

- Visegrad Fund
- •

Complex urban analysis of Obchodná Street

Main layout

First level text

- Second level – already bulleted
 - *Third level – already bulleted*
 - Fourth level – already bulleted
 - *Fifth level – already bulleted*



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InStep Project® / Obchodná Street Location

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SUBWAY

SUBWAY

Kodak Express Solutions

GREENHOUSE

Kvetný

WINE

VITAJTE

SIDE KEBAB

WINE

BANCO CASINO
HOTEL CHATEAU PLAZA
HOTEL POLY
LIVE MUSIC & DANCE
WWW.BANCOCASINO.SK

BO DE GAY

25
1.553



Majora Zempléni

Pilsner Urquell

turácia, Pizza,

Rozszo

BL 9452ME

BL 9452ME



 Kvety NATHALIE

29 1.555

FIL 7A

BO DE GAO

GRAND

SIDE KEBAB

Spigit WINE

Madal Bal

Dartaky pre radosť

Soet blisok

KOZA

Piccolo Pub II.
Night
OTVORENÉ DENNE od 17.00 - 04.00

PRIESTOR JE MONITOROVANÝ
ZAKAZ NIČENIA PODCHODU!

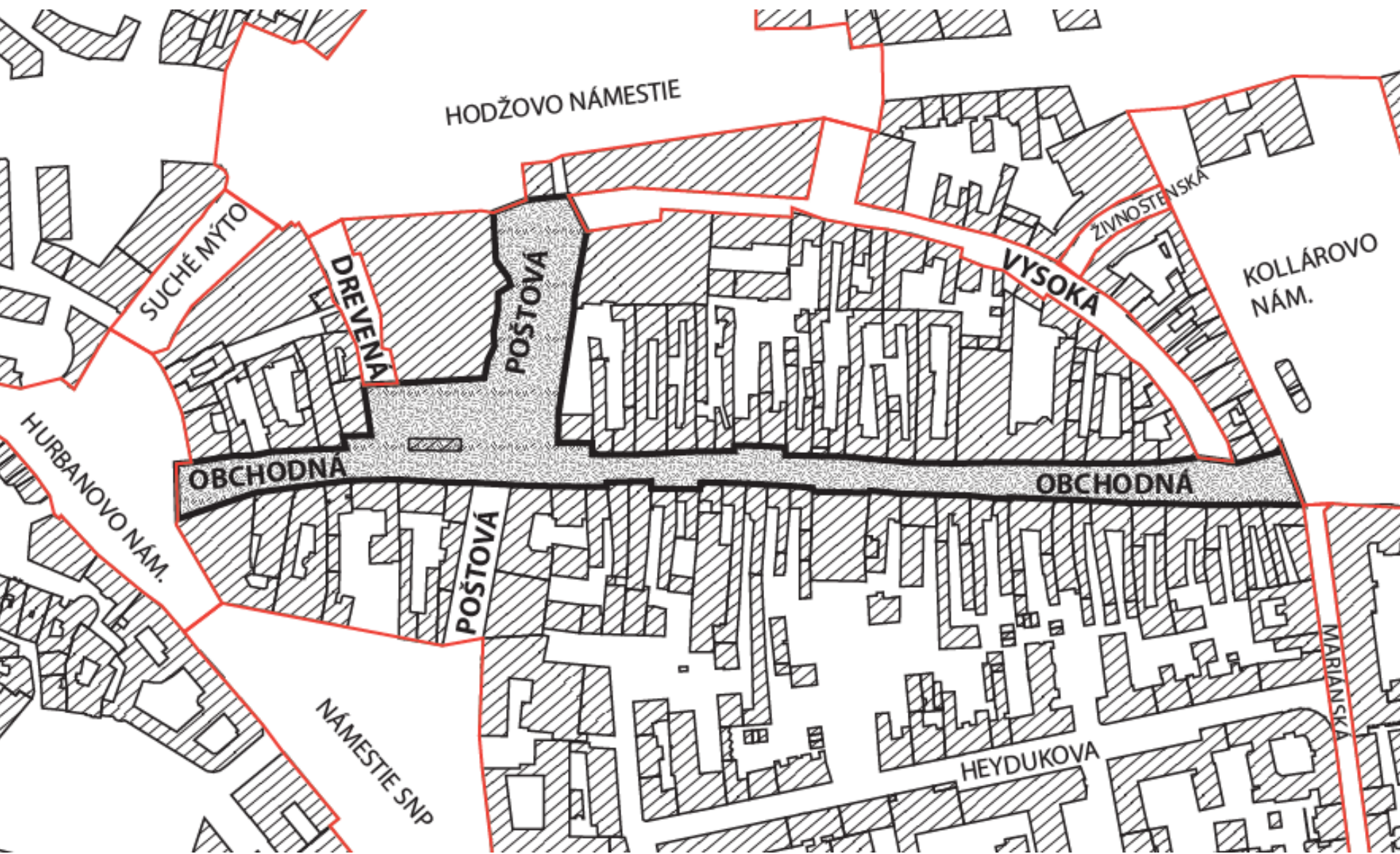
Thai massage Chang
Aromaoil 60/90min.
Traditional Thai
Foot massage
0944 900 323
◀ 10 m ▶ Obchodná 36, Trh Jedlikova

Handwritten graffiti: **PAIM**, **PLEASE SEE K10**, **PAIM**

Handwritten price tags:
3€
AKCIA 4€
AKCIA €5.00

AKCIA
€5.00

STARTER



supported by

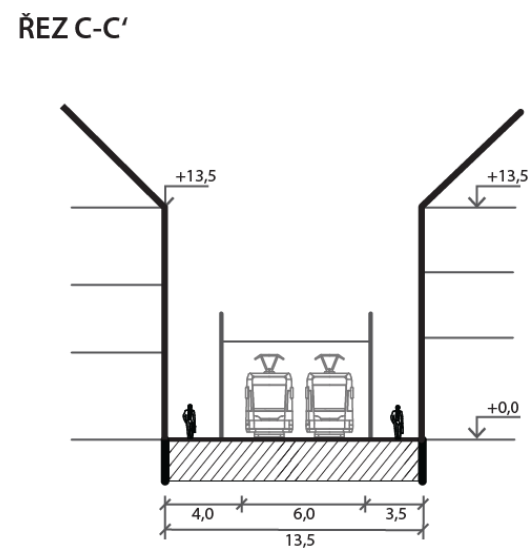
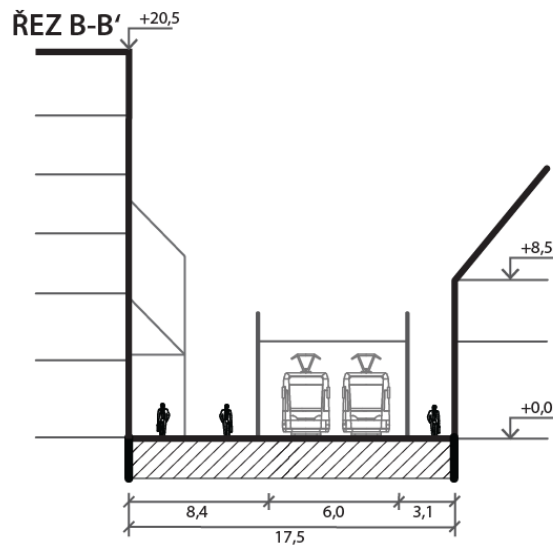
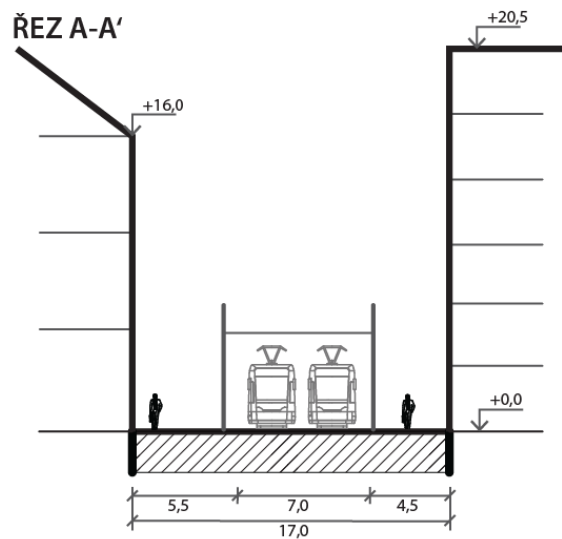
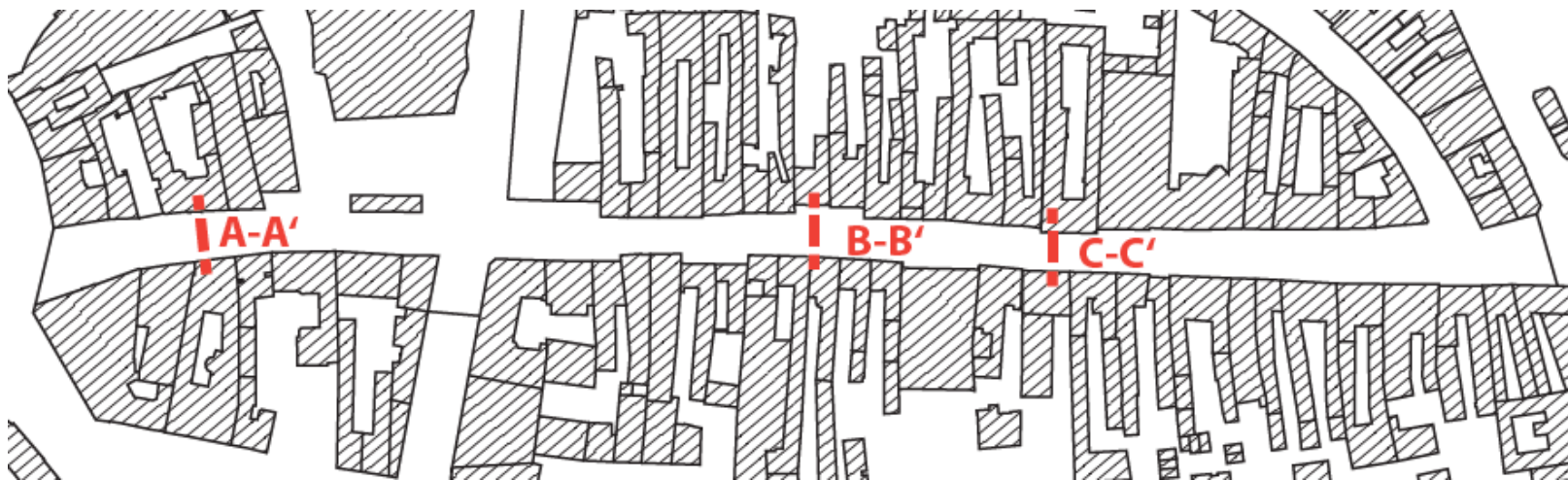
InStep Project® / Target Area

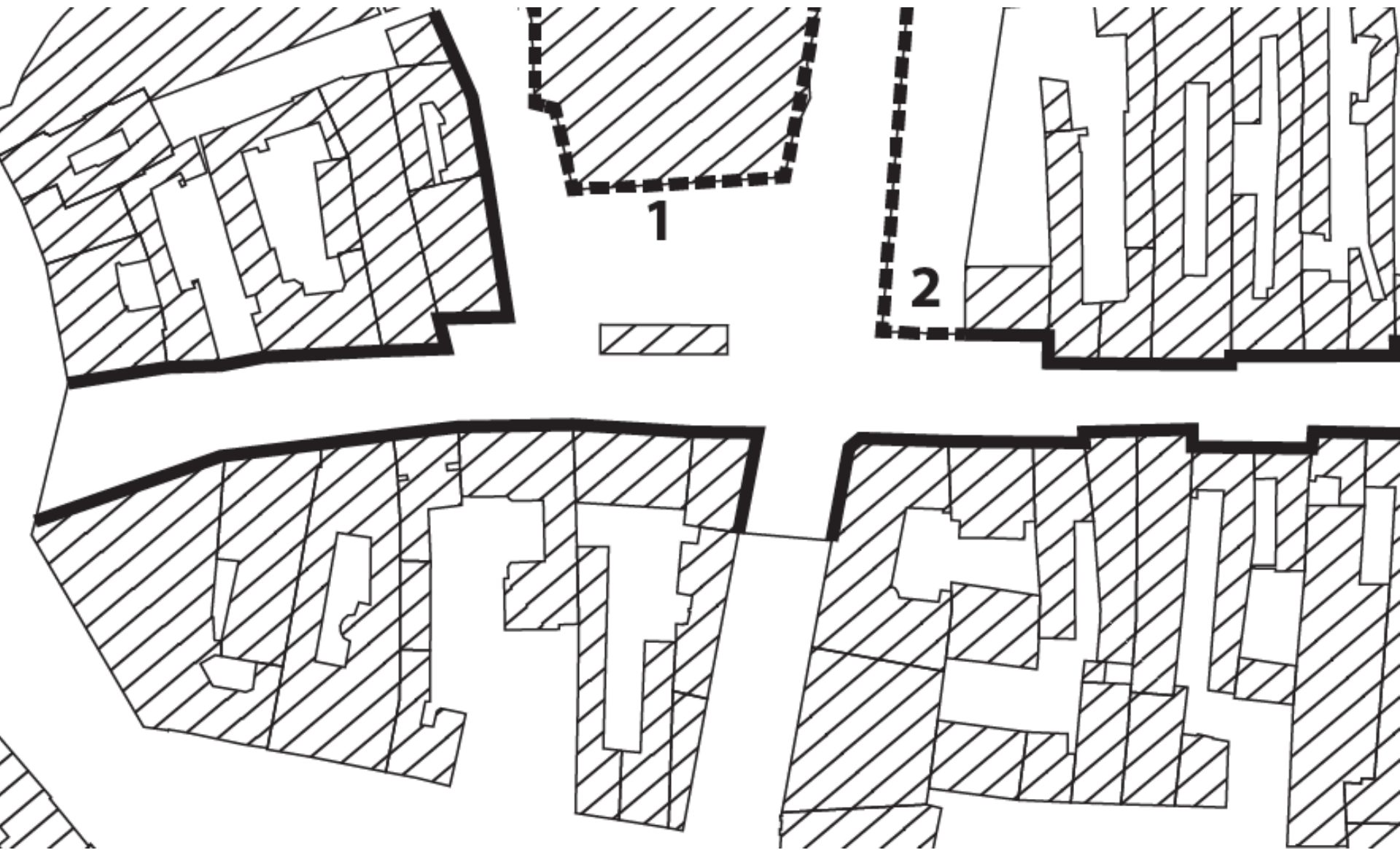
• Visegrad Fund

AIMS & GOALS

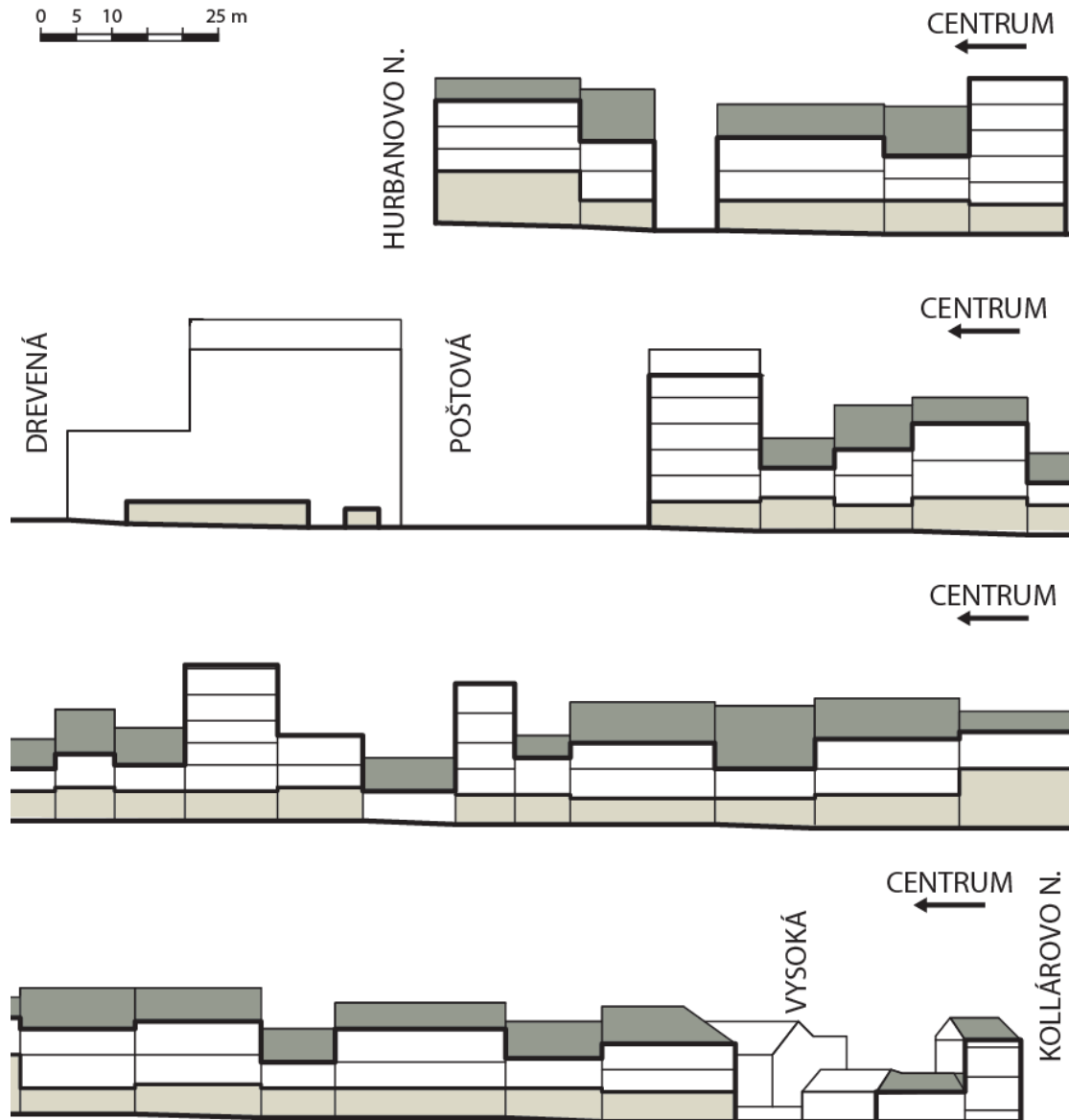
- **Perform a complex, comprehensive analysis**
- **Two methods of data collection**
 - Distant research
 - Field research
- **Data evaluation**
- **Identify key issues**
- **Outline conceptual changes**

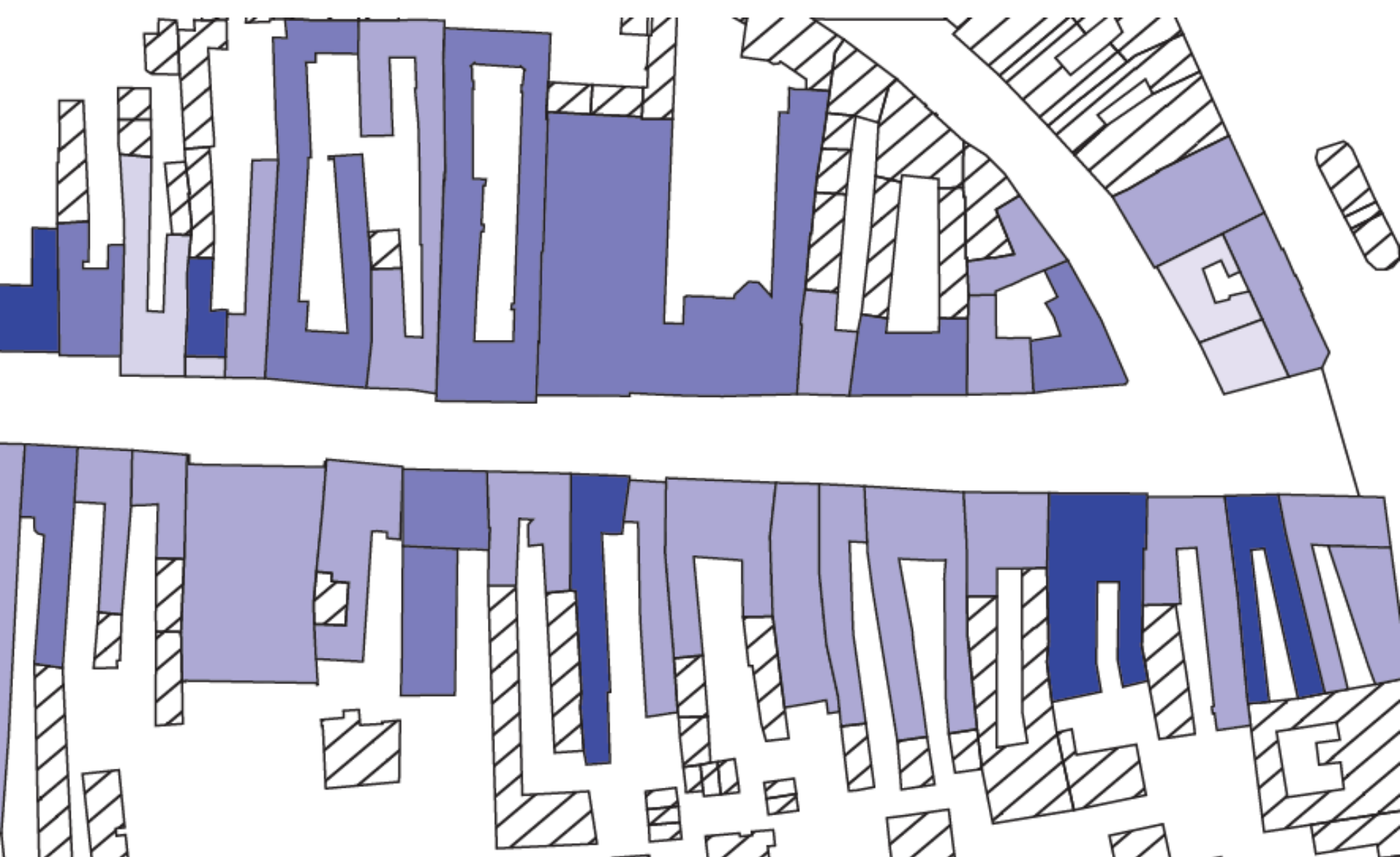
ANALYTICAL WORK





0 5 10 25 m







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InStep Project® / Parterre quality

- supported by
- Visegrad Fund
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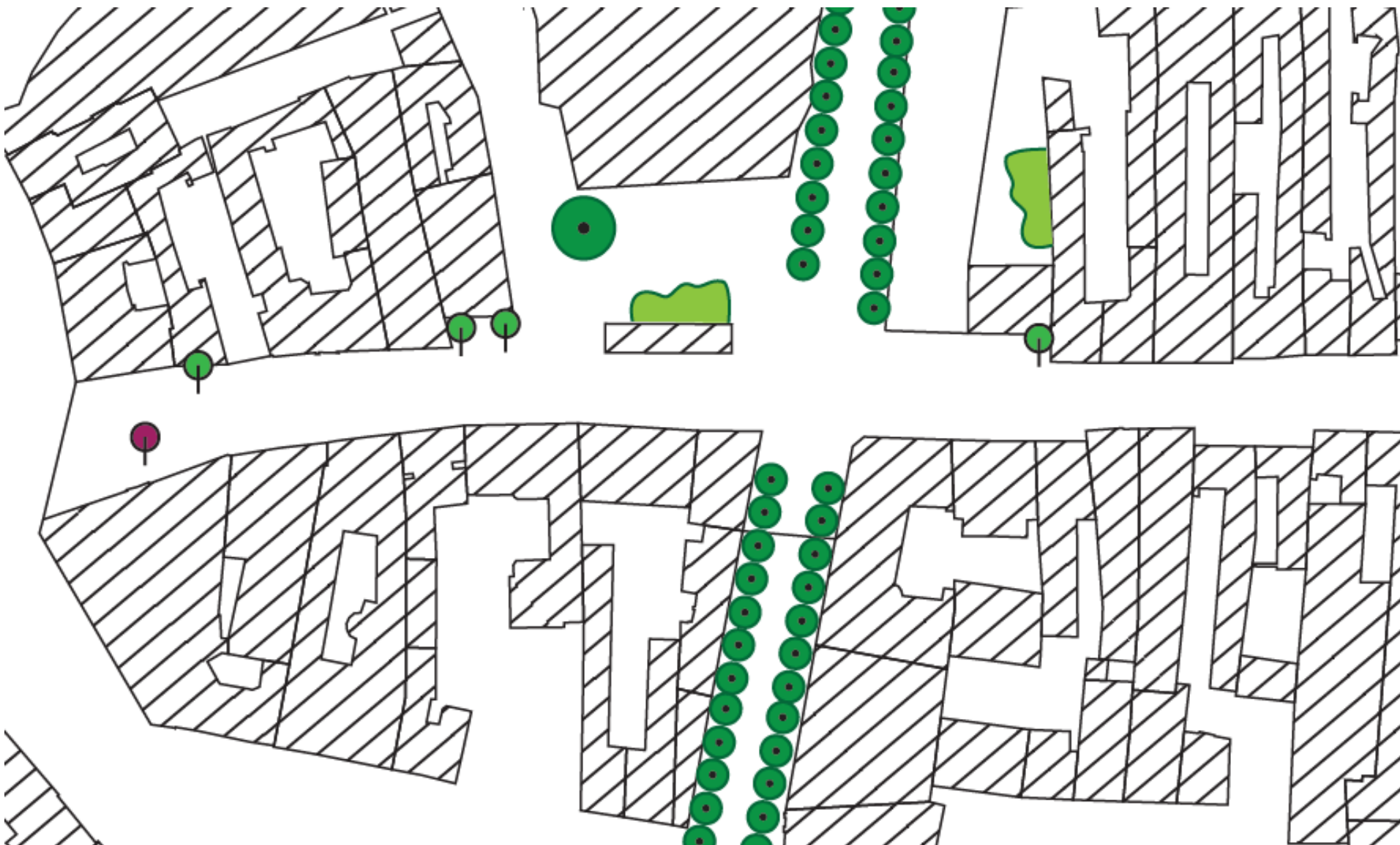


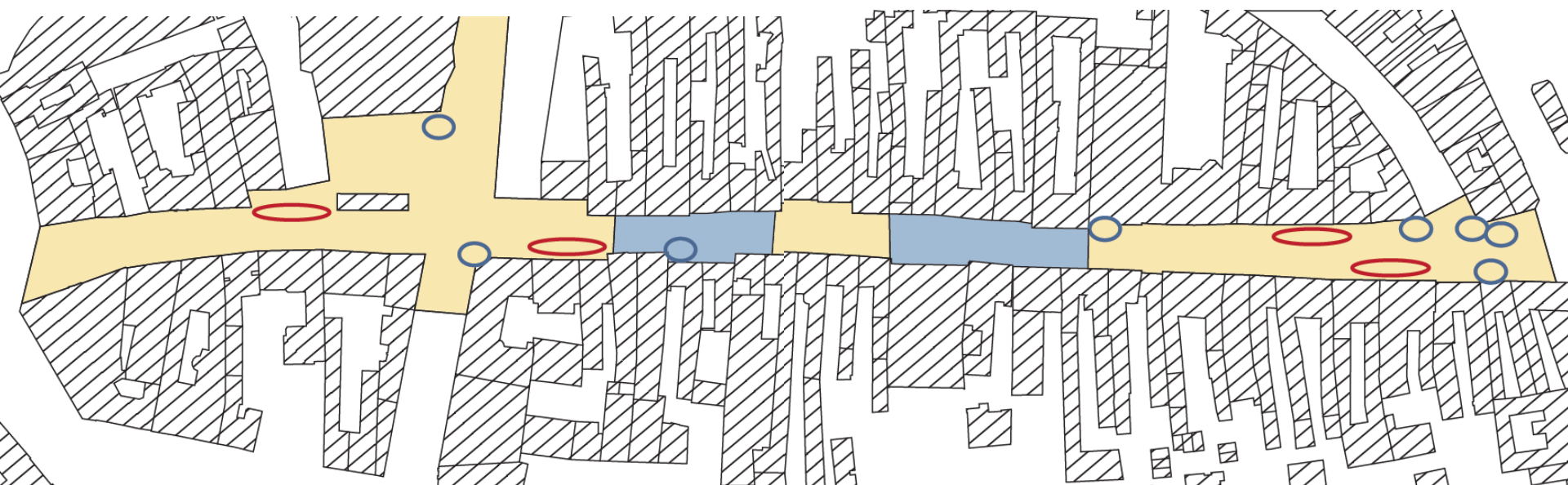


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- Čekající osoby - zastávky
- Čekající osoby
- Pásmo rychlé chůze
- Pásmo volné chůze



- Zahrádka
- Drobné stánky
- Pobytové schody

RESULTS

STRENGTHS	WEAKNESSES
Location within the urban structure	No northern connection
Tight connection to surroundings	Narrow profile
Large scale commerce	Tram tracks in the street
Excellent transport service	Commerce fluctuation
Representative area	Low quality parterre
Good potential	No public furniture
	Missing corners

OPPORTUNITIES	THREATS
Filling the corners	Traffic increase
Tram track refurbishment	Possible opening to traffic
Street front improvement	Large scale assanation
Increase in greenery	Bad back-story
Public furniture improvements	Drop in public activities
Parterre look improvement	
Parterre function improvement	

OPPORTUNITIES	THREATS
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CONCEPTUAL CHANGES

- **IMPROVE THE STREET ENVIRONMENT**
- **FROM: TRAFFIC-DOMINANT STREET**
- **TO: LIFE-DOMINANT STREET**

- **VISUAL SMOG**
 - PUBLIC SPACE MANUAL
- **PARTERRE FUNCTION**
 - CREATING „SOFT EDGES“
- **GREENERY AND FURNITURE**
- **FILLING CORNER AREAS**

CONCLUSION

- **Part of the city corso, close connection to the center**
- **Large influence of the tram tracks**
- **Several historical trials for assanation**

- **Extensive commercial activities, but large fluctuation**
- **Low quality public space**
- **Low attractivity for „living the street“**

- **A complex, comprehensive analysis was performed**
 - Together with necessary field research
- **Collected data evaluated and sorted**
- **Key issues identified**
- **Conceptual changes outlined**

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Complex urban analysis of Obchodná Street

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