



InnoCITÉ

How to improve competitiveness of small-medium cities under the influence of larger urban centres



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Forum

Strategies for attracting and maintaining economic and commercial activities in small and medium-sized towns: Koper



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Content



- **Content**
- Basic facts and figures
- Context for the Strategy for maintaining economic and commercial activities
- Contribution of Innocite project
- Conclusions

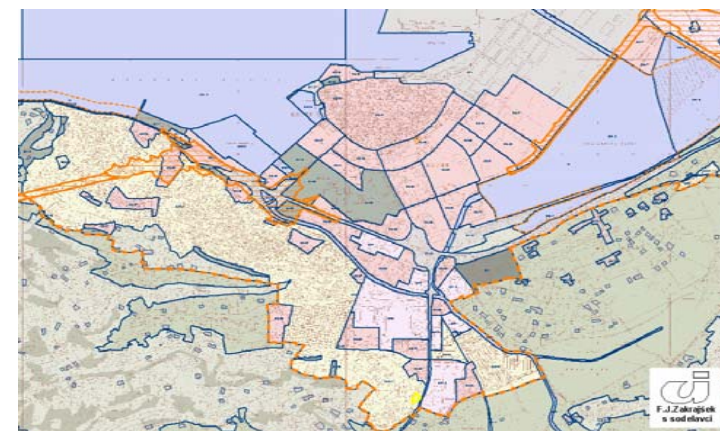


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- **Position:**
 - Karst-Coast stat. region;
 - Borders with I and CRO;
 - Adriatic sea;
- **Population** (2008):
 - Region: 107.062 (2007)
 - Municipality: 49.682
 - Town: 23.553
 - Historic town center: 5.485
- **Economy struct.** (2007):
 - Agriculture 1,6 %
 - Industry 14 %
 - Services 74 %
 - Construction 9 %



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- Koper is located in the vicinity of Triest



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Context for the Strategy for maintaining economic and commercial activities



Political context:

- Powerful Mayor, Party with absolute majority in City Council;

Municipal priorities:

- investments in historic town center:
 - Coastal perimeter,
 - Main streets in old town (Verdi street, Cankar street),
 - Public buildings (Taverna – salt warehouse, Theatre),
 - Passenger port, Marina,
 - Urban furniture, Urban green spaces,



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Context for the Strategy for maintaining economic and commercial activities



- Investments in historic town center

• Northern perimeter/Severna obvoznica	1.656.948,00
• Coastal promenade/Pristaniska street	827.222,00
• South-Eastern perimeterVojkova street	3.058.775,00
• Verdi street	666.585,21
• Cankar street	2.610.396,00
• Taverna event hall	275.000,00
• Municipal marina	3.401.687,00
•	2.209.324,00
• Urban furniture	189.807,00
• Total	14.895.744,21



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- **Examples of realised town renewal projects**



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- **Examples of realised town renewal projects**
- Koper Coastal Revitalisation: N perimeter/ Severna obvoznica
Coastal promenade/Pristaniska street





Context for the Strategy for maintaining economic and commercial activities



- **Examples of realised town renewal projects**
- **Mandrač – Space for Events**



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Context for the Strategy for maintaining economic and commercial activities

- Examples of realised town renewal projects
- Cankarjeva, Verdi streets,





Context for the Strategy for maintaining economic and commercial activities



- **Examples of realised town renewal projects**
- **Vojkova street**





Context for the Strategy for maintaining economic and commercial activities



- **Examples of realised town renewal projects**
- Urban green spaces, urban furniture



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Context for the Strategy for maintaining economic and commercial activities



Municipal priorities:

- Tourism development - TOK;
 - Coordinates a network of TICs ,
 - organises events (cultural, sport, leisure, market...);
 - Coordinates a calendar of events;
 - Prepares Information bilten: Koper – doživi/vivere
 - Coordinates events in the period od visits of big cruisers
 - Many other activities: Arrangements of abandoned shop windows,



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Context for the Strategy for maintaining economic and commercial activities



- **Conclusions:**
 - + MO Koper invests into town center;
 - + Effective TOK established, which develops and diversify its activities;
 - Lack of participative approach (inhabitants, small business - shopkeepers);
 - Lack of balanced spatial development: (large shopping malls in a walking distance from historic town center)
 - Massive investments in perimeter, modest in inner urban tissue,



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Contribution of Innocite project



- Contribution of Innocite project

Objectives of a pilot project:

- Enhance competitiveness of Koper town center in a broader cross-border context,
- Enhance competitiveness and quality of life in a town center;
- Establish sustainable cooperation of business actors located in town center in the process of TCM;



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Contribution of Innocite project



- **Content of Koper pilot project**
- **1. Cooperation in common Innocite project activities**
- **2. Analitical work:**
- Research 1: **Position of Koper town in the cross-border urban network;**
- Research 2: **Position of business in town center – point of view: business actors;**
- Workshop: SWOT analisys, identification of priority action fields
- **3.Synthesis: Programme of post-project activities**
 - Vision, goals and strategy of town center development
 - Action programme (on the ground of analitical work and workshops);
 - Proposal of »governance structure«



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- **Findings of analitical work**
- Position of Koper town center in the urban network
- In general, urban network relations has not change substantially in last ten years (in spite of becoming a EU member);
- Ljubljana is still dominant macroregional center;
- Presumptios, that the influence of neighbouring EU centers (Triest, Gorizia) would enhance after the accession to EU, are not confirmed by the study;



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Contribution of Innocite project

- **Results of the research and SWOT workshop:**

- **Identified strenghts:**

- Attractive urban environment,
- History and rich cultural heritage;
- Attractive and recently renewed coastal promenade of the town;
- Attractive traditional commercial parts of the town;
- Cleaness, safety for visitors,

- **Identified weaknesses :**

- Accessibility by car, for delivery of goods and visitors;
- Numerous closed shops and business premises;
- Modest quality of shops,
- Lack of attractive programmes to attract visitors;



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Contribution of Innocite project



- **Identified opportunities:**

- tourism development,
- further development of events (also on alternative, not exposed locations in town center);
- improvement of organisation of service suppliers;
- strengthened town marketing;
- improvement of accessibility;
- proceeding with town renewing;

- **Identified threats:**

- Further construction of shopping malls in the immediate town surroundings would contribute to further decline of retail in the town center;
- Further trend of closing down shops/business premises would seriously endangered the development of still vital activities;
- Translocation of public services, i.e. schools, municipal administration, state offices etc.



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Contribution of Innocite project

- Conclusions
- MO Koper invests substantial efforts in revitalisation of the historic town center,
- In spite of investments and efforts in tourism development, there is still room to involve new actors and new issues;
- Innocite project is contributing to upgrading TCM in MO Koper



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Thank you for your attention!

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