

THE CITY OF PRAGUE

Protection or Development ? Strategic Dilemma of Historical Cities

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International Conference in Lukang, Taiwan
November 15th, 2011

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2. Prague Strategic plan
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CITY PROFILE OF PRAGUE







PRAGUE – MAIN ROLES OF THE CITY



- **Capital of the country**, centre of political representation and state administration, centre of other institutions of national and supranational significance
- **Gateway to the Czech Republic** and the main transaction centre, attracting and negotiating international contacts and activities
- **Country's centre of learning** with significant part of the Czech Republic's "knowledge industry"
- **Centre of highly successful enterprises**, above all in service, telecommunications, finance and printing sectors
- **City of tourism** (300% increase in Prague from 1990, one of the most dynamic sectors and a cornerstone of the city's economic development)
- **Centre of tertiary sector** (represents more than 80% of generated GDP and provides about three quarters of all employment in Prague)

PRAGUE – THE CITY PROFILE

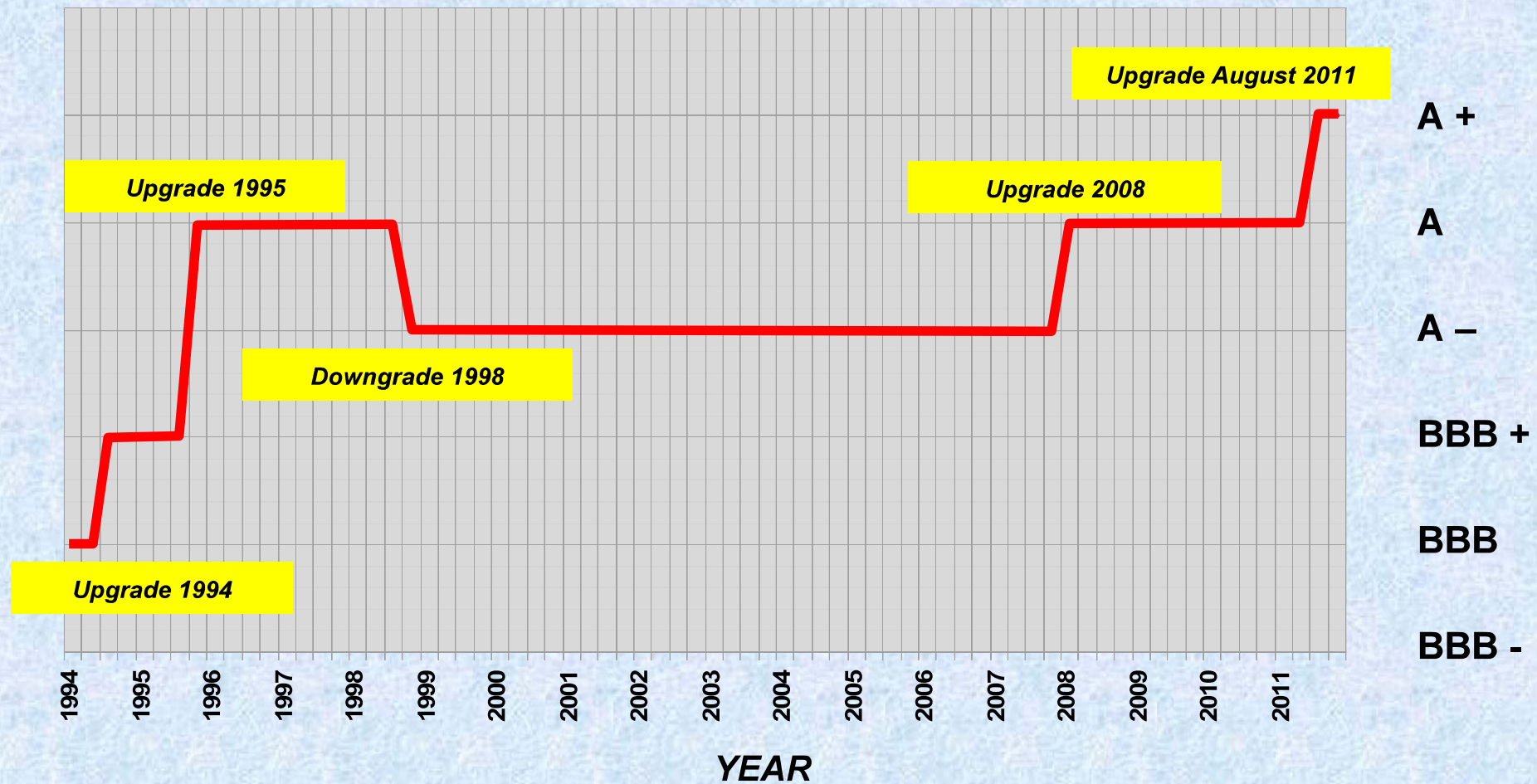


The most dynamic and most productive region of the whole Czech Republic

Area size	496.1 km ²
Population (in June 2011)	1.260 mil. inhabitants, (1.6 mil. with visitors and commuters) stabilised, increase in the number of foreigners
Education (in 2010) [over 15 years population]	9.7% basic, 61.4% secondary, 28.9% university level
Age structure (in 2010)	12.8% pre-productive, 70.8% productive, 16.4% post-productive (23.4% over 60 years)
Share on CR GDP (2008)	approx. 25,3%
Per capita GDP (2008)	EUR 30 560 (in PPS EUR 43 301)
Share on investments in CR (2007)	28.1% / 45% (total direct foreign investments)
Rating	A+ (Standard & Poor's)
Commuting to work	150 000 (95 000 from Central Bohemia Region)
Tourism (2010)	12.1 mil overnight stays (10.9 mil foreigners)

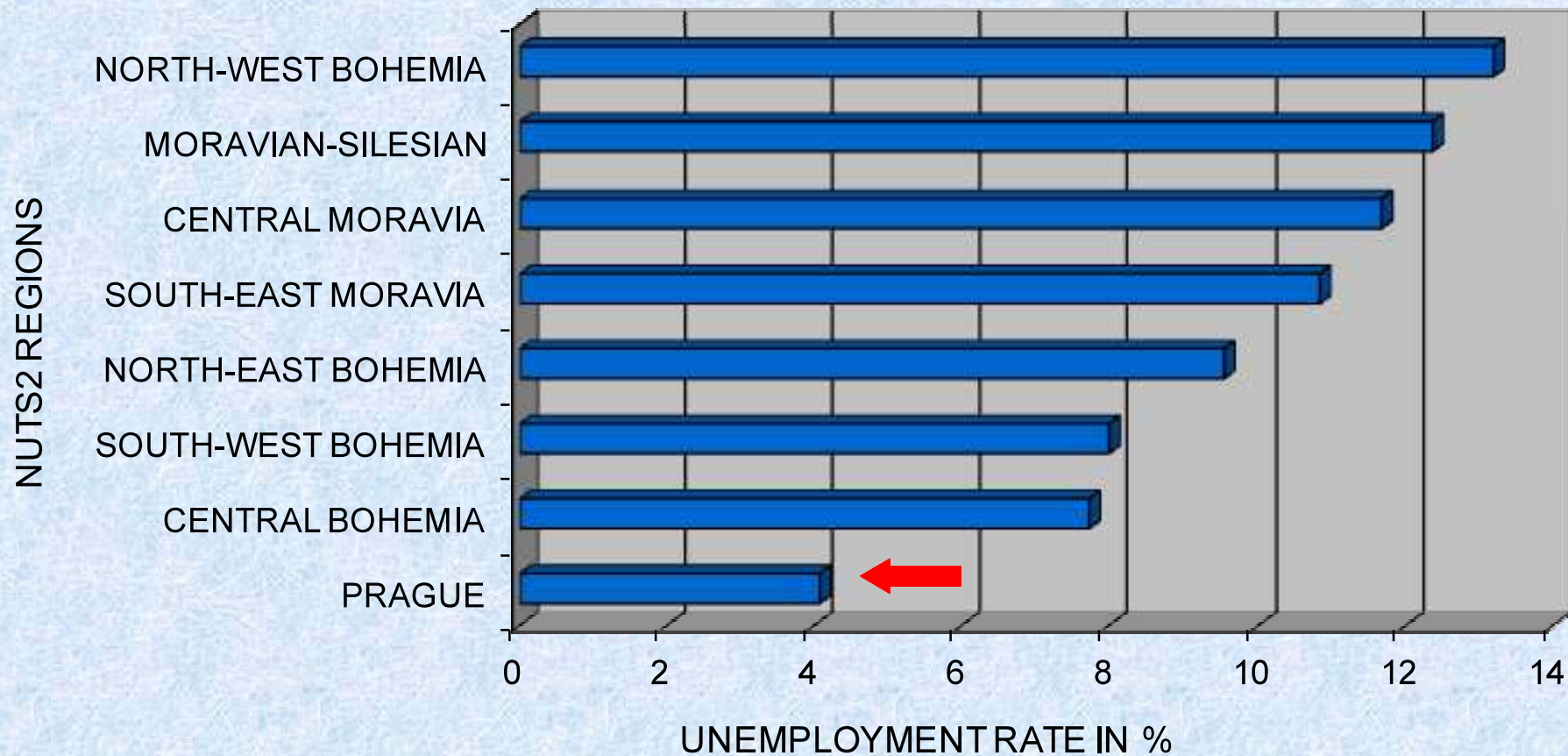
PRAGUE FOREIGN EXCHANGE RATING HISTORY

Long-term „A“



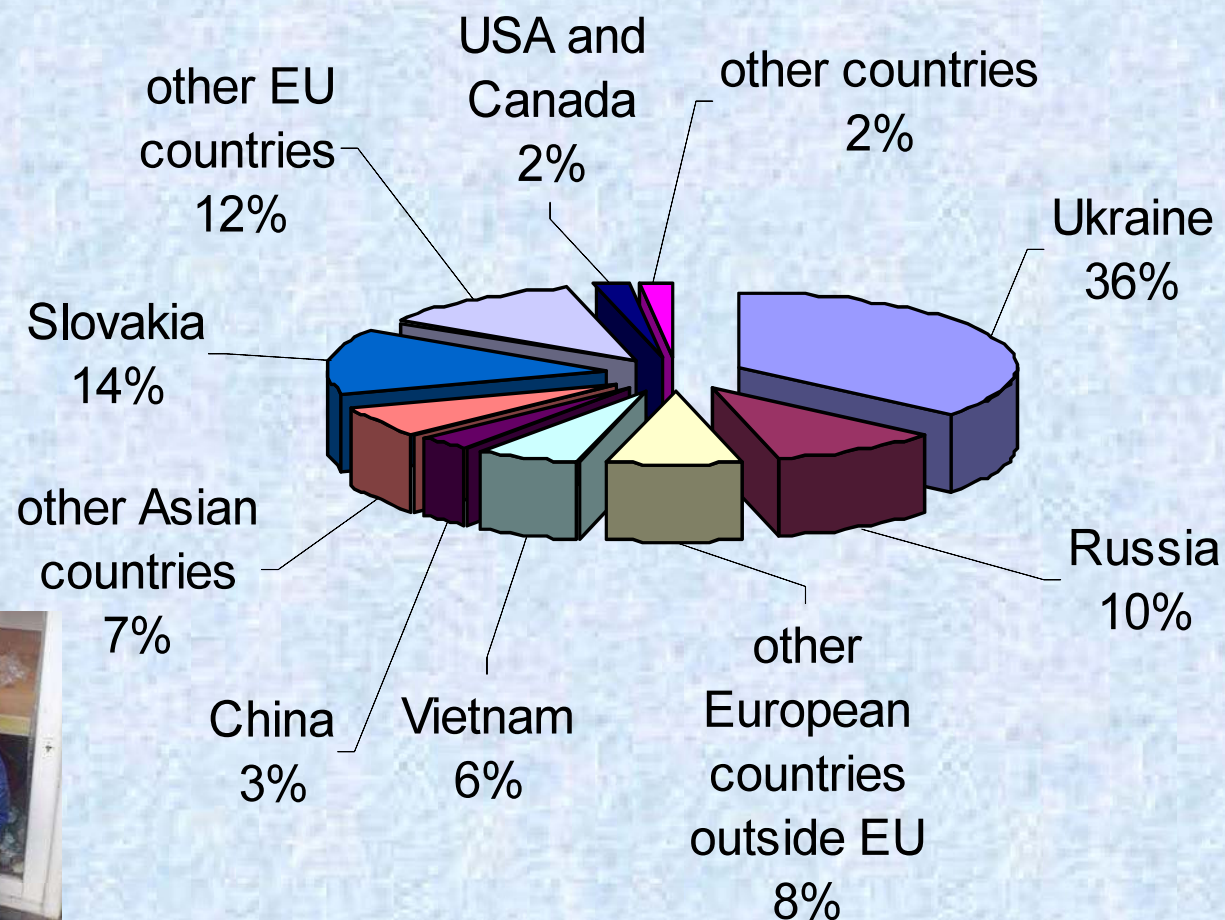
UNEMPLOYMENT IN CZECH REPUBLIC

(in NUTS 2 Regions up to December 2010)



FOREIGNERS IN PRAGUE

(LEGAL STAY IN 2007)



CONTEMPORARY PRAGUE IS SUCCESSFUL ALSO IN INTERNATIONAL COMPARISON



- Among 13 important cities of Central Europe, Prague
- is fourth regarding GDP per capita (purchasing power recounted)
- has one of the lowest unemployment rate
- has the highest share of graduates among economically active population
- has the highest rate of passengers transported by public transport per capita
- has the third highest capacity of bed-places in hotels and similar establishments
- is fourth regarding the number of realized congress meetings (according to ICCA)

(The cities compared were Berlin, Bratislava, Budapest, Dresden, Frankfurt am Main, Cracow, Ljubljana, Milan, Munich, Nuremberg, Prague, Warsaw, and Vienna)

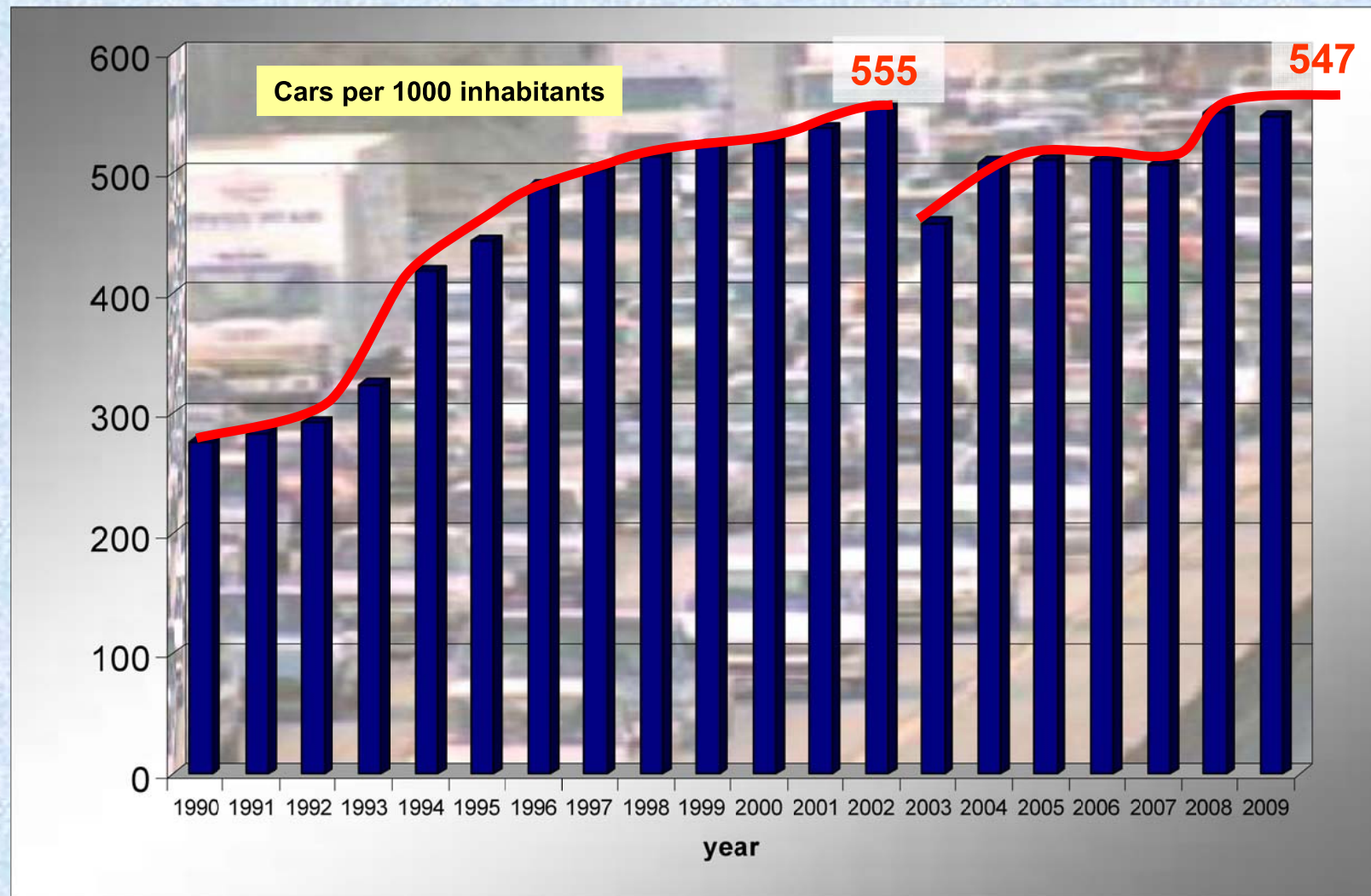
CONTEMPORARY PRAGUE ALSO FACES NUMBER OF SERIOUS PROBLEMS



- Competitive environment is getting tougher and tougher especially in the times of global economic crisis
- Investors has recently targeted rather southeast and east of Europe, which means Prague has to employ new methods and tools to become more “attractive”
- Prague represents a typical “ageing city” and must tackle its unfavourable demographic situation and problems at the work market
- Technological infrastructure of Prague is – despite all the recent improvements – obsolete and requires continuous renewal and restoration
- Some parts of the city still suffer from excessive noise, water and air pollution, and other environmental problems
- There is too much cars in Prague (739 motor vehicles per 1000 inhabitants in 2010), which leads to the problems in traffic and to worsening of the city environment

CAR OWNERSHIP IN PRAGUE

1990 - 2009



557 cars per 1000 inhabitants in 2010 !











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City Development Authority Prague, Strategic Planning Department









PRAGUE STRATEGIC PLAN

PRAGUE – MAIN CITY'S STRENGTHS

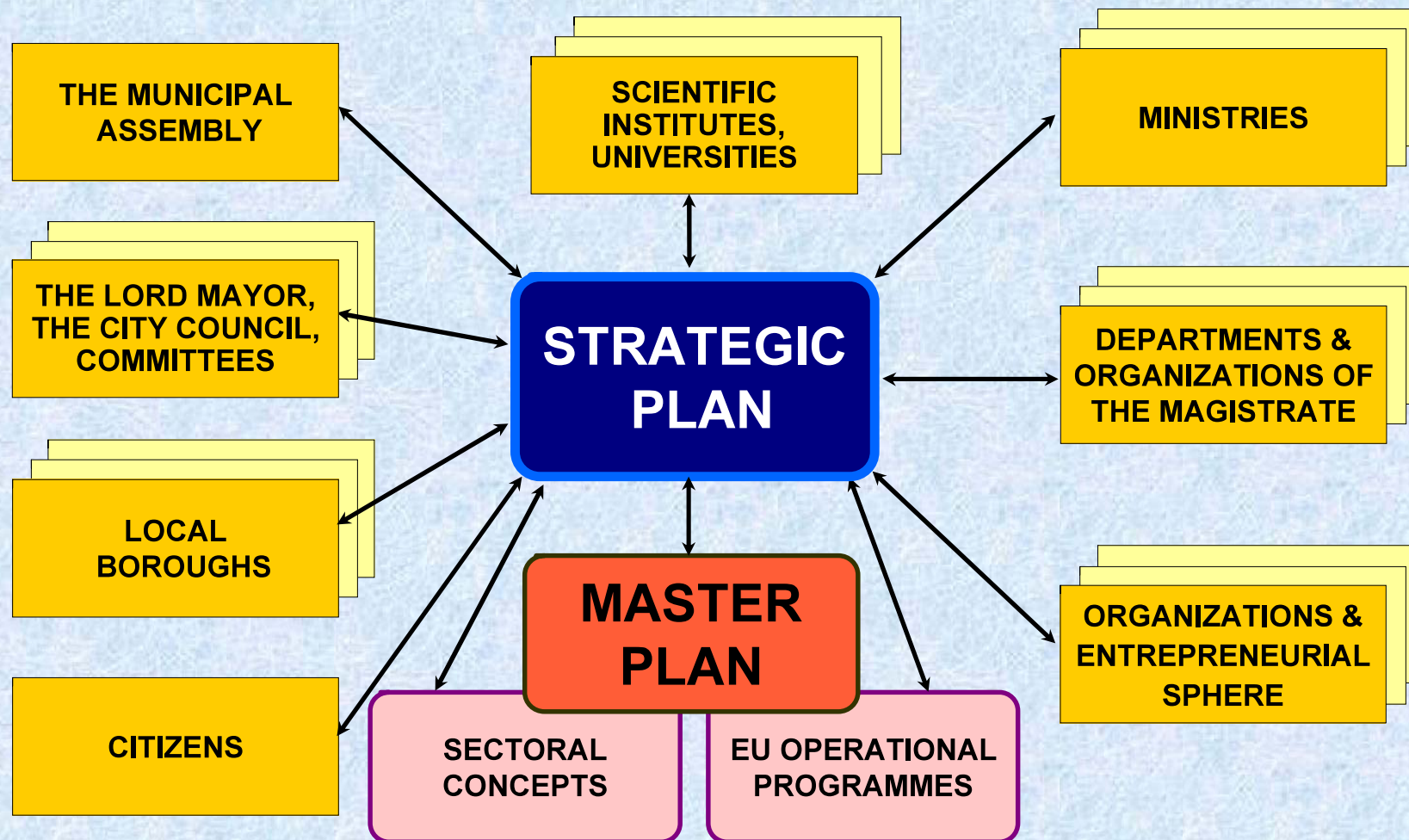
- Advantageous position in the heart of Europe
- Unique and well-known genius loci
- Spiritual, intellectual and cultural tradition
- Quite exceptional natural and urban values
- Economic and human potential of the city
- Good reputation and well-developed private sector
- Balanced social structure and good social stability
- Attraction for foreign investors and visitors

FROM THE WORKSHOPS ...



PRAGUE STRATEGIC PLAN

PARTNERS AND LINKAGES



STRATEGIC PLAN FOR PRAGUE

ADOPTED BY MUNICIPAL ASSEMBLY IN MAY 2000



PRAGUE STRATEGIC PLAN - UPDATE 2008



- Long-term conceptual document
- Sets objectives, priorities and directions in finding solutions for key issues of city development over a 15-20 year period
- Prepared in combination of bottom-up and top-down method; approx. 20 workshops
- Approved in 2000, updated in 2008

POLITICAL SUPPORT IN MUNICIPAL ASSEMBLY

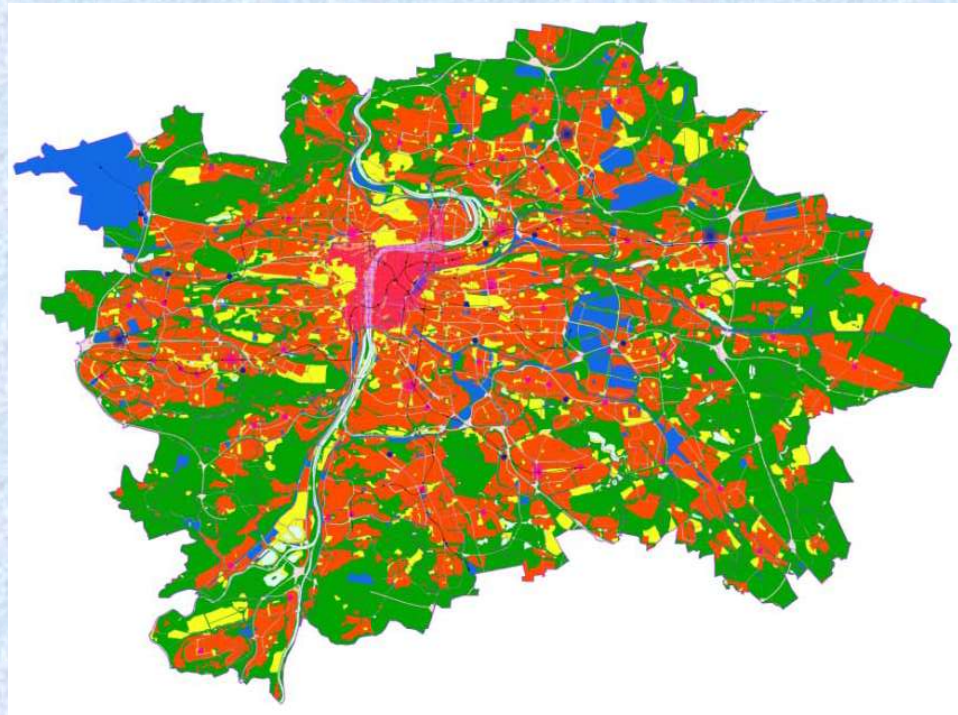
FOR	54
AGAINST	0
ABSTAIN FROM VOTING	2



DRAFT OF A NEW MASTER PLAN



- Decision on procurement 5/2007
- Plan specification 5/2008
- 1st Draft of the Plan 10/2008 => Negotiation with City Districts
- Final Draft 8/2009 => Public Proceedings 11-12/2009
- Plan issuance in 2014 ?



NEW CHALLENGES

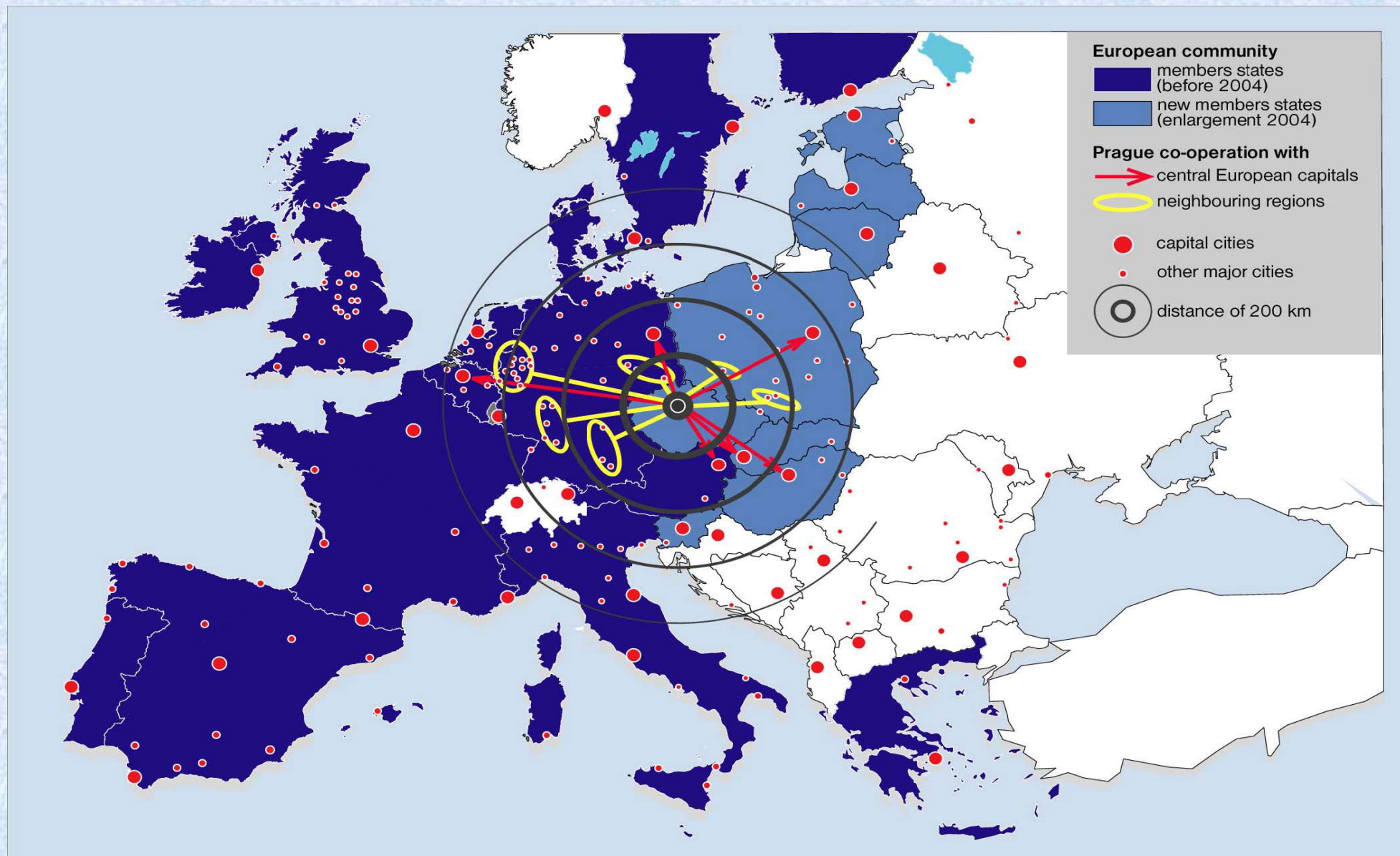
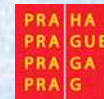
THE PROGRAMME FOR THE IMPLEMENTATION OF THE PRAGUE STRATEGIC PLAN FOR THE 2009-2015 PERIOD EMPHASISES THESE PRIORITIES IN PARTICULAR:

- 1) To strengthen the importance and economic performance of Prague in the Czech Republic as well as in new Europe by implementing the city innovation programme**
- 2) To maintain current high attractiveness of Prague**
 - by further expanding and reconstructing its traffic and technological infrastructure
 - by preserving and improving its environment
 - by systematic care for historical heritage and cultural values of the city
 - by improving living conditions in the city for both citizens and visitors
- 3) To ensure safe environment for Prague inhabitants and visitors by way of a collaboration of public service, police and citizens.**

PRAGUE IN ENLARGED EUROPE

Successful and Respected City

PRAGUE'S LINKS WITH EUROPEAN STATES AND CITIES





PRAGUE
PRAGUE
PRAGUE

EXPOREAL 2006, MUNICH, GERMANY

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MIPIII 2006, CANNES, FRANCE

City Development Authority Prague, Strategic Planning Department



MIPI 2006, CANNES, FRANCE

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