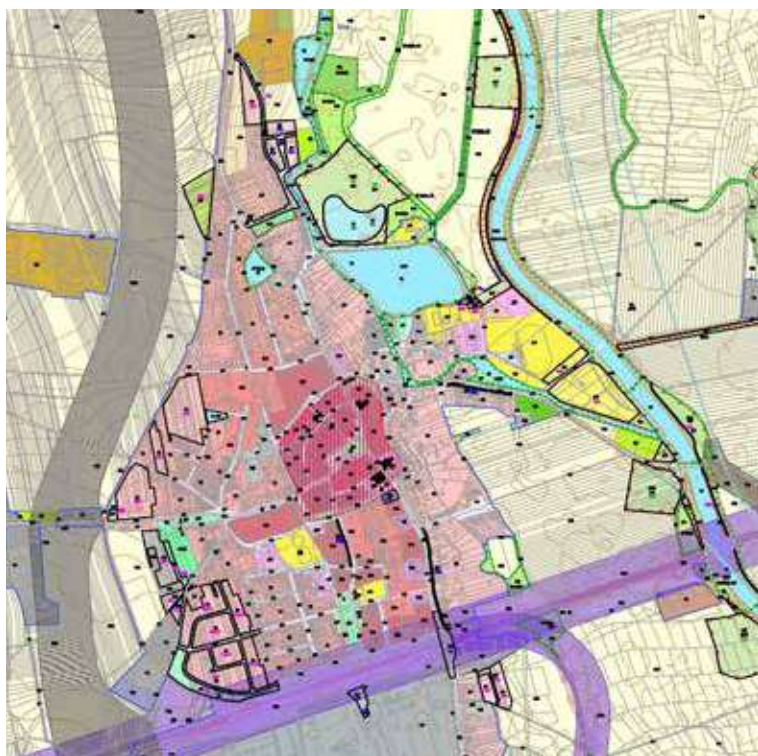


figure 17: current zoning plan

Zoning plan

The zoning plan has been in effect since July 2017 and was amended in August 2021 by Urbanistické středisko Ostrava. The existing zoning plan preserves the existing character of the town and develops the predominant functions of the town such as residential, manufacturing and agricultural functions. The spatial plan proposes an important traffic relocation of the II/367 highway outside the built-up area of the town, to reduce the negative effects of traffic. The concept of protection and development of values in the area seeks to preserve the landscape character of the agricultural landscape and to avoid development in the open countryside. The historic core of Kojetín is defined as an urbanistically valuable area in which it is necessary to preserve and protect the structure of the original buildings, to maintain a compact street line and the level of high-rise buildings.

After studying the zoning plan for the town, I think this document is sufficient and respects the values and character of the town's landscape.



municipality building



church



sport hall

culture house



fire station



bank and police station



Public buildings and public spaces

1. municipality building - The building dates from the 2nd half of the 18th century. There is no exact date of foundation. Originally it was a baroque building. Later it was modified in Art Nouveau style in 1995. The new look was for town hall created after a devastating fire to the historic building.

2. church - The official name is „Farní kostel nanebevzetí Panny Marie“. It is probably one of the oldest churches in Moravia. The original church was founded around 1060. A new one was built on the original site in 1278. A cemetery was founded nearby the church and was used for burials until 1831.

3. sport hall - The sport hall was opened in 2015. It was designed by Jaroslav Ševčík. It is a multi-purpose sports building, where sports matches and dance championships are being held. The hall is located in the area between the kindergarten and the high school Kojetín.

4. culture house - a building built in functionalist style and opened to the public in 1928. It is located at the crossroad of Tyršova and Dudíkova Streets in close proximity to the Náměstí Republiky. Gradually modified and reconstructed as needed over the past decades to ensure its integrity.

5. fire station - In 1995 the station building was transferred to the ownership of the fire brigade. The building was then reconstructed in two phases. The building was modified to create dressing rooms, sanitary facilities, kitchen, office and bedrooms on the upper floor and first floor was equipped with modern facilities.

6. bank and police station building - The building was the town's finance office in the last century. Now the part in the main square is used as a bank and the side part facing Komenský Street as the police department.



elementary school nám. Míru



elementary school Sv.Čecha



synagogue

train station



Masaryk square



Town cultural centre



Public buildings and public spaces

7. elementary school nám. Míru - The school was the most modern building in the town at the time. The statue of J. A. Komenský in a niche on the north side of the building by Professor František Dvořák from Brno and several heads of national builders on the facade under the roof leave no one in doubt that it is a school building.

8. elementary school Sv. Čecha - The oldest building of the elementary school in Kojetín is located on Svatopluk Čecha Street. It was opened in 1888. Originally it was only a boys' school. In addition to the school, there is also a kindergarten in the building and the school built its own playground. Pupils can use it in their free time.

9. synagogue - The synagogue in Kojetín was built in the middle of the 15th century and is one of the oldest buildings in the town. Today the synagogue serves as a house of God, the Czechoslovak Hussite Church, for which it was adapted after the war in 1953. A ceremonial washbasin was rescued and preserved from the historic synagogue.

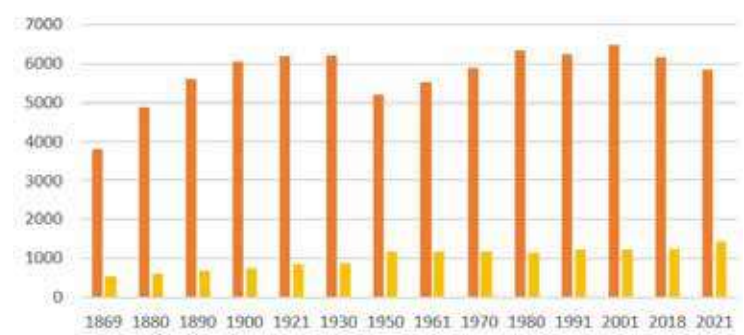
10. train station - The train station building and its surroundings are in a bad state. There used to be a pub on the platform, but it is now closed and it is empty. There are a few benches on the platform and a ticket shop and a bakery inside the building. The place is used by several hundred people a day. Many people commute for work or study.

11. Masaryk square - The main square of the town. The square is lined with historic houses. Among the important buildings in the town are the town hall, the post office, the town cultural centre and the bank building.

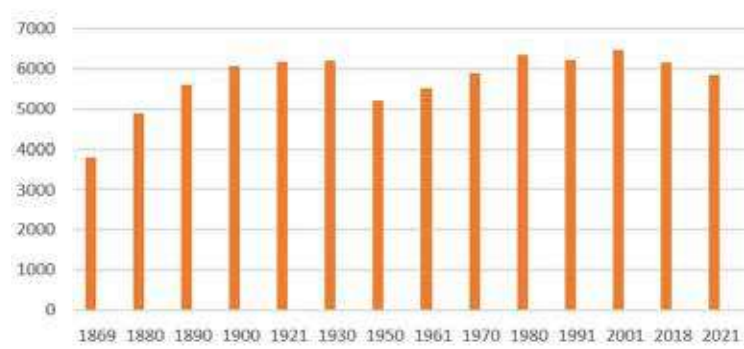
12. Town cultural centre - In the 19th century the building was an where Josef Mánes painted girls in Haná costumes. Now the building has exhibition spaces on the ground floor. On the first floor there is a library for adults and children and a ball room.

Chapter 3 analysis and observation

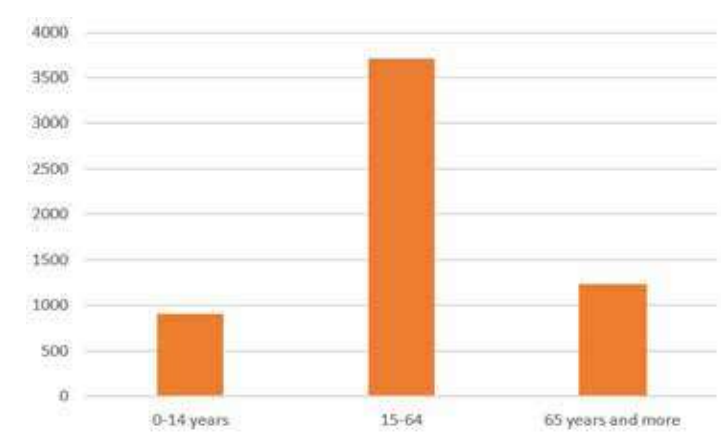
in terms of the social aspect



population and housing development



population growth



age

Information about inhabitants

The population of the town is gradually decreasing. The town had the largest population in 1990. The population is slightly more female than male. The average age of the population in the town is 44.3 years. A large percentage of the population is made up of children under the age of 14. There are fewer university-educated people in the town than the national average for the Czech republic.

In 31.12.2021 there were 5,837 inhabitants registered for permanent residence in the municipality. In recent years, the population in the town has been decreasing.

women	2,955
men	2,882
age 0 - 14 years	907
age 15 - 64 years	3,712
age 65 and more	1,218
average age	43.3

population development in the time period 1869 - 2021, number of houses

year 1869	3,805	544
year 1880	4,888	617
year 1890	5,606	697
year 1900	6,051	759
year 1921	6,158	844
year 1930	6,214	874
year 1950	5,213	1,165
year 1961	5,510	1,156
year 1970	5,879	1,171
year 1980	6,339	1,147
year 1991	6,225	1,216
year 2001	6,468	1,211
year 2018	6,148	1,252
year 2021	5,837	1,431

Activities in the city - year in the city

	JANUARY				
		dancing balls	three kings collection		
	FEBRUARY				
		carneval	dancing balls	masopust	
	MARCH				
		Easter in Haná	theater festival - Divadelní Kojetín		
	APRIL				
		carneval	Czech and Moravian Cup - canoeing		
			first Saturday - farmer's market		
	MAY				
		first Saturday - farmer's market	summer cinema		
	JUNE				
		first Saturday - farmer's market	summer cinema		



figure 18: dancing ball



figure 19: theater festival in Kojetín



figure 20: Kojetínské hody



figure 21: Christmas in the town

summer cinema suburban camp canoeing
first Saturday - farmer's market

JULY

music summer festival summer cinema Kojetínské hody
suburban camp canoeing first Saturday - farmer's market

AUGUST

first Saturday - farmer's market summer cinema
music event for handicaped children dragon boat festival

SEPTEMBER

first Saturday - farmer's market

OCTOBER

christmas tree lightning

NOVEMBER

christmas chapels

DECEMBER



figure 22: event organized in microregion



figure 23: postcard from region



figure 24: nature in microregion

Microregion Střední Haná

The micro-region was created thanks to the grouping of 14 towns - Ivaň, Kojetín, Křenovice, Lobodice, Měrovice nad Hanou, Němčice nad Hanou, Obědkovice, Oplocany, Polkovice, Stříbrnice, Tovačov, Troubky, Uhřetice and Zářetice. The municipalities administratively belong to the Olomouc and Zlín Regions. One of the reasons the micro-region was created was the desire to connect cultural and historical traditions and also solve the common problems town in the region faced. Easier problem solving, more efficient use of state or EU funds were the main reasons for the establishment.

The micro-region has a lot to offer in terms of tourism. Cultural and historical monuments and natural attractions are plentiful in this micro-region. The region has a constantly expanding network of cycle paths attracting tourists and visitors. There are not enough accommodation facilities for tourists.

The main natural and cultural attractions include the castle in Tovačov, the Jewish Museum in Tovačov, swimming at the Tovačov lakes, the agro-tourism centre in Polkovice, the Jewish cemetery and the church in Kojetín, the swimming pool area in Kojetín and the Morava River rapids.

As far as industry is concerned, the region excels in agriculture, brewing and milling. There are several mills, many breweries period. Several woodworking, metalworking and surface treatment companies thrive in the area.

There are plenty of elementary schools and kindergartens in the microregion. A vocational school in Křenovice offers apprenticeships in ladies tailoring and horticulture. Oplocany is the only town in the region with neither a school nor a kindergarten. In Tovačov there is an elementary art school and a high school for carving.

Near the region there is the town of Kroměříž, which is not included in the list of municipalities in the micro-region, but there are many secondary and higher vocational schools with specialization. These include a medical high school, a higher vocational school for food processing, a business academy and a high school of gastronomy and hotel industry. Many citizens of the microregion pursue education in nearby Kroměříž.



figure 25: vodění mĕdveda



figure 26: Hanácká scĕna



figure 27: Hanácká beseda

Interested groups in the city

Thanks to the interest groups, many events related to traditions and culture take place in the town and all inhabitants can join. Sluníčko is children's folklore ensemble and Hanácká beseda is adult's folklore ensemble. Lucky While is country dancing group. Mimoni is theater group for children. Hanácká scéna is theater group for adults, Cantas is singing ensemble and Signal 64 is group for photographers and artists. There is also group „Vedle jak ten smrk“ which is a theater group that plays only at the Christmas tree lighting.

In the building of the elementary school Svatopluka Čecha there is a house for children and youth, which offers interest groups not only for children of all ages, but also for adults. It is called: Dům dětí a mládeže. There is also a social services centre and two nursing homes in the town.

The Charity Kojetín is located near the town centre.

Chapter 4 analysis and observation

in terms of possible vision



figure 28: project of industry area



figure 29: planned project in Příční street



figure 30: planned family houses in the north of the town

Planned future vision of the town

When I met with the mayor in February 2023, I learned that there are many future projects, primarily housing construction projects. There is the Biocenter II project in the process. Near this place, land is being prepared for the construction of houses.

In Padlých hrdinů Street, there is a plan to build thirteen family houses instead of existing solar panels.

There is an apartment house project in Příční Street, but the town does not have an investor. There is project in process for an apartment building at the crossroad of Svatopluka Čecha and Kroměřížská.

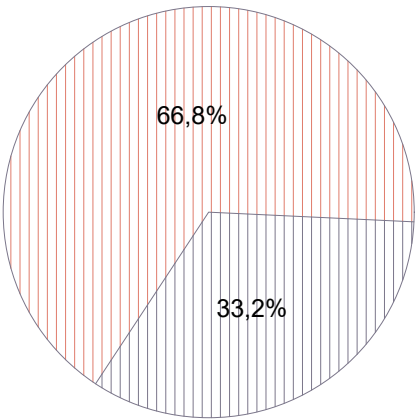
An indoor ice rink is planned near the sports hall. There is also a project for an indoor swimming pool, but it is too expensive for the town.

There is a planned ambulance station in the health centre. We also discussed with the mayor the strategic document for the city, which concerns transport. It is planned to gradually put paved areas such as pavements and roads in good condition and to add public lighting where it is lacking. The mayor said there are enough parking spaces in the town. They have plan to built 37 places in Tyršova and 17 parking places in Růžová.

At the end of our meeting we discussed the square in Kojetín and its overcrowding with cars. The mayor would like to see more greenery or living areas in Kojetín Square, but according to him this is not possible because parking spaces cannot just disappear from the square.

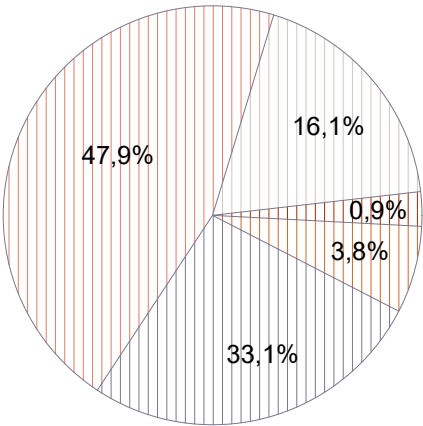
The meeting was very useful and the mayor was helpful. It is a pity that these projects are not public and people don't know about them. With mayor I stayed in touch via emails.

The town tries to do a lot for its development, but I think it should listen more to the needs of its residents and focus more on recreational areas and public spaces.



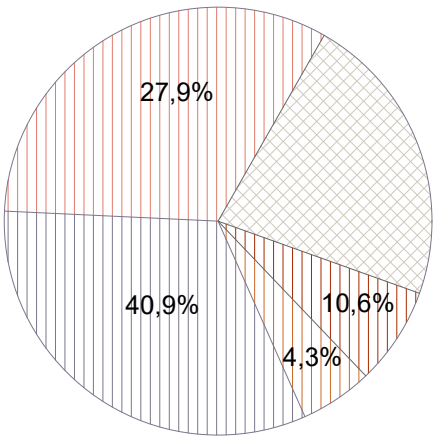
- men
- women

diagram gender - question 1



- under 18
- 19-30
- 31-50
- 51-70
- more

diagram age - question 2

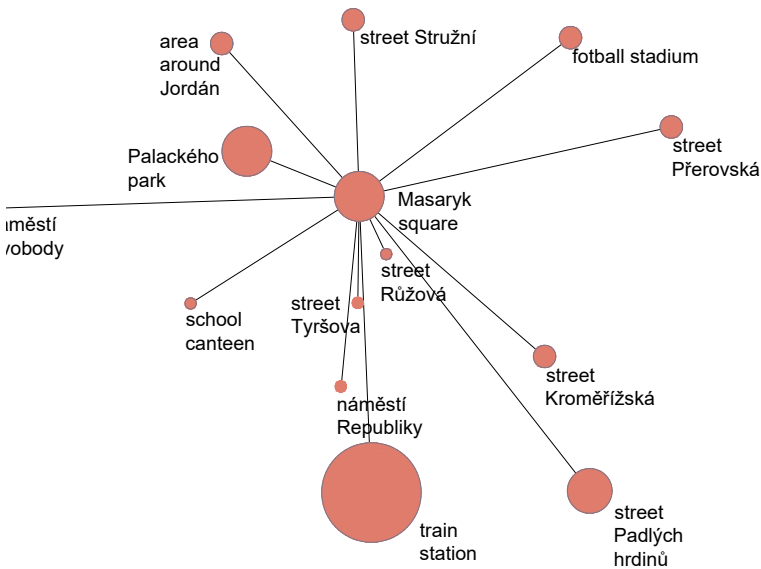


- public space
- civic amenities
- cultural activities
- sport activities
- the rest - work, safety, cycle lines

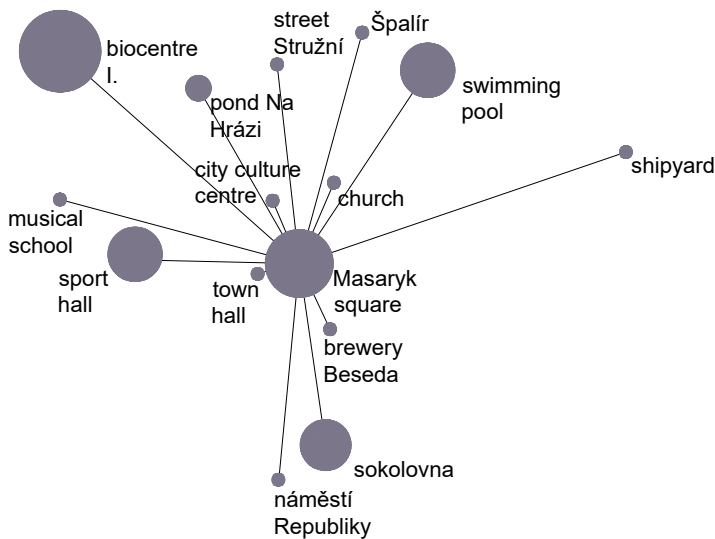
diagram missing amenities in daily life - question 3

Wishes of the residents

1. Gender
2. Age
3. What do you miss in your daily life in the city?
4. Is the quality and accessibility of schools and nurseries sufficient?
5. How do you rate the quality and quantity of greenery in the city?
6. What are your leisure preferences? Are there places you regularly visit and spend time? What do you miss in this area of the city?
7. Do you spend time in nature around Kojetín?
8. How far do you commute (foot/car) to school/work?
9. Do you use a means of transport to get around the city? If yes, which one?
10. Would you like to see some parking spaces moved elsewhere at the expense of creating new public space?
11. If yes, where would you prefer this change?
12. what place in the city do you consider the most neglected? dangerous? why?
13. which place do you consider representative/successful? why?
14. Are you a resident of Kojetín? If not, what is your relationship to the city?



question 11 - neglected places



question 12 - representative places

Wishes of the residents

The questionnaire was published on a Facebook group called Kojetínské novoty. It was an online questionnaire and people filled it out voluntarily during February 2023. A total of 213 people filled it out.

More than 66% were women and the largest age group was between 31-50 years old. I have had a feeling for some time now from the residents in Kojetín that they would like to support some changes and this questionnaire confirmed it for me.

Many people filled in extensive responses. According to the questionnaire, people in the city miss public places for leisure most of all, with amenities coming in second place and lack of cultural activities in third place. On the other hand, as far as nurseries and schools are concerned, these are sufficient according to the residents. More than 50% of the respondents spend time in nature by walking. They walk their dogs, ride their bikes, but lack facilities or insufficiently landscaped spaces for these activities. To get around town, 46% of respondents walk, 42% drive and 13% use a bicycle. This also suggests that the city is not ideally suited for cycling.

A few recurring points emerged from the question of what places people consider neglected. The most frequent answers were the railway station and Kroměříž street. The street Padlých hrdinů was repeated quite often. People mentioned the main Masaryk Square (which was reconstructed about seven years ago) quite often.

Another place mentioned a lot was Palacký Street with a park or the football stadium. According to the interviewees, the new biotope, the swimming pool, the sokolovna, the burgher brewery or the sports hall were the most representative. The questionnaire ended by asking what relationship the respondents have with the town, most people live here or have lived here in the past and only about two percent of the respondents commute here for work.



representative and neglected places from survey

Critical view to planned future and wishes of the residents

The town is focused only on housing projects. On the one hand, this is very good, because housing options are very limited in the city, but on the other hand, publicly accessible places need to be developed. Places where people can spend their free time or engage in some leisure activity.

The citizens are enthusiastic about positive changes that could be initiated to improve the future of their town.

The survey also shows that there are not so many places that are very neglected or very unpopular among residents and the town could focus on the most critical ones.

It is therefore important not to miss this point and to start a discussion about what Kojetín is and what it could be.

Evaluation of the analysis

STRENGTHS

excellent connection to the railway and road network
cycling connection to Tovačov
accessibility to the national D1 motorway
many schools and kindergartens
rich history and nature
strong traditions

S

OPPORTUNITIES

building and development of cycling routes and cycle paths
cycling connection with Kroměříž,
Kojetín bypass
the city's efforts to obtain additional funding and subsidies
pedestrian and cyclist
reconnect spaces
improve unkept spaces
more activities in public space

O

SWOT

WEAKNESSES

- poor technical condition of local roads and walkways
- poor condition of the station building
 - insufficient parking spaces
 - too many parking cars
 - lack of public furniture
 - lack of public space
 - neglected green areas
 - not many educated people

W

T

THREATS

- lack of funding
- delays in construction
- failure to obtain subsidies
- rising prices in the construction industry,
- restrictions on regional transport or train services
- overheating in summer (main square)
- traffic

Description of the problems and values of the town

During the winter term and beginning of the summer term I tried to analyze the town as much as possible and made a list of development areas and then make detailed design for my selected places. I found out that town has many strengths, and many opportunities. It is important to use it and transform these places for their inhabitants.

The town is very well connected by road and train transportation. There is also D1 national highway very close to the town, so it makes a town very important. Unfortunately cars make a lot of noise and pollution. In terms of function, the town is very rich in education institutions. There are enough kindergartens, schools and free time activities for kids. From the cultural aspect, the town has many groups for theater, music and folklore traditions and one strong community.

One of the big problems in the town is that there is a lack of job offers and this is reflected in the small number of highly educated people. Poor condition of roads and pavements in some areas in the town. There is also lack of public space where inhabitants can spend time.

My recommendations for the development of the city

The town of Kojetín, like many Czech towns, does not have a unified architectural concept. The citizens and the city administration have a great interest in developing the town and maintaining it. Many of the plans and projects prepared for the town are financially demanding.

Therefore, I suggest that the town should take inspiration from foreign examples of interventions that are low-cost but high-reward. There is also an opportunity to do small changes with the town management. The town of Kojetín needs to activate and enliven public spaces. Ideally residents can be shown similarly sized cities with a small investment. It is possible to improve the cities and towns.

The town has great potential for further development. Many places in the town can be more useful for its inhabitants.

Case studies



figure 31: Urban interventions Pristina



figure 32: Urban interventions Pristina



figure 33: Urban interventions Pristina

Urban interventions in Pristina

Architect: Carlo Ratti Associati

Year: 2022

Place: Pristina (Kosovo)

In the Kosovo city - Pristina, an event called Manifesta 14 took place over the summer last year, which also included the installation of temporary interventions to improve space in the city.

The changes to the streets were the same colour, bright yellow. The city installed the interventions from May to October, and then a survey and evaluation of the installations placed took place. The project is not just placing a few interventions in the city, but proposing a new methodology for public space. When for small funds and short time there is a possibility to improve public places. The evaluation is still not fully public, but the data available shows that people liked these improvements in their city and would welcome it permanently.

A concept to take from this example is that the architects worked with multiple locations within the city, all locations had one common identifier and that was the color yellow, and these were small temporary improvements that could become permanent.



figure 34: Gratzloase Vienna



figure 35: Superblocks Barcelona



figure 36: Prinzessinnengarten Berlin

Meanwhile city - impact of interventions from this book

Author: Milk

Year: 2022

Place: Vienna (Austria), Barcelona (Spain), Berlin (Germany)

This book is a guide to temporary projects and their mission and purpose. There are examples of good practice as well as interviews with architects, developers and local authorities, so it is easy to get an idea of how such projects work in practice. The book describes in detail the whole process of implementing interventions in existing places in the city.

The examples I found most interesting are the Gratzloase, which was implemented in Vienna. This is a project that tries to convince residents in Vienna to set up a non-commercial parklet in their streets. You need to get an idea, a coherent concept for your street, and then you can ask the city for economic support to realise the project called Gratzloase. The biggest goal of this ambitious project is to create vibrant and diverse neighbourhoods with strong communities across Vienna.

Another example is a project called Superblock in Barcelona. This is a project that seeks to reduce traffic by 21% while expanding car-free spaces. The project has actually reduced the number of cars and has not brought any complications to the wider neighbourhood. More than 300 benches have been planted and over 200 trees have been planted and residents are very appreciative of this change.

Another example is Berlin and its gardens, such as the Prinzessinnengarten in the city centre. The project focuses mainly on education and participation rather than large-scale food production. People grow food in their garden in boxes and this brings the community together and strengthens it.

The concepts that are important for my project from this book are mainly revitalization and strengthening of community, the community in Kojetin is large but strengthening of relationships is desirable.



figure 37: Open air library



figure 38: Open air library



figure 39: Open air library

Open air library

Architect: KARO Architekten

Year: 2009

Place: Magdeburg (Germany)

Open air library is situated in Magdeburg in Germany. This project first started as a temporary public intervention using beer crates. The abandoned site of the former district library was stopped for a few days with a temporary intervention. Then it became a permanent library project. The temporary intervention was launched with a festival of slam poetry and readings.

However, it took several years to raise the money for a permanent structure. Residents of the city also contributed to the design. Memories, history and narratives became the basis for the reuse of the space. Donated books were collected in the old empty shop and strategies were worked on to design the overall reclamation of the site.

The library is called a trust library, as there is no librarian to make loans. People who want to borrow a book just come and borrow it and then return it. The space is complemented by a stage which is used as a space for theatre performances by school pupils, concerts by local bands and also for public readings.

This demonstration is a reference project for my site three near main square and concepts that could be taken from this project are community, community collaboration, use of traditional materials for the region, small scale, variation of different events held.



figure 40: project Tulip by ADHOC architectes



figure 41: project Tulip by ADHOC architectes



figure 42: project Tulip by ADHOC architectes

Project Tulip

Architect: ADHOC architectes

Year: 2020

Place: Montreal (Canada)

This project was created immediately after the pandemic of covid, when its main goal is to attract citizens back to the public space. The whole space is designed to offer passers-by a place to sit or walk. The social component is added beyond the project by creating an urban terrace.

At the same time, the project has in mind the hygiene and social principles, which are more important than before after the covid closures. This is one of three interventions that were created within the city of Montreal to attract people back to the public spaces of the city. The intervention could be called a public amenity that works together with local shops and cultural and touristic activities in the city. An „urban table“ was inserted between the existing furnishings and the trees of the park. The park also has graphic signage and lighting to brighten this shady environment.

The color yellow was chosen as the project's emblem because it is a festive, joyful and brightly colored hue that entices passersby to visit and experience. The design and the arrow at the entrance mark the beginning. The long „city table“ also features gastronomic items in yellow to promote social distance. The park offers a total of 80 seats and supports 22 local restaurants. This is a unique way of sharing time at one big table.

The concepts that can be taken into my project are the promotion of public space, the strengthening of new interventions by local businesses, the experience for residents and random passers-by and sustainability. The project can be a reference project for site number three - crossroad Tyršova and also to some extent for site number three - gap Příční.



figure 43: „nomadic house“ by Sou Fujimoto



figure 44: „nomadic house“ by Sou Fujimoto

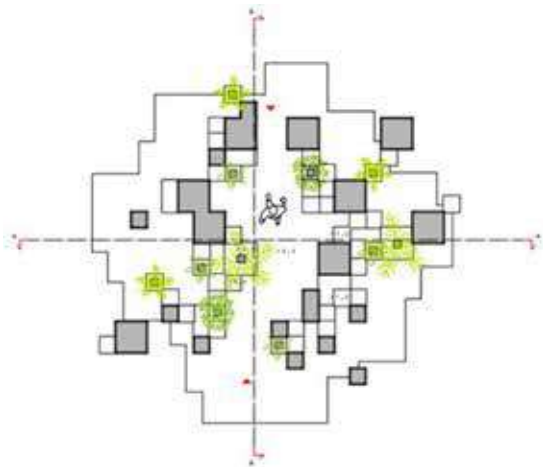


figure 45: „nomadic house“ by Sou Fujimoto

Aluminium boxes for „nomadic house“

Architect: Sou Fujimoto

Year: 2014

Place: Paris (France)

In 2014, Sou Fujimoto created an installation for an art fair in the Tuileries Gardens in Paris. The installation is composed of suspended metal cubes and plants. It is an object where boxes are stacked on top of each other. Some of the boxes are filled with plants and small trees. The boxes are joined at one corner or edge.

The empty space in the middle is a living space with entrances on either side. The installation offers many smaller access points from all sides. According to the artist, it is an architectural intervention, but also partly a sculpture. The randomly assembled masses create a new experience of the space and offer a glimpse of the play of shadows and lights. The whole structure is carefully designed and each part contributes to the overall stability.

The main structure is the steel frame on which the aluminium cubes are attached. In the small tower there is a projector from which images are projected onto the projector. It is a relocatable and durable installation.

This project can be a concept for the number one site - the place in front of train station or for landscape sites in the north of the city. Concepts that are possible to take from this project to mine is the creation of a living space using simple cubes, a sense of randomness in the design.



figure 46: Red Ribbon park



figure 47: Red Ribbon park



figure 48: Red Ribbon park

The Red Ribbon

Architect: Turenscape

Year: 2007

Place: tanghe River Park (China)

This is a seat 30-150 cm wide, newly designed by the river in Qinhuangdao Park, China. The newly designed object brings new functions to the natural site and that is lighting, seating, ecological interpretation and orientation. This project is an illustration that minimal intervention can dramatically change and enhance the environment.

The park in which the new footbridge is located had good natural conditions, on the other hand it was an unmaintained place with uncut grass and bushes. The main concern was to preserve the natural conditions. The footbridge is accompanied by five pavilions which, on a sunny day, offer shade, social association, visual focal points and placement of environmental interpretation plaques.

The bright red colour of the building brightens this overgrown site and links the diverse natural vegetation and the four gardens. The park adapts to the needs of its users and preserves the ecological processes and natural conditions that were already present on the site. This project is a great example of how to bring life to an abandoned nature site while preserving the conditions that existed on the site before.

The important concepts coming from this project are that it is a small intervention in nature, it is a linear object that respects the existing natural conditions, it offers people a place to meet. The project is a reference project for my site number two intersection on Tyrš Street. The intersection is connected on both sides by a green belt separating the pedestrian road from the motor vehicle road.

Development areas in the town

identification of places





Development areas

At the beginning, I made a list of development sites that deserved change - small or big. I divided the selected sites into four categories. These are historical sites, forgotten sites, places which can be used for public events and natural sites.



The historical category includes sites that were significant in the earlier history and brought good reputation and fame to the town. Now these sites are empty.

In the second category, called forgotten places, I include places that are dilapidated and have lost their uniqueness over time.

The category of public events show places are selected on the basis of location and landscape specifics.

The last category focuses on nature and includes all places that have a natural character.

KEY

-  historical places
-  forgotten places
-  natural places
-  public places for events



scale 1:10 000



Position in the town



Current situation



Proposed situation



Train station and bridge above tracks

Area: 854 m²

Distance to town centre: 1100 m

The station building is outdated and dilapidated. There has been a talk about the reconstruction for several years, but unfortunately no major or minor changes have taken place yet. The building, the platform and the front of the building are outdated. There are a lot of cars and buses parked in front of the building. The formerly beautiful, green platform is decaying. The pub that used to be there is closed and boarded up.

The town lays on an important railway line and it is a pity that for many visitors this station is the gateway and first impression of the Kojetín. Immediately from the station. There is a bridge that connects the industrial area behind the station with the station area. The bridge was built here because of the overpass and is in a very neglected state, as is the whole area. The station forecourt consists of a car park and there are also two bus stops. Beyond these two traffic barriers is the park on the Square of the Republic, which is empty most of the time. Unadaptable citizens gather at the station and make noise and disorder.

As the questionnaire shows, many people do not feel safe here, especially at night. The place would benefit from a long-planned renovation of the building as well as interventions in the front area - public furniture, wider space for pedestrians.

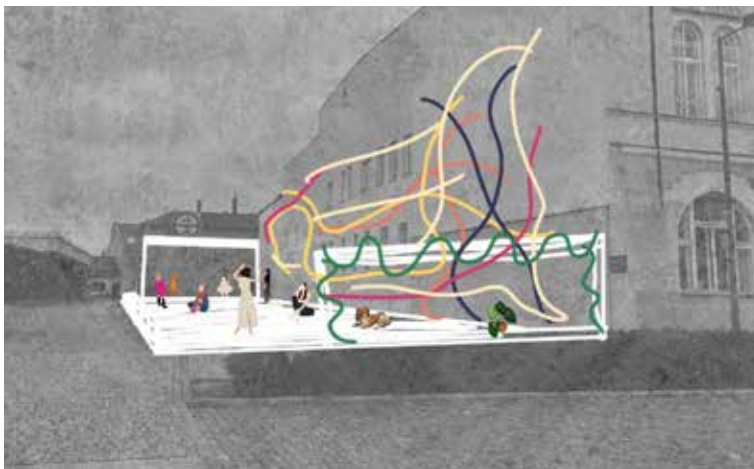
It is necessary to make people prefer public transport to private transport, and this can be effectively achieved by the right design of a transport place with a pleasant atmosphere. Cleanliness, appearance and facilities should be taken into account.



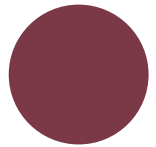
Position in the town



Current situation



Proposed situation



Gap in street Příční

Area: 780 m²

Distance to town centre: 5 m

The land in the street immediately adjacent to the main square is currently empty and is only used in the summer during the Kojetín feast season, when the place is occupied by carousels. There is an apartment building project for this location, but the city does not foresee it in the near future because it is a costly project and no investor has yet been found to carry out the project. Thus, no one can estimate how long the site will remain unused. The site is located near the pub and next to the town's cultural centre. It is also the gateway to Palacký Park and the synagogue. The site offers great potential to create some action here, at least temporarily. However, it is necessary to point out and bear in mind from the beginning that this is a temporary project, as the city owns the aforementioned housing project.

There is a need to show people that this place can have a temporary use and use the place for cultural and social events, as these places are lacking within the town.



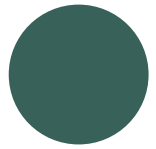
Position in the town



Current situation



Proposed situation



Palackého park

Area: 5791 m²

Distance to town centre: 480 m

This is a park located near the synagogue, an important monument in Kojetín, and also on the border between the town centre and the housing estate. The park is located on one edge of a busy road, on the other side is a quiet local road with family houses. The existing pedestrian roads are paved with concrete paving and their routing, especially towards the centre, is not ideal. The park has not undergone any modifications in my lifetime. It looks exactly as I remember it from my childhood. Only the benches are in slightly better condition than a few years ago.

There is also a basketball playground that is in a state of disrepair. The park is used more by the unadaptive citizens of Kojetín for sitting or drinking than by children or families with children. A great advantage of the park is the large amount of mature greenery, which creates pleasant shade on hot days. The mature trees are without much undergrowth and therefore the park looks open and safe. If there were any small modifications, a scheme that would revitalize the park, the town could once again have an interesting and livable park to offer its residents and tourists.

There is a need to come up with functional improvements for the park, design activities that will entice visitors. A place for recreation should be easily accessible to all residents and visitors.



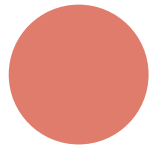
Position in the town



Current situation



Proposed situation



Place around the sport hall

Area: 15 797 m²

Distance to the town centre: 650 m

This is an open space near the grammar school, kindergarten and elementary music school. The space consists of a large green area with a hill and a climbing wall that could use some repair. When there is snow the area is frequently occupied by children from the town as they go sledding on the hill. In 2015 a sport hall was built in this place and the community enjoys it. The sport hall is often busy. There are many various sport events and classes. One of the most important events is probably the national ballroom dancing championship, which is held every year in March.

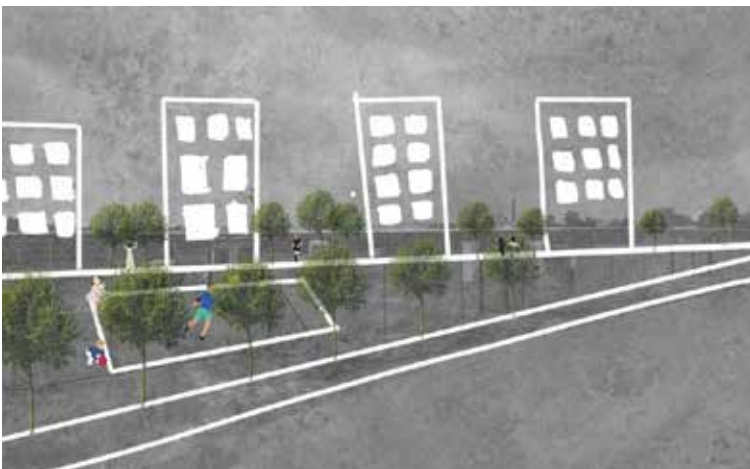
The sport hall is very popular, but unfortunately, from an urban planning point of view, the space is not completely finished. If one enters the mentioned area, one has the feeling that someone has built a sports hall in the middle of the area without giving it much thought. The town has long planned to build an indoor swimming pool next to the sports hall, but this is an expensive project. This project will be replaced by an indoor ice rink. Proper urban design with planned projects in the area, adding avenue trees and urban furniture can help the place.



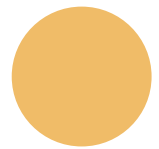
Position in the town



Current situation



Proposed situation



Empty green place (photovoltaic powerstation)

Area: 87 649 m²

Distance to the town centre: 1200 m

This is a place that was formerly significant in history. A sugar factory stood here until 2008. The site is located along a busier road on the street of the Padlých hrdinů. The site is enclosed by a brick fence and currently houses a photovoltaic power plant. I was able to find out that the city is planning a future project for housing on this site, but unfortunately I was unable to find out more details as to whether it is to be single family homes or condominiums. The site deserves a better use than a photovoltaic plant that can be moved to the roofs of buildings. This is a site that is located on a road that leads from the highway into the town.

I would recommend that the following principles be kept in mind for further development of the site:

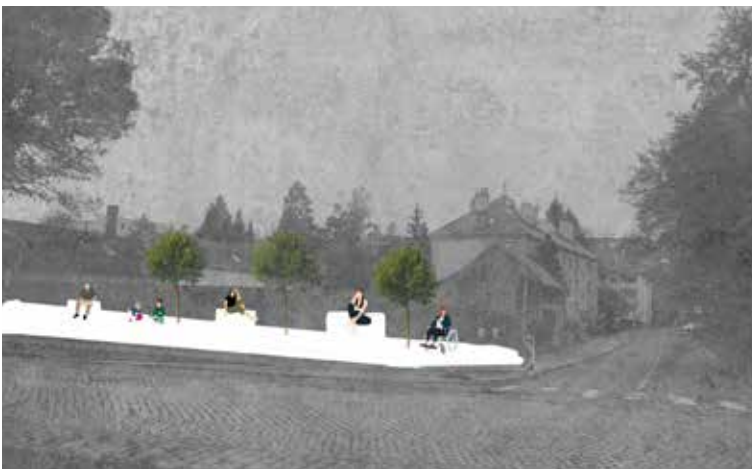
- completing the street line Padlých Hrdinů.
- if the city's future plans come to fruition and this is a housing project, to take the existing railway into account in the design
- to create a new pedestrian link for future residents of the site towards the centre and towards the station
- add amenities to the site
- widen the existing pedestrian routes and separate them from the road, for example with greenery



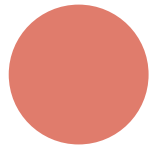
Position in the town



Current situation



Proposed situation



Gap at crossroad Kroměřížská/Sv.Čecha

Area: 780 m²

Distance to the town centre: 560 m

This is a plot of land at the corner of the crossroad of Svatopluka Čecha and Kroměřížská streets. Until two years ago, there was a family house, but the town bought the land and the house and demolished it because the crossroad was not transparent because of the house and traffic accidents often happened here. After the demolition, the land was fenced off and the pavement at the crossroad was widened.

The site looks abandoned and forgotten. It would certainly be beneficial to come up with a new function for the site so that the traffic is still visible but the site is filled with some function. This could be for example a community garden or an area with a children's play area. If it were to be some sort of smaller building in the future it is very appropriate to think about a suitable location in terms of street line.



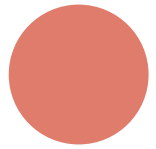
Position in the town



Current situation



Proposed situation



Place in front of the stadium

Area: 11 500 m²

Distance to the town centre: 1500 m

The site in front of the stadium in Kojetin looks deserted, yet it is a pleasant place in the countryside near important landscape elements of the town. It is not far from the Morava River, the Na Hrázi pond or the biocentre.

The stadium area is mostly closed to the public and it is only possible to enter it during an event. The plaza in front of the stadium is unused and serves as a parking lot during events and there is also a green plaza with grass on which there is nothing. This area could easily be used as a place to spend time.

Organising parking during events is also desirable. The possibility of a small refreshment area, perhaps in the form of a food court, would also be appropriate, with traffic mainly in the summer months when there are a lot of people in the area and at weekends when there are events at the stadium.

Near the stadium there is an outdated bmx track which is in a dismal state. Small interventions of repairing the ramps and improving the plaza could attract young people.

About 100 meters from the site is an abandoned site, which the city bought and intends to build public housing there, so maybe this change will kickstart a change in the stadium's surroundings. While housing changes are not immediate, this abandoned site could host temporary art fairs or community farmers markets, or other solitary community gathering spots that enhance the space temporarily. Use of this abandoned space now enhances the quality of life for residents until confirmation of building housing plans.



Position in the town



Current situation



Proposed situation



Area around the Jordan pond

Area: 10 400 m²

Distance to the town centre: 1000 m

Pond Jordan is a beautiful pond located in the north of the town. It is located near a residential area built up with family houses and along the road leading to Olomouc. This pond is a beautiful place in the countryside, but unfortunately it cannot be enjoyed by residents or visitors as it is not passable. On one side of the shore is the restaurant Jordán with its famous pizza in the town, but unfortunately their garden does not provide a view of the pond. Their fence is formed by a wall. Since the pond is intended for fishermen, it is not desirable that the site becomes a place crowded with people.

Therefore, for further development, I propose to make an accessible area near water with a small pier and wood footbridge with public furniture and connect this beautiful place with the restaurant garden.



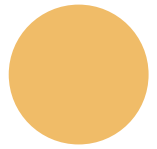
Position in the town



Current situation



Proposed situation



Area around the school canteen

Area: 1170 m²

Distance to the town centre: 1000 m

The school canteen is located in the town near the kindergarten and the primary art school. It is a place visited by dozens of children every day. As there is a lot of green space in the area it would be useful to have a playground or a children's area in the immediate vicinity. The survey shows that many children do not need to go home immediately after lunch and would like to spend some more time together in a pleasant place. The school canteen area is connected by a pathway with a sports hall and an outdoor playground. There are no facilities for children here either.

In future planning it would be advisable to address both sites together. Future studies should include play elements for children and street furniture. The path connecting the sites could be planted with an avenue of trees.



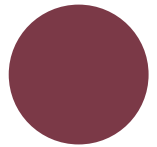
Position in the town



Current situation



Proposed situation



Masaryk square

Area: 8 870 m²

The main square underwent an extensive reconstruction a few years ago, but unfortunately, in my opinion and actually in the opinion of the locals, it is not entirely successful. There are too many cars parked on the square and since there is very little green space in the whole area, it is unbearably hot in the summer. As a realistic future, I would see the city thinking about these two main problems and trying to find the best solution through a competition. The brief should state that ideally changes should be achieved with as little intervention as possible as the square is landscaped and it is not really desirable to break it all up and do it again. It is better to put more energy into the project and the competition itself and to find experts who can handle the task excellently.

The main points that the town should address in relation to the main square are: adding greenery and street furniture in the area of the square, try to find a way to move at least some of the cars and find them a parking space elsewhere, use more of the square for cultural and social events, unify the visual advertising on historic buildings.



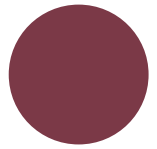
Position in the town



Current situation



Proposed situation



Náměstí Republiky

Area: 12 900 m²

Distance to the town centre: 870 m

It is the largest square in terms of area in the town. The square has a place, but unfortunately only in name. There is a park with a few benches on the square, which serves only as a passage from the centre to the train station. There are buses and parked cars on the sides of the square quite often. The park is adjacent to the train station, but the two places don't work together at all.

For future development and revitalization of the place, I would recommend expanding the street furniture, trying to find activities that could take place in the park. For example, there is a community center nearby that hosts a lot of events several times a year. Events that take place in the warmer months could be partially held in the park. The park could become an ideal place for people waiting for their train or bus.



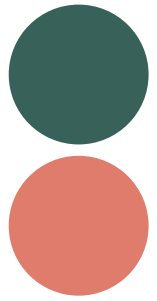
Position in the town



Current situation



Proposed situation



Place along the Morava river and dock

Area (dock): 5400 m²

Distance to the town centre (from dock): 1800 m

The river is a great potential for the town. For the town of Kojetín, the river is still a kind of hidden potential, because the recreational side of the river has not been fully explored. It is possible to take walks along the river. The trail is unmaintained and there is a lack of public furniture and overall places to rest. The boathouse in Kojetín was renovated in 2016. The river is used as a place to swim even in the hottest months, so I think a small intervention in the form of a pier would be a great benefit to its summer users.

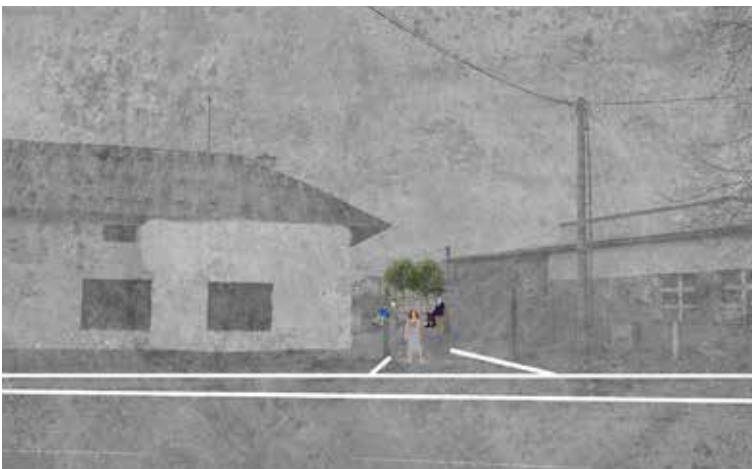
The area could be celebrated as an important ecological and cultural area. The trail could be celebrated as a heritage walk and could include informational signs discussing the history of the river and the town. In terms of summer swimming in the river, a simple structure on the river would be ideal. The trail could consist of a uniform surface, with educational information signs along the way.



Position in the town



Current situation



Proposed situation



Car repair shop on Palackého street

Area: 2200 m²

Distance to the town centre: 1800 m

On the border of the park and the northern settlement of the city there is a car repair shop and a collection yard. This site, which is located behind a fence, has more of an end-of-town feel and is more of a pedestrian barrier from some directions. Given that this is a site that is within easy reach of the town centre and housing estates,

I consider that this site could be better utilised and the existing functions moved to another site outside the town centre. The site of the collection yard could be used as an amenity space for the residents of the estate or the space could partly become a parking space as a big problem with the northern estate is how overcrowded it is with cars and sometimes it is impossible to park here. The car repair shop offers a great passageway to the former malt house building, which is now used as an apartment building. If a pedestrian passageway were allowed, people coming from the town centre would find it easier to access their homes. The space could be used for community gardens or as a communal garden where people could spend time together.



Position in the town



Current situation



Proposed situation



Náměstí Svobody

Area: 3700 m²

Distance to the town centre: 665 m

This park is another place in the town that, with small interventions, could be improved and attract residents. It is a park located along the road leading towards Vyškov. The park space has potential and could be enjoyed by the public with a few cosmetic improvements.

The area of the park is not ideal because of current asphalt trails crumbling. There is a lack of street furniture and some green areas are very unmaintained. Adding street furniture, improving the greenery landscaping and changing the asphalt to a more natural material, this area could become a parkspace with a better atmosphere where people will like to spend time.



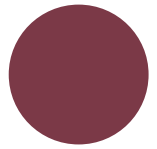
Position in the town



Current situation



Proposed situation



Representative space near the synagogue

Area: 390 m²

Distance to the town centre: 100 m

The surroundings of the synagogue area are severely neglected and lack street furniture, the surfaces are in poor condition and the existing well is non-functional for an unknown reason. Young people sit on the steps. The plot directly opposite the synagogue has the character of a vacant lot, since the house was demolished several years ago, but the plot remains empty and has unmaintained greenery. This area is close to the town centre. The land does not belong to the city and therefore it is more difficult to initiate any change. Leaving aside the plot, it would be appropriate to create a small public space in front of the synagogue area with a street mobiliser and an atmosphere appropriate to the function of the building. The space is located between Husova Street, which is not burdened with traffic, and Palacký Park. Furthermore, it would be advisable for the park and the space by the synagogue to communicate visually with each other.



Position in the town



Current situation



Proposed situation



Padlých hrdinů street

Area: 5760 m²

Distance to the town centre: 100 m

The street Padlých hrdinů is located in the south of the city and it is a street that is heavy with traffic as it is a place that leads to the D1 motorway. There is only one sidewalk on this street and car traffic is prioritized over pedestrian traffic. There are not many pedestrians on this street and those who can use a car, at best a bicycle, to get to this street. It would be advisable to add a wider pedestrian space to the street and separate this space from the road with, for example, greenery. As there is a new industrial park at the end of the street and it is anticipated that several hundred new jobs will be created there. These people will be commuting to work from the town,

It would be appropriate to create a cycle path to entice employees to use a bicycle rather than a car to get to work. Companies operating in this industrial park could incentivise their employees to cycle, for example with various benefits and sufficient space for bicycle drop-off. The industrial park has more of a negative response from the residents of the city than a positive one, and it would be useful to change the opinion of the residents at least in small steps. This site was frequently mentioned as a dangerous/neglected site in the questionnaire and should therefore become a priority for the town.



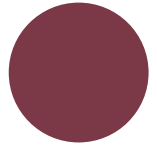
Position in the town



Current situation



Proposed situation



Backstreet near hotel Pivovar

Area: 292 m²

Distance to the town centre: 100 m

It is a small alley leading from the city town to Podvalí Street. It is a narrow alley between historic buildings and it would be advisable for the alley to be sufficiently illuminated. The surface of the pavement is in a terrible state and consists of concrete paving which is destroyed in many places. It would be appropriate to replace the surface with e.g. granite blocks and restore the historic feel of the place. The façades lining the alley are also in a poor state of repair and the house only have its façades repaired towards the square.

It would be desirable for the facades to be repaired in this alley as well. My last criticism would be the entrance to the former club. Years ago there was a famous dance club here, which is no longer functioning. All that remains is a visual smog. It would be appropriate to remove these signs and if a new business of any function were to be established here, it would be appropriate for the signs to be sufficiently in keeping with the atmosphere of the place. This aspect should ideally be taken care of in a future graphics manual for the town, which I would recommend be developed.



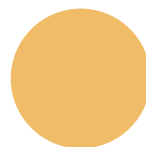
Position in the town



Current situation



Proposed situation



Kroměřížská street

Area: 5746 m²

Distance to the town centre: 470 m

Kroměřížská Street suffers from similar problems as the street Padlých hrdinů described above, as these streets are connected to each other. It is the street that connects the above mentioned street with the town centre. The street does not have a continuous street line. There is also heavy traffic. There is no cycle lane for cyclists. The road surface at the beginning of the street consists of granite, which transitions into asphalt. The street's strengths include that it has plenty of amenities, there are four restaurants, two shops and a hairdresser, so it would be good to make the street more people-friendly. There is also a large house on the street which is without function. It is desirable that the city should try to resolve this situation.



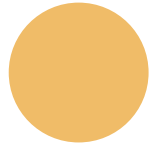
Position in the town



Current situation



Proposed situation



Gap in Růžová street

Area: 397 m²

Distance to the town centre: 300 m

The empty place in Růžová Street is near the town center. Previously it was a canteen for the Unified Agricultural Cooperative. Now it is an empty plot just below the church, which according to my information will probably become a parking lot for 17 cars. I'm not sure if this is the ideal solution for such a lucrative plot, but perhaps this plot could be the answer to the parking problem in the main square. The plot is about a two minute walk from the square.

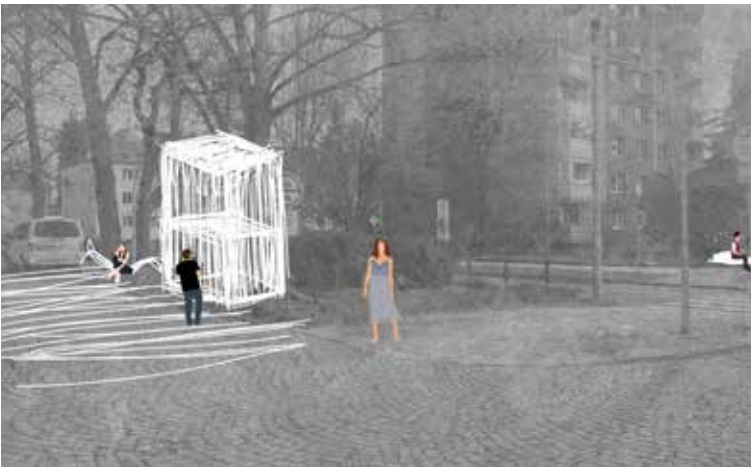
For future development of the site, I would recommend consulting with experts and probably trying to design the site for the function and volume it deserves as a more historically significant site within the town. In my opinion the best solution will be built a house which will complete the street line.



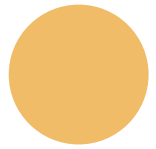
Position in the town



Current situation



Proposed situation



Crossroad Tyršova/Sv.Čecha

Area: 3550 m²

Distance to the town centre: 420 m

It is a crossroads located a short walk from the city centre and also a short walk from two the large primary schools and a grammar school. There is a linear green park leading from the park towards the schools, which is full of greenery but otherwise empty. There is a popular meeting point for students of the schools near the crossroad.

The need for public toilets has been addressed in the town for several years and this topic was also written about in the questionnaire from residents. This location seems to me to be ideal for the creation of toilets as it is very close to the square. Another idea is to use a linear area of green space . This is a large area in a place where there are a lot of children and people. For a place where people meet it would be good to create at least a small intervention in the form of street furniture.



Position in the town



Current situation



Proposed situation



Stružní street

Area: 4100 m²

Distance to the town centre: 1000 m

Stružní Street is located in the north of the town. The public space of the street is clearly undefined. The greenery located along the river serves as a parking lot and as a place to store things such as wood or coal. The great potential of the site is not used. The street is directly connected to the river. The roads and pavements are in poor condition. There is no pavement at the beginning of the street.

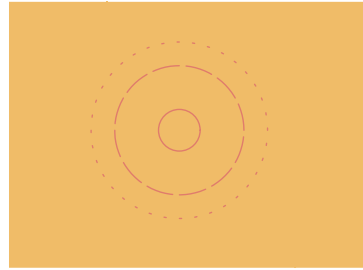
For future development, it would be appropriate to connect the river to the street, and improve the unmaintained green space in the street. Make space for pedestrians and cyclists in the first part of the street.

Design part

detail design of selected places



urban acupuncture



public space



small scale intervention



living town



variability



all ages groups



local materials



community work

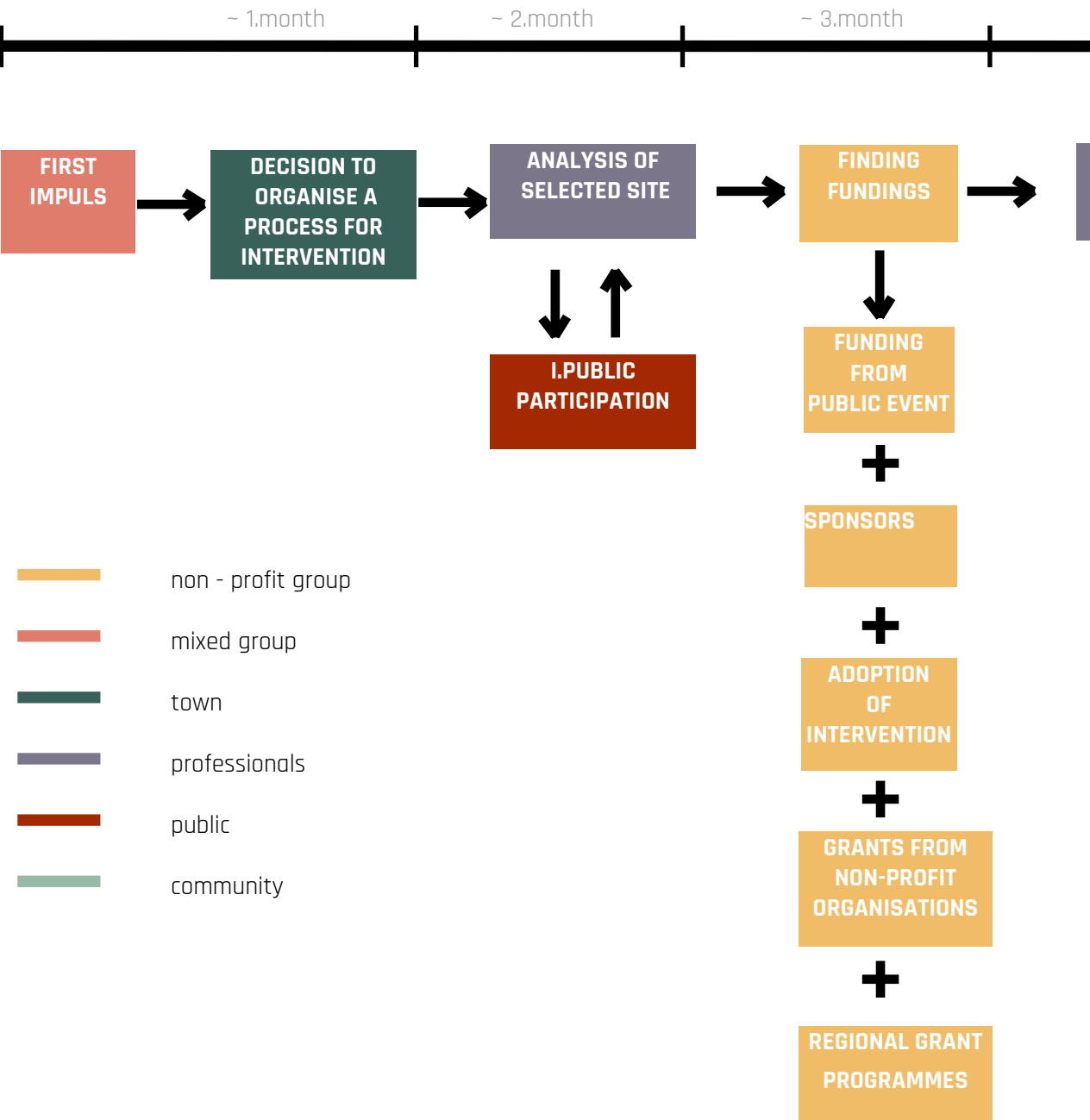
Design framework

Not all of the places in the previous chapter require major design or construction intervention, some just need to be brought to people's attention and explained where the issues and values lay.

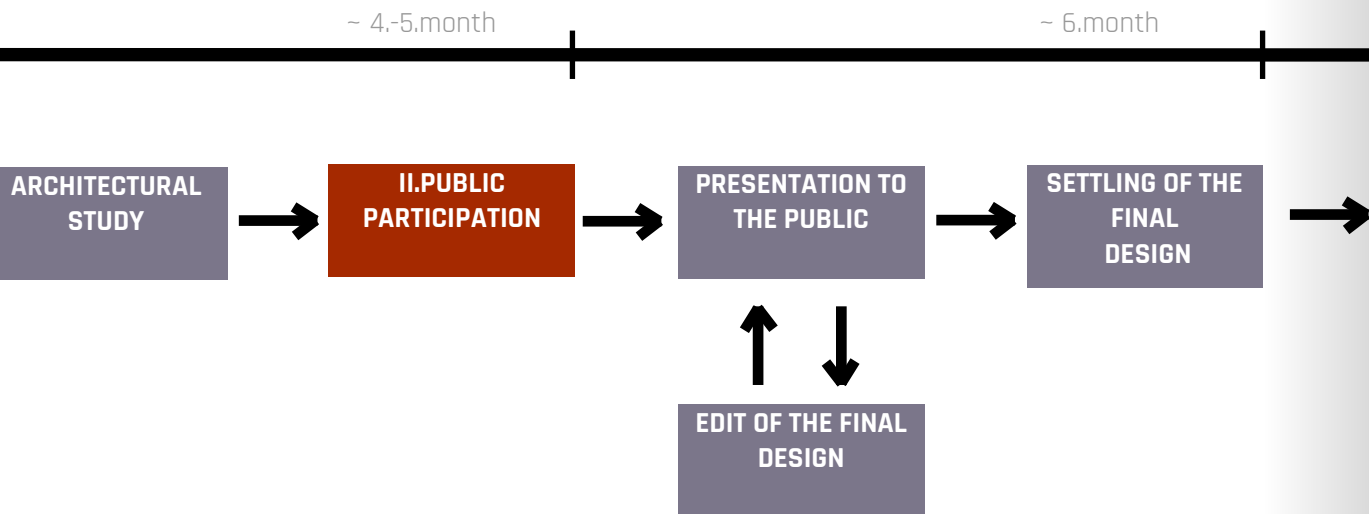
I was trying to find an illustrative solution for five places from different categories.

The main idea of the proposal is to create small interventions in several small places, involving the community in the production and using local materials from the region. An important aspect is to create places for all age groups, to add a welcoming public space. In the design there is a desire for variation so that the places can be used to the maximum.

Timeline



Flowchart



Recommended practice for public participation:

1.before: start early, make website/facebook/Instagram/newspapers for your project, have meetings with public and ask for the opinions and involved them as much as possible, be happy for long discussion about ideas from people who live in the town, go to school/kindergarten and ask also children for their opinion, make workshop for them and express their ideas, create identity, a clear and easy name, question and answer sessions with officials and the public, surveys, find people who can adopt project, be sponsor (indicating their names), make town's event supporting project with finances, find sponsors or apply for a project to a non-profit organisation

2.during: have public meeting and show and discuss our progress and try to get feedbacks for it, try to present the project everywhere so people stay updated about progress, make event/exhibition about progress, wait for feedbacks, find local workers and local material for project

3.after: final exhibition/event - clearly explanation in project, debrief with public meeting for understanding of satisfaction, question and answer with officials and public, community hearings - how they would like to see the project progress in the future

~ 7.-10.month

~ 11-14.month

PROCESSING OF THE
INDIVIDUAL PROJECT
PHASES



SELECTION OF
WORKERS AND
MATERIAL



BUILDING
CONSTRUCTION



OPENING
EVENT/
FESTIVAL



LOCAL MATERIAL
LOCAL WORKERS





scale 1:10 000

CURRENT SITUATION OF PLACES



pond Jordán

- new pathway along the pond
- connection of restaurant with water

5c

bridge
-sitting
-signa
-repre
gate

5a

5b

bridge Struž
-sitting area
water well

Palackého park

- outdoor class
- better cleaning
- playground repair

4

3

2

1





Locations

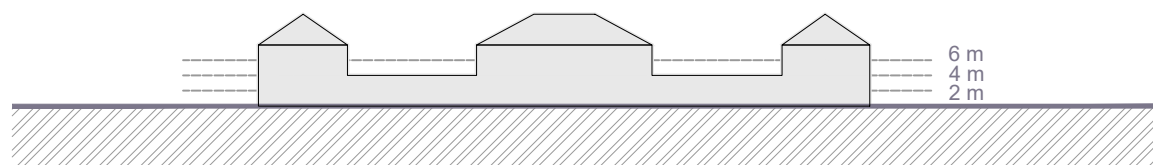
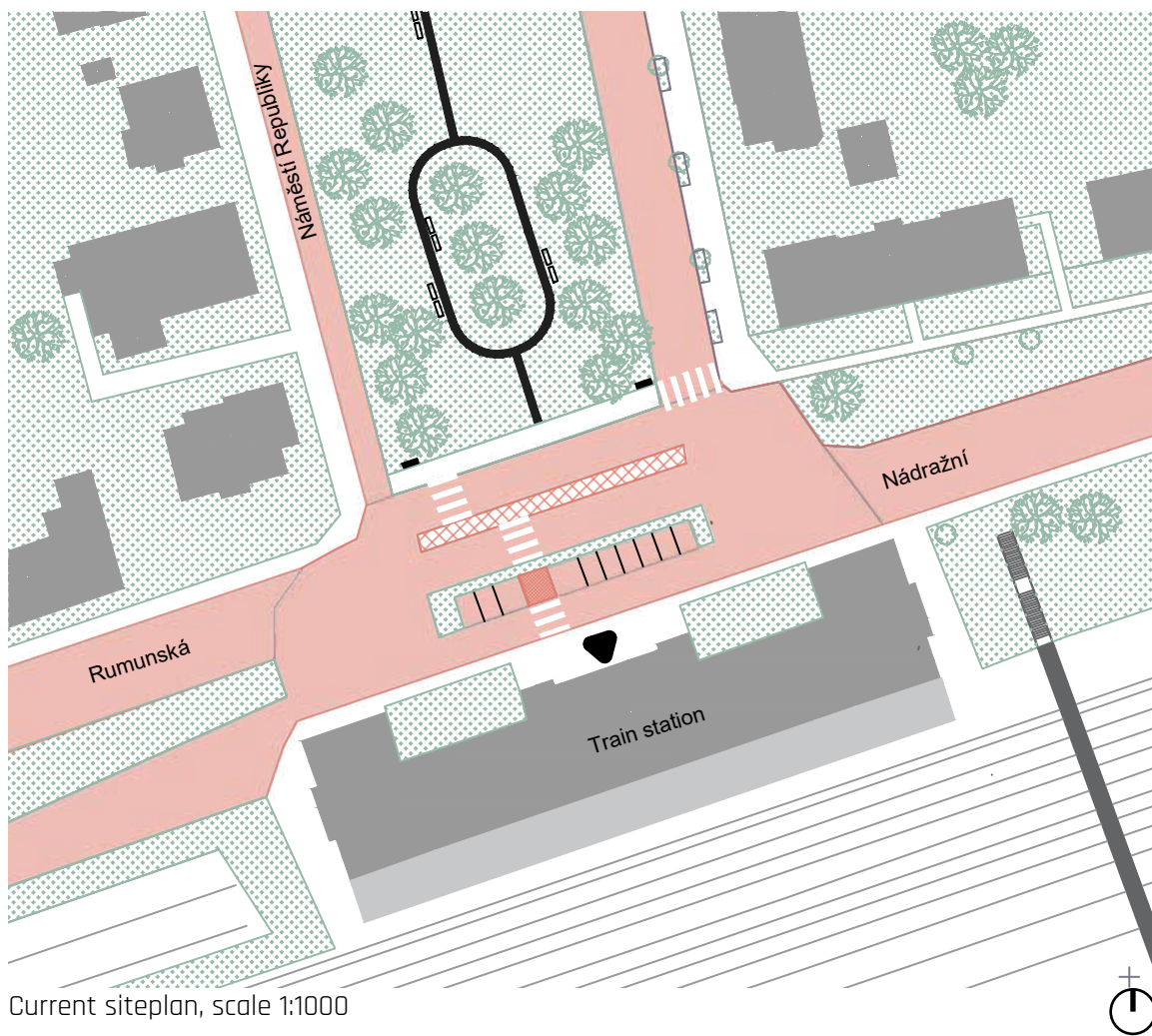
Urban acupuncture is a tactic that supports cities in regenerating at the local level. The main idea is that interventions in public space do not have to be extensive and also not at all costly. These are mainly conventional processes for the development and regeneration of neglected spaces.

This process shows us that it is important to implement urban strategies and consolidate the social infrastructure of the town. Scale of the new implementations have different sizes, it can be just a small bench in the street or can be some change in the care of park.

The proposal deals with five sites. These are the area in front of the main railway station, the crossroad Tyršovo, the empty space near the main square, Palacký Park and a natural place in the north of the town (a pond, a bridge and a small crossroad).



scale 1:10 000



Train station

What are the values and potentials of the space?

Values

- historical station building
- proximity to a large park

Problems

- disparate interventions and objects
- too many cars
- lack of civic amenities
- lack of public space

Potentials

- creation of public space
- demarcation for cars and pedestrians



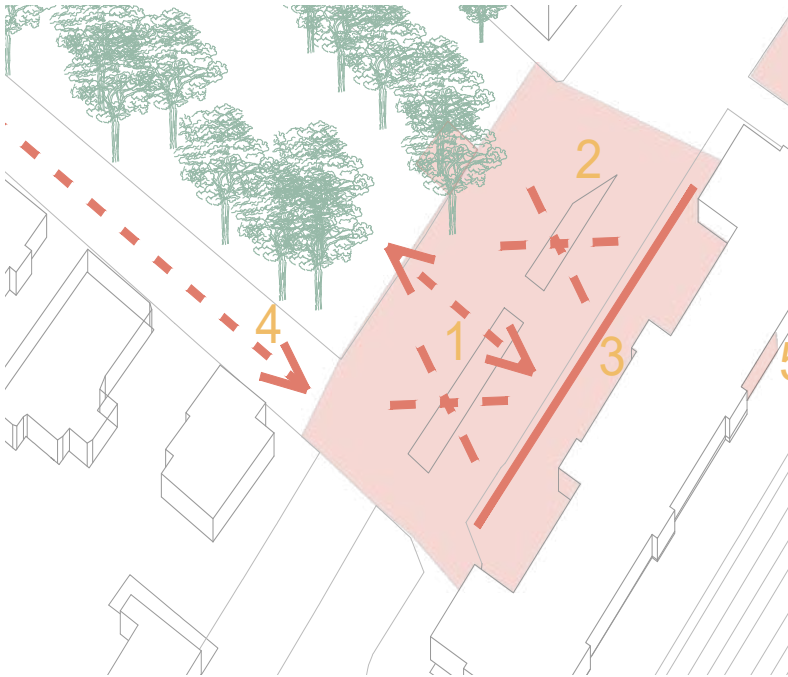
The first place is the place in front of the train station. The height of the space is in one level. There are many types of materials and there is a lack of urban furniture and public space. There is a park in front of the entrance to the building. There is a barrier between the park and the station in the form of a parking places and parked buses. Unused small pub space gets its original function back.



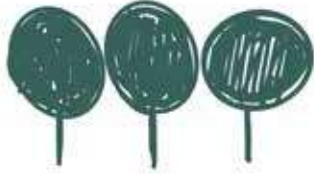
View of the entrance to the building



former train pub



- 1** Connection with park
- 2** Relocation of parking places
- 3** Wider pathway with public furniture
- 4** Reduction for traffic



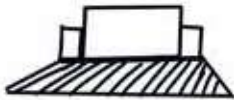
Greenery

Opposite the station there is an important green area in the form of a park. Within the design, the connection to the station is proposed by adding greenery between the station building and park.



Permeability of surfaces

Use permeable surfaces as much as possible to ensure water retention. Where this is not possible in terms of the durability requirements of the structure, a solution for water retention and storage is proposed.



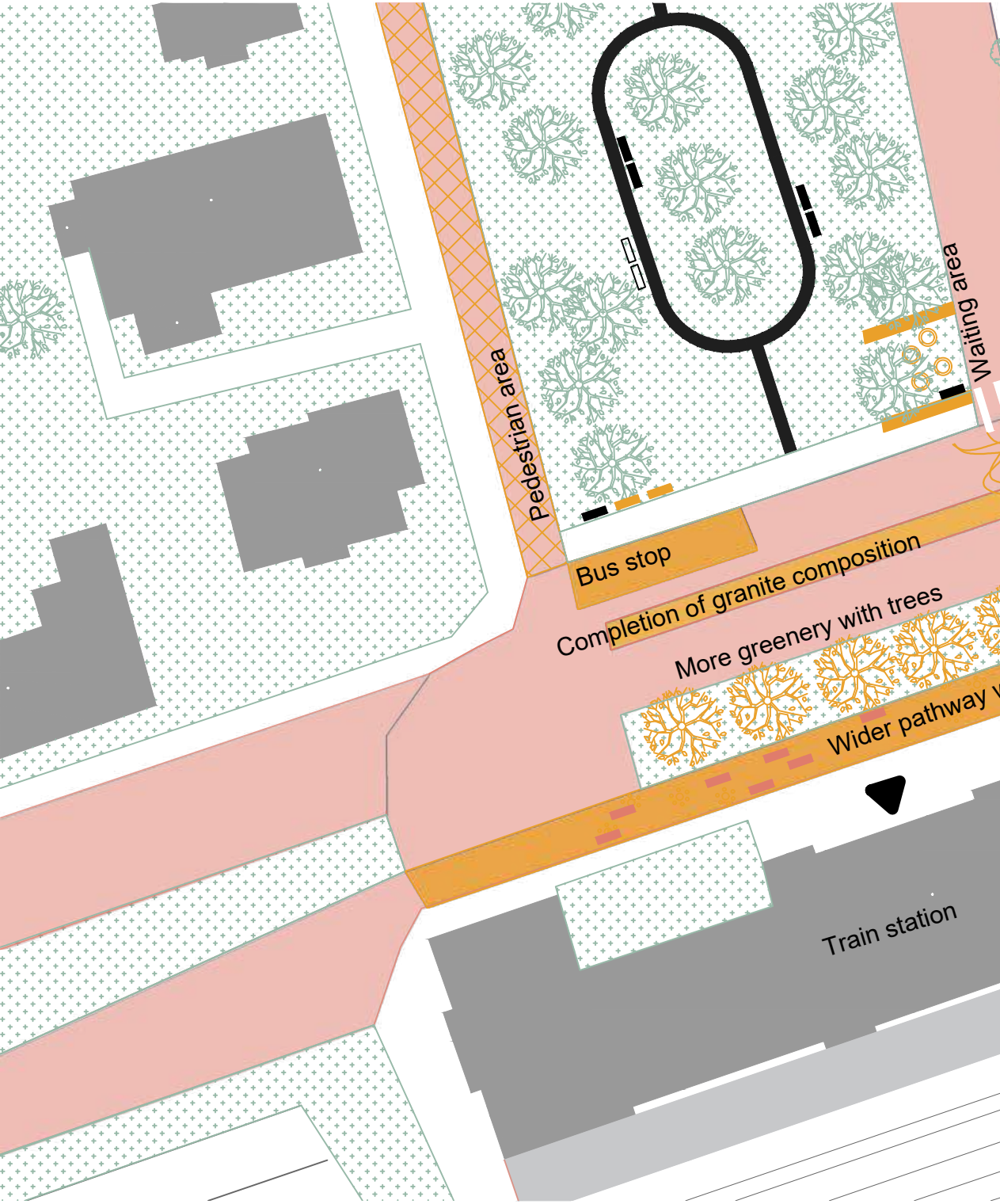
Civic amenities

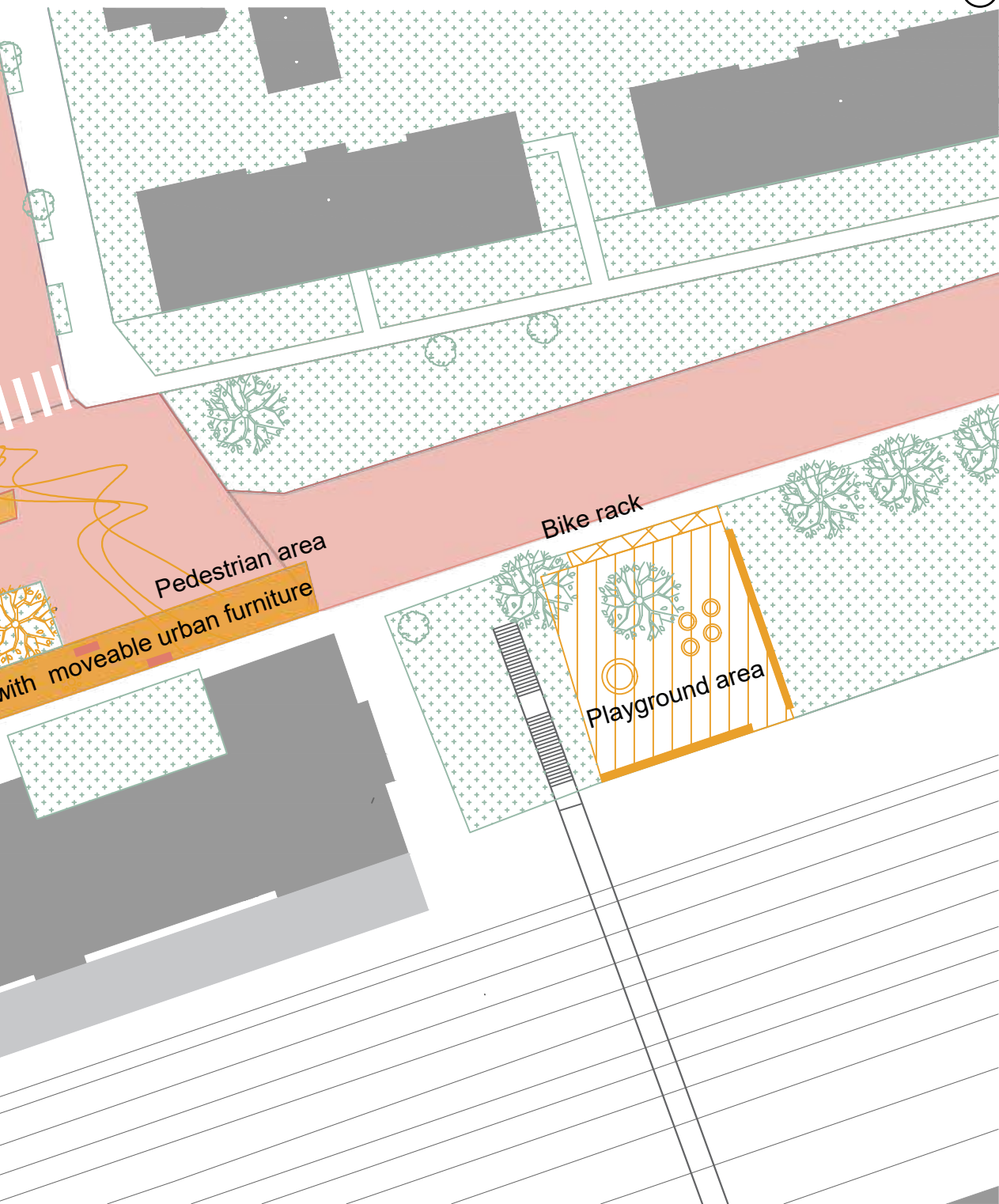
a small pub in the station building is restored. The proposed space in front of the station building allows for a temporary addition of a food truck for example.

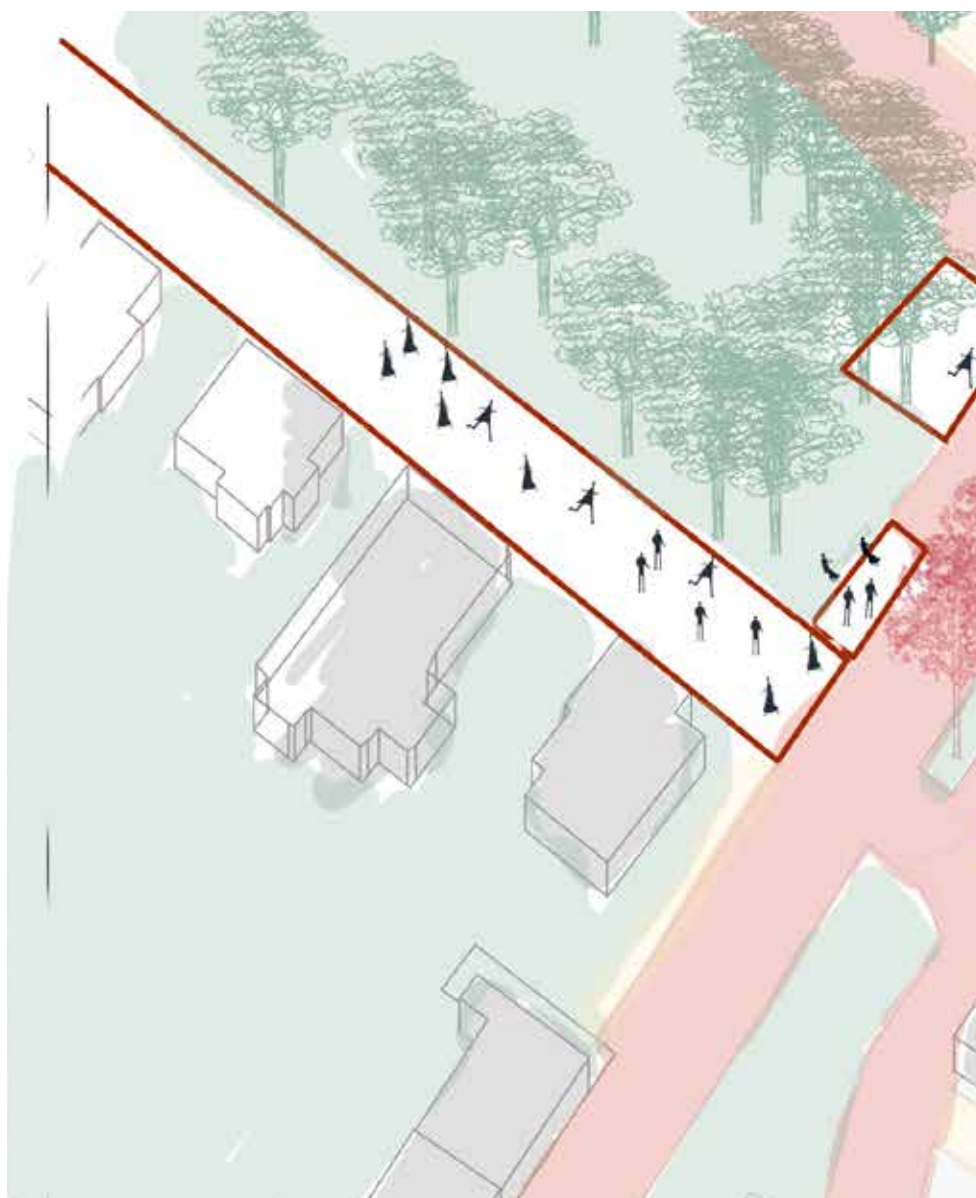


Public space

Public spaces are an important element in space. They are designed to provide space for as many groups of people as possible. Types of public space - playground (1), space in front of the building (2), waiting area(3)







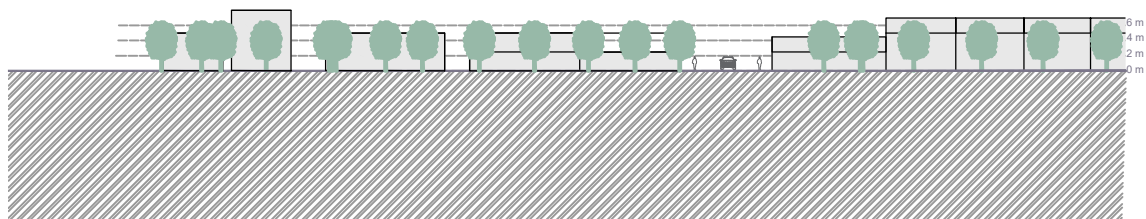








Current siteplan, scale 1:1000



Section, scale 1:1000

Crossroad

What are the values and potentials of the space?

Values

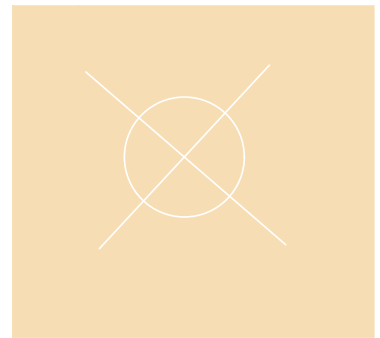
- natural character and mature trees in the linear park
- location close to the centre

Problems

- unclear maintenance of the area
- lack of street furniture

Potentials

- addition of facilities, activities and furnishings
- modify the linear park



This place is typical crossroad of many czech cities. Very frequented by students from grammar schools and elementary schools. During weekdays place is busy in terms of traffic. People just walk through the place as there is no public space or street furniture.



View from Tyršova



Linear park in street Sv.Čecha



- 1** Public space
- 2** Meeting point
- 3** Linear public furniture



Greenery

The greenery is abundant and the trees are mature. The proposal reflects this fact and seeks to preserve the existing condition as much as possible.



The care of the new site

The main idea is to offer the space for commercial purposes for a symbolic rent in exchange for taking care of the proposed interventions



Meeting point

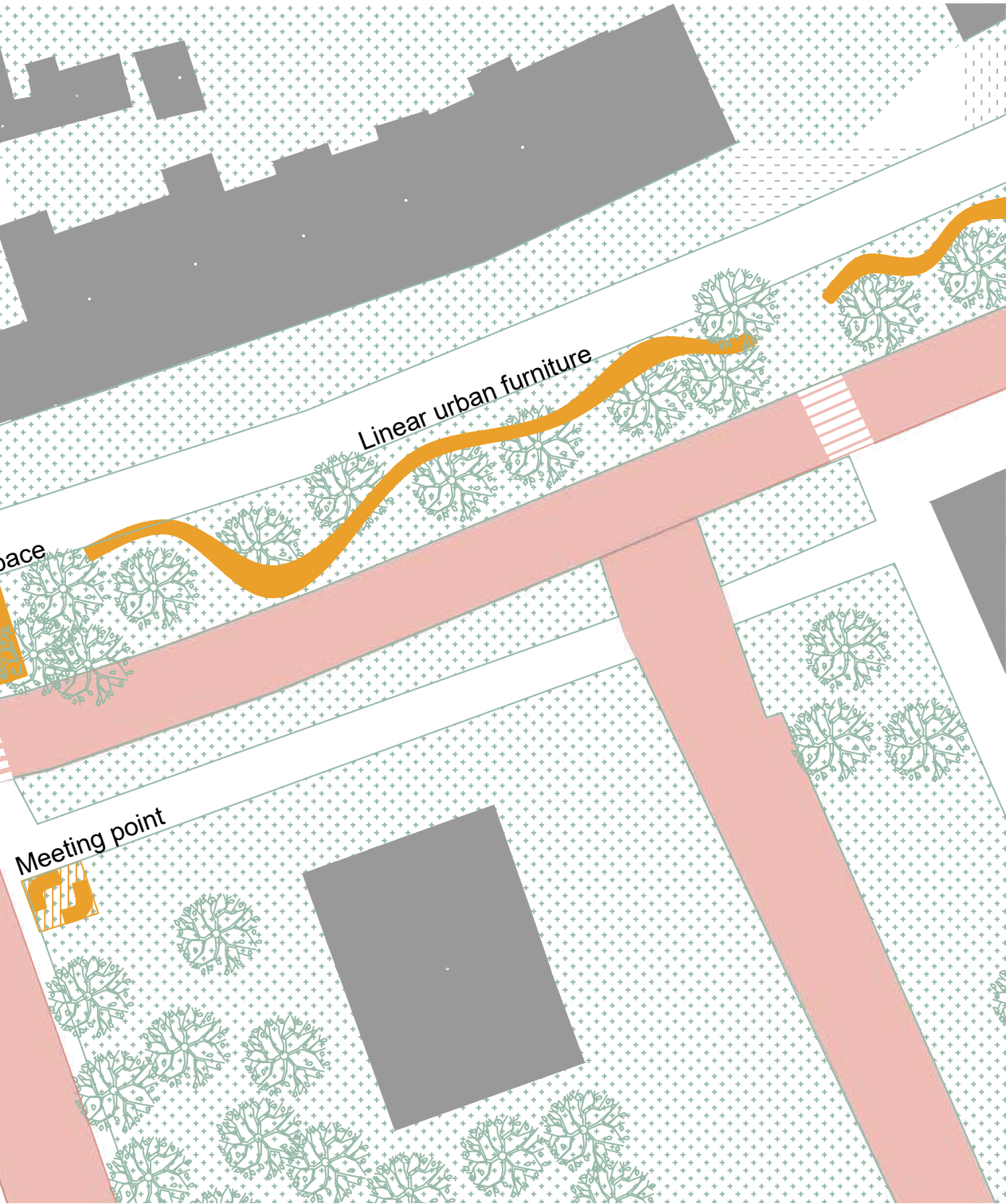
The popular meeting point at the intersection is complemented by simple wooden furniture to make waiting more pleasant.

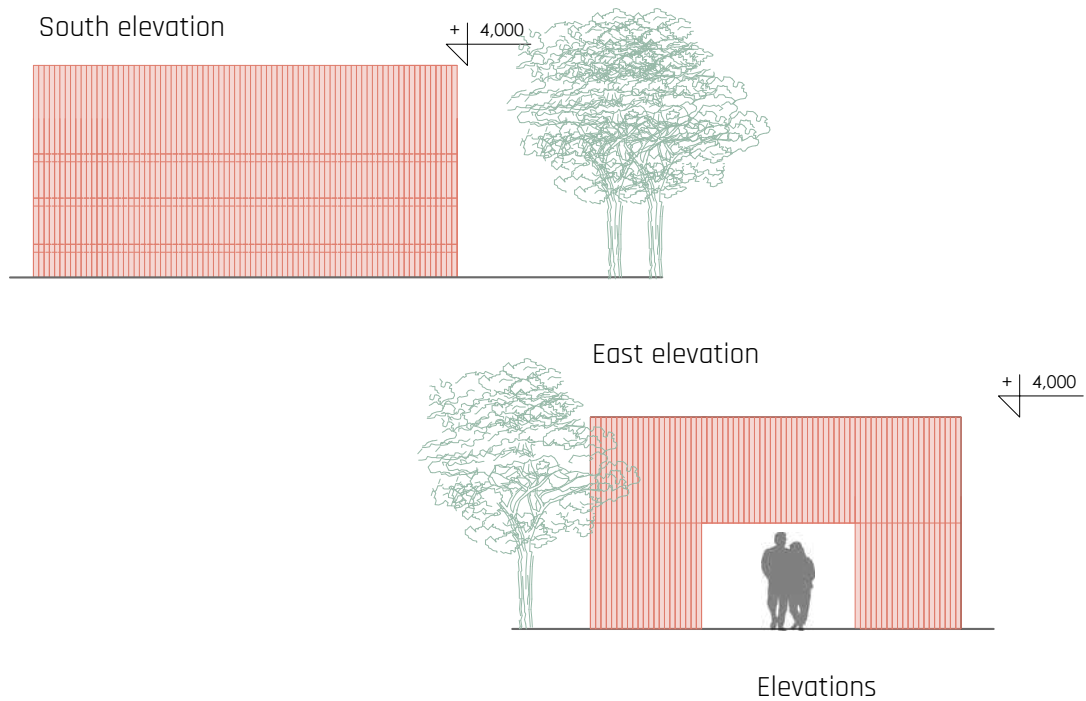


Public space

Enlivening the existing public space with a linear element in the form of a bench. The main public space is designed directly at the crossroad.

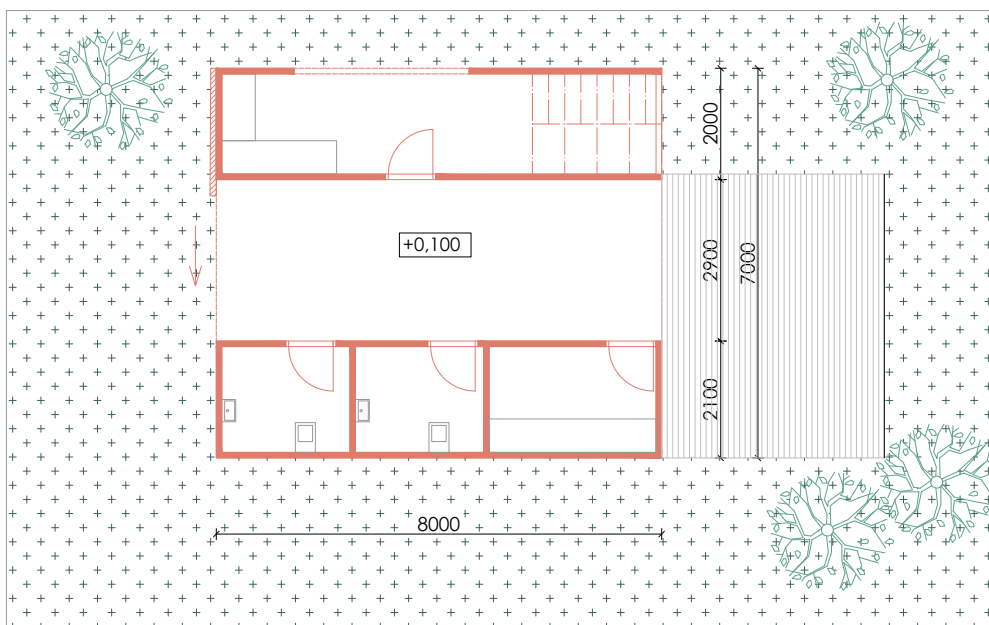




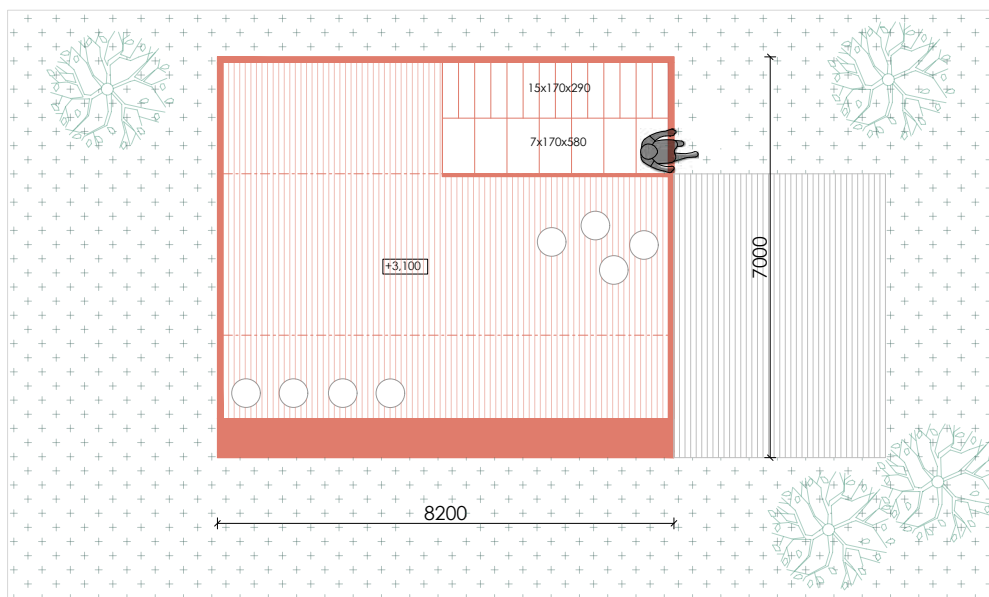


The toilets and the bistro are designed within the same structure due to the shared functioning. The town can rent this intervention for a small amount or for free in exchange for taking care of the public toilets. In case of closure of the toilets, an application will be created for payment and opening and a QR code will be placed on the building to keep the toilets accessible nonstop. The proposal also includes a rooftop terrace accessible to all residents and tourists of the town.





First floor

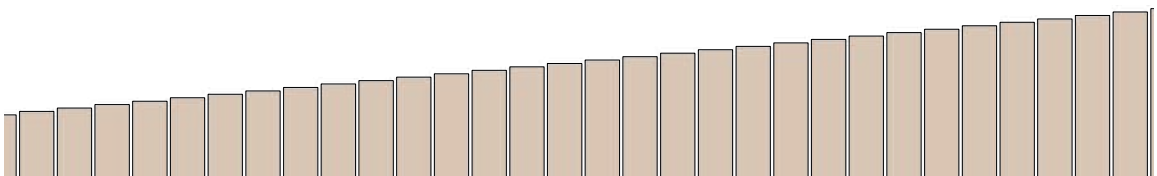
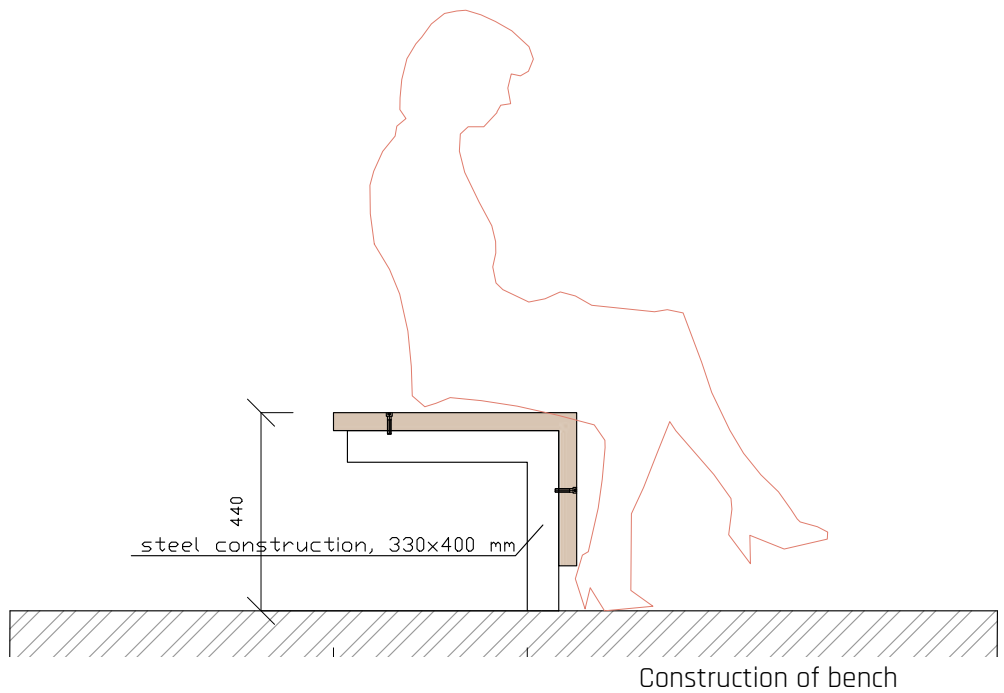


Second floor



The linear bench connecting to the public space has the same design as the benches on the other side of the road. The benches are made of a steel structure to which larch wooden carcasses are bolted vertically.

In the case of a linear long footbridge, the profiles are of different sizes and heights and the new object gives the impression of a snake. This is in order to be able to walk across this long structure or simply to maintain the greenery. In the case of the footbridge at the meeting point, the structure is made up of equal height sections.



View to linear bench



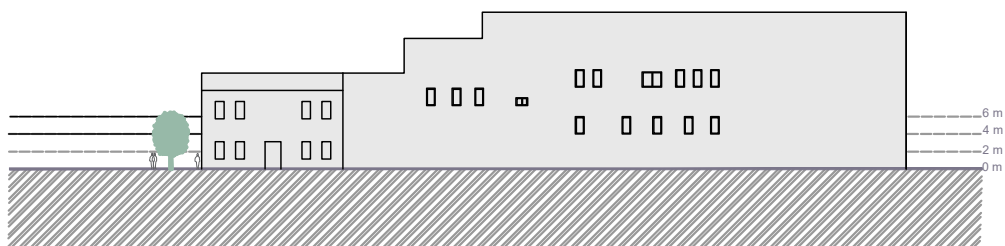








Current siteplan, scale 1:1000



Section, scale 1:1000

Gap

What are the values and potentials of the space?

Values

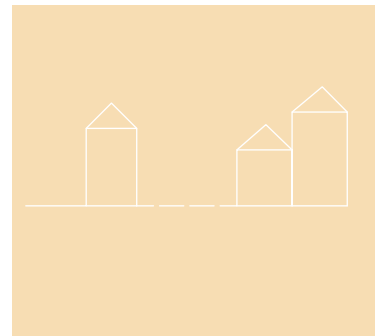
- historic location right next to the centre
- the presence of refreshments and the town's cultural centre

Problems

- no amenities
- empty space

Potentials

- completion of activities and definition of functioning
- the possibility of using the existing restaurant and cultural centre



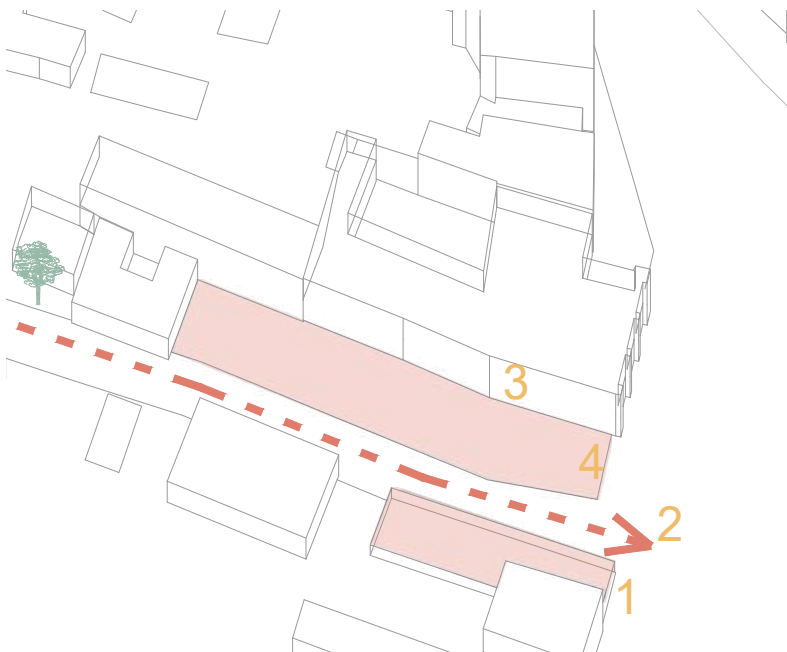
This place is a prominent place near the main square in the town. It is next to the culture centre where there is a small exhibition area and library. On opposite side of the road there is a small pub with a summer garden where there is sometimes during the summer an open air music festival.



View to facade of town culture centre



View from main square



- 1 Connection with pub garden
- 2 Reviving the street
- 3 Space for open art gallery
- 4 Public space



Temporary place

This site is intended to be temporary and should be advised in advance. There is a project for an apartment building that is looking for an investor.



Public space

Creating a public space for the widest possible group of residents. Thanks to the possibility to easily move the wooden elements of the design. Main idea is to use space for open air library, concerts of students and for summer theatre and cinema.



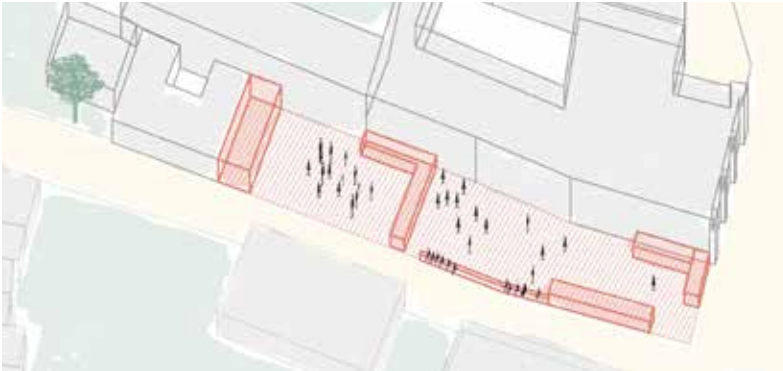
Temporary art gallery

The facade of the town's cultural centre can serve temporarily as an open art gallery on which artists can create temporary art-works.

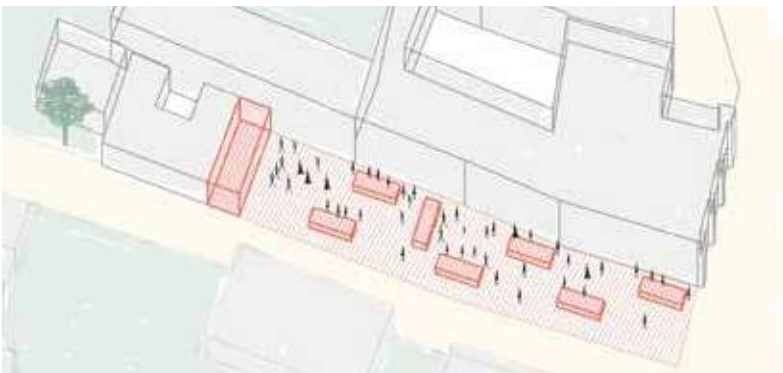


Permeability of the space

As this is a temporary site the surface of the site is made up of wooden planks with gaps for rainwater retention.

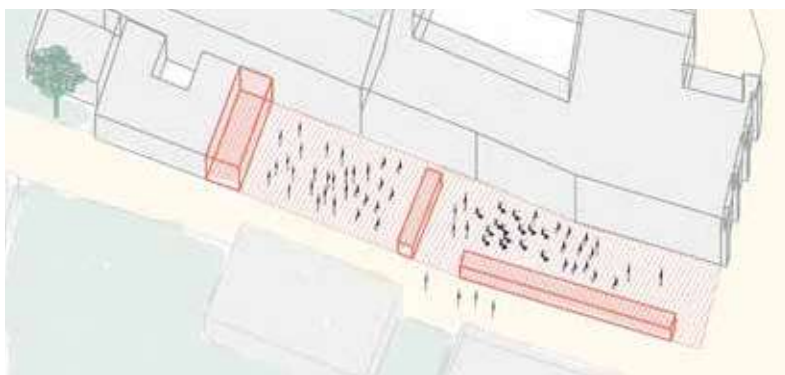


summer library

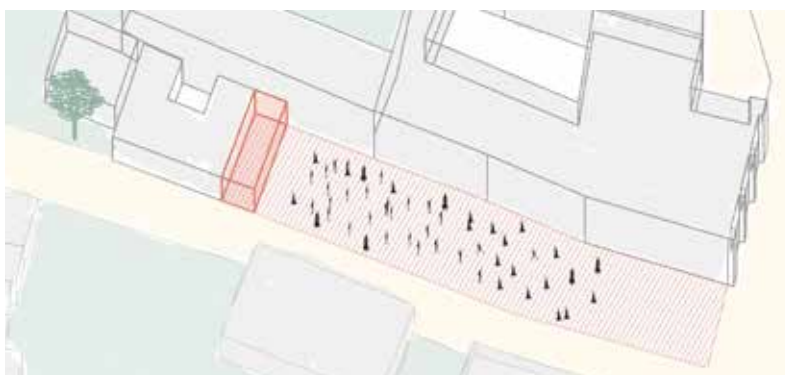


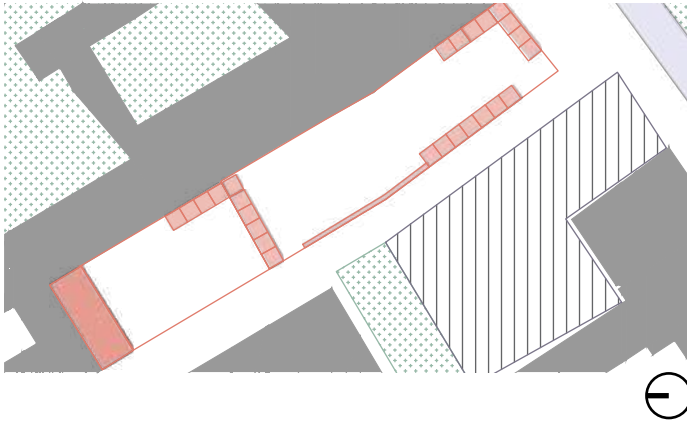
place for markets

summer pub garden

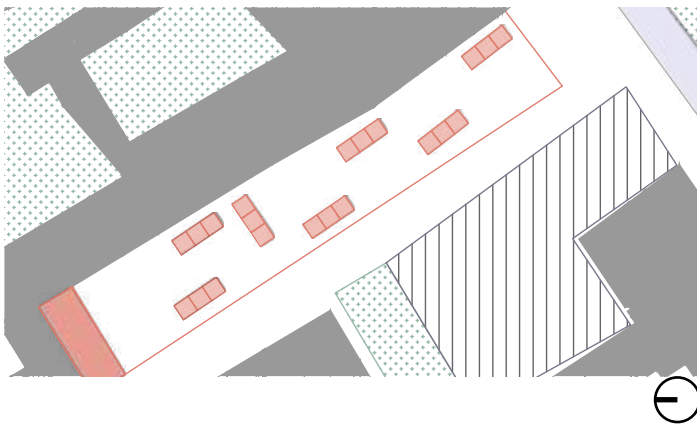


place for concerts



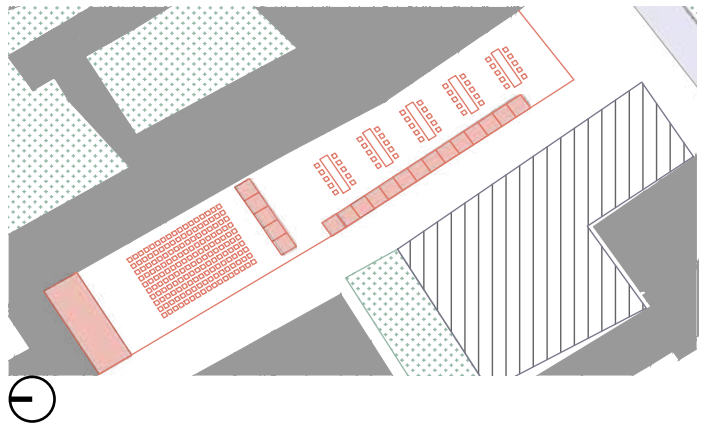


summer library

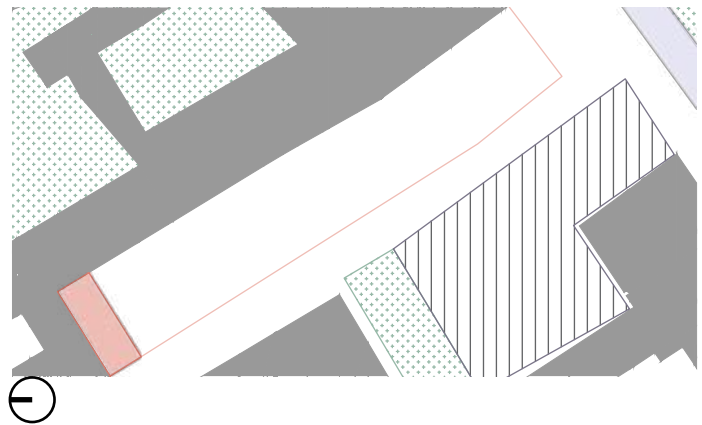


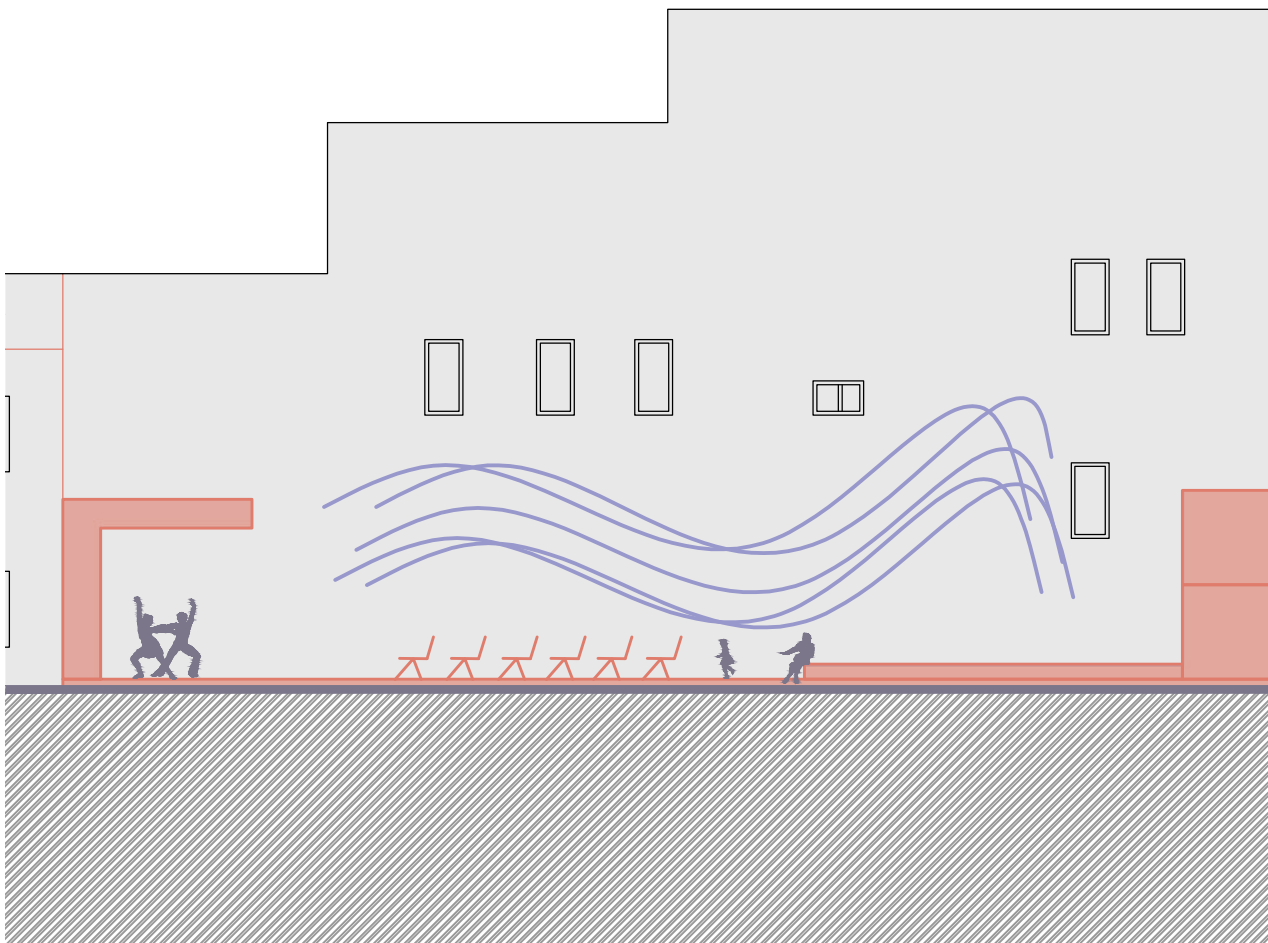
place for markets

summer pub garden

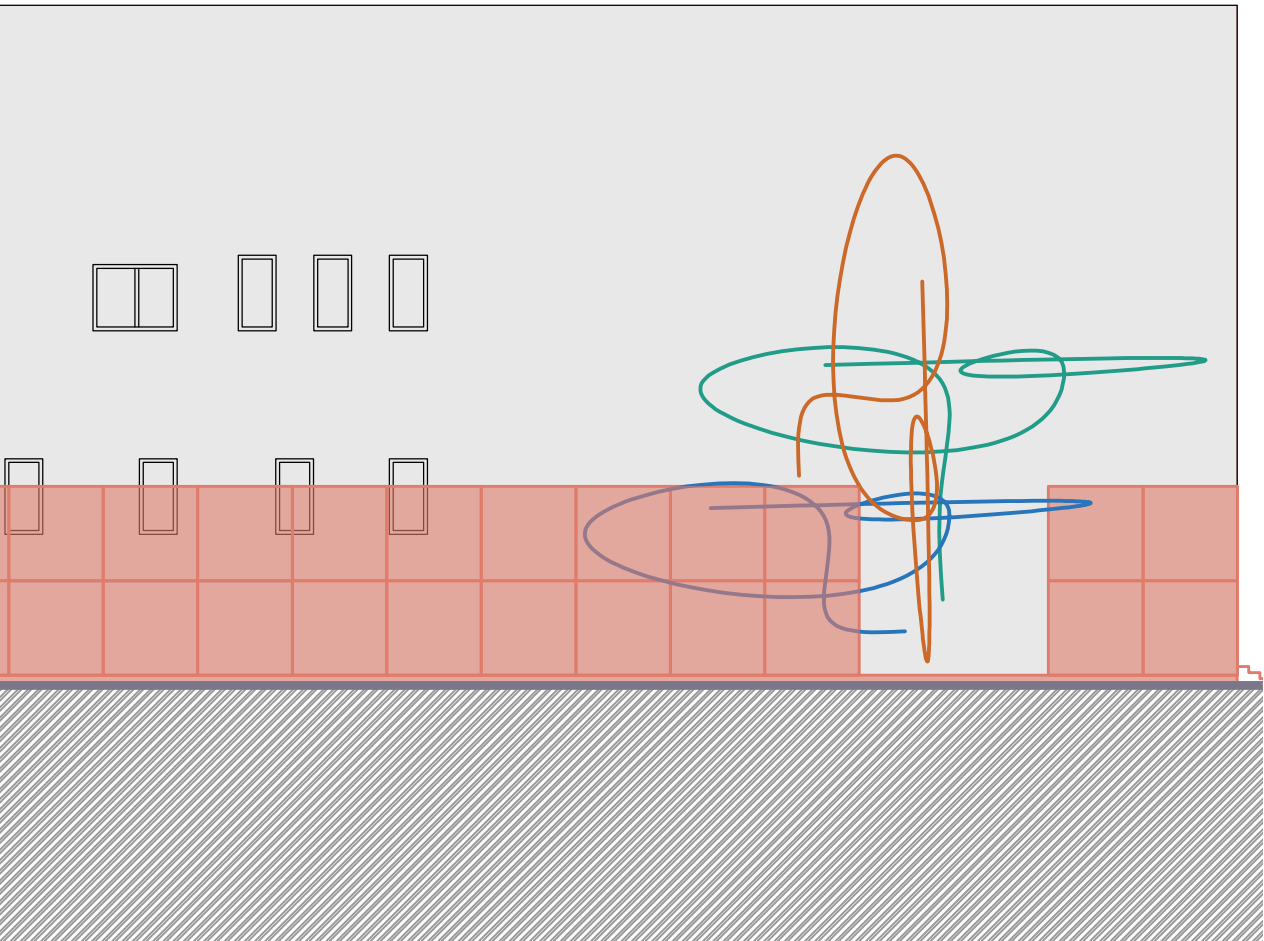


place for concerts



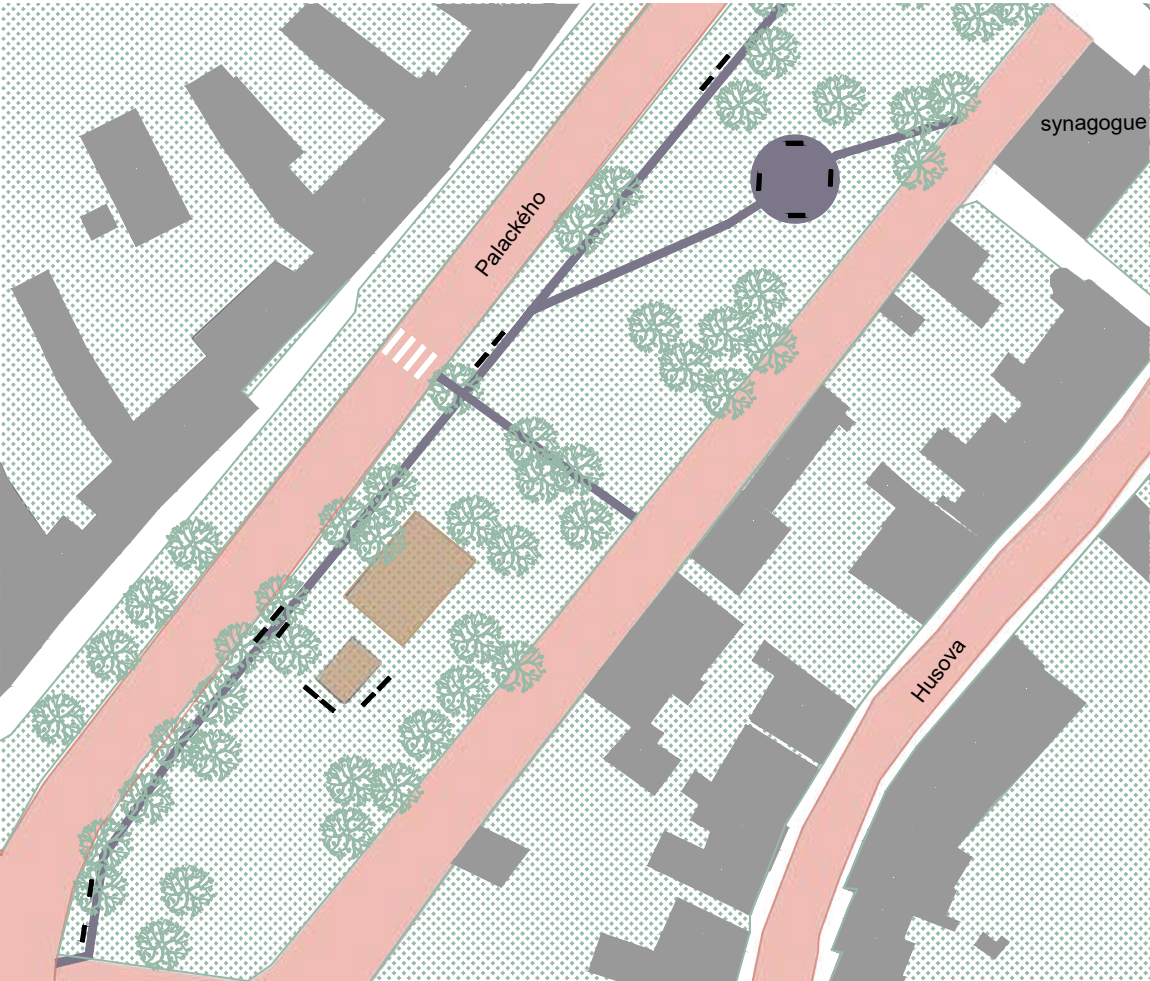


Elevation, scale 1:500

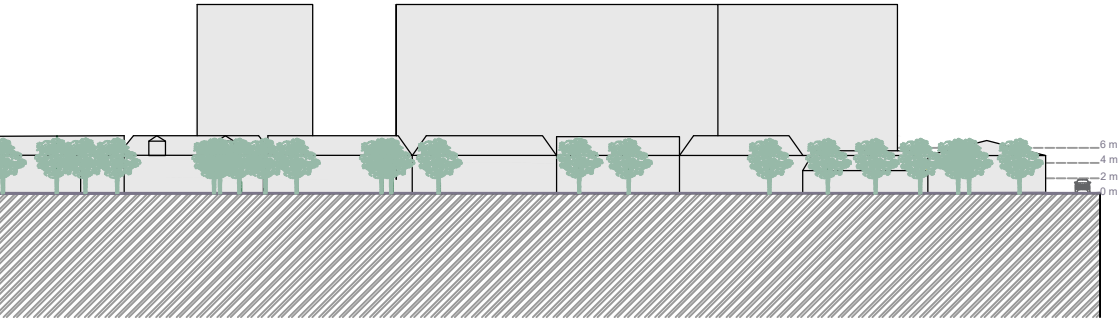








Current siteplan, scale 1:1000



Section, scale 1:1000

Park

What are the values and potentials of the space?

Values

- natural character and mature trees
- quiet location near the city centre
- open park with visual control of passers-by

Problems

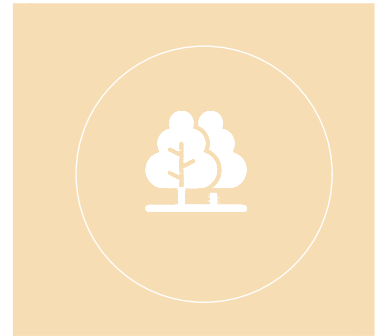
- dilapidated furniture, playgrounds and sandboxes
- lack of public lighting
- unclear maintenance of the area

Potentials

- completion of activities, facilities and furnishings
- improving the quality of maintenance
- vegetation management
- strengthening historic and tranquil vegetation
- defining more pedestrian-friendly routes

This park has a new manual how to renovate it and bring community to this empty space. This place needs some activity, small changes.

It is a park on the border between the housing estate and the city centre. The park is linear in shape. There are houses around the park. The significance of the park is made clear. The place exudes peace and harmony, but unfortunately, due to neglect, also emptiness. After examining the project for the revitalisation of the park, I ask what does the aforementioned 'revitalisation' consist of? Is it to remove the existing furniture and playground and replace them with other elements? Or to replace the lamps and furnishings with more modern ones? A place doesn't need to be decorated to be functional. Thus, this project proposes mainly maintenance work and a few small changes - replacing gravel and sand, treating trees, replacing trash cans, adding one busy path towards the center of town, outdoor class, sitting area and modifying the guardrail along the road on Palacký Street.





- 1 Connection with synagogu
- 2 Multifunctional intervention
- 3 Reconstruction of basketball and sand playground
- 4 permeable path material

Property management of the town of Kojetín

- collection of sorted waste
- maintenance of furniture
- maintenance of public lighting
- lawn mowing
- maintenance of the playground, sandpit and outdoor class
- road and footpath maintenance
- snow and leaf raking
- trimming trees and shrubs
- care of flower beds
- arranging venue hire for outdoor event

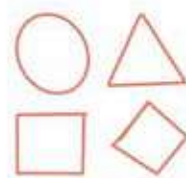


Trees

Monitoring the condition of trees and any replanting or felling is the responsibility of the Town Landscaper and the relevant departments. Non-native and invasive species are recommended to be replaced with individuals with a higher prospect and replanting should be based on local cultivars already present

Establishing the responsibilities of the park manager - creation of a position and a phone number to contact

- Coordination of maintenance
- fault reporting
- ensuring safety
- unexpected events
- playground inspection



Diversity of the whole

A variety of vegetation surfaces contributes to biodiversity. Areas near large paved areas can be used as effective stormwater retention.



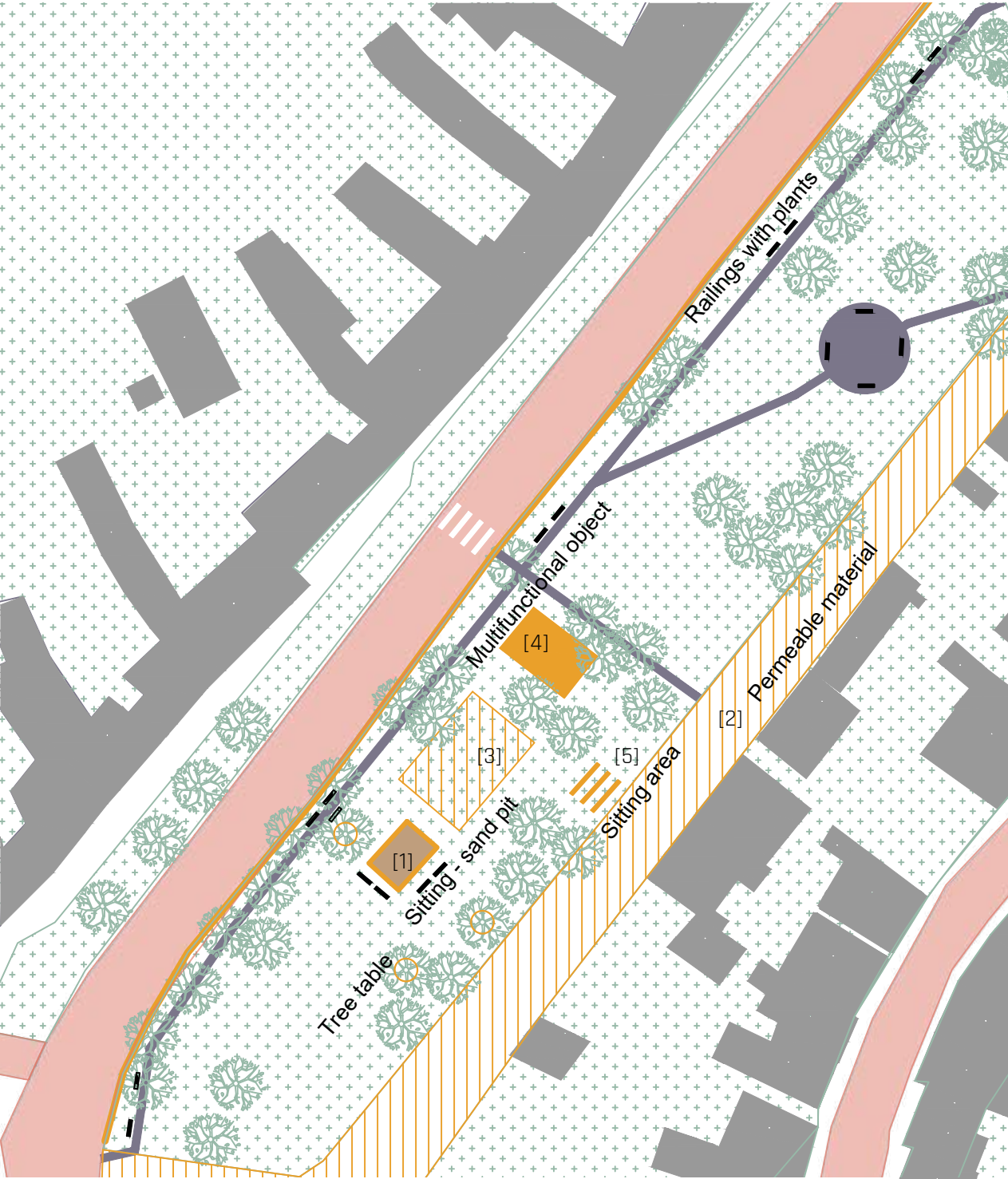
Municipal police

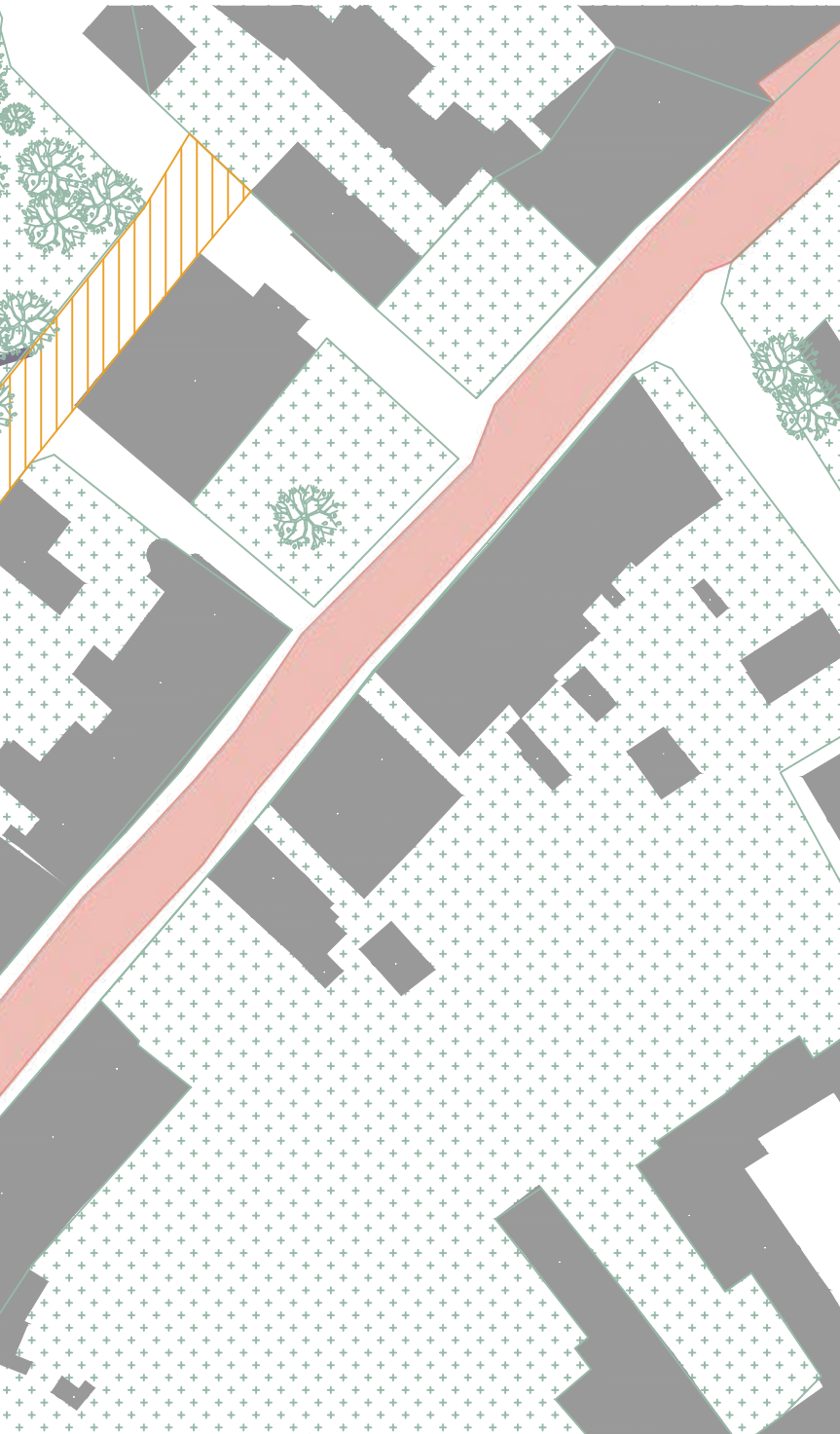
- ensuring the security of the territory
- checking during the day and in the evening every day



Diversity of flowers

The advantage of using several distinct vegetation elements is to spread the flowering period over the entire growing season.

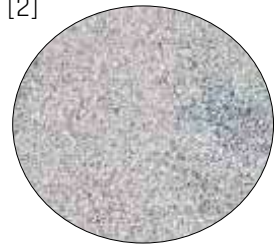




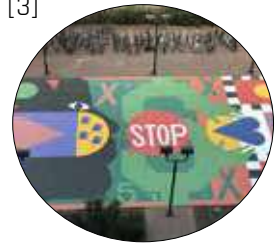
[1]



[2]



[3]



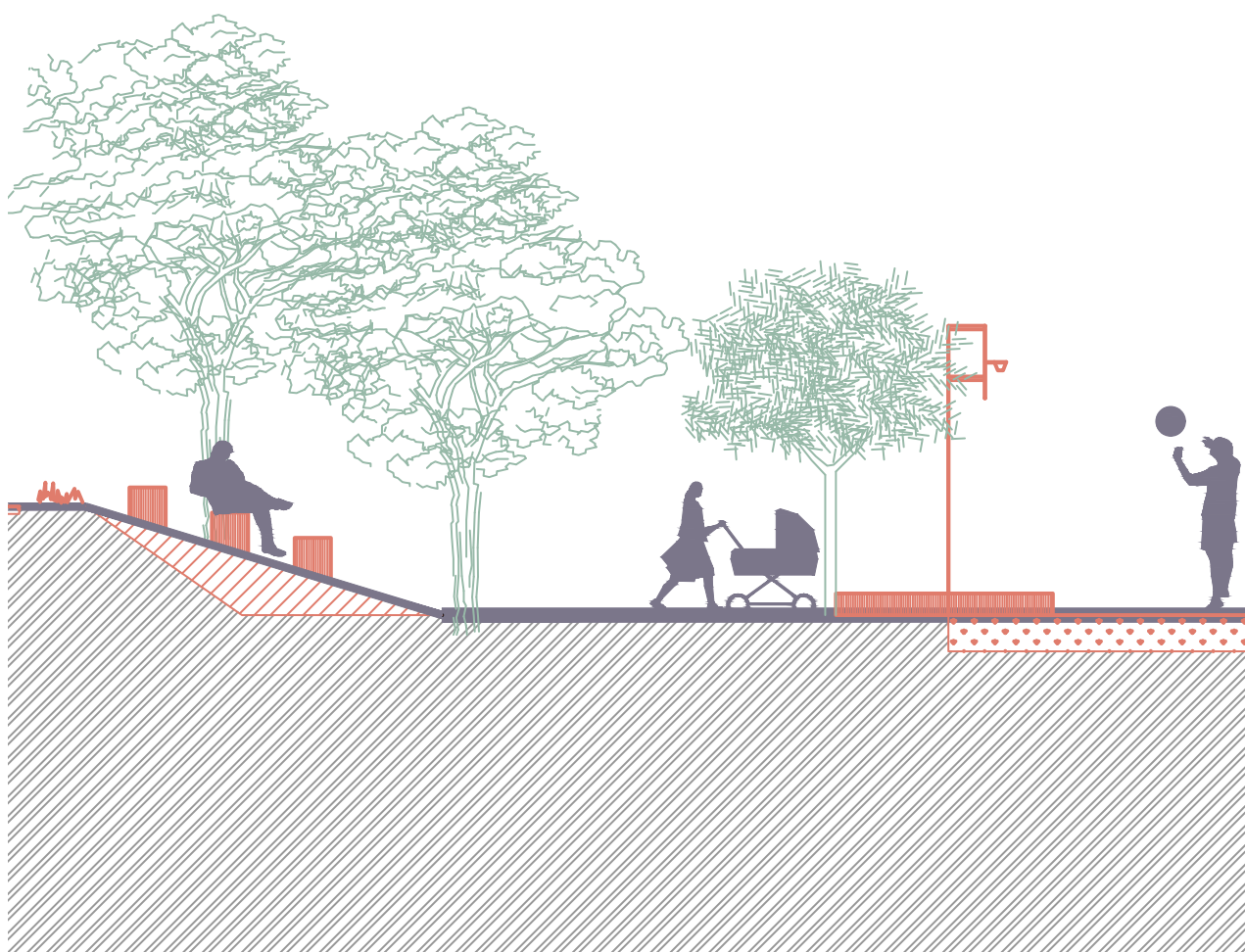
[4]



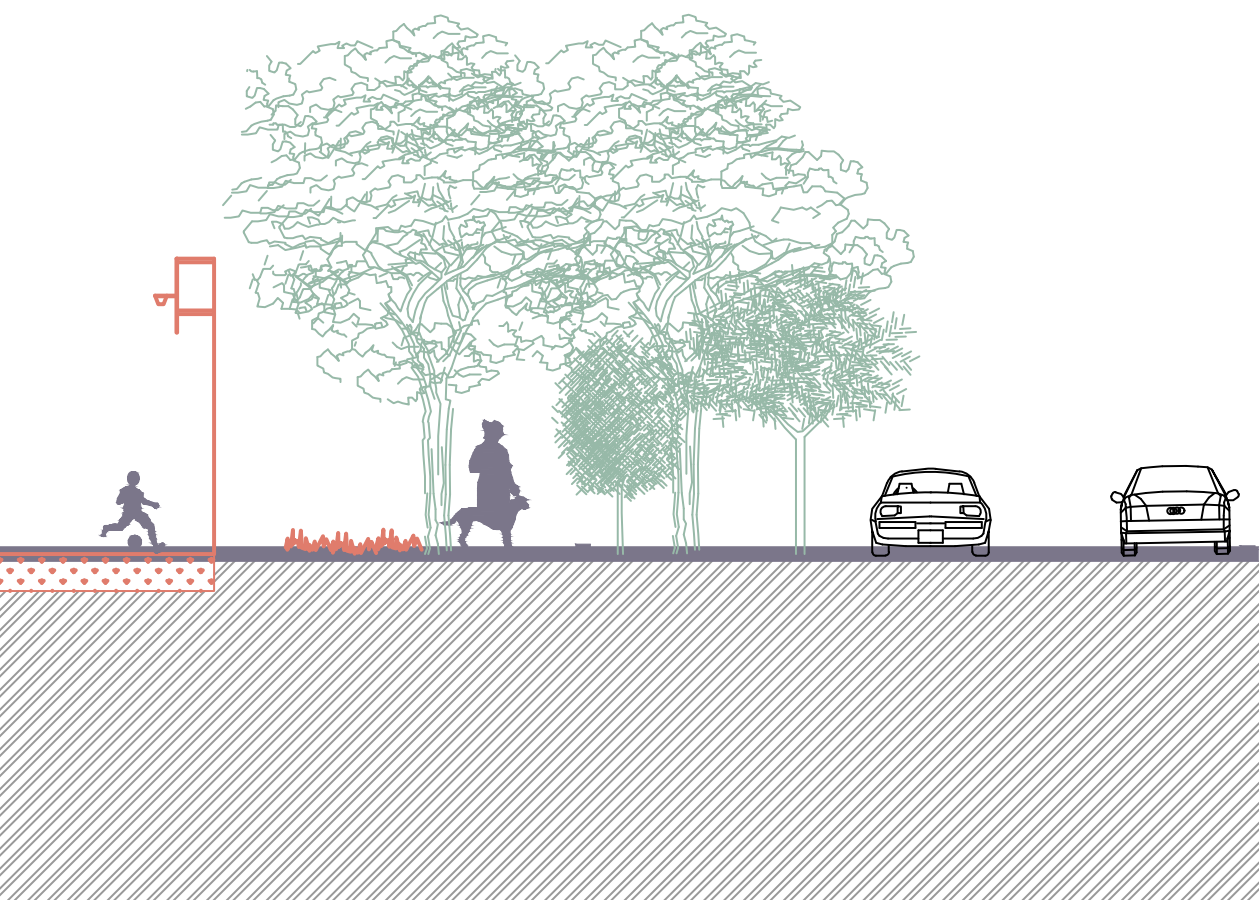
[5]

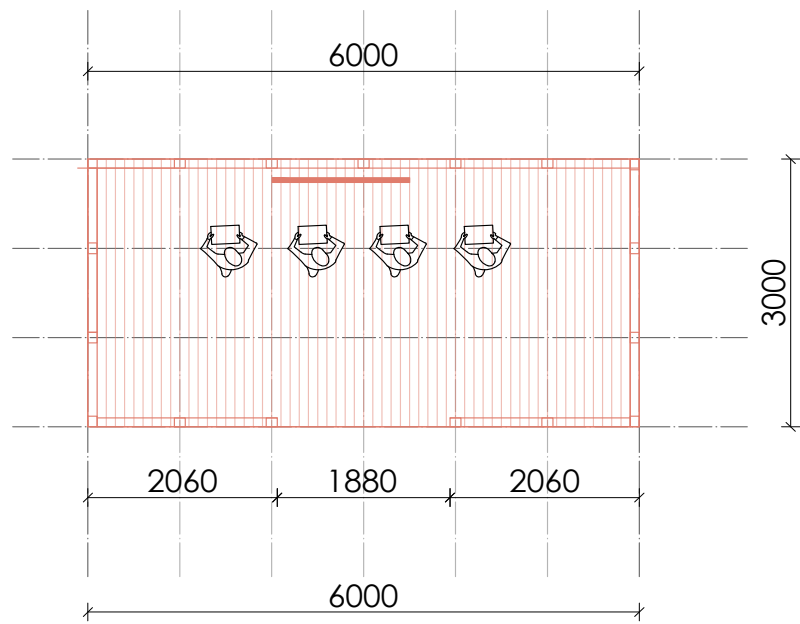


A park with a new permeable pathway and a multi-functional facility for education and leisure. Tables around the trees have been proposed as part of the design. Solid wooden beams are inserted in the gentle slope in the park for sitting, skipping and simply for playing. A wooden seating area has been created around the existing sandpit. The basketball court has been renovated, and the existing fence separating the busier road has been enclosed with climbing plants. Flowers are planted in the northern part of the park. This section is quiet, with fewer activities.

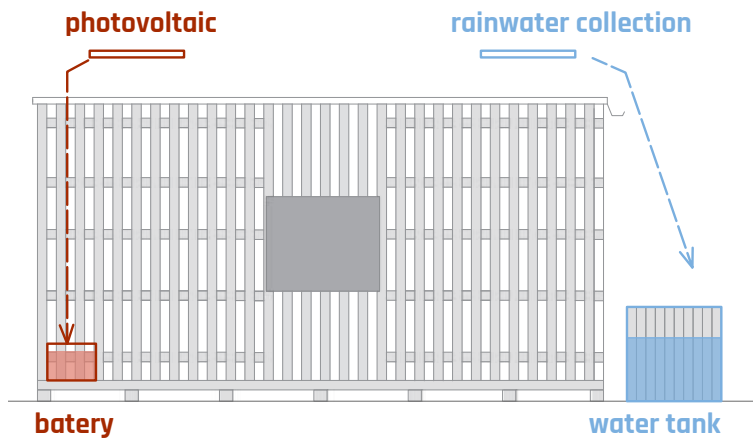


Section, scale 1:500

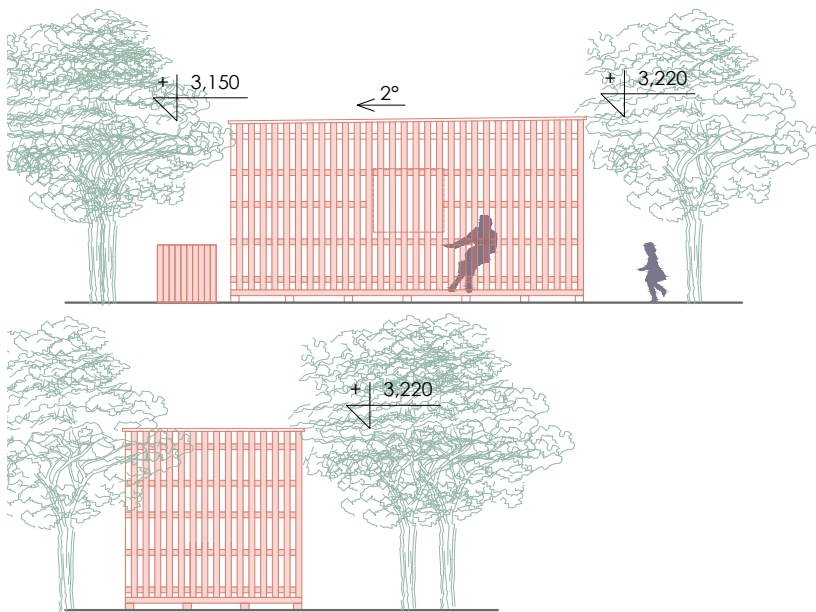




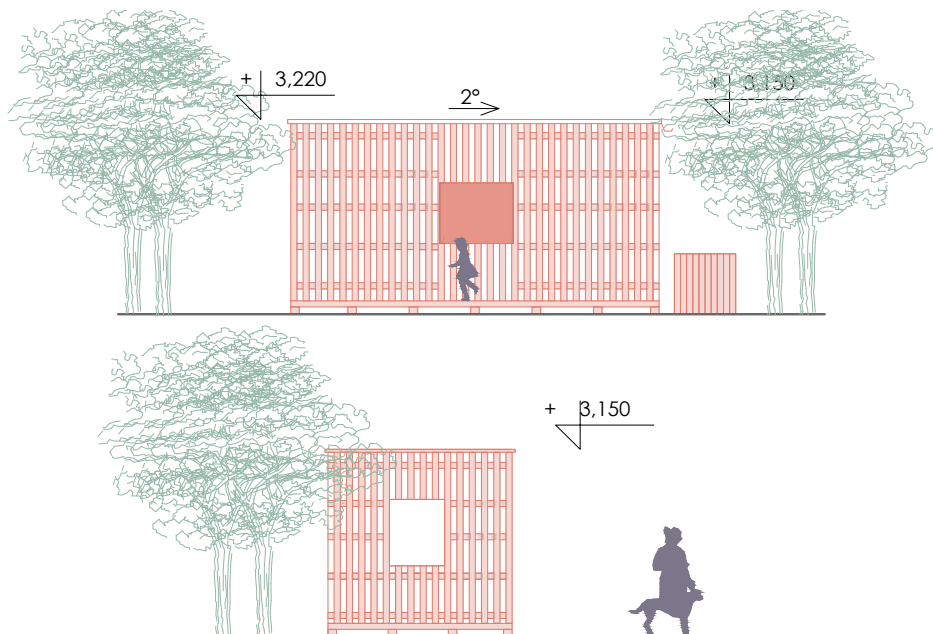
Floorplan



The multi-purpose building in the park is used for classes during the warmer months for primary and secondary school pupils in the morning. In the afternoons and evenings, the facility is used for leisure classes. The building is energy independent. There is a rainwater harvester on the roof and a photovoltaic panel that charges a storage battery inside the building. The structure is made of wooden planks with gaps, the roof is made of safety glass.



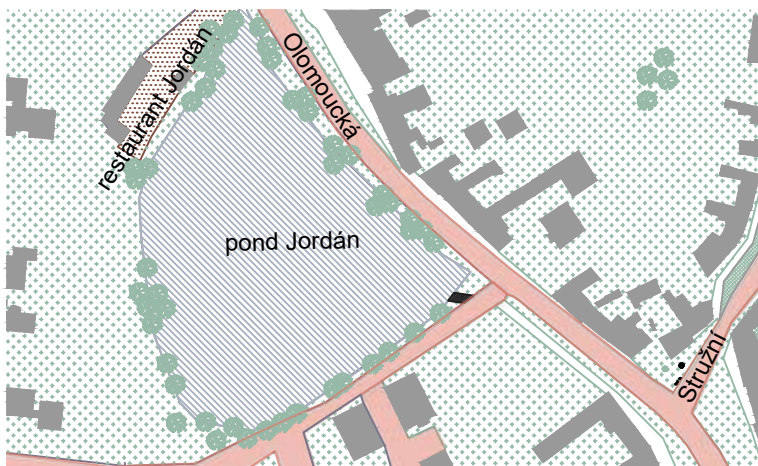
Elevations



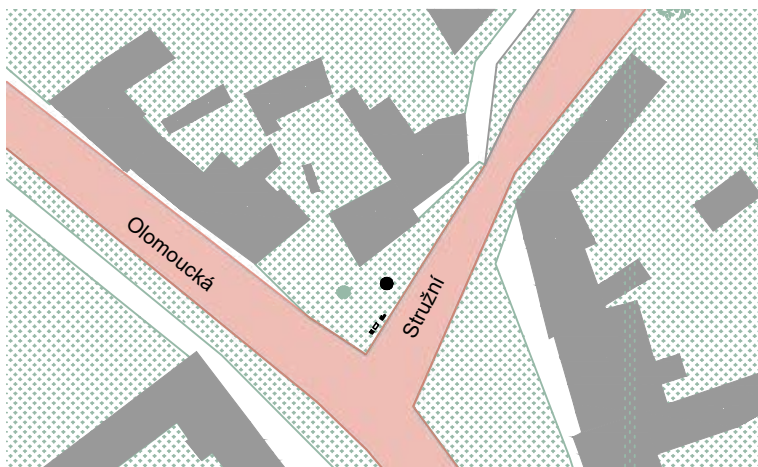
Elevations



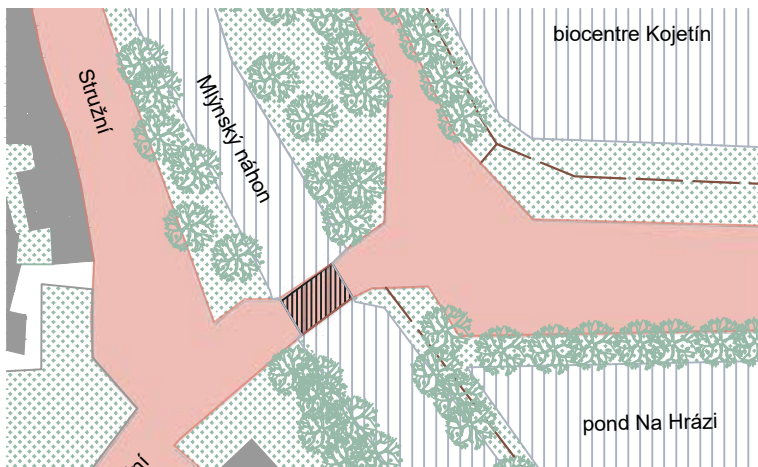




Siteplan pond, 2:500



Siteplan crossroad, 1:1000



Siteplan bridge, 1:1000



Nature area

Values

- natural character and mature trees
- quiet location near the city centre
- open park with visual control of passers-by

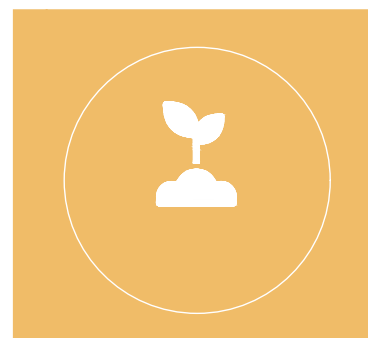
Problems

- dilapidated furniture, playgrounds and sandboxes
- lack of public lighting
- unclear maintenance of the area

Potentials

- completion of activities, facilities and furnishings
- improving the quality of maintenance
- vegetation management
- strengthening historic and tranquil vegetation
- defining more pedestrian-friendly routes

The site consists of the Jordán pond, the turn to Stružní Street and the bridge over the Mlýnský náhon. Jordán is a pond along the road towards Olomouc. Unfortunately, it is not accessible for pedestrians. The last location is by the bridge leading to the bio-centre.



the Jordán pond



crossroad Stružní

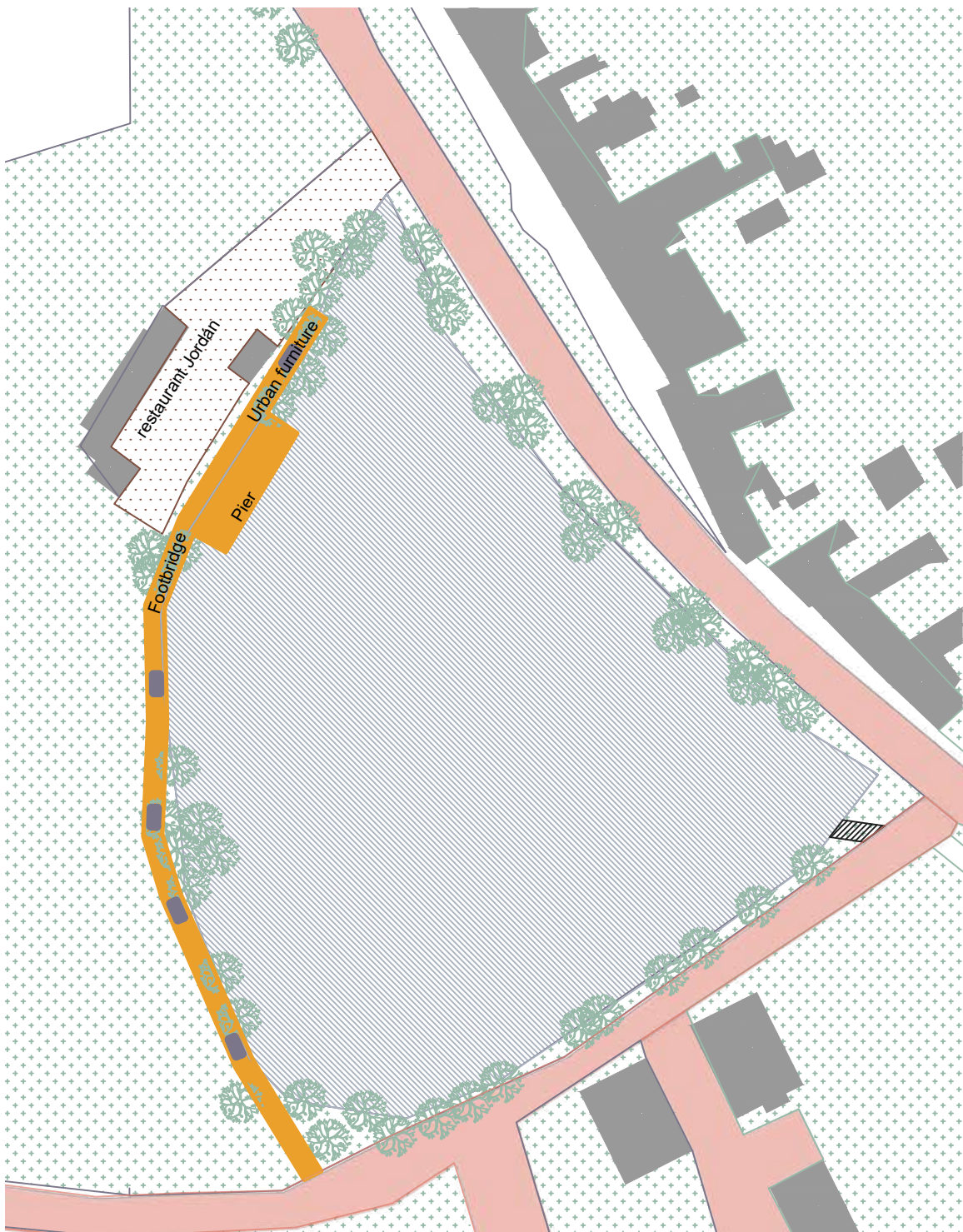


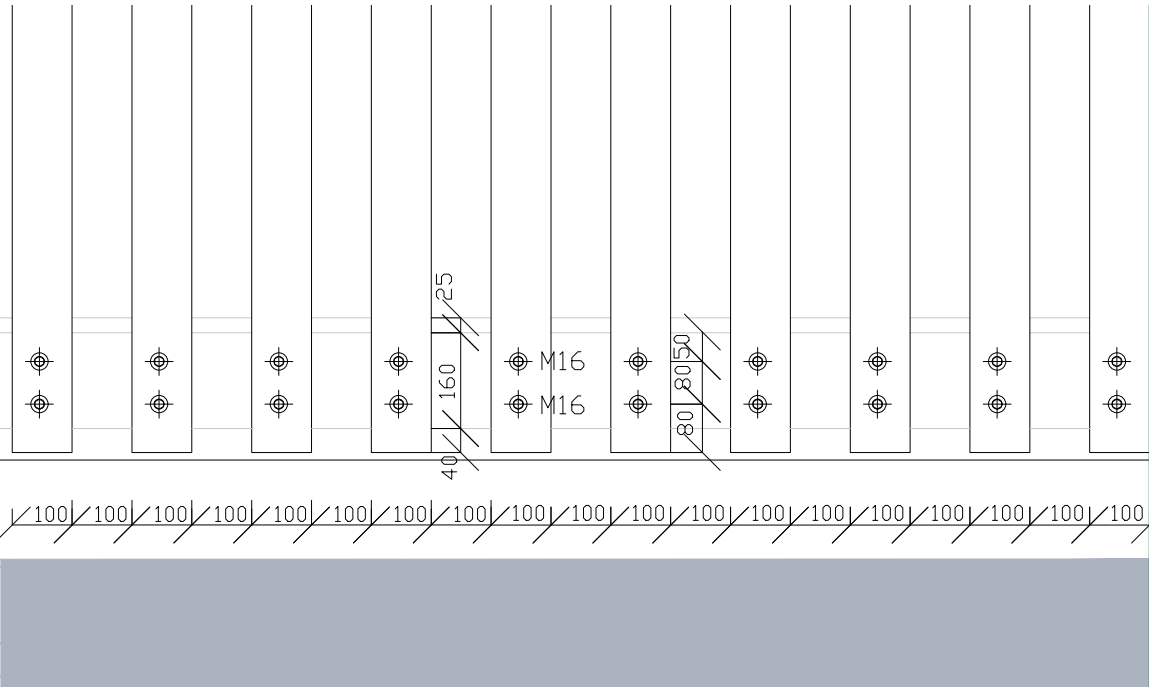
bridge Stružní



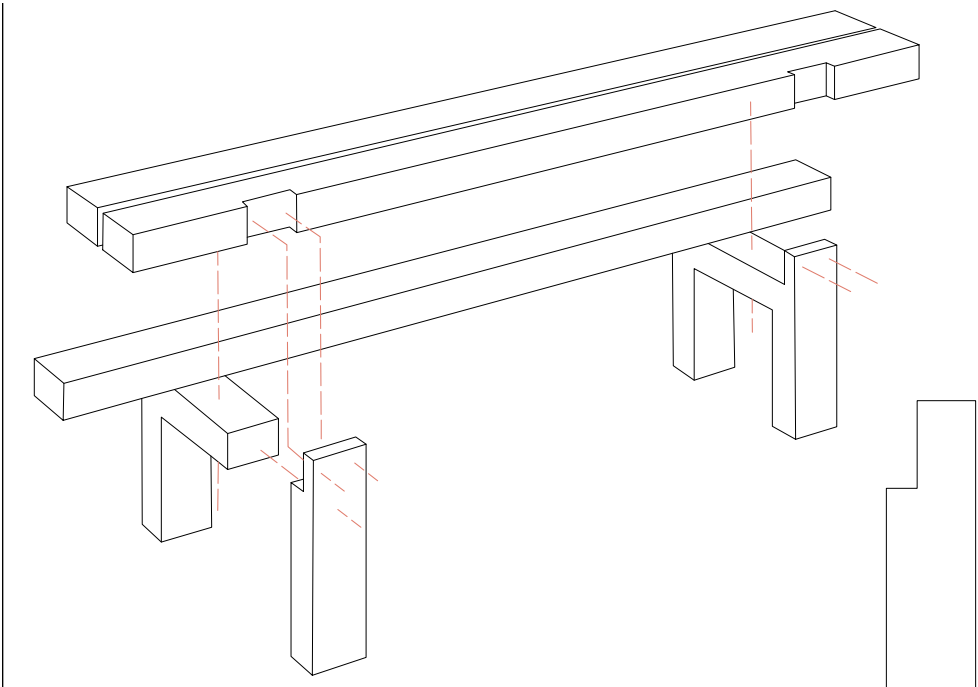
- 1 Access
- 2 Connection to the nature area
- 3 Connection - restaurant x pond

The design at the pond is solved by a wooden footbridge, which allows a comfortable pedestrian passage from the residential area to the restaurant. As part of the proposal, it is intended that the fence at the restaurant will be demolished and the restaurant garden will be connected to the new footbridge and the pond.

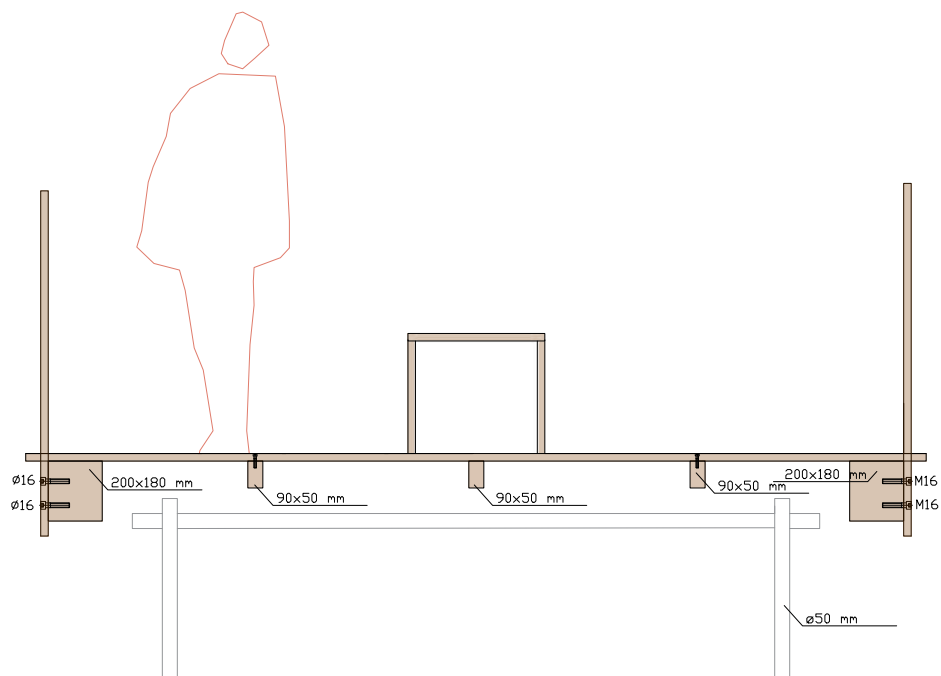




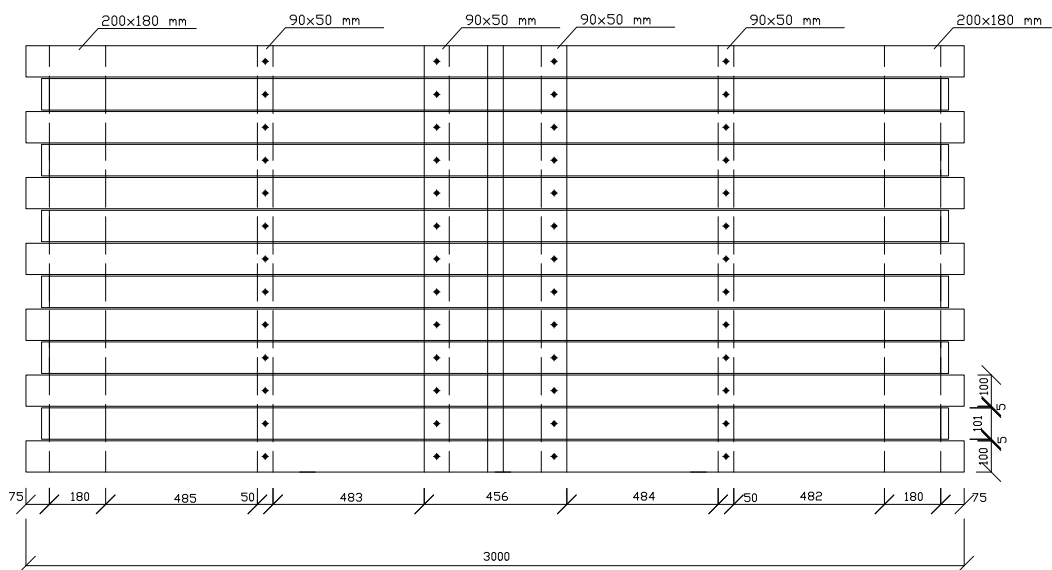
detail of railing



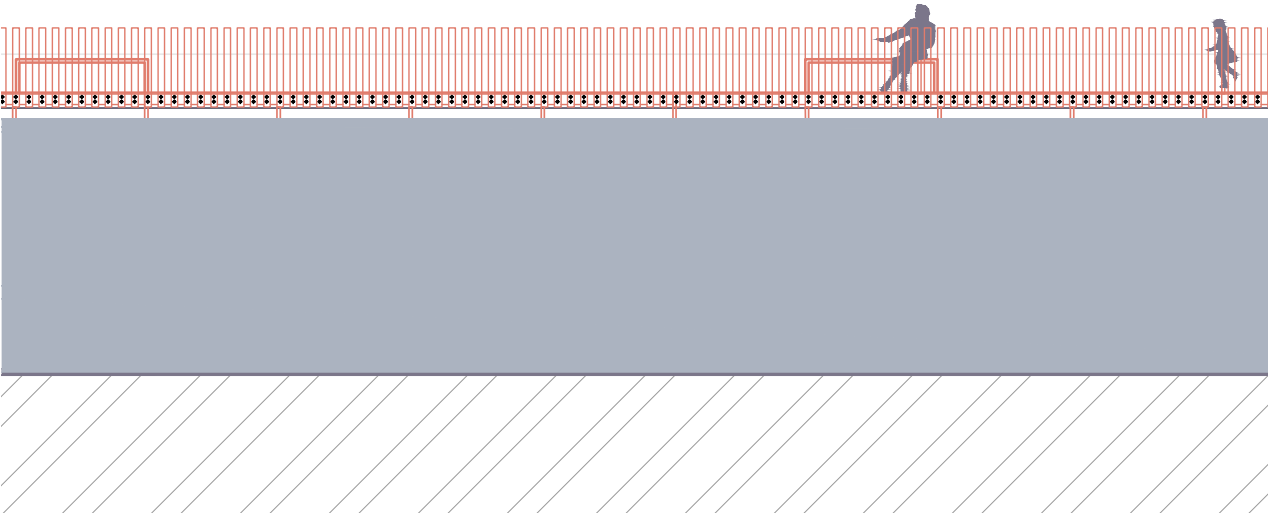
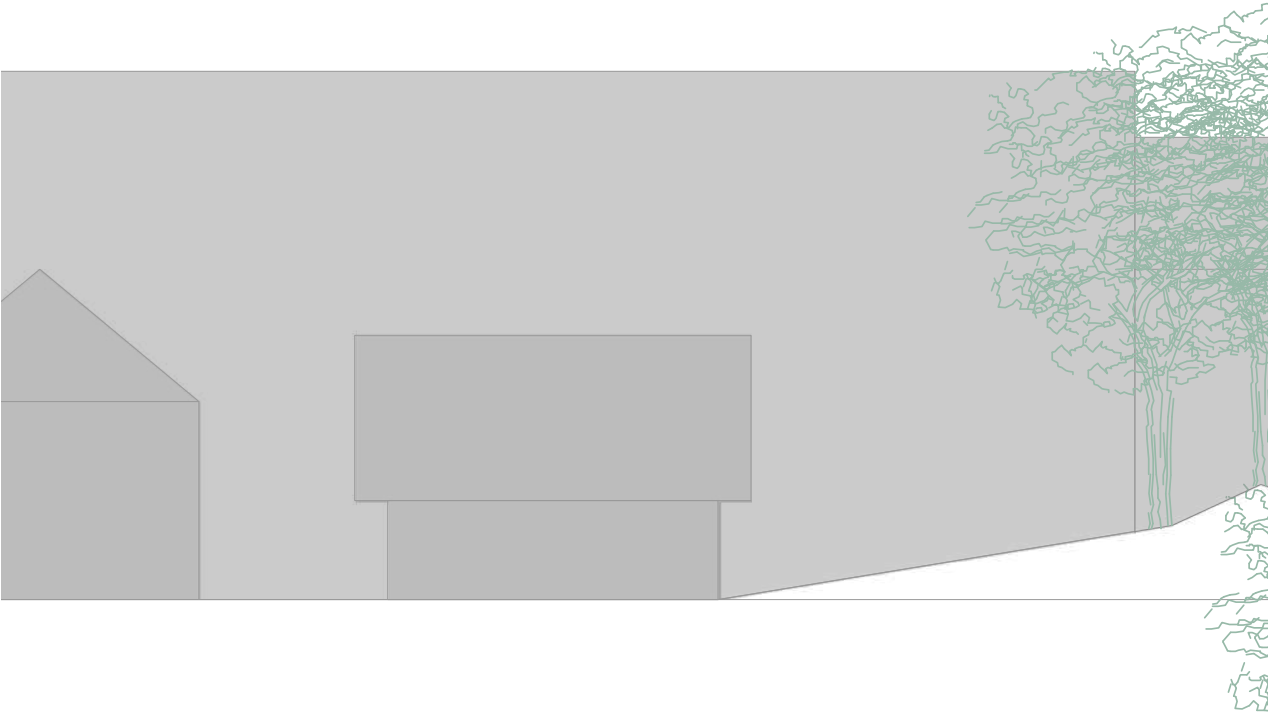
bridge bench



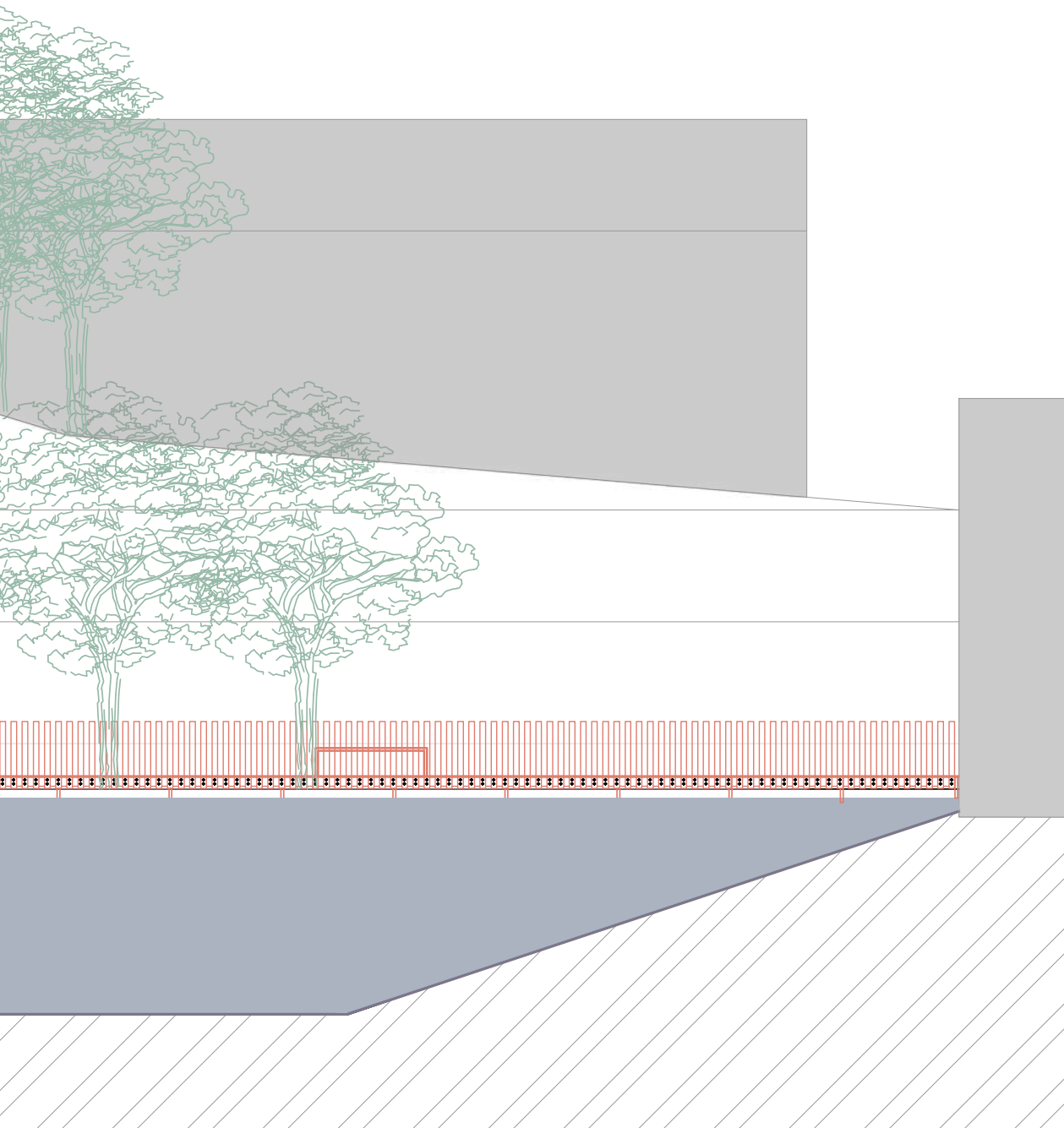
construction - section



construction - floorplan



view from Olomoucká street, scale 1:500









1 Piazzetta

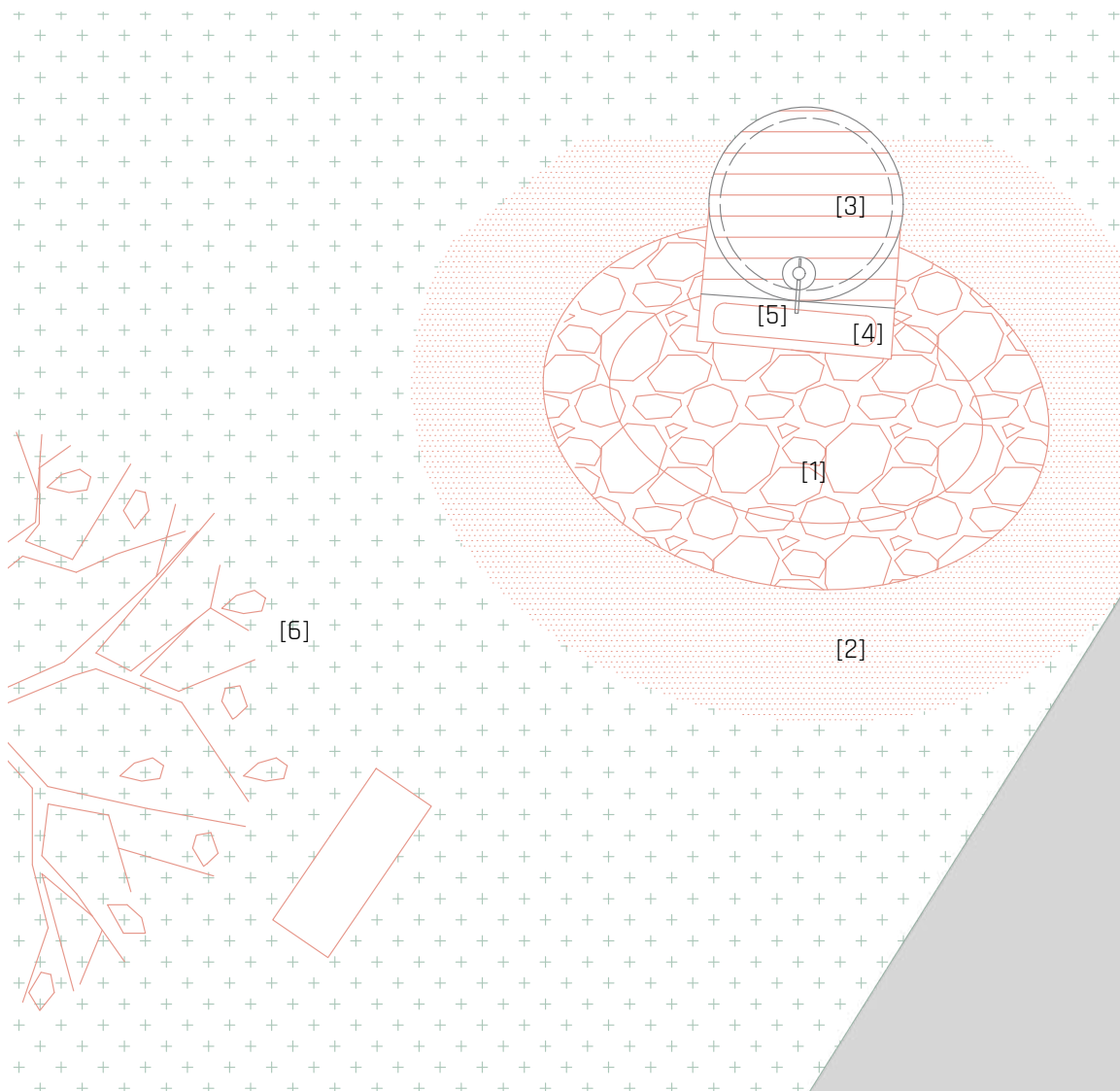
The surface around the well is paved with granite sections of various sizes. In front of the well, the area is drained and forms a hollow where a puddle/small pool is created when the water is pumped - a place for play. The pumped water fills the stone trough and then flows into the depression via a trough. Excess water is drained into the existing sewer.

The above ground part of the well will be removed and concreted new to the trough. The surface of the well is covered with a cover made of wooden larch planks. The pump will be painted with a new coat of blue paint.

[5]



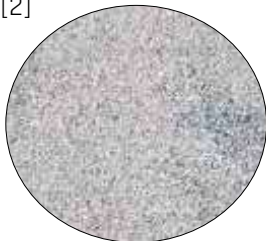
[6]



[1]



[2]

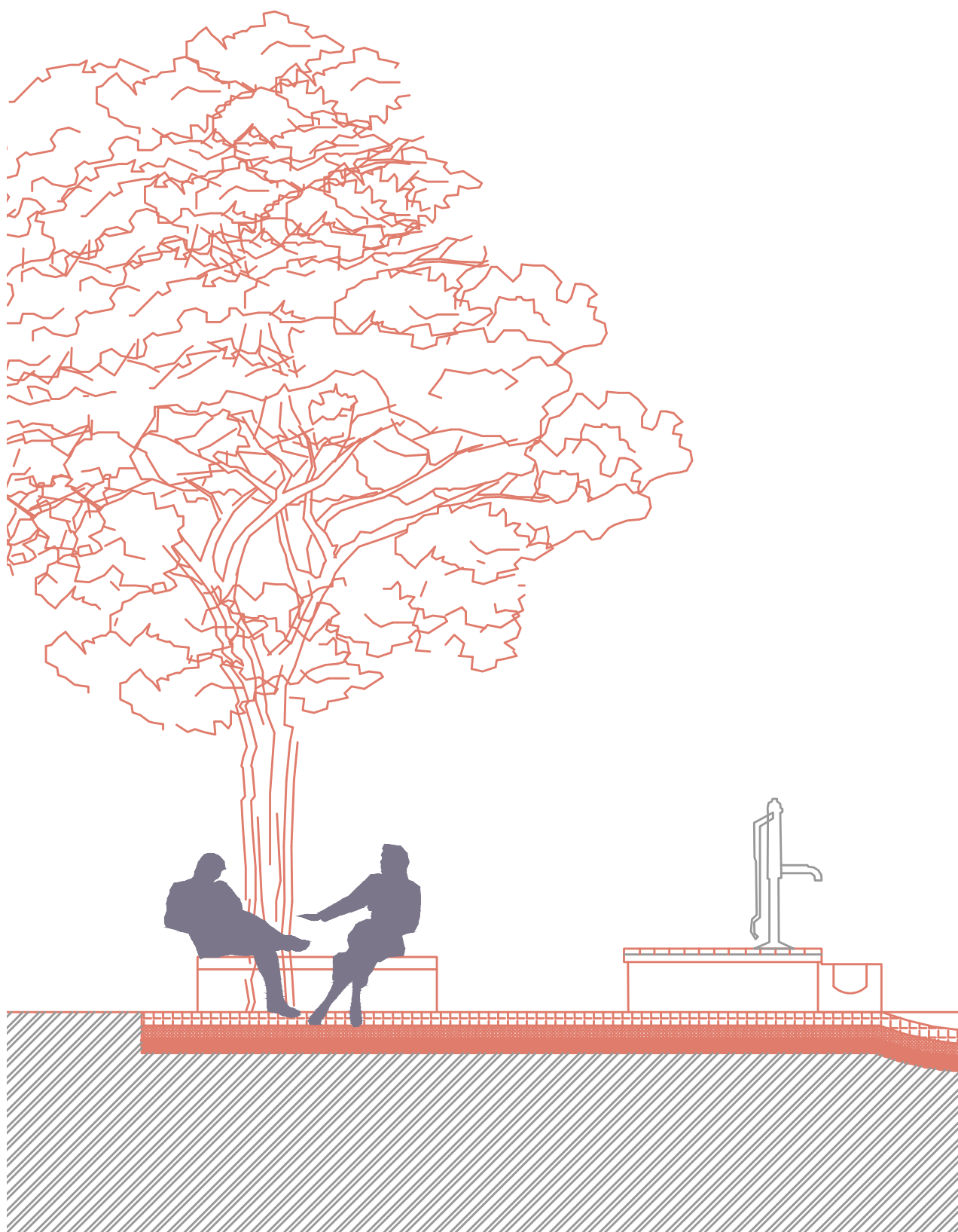


[3]



[4]





WATER WELL AT CROSSROAD

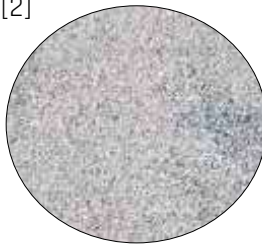
paving made of granite sections, waterproofing with geotextile will be placed under the pavement

- granite paving in a combination of different sizes (40-100 mm)
- sand bed fr. 4-8 mm
- sand bed fr. 8-16 mm
- compacted sub-base

[1]



[2]



[3]



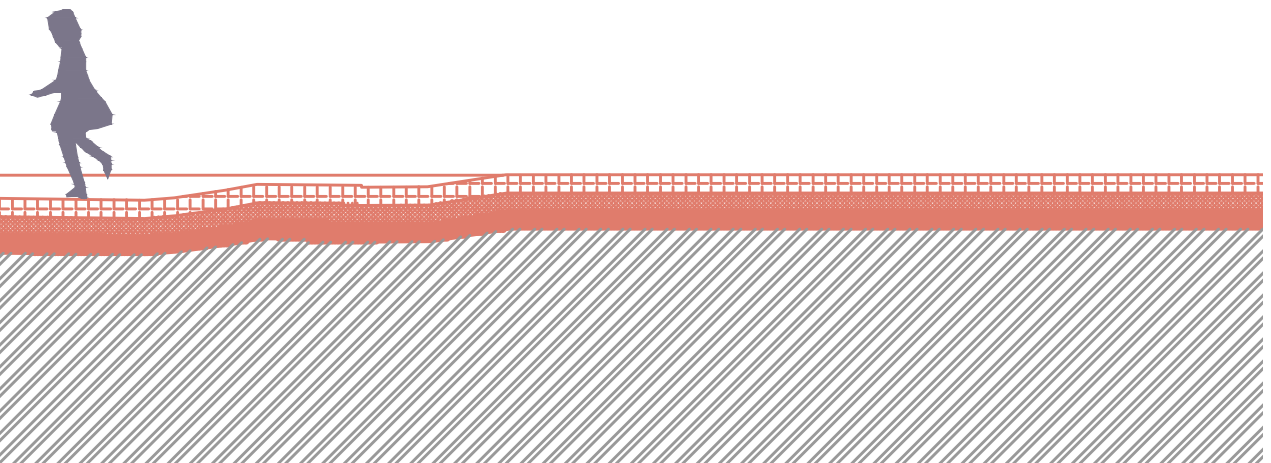
[4]

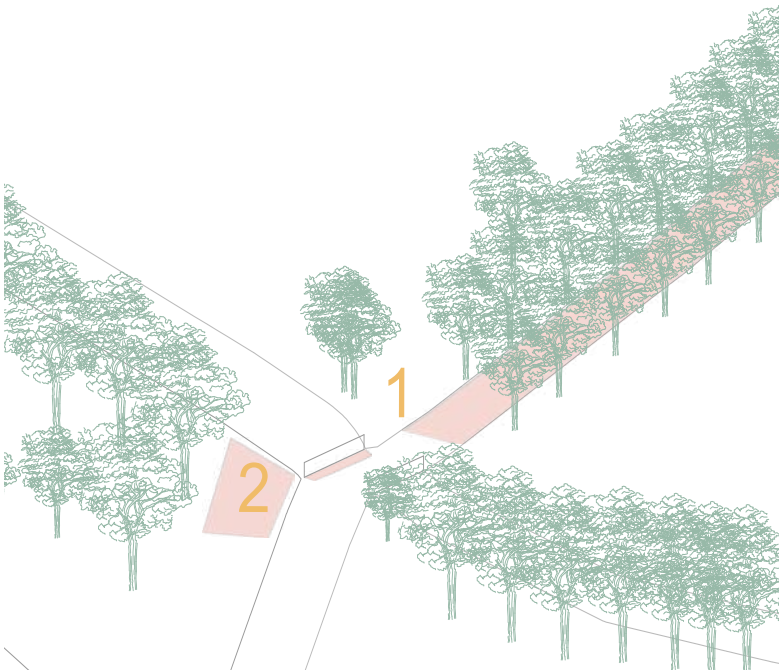


[5]



[6]



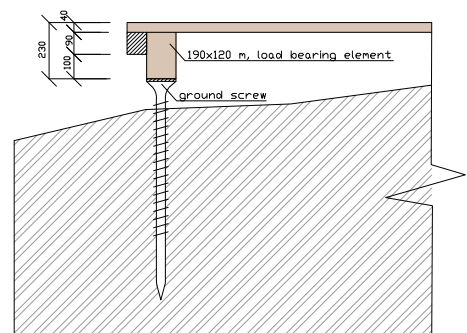


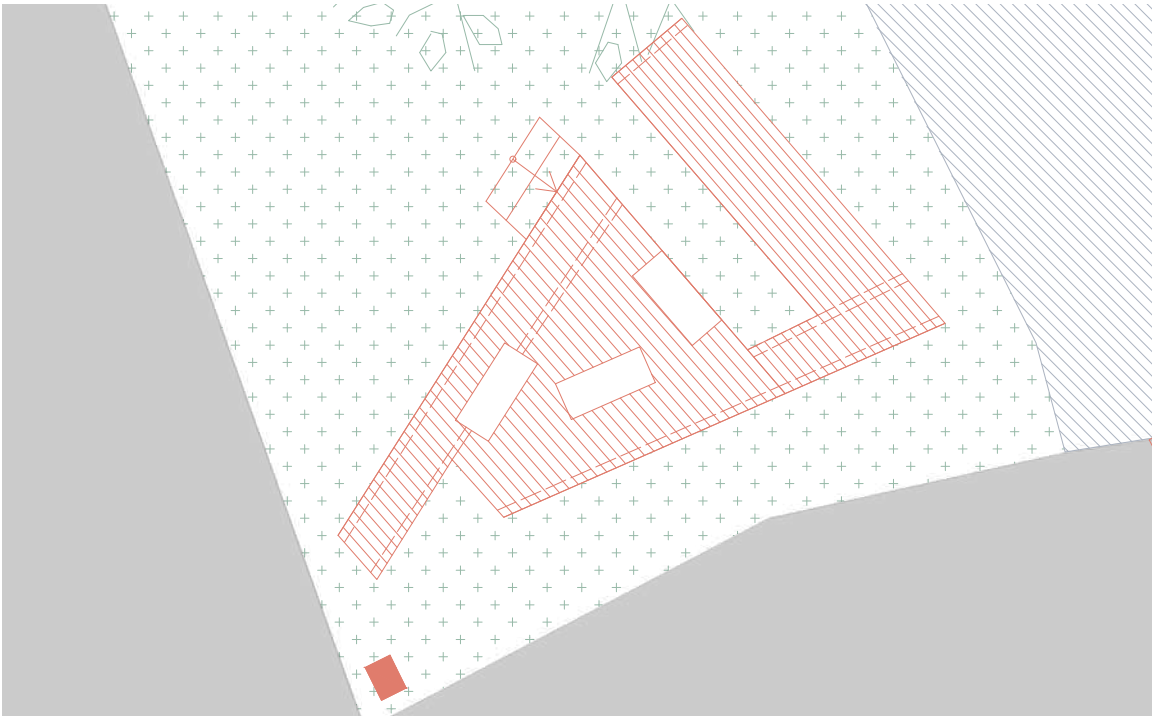
- 1 natural surface
- 2 sitting area and signpost



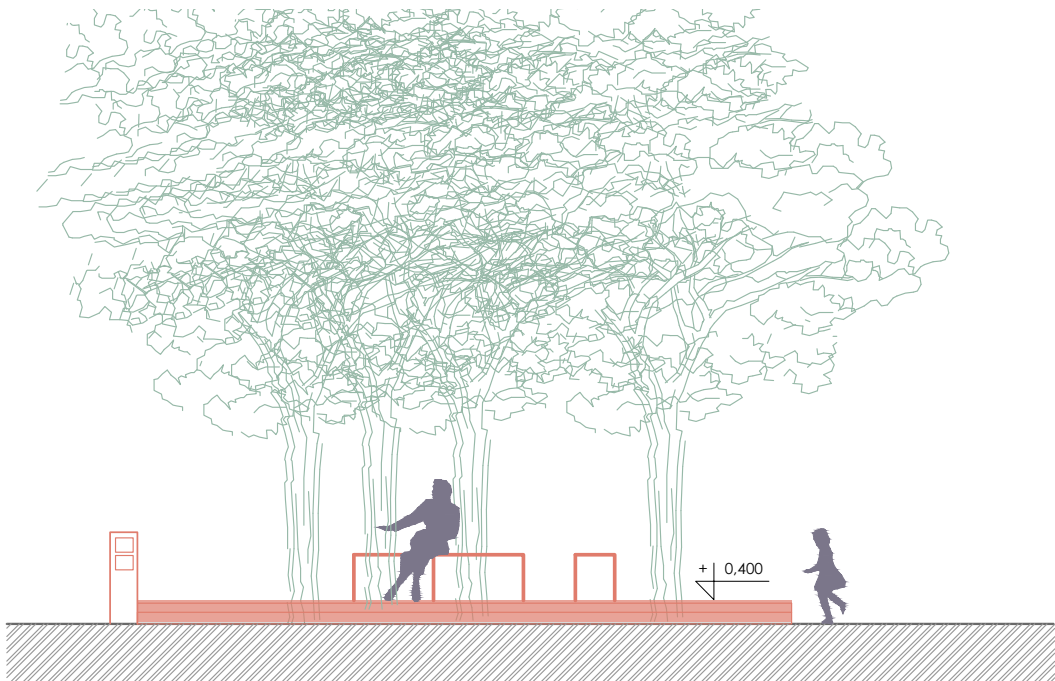
The gateway to the natural site within the town is enhanced with seating made of larch wood planks. Two levels are designed for better views of the surrounding landscape. A signpost is proposed at the seating to inform visitors of places of interest and its distance.

Ground anchoring detail





Floorplan



Elevation

Rules for town

recommendations for the town management

Key players

Name	Role	Motivation
town Kojetín	Introducing objectives to the intervention and placing regulations to support these objectives. Facilitating the development.	Introducing and testing new ways of regeneration strategies.
Local Community	Developing and participating in community spaces. Providing local workforce.	Improved public space in the town. Make town for themselves.
Private Developers	Investing the project for the community	Be a part of the local business

Manual of development

1

Define the vision and goals for the city:

Before planning any specific projects, it is important to have a clear vision and set of goals for the town based on high quality analysis. This may involve engaging with residents to identify key priorities and areas of focus.

2

Conduct a needs assessment:

Once the vision and goals for the city are established, it is important to assess the needs of the community. This may involve conducting surveys, gathering data on demographic trends, and identifying areas where there may be gaps in services, activities or infrastructure.

3

Funding sources as community itself:

Once the strategic plan is developed, identify potential funding sources to support the implementation of specific projects. This means festivals and events held by community, finding sponsors for projects who can be listed with the project or adoption of the project.

4

Develop a strategic plan:

Based on the needs assessment, develop a strategic plan that outlines specific actions and initiatives to achieve the vision and goals for the town.

5

Local power as the main source:

Finally, when a project starts to be prepared it is important to try to involve as many local craftsmen and artists as possible.

6

Event for the town:

When the project is completed or another positive change happened in the town, it is advisable to have an event where the community celebrates together. The people will remember this event and have positive association with project from the beginning.

Community care

In order for people to take ownership of the town and understand it, it is necessary to communicate regularly, e.g. through social networks, the web, radio or the town newsletter.

The best tool, however, is participatory sermaking, where dialogue and deeper issues can be addressed. But the discussion must be led by an impartial person who gives the floor to the speakers, resolves disputes and leads the discussion in a calm spirit.

For the proper functioning of a community in a town, it is ideal to balance inequalities and help the weaker. It is ideal to invest in quality care, strategy and education.



Figure 49: event in main square

Manual of spaces

1

Accessibility and mobility:

The manual should provide guidelines for ensuring that public spaces are accessible to all members of the community, including people with disabilities and those with mobility issues. This may involve specifying the size and layout of sidewalks, providing ramps

2

Greenery, water, and nature:

The manual should provide guidance on incorporating greenery, water, and nature into public spaces, in order to create more livable and sustainable environments.

3

Advertisement and colours in the city:

There are not so many czech cities which have minimalistic and good typography for signs in public space. A simple manual that defines these principles for the city can easily help and in many cases this option will be more financial affordable.

4

Materials and details:

The manual should provide guidance on the use of materials and details in the design of public spaces. This may include recommendations for the use of sustainable materials, as well as guidance on the use of color, texture, and other design elements.



Figure 50: visual identity Choceň

Recommended practice:

find a organiser

▼
▼

creation and input of documents

▼
▼

selection of the best proposal with community

▼
▼

public presentation of the winner

▼
▼

compliance with the guidance document

Recommended practice

Presentation of the town

1

Develop a visual identity system:

The first step is to develop a visual identity system that includes a logo, color palette, typography, and other visual elements that represent the city. This system should be consistent across all communication materials and reflect the town's personality and values.

2

Engage the community:

Engage the community in the development of the visual identity system

3

Showcase the town:

Use images and videos to showcase the town's unique features, such as landmarks, attractions, and natural beauty. These visuals can be used in promotional materials and social media posts to create a positive image of the town

4

Use visual elements in communication materials:

Use the visual identity system in all communication materials, such as brochures, websites, social media, and signage. This will create a consistent and recognizable image of the town.

5

Create a style guide:

A style guide is a document that outlines the proper use of the visual identity system. This guide should include instructions on how to use the logo, typography, and color palette.

6

Provide opportunities for engagement:

Provide opportunities for people to engage with the visual identity system, such as hosting an event for people to create their own versions of the logo or encouraging people to share their own photos of the city on social media using a specific hashtag.

Strategies and tasks

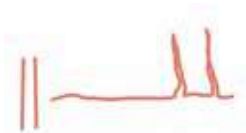
1



Completing the vision of the town:

A clear and well-defined vision for the town can help guide decision-making, set priorities, and ensure that all projects and initiatives align with the town's goals and values. This may involve engaging with residents and other stakeholders to develop a shared vision for the future of the town.

2



Visual identity:

Developing a strong visual identity for the town can help create a sense of place and identity for residents and visitors. This may involve creating a unique logo, color scheme, or other branding elements that reflect the city's culture, history, and character.

3



Temporary activities:

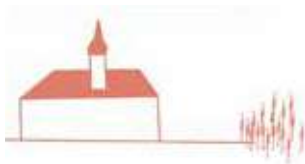
Supporting temporary activities, such as festivals, markets, and pop-up shops, can help activate underutilized spaces and create more vibrant and lively neighborhoods. This may involve providing permits and other support for temporary events, and working with local businesses and community groups to identify opportunities for activation.



4

City architects and high-quality projects:

Working with skilled town architect and ensuring that all projects are of high quality can help create a more visually appealing town. This may involve setting design standards for buildings, and public spaces and promoting small interventions and encouraging community to improve town together.



4

Property settlement and economy:

If a project is developed on town land, it is a good idea to offer low or no rent in exchange for site maintenance. The town will be able to spend less money from its budget and start-up entrepreneurs have the opportunity to do business in the town.



5

Ways in nature:

Creating more ways for residents to enjoy nature, such as parks, trails, and green spaces, can help improve physical and mental health and promote environmental sustainability. This may involve investing in new parks and trails, protecting existing green spaces, and working with community groups to promote environmental education and stewardship.



6

Masaryk square:

The main square is one of the most important public spaces in any city. In the case of Kojetín, this square appeared quite often in the questionnaire in terms of dissatisfaction. The square underwent a major reconstruction eight years ago, but I would recommend the town to focus on the small things that are missing from the square. For example, the greenery, water elements or the urban furniture



7

Train station:

The train station is an important gateway to any city. This is especially true for cities that lie on an important transport line. This is the case in Kojetín. The reconstruction of the train station has been talked about for a long time, but the situation is still the same. It is probably the most neglected place in the town and should be the number one priority.

Technical report

Architectonic, urbanistic, and structural decision

Characteristics of the topic, sites

Five sites within the town are selected for the illustrative design, as proof that there is no need for large and expensive changes. The first place is the area in front of the railway station, the second place is the crossroad connecting Tyršova and Sv.Čech streets, the third place is an empty plot near the main square, the fourth place is Palacký Park and the last site is a natural place in the north of the town. These sites are selected based on a list of places to be developed or improved in the town. All sites are located on flat land. The interventions and designs in the site are proposed as small improvements and timber structures. At the end of this work there are rules which can help future development of the town. The main aim of the work is not show design of places but show cities that they can work with small interventions and community to improve their city.

Urbanistic and architectonic decision

The project seeks to show the process by which each community in their town can get involved in the improvement of their city. Before the illustrative design, a flowchart is created that describes how the whole process should work. There is a dvice for the town regarding the organization and creation of manuals that could help the town. The project focuses on public spaces and the community within thein the town decisions. In the case of constructions, it is always a construction made of wood and specifically of Moravian larch.

Connection to transport and technical infrastructure

These are small interventions, in many cases street furniture, there is no need for connection to technical infrastructure. In the case of a multifunctional building, there is a rainwater drainage system and solar panels for possible recharging of small electronics. The bistro and toilets at the crossroadswill be connected to existing public technical infrastructure

Fire safety

These are small buildings so a design for fire resistance is not required. Fire extinguishers will be placed in the interventions.

Hygiene and environmental protection

The structures are designed to fully comply with the applicable technical standards. The designs fulfill all space requirements for proper functioning.

Safety while in use

The structures meet all requirements for safety in use. All structures will be checked to ensure that they comply with safety requirements before being put into use.

Noise safety

The intended functions of the structure should not create any sound pollution.

Purpose

The pop-up intervention is designed to provide public space for the residents and the tourists of Kojetín. The desire for the project is to create a welcoming and well- integrated structure with its surroundings be an example that big changes can start with small interventions and the strong community.



Figure 52: future of the town,
postcard from 1910

Conclusion

My motivation and goals were divided to two parts when selecting and developing the assignment. The first goal was to enrich myself and try working with the whole town. The second goal was to create a vision that could bring the selected town to life, highlighting the values that needed to be developed as well as the problems and possible solutions.

I tried to make sure that the work would have an overlap with the real life of the town and could serve the leadership or the residents. I achieved my first goal and now, while walking through my hometown, I constantly think how little it would sometimes take to make a big difference.

The second goal was a bit more complicated. A form of work that attempts to outline possible solutions for all of the sites identified, at least within the text and references, and then more detailed solutions for the sites to illustrate. The biggest challenge was how to present this work as a whole and one meaningful story.

In addition to this, I had the opportunity to show my work to the mayor during and at the end, who evaluated it positively and we spent a lot of time discussing specific sites. I am very grateful for this experience and hope that the shortcomings and comments on this work will move my practice forward.

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Figure 4:

book - Kojetín v proměnách času

Figure 5:

Archiv Měks Kojetín. Provided by Milan Zahradník on 16th February 2023

Figure 6:

book - Kojetín v proměnách času

Figure 7:

book - Kojetín na starých pohlednicích

Figure 8:

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Figure 10:

book - Kojetín na starých pohlednicích

Figure 11: Spa in the town

book - Kojetín na starých pohlednicích

Figure 12:

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Figure 13: Main square in 20th century

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