

# Visioning of your City

Visioning is an activity that brings citizens and stakeholders together to shape a common vision for the future of their community (municipality, city, town or village). The goal of visioning is to derive written and visualized statements of a community's long term goals and strategic objectives for sustainable urban and spatial planning.

With this Leaflet we want to promote the concept of Visioning as a crucial element in local inclusive spatial planning processes, applicable to all municipalities in Kosovo.

## What are the characteristics of a strong Vision?

- It looks at medium and long-term (5 to 20 years) and motivates short term actions
- It is environmentally, socially and economically sustainable and spatially integrated
- It is the result of a discussion between all involved i.e. communities and stakeholders
- It is visionary, yet realistic
- It is easy to explain and understand by non professionals
- It is framed in a public planning decision process
- It is backed up by a strong commitment to implement the Vision.

## Why Visioning?

- To inspire, focus the attention and mobilize all residents, communities, stakeholders, politicians and officers in creating the desired future for the (municipal) area.
- To mobilize investors to invest in the desired future developments

- To comply with the Law on Spatial Planning in providing a vision as a core element of the Municipal Development Plan in your municipality
- To build up consensus and local ownership to the Municipal Development and Urban Plan.

## Actors in Visioning

- Stakeholders of the area
- Civil society, especially youth, children and minorities
- Spatial planners (designers and non-designers)
- Facilitators/Mediators
- Decision makers



People of different ages, gender, backgrounds and cultures have often different perspectives. Ensuring that a full spectrum of the community is involved in a Visioning exercise provides a strong but inclusive vision. Actors/ participants should not be afraid of experienced 'consultants' and 'professionals', but ensure that the Visioning and Community planning process is 'owned' by local people and stakeholders.

## Visioning in steps

### 1. Selecting spatial topics

- ☐ Water, nature and environment
- ☐ Infrastructure and mobility
- ☐ Built environment
- ☐ Rural environment
- ☐ Cultural environment

### 2. Making a spatial portrait

- ☐ By using the SWOT-analysis (a quick scan)
- ☐ By drawing and describing the existing spatial structure
- ☐ By identifying the key issues and key drivers of change.

	Strengths	Weaknesses
Opportunities	Offensive <b>Go for it</b>	Transformative <b>Change it</b>
Threats	Defensive <b>Keep it</b>	Survival <b>Fight for it</b>

### 3. Drafting Vision Statement(s) in words and images

#### *Vision statement*

- ☐ Should be short and expressive mainly in words
- ☐ It should give one or more perspective(s) concerning the intended development of an area.
- ☐ The history of the area, its qualities, assets and opportunities are corner stones for a strong Vision.
- ☐ It should express a sense of local/regional identity.

#### *Spatial concepts*

- ☐ Are used to visualize the Vision statement(s)
- ☐ Could be conceptual but must be specific, feasible and communicative
- ☐ Could be expressed by means of metaphors.

#### Spatial Concept of "Randstad of Green Heart" (Holland)



The famous concept of the "Randstad and the Green Heart" is about creating a horseshoe shaped urban belt with the 4 biggest cities of Holland (The Netherlands), while protecting the inner area as a Green Heart and the outer area as mainly rural. This concept is dominating the Dutch Spatial policy since WW2

### 4. Action planner and progress monitor

- ☐ An Action Planner can be used at visioning workshop to indicate which action is needed, by whom, when and what is its priority
- ☐ A Progress monitor summarizes the outcome of community planning activity and plan the next steps to be taken.

## Methods to get a Vision for the Community

There are several methods and techniques that can be used to develop a Vision for the City, such as:

- Briefing sessions
- Plenary discussion sessions
- Working groups
- Design sessions
- Review sessions
- Multi-media presentations.

The time needed for a successful Visioning workshop can vary from a half day to a week. A Visioning week or weekend is an elaborating but highly effective way of generating momentum for change and getting all parties involved in producing a sound Vision and plan of action for a site, neighborhood or city. The main workshop sessions and especially the presentation of the final outcome /results should be open to general public.



## How can I contribute in Visioning of my city?

- By initiating, organizing or participating in the visioning workshops
- By identifying the potentials of your city
- By providing your creative ideas to define and visualize your city vision statement(s).

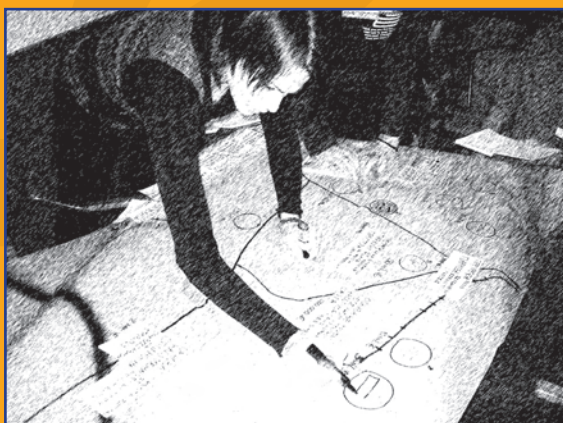
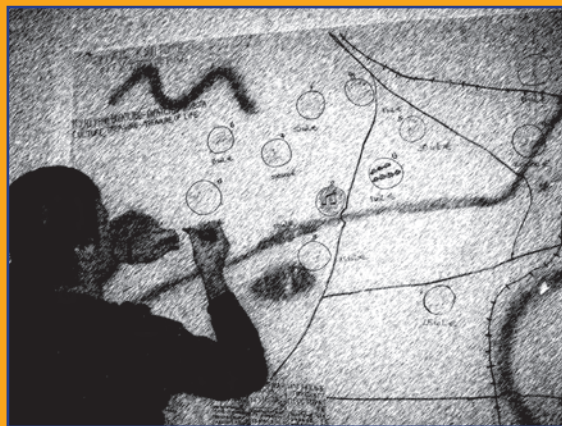
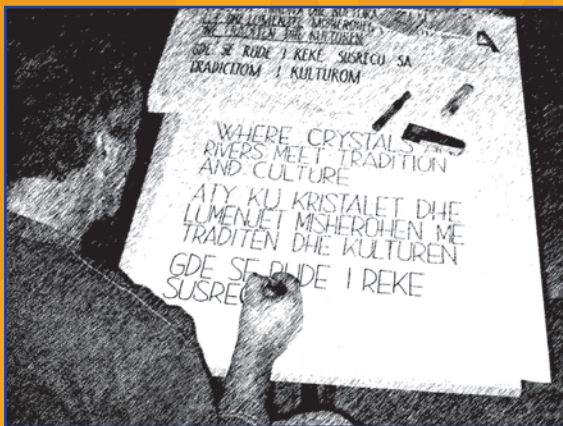
## What after the vision?

- Once a vision is drafted, a successful communication and public debate is needed for reaching broader commitment within the entire community. Thus, publicize the vision widely and keep it alive, for example by reporting monitored achievements regularly to the public.
- A Vision for a City can be detailed in a more elaborated Vision for a neighborhood or specific site.
- A Vision for a City is not static but should be revised or even replaced by a new vision whenever the circumstances of planning have changed profoundly.

## Sources and references

- The Community Planning Handbook, Nick Wates, Earthscan Publications, 2002 ([www.communityplanning.net](http://www.communityplanning.net))
- Tools to support Participatory Urban Decision Making, UN-HABITAT ([www.unhabitat.org/govern](http://www.unhabitat.org/govern))
- Participatory Workshops, Robert Chambers, Earthscan, 2004

# Visioning Workshops... it works!



# Making Better Cities Together

To ensure a better life to all its citizens, Kosovo needs better cities. This can only be achieved by planning and working all together. "Making Better Cities Together" is the motto of the Sida-funded MuSPP, through which UN-HABITAT is supporting the municipal spatial planning in Kosovo. Kosovo cities and towns are in the process of drafting the municipal and urban plans. The plans are to be strategic and action oriented, detailed in the urban regulatory plans and implemented through private and public investments. The six secondary cities of Kosovo - Pejë/Pec, Gjakova/Djakovica, Prizren, Mitrovicë/Mitrovica, Ferizaj/Uroševac and Gjiilan/Gnjilane - can contribute to a more balanced development of Kosovo and reduce the ongoing migration of population to the capital city, Prishtinë/Prishtina. Through integration in the European urban network, the Kosovo cities and its citizens will be connected with other European cities. This can be achieved by attracting investments in sustainable urban development and improving access for all. Private investments are needed to match the public funds in order to provide better services to the citizens: decent social housing, hospitals, schools, roads, public transport and last but not least attractive public spaces to respond to the needs of the changing society.

## Impressum



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*<< Making Better  
Cities Together >>*

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This Leaflet is an initiative of UN-HABITAT Kosovo, as a communication tool of the Municipal Spatial Planning Support Programme (MuSPP). The text is written by Frank D'hondt, Spatial Planning Coordinator of MuSPP and the Leaflet is coordinated by Lumnije Gashi, Information and Communication/PR Officer of MuSPP. The target group is primarily the planning stakeholders of the Kosovo municipalities, and the six 'MuSPP Cities' in particular.