Perception of urban brownfields in Brno

Bryn Greer-Wootten
Petr Klusáček
Josef Kunc
Stanislav Martinát
Annett Steinfuehrer

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Outline of the presentation

I. Introduction
II. Questionnaire survey - methodology
III. Sample information
IV. The selected preliminary results of the questionnaire survey for Brno
V. Discussion
I. Introduction – 1)

• **Why brownfields?** They are connected with many other important problems - e. g. environmental pollution, urban sprawl, crime....

• **Previous research projects** - (e.g. projects – VW, REURBAN) - issue of brownfields in the urban spaces

• **Current research projects:** (1) Destiny of Czech post-industrial landscape and (2) Revitalisation of urban brownfields.
  Comparative analyses, best practices and open research questions in Eastern Germany and the Czech Republic
I. Introduction – 2)

- After 1989 – Deindustrialisation process in Brno – impacts on the urban structure
- – e.g. new apartment dwelling house and unused textile factory Vlněna in Brno
I. Introduction - 3)

- revitalisation of the brownfields in Brno – apartment dwelling houses (about 270 new flats) – Křenová/Masná – new street Zderadova
I. Introduction – 4)

- The most famous example of brownfield revitalisation – Vaňkovka - „from a metal factory to the shopping centre and other services“
II. Methodology – 1)

• Questionnaire survey was realised in Brno in cooperation with Masaryk University (Dr. Kunc) in the summer 2009.

• The results are based on analysis of the answers from 382 respondents.

• The spatially the research was realised in two central parts in Brno: (a) City Core (Náměstí Svobody, Česká, Zelný trh, Špalíček) – medieval city – area within former city walls (181 respondents), (b) Inner city (Vaňkovka, Mendlovo náměstí, Pekařská, hlavní nádraží) – close surroundings of the medieval city (201 respondents).
III. Sample information – 1)

- Gender of respondents

- Male: 51%
- Female: 49%
III. Sample information – 2)

- Education of respondents

- Basic and middle/high school without matriculation: 37%
- Imatriculation: 12%
- University: 51%
III. Sample information – 3)

- Age structure of respondents

- Young adults = 18 – 24 years of age
- Adults = 25 – 35 years of age
- Middle-aged = 36 – 49 years of age
- Older = 50+ years of age
What kind of image comes to your mind when you hear the word "brownfield"?
IV. Preliminary result for Brno – 2)

- Which project concerned with re-using some “falling apart, i.e., neglected” and “presently not in use” (for example, closed-down factories, mines, out-of-use military barracks, etc.), or plans for revitalization of these facilities, comes to your mind and you judge it to be most successful for Brno?

![Pie chart showing the percentages of responses. 68% of respondents did not know, 21% voted for Vaňkovka, and 11% voted for other locations in Brno.]
In your opinion, do the unused and deteriorating facilities (for example, closed-down factories, mines, out-of-use military barracks, etc.) in the area of Brno city cause:

- Serious problem: 46%
- Problem of considerable concern: 16%
- Problem without serious importance: 17%
- Don't know: 21%
The project Vaňkovka changed the former factory to the shopping centre? Do you think that this project was:

- Very good: 50%
- Good: 35%
- Average: 13%
- Bad: 1%
- Very bad: 1%
Do you agree or disagree with the following statement: “The realization of the Vaňkovka project -- for the historical centre of Brno -- was “A definitely positive gain, since it started the necessary development of the City Centre and therefore it increased the attractiveness of the City Centre for shopping.”
Do you agree or disagree with the following statement: “The realization of the Vaňkovka project -- for the historical centre of Brno – was “Probably (possibly) a gain, but it caused a decline in the number of visitors to the historical centre
Do you agree or disagree with the following statement: “The realization of the Vaňkovka project = Negative effect - A possible “depopulation” of the historical centre, since most of the visitors went to Vaňkovka area
If you have to make a choice about shopping area between historic centre or Vaňkovka. Do you usually decide for:

- Historical centre: 61%
- Vaňkovka project: 35%
- Don't know: 4%
The re-construction of the unused and deteriorating places/locations/objects in the city area should proceed with: (1) **with very sensitive care**, i.e., to enable the use of the currently existing buildings, because of their very important heritage value and their historical witness to certain time periods; (2) **with moderate care**, i.e., protect selected objects only, according to their current state and their archaeological value (on a case-by-case evaluation basis) and substitute the rest with new architecture; or with (3) **architecturally brave approach** – basically clear out all disintegrating and unused objects (except for buildings protected by the law) and create an image for these locations with the use of modern architecture.
IV. Preliminary result for Brno – 10

- The locations containing some deteriorating and unused objects in the Brno city areas should be used again and primarily for:

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<th>(1) for production</th>
<th>(2) for services (e.g. business and shopping)</th>
<th>(3) for new public housing</th>
<th>(4) for new green spaces</th>
<th>(5) for recreational and sporting activities</th>
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- Ranking not given: 110
- Fifth in importance: 110
- Fourth in importance: 110
- Third in importance: 110
- Second in importance: 110
- First in importance: 110
For those projects already completed (e.g. Vaňkovka, Zderadovo centrum.), what are the problems with them?

- Do not see any problems: 49%
- Too many single-purpose uses: 45%
- Other problems: 6%
If you had the choice of living in an apartment in an old/rebuilt factory [lofts] or living in a standard apartment building, which one would you choose, and why?
Do you worry about possible pollution (in water, in soil) for using the areas containing the neglected and unused objects (for example, closed-down factories, out-of-use military barracks, etc.)?
In your opinion, which financial sources would be able to secure the repeated use of areas with neglected and unused objects (for example, closed-down factories, out-of-use military barracks, etc.)
IV. Preliminary result for Brno – 15)

- Do you consider the existence of areas with neglected and unused objects (for example, closed-down factories, out-of-use military barracks, etc.) in Brno to be the sign of its decline?
IV. Preliminary result for Brno – 16)

- Overall, how do you evaluate the Brno city policy in utilization of areas with unused and deteriorating objects?
In the framework of Brno city, which area with existing unused and deteriorating objects is the most problematic one?
IV. Future research activities

• Results for Ostrava has not been analysed yet (The similar structure of questionnaire survey for Brno and Ostrava with some differences)
• The partial analysis of data for Ostrava – next task
• The main objective - an article focused on brownfields issue using data from both surveys (Brno and Ostrava)
Thank you for your attention! Any questions?