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Project "Live, Reside, Work in Jelenia Góra!", co-financed
by the EEA Financial Mechanism 2014-2021
and the Norwegian Financial Mechanism 2014-2021
under the program "Local Development"

Together, we are working
for a **green**, **competitive** and **inclusive** Europe

BEST PRACTICE GUIDE



Fig. Photo by Michał Kryla – UMJG (the Town Hall) Jelenia Góra

The "LIVE, RESIDE, WORK IN JELENIA GÓRA!" project was implemented as part of the "Local Development" program, spanning from the fourth quarter of 2021 to the second quarter of 2024.

The project received funding totalling **EUR 3.89 million**, provided by **Iceland, Liechtenstein, and Norway** through the **European Economic Area Financial Mechanism (EEA FM) for 2014-2021**, the **Norwegian Financial Mechanism (NFM) for 2014-2021** and by the **state budget**.

Best practices for project implementation:

Recommendations for local governments planning to implement projects aimed at improving the quality of life of commune residents:

1. Encourage active involvement of commune residents in project planning and implementation through public consultations, workshops, and working meetings. Keep residents informed about project progress through channels such as websites, social media, and other communication platforms.
2. Formulate a dedicated project team responsible for implementing the project. Conduct regular meetings to discuss project progress, address emerging challenges, and plan future stages of project activities.
3. Collaborate with partners who possess expertise in relevant areas. Partner organisations can provide valuable support to the project leader in achieving project objectives by leveraging their specialised knowledge and resources.
4. Arrange study visits to facilitate the exchange of not only substantive knowledge but, above all, experience and presentation of practical aspects and solutions.



Fig. UMJG – a meeting of the Team for the preparation of the Plan for Adaptation to Climate Change of the Jelenia Góra Agglomeration

Best practices regarding:

Conducting an Architectural Competition for the Redevelopment of the Former Flora Marketplace in Jelenia Góra.

Diagnosis of the initial situation and purpose of the competition:

The former Flora market area constitutes a degraded space situated in close proximity to the historic centre of Jelenia Góra, bordering parts of the city characterised by a more peripheral nature. Currently, it is characterised by overgrown greenery, presenting a flat, barren, and undeveloped landscape.

The primary objective of the competition was to foster the development of an architectural concept that excelled in terms of its programmatic, spatial, social, environmental, and economic considerations. The aim was to optimally leverage the potential and existing conditions of the study area

while simultaneously addressing the expectations of the local community. Furthermore, the competition sought designs that aligned with contemporary trends in urban space design.

The competition organiser's overarching goal was to establish a new communal gathering space for residents on the grounds of the former market and to facilitate the growth of central functions within the area.

In this context, the competition pathway offered the most promising avenue for soliciting optimal design solutions to address the intricate spatial challenges involved. Moreover, it ensured a transparent and inclusive design process, fostering openness and accessibility throughout.

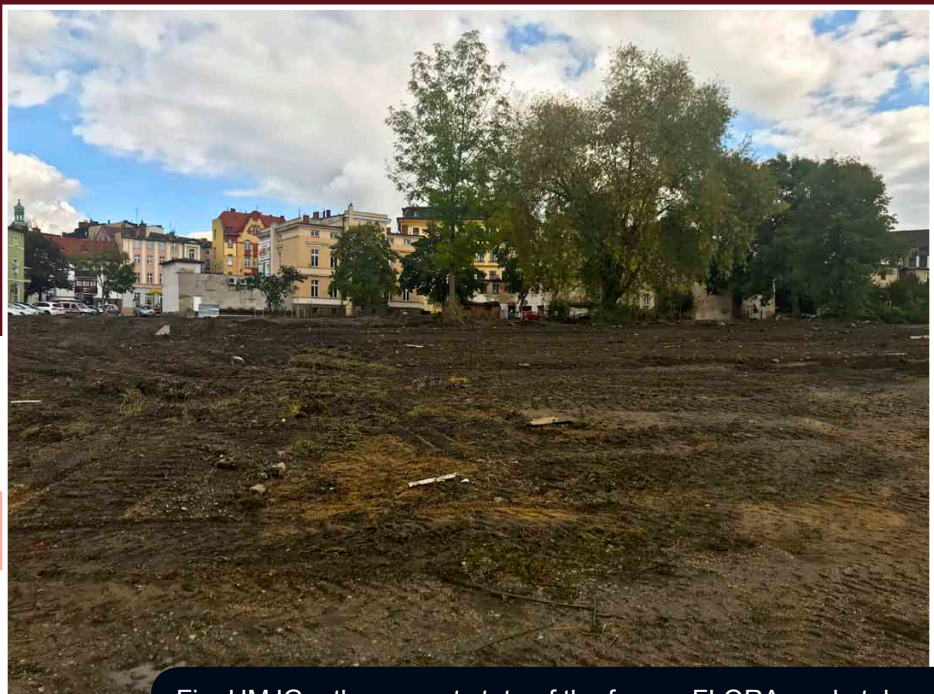


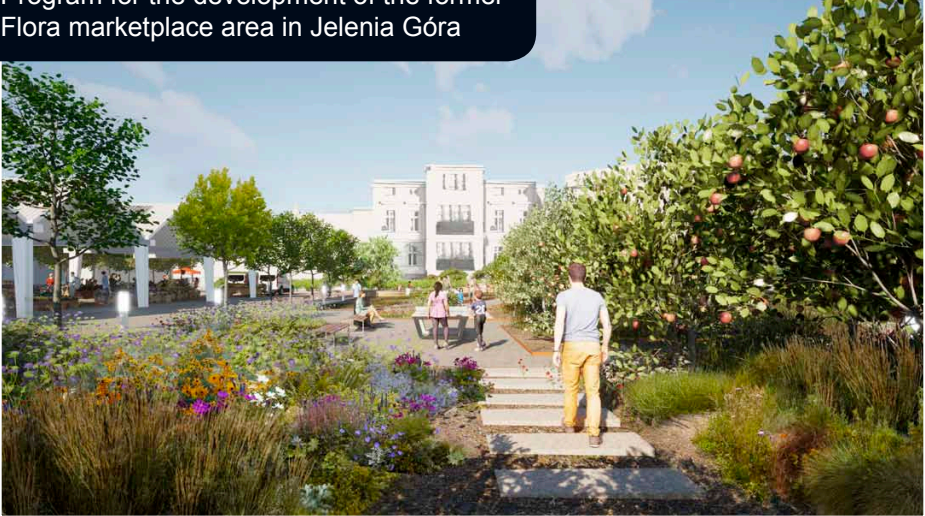
Fig. UMJG – the current state of the former FLORA marketplace

Results and benefits of the implementation of the project:

The architectural competition conducted for the development of the area of the former Flora marketplace in Jelenia Góra can be evaluated from various perspectives.

1. **Innovation and Creativity:** The architectural competition has encouraged the exploration of innovative solutions and ideas for urban spaces. The final design documentation reflects a number of ground-breaking and creative approaches.
2. **Diversity of Concepts:** The competition has facilitated the submission of a wide array of design concepts, allowing for the comparison of different approaches. Not only were optimal proposals received, but also visualised solutions that were deemed unacceptable, providing valuable learning opportunities.
3. **Social Participation:** The involvement of the local community, residents, and urban space users has been a key aspect of the competition. Their opinions and needs have been integrated into the projects, fostering greater acceptance and understanding of the city's transformations.
4. **Transparency and Openness:** The competition process has been characterised by transparency, with results being publicly announced.
5. **Promotion and Image:** Building a positive image of a city that invests in the quality of public space.
6. **Cost Effectiveness:** Despite the costs associated with organising competitions, the benefits outweigh these expenses. The competition format allows for the exploration of a wide range of concepts at a relatively low cost compared to traditional design processes.
7. **Choosing the Best Solution:** The competition enables the selection of the most suitable design from among numerous proposals. This ensures that the resulting urban space will be both functional and aesthetically pleasing, tailored to the specific needs of the community it serves.

A visualisation from the Functional-Utility Program for the development of the former Flora marketplace area in Jelenia Góra



Recommendations for institutions interested in implementing the above procedure:

The process described, involving the organisation of an architectural competition for crucial and challenging urban areas or facilities, offers numerous advantages for the city.

In the case of the FLORA project, there was no time constraint, allowing the city to conduct a thorough and meticulous design process. However, time pressure often poses a significant challenge for architectural competitions. The experience gained from collaborating with partners such as the city of Akureyri in Iceland through the Local Development program underscores the importance of well-planned and executed urban transformation efforts, which inevitably require time. Investing sufficient time in securing a high-quality project that garners public approval significantly mitigates the risk of unexpected costs and delays during the implementation phase.

The city of Jelenia Góra decided to engage an external Competition Operator, a choice that merits promotion due to the Operator's professional expertise in legal, technical, and promotional domains. This approach ensures that competition materials are meticulously and clearly crafted, that the jury composition is optimised, and that the competition proceeds smoothly. With continuous engagement with the architectural community, the Operator stays abreast of the latest trends, expectations, and requirements of designers. Consequently, it serves as an invaluable resource for the city as the organiser, providing essential support throughout the competition process.

The execution of the architectural competition by the City Hall in Jelenia Góra has led to the development of a comprehensive set of competencies among the officials involved in its implementation. This experience has equipped them with valuable insights and skills that will prove beneficial for organising similar competitions in the future.



A visualisation from the Functional-Utility Program for the development of the area of the former Flora marketplace in Jelenia Góra



Urząd Miasta Jelenia Góra

Wydział Rozwoju Miasta

Pl. Ratuszowy 58

58-500 Jelenia Góra

ewojciechowska@jeleniagora.pl

+48 75 754 61 61

Author:

Ewa Wojciechowska

(Urząd Miasta Jelenia Góra)

in cooperation with Piotr Górka

(Związek Miast Polskich)

Photos:

Michał Kryła, Urząd Miasta

Jelenia Góra

Composition:

VEGA Studio Adv. Tomasz Müller

ul. Grudziądzka 22/3A

82-500 Kwidzyn

www.grupavega.pl

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