

**Culture,
tradition**

**family,
personal history**

Where we are?

Where we want to be?

How we can get there?

nature

technology

-traditional and
(+top quality) menu
- crafts - costumes

- culture (culinary) festivals
- culture exh. - museum
- culinary routes

long-term family ownership -
(-historical house...)
manor - guests -

cooperation -
hobby → job -

-culinary fair - market

- culinary days

- culinary routes

- sailing roads (+cul. exp.)

- nice scenery

- bicycle roads (+cul. exp.)

- eco-products

- health meal

- games

- eco-tourism

Internet promotion + shopping -
meal (wine) competition -
food technology -

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2.1. Use of property for stabilizing population

Goal of town policy concerning flats

Available housing for all members of the statutory corporation

-with effective operation

Conditions for municipal subsidies :

- Support must help with solving real problems of the flat real estate market**
- It mustn't be in conflict with housing development in the city (equal access)0**



Trends in housing sector

1. Constructional and moral ageing of housing environment

- Placing rows of houses into localities with problematical life or social environment
- Change of demands of inhabitants for housing (atomization of family, increase of personal requirements for living area, population ageing and increase in personal request for comfort)
- Accessibility of houses

2. migration for work and services (urbanization)

3. migration for housing (suburbanization)



Progress in number of citizens 1869-2011- in rural territory

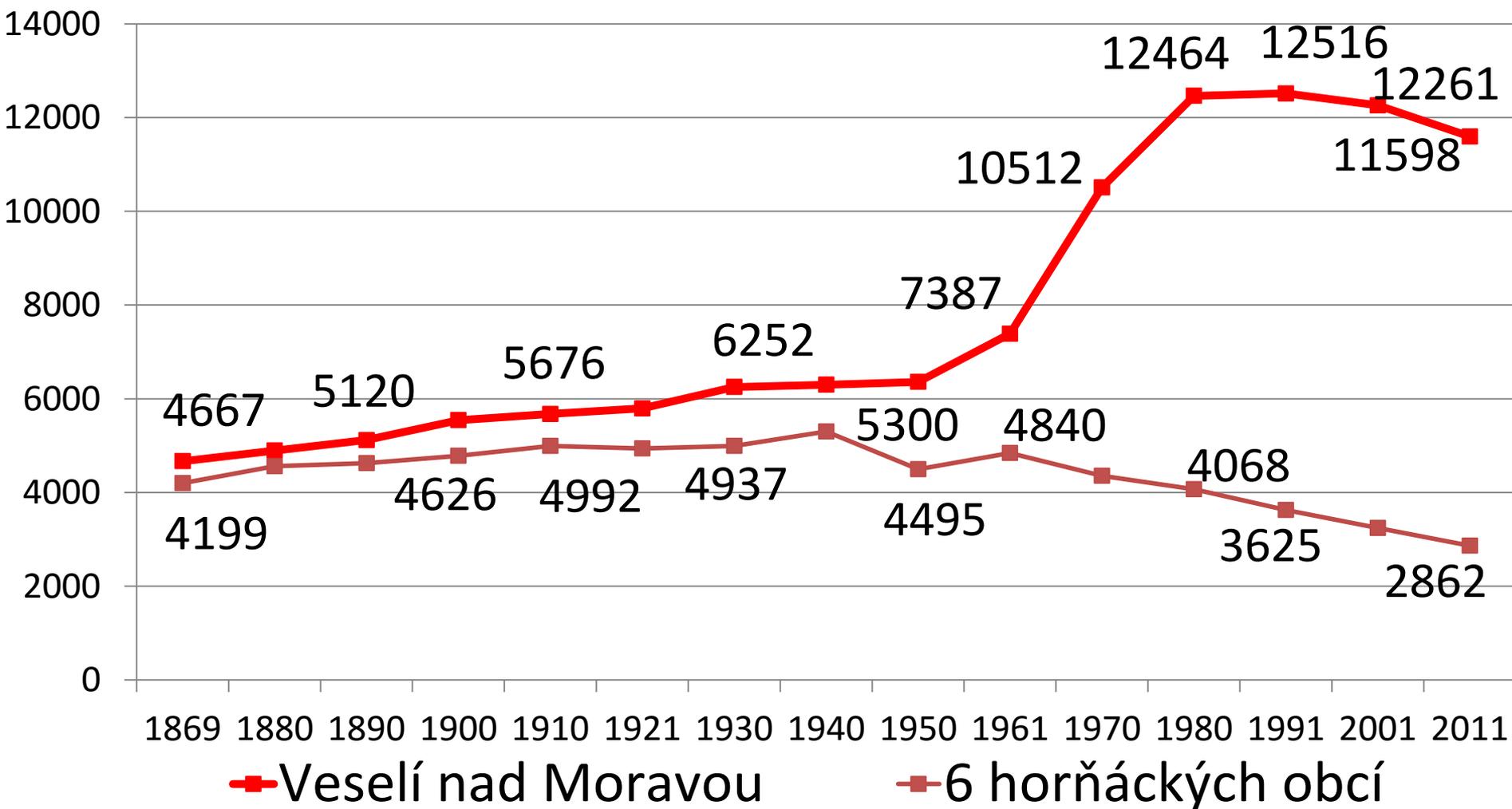


Illustration of urbanization and suburbanization in agglomerations

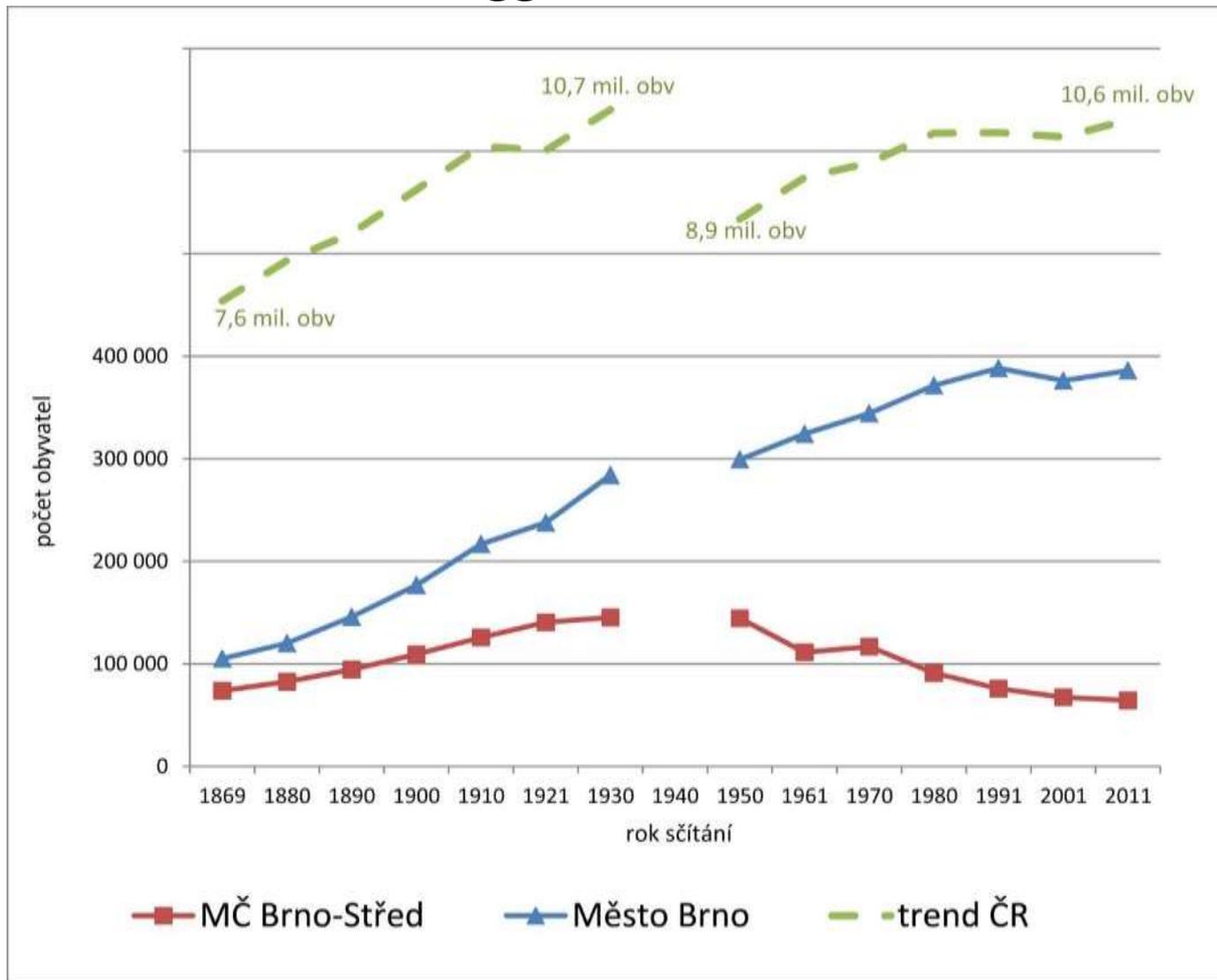
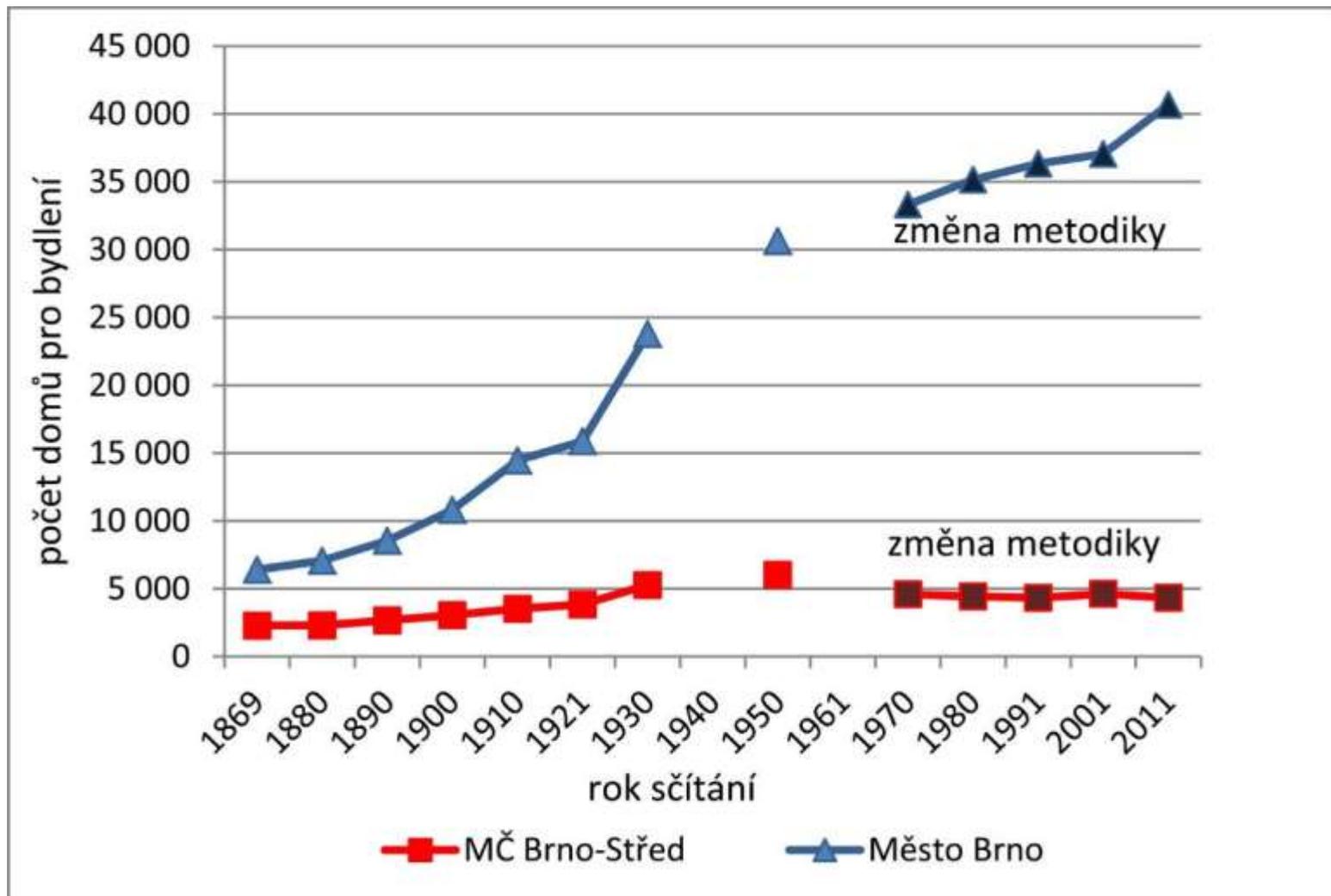


Illustration of urbanization and suburbanization in agglomerations



- Graf vývoje počtu domů pro bydlení ve Městě Brně a v Městské části Brno střed v období 1869-2011 (v zobrazovaném období došlo ke změně metodiky)

Illustration of urbanization and suburbanization in peripheral and rural areas

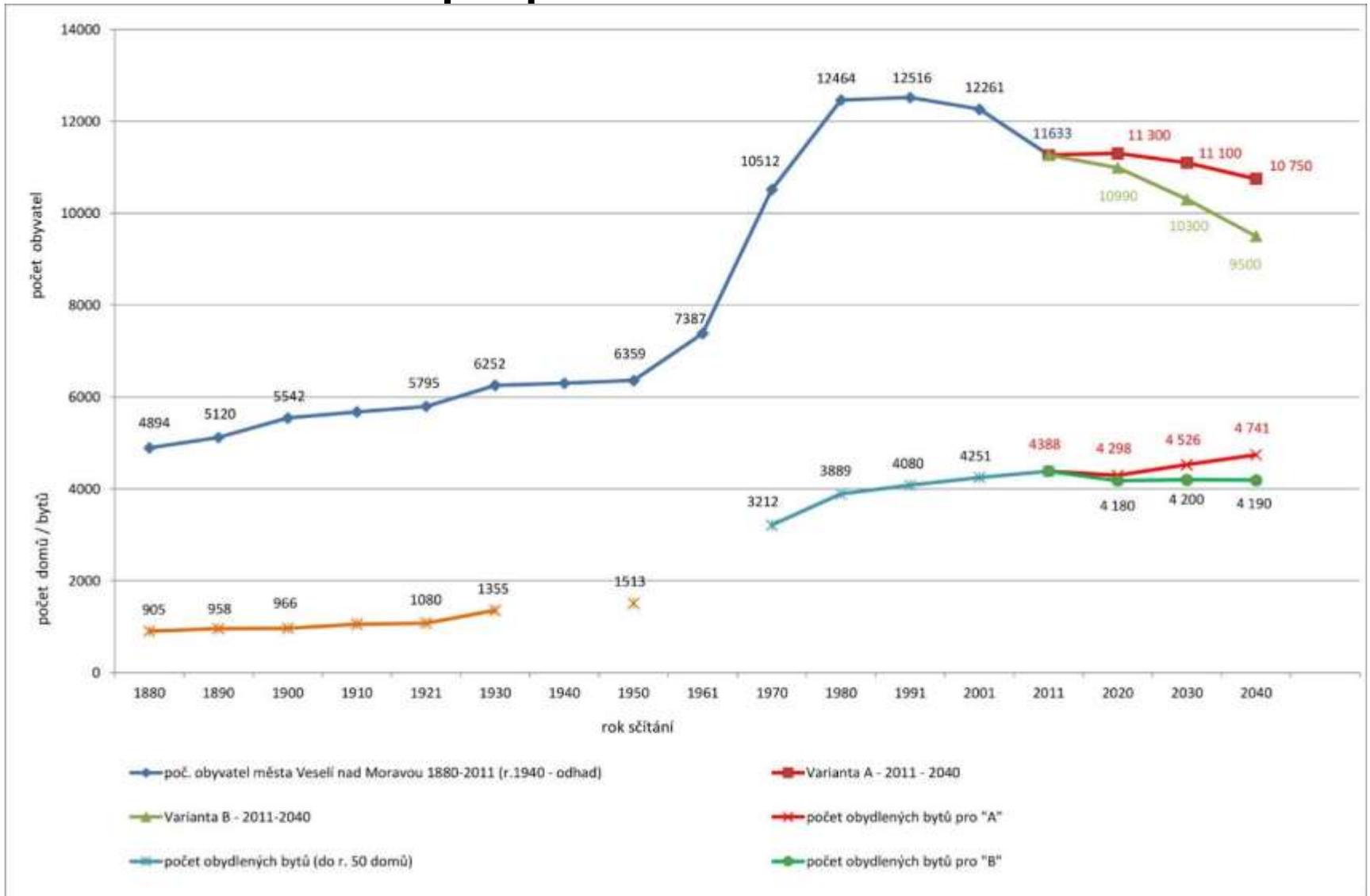
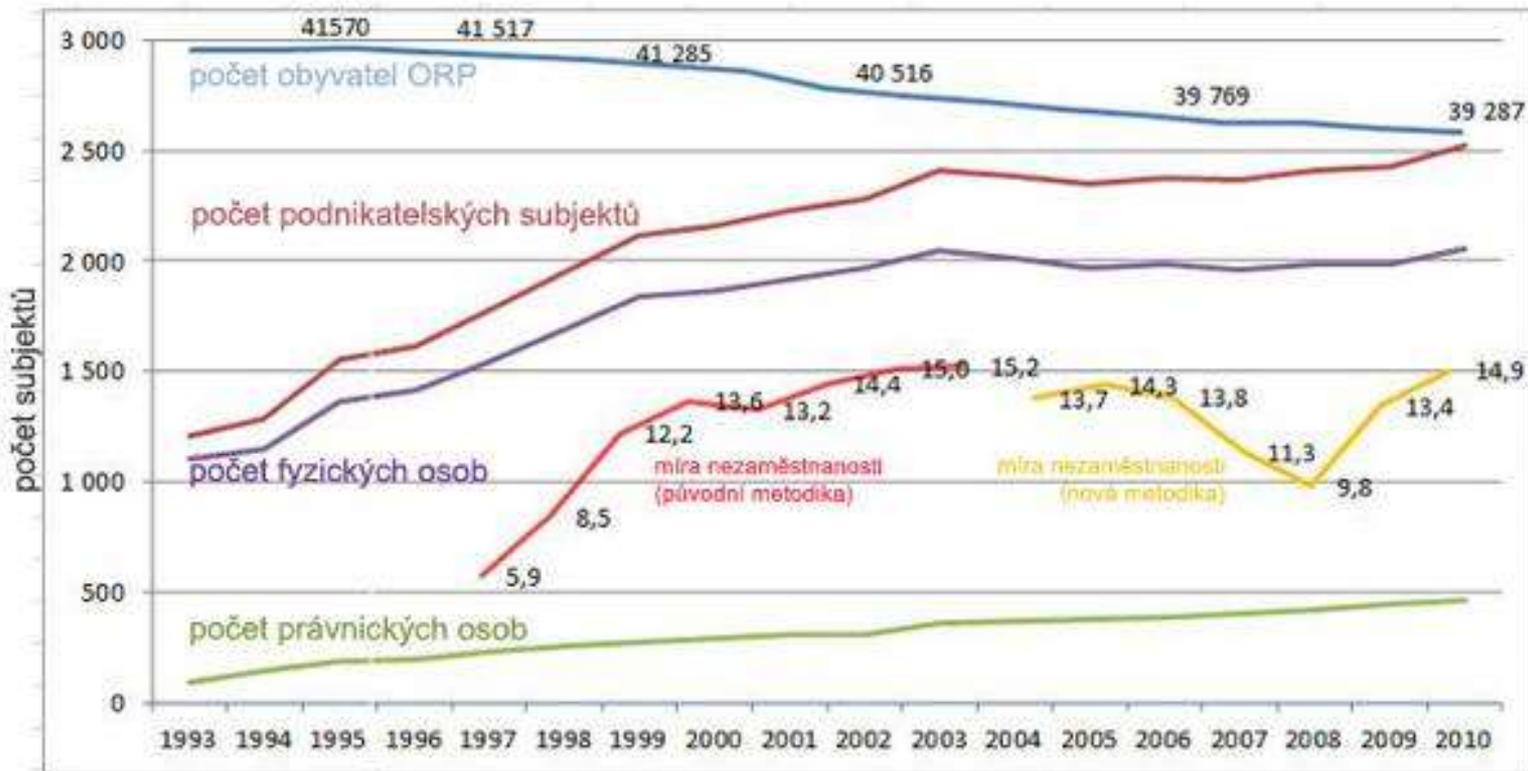


Illustration of urbanization and suburbanization trends in peripheral areas



Graf trendů - počtu podnikatelských subjektů, vývoje nezaměstnanosti a počtu obyvatel správního obvodu

Repair of neglected housing fund in a small city by means of privatization (sale for price lower than market price)

- Result – low-operating cost flats with low housing fund schopným překrýt splátky a pokračovat v údržbě i rekonstrukcích.
- Přes vysokou nezaměstnanost (12-14%) se provozně levný bytový fond ve spojení se slušným standardem služeb pro rodiny s dětmi stal demografickým stabilizátorem tlumícím nepříznivou ekonomickou situaci.



Repair of neglected housing fund in a small city by means of privatization (sale for prize lower than market prize)

- Result – low-operating cost flats with solid finance sustainability
- Even with high unemployment rates (12-14%) the flats became, together with solid standard of services for families with children, demographical stabilizer mitigating the poor economical situation.



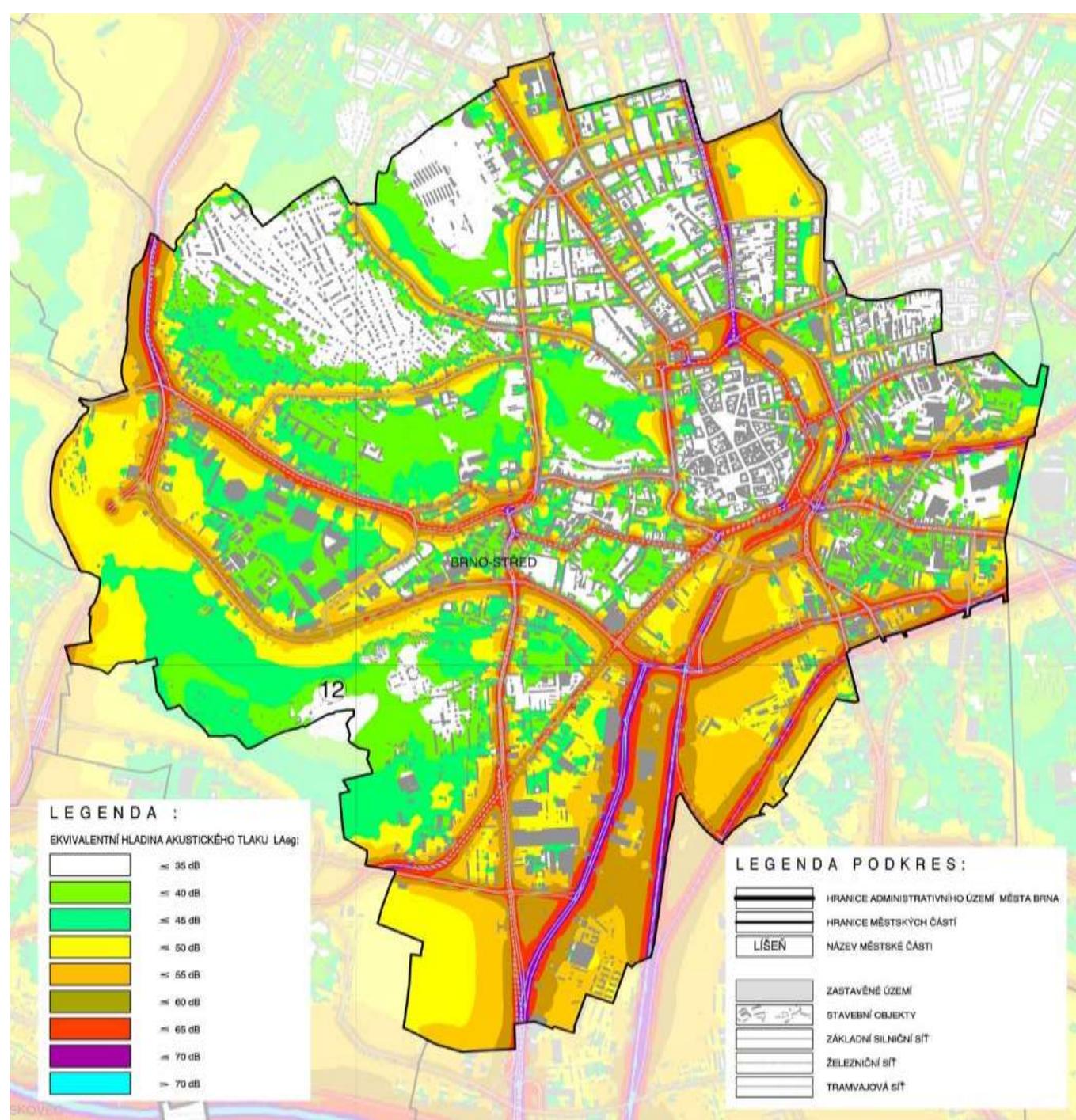
Pros and Cons

- + physical and moral reconstruction of houses, accessibility of common areas
- + lower energy operation cost, repair of façade – decrease in long-term costs of living
- + solving problems of environment protection in the house
- + decrease in negative effects of socially higher equipped localities by stabilizing the communities of house inhabitants.
- + commitment of increasing the volume of houses
- risk of mass subsequent sale of the houses

Center of an
agglomeration

Brno střed

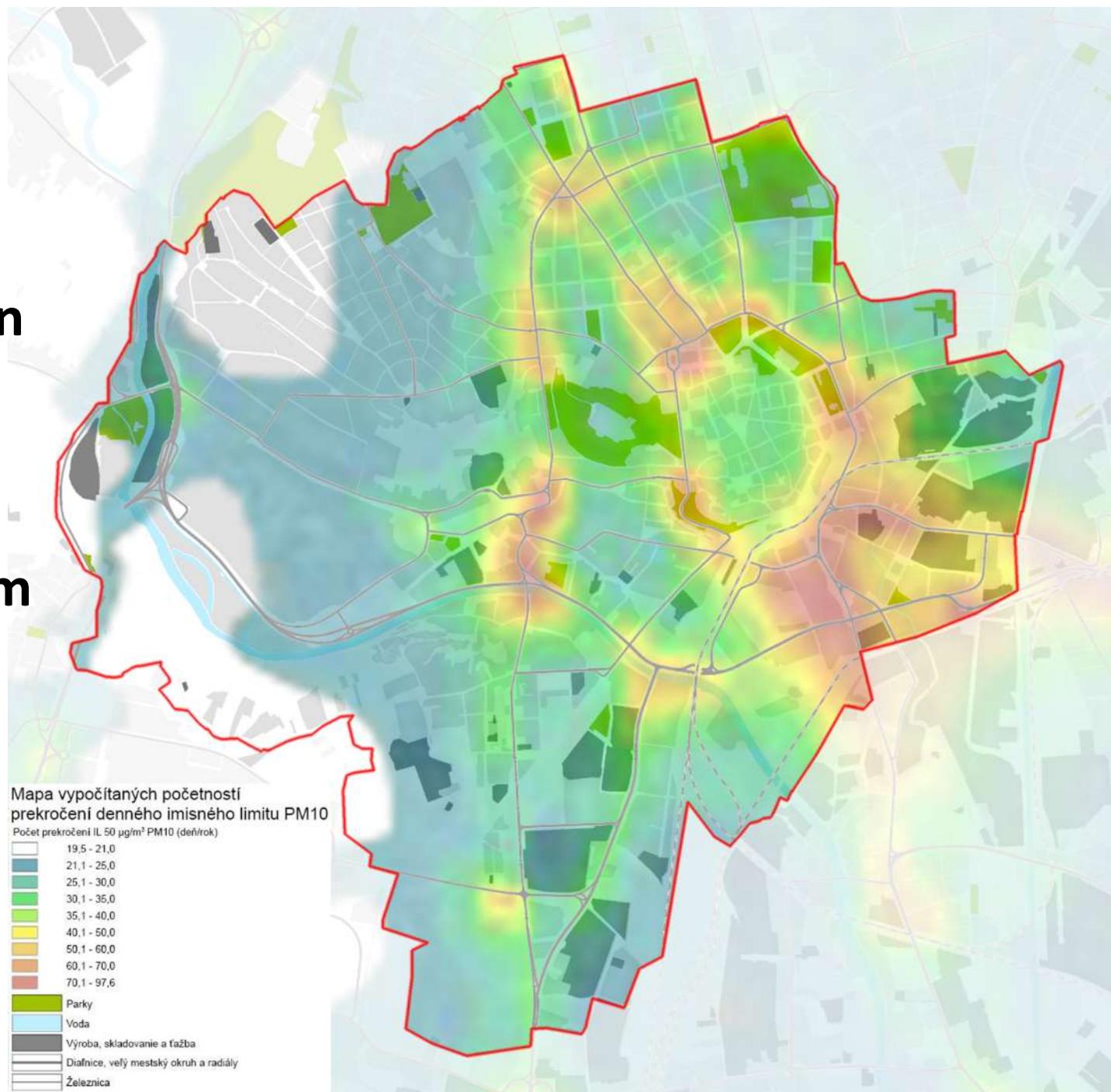
Noise from
night traffic



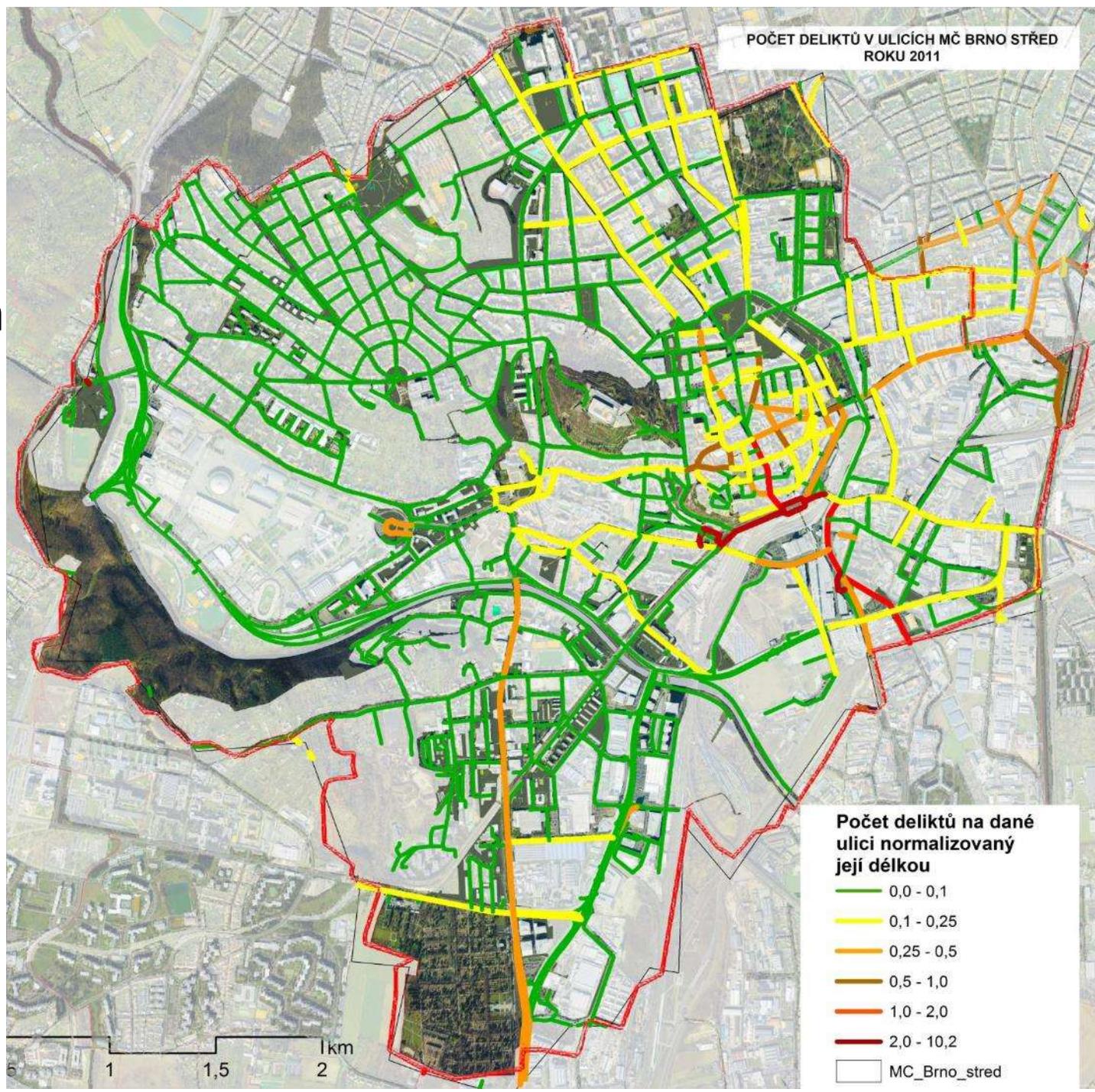
**Center of an
agglomeration**

Brno střed

**Emissions from
traffic**



POČET DELIKTŮ V ULICÍCH MČ BRNO STŘED
ROKU 2011



Center of an
agglomeration

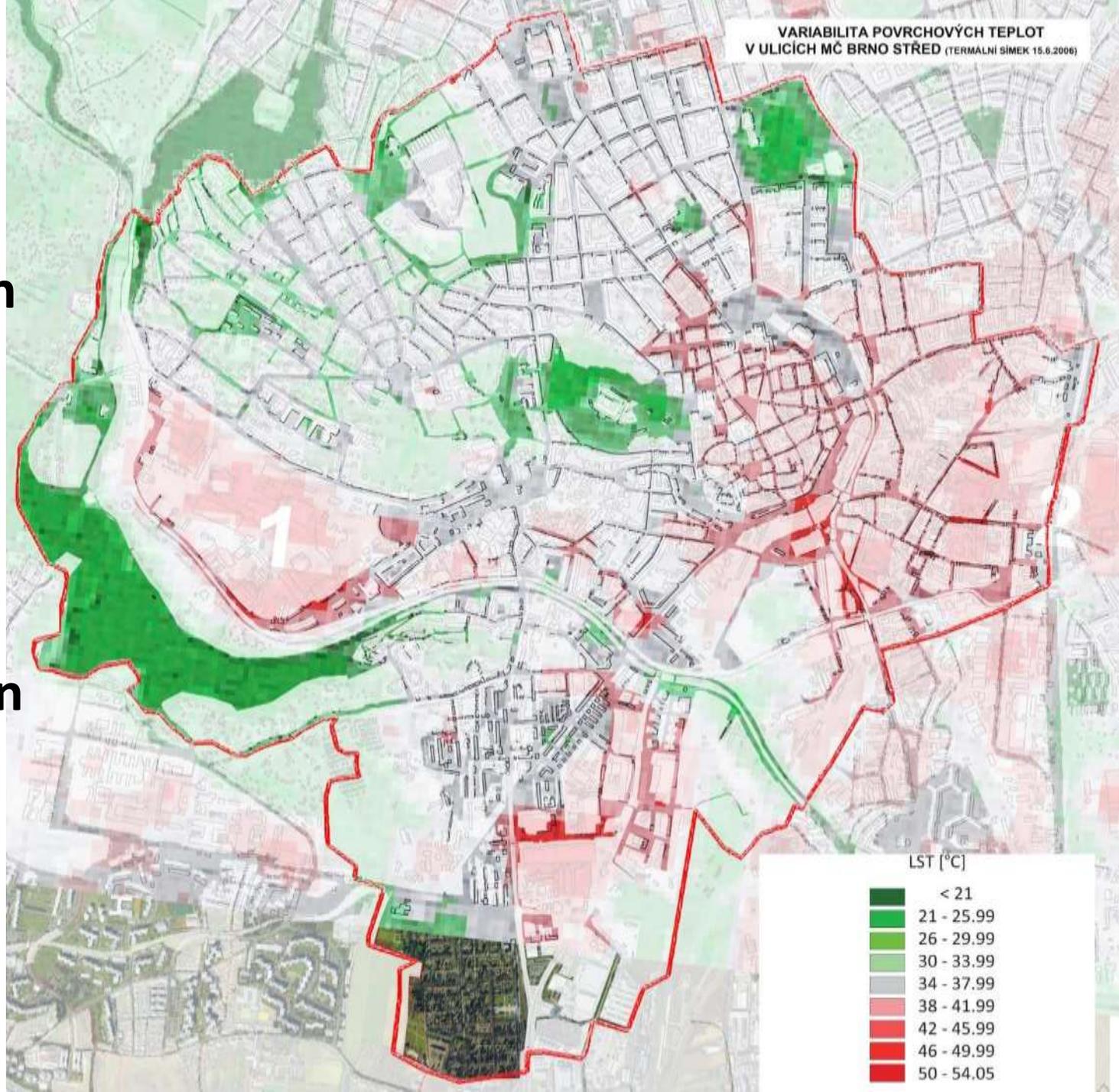
Brno střed

Crime activity
in public
areas

**Center of an
agglomeration**

Brno střed

**Summer
temperature in
streets and
squares**



Possible method for decreasing emigration from city centers

1. Resources:

- Houses and their inhabitants with relationships

2. Barriers

- High market price denying housing for common people (instead only time limited housing with no subsequent pressure for increasing protection from noise and exhalations).
- Reluctance or inability to secure fulfilment of obligations in exchange for a price discount.

3. Formulation of strategy

- Strategy hasn't been formulated yet, the current situation isn't perceived as problematic.