



# LOCAL ROADMAP: MARIBOR

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D.T3.3.2 - Local Roadmap for implementing smart  
and integrated UGS governance

Authors:

Robert Gostinčar, Plan-Ka (external expert)

Borut Jurišič, Amna Potočnik, Sabina Šneider, Nives Roter,  
Maribor Development Agency

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### **Preparation phase: how do you build a good roadmap?**

- We aim to design and establish management concept of *GREEN SPACE LAB* as up to data mobile unit to plan and manage urban green spaces projects on site.
- Our idea is to improve the quality and scope of the municipality's GIS system as improved tool for planning, managing and presenting urban green spaces.
- At the same time the communal tax participation would be re-evaluated within the existing communal framework. For better and more focused management of urban green spaces.
- MRA, SUP IN KD MOM, GIC MOM, JPGSZ, Medobčinski urad za varstvo okolja in ohranjanje narave,
- Brainstorm, sketch and pile up of features, work on your idea.

## **INTRODUCTION**

The role of proposed roadmap is to (re)establish improved conditions for effective and meaningful collaboration between stakeholders, investors and management personnel for open green spaces in their ever-changing reality. Open green spaces as broad meaning of Urban Green Belts are part of urban planning. Urban planning is field and tool to manage spatial elements. Comprehensive planning face obstacles such as interdisciplinary complexity and lack of full implementation. There is constant intervention to re-define urban planning. Due to analysis of city Maribor urban green areas are facing dilemmas of financing, managing and protecting. We do share some common global problems of open green spaces and we have some specific characteristics within this spatial category. The city is still on the process of transformation from one political, economic and management system to another. It seems that public standard faces most dramatic changes on this road. Not only are there means of new public funding and management, the city's management body/service does not comprehend completely the new reality of the realm of public spaces nor it is aware of its operational tasks regarding the operation of public space within the new social context and the environment. Within our proposed roadmap UGB we are very aware of described limitations and yet we are trying to seek various opens tools and projects towards better goal-oriented approach.

All three main goals of proposed roadmap work in unison with synergy effects regarding quality of open green spaces as an interconnected system and as a specific spatial entity. Renewed communal contribution tax is a tool that could be achieved through legislation steps. Proposed action can be measured within a year period but its results will be evident and relevant after two-year period. Proposed GIS adaptation is a necessary tool for the open green space and estimation adaptation time is approximately one year from accepted agenda. Green Space Lab is a project that can be achieved within six months as a successful infrastructure model. Its operation and functionality is planned to be in place for a mid to a long term benefit.

One of the key characteristics of the proposed goal is that it can be helpful in the establishment of an array of achievable interventions within municipality and FUA system, since the proposed solutions do not need any new political agenda, nor large financial resources or major hardware investments.

## BASELINE SITUATION

The city of Maribor faces an array of management and development challenges regarding urban green areas. On one side there is quite a generous and rich state of physical (green areas within urban structure and on the outskirts of the city) and law guidelines and yet there is still a great demand (urban guidelines and public interest) for additional urban green areas.

UGB deals with dilemma how to establish new urban green spaces and manage and protect existing ones. To reach the goal we have to find solution or avoid systematic obstacle as lack of systemic and targeted financial resources. The scale of the city and its quite non-urbanized surroundings (the sprawl) results in lack of green urban areas is not emphasized enough as it should be due to measurement indicators and standards. This balancing factor cannot solve the surge of aging population and other underserved social groups. Social structure has trend towards fast growing ageing population and all the accompany problems that arise with that phenomenon.

Besides current local and global problems related to existing urban green areas Maribor carries burden of large deficit in park areas in the city. This fact results not only in the lack of green urban areas as living standard, but also accessibility of urban green spaces and their benefit on urban microclimate changes. Decades of the lack of even the simplest regulated planning activities, in addition to establishment and management of green urban areas is evident in non-existent political will or/and insufficient knowledge compared with local and global trends. Those examples are clearly present not only on how to get funds for public space but also on field of how to answer demands for climatic changes, how to cope with new mobile modes possibility and traffic dogmas, how to deal with invasive plants, how to incorporate new programs on public space, how park forms have changed together with social transformation, how people restructured their leisure time and their expectations on public space. All these aspects were neglected in couple of past decades and besides catching up on quantative field of urban green areas (sq. m park area per citizen) the city of Maribor have to step over the gap in development providing qualities of green urban areas.

## VISION AND OBJECTIVES

The city (municipality) of Maribor is trying to introduce enough urban green areas within the southern part of the city (which is at the time short of about 50 ha of green space) as well as on the northern part (shortage of about 20 ha of green space). Besides new green, recreational areas the city is in desperate need of better green connections (tree-lined streets, avenues and linear parks), small park areas (pocket parks, plazas, green roofs...) and single tree management (based on improved GIS support). All these goals may be implemented only through the re-defined urban green areas policy and through re-evaluation of financial resources while including and mobilizing existing local initiatives and all their available assets (project Green Initiatives).

### VISION:

#### OBJECTIVES

- »KPD« - FORMER JAIL BACKYARD RE-ARRANGMENT
- GREEN SPACE LAB
- IMPROVING GIS MUNICIPALITY SYSTEM
- RE-THINK MUNICIPALITY COMMUNAL PARTICIPATION TAX

▪ **ACTIONS**

Objective Title: »KPD« - FORMER JAIL BACKYARD RE-ARRANGMENT		Objective Number:
Action Title: Pilot project with complementary pilot management trial period		Action Number 1.1.
Origin of the action:		
Transfer	<b>New Concept</b>	Other
<ul style="list-style-type: none"> <li>▪ »KPD« - FORMER JAIL BACKYARD is spatial project just next to one neuralgic urban spot (central shopping mall). It doesn't have full connections with nearby residents but due to high visiting frequency area it carries potential for more objectives and wide spread marketing actions. It also brings new perspective to revitalize degradation areas with new tools for the city management.</li> <li>▪ The value of action is combination of public involvement with new approach to public green space values.</li> <li>▪ Solutions and technologies for this action are already available or on the market. Professional staff, public desk, CAD/CAM and GIS software and hardware and public presentations and relations tools are packed into new product with synergetic results.</li> </ul>		
Minimum viable action		
<ul style="list-style-type: none"> <li>▪ Improve the quality and perception of spatial arrangement - backyard of large object near central shopping mall.</li> <li>▪ Establish new infrastructure (public desk) that scope and make pools on public interest and transfer them spatial plans.</li> <li>▪ Pool survey tools and presentation panels. Marketing actions (municipality and FUA)</li> <li>▪ Extension modules (public debate room, workshops,).</li> <li>▪ Management and investment pilot project (combination of objectives 2.1, 3.1 and 4.1)</li> </ul>		
<ul style="list-style-type: none"> <li>▪ Must have: Public desk object with up to date office infrastructure.</li> <li>▪ Should have: Presentation and survey tools.</li> <li>▪ Could have: Open cafe &amp; debate room.</li> </ul>		
Responsibility – MRA, Planning office and MOM KD MOM & MUVOON DAM, DKAS, ZAPS		
Subcontracting and infrastructure: 500.000,00 € Staff (manager), Equipment: 10.000,00 € Software: - Hardware: - Other costs (transportation, maintenance, fees): 5.000,00 €		
2019: establishing basic infrastructure and groundworks, basic team and funds. 2020: finishing the project 2020-2021: pilot project 2022-nnnn: full operation.		
Through pilot period we want to achieve engage variety of public interest and stakeholders for new public green projects approaches and projects. New projects (financial aspect): Giving initials and ideas on new projects. Public space improvements (spatial and environmental aspect): Transferring some spatial and environmental indicators to FUA (urban green areas quantity, maintained costs, benefits...).Public pool survey (professional and public feedback): Scoping public and professional opinions to map interest in FUA area. Professional evaluation: Public reviews / articles.		
Municipality Maribor. City/region vision and beyond Show how the action relates to a greater vision, strategy or territory and show additional potential of the action for other stakeholders or wider territory (FUA).		

Objective Title: GREEN SPACE LAB		Objective Number:
Action Title: Improve planning and management tools with <i>in site</i> , flexible and adaptive infrastructure		Action Number 2.1.
Origin of the action:		
Transfer	<b>New Concept</b>	Other
<ul style="list-style-type: none"> <li>▪ GREEN SPACE LAB is applied mobile technology (infrastructure pavilion object with design planning office equipment) and approach to the problem of urban green areas planning and management. It provides by-pass for underpowered and under sourced municipalities while FUA doesn't work with full capabilities in Slovenia. This shared technology &amp; knowledge and partly shared stuff can focus on project aim with more economical approach in terms of finances, time and management.</li> <li>▪ The value of action is to close the gap in professional staff, financial sources and political procedural limitations in municipalities with alternative mobile spatial office.</li> <li>▪ Solutions and technologies for this action are already available or on the market. Professional staff, pavilion container office, CAD/CAM and GIS software and hardware and public presentations and relations tools are packed into new product with synergetic results and also <i>less is more</i> value.</li> </ul>		
Minimum viable action		
<ul style="list-style-type: none"> <li>▪ Establish new infrastructure (pavilion object as planning/designing laboratory and public desk) that can change residence and follow target spatial plans. Responsible manager to arrange timetable and participant professionals according to municipality and FUA plans, projects and programs. Financial contribution from all partners within FUA.</li> <li>▪ Drone survey tools and presentation panels. Marketing actions (full FUA)</li> <li>▪ Extension modules (public debate room, workshops, minimum lodging capacities).</li> </ul>		
<ul style="list-style-type: none"> <li>▪ Must have: Pavilion object with up to date office infrastructure, public communication space and toilets.</li> <li>▪ Should have: Presentation and survey tools.</li> <li>▪ Could have: Extension possibilities.</li> </ul>		
Responsibility –Planning office and MOM KD MOM & MUVOON DAM, DKAS, ZAPS, arborist experts, List also the stakeholders in the action and their roles!		
Staff (manager), Equipment: 30.000,00 € Subcontracting and infrastructure: 90.000,00 € Software: 20.000,00 € Hardware: 10.000 € Other costs (transportation, maintenance, fees): 10.000,00 €		
Through pilot period we want to achieve professional and economical sustainable (dynamical and adjustable) project team and infrastructure that can participate on variety of locations, project and challenges. New projects (financial aspect): Measuring number and quality of processed projects. Public space improvements (spatial and environmental aspect): Measuring some spatial and environmental indicators (urban green areas quantity, maintained costs, benefits...) Public pool survey (professional and public feedback): Measuring public and professional feedback on project. Professional evaluation: Expertise and scientific reviews / articles.		
2019: establishing infrastructure, basic team and funds. 2020: pilot project 2021-nnnn: full operation.		
Municipality Maribor. City/region vision and beyond Show how the action relates to a greater vision, strategy or territory and show additional potential of the action for other stakeholders or wider territory (FUA).		

Objective Title: IMPROVED GIS SYSTEM		Objective Number:
Action Title: Improve GIS support in management, design and planning processes		Action Number 3.1.
Origin of the action:		
<b>Transfer</b>	New Concept	Other
<ul style="list-style-type: none"> <li>▪ The action is combination of partner activities (Pad ova, Salzburg), already known GIC MOM potentials, establishing tools and data necessary for spatial designers and planners in the area and better service for public presentations.</li> <li>▪ Improved GIS system of the city will increase quality, range and accessibility of environmental data and its analytic derivate for designing and planning purposes. The value can be measured indirectly on more so</li> <li>▪ Software and technologies for this action are already available or on the market. We propose action that provides</li> </ul>		
Minimum viable action		
<ul style="list-style-type: none"> <li>▪ Setting short workshop to determine which data is necessary for up to date planning and designing process with DAM, DKAS and ZAPS. Determining the scale, scope and GIS segments that have to be improved or established together with GIC MOM, SUP MOM &amp; JPGSZ.</li> <li>▪ Presenting results to municipality management and check the financial aspects.</li> <li>▪ Establishing the web pool among professionals and public users of GIC tools. Improve web service to present public and professional data.</li> </ul>		
<ul style="list-style-type: none"> <li>▪ Must have: Participation of municipality bodies and clear political agenda to support department development.</li> <li>▪ Should have: Consultation with government and financial departments of municipalities about financial and operational dynamics. Including public interest and more transparent and clearer web presentation. Seeking other financial sources (EU environmental funds) as one of sustainable actions in municipality structure.</li> <li>▪ Could have: Including public presentations and panel discussions.</li> </ul>		
Responsibility – GIC MOM and Planning office MOM DAM, DKAS, ZAPS arborist experts. Environmental associations with status of public interest.		
Staff, Equipment: 30.000,00 € Training costs to prepare professionals at GIC/SUP and municipality spatial planning departments on new tools. Subcontracting: 50.000,00 € Web site and applications renewal. Software: 70.000,00 € Hardware: 40.000 € Political procedure: - Other costs: 10.000,00 € Workshop, pool, discussion.		
Measuring success		
<ul style="list-style-type: none"> <li>▪ Web site visit counter.</li> <li>▪ Transfer data counter.</li> <li>▪ Project efficiency.</li> <li>▪ Pool survey.</li> </ul>		
2019: Political agenda, workshops, preparation research and preparation. 2020-2021: Installation, training, implementation, evaluate the action and adjusting loop.		
Data and tools should be accessible also to participating municipalities – FUA territory. City/region vision and beyond Show how the action relates to a greater vision, strategy or territory and show additional potential of the action for other stakeholders or wider territory (FUA).		

Objective Title: RE-THINK AND RE-ARRANGE MUNICIPALITY COMMUNAL PARTICIPATION TAX		Objective Number:
Action Title: Modernize municipality communal participation tax and react to communal and environmental standards		Action Number 4.1.
Origin of the action:		
<b>Transfer</b>	<b>New Concept</b>	Other
Action description - What will be done?		
<ul style="list-style-type: none"> <li>▪ Action is inspired by understanding the mechanism how to establish and manage green urban areas through the pilot project. Action is initialized by analysing pilot project, obstacles when processing the project and mechanism to slow down or even stop urban green areas full development.</li> <li>▪ Value of redefined communal tax will be directly measured in municipality budget and more goal-oriented tax income. New asset will benefit public standard.</li> <li>▪ Technology for redefined tax is already established or it needs minor adaptation to provide this objective.</li> </ul>		
<ul style="list-style-type: none"> <li>▪ Must have: Participation of JPGSZ MOM and clear political agenda from Municipality Maribor to redefine communal participation tax.</li> <li>▪ Should have: Participation of SUP MOM and MUVOON to specify green standard index within new communal participation tax.</li> <li>▪ Could have: FUA assembly and discussion to present new model to other municipalities.</li> </ul>		
Responsibility – JPGSZ MOM & Planning List also the stakeholders in the action and their roles!		
Staff, Equipment: - Subcontracting: Project study 5-10.000,00 € Political agreement: - Other costs: 1.000,00 €		
Measuring success		
<ul style="list-style-type: none"> <li>▪ Municipality budget analysis.</li> <li>Investor's feedback.</li> <li>▪ Citizens pool survey.</li> <li>Infrastructure, spatial and environmental indicators.</li> <li>▪ Define what you want to achieve, and how you measure it. Be as specific as possible.</li> </ul>		
Timeline - Start and end dates		
2019: Research on communal structure (costs, income, benefits). Calculate new communal mechanism (fields, rates, indicators...). Rerun political procedure to implement new local act for communal tax contribution.		
2020-.....: New tax implementation		
2021-2022: Evaluate new tax mechanism and its efficiency and benefits.		
City/region vision and beyond		
Action is primarily planned for the city of Maribor. Anyway, it has potential and good practice to transfer this model to other parties within FUA and adjust it to specific urban environment.		

## SUMMARY

Write a conclusion of your Roadmap referring to the goals set in the Introduction chapter.

Add a summary table which includes your vision, objectives and actions with responsible, budget and timeline.

Vision: vision sentence to be included here objective Action title Responsible				
Objective	Action title	Responsible	Budget	Timeline
Objective 1	Action 1.1.	MOM SUP, MOM MUVOON, FUA assembly	500.000,00 € (Public & private partnership, FUA supported grants...)	2019: basic infrastructure 2020: infrastructure 2020-2021: pilot project 2022-nnnn: full operation.
Objective 2	Action 2.1.	MOM SUP, MOM MUVOON, FUA assembly	160.000,00 € (FUA fund through variety of projects (LAAS, Ministries, TUS...))	2019: infrastructure 2020: pilot 2021-.....: operating
Objective 3	Action 3.1.	MOM SUP, MOM GIC, MUVOON,	200.000,00 € (EU digitalization investment funds...)	2019-2021
Objective 4	Action 4.1.	MOM JPGSZ, MOM SUP, MUVOON,	10.000,00 (Municipality of Maribor)	2019: Research 2020-.....: New tax 2021-2022: Evaluation.