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INTRODUCTION

The Urban Development Concept lays down the main directions of development for a city over the long term (for 15-20 years) by setting out and harmonizing economic, social and environmental objectives. The Urban Development Concept of Győr City with County Rights was prepared in 2005 and was adopted by the Local Government of Győr City with County Rights with Resolution No. 131/2005 (V. 5.).

In 2012 the Government of Hungary adopted a decree on urban development concept, integrated urban development strategy and means of urban planning as well as certain legal instruments of urban planning (314/2012. (XI. 8.). Pursuant to the Decree, the content requirements of the Urban Development Concept changed, which led to the need of revising and updating the concept of 2005.

This revision and updating is needed not only due to the introduction of the Decree, but also because of remarkable changes in the social, economic and environmental situation of the city that occurred in nearly over a decade.

External factors have changed:

- market and economic conditions, investment tendencies have changed (effects of the global economic crisis),
- aspects of less importance have come to the fore recently, e.g. energy efficiency, environmental protection, climate change and innovation,
- the EU cohesion policy was renewed, and in this context (partially), the national regional development concept was refreshed and regional (county) and sectoral planning operations were carried out.

Internal factors have changed:

- social (demographic) and economic processes of the city have changed,
- the sphere of responsibilities and competence of the local government have changed significantly (institution maintenance, public education, general education, etc.)
- experiences and results of developments from the last period are available.

Meanwhile, the Central Statistical Office published its figures on the 2011 census, meaning that the planning can rely on more recent data then it would be possible based on the concept of 2005.

The urban development concept is prepared on the basis of a **preliminary assessment** under Article 5 of Government Decree No. 314/2012 (XI. 8.) conducted by Universitas-Győr Nonprofit Kft. in November 2013. The preliminary assessment was approved by the General Assembly of Győr City with County Rights in January 2014. This Urban Development Concept is a revision and update to the concept prepared in 2005. This means that this concept:

- takes over, without any or with slight modifications, all parts of the 2005 concept that are still considered valid,
- updated the all parts of the 2005 concept with current data that relied on outdated and old data,
- replaced all parts of the 2005 concept with new parts that are not considered valid anymore,

	Orban Development Concept for 2014-2030
supplemented the previous concept with requirements set forth in Government De	new sections that are required under the content cree No. 314/2012. (XI. 8.).

1. VISION

Motto: "Health, Culture, Innovation. Future starts in Győr."

1.1. The vision of Győr in terms of its social, economic, surrounding, natural and built environment

In 2030 Győr is going to be a city offering high quality residential, entrepreneurial and cultural environment both by national and Central European standards. The city is going to maintain its strong positions in the automotive and machine industry and to successfully diversify its economy in the areas of environmental and health industry, sports industry and economic services. It is going to provide an appropriate number and quality of jobs for the entire city and its surroundings. The city's capacity to innovate is based on the close cooperation of the economy and the higher education research and development, the qualification and creativity of the people living in Győr and the high quality of services available in the city for the support of sustainable growth. The city preserves the special values of its built and natural environment and enriches them with new values. Győr has a vibrant cultural and artistic life; its touristic appeal is high both in domestic and international terms.

1.2. The vision of Győr regarding its regional role

The Preliminary Assessment to the Urban Development Concept and Integrated Urban Development Strategy of Győr City with County Rights (hereinafter referred to as 'Preliminary Assessment') conducted in 2013 forming the foundation to this work assessed Győr's geopolitical situation in the Central European core area and its proximity to capitals of the region experiencing a lasting dynamic development (Vienna, Bratislava and Budapest) and their easy access by virtually all means of transport, as a **strength** from the aspect of "Spatial structure, situation of settlement network, appearance in development concepts". The regional influence (economic, educational, cultural, institutional, consumer market) of Győr is going to see a constant growth; its directions are going to become stronger over the borders of the country and the country as well.

Nowadays, Győr is the city with the most dynamic development in the Hungarian settlement network (population, stability, conurbation process, economic potential and its ever diverse composition, favourable transport and access routes, an abundance of services, high-quality living conditions). In Northern Transdanubia Győr is considered the economic centre, however this function was supplemented with a leading role in community services (education, healthcare, culture, sports). Győr represents itself in various national development concepts as a large city.

However, the Preliminary Assessment found that it is a **weakness** that the definition of its unique position in the growing Central European core area is not sufficiently determined, and, as a consequence, neither is its future development. Organizational, institutional, economic and cultural tendering ties with the capitals of the core area and neighbouring regions and major settlements are moderate, not definitive; the support or integration of these ties into developmental directions have not been observed so far.

The Central European core area might experience a more dynamic growth in the upcoming 10 years with beneficial effects on the city of Győr (growth of agglomeration, development in the transport routes, interconnection of economic bases for example in the field of automotive industry), which creates an **opportunity**. The economy and community services (higher education, culture, sports) can gain more impetus in development through international cooperation. The results achieves so far provide favourable conditions for bringing new

activities (services, production systems, institutions) and connections (suburban transport, local government cooperation inside and across national borders) into the city, partially in their organization.

However, large cities in the Central European core areas luring away the majority of highly qualified labour force and offering better conditions for businesses built on knowledge and innovation, poses a **risk**. The large cities, predominantly county seats of Northern Transdanubia continue to compete for various new functions, the competition of cities might become more intense (appearance of county-level development resources) requiring a new type of cooperation. In the formation of national development projects, the current favourable situation of Győr might stave off development resources, while it is the new activities and connections meaning a high-quality renewal that are in need of central (EU, state) funding.

While assessing Győr's role in the region, it should be noted that the city and its surroundings coexist in a **conurbation-type** relationship. Over one-third of jobs in the city are not held by city dwellers, and the city fulfils numerous administrative functions in the region. People living in the region can only lead their live by taking advantage of the city's infrastructure. This dependence, however, is mutual. The labour market of the city is exhausted, hence without the labour force of the conurbation populace the capacities of production units would drop significantly. The maintenance of numerous public education institutions would become uncertain without the attendance of students arriving from outside the city.

The main areas (priorities) of conurbation relationship are the following:

- establishing and maintaining a well-balanced economic structure in the region,
- harmonized real estate and housing policy,
- harmonized education policy,
- development of regional infrastructural elements (Győr-Gönyű harbour, Győr-Pér airport and related infrastructural elements: necessary bypassing roads, connecting roads, railways),
- common tourism development and marketing policy (Győr and its region brand),
- development of public transport,
- enforcing interests assertively in the process of county and regional development and planning,
- common and harmonized tendering activity.

Based on the above, the vision of Győr regarding its regional role can be defined as follows:

Győr is the economic and social centre of Northern Transdanubia with close regional and international ties with the cities of the Central European core area. The city established a unique position in the fields of both economic (automotive industry) and community services (education, culture, sports).

Győr and its conurbation provide the jobs needed for the constantly growing population of the region as well as ensure high standards of living conditions, outstanding infrastructure, and a wide range of education, healthcare, social, cultural and sports services.

1.3. Identification of the principles of urban planning

In its preface, the Urban Development Concept of 2005 declared that the guiding principle of urban planning is **ensuring sustainable development**. The statements of the concept can be seen as valid still today:

Sustainable urban development requires an all-encompassing planning approach. The key is to bear in mind the three pillars of sustainable development equally, namely environmental, socio-cultural and economic development.

Sustainable urban development from an environmental aspect primarily means making decisions through thinking over the long term with a cross-generational mindset; a level of consumption that can be ensured even in the long term; bringing emissions and used resources (e.g. fuel, construction materials, areas selected for construction, etc.) safely back into the cycles of nature and systems established by humans. In order to meet these objectives, the use of primary resources, the urbanization of agricultural lands and the consumption of raw materials need to be reduced to a sustainable level; green house gas and waste emissions attributable to human activities shall be reduced, and human health shall be protected, for instance from noise and accidents.

From a **social** aspect, sustainable urban development means the satisfaction of basic human needs, ensuring mental well-being, preservation of community values and good governance (democratic decision-making, involving the community in the preparation of decisions, taking efforts to reach consensus). The solidarity holding the urban community together or the equal or at least fair distribution of burdens and benefits of changes, cannot be disregarded when contemplating decisions or alternatives, either if neighbouring lands, blocks of apartments, city districts or entire settlements are concerned.

From the aspect of **economy**, sustainable urban development means a diversified and crisis-proof local economy with high productivity and innovation potential. The precondition to innovation is high-quality education, research and development, strong micro-sized, small and medium-sized enterprises and a commitment to sustainable development.

Local Agenda 21 sets forth four principles upon which the long-term development of Győr would be possible:

- sustainability,
- value-mindedness,
- competitiveness,
- inclusion.

Based on the above, the guiding principles of urban development in Győr can be defined as follows:

Urban development shall be based on the application of the environmental, social and economic aspects of sustainable development.

This means that the following guiding principles need to be taken into consideration:

Establishing and maintaining balanced societal conditions:

- democratic decision-making,
- solidarity holding the community together and fair distribution of burdens,
- fighting against segregation,
- ensuring the equality of opportunities,
- facilitating the formation of a physically and mentally healthy society.

Establishing and maintaining balanced economic conditions:

- diversified local economy,
- high productivity and level of innovation,
- supporting local micro-sized, small and medium-sized enterprises,
- supporting research and development.

Establishing and maintaining balanced environmental conditions:

- applying the compact city principle,
- protection of high-quality arable lands,
- protection of the values of natural and built environment,
- increasing green areas and areas dedicated to recreation.

2. OBJECTIVES

2.1. Identification of objectives serving the comprehensive development of Győr

1. Society

By further strengthening its existing regional role, Győr should become a cross-border knowledge centre building upon the outstanding quality of education, culture and sports. Local society should be particularly active and healthy, also in a national comparison; the degree of social differences within the city should remain sustainable and manageable.

2. Economy

The added value produced by economic operators in Győr should increase at a pace exceeding the average of Hungarian large cities, and, at the same time, the sectoral diversification of economy and the network of relations between economic operators should improve.

3. Built and natural environment

3.1. Built environment

The quality of built environment should reach that of the best European cities of comparable size. The city should maintain and preserve the good condition of its architectural heritage, and enrich it using the means of contemporary architecture. The city should renovate and maintain its public areas, and increase their attractiveness.

3.2. Natural environment

The city should maintain and preserve the good condition of its special natural environment with emphasis to its rivers and waterside areas. Its green areas should be constantly renewed, and their functionality and attractiveness should be improved. Harms to the environment should be minimized, and a balanced environmental condition should be upheld.

3.3. Technical infrastructure

In addition to the continuous development of the quality and accessibility of urban transport, the energy used for their operation should be reduced significantly, and the proportion of renewable energy use should be increased. The city should ensure an appropriate number and quality of housing and full public utilities provision.

4. Energy efficiency, climate protection

The land use policy of the city should be formulated with energy efficiency taken into consideration. The city should increase its use of sources of renewable energy for its energy needs. The aspect of energy efficiency should be given priority in construction, renovation and city management. Győr should become a good example of energy efficient city management ("smart city").

2.2. Identification of the zones of partial objectives and interventions*

2.2.1. Vision, principles of urban development, relationship of the overall objective and partial objectives

Motto	"Health, Culture, Inno	ovation. Future starts in	Győr."									
Vision	In 2030 Győr is going to be a city offering high quality residential, entrepreneurial and cultural environment both by national and Central European standards. The city is going to maintain its strong positions in the automotive and machine industry and to successfully diversify its economy in the areas of environmental and health industry, sports industry and economic services. It is going to provide an appropriate number and quality of jobs for the entire city and its surroundings. The city's capacity to innovate is based on the close cooperation of the economy and the higher education research and development, the qualification and creativity of the people living in Győr and the high quality of services available in the city for the support of sustainable growth. The city preserves the special values of its built and natural environment and enriches them with new values. Győr has a vibrant cultural and artistic life; its touristic appeal is high both in domestic and international terms.											
				3. Built and natural environ	ment	4. Energy efficiency, climate						
	1. Society	2. Economy	2. Economy 3.1. Built environment 3.2. Natural environment infrastructure									
Overall objectives	1. By further strengthening its existing regional role, Győr should become a crossborder knowledge centre building upon the outstanding quality of education, culture and sports. Local society should be particularly active and healthy, also in a national comparison; the degree of social differences within the city should remain sustainable and manageable.	2. The added value produced by economic operators in Győr should increase at a pace exceeding the average of Hungarian large cities, and, at the same time, the sectoral diversification of economy and the network of relations between economic operators should improve.	3.1. The quality of built environment should reach that of the best European cities of comparable size. The city should maintain and preserve the good condition of its architectural heritage, and enrich it using the means of contemporary architecture. The city should renovate and maintain its public areas, and increase their attractiveness.	3.2. The city should maintain and preserve the good condition of its special natural environment with emphasis to its rivers and waterside areas. Its green areas should be constantly renewed, and their functionality and attractiveness should be improved. Harms to the environment should be minimized, and a balanced environmental condition should be upheld.	3.3. In addition to the continuous development of the quality and accessibility of urban transport, the energy used for their operation should be reduced significantly, and the proportion of renewable energy use should be increased. The city should ensure an appropriate number and quality of housing and full public utilities provision.	4. The land use policy of the city should be formulated with energy efficiency taken into consideration. The city should increase its use of sources of renewable energy for its energy needs. The aspect of energy efficiency should be given priority in construction, renovation and city management. Győr should become a good example of energy efficient city management ("smart city").						

^{*} The chapter was made by taking into account the 2005 Urban Development Concept and the 2008 ICDS.

				4. Energy efficiency,				
			3.2. Natural environment	3.3. Technical infrastructure	climate protection			
Partial objectives	Solidarity-based and inclusive society	Modern, efficient industry	Polycentric city	Development of green areas	Environmentally friendly transport	Energy efficient land use		
	ensuring the equality of opportunities maintaining existing jobs, creating new ones maintaining and encouraging an inclusive society	Establishing a Győr-centred technological region – Győr Career Model for the Automotive Industry encouraging the appearance of knowledge-intensive industries	renewal and modernization of urban public areas development of gate regions	maintaining "green fingers" providing microclimatic effects	development of urban individual means of transport and parking development of public transport development of bicycle routes establishing an intermodal transport hub development of harbours development of Győr-Pér Airport and related infrastructures	applying the compact city principle revitalization of brown-field areas applying an economical management of space and arable lands strengthening the real estate strategy of the local government		
	Democratic local governance	Diversified local economy	Continuing urban rehabilitation	Revitalization of waterside areas	Full public utilities provision	Increasing the proportion of renewable energy sources		
	contribution to ensuring the operating conditions of NGOs contribution to ensuring the operating conditions of churches	development of logistic sectors development of tourism in the framework of a regional cooperation strengthening a differentiated commercial provision development of creative sectors	block rehabilitation, continuing block excavation preservation of historical sites and their value- maintaining renewal	rehabilitation of river beds integrating floodplains into the network of green areas, creating a continuous network of public waterside esplanades	waste water disposal and management, rainwater drainage, network rehabilitation flood protection, water regulation waste management, waste recovery	giving preference to solutions entailing minimal pollution to the environment and providing highly reliable supply supporting energy efficient development programmes		

Healthy society	Supporting economic development with soft programmes	Creating high-quality living environment	Protection of the environment	Energy efficient building
extension of healthcare and social services, improving their efficiency health awareness, prevention, awareness-raising development of facilities ensuring the possibility of lifelong practice of sports extension of possibilities for recreational activities protection of the elderly	promotion of entering the labour market activities encouraging the mobility of labour force life-skills and training programmes identification and development of companies and businesses carrying economic potential identification and	increasing the number of high-quality municipal rental apartments and improving their energy efficiency ensuring healthy living conditions fighting against the formation of slums (improving public security)	protection of water, air, soil, climate and wildlife protection of urban silhouette, protection of city view	 energy efficient reconstruction of existing pool of buildings continuing the panel building programme supporting the construction of low-energy and passive houses establishing a support scheme
• improving the standards of education • strengthening the role of the city as a culture centre, • strengthening the regional linkage of the population (local history, local culture, traditions)	development of scientific/research workshops based on market needs • facilitating the founding of start-up and spin-off businesses in relation to excellence • extension of possibilities to join international R+D+I activities			Energy efficient city management (smart city) • preparing a sustainable urban energy strategy • giving preference to energy efficient urban transport • establishing a smart energy distribution network • organizing urban services into a smart system • development of IT services

Priority 1 SOCIETY

Solidarity-based and inclusive society

» Ensuring the equality of opportunities

The fundamental issue of sustainable societal conditions is that society cannot turn away from the inclusion of deprived and peripheral groups, i.e. women, people living in extreme poverty, Roma people, the disabled, disadvantaged children and children facing multiple disadvantages, the elderly, as well as from the improvement of their living standards, ensuring their participation in society, thus creating a city for everyone. The Local Equal Opportunities Programme of Győr includes necessary measures for the period between 2013-2017. The programme needs to continue after 2017.

» Maintaining existing jobs, creating new ones

As a result of changes in the economic structure of the city after political transformation, the structure of employment was also subject to changes. The jobs disappearing because of this change of structure were replaced, and, what is more, Győr has a growing labour force demand that cannot be satisfied from its own administrative area. The qualification and working capacity of labour force in Győr and its region show an improving tendency. The rate of unemployment in Győr is the best in the country (at an average of 4% in 2014). This also means that the city has no labour force reserves.

This situation, however, could change in the future. In order to achieve this, also with a view to strengthen its regional role, the city should pay special attention to the protection of existing jobs and creating new ones. There are numerous means in the hands of the local government to do this. The most practical is to make work and living conditions attractive to businesses, including the reduction of the rate of local business tax (as it has been already cut at the end of 2013), the development of the industrial park or creating a beneficial regulatory environment.

» Maintaining and encouraging an inclusive society

The population of Hungary, including Hungarian cities, exhibits a declining tendency; however, due to the prominent role of Győr, there is a slight increase in its population, which is expected to persist because of the city's attractiveness and ever developing and growing economy. This is tendency constitutes a palpable disadvantage in competition for Hungarian "large cities" (Debrecen, Miskolc, Szeged, Pécs, Győr), that are small or medium-sized cities in European terms, since a great number of city dwellers means higher demand and is more attractive to multinational businesses looking for new locations. This is why the settling of new people and families in Győr should be promoted to increase available labour force. Considering the decline in Hungarian population, this might mean immigrants coming to the city in the long term, and the local population should be prepared to accept them.

Democratic local governance

» Contribution to ensuring the operating conditions of NGOs

The number, activity and influence of non-governmental organizations in the city are on the rise. They maintain themselves from membership contributions, municipal grants and resources from tenders. These organizations often use the property owned by the local government as venues for their events. The increasingly professional critical activities of

NGOs help the local government in its decision-making processes. The objective of the local government is to actively contribute to ensuring the operating conditions of NGOs, as it did in recent years.

» Contribution to ensuring the operating conditions of churches

Churches have an important role in the city's life both by caring for their congregation and carrying out societal duties. Their contribution is particularly significant in education and elderly care. The majority of their institutions are functioning in historic buildings defining the landscape of the city. The local government aims to keep supporting the discharging of societal duties shouldered by churches.

Healthy society

» Extension of healthcare and social services, improving their efficiency

The healthcare of city dwellers is provided jointly by institutions of the state and the local government of the city. The local government operates the institutions falling within its sphere of competence providing services partly to the population of the conurbation. The city plans to further improve standards of the healthcare and social services and enhance the efficiency of care in the future.

» Health awareness, prevention, awareness-raising

It is widely known that treating and curing diseases in an already developed phase is a less effective but more expensive way of preserving health. Preventing diseases is a much more effective and economical method, and an important element of this is conducting screening tests for the affected population. In addition to the above, awareness-raising and developing physical conditions are required to promote the healthy life-style of the population.

» Development of facilities ensuring the possibility of lifelong practice of sports

Győr has great traditions and qualities in competitive sports. Győr hosted numerous international sports events recently drawing attention to the city, and the city will give home to the 2017 European Youth Olympics Festival (EYOF). Besides competitive sports, the city puts great emphasis on the development of mass sports infrastructure, and, in relation to this, raising awareness and actively including the population by organizing sports events, is quite important. The development of sport facilities requires that existing and unfinished facilities are supplemented with additional ones to serve the purposes of recreation and healthy lifestyle (open-air sports fields, horse riding clubs, golf courses, jogging tracks, fishing spots, public baths and swimming pools).

» Extension of possibilities for recreational activities

Győr is and has been a distinguished touristic destination, but it still has reserves. The bath complex in construction in Sziget district could become the core of Győr's medicinal and recreational centre situated in a truly special natural environment surrounded by several rivers. In this district of the city and its immediate vicinity areas suitable for the extension of medicinal, recreational and cosmetic services, and for the strengthening of medicinal, wellness and sports tourism.

» Protection of the elderly

As a result of longer lifespan leading to longer periods spent in retirement, the elderly is more and more represented in society. This is why the protection of the elderly, including healthcare, home care, prevention of impoverishment, mitigation of loneliness and provide means to spend their lengthy spare time, should become a priority issue of the Local Government.

Cultivated society

» Improving the standards of education

Győr has a high-standard educational network offering a wide range of training programmes. The institutional network is used in great numbers by the region's population. As a border region, language knowledge plays an increasingly important role due to the growing tourism and the presence of numerous international companies; therefore, language training should be given greater importance in primary and secondary school education. However, the great number of students coming from outside the city, the freedom of choosing schools and suburbanization processes create new challenges to education. The basic requirement to a high-standard provision is ensuring that education is available near the place of residence.

Maintaining and continuously developing a high-quality vocational training is of high importance to the local industry (currently, this is a state responsibility, and the local government has not direct influence to it).

The economic development of the city is closely linked to the development of Széchenyi István University and the University of West Hungary.

The improvement of the quality of higher education requires that the following tasks are fulfilled:

- Establishing a campus as a centre of higher education, where virtually all disciplines are represented.
- Development of R+D+I profile and competitiveness (with a range of programmes and background institutions), playing an innovative and cooperative role in the technical and economic development of the region.
- Increasing the number of certified tutors and researchers to reach a level comparable to current university centres.
- Development of the programme portfolio, updating training programmes and HR development in accordance with international, national, higher-education zone and regional needs.
- Efficient operation and development of infrastructure and resources supporting education, research and practical training, strengthening practice-focused training portfolio, improving quality.
- Strengthening tutor and student mobility and international educational and research relations, development of doctoral schools.

» Strengthening the role of the city as a culture centre

Győr's cultural life is already prominent in Hungarian terms. In developing culture, existing factors with national recognition can be relied on (e.g. Győr Ballet, Vaskakas Puppet Theatre, Győr Philharmonic Orchestra, Győr National Theatre). However, the cultural standards of local society are not only defined by artistic institutions representing the so called 'high culture'. Győr could not be a recognized cultural and intellectual regional centre without the

cultural activities of permanent cultural groups (clubs, study circles, etc.), amateur artistic groups, individual creators and creator-artistic communities, civil organizations for culture, nationalities and churches, the institutional network of artistic education, etc., and the activity of their participants in great numbers and covering all age groups.

In addition to supporting the cultural activity of local society, the local government contributes to spending spare time meaningfully by maintaining its network of cultural institutes as well as organizing cultural and entertaining programmes and festivals. It is the task of the future to extend the cultural repertoire of Győr (e.g. establishing exhibition centres and galleries, supporting civilized places of entertainment). This task can be fulfilled by cooperating with private businesses, non-governmental organizations, in partnership with them. The role of cultural centre requires that Vienna-Bratislava-Győr relations are deepened in the areas of training, arts and research and development.

» Strengthening the regional linkage of the population (local history, local culture, traditions)

Localism is a significant driving force in a settlement. Győr has every quality required for localism to exert substantial force of development: valuable historic heritage in architecture, special natural environment, thermal riches, well-going economy, relative wellbeing in national comparison. The city has traditions and institutions to present its cultural heritage, and the city should not turn away from their future development. The local spirit of the population should be further-strengthened; they should be familiarized with the city's history, legends and values. By creating the "I love and know Győr" feeling, a lifelong commitment Győr can be established early in childhood.

Priority 2 ECONOMY

Modern, efficient industry

» Establishing a Győr-centred technological region – Győr Career Model for the Automotive Industry

Győr is traditionally one of the strongholds of Hungarian industry. The industrial restructuring that followed the change of regime had fundamental influence on traditional industrial companies seated in Győr, but the city managed to preserve its economic positions, and even strengthen them. The leading economic sector of today's Győr is the automotive industry with its centre at the continuously expanding facility of Audi Hungaria Motor Kft. (hereinafter referred to as 'Audi') and the supplier network connected to it. A lifelong perspective should be presented to the younger generation and professionals and families considering moving to the city in order to ensure the continuous provision of highly qualified work force and satisfy an extending services sector. The Győr Career Model for the Automotive Industry is a common thinking that should appear in all parts of life. By thinking systematically, local businesses, chambers and educational institutions should, under the coordination of the local government, draw the young talents of the future and professionals of the present, who can find a job and a home of their own in Győr.

Based on its current qualities it is reasonable to think about the Győr-centred "technological region", which is highly supported by the university, AUDI and the local government. To achieve this, the following tasks need to be fulfilled:

- strengthening the Vienna-Bratislava-Győr cooperation in the field of economy,
- strengthening the traditional economic relations of Győr,

- development of regional infrastructure with an economy-stimulating effect (this is primarily a state responsibility),
- strengthening the R+D+I activity, providing necessary infrastructure,
- extending services of modern economy (innovation centres, clusters, planning agencies, consulting firms, market research, marketing services, etc.) to the whole area of the region,
- distinguished support of SMEs (grants, providing access to information, encouraging tender participation),
- establishing relations between businesses and the local government (single-window administration, e-government, etc.),
- Providing content to the Győr Career Model for the Automotive Industry.

» Encouraging the appearance of knowledge-intensive industries

The development of knowledge-intensive industries in the city can be based on the cooperation with Széchenyi István University (electronics, IT, environmental industry). At this point the developments affecting the economy and the university are closely linked with the development of human resources being an important part:

- conscious, high-quality training (the two main higher-education institutes of the city should provide specialized qualifications in accordance with market conditions),
- supporting adult education to assist market operators,
- improving the cooperation of secondary and higher-education institutes and economic organizations,
- cooperation and relationships in training and education covering the entire economic attraction zone of the city,
- satisfying the infrastructural needs of technical research and development (research laboratories, instruments),
- increasing the range of high-quality business locations,
- increased support of the network of accredited vocational training.

Diversified local economy

» Development of logistic sectors

The geographical location of Győr provides excellent opportunity for logistic investments, primarily at the existing Győr-Gyönyű harbour (which has regional importance) and in the area of the Győr International Industrial Park as well as the Győr-Pér Airport and at the base of railway and road transport hub.

The Hungarian Defence Forces (HDF 12th Arrabona Surface-to-Air Missile Regiment) also play dominant role in the economic life of the city both as an employer and through its suppliers. In the future the identification of mutually reinforcing opportunities of common development areas is also important (e.g. utilization of Harbour-front loader).

» Development of tourism

Győr has outstanding features for the development of tourism. Its rich historic heritage, unique natural environment, thermal bath, geographical location (proximity to three capitals) and possibilities of spending spare time with culture all given an appeal to the city that distinguishes Győr from the domestic touristic sites and that is even measurable at an

international level. However, it should be recognized that competition in tourism is very intense both in the domestic and international stage, therefore, the boosting the tourism and increasing the number of overnight stays in the city requires considerable investments and an approach building on the conscious strategy of recent years:

- continuing the rehabilitation of the historical city centre (western part of the centre),
- including other city districts in tourism more intensively, particularly pending investments in the field of sports infrastructure,
- extending the range of touristic services in the city by including (joint tourism development and marketing policy) neighbouring areas (mainly Pannonhalma, Szigetköz and later the world heritage expectant Roman Limes (Ripa Pannonica)),
- quantitative and qualitative improvement of accommodation and restaurants (with special attention to the construction of a 5-star hotel),
- development of related urban and suburban transport infrastructure: developing the means of travelling into and within the city in a "tourist-friendly manner",
- enhancing the attractiveness of cultural events and their uniqueness,
- development projects relating to active tourism (extension of bicycle routes, investments into water tourism),
- implementing investments into medicinal and wellness tourism, development of baths,
- bringing additional notable international sports event to the city and utilizing opportunities offered by sports tourism (training camps, hosting preparatory tournaments on a national and international level) building on infrastructures relating to the European Youth Olympics Festival (EYOF),
- strengthening conference tourism, utilizing new investments in this area of tourism as well,
- development of the touristic attractiveness of the region and its regional combination (preparing a thematic attraction map and its continuous maintenance).

» Strengthening a differentiated commercial provision

After the political transformation large shopping malls started to appear in the city pushing trade towards concentration. According to a trade development study done in 2003, as a result of the concentration of trade, only shops situated in the pedestrian centre of the city centre have a reasonable chance to survive with the exception of shops selling special goods. The study, on the basis of indicators regarding purchasing power and the expected profitableness of retail shops, prognoses that due to the appearance of Árkád shopping centre, the market of mixed profile centre becomes saturated, and unexploited commercial potential can only be seen on the market of furniture and household electronics. This saturation on the market leads to a crowding out competition; that is, many of built shopping centres will close or be forced to change function at best. It would be important to examine the prognoses of the 2003 study and prepare a new trade development study. The sites previously selected for shopping centres in plans have not been built in completely, but currently this is not even possible due to this "standstill" of shopping centres. If the Local Government sees a possibility to it, investments that would be implemented in commercially unfavourably situated areas and do not have harmful effects on their environment, should be given preference (easy accessibility, brown-field rehabilitation area, etc.).

In addition to a limited construction of large shopping centres, the network of small shops located in residential areas should be supported, since these shops have fundamental influence on the capacity of providing everyday supplies to the population. The Local Government should use all tools at its disposal to establish at least one small store in each city district to

satisfy everyday shopping needs with a high level of quality. Special attention should be given to the traditional network of stores in the city centre (highly influencing tourism), where dominant element of development could be quality (exclusivity) and uniqueness (specialization).

» Development of creative sectors

For the development of innovative economy it is essential to take advantage of creativity and culture as well as to recognize and support industries related to them. Development requires new markets and services that further strengthen the competitiveness of the city in Europe. The multi-pillar economy of the city can be made more solid by developing creative industries (e.g. media industry, design, applied art) and supporting individuals and groups pursuing such activities.

Supporting economic development with soft programmes

Developing an economy is not always only possible through expensive investments, but also so called 'soft' programmes aiming to develop human resources. These are for instance programmes supporting individuals in entering the labour market, life-skills programmes, operation of training support system or identification of and supporting excellence of innovative businesses carrying an economic potential. In addition to regional and national economic relations, a more active involvement in international R+D+I activities is also of high importance.

Priority 3 BUILT AND NATURAL ENVIRONMENT

3.1. BUILT ENVIRONMENT

Polycentric city

The polycentric city, as a city structure considered to be modern, means that the single-centred nature of the city should be removed and the system of subcentres of individual city districts should be created. The task of the subcentres of a polycentric city is primarily to ensure the basic provision of neighbouring population, hence unburdening the city centre and road leading to the centre. There are similar subcentres already in some districts of Győr, while in others they are completely missing. Creating a polycentric city requires conscious planning and regulation.

» Renewal and modernization of urban public areas

Győr started renovating its public areas by reconstructing its city centre among the first in the line of Hungarian cities. The rehabilitation of Győr's city centre brought numerous national and international recognitions to the city, and played an important role in reviving the tourism of the city and strengthening localism in the city population. This needs to continue in both the city centre and in other parts of the city.

» Development of gate regions

Defining the positions of subcentres outside the city centre is necessary due to the size of the city and spatial arrangement of residential areas. Among these subcentres, the ones receiving visitors to the city (gate regions) should be given priority. The renovation works on public areas should be extended to other parts of the city (polycentres) as well; the objective is to provide each city district its own "main square".

Continuing urban rehabilitation

» Block rehabilitation, continuing block excavation

Continuing the rehabilitation of densely built blocks in the historical parts of Győr is not only important for improving the environment of residents, but also to utilize their commercial and touristic functions. At the same time, the excavation of low-density blocks located in suburban areas presents further possibilities for utilization and all this is done in line with the compact city principle. Block excavations facilitate the intensive use of underexploited areas within the body of the city, hence reduce extensive land use and building in valuable agricultural areas.

The rehabilitation of the city centre – among the first in Hungary – commenced in the 1980's and is still going on today. The success of this rehabilitation is proven by the Europa Nostra prize being awarded to the city in 1989 for reconstructing the part of the historical city situated within the city wall. Rehabilitation not only means the renovation of public areas, but also reducing traffic around them. The main task of upcoming years is to extend rehabilitation works to the entire area of the city centre.

The rehabilitation of Újváros district directly connecting to the city centre has been on the agenda for some time. The 1st phase of this project is still underway with EU funding. By the

renovation of architectural values of the city centre and reconstruction of environment (public areas) with an aim to improve quality, the city could become a new touristic attraction. Kossuth Lajos Street could develop into the centre of the district with a pleasant small-town character. The renovation should include the social rehabilitation of the neighbourhoods most threatened by segregation (Cinka Panna Street and its proximity).

The Sziget district has significant development potential: the wells of the district give medicinal water that can be used for medical purposes. By the construction of the thermal bath, the district's thematic development was started, which will provide the long-term opportunity of creating a medicinal centre. To do this, former industrial zones (oil factory, biscuit and waffle manufacture) and current undeveloped areas next to the public bath are available. The development of the district will be boosted by the 2017 European Youth Olympics Festival (EYOF) being organized here.

» Preservation of historical sites and their value-maintaining renewal

One of the main appeals of Győr is its rich architectural heritage and landscape and its protection and improvement is in the fundamental interest of the city. The protection of Győr's architectural heritage is a much bigger task than the rehabilitation of the city centre. One the one hand, the values of built environment do not limit themselves to the city centre, and other districts are also affected (Újváros, Sziget, Nádorváros, Gyárváros). On the other hand, part of the architectural heritage is private property, and the preservation of this value should also be ensured using other, indirect means.

Creating high-quality living environment

» Increasing the number of high-quality municipal rental apartments and improving their energy efficiency

According to the figures of the 2011 census in Győr, 7.9% of the city's pool of apartments was rental apartments owned by the local government. This figure is nearly three times the national average, but still deep under the Western European average. Income from rental apartments let by the local government have not been sufficient to cover maintenance costs for some years, thus the condition of rental apartments is continuously decaying. The dire conditions of empty apartments and some other apartments led to the formation of slums in some parts of Sziget and Újváros districts, which phenomenon is also confirmed by an opinion survey conducted on the population.

The occupancy of existing apartments (224 persons/100 apartments) is approximately equal to that of the European average, and can be considered fairly good. The 2.7% ratio of apartments with low comfortableness is also a good figure. Although this figure was 13.4% in Újváros district at the time of the 2011 census showing the social problems present in this city district, the social city rehabilitation project implemented in 2013-2014 managed to improve this figure. The number of dwellers is on the rise in Győr, hence the main driving force of residential construction is not only households becoming smaller and a need for high-quality apartments, but also a growing demand. If the demand for new apartments is satisfied by including new areas, then the demolition of existing residential buildings would be an increasingly urgent issue. Therefore, rehabilitation projects are of high-priority not only due to the preservation of historic values. The compact city principle requires that building in reserve areas indicated in the structural plan is only done gradually and in a coordinated manner, otherwise wasting areas would lead to a fall in the quality city services (public transport and basic services).

» Ensuring healthy living conditions

Healthy living conditions require both a healthy apartment and a healthy living environment. The technical condition of apartments in the city is improving in overall, but there is still a considerable amount of apartments in degraded conditions, including numerous rental apartments owned by the local government. A good health includes mental health, that living areas can be used without stress, that is, high level security, which is, according to local residents, inadequate in Újváros and Sziget districts.

Residential areas in the city are negatively affected by intensifying car traffic with the concomitant problems of noise and air pollution. This issue can be resolved by the reduction of traffic and giving preference to public transport. To achieve a healthy living environment, residential areas should be provided with sufficient green areas. However, in the course of constructions of apartment buildings in recent decades these areas were often built without green areas. According to microclimatic analyses, there are measurable differences in the climate of various districts within a city; large and consistent city districts without enough green areas have less favourable climatic conditions.

Making residential zones more liveable is a separate task: renovation of public areas and, possibly, giving the management of immediate surroundings of certain apartment buildings to the residents (there have been examples even in Hungary on the basis of good examples in other countries). The energy efficient renovation of houses in residential zones has been already started, and the programme should be continued.

» Fighting against the formation of slums (improving public security)

In order to fight segregation and the formation of slums resulting from the segregation of poorer population groups, the conscious (at least exemplary) development of real estate owned by the local government in decaying city districts and a rental apartment policy against segregation should be implemented. The experience shows that as a result of the fight against the appearance of slums, public security could improve significantly.

3.2. NATURAL ENVIRONMENT

Development of green areas

» Maintaining "green fingers"

One of the great features of the city structure is that so called "green fingers" stretching from the nature into the city structure (almost into the city centre) have been preserved (Bácsai Meadow, Bálványos, Püspökerdő, banks of Rába and Rábca rivers), and Ménfőcsanak and Győrszentiván have not grown completely together with the central area of the city. These structural qualities should be maintained and developed by supplementing green areas in the vicinity of nature with parks in the centre of the city and interconnecting avenues into a network of green spaces.

» Providing microclimatic effects

Green areas play an important role in the shaping the microclimatic conditions of the city. The natural character defining the city structure is rivers and backwaters as well as current and

previous floodplains. A special feature of the city structure is that river run across the city by going through the city centre. The Bercsényi gardens (former riverbed of Rábca on the border of Sziget and Újváros) have unique properties; it is one of the largest uninterrupted green areas of the city with some value trees to be kept. Since this area is the "backyard" of the two districts, its rehabilitation and the extension of its functions (in line with its green space character) would make it an important recreational, sports and cultural centre of the city.

The development of green areas might play significant role in defending against the harmful effects of climate change. In the parts of the city far from rivers, there growing demand for green areas and larger or smaller water surfaces (e.g. fountains) to provide a cooler microclimate. All this is to be provided in a situation where the water is becoming a scarce resource, and regulations of using water are becoming more stringent.

Revitalization of waterside areas

» Rehabilitation of river beds

The rivers of Győr are Moson Danube, Rába, Rábca and Marcal. Among these, the most remarkable is the Moson Danube that had importance in the defence of the castle in the middle ages, and now it separates various city districts. Following the regulation of rivers, the backwaters and loop lakes created a unique landscape. Over the decades, however, riverbeds have silted and hinder the city's waterways and the development of water tourism. It is therefore necessary to settle these riverbeds, which could significantly increase the city's touristic appeal. But prior to this the water level of the Moson Danube should be raised, which is a high-priority task of the state for the city and the Szigetköz as well.

» Integrating floodplains into the network of green areas

River floodplains are among the most valuable green areas and their more active integration into the city's network of green areas should be implemented. The uninterrupted and publicuse system of waterfront esplanades should be developed.

Protection of the environment

» Protection of water, air, soil, climate and wildlife

There was significant improvement in air quality in the nineties, but in recent years this stagnated even with a slight deterioration. Industrial output to sources of emission has greatly reduced, then since 1998 it slightly increased; emissions from energy usage declined, then stagnated; however, emissions from transport is continuously increasing and presents more and more problems. In the city there are still, under certain meteorological conditions, some smelly facilities disturbing residential areas (municipal sewage and sludge treatment, distillery).

There are water resources (Révfalu, Szőgye) and future water bases (around Gyirmót along the Rába and along the Danube Nagybajcs and Vének region) with high water flow located in fragile geological environment, in the administrative area. Activities are pursued in protection zones of water bases in several places that are considered potential sources of contamination.

The city is rich in watercourses, the water quality of rivers for the individual components is generally classified as "contaminated" or "sufficient", but in case of some substances tested, they fall into the "heavily polluted" category. Győr, mainly due to its rivers, is part of the National Ecological Network. The protection of these valuable but fragile areas as well as maintaining semi-natural conditions should be given great attention in carrying out interventions of urban development.

Road noise is among the most disturbing environmental influences affecting a considerable portion of the population. Railway noise in the region of Győrszentiván (Vasút sor) causes noise at a disturbing level. Noises generated by facilities affect much more limited area, but for those directly affected, these noises mean substantial disturbance.

It is a high-priority urban development principle of Győr that all measures aimed at environmental protection should strive to protect the health and improve the quality of life of the population.

» Protection of urban silhouette, protection of city view

Győr's exceptional features include the view of the Káptalandomb from the Rába estuary, the rivers running across the city and green areas situated alongside them as well as the landscape from the southern part of the central district; the Sokorói hills above the city.

3.3. TECHNICAL INFRASTRUCTURE

Environmentally friendly transport

According to surveys, the population is primarily unsatisfied with the condition of transport, including parking difficulties, traffic jams and pollution generated by vehicle transport. The solution lies in increasing the proportion of public transport, the extension of parking possibilities, further restricting the delivery of goods on road, improving the technical condition of road networks and marking additional traffic-free and traffic-restricted zones.

» Development of urban individual means of transport and parking

It does not an aim to fully exclude passenger car traffic in from the city, but it is necessary to maintain it within reasonable limits. In addition to pedestrian zone in the city centre, there might be need for creating zones free of car traffic in other parts of the city (e.g. Újváros, Nádorváros, Révfalu). The new, innovative applications of individual transport should be sought as well (e.g. community bicycle traffic system, renting electronic bicycles, etc.). *

Issues of parking affecting the most people are present in the city centre. The pedestrian zone of the city centre is quite extensive, hence passenger cars can only be parked on the periphery of the city centre, primarily in parking garages or deep garages. Outside the city centre parking difficulties occur at residential zones and around facilities attracting more traffic (e.g. hospital).

» Development of public transport

Győr has a well-functioning local bus transport system if compared to the structure of Győr and the standards of public transport in other Hungarian cities in general. In addition to an increasing transport burden, maintaining and improving the quality of urban transport can be best achieved by developing public transport. This includes the enhancement of the automated public transport controlling system and the renewal of vehicles with modern, energy-efficient and environmentally friendly ones.

^{*} The detailed development plan of the city centre that was already prepared in 1983 suggested that rentable, electronic cars (dodgem-like) could be installed in the historic city centre.

The operation of public transport is closely linked to land use: areas with a low density of buildings cannot be provided with adequate, frequent and comfortable public transport at reasonable costs. For this reason alternatives of development programmes that can be well-provided with public transport shall be preferred (compact city).

The detailed feasibility study of the project "Restructuring Győr's urban and suburban public transport system" assessed the possibility of including railway into the system of local public transport. The implementation of the project requires numerous investments (new railway stops, new lines, increasing the frequency of railway passenger transport service), however, it could significantly reduce the traffic burden of roads and improve the quality of urban life, therefore, the city strives to attain the objectives set forth in the study.

» Development of bicycle routes

The city already has a well-developed bicycle route infrastructure in a national comparison, which is more than 80 km long. Győr can be comfortably travelled through on a bicycle, so special emphasis should be put on the further extension of bicycle routes. Riding a bicycle is an environmentally friendly and safe manner of travelling, and its extensive use contributes to the reduction of the city's overall energy consumption. In all city districts the full construction of bicycle route network and developing an uninterrupted network of routes.

» Establishing an intermodal transport hub

The railway running across the city structure in Győr from east to west causes a lot of inconvenience in traffic organization, however, in overall it is very advantageous that the railway station is situated in the city centre. In the vicinity of the railway station, however, there are extensive underutilized areas owned by the state, the railway station itself is in need of reconstruction. By the reconstruction of railways and related areas, a modern intermodal hub could be established in the proximity of the railway station that integrates several modes of transport.

As part of the restructuring of the suburban transport system of the city, by the development of stops and their environment and building new stopping-places (e.g. Marcalváros, Újváros, Ménfőcsanak), several smaller suburban intermodal public transport hubs could be established (with capacities reflecting the actual demand), hence promoting the change between modes of transport and reducing the vehicle traffic of central districts of the city.

» Development of harbours

Győr is the city of rivers, the city aims to prioritize its river-water by establishing harbours. Components of water transport: cargo shipping, long-range regular passenger water transport, peri-urban pleasure boating, short-range regular water transport and rowing tourism.

- Cargo shipping and long-range water transport with ships having larger draught takes place in Gönyű port. Making the Moson Danube navigable over its entire length should be insisted (*state responsibility*) in order to make ship traffic unobstructed between Győr and Gönyű and enable larger ships to directly reach Győr.
- It would be sensible to place the centre of pleasure shipping at the pier located next to Dunakapu Square, further potential stops in the city include: Zoo, Mobilis, etc. There should be pontoon ports instead of pooled ports.
- Potential stops of yacht tourism are the stopping-places of pleasure shipping, and its centre is the entrance bay of Iparcsatorna.



» Development of Győr-Pér Airport and related infrastructures

The airport was first subject to development in 2003, when a 1450 m long asphalt-covered runway was built with all related infrastructure. As a result, cargo traffic was commenced through the airport and it gained regional importance. The second development phase started in February 2013, when the 450 m long runway was extended to 2069 m, and a hangar covering an area of 900 m² was also constructed. All this made the airport capable of receiving Boeing 737 and Airbus 320 type aeroplanes that are an economical alternative to both cargo and passenger transport. This might lead to a significant increase in the passenger traffic going through Győr-Pér Airport that might further reinforce its role in the region and make it an important factor in tourism. At the same time Győr's relationship with nearby large cities such as Brno, Vienna and Bratislava could become stronger.

In order to maintain the competitiveness of the airport over the long term, the construction of Győr-Kisbér railway line and establishing a station at Pér would be worth considering. In addition to this, it might be practical to construct Győr's eastern bypassing road and the expressway to Győr-Pér Airport.

Full public utilities provision

» Waste water disposal and management, rainwater drainage, network rehabilitation

In the Győr region Pannon-Víz Zrt. carries out wastewater treatment services with 13 other settlements' wastewater also running into Győr. The city's wastewater collection network has a length of 505 km with 137.8 km of connecting channels. Wastewater purification is performed at the facility of Pannon-Víz Zrt. with an environmentally friendly solution being applied at 13 wastewater treatment facilities. The wastewater facility with the largest capacity in Győr was renovated in 2006 making 95% of the facility's degree of purification fully compliant to requirements in every aspect. In 2011 the proportion of households connected to the public sewage network was already 92.8%.

In the central areas of the city the sewage network is mainly unified, however, in peripheral areas and neighbouring settlements sewage disposal is done in a separated network. This proportion should be improved also because according to the National Spatial Plan (OTrT) this is a vulnerable water base. The rainwater drainage concept of the city is available, but the network is yet to be fully constructed. The objective is to extend the separated system sewage network through the entire area of the city. This extension will next reach the City Centre, Újváros, Révfalu, Szabadhegy, Ménfőcsanak, Gyirmót, Bácsa, Kisbácsa and Sárás.

» Flood protection, water regulation

Győr is the city of rivers, which means that a significant portion of the city is exposed to flood risk (with a highly threatened classification), since there are residential buildings located in the floodplain. The majority of the primary defence lines are state-owned, defence against flooding is a state responsibility since 1 January 2013, and a complex flood protection monitoring system would be required. The 1 thousandth security level of flood protection within the city provides adequate defence as it was proven in 2002 and 2013 when the water level was very high. Due to changes in the climate, however, these systems should be more prepared for extreme rainfalls. The utilization of natural watercourses (rivers, lakes) and rainwater as well as the potential of involving them in the city management (e.g. irrigation, water cooling system) is a project to be considered in the future.

» Waste management, waste recycling

Waste is a factor inherent to an urban environment. Out of the total waste generated, most of the waste is industrial waste. The collection, removal and disposal of municipal waste, as an obligatory service, are provided throughout the city, and the level of service is high and in excess of national standards. Waste management in the city is carried out by GYHG Győri Hulladékgazdálkodási Nonprofit Kft. and the Local Association for Győr Regional Waste Management (Győr Nagytérségi Hulladékgazdálkodási Önkormányzati Társulás).

The city has a developed separate waste collection system (waste collection points, post-separation). Currently, there are six waste collection depots and 159 separate waste collection points located in Győr. Unfortunately, the extent and frequency of illegal landfilling is not declining.

The city's objectives for the future in the area of waste management and recycling:

- development of green industries (waste processing, recycling), use of locally available resources, job creation,
- providing 100% coverage of standardized separate waste collection at local government institutions, kindergartens and schools,
- integrating public space waste collectors into the city landscape,
- recultivation of mining zones and wounds of the landscape,
- recultivation of landfills (e.g. landfill at Pápai Road).

Priority 4 ENERGY EFFICIENCY, CLIMATE PROTECTION

Energy efficient land use

» Applying the compact city principle

From the aspect of sustainable development, it is obviously beneficial if the city is intensively and densely built, covers a small area, has lots of green and less built spaces. In this case the functioning of the city is apparently more cost-effective, nearby agricultural areas contribute to the balanced economy of the city, spared natural areas offer recreational possibilities for the population of the city and the useful spending of free time. The rehabilitation of brown-field areas could be an important step towards achieving the compact city.

» Revitalization of brown-field areas

Győr is quite rich in industrial traditions. Significant industrial restructuring occurred after the political transformation that resulted in new industrial sites (Audi) and important plants and industrial premises were closed or restructured (the Rába factory, the oil factory, the biscuit and waffle manufacture, etc.). As a result, considerable reserves of areas appeared within the city. Part of these, particularly the ones that cause disturbance to residential areas, should be used for other functions; others can be maintained as industrial sites with modern equipment using advanced technologies in order to not disturb the environment.

» Economical management of space and arable lands

In recent decades, the proportion of agricultural land removed from cultivation increased dynamically in the city; in 1935 the ratio of agricultural land removed from cultivation was

10%, in 1962 it was 18%, in 1971 it was 25%, in 1984 it was 33%, and nowadays it is 44%. The urban development plan of Győr approved in 2006 designated a considerable number of reserve areas intended for development at the expense of agricultural land, however, in recent years the modifications of the urban development plan reclassified these areas to their original usage.

The economical management of agricultural land is highly important in Győr region, because agricultural products steadily keep their value even during crisis, their market is secured in the long term, owing to the growth of world population and the decline of cultivatable land. In Győr region significant part of arable land is of high quality, more than three fourths of the land is tillage land.

Self-financed investments often do not build the infrastructure needed for their own functioning (e.g. Borsóhely field, area of Szabadhegy - Új Street). Typically, there have been protests against development more beneficial or intensive in terms of economy of space, and the reason of this is the low architectural standards of more intensive development projects.

» Strengthening the real estate strategy of the local government

In order to make various entrepreneurial intentions adjusted to the implementation of developmental concepts of the local government, a real estate strategy that is much more active than the current one, would be essential. The city has to regularly purchase strips of land that help the implementation of its developmental objectives. On the other hand, a well-balanced real estate strategy means that the total amount or at least significant part of the amount spent on buying real estate should be funded from selling existing real estate or real estate of the local government purchased for the purposes of reselling. To do this, the local government has to continuously keep an eye on the real estate market of the city and be an active player of it.

Increasing the proportion of renewable energy sources

Győr has no traditional, self-contained source of energy, but it is an important node of the national and international distribution backbone network, hence the realistically occurring energy demand can be satisfied without investments into the base network. The city has a high-standard and highly efficient remote heating network. In supplying energy to Győr preference should be given to

- solutions that are renewable,
- cause minimal pollution in the area of the city,
- and ensure high reliability of supply.

In the field of remote heating service, the city aims to install a biomass heating plant and to utilize biogas generated from waste disposal.

According to recent assessments, the area of the city is suitable for the use of renewable sources of energy, primarily wind power. Agricultural areas lying south of Győrszentiván (not under environmental protection) are suitable for installing wind power plants. It was suggested that the utilization of wastewater treatment plants and landfills situated outside the city could be facilitated by installing wind power plants. Besides wind power, the use of geothermal energy presents further opportunities.

The adequacy of the quantitative energy supply is not only influenced by the availability of the energy resource, but also the extent of consumption, thus development programmes aimed at energy-efficiency, that is, the energy efficiency reconstruction of existing buildings and awareness-raising actions and programmes should be supported.

Energy efficient building

In recent years the energy efficiency reconstruction in state funding (and partially from EU funding) of residential panel buildings was started and gained impetus. The programme needs to be continued and completed. In addition to this, the construction of low energy consumption and passive family houses and apartment buildings should be promoted. By ensuring state funding, the deployment of systems using renewable energy resources should be made viable in case of private investments. Attention should be paid to raising the awareness of the population and making energy-intelligent behaviour general.

The climatic changes expected in Hungary will result in higher temperatures, an increased rainfall and more hectic distribution of precipitation. Therefore, the orientation of buildings (e.g. northern orientation of buildings previously considered disadvantageous will become more favourable) and climatic cooling will gain more importance, and building structures might also change considerably.

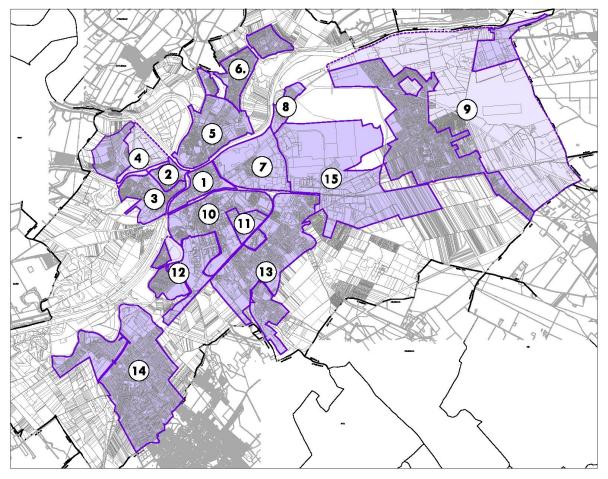
Energy efficient city management (smart city)

The application of energy-efficiency can not only be achieved through specific buildings, but also by a conscious urban energy management. A 'smart city' is a settlement that uses technological possibilities available to it (primarily information and communication technologies) innovatively in order to establish a better, more diverse and more sustainable urban environment. It applies innovative technologies to cut costs and energy consumption, and widens its range of services with the aim of improving the quality of life for those living in the city. In 2017, the city is going host the European Youth Olympics Festival (EYOF) as a 'green Olympics', which could be the first step for Győr to become a 'smart city'.

2.2.2. Application of development objectives for individual city districts

Accomplishing long-term urban development objectives is in the interest of all city districts, however, there are interventions that enable certain parts of the city to reach their local goals. Such are for instance urban development interventions to encourage a *solidary and receptive society* (Újváros) or development of cultural institutions aimed at *achieving a cultivated society* that can be mainly found in the city centre.

Figure 1 gives a summary of the relationship of individual city districts and** partial objectives (*cells with a darker background*) set for them and more viable in their area.



Delineation of Győr's districts

^{**} The breakdown of city parts is according to Győr's districts of urban development. Parts of the city to be treated together in terms of development projects have been joined.

Table 1: Application of development objectives in individual city districts

	SOCIETY						BUILT AND NATURAL ENVIRONMENT								ENERGY EFFICIENCY,			
				ECONOMY		BUILT ENVIRONMENT		NATURAL ENVIRONMENT			TECHNICAL INFRASTRUCTURE		CLIMATE PROTECTION					
Overall objective	By further strengthening its existing regional role, Győr should become a cross-border knowledge centre building upon the outstanding quality of education, culture and sports. Local society should be particularly active and healthy, also in a national comparison, the degree of social differences within the city should remain sustainable and manageable.		economic operators in Győr should increase at a pace exceeding the average of Hungarian large cities, and, at the same time, the sectoral diversification of economy and the		using the means of contemporary		waterside areas. Its green areas		transport, the energy used for their operation should be reduced significantly, and the proportion of renewable energy use should be increased. The city should ensure an appropriate		should increase its use of sources of		y efficiency a. The city f sources of mergy needs. ency should struction, ement. Győr xample of magement					
Partial objective	Solidarity-based and inclusive society	Democratic local governance	Healthy society	Cultivated society	Modern, efficient industry	Diversified local economy	Supporting economic development with soft programmes	Polycentric city	Continuing urban rehabilitation	Creating high-quality living environment	Development of green areas	Revitalization of waterside areas	Protection of the environment	Environmentally friendly transport	Full public utilities provision	Energy efficient land use	Increasing the proportion of renewable energy sources	Energy efficient building
1 City Centre																		
2 Sziget																		
3 Újváros																		
4 Pinnyéd, Püspökerdő																		
5 Révfalu																		
6 Sárás, Kisbácsa, Bácsa																		
7 Gyárváros																		
8 Likócs																		
9 Győrszentiván																		
10 Nádorváros																		
11 Adyváros																		
12 Marcalváros, Góré-dűlő, Rabkert																		
13 Szabadhegy, Kismegyer, József Attila vr.																		
14 Ménfőcsanak, Gyirmót																		
15 Central industrial zone																		

3. INITIAL DATA FOR FURTHER PLANNING TASKS

3.1. Defining the social, economic and environmental data necessary for the strategy and the preparation of urban development tools

This urban development concept was prepared in conjunction with the Integrated Urban Development Strategy of Győr City with County Rights. The Preliminary Assessment was finished in the first phase of planning (November 2013) by Universitas-Győr Nonprofit Kft. (technical manager: Prof. Dr. János Rechnitzer, university teacher, Széchenyi István University). The Preliminary Assessment was prepared in accordance with the content requirements set out in Government Decree No. 314/2012 (XI. 8.) by processing statistical data from 2011, so it includes all social, economic and environmental data needed for preparing the Integrated Urban Development Strategy and the tools of urban development.

3.2. Based on defined space-intensive components, suggestion for changes in the city structure in the context of the primary spatial arrangement of main elements pertaining to the technical infrastructure and land use

This concept is based on the principles of compact city. This means that planned space-intensive investments should not be implemented by the extensive development of areas surrounding the city, but by the intensive development of built areas or areas designated to be built in. The currently effective city structure plans approved in 2006 designates ample reserve areas for the implementation of investments. The majority of these areas were not used until now. Since then, planners aimed to reduce reserve areas in the modifications of the structure plan.

This concept emphasizes the protection of agricultural and forest areas around the city. Accordingly, it does not suggest including additional areas into the inner territory. However, the European Youth Olympics Festival (EYOF) to be hosted in 2007 will bring significant changes in the city structure in the inner territory, primarily affecting the Holt-Rábca area and the Sziget district.

The following main *transport development projects* (primarily falling within state competence) are expected to be implemented concerning Győr in the period of the urban development concept:

Priority projects concerning Győr specified in Appendix 1 to Government Decree No. 345/2012. (XII. 6.):

Public road:

- Reconstruction of Main Road No. 83 between Győr and Pápa, and construction of byways at Győrszemere, Tét, Gyarmat and Takácsi.
- Construction of the eastern byway of Main Road No. 813 at Győr.

Railway:

- Reconstruction of Railway Line No. 1 on the Budapest-Győr-Hegyeshalom section.
- Reconstruction of Railway Line No. 10 and 20 on the Győr-Pápa-Celldömölk-Boba sections.
- Development of Railway Line No. 10 on the Győr-Sopron (oh.) section.

Water transport:

• Development of national public port Győr-Gönyű.

Government Decree No. 1222/2011 (VI. 29.) on the long-term development programme and plan of the expressway and main road network:

- Main Road No. M85, Győr-Csorna (with an eastern and south-western byway at Csorna), 2x2 lanes.
- Main Road No. 14, north-eastern byway M1-Main Road No. 14 at Győr, with a new Moson Danube bridge (identical with Road No. 813), 2x1 lanes.
- Main Road No. 81 byways between Kisbér (Main Road No. 13) Győr (M1), 2x1 lanes.

In addition to the above, short-term, medium-term and long-term transport plan of Győr City with County Rights.

- Improvement of road network maintained by the local government.
- Establishing an intermodal transport hub in Győr (state responsibility).
- Development of urban and suburban track-based public transport by establishing new stops (state responsibility).
- Extension of Radnóti Street to Main Road No. 1 and then to Main Road No. 83 (inner western byway).
- Extension of Ipar Street to Main Road No. 14 with a new Moson Danuba bridge (inner eastern byway).
- Connecting Pinnyéd and Újváros with a new bridge between Radnóti Street, Pinnyéd and Fő Street (implementation in progress).
- Construction of Main Road No. 83 byway at Győr (state responsibility).
- Extension of Main Road No. 1 to 2x2 lanes between Radnóti Street and Kossuth Lajos Street (state responsibility).
- Extension of Main Road No. 821 to 2x2 lanes (state responsibility).
- Extension of Main Road No. 1 to 2x2 lanes between Ipar Street and roundabout of Likócs (state responsibility).

Main development projects concerning public utilities:

Continuing the rainwater drainage programme of the City Centre, Újváros, Szabadhegy, Ménfőcsanak, Gyirmót, Révfalu, Kisbácsa, Bácsa and Sárás.

3.3. Introduction of heritage and protected sites, suggestions for heritage protection and heritage-based sustainable development

A detailed heritage protection impact assessment was prepared for the 2006 Structural and Regulation Plan of Győr City with County Rights. Also, a detailed heritage protection impact assessment was prepared for phase 1 and 2 of the "Partial revision and modification of the regulation plan of the City Centre" (in 2012 and 2013). The impact assessments introduce heritage values and protection, and make suggestions for the protection of heritage and the value-based sustainable development of heritage.

1. APPENDIX

ISSUES OF SUSTAINABLE URBAN DEVELOPMENT

(Challenges of 21st century urbanism)

Author: Gábor Aczél

1. PROCESSES DETERMINING THE FUTURE

When thinking about the future and the challenges of future urbanism, at least three aspects must be taken into account:

- demographic situation,
- effects of technological development and
- effects of climate change.

1.1. Demographic situation

Population growth

The demographic boom, that is, the rapid growth of the Earth's population is still happening, and scientists think that this growth will last until the end of the first half of the century, when the population of our plant will be 9 billion. What comes after this is a matter of debate, but most scientists presume that growth will stop at that point and the population is going to stagnate. This growth only indirectly affects us in Europe, mainly due to immigration, since these figures have been stagnating for year in nearly all European countries. (This stagnation means that the natural decline of population is compensated by immigration.) It is almost certain that this process will occur in our country as well, that is, the natural decline of population, down to approximately 8 million, will be balanced by accelerated immigration.

Immigration raises a number of important questions, for instance the capacity to accommodate other cultures. The question is where Hungarian society is now in this matter? At the moment it can hardly be said that Hungarians were highly tolerant. However, it happened many times in the history of Hungarians that "foreigners" had to be admitted, who later assimilated and became Hungarians. Perhaps, this tradition could make us optimistic. The appearance of foreign cultures could also become an issue of urbanism, since it results in the formation of numerous educational, cultural and religious institutions that demand a place in our cities.

Change in the composition of population

The shaping of the demographic situation is not only characterized by growth of the population, but a dramatic change in the composition of the population that affects us, Europeans directly. This change has many factors. The first is the change in age composition, that is, aging of the population. As a result of improving standards of life, advances in medical sciences and technology and, not the least, due to the avoidance of wars, life on average became longer and the number of elderly people increased in developed societies. This raises questions of urbanism, since the life-style of the elderly is fundamentally different from that of the younger generation, requires different institutions, lead a different life and have different needs for spending their free time.

In developed western countries, mainly in the USA, but increasingly in Europe too, the number of singles, that is, people not living in families but alone is growing, and they

sometimes even assume the task of bringing up a child in this way. Singles are typical city dwellers, they look for the bustling life of city centres and places of entertainment. From the aspect of urbanism, this is a beneficial process, since the rehabilitation and revitalization of historic city centres can be based on them.

Increasing number of people living in cities

In 2008, an event of historical significance occurred in the world, but this all happened in silence without any attention given to it. The total population of cities in the world reached 50% of the global population. What is considered a city and what is not is a matter of debate (shown in the Hungarian practice of making settlements cities), but the tendency is obvious: people are moving towards cities to earn a living, get a job and ensure better circumstances of life. Cities are also getting different, huge metropolises are built with populations rising up to 10-15-20 million. All this causes a lot of trouble in terms of urbanization, in the area of building and operating infrastructures and treating societal problems (e.g. segregation, public security, etc.).

Fortunately, this problem affects us very slightly. The proportion of people living in cities versus in villages is already 75%–25%. We could also be glad for the fact Europe is lagging behind in the competition of metropolises, since Paris and London are not even among the 20 largest cities of the world. Urbanization in Hungary primarily affects small settlements, even threatening some of them with extinction. The solution of the issue is, of course, also dependent on political will, just like in case of other issues of urbanism.

1.2. Effect of technological development

It is a perennial human desire to know the future. But can we truly know our future? There were many prophets and people with great imagination, who succeeded to "predict" the future. Our ideas of the future, however, are rooted in the present, we look for answers to the problems of our day, based on the science of the present. The illustration in Jules Verne's "From the Earth to the Moon" shows well that the author thought a trip to the Moon was possible, but imagined the spacecraft as a bullet that is carried along on railways to the place of launching. His concepts were based on mechanics. When the first person, Gagarin entered space, everyone was sure that in the first part of the 21st century organized trips will be possible to the moon or Mars. Nothing of this came to be reality, even if we have computers and mobile telephones that nobody thought about in the middle of the last century.

Changes in the automobile (size, safety, pollution)

When ruminating on the future's issues of urbanism, in truth we are searching for answers to the problems of our day. One of the main problems of our cities is the unlimited vehicular traffic slowly rendering cities unliveable. It is absolutely certain that the solution of this will be on the agenda in the 21st century. Ever since environmental protection, or as a matter of fact speaking publicly about the protection of the environment, came into fashion, leading car manufacturers of the world have made serious efforts to develop more environmentally friendly vehicles. These attempts are naturally not only driven by concern, but well-perceived market interest. Fortunately, this way they are truly more motivated to develop their products. In view of the results achieved so far, it can be surely said that cars will undergo remarkable changes in the years to come.

One of the most significant changes will be its source of energy, that is, in the area of fuels. There are experiments underway towards many directions, it is virtually impossible to systematize the series of ideas. However, hydrogen-based fuel seems quite promising in this respect, because the formula $4H + O_2 = 2H_2O$ is so simple that anyone can understand it. So if

we burn hydrogen, we get water, which is pure water without any pollution to the environment. It seems very simple, but unfortunately it is not. This is because there is plenty of hydrogen, but its extraction from some material, e.g. from water, is currently very expensive and requires a lot of energy. This situation will most certainly change.

Change in mobility (IT)

In the last one or two decades information technology completely changed our everyday habits ranging from how we do our work to shopping and spending free time. Therefore, it is perfectly sensible to assume that the spreading of information technology will have significant effects to urbanism. The most substantial change is expected in mobility, since doing work and shopping from home became possible for large masses, and this will lead to a reduction of mobility, as believed previously. However, the experience is not showing this, since neither the amount of traffic within the city, nor travelling between settlements has reduced. It is possible, however, that this is a result of us not willing to change our customary habits, thus we cannot exclude the possibility of this changing in the future. The effect of this on urbanism would be huge, since it would relieve the most pressing issue, namely traffic causing pollution to the environment and risks of accidents.

However, the influence of information technology can be felt already in making urban development more community-centred meaning that urban development concepts are shared and discussed with the community of the city and they are involved in the planning process. There have been efforts towards this for some decades with more or less success, with less in Hungary, due to the well-known passiveness (also observed in local politics) of the people. As opposed to previous methods, the internet seems to be the right method. At least this is what the preparation of Integrated Urban Development Strategies have proven in numerous Hungarian cities, since after the strategies were published on the internet, many comments were left by people. The 'democratization' of urban development is an essential means of sustainable urban development, just as it was proven by numerous investment projects prepared in secret and failed as a result.

1.3. Effects of climate change

A lot of talking is going on about climate change, and in that, even more about global warming. Global warming, however, does not mean that temperatures will rise equally in all parts of the world, this change will be more complex than that, for instance there will be areas that could even see local cooling. In fact, we know very little about the expected processes, and even scientists have come to partially contradictory conclusions so far. In these circumstances it is naturally very difficult to prepare for these changes, so no wonder if very little is being done about it.

In Hungary, however, most experts of the topic agree that the climate will shift towards a Mediterranean climate. Temperatures rise and the amount of precipitation is expected to decline. All this will obviously lead to architectural consequences, for example the orientation of buildings (e.g. northern orientation of buildings previously considered disadvantageous will become more favourable) and climatic cooling will gain more importance, and building structures might also change considerably. In the field of urbanism, the biggest change will occur in the land use of settlements. The need for green areas capable of providing a cool microclimate and larger and smaller water surfaces (lakes, but even fountains) will rise. All this is to be provided in a situation where the water is becoming a scarce resource, and regulations of using water are becoming more stringent.

2. ABOUT SUSTAINABLE DEVELOPMENT

We are talking about sustainable development. This not a fortunate choice of words, since it refers to development being something that must be sustained somehow. By contrast, only those things should be sustained that is considered good and balanced, so the ones we do not want to change as a result of development. For this reason, it would be better to speak of sustaining balanced conditions. In urban studies this means that balanced social, economic and environmental conditions are sustained. But can we possibly speak of balanced conditions in relation to society, economy and environment? It is obvious that we cannot speak of such as yet, hence first we have to establish these conditions and sustaining only comes after that.

2.1. Establishing, then sustaining balanced social conditions

Social conditions can be considered balanced, if the majority of people are by and large satisfied with their own situation. This does not mean absolute equality, but the immeasurable differences between certain people cannot be accepted either. If there is a 'revolutionary' situation, because many people feel that their situation is unbearable, then social conditions cannot be considered sustainable. Therefore, we have start from stating that all members of the society have the right to some certain basic care the society can recognize and provide. Imagine that in the future the society reaches an advanced state at which its members are provided supplies from birth to death on the basis of civil or, simply, human title, to ensure a basic sustenance for everyone. It is certain that today's developed states could already do this without any problem. Some elements of this are already in use in the form of various benefits and supports.

Of course, it is a problem that the livelihood of most vulnerable members of society can only be ensured using resources taken from the rich. This will most likely not be to the liking of the latter group, and what is more, their power of enforcing interests is much stronger than that of those in need. The Marxian thought, that the wealth of ones could only be created by exploiting others, tells us that the wealth obtained in this manner could hardly be socialized. Therefore, instead of taking it by force, remains the realization, also among the rich, that social balance can only be sustained if all members of society are more or less satisfied. And this sacrifice is worth taking, otherwise the wealthy is forced to live in guarded residential reserves behind fortified walls.

2.2. Establishing, then sustaining balanced economic conditions

Economic conditions are considered balanced, when a given society produces assets in the appropriate quantity and quality. This does not only mean that the assets produced should satisfy the needs of the members of society, but also that they are in accordance with the labour force of society, in other words, such a society can provide work (job) to its members in the required quantity. And this is the biggest challenge of the 21st century.

Unfortunately, the bad news is that there will be no more work. Society develops in a direction along which there is/will be less need for live labour to meet its own needs. Naturally, this could be a positive development for humanity, since this way everyone could spend more time with his own hobby, relax more, have fund with his family and friends. The problem is that there is an extreme inequality in the social distribution of narrowing work opportunities, and the possibility of access to work fundamentally determines the situation of individual members of society. This situation could be changed or improved, but first the fact that we are in a new situation, should be recognized. Social solidarity, that is, the recognition that in certain situations self-restraint is needed, and the painful step is only coming after that. What could be done in this situation?

Unemployment and all of its social and health-related consequences is an enormous burden on the shoulders of society. Apparently, this practice cannot go on. We have to protect existing jobs. Obviously, there are lots of economic means to do this. The most evident of these is when the state supports the solutions that save live labour in order to make higher employment by companies more "economical". In the way that certain objects are more valuable if handmade, a large company could proud itself by saying "we employ the necessary number of workers, we are not saving on live labour by using unnecessary machines."

It is not certain, however, that protecting existing jobs would be sufficient in itself. And what happens if, as suspected, there will be no need for more work in the future? In this case existing jobs have to be distributed more uniformly, or, put it differently, more justly. This means that more people would be working in fewer hours. Doubtless that the ones who have a job are difficult to accept fewer hours at work, but sooner or later we have to accept that there is no other solution for this. In a smaller community everyone thinks it is natural that the work to be done should be distributed evenly among the members of the group. Ultimately, it is all about applying this principle to the larger group (society) as well.

The reduction of working hours has a significant effect on urban environment by providing useful ways of spending their increased free time. Spending free time is actually an activity requiring space, thus more attention should be paid to building parks and sports, recreational and cultural facilities.

2.3. Establishing, then sustaining balanced environmental conditions

The concept of a sustainable environment currently typically refers to the rationalization of energy use in a highly narrowed sense. There has been remarkable progress in this respect in many countries around the world, or at least attempts are made to go towards this aim. The use of renewable sources of energy (solar, wind), the construction of "energy-intelligent" buildings (so called "passive houses" and implementation of energy-efficient (self-sustaining) systems all belong to this category. From the aspect of urbanism, these latter attempts are particularly noteworthy. Their common feature is that the energy use of a given settlement or district does not exceed the quantity of energy it produces. This latter one means the use of renewable sources of energy (solar, wind), e.g. bio energy and energy generated from waste recycling. An example for this is a residential zone of Malmö with 1000 inhabitants and the city of Zichao in China.

Balanced environmental conditions do not only mean the rationalization of energy use, but also include the reduction of pollution, protection of existing urban and peri-urban green spaces as well as the protection of agricultural land around settlements. The conflict of the city and the car occurring in the previous century is to be solved in the 21st century. In this conflict the (unsuccessful) solution of the 20th century was to adjust cities to the needs of exceedingly high car traffic. This purpose is served by building new roads or widening existing urban roads and the construction of above surface and underground parking garages. The solution of the 21st century will be the adjustment of the car to the city and giving the city back to the people.

Since it became clear at the end of the last century that the spread of car must be pushed back in the cities, since traffic takes living space from the dwellers and make settlements nearly unliveable. Various traffic controlling solutions were invented, including the network of pedestrian streets and squares, which is relevant in terms of urban development. The implementation of these first ignited fierce protests for instance from traders, but experience has justified the need for them. The first pedestrian zones created in the 70's and 80's resulted in an increased traffic in nearby streets, because the "uninterrupted" flow of urban traffic was the primary aspect back then.

The second generation of zones free of cars did not only limit themselves to individual streets but covered a consistent area. People realized that such zone can also be served and operated, and the gains are significant, more space to the inhabitants of the city. Today, most of Europe's historical cities, e.g. in Italy, have city centres like this, but Hungary is also making progress in this respect in recent decades. The renovation of the city centre of Győr is a good example, which received international recognition. Taking cities back for the people is a tendency that is bound to continue in the 21st century.