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## DESIGN GUIDELINES FOR MULTI-SERVICE CENTRE IN MUNICIPALITY WILKOWICE

### METODA PROGRAMOWANIA NOWYCH INWESTYCJI NA PRZYKŁADZIE WIELOFUNKCYJNEGO OŚRODKA USŁUGOWEGO W GMINIE WILKOWICE

#### Abstract

The transition period in Poland has allowed to establish a new segment of investors which are small towns and municipalities. This new group of investors undertake the task of new investment building new objects and elements of infrastructure. services, many of which manages to successfully finalize. New investments are usually successful in case of favorable location of the town in the region, its tourism attractiveness and good communication links. Already existing services and development also enable to start the new ventures as well as a precise vision and mission of the local government competently translates into strategic objectives then expressed by the idea of investment. This study presents a method of creating an information system for investment decisions in a small town - a seat of the municipality. It is related to the service buildings development. This paper shows the method of analysing and evaluating the location of the planned investment options in the context of the local master plan and the characteristics of the land. A method of a questionnaire survey was used to measure the level of acceptance for the planned investment by the future users. Selected segments of stakeholder groups were interviewed to get the opinions on the future program and architecture of the planned buildings.

*Keywords: investment decisions, location decisions, users' preferences testing, investment program acceptance*

#### Streszczenie

Okres transformacji w Polsce uaktywnił nowy segment inwestorów, jakimi są małe miasta i gminy. Coraz częściej i z coraz większym powodzeniem podejmują one inwestycje infrastrukturalne techniczne i usługowe, z których wiele udaje się z sukcesem sfinalizować. Nowym inwestycjom sprzyjają korzystne położenie miasta lub gminy w regionie, atrakcyjność turystyczna i dobre powiązania komunikacyjne. Ułatwia je rozwinięta infrastruktura usługowa (szczególnie techniczna) oraz wizja i misja jednostki samorządowej trafnie przełożona na jej cele strategiczne wyrażone ideą inwestycji. Niniejsze opracowanie prezentuje metodę tworzenia systemu informacyjnego dla decyzji inwestycyjnych podejmowanych w małym ośrodku – siedzibie gminy i dotyczy realizacji obiektów związanych ze sferą usług. Przedstawione zostały sposoby analizy i oceny wariantów lokalizacji planowanych inwestycji w kontekście zapisów planu miejscowego oraz właściwości terenu objętego lokalizacją. Jednocześnie zaprezentowano metodę badań ankietowych, które pozwalają ujawnić poziom akceptacji dla planowanej przez gminę inwestycji wśród przedstawicieli wybranych grup interesariuszy

*Słowa kluczowe: decyzje inwestycyjne, analiza lokalizacji, badanie preferencji użytkowników, akceptacja programu inwestycji*

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## 1. Introduction

The transition period has activated a new segment of investors such as small towns and communities. More often and successfully, they start and complete the infrastructural and service investments. Small communities face many obstacles and difficulties in investing at the stage of preparation of local plans: lower than in case of the bigger units the intellectual and financial potential do not allow for effective participation in the local plan study process and may also be limit the process of initiating and leading the investment process [3, p. 31]. The tendency to invest in small municipalities depends on many factors, the most important are the factors connected with the possible location conditions, technical infrastructure available and the marketing activity of local authorities [4, p. 72]. New investments take advantage of favourable location in the region, tourist attractiveness and good transportation links. Favourable are also the widely understood infrastructure and services. The local government ability to define the strategic objectives and to transform it into the idea of the future investment is also very helpful [9, p. 186-193].

The new investment start is always connected with the various aspects of risk. The risk can be reduced by implementing the procedures of examining the relation between the expected results and the effort required to achieve them. In practice, neither cost nor effort can not be fully expressed in monetary units, despite the fact that some methods of measuring the effectiveness of investment include social costs and benefits into account of the efficiency of investment [11, p. 279].

For the success of the investment (measured by the degree of achievement of the assumed set of objectives) the most important are decisions made in the early stages of the investment process. The most important stage of investing is therefore its initial phase, when the location and the programme of the new investment are established. Just in this time, when there is no data to calculate the costs and benefits yet, it is necessary to implement the evaluation procedures of the selected investment ideas to decide about the development of the chosen project [1, p. 179]. The process and procedures of evaluating the investment ideas would presented in the following part of the paper.

## 2. Investment decisions depending on the investment initiating procedures

This paper presents the process of creating an information system for the investment decisions made in a small municipality and relates to the new multifunctional building situated in the centre of the place. As the investment decision we understand the sequence of following actions: (1) choice of location for the new investment, (2) definition of the functional program, (3) location quality verification based on the analysis of the characteristics of the site, (4) verification of the functional program based on the results of testing the expectations and aspirations of selected groups of stakeholders.

The investment decision is therefore starting the investment process, including the phase of creation the possible investment ideas, phase of clarifying and proposing different spatial and functional options, and gathering information about its environment. It also consists of the conceptual design activities: urban and architectural, the basis for the decision making

on the location and the functional program. The context of existing economic, social and spatial conditions is considered as well. Accurate design decisions taken at this stage of the investment process determine the success of the entire development.

The activities included in the investment decision may be taken in any order, depending on how the investment is initiated.

Depending on the method of initiating the investment process the procedures of the first phase will include a set of activities involving the gathering and analysis of information about location in the context of the development, or the analysis of location options for the demanded functional programme. The procedures associated with this phase of the investing process correspond to one of the two possible ways of the investment start (Table 1). **Option one** shows the situation, when the investor is already the owner of the land where he intends to invest. The first step in such a case is to develop a preliminary investment programme and to check if the properties of the land (urban indicators, environment characteristics, the requirements of the Town Plan and other documents) are relevant to it. At this stage the urban analysis is useful. The investment proposals must be then assessed by the future users. Investors must choose the representatives of the future users, present them the possible solutions and ask for their opinion. These studies and research, in case of positive verification are the starting point for the development of specific guidelines for the urban and architectural design including the determinants as: (1) volume and dimension of the building (buildings), (2) detailed functional plan, (3) the area of the monofunctional parts and the scheme of spatial relationships among them, (4) facilities, communication system and organization of the public space.

Table 1

**The initial phase of the investment process – the conditions for investment decisions based on how to initiate investment**

How to initiate the investment	Procedures	
<div style="border: 1px solid black; padding: 2px; width: fit-content; margin-bottom: 5px;">Option 1</div> The investor is the owner of the land seeking for the optimal functional and spatial solution for the investment	STAGE I	Developing a preliminary new investment programme
	STAGE II	Location testing, in particular the urban analysis of land and possible density
	STAGE III	Examining the degree of acceptance of the investment plans by selected stakeholder groups
	STAGE IV	Developing detailed guidelines for urban planning and architectural design
<div style="border: 1px solid black; padding: 2px; width: fit-content; margin-bottom: 5px;">Option 2</div> The investor has specified investment plan, while looking for the land where he could develop the investment in the most efficient way	STAGE I	Preparing the urban indicators for new development
	STAGE II	Developing the design solutions (conceptual design versions) for chosen location variants
	STAGE III	Studying user preferences assessing the attractiveness of selected location options, mapping the location and characteristics of the competing facilities
	STAGE IV	Final choice of new investment location and detailed analysis of its characteristics

Note: it should be noted that the marked gray how to initiate the investment, which is presented in this paper as a case study (Source: Own study based on: E. Stachura, *Determinants of Housing Architecture in the transition period in Poland*, Publisher Silesian Technical University, Gliwice 2009, p. 150).

Option 2 presents a scenario: investor is looking for the best location for the development (building or building complex) when its characteristics and parameters have been just defined. The proceedings in this case lead to the selection of one of several location options chosen for analysis that meets the basic criteria established by the investor. The first step in this case is to work out necessary urban indicators related to the new development and to check which location proposal meets the required conditions. In this phase, conceptual architectural and urban designs (sketches) are prepared for a number of different investment locations. Selected groups of stakeholders assess their attractiveness and indicate the best solution. In some cases, before making a final decision on the site, it is necessary to analyze the attractiveness of competitive (similar) services.

### 3. Methods of analysis and evaluation of the characteristics of an investment location

As shown in the previous section, regardless of how to initiate the investment, it is necessary to examine the storage location for these properties, which are important both for the design process, the cost of investment and the future exploitation of constructed objects. In both variants initiate investment will cover a detailed analysis of the selected location, in option 2 but some aspects of the analysis should apply to all locations under consideration plots (Table 2).

Table 2

#### Analysis and evaluation of the characteristics of an investment location – the programming phase

No.	Assess the value of the object location	Criteria for assessing the value of location
<b>1.</b>	<b>Assessment of the availability of land</b>	
1.1	legal aspects of ownership	the legal status of the property
1.2	character of Use	classification of the land in the local plan
1.3	the condition and value of the existing land use	existing investment and the time and financial conditions of its adaptation or removal
<b>2.</b>	<b>Evaluation of the usefulness of land for investment</b>	
2.1.	engineering-geological conditions	establish the conditions and processed to determine the cost of building land in the context of the capacity of soil type and groundwater level
2.2.	transformation of the environment	identify ways and costs of environmental rehabilitation
2.3	urban and architectural environment	constraints and opportunities posed by the neighbouring building plots in the use of the studied area
2.4	location properties in the context of a specific functional and spatial program	the possibility of attaining the objective functional and spatial program or the possibility of adjusting

cd tab. 2

<b>3.</b>	<b>Evaluation of the technical infrastructure and services</b>	
3.1	the effectiveness of the proposed building relationships with communication	terms of the relationship of the proposed estate road system
3.2	availability of media	the presence of the media and the network conditions and connection costs, terms and cost of the necessary reconstruction or expansion of existing networks
<b>4.</b>	<b>Conditions for the preparation of project documentation</b>	
4.1.	the status and availability of planning documents	the value and timeliness of information: the local plan, the basic map, cadastre and land registry
4.2.	availability of documentation of objects in the immediate vicinity of investments	completeness and timeliness of inventory studies, urban design and architectural
4.3	regulatory arrangements and expertise	conditions, the cost and time required to develop arrangements, additional expertise, and operators' opinion
<b>5.</b>	<b>Economic evaluation of the planned investment</b>	
5.1.	due to the cost of the investment	estimates and indicative term investment costs estimates
5.2	because of the anticipated costs: financial and social	preliminary determination of operating costs in relation to total costs of infrastructure services

(Source: Own study based on: W. Korzeniewski, *Guidance designer housing*, Arcade, London 1981, 15-18).

The most important features of a set of locations to be evaluated in the analysis presented in Table 2 is the availability of land, which determines the status of the property, the classification of the local plan and the status of the current investment property. Negative rating of any of the above aspects of the location and contain it eliminates this category. Another group evaluated the properties of the land on which it intends to implement the investment includes the determinants of natural, architectural and urban planning. They are the reason for choosing a solution architecture and urban planning, and in some cases to determine the solution, or even – impossible. A similar assessment of the role of infrastructure, particularly infrastructure. Her lack of or difficult access to the media means additional costs that an investor must pay during construction. In some cases, project documentation (see table 4) requires the expansion of specialized study. They may be detailed inventory drawings, opinions, reports (e.g. construction, preservation, and Mycological). Additional elements of the project documentation raise its cost and extend the development, which could be detrimental to the efficiency of investment.

Based on the previously discussed elements of site assessment can try to develop indicative cost estimates and determine the approximate cost of operation of the facility.

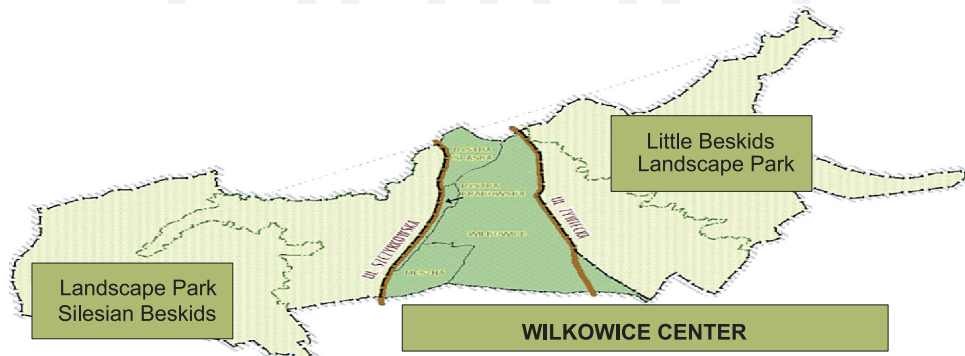
The above argument indicates the importance, from the point of view of the success of the investment is a comprehensive study of the planned location of the objects. It is

particularly important in small towns, where new investments have a greater impact on their economic status and competitive than in the centres of large – because of the scale of the subdivision – means a significant increase in capacity compared to the prior investment. Also interact strongly space: improve its quality, and in most cases set a new, higher standard for surround. Therefore, investment in small towns and communities must be planned with the utmost care opportunities posed to have been well used.

The rest of this article to present a case study – the study of the new location, multi-service center in the municipality of Wilkowice.

#### 4. Presentation Wilkowice and community areas for the location of the new center services

Municipality Wilkowice, picturesquely situated in the valley of the White, on the border of the Silesian Beskids Landscape Park and the Little and Żywiec Basin (Ill. 1) in the so-called “Wilkowicka gate” (altitude areas ranging from 380 to 1010 meters above sea level), is situated in the southern part of the province of Silesia, between the capital Podbeskidzie – Bielsko-Biała (which bordered on the north and west), the municipality Goats (which bordered on the north), the municipality Łodygowice (administrative district Żywiec, which is bordered on the south-east), the municipality Czernichów (administrative district Żywiec, which is bordered to the east) and the municipality and the city Szczyrk–Buczkowice (bordered on the south).



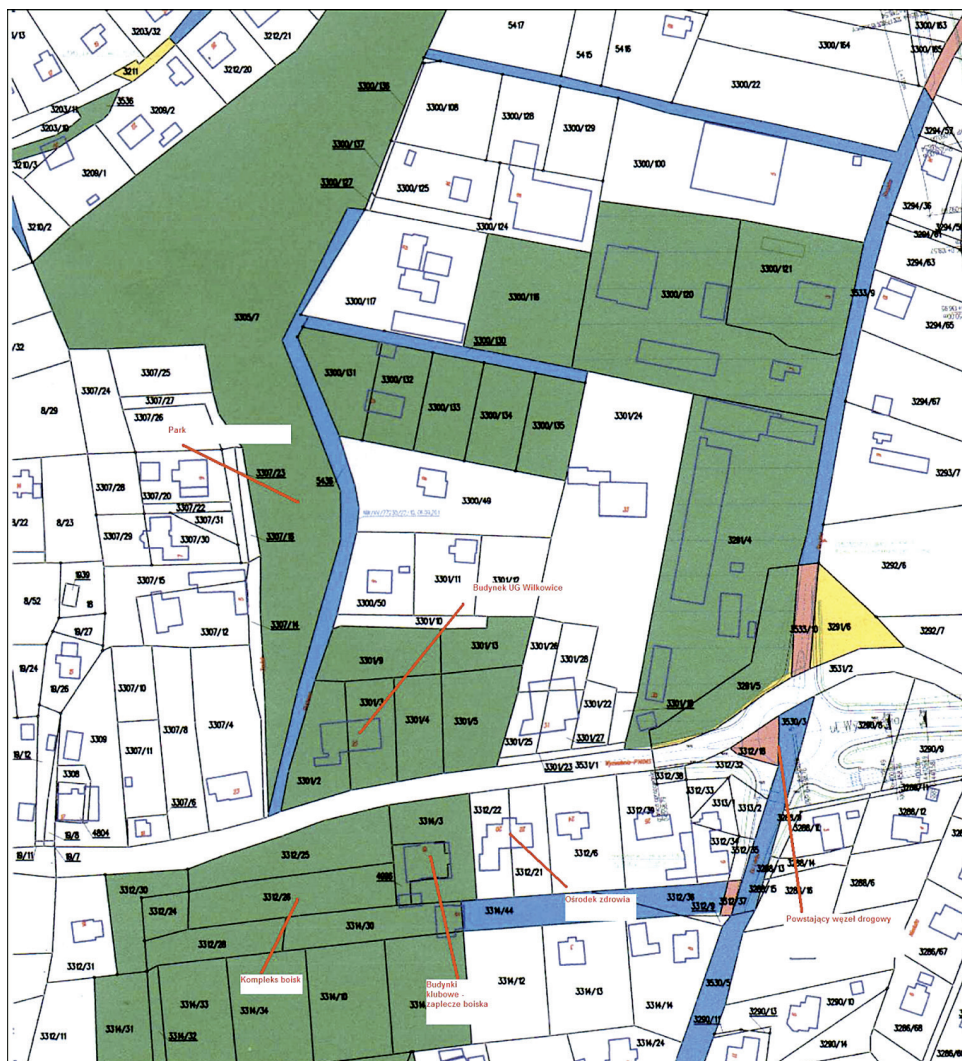
Ill. 1. Location in the municipality of Landscape Parks Wilkowice (Source: [2, part of Figure pl. 1])

The richly shaped the landscape and environmental conditions determine its attractiveness. A significant area of the region is mountainous strongly folded. The central belt of the White River Valley and its tributaries: Wilkówka, Mesznianka, Łęgowiec and Skleniec. The municipality also runs the Sola river watershed, which drains water pipe Zimnik.

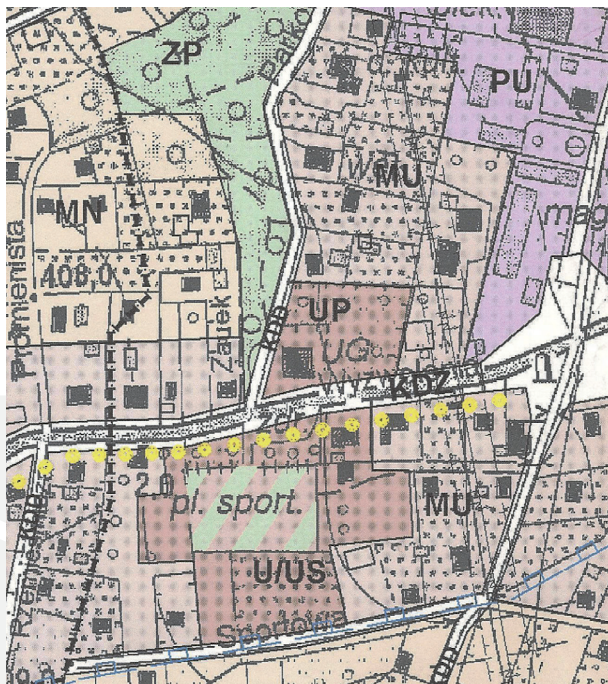
The municipality is a unit in which, consists of three villages: Wilkowice, Bystra and Meszna with a total area of 34 km<sup>2</sup>, with about 38% of the area is arable land, while over 50% of the forests. Administratively it belongs to the district of Bielsko-Biała. It is one of the smaller municipalities territorially in Silesia. They live it 12 624 people (as at 31.12.2011).

## 5. Analysis of the absorption area community centre Wilkowice

The area designated for the location of the new multi-service centre in the municipality of Wilkowice located in the central area, in close proximity to the municipal office at Liberation Street in close proximity to the municipal park - known as the “Green Heart Commune”. Includes six land registration numbers 3301/2, 3301/3, 3301/4, 3301/5, 3301/9 and 3301/13, owned by the municipality, with a total area of 0.5508 ha (Ill. 2, Table 4)



Ill. 2. Property owned by the municipality Wilkowice. Note: refers to the property marked in Green (Source: Materials Wilkowice municipalities based on an official digital maps of land records in 2010)



III. 3. Spatial directions (Source: [6, part of Annex 2])

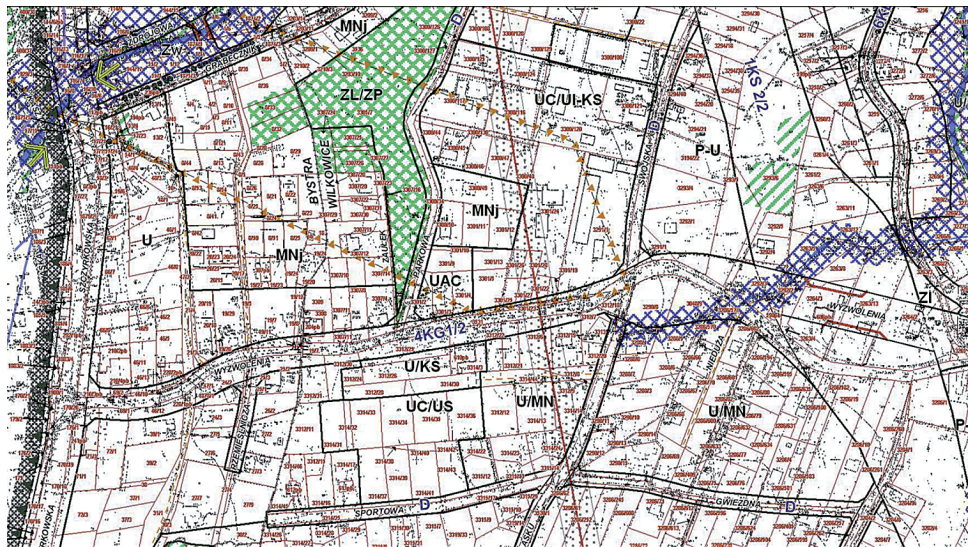
Table 3

**Information on the development of real estate**

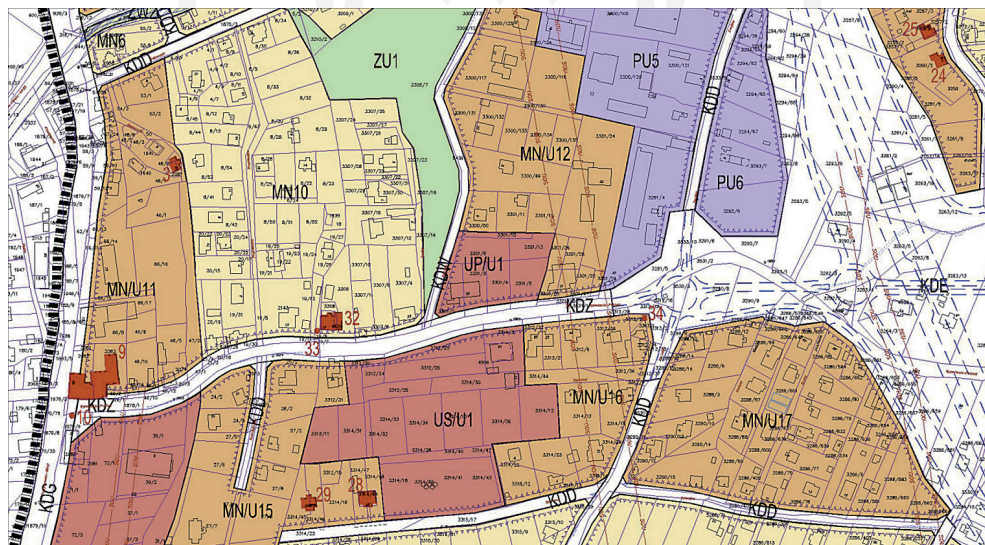
The unit recorded/Owner/Address							
385/Municipality Wilkowiec /st. Wyzwolenia 25 Wilkowiec 43 – 365 Silesian Region							
No.	Registration No.	Area [hectare]	Existing buildings	Arrangements			
				The findings of the current plan*		The findings of the draft plan**	
				Designation of land	Zoning	Designation of land	Zoning
1.1	3301/2	0,0897	building	UAC	Local authority services	UP/U1	Services and public services
1.2	3301/3	0,0829	UG	UAC			
1.3	3301/4	0,0823		UAC			
1.5	3301/9	0,1008		UAC			
1.4	3301/5	0,1293		UC/UI-KS	Public services, including transport services unit		
1.6	3301/13	0,0658	-	UC/UI-KS			
<b>Total area</b>			0,5508				

(Source: own study based on [2, p. 9; 7, p. 8].





III. 4. Figure plan (Source: 2, part of Annex 1)



III. 5. The project plan drawing (Source: [7, part of Annex 1])

**The findings of the current zoning plan for the area municipalities Wilkowice located in solectwach Bystra, Meszna, Wilkowice - in the central part of the municipality**

No.	The findings of the current plan	
	UAC – local authority services	UC/UI-KS – public services, including transport services unit
<b>1.</b>	<b>General arrangements for the protection of the natural environment, cultural heritage and the principles of development and land use (par. 4)</b>	
1.1	Prohibition of pollution of water, soil and air, including dumping, burying, spillage and disposal of waste and sewage.	
1.2	Ban on cutting trees without permission of the competent authority of the municipality.	
1.3	Prohibition of the buildings dysharmonizującej aggressive color with the environment except for signs and other signs related to health and safety.	
1.4	Implementation of the ban on commercial sales area exceeding 1000,0 m <sup>2</sup> .	
1.5	Warrant separate collection.	
1.6	The order of devices to collect waste in places and public places, recreation areas and sports in areas with heavy pedestrian traffic ensuring their exports to the landfill organized.	
1.7	Order to take account of natural and landscape values of the area in the form of architectural buildings.	
1.8	The obligation to determine the geotechnical conditions of the foundation of the planned buildings in areas at risk of landslides of soil / selected in the drawing/plan.	
1.7	Protection of groundwater in the area (MGB tank No. 448, „White River Valley”) by prohibiting the location of investments and activities that may pollute groundwater.	
<b>2.</b>	<b>General arrangements for the protection and conservation (par. 4)</b>	
2.1	Do not apply to these areas.	
<b>3.</b>	<b>Terms and conditions of consolidation and division of the property into building plots</b>	
3.1	Have not been determined for these areas.	
<b>4.</b>	<b>Application areas and the conditions and rules for building development in areas separated by dividing lines plan drawing (par. 6)</b>	
4.1	The feasibility of different services, including trade, catering, craft, culture, government, communications, and other inexpensive environment.	
4.2	Prohibition of implementation of projects likely to have significant effects on the environment and human health (within the meaning of the special), requiring preparation of a report on the impact of the project on the environment.	
4.3	Prohibition of residential location.	The feasibility of the construction works related to the operation of communication (parking space, equipment maintenance, other).

4.4	The form of objects should refer to the natural and landscape values of the area.	
4.5	The architectural form of buildings/facilities teams / should emphasize the representative function of the site.	It has not been determined for the area concerned.
4.6	Preservation of existing buildings with their modernization (including reconstruction, extension, etc.), and volume replacement facilities in poor condition.	
4.7	Maximum building height – up to 4 storeys and 15.0 m	The maximum height of the proposed building as well as the expansion of existing subjected to – 12.0 m (except for the dominant composition).
4.8	Minimum share of greenery in the area of land – 25%.	
<b>5.</b>	<b>Caring for communication (par. 7)</b>	
5.1	Communication service to the public areas of the main road – 4KG1/2 (an existing section of the county road 1404S – st. Liberation, the width of the lines of demarcation 30 m) and road D (demarcation line width of 15 m).	
5.2	Order to ensure adequate in relation to the needs and the type of services amounts of parking.	
<b>6.</b>	<b>Caring for the technical infrastructure (par. 8)</b>	
6.1	Conducting technical infrastructure demarcation lines of communication.	
6.2	Prohibition of discharging untreated sewage into surface water and groundwater.	
6.3	The protection zone of overhead power lines has a limitation location of buildings in accordance with the specific provisions (green development indicated low).	
6.4	Maintains a supply of water from water supply systems operated by municipalities acting in Wilkowiec Waterworks Company.	
6.5	Discharge of domestic waste water and municipal waste through the sewage system. Storm water discharge to the existing surface watercourses.	
6.6	Surface runoff water from areas of production, industry and warehouses, roads and parking lots prior to discharge to the receivers should be cleaned to the extent that provides the fulfillment of the applicable standards set out in the regulations.	
6.7	Gas supply based on existing, well-developed system of medium pressure gas pipeline, the necessary expansion, as needed.	
6.8	Heat supply from individual gas boiler or boiler fired factor causing no harmful emissions to the environment.	
6.9	Electricity from the existing network with the necessary network expansion and construction of low-voltage transformer station.	

Note: it should be noted that the findings apply only to areas marked with symbols UAC and UC/UI-KS (Source: Own study based on: [2, p. 2-18]).

**The findings of the proposed amendment to the local zoning plan Wilkowice Commune  
in the central part of the municipality**

<b>Lp.</b>	<b>Arrangements of the zoning plan</b>
<b>1.</b>	<b>Rules for the protection and development of spatial order (par. 3)</b>
1.1	Impassable lines from the building of public roads have been identified in the drawing of the project plan.
1.2	The maximum size of the billboard on the fences – 4 m <sup>2</sup> . The architectural form of advertising must make to the character and design of the facade. Ads on buildings located in a manner compatible with the continuity of composition, body and interior architecture.
<b>2.</b>	<b>Environmental Policy (par. 5)</b>
2.1	There are areas of landslides, areas prone to subsidence of soil, land and mining areas, areas of special flood hazard, and there is none of the forms of nature protection area.
2.2	There is a main aquifer 448 – “White River Valley” – in the case of an investment location is likely to contaminate the water poziemne valid order of protection against the pollution.
2.3	There are areas for which protection shall be sound - as sites of buildings associated with the permanent or temporary residence of children and young people.
2.4	Warrant the use of environmentally friendly sources of heat for heating purposes and social and living.
2.5	Order reduce noise and vibration to the limit values operated on the border area.
2.6	For proper management of waste apply the principles set out in the Municipal Waste Management Plan.
2.7	If your location is parking – enforcement order shall be surfaced to allow drainage of rainwater through the mud and oil separators – for parking in excess of 0.1 ha.
2.8	Prohibition of implementation of projects that can always significantly affect the environment for which to carry out an environmental impact assessment is required under the law directly, except for works related to communication and technical infrastructure.
<b>3.</b>	<b>Rules for the protection of the cultural landscape, cultural heritage and cultural monuments and modern (par. 6)</b>
3.1	Earthworks associated with the implementation of the technical infrastructure and the communication infrastructure carried out under archaeological supervision
<b>4.</b>	<b>Terms and conditions of consolidation and division of property plots (par. 7)</b>
4.1	Areas and individual plots must be provided year-round access and access to public roads (directly or through public roads or commuting undistributed) with the requirements for fire protection.
4.2	Divisions of land located at the district road should be carried out mostly based on existing conventions or using directions from the possibility of lower category roads. Where justified, the road manager may allow another solution.
4.3	Minimum land area – 1200 m <sup>2</sup> and the width of the front parcel – 20 m minimum surface plots are not valid in the case of making divisions for roads, squares, divisions designed to increase land adjacent and to make divisions in order to settle the ownership of the existing buildings, improvements possibilities of existing parcels or provide commuting.

<b>5.</b>	<b>Caring for the area of communication and remodelling, expansion and construction of communication systems (par. 8)</b>
5.1	Communication service area of a public road aggregate – and internal road.
5.2	Within the areas designated for development communication system may be, as appropriate, supplemented with sections of strings foot-commuting vehicles or undistributed. Allowed to use the commuting set in a form suitable easement.
5.3	The minimum number of parking spaces – one space/502 usable space.
<b>6.</b>	<b>Policy development and construction of technical infrastructure systems (par. 9)</b>
6.1	Discharge wastewater into the sanitary sewer located within the municipality.
6.2	It keeps the water supply system of the local water supply.
6.3	Allowed reconstruction of the network implementation, and technical infrastructure and equipment in the way non colliding with other arrangements of the plan, under the terms of the special provisions.
6.4	Technical Zone from the 110 kV power line – 14.5 m on both sides of the extreme line cord, from 15 kV power line – 8 m, from transformer stations – 5 m from the existing cable networks – a minimum of 2 m as a building-free zone.
<b>7.</b>	<b>Rules for the protection and development of spatial order and findings of the parameters and indicators shaping land development (par. 10)</b>
7.1	The basic form of the roof of the building services - or multi pitched roofs with the same slope of the main slope <b>15°–45°</b> , with extended eaves, with possibility of dormers, attic, skylights, roof windows, canopies over the entrance etc. For existing buildings the superstructure, reconstruction or the expansion of an existing building roof form (layout slope, angle, cover) can refer to the existing roof without having to meet the above conditions.
7.2	The maximum building height measured from the lowest ground level at the main entrance to the building, to the ridge for service buildings – 15 m.
7.3	Building area shall not exceed – 50% of the area of the building.
7.4	Biologically active surface should be – at least 20% of the area of the building.

Note: it should be noted that the findings apply only to the area marked UP/U (Source: Own study based on: [7, p. 3-7]).

Table 6

**Data and indicators on the new building located in the center of Wilkowice**

<b>Built-up area</b>	<b>max. 2754 m<sup>2</sup></b>
<b>Biologically active surface</b>	<b>min. 1101,6 m<sup>2</sup></b>
<b>Overall height</b>	<b>max. 15 m</b>
<b>Parking</b>	<b>one place/area of 50 m<sup>2</sup> use</b>
<b>Built-line</b>	<b>as shown in Figure 5</b>

- Suggested total area of 10 000 m<sup>2</sup>, alternatively you can design an object with a larger surface area.
- Writing in the local plan for the roof forms can be corrected by adding a green roof to p. 7.1.

- It is recommended phasing of the design process, functional diagrams – the spatial center of the Commune should be consulted with the Investor.
- The study should take into account the modernization of the municipal office building facade, which is located on land which is the subject of study.

## **6. Approval of investment plans by selected groups of community stakeholders in the light of the results of empirical research**

Planning and development processes of urban community centres, in the broader quality of life and social and economic development, it should be preceded by a presentation of not only the benefits of the actions taken by the investor, but also recognition of the acceptance of the plans among selected groups of stakeholders and identifying their preferences related to assessment of the attractiveness of the investment options of this location.

The role of these research activities is particularly important in the early stages of the investment process – allows for identification of the immediate area, which are the residents, local business people, tourists and potential investors.

### **6.1. Objectives, research methodology, the characteristics of the respondents**

The purpose-designed and conducted empirical research was to identify the degree of acceptance of community investment plans Wilkowice by tourists, local entrepreneurs, potential investors and residents. Due to the breadth of research material collected, this item has been devoted exclusively to the chapter analysis of the results of research conducted among residents.

To achieve this goal, in October and November 2011, conducted its own research direct a group of 150 residents of the municipality Wilkowice. The test method, according to the purpose and the scope and availability of the necessary information, was a direct survey. By using this method, interviewers were able to explain any problems that may occur in the course of the study respondents.

Scope of the survey included (1) determining the degree of acceptance of people Wilkowice for planned investment activities, (2) the perception of the impact of the planned investment activities for socio-economic situation of respondents, (3) identification of needs for building a “new centre”, (4) perceptions of the benefits/community risks arising from the planned investment activities, (5) knowledge of social expectations to the utility of the new centre, and (6) to diagnose the preferences of residents in environmental management Municipality offices.

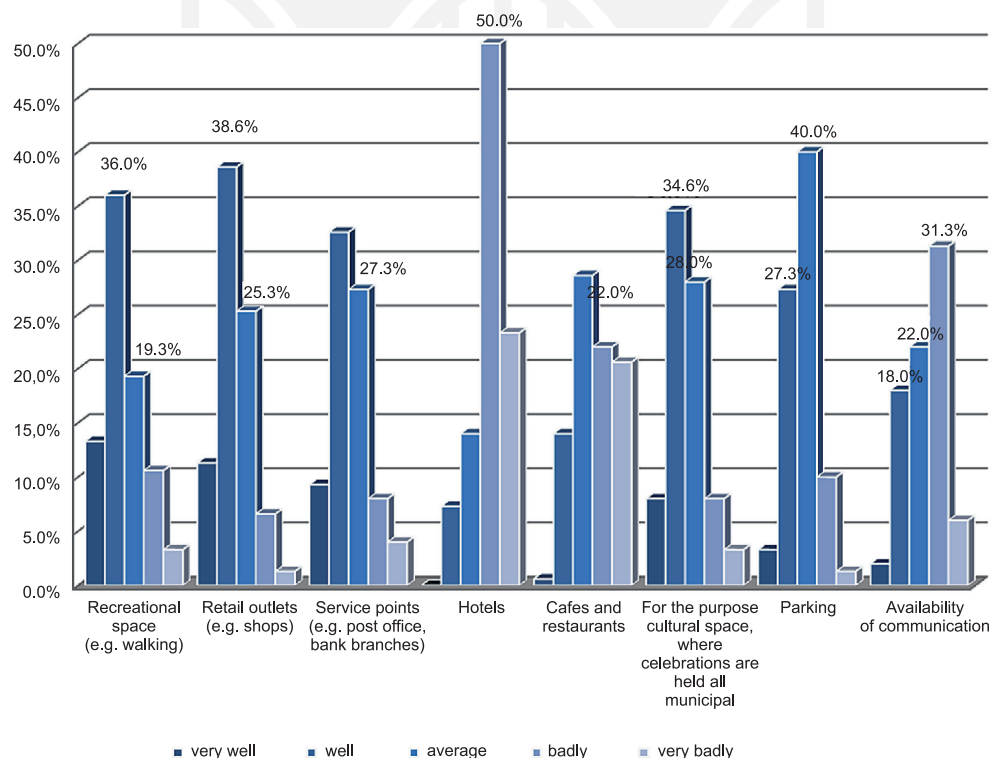
In the light of the source material obtained according to the questions included in the survey questionnaire score sheet a detailed characterization of the respondents Under the assumptions of research, in an attempt to find the inhabitants of three villages included in the municipality Wilkowice over 18 years of age, representing separate households.

Over 57% of respondents were male, and more than 42% – women. In the study group was dominated by people over 51st age (over 40%). An equally large group of respondents were in the range of 29–39 residents. years of age (26%) and 40–50. years of age (26%). However, a small segment of the youngest people were aged 18 to 28 years (only 7%).

Given the size of the household, of the respondents were people representing double the household (30.7%), followed by household triples (23.3%), four (22%) and five-(over 16%). The smallest model of the family were represented holdings with six or more members. Among the vast majority of respondents were people with secondary education (over 45%) and higher (over 41%). 12% of respondents were people with vocational education. The share of people with primary education was marginal – only 2 people. The largest group among the residents of economically active people living on employment – more than 57%, followed by the self-employed/business (over 31%). However, 60% of respondents were inactive pensioners. The results also showed that prevailed among the inhabitants of moderate perception of their own financial situation (as indicated by 44%). Rather, the financial soundness declared 26% of respondents, and 12% identified it as very good. “Rather bad”, “bad” or “very bad” state of the family finances revealed 16% of respondents.

## 6.2. The results in the light of the source material

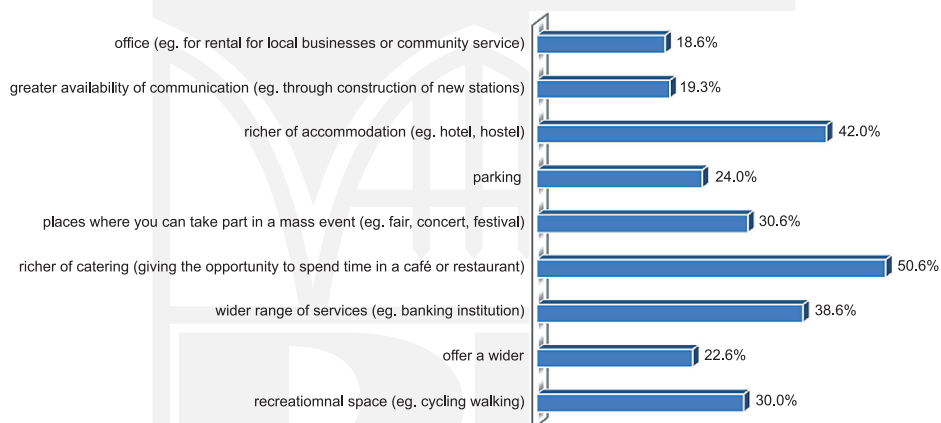
Question concerning the assessment of the current offer in the area of community recreation and service-commercial, was: “How do you evaluate the current offer the community in the following areas?”. The results are presented in Ill. 6.



Ill. 6. Respondents rating the current offer the community in the area of recreation, services and trade (in %) [N = 150]

According to the results presented half of the respondents (50%), “wrong” community assessed accommodation facilities – residents pointed primarily to the lack of hotels. Signaled a lack of B (it would seem so obvious to the tourist region!). Bad was also assessed communication service between villages – parts of the municipality, paid attention to the lack of public transport (such sentences were more than 30%). One in five respondents (20.6%) pointed to a very bad situation in the field of catering (which is associated with the lack of restaurants, cafes and pastry). On the other hand, people in the category of “good” rated highest available commercial products (38.6%) and services (32.6%). In addition, very high in the above category and in the category of “very good” was rated municipal recreation space (36%), while respondents suggested the creation of walking trails next. The “average” rated available parking spaces in town – so 40% of the respondents answered. Respondents also pointed out that the municipality not stand for bicycles.

Given the nature of the study in question seemed reasonable question: “What kind of services/attractions await you in the “new city”, as a complement to and more attractive community Wilkowice?”



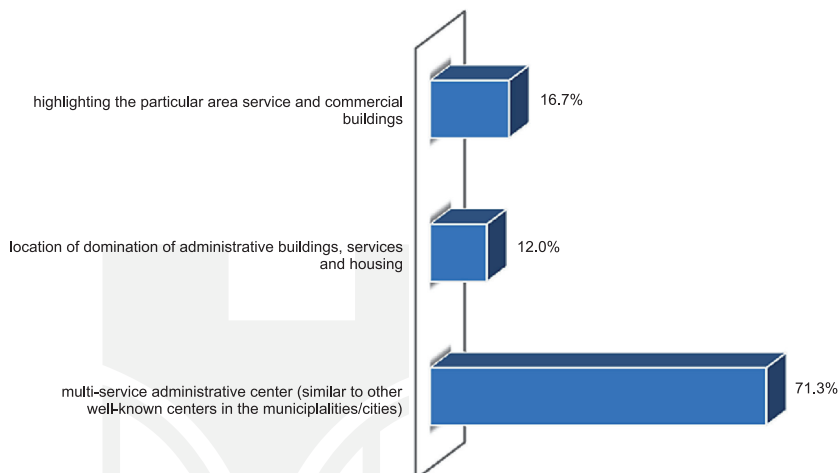
### III. 7. Respondents' expectations for services/attractions in the “new centre” (in %) [N = 150]

Present the results in III. 7 clearly show that people are waiting for land located near the Municipal Office Wilkowice. Respondents expect that the creation of “community centre Wilkowice” will allow for the expansion of catering villages (so said more than half of respondents), which in turn would give the opportunity to spend free time outside of the home (but without having to go to a nearby urban centre). In addition, respondents are hopeful that prepared for the investment in the creation of the hotel (42%) and a place for the purpose of mass events (over 30%). During the test, the interviewers also received other valuable tips that – if zoning plans permit – the investor could take advantage of the implementation of this project. Residents signalled because: (1) lack of tourist information centre, (2) no centre promoting the community, (3) lack of so-called. “Quick service companies”, (4) lack of good art workshops disseminating cultural community.

Very interesting were also responses to the question about building a “new city centre”. Where almost 72% of respondents said that it should be a multi-functional administrative

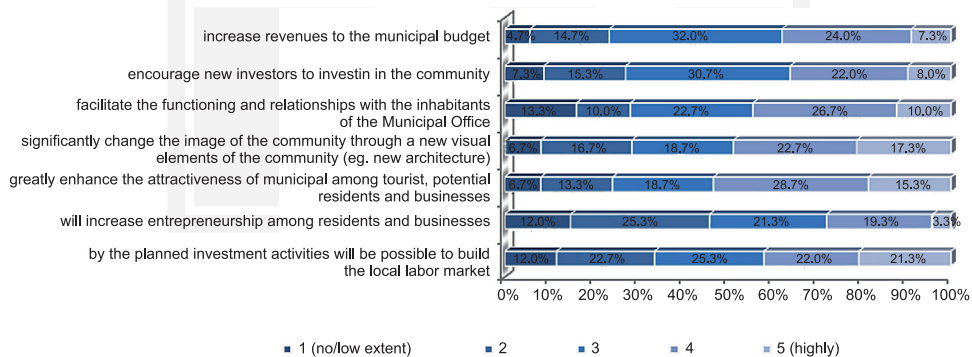


and service centre similar to centres in other municipalities/cities. Over 16% stated that they planned to “centre” should be an area of particular highlighting the commercial and service buildings, and 12% – that should be a place where the dominant administrative buildings, services and housing (Ill. 8).



Ill. 8. Respondents preferences for building the planned investment (in %) [N = 150]

It should also bring the results (presented in Ill. 9) on the perception of the impact of planned investment activities for socio-economic situation of the respondents and community itself.



Ill. 9. Perception of the impact of planned investment activities for socio-economic situation of the respondents (in%) [N = 150] (Note: it is noted that the respondent’s position was expressed on the five-point scale, where 1 – is the very low level or not at all, and 5 – to a very high degree)

According to 32% of respondents create a “new centre” moderately contribute to the increase in revenues for the municipal budget. Almost the same number of respondents (over 30%) also said modestly that the establishment of new facilities in the community

can encourage new entrepreneurs to invest in the community. 26.7% of the population believes that the idea of development around the municipal office would greatly facilitate the functioning of the Authority and facilitate its relationship with the residents (through new administrative area, adapted to the needs of disabled people). Almost 30% of respondents were of the opinion that the newly formed municipality buildings greatly enhance the attractiveness for tourists and potential residents. On the other hand, over 17% of the respondents felt that the new architecture is highly affect the perception of the community. Despite this, 22.7% of residents were of the opinion that the establishment of the new facility will not significantly improve the local labour market and the creation of many new jobs.

The presented results provide valuable guidance, setting out the basis for the efficient utilization of the space around the seat of the municipal office. There are also determinant, in addition to architectural and urban considerations for further action to improve the image of the Commune Wilkowice among tourists, investors and potential residents.

## 7. Conclusions

Small communities face many problems during the investment process. The most important part of this process is the initial one, when the idea of the new development arises.

The paper shows what procedures should be implemented by the small communities to invest successfully, especially, what should be done in the initial phase of the investment process to limit the investment risk. The case of Wilkowice municipality has been presented, where before the final decision about the development in the Centre the local government applied the adequate methods of analysis and evaluation of the investment location. The urban analysis and the analysis of absorption of the community central area of the municipality were carried out. Local government has also got the approval of its investment plans by selected groups of community stakeholders. The survey results have shown high level of acceptance for planned investment activities and have specified the expectations to the utility of the new centre.

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