



City of Šibenik



*Empowered lives.
Resilient nations.*

Brief Outline of the Comprehensive Development Plan for Jadrtovac Settlement and Morinje Bay



Šibenik, June 2015

1. Methodology

In addition to the preparation of the Plan, the project also aimed to actively involve local stakeholders in discussions on recognizing the resources of the area of Jadrtovac and surrounding settlements, and in the planning of possible development pathways, founded upon the existing resources and the possibilities of their use.

The implementation of the project proceeded as follows:

1. Recognizing the key stakeholders and establishing initial contacts.
2. Holding individual meetings with stakeholders, with the aim of recognizing problems and development opportunities in the area and their project ideas.
3. Preparation of SWOT analysis and its presentation in information workshops, with the aim of acquainting stakeholders with the issues and opening discussion on recognized development opportunities and limitations of the area.
4. Organizing educational workshops on possible routes of development of the tourist offer of the area.
5. Collecting project ideas of all involved stakeholders and preparing a catalogue of project ideas and their evaluation, according to the level of harmonization with strategic guidelines of the City of Šibenik and the importance of projects for the local community.
6. Selection of 3 project ideas for further development, founded upon the following criteria: the level of harmonization of a project with development guidelines for the area and development guidelines for the City of Šibenik; the importance of project for the local community; the importance of project for the wider area of the city of Šibenik; availability of potential financing sources, and a high level of interest among project carriers and partners.
7. Defining development opportunities and creating the comprehensive development plan for the area of Jadrtovac.

The first phase of project implementation focused on identifying a wide range of stakeholders from the public, private and civil sector from Jadrtovac; i.e. those stakeholders that are professionally connected with development issues regarding Jadrtovac. As the project became more and more developed, it became clear that stakeholder resources in Jadrtovac itself are rather limited in terms of numbers, and that it would be extraordinarily important to expand the circle of interlocutors and to establish potential cooperation links, in order to open as many opportunities as possible to develop this unique area. Particular attention was paid to establishing contacts with the relevant services of the City of Šibenik and Šibensko-kninska County, in order to obtain entry data as high in quality as possible, and to understand the open issues pertaining to the project area as well as possible.

The second phase of project implementation focused on organizing workshops with the aim of exchanging information and recognizing key opportunities and threats for the development of the area, with the aim of preparing the SWOT analysis for the area. The first workshop was held on April 2 in Šibenik, only for the representatives of the public sector – i.e. the competent services of the City and the County, in order to discuss open issues and gather their opinions regarding key growth perspectives. The interlocutors mostly agreed on the notion that the area has significant, primarily nature potential, that can be used to build a range of activities upon it, with a particular emphasis on agriculture and tourism development. The second workshop was held on April 28 in Jadrtovac, in the premises of the former elementary school, bringing together the representatives of the civil society, tourist boards, and, to a lesser extent, the private sector. Stakeholders got together with the same aim as in the previous workshop, only this time with a particular focus on the role of the civil society, i.e. associations and tourist boards, in the development of the area.

On May 20, in Brodarica, educational workshop entitled “Growth Opportunities for Tourist Offer in Morinjski Bay” was held. Its aim was to acquaint the stakeholders with current trends in tourism, with a particular emphasis on active, rural and medical tourism; services and products accompanying tourism; possible role of associations in the development of the tourist offer; and innovative tourism products and services. The second part of the workshop was dedicated to the discussion on possible pathways of development of the tourist offer in Morinjski Bay. The workshop was moderated by Renata Tomljenović and Snježana Boranić Živoder from the Institute for Tourism in Zagreb. In total, 33 participants came to the workshop, including a substantial number of representatives of local councils, local caterers and, in general terms, people who are connected with tourism in one way or another.

The final workshop for local stakeholders was held on July 1, 2015, in the building of the former elementary school in Jadrtovac, and the aim was to present the comprehensive development plan for the area of Jadrtovac and Morinjski Bay.

In the overall planning process, 23 individual meetings and four workshops were held. The participative process included approximately one hundred stakeholders in total, coming from all the three sectors, with the civil sector representatives being the most active.

In discussions with stakeholders, 14 project ideas were recognized, out of which three project ideas have been selected for further development by using the forms of UNDP and the Ministry of Regional Development. The projects have been chosen on the basis of the following criteria: the extent to which a project is harmonized with development guidelines for the area and development guidelines for the City of Šibenik; the importance of project for the local community; the importance of project for the wider area of the city of Šibenik; availability of potential funding sources; high level of interest among project carriers and partners.

The developed methodology used within this project, the format of the Development Plan, and project ideas collected in tables and developed in additional detail in the attached forms, can certainly serve as a role-model format for use in other areas of the City of Šibenik and beyond.

2. Vision and Development Guidelines for Jadrtovac Settlement and Morinjski Bay

Morinjski Bay – Green Oasis of the City of Šibenik

The area of Morinjski Bay is an extraordinarily valuable rural area of the city of Šibenik, and it has several key development opportunities, given the level of conservation and available resources. Most of the development opportunities of the settlement of Jadrtovac, due to its central location in the area of the bay, are founded upon precisely on all these resources, namely:

- Conserved nature, primarily in the area of the coastal lagoon, which is part of the Natura 2000 ecological network;
- Significant agricultural surfaces – smaller ones with a long tradition, primarily located in the area of Donje Polje and in one part of Jadrtovac; and modern ones, which spread across 309 hectares of surfaces in the hinterland of Jadrtovac, and partly Donje Polje area;
- Network of paths and tracks, drywalls, and a number of traditional small stone shelters – *bunje*;
- Abundance of cultural and historical monuments;
- Several interesting facilities that have the potential to be used as accommodation capacities, for various cultural and social purposes, or other purposes:
 - Building of the former elementary school, located above the centre of Jadrtovac;
 - Former military complex “Luša”, located next to the Morinjski Bridge on the eastern side of the bay;
 - Villa Matiazzi on the eastern side of the bay;
- Facilities the construction of which is foreseen:
 - Construction of the tourist zone on the surface of 8 hectares in Jadrtovac;

- Construction of hunting shelter;
- Significant quantities of peloid mud that can be used in cosmetics and tourism.

Taking into account the situation in most smaller settlements on the Adriatic coast – degradation of the original landscape, excessive construction of apartments, lack of identity and original appearance and value of space – the settlement of Jadrtovac and the entire Morinjski Bay significantly deviate from the usual practice, given their conserved space and natural values. The resources mentioned above, and the level of conservation of space, represent significant development potential for Jadrtovac and the entire Morinjski Bay as “green oases of the city of Šibenik”.

Therefore, the development pathway of Morinjski Bay should be founded upon the following aims:

- Development of sustainable forms of tourism and agriculture;
- Profiling of the area into a tourist destination with the original rural appearance, rich in cultural/ethnological and natural values.

In order to achieve these fundamental development aims, an entire range of systematic activities are needed, but also the involvement of a significant number of local stakeholders from the area of Jadrtovac, the City of Šibenik and beyond, in order to initiate a comprehensive development process.

In the continuation of this document, we will present the basic development guidelines per topic.

2.1. Utility infrastructure

The foundation of development of any area lies in the development of utility infrastructure. The settlement of Jadrtovac has key infrastructure ensured – there is high-quality potable water supply; the transport of passengers by public transport is in place, together with municipal waste disposal, maintenance of public areas, maintenance of unclassified roads, and public lighting. The missing link in the chain is the provision of the sewage and drainage system, the technical documentation for which is under preparation, following which the relevant permits would be obtained and funds ensured for the construction of this system.

In order to improve utility infrastructure, the following is required:

- Continuing with the implementation of the wastewater drainage construction project and reconstruction of the water supply network;
- Upgrading roads in the territory of the settlement, in particular along the coastline, which are only partly in proper condition;

- Systematically caring for spatial and environmental planning, in order to harmonize the appearance of the entire settlement and public areas, and in order to emphasize the ambiance value of space;
- Developing sustainable forms of energy production, with a particular emphasis on the use of solar energy;
- Upgrading the railway crossing at Ražine by light signalling, for the purposes of easier and safer transit of agricultural machinery.

2.2. Protection of the environment, natural and cultural heritage

Given the ecological characteristics of Morinjski Bay and Jadrtovac, their cultural and natural heritage, activities aimed at improving the ecological situation in the bay should be intensified, and natural and cultural heritage should be adequately valued.

In this process, it is important to adhere to one fundamental principle, which is that:

- The existing natural resources should be used sustainably for the development of rural, medical, active and other forms of responsible tourism, which is why it is important to harmonize all future projects and plans with the principles of protection and conservation of natural resources, so as to open new opportunities for growth that would not degrade the area.

In order to protect the environment and to raise the level of conservation of natural and cultural heritage, the following is required:

- Preparing and reaching the Management Plan for the area of Morinjski Bay, with the aim of establishing regular monitoring of the coastal lagoon habitat, which would process the area in detail, define conservation and management goals for the area, and plan management measures and activities in the area;
- Valuation of natural heritage, by mapping plant species and habitats of Morinjski Bay, and by preparing the guidelines for their sustainable management (within the Plan);
- Valuation of cultural and historical heritage of Morinjski Bay, by mapping the localities and their further analysis, processing, conservation and restoration (i.e. preparation of cadastre of current and potential tourist attractions);
- Recovery of the existing legal and “wild” waste disposal sites, in accordance with the Waste Management Plan of the City of Šibenik, by 2018;
- Environmental conservation and protection, by implementing the existing plans connected with environmental protection, and by planning the implementation of all projects, taking into account the environmental characteristics and the importance of environmental conservation;
- Strengthening the recognizability of the area, in particular having in mind the fact that Morinjski Bay is part of the NATURA 2000 ecological network.

2.3. Agriculture and rural development

In the area of Jadrtovac and Morinjski Bay, agricultural practice results not only in agricultural production per se, but also contributes to the appearance of the entire area, providing a range of tourist opportunities. These primarily include visits to plantations, the tasting of products on family farms, bicycling or walks along pathways passing through plantations, learning about agricultural production, etc. Therefore, the development of agriculture and tourism in this area must be harmonized.

In order to promote the development of agricultural production in the territory of Jadrtovac and Morinjski Bay as a whole, the following is required:

- Promoting the development of small-scale agricultural production, which has proven its vitality and importance for the city of Šibenik over the decades:
 - Focusing the development of agriculture via various city incentives, in particular in vegetable cultivation and fruit growing (outdoor and indoor);
 - Providing assistance for ensuring the technological water required for irrigation of smaller-scale agricultural land;
 - Promoting the development of integrated and ecological agricultural practice;
 - Ensuring sales locations in the territory of the city of Šibenik for direct sales of local agricultural products;
 - Supporting and organizing education and targeted advisory assistance for farmers;
- Developing the capacities of LAGs covering rural areas of the City of Šibenik, coupled with cooperation with LAGs as key points of development of rural areas:
 - When including settlements in individual LAG areas, one should take into account long-term development opportunities within a given area;
 - In cooperation with LAGs, support should be provided to the presentation of local agricultural producers and their products in fairs at home and abroad;
- Developing cooperation with major agricultural producers:
 - In the domain of development of excursion tourism for local visitors (return to excursion roots from the beginning of the 20th century) and tourist products for foreign and domestic tourists;
 - With the aim of presenting ecological agricultural practice that can become a point of contact between domestic experts and experts from abroad;
- Developing cooperation with Šibensko-kninska County, with the aim of developing the irrigation project in the territory of Jadrtovac and Donje Polje;
- Promoting the development of new, alternative forms of agricultural practice, with the aim of “rejuvenating” agricultural producers and bringing together younger

enthusiasts in nature and agriculture (ecological agriculture, biodynamic cultivation, permaculture, etc.); organizing occasional camps, fairs, etc.

2.4. Tourism

Tourism in rural space is witnessing rejuvenation. Escape from daily stressful life in cities, and the desire to re-establish links with nature and a simple way of life, have resulted in a kind of idealization of village and everything that is rural, promoting demand for tourism in rural areas. Rural tourism is also supported by the need for social and economic revitalization of rural areas, which is why tourism is perceived as an activity complementary to agricultural production, or as a mode of diversification of family farm products and services. When it comes to family farms, their inclusion into the tourist offer enables them to engage in direct sales of agricultural products to visitors as the most profitable distribution channel; by talking with visitors, producers also teach them about production and processing, thus creating loyal customers. That can also constitute an opportunity to test new products. The inclusion of family farms into the tourist offer also means creating partnership relations with other providers of tourism services, thus attracting new tourist segments. For a rural tourist destination, the development of tourism represents an opportunity to raise the quality of life and to ensure that the inhabitants remain the countryside, especially the young; in addition, however, it also constitutes a reason to protect and revitalize tangible and intangible cultural heritage. Given the fact that family farm owners typically do not have experience in business operations in tourism, they need assistance in designing products, content and services for visitors, market analysis, promotion, and in the development of partnerships. In this process, it is important to have in mind that tourism in family farms which is primarily founded upon accommodation services represents a development model that is outdated in current conditions. As the tourist offer becomes increasingly diversified and more and more demanding, specialized rural tourism services are appearing, developed around central themes of rural life – enjoying nature; getting to know a specific way of life, and making friendships with local inhabitants; participating in agricultural processes (e.g. olive and lavender harvesting); getting to know about the local culinary tradition (workshops on making bread, pasta, olive oil soap); and/or participating in folk celebrations and festivals, as an additional source of revenue for the rural population.

According to the Innovative Tourism Development Strategy of the City of Šibenik, the area of Jadrtovac belongs to the zone of the “wider area of the City of Šibenik”. In the programmatic concept, this is an area intended for rest and leisure, with significant recreational content; i.e. an area that can satisfy a wide range of motivations and interests of various target groups. The Strategy defines “Tourism Valuation of Morinjski Bay” as a special program within the area of “Tourist Infrastructure”. When it comes to implementation steps, particular emphasis is placed on the importance of: researching mineral raw materials for

the purposes of possible exploitation, in accordance with business plans; assessment of acceptability for the ecological network; preparation of environmental impact assessment; reaching the Management Plan for Morinjski Bay.

The tourist demand is continuously changing in the direction of developing new and selective forms of tourism, and this fact represents the biggest opportunity, given the physical characteristics and opportunities of Jadrtovac and other settlements surrounding the Morinjski Bay. Current shortcomings of the area, in tourism terms, can be seen in low volume of accommodation capacity, lack of well-designed tourist offer, and insufficient provision of information to guests, which why the potential for tourism is still poorly used. In order to ensure better use of that potential, the following would be required:

- Creating the Tourism Development Plan for Morinjski Bay – within the Plan, cadastre of potential and current tourist attractions would be developed, in order to perceive their attractive strength and market readiness. In accordance with that, tourist products would be identified. At this moment, products that can be offered to the market relatively quickly are pedestrian and cycling tracks, that need to be marked and interpreted, identifying the key points of interest (e.g. resting places, sightseeing points), together with the preparation of information materials and engaging in promotion. In addition, the Plan would include the action plan for the mid-term (four-year) period, which would detect specific actions for activating market-ready attractions, as well as the marketing plan.
- In cooperation with companies that lease major agricultural areas, organizing half-day and day-long walking/cycling thematic tours and thematic events accompanying the harvesting, to be promoted by a system of cooperative advertising.
- Identifying entrepreneurial potential of family farm owners and other stakeholders for investment in tourist content and services, ensuring advisory assistance to them (via LAGs, the tourist board system, development agencies).
- Preparing a project of development of medical tourism for the investor market, on the basis of guidelines contained in the physical planning documentation. According to the Physical Plan of Šibensko-kninska County, accommodation capacities with maximum 400 beds are foreseen in the area of Jadrtovac in the tourist zone of Morinjski Bay. This project, in addition to the environmental impact assessment study, should also be analyzed within the best use and feasibility study.

- Actively placing market-ready products to the market – including stationary placement for seasonal products; residential placement; distant markets; placement to intermediaries in tourism; in social networks.

2.5. Use of peloid

As we have already emphasized in previous chapters, use of peloid is directly limited by the physical planning documentation and a certain discord that exists between the Physical Plan of Šibensko-kninska County and the Physical Development Plan of the City of Šibenik. Therefore, the first step in resolving this issue would be precisely to harmonize these documents.

The following steps are necessary in terms of preparation for potential exploitation of peloid in Morinjski Bay:

- Preparing the preliminary design regarding the possibility of peloid exploitation in the territory of Morinjski Bay;
- Undertaking the procedure of preliminary acceptability assessment for the ecological network, submitted to the Administrative Department for Environmental Protection and Municipal Affairs of Šibensko-kninska County (pursuant to the provisions of Article 30 of the Nature Protection Act (OG 80/13)).
- If the preliminary assessment concludes that there is a need for that, undertaking the procedure of main acceptability assessment for the ecological network, prepared by companies certified for such tasks, in cooperation with the State Institute for Nature Protection.
- In accordance with the Regulation on Environmental Impact Assessment of Interventions (OG 61/2014), undertaking the procedure of environmental impact assessment (exploitation of mineral raw materials – peloids is stipulated in Annex I, item 40 of the Regulation as an intervention that necessitates environmental impact assessment). Pursuant to the Regulation, the environmental impact assessment should be prepared together with the main acceptability assessment for the ecological network in a case such as this one, where the preparation of both documents is required.
- Verifying the extent to which physical plans permit the possibility of undertaking research and engaging in exploitation of mineral raw materials. The competent Ministry is the Ministry of Construction and Physical Planning, which needs to be addressed upon the adoption of changes and amendments to the Physical Development Plan of the City of Šibenik (2015).
- Given the fact that researching the exploitation opportunities is planned in the area of maritime domain, it is also necessary to obtain the decision on approval of research of mineral raw materials, which is issued by the body in charge of mining, with prior consent of the Ministry of Maritime Affairs.

Should peloids be used in the cosmetics industry and for other similar purposes, the construction of a filling facility will be required. Given the limitations in terms of the use of space in Morinjski Bay, the closest possible location would be the business zone Podi. Another opportunity for peloid use can be found in the future tourist zone in Jadrtovac, in the context of development of the medical tourism offer.

Given the fact that the foreseen exploitation field is located in the maritime domain, the approval of the body in charge of mining will be required, together with prior consent of the Ministry in charge of maritime affairs. Furthermore, additional geological and hydrological research should be undertaken, and activity plan should be prepared, together with the projection of impact of peloid extraction on Morinjski Bay and the surrounding area.

In other words, possible peloid exploitation should be planned in intensive cooperation with experts from various scientific areas, in order to protect the environment and the protected NATURA 2000 area, but also in order to facilitate economic development of the settlement of Jadrtovac and the remainder of Morinjski Bay, founded upon the development of medical tourism and peloid use; however, that should be done only after determining in which manner and under which conditions would the implementation of such a project be possible, based on the results of implementation of all the required steps.

2.6. Local community and the development of human resources

Due to its characteristics, Morinjski Bay is an area of extraordinary growth potential, with people as the very core of that potential. In the course of project implementation, the participants have clearly expressed their interest in cooperation in the process of development of the area of Jadrtovac and Morinjski Bay, and development of specific project ideas. In order to achieve long-term progress – i.e. high-quality inclusion of the local community – persistence and continuous work on developing that cooperation are needed. The development of a local community is a long-term and slow process.

Having that in mind, it would be important to place particular emphasis on the following:

- Ensuring space for meetings and activities in the local community;
- Promoting dialogue and cooperation among stakeholders in the territory of Morinjski Bay, and their liaising with other active groups in the city of Šibenik; associations could play a key role in that process;
- Active communication between the population and stakeholders from the public administration sector;
- Strengthening the role of civil society as provider of impetus for local development, by setting up financial schemes via which associations could implement projects that

contribute to the fulfilment of goals stipulated in the Development Strategy of the City of Šibenik;

- Role of LAGs as a significant provider of impetus in the development of rural communities.

It is extraordinarily important to continuously promote dialogue within the local community, and to encourage the development of cooperation with other settlements in the surrounding areas. Projects constitute an ideal medium via which such cooperation can be developed quickly and at a high level of quality. For a start, it is necessary to ensure a properly furnished location for meetings and organization of joint activities in the community.