

# ECONNECTING

## Build our town together

# Integrated Action Plan

Municipality of Nagykálló



Nagykálló

URBACT



Co-funded by  
the European Union  
Interreg

*e*CONNECTING  
greener & closer communities





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# The Econnecting Network



## Lead Partner

Unione della Romagna Faentina, Italy

## Partners

Municipality of Berane, Montenegro

Municipality of West Mani, Greece

Comunidade Intermunicipal Viseu Dão Lafões, Portugal

Ennis Municipal District, Clare County Council, Ireland

Tori Vallavalitsus, Estonia

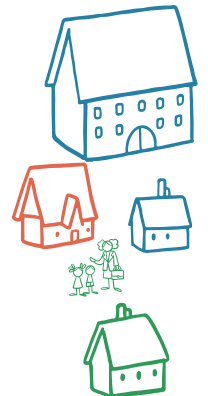
Razvojno Raziskovalni Center Ormož, Slovenia

Municipality of Nagykallo, Hungary



## Lead Expert

Roland Krebs, superwien urbanism ZT gmbh, Vienna, Austria

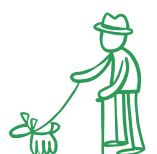


## ECONNECTING means...

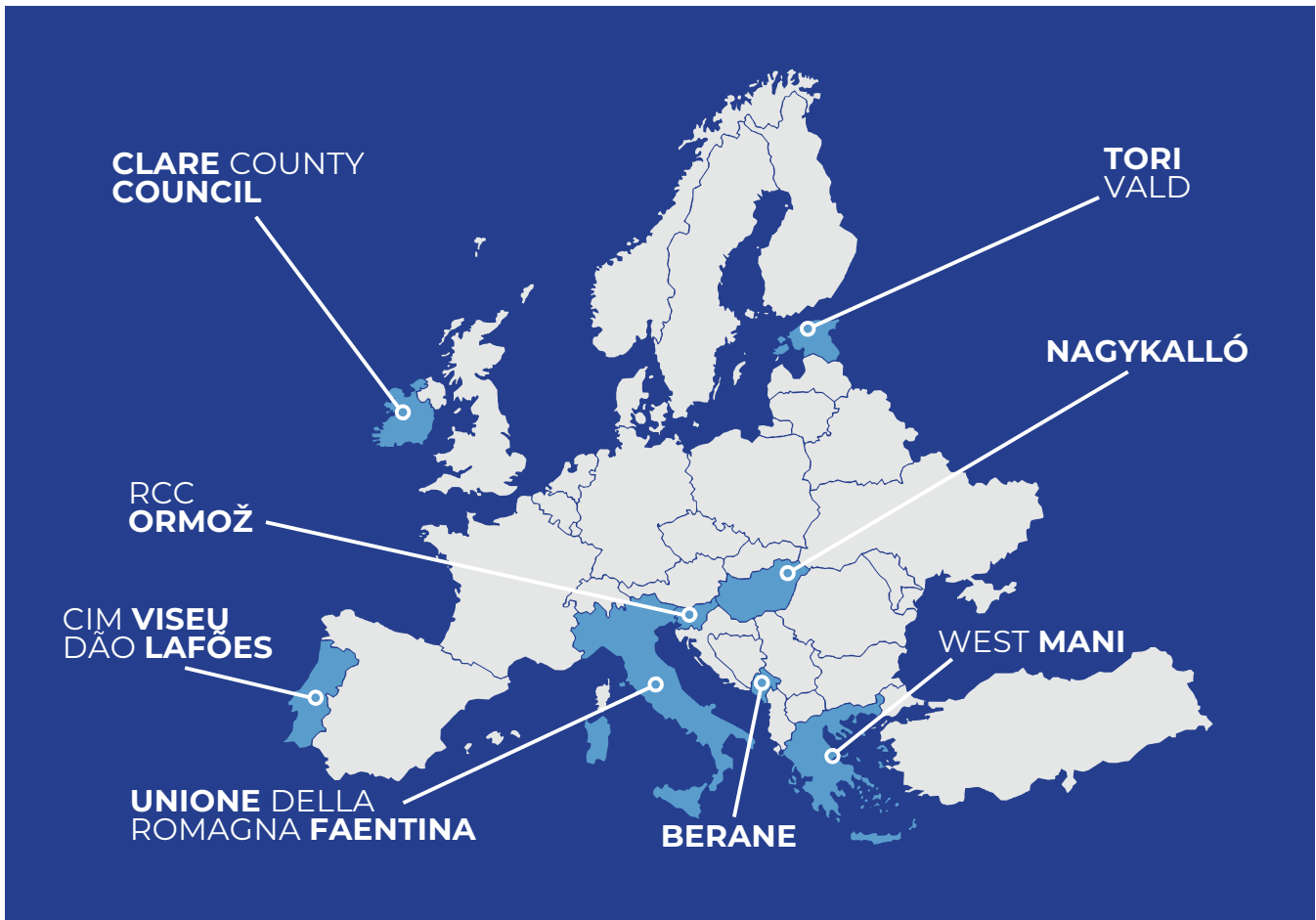
establishing **strategies and actions for rural-urban functional areas**, fostering the seamless integration of urban sustainable practices, well-being enhancement, and the cultivation of robust social connections through active citizen participation. This Action Planning Network brings together nine city partners from Italy, Montenegro, Greece, Portugal, Ireland, Estonia, Slovenia, Hungary and Spain to collaborate on shaping their „proximity territories,” characterized by intricate urban-rural linkages.

At the core of ECONNECTING lies a **comprehensive exploration of smart mobility solutions for public transport and mobility, coupled with the revitalization of villages, towns and their hub cities** to enhance the overall quality of life for citizens. The initiative embarks on a deep dive into the intricate fabric of these regions, seeking to address key aspects such as mobility, accessibility, and urban regeneration.

By employing a dialogue-oriented planning process and leveraging the proven URBACT methodology, ECONNECTING aims to **harmonize the dynamics between urban and rural areas**. The focus is specifically on optimizing mobility and accessibility, while simultaneously fostering vibrant public spaces that cater to the needs and desires of the local populace. All these efforts are grounded in a **commitment to environmental consciousness and community engagement**, ensuring a sustainable and peoplecentric approach to development.



Through collaborative efforts, ECONNECTING strives to create a model that not only enhances the connectivity between urban and rural spaces but also promotes a holistic and inclusive vision for the well-being of citizens. The initiative serves as a beacon for innovative strategies that prioritize the intersection of environmental sustainability, community vibrancy, and urban-rural harmony. In doing so, ECONNECTING emerges as a **catalyst for positive change, demonstrating the transformative power of collaborative urban planning on a European scale.**



# 1

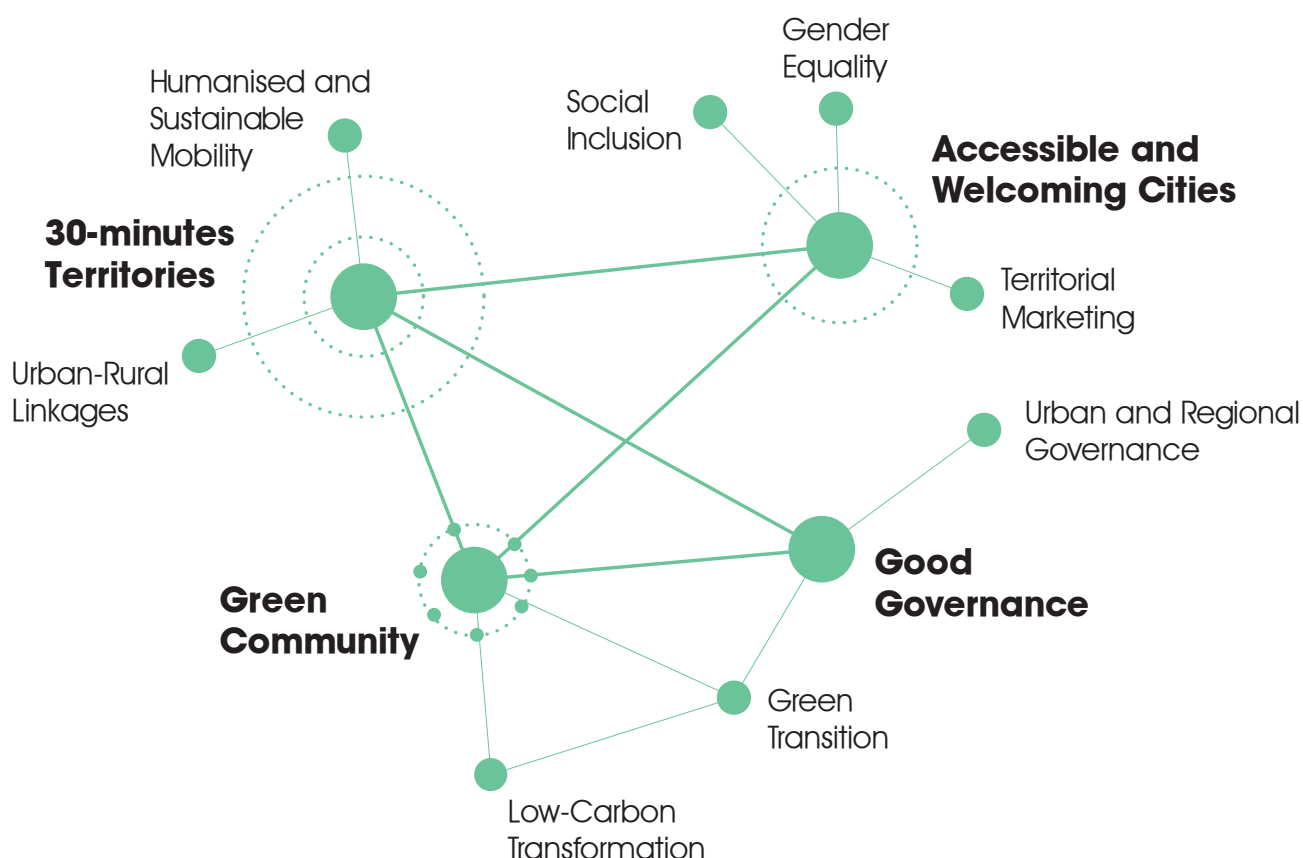
## Executive Summary

...If we think we are the only ones who know the answer, we are usually wrong...

This document is a local action plan of Nagykálló, which is the result of the work of the URBACT Local Group (ULG) operating in the town. The primary goal of the action plan is to continue the previously started integrated development of the city and create a more attractive, richer, greener and more sustainable city.

The Local Action Plan is developed as part of the ECONNECTING – greener & closer communities (URBACT IV) European Union project, the implementation of which is coordinated by the organization UNIONE DELLA ROMAGNA FAENTINA (Italy) as a leading partner, and the partners (in addition to Nagykálló): TORI VALLAVALITSUS (Estonia), WEST MANI (Greece), ENNIS MUNICIPAL DISTRICT, CLARE COUNTY COUNCIL (Ireland), BERANE (Montenegro), CIM VISEU DÃO LAFÕES (Portugal), and RRC ORMOŽ (Slovenia).

The Econnecting project focuses on the following areas and sub-areas:





2

# Development context and needs

# 2.1 Overall topic being addressed

The participation of Nagykálló in the project helps the local government to focus more finding solutions to deal with negative demographic processes, their causes and possible answers to turn the processes in a positive direction. The project lays the foundation for the settlement's urban strategy for the coming years, so that Nagykálló becomes an even more attractive and sustainable settlement and can serve as a model for settlements of similar size and capabilities.

Connection to the main topics of Econnecting

## **30-minute territories**

The city center of Nagykálló has excellent features for the implementation of 30-minute or even 15-minute areas. The size of the settlement is relatively small, all public services are easily accessible. Administrative services, educational institutions, places for shopping, cultural and sports activities, religious places, and social institutions are concentrated in the city center. Residential services and financial service providers are also easily accessible. On the other hand, there is a lack of open public spaces and catering facilities (restaurants and pubs). Accessibility needs to be improved, especially in the field of pedestrian and bicycle infrastructure

## **Humanized & Sustainable mobility**

With regard to sustainable transport, two important development trends can be formulated:

- attractive and sustainable public transport, to which the settlement is committed. It is necessary to expand the „smart“ bus stops that were previously created within the framework of the Rumobil project to other points in the city
- it is necessary to develop the infrastructural background of e-mobility, the creation of charging points at public institutions, educational and cultural institutions, and for the municipality and its institutions, a partial or full electric transition is necessary for the vehicle fleet

## **Welcoming & Accessible cities**

This theme fits best with the action plan, since with the attractive image of the settlement and the promise of a livable settlement, we want to stop and reverse the emigration of young people and young adults, and on the other hand, encourage people living in other settlements and young couples about to start a family to settle in Nagykálló. In addition, the goal is to implement dialogue-based settlement development and settlement operation with the involvement of the entire population of the settlement (including groups with lower interest assertion and disadvantaged positions)

## **Green Community**

Regarding the green transition and renewable energies, Nagykálló has already taken important steps. Most of the public buildings are supplied with electricity by solar panels, and they are currently being installed on the remaining buildings as well.

An action plan for the development and maintenance of the Green Infrastructure network for the city has been prepared, the consistent implementation of which will be the task of the following years. Some of the actions planned in the econnecting IAP will already appear here.

Promoting an environmentally conscious and energy-conscious lifestyle and shaping attitudes is an important challenge, in which the involvement of local NGOs, communities and educational institutions is inevitable.

## **Governance adaptations and modifications**

Strengthening and maintaining trust in local government is one of the biggest challenges. This trust can be maintained through cooperation, dialogue and transparency. Nagykálló City Municipality traditionally cooperates with local civil society organizations and supports their activities, but there is a lack of continuous consultation both with civil society organizations and with actors in the economic sector.

## **Local challenges context of the network topics**

Accessibility of services and urban-rural linkages:

- Expansion of the bicycle path network as a municipal investment.
- Together with partners, re-regulating public transport and making it attractive.
- A new challenge is the transportation of workers/guest workers related to large investments in the city/surroundings, as well as ensuring the availability of services for them.

Green community: Participation, environmental education, and knowledge sharing

- undermotivated inhabitants,
- participation effected by political motivation
- involving youngsters/young adults
- involving private sector, businesses
- common use of renewable energy (local energy-community)

Humanised and sustainable mobility: Future-proof, inclusive and innovative mobility solutions

- growing the attractiveness of the public transport
- low level of electric mobility

Accessible and welcoming cities: Accessible transport and urban and rural spaces

- public transport is not flexible enough or dense enough, which is a problem especially in terms of evening entertainment opportunities for young people
- useful public spaces for all social groups of inhabitants



# NEW TOWNHALL OF NAGYKÁLLÓ









## 2.2 Current Situation

Nagykálló is located in the north-eastern corner of Hungary, in Szabolcs-Szatmár-Bereg county, in the immediate vicinity of the county seat, Nyíregyháza. The Hungarian-Romanian border is 47 km away, while the Hungarian-Ukrainian border is 70 km away. The proximity of the county seat Nyíregyháza has a positive effect from several points of view, but a negative effect from several points of view on the demographic processes taking place in Nagykálló. With the close proximity of only 20 km distance it can develop an opportunity for the town to grow and develop as a place with high quality of life.



### 2.2.1 Access to the roadnetwork

The city's most important road connection is the M3 highway, which connects the settlement with Budapest and ensures connection to the main European transport networks.

### 2.2.2 Characteristics and Topography

Nagykálló is a grassy, acacia-covered, sandhill town that takes advantage of its special features and expands in its territory.

It is basically characterized by narrow streets and medium-sized squares, it is a well-parked settlement with many green areas, and afforestation is ongoing.

A green area of special importance is the area of the Harangod camp, which is a hilly, grove-like landscape, and which is made even more attractive by the 75-hectare artificial lake. The Téka camp was established in Harangod, on whose territory seven wooden buildings were built based on the designs of Dezső Eklér. The best-known such wooden building is the Táncosr, which has a floor area of approximately 250 m<sup>2</sup> and can accommodate up to 300 people at the same time. The Harangod complex is located near the city center, so it can be easily reached even during a pleasant walk or on the built-up bicycle path.



## 2.2.3 History

During the development of the city, the newer settlement parts were built on the road network leading



to the heart of the city. The city structure, which is currently a narrow street, has gradually developed over the years. The character and functions of the building stock were greatly influenced by the fact that the city used to be a market place, a regional center, and a county seat.

Changes in the statuses of Nagykálló

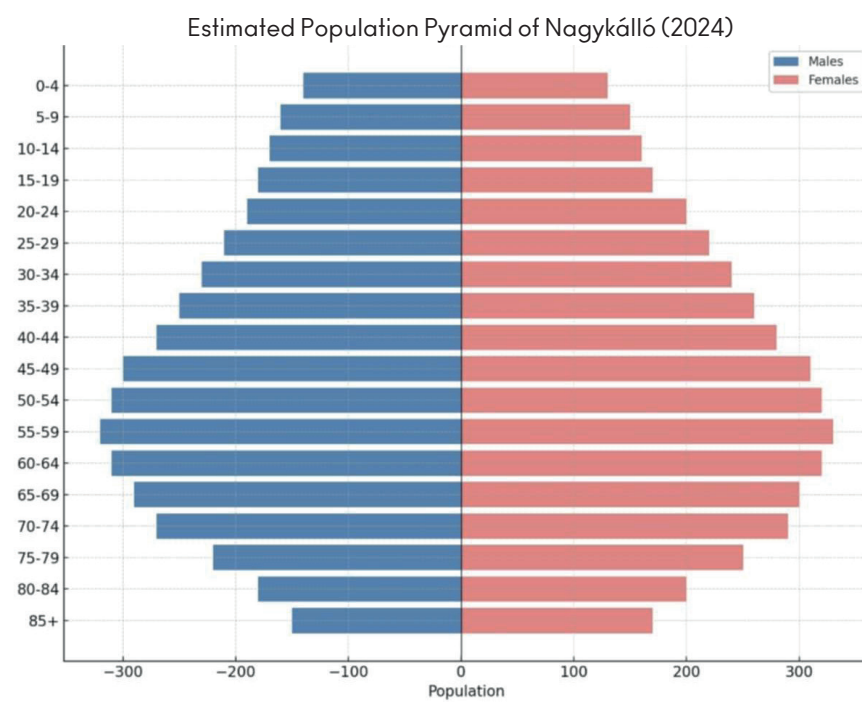
- Nagykálló privileged market town 1603-1723
- Kamara market town 1723-1740
- Contract market town 1740-1848
- Market town 1848-1870.
- Large village- district seat from 1804 to 1980
- Village until 1989
- City again from 1989

Currently, Nagykálló is the central settlement of Nagykállói Járás (microregion). Due to the role, residents of other settlements of the district also use certain official services here. The street structure of the settlement is more rural than urban, with narrow streets that pose a challenge to traffic management. The proportion of one-way streets is significant. The ratio of green areas is high, but their condition needs improvement. In Nagykálló, the population shows a moderate but continuous decrease. There is no information on the extent to which the emigration took place in recent years, but it is certain that the emigration took place primarily among the young population and primarily in the direction of the larger cities (Nyíregyháza, Debrecen, Budapest).

## 2.2.4 Demography

The population of Nagykálló has been stagnating or slightly decreasing in recent decades, due to natural decline and the emigration of young people. The city is facing significant aging: the proportion of people over 65 is higher than the national average, while the proportion of children and adolescents is always decreasing. The continuous migration of young adults (20-40s) to Nyíregyháza and larger cities exacerbates the demographic imbalance, especially in the absence of labor market opportunities. As a result, the proportion of social burden is increasing, which requires special attention in the field of services for the elderly, public spaces that strengthen generational cohesion and economic programs that retain young people.

The population in	2001	10 766
	2006	10 425
	2011	9 621
	2016	9 211
	2021	9 098
	2022	9 259
	2023	9 134
	2024	9 033



## 2.2.5 Education

A significant amount of secondary school education takes place in Nagykálló, not only from the settlement and the district, but also from the county seat. There are three secondary education institutions. Frigyes Korányi High School, Antal Budai Nagy Vocational High School and Rudolf Kállay Vocational High School in Nagykálló.

## 2.2.6 Culture

After the closure of the cultural center, the cultural life became poorer from 2007, but the municipality tried to enrich the cultural offer by enriching the cultural programs and organizing new festivals (ratatouille festival, beer festival), however, for the local population, the cultural programs are still mostly available in Nyíregyháza. Cultural life has been revitalized in recent times. A new event center has been completed, which will allow folk dance festivals to return to the settlement. In addition, several civil organizations have also been actively involved in the revival of cultural life. The most significant of these are the Castle and Heritage Preservation Foundation of Nagykálló, as well as the Catholic and Reformed churches operating in the settlement and the Jewish Community of Nagykálló.



The largest traditional event in Eastern Hungary, the Téka Folk Art Camp, looks back on more than 40 years of history.

Every year in Nagykálló-Harangod, all ages find something useful to do when they get to know our craft traditions, dances, and songs.

During the camp, you can try out and learn: clay making, leather crafting, lace making, skein making, wood carving, mat making, beading, kiln making, basket weaving, blacksmithing, felting, and weaving.





## 2.2.7 Economy

Agriculture plays a decisive role in the local economy, the main agricultural products include corn, wheat, sunflowers and apples. Many other businesses that process local and sub-regional agricultural products or trade in such products participate in the agricultural economy. In recent years, the cold store capacities in Nagykálló have also increased.

Most businesses are small and medium-sized, some of which may also be suitable for building supplier relationships.

Retail trade is also an important element of the city's economy: retail units are mainly food stores. In Nagykálló, there are many retail chains with a wide selection, but the establishment of a large shopping center has not yet taken place, since the nearby Nyíregyháza has shopping centers with a wide selection and large commercial units offering their services.

Nagykálló has an industrial park, which has now reached the limit of its capacity. Its further expansion and the creation of new industrial areas will be an important task in the coming years. The transformation of the industrial park into a technology park is currently underway. Unfortunately, industrial development and the development of the basic infrastructure related to it are currently concentrated in Nyíregyháza, but with the technology park title, there is hope to obtain various EU and domestic funds for the development of industrial areas.

### Statistic datas

#### Entrepreneurships

- Total number of businesses: Approximately 1,050–1,100 registered businesses operate in the city (based on 2024 estimates). This includes sole proprietorships, partnerships and other business forms.
- Small and medium-sized enterprises (SMEs): 95–97% of businesses are classified as small and medium-sized enterprises. This means approximately 1,000–1,050 SMEs.
- Typical forms: sole proprietorships, limited partnerships, limited liability companies.
- Main areas of activity: trade, construction, agriculture, vehicle repair, services.

#### Employment

- Employment rate among the active age group Active age population (15–64 years): Approximately 6,000–6,300 people (approx. 60% of the total population).
- Number of employed people: Employment rate among the active age group: approx. 62–65%. This amounts to approx. 3,800–4,100 people. (The rest: unemployed, inactive earners, students, housewives, etc.)

## 2.3 Existing Strategies & Policies

### Integrated urban development

In 2015, the Integrated Urban Development Strategy of the City of Nagykálló is a revision of the Integrated Urban Development Strategy prepared in 2008. The ITS designates the development goals to be achieved in the medium term (4-10 years), the range of interventions for implementation and the means of implementation - primarily for the use of the resources of the Regional and Settlement Development Operational Program (TOP), secondarily of the additional sectoral operational programs, and other development resources for mobilization.

The ITS was developed taking into account the following regulations and methodological guidelines:

- 314/2012. (XI. 8.) Govt. decree on the settlement development concept, the integrated settlement development strategy and settlement planning tools, as well as some specific legal institutions for settlement planning,
- Guide for small and medium-sized cities to prepare the Integrated Urban Development Strategy 2014-2020 (Ministry of the Interior, 11/03/2015),
- Urban Development Manual (Second, revised edition, NFGM, January 28, 2009).

### Local Agenda 21

The Local Agenda 21 includes a complex system of sustainable development, social nature and economy. Sustainable development is therefore the type of development of global and local society in which, in addition to improving the quality of life of individual people and balancing the existing differences between the inhabitants of the Earth in this regard, we treat the preservation of our ecological features and the maintenance of the ability of our environment to renew as a top priority. Regardless of the definitions, the basic goal of Local Agenda 21 (LA21) is to develop and implement a program based on the principle of sustainable development with the active and effective participation of the local government and the active support of the population.

### Local equal opportunity program

In accordance with Act CXXV of 2003 on Equal Treatment and the Promotion of Equal Opportunities. Act, 321/2011 on the rules for preparing local equal opportunity programs and equal opportunity mentors. (XII. 27.) Govt. decree and 2/2012 on the detailed rules for the preparation of the local equal opportunity program. (VI. 5.) With the provisions of the EMMI decree, Nagykálló City Municipality records the tasks necessary for equal opportunities in the Equal Opportunities Program.

The municipality undertakes to coordinate the completed and accepted Equality Program with other documents of the settlement, as well as the operation of the institutions maintained by the municipality. He also undertakes to involve his partnership system during the preparation of the Equal Opportunities Program, with particular regard to the state and non-state institution maintainers of public education. This situation analysis serves as the basis for the Equal Opportunities Program.

## Settlement image handbooks of Nagykálló

The Settlement Image Handbooks (TAK) provide a brief overview of the history of the settlements and the values of the cultural and local built heritage associated with them. The volumes compiled by the experts involved also present the areas of different character that have developed in the settlements, thus facilitating the orientation of residents intending to build a new building or renovate an existing one and to comply with the requirements related to the integration into the environment of the development to be implemented. By raising awareness of local building traditions and presenting examples to follow, they provide guidance to builders, interested parties and professionals alike. The presentation of good examples covers the appearance of public spaces, solutions for advertising surfaces, proposed plant plantings, and architectural details. After the adoption of the TAK by the local government - based on this, the requirements were included in the legal framework and the town planning decrees (TKR) of the local governments were created. On the basis of these, buildings subject to a permit, as well as those built on the basis of a simple notification procedure, and other environmental elements can be controlled from the point of view of the townscape.

### Nagykálló's Image Strategy (2013)

Nagykálló City Representatives in cooperation with the ULG operated within the framework of the URBACT - OP - ACT program, wants to renew the image of the settlement along the lines of a unified image strategy, for this purpose it has developed a unified image strategy (AS).

The goal of the image strategy is to create a sustainability-oriented, tradition-based, but also modern city image. As part of this, he plans to install street furniture with a uniform design, adapted to the character of the action areas defined in the IVS, and to the built and natural environment there.

An important element of the strategy is the implementation of community planning, broad involvement, and the use of digital technologies.

### UrbSpace Joint Strategy

It is the overall objective of the 'UrbSpace' project to provide guidance on how urbanspaces can contribute to enhancing the attractiveness and quality of the urbanenvironment in smaller urban centres. This joint strategy focuses on providing recommendations on how to create the necessary attractive and high quality urbanlandscapes and open spaces which are the precondition for achieving this goal.

Other relevant strategic programs on regional level

- Territorial Development Concept of Szabolcs-Szatmár-Bereg County
- Strategic Program of Szabolcs-Szatmár-Bereg County

Relevant National and European Strategies and Plans

- Digital Renewal Action Plan 2010-2014
- Unified Transport Development Strategy 2007-2020 - White Book
- Cycling Hungary Program 2007-2013
- National Climate Change Strategy 2008-2025
- National Sustainable Development Strategy 2007
- Strategy for increasing the use of renewable energy sources in Hungary 2008-2020



Relevant Operational (funding) Programs (ERDF,ESF,...) that cover the city:

### **Regional and Urban Development Operative Program Plus**

The Regional and Urban Development Operative Program Plus (TOP Plusz) covers the entire territory of the country, so it supports both the development of less developed regions (all counties) and Budapest, which is considered a developed region, paying special attention to the least developed regions and backward areas.

Its aim is to improve territorial cohesion at EU level and within the country, to this end improve the development of the regions and counties in relation to the EU average, and also to reduce inequalities within the country, especially the four least developed regions (Southern Great Plain, South Transdanubia, Northern Great Plain, Northern Hungary) and the development of 36 districts to be developed with the complex program. In the case of Budapest, the goal is to address city-specific challenges.

### **Environmental and Energy Efficiency Operative Program Plus**

The Environmental and Energy Efficiency Operative Program Plus (KEHOP Plusz) provides support for the elimination of problems arising due to the effects of climate change, such as flood and inland water problems, droughts, and excessive use of our resources.

Based on and supplementing the environmental operational program of the previous period, KEHOP, KEHOP Plusz was expanded with many new features, taking into account the newly arising environmental problems, the changing regulatory environment and the growing greening efforts.

KEHOP Plusz covers the second of the policy goals defined by the European Union - Greener Europe - through five priorities. Its aim is to reduce environmental pollution and the excessive use of our resources, to protect biological diversity and to prioritize sustainability

### **Digital Renewal Operative Program Plus**

The Digital Renewal Operative Program Plus comprehensively aims to improve Hungary's digital preparedness and increase its competitiveness. The program plans developments along 4 priorities:

- support for innovative and intelligent economic transformation, which contributes to speeding up the innovation activity and digital transformation process of enterprises, and the continuation of the digitization of public services,
- the green and hi-tech transition, which promotes the spread of digital solutions and the transition to a climate-neutral, circular and more resilient economy through the use of data,
- expanding the possibilities of physical access, which contributes to the creation of excellent and secure connectivity,
- the development of citizens' digital competences, as well as the development of the digital education ecosystem, which improves access to quality education.

## **Integrated Transport Development Operational Program Plus**

The Integrated Transport Development Operative Program Plus (IKOP Plusz) aims to implement investments in fixed track, road, cycleway and port projects in Hungary. Considering the transport situation in Hungary, the limitations of the Cohesion Fund and the European Regional Development Fund, as well as other EU principles (e.g. exclusion of double financing, prohibited state subsidies), it plans interventions on the following priority axes:

- Strengthening clean urban-suburban transport, including urban electric bus purchases and the development of high-traffic suburban railway lines.
- Development of TEN-T railway and regional intermodal transport, including railway lines and ports belonging to the TEN-T transport network.
- As part of more sustainable and safer road mobility, the development of EuroVelo cycle paths, traffic safety and other investments (e.g. noise shielding walls).

## **Economic Development and Innovation Operative Program Plus**

The Economic Development and Innovation Operational Program Plus (GINOP Plusz) is the largest operational program of the EU budget period between 2021-2027. Its total amount, including domestic co-financing, is HUF 2,300 billion. The program supports economic growth, increasing the competitiveness of domestic enterprises and achieving full employment with its applications. Following in the footsteps of GINOP, the operational program, based on the experience of the previous seven years, serves to increase the resilience of the economy, exploit the growth potential, increase competitiveness, and support the entrepreneurial ecosystem.

In order to achieve the goals, it contains five priorities: Business development, Research, development and innovation, Sustainable labor market, Youth guarantee and Higher education, vocational training.

## **The Recovery and Resilience Plan of Hungary**

The goal of the Hungarian Recovery Plan is to increase the economy's resilience, sustainability and preparedness for the challenges and opportunities related to the green and digital transition. Half of the planned and ongoing investments serve the transition to renewable energy sources and energy independence.

The goals of the Hungarian recovery plan include ensuring quality education in the 21st century, developing disadvantaged settlements and regions, supporting childbearing, protecting surface and underground water resources, offsetting the negative effects of climate change, increasing energy independence and self-reliance, promoting a circular economy ensuring the transition, the application and development of modern digital technologies, and increasing the quality of healthcare services. The Hungarian recovery plan fully complies with the common EU objectives, and climate protection and digitization developments appear in all areas. As a result, the measures included in the plan contribute 48% to the climate goals, while the digitalization goal contributes 30% of the plan.

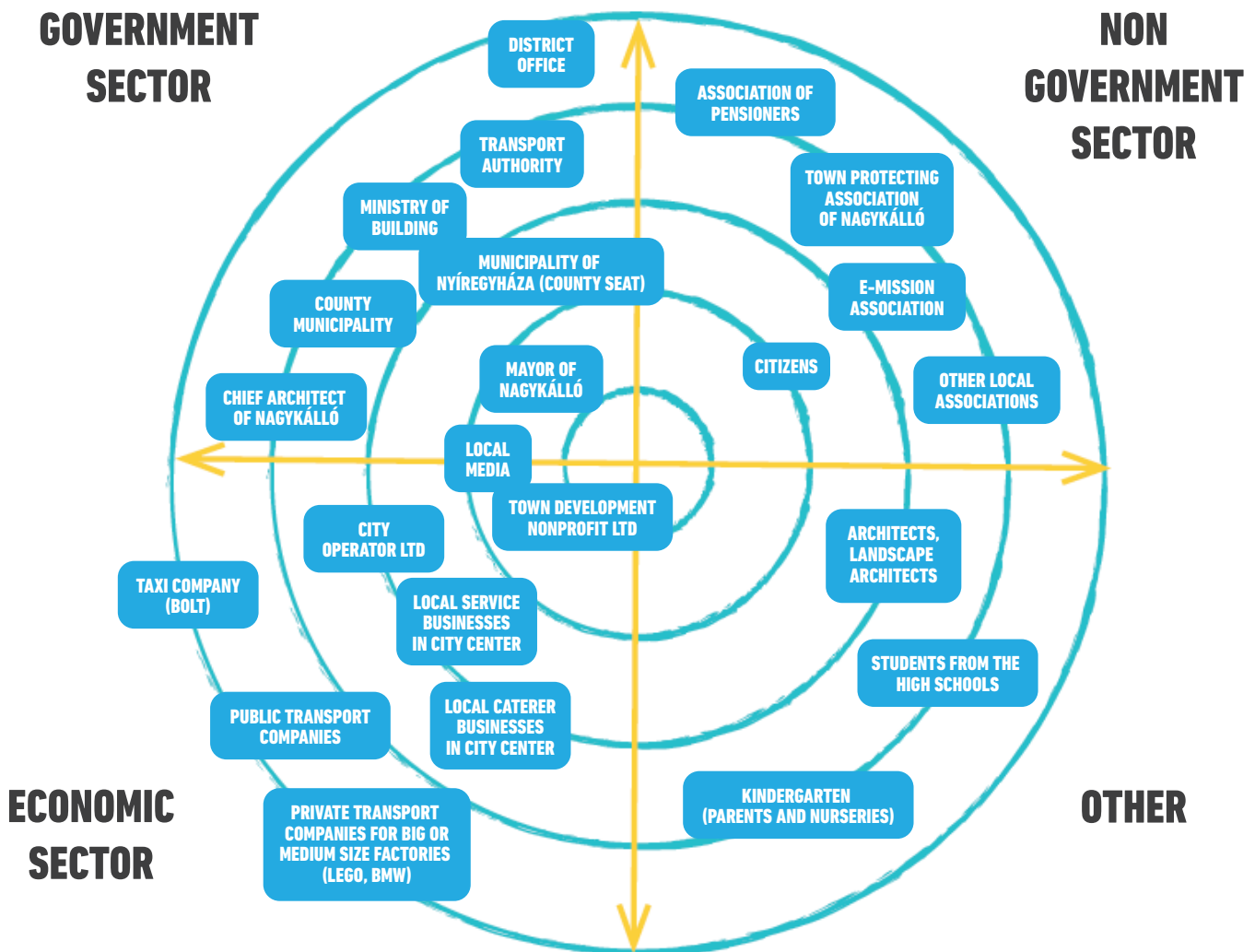
## **CLXXXIX of 2011 Act on Local Governments of Hungary**

in order to fulfill the self-government rights defined in the Basic Law, to create the necessary conditions for local self-government, to strengthen national cooperation, to promote the self-sustainability of settlements, and to strengthen the local community's ability to take care of itself - taking into account the basic principles contained in the European Charter of Local Self-Governments - for the implementation of the Basic Law, the Article 31, paragraph (3), Article 51 (2) and (3) of the Basic Law with respect to paragraph 1 of the Basic Law, the Parliament created on the basis of Article T) paragraph (1) of the Basic Law

3

**Urbact local group**

# 3.1 Stakeholder analysis & Stakeholder Map



## 3.2 Organization of the ULG

By compiling the members of the ULG, it was an important aspect to form the group with those most affected and to have a member who can form a bridge between the ULG and the municipality. This communication was also important in terms of efficiency and effectiveness.

ULG members:

- Csaba Jaczina - Nyírség Youth Association
- Nóra Krajnyák – Landscape architect
- László S rós – deputy mayor (until 10.01.2024), municipal representative (from 10.01.2024)
- Zsófi Orosz - student government representative Frigyes Korányi High School
- Blanka Soltész - student government representative Frigyes Korányi High School
- Ágnes Gáspár – Nagykálló City Protection Association

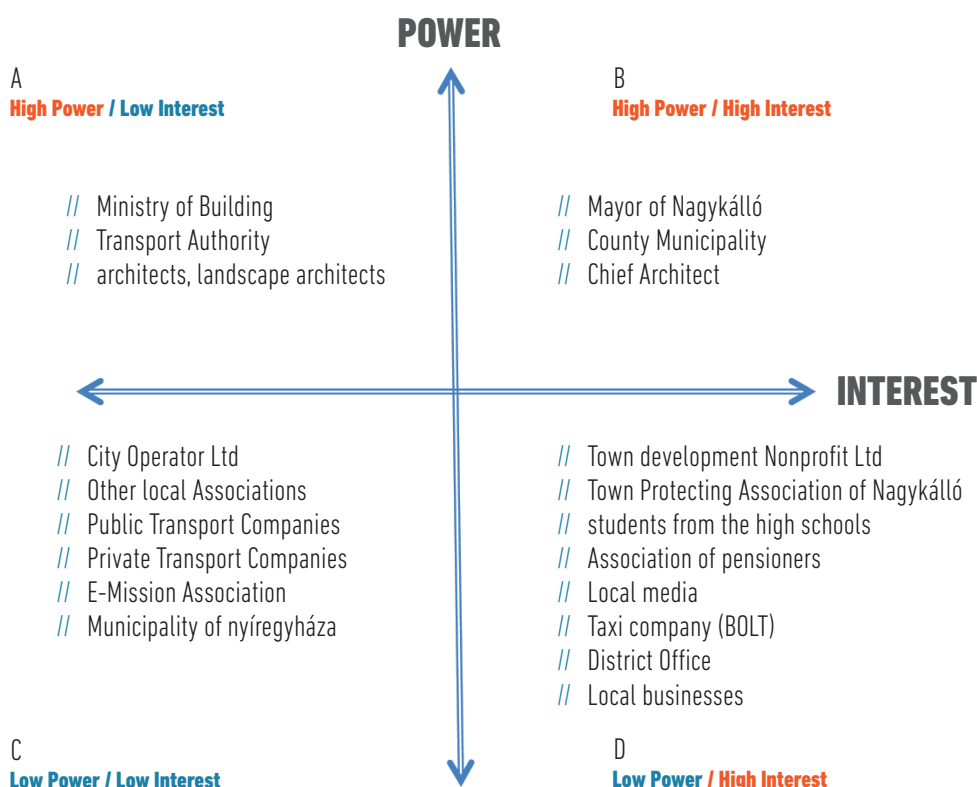
Coordinator of ULG:

- Sándor Véghse - settlement development consultant

Focus groups:

- Local pensioners - Nagykálló Pensioners' Association
- Students of Frigyes Korányi High School
- Owners of local shops and businesses
- Women in Nagykálló

Stakeholder Map





The planning process started in October 2023. The representative body at that time had difficulty recognizing the importance of the project, which is why the decision of the representative body to start the implementation was delayed. The first meeting of the ULG was during the Lead expert visit related to the Baseline Study.



ULG Action Planning in the Nagykálló Community Garden June 2024



# 3.3 Stakeholder Engagement Strategy

The ULG meetings follow the themes of the Transnational meetings and we hold the meetings in connection with the current tasks

In addition to the ULG meetings, we also organize focus group meetings with the focus groups: The focus groups are of particular importance in terms of the planned actions, which is why the dialogue with them is of particular importance

## FOCUS GROUP 1 – Local students and youth



Meeting with the students of the High School (June, 2024)

First meeting: discussion about the life of our city, discussion about the development opportunities and we played a Place Game with the focus of the linear Public Space (“Apple Promenade”)

Second meeting: planning of the mini festival (small scale action)

The involvement of local youth in the Nagykálló urban development project is not just a formal obligation, but a strategically vital step. Its depth must be interpreted in terms of the long-term effectiveness of the project and social sustainability. Young people – who will live in the developed urban environment for decades – have a unique perspective: they are the users of the future, the bearers of digital culture, and the catalysts of social change. Without their involvement, plans may deviate from real needs and lose their generational relevance.

It is important that young people are not just consulted, but are actively involved in the change, so that urban development becomes a community mission. This approach will not only result in better parks, transportation or buildings, but will also raise a generation that is aware that they have a say in shaping their city. And this is what makes the IAP truly sustainable.



## FOCUS GROUP 2 – Local elderly residents, Club of Elderly of Nagykálló

First meeting: discussion about the potential meeting points, which are comfortable and the municipality can develop them municipality for the ageing people

Involving the elderly in the Nagykálló urban development is not only a gesture towards generational justice, but also a strategic step to guarantee the depth, durability and cultural authenticity of the plans. The elderly – who carry the city's past in their bodies and have lived through decades of change – have a collective memory, practical wisdom and community connection without which development lacks the soul.

The daily rituals of the elderly (sitting on benches, visiting the market) draw a map of the use of public spaces. They know which benches are the coldest in winter, or where water collects after rain. With a „Grandpa/Grandma Space Monitor” initiative, where elderly people log park usage, planners get real-time data on demand.



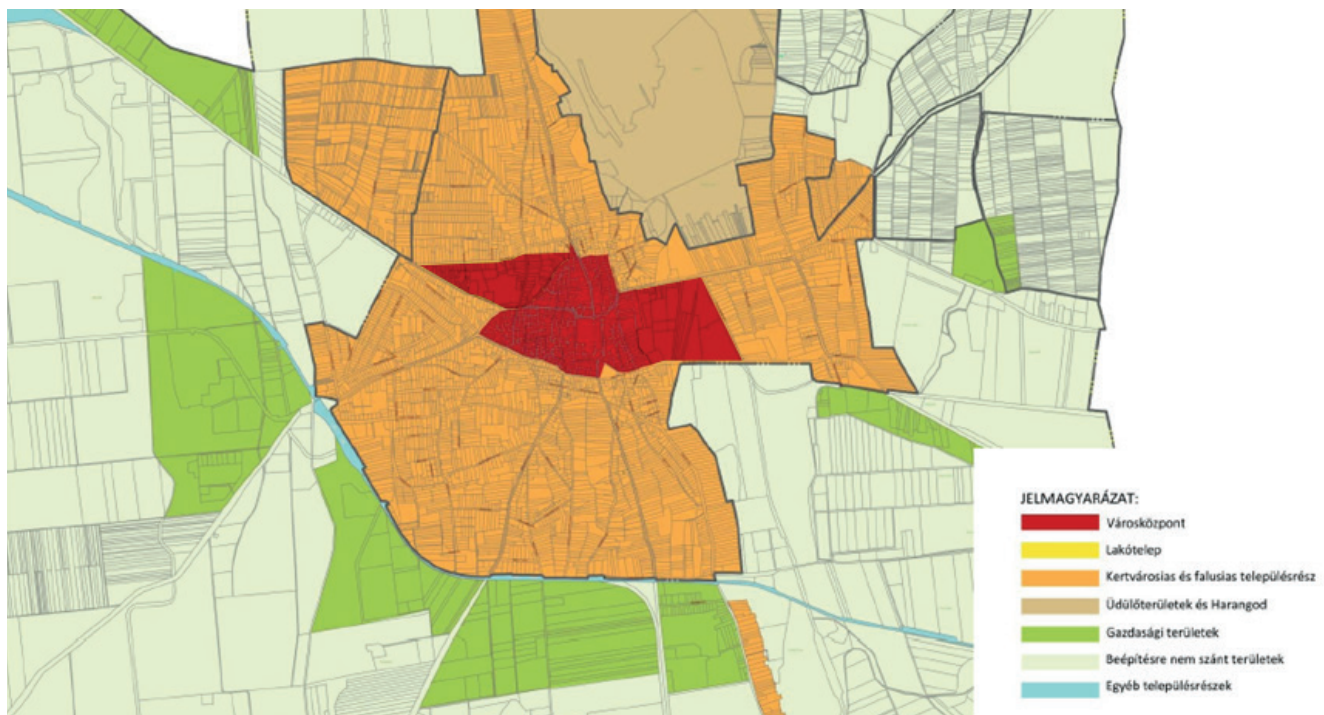
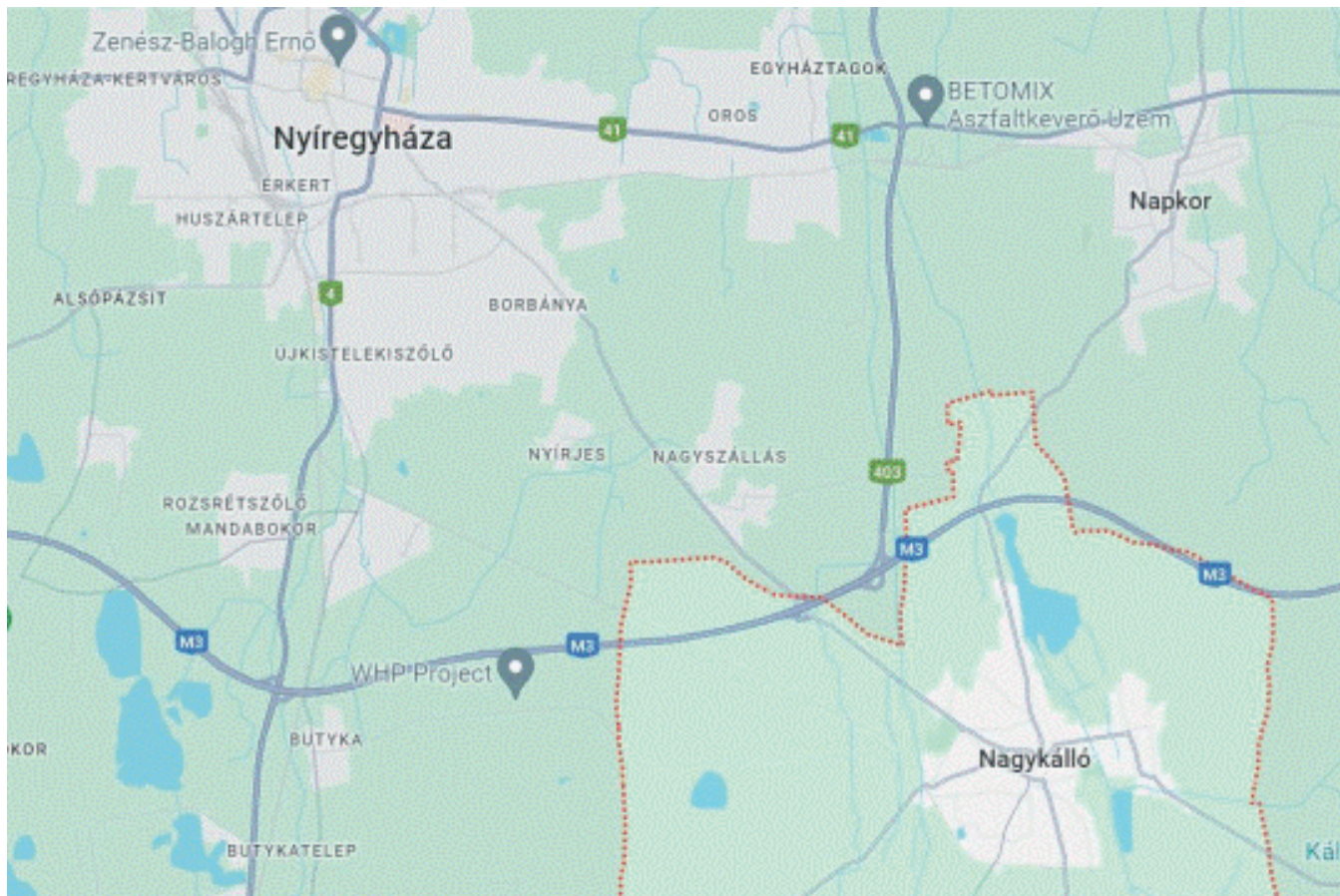
Club of Elderly of Nagykálló

# 4

## The IAP sites and analysis



# 4.1 The IAP-Site & Areas of Intervention



The action plan covers the entire area of the city, 68.52 km, the city center is particularly affected (marked in red)

Nagykálló has been destroyed and rebuilt several times throughout the history of the settlement. The current built and natural environment of the town began to develop in Turkish times, after the complete burning of the settlement. The area was basically a marshy, swampy area (so-called kálló). The area necessary for the town's earlier development was created by draining the marshes. The current narrow, cross-street city structure gradually developed over the course of history. The nature and functions of the building stock were greatly influenced by the fact that the town was a market place, regional center, and for a while also the county seat. The symbolic building of the town is the former county hall, which is owned by the county and is under monument protection, and which now houses the Psychiatric Specialist Hospital. In addition to the former county hall, there are also a large number of other monuments and properties under local protection in the city center.

Outside the city centre, the most significant protected buildings are the Ínségdomb (poverty hill), the Harangod barn and its associated buildings, and the miracle rabbi's tomb. The latter two buildings or groups of buildings are also of special importance from a tourist perspective. The narrow streets in the protected part of the city centre have also been given special treatment from the perspective of land use and settlement planning. These areas are unfavourable from a road traffic perspective, as they have poor exits. Any changes to their traffic organisation and functional characteristics (e.g. the creation of a pedestrian street on Szabadságtér) can take place in parallel with developments and road regulations in the city centre.

## 4.2 Emerging Topics (Problem Definition)

During the project development, we identified 5 main challenges with the involvement of ULG, decision-makers and experts. These are:

### **Limited employment opportunities**

Nagykálló, as a typical small town in Szabolcs-Szatmár-Bereg county, faces significant challenges in the labor market. The local economy is primarily based on traditional sectors – agriculture, small-scale workshops and commercial activities dominate – which offer limited and often lower-wage job opportunities. Due to the low number of larger companies and the structural disadvantages of the region, there are few attractive alternatives for young people and qualified professionals. This is mainly due to the strong outflow of skilled labor, especially to nearby county seats (e.g. Nyíregyháza, Debrecen) or Budapest and the regions of Western Hungary. Digital working and entrepreneurship seem to be an increasingly important path, but they also struggle with infrastructural constraints (e.g. lack of real estate, poor digital connectivity) and training gaps, so a lasting solution still depends on regional cooperation and broader economic policy action.

### **Migration of youth, mostly the educated young people**

Structural differences in development and living standards also play a decisive role in the emigration of qualified young people. Larger cities (e.g. Debrecen automotive center, Nyíregyháza logistics parks) or Western European regions provide not only better salaries, but also modern working conditions, professional networks, further training opportunities and social mobility. The recently launched industrial development in both the Nagykálló and Nyíregyháza industrial parks may be able to retain the lower-skilled workforce, as well as some of the more qualified workforce, but it would be important for enterprises producing high added value to settle in the settlement. The development of a technology park in Nagykálló is in progress, which could bring significant advantages to the settlement and be attractive to larger multinational companies, technology industry workplaces or research and development centers, which would promise higher wages and long-term career opportunities.

### **Needs of more pedestrian zones and open spaces**

The shortcomings of Nagykálló's pedestrian infrastructure and green spaces are present both in the city centre and in residential areas, with a profound impact on the quality of everyday life. In the historic core, where traffic pressure is highest, the often narrow dimensions of the sidewalks and surfaces full of obstacles limit the space for pedestrian movement. On the main axes along Kossuth Street, Korányi Street, Nagybalkányi or Széchenyi Street, the sidewalks sometimes barely reach one and a half meters wide. In terms of green spaces and open spaces, the city centre relies primarily on the Szabadság Garden, and in addition, there are or could be significant green spaces around the churches and the new event centre, but these green pockets are not sufficient for a settlement of this size. The central spaces are predominantly completely paved, hard-surfaced areas with hardly any shade or natural elements. These spaces - except for the cooler late afternoon or evening periods - are primarily intended for passage, not for residence or community activities, especially in today's extreme weather conditions.

## **Underutilized buildings**

There are several buildings in the city center that are currently vacant or underutilized. These buildings show obvious signs of disuse and spoil the overall appearance of their surroundings. Such buildings can be found in the recently created park on Korányi Street, including the old national bank building, the former dormitory building, which currently houses dental and pediatric clinics and the police, but also the old county hall building, which is now only partially used for hospital care.

## **High volume of traffic**

The city center is subject to multiple vehicle traffic justified by its settlement structure function, as in the absence of a bypass, Nyíregyháza, M3 motorway and main road 4, as well as transit freight traffic between Nyírbátor and Romania and the settlements of the microregion, also pass through here. This peculiarity of the traffic location has an unfavorable impact on the built environment and is a prominent source of danger from a traffic safety perspective.

## **Main challenges where effort is most needed strategically**

Accessibility of services and urban-rural linkages:

- Expansion of the bicycle path network as a municipal investment.
- Together with partners, re-regulating public transport and making it attractive.
- A new challenge is the transportation of workers/guestworkers related to large investments in the city/surroundings, as well as ensuring the availability of services for them.

Greencommunity - Participation, environmental education, and knowledge sharing:

- undermotivated inhabitants,
- participation effected by political motivation
- involving youngsters/young adults
- involving private sector, businesses
- common use of renewable energy (local energy-community)

Humanised and sustainable mobility - Future-proof, inclusive and innovative mobility solutions

- growing the attractiveness of the public transport
- low level of electric mobility

Accessible and welcoming cities – Accessible transport between urban and rural spaces

- public transport is not flexible enough or dense enough, which is a problem especially in terms of evening entertainment opportunities for young people
- useful public spaces for all social groups of inhabitants



# BIRD VIEW OF NAGYKÁLLÓ









## SWOT analysis of local context in relation to addressed topics

Strengths	Weaknesses
<p>the proportion of people of active age (63.1%) is higher than both the county (61.2%) and the national average (60.8%)</p> <p>Active participation of civil organizations in the day-to-day operation of the settlement – active cooperation with the local government</p> <p>the ratio of green areas is significant</p> <p>Operating Industrial Park, significant local tax revenue from economic operators</p> <p>Bicycle connections have been built with almost all neighboring settlements</p> <p>New investments include electric car charging points</p> <p>The settlement has received significant EU support in recent years</p> <p>The complexity of the city center (almost everything in one place)</p> <p>Proximity to the M3 motorway, direct connection possible</p> <p>Adequate local public transport</p> <p>Favorable road connection to Nyíregyháza and Debrecen</p>	<p>The population of Nagyálló shows a continuous downward trend in the last decade</p> <p>Unfavorable migration processes. Selective migration is mainly characteristic of young, more qualified workers.</p> <p>The development and maintenance of parks in public areas is not well thought out, ad hoc in nature, the needs of all social groups are not mapped in all cases</p> <p>Nyíregyháza can only be reached by car or public transport, a bicycle connection has not yet been built</p> <p>Significant truck traffic in the city center</p> <p>The size of wooded areas decreases as moving away from the settlement center</p> <p>an esthetically deficient vegetation in several places</p> <p>The frequency of public transport is poor in the evening and weekend periods</p>
Opportunities	Threats
<p>Significant agricultural areas can be an additional engine for the local economy (product processing)</p> <p>There is a significant stock of real estate that can be developed in the city center Several hectares of unexplored downtown area</p> <p>The degree of professional training is outstanding</p> <p>The industrial areas of Nyíregyháza are located on the border of Nagyálló</p> <p>Additional improvements can be generated from the cost-savings achieved as a result of the significant use of renewable energy</p>	<p>The demographic processes point in the direction of the aging of the settlement</p> <p>External factors easily influence management</p> <p>The absorbing effect of the county seat</p> <p>Several dangerous traffic junctions</p> <p>Battery factories built on the border of the settlement may have a negative impact on migration processes</p> <p>Buildings in deteriorating technical condition in the city center</p> <p>Undeveloped areas and dilapidated buildings disfigure and structurally disrupt the cityscape</p>

5

# Strategy, vision and goals

# 5.1 Project Vision

The aim of the action plan is to find answers to the declining population and the emigration of young people.

**Motto:** Where it is good to be young, sooner or later it will be good for anyone

Thanks to the investment projects of recent years, the appearance of the city - especially in and around the city center - has improved significantly. However, there are still many areas where further development is needed. However, instead of implementing further large-scale, costly investment projects, it is necessary to plan and implement the city's low-budget, creative community space development projects. During the design and development of public spaces, special emphasis must be placed on encouraging and improving the conditions of environmentally friendly - pedestrian and bicycle - transport

Nyíregyháza of Nagykálló is located in the immediate vicinity of a large city with 120,000 inhabitants. This offers an opportunity to position itself as an affordable and livable residence for young families from Nyíregyháza. In order to encourage housing developments, the possibility of creating residential areas where young families can access an affordable and low-cost apartment in an attractive environment, mainly using local building materials, should be investigated. This can be the creation of rental apartments in existing buildings, or even the construction of new rental apartments with sustainable technologies.

## Future Vision

Nagykálló, which traditionally has a central role, takes advantage of the dynamizing effect of the two nearby county seats and the strong economic development, as well as its spatial structure, which is gradually increasing in value due to the proximity of neighboring countries and the construction of the main transport routes. The city is also developing into a competitive economic and logistics center at the national level. Keeping the principles of sustainability in mind, the comfortable, aesthetic and healthy environment created by the development, the safe social background and living conditions, the advanced health, business and public services are the basis of a quality life for the residents of the city and the district. The high-quality environmental, social and housing conditions attract young people who are about to start a family to the city, thereby slowing down the decline and aging of the population.

Nagykálló is one of Hungary's cities with significant development potential, where

- based on cultural traditions
- balanced economic growth
- coupled with the continuous improvement of the population's quality of life,
- taking into account the aspects of sustainability.

# 5.2 Project Goals

The integrated action plan contains seven strategic goals

1. “More useful public spaces”
2. “More walkable town center”
3. “Improving housing conditions for young families”
4. “More attractive town center ”
5. “Creating a developed and innovative entrepreneurial environment”
6. “Sustainable transport in the microregion”
7. “Sustainable and profitable touristic opportunities”

## 1. More useful public spaces

The goal is to create community spaces that do not simply „exist“ in the city, but serve the population. Let these be meeting places, places for everyday activities and leisure activities

## 2. More walkable town center

Creating a livable city center requires more walkable public spaces, which means regulating truck traffic and expanding the pedestrian zones where you can walk safely and without obstacles as widely as possible.

## 3. Improving housing conditions for young families

Creating affordable housing will be the most important challenge of the next period if the local government aims to retain young people. For this, diversified developments are needed to ensure housing in the settlement. With this, on the one hand, a new function can be given to a part of the existing empty buildings, and on the other hand, using the agricultural potential of the settlement and applying new construction technologies, the construction and renting of small-budget type houses can also be a solution. (e.g. by creating a social enterprise)

## 4. More attractive town center

The current city center has undergone significant development in recent years, but it still has shortcomings. It is adequately equipped in terms of functions, but the traffic load is enormous, so the sense of security for pedestrians is low. Several buildings have fallen into disrepair, or are vacant, or both. They need to be renovated and/or loaded with a new function.

## 5. Creating a developed and innovative entrepreneurial environment

The current industrial park has been settled, all properties have found owners. The goal is to establish new industrial areas and settle businesses with high added value.

## **6. Sustainable transport in the microregion**

There is a need for public transportation based on the considerations of local businesses, and a solution must also be found to improve the accessibility of the county seat even in less frequented periods. It is important to spread e-mobility as widely as possible and build cycling infrastructure as widely as possible

## **7. Sustainable and profitable touristic opportunities**

Wider use of tourist opportunities, increasing the number of guest nights. Exploiting the tourist potential in terms of cultural, active, event, health and gastro tourism



# 5.3 Approach to URBACT cross-cutting principles

## 5.3.1 Green transition

### Strengths:

- Green areas and parks: A walkable city centre, the creation of green areas and park initiatives directly improve climate resilience, reduce the heat island effect and promote biodiversity.
- Sustainable transport: The cycle path between Nagykálló and Nyíregyháza, the promotion of public transport and the reduction of transit traffic in the city centre reduce CO<sub>2</sub> emissions and improve air quality.
- Utilisation of under-utilised areas: Reusing empty buildings prevents the construction of green areas, a resource-efficient solution.

## 5.3.2 Digital transition

### Strengths:

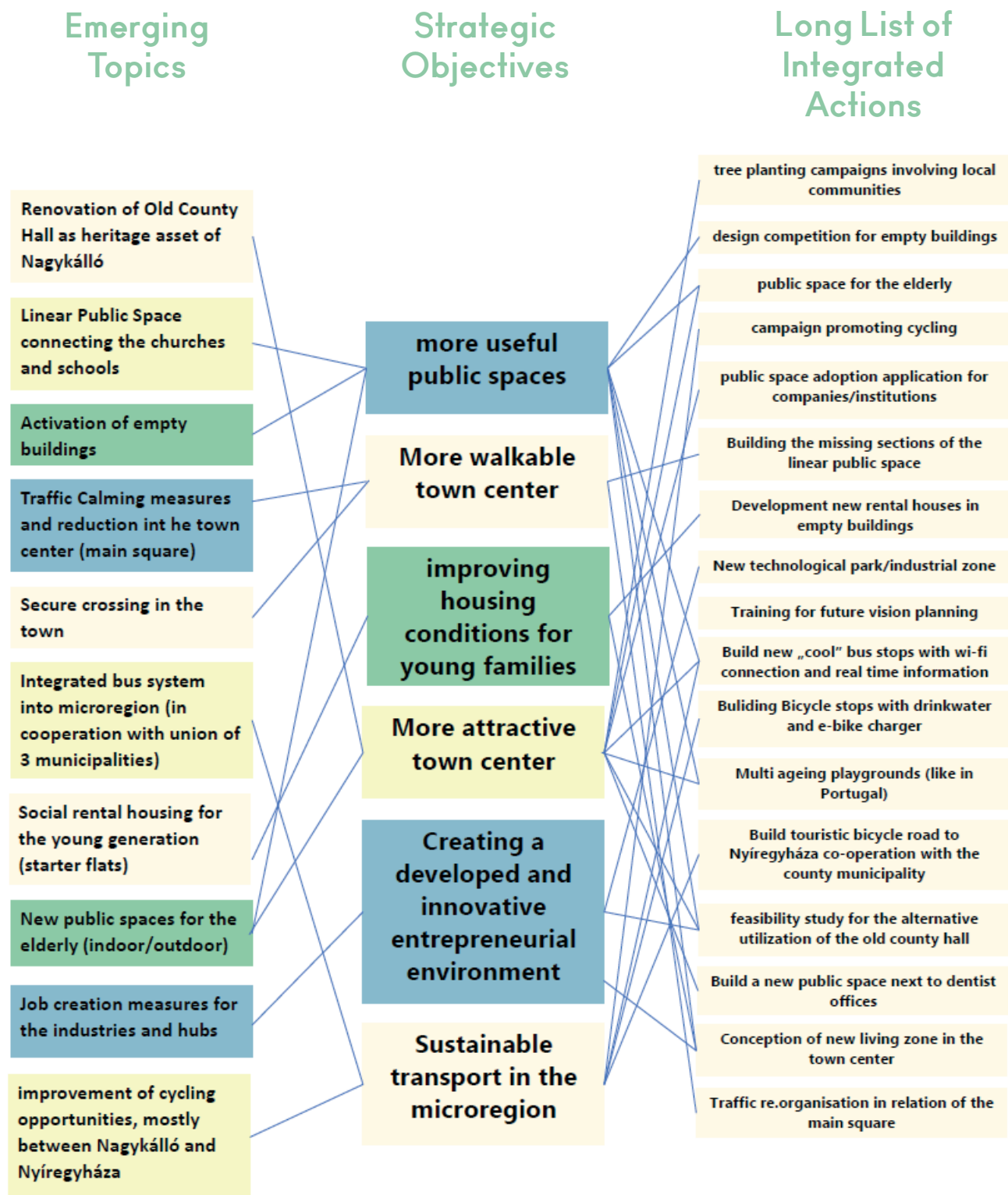
- Technology park: By hosting innovative businesses, it creates digital jobs and promotes the modernization of the local economy.
- Innovative building utilization: Digital centers (e.g. coworking, digital vocational training, digital HUB, like in Clare) can be integrated into empty buildings.
- Smart city solutions, linking digital devices to public services (e.g. parking management, intelligent public lighting) or data collection (air quality measurement).
- Digital participation: Citizen involvement with online platforms (consensus decision-making).
- Digital infrastructure: Provide fast internet access in the technology park and in the city center.

## 5.3.3 Gender equality

### Strengths:

- Public engagement: Participation in processes ensures that women's needs are also reflected (e.g. safe sidewalks, child-friendly spaces, lighting).
- Green spaces and transportation: Parks and bicycle paths create inclusive community spaces that also involve women. Promoting public transportation helps women's work and family mobility.
- Encouraging planning participation: Workshops aimed at women's participation in the design of green plans or the city center.
- Infrastructure: Taking into account the principles of universal design

# 5.4 Logical Framework



6

# Small-scale actions



## „Build the public space together“

As part of the campaign, we will dress up one of the missing parts of the „green corridor“ in festival decorations. The affected section is the section between the two Catholic churches, which is also private land, and an area that the municipality purchased a few months ago and includes a covered building that used to be a farmers' market.

As part of the campaign, the municipality implemented a community planning project with colorful programs

During the test campaign, the high school and its students have a special role, as they will be one of the main beneficiaries of the green corridor, so we designed the street furniture and functions of the „Apple Promenade“ together with them as part of a mini festival.

In addition to young people, we also addressed the elderly, and the local pensioners' association also participated in the joint planning. At the festival, local DJs, local NGOs and craftsmen enriched the program, which was closed with a popular cinema screening in the new event center.

**The date of the action:** november of 2025





## „public space adoption and community tree planting actions”

During community planning, we will partly use the URBACT toolkit and other workshop methods (e.g. single-point question, multi-point question) and plan the afforestation and green space development with the stakeholders in the framework of such a workshop. We primarily plan the implementation of the parkland actions in the environment of the project elements, which also brings the infrastructure developments to the public's awareness.

During community planning, we assess the characteristics of the given area on site with the help of a facilitator and a landscape architect among the affected community, the city residents who responded to our call and the representatives of the city government/administration and examine the development opportunities, collect ideas, select the plants planned to be planted and determine the time, means and metabolism of planting. schedule.



Following the rehabilitation of the green spaces, the local government concludes an agreement with the applicant organizations, which describes the tasks and responsibilities and the funding framework, and finally prepares and posts the adoption sign.

We would like to draw attention to the fact that offsetting the effects of climate change is everyone's responsibility. Green spaces need to be expanded in our settlements, but we must also do so at an individual and community level so that these areas adorn our cities in the long term, clean our air, and ensure our well-being.



Associations and communities participating in the program: The Kállai Tradition Preserving Association, the Rákóczi Street residential community, the Roma National Municipality, the Nagykálló Town Sports Association, the students and teachers of the Kállay Rudolf Vocational School, as well as the City Protection Association and the Eighth Day Association (disabled people's association)

**The date of the action:** november-december of 2025

# Integrated actions

# 7.1 Building the missing sections of the linear public space

## Current situation

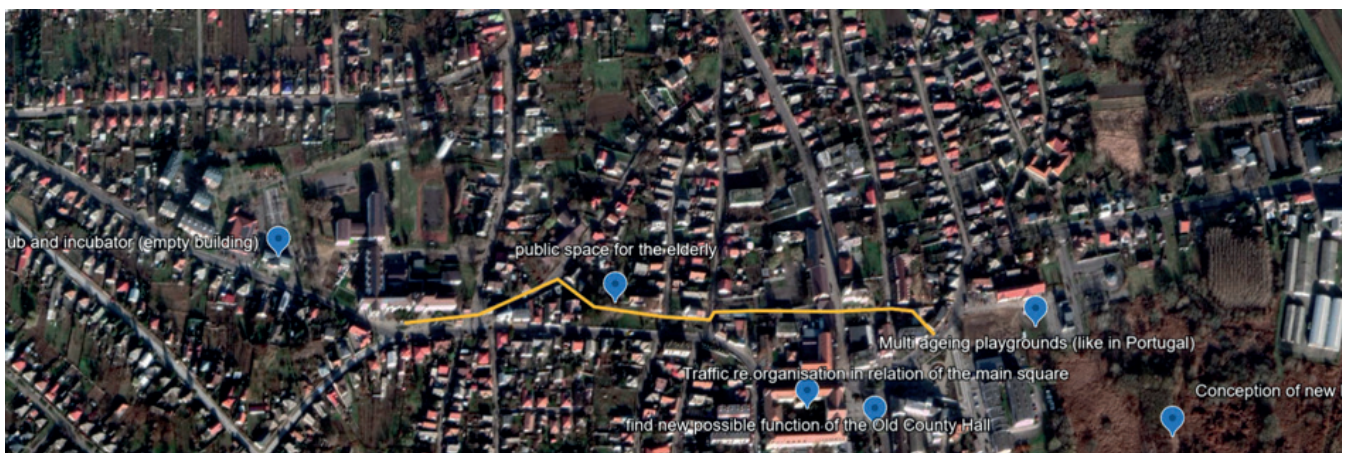
Due to the main roads running through the city, pedestrian traffic is both unsafe and unhealthy. The city center (bus station-city hall-conference center) can only be reached on foot from the direction of the Korányi HighSchool on the sidewalk directly next to the main road. For several years, the municipality has been thinking about an alternative connection for pedestrians, which would reach the city center via the route HighSchool-GreekCatholicchurch-Roman Catholic church-town center.

## Description of the Action

Within the framework of the activity, the connection would be created by building several missing sections in such a way that the currently missing sections (between the high school and the new park, and between the GreekCatholic church and the Roman Catholic church) would be built as a municipal investment, and the passage next to the GreekCatholicchurch would be built in the implementation of the church.

## IntendedOutput / Result

length of walking zone Increase in foot traffic Increase in bicycle traffic



Responsibilities	Budget	Fund Source	Risks	Link to Strategic Objectives/Intervention Areas
First of all, the main responsible actor is the municipality, but the secondary schools, the two churches and the surrounding businesses are also affected.	The total budet is 150 000 EUR for the infrastructure and works, and 20 000 EUR for the equipments (banks, lights, etc.)	The action financed partly by EU funds (TOP Plusz, Leader), and partly from the municipality budget, partly budget of the church (under implementation)	The potential risk are the financial capacity of the municipality, and the frozen EU funds.	Activation of empty buildings  more green areas in the towncenter  Public spaces for everyone







## 7.2 Activation of empty buildings

### Current situation

As part of the activity, we would first announce an idea contest among the local population (mainly involving young people) on the possible functions of the buildings, and then, in cooperation with the Technical Faculty of the University of Debrecen, to design the external appearance of the empty buildings. According to the current concept, community spaces, exhibition space, civic center, coffee house, incubator house (e.g. digital hub) may also be future functions.

### Development new rental houses in empty buildings

The municipality plans to renovate and rent out its own unused or underutilized properties as part of a tender, primarily to young people with qualified families as their first home.

### Description of the Action

In the city center there are several buildings owned by the municipality, which currently do not have any function or are underutilized. These buildings are harmful from the point of view of the cityscape, but they can be integrated into the life of the city with their renewal and function. Such buildings:

- The warehouse buildings next to the new park
- Kálló Restaurant
- building Old National Bank building
- „Market” pub building

Several of these are located along the linear walking zone

The municipality's rental housing stock is low, mostly rented on a social basis. He owns several properties that are currently unused and were previously used for residential purposes or can be converted to residential purposes

### Intended Output / Result

Number of renovated buildings with new functions

Number of new rental homes

Responsibilities	Budget	Fund Source	Risks	Link to Strategic Objectives/Intervention Areas
the main responsible actor is the municipality	500 000 EUR	The action financed partly by EU funds (TOP Plusz), partly from the government sources and partly from the municipality budget. It is also possible to involve entrepreneurial resources.	<ul style="list-style-type: none"><li>- financial capacity of the municipality,</li><li>- frozen EU funds.</li><li>- no ideas for new sustainable function</li></ul>	Building the missing sections of the linear public space







## 7.3 More green areas in the towncenter

### Current situation

#### GREEN PUBLIC SPACE ADOPTION APPLICATION FOR COMPANIES/INSTITUTIONS (POSSIBLE PILOT ACTIONS)

As part of the activity, we are making a call to the communities in the town. In the call, we publish the green areas and parks that can be adopted. With adoption, the area will be taken care of the adopter (as a social engagement), and the municipality will undertake the infrastructural interventions. The name of the adopter is written on a board and displayed in the area

#### BUILD A NEW PUBLIC SPACE NEXT TO DENTIST OFFICES

This Area used by inhabitants. Here can find the dentist offices and a local police in an old building. The building will renovated by the municipality and the county police. The subsidy contracts are done. The affected area is currently unused, there is a parking lot on it, which was developed by the municipality in 2022. The surrounding area would be landscaped, and the area would also be suitable for a playground, bicycle rest area, fitness or fitness park.



environment of the dentist offices

### Description of the Action

Community activity in the city is at a medium level in terms of this kind of involvement. There is no experience in the maintenance of public spaces within the framework of social responsibility. We plan to implement it as a pilot

The environment of the affected property was neglected for a long time. The municipality has a support contract for the exterior renovation and energy modernization of the building. The affected part of the city currently has no leisure or with recreational areas. Previously, the local government prepared a study plan, primarily regarding the landscaping of the area

## IntendedOutput / Result

Number of new green spaces

Number of **adopted green public spaces**

Area of **adopted green public spaces**

Responsibilities	Budget	Fund Source	Risks	Link to Strategic Objectives/Intervention Areas
the main responsible actor is the municipality and the county police actors are also the local associations, and enterprises, other organisations	100 000 EUR	The action financed partly by EU funds (TOP Plusz), partly from the government sources under preparation by the county police and partly from the municipality budget, It is also possible to involve entrepreneurial resources.	<ul style="list-style-type: none"> <li>- financial capacity of the municipality,</li> <li>- lack of motivation for the adoption</li> </ul>	more green areas in the towncenter



# 7.4 Public spaces for everyone

## Current situation

### PUBLIC SPACE FOR THE ELDERLY

As part of the activity, we plan to create a community space that is based on the actual needs of the elderly residents, both in terms of the location and the infrastructure to be created (we are before the discussion with the focus group)

### MULTI AGEING PLAYGROUNDS (LIKE IN PORTUGAL)

We are planning to create playgrounds/fitness parks that provide opportunities for active recreation for users with various age



good example in Portugal for multi ageing playground

## Description of the Action

There is no community space in the city that is built specifically on the needs of elderly residents. Currently, the meeting point for them is in front of the old county hall building, where they used to talk

There are playgrounds for children in Nagykálló, as well as an outdoor fitness park and fitness park, but these are physically separated from each other, so it is currently not possible for parents and children to relax at the same time

## IntendedOutput / Result

Number of new open spaces  
Number of new multi ageing playground  
Users of new multi ageing playground

Responsibilities	Budget	Fund Source	Risks	Link to Strategic Objectives/Intervention Areas
the main responsible actor is the municipality actors can be are also the local association of elderly people, and the town protecting association of Nagykálló, maybe the employees of the kindergartens and the parents with children with age 3-8 years	150 000 EUR	The action financed partly by EU founds (TOP Plusz, Rural Development Program, Interreg, Cross Border Cooperation, UIA), National resources, partly from the municipality budget, It is also possible to involve resources which are reachable for NGOs	<ul style="list-style-type: none"> <li>- financial capacity of the municipality,</li> <li>- frozen EU founds</li> <li>- lack of motivation for the adoption</li> </ul>	<p>more green areas in the towncenter</p> <p>Building the missing sections of the linear public space</p>



potential location of the multi ageing playground behind the new conference hall

# 7.5 New technological park/ industrial zone

## Current situation

As part of the activity, the areas next to the existing industrial park and the areas on the eastern edge of the city would be included in the technology park.

## Description of the Action

Currently, the existing industrial area only has 2.2 Ha of salable real estate. A technology park certification is in progress for the existing industrial area and additional areas, with this title the companies developing in the involved areas and the municipality can get benefits and dedicated resources

## Intended Output / Result

The number of enterprises established in the new technology park  
Tax revenue from businesses operating in the area of the technology park

Responsibilities	Budget	Fund Source	Risks	Link to Strategic Objectives/Intervention Areas
the main responsible actor is the municipality actors can be also the local enterprises	40 000 EUR for the qualification (under implementation) 5 000 000 EUR for the infrastructure works and the land purchase	The action financed partly by EU funds (TOP Plusz, GINOP Plusz), National resources, partly from the municipality budget	<ul style="list-style-type: none"> <li>- financial capacity of the municipality,</li> <li>- frozen EU funds</li> <li>- setting up an inadequate management organization to manage the technology park</li> <li>- creation of new technology parks in the area = greater competition for businesses</li> </ul>	<p>Sustainable mobility solutions between Nagykálló and Nyíregyháza</p> <p>Conception of new living zone in the town center</p>



All properties except one in the current 30 Ha industrial park have been sold. The construction of the production halls is ongoing.



# 7.6 Sustainable mobility solutions between Nagykálló and Nyíregyháza

## Current situation

### BUILD NEW „COOL” BUS STOPS WITH WI-FI CONNECTION AND REAL TIME INFORMATION

As part of the activity, we will also renovate the other bus stops in Nagykálló on the model of the bus stops implemented as part of the Rumobil (Interreg Europe) project

### BUILD BICYCLE CONNECTION TO NYÍREGYHÁZA

According to the plans, the bicycle connection will be realized by the construction of a new bicycle bridge over the highway. The construction of the section between the highway bridge and Nyíregyháza was included in the County Development Program

## Description of the Action

The local community welcomed the renovation of the bus stops, which made public transport more comfortable between Nagykálló and Nyíregyháza. Bus stops in other parts of the city do not have digital passenger information, and in many cases there are no covered structures either.

Nyíregyháza cannot be reached by bicycle. The county seat can only be reached by bicycle on the extremely busy main road. Nagykálló built the bicycle path up to its administrative border, but until now, due to the lack of a crossing over the M3 highway and the section to Nyíregyháza, bicycle traffic has not been solved between the two settlements

## Intended Output / Result

Number of new modern bus stops

Length of new cycle path section

Number of people traveling by bicycle between Nagykálló and Nyíregyháza

Responsibilities	Budget	Fund Source	Risks	Link to Strategic Objectives/Intervention Areas
the main responsible actor is the municipality The county government can be an actor by the construction of bicycle paths between the two settlements.	80 000 EUR for bus stops 2 000 000 EUR for the infrastructure works of the bicycle road	The action financed partly by EU funds (TOP Plusz, KÖZOP Plusz), National resources, partly from the municipality and the county government budget	- financial capacity of the municipality and the county government,  - frozen EU funds  - Delaying or stalling of territorial acquisition processe	Conception of new living zone in the town center  New technological park/industrial zone  more green areas in the towncenter

# 7.7 Feasibility study for the alternative utilization of the old county hall

## Current situation

Preparation of a feasibility study for the sustainable use of the old county hall building. Examination of possible functions and operating options

## Description of the Action

The old county hall is currently state property and the county hospital operates a psychiatric hospital in it. The condition of the building is rapidly deteriorating and there are already closed/out-of-use building wings. The hospital is less and less attached to the building, which is why a well-founded investigation is needed regarding its future use



## Intended Output / Result

Expert document (feasibility study)

Responsibilities	Budget	Fund Source	Risks	Link to Strategic Objectives/Intervention Areas
the main responsible actor is the municipality The county government and the hungarian government can be also an actor	80 000 EUR for bus stops 70 000 EUR (only for the study and the conceptional design plans)	The action financed from National resources and partly from the municipality and the county government budget	<ul style="list-style-type: none"> <li>- financial capacity of the municipality and the county government,</li> <li>- operator/owner rights and responsibilities are not clarified</li> <li>- The building will be empty and, due to lack of financial power, its condition begins to deteriorate rapidly.</li> </ul>	<ul style="list-style-type: none"> <li>Conception of new living zone in the town center</li> <li>Public spaces for everyone</li> <li>more green areas in the towncenter</li> <li>Traffic re.organisation in relation of the main square</li> </ul>

# 7.8 Traffic re-organisation in relation of the main square

## Current situation

The activity aims to reduce vehicle traffic at junctions in the city center and the central square with traffic management devices



## Description of the Action

In the city center of Nagykálló, two high-traffic state main roads cross each other, so there is a lot of passing traffic. First of all, the amount of truck traffic is disturbing. Proposals were previously made to build a bypass road, but the cost of this exceeds the possibilities of the municipality.

## Intended Output / Result

Decrease in daily vehicle traffic on the main square

Responsibilities	Budget	Fund Source	Risks	Link to Strategic Objectives/Intervention Areas
the main responsible actor is the municipality The county government and the hungarian government can be also an actor	80 000 EUR for bus stops 80 000 EUR (only for the study, the traffic planning and the design plans)	The action financed from National resources and partly from the municipality and the county government budget	- financial capacity of the municipality and the county government.  - the public transport provider does not accept the proposals presented to it (sometimes it's very hard to make an agreement with them)	Conception of new living zone in the town center  Sustainable mobility solutions between Nagykálló and Nyíregyháza



# 7.9 Conception of new living zone in the town center

## Current situation

Within the framework of the activity, the exploration of large unused areas would be realized by building roads and installing public utilities and public lighting. In the areas, it is also possible to build residential houses, terraced houses, flats, rental apartments and other commercial, service and leisure facilities. Private and municipal investment also can be implemented

## Description of the Action

The real estate stock is almost 100% occupied in Nagykálló. There is a constant demand for rent or for apartments that can be purchased, which is expected to increase as a result of the industrial development taking place in the area. There are potentially two unused areas (reeds) in the city center, which can be made suitable for the construction of residential buildings. One of them (1.5 ha) is owned by the municipality, and the other, about 5 ha, is privately owned

## Intended Output / Result

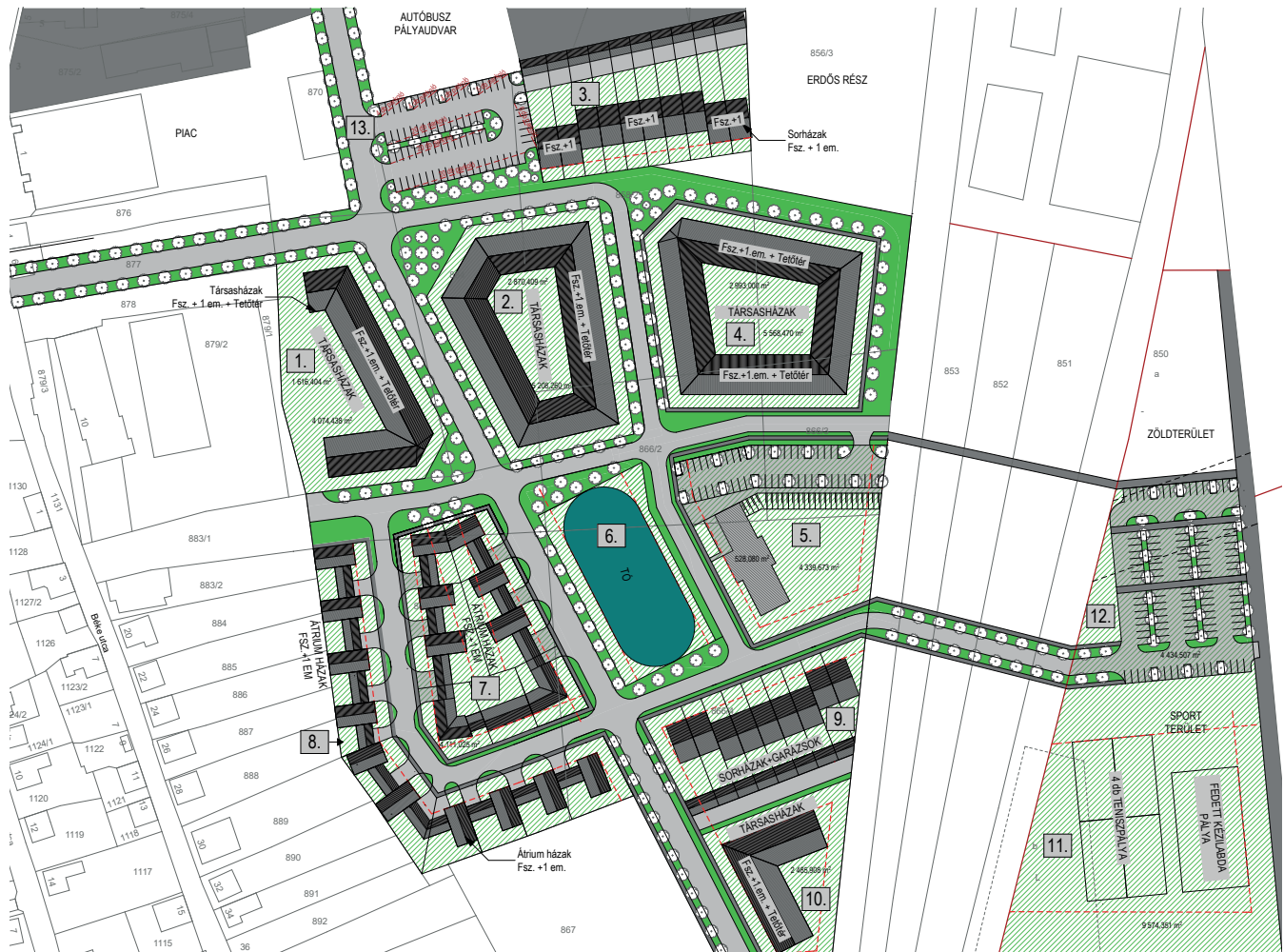
The size of the area included in the residential zone  
Number of newly built apartments

Responsibilities	Budget	Fund Source	Risks	Link to Strategic Objectives/Intervention Areas
the main responsible actor is the municipality Private investors can be also an actor	500 000 EUR for acquisition of territory  1 500 000 EUR (only for the ground infrastructure	The action financed from National resources and partly from the municipality. Private investors can be also an actor	- financial capacity of the municipality - operator/owner rights and responsibilities are not clarified  - The building will be empty and, due to lack of financial power, its condition begins to deteriorate rapidly.	Public spaces for everyone more green areas in the towncenter  Traffic re-organisation in relation of the main square



Territory of the new living zone

## First idea of the design



## 7.10 Timescale of the actions

No.	ACTION TITLE	TIMESCALE
1.	Building the missing sections of the linear	Section between Greek Catholic church and Roman Catholic church (2025 II.-III) Section between high school and new park (2026)
2.	Activation of empty buildings public space	design competition (2026), implementation (2027-2028)
3.	more green areas in the towncenter	implementation from 2025
4.	Public spaces for everyone	implementation from 2026
5.	New technological park/industrial zone	implementation (2024-2027)
6.	Sustainable mobility solutions between Nagykálló and Nyíregyháza	implementation (2026-2027)
7.	feasibility study for the alternative utilization of the old county hall	implementation (2026-2027)
8.	Traffic reorganisation in relation of the main square	implementation (2028-2029)
9.	Conception of new living zone in the town center	implementation (2027-2029)

Integrated actions on map





# Implementation strategy

The implementation strategy focuses on an integrated approach, broad partnerships and adaptive management. The fundamental goals are to mobilize local resources, maximize external financing opportunities and maintain community participation during the implementation phase.

## 8.1 Governance & Responsibilities

The successful implementation of the Nagykálló Integrated Action Plan requires a clearly defined governance structure and responsibilities.

**Leadership:** The Nagykálló City Council has overall responsibility for the implementation of the Action Plan. The Council is responsible for ensuring the necessary political support, allocating budgetary resources (where relevant) and coordinating between the different actors. Act CLXXXIX of 2011 on Local Government provides the legal framework for the performance of municipal tasks.

**Role of the URBACT Local Group (ULG):** The ULG will continue to play a key role in supporting the implementation, in particular in terms of community involvement, monitoring and testing of individual actions. The ULG coordinator, Sándor Véghse, will remain an important point of contact.

**Partnerships:** Several partners participate in the implementation of each action, including:  
Local secondary schools, churches, businesses (e.g. in the development of linear public spaces)  
County Government, Hungarian Government (e.g. in the utilization study of the old county hall, in transport organization)

County Police Headquarters (e.g. in the development of a new community space at the clinics)

Local associations (pensioners, city defenders), civil organizations

Private investors (e.g. in the development of a new residential area)

Local businesses (e.g. in the development of a technology park)

**Working groups:** If necessary, specific working groups may be formed for the operational management of certain more complex actions, ensuring expertise and effective project management.



## 8.2 Stakeholder Engagement, future of ULG

Continuous stakeholder engagement is essential during implementation.

Future role of the ULG: After the planning phase, the ULG could transform into a kind of „supervisory“ or „advisory“ body that:

Monitors the progress of the actions.

Provides feedback to the Municipality and implementers.

Helps maintain and mobilize community participation (e.g. during community planning events, test actions).

Promotes dialogue between different stakeholders.

Focus groups: Engagement with the already established focus groups (students, seniors, local entrepreneurs, women) will continue, ensuring that their needs and opinions are taken into account during implementation. Special emphasis will be placed on actively involving young people and seniors.

Communication: Regular and transparent communication should be maintained with the population and other stakeholders on the progress of the IAP, the challenges encountered and the results achieved. This may include the use of local press, social media, city website and community events. The lack of ongoing dialogue with civil society and the business sector has been a challenge in the past and is therefore a priority to improve.

Recommendations from the ad-hoc expert Miguel Sousa:

- Institutionalize the ULG as a permanent consultative platform with rotating leadership.
- Introduce structured feedback loops like quarterly forums and focus group check-ins.
- Develop digital tools (polls, idea boards) to engage youth and working-age populations.



## 8.3 Project Prioritization, Gantt Chart and Milestones

**Project Prioritization:** While all planned actions contribute to the overall vision, resource constraints or other factors during implementation may necessitate prioritization. Priorities should be determined based on:

The extent to which the project contributes to the vision (e.g. halting population decline, retaining young people).

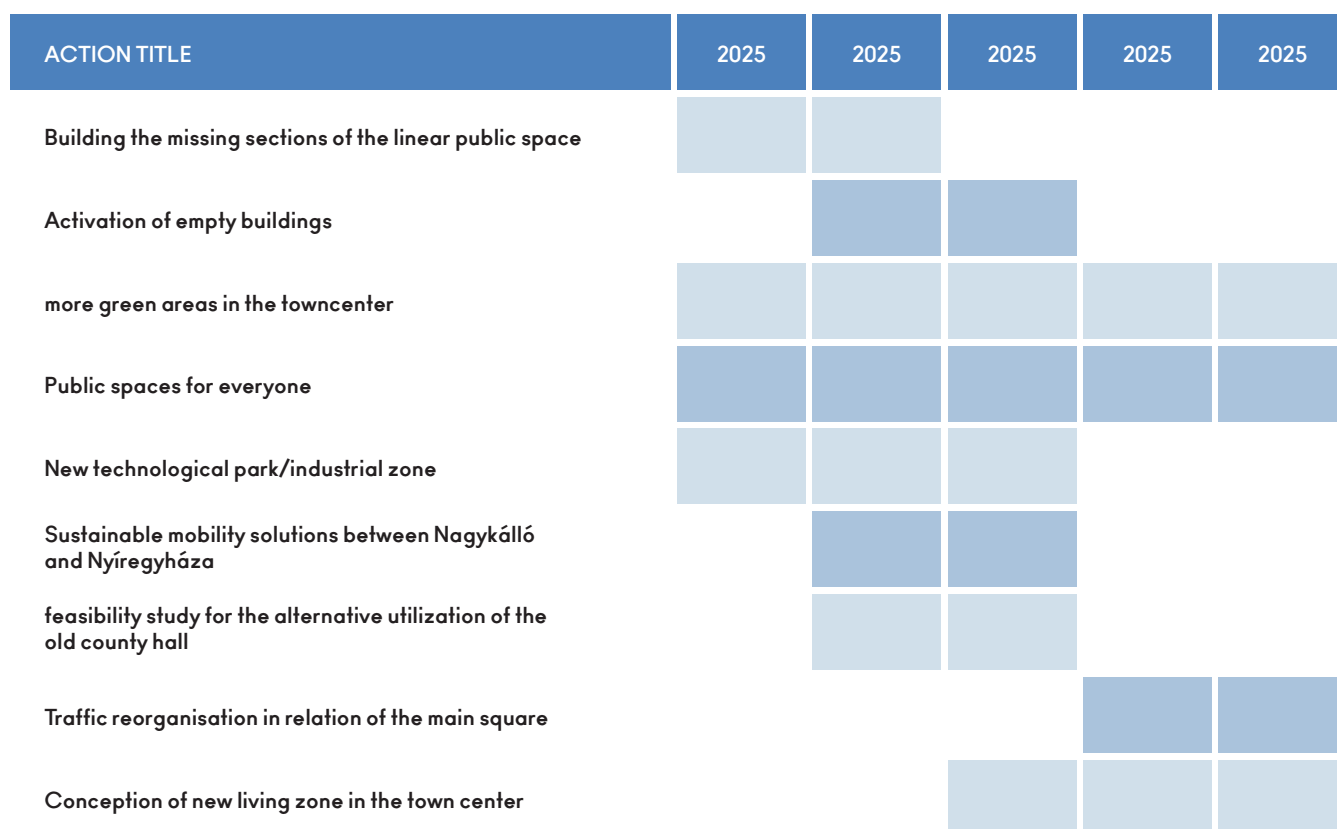
Prioritization of low-budget, creative community space development projects.

Urgency (e.g. saving deteriorating buildings).

Availability of funding and feasibility.

Synergies with other projects.

Gantt Chart in order of priority:



**Milestones:** Specific, measurable results (Intended Output/Result) have been defined for each action. These serve as milestones during implementation. For example:

Construction of missing sections of linear public spaces: length of completed pedestrian zone, increased pedestrian and bicycle traffic.

Activation of empty buildings: number of renovated buildings with new functions, number of new rental apartments.

New technology park: number of established businesses, increase in tax revenue.

## AI based approach

Key aspects of prioritization:

- The primary objective of the IAP is to halt population decline and reverse youth migration.
  - Improving housing conditions for young families and creating an attractive living environment.
  - Creating jobs and developing an innovative entrepreneurial environment.
  - Increasing the attractiveness and liveability of the city center, creating more useful community spaces.
  - Early start date and/or pilot actions, which indicate quick results and community involvement.
  - Based on these, the proposed prioritization of the 9 project activities is as follows:
1. Creating a new technology park/industrial zone  
Rationale: Essential for job creation („Creating a developed and innovative entrepreneurial environment”), which is key to keeping young people in place. The early schedule, 2025-2027, also supports this.
  2. New living zone concept in the city centre  
Justification: It is directly aimed at improving housing conditions for young families, which is the central objective of the IAP to stop population decline. Although the implementation is scheduled for 2027, its strategic importance is highlighted.
  3. Activation of empty buildings  
Justification: It includes the development of rental apartments for young families and improving the attractiveness of the city centre („More attractive town centre”). Planning is expected in 2026, implementation in 2027-2028.
  4. More green spaces in the city centre  
Justification: Improves the quality of life and the attractiveness of the city centre („More attractive town centre”, „more useful public spaces”). Implementation planned from 2025 and related test actions (e.g. public space adoption) promise quick, visible results and community involvement.
  5. Building the missing sections of linear public spaces  
Justification: Improves pedestrian traffic and the quality of public spaces („More walkable town centre”, „more useful public spaces”). Also supported by an early start in 2025-2026 and a test action („Build the public space together”), contributing to a more livable environment.
  6. Feasibility study for the alternative use of the old county hall  
Justification: Establishes the future of a key, central building, which is essential for the long-term development of the city centre („More attractive town centre”). The study is planned for 2026-2027 and is a preparatory but important step.
  7. Public spaces for all  
Justification: Increases the usefulness and inclusiveness of public spaces („more useful public spaces”), improving the quality of life of all ages. Implementation starts from 2026.

8. Sustainable mobility solutions between Nagykálló and Nyíregyháza  
Justification: Improves regional connectivity and access („Sustainable transport in the microregion”), which is important for employment and access to services. Scheduled for 2026-2027.
9. Traffic management transformation in relation to the main square  
Justification: Improves the liveability and safety of the city center („More walkable town center”), but the latest project scheduled for 2028-2029 is likely to build on or depend on the results of other developments.

This order takes into account the contribution to strategic objectives, urgency and expected impact, with particular regard to strengthening the population retention capacity.

## Multi-Criteria Analysis

### Weighing by the answers of Nagykálló’s challenges + Technical Feasibility

Project	Final Score
Sustainable mobility solutions between Nagykálló and Nyíregyháza	720
Conception of new living zone in the town center	710
Building the missing sections of the linear public space	705
New technological park/industrial zone	695
Traffic re-organisation in relation of the main square	695
More green areas in the towncenter	660
Public spaces for everyone	655
Activation of empty buildings	610
Feasibility study for the alternative utilization of the old county hall	540



## 8.4 Cost estimation and funding strategy

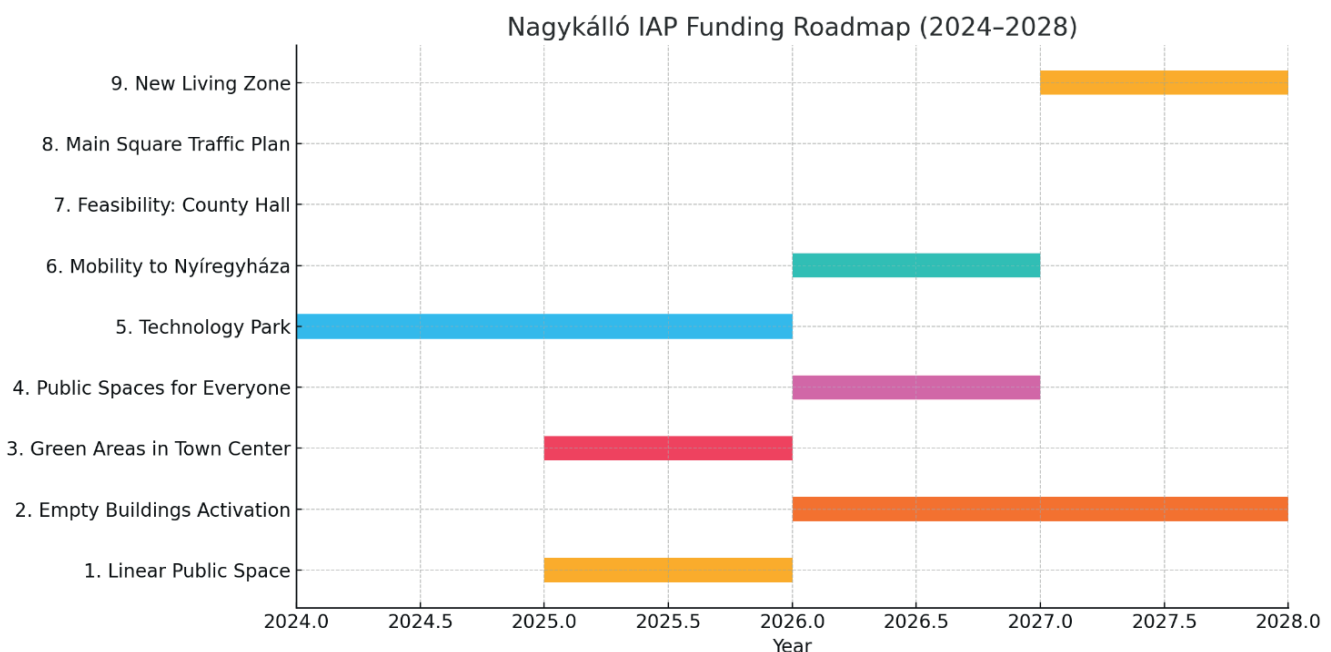
**Cost estimate:** The estimated costs of each action are detailed in Section 6. The total budget could be significant, in the order of several million euros, taking into account infrastructure investments (e.g. technology park, cycle path, new residential area).

**Financing strategy:** The financing is planned from several sources:

- EU sources: Leader, Interreg, Cross-Border Cooperation, UIA. Relevant operational programmes include TOP Plus, KEHOP Plus, KÖZOP Plus, GINOP Plus, Digital Renewal Operational Programme Plus, IKOP Plus, GINOP Plus and the Hungarian Recovery and Resilience Plan.
- Domestic sources: Government grants.
- Local government budget: Providing own resources.
- County government budget: Co-financing for certain projects.
- Church budget: E.g. in the development of linear public spaces.
- Entrepreneurial and private investor sources: Especially in the utilization of empty buildings and the development of new residential areas.

A key element of the strategy is the proactive search for sources, the continuous monitoring of application opportunities and the formation of partnerships for the purpose of co-financing.

### funding roadmap



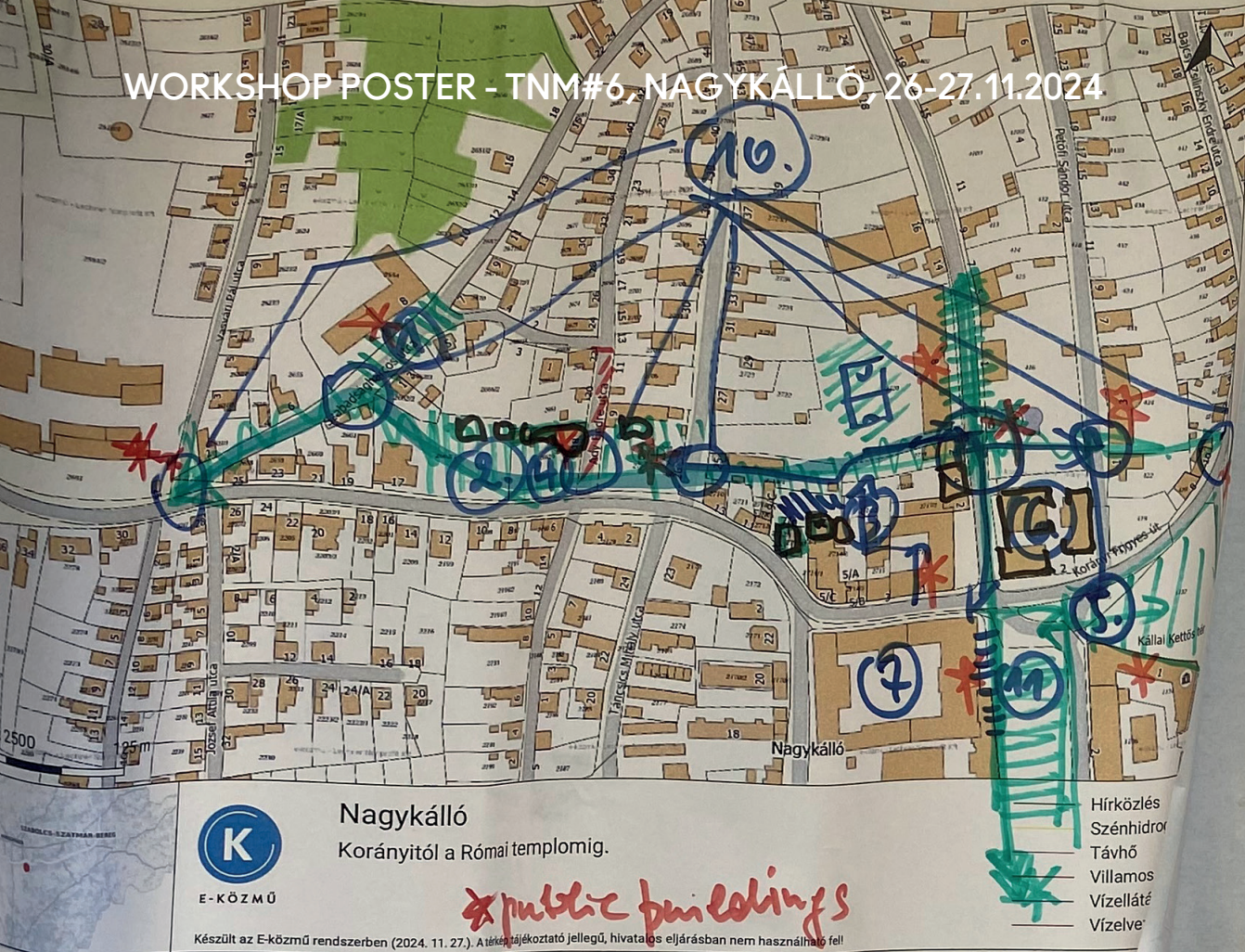
## Nagykálló Integrated Action Plan – Funding Summary for Investors

Action Title	Budget (EUR)	Project	Implementation Years
1. Linear Public Space	170,000	EU Funds (TOP Plusz, LEADER), Municipal & Church Budgets	2025-2026
2. Activation of Empty Buildings	500,000	EU Funds (TOP Plusz), Municipal, State, Private	2026-2028
3. Green Areas in Town Center	100,000	EU (TOP Plusz), Municipal, County Police, CSR	2025-2026
4. Public Spaces for Everyone	150,000	EU (TOP Plusz, Interreg, CBC), National, NGO	2026-2027
5. New technological park/industrial zone	5,040,000	EU (TOP Plusz, GINOP), Municipal, National	2024-2026
6. Sustainable Mobility to Nyíregyháza	2,080,000	EU (TOP Plusz, KÖZOP), County, Municipal	2026-2027
7. Feasibility Study - County Hall	70,000	National & Local Government	2025
8. Main Square Traffic Re-org	80,000	National, County, Municipal	2028
9. New Residential Zone	2,000,000	National, Private, Municipal	2027

The actions can be divided into 4 thematic groups (investment cluster) as follows:

Investment Cluster	Included Actions	Funding Priorities
1. Green Public Spaces & Community Vitality	Actions 1, 3, 4, 8	TOP Plusz, RDP, LEADER
2. Affordable & Adaptive Housing	Actions 2, 9, 7	TOP Plusz, REPowerEU, ERDF
3. Sustainable Mobility & Connectivity	Actions 6, 1, 8	CEF, KÖZOP Plusz, Interreg
4. Innovation and Local Economy	Action 5	GINOP Plusz, S3 Strategy, ERDF





- main
1. cli
  2. sh
  3. pro
  4. 3
  5. pub
  6. com
- 4
- App
- NA

## Actions & proposals

Shared Space int. of Kudas garden + green area

Linear Park partly shared space partly pedestrian / historic

19th-century development with housing + commercial

Playground + landscape design for all ages

Continuous circle / connecting public space

Commercial block redevelopment

Refurbish old. buildings + solar panels

Lighting concept + signage for orientation (+ historic spots)



# Actors :

Edren + families

schools + parents + kinder partners

etc owners (→ partly private)  
per blocks

churches

we also

medical sector

4  
Promenade  
GY KÁLLÓ

park +  
fruit trees

Thesis

1. Start with School:

Safety instead of shields

2. org. of traffic (one + two way streets)

3. intersection - design.

4. Urban void - activation with public field.

## SWOT Analysis

- density

- Properties owned

[S] by municipality

- proximity + connections

- Center of town

- identity + culture

- cars + traffic

- management [W]

maintenance

- noise + grey

- Proximity to education

- buildings

- New infra + green

- Corridors

play grounds

connections

[B]

- double use of  
school info.

- National

to Road

- Traffic

- neighbours

- access to public

buildings

[T]



## 8.5 Overall timeline

The implementation of the IAP is a multi-year process. The planned schedule of individual actions extends from 2025 to 2029.

Short-term actions (2025-2026): E.g. construction of the section between the Greek Catholic and Roman Catholic churches, preparation of a utilization study for the old county hall, development of more green areas in the city center (continuously from 2025), new technology park/industrial zone (2024-2026).

Medium-term actions (2026-2027): E.g. construction of the section between the college and the new park, design competition for empty buildings (2026) and implementation (2027-2028), public spaces for all (from 2026), sustainable mobility solutions with Nyíregyháza (2026-2027), concept for a new residential area (2027).

Longer-term actions (2028-2029): E.g. transport management in relation to the main square (2028-2029).

The IAP is a „living document” that should be reviewed and updated as necessary, depending on the results of monitoring and changing circumstances.

## 8.6 General Risk Assessment

During implementation, several risks must be taken into account, which are mentioned in detail for each action:

### **Financial risks:**

Limitations of the financial capacity of the municipality.  
Frozen EU funds.  
Inadequate clarity of operator/owner rights and responsibilities.

### **Organizational and management risks:**

Inadequate management organization (e.g. technology park).  
Resistance or difficult agreement of stakeholders (e.g. transport service provider).

### **Community and social risks:**

Lack of motivation of the population or target groups (e.g. adoption of public spaces).  
Under-motivated residents, participation influenced by political motivation.  
Lack of sustainable new functions for empty buildings.

### **External environmental risks:**

Creation of new technology parks in the area, which means greater competition for businesses.  
Delays or blockages in land acquisition processes.  
Further deterioration of dilapidated buildings due to lack of financial strength.

### **Risk management measures:**

Develop a diversified funding portfolio, standing on several legs.  
Proactive and ongoing contact with funding organizations and partners.  
Flexible project planning and adaptive management, allowing for changes to plans as issues arise.  
Strong community engagement and communication to ensure social acceptance and support.  
Regular monitoring and evaluation to identify and address risks early.



## 8.7 Indicators and Monitoring Strategy

A comprehensive monitoring strategy is needed to measure the success of the implementation and to make the necessary corrections in a timely manner.

**Indicators:** The „Intended Output / Result” defined for each action contains quantifiable indicators that serve to measure progress. These are:

Output indicators: E.g. length of bicycle paths built, number of renovated buildings, size of new green areas created.

Result indicators: E.g. increased pedestrian traffic, number of new businesses in the technology park, number of young families moving into rental apartments.

Monitoring higher-level indicators (e.g. changes in demographic data, entrepreneurial activity) related to the overall goals (e.g. population retention, youth staying in place) is also important in the long term.

### Monitoring process

#### Data collection:

Regular data collection along the defined indicators. This may include statistical data, field surveys, interviews, focus group discussions.

#### Role of ULG:

The ULG may actively participate in the monitoring process, in particular in collecting community-based feedback and interpreting the results.

#### Reporting:

Preparing regular (e.g. semi-annual or annual) progress reports for the Municipality, funders and the wider public.

#### Review:

Periodic review of the IAP and individual action plans based on the monitoring results. This allows for necessary adjustments and adaptive management.

#### URBACT tools:

Applying tools and methodologies (e.g. workshop techniques) provided by URBACT in the monitoring and evaluation processes.

The Implementation Framework ensures that the Nagykálló Integrated Action Plan does not remain just a document, but results in real changes, contributing to the development of a more liveable, attractive and sustainable city.