

## CITYWALK WP5

# SUMMARY DESCRIPTION OF PILOT ACTION

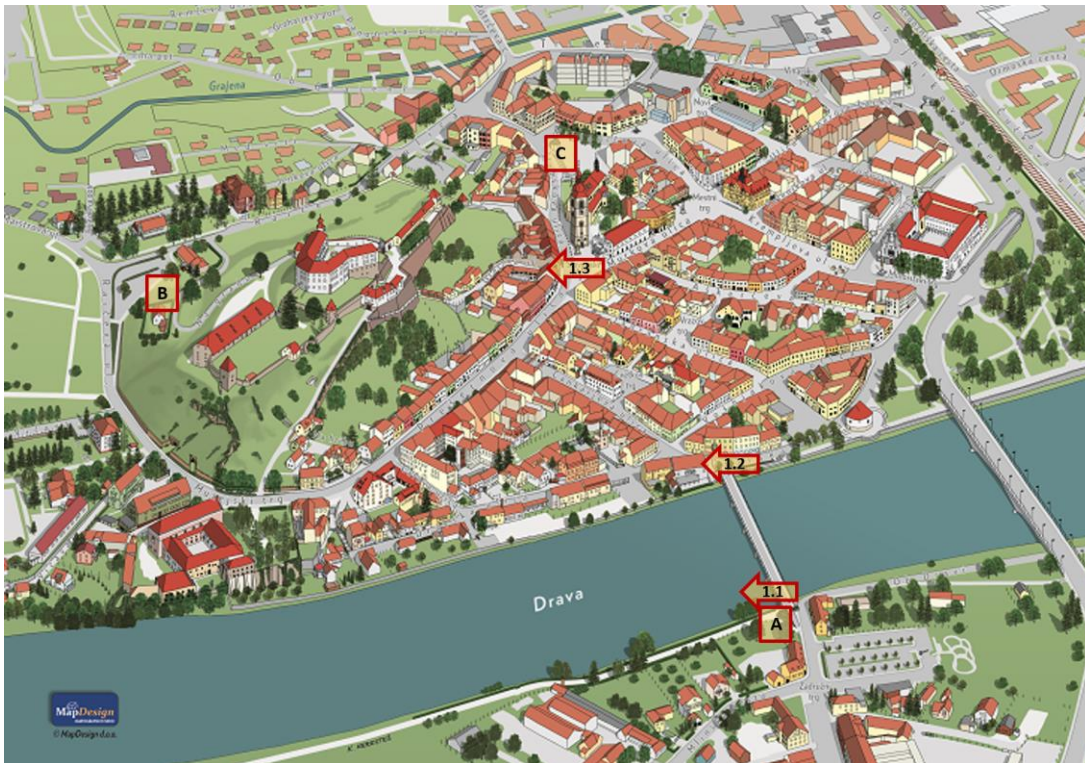
(TEMPLATE)

1 Identification table	
Title of the pilot action:	Design and signpost highlighted walking route - <b>walkcity speak</b>
Name of the city:	PTUJ
Country:	SLOVENIA
City size (no. of inhabitants):	23.162
Type of intervention:	Individual Walkability Action(s) Non-Complex Walkability Intervention(s)
Implementation period:	Design of signs: August 2018-February 2019 Installation (set-up) of signs: March 2019 - May 2019
Person to contact for more information:	Name and position: ROBERT NOVAK, Senior Project Officer
	Email: <a href="mailto:Robert.novak@bistra.si">Robert.novak@bistra.si</a>
	Phone: 00 386 2 748 02 64

## 2 Location of the intervention within the city

Location of the pilot action implementation is the old town of Ptuj: the main junctions in the city (streets and squares).

Together with the key stakeholders in the city (Municipality of Ptuj), we determined the location for implementation and installation of information boards and signposts:



Within of the City Walk project we implemented the Phase 1 (FAZA 1), in the future the Municipality of Ptuj will continue with implementation of Phase 2 (FAZA 2) and set-up a new info boards (signs) and signpost.



### 3 The problem(s) the pilot action addresses

The City of Ptuj didn't have a plan for an overall image and a comprehensive arrangement with urban equipment (including marking elements: boards and signs).

For this reason, the Municipality of Ptuj started with an approach of comprehensive editing of the city in accordance with the best practices and the latest (modern) guidelines for the comprehensive editing of streets, squares, parks and other public areas in the city.

Since this field has so far been unsettled, the city has started to prepare the Catalog of Urban Equipment in the old city centre of Ptuj.

The existing situation that we want to edit in the city is shown below:



In the frame of the CityWalk project, SRC Bistra Ptuj and Municipality of Ptuj decided for implementation of the pilot action – design and produce new and modern info-touristic boards and signposts which should help all visitors of the city for easier orientation and guidance around the city.

The Catalog of urban equipment for the old City centre of Ptuj was prepared, which included guidelines for the city to be organized in the field of editing with used equipment (benches, baskets, signs, boards, signposts, lights, other).

Signs indicating the distance/walking time to certain services and facilities, identifying a walking route (a tourist route that continues in the city, for example), signs informing drivers about pedestrian zones, etc.

A group of stakeholders, which influence the development and overall image of the city: the Municipality of Ptuj, SRC Bistra Ptuj, the Ptuj Institute of Tourism, the Common Municipal Administration of the Spodnje Podravje municipalities (spatial planning) and the external expert in the preparation of the catalog of urban equipment have been involved.

The city has decided to prepare a catalog of urban equipment, with which it wants to integrate the public space.

Together, we have developed solutions for the overall arrangement of the city, provided solutions and guidelines for arranging custom-made visitors in the future.

The city is aware that people need high quality streets, squares, parks, overpasses and playgrounds, so that individuals can stay, socialize, play, move and recreate. The quality of life in the city depends on the opportunity provided by the adequately equipped surfaces. Urban equipment plays a key role in improving the state of the open space of the city, making the city experience more enjoyable, as well as staying more comfortable and safe in it.

The CityWalk project will truly contribute to improving the quality and interest for walkability in the cities, improving and integrating urban equipment.

With the new 3D info/signboards and signposts prepared within the CityWalk project, we will make the first step towards a comprehensive arrangement of space in the city center of Ptuj.

## 4 The methodology applied

On the basis of several annual proposals and initiatives from various experts and institutions, and on the basis of good practices (at home and abroad) and the CityWalk project, a group of stakeholders - a working group (organizations or persons responsible for city development, experts and political decision makers).

The working group participated in the preparation of guidelines for the city's integrated development of urban equipment (catalog of urban equipment).

The Working Group met at several working meetings, met several times on the field (centre city), checked out the current situation and submitted the proposals to the document preparers.

In accordance with all requirements (protection of cultural heritage, spatial planning, etc.), the working group prepared the most appropriate solutions for the implementation (determination of

the form of the board, design of the map, determination of locations for the placement of signs and signs, obtaining appropriate approvals, etc.).

Guidelines - the catalog of urban equipment has been approved by the Municipal City Council of the Municipality of Ptuj, which is the highest authority to confirm such documents and investments. After more than a year of coordination and preparation, a planned pilot action was carried out. In the future it is necessary to continue the work, involve experts and the public, and provide adequate resources for implementation (municipal budget, EU projects, private funds).

## 5 The specific activities carried out

The old towns under the protection of cultural heritage, should include institutions that are responsible for the protection of cultural heritage (Institute for the Protection of Cultural Heritage), since from the point of view of the protection of cultural heritage it is important to define the elements of urban equipment, which are permanently installed in the space. This applies on all elements of urban equipment (boards, signposts, benches) which, due to their location, size and characteristics of materials, have a major impact on the image of the city and the presentation of the historical substance.

All stakeholders and decision makers in the development of the city need to be included.

*In this section you need to describe what have you done specifically. Break down your main activities into specific steps. Be as specific as possible but avoid using jargon. Don't forget: this document should enable other cities to adapt the pilot action you have implemented!*

## 6 Outcomes and expected results

### Pilot action – SRC Bistra Ptuj (LP) - for city Ptuj

Equipment (signposts, 12 pcs. and info-touristic boards, 3 pcs.) is a part of or fully represents an investment item. Design and signpost highlighted thematic walking route - **walkcity speak**.

Ptuj produced two maps of city centre with walking points and informations:

- 3D photorealistic panoramic „interactive“ map of the city center of Ptuj for the needs of digital presentation on the Internet, in social media and other digital media,
- 3D illustrated panoramic map of the city center of Ptuj and creating additional detailed illustrations of sights for use in tourism.

We produced, designed and set up the boards:

- 3 large boards (approximately 1,1 x 0,85m) with new 3D-maps (which will replace the old boards in the city),



- 12 pcs. signposting highlighted thematic walking routes - a circular route plan along the old town center with the installation of smaller directional signposts that will mark the sights, the times of walking to the sights and direction.





We hope and wish that the city will recognize the significance of the pilot project within the CityWalk project and continue the planned, with integrated management (editing) of the city (streets, markets, parks and other public spaces) with urban equipment in accordance with the latest guidelines and good practices (from home and foreigners). This will begin with the preparation of a municipal decree, which will regulate in more detail the implementation of the Catalog of urban equipment for the old town core of Ptuj.



With implementation of pilot action we all expect a major improvement in pedestrian safety in old city centre (streets, squares, parks other public space).

## 7 Necessary resources

Financial	Total costs	Sources of funding
	<i>Equipment: 3.922,06</i> <i>Infrastructure: 995,52</i> <i>Total: 4.917,58</i> <i>External: 9.485,95</i> <b>TOTAL: 14.403,53</b>	CityWalk project, SRC Bistra Ptuj Municipality of Ptuj Ptuj Institute of Tourism
Human	CityWalk project (SRC Bistra Ptuj) manager and coordinator, Municipality of Ptuj (employees of project office, Department for the investment) Ptuj Institute of Tourism (graphic designer) Municipal Administration of the Spodnje Podravje municipalities (employees of Department of spatial planning) Institute for the Protection of Cultural Heritage (conservators)	
Other	External expert (designer, architects and landscape architects, producers of metal structures and tables etc.)	

## 8 Summary of key lessons

A group of stakeholders have been involved, which influence the development and overall image of the city: the Municipality of Ptuj, SRC Bistra Ptuj, the Ptuj Institute of Tourism, the Common Municipal Administration of the Spodnje Podravje municipality (spatial planning) and the external expert in the preparation of the catalog of urban equipment.

The city has decided to prepare a catalog of urban equipment, with which it wants to integrate the public space.

Together, we have developed solutions for the overall arrangement of the city, provided solutions and guidelines for arranging custom-made visitors in the future.

The city is aware that people need high quality streets, squares, parks, overpasses and playgrounds, so that individuals can stay, socialize, play, move and recreate. The quality of life in the city depends on the opportunity provided by the adequately equipped surfaces. Urban equipment plays a key role in improving the state of the open space of the city, making the city experience more enjoyable, as well as staying more comfortable and safe in it.