

Zagreb

<http://www.zagreb.hr/>

Strategic planning

Through ZAGREBPLAN a vision of Zagreb was defined:

City of Zagreb as an urban incubator of sustainable concepts, entrepreneurship and new values



Fulfillment of the strategic goals are directed by development priorities - 18 development priorities which are then elaborated through 70 measures.

City of Zagreb City Office of Strategic Planning and Development of the City

City of Zagreb Office of Strategic Planning and Development of the City was established in summer of 2005 in order to draft strategic decisions for development of the City, propose and implement regional partnership and similar programs with other partners in Croatia, foreign partners, private investors and scientific institutions, while systematically advocating public interest of the City.

The Office is also evaluating, analyzing and preparing programmatic studies on basic urban infrastructure that is lacking in the City, evaluates spatial potential of real estate owned by the City, as well as areas of particular importance for the City of Zagreb identity.

ZAGREBPLAN – City of Zagreb Development Strategy

The need for the fundamental strategic document was recognized in 2006 (City Assembly conclusion of March 30, 2006) and in the middle of 2009 City Office of Strategic Planning and Development of the City began the process of the preparation of City of Zagreb Development Strategy - ZAGREBPLAN. The initial focus in the preparation of ZAGREBPLAN was to see values and conflicts, and through ZAGREBPLAN reduce some of the negative consequences of social changes: the interest of the individual over common and short-term over long-term priority. Second goal for implementation ZAGREBPLAN project was to prepare a strategic plan that is both ambitious, but achievable, and balances between dream and reality. *(from the introduction of ZAGREBPLAN, City of Zagreb development strategy)*

ZAGREBPLAN was adopted by City Assembly in April 2012.

City of Zagreb Office of Strategic Planning and Development of the City was in charge for process of making ZAGREBPLAN. In preparation of certain parts of the Strategy wide range of stakeholders have participated - expert groups made from representatives from city administrative bodies, companies owned by the city and important institutions, and prominent experts from private and public sector.

The vision of the City of Zagreb as URBAN INCUBATOR stemmed from the need for comprehensive review of the development of the City, with the use of approach that does not satisfies with the existing but looking for new ideas and aims to create new values. The vision is realized through six development goals:

1. COMPETITIVE ECONOMY
2. DEVELOPMENT OF HUMAN RESOURCES
3. ENVIRONMENTAL PROTECTION AND SUSTAINABLE MANAGEMENT OF NATURAL RESOURCES AND ENERGY
4. IMPROVING URBAN QUALITY AND CITY FUNCTIONS
5. IMPROVING THE QUALITY OF LIVING
6. IMPROVING THE DEVELOPMENT MANAGEMENT SYSTEM

Basic analysis/ Spatial data

Spatial data are key data for strategic planning, since most of activities and features are spatially defined. They are used in basic analysis, planning, presentation and monitoring of the implementation of ZAGREBPLAN. Most important spatial data sets are Land use/Land cover and georeferenced statistical data (demography, economy, etc.)

Analysis results

- almost zero population growth
- city centre is depopulating
- lots of new apartments and planned building land
- unrationed consumption of land for housing
- abandoned industrial sites

New strategies

- new general urban plan – decrease of planned building land for housing
- development of brownfield projects
- city centre redevelopment

Competitive advantages of Zagreb:

- developed basic infrastructure and public sector
- built business, public and social infrastructure
- working resources, education and important scientific research sector
- developed health and culture facilities
- positive differential growth in the City of Zagreb compared to the Republic of Croatia amounted to 1.2%
- location and traffic advantages
- entrepreneurship tradition

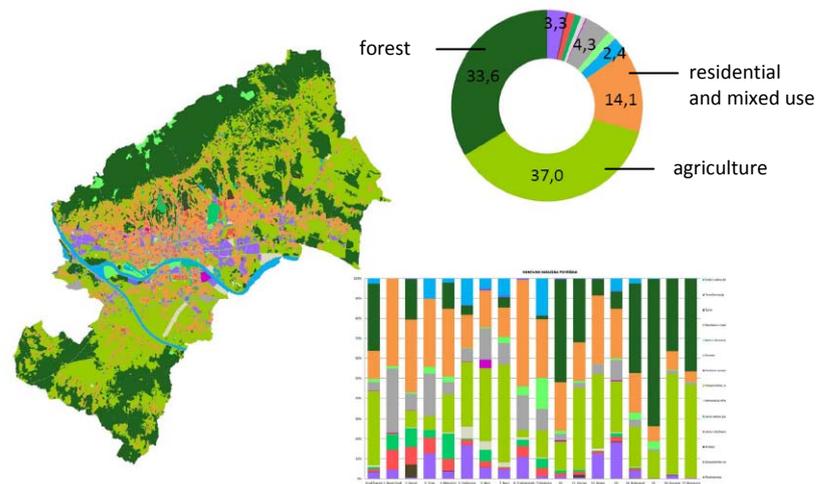


Fig.1. Analysis of existing land use – Land use distribution shown for City of Zagreb area, in percentages and compared analysis for 17 city districts.

ZG Geoportal is access point for spatial data of City of Zagreb with the possibility for reviewing, searching, downloading and exchanging data (<https://geoportal.zagreb.hr>) Contains/covers topographic databases containing details of relief, land cover, roads, buildings, water and overground infrastructure. For an increasing number of city administration activities and tasks the third dimension is also significant. 3D models of existing and planned state and are prepared and used as analytical and presentation tools as well.

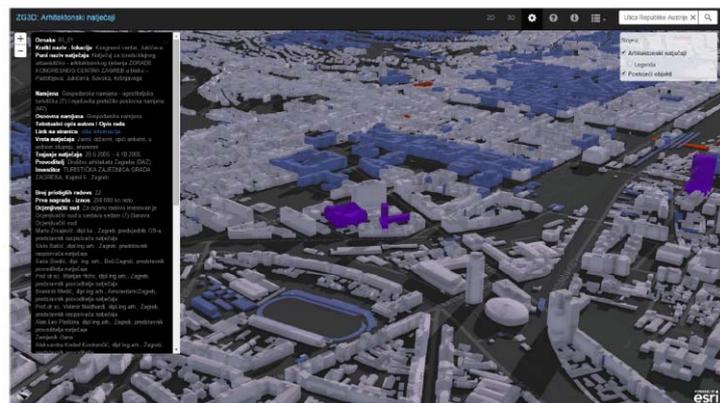


Fig.2. Print screen of 3D application for reviewing architectural competition locations combined with 3D model of the City

New City of Zagreb Development Strategy - ZAGREBPLAN 2020+

City Office of Strategic Planning and Development of the City, as a regional coordinator is in charge of the process of drafting City Of Zagreb Development Strategy – ZAGREBPLAN 2020+. ZAGREBPLAN 2020+ in its core is based on the improvement of the previous strategic development document and identifying and articulating new trends and directions of development of the City of Zagreb. Drafting of ZAGREBPLAN 2020+ is a transparent and participatory process, involving stakeholders from all areas and levels significant for the development of the city, representatives of the academic community, NGOs, city administrations, collaborating institutions at local and national level.

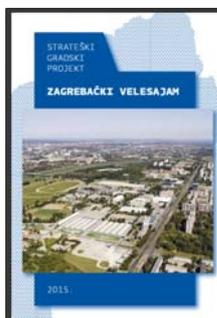
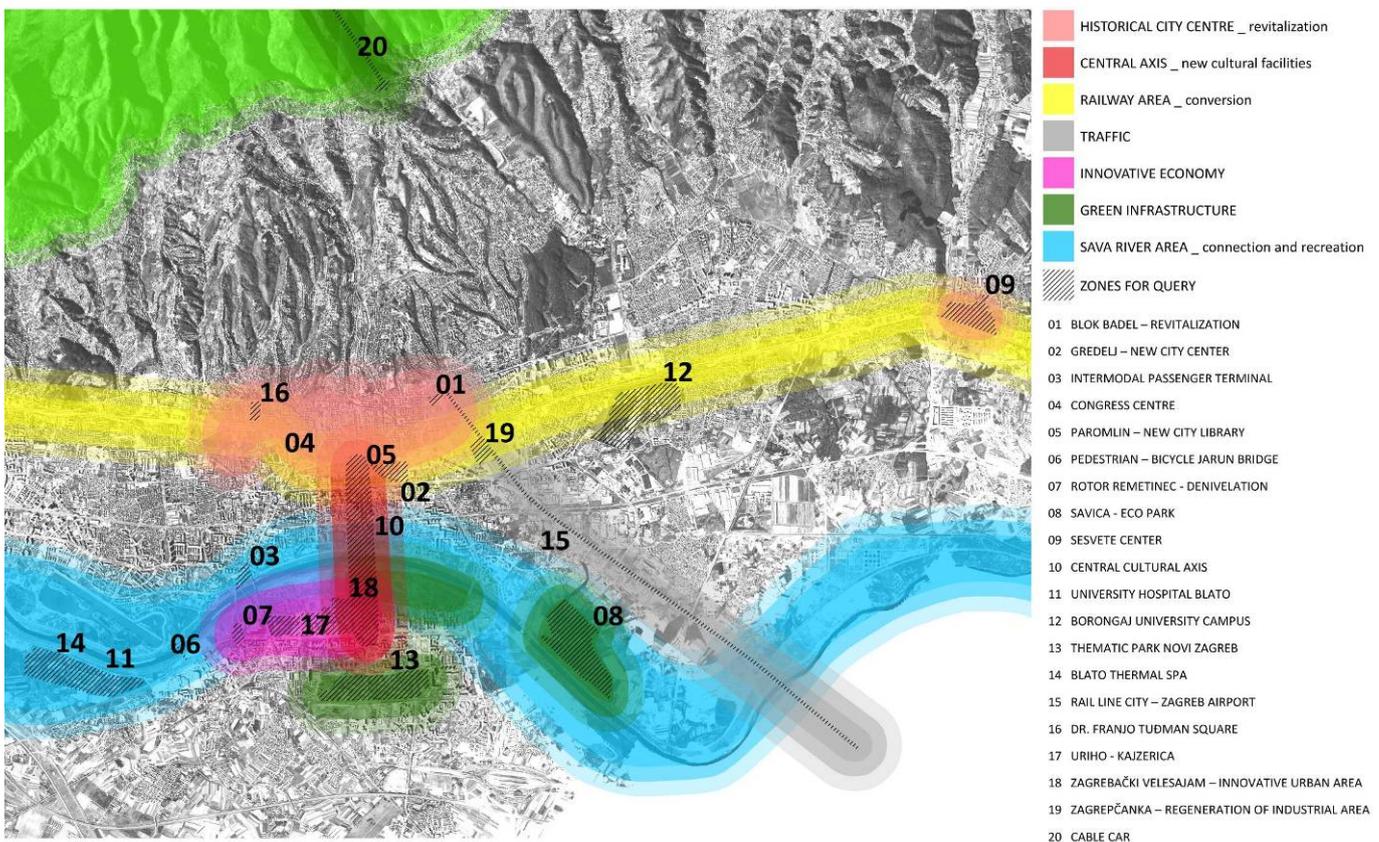
ZAGREBPLAN 2020+ will be smart urban strategy - a document that will give stakeholders a strategic framework and tools for systematic development in the period up to 2020 and beyond.

Strategic Development Projects themes are: reconstruction and renovation, social infrastructure, economy, transportation, recreation, green infrastructure, multi-purpose projects and municipal infrastructure. Projects can be grouped as a location, zones / stretches, systems or locations in the survey.

City of Zagreb Strategic Development Projects

Strategic Development Projects are projects with spatial dimension that are of strategic importance, and in particular contribute to the development of the City of Zagreb in fields of: competitive economy, knowledge and University City, sustainable management of natural resources and values, quality of space, functions and public services, quality of life and effective management. These projects are conducted under conditions, in a manner and in accordance with the prescribed procedure.

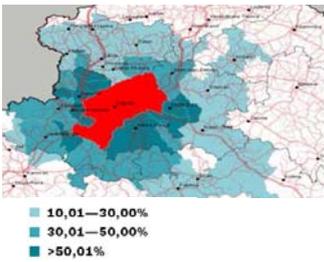
CITY STRATEGIC PROJECTS



Programme guidelines and the content programme of Zagreb Fair strategic city project

Zagreb Fair

Starting points for the development of Zagreb Fair – one of the most important strategic city projects and city-owned properties – are defined in ZAGREBPLAN. Zagreb wishes to transform its Fair into an innovative urban area not only to fulfill its need for such space and facilities, but also to honor the tradition of Zagreb Fair which has always been a venue for presenting the modern-day achievements as well as a testimony of the economic strength. Study, conducted by research team of the Zagreb School of Architecture and City Office of Strategic Planning and Development of the City team proposes strategic guidelines, as a kind of a model for analysis and implementation of strategic city projects, possible concepts of transformation and uses, as well as the activity plan of the Zagreb Fair strategic city project.



According to the latest available statistics (2011 Census) more than 130 000 people daily migrates to Zagreb: 86% of them to work, and 14% are pupils and students. Employees mostly come from Zagreb county area, especially from Stupnik, Sv. Nedjelja, Zapresic and Samobor. Zone of intensive daily migration spreads around the city and extends beyond the borders of the County of Zagreb.

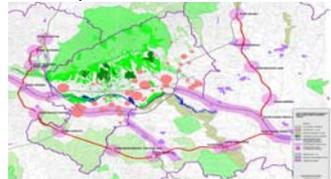
Base for defining Zagreb Urban Agglomeration scope:



Natural resources



Traffic systems



Opportunities for joint programs & projects development

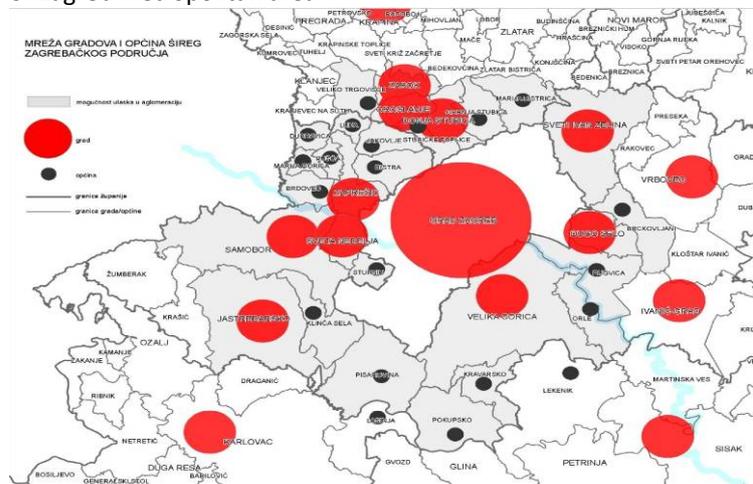
Zagreb Urban Agglomeration Development Strategy

Zagreb Urban Agglomeration Development Strategy is a new planning document of the regional development policy, introduced by New Regional Development Law (Official Gazette 147/14).

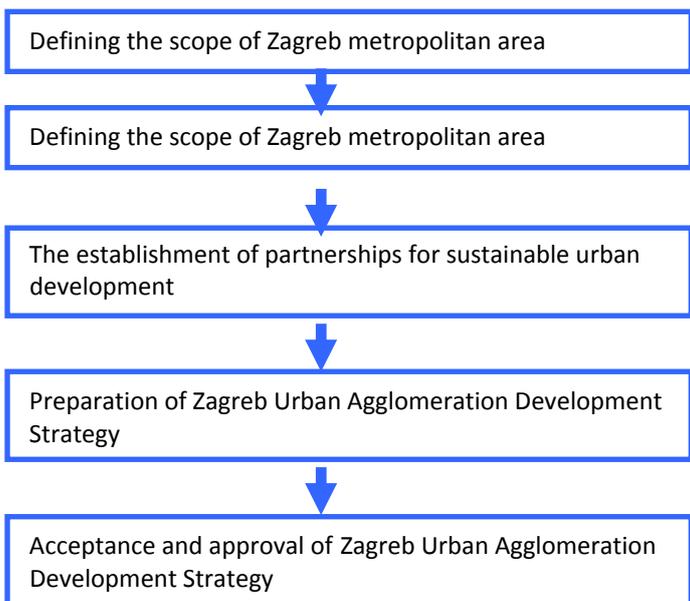
City Office for Strategic Planning and Development of the City as an appointed regional coordinator of the City of Zagreb is in charge of the coordination of urban agglomeration scope defining procedure as well as for drafting of Zagreb Urban Agglomeration Development Strategy.

Proposed scope of Zagreb metropolitan area

According to migration and employment criteria and considering natural resources, traffic systems and opportunities for developing joint programs & projects, this is the proposed scope of Zagreb metropolitan area.

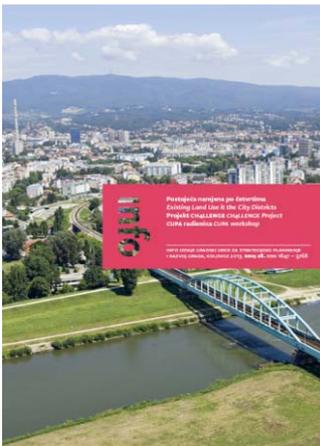


The process of strategic planning for sustainable urban development



About activities from City Office of Strategic Planning and Development of the City we regularly report in Info brochures (available at www.zagreb.hr).

The publication is printed bimonthly and is distributed to a wide range of associates and partners.



Communication strategy

Communication with the public is one of the strategic guidelines of our Office. The central place where discussion with public and similar activities take place is ZgForum, a space where various events are organised: moderation of platform for discussion, interviews with citizens and various stakeholders, individuals and groups, presentation of projects, workshops, lectures, exhibitions etc. ZgForum was opened in December 2011 in strict city center.



Beside continuous development of ZgForum activities and programs, City Office for Strategic Planning goal is to set a new web site primarily for purpose of promoting and disseminating ZAGREBPLAN 2020+. The new web solution will include interactive tools for collecting, connecting, presenting and exchanging data in strategic and regional planning and related fields.