

RESUME

In this document we have tried to capture the main problems that the Brno city center faces in connection with its depopulation. Our task was to identify possible reasons why this occurs and to propose solutions that would revive the center, which would then become a representative showcase of the Moravian metropolis.

We approached very systematically in order to implement this task. First, we briefly described the characteristics of Brno at the beginning. In the next step we focused on the designation of specific problems which may have contributed to degrade the popularity of the city center as a place for spending leisure time. Thus, we specified five areas in more detail. We chose only three of these issues - traffic and parking, leisure time and recreational activities, and last but not least we focused on retail. Before the actual processing of the design section we had specified the target groups which influence events in the city center most and which can affect these events, too.

The design section is based on an analysis of individual areas. Resident parking solutions are proposed in chapter about transport and parking. We also stated experience related to this issue from Pilsen and Prague-Letňany. We would like to support the idea of application called "Park and Ride" put into practice. In this context we mentioned the possibilities of parking organizing. We also proposed that a better website or mobile application could be created, as it would provide with an overview of available parking spaces. The current website seems insufficient to us, as far as these purposes are concerned.

In the next chapter dedicated to leisure time we proposed alternative transport options in the center. We are for implementing cycling traffic in the center throughout the day, when it would be possible to ride in the tramlines. Also we would like to propose the introduction of rental bicycles and Segway, which would be supplemented by other related services. In this chapter we could not leave out Namesti Svobody. We would like to alter the function of screen located in the upper part of the square. In our opinion it would be appropriate to return to its original function and make it a bulletin board again. In the final section of this chapter we came up with an entirely new concept of meeting points that we called "Čekátka". It would be a sort of shelters complemented by interactive boards with a list of local businesses and upcoming events, which would be placed at important locations in the city. We also focused on expanding green areas in the city center, which we believe is scarce. We suggested to plant trees on the Benesova street and also to bring pots of flowers to the Namesti Svobody.

We also propose to revitalize the Moravian Square and place some cafe or a bar there. As a further enticement for people so that they visit the center we can also revive the tradition of the acquisition of new sculptures and we would introduce small stages at which present artists from the local art schools and foreign musicians from the twin cities could present their art. As a final project in this

section we introduced the Roman Square, which is in our opinion, is a romantic places. We are for a design concept that came with the division of the square into two parts - a more intimate and an open area. Farmers' markets are held there currently. They could be replaced by a mobile ice rink in the winter.

In the last chapter we dealt with the issue of retail. We propose establishing an office near Brno City Council that should mainly serve to prompt new tenants to lease commercial space in the center. We were also discussing problems of the Vietnamese dealers in the southern part of the center and we think that it would be appropriate to make this unattractive part something exotic by moving some of the establishments into a larger building and attract supporters of foreign cultures. Also, we did emphasize the importance of supporting actions that make shopping an extraordinary experience. In this case holding of "shopping night" would be appropriate. Furthermore, we noted the importance of retail networks, which are created by the Agency Rovnan promo study. As a final idea for the attractiveness of the center as a place to shop, we major shopping street shall be called "Brno's shopping mile" to promote this idea, we would distribute materials presenting local shops and gastronomy.

There were lots of really good ideas suggested during the discussions about the design section. To maintain the conceptual solution, however, we chose only some of them. If any of our proposals managed to be applied in practice, we believe that with our small contribution the level of Brno center would improve.