

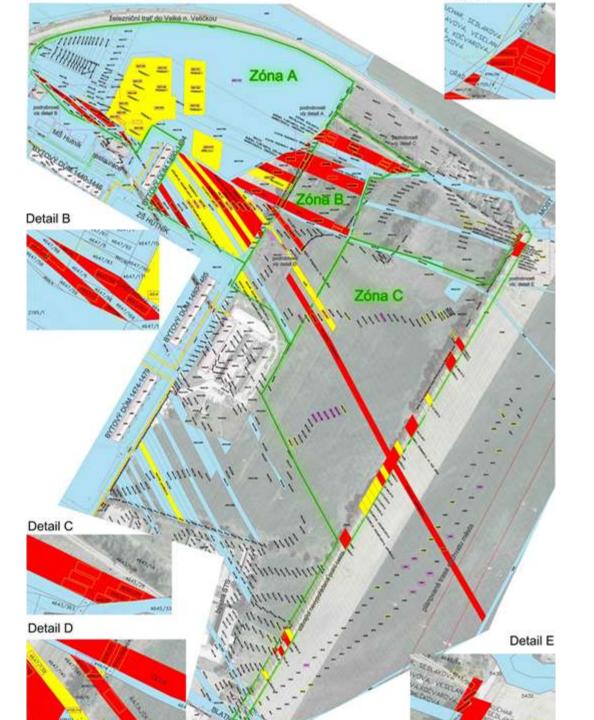
# 2.2. equal policy to land acquisition

# "direct investment subsidy" - housing area



"direct investment subsidy" -





"direct investment subsidy" - housing areas

Sells - Exchanges -

Sells and exchanges of development areas for reasonably lowered prices.

# "direct investment subsidy" - housing areas

- Bad economical environment, lack of developers, it is impossible to secure developing locality, migration to construction lots for over 20 years
- Equal policy for owners it is crucial for municipality to provide equal policy for all owners (although it is appropriate to adjust the policy, for the sake of an agreement)
- Equal policy for other subsidies in the area the total subsidy size should be adequate to other subsidy forms in the same municipality
- = overall calculation from sell to exchange with valorization sharing (however with risk sharing too)



# 2.3. dealing with technical land concerning problems

### "Salami-slice strategy"









PODPORUJEME VAŠI BUDOUCNOST www.esfcr.cz

Projekt Implementace procesního řízení v oblasti samosprávy a aktualizace a příprava rozvojových strategií města Veselí nad Moravou" CZ.1.04/4.1.01/53.00008

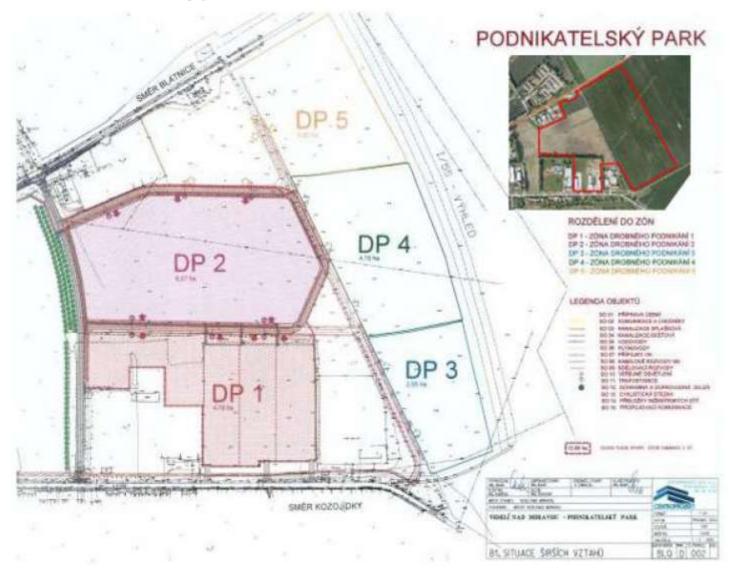
Obrázek 2: Návrh Podnikatelského parku Veselí nad Moravou, rok 2002



Zdroj: www.mapy.cz, Zpracování vlastní.

### **Original project**

Obrázek 3: Podnikatelský park,



Zdroj: Dokumentace pro územní řízení Veselí nad Moravou Podnikatelský park. Centroprojekt Zlín a.s., leden 2004

### **Original budget**

Finanční nákladnost a odhad nárůstu cen v cenové hladině roku 2011 ukazuje následující tabulka.

Popis	Podnikatelský park - položková cena ( 2004)	Podnikatelský park - položková cena ( 2011)
SO 01 Příprava území	5 615 000,00	8 422 500,00
SO 02 Komunikace a chodníky	12 127 700,00	18 191 550,00
SO 03 Kanalizace splašková	7 415 000,00	11 122 500,00
SO 04 Kanalizace dešťová	33 945 000,00	50 917 500,00
SO 05 Vodovody	7 887 650,00	11 831 475,00
SO 06 Plynovody	3 933 600,00	5 900 400,00
SO 07 Přípojky VN	1 308 300,00	1 962 450,00
SO 08 Kabelové rozvody NN	189 000,00	283 500,00
SO 09 Sdělovací rozvody	40 000,00	60 000,00
SO 10 Veřejné osvětlení	1 197 000,00	1 795 500,00
SO 11 Trafostanice	378 000,00	567 000,00
SO 12 Ochranná a doprovodná zeleň	6 890 000,00	10 335 000,00
SO 13 Cyklistická stezka	1 142 500,00	1 713 750,00
SO 14 Přeložky inženýrských sítí	3 559 100,00	5 338 650,00
SO 15 Propojovací komunikace	12 515 500,00	18 773 250,00

#### 1. Potential

- suitanable plot with approval of usage industrial area
- grant perspective CZECH INVEST

#### 2. Obstacles

bad economic terms, high expenditures of sewerage, lack of developer

- migration for business plots for over 20 years
- aprox. 100 plot owners

#### 3. Strategies

- change of development concept limit the technicaltransportation infrastructure to only two connections, re-adjust parceling to make later construction possible, open possibility to start I. phase at the municipalities plots
- change of storm sewerage technical solution demarcation of seepage areas for the whole adjacent locality of former sandy river bed, demarcation of furrows in the form of biocoridors (to solve biodiversity as well as wind erosion)

### **Development situation – var.3**



### 3 - "salami-slice strategy"



### geological conditions



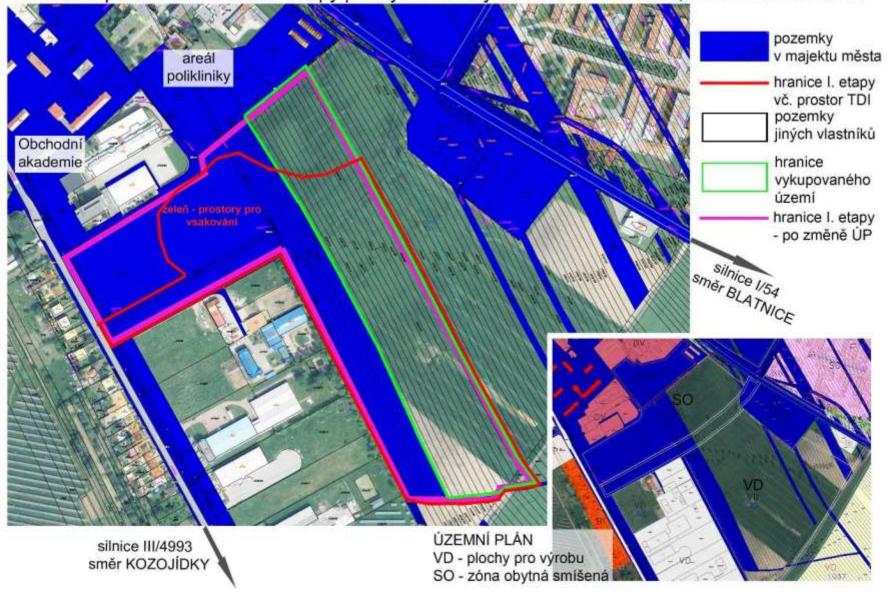
Příloha č. 1: Schematické znázornění vegetačních opatření Zl Kollárova - Blatnická



Schematic draft
of vegetation measures
Green infrastructure
Kollárova Blatnická

### Municipality ownership

Situování pozemků realizace I. etapy průmyslové zóny Kollárova - Blatnická, Veselí nad Moravou





### 2.4. social housing



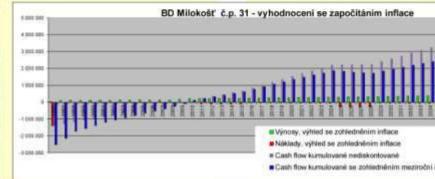
# 3 – Social housing as a way to change social status

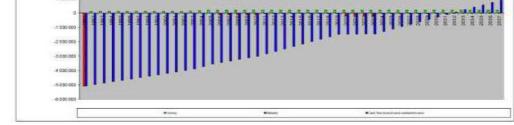


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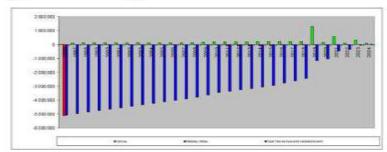




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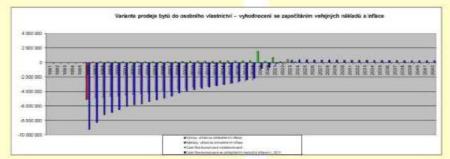
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## 3 - Social housing as a way to change inhabitants social status

- good economical conditions return of the public investment into the social housing construction
- ability to motivate tenants who are able to pay rent in a long term to take active part in the home rule and making decisions about repairs and renovations
- ability to motivate tenants who are able to pay rent in a long term to buy the flats with long time payments for lower than market price
- this assumes a long term social policy of the municipality and social work with the tenants

## Economical evaluation results all apartment houses – 85 flats

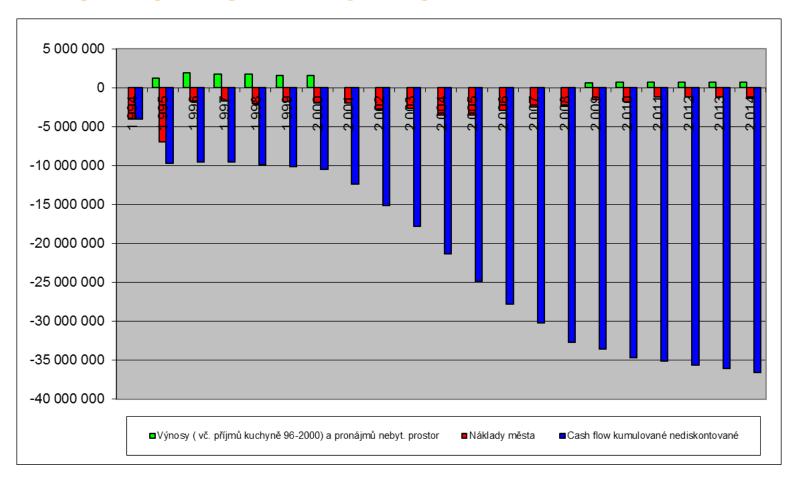
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Cash flow kumulované nediskontované

■Cash flow kumulované se zohledněním meziroční inflace k r. 2011



## Economical evaluation results -Retirement home

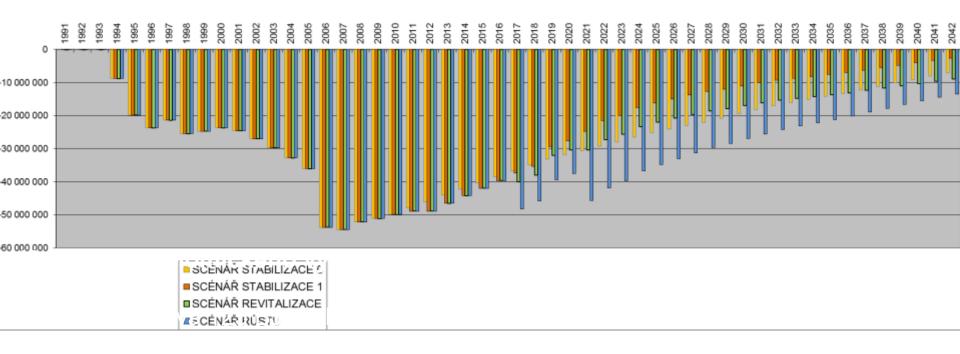






## Economical evaluation results – comparing scenarios





### Thank you for your time and attention

This presentation will be available at www. veseli-nad-moravou.cz

Ondračka Ivo Town Architect Veselí nad Moravou