

ŽATEC  
AND THE LANDSCAPE  
OF SAAZ HOPS

MANAGEMENT PLAN

Czech Republic  
January 2021















# Foreword

Since 2015 I have been involved in the process of preparation the property for inscription on World Heritage List, first as deputy mayor and later also as Site Manager, so I am very well aware of how difficult and responsible a journey we have taken.

Responsible property management is one of the pillars of the World Heritage Convention, which contributes to the conservation of the property and its appropriate presentation. The Management Plan is then a suitable tool for the implementation of all measures that will contribute to the preservation of values of the property.

During the demanding process of preparing the nomination, a great team of co-workers, experts for world heritage, was created, many of them will continue to cooperate within the management of the property, its protection and presentation, including educational projects.

Therefore, I believe that together we will be able not only to maintain and fulfill the proposed measures of Management Plan, but also further develop them.

As Site Manager, I undertake, that I will responsibly manage the property and present our hop heritage and all cultural heritage assets related with it.

Jaroslav Špička

Deputy Mayor of Žatec and Site Manager of the Žatec and the Landscape of Saaz Hops







MĚSTO ŽATEC



OBEC ZÁLUŽICE



MINISTERSTVO  
KULTURY



NÁRODNÍ  
PAMÁTKOVÝ  
ÚSTAV



Chmelařský  
institut s.r.o.



11



Svaz pěstitelů chmele  
České republiky



Chmelobrana  
Žatec

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# RESUMÉ

The nominated property of Žatec and the Landscape of Saaz Hops represents a heritage whose knowledge, protection and preservation will enrich a significant part of the world community. The landscape with the hop plant's continuous cultivation, which is the basis of beer brewing in many regions of the world, and with specific facilities related to the processing of hops, is unique.

The Management Plan has therefore been developed as a comprehensive material for both the thematically, closely related, components of the serial property. Component part 01 consists of the **Saaz Hop Landscape**, and component part 02, the **historical centre of the town of Žatec**. As an inseparable part of the nomination documentation for the inscription of the property on the World Heritage List, this document summarises the basic attributes of the property, which define its Outstanding Universal Value. The Management Plan describes the factors that could jeopardise this value in the future. It proposes specific measures necessary to eliminate risks and ensure the preservation and sustainable development of the property in the future.

The Management Plan first presents the property's Outstanding Universal Value, for the preservation and development of which it is primarily intended. It describes the state of the nominated property in 2020 when the nomination documentation is to be completed. It consists of two parts: analytical and proposal. The analytical part will become a reference text for use in any future monitoring of the property's state and the success of the implementation of the proposed measures. The analytical part is fully compatible with the main part of the nomination documentation, so factual information such as the property's description and history are not repeated in full detail here. However, the important sections that describe the property's current physical condition and the risk factors are key information for the proposed measures, so the text has been given in the same detail as in the main section of the Nomination Dossier. There is a table with the main outlined recommendations behind each analysis, which are elaborated on in more detail in the proposal section.

A summary of the strengths and weaknesses outlined in the preparation of the nomination, a list of opportunities and deficits and potential threats, summarises the SWOT analysis, which is a necessary starting point for the proposal section. The proposal section deals with the partial steps leading to the sustainable development of preserved values in both components and their presentation to the general public. The proposal section is a set of goals, measures, and planned specific intentions based on the high potential of the building, architectural as well as intangible heritage of Žatec and the surrounding hop growing landscape. These can help raise public awareness of the region's rich history and provide a good framework for presenting these values internationally.

The nominated property can make good use of the basic legal and organisational framework that already exists. The division of the topics of individual measures into thematic groups will help to monitor and manage the commitments made.

This Management Plan follows up on selected theses and objectives from the previous conceptual material prepared for the nomination "Žatec - the town of Hops", which remains generally valid and has been supplemented by topics related to the protection of the hop growing landscape. In the preparatory phase, the Management Plan's main areas were discussed by a broad working group. From the beginning, the basic principles of this work were consulted over with the authorities of heritage care. The defined goals are realistic in terms of the protected values and further management of preserved cultural heritage.

The town of Žatec, which will provide the position of, and the background for the Site Manager in the case of the property's inscription on the World Heritage List, is fully aware of the necessary cooperation of all the key entities at national, regional, and local levels.

Therefore, the Management Plan was created in cooperation with representatives of the general public, and entities that signed the Memorandum of Cooperation to prepare the nomination of the property in 2020. This has been attached, in the Czech version, with an English summary. The Management Plan was repeatedly consulted over by the Steering Group during its elaboration. It was subsequently approved by the Žatec Town Council, the supreme body of town of Žatec, and by the Zálužice Municipal Council.





## A. BASIC INFORMATION

REPUBLIKA CZECHOSLOVENSKA  
CZECHOSLOVAK REPUBLIC  
Cosley  
chmel 1953 Rakovník  
ZATECKO-DISTRICT ZATEC hops

REPUBLIKA CZECHOSLOVENSKA  
ZATECKY CHMEL  
ZATEC HOPS

50111



# A BASIC INFORMATION

## A.1 PRINCIPAL INFORMATION OF THE PROPERTY

### NAME OF THE PROPERTY

Žatec and the Landscape of Saaz Hops

### A.1.1 DRAFT STATEMENT OUTSTANDING UNIVERSAL VALUE

#### BRIEF SYNTHESIS

The nominated property Žatec and the Landscape of Saaz Hops represents an important site associated with a unique history of continuous development in cultivation, processing and international trading with the "beer spice", which is an agricultural commodity whose botanic name is hops (*Humulus Lupulus L.*) and which is an important ingredient in the beer brewing process all over the world. This cultural landscape is a testimony of a tradition more than 700 years old which is continuing and centres around the finest aroma hops in the world. This local variety of hops – Saaz, is the result of an extremely favourable climate and natural conditions combined with skills and knowledge of the local hop growers passed from generation to generation for centuries. This has shaped this specific organically evolving landscape and its built heritage associated with hop growing and helped to keep the leading position of the Saaz hops in this region to date.

The nominated property is situated in the north west of the Czech Republic, in the basin of Žatec, and consists of two component parts which naturally complement each other and jointly represent the uniqueness of the local hop heritage. Component part 01 consists of the rural hop landscape including the villages of Stekník and Trnovany and component part 02 represents the historic urban landscape of the very centre of the region - the town of Žatec (Saaz) which gave its name to the most famous variety of local hops. Both component parts are geographically close, naturally linked by the river Ohře (Eger) and also by a network of historic communications, including a railway which for centuries has connected the town of Žatec with its rural hinterland. These close interactions make these two component parts truly inseparable.

The nominated landscape contains all unique attributes directly linked to hop cultivation and processing. The gradual changes in the growing methods at the hop fields and hop growing technology which occurred over the centuries were, and still are, reflected in the visual quality of the landscape. This development affected not only the character of the hop growing landscape but also the look of individual buildings, farmsteads, settlements and the town of Žatec where it impacted both the historic centre and the adjacent hop growing industrial zone of Prague Suburb. This landscape with specific buildings and structures linked to hop production demonstrates close interactions between the rural hop growing landscape and its urban base which has been preserved on this scale nowhere else other than in the nominated property.

#### CRITERIA

##### Criterion (iii)

**The Property bears a unique or at least exceptional testimony to a cultural tradition or to a civilization which is living or which has disappeared.**

*Žatec and the Landscape of Saaz Hops* bears an exceptional testimony of a strong, centuries long and never interrupted cultural tradition of hop growing and processing in Europe. This tradition is based on the exceptional quality of most sought-after Saaz hops which is a globally recognised agricultural commodity, protected by administrative acts since the time of the Enlightenment reforms carried out in the former Austrian Monarchy. As a result of the innovations in hop production and booming trade with the commodity in huge demand in the world, in which the Czech, German and Jewish communities were involved and interacted as well as influenced each other, the town of Žatec became a globally recognised centre of hops, particularly in the 19<sup>th</sup> century.

Numerous specific skills, knowledge and experience on work organisation in hop production were passed from generation to generation. The empirical approach gradually improved and developed into a socio-economic and technical system, which survives today. Targeted breeding of particular hop varieties subsequently led to a new independent and locally conducted discipline which uses hop fields in the nominated property for basic research. The outcome of such endeavours are internationally recognised clones of Saaz hops.

Every year many experts from all over the world gather at the site to participate in specialised events, conferences and workshops the organisation of which has a long tradition. The celebration of the living intangible heritage of hops in the nominated landscape is reflected in the public and social events associated with the annual cycle of hop growing, seasonal festivities, local customs, rituals and festivals closely linked with hops and strengthening the identity of Žatec, its residents, and the surrounding hop growing landscape.

#### Criterion (iv)

**The Property is an outstanding example of a type of building, architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history.**

*Žatec and the Landscape of Saaz Hops* is an outstanding example of a monoculture landscape associated with hop growing and processing both in the rural and urban environment. Throughout the time various methods of hop drying, preservation, packaging, quality certification and breeding were developed in this specific hop growing region, as well as outstanding examples of buildings, architectural and technological ensembles and productive landscape.

The visual quality of the rural landscape is particularly defined by hop fields with their typical trellises consisting of poles and wires, rural settlements with preserved farm buildings and barns where hops were dried and stored, a residence of the local landlord which is a dominant landmark in the landscape as it rises above the preserved historic hop fields which are still in use. The natural centre of this hop growing landscape is the town of Žatec which developed in a close relationship with the hop growing culture and is the only comprehensively preserved urban complex focused on activities related to processing, certification of origin and quality of hops as well as international trade which first started across Europe and later spread overseas.

Concentration and authenticity of municipal warehouses, hop drying kilns, sulphurisation chambers, hop packaging and certification facilities, together with the town's exceptional skyline, accentuated by the vertical dominants of the hop drying kilns and sulphuring chambers tall chimneys and, in the rural landscape, complemented by the hop fields trellises and buildings related to hop growing, harvesting, processing and storage, all this makes the nominated property unique as it does not exist in the same quality elsewhere in the world.

#### Criterion (v)

**The Property is an outstanding example of a traditional human settlement, land-use, or sea-use which is representative of a culture (or cultures), or human interaction with the environment especially when it has become vulnerable under the impact of irreversible change.**

*Žatec and the Landscape of Saaz Hops* is an outstanding example of a continuous, never interrupted and, to date, traditional use of an agricultural landscape with traditional human settlements where the main focus is on growing of a crop with special requirements for climate, cultivation and processing. The nominated property is authentic evidence of continual interactions between humans and their environment and a well-preserved example of the European cultural tradition in which hops, as an attractive complementary crop in the local farming, have been widely used in beer brewing since medieval times. Hop cultivation on the site of the nominated property also largely depends on the knowledge and experience of the hop growers related to the climate and natural conditions, breeding and cultivation and processing methods for centuries transferred and improved from generation to generation.

The technical knowhow and skills were further developed and improved on the site of the property from where they spread under the name of the hop growing centre – Saaz (Žatec). This had also a crucial impact on the appearance of the Saaz landscape which is well demonstrated by the hop fields with the fixed structure of the trellis, usually made of wooden poles and wires and every year complemented by hop strings, which are guiding wires providing support to the twining hop bines. On the basis of the local empirical knowledge, this structure developed into a specific design of Saaz hop wire trellis called "žatecká drátěnka" which is now used in many other hop growing regions around the world. Typical hop drying kilns and other hop growing facilities were built in the rural area and the processing of hops impacted the overall appearance of Žatec where the architecture of residential buildings as well as industrial facilities, educational institutions and amenity centres designed for different groups of local residents associated with the hop growing business is unmistakable.

#### STATEMENT OF INTEGRITY

The nomination *Žatec and the Landscape of Saaz Hops* is a very well preserved site which, within its boundaries, documents the entire "hop cycle", as well as all significant attributes associated with its growing and processing.

The productive character of the hop growing landscape with specific climate conditions is still fully reflected in the preserved functional integrity of its composition as well as in its attributes the most distinctive of which are the following ones: hop fields situated near the river, sets of functionally diverse buildings used for drying, sulphurisation, packaging, certification and storage of hops as well as the safeguarding of traditional knowledge of hop growing and processing developed over the centuries. The transport network based on the historic roads also underlines the integrity of the property as it has enabled access to the hop fields and facilitated the export of hops.

Component part 01 with hop fields around the villages of Stekník and Trnovany represents an area which has not changed much over the centuries and the current use of which copies its historical use and settlements where no major building modifications have been carried out. The village of Stekník with its well-preserved integrity emphasised by the typical brick buildings surrounding the central village square and the chateau of the same name create a visual unity underpinned by large areas of hop fields.

The fertile sediments of the floodplain around watercourses, the location of the hop fields in their vicinity and the village of Stekník situated at a safe, elevated place all contribute to the visual integrity of the property. The visual integrity of component part 01 is strengthened by the morphology of the site. Monitoring the site integrity in the future will also be helped by the recently opened walking trail along the eastern and south-eastern boundary above the flat part of the landscape with hop fields.

Component part 02 is a large urban complex with high integrity of the hop story in the urban environment which includes all the elements that illustrate the history of the town of Žatec as a world-famous centre for centuries associated with processing and exporting of high quality hops.

### **STATEMENT OF AUTHENTICITY**

Functional authenticity of the hop growing rural landscape has been fully preserved and lies in the locations of hop fields which have not changed and the presence of watercourses, rural settlements which served as a base to the farmed fields and which preserved their original footprint, and the historic communication network.

The buildings in component part 01 have a high degree of authenticity. This applies both to individual buildings, farmsteads and the former residence of the local landlord (Stekník Chateau) and a large Baroque granary at Stekník which was later converted into a hop drying kiln.

The buildings in the historic centre of Žatec (component part 02) display authentic signs of an older traditional method of drying hops in the lofts, particularly in the town centre. The authentic mass of the buildings is closely monitored during all refurbishment and restoration projects. Even more recent hop-related buildings with unique functions concentrated in a small area of the Prague Suburb have mostly been preserved in their authentic quality. Some of them no longer serve their original function, but remain in a relatively stable condition with their authentic form and many specific details preserved. They are expected to undergo well thought-through and appropriate conversion.

### **PROTECTION AND MANAGEMENT REQUIREMENTS**

Both component parts of the nominated property *Žatec and the Landscape of Saaz Hops* are already protected or will be protected in the near future under the *National Act no. 20/1987 Coll.* on the National Heritage Protection as amended in combination with other protective regimes stemming from this act which include the following ones:

At present the cultural values are administratively protected by Land-use Plans of the village of Zálužice as well as town of Žatec. For component part 01 with hop fields, the Landscape Heritage Zone has been outlined for designation which is expected in 2021. The cultural values of Žatec in component part 02 are fully protected by law, namely by two decrees of the Ministry of Culture which, in several steps, delineated joint heritage areas.

The hop fields located in the nominated property and its buffer zone are also protected under *Act no. 97/1996 Sb.* on Protection of Hops. This act not only sets forth the requirements for certification, quality control, blending, treatment and introduction of the commodities into circulation, which are subject to hop common market organisation, but it also defines state administration responsibilities including state supervision over compliance with the European Community obligations declared in international treaties.

The entire area of the nominated property including its buffer zone is also protected by the Protected Designation of Origin which is a guarantee that the quality of hops grown in this area is primarily or exclusively determined by the special geographic conditions combined with unique natural and human factors.

In the preserved component part 01 as well as in the urban structure of component part 02 no major changes are envisaged in the future.

The nominated property is managed by the Steering Group (SG), the core team of which was established at the Žatec municipal level already in 2013. The Steering Group includes the key stakeholders active in the nominated property and they are assisted by the Working Groups focused on specific areas of the Management Plan.

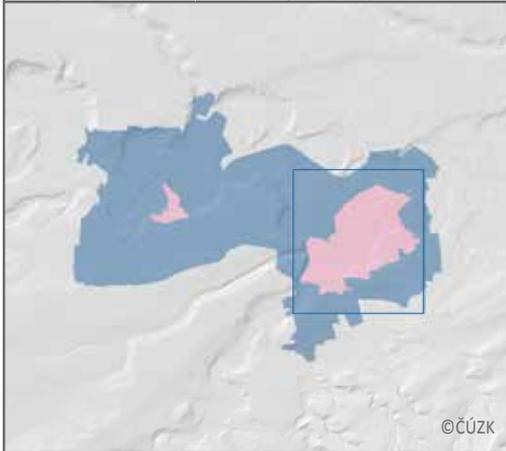
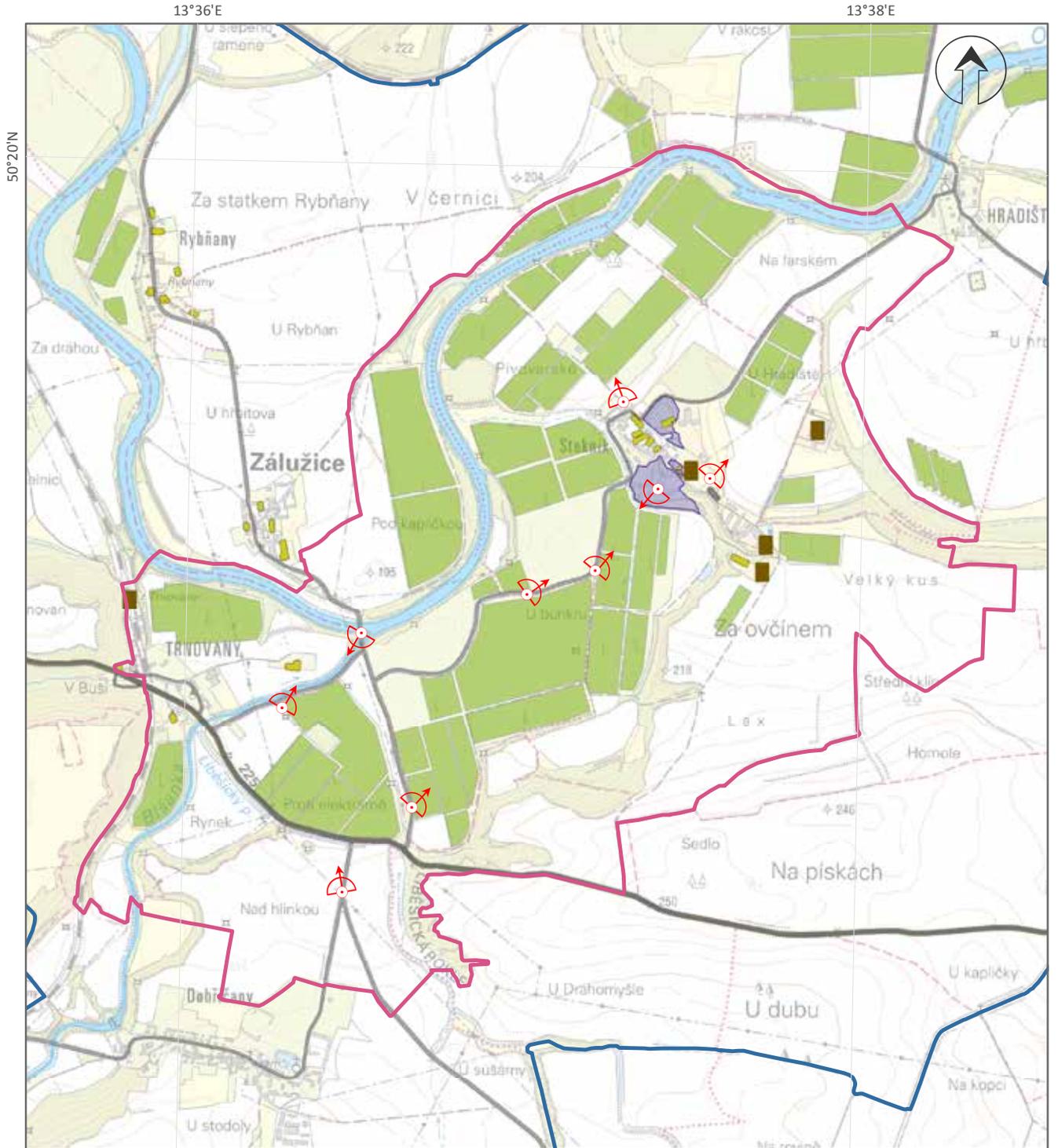
## A.1.2 DESCRIPTION OF VALUES AND ATTRIBUTES OF THE NOMINATED PROPERTY

The uniqueness of the nominated property is particularly well communicated through the social, economic and technical systems:

- The impact of hop growing, harvesting and processing on the nominated landscape which is clearly identifiable and visible in both rural and urban landscapes: in component part 01 hop fields and rural hop growing buildings connected by historical roads as well as in the component part 02 (lay-out of the hop growing sites at Prague Suburb and elsewhere, typical skyline of chimneys rising above the hop drying kilns and sulphurisation chambers including the remains documenting the old method of hop drying in the historical roof spaces),
- Typology, uniqueness and diversity of rural and urban buildings designed for hop growing which are in harmony with the older rural and urban environment,
- Highly attractive visual links between the landscape with unmistakable character of hop fields changing throughout the year and the well preserved rural settlements with a dominant of chateau the former prosperity of which was directly associated with the local hop fields,
- Remarkable visual qualities and preserved visual integrity of the urban landscape of Žatec determined by a unique historical development of the site with a concentration of rare industrial buildings testifying to an unprecedented scale, intensity and impact of the industrial transformation of the entire area, contributing to its unique atmosphere and creating its unique character which cannot be found anywhere else,
- The impact of the landscape on the settlements and the town and the interactions between them documenting the integrity of the entire process consisting of the hop growing, processing and trading,
- A high level of authenticity of a significant number of buildings without any secondary modifications or later undesirable interventions. The building stock in the villages of Stekník and Trnovany as well as in the historic parts of Žatec is in a satisfactory condition which was helped by the fact that most buildings have lost their original purpose relatively recently,
- A unique concentration of industrial buildings in historically connected parts of the town centre and Prague Suburb demonstrate a long tradition, rapid development and a high standard of hops processing at the transnational level,
- The trade mark of Saaz hops which is recognised not only in Europe and which is the result of a long tradition of hop growing which evolved into a scientifically based breeding with a global impact; the town of Žatec still keeps its position as the centre of hops thanks to the research and development organisations based there,
- The maintained continuity of unique traditions associated with the hop plant, which include the living intergenerational transfer of knowledge, skills, traditions and customs associated with the hop farming and processing seasons and traditional rituals related to them,
- The nominated property demonstrates its important commercial role as the global market leader in the hop industry based on the interactions between diverse social groups, communities and cultures which in the past generated its wealth and reputation.

## Attributes of Outstanding Universal Value

ATTRIBUTE NAME (GENERAL CLASSIFICATION)	ATTRIBUTE SPECIFICATION	OBSERVED CHARACTERISTICS FOR MONITORING AND MANAGEMENT WITHIN THE PROPERTY
Cultural landscape	landscape aspect of hop heritage	<ul style="list-style-type: none"> <li>- range of productive hop fields</li> <li>- preserved area of agricultural</li> <li>- watercourses, including Woody Riparian Vegetation, and flood control banks</li> <li>- permanent planting</li> <li>- historical communication networks</li> </ul>
Urbanism	ground plan of settlements, delimitation of districts or functional districts, land structure, blocks, the composition of private and public buildings and spaces, built-up, free and green areas	<ul style="list-style-type: none"> <li>- preservation of the structure of the villages in component part 01 and urban structure of component part 02;</li> <li>- preservation of the most important historical buildings and landmarks</li> <li>- preserved number of hop growing buildings</li> <li>- preservation and rehabilitation of the communication network, including the restoration of historic road surfaces</li> </ul>
Architectural values	architectural dispositions, architectural morphology, artistic and handicraft decoration and equipment, authentic constructions and used materials	<ul style="list-style-type: none"> <li>- chimneys of hop growing buildings, their number and technical condition</li> <li>- architectural and material design of buildings, including fixtures for openings (windows, doors, gates, technological openings for manipulation)</li> <li>- preservation of the original construction system of hop growing structures / constructions</li> </ul>
View attributes	panorama, iconic views, vistas with landmarks	<ul style="list-style-type: none"> <li>- available iconic views of the hop growing landscape around the village of Steknik</li> <li>- available iconic views of the historical centre of Žatec – especially from the north, west and northeast direction from the river Ohře</li> <li>- panorama of the Prague Suburb with many chimneys of hop drying kilns</li> <li>- roofs cape and its characteristic elements (adjustments of roofs, originality of materials, the technology of laying roofing, details)</li> </ul>
Archaeological attributes	archaeological layers	<ul style="list-style-type: none"> <li>- archaeological relics (dry river beds of the river Ohře, traces of extinct watercourses, archaeological relics of long abandoned hop fields, buildings, and roads).</li> </ul>
Specific attributes associated with the property		<ul style="list-style-type: none"> <li>- preservation of documents of hop technology and specific parts of buildings in their original positions (machines, presses, switch boards, electrical wiring, lighting, elevators)</li> <li>- number of objects used for hop growing or its presentation (functional ware houses, museums, exhibitions, adventure tourism)</li> <li>- sustainability of the hop tradition</li> </ul>



### Žatec and the Landscape of Saaz Hops Map 13

Map of the main attributes – component part 01

- Nominated property
- Buffer zone
- Cultural heritage asset
- ⊕ Point of iconic view
- Road network
- Hops - related buildings
- Contextual buildings
- Hop fields



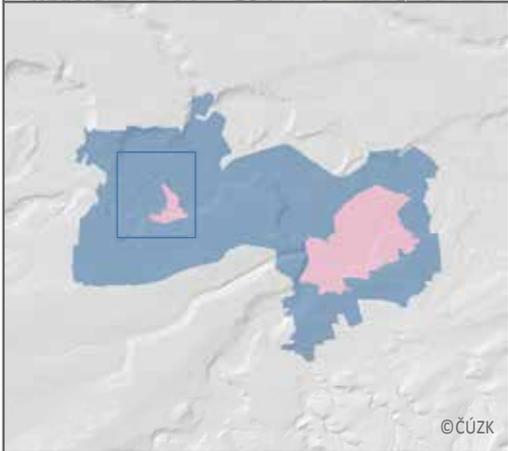
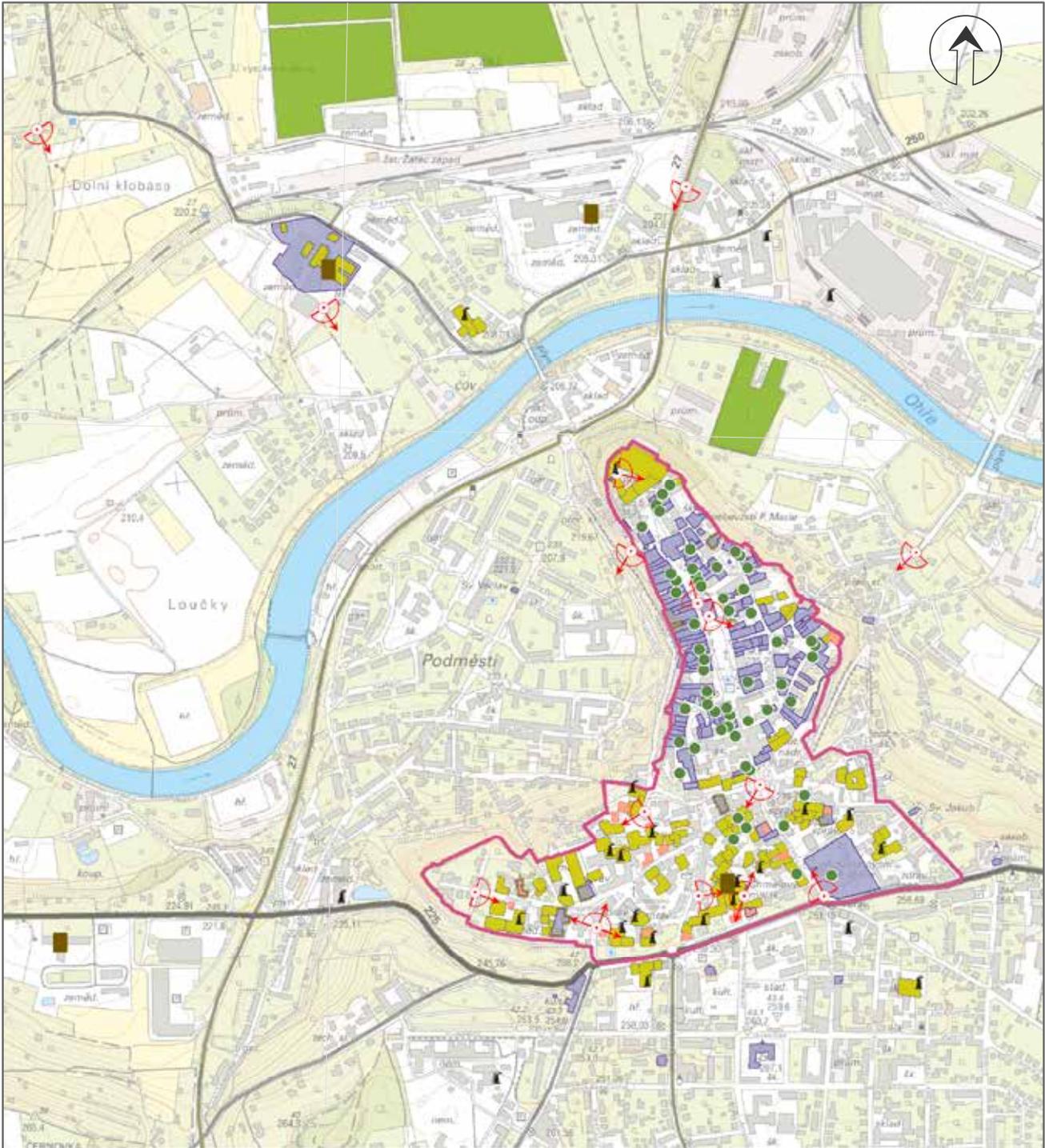
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Prepared by National Heritage Institute  
Map projection: WGS 84 UTM Zone 33N  
Base maps of CR ZM25©ČÚZK 2020



13°32'E

50°20'N



### Žatec and the Landscape of Saaz Hops Map 14

Map of the main attributes – component part 02

- Nominated property
- Buffer zone
- Cultural heritage asset
- Point of iconic view
- Road network
- Chimneys
- Contextual buildings
- Hops lofts
- Villas
- Hops - related buildings
- Hop fields



1:12 000

Prepared by National Heritage Institute

Map projection: WGS 84 UTM Zone 33N  
Base maps of CR ZM10@ČÚZK 2020

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## A.2 GOALS OF THE MANAGEMENT PLAN

### The basic goal of the Management Plan

The Management Plan's basic goal is to ensure the preservation and strengthening of the Outstanding Universal Value of the property.

### Specific goals of the Management Plan

1. Analyse the data, the state of preservation of the property, technical information, external aspects and risks.
2. To formulate a vision of preserving and strengthening the Outstanding Universal Value.
3. Propose specific measures and plans for the implementation of this vision.
4. Initiate the creation of a living property concept with a specific hop-like atmosphere.
5. Propose a fixed mode for the operation of the Site Manager and Steering Group.
6. Prepare the document as succinctly as possible in the interest of practical use.

### General principles of fulfilling the Management Plan

During the collective drafting and discussion of the Management Plan, it was emphasised that the mere inscription of the property, Žatec and the Landscape of Saaz Hops, on the World Heritage List can not be an end in itself. It is understood as a confirmation of the property's value and a tool for its presentation to a wider circle of people interested in excellently preserved cultural values. For the same reason, several educational and presentation projects were formulated during the work on the nomination materials, and their implementation has already begun. Some of the proposed measures go far beyond the nomination timing and potential evaluation process, and are planned for the many years to come.

The main goal is the protection and preservation of the attributes of the property, which express its Outstanding Universal Value. For this purpose, specific measures have been formulated so that they can be shared, and at the same time fulfilled, in an appropriate manner, by the owners. To ensure the continued existence of the property and maintain its authenticity, optimal designs for a new functional use of the preserved buildings, that are currently unused have been sought over a long period of time. Appropriate use and involvement in the various functions of the landscape, and the town, are the main tool for preserving the Outstanding Universal Value for future generations.

The Management Plan stems from a general market environment issue and this will need to be overcome through a proposed system of interventions. Like in other countries with an advanced cultural heritage conservation, cultural landscapes and heritage of technology and industry have already gained a strong position in tourism in the Czech Republic. The cultivation of hops and the complexity of a variety of corresponding seasonal work is well known in society: the intention to nominate a property with this theme as one of the internationally recognised specifics of the Czech Republic's image is supported as an important theme in society. The hop landscape's uniqueness and the variety of buildings not found elsewhere, have great potential to strengthen the property's prestige, especially if this value becomes valued from an international expert point of view. For these reasons, it can be expected that the hop-related heritage in the landscape of Saaz hops in Žatec will also become of interest to thematically specific tourism. The strengthening of interest in the heritage in Žatec and the related economic returns can help the local economy and, through a synergetic effect, bring additional resources for the gradual use of the potential present in the nominated area. These are mutually conditioned aspects of the property. The Management Plan was prepared with confidence in the value of the nominated area, which will be conceptually prepared for the systematic implementation of individual projects, activities, and necessary measures after increasing the prestige of the local heritage.

In the course of the work, a SWOT analysis was compiled, formulated intentionally, as clearly as possible, on the main points related to the proposed OUV of the property. The analysis provided an open overview of current weaknesses, as well as numerous opportunities, through the which the values of the nominated property can be better presented on a national and international scale.

In addition to the formulation of general objectives, the Management Plan is prepared as part of the bases for obtaining funds for the protection, restoration, and meaningful use of the tangible and intangible cultural heritage of the nominated property.

The structure of objectives in the proposal section is followed by measures and intentions listed in Part D of this document. The Management Plan is not only a single-use document supplementing the nomination documentation, but it will become an important reference document, in the fulfilment of which all the holders of decisive competencies in the nominated property should actively participate.

The Management Plan is a proposal for projects aimed at the regeneration, regular maintenance, and adequate use of a potential World Heritage Site. It could become an interesting part of the respected set of these flagships of the world's heritage and present the thematically unique and interesting richness of cultural heritage and long-standing traditions in the Czech Republic.

**Status and time validity of the Management Plan**

The Management Plan is conceived as an open document covering the period from 2020, the date of its development, to 2030 with some forward-looking visions for the future.

The Management Plan proposes measures for the short-term (until 2022), medium-term (until 2027), and long-term (until 2030) horizons. At the same time, however, it will be continuously updated in its proposal section, based on the working group's recommendations and decisions of Steering Group and the objective conditions for obtaining funding for individual measures.

As stated, it is an open document that will respond to current needs but always emphasising the maintainance of the property's Outstanding Universal Value. It is recommended to create a new Management Plan before the current one expires. The first significant update is expected around 2023, according to the current course of the Nomination Process. The goals, intentions, and measures defined by the Management Plan must be coordinated with the Development Strategy of the town of Žatec (2021), the Regeneration Programme, the Tourism Strategy, and the Comprehensive Transport Concept of the affected area.





**B.** ANALYTICAL SECTION  
OF THE MANAGEMENT PLAN

# B ANALYTICAL SECTION OF THE MANAGEMENT PLAN

## B.1 ADMINISTRATIVE AND TECHNICAL INFORMATION OF THE PROPERTY

### B.1.1 ADMINISTRATIVE JURISDICTION OF THE PROPERTY

ADMINISTRATIVE UNIT	CODE	NAME OF THE UNIT	CODE
State	NUTS 1	Czech Republic	CZ
Historical country		Bohemia	
Cohesion region	NUTS 2	Northwest	CZ04
Region	NUTS 3	Ústecký Region	CZ042
District	LAU 1 (NUTS 4)	Louny	CZ0424
Municipality with extended power		Žatec (major part of the territory)	CZ04216
Municipality with extended power		Louny (minor part of the territory)	CZ04207

COMPONENT PART	MUNICIPALITY WITH EXTENDED POWER		MUNICIPALITY (LAU 2)		CADASTRAL TERRITORY ('ONLY PART OF THE CAD. TERRITORY IS A PART OF THE NOMINATED PROPERTY')					
	CODE	NAME	CODE	NAME	CODE	NAME				
01 Saaz Hop Landscape	876	Žatec	566985	Žatec	627798	Trnovany u Žatce*				
					603546	Bezděkov u Žatce*				
					566411	Lišany	684961	Lišany u Žatce*		
					530603	Zálužice	790885	Zálužice nad Ohří*		
							790877	Stekník		
							790869	Rybňany*		
							682624	Liběšice u Žatce*		
					566357	Liběšice	627780	Dobříčany*		
							850	Louny	566624	Postoloprty
					756911	Strkovice*				
02 Žatec	876	Žatec	566985	Žatec	794732	Žatec				

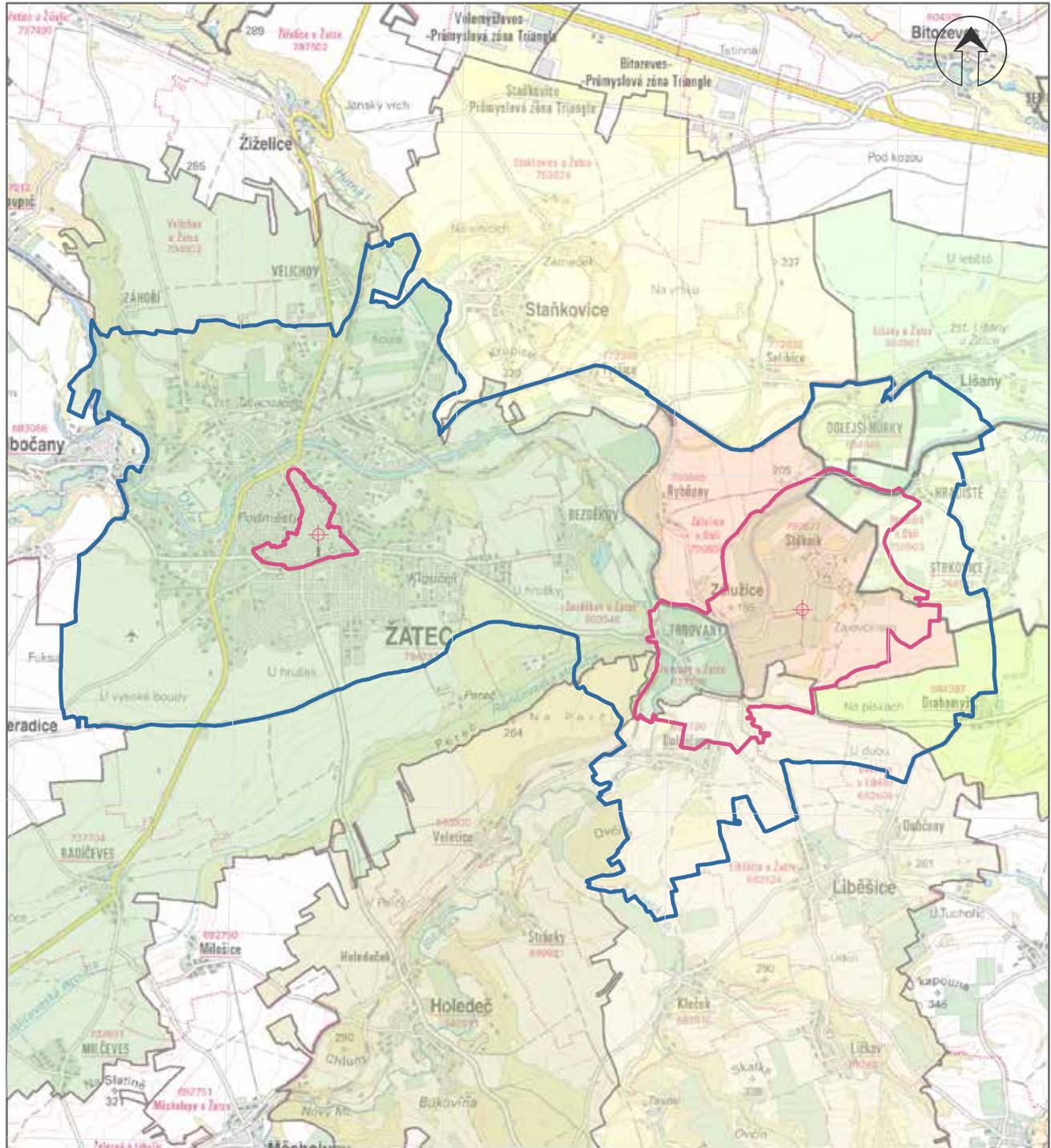
13°30'E 13°32'E 13°34'E 13°36'E 13°38'E

50°22'N

50°20'N

50°18'N

50°16'N



### Žatec and the Landscape of Saaz Hops Map 10

Map of municipalities and areas covered with their land use plans

- ⊕ Main identification point
- ▭ Nominated property
- ▭ Buffer zone
- ▭ Boundary of a municipality with extended powers
- ▭ Boundary of a municipality
- ▭ Municipalities relevant to the territories of the property and the buffer zone:
  - ▭ Holedeč
  - ▭ Liběšice
  - ▭ Lipno
  - ▭ Lišany
  - ▭ Postoloprty
  - ▭ Staňkovice
  - ▭ Zálužice
  - ▭ Žatec



1:63 000

Prepared by National Heritage Institute  
Map projection: WGS 84 UTM Zone 33N  
Base maps of CR ZM50©CUZK 2020



## B.1.2 GEOGRAPHICAL COORDINATES AND AREA OF THE PROPERTY

ID NO	NAME OF THE COMPONENT PART	COORDINATES OF THE CENTRAL POINT	AREA OF NOMINATED COMPONENT PARTS OF THE PROPERTY (HA)	AREA OF THE BUFFER ZONE (HA)	MAP NO.
01	Saaz Hop Landscape	50°19'13"N 13°37'12"E	548.12	3,339.80	Map 03, 04
02	Žatec	50°19'36"N 13°32'45"E	43.96		Map 03, 05
<b>Total</b>			<b>592.08</b>	<b>3,339.80</b>	

## B.1.3 THE BOUNDARIES OF THE NOMINATED PROPERTY AND ITS BUFFER ZONE

The cultural landscape proposed for inscription on the World Heritage List is a serial nomination consisting of two complementary component parts documenting the impact of hops on the environment in historical, technological, and scientific contexts. Both components are located in geographical proximity and belong to the administrative territory of the town of Žatec. The historical connection between the component parts is provided by the river Ohře, transport roads and railways routes.

Saaz Hop Landscape (component part 01) contains the most valuable and fertile hop fields in the region, on which hops have been grown for centuries and have been subjected to long-term breeding research, as well as historic settlements and buildings associated with the processing of harvested hops. This rural landscape component part 01 is complemented by the territory of the historical core of the town of Žatec and its historical part "Pražské předměstí" - the Prague Suburb, which is significant for the number of technical monuments related to hop growing and storing, this component is called Žatec (component part 02).

The boundary description is prepared for each component part separately below:

### BOUNDARIES OF THE COMPONENT PART 01

*Description of the boundary was prepared using the basic topography map 1: 10 000 and the tourist map.*

As the starting point for description of the rural component part 01 boundary, the Trnovany railway station in the cadastral area of Bezděkov u Žatce was chosen. It goes in a north-easterly direction, which connects to the boundary of cadastral area of Trnovany u Žatce, along the boundary of the cadastre, it then continues to the river Ohře. Here the boundary of the component part 01 crosses the river, thus entering the cadastral area of Zálužice nad Ohří, in an easterly direction. It then runs freely along the left bank of the river Ohře, approximately for 250 m before the road bridge over the Ohře. The boundary then diverts from the river and leads in a north-easterly direction around the garden at No. 13, crosses the road III/22535 and continues across the field towards Zálužice. At the earthen road in front of Zálužice, it turns in a north-eastern and northern direction. It continues until a northern field road, along which it continues in a northern direction to the boundary of the cadastral area of Rybná. It goes briefly along this boundary and continues along a field road to the meander of the river Ohře. It freely copies the left bank of the river to the east, crossing the river, where it enters the cadastral area of Hradiště nad Ohří. Near the village of Hradiště, it bends to the south and goes along a drain and a stream, crossing the tip of the cadastral area of Strkovice and then continues along the boundary of the cadastral area of Stekník.

In the vicinity of the junction of the boundaries of the cadastral areas, Stekník, Strkovice, and Drahomyšl, the boundary of the component part 01 turns west. It follows drains in a westerly direction to the boundary of the cadastral area Stekník, after which it follows a field road to the south for a short distance where it reaches the road II/225. It then runs for a while along this road towards Trnovany and continues in a westerly direction. At Liběšická ravine, it turns to the south and by passes it at its southern most tip, where the boundary of the component part 01 then bends again to the west, crosses the Liběšický stream, and enters the cadastral area of Dobříčany.

It continues in a westerly direction on the way to the village of Dobříčany, while bypassing the village in the north. It briefly continues along the line plot to the north and then again to the west to the boundary of cadastral area of Trnovany u Žatce, which continues to the railway lines. Here the boundary of the component part 01 turns to the north and along the railway lines which lead to Trnovany. It crosses the road II / 225, along the boundary of cadastral area of Trnovany u Žatce, bypasses the village of Trnovany u Žatce, in cadastral area of Bezděkov u Žatce and follows the railway line to the point where the boundary of the **Saaz Hop Landscape** component part 01 closes.

## **BOUNDARIES OF THE COMPONENT PART 02**

The urban component part is located south of the river Ohře. In the northern part, the boundary corresponds with the area of the medieval town inside the town walls. On the eastern and southern sides, it seamlessly connects to the territory of the historical "Pražské předměstí" - the Prague Suburb, from which the boundary of the component part 02 returns to the northern part of the town.

As the starting point for description of the urban component part 02 boundary, plot No. 6800/1 in Příkrá Street on the north was chosen. The boundary then it leads east ward clock wise through the axis of Streets Příkrá Street and Nákladní Street plot No. 6810/1, crossing Kruhové Square plot No. 6775/1 and follows the axis of U odborů Street plots No. 6781/3, 6781/1. There it turns south along the axis of Fügnerova Street plot No. 6781/1, breaking to the east and it runs along the axis of Tyršova Street plot No. 6777/1 in a southeast direction.

Then it turns to the west and follows the axis of Pražská Street plot No. 6960/1, and continues along the axis of the Komenského alej Street plot No. 6960/2 to the Masarykova Street plot No. 6787/1. Here, the boundary turns north to the southwest corner of plot No. 505/1 and continues west ward along the southern boundary of building plot No. 505/1, plots No. 221 and 220/1, building plots No. 508, 510/2 and 1133/2, plots No. 233/4 and 233/3, building plot No. 511, plots No. 6789, 6730/13 and 6730/16, building plots No. 974, 975 and plot No. 6730/14. On the western corner, the boundary continues east wards along the northern side of plot No. 6730/15, building plot No. 1577/2, again plots No. 6730/15 and 6730/12, building plot No. 3129, plot No. 6730/6, building plot No. 973 and plots No. 6730/4, 6731/1 and 6731/10. Here, the boundary turns to the southeast along plots No. 6731/9 and 6731/3, follows the north and east side of plot No. 246/1, and perpendicularly crosses the Pod známkovnou Street, plot No. 6798, towards the northwest corner of plot No. 246/5. The property boundaries continue east ward along the northern side of plot No. 246/5, building plot No. 1977/1, plot No. 252/4, building plot No. 533/3, plot No. 252/2, and building plot No. 539. Here it turns north and perpendicularly crosses the Chmelařská Street, plot No. 6794/1, toward the southwest corner of plot No. 909, which bypasses from the west and north direction.

It continues east ward along the northern boundary of plot No. 909, building plots No. 549, 550/1, 552/3 and 552/1 to the point where it crosses north ward at the communication plot 6794/1 and on the western side, building plot No. 554 and plot No. 6753. It goes to Příkrá Street, where it turns to the north and along the town walls, the boundary comes to its starting point at the buildings of the Žatec Brewery.

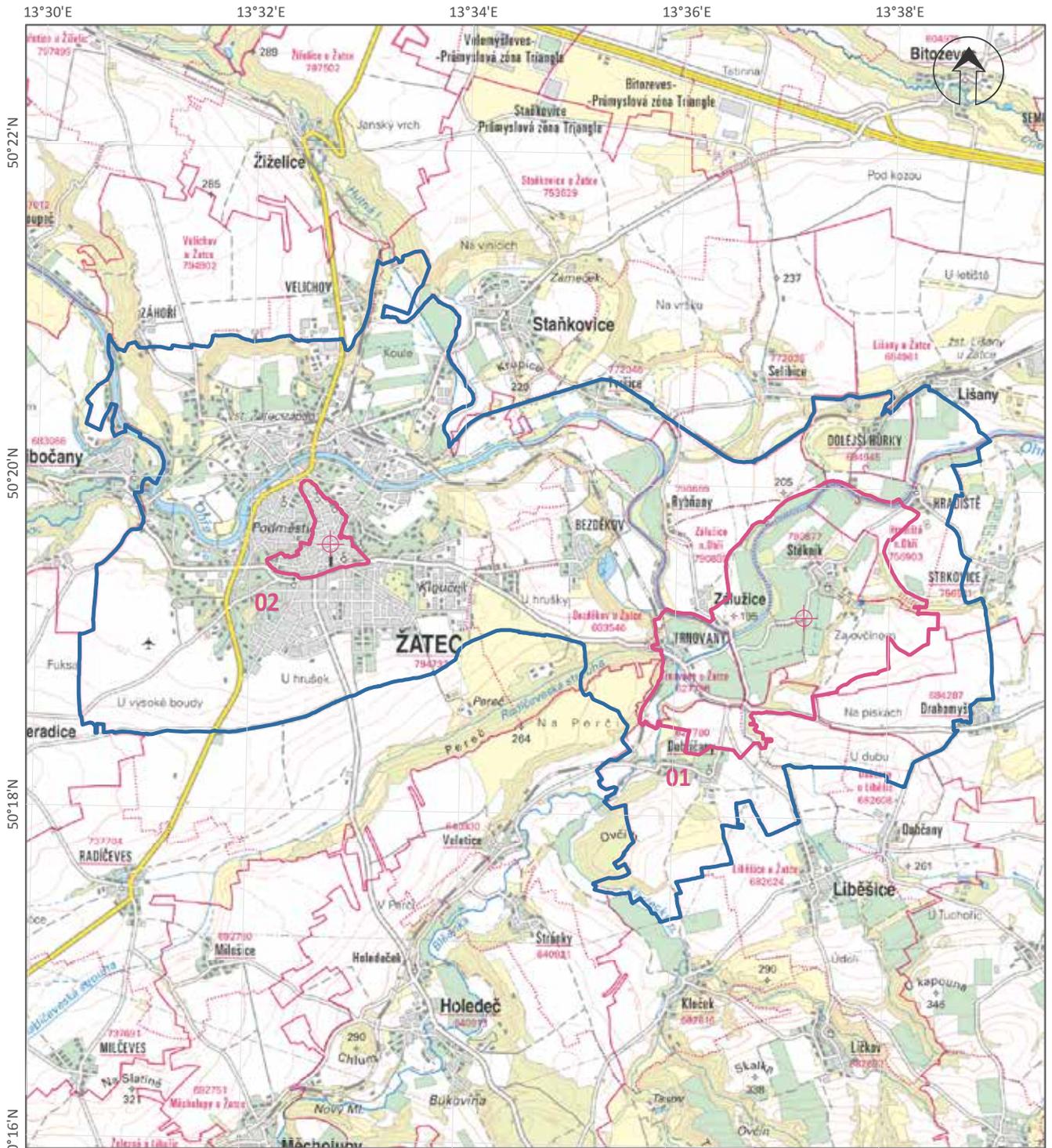
## **SHARED BUFFER ZONE OF BOTH COMPONENT PARTS**

A shared buffer zone was defined for both component parts, which was determined to create adequate space for increased regulation of the activities in the vicinity of the nominated property. This connection will strengthen the internal functional integrity of the property and the general awareness of the historical and spatial context of both component parts.

The extent of the buffer zone is based on a rational combination of natural terrain conditions in the area and the functional use of the site, which is closely related to the nominated landscape. The boundary of the buffer zone follows, as much as possible, the existing clear lines evident in the landscape (roads, terrain breaks, streams) or is uniquely determined by the boundaries of cadastral and administrative areas. At the same time, the long-term stable boundaries of the affected cadastral territories and self-governing municipalities have been used to the maximum extent. If necessary, the boundary follows the exact boundaries of individual plots, as recorded in the real estate cadastre, in order for the protective functions and related governance of the state administration to be unambiguous and as comprehensible as possible in the territory of the buffer zone.

The buffer zone fully includes the main road connecting the two component parts, as well as respects the relevant part of the river Ohře's course and also the relevant sections of the two local railway lines, whose role in the development of hop growing and trade is also essential. Last but not least, the buffer zone contains some significant contextual building units that complement the whole story of local cultivation, breeding, and processing of hops. Namely, the premises of the Hop Research Institute (research and breeding entity) at the western edge, as well as the modern processing complex of the CHMELAŘSTVÍ, cooperative Žatec, north of component part 02 at the railway junction. It also includes the important, but now defunct, Dreher's Export Brewery. The area of the buffer zone also includes other productive hop fields (for example, north of component part 02 or in the area along the river Ohře). They are not as concentrated as in component part 01 but complete the overall picture of the nominated cultural landscape. They might form a welcome, more comprehensive background for potential visitors to the area who will want to follow the specifics of hop growing in a broader context.

The large extent and character of the buffer zone can thus ensure future monitoring and a coordinated development of other presentation activities related to the values of the property and the development of visitor infrastructure outside the property itself.



### Žatec and the Landscape of Saz Hops Map 03.1.a

General map of the nominated property and its buffer zone

-  Main identification point
-  Nominated property
-  Buffer zone



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Prepared by National Heritage Institute

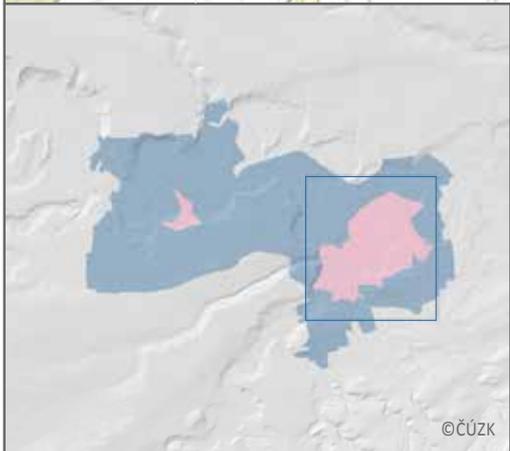
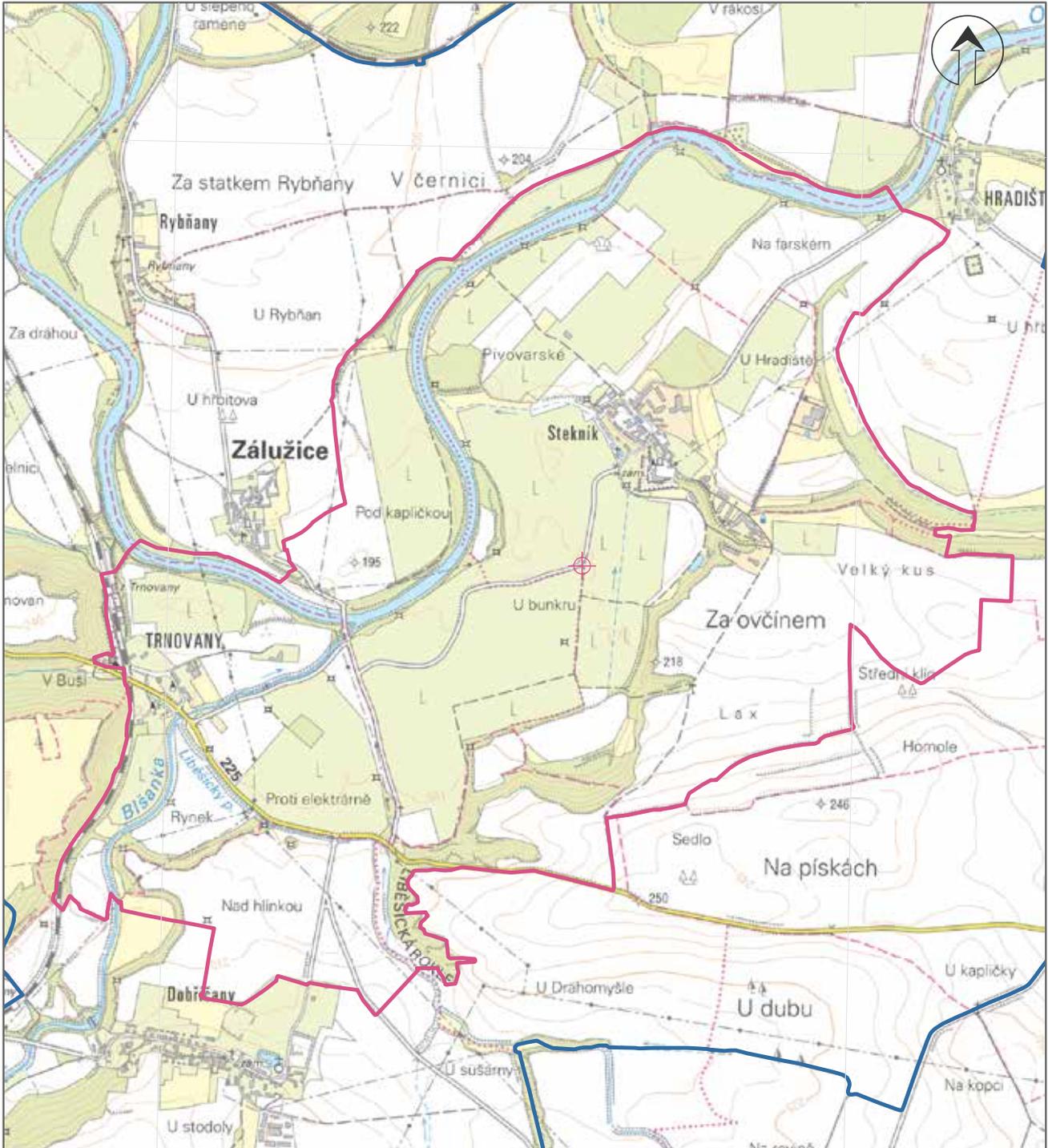
Map projection: WGS 84 UTM Zone 33N  
Base maps of CR ZM50@CUZK 2020, ArcCR500



13°36'E

13°38'E

50°20'N



## Žatec and the Landscape of Saaz Hops Map 04

Boundaries of the component part 01

-  Main identification point
-  Nominated property
-  Buffer zone



1:20 000

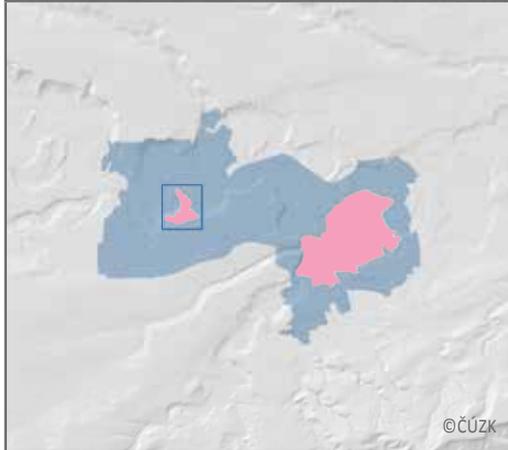
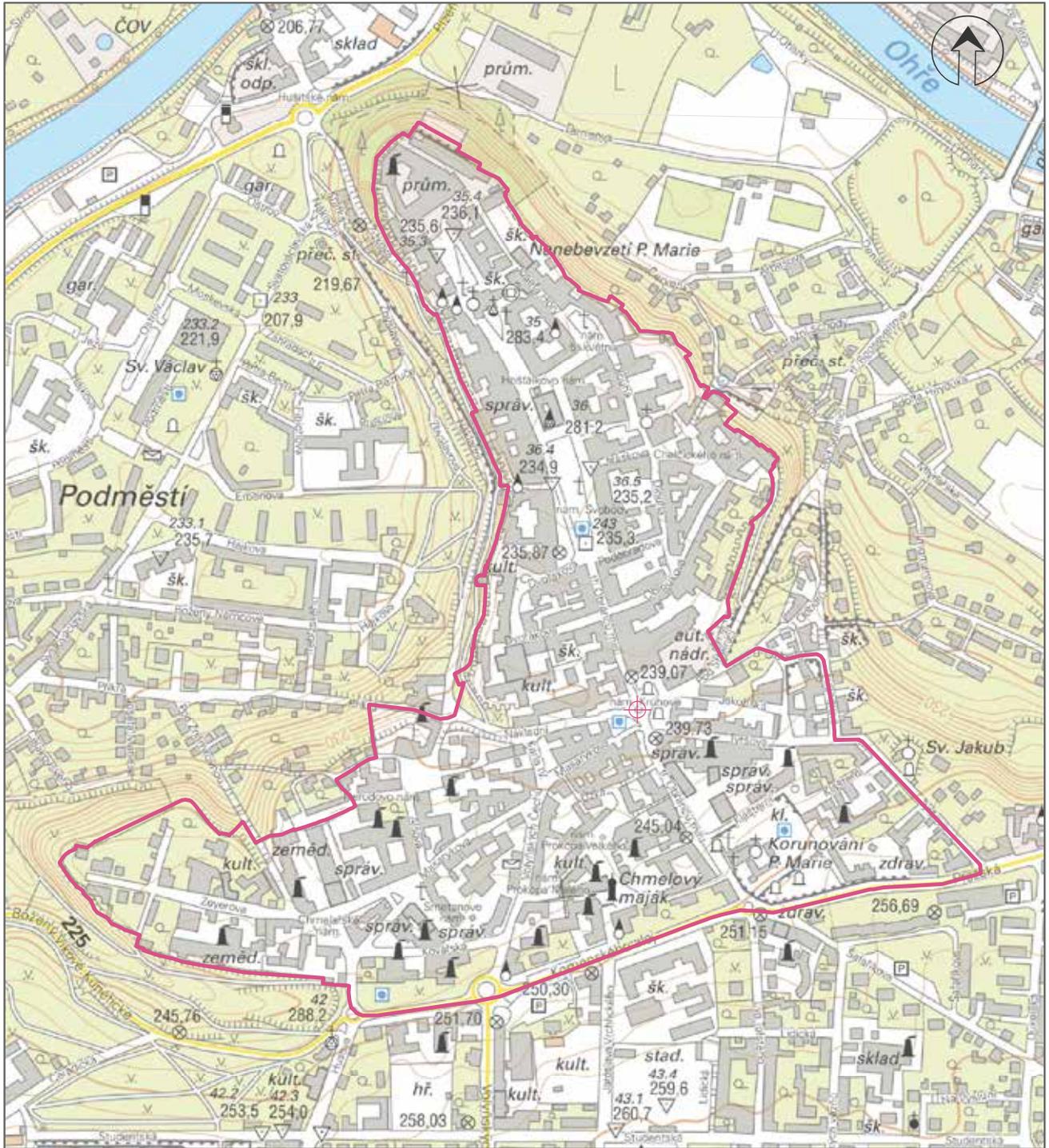
Prepared by National Heritage Institute

Map projection: WGS 84 UTM Zone 33N  
Base maps of CR ZM25©ČÚZK 2020

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50°20'N



### Žatec and the Landscape of Saaz Hops Map 05

Boundaries of the component part 02

-  Main identification point
-  Nominated property



1:7 000

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Map projection: WGS 84 UTM Zone 33N  
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## B.2 DESCRIPTION OF THE PROPERTY

The detailed description of the property, together with its history, is contained in the *Chapter 2* of the main part of the Nomination Dossier. From the reason of context and understanding of the priorities formulated in the Management Plan, the main descriptive information representing both components is provided in this chapter.

### B.2.1 CHARACTERISTIC OF THE PROPERTY

The nominated property Žatec and the Landscape of Saaz Hops is a unique spatial structure. The gradual changes in the way hops have been managed and the technological advances in the subsequent processing of the crop, which have taken place over several centuries are reflected in the form of the landscape.

The urban and rural environment of the urban centre and village within the nominated property Žatec and the Landscape of Saaz Hops are thus entirely different, as is their traditional building culture. Nevertheless, both rural and urban hop related structures show some common and specific features. Their roof landscape is especially typical, in which roofs with low gables and large handling openings for the transport of hops to the lofts and roofs with rows of ventilation dormers of specific shape have been preserved. All-wooden internal constructions of the buildings also facilitate the hop growing, during which it was essential to ensure the vertical movement of hop growing from the roof space to the ground floor for its speedy processing and rationalisation. The crop, as such, is also specific, not only because of its impact on land-use and the need for structural support for hop vines. As one of the fastest-growing cultivated plants, hops have a fundamental effect on the landscape's appearance, in a very extraordinary, dynamic way that distinguishes it from their majority of other agricultural landscapes. In the main growing season, the appearance of the landscape changes practically during individual hours, so the visual dynamics of the hop landscape is not comparable to any other agricultural landscape.

### B.2.2 TEXTUAL DESCRIPTION OF THE PROPERTY

#### COMPONENT PART 01 – SAAZ HOP LANDSCAPE

The Saaz Hop Landscape is an excellent example of a highly concentrated and for hops production continuously used landscape since the medieval times, bearing all the attributes of growing and processing hops up to the stage of the sale to whole salers. The local hop fields use wire structures typical of the area and they are still in authentic positions. Another important attribute documenting the mutual interaction of man and his environment is proof of technological and scientific development in the field of professional hop breeding. It is carried out on research hop fields in this component part, and also includes the management of the Research Farm in Stekník by the Hop Research Institute Co., Ltd., in Žatec.

Component part 01, which is a continuous area, can be best characterised by the following elements, some of which are also individually listed and protected cultural heritage assets. Detail description is in Nomination Dossier, *Chapters 2 and 7.c*.

#### Hop fields

The hop fields within component part 01 are located near the confluence of the river Ohře and the stream Blžanka (called also the Golden stream). Hop fields use wire trellises, the construction principle of which consists of a wire ceiling formed by transverse (supporting) wires connecting transverse rows of supporting poles (wooden, concrete), and in-line thin wires used annually to hang training wires to support the growth of the hop plants.

The Research Farm of the Hop Research Institute Co., Ltd. in Stekník manages a total of 149.50 ha of hop fields (of which 140.20 are located directly in component part 01).

#### Stekník and Trnovany

The village of Stekník lies in the heart of component part 01 and forms its core. It is surrounded by hop fields on almost all sides. Today's appearance of the buildings and their layout dates from the 18<sup>th</sup> century. Thanks to the preserved authentic form of the village core, its built-up area was declared a protected Rural Heritage Zone in 1995. The development, which includes hop drying kilns and hop warehouses, is located around the historic village square, and is supplemented by a chateau with extensive terrace gardens. From the highest level of the gardens, a magnificent view of the surrounding hop fields opens up in the flood plain below the promontory.

In the south-west part of the component part 01 lies the village of Trnovany, which administratively belongs to the town of Žatec. Its urban structure is not entirely preserved, but its till maintains the raw material characteristics of a small hop growing village in the region. Its core, with irregularly scattered buildings, is situated around an expanding road. The development consists of multi-storey brick buildings of a mostly rectangular layout, with gabled and hip roofs. The building stock of the village has been damaged due to long-term neglect. During the second half of the 20<sup>th</sup> century, some buildings were demolished or utilitarian rebuilt after the expulsion of the German population after World War II. During the second half of the 20<sup>th</sup> century, the village never managed to be resettled to its original extent. However, the original structure, scale, and material make up of the historic buildings are still legible. Several exceptionally authentic hop growing buildings have been preserved to this day, which, thanks to their mass, location in the landscape, design, and architectural design, are among the most iconic buildings of the entire Saaz hop growing area.

This is especially the area of the Mill No. 8, which includes a generously designed hop drying kiln. It was created by rebuilding an older barn, which received a magnificent neo-Gothic facade with characteristic turrets, in fact, vents used to regulate the airflow in the oast and on the adjoining hop stores.

The second important ensemble in Trnovany, closely related to the local history of hop growing and processing, is the area of farmstead No. 9, today's appearance is the result of gradual construction modifications of the area, especially at the beginning of the 20<sup>th</sup> century.

The image of the landscape is complemented by the permanent vegetation around the stream Blšanka and river Ohře and the former meanders of the river bed. Another set of permanent greenery naturally defines the component part 01 at its eastern and southeastern edges. The area rises slightly in the southern direction and its borders naturally define the most visually valuable territory of the landscape, whose integrity is extraordinary in the conditions of the Czech Republic.

### **The river Ohře**

The river Ohře and the nature of the landscape conditioned by the cultivation and processing of hops are directly linked because the cultivation of hops is dependent on the presence of water. That is why the quality locations of hop fields within the nominated property have been long-established in close proximity to the river. The water level on the river Ohře is currently regulated by the sizeable Nechranice Reservoir built between 1961-68 in the upstream area near the town of Kadaň. This has eliminated the previously more frequent floods and stabilised the river flow.

## **COMPONENT PART 02 - ŽATEC**

The urban component part consists of the historic core of the town of Žatec and contains all standard types of buildings related to the functions of the historic town founded in the Middle Ages, as well as many unique structures representing the built hop-related heritage: warehouses, sulphur chimneys, hop drying kilns, and includes many other important buildings with excellent architecture. With its preserved urban structure, the component part clearly maintains the concept of the centuries-old development of the town in relation to the hop industry.

There are burgher houses, structures associated with the processing of hops, and buildings reflecting the socio-economic effect of business with hops, which are both villas of hop entrepreneurs and buildings of related infrastructure and buildings created by the hop boom in the 19<sup>th</sup> century such as banks and post offices.

### **Burgher houses**

In the roof spaces of many houses, the hops were dried naturally due to the airflow; then, they were also stored here before the sale. Many houses still reflect Gothic parcelling in their proportions, and many of their constructions date back to the Middle Ages when the hop cultivation and trade were already an important means for the inhabitants of the town in ensuring their existence.

### **Constructions associated with hop growing**

The town of Žatec has been the centre of the entire hop growing region since the Middle Ages, where all the following processes connected with further processing, conservation, certification, and trade in hops were combined. The preserved urban-industrial set of hop constructions, their functional connection with the whole procedure of processing, and trade had a fundamental influence on the image of the town.

The urban structure of the Prague Suburbs reflects its gradual growth. It includes groups of industrial hop constructions, mainly from the 19<sup>th</sup> and 20<sup>th</sup> centuries, usually supplemented by residential buildings of individual owners of packing rooms and hop warehouses, which usually are located at the street line in the town. The combination of industrial and residential functions within the individual owners' hip units gives this part of the nominated property a truly unique atmosphere of the business environment of the second half of the 19<sup>th</sup> century and the beginning of the 20<sup>th</sup> century.

To this day, most of the hop drying kilns and sulphuring buildings have been preserved, completed with tall and low chimneys. It is the tall chimneys for the extraction of sulphur fumes during the sulphuring (conservation) of hops, as well as the original storage facilities, which are often still used for their original purpose, are now an integral part of the colour of Žatec and complete its unique panorama.

#### **Villas of hop entrepreneurs**

Sufficient funds coming from the hop trade were reflected not only in the constructions directly related to hop growing but also in the magnificence and quality of residential buildings.

An utterly unique characteristic of a number of buildings in the Prague Suburbs in Žatec is the close spatial connection between the representative villa of the owner of hop growing operations and their production and storage building. The hop warehouses were often built in the rears of built up areas, and the villas of the owners of hop companies were thus oriented directly towards the street line. They are very representative buildings, both in terms of interior and exterior.

#### **Structures reflecting the socio-economic effect of wealth as a direct connection of hop growing**

Wealthy entrepreneurs not only built luxury villas but also contributed to the creation of many public representative buildings such as banks and theatre. Following the brisk business activities of hop growers concentrated in the town, hotels and restaurants were also built here. These buildings reflect the international scale of hop growing and the subsequent prosperity. The construction of the main railway station building was also conditioned by the hop trade and the effort to ensure its transport to the whole world. In the town, there is also the Jewish synagogue, monument to the former local Jewish community, from which a number of successful hop traders came.



## B.3 STATE OF CONSERVATION AND CURRENT STATUS OF THE PROPERTY

The territory of the property is protected on the basis of several layers of heritage protection (see Chapters 5.b. and 5.C of the Nomination Dossier), the state of conservation and the repair plan is therefore under the supervision of the national heritage protection.

### B.3.1 STATE OF CONSERVATION

#### COMPONENT PART 01 – SAAZ HOP LANDSCAPE

Component part 01 as a whole is in good condition. More detailed information on recent repairs of individual objects can be found in the Chapter 4.a of the Nomination Dossier.

Component part 01 is an area whose present appearance uniquely demonstrates the stability and, at the same time, partial changes in the landscape, which has been shaped from the Middle Ages to the present by activities related to the cultivation and processing of hops. The most visible and iconic features of this component are the hop fields, visually and functionally connected with the villages of Stekník and Trnovany.

The village of *Stekník* is well preserved in terms of the state of conservation of its main properties. During the last ten years, there have been no development activities, except for ongoing repairs to several buildings and two overall modernisations.

Major revitalisation and restoration work has been carried out continuously at Stekník Chateau since 1997. In the first phase, emergencies were removed: the roof and roof trusses, electrical installation, and partial garden terraces were restored. A hydrogeological well was drilled, until 2014, the village of Stekník was without a backbone water supply system. Since 2014, interior repairs have also been carried out financed by the Ministry of Culture. The new main guided tour includes the ground floor sala terrena, the entrance hall and corridor of the south wing, the main hall, the four rooms of the west wing, and the chateau chapel. However, visitors are allowed to visit the still unrestored areas of the south wing. This guided tour offers views of a fresco painting from the 18<sup>th</sup> century presented in the form of partial reveals of this rich historic artistic decoration.

The need to provide adequate access and parking is related to the ongoing and expected increase in visitor traffic. The next stage of the restoration of the terrace gardens, including the chateau courtyard and the restoration of the dilapidated paint of the chateau facades is planned.

The recent development in the 1970s and 1980s related to the hop growing function of the village, represented mainly by production, storage, and accommodation facilities of the Hop Research and Breeding Institute partially disrupted the urban structure and scale of the place on the northern perimeter of the village. However, these are low objects that hardly appear in the component part image. These and other few more recent buildings, situated in the southeast and northeast of the component part territory, are very utilitarian in terms of architecture, material and craftsmanship; however, they are a period document of technological changes in the processing of hops that took place during this period. They thus prove the still living and maintained hop tradition.

In the south-western part of the component part lies the village of *Trnovany*, whose urban structure is not fully preserved, but still maintains the basic material characteristics of a smaller hop village in the region. The building stock of the village was partially disturbed due to long-term neglect when, during the second half of the 20<sup>th</sup> century, some buildings were demolished or had a utilitarian rebuilt. When comparing the current state with historical sources, it is evident that the original structure, scale, and material make up of the historic buildings are still legible. Within this area, several incredibly authentic hop growing buildings have been preserved to this day, which, thanks to their mass, location in the landscape, construction, and architectural design, belong to the iconic buildings of the entire Saaz hop growing region and their future rehabilitation is possible. The village of Trnovany, thanks to the preserved historic railway station, built in the past to ensure the distribution of hops and hop workers, and its position on the crossing of roads acts as a transport centre of the site. At the same time, it has preserved the extraordinary interconnection of buildings and hop fields, which "grow" practically to the edge of Trnovany's village square. During the last ten years, there have been no development or construction activities, except for minor repairs representing routine maintenance (restoration of roofs and facades).

### **Hop fields in component part 01**

Most of the hop fields in the component are managed by the Research Farm of the Hop Research Institute Co., Ltd.(CHI). The state of preservation of the hop fields in the rural component is stable and due to their continuous use, maintained annually. Special-purpose agricultural roads lead to the production areas.

All Czech hop varieties are grown here for commercial and research purposes. Newly bred hybrids are grown as experimental hops. Nutritional and agrotechnical experiments are based in other hop fields. Various types of artificial irrigation such as micro-spraying and drip irrigation were tested there.

The Hop Research Institute Co., Ltd., closely cooperates with the CHMELAŘSTVÍ, cooperative Žatec. Based on this professional cooperation, many innovative and inventive means of mechanisation of hop production in the form of cultivation, harvesting, and post-harvest technology were tested in the hop fields in component part 01. The connection of the Hop Research Institute Co., Ltd., and CHMELAŘSTVÍ, cooperative Žatec, through the Hop Growers Union of the Czech Republic, guarantees the continuity of hop cultivation in the Research Farm in Stekník in the future, as well as the preservation of science, research, and innovation in the field of hop growing.

### **COMPONENT PART 02 - ŽATEC**

Component part as a whole is in good condition. Ongoing repairs can be illustrated by many examples of successful restorations of architectural heritage, which have an impact not only on the presentation of hop heritage and education of the general public, but also on raising awareness of local actors about the importance of this cultural heritage and hop culture. More detailed information on recent repairs of individual buildings according to individual years are contained in *Chapter 4.a* of Nomination Dossier.

The most architecturally and urban-wise valuable heritage of the town of Žatec is protected as the Žatec Urban Heritage Reserve and the Žatec Urban Heritage Zone. The condition of individual buildings and the modification of their environment have long been paid attention to, and traditional building materials are used to the maximum extent during repairs. The surface and colour modifications of buildings and public spaces are based on a careful on-site survey and study of documentation. The proposed property is protected in all its components by the Act on National Heritage Protection No. 20/1987 Coll.

The owners of the estates within the nominated property and the citizens of the town in general know about the protection of the property over the long term. This is especially true in the course of the years since the inclusion of the property in the national Tentative List (2007). The hop growing buildings in particular have been actively inspected, and the most important ones, with respect to authenticity, have been documented in more detail. Based on the initiatives, a number of buildings and premises have been declared a cultural asset by the Ministry of Culture. With the aim of consistent protection of the broader environment, the buffer zone was also prepared so that the sky line values of the urban component part as a whole could be managed.

In addition to legal measures, there are a number of methodological materials produced mainly by the National Heritage Institute (NHI) including various methodological materials. Most of them are available in the e-shop (<https://www.npu.cz/e-shop>) or free for download on its web site. They can be simply found under the key-word "metodiky" in the filter. The methodological materials are important for transparent dialogue with various owners and stakeholders and uniform procedure (that they concern windows, doors, roof landscape, paving, new buildings in historic environment, etc.)

### **Hop growing buildings and their use – in general**

In most of the older hop growing buildings, the current owners carry out regular maintenance, thanks to which the large majority of them are in good technical condition. Particular care is taken about the maintenance of the state of their roofs. Some of these specific historical buildings have already been converted for new uses, corresponding to their bearing capacity. For example, they serve as small retail premises, shops, for accommodation or local crafts. Larger hall spaces also serve to store various goods associated with the activities of the current owners. For some buildings, project documentation has already been approved for their functional conversion, which is expected to occur in the near future.

In the Prague Suburb, the historical business and operation premises and workshops are gradually ceasing to be suitable for the modern methods of hop growing and the storage of hops. As in other historical properties, it is necessary to consider the owners' possible changes in the use of some of the hop growing buildings. The Steering Group of this

project has been well aware that the future of hop buildings currently without use must be solved, and possibilities have been discussed. Plans concerning the change of use that would require significant building interventions will be monitored particularly carefully so that these specific buildings will not lose any of their values. Simultaneously, efforts to increase the number of individually protected buildings has also been supported, which will help protect internal structures and details, and the owners of such buildings to obtain financial support for this purpose. For example, in 2017, a proposal was submitted to declare a set of houses No. 305 and 1952, and two houses on the building plot Nos. 490/1 and 494/2 as cultural heritage assets, currently serving as the Hop Museum Žatec. The procedure for declaring this set of houses as cultural heritage assets has not yet been completed by the Ministry of Culture.

In 2018, the hop drying kiln and hop warehouse area No. 1232 was declared a cultural heritage asset.

### **Location of the key hop-related constructions**

#### **A - Hop-related constructions in the area of Chmelařské Square and Zeyerova Street:**

Hop warehouse and hop packaging building Sonnenschein & Landesmann, No. 1907  
 Hop warehouse and hop packaging building of Heinrich Melzer, No. 1192  
 Hop warehouse and hop packaging house of Sonnenschein & Landesmann, No. 977  
 Hop warehouse and hop drying kiln of Eduard Stein, No. 3017  
 Hop warehouse, No. 1580  
 The administration building of the Public Hop Certification Centre, No. 1612  
 The Public Hop Certification Centre

#### **B - Hop-related constructions in the area of Prokopa Velkého Square**

Villa, hop warehouse, and the sulphur chamber of the Christl Brothers  
 Villa and hop warehouse of Heinrich Melzer, No. 1952  
 Hop warehouse of the Pfister & Wüstl company, No. 305  
 Hop warehouse and hop packaging room of Heinrich Kellner  
 Hop warehouse of Schiller & Schwarz, No. 974

#### **C - Hop-related constructions in the area of Nerudovo Square and Chmelová Street**

Hop warehouse and hop packaging building in Alšova Street  
 Hop warehouse and hop packaging building of Josef Schwarzkopf, No. 945  
 Hop warehouse and hop packaging building of Josef Schwarzkopf, No. 383  
 Hop warehouse and hop packaging building of Edmund Stern and Karel Ungar, No. 1194  
 Hop warehouse and hop packaging building of David Abeles, No. 1025  
 Hop warehouse and hop packaging building of František and Carl Jettmar, No. 380

#### **D - Hop-related constructions in the area of Smetanovo Square and Kovářská Street**

Hop warehouse and hop packaging building of Vinzenz Zuleger, No. 1232  
 Hop warehouse, hop packaging building, and residential villa of the Gustav Epstein & Artur Mendl company, No. 1257, No. 753  
 Hop warehouse and hop packaging building of R. Christl, No. 1945

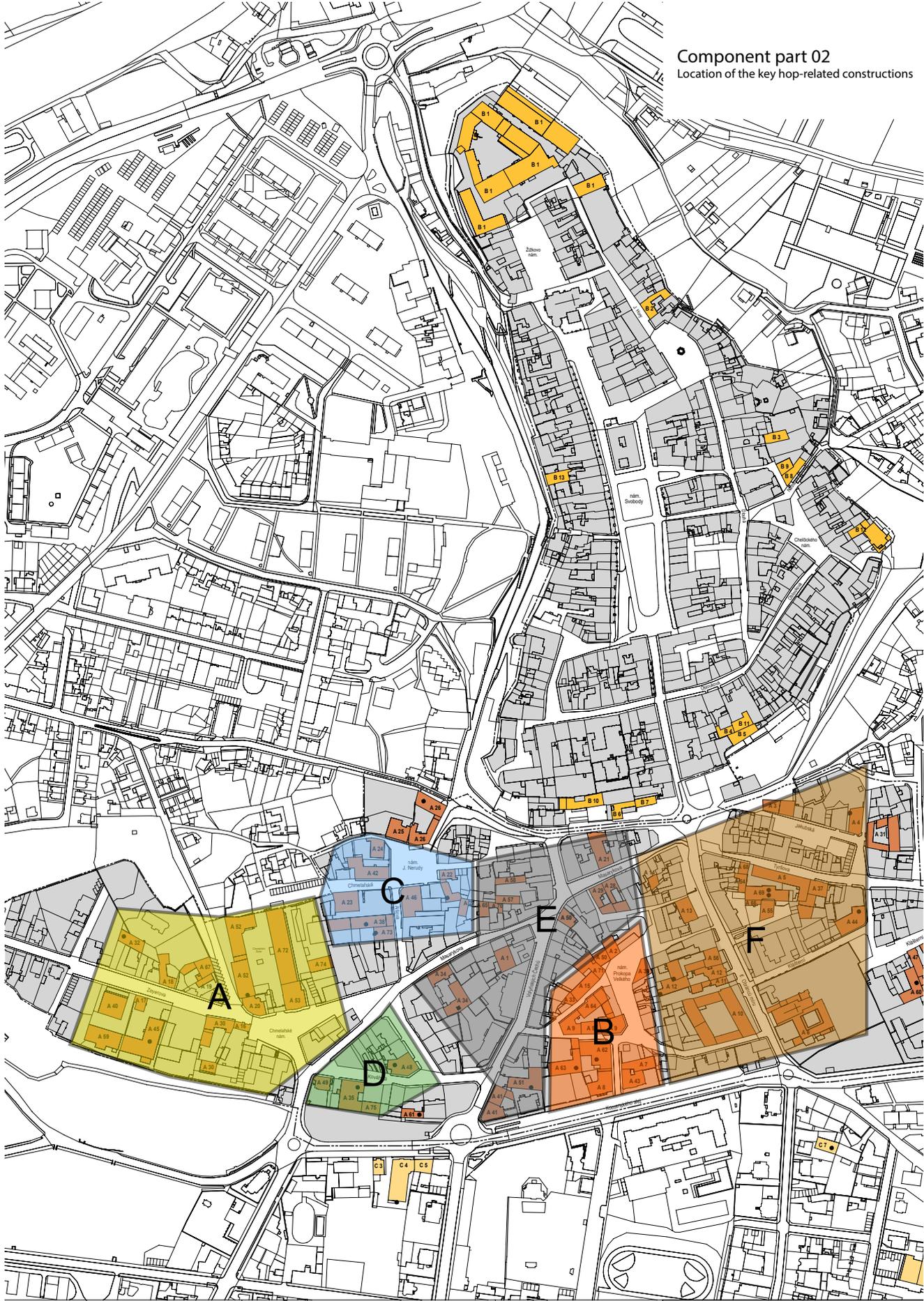
#### **E - Hop-related constructions in the area of Masarykova and Volyňských Čechů Streets**

Hop warehouse, hop packaging building, and residential house of Franz Herzig, No. 1015,  
 Hop warehouse and hop packaging building of Hermann Utschig, No. 1401  
 Hop warehouse, No. 80  
 Former Renaissance Malt House, No. 356

#### **F - Hop-related constructions in the area of Třída obránců míru, Jakubská and Tyršova Streets**

Hop warehouse of J. L. Kohn, No. 250  
 Hop warehouse of Möritz Löbl, No. 1148  
 Hop warehouse with villa of Josef Bondy, No. 828  
 Hop warehouse and hop packaging building of the Jakob Abeles & son company, No. 313  
 Capuchin Monastery with the Church of the Coronation of the Virgin Mary, No. 299  
 Hop warehouse, No. 3039  
 The Old Public Hop Certification Centre, No. 290  
 Hop warehouse, hop packaging building, and hop drying kiln of the J. Paulus & Co. company, No. 1937

Component part 02  
Location of the key hop-related constructions



RESUME
<b>COMPONENT PARTS 01 AND 02</b>
The property's individual parts are undergoing ongoing restoration (repairs of roofing, filling openings, facades, and restoring features). From the innumerable list of emergencies, it is clear that the property is out of danger from a construction point of view and is in good condition, with a few exceptions.
Both entities have evaluated the co-operation of the executive and professional components of heritage protection at a good level over a long period of time: there is, in principle, a consensus in the proceedings between them.
The property management system is anchored to the tools of heritage protection and the use of subsidy opportunities.
<b>COMPONENT PART 01</b>
Attention should be paid to the intentions for ongoing activities at Steknik Chateau and creating tourism services.
Restoration of public areas in Trnovany and Steknik, and around the Steknik Chateau.
To continue and develop the set system of protection of the cultural values of component part 01 and search new using for empty hop-related buildings.
Plan for new tourism infrastructure surrounding with the railway station in Trnovany.
<b>COMPONENT PART 02</b>
To continue and develop the set system of protection of the cultural values of component part 02 and search new using for empty hop-related buildings.

## B.3.2 CURRENT STATUS OF THE PROPERTY

### Structure of ownership in the nominated property as a percentage

OWNERSHIP	IN %		
	Nominated property Total	Component part 01 – Saaz Hop Landscape	Component part 02 – Žatec
State	7	11	4
Region	1	1	1
Church	1	1	1
Village of Zálužice	2	4	0
town of Žatec	9	2	18
town of Podbořany	1	1	0
Private-legal entity	23	30	14
Private-natural person	56	50	62
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>100</b>

The ownership structure within the nominated property is mixed; in both components, private ownership predominates (natural persons or legal entities). More detailed informatios related to the ownership are described in *Chapter 5.a* of the Nomination Dossier.

Population numbers within the property and buffer zone (Status as of 15. 9. 2020)

COMPONENT PART NUMBER	01 - SAAZ HOP LANDSCAPE	02 - ŽATEC	TOTAL AMOUNT
Number of inhabitants on the territory of the property	55	1,714	1,769
Population in the buffer zone			18,106
<b>Total amount</b>			<b>19,875</b>

### **Component part 01**

Component part 01 contains two populated areas. The first of these is the village of Stekník, administratively part of the Municipality of Zálužice, where currently there are 25 inhabitants. The village of Zálužice itself is located in the buffer zone, with a total population of 94. Of which men and women under 15 years of age number 15, women over 15 years of age number 39 and men over 15 years of age number 40. The second populated area is the local part of Trnovany, administratively part of the town of Žatec, where currently, there are 30 permanent residents.

### **Component part 02**

Component part 02 consists of the historical core of the town and the Prague Suburbs: the total population in the area is 1,714.

The remaining territory of the town of Žatec is located in the buffer zone. The total population permanently living in Žatec is 18,664, men and women under 15 number 2,802, women over 15 number 8,272 and men over 15 number 7,590. Žatec can be described as a town with a diverse range of educational facilities, with a sufficient range of medical facilities and has a strong base of social service provision. The strength of the town in this area is the active approach to the creation of conceptual materials for the development of social services, in which the individual links between social service providers and the town are strengthened. At the same time, it is possible to define the needs of the town's inhabitants and determine the possible tools for satisfying the demand for these services.

An important goal is to remove barriers for disabled people while respecting the historical values of the property. The town's vision for life is also fulfilled by a relatively wide range of leisure, education, culture and sports. Many associations and organisations are active here. A major challenge for the town is to make itself more attractive for the lives of young people so that they choose Žatec as their home and start their families here. One of the basic goals of the strategic plan is to keep educated people and young families in the town and to involve them in shaping the image of the town actively.

### **Cultural life and cultural infrastructure**

For the time being, the cultural infrastructure of the whole of nominated property is concentrated in the urban component part 02. In component part 01, the Stekník Chateau, which is open to the public, provides annual cultural activities, concerts and night tours. In the area of cultural life, there have been significant positive changes in Žatec in the past five years or so. The following infrastructure is or will be available to the citizens of the town and to the visitors:

- Leisure centre for children under 10 in the Temple of Hops and Beer
- An interactive exhibition on the history of Saaz hop growing is open in the Temple of Hops and Beer
- New entrance area to the Hop Museum
- Museum of Brewing No. 81
- Information centre of the Saaz hop growing region in the Temple of Hops and Beer
- Rest zone and garden with aviaries and paddocks in the Capuchin Monastery
- Gallery of Modern Art in the restored Renaissance Malt House
- The exhibition Žatec in Film in the Renaissance Malt house
- Interactive exhibition in the Regional Museum of K. A. Polánka
- Reconstructed athletics stadium Mláďi within walking distance south of the property and other sports facilities, including a swimming pool (buffer zone)
- Exhibition on the development of the historic town centre in the town hall tower

### **Important cultural events**

#### **Component part 01**

The traditional events are held in component part 01 include the Hop Growers' Day and St. Lawrence's Day: the patron saint of hop growers. Representatives of hop growers and the chateau administration cooperate at both events. The effort for the future will be to maintain and further develop this cooperation within other joint activities supporting the hop traditions.

#### **Component part 02**

Hop growing events connected with the town of Žatec have also had a long tradition, with the participation of the town, representatives of hop-growers and also local associations. Among the most famous are the spring Chmelfest and the Dočesná, a celebration of the completed harvest, which is one of the most frequently attended festivities in the region. The sustainability and development of these hop traditions and festivities are among the key goals for the future. A list of all events is given in *Chapter 5.h.2* of the Nomination Documentation.

## RESUME

## COMPONENT PARTS 01 A 02

Consider the return of the Žatec Dočesná to the form of a traditional hop growing event using traditions and local customs.

To create a tradition of a hop growing event in the village of Stekník in cooperation with the Municipal Theatre in Žatec.

Publications about Žatec and the Landscape of Saaz Hops (Medium-Term Horizon).

## COMPONENT PART 01

Creation of a comprehensive range of services in the villages of Stekník and Trnovany after agreement on a joint procedure between all actors and based on a mutually agreed architectural design.

Creation of further tours for the Stekník Chateau.

Possibility of publishing a publication mapping the heritage values in the villages of Stekník and Trnovany.

## COMPONENT PART 02

Complete the restoration of the Municipal Theatre.

Complete the revitalisation of the Summer Scene with a cinema or consider relocating it to a town park.

Consider the restoration of the historical Lučan Cinema - a testament to the prosperity of the town.

Find a use for the Capuchin Monastery.

Consider creating a museum exhibition in another authentic hop warehouse with the original equipment, in the concept of presentation of the work in the warehouse in the past.

In general, strengthen the number of local guides, including those with a knowledge of languages and a deeper understanding of the history of the town.

Consider an extended offer of guided sightseeing routes, with the possible use of experiential means of transport such as pedal power or carriages.

Put more emphasis on the quality, expertise and language skills of staff.

Supplementing the attractions of the Temple of Hops and Beer (a hop trolley car, a shop for regional products, supplementing opportunities for tourists - brewing beer and grinding malt).



MĚSTSKÁ  
POLICIE

## B.4 LEGAL FRAMEWORK

### B.4.1 LEGISLATION RELATED TO THE PROPERTY

The entire territory of the nominated property, Žatec and the Landscape of Saaz Hops, is protected on the basis of several national laws listed in *Chapters 5.b.4 and 5.c* of the Nomination Dossier.

Act No. 20/1987 Coll., On the National Heritage Protection, addresses the protection of both individual heritage assets and immovable properties in valuable areas within the property and buffer zone. Protection, according to the law, applies to the declared cultural heritage assets, the Saaz Hop Landscape Heritage Zone and the Stekník Rural Heritage Zone, in component part 01. In component part 2, protection applies to the Žatec Urban Heritage Reserve and the Žatec Urban Heritage Zone and their protective belt.

Act No. 97/1996 Coll., On the Protection of Hops, governs hop growing areas and positions within the nominated property and buffer zone. Act No. 183/2006 Coll., on Spatial Planning and Building Rules addresses the spatial plans of municipalities in whose jurisdiction the territory of the nominated property and buffer zone are located.

Act No. 114/1992, on the Protection of Nature and Landscape, protects natural elements and areas that are located within the property and its buffer zone.

Act No. 49/1997 Coll., on Civil Aviation, which addresses the protective belt for the radar station and thus sets the height limits of buildings within the nominated property and buffer zone.

The various layers of legal protection at the national level is presented in Maps 09, 09.1, 09.2, 10 and 11, see in *Chapters B.4.3.3, B.4.3.5 and B.4.3.6*.

Legal protection of the nominated property and buffer zone is sufficient. Given the size of the area and the overall scale of the nominated cultural landscape, no large scale construction plans are envisaged, which would require a greater degree of assessment than before. In any case, the buffer zone itself will be a new limit in the area, signaling the need for a more careful examination of the visual impacts of possible projects that would have a larger area or height parameter.

#### RESUME

##### COMPONENT PARTS 01 A 02

The property is protected by national regulations and local regulations.

It is desirable to specify the values of the property more. This will strengthen the specific values of key buildings in the area and also focus on the attributes of the values of the property.

In component part 02 the declaration process of several structures has not been yet completed. There is a need to monitor progress and support declaration efforts.

## **B.4.2** DOCUMENTS RELATED TO THE CONSERVATION OF THE PROPERTY

### **B.4.2.1** LAND-USE PLANNING DOCUMENTATION

In the Czech Republic, spatial planning documentation for each municipality has the nature of a "local law". In the process of its preparation, the opinion of the local government and all the affected state administration bodies is combined.

The process of preparation and discussion takes place under the Building Act. After approval by the council of a specific municipality, the spatial plan is binding for all property owners and other actors. If any change is requested compared to the approved version of the spatial plan, the process of negotiations with state administration bodies is repeated. For this reason, an already valid spatial planning documentation is vital for the future of the nominated property. The main part of the Nomination Dossier, therefore, cites in detail the relevant provisions, which show respect for the values of the nominated property and passage, which already contribute to the regulation of possible proposals for changes in the territory.

#### **Land-Use Plan of the Municipality of Zálužice (dominant part of the rural component part 01)**

The Municipal Council issued the Land-Use Plan for the Municipality of Zálužice in 2014, with the architect-designer Jiří Vít, Atelier CON.TEC (Prague, 10).

#### **Land-Use Plan of the Municipality of Liběšice (partially represented in the component part 01)**

The south-eastern part of component part 01, located in the cadastral area of Dobříčany, is an administrative part of the Municipality of Liběšice. The Land-Use Plan for this municipality was prepared by Ing. Arch. Ladislav Komrška (Mladenovova 3234, 143 00 Prague 4) and came into force on 22 August 2010. The Land-use Plan underwent one partial change in 2017.

#### **Land-Use Plan of the Municipality of Lišany (partially represented in the component part 01)**

The territory belonging to the Municipality of Lišany extends into component part 01 in completely marginal areas. It is a strip of territory on the left bank of the river Ohře with its riparian area. The Municipality of Lišany has a Land-Use Plan from 2009, prepared by the authorised persons: Ing. Arch. Alena Fárková, and Ing. Arch. Hana Vrchlavská, together with relevant specialists. The Land-Use Plan was approved in the form of a Measure of a General Nature issued by the Lišany Municipal Council by Resolution No. 9 of 30 September 2009.

#### **Land-Use Plan of the town of Postoloprty**

Component part 01 also extends to a part of the territory under the governance of the town of Postoloprty, namely in the undeveloped parts of the cadastral areas of Hradiště nad Ohří and Strkovice. These areas are treated through the Land-Use Plan of the town of Postoloprty. The Land-Use Plan was prepared by the Ústí nad Labem Urban Studio, O-PROJEKT, Teplice: a team led by the authorised architect Ing. Antonín Olžbut, supplemented by relevant specialists. The Land-Use Plan was approved by the Postoloprty Town Council and came into force on 12 December 2013.

#### **Land-Use Plan of Žatec (urban component part 02)**

The Land-Use Plan issued for the administrative territory of Žatec was prepared under the superior spatial planning documentation, the Principles of Spatial Development of the Ústecký Region (see below). The content of the Žatec Land-Use Plan is binding for the decision-making of the Building Office in the territory, especially within the spatial procedure. Its contents were prepared through the mutual consent of the relevant bodies of state administration, including the state heritage preservation bodies, represented by the Ministry of Culture of the Czech Republic, the Regional Office of the Ústecký Region and the Town Office in Žatec. The Land-Use Plan of Žatec was issued by the Žatec Town Council in the form of a Measure of a General Nature, effective from 13 July 2008. The full wording of the Žatec Land-Use Plan, after the issue of Amendments No. 1, 3, 4, 5, and 6 of the Land-Use Plan, was approved in May 2019. The material was prepared by the Kadlec K. K. Nusle, Co., Ltd., with the architect-designer Daniela Binderová.

#### **The Principles of Spatial Development of the Ústecký Region**

This is a key document of spatial planning for the development of the region's territory. The principles are based on the Spatial Development Policy, a nationwide tool of spatial planning, and are the superior documentation for the acquisition of municipal spatial planning. The Principles of Spatial Development stipulates, in particular, the basic requirements for the efficient and economic arrangement of the region's territory, defines areas or corridors of supra-local significance, and sets requirements for their use.

The Principles of Spatial Development of the Ústecký Region were issued by measures of a general nature with effect from 20 October 2011. The texts of their 1<sup>st</sup> and 3<sup>rd</sup> Updates came into force on 20 June 2017 and 17 December 2019. The complete documentation of this principles is available on the Ústecký Region website: <https://geoportal.kr-ustecky.cz/gs/zasady-uzemniho-rozvoje/>

The requirements for ensuring the protection of the landscape and landscape character, are contained in the Principles of Spatial Development of Ústecký Region especially in *Chapter 1 - Determining the priorities of spatial planning of the Ústecký Region to ensure the sustainability of territorial development*, in the section: Tasks for spatial planning No.s 3, 14, 33.

"(17) In the specified, specific areas of the region, supporting the solution of their territorial problems, promoting forms of a spatial, economic, and social development, meeting the needs of these territories, paying special attention to the protection and the revitalisation of natural, landscape and heritage values."

The issue of landscape protection is also incorporated in *Chapter 5 - Specification of territorial conditions of the concept of protection and development of natural, cultural, and civilisational values of the region*, in the sections: Tasks for spatial planning Nos. 1, 9, and in *Chapter 6 - Definition of target landscape characteristics*. To specify the territorial conditions for the protection and development of the cultural values of the region, many principles are set, of which the essential tasks for spatial planning cited below are the most important for the nominated property:

(25) Take into account proposed protected areas: e.g., landscape heritage zones, urban heritage zones, rural heritage zones, and archaeological and heritage reserves.

(26) Among the heritage values, also include documents of the industrial development of the region, search for and protect suitable objects and areas of this type of values, monitor the possibilities of their use in the new condition.

(27) To protect and develop the values of the unique heritage landscape of the region, to focus attention on the protection of the horizon lines of mountain massifs, landscape dominants, significant vantage points, and typical and well-known views of settlements.

(31) To monitor the possibility of the restoration of historical phenomena: the recovery of vistas, dominants, the removal of harmful elements of civilisation damaging the landscape and having inappropriate links to landscape or heritage values.

The fragmentation of the landscape should be effectively prevented in the subsequent spatial planning documentation. Emphasize and respect the need to protect the landscape and its landscape character. The principles of the Ústecký Region and its amendments No. 1, 2 and 3, were approved by the Regional Council of the Ústecký Region in 08/2020.

#### **B.4.2.2 OTHER DOCUMENTS**

##### **Programme of Regeneration of the Urban Heritage Reserve Žatec**

Programmes of restoration for state-protected towns and cities with valuable urban structures are the essential requirement for applications submitted by town or city governments to access the funding provided by the Ministry of Culture (in more details see Chap. 5.f of the Nomination Dossier). The Žatec Town Council is an active participant in this process, and the renewal programme currently covers the entire territory of the component part 02 of the nominated property.

##### **The Strategic Plan of the town of Žatec**

The Žatec Town Council formulated a multi-year conceptual document for the near future. This document includes goals to be attained across the whole of the nominated property. Together with the Land-Use Plan of the town of Žatec, the Strategic Plan should be the basic document for any sustainable future development of the town, responding to any of the partial materials of various fields processed so far. It is a conceptual document defining the needs and interests of the town.

The Town Council approved the currently valid Plan of Development of the Town (Strategic Plan) of Žatec in its resolution No. 276/15 on 2<sup>nd</sup> September 2015. It follows the preceding strategic document No. 123/08 of 2008. The strategic plan sets up the main trends of the town's development in the following five to eight years, therefore, for the period 2015 to 2020, with prospects up to the year 2023.

The key areas described also include an area generally called "WORLD HERITAGE". There are specified strategic goals and measures to support the nomination of the property for its inclusion on the World Heritage List and the sustainability of cultural heritage values in the town. Many experts participated in the creation of the material, including most of the

members of the Steering Group. The defined measures are entirely in line with the criteria set out in the Management Plan. The main development vision of the town is formulated as follows:

*"The town of Žatec will continue its history as a commercially successful town and will make the most of its tradition as a world hop growing centre, its potential for tourism and building the infrastructure for new investments for further economic and social development of the town and civil society."*

In 2021, a new Strategic Plan for the town will be prepared. The results and recommendations from this Management Plan will be applied and taken into account.

## **SELECTED MEASURES IN THE STRATEGIC PLAN OF THE TOWN OF ŽATEC**

### **Strategic measures for which the town has committed itself:**

#### **Completion of the regeneration of the cultural and historical potential of the town**

- Support for the nomination process of the nominated property Žatec and the Landscape of Saaz Hops
- Completion of the regeneration of the historical town centre and support for the candidacy of a selected part of the town for the World Heritage List
- Systematic archiving and collection of information materials and documents depicting the development of the town of Žatec, its changes and the fate of its citizens
- Strengthening the town's support for the rich cultural and historical heritage of the past

#### **Increasing the offer and quality of accompanying services**

- Consistent marketing, promotion of attractions and creation of a quality brand of the town of Žatec
- Strengthening the accompanying infrastructure of tourism services and increasing their quality standard
- Expanding the range of services by making other historical assets/parts of the town accessible
- Strengthening and expanding the offer of information systems in the town, including language mutations
- Mapping and access to the Žatec underground
- Creation of a new exhibition on the history of Žatec and related cultural landscape in the Regional Museum of K. A. Polánek

#### **Strengthening existing and establishing new local and supraregional partnerships**

- Cooperation with foreign and regional investors, companies and other strategic partners to cover investments and traditional events of the town within the development of tourism in the Czech Republic
- Strengthening the offer and bilateral support of tourist attractions in the Saaz hop growing region in cooperation with regional entities, unions, microregions and voluntary organisations
- Strengthening the aesthetic impression of the town in cooperation with business entities and other institutions in Žatec

#### **Support for existing projects/events and expansion of facilities to strengthen and revitalise the town's potential**

- Innovative use of existing spaces
- Construction and equipping of the museum's depositories in part of the former Paper Mills in Žatec
- The revival of the Urban Heritage Reserve with unconventional elements
- Maintaining the quality of safety and prevention during the "Dočesná" hop harvest festival

#### **An integrated approach to the support of cultural, educational and leisure organisations in the town of Žatec**

- Coordination and integration of activities between interest groups and entities
- Strengthening and expanding financial and system support for cultural, educational and leisure organisations
- Professionalisation of significant project plans and targeted formation of a bank of project plans for further, more intensive drawing of funds from subsidy titles

### **RESUME**

#### **COMPONENT PART 01**

*Change of the Land-Use Plan of Zálužice according to the architectural study of the area agreed by all actors.*

*Consider the prospective possibility of elaborating regulatory plans of the local part of Trnovany and the village of Stekník.*

#### **COMPONENT PART 02**

*Consider the prospective possibility of developing a component part 02 regulatory plan.*

## B.4.3 GOVERNANCE AND MANAGEMENT OF THE PROPERTY

### B.4.3.1 MANAGEMENT OF THE SIGNIFICANT BUILDINGS/ELEMENTS WITHIN THE PROPERTY

COMPONENT PART NUMBER	SIGNIFICANT STRUCTURE / ELEMENT	ADMINISTRATOR / OWNER
Component part 01	HOP FIELDS	The Hop Research Institute, Private-legal entity, Private-Natural person
	THE Stekník Chateau	State/National Heritage Institute
	HOP-RELATED BUILDINGS	Legal entity, Natural person
	THE RIVER OHŘE	State/Povodí Ohře (river Ohře Basin, state-owned enterprise)
	THE ROAD NETWORK	State/Správa železnic (Railway Administration) State and Region – pavements, roads
Component part 02	THE HOP MUSEUM	CHMELAŘSTVÍ, cooperative Žatec
	THE TEMPLE OF HOPS AND BEER	The town of Žatec
	HOP-RELATED BUILDINGS	Legal entity, Natural person, The town of Žatec
	HOP LOFTS OF BURGHER HOUSES	Natural person, Legal entity, The town of Žatec
	VILLAS OF ENTREPRENEURS WITH HOPS	Natural person, Legal entity

#### The town of Žatec

The Žatec town Council coordinates the future administration of the property. It establishes the position of Site Manager, World Heritage Coordinator, and Town Architect. It also establishes the Steering Group and working groups and is the procurer of the Management Plan. The Municipal Office in Žatec also performs state administration in the areas of heritage care and spatial planning, not only for the territory of component part 02 but also within the extended competence for the majority territory of component part 01. The local part of Trnovany (part of component part 01) administratively belongs to the Žatec Town Council.

The Coordinator and the Town Architect, together with the Site Manager, will be responsible for managing the nominated property. Their position in the organisational structure is anchored at the Department of Development, which also deals with development and subsidy projects of the town. The Deputy Mayor of the town holds the position of Site Manager.

The departments of the Žatec Municipal Authority participate in the presentation and promotion of the values of the nominated property through the Tourist Information Centre of the town.

The town of Žatec also operates the Temple of Hops and Beer, a hop-related complex combining presentation, educational, tourist and restaurant activities. The complex is located in component part 02 in the Prague Suburbs. The employees of the departments concerned are members of working groups for the education, presentation of the property and also for the care of hop growing facilities. Head leaders of the departments are members of the Steering Group.

Mayor (Member of Steering Group)

Deputy Mayor (Member of Steering Group)

World Heritage Coordinator, Development Department (Member of Steering Group)

Town Architect, Development Department (Member of Steering Group)

Head of the Building and Expropriation Office, Environment Department (Member of Steering Group)

The employee of the Heritage Protection Department (Member of Steering Group)

The employee of the Land-Use Planning Office (Member of Steering Group)

### **The Municipality of Zálužice**

A substantial part of component part 01 (Stekník village) is located within the administrative remit of the municipality. The Zálužice Municipality has its own office, which also combines tasks for local government of the village and the governance of state administration in the designated areas. The Mayor of the village Zálužice is a member of the Steering Group.

### **Hop growers**

The town of Žatec is traditionally the seat of several organisations connected with the cultivation, sale and research of hops. Hop growers in the Saaz hop growing region are associated in the Hop Growers Union of the Czech Republic based in Žatec. The Union provides support to growers and maintains the hop growing tradition by publishing the magazine Český chmel (Czech Hops). The secretary of the Union is a member of the Steering Group.

**The Hop Research Institute Co., Ltd.**, is a scientific research institution dealing with the breeding and protection of hops. It operates a Research farm in Stekník and applies the research results to a substantial part of the hop fields in component part 01. The company's managing director is a member of the Steering Group.

**CHMELAŘSTVÍ, cooperative Žatec** is an organisation currently associating 99 Czech and Moravian hop growers farming on 4,534 hectares of hop fields, which is approximately 96% of the area of hop fields in the Czech Republic. The cooperative is primarily engaged in the purchase, storage, processing and trade of hops. The chairman of the board of directors of the cooperative is a member of the Steering Group. The cooperative also contributes to the preservation of hop traditions and it is a founder of **the Hop Museum**, the largest exhibition of its kind in the world. The director of the museum is a member of the Steering Group.

All the above also signed the Memorandum of Cooperation in the preparation of the nomination process.

### **Stekník Chateau Administration**

In component part 01 in the village of Stekník, there is a public-accessible cultural asset, the town of Chateau, which is owned by the state and is administered by the National Heritage Institute, its Regional Historic Sites Management seated in Prague. The manager of the chateau administration is a member of the Steering Group.

### **Other local communities**

The property also has other entities, associations and organisations promoting not only hop-related heritage but heritage in general. They consist of locals, entrepreneurs and owners of historical and hop-related buildings. Cooperation and mutual information have already been set up. In the coming years, a close connection is expected within the promotion and presentation of the property. Examples of collaborating entities: Chmelobrana (the Hop Defence Žatec), the Temple of Hops and Beer, the Museum of Brewing in Žatec, Meder's House Association and Friends of the Žatec Synagogue Association, ŽOK Association or Association A dál. Representatives of these entities are members of the Steering Group or working groups.

## **B.4.3.2 MANAGEMENT SYSTEM OF THE NOMINATED PROPERTY**

### **STEERING GROUP**

For the preparation of the nomination project, a Steering group was established, which not only participated in the preparation of the nomination documentation but also commented on the Management Plan of the property. This group followed the original Steering Group established for the previous nomination project: Žatec-the town of Hops. During this process, the group was expanded to include representatives from hop growers.

In 2021, a new Steering Group will be officially established, the composition of which will be based on the newly established organisational system within the Municipal Office in Žatec, which takes into account the future system of property management.

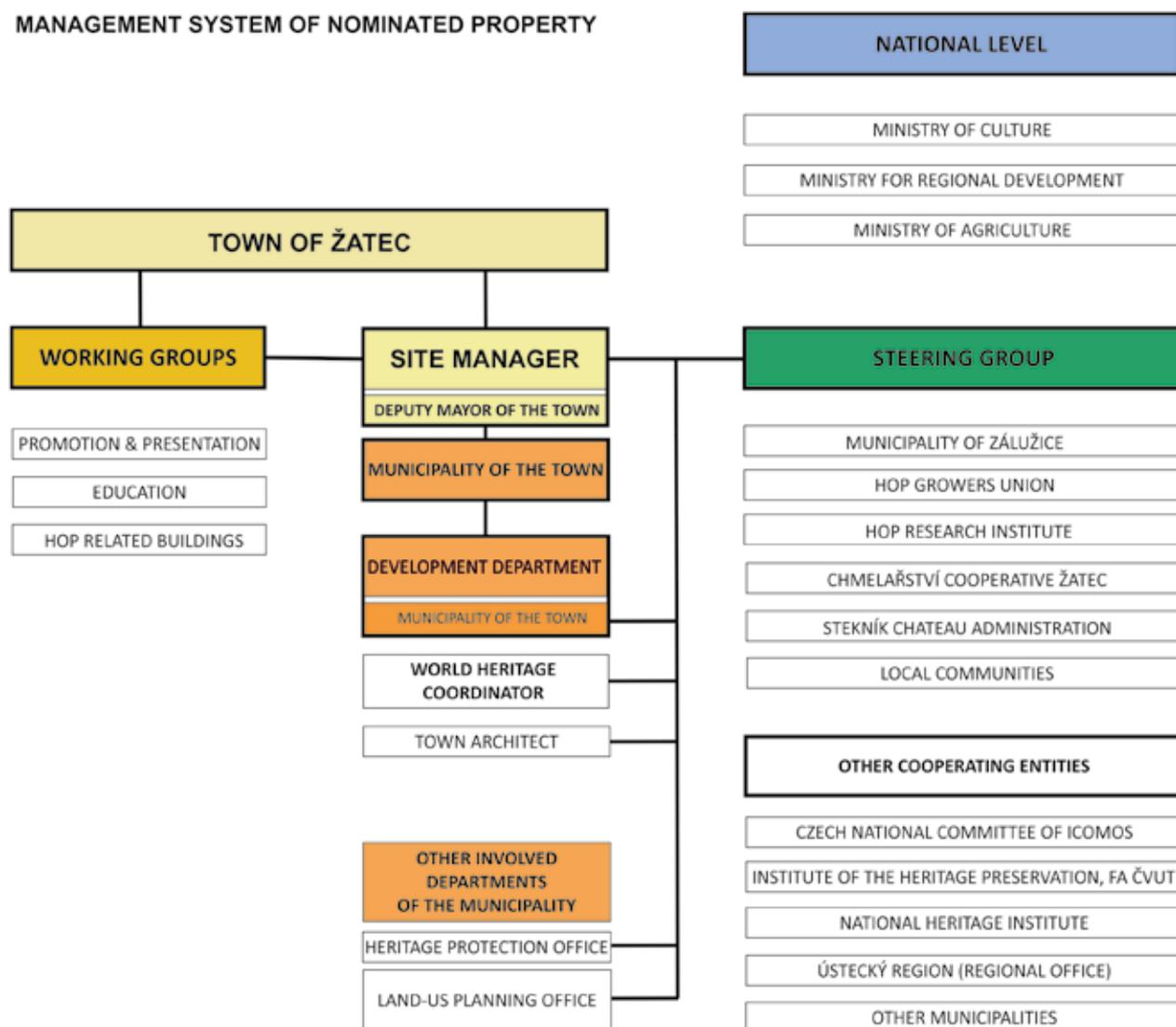
From 1 January 2021, a new position will be established at the Town Development Department called the World Heritage Coordinator, who, together with the Town Architect and Site Manager, will be responsible for the future management of the property.

### **WORKING GROUPS**

After defining the main objectives of the Management Plan, three working groups were set up to prepare specific detailed objectives and measures. These working groups are set up in the areas of:

- Education,
- Promotion and presentation,
- Various topics related to hop growing buildings and the preservation of cultural heritage.

## MANAGEMENT SYSTEM OF NOMINATED PROPERTY

**Education Working Group**

- The group provides contact with the wider social environment of the rural and urban component parts, especially in regards to communication with the various target or/and interest groups.
- The group prepares and processes recommendations, or projects, to preserve the hop traditions for future generations. It initiates educational and awareness-raising activities to strengthen local patriotism.
- The group acts as an advisory body for the Site Manager of the nominated property and performs the tasks assigned to it by the Steering Group.

**Working Group focused on the promotion of the nominated property**

- The group provides information about the nomination process of the property to the public in the form of the preparation of media reports, promotional materials, and professional events.
- The group annually prepares a timetable of activities to support the property's nomination and promotion, including financing suggestions and supervising its implementation. It cooperates with the Education Working Group.
- The group is responsible for the content of the website of the nominated property.

The group acts as an advisory body for the nominated property's Site Manager and fulfils tasks assigned by the Steering Group.

**Working Group focused on hop buildings and cultural heritage conservation within the nominated property**

- This group endeavours to preserve the hop growing buildings' authenticity, explain the importance of this specific heritage and recommend its appropriate future use.
- The group maintains a list of endangered buildings and proposes a timetable for their restoration in cooperation with the buildings' owners.
- Based on the list of endangered buildings, the group recommends the appropriate candidate buildings for conservation and restoration work supported by the Regeneration Fund of Žatec, and by other funding opportunities administered by members of the town's Development and Regeneration Committee and the staff of the Municipal Office.
- The group functions as an advisory body for the Site Manager and fulfils the Steering Group's tasks.
- The group provides mutual information for all the parties involved in the nomination project, with an emphasis on solving the issues of state administration in the field of heritage protection in the proposed area.

The group prepares and develops recommendations, comments and proposals for the Žatec Town Council (Management Plan), the National Heritage Institute and the Ministry of Culture of the Czech Republic in the field of the protection of the cultural heritage in the nominated area under in accordance with the relevant and applicable legislation.

The Site Manager and his deputy, World Heritage Coordinator, are in charge of managing and coordinating the working groups.

#### **SITE MANAGER, WORLD HERITAGE COORDINATOR**

*Site Manager:* Jaroslav Špička, Deputy Mayor of the town of Žatec  
*World Heritage Coordinator* Olga Bukovičová, Municipal Office Žatec from 2021

The Site Manager is the crucial player in the World Heritage site's management. The Site Manager is directly responsible for the heritage conservation and administration on the site, even if they do not have direct decision-making power. The Site Manager's position varies significantly as it is not only based on the cultural heritage site's character but also its size and number of directly affected main administrators and owners.

The Site Manager is also an important person in the Periodic Reporting process and the implementation of its tasks. Based on his continuous and detailed knowledge about the given World Heritage site, the Site Manager contributes to the completeness of the questionnaire data and to the credibility of the information, especially in terms of tracking the regional and global trends for the sites of a similar character. The Site Manager further contributes to the formulation of general programmes to support the World Heritage site. The Site Manager is part of the Steering Group and leads the established working groups.

The World Heritage Coordinator is directly responsible to the Site Manager and performs tasks related to the management, presentation and promotion of the property. The World Heritage Coordinator coordinates individual groups and representatives of individual components of the property. The World Heritage Coordinator actively seeks grant and subsidy opportunities for the implementation of proposals for measures listed in the Management Plan. In cooperation with the Town Architect, the World Heritage Coordinator participates in updating the Management Plan.

## COLLABORATING ENTITIES WITHIN THE NOMINATION PROJECT AND FUTURE PROPERTY MANAGEMENT

### **Czech National Committee of ICOMOS**

At the national level, it brings together experts with a variety of specialisations in the fields of cultural heritage protection. Through its activities, it supports and popularises the principles of cultural heritage conservation and, if necessary, organises or participates in public campaigns for the preservation of endangered heritage sites. The president of Czech National Committee of ICOMOS is a signatory to the Memorandum of Cooperation during the Nomination Process, and its representative is a member of the Steering Group.

### **Institute of the Historic Preservation within the Faculty of Architecture of the Czech Technical University in Prague**

The institute is focused on the teaching of heritage preservation both in the position of a theoretical discipline and as a practical activities aimed at the understanding, protection and restoration of historical assets with special regard to the architectural heritage.

During the last few years, this institute has organised several student projects on the topic of the possible uses of historical hop-related buildings and constructions in Žatec, including a public presentation in the form of a workshop and exhibition. The last of the outputs is the development of the Interactive Map of the nominated property. <http://ctverak.cz/zatecmapa>

The Faculty is a signatory to the Memorandum of Cooperation during the Nomination Process.

### **National Heritage Institute**

The National Heritage Institute (NHI) is an organisation related to the Ministry of Culture of the Czech Republic. The current laws, particularly the National Heritage Act, charge this institute with numerous specialised tasks in the field of state heritage conservation. The institute provides, for example, professional documents for the decisions of executive bodies, methodologies on the unification of approaches in the field of the conservation and development of the historical heritage fund in the Czech Republic, and maintains the national heritage listings. The NHI intervenes actively in the process of the declaration of individual assets, structures, and areas as protected cultural monuments of the Czech Republic. Within the remit of its authority, it provides their documentation. Adhering to the territorial administrative division of the Czech Republic, the NHI is composed of 14 regional departments one in each of the 14 regions of the Czech Republic and four other departments managing historic sites owned by the State. Its professional capabilities and knowledge are also reflected in its management of more than 100 immovable cultural-historical properties, accessible to the public.

One of them is the Stekník Chateau in component part 01. (<https://www.zamek-steknik.cz/cs>)

As for world heritage within the Czech Republic, the NHI significantly assists in the implementation of the Convention on the Protection of World Cultural and Natural Heritage.

As far as Periodic Reporting to the World Heritage Centre is concerned, the institute provides the preparation of the first section of the questionnaire related to the application of the Convention by the State Country. In cooperation with its relevant regional departments and Site Managers, it guarantees and prepares, the second section related to the State of Conservation of Individual World Heritage Sites.

The General Director of the NHI is a signatory to the Memorandum of Cooperation during the Nomination Process, the other several persons of the NHI staff are members of the Steering Group.

### **Ministry of Culture**

The Department of Foreign Relations of the Ministry of Culture of the Czech Republic contains a separate unit, which is responsible for communication with the UNESCO Secretariat for Cultural Heritage Affairs and is also involved in international cooperation projects of contracting states in these matters.

The Department of Heritage Protection of the Ministry of Culture is establishing a position of the designated employee for the international and national agenda within the World Heritage. Representatives of both departments of the Ministry of Culture have long and significantly contributed to the preparation of the nomination of the property Žatec and the Landscape of Saaz Hops. If necessary, they participate in Steering Group meetings as guests.

The Minister is a signatory to the Memorandum of Cooperation during the Nomination Process.

### **Ministry of Agriculture**

The Ministry of Agriculture is the central state administration body for agriculture, water management, the food industry, and for the management of forests, hunting, and fishing, outside national parks. The Ministry of Agriculture

manages the Czech Agriculture and Food Inspection Authority and the Central Institute for Supervising and Testing in Agriculture, which ensures the certification of hops in the Czech Republic. Certification guarantees domestic and foreign customers the origin and quality of hops. The Minister is a signatory to the Memorandum of Cooperation during the Nomination Process.

The Ministry of Agriculture is the founder of the National Museum of Agriculture, with which close cooperation is planned in the presentation of the Czech Republic's hop growing heritage.

### **Ministry for Regional Development in the Czech Republic**

The Ministry for Regional Development in the Czech Republic is the body with the supreme authority to prepare and implement a building law and decrees concerning all spatial planning. This ministry is also responsible for the national coordination of structural funds and European Union programmes. The agenda of this ministry also includes central topics related to tourism, including the official presentation of the values and attractions of the Czech Republic through the Czech Tourism agency established by it. The start of cooperation with the agency is also planned within the future presentation of the property.

The Minister is a signatory to the Memorandum of Cooperation during the Nomination Process.

### **Ústecký Region**

The Ústecký Region, with its centre in Ústí nad Labem, is delimited by the districts of Děčín, Ústí nad Labem, Teplice, Litoměřice, Louny, Most and Chomutov. There are currently 16 municipalities with extended power in its territory, Žatec and partly Louny are concerning to the nominated property. The Regional Office of the Ústecký Region also performs state administration in selected areas on the territory of the nominated property.

The Governor of the Ústecký Region is a signatory to the Memorandum on Cooperation during the Nomination Process. A representative of the Regional office will soon supplement the Steering Group.

### **Municipalities**

The nominated property is mostly located on the territory of the Žatec Town Council and the Municipality of Zálužice. However, partially undeveloped areas belong, administratively, under other Municipalities: Liběšice, Lišany and Postoloprty. Representatives of these municipalities were approached and invited to cooperate. The consent to join the nomination project was approved by the council of these municipalities and cooperation is planned for a joint presentation and promotion of the property.

### **Memorandum of Cooperation during the Preparation of the Nomination Project**

Cooperation in the administration of the property is ensured by the so-called Memorandum of Cooperation.

The signatories signed a **Memorandum of Cooperation** in the protection, preservation and presentation of hop heritage and properties, for the cultivation and processing of hops, in Žatec and its surroundings during 2020.

The signatories of this Memorandum are aware of the values, authenticity and integrity of the area with the hop growing heritage, which belongs to the important cultural heritage of the Ústecký Region and the entire Czech Republic. By jointly signing, they joined the initiatives of the Žatec Town Council and the Municipality of Zálužice and local civic initiatives aimed at submitting a nomination application for the inscription of Žatec and the Landscape of Saaz Hops on the World Heritage List, and cooperation for the preservation of its values.

## Memorandum o spolupráci

při ochraně, zachování a prezentaci chmelařského dědictví a památek na pěstování a zpracování chmele v Žatci a okolí.

### Partneři Memoranda:

#### Město Žatec

Se sídlem: náměstí Svobody 1, 438 01 Žatec

Zastoupené: Mgr. Zdeňkou Hamousovou – starostkou města

IČ: 00265781

a

#### Obec Zálužice

Ministerstvo kultury

Ministerstvo zemědělství

Ministerstvo pro místní rozvoj

Český národní komitét ICOMOS

Národní památkový ústav

Ústecký kraj

České vysoké učení technické v Praze - Fakulta architektury

Svaz pěstitelů chmele České republiky

CHMELÁŘSTVÍ, družstvo Žatec

Chmelařský institut s. r. o.

Chmelobrana Žatec spolek

(společně dále jen „zúčastněné strany“)

uzavírají v souladu s ust. § 1746 odst. 2 zákona č. 89/2012 Sb., občanský zákoník, ve znění pozdějších předpisů, toto Memorandum o spolupráci (dále jen „Memorandum“)

Datum podpisu: .....

## Preambule

Žatecký chmel a žatecké chmelařské dědictví, jeho kvalita a kontinuita, po dlouhá staletí ovlivňovaly stavební podobu města Žatec a měly vliv na utváření chmelařské krajiny v jeho širším okolí.

Soubor zcela unikátních chmelařských staveb, který svou koncentrací a rozsahem nemá ve světě obdoby, a vzácně autentický urbanistický a architektonický celek v Žatci byl svědkem bouřlivého rozvoje chmelařského oboru v široké oblasti, která se významně zapsala do dějin chmelařství. Již v roce 2007 byl proto Žatec zařazen na Indikativní seznam ČR jako nominant pro zápis na Seznam světového dědictví.

Toto Memorandum navazuje na dosavadní výsledky spolupráce, které pozitivně akceleroval předchozí dokument o spolupráci, uzavřený dne 14. listopadu 2013 mezi Městem Žatec, Ministerstvem kultury, Národním památkovým ústavem, Ústeckým krajem, Chmelařstvím, družstvem Žatec a Chmelobranou Žatec.

V průběhu let 2015 – 2017 byla připravena nominační dokumentace s názvem Žatec – město chmele a předložena k hodnocení. V roce 2018 Výbor světového dědictví doporučil ČR přepracování nominace, která by, kromě stavebního dědictví ve městě, obsahovala části dokládající historii pěstování chmele v okolí Žatce. Na základě návazných odborných jednání, která město Žatec v roce 2019 zorganizovalo v součinnosti s Ministerstvem kultury, Národním památkovým ústavem, Chmelařstvím, družstvem Žatec a Chmelařským institutem, bylo potvrzeno, že kulturně historické, krajinné hodnoty zdejšího chmelařského dědictví v kombinaci s respektovanou kvalitou žateckého chmele mají vysoký potenciál pro mezinárodní uznání, pokud bude s tímto cílem připravena tematicky bohatá komplexní dokumentace.

S cílem rozšíření pojetí nominace - zápis na Seznam světového dědictví ve smyslu získaných doporučení a potřeby podpory dotčených subjektů a institucí byli osloveni a ke spolupráci přizváni další partneři, kteří podporují zachování, ochranu a prezentaci území s chmelařským dědictvím.

Signatáři tohoto Memoranda si jsou vědomi světově výjimečné hodnoty, autenticity a integrity území s chmelařským dědictvím, které patří mezi významné památky Ústeckého kraje a České republiky.

Společným podpisem se níže podepsaní signatáři připojují k iniciativám Města Žatce a místních občanských iniciativ směřující k podání nominační žádosti na zápis výše uvedeného statku na Seznam světového dědictví v nejbližších letech a spolupráci při péči o zachování těchto hodnot.

### I.

#### Popis a forma spolupráce

1. Signatáři povzbuzují spolupráci při zpracování nominační dokumentace pro žádost o zápis na Seznam světového dědictví.
2. Signatáři se připojují ke spolupráci při zpracování a pravidelné aktualizaci Management plánu a případných strategických dokumentů zaměřených na řešení společných otázek týkajících se statku navrhovaného k zápisu na Seznam světového dědictví.
3. Signatáři se připojují ke spolupráci v oblasti propagace a prezentace navrhovaného statku světového dědictví a informování veřejnosti o stavu jeho zachování a o projektech, které se ho týkají.
4. Signatáři se budou navzájem informovat o svých záměrech a projektech a budou při nich sledovat zachování výjimečných hodnot statku navrhovaného k zápisu na Seznam světového dědictví.

5. Pro naplnění Memoranda zajistí signatáři účast svých zástupců v řídicí skupině odpovědné za přípravu nominační dokumentace a budoucí správy statku.
6. Zásady spolupráce zde uvedené budou uplatňovány ode dne podpisu zúčastněnými stranami.

## II.

## Závěrečná ustanovení

1. Memorandum je vyhotoveno ve 13 výtiscích, každý s platností originálu, z nichž každá ze zúčastněných stran Memoranda obdrží jeden výtisk.
2. Platnost Memoranda není časově omezena.
3. Deklarované cíle lze dle potřeby aktualizovat.
4. K podpisu Memoranda přistupují zúčastněné strany s veškerou vážností, svobodně a s upřímným přesvědčením, že zásadám v Memorandu obsaženým se jejich zástupci nezpronevěří.
5. Zúčastněné strany shodně prohlašují, že na jejich straně byly splněny všechny předpoklady a podmínky pro podpis Memoranda.
6. Pokud bude tato listina vyhotovena ve více jazykových verzích, budou se zúčastněné strany řídit její verzí v českém jazyce.



Město Žatec



Ministerstvo kultury



Ministerstvo pro místní rozvoj



Český národní komitét ICOMOS


České vysoké učení technické v Praze  
Fakulta architektury

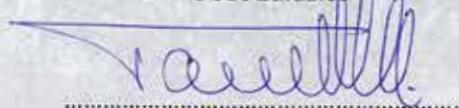

Chmelařství, družstvo Žatec



Chmelobrana Žatec spolek



Obec Zálužice



Ministerstvo zemědělství



Ústecký kraj



Národní památkový ústav


Svaz pěstitelů chmele  
České republiky


Chmelařský institut s. r. o.



### B.4.3.3 GOVERNANCE OF THE NATIONAL HERITAGE PROTECTION

COMPONENT PART NUMBER	LEGAL STATUS	GOVERNMENT AUTHORITY	ENTITIES CONCERNED: MUNICIPALITIES THE TERRITORY OF WHICH IS PROTECTED
			OWNERS
Component part 01	LANDSCAPE HERITAGE ZONE, SAAZ HOP LANDSCAPE	Municipality with extended power Žatec	Zálužice, Žatec, Liběšice, Lišany
		Regional Office of Ústecký Region  Ministry of Culture National Heritage Institute	The Municipality of Zálužice, the town of Žatec, Natural person, Legal entity, State, Region, Church, the Municipality of Liběšice
		Municipality with extended power Louny	Postoloprty
	STEKNÍK RURAL HERITAGE ZONE	Regional Office of Ústecký Region  Ministry of Culture National Heritage Institute	State, Region, Church, Natural person, Legal entity, the town of Postoloprty
		Municipality with extended power Žatec	Zálužice
		Regional Office of Ústecký Region National Heritage Institute	The Municipality of Zálužice, State, Natural person, Legal entity, Church, Region
CULTURAL HERITAGE ASSETS	Municipality with extended power Žatec	Zálužice	
	Regional Office of Ústecký Region  Ministry of Culture National Heritage Institute	State (National Heritage Institute), Natural person, Legal entity	
Component part 02	ŽATEC URBAN HERITAGE RESERVE	Municipality with extended power Žatec	Žatec
		Regional Office of Ústecký Region  Ministry of Culture  National Heritage Institute	The town of Žatec, Natural person, Legal entity, State, Region, Church
	ŽATEC URBAN HERITAGE ZONE	Municipality with extended power Žatec	Žatec
			The town of Žatec, Natural person, Legal entity, State, Region, Church
	CULTURAL HERITAGE ASSETS	Municipality with extended power Žatec  Regional Office of Ústecký Region  Ministry of Culture National Heritage Institute	Žatec
			The town of Žatec, Natural person, Legal entity, State, Region, Church

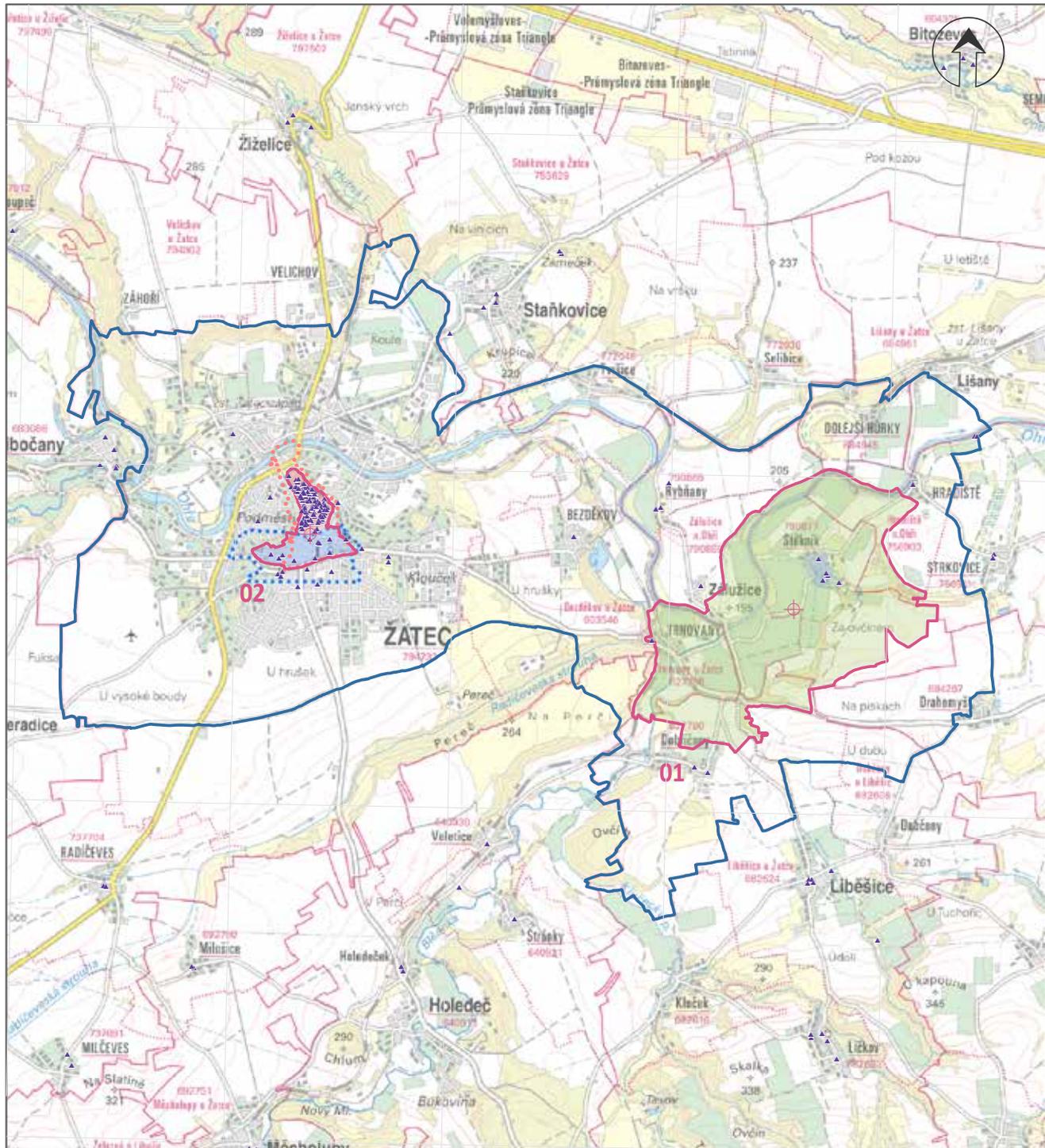
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50°22'N

50°20'N

50°18'N

50°16'N



## Žatec and the Landscape of Saaz Hops Map 09

Map of legal heritage protection

- Main identification point
- Nominated property
- Buffer zone
- Cultural heritage asset - identification point
- Heritage
- Heritage
- Landscape heritage
- Protective belt of Heritage reserve
- Protective belt of Heritage zone

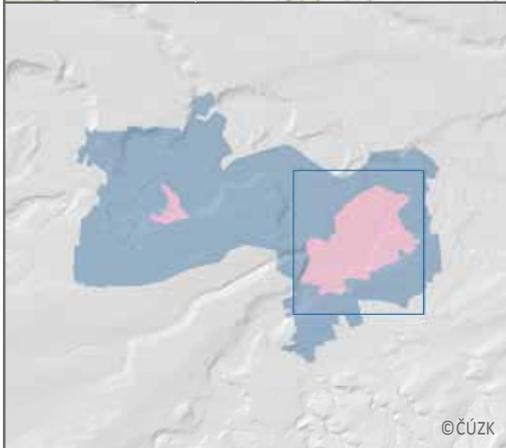
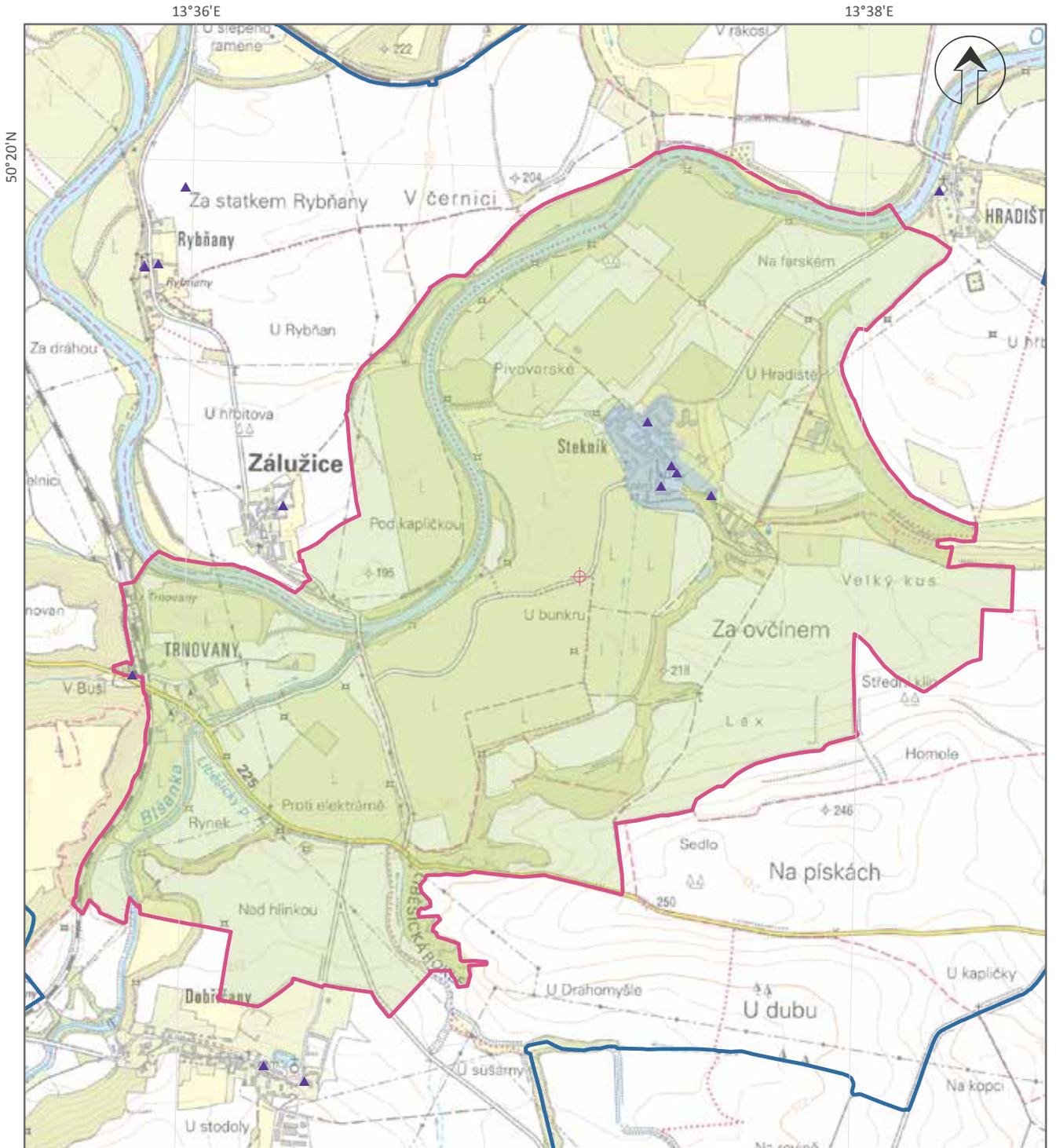


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### Žatec and the Landscape of Saaz Hops Map 09.1

Map of legal heritage protection – component part 01

- Main identification point
- Nominated property
- Buffer zone
- Cultural heritage asset - identification point
- Heritage zone
- Landscape heritage zone

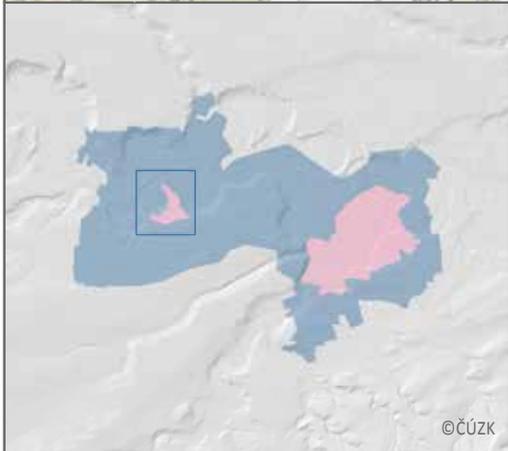
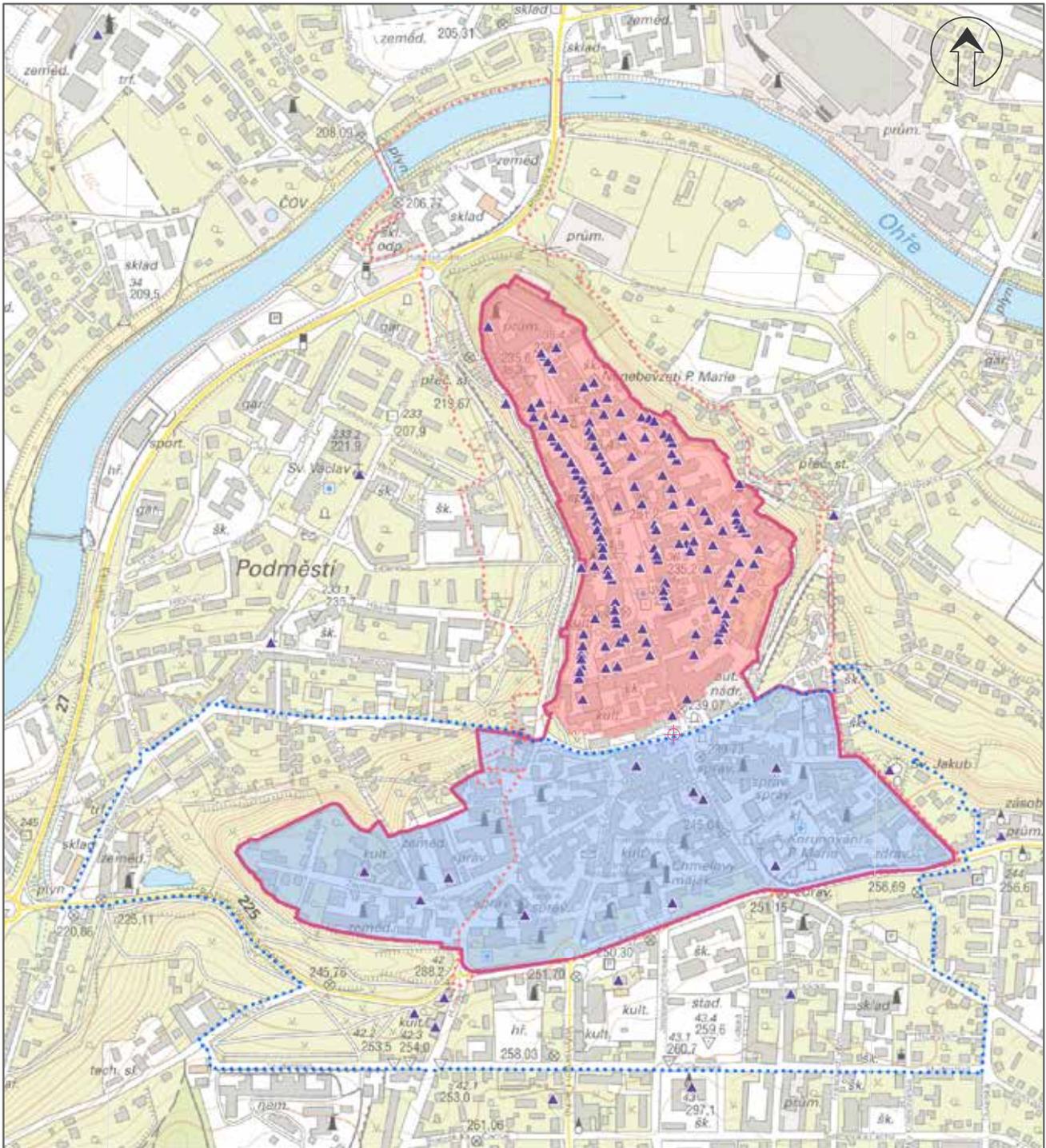


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### Žatec and the Landscape of Saaz Hops Map 09.2

Map of legal heritage protection – component part 02

-  Main identification point
-  Nominated property
-  Buffer zone
-  Cultural heritage asset - identification point
-  Heritage reserve
-  Heritage zone
-  Protective belt of Heritage reserve
-  Protective belt of Heritage zone



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**State administration bodies**

The bodies of heritage protection are, according to Act No. 20/1987 Coll., competent for issuing binding opinions concerning listed heritage elements within the nominated property. The municipal authorities issue binding judgements with extended powers. These are the regional authority and their superior body, the Ministry of Culture.

**Ministry of Culture**

The Ministry of Culture of the Czech Republic is the supreme executive body of national heritage protection and the body for appeal against decisions given by the regional authorities. The Ministry prepares departmental conceptual measures and assigns financial means for the restoration of cultural heritage assets from public resources.

**Regional Office of Ústecký Region**

The Regional Office of the Ústecký Region controls the implementation of national heritage protection through its department of heritage conservation. The office communicates with the owners of cultural heritage assets, such as municipalities and legal or physical entities. Their tasks include the implementation of their specific authority in the determined field of national heritage protection. They manage appeal proceedings against decisions and binding judgements issued by the municipality authorities with extended power and authority in the field of heritage protection within the region.

**A municipality with extended power**

For the protection of values of the nominated property, the department of land-use planning and heritage conservation fulfils the tasks of a body for national heritage protection as follows:

- it applies judgements to land-use planning documentation for the whole territory of the property. For the nominated property this authority is transferred to the Ministry of Culture and the Regional Office in Ústí nad Labem,
- in matters concerning the whole property and the individual protected historical structures, it implements supervision over their restoration and during any construction: changes, terrain or greenery modifications and the placing or removal of historical equipment,
- it regulates building activities and any significant changes related to maintenance work, and changes on other real estates, within the nominated property that are not designated cultural heritage assets, as well as any possible planned building changes within the buffer zone,
- it may impose penalties to physical and legal entities for breach of obligations imposed by the Act on National Heritage Protection.

Within the nominated property, there are two municipalities with extended power:

**A municipality with extended power: Žatec**

This body performs national heritage protection for the area of component part 01:

Saaz Hop Landscape Heritage Zone (for parts of the property in the cadastral areas of Trnovany by Žatec, Bezděkov by Žatec, Lišany by Žatec, Zálužice upon Ohře, Stekník, Rybňany, Liběšice by Žatec, Dobříčany)

Stekník Rural Heritage Zone

Cultural heritage assets within component part 01, including the Stekník Chateau

for the area of component part 02:

Žatec Urban Heritage Reserve

Žatec Urban Heritage Zone

and their protective belts

Cultural heritage assets within component part 02

**A municipality with extended power: Louny**

This body performs national heritage protection for the area of component part 01

Saaz Hop Landscape Heritage Zone (for parts of the property in the cadastral areas of Hradiště upon Ohře and Strkovice).

### National Heritage Institute

The National Heritage Institute (in the table and further NPÚ/NHI) is a professional organisation established by the Ministry of Culture. It provides support to the state administration in the area of protection of the interests of heritage conservation. **National Heritage Institute, Regional Department in Ústí nad Labem** is the regional department of the National Heritage Institute for the territory of the Ústecký Region. The institute provides written judgements on the protection and restoration of cultural heritage assets and protected historical areas for the executive bodies of the National Heritage Protection, which are Municipalities with extended power Žatec and Louny.

#### B.4.3.4 GOVERNANCE OF THE NATIONAL HOPS PROTECTION

NOMINATED PROPERTY	LEGAL STATUS	STATE ADMINISTRATION BODY	AREA CONCERNED
Žatec and the Landscape of Saaz Hops	Saaz Hop growing Region	Ministry of Agriculture Central Institute for Supervising and Testing in Agriculture	Includes the entire territory of the property

### Ministry of Agriculture

The Ministry of Agriculture is, according to Act No. 97/1996 Coll., On the Protection of Hops, the central state administration body for agriculture, water management, the food industry, and for the management of forests, hunting, and fishing, outside national parks.

The Ministry of Agriculture, in the section of agriculture and food industry, which is responsible for growing hops, also manages the Czech Agriculture and Food Inspection Authority and the **Central Institute for Supervising and Testing in Agriculture**, which ensures the certification of hops in the Czech Republic.

Certification guarantees domestic and foreign customers the origin and quality of hops. This process includes the labelling of hops by the producer and the verification of the quality and origin by the institute. Only hops from hop growing regions that meet EU quality requirements, and hop products made from it, are certified. The office of the Hop Quality and Product Certification Department is located in component part 02 in the historical building of the Hop Certification Centre in Žatec.

Through Regulation No 2081/92, the European Union protects the designations of origin and geographical indications for selected regional agricultural products whose reputation extends beyond national borders and thus helps to promote those products.

The Saaz hop growing region and the SAAZ HOP are entered in the Register of Protected Designations of Origin and Protected Geographical Indications.

### B.4.3.5 GOVERNANCE OF THE NATIONAL NATURE AND LANDSCAPE PROTECTION

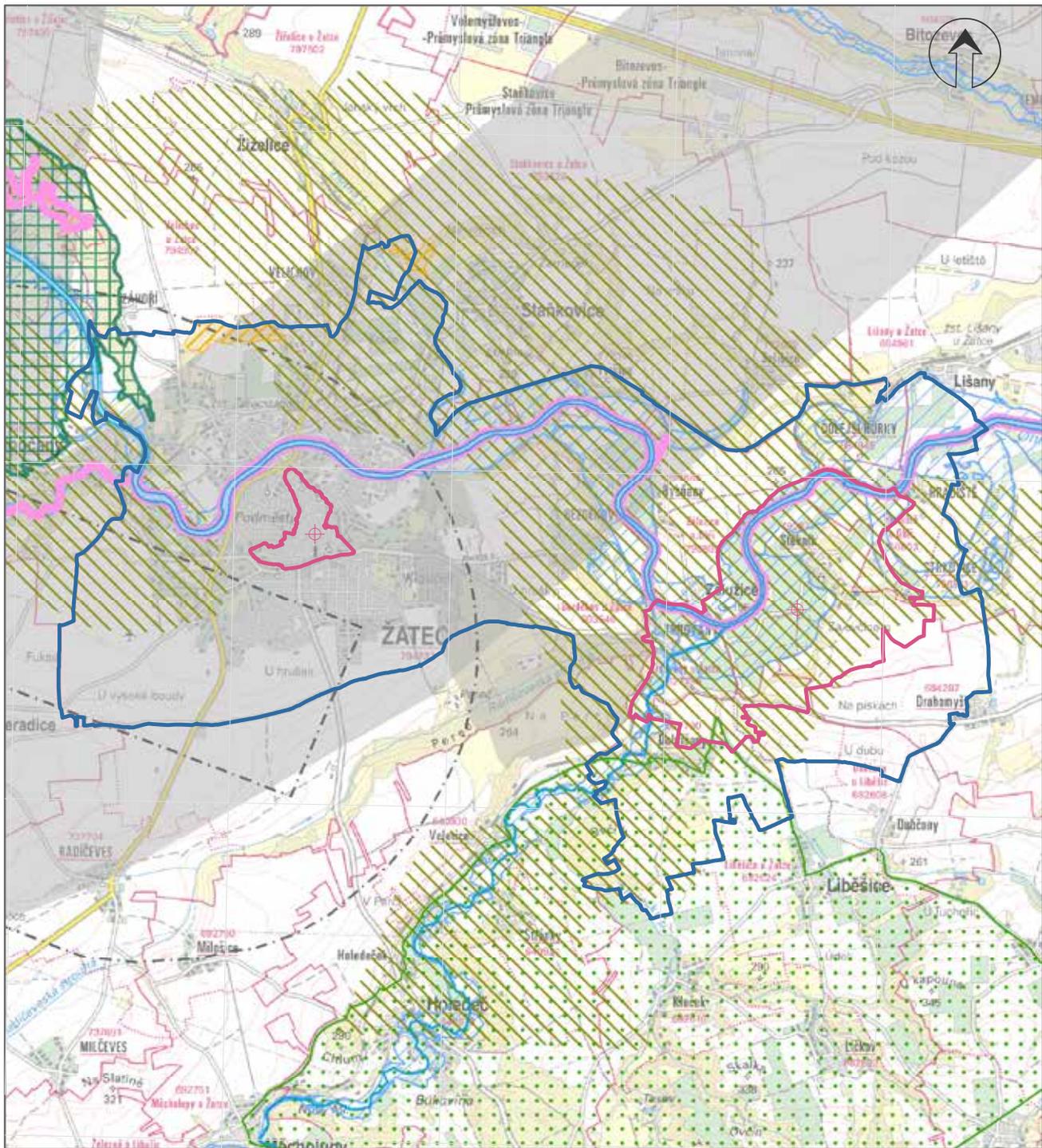
NOMINATED PROPERTY	LEGAL STATUS	STATE ADMINISTRATION BODY	AREA CONCERNED
	Special Area of Conservation under NATURA 2000 (Special Area of Conservation) Ohře	Regional Office of Ústecký Region	Includes the entire territory of the property
	Natural Park Džbán	Municipality with extended power Žatec	Buffer zone of the property, in the south
	Territorial System of Ecological Stability	The supraregional areas are defined by the Ministry of the Environment, The regional areas are defined by Regional Office of Ústecký Region The local areas are defined Municipality with extended power Žatec and Municipality with extended power Louny	Part of the buffer zone in the north-west. The component parts of the Territorial System of Ecological Stability are drawn in the land-use plans of individual municipalities
	Small Protected Areas	Regional Office of Ústecký Region (natural properties)	The northern part of the buffer zone
	Buffer Zone of Nature Development Areas	Regional Office of Ústecký Region	Component part 01 Buffer zone of the property
	Significant landscape elements by the law	Municipality with extended power Žatec Municipality with extended power Louny	Note -here there are forests, peat bogs, watercourses, ponds, lakes, floodplains (§3 par. 1 letter b)
	Significant landscape elements registered	Municipality with extended power Žatec	Significant landscape element Záhoří. Significant landscape element Menhir "Zakletý mnich" (The cursed monk), Significant landscape element Šišák hráololistý-Scutellaria hastifolia (all in the buffer zone)
	Memorial trees	Municipality with extended power Žatec	Ginkgo biloba in the component part 01, Japanese yerlin-Styphnolobium japonicum, son. Sophora japonica in the buffer zone

#### Ministry of the Environment

The Ministry of the Environment is the central state administration body for nature protection in the Czech Republic and the highest regulative body in the field of nature protection. Concerning nominated assets, in particular component part 01, the Ministry plays an important role in shaping and maintaining the legal environment related to the preservation of the natural values of the landscape.

13°30'E 13°32'E 13°34'E 13°36'E 13°38'E

50°22'N  
50°20'N  
50°18'N  
50°16'N



### Žatec and the Landscape of Saaz Hops Map 11

Map showing selected limits from the Principles of Spatial Development of the Ustecký Region

- Main identification
- Nominated property
- Buffer Special Area of Conservation (SAC) under NATURA 2000
- USES - Territorial System of Ecological Stability (TSES)
- Nature Park Džbán
- Buffer Zones of Nature Development Areas
- Small Protected Area
- Food plain
- Protective Belt of the Airport
- Area of Interests of Army CR



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### Nature and Landscape Protection Agency

To support the performance of state administration in the field of nature and landscape protection, the Agency conducts the necessary inventory scientific surveys, monitoring, documentation and surveys in nature protection, and it stores, processes, evaluates and provides data on nature protection. In doing so, they cooperate with professional, research and scientific workplaces and provide information and awareness-raising activities.

### Regional Office of the Ústecký Region

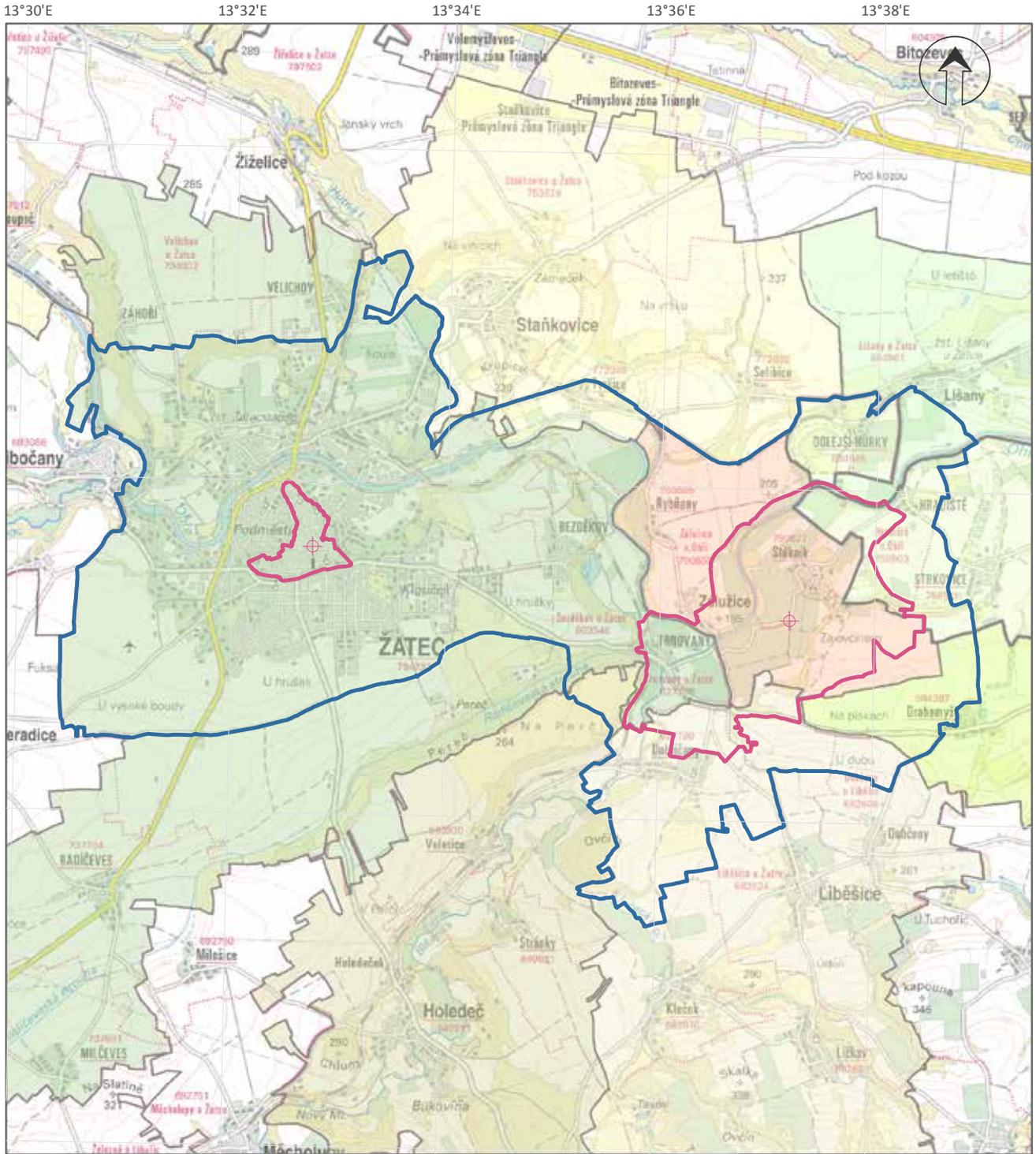
The Regional Office of the Ústecký Region competently manages the river Ohře and also the supraregional bio corridor NRBK K 20, located in this territory of European importance. EVL (SAC-Special Area of Conservation) is a type of protected area of the NATURA 2000 system. The Regional Authority issues binding judgements on interventions that could lead to damage or disruption of the restoration of sites of European importance or their elements. The Regional Office of the Ústecký Region applies judgements on the principles of spatial development and the spatial plans of municipalities with extended powers in terms of nature protection interests, and it also defines regional Territorial System of Ecological Stability and Small Protected Areas on such things as their natural properties. The Territorial System of Ecological Stability is a network of ecosystems that help to maintain a natural balance. The main purpose of Territorial System of Ecological Stability is to strengthen the ecological stability of the landscape by preserving or restoring stable ecosystems and their interconnections.

### Municipality with extended power

Within the nominated property, there are two municipalities with extended power in the natura protection agenda: Žatec and Louny. In their administrative district, municipalities with extended power define the local system of ecological stability such as local bio corridors, local biocentres and interaction elements, and issue binding judgements on interventions that could lead to the damage or destruction of significant landscape elements or endanger or weaken their ecological-stabilising function. They also issue approval for the siting and permitting of buildings and for other activities that could reduce or change the landscape. The municipalities with extended power issue decisions on the declaration of memorial trees and consents to their treatment, and also apply judgements within the framework of spatial planning in the territory of the nominated property. All protected phenomena are identified in the land-use plans of the affected municipalities.

## B.4.3.6 GOVERNANCE OF THE NATIONAL LAND-USE PLANNING WITHIN THE BUFFER ZONE

COMPONENT PART NUMBER	STATE ADMINISTRATION BODY	LAND-USE PLANS OF THE MUNICIPALITIES CONCERNED
Component part 01	Municipality with extended power Žatec Regional Office of Ústecký Region Ministry of Regional Development	Land-Use Plan Zálužice Land-Use Plan Žatec Land-Use Plan Liběšice Land-Use Plan Lišany
	Municipality with extended power Louny Regional Office of Ústecký Region Ministry of Regional Development	Land-Use Plan Postoloprty
Component part 02	Municipality with extended power Žatec Regional Office of Ústecký Region Ministry of Regional Development	Land-Use Plan Žatec
Buffer zone	Municipality with extended power Žatec Regional Office of Ústecký Region Ministry of Regional Development	Land-Use Plan Žatec Land-Use Plan Staňkovice Land-Use Plan Zálužice Land-Use Plan Lipno Land-Use Plan Lišany Land-Use Plan Liběšice Land-Use Plan Holedeč
	Municipality with extended power Louny Regional Office of Ústecký Region Ministry of Regional Development	Land-Use Plan Postoloprty



50°22'N  
50°20'N  
50°18'N  
50°16'N

13°30'E 13°32'E 13°34'E 13°36'E 13°38'E



### Žatec and the Landscape of Saaz Hops Map 10

Map of municipalities and areas covered with their land use plans

- Main identification point
  - Nominated property
  - Buffer zone
  - Boundary of a municipality with extended powers
  - Boundary of a municipality
- Municipalities relevant to the territories of the property and the buffer zone:
- Holedeč
  - Liběšice
  - Lipno
  - Lišany
  - Postoloprty
  - Staňkovice
  - Zálužice
  - Žatec



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The division of the territories relevant to the individual land-use plans for the territories of both components and the buffer zone of the nominated property are shown in Map No. 10.

### **Ministry of Regional Development of the Czech Republic**

The Ministry of Regional Development of the Czech Republic pursuant to Act No. 183/2006 Coll., is the highest authority responsible for, among other things, issues of construction law and spatial planning, as well as the coordination of structural funds and European Union programmes. The agenda of the Ministry of Regional Development also includes central topics related to tourism, including the official presentation of the values and attractions of the Czech Republic through the CzechTourism agency established by it.

Spatial planning is provided in a hierarchy of planning documents, which follow each other. At the same time, the obligation to respect a higher level of the material applies to the regional, and respectively, local level. The Ministry of Regional Development is also the highest body of appeal of the state administration in the matter of land-use planning documentation.

The Czech Republic has a long-term stabilised system of spatial planning. Spatial planning documentation is created on the basis of processes provided by the Building Act, which also deals with the continuity of the content of spatial planning documentation in terms of broader relations, where the obligation to harmonise the content of this documentation of the lower administrative unit of greater regional and national importance applies. In the case of the nominated property, the compliance of land-use planning, with the Principles of Spatial Development of the Ústecký Region, is therefore monitored.

### **Regional Office of the Ústecký Region**

The regional authorities ensure the protection and development of the values of the region's territory. While they may interfere in the activities of municipal authorities only in cases stipulated by law, and only in matters of supra-local significance, they proceed in co-operation with the municipal authorities.

The Regional Office is entrusted with tasks and activities related to the acquisition of spatial planning documents and documentation, the issuance of spatial decisions in cases where it is reserved by law and keeping records of spatial planning activities.

### **Municipality with extended power**

Within the nominated property, two municipalities with extended power Žatec and Louny, which are active in the spatial planning agenda. In its administrative district, this municipalities acquires, updates and makes changes:

- the land-use plan and regulatory plans for the territory of the town and local parts
- land-use plans, regulatory plans and territorial studies for municipalities in the administrative territory of the municipality with extended power
- delimitation of the built-up area for municipalities in the administrative territory of the municipality with extended power



## B.5 PREPAREDNESS OF THE NOMINATED PROPERTY

### B.5.1 TOURISM ANALYSIS

At present there is no overarching Tourism Strategy in place for the nominated property. Its development will be one of the targets included in the short-term horizon (2021–2022). This strategy can be based on the official national and regional documents the update of which is also scheduled for 2021 and therefore the strategy for the nominated property can follow the most recent priorities set at the national and regional levels.

#### NATIONAL LEVEL

##### **Czech National Tourism Strategy for 2014 - 2020**

The Czech Ministry of Regional Development acts as an advisory and co-ordinating body for all organisations involved in the tourist industry. An indispensable tool for the Ministry in this context is the 2013-2020 Marketing Strategy for Tourism. This document was developed concomitantly with the National Tourism Strategy and primarily focuses on Priority 3 – Destination Marketing. The Strategy itself was developed by CzechTourism, an organisation funded directly from the budget of the Ministry for Regional Development. Establishing a close cooperation with this agency will be in the centre of attention in the forthcoming year.

The Ministry of Regional Development also administers an important financial instrument – the Integrated Regional Operational Programme which includes actions that can have a synergetic impact on the development of tourism such as:

TARGET 1.2: Increase the share of the sustainable means of transport which includes Support of Cycling for Transport.  
TARGET 3.1: Enhanced presentation, protection and development of cultural heritage which includes the topic of Revitalisation of the Selected Heritage Sites. The selected sites among others, include the properties inscribed on the World Heritage List and the properties on the Tentative List in the category of cultural heritage.  
Regional Level

##### **Tourism Development Strategy of the Ústecký Region**

The Strategy is aimed at the analysis of tourism in the region and outline measures which the Ústecký Region should adopt to support the tourist industry in 2015–2020. This Strategy will be updated in 2021. The town of Žatec will advocate again the repeated emphasising of the hop related heritage in the updated strategy.

##### **Strategy for Cycling Tourism Development in the Ústecký Region**

This is the key strategic document for the development of cycling tourism in the Ústecký Region; the cycling routes situated in the nominated property area are integrated into the regional network of cycling routes on an ongoing basis.

##### **Tourist Pass for Dolní Poohří**

This pass is another tool of the Ústecký Region aimed at supporting tourism in the region. The pass gives its holder discounted entry fees or free entry to tourist attractions in Dolní Poohří. The pass holders collect stamps at the sites visited and can win attractive prizes in a competition. The pass is valid at 18 sites such as the chateau, Temple of Hops and Beer, castle, zoo-park and the Museum of Hops and can be used for services such as small boat or raft rental, bowling and paintball. More info on other uses of the pass, competition and latest news are available on the website of the Dolní Poohří Destination Agency.

#### LOCAL LEVEL

##### **Strategic Development Plan of the town of Žatec**

In 2016 the town adopted the Strategic Development Plan which is an important document at the municipal level. It is a binding document which in the relevant chapter specifies the priorities, opportunities and risks of tourism development in Žatec. The priorities focus on the development of hop-related experience tourism benefiting from the preserved values of the Žatec historical heritage. During the Strategy development the objectives of the Management Plan were duly considered and reflected in order that these two documents complement each other.

Strategic objectives relevant for the nominated property

- KCR 1 Objective      Regeneration of the cultural and historic potential of the town
- KCR 2 Objective      Improvement of the quality of support services and their offer

- KCR 3 Objective Development and establishment of new local and supra-regional partnerships
- KCR 4 Objective Support of the existing projects/actions and expansion of premises for better use of the town's potential and its regeneration
- KCR 5 Objective Support of cultural, educational and leisure organisations of the town

## **TOURIST INFORMATION FOR VISITORS**

### **Component part 01**

At present the tourist information services are provided at the Stekník Chateau which is the main tourist destination in the area. To develop this destination even further, it is necessary to restore the site including the chateau façades, garden terraces and the south wing and build the visitor centre and car park with a new access road.

### **Component part 02**

In addition to the standard tourist navigation system using posts with direction signs installed around the town as it can be often seen in other historic towns, there are also cast iron plaques on important historic buildings which are included in the tourist sightseeing routes in Žatec. These plaques include text in Czech, German and English and they are referred to in printed town guides including maps, which are also available in Czech, German and English.

### **Žatec Tourist Information Centre**

Last year the Tourist Information Centre moved to new premises. At present it is in the historic building situated on the square (náměstí Svobody) next to the little hop garden. It is open throughout the year and it offers a wide range of information materials, access to the internet, relaxation area where visitors can leaf through the materials and plan their tour of the town.

In addition to standard services the centre also offers the info on the network of walking trails in the town, books, maps, souvenirs, putting together a programme for groups, arranging services of a tourist guide, information on hospitality services, leisure and cultural activities and sport events. The centre also organizes the tour of the Town Hall tower. The employees of the centre speak English, German and Spanish

### **Dolní Poohří Destination Agency**

Dolní Poohří Destination Agency, o.p.s. is an organisation funded directly from the budget of the Ústecký Region. The agency was established with the aim of delivering public benefits in the area of sustainable development of the region and assist with this development while preserving its unique natural and cultural environment. In this context it provides information and support in the area of the tourism industry and regional development, wildlife protection, preservation of natural and cultural heritage in the region, education and raising public awareness and identification with the region, support to and implementation of projects especially in the tourism industry and sustainable regional development. It supports considerate tourism including the provision of services in tourism such as tourist information and hospitality services. It supports international co-operation particularly in the area of environmental protection, considerate tourism, education and regional development. It presents the region in a positive way organising exhibitions, fairs and publishing information materials and publications for the professional community.

## **ACCOMMODATION AND CATERING WITHIN THE NOMINATED PROPERTY**

### **Component part 01**

At present, Stekník and its surrounding landscape can offer neither accommodation nor catering capacities. The Management Plan in its Proposal Part contains numerous measures which should help to create conditions for the availability of these services in the future. These services should be available particularly around the tourist routes connecting these two components.

### **Component part 02**

Though Žatec is a smaller town the popularity of traditional hop-related events is the main driver behind the existence of many hotels, B&B and other types of accommodation offered as well as numerous restaurants and pubs. In this respect Žatec is well prepared for visitors already now. If the nomination is successful it can be expected thanks to many unused buildings that more hospitality facilities of this kind will open on the property site and in its surroundings. The most important accommodation capacities include Hotel Zlatý lev, Hotel Černý orel, Hotel U Hada and Hotel Zlatý anděl which all meet guests' expectations in terms of comfort and quality. Their prosperity is linked to the Temple of Hops and Beer, mentioned earlier. Other accommodation providers have less capacity. If the nomination is successful it can be expected – thanks to many unused buildings – that more capacities of this kind will open on the property site and in its surroundings.

## THE KEY DEVELOPMENT POTENTIALS OF THE PROPERTY AND ITS SURROUNDINGS LEADING TO THE INCREASE IN THE NUMBER OF VISITORS

The development potentials are directed mainly at the preservation of property values and rehabilitation of public spaces in both components. They are aimed at the promotion of a tourist product in a co-ordinated and well-functioning manner with good transport links.

The development is also envisaged in the area of tourist infrastructure, accommodation and catering.

### Stekník

The overall revitalisation and improvement of Component 01 as well as the restoration of the chateau, a permanent exhibition, rehabilitation of the gardens, new visitors centre, car park and access road, revitalisation of the village square and public spaces in the village.

The utilisation of the mineral water spring and better access to it.

It is necessary to develop the idea in the form of an architecture and urban design concept and identification of potential sources of funding on the national level. Necessary support at the national level when negotiating with potential investors.

### Trnovany

Restore the water reservoirs and public spaces, green areas and communication link with the Stekník Chateau. Necessary support at the national level.

### Žatec – key capex projects

#### *Žatec Brewery*

Open the visitor centre of the Carlsberg – a world beer brand, and in this way promote the tradition of Saaz hops – necessary talks with the company regional management

#### *Temple of Hops and Beer*

Change in the commercial and marketing strategy and establishment of the Property Regional Information Centre as originally planned

*Museum of Brewing, exhibition in the Meder's House and the Cultural Centre in the Žatec Synagogue* The projects are in progress.

#### *Parking facilities for residents living on the property site*

For the benefit of the historic town centre revitalisation and bringing down the volume of traffic. The financial support from the national level is needed.

#### *Repair of the railway stations and adjacent areas in the buffer zone*

Important for revitalisation of the historic town centre and bringing down the volume of traffic. Financial support from the national level is needed.

## OPPORTUNITIES FOR INCREASING THE NUMBER OF VISITORS TO THE SITES OUTSIDE THE PROPERTY

### Former Dreher's Brewery at Žatec

Possibility of building a congress centre with a hotel, exhibitions and brewery on site of the former world renowned Dreher's Brewery. A tourism product with a regional significance in the tourism industry. It is one of the key investment opportunities.

### Krásný Dvůr Chateau

The restoration of the chateau and its park represents an important strategic goal for increasing the visitation to Žatec and its region.

### Nový Hrad Chateau at Jimlín

After the overall restoration of the site is completed.

### Staňkovice

Completion of the privately run project of the restoration of the chateau in the village, including accommodation, a mini zoo, country park and ornamental gardens with hop fields and vineyards, water bodies and playing areas (connected to Stekník and Žatec by a cycling route) will be an attractive complement to what both components offer to their visitors.

## NUMBER OF VISITORS TO IMPORTANT SITES RELATED WITH THE PROPERTY HISTORY AND HOP HERITAGE

Numbers are derived from the overview of the tickets sold at some sites. Many visitors arriving to Žatec are happy with unguided sightseeing of the town's rich building heritage which allows them to familiarise themselves with its specific features. The visitors' statistics presented in this chapter are based on the number of tickets sold at some sites.

YEAR	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
TEMPLE OF HOPS AND BEER	4,826	7,236	12,367	15,876	20,314	20,754	19,736	17,401	18,481	20,643
OF WHICH INFORMATION CENTRE-TOWN HALL	3,362	2,651	3,020	6,218	4,586	8,750	9,067	8,336	9,431	10,408
REGIONAL MUSEUM	6,587	10,100	8,202	11,436	13,547	13,245	14,893	13,697	16,932	16,516
HOP MUSEUM ŽATEC	3,538	8,268	5,281	3,373	3,415	3,633	4,238	6,035	5,828	4,822
ŽATEC BREWERY	771	757	1,105	1,048	1,035	978	1,286	2,018	1,745	1,626
MUSEUM OF HOMOLUPULUS	711	642	685	856	952	882	960	995	1,058	1,020
STEKŇÍK CHATEAU	-	-	-	1,502	4,000	6,417	12,488	10,972	12,079	15,766

## PRESENTATION OF THE PROPERTY ON THE LOCAL LEVEL AND CO-OPERATION WITH THE PUBLIC

In recent years the interest of the professional community in the industrial hop-related heritage in Žatec has been going up thanks to its genuine uniqueness and more efficient presentation of the property. The outstanding values of the hop heritage in Žatec have been repeatedly recognised and supported by the professional heritage protection organisation as well as by other professional groups.

The inclusion of the property to the National Tentative List (2007) as a candidate for nomination to the World Heritage List has significantly increased the nationwide awareness of the local values. Last, but not least, the awareness of the local self-governing bodies and political representations has increased resulting in their effort to understand and protect the values as well as identifying possible use of the preserved property.

Many times, the information on the intention to nominate the property have been covered by local and national media. All interesting news are also published in the local weekly paper – Žatecký deník.

The local support is the most important from the aspect of the present and future management of the outstanding value of the nominated property. Gradually adopted steps and more intense presentation of this interesting topic have significantly increased the interest in this cultural heritage. In co-operation with other organisations several conferences on this subject matter have been held as well as workshops with the public and owners of the hop-related buildings that are linked to the nomination topics.

## PROPERTY PRESENTATION AT THE NATIONAL LEVEL

The Czech Tourism website "Kudy z nudy" ([www.kudyznudy.cz](http://www.kudyznudy.cz)) available in Czech, English, German, Slovak and Polish provides comprehensive information on tourist destinations in the Czech Republic including the information on both components of the nominated property. The town of Žatec, its hop heritage, the Saaz hop landscape and the town surroundings are presented there in a short and concise manner under several headings.

Examples of presentations at the national level:

Component part 01 – StekŇík Chateau is presented on the main website of the National Heritage Institute ([www.npu.cz](http://www.npu.cz)) with links to the websites of other properties. It is also actively promoted by the chateau management on social networks and in the media. Many different tourism websites are also used for the promotion and presentation.

Component part 02 – Hop Museum in Žatec participates in the project called "Do muzea!" (To the Museum!) This project is run by the National Museum's Centre for the presentation of cultural heritage and lists all museums, galleries and monuments in the Czech Republic and it is a platform for two-way communication with visitors. <https://www.do-muzea.cz/>

### PROPERTY PRESENTATION AT THE REGIONAL LEVEL

Already in 2010, the Ústecký Region launched a project of "*Brána do Čech*" (Gate to Bohemia) (<http://www.branadocech.cz/cz/>) with the aim to boost tourism in the region. The project has its own logo, website and a new approach to the presentation of the region based on four destination areas the promotion of which is done by four Destination Agencies bearing the names of these four destinations – Dolní Poohří, Krušné hory (Erzgerbirge), České Švýcarsko (Bohemian Switzerland) and České středohoří (Central Bohemian Uplands). In this respect the importance of Žatec is emphasised by the fact that one of these four destination agencies - Dolní Poohří - is based in the town.

#### Dolní Poohří Destination Agency

Presents the town of Žatec and the surrounding hop growing landscape and its heritage at domestic and international tourism fairs and produces promotional tourist materials.

#### The Cultural Development and Heritage Protection Strategy of the Ústecký Region for 2014–2020

The Ústecký Region as a self-governing body prepared the Cultural Development and Heritage Protection Strategy of the Ústecký Region for 2014–2020 which was adopted at the meeting of the Regional Council by the means of Resolution no. 88/18Z/2014 on 3 September 2014. This document explicitly supports continuing in the nomination of Žatec and the Saaz hop landscape for inscription on the World Heritage List.

The Strategy also provides an overview of all grant schemes available to the heritage protection and cultural activities associated with the preparation of the property for the nomination.

RESUME
COMPONENT PART 01 AND 02
Prepare Tourism Strategy for both components linked to the national and regional strategic documents.
Link the property strategy with the Tourism Strategy of the Ústecký Region and the Czech Republic.
Support activities raising public awareness of the property nomination.
Redesign the website of the property of Žatec and the Saaz Hop Landscape.
Prepare a poster exhibition in Czech and English of Žatec and the Saaz Hop Landscape.
Produce a printed leaflet on the nomination.
Publish a tourist map showing places of interest around the Stekník.
Closer co-operation with Dolní Poohří Destination Agency – promotion of the property within the Ústecký Region.
Open discussions with Czech Tourism and signing an agreement on co-operation.
Use of grant schemes of the Ústecký Region and relevant ministries.
COMPONENT PART 01
Organise an annual workshop – presentation of the nomination progress.
COMPONENT PART 02
Organise an annual workshop – presentation of the nomination progress

## B.5.2 TRANSPORT INFRASTRUCTURE

### ACCESS ROADS AND ROAD TRAFFIC

#### ARRIVALS

The access to the region, area and the site of the property is relatively good.

North of the town of Žatec there is the D7 motorway from Prague via Slaný and Louny towards Chomutov and then to the border with Germany. The access road to the motorway is about 8 km long and goes via the village of Žiželice. The motorway under the international code I/7 will become an important connection between Chemnitz in Saxony and Prague and will significantly improve and accelerates the access from western Europe.

Another important communication is Road 27, Class I, from Plzeň via Žatec to Most, which crosses the D7 motorway not far from the Triangle Industrial Area. This communication hub is mainly used by transit vehicles which consequently has an impact on the traffic load in the Žatec outskirts, far from the property site.

This road is also linked to other important local communications such as Road 225, Class II from Kadaň via Žatec to Louny and Road 227, Class II connecting Žatec with Rakovník.

The Class I and Class II roads are not in the ownership of the town as they are owned by the state and Ústecký Region, respectively. Žatec administers 65 km of Class III and Class IV roads in total and 130 km of pavements. Some roads are in need of resurfacing and restoration of the lines of trees along them.

#### Component part 01

In Stekník farm machinery travels across the village square and the road nearby the chateau. The road gets dirty and there is a danger of collision with pedestrians. With respect to the future revitalisation of the village square in Stekník it would be desirable to restrict the flow of cars and commercial vehicles through this area and consider an alternative access road for the visitors' vehicles to the chateau and the envisaged visitor centre. It would help to have a parallel road allowing access of farm machinery to the back entrance of the hop growing facility.

#### Component part 02

The existing network of streets in the historic town centre has not changed and remains stable. Some of them require repair and resurfacing.

RESUME
<b>COMPONENT PART 01 AND 02</b>
Finalising of the Comprehensive Transport Design Concept.
Installation of navigation signs at the motorways and Class I roads – project design and development.
<b>COMPONENT PART 01</b>
Road 225 connecting the two components of the nominated property is in the need of resurfacing and the lines of trees require restoration.
An alternative access road to the Stekník Chateau must be considered.
The farm machinery must be diverted from the area close to the chateau and the Stekník village square.
<b>COMPONENT PART 02</b>
Road 225 at the southern perimeter of Component 02 requires resurfacing.
Resurfacing of some streets in the historic town centre shall be finished.
Completion of the appearance of the roundabouts and entry points to the town – system of navigation to be added.

## PARKING OF CARS AND COACHES

### Component part 01

In Stekník and Trnovany there are inadequate parking capacities for vehicles used by the potential visitors. The suitable area for a car park next to the future visitor centre next to Stekník Chateau is on private land which would have to be purchased.

### Component part 02

As in other historic town centres, the parking is limited and the very often used and fully occupied by the residents' vehicles, cars of office staff and local traders with their business premises situated in the town centre. The key prerequisite for revitalisation of Žatec historic town centre is building of the much needed parking capacity for residents and employees.

This should increase the permeability of the area for pedestrians and cyclists and make more parking spaces available to the visitors to the town. Parking in the historic town centre can be designed as a smart system limiting the free parking time.

It would be helpful to update the traffic and parking master plan for the historic town centre which should be based on an architectural competition addressing this area and would be linked to the future conceptual design of the public transport in the town.

The car parking capacity next to the railway stations must be also increased.  
At present there are no areas available for coach parking.

RESUME
<b>COMPONENT PART 01</b>
No parking zone at the village square in Stekník (as part of the restoration of the original appearance of the square).
Consider building of a new car park for the visitors to the village and chateau.
As part of the village square and railway station restoration in Trnovany consider building parking capacity for the visitors who could use an alternative means of transport from Trnovany to Stekník leading through the hop fields and offering them an attractive experience.
<b>COMPONENT PART 02</b>
Consider a designated parking zone in the historic town centre controlled by a smart system with number plate recognition capability.
Identify a suitable area for parking coaches bringing visitors to the town.
Add info on the website on parking options in both components.

## RAILWAY

### Component part 01

There is a railway line in the village of Trnovany. It is necessary to consider the revitalisation of the railway station and its new use as well as the use of the space around it. There is no adequate connection between the railway station and the Trnovany village square where in the future an information system should be made available including maps of the area and the change to the alternative means of transport enhancing the experience will be possible. This will provide a link between the village of Trnovany and Stekník Chateau via hop fields.

### Component part 02

Visitors to the town can use the railway line 124 from Prague via Žatec to Chomutov or the railway line 160 from Žatec to Plzeň and railway line 123 from Žatec Western Railway Station (Západní nádraží) to Most.

At the outskirts of the town, north of the property, there are historic railway stations – Západní nádraží (Western Railway Station) and Hlavní nádraží (Main Railway Station) which will have to be modernised in the very near future, the area around them will need general enhancement and more parking capacities will have to be built there. Particularly the Main Railway Station lacks a good car park and a bus terminal to change to the public transport operated by the town of Žatec and intercity coaches.

RESUME
<b>COMPONENT PART 01</b>
Start discussion on the restoration of the railway station building and its immediate surrounding.
Start discussion with the railway line operator on trains stopping at Trnovany.
Identify a suitable location between the railway station and the village square for a railway line crossing for pedestrians and cyclists and build it.
<b>COMPONENT PART 02</b>
Start discussion with the railway track operator on the final shape of both railway station buildings and the area around them with due consideration given to the future transport design concept and parking for cars, light commercial vehicles and coaches .
Consider a future connection of components 01 and 02 by train enhancing the visitors' experience (so called "reminiscence of picking hops as part of the school activities").

## RIVER TRANSPORT

### Component part 01

The Ohře river links the components with each other. The river offers a possibility to build a new canoeing route from Žatec to Stekník at the end of which could be a camp site situated at the riverbank.

### Component part 02

Tourists canoeing down the river Ohře between the Nechranice Lake and Žatec can also visit the town.

RESUME
<b>COMPONENT PART 01</b>
Consider the establishment of a canoeing route from Žatec to Stekník with a camp site at a suitable place at the Ohře riverbank.
<b>COMPONENT PART 02</b>
Start discussion on a possible use of the river between Nechranice and Žatec for canoeing.
Consider increasing the capacity of boat and raft rental in Žatec (canoeing route from Žatec to Stekník).

## CYCLING ROUTES

### Component part 01

The villages of Stekník and Trnovany are currently accessible to cyclists either on country trails with no signage or the road leading between the hop fields. There is a possibility of creating signed cycling routes along both banks of the river Ohře. One route, which could partly follow the existing Ohře cycling path, would go through the village of Staňkovice and would connect the two components by following the already considered marked cycling route to Stekník on the other side of the river Ohře which leads from Žatec via Bezděkov and Trnovany.

A section of the Ohře Cycling Route is currently in preparation by the Ústecký Region.

### Component part 02

At the moment, there are no dedicated cycling routes in Žatec duly separated from other road traffic in the town. In 2015 the town commissioned the development of the Master Plan for Cycling which should provide a basis for cycling routes planning in the town and propose initial measures.

At present the Žatec section of the Ohře Cycling Route is being implemented which is a route connected to the long distance cycling route no. 6 which intersects the town centre and leads to the popular tourist destination of the Temple of Hop and Beer.

RESUME
<b>COMPONENT PART 01</b>
Preparation of the cycling routes following both Ohře riverbanks and connecting both components: <ul style="list-style-type: none"> <li>- via Staňkovice and Tvršice</li> <li>- via Bezděkov and Trnovany leading directly through Saaz hop landscape</li> </ul>
Addressing the parking of bikes and their safe storage in Staňkovice and Trnovany.
<b>COMPONENT PART 02</b>
Start discussion with the regional office on an expedient completion of the Ohře Cycling Route.
Start discussion with the local municipalities on the completion of the cycling route in the direction of Holedeč – Veletice.
Start discussion with the local municipalities on the extension of the cycling route in the direction Rubín – Podbořany – Krásný Dvůr.
Project the conclusions and recommendations of the Master Plan for Cycling in to the town capex projects in preparation .
Finalise the preparation of the bridge over Nákladní Street and implement the project (increased permeability for cyclists and pedestrians visiting the town).
Support and facilitate opening of a bike rental and storage in the town including a left luggage facility.

### WALKING TRAILS – CONNECTING THE COMPONENTS

The existing walking trails along the river Ohře provide a connection between the two components. The centre of the village of Stekník should be reserved for pedestrians mainly. The access to the chateau and the village square should lead from the new car park next to the future visitor centre.

At present the Journey of Hops, an educational walking trail is in operation leading hikers through the hop fields below the village of Stekník. Around Stekník and Trnovany there are many other tourist destinations which have not been interconnected by signed walking trails however, they could be presented on the map websites and in printed maps.

RESUME
<b>COMPONENT PART 01</b>
Pedestrian connection between the future car park and the Stekník Chateau.
Extension and development of the connection between Trnovany and Stekník by the Journey of Hops educational trail.
Walking trails connecting two components together and included in the official network of hiking routes with relevant colour coding.
Identification of other tourist destinations and completion of the marked hiking and cycling routes.
<b>COMPONENT PART 02</b>
Focus on the accessibility for the disabled to the existing pedestrianised areas.
Connecting the component with Stekník, Trnovany, Ličkov, Krásný Dvůr, Podbořany by the network of signed walking trails.

### FLIGHT CONNECTIONS AND SIGHTSEEING FLIGHTS

At the southwestern edge of the town there is a private Žatec – Macerka air field locally also referred to as "Čeradické letiště". It is a former military back-up airfield with a grass runway of 1120 x 40 m which is used for sport, minor transport by air and special flights.

RESUME
<b>COMPONENT PART 01 AND 02</b>
Consider the possibility of organised sightseeing flights above both components and the river Ohře.

### MUNICIPAL PUBLIC TRANSPORT

The town operates relatively good public transport system however the bus stops are not up to date standards and often in poor condition. The new bus terminal with modern facilities for passengers is a major achievement. As part of the public space revitalisation project the replacement of the bus stops is in preparation. A free of charge public transport system using minibuses and electric buses able to drive through the streets of the historic town centre seems to be the most appropriate one.

RESUME
<b>COMPONENT PART 01</b>
Connect the villages of Trnovany and Stekník to the system of the municipal public transport of Component 01.
Install aesthetic and well-designed bus stops in Trnovany and Stekník.
<b>COMPONENT PART 02</b>
Consider the possibility of using electric minibuses (hybrid) able to drive in the historic centre.
Analyse the financial impact of the public transport provided for free.

### B.5.3 DEVELOPMENTS PROJECTS

Development projects are captured in the land-use plans of the relevant municipalities

The **Zálužice** Land-use Plan complies with the requirements of values protection in this area. With respect to the development of Component part 01 in the future some part of it will have to be modified to create the conditions for the implementation of the planned measures. This includes, in particular, the land next to the Stekník Chateau where the main visitor facilities of the entire Component part 01 shall be built in the future which would offer cultural experience, information, accommodation and parking to visitors. The change will also cover the access communication to the land proposed and enhancement of the centres of the villages of Stekník and Trnovany. It will be necessary to address the traffic flow in Stekník with the aim of reducing or restricting through traffic of farm machinery at the village square and around the chateau. In terms of Stekník the Management Plan proposes the development of a detailed regulation plan covering the entire heritage area and the development of the architectural and urban design concept focused on the future use of the buildings and land.

The south eastern part of Component 01 situated in the cadastral area of **Dobříčany** is from the point of view of administration a part of the village of **Liběšice**. Only the unbuilt land in the Dobříčany cadastral area including open area with plots valuable for the biological stability and wildlife in general are situated directly in Component part 01.

The built-up area in the village of Dobříčany is partly situated in the buffer zone and with regard to maintaining a functional and living village there are individual plots of land allocated that are linked to the already built-up area and where in the future housing development will be possible but only in the form of family homes.

**The area of the village of Lišany** is also in Component part 01 but the total area is negligible. It is a belt at the left bank of the river Ohře covered with vegetation.

The land plots proposed for development are linked to the built-up area and only family houses will be allowed there that is the planning consent for such buildings will be outside the component and only in the buffer zone. From the point of view of visual impact on the landscape the key feature in this area is the river Ohře which is referred to as "*the most significant and positive landscape feature in the area*".

Some area administered by the **town of Postoloprty** is also situated in Component part 01 which is the unbuilt land in the cadastral areas of Hradiště nad Ohří and Strkovice. These plots of land are covered by the Land-use Plan of the town of Postoloprty. The Land-use Plan does not propose any changes in the land-use which could have an adverse impact on the protected properties or the integrity of the protected landscape.

The Land-use Plan for the cadastral area of **Zatec** (Component part 02) addressed the buildings in the protected heritage zones with a special emphasis placed on the industrial heritage associated with hops, protection of the historic skyline of the town and visual links between the town panorama and the points of these vistas.

The largest development areas are proposed at the southern edge of the town outside the nominated property and its buffer zone. The area of 10 ha for potential development is situated at the town northern edge next to the former Dreher brewery located in the buffer zone. In this area there are free plots of land available for developers and the height of the future buildings is regulated by the Land-use Plan.

Developers have enough land available for the implementation of their plans which in fact may save the historic town centre from the development pressure.

However, it is necessary to regulate the volume and especially height of such developments and address the visual integrity of the property so that the new development does not interfere with the long-distance vistas. In addition to this the requirements to address all areas proposed for development in an earlier stage by means of conceptual studies will be incorporated into the Land-use Plan.

In the Proposal Part of the Management Plan for Component part 02 there is a measure to develop a detailed regulation plan for the nominated component.

## EXPECTED IMPORTANT PROJECTS

### Component part 01

#### **Revitalisation of the village squares in Stekník and Trnovany**

The village squares will be restored to their original appearance including the lines of trees and rehabilitation of water bodies. At the moment it is in the preliminary stage. No architectural concept design has yet been developed.

#### **Restoration and repair of the Stekník Chateau**

Continue in the successful restoration of the chateau and its site. The project is in the stage of seeking financial support and the preparation of the preliminary design, studies and project documentation is in progress.

#### **Building of visitor facilities in Component part 01**

It is necessary to develop an architectural and urban conceptual design of the facility preferably using the existing buildings, a new visitor centre with conference and exhibition rooms, WC, visitor car park, new access road and associated accommodation capacities. The discussion of the plan with other stakeholders is necessary.



## **Component part 02**

### **Repair of the "Volyňských Čechů" Street**

Repair the section of the street outside the building of the Czech Post. The reduction in the number of parking spaces has been proposed including widening of the pavements and planting boxes. The project is in the stage of a study.

### **Refurbishment of the military prison**

The building in the historic town centre proposed for conversion into a residential building. The approval of the project study is now going on.

### **Refurbishment of the military amenity centre**

The building designed for civic amenities and housing. It is in the preliminary stage. Several alternative studies how the building could be used have been developed.

### **Filling the gaps between the buildings**

Filling the gaps in the historic town centre in line with the land-use study. The detailed architectural conceptual designs must be developed.

### **Multi-function robotic centre in the "Kapucínský klášter" monastery**

Restoration of the historic building. It is in the stage when a contractor is being selected.

### **Nerudovo náměstí Square Stage 2**

Paving of the streets around the square with stone cobbles. Installation of an art feature in the centre of the square. It is in the preparatory stage for the selection of a contractor

### **Repair of the Horova Street**

Repair of the street south of the historic town centre. The project is in the planning stage and it depends on the conversion project of the Žatec Brewery maltings.

### **Conversion of the Žatec Brewery maltings**

Conversion of the brewery maltings into a restaurant. Private investment. Planning consent has been issued.

## **Buffer zone**

### **Residential area Žatec JIH**

Development area designed for housing and recreational green areas; the concept architectural design is being developed which will be followed by the land development study. The height of the buildings is limited by the relevant Land-use Plan.

### **Shopping centre next to the VHV**

Extension of the shopping centre. A new ring junction. The project is in the stage of the planning decision.

### **The site of the former Dreher Brewery**

A complex of historic buildings in the ownership of the town of Žatec suitable for conversion into a tourist and conference facility in the vicinity of the property. The adjacent land of about 10 ha is suitable for housing development. It is necessary to develop an architectural design concept and land development study.

### **Residential area "Na Homoli"**

The area at the eastern edge of the town designated for the housing development consisting of detached family houses and low apartment buildings. There will a shopping centre and a new ring junction. This is a private project regulated by the town of Žatec.

### **Residential buildings "U Parku"**

Four storey high residential buildings. The planning decision has been approved. Designed in compliance with the requirements of the heritage protection bodies.

### **Rehabilitation of the Husitské náměstí Square**

Rehabilitation of the square. New paving, a water feature, greenery and street furniture added. It is in the stage of preparation for selecting a contractor.

**Park below the Nákladní Street**

The visually important area below the Nákladní Street next to the western boundary of the nominated component. It is envisaged to convert it into a park with equipment for sport and leisure activities, street furniture and a water feature. The visual axis from Podměstí will be maintained. The design of the area will be a subject of an architectural competition.

**Sport Hall**

The building of a new gym at the southern edge of the town. It is in the planning stage and the project will be subject to an architectural competition.

**Park Bufo – Bufo**

Extension of the existing park and planting more greenery towards the residential area of Žatec JIH. It is in the stage of the development of the architectural concept design.

**Parking and greenery in the Stavbařů Street**

Adding more parking spaces and paths lined with trees for dog walkers. It is in the stage shortly before the selection of a contractor.

**Revitalisation of the Ohře embankment**

The ongoing project including greenery expansion, creating areas for leisure, adding benches on the embankment slopes, improving the riverbed for a possibility to dip in, adding street furniture and lighting.

**Refurbishment of the Chaloupka building and of the football stadium**

The training facility of the football club including a pub and terraces which will be the centre point of the leisure area along the river Ohře. It is in the stage of preparing the specification for an architectural competition.

**Sport facility and leisure area at the Šafaříkova Street**

Adding more amenities in the residential area next to the property including a new multi-purpose sport ground and more greenery.

**The residential area and the park at Lipovka**

A recently allocated area at the southern edge of the town. It is envisaged for construction of residential buildings with underground parking complemented with a large park including a water body. The project is in the stage of the development of the architectural concept design which should be followed by the land development study.

**Refurbishment of the Havlíčkovo náměstí Square**

The new design of the square is the result of the architectural competition. The project is in the stage of selecting the architect/engineer to prepare the design for the planning consent and the project implementation.

**Park at the perimeter of the Urban Heritage Zone**

The rehabilitation of the park at the perimeter of the historic town centre. It is in the stage of the project documentation development for Phase 1.



## B.6 FINANCIAL ANALYSIS

Financial resources are described in detail in *Chapter 5.f* of the Nomination Dossier. The table below provides information on the resources used and evaluates their use. The goal of the Management Plan is to maintain the continuity of successful projects and their financial security through appropriate programmes.

Steering Groups and its working groups shall use review of funding possibilities and gradually create the list of relevant and planned activities. According to the rules of particular programmes the owners and managers of individual buildings or municipalities shall be encouraged to apply in time and use subsidy possibilities.

### Financial resources: Own available resources

PROVIDER	NAME OF THE RESOURCE	EVALUATION/RECOMMENDATION
Hop Research Institute	Budget of the Institute	The operation of the Research Farm in Steknik is financed from this budget. Recommendation - maintain the continuity.
Village of Zálužice	Municipal budget	The budget funds actions in Component Part 01. Recommendation - compile a list of eligible investments and project proposals for funding from the regional and national programmes.
National Heritage Institute (NHI)	Budget of the Steknik Chateau	Restoration of the chateau is financed from the NPI budget on an ongoing basis. Recommendation - compile a list of actions planned for next years.
Town of Žatec	Municipal budget	Allocations from the municipal budget to the Regeneration Fund of the town of Žatec. This Fund is designed for the owners of buildings in component part 02. Recommendation - maintain the continuity of the Fund and permanently encourage owners to use the financial support for the restoration of their buildings.
CHMELÁŘSTVÍ, Cooperative Žatec	Budget of the Cooperative	The Cooperative funds the Hop Museum. Recommendation - identify suitable national programmes for maintaining the museum operations and its promotion.

### Financial resources: Regional resources

PROVIDER	NAME OF THE RESOURCE	EVALUATION/RECOMMENDATION
Ústecký Region	Programme for the Conservation and Restoration of Small Heritage Assets in the Cultural Landscape of the Ústecký Region	Successfully used for a long time. Recommendation - encourage owners to apply for grants.
	Program for the Rescue and Restoration of Small Heritage Assets, which complete the cultural landscape of the Ústecký Region	This program can apply to Saaz landscape around the town of Žatec and help to promote minor heritage assets within component part 01 and the buffer zone. Recommendation - identify eligible projects and encourage the owners to use this grant scheme.
	Program for the Support of Regional Cultural Activities	Successfully used for a long time. Recommendation - encourage local communities to use this grant scheme.
	Fund of the Ústecký Region	An important Fund which annually supports the largest traditional hop festival in the region - the Hop Harvest Festival (Dočesná). Recommendation - keep this grant providing fundgoing.

## Financial resources: National resources

PROVIDER	NAME OF THE RESOURCE	EVALUATION/RECOMMENDATION
Ministry of Culture	Programme supporting the World Heritage Sites	Successfully used for a long time. Recommendation – keep this grant scheme going; compile a list of eligible projects for next years.
	Programme for Regeneration of Urban Heritage Reserves and Zones	Successfully used for a long time. Recommendation – keep this grant scheme going; compile a list of eligible projects for next years.
	Programme for Conservation of Rural Heritage Reserves, Rural Heritage Zones and Landscape Heritage Zones	Not yet used. This programme is suitable for the Saaz Hop Landscape Heritage Zone (component part 01). Recommendation – compile a list of eligible projects.
	Architectural Heritage Rescue Programme	So far, the town of Žatec has not use any grant from this programme on its territory. However, in the previous years the town used grants for the cultural heritage restoration situated outside the town.
	Emergency Programme	This programme is successfully used by the owners of buildings including those in the buffer zone. Recommendation – support and encourage the owners to use grants offered in this programme.
	Programme for the Restoration of Movable Cultural Heritage Assets	This programme is suitable for the restoration of specific interior parts in historic buildings. Recommendation - compile a list of eligible projects.
	Support of the Restoration of Cultural Heritage provided by Municipalities with Extended Powers	This programme is suitable for both component parts of nominated property. Recommendation - compile a list of eligible projects.
	Programme designed for the support of cultural activities aimed at heritage protection	This programme provides financial support to charitable projects submitted by volunteer associations and similar organisations whose activities help to protect and promote both movable and immovable heritage properties in the Czech Republic. Recommendation - encourage the owners to use this grant scheme.
	Rescue Archaeology Survey Support Programme	Not yet used. This programme can apply to specific research activities carried out on the nominated property site. Recommendation – cooperate with professional institutions and compile a list of eligible projects.
	Program for the Support of Applied R&D in the Area of National and Cultural Identity for 2016 – 2022 (NAKI II)	This program provided funding for the research project: "Documentation of Historic Buildings Used in Hop growing". Recommendation – apply the results in the follow-up educational and promotional projects. Support follow-up research activities in the future.
Ministry of Regional Development	National Programme for the Support of Tourism	Not yet used. Recommendation - prepare the application for a financial support for the development of the Tourism Strategy for the entire nominated property area.
Ministry of Agriculture	State Agricultural Intervention Fund	Not yet used. Recommendation – compile a list of eligible projects and encourage the eligible parties to use the appropriate funds.

## Financial resources: European Union

PROVIDER	NAME OF THE RESOURCE	EVALUATION/RECOMMENDATION
Managed by the Ministry of Regional Development	Integrated Regional Operational Programme (IROP)	This is an important programme aimed at restoration and enhanced attractiveness of the cultural heritage sites inscribed on the World Heritage List and on the Tentative List of the Czech Republic. Several projects on the nominated property site have been already supported from this programme, e.g. restoration of the Meder's House and Synagogue in component part 02. Recommendation – compile a list of eligible projects and encourage the owners to use this grant scheme.

## B.7 FACTORS AFFECTING THE PROPERTY

In fact, there are some external factors which in certain circumstances could endanger the nominated property of Žatec and the Landscape of Saaz Hops or contribute to its partial damage. The updated list of factors affecting the heritage sites and properties served as a basis for this analysis. The selection of the risk factors analysed in the table below were then selected with consideration given to the experience acquired in the process of national monitoring of the World Heritage sites in the Czech Republic as well as the experience with the second cycle and the preparation for the third cycle of the Periodic Reporting.

The hop growing landscape is a continuous and productive landscape where both component parts represent living rural and urban organisms. The local municipalities and other institutions involved in the nomination process are aware of various risks arising from the different ownership structures and the lack of funds needed to restore a high number of buildings on the site of the nominated property. The prevention of losses is discussed at the Steering Group meetings and the conclusions from these discussions are regularly incorporated into the specific measures of this Management Plan.

FACTORS AFFECTING THE PROPERTY	SECONDARY FACTORS / POTENTIAL RISK FACTORS	COMPONENT PART 01	COMPONENT PART 02
Buildings and Development		The area of both component parts is protected by national acts for the cultural heritage, land-use planning, protection of environment and protection of hops. For detailed information <i>see Chapter 4.b, 5.c a 5.d</i> of the Nomination Dossier.	
	Use of hop related buildings	The hop drying kilns are no longer used primarily for hop drying and storing but they often serve as warehouses; their condition is relatively good. Some of these buildings are still owned by the Hop Research Institute. For more information <i>see Chapter 4.b (i)</i> of the Nomination Dossier and measures proposed in <i>Chapter D.2</i> of this document.	The most significant risk is posed by an inappropriate future use of currently empty buildings at Prague Suburb, where the valuable hop structures are concentrated. However, the area is protected as an Urban Heritage Zone, and many buildings are designated heritage properties. All future modifications of these buildings are reviewed in compliance with the heritage protection legal requirements and the relevant land-use plans.  For more information <i>see Chapter 4.b (i)</i> of the Nomination Dossier and measures proposed in <i>Chapter D.2</i> of this document.
Transport infrastructure		No adverse impact. The transport infrastructure is adequate in both component parts, for more details <i>see Chapter B.5.2</i> of this document.	
Utilities and service infrastructure		No adverse impact. The key linear infrastructure is subject to land-use planning procedures.	
Pollution		No adverse impact, <i>see Chapter 4.b (ii)</i> of the Nomination Dossier.	

FACTORS AFFECTING THE PROPERTY	SECONDARY FACTORS/ POTENTIAL RISK FACTORS	COMPONENT PART 01	COMPONENT PART 02
Biological resource use/ modification	Land conversion	The hop fields located in the nominated property and its buffer zone are protected under Act no. 97/1996 Sb. on Protection of Hops.	No adverse impact.
Physical resource extraction		No adverse impact.	
Local conditions affecting the physical fabric	Wind	Potential risk for hop fields. The measures are described in <i>Chapter 4.b (iii)</i> of the Nomination Dossier.	Potential risk for buildings on the property site.
	Water (Rain/Water table)	Potential risk for hop fields. The measures are described in <i>Chapter 4.b (iii)</i> of the Nomination Dossier.	No adverse impact.
	Pests	Potential risk for hop fields. The measures are described in <i>Chapter 4.b (iii)</i> of the Nomination Dossier.	Potential risk for buildings on the property site.
Social/cultural use of heritage		All planned activities are in line with the recommendations for Sustainable Tourism and they support the hop traditions associated with the nominated property. For more information see <i>Chapter 4.b (iv)</i> of the Nomination Dossier and measures proposed in <i>Chapter D.2</i> of this document.	
Other human activities		No adverse impact.	
Climate change and severe weather events	Storms	Potential risk for hop fields.	Potential risk for buildings on the property site
	Flooding	Potential risk for hop fields. The measures are described in <i>Chapter 4.b (iii)</i> of the Nomination Dossier.	From the reason of elevated position of the component part, no adverse impact.
	Risk of fire	The measures are described in <i>Chapter 4.b (iii)</i> of the Nomination Dossier.	The measures are described in <i>Chapter 4.b (iii)</i> of the Nomination Dossier.
	Drought	Potential risk for hop fields. The measures are described in <i>Chapter 4.b (iii)</i> of the Nomination Dossier.	No adverse impact.
Management and institutional factors	Management System/ Management Plan	The management system which was put in place is shared by both component parts. See <i>Chapters B.4.3.1 and B.4.3.2</i> .	
	Legal framework	Adequate, see <i>Chapter B.4</i>	
	Governance	Adequate, see <i>Chapter B.4.3.3 – B.4.3.6</i>	
	Financial resources	Adequate, see <i>Chapter B.6</i>	
	Human resources	Adequate, see <i>Chapter B.4.3.1 a B.4.3.2</i>	





**C.** SWOT ANALYSIS CONCERNING  
THE NEEDS OF THE OUV CONSERVATION

# C SWOT ANALYSIS CONCERNING THE NEEDS OF THE OUV CONSERVATION

The following tables describe the strengths and weaknesses, as well as the opportunities and threats, concerning the protection and development of the property's values.

The SWOT analysis was performed in the period 2013-2017 and updated in 2018-2020.

It was repeatedly discussed at the Steering Group meetings, where the elements to be assigned and monitored were specified. With regard to the diverse nature of the property and its size, at the end of the process, the observed elements were divided into three thematic groups as follows:

- 1. SWOT Analysis related to the historical and cultural heritage of Žatec and the Landscape of Saaz Hops**
- 2. SWOT Analysis related to tourism development**
- 3. SWOT Analysis related to local socio-economic conditions**

Other partners were gradually invited to the Steering Group meetings so that the proposal section of the Management Plan was based on the specific situation of the nominated property.

However, many tasks concerning the new infrastructure of the property will need to be solved from scratch in the oncoming period.

The basic priority was to preserve the property and use the preserved values, and build facilities, for visitors to the property.

This applies in particular to component part 01. Here it is necessary to design and build almost all the necessary municipal and tourist infrastructure, restore public spaces and deal with the overall restoration of the local landmark, Stekník Chateau, and its adjacent gardens. The renewal of component part 01 will be gradual, and it is a great opportunity to carry out its overall revitalisation.

There is a possibility of gaining initial inspiration from the architectural-urbanistic study of component part 01 (architect-designer K. Bohuslavová, of the Faculty of Architecture of the Czech Technical University in Prague, from the studio of the architect-designer T. Efler), to try to find a common consensus of all participants on the proposed solution, and agreement on a coordinated procedure for realising a common vision. This could be possible even in the area of the property, where not all buildings are in municipal or state ownership.

The infrastructure in component part 02 is relatively developed. Still, in connection with the nomination of the property, it is necessary to revitalise some public areas and add services for visitors to the property. It will be important to focus on the appropriate use and restoration of hop-related buildings so as not to damage their original authenticity.

In recent years, pilot hop projects on Prokopa Velkého Square have revitalised the area, where the Regional Information Centre of the Temple of Hops and Beer and the Hop Museum Žatec have been created from hop warehouses. In the future, the town of Žatec has committed itself to purchasing the other three most important hop growing buildings in Žatec and create new visitor centres, and spaces for the promotion of the preserved hop growing heritage.

# C.1 SWOT – ANALYSIS RELATED TO THE HISTORICAL AND CULTURAL HERITAGE OF ŽATEC AND THE LANDSCAPE OF SAAZ HOPS

## C.1.A STRENGTHS

1 - The nominated property is a mutually thematically complementary pair of landscape components testifying to the traditions and methods of growing hops in the open countryside and their processing in the environment of a town with a preserved medieval structure.

2 - The nominated property is an excellent example of an agricultural monoculture landscape associated with the cultivation and processing of hops. It contains all the components of such a landscape – a quantity of hop fields, villages with farmsteads and barns for drying and storage of hops, a rural chateau, the Research Farm of hop growers with the possibility of viewing the hop agricultural machinery.

3 - The nominated property is an important example of the traditional use of agricultural landscape focused on specific, singular, crop production, which requires specific climatic, growing and processing conditions in which this process takes place every year.

4 - The cultivation of hops in the nominated area is based on the knowledge and experience of growers passed down from generation to generation. This empiricism has been developed into precision hop breeding and subsequently into a separate, on-site scientific field, whose experts take care of this heritage daily, and provide a basis for professional activities.

5 - The authenticity of the buildings in the rural landscape component is high. It provides credible information, both on the farmsteads, a rural chateau and a large Baroque granary, transformed in recent history into a hop warehouse.

6 - The continuous trading and cultivation of Saaz hops gradually changed the town of Žatec into a world-renowned hop centre, which is evidenced by the number of typologically interesting buildings found nowhere else.

7 - The town of Žatec is a unique example of a European town with a medieval foundation, which combines the image of the historical core of burgher houses and a large hop growing centre, with hop growing buildings, and structures with presentational and educational content, allowing us to understand all the contexts of hop growing in one place.

8 - The nominated property provides opportunities to get acquainted with the still-living, continuous cultural tradition of hop growing, processing and certification of their exceptional quality.

9 - The nominated property is historically, and currently, world-famous for hop research. Through these research activities international exchange of technical and technological experience related to the cultivation and processing of hops takes place.

10 - The property is testimony to the rich and interconnected history of the local Czech, German and Jewish community: a traditionally multicultural society, with clear links to the development of hop cultivation and processing. It continues to develop these features through presentation activities.

11 - The authenticity of both components is stabilised through heritage protection and the conditions anchored in the valid spatial planning documentation of the municipalities (including the stability of the position of hop fields, watercourses, settlements and their extent, including the ground structure and road network).

12 - Entities in the nominated property have repeatedly demonstrated their ability to use European, national and regional subsidy titles, and the continuity of financial support is strengthened by the existence of the local Žatec Town Fund for the regeneration of cultural heritage assets. (This fact is evidenced by a large number of restored cultural heritage assets in recent years and the award of the town by the Ministry of Culture of the Czech Republic for exemplary implementation of the Regeneration Programme).

## C.1.B WEAKNESSES

1 - Significant weaknesses are those factors that affect some buildings, non-use, subsequent decay, insufficient maintenance and their possible conversion for new purposes. Although an overview of such objects is prepared, a comprehensive assessment of the possible impacts of any future functional transformation on the values they represent has not, as yet been carried out in any more detail, and guidelines have been developed to guide this process. The completion of the overall architectural and urban concept of component part O1 is missing.

**Measures:** D.2.11-E,F,J,L D.2.3.1-C D.2.2.4-A D.2.2.5-A

2 - Both components include a large number of valuable historical buildings, but minimal funds are available for their restoration; therefore, not all have undergone the necessary complete recovery; this also applies to the building complex and gardens of the Steknik Chateau.

**Measures:** D.2.11-C,D,F D.2.2.5-A/J D.2.2.6-A/K D.2.2.7-A/H

3 - The regeneration of parts of the landscape has not yet been supported through the overall project and is proceeding slowly.

**Measures:** D.2.2.10-A D.2.2.11 - A/C

4 - Under local conditions, there has been little experience with the greater publicity and presentation of existing values needed.

**Measures:** D.2.11.-J,I

5 - In both components, the revitalisation of public spaces, greenery and parks has not been completed. It is gradually taking place based on conceptual preparations, especially in the town of Žatec.

**Measures:** D.2.1.4-A D.2.1.7-A/B D.2.2.8-A/J D.2.2.9-A/C D.2.2.10-B/D

6 - The transport connection of both components has not yet been resolved in terms of the expected development of the property.

**Measures:** D.2.6.1-A D.2.6.2 A/D D.2.6.3-A D.2.6.4-A D.2.6.5-A D.2.6.6.-A

7 - Some of the land needed to complete the infrastructure in component part O1 is not municipal or state owned.

**Measures:** D.2.4.1-A D.2.4.2-A/B D.2.4.3-A

8 - The transport concept linked to the future Strategy of Tourism in the property has not been completed yet.

**Measures:** D.2.6.4-A D.2.5.5-A/B D.2.6.5-A D.2.6.6-A

9 - Historically, there is still a low awareness of some of the citizens in the property about the importance of the local cultural heritage; local patriotism has not yet been sufficiently restored and developed. This is a generational consequence of the change in the demographic structure in the second half of the 20<sup>th</sup> century.

**Measures:** D.2.11-I/J

10 - The regulation of advertising and technical equipment in the territory of component part O2 is insufficient in practice.

**Measures:** D.1.1-J

## C.1.C OPPORTUNITIES

1 - Maintenance and completion of the successful restoration and development of heritage values of the property, local hop growing and landscape, culminating in the successful registration of the property on the World Heritage List.

Measures: D.2.2.1-A D.2.1.1-L D.2.1.2-A/B D.2.1.3-A D.2.1.5-A/B D.2.2.5-B/J D.2.2.6-A/K D.2.2.7-A/H

2 - Increase in the possibilities of drawing European, national and local financial subsidy sources due to the property's international importance.

Measures: D.2.3.1-C D.2.1.5-A

3 - Involving civic initiatives, entrepreneurs, investors and partners in caring for the property and increasing the motivation, awareness and patriotism of the local community.

Measures: D.2.1.1-I,L

4 - Raising awareness at the international and national level about the potential and values of the property - publicity with greater support from central authorities and state agencies.

Measures: D.2.1.1-I

5 Creation of a visitor centre of component part O1 and presentation of the values of the property, in the form of a new permanent exhibition in the former Baroque Granary next to the Steknik Chateau.

Measures: D.2.1.1-D D.2.5-A

6 - New use of the former Dreher Brewery in Žatec in the buffer zone for publicising hop heritage in the form of experiential forms of exhibitions.

Measures: D.2.1.11-C

7 - Involvement of the Žatec Brewery in component part O1, and its owner (the multinational company Carlsberg), in the implementation of the Management Plan measure and the development of a tourist product promoting the history and present use of Saaz hops.

Measures: D.2.2.1-H

8 - Sustainability of component part O1. Increasing production and general interest in Saaz hops.

Measures: D.2.5.2-A/I D.2.5.6-A

9 - Restoration of missing or damaged landscape elements on the territory of the nominated property.

Measures: D.2.2.10-A D.2.1.9-A

10 - Continuation of systematic archiving and collection of information materials and documents capturing the development and transformation of the nominated property at the local and national level.

Measures: D.2.1.2-B D-2.1.6-A/C D.2.1.10-A

11 - Possibilities of the town, municipalities, and possibly the state, in obtaining the ownership of the, at present, unused hop growing buildings and land to ensure exemplary care of the property.

Measures: D.2.3.1-C D.2.4.1-A

12 - Development and presentation of research activities in various areas related to the tradition of hop growing - historical contexts of German and Jewish trade and culture, research of technical monuments and archaeology.

Measures: D.2.1.6-A/C D.2.1.9-A

### C.1.D THREATS

1 - Potential change in climatic conditions

Measures: Use nationally prepared programmes of the Ministry of the Environment for the elimination of threats or adaptation to climate change.

2 - Limiting the possibilities of drawing funds from European and national sources when changing general priorities.

Measures: D.2.3.1-C

3 - Changes in political representation at the local level and changes in priorities in regards to the restoration of historical heritage.

Measures: D.2.1.1-I,L

4 - The passivity of some owners of hop-related structures.

Measures: D.2.2.1-G D.2.1.1-L

5 - Insufficient maintenance, inappropriate use and unauthorised restoration of structures and a reduction in their authenticity. Possibility of damage to the property by vandalism or heavy traffic.

Measures: D.2.1.2-A/B D.2.2.5-B D.2.4.2-A D.2.1.9-A D.2.1.1-I D.2.3.1-A,B,D

6- Limitation of long distance views of the dominants of both component parts.

Measures: D.2.5-A

## C.2 SWOT – ANALYSIS RELATED TO THE TOURISM DEVELOPMENT

### C.2.A STRENGTHS

1 - An extraordinary interest in the topic of growing and processing hops for the domestic and foreign public.

2 - The largest museum in the world focused on the presentation of hop cultivation and processing with extensive exhibitions and established services for visitors.

3 - Concentrated nature of both components of the property with their geographical proximity allowing their interconnection and access to the public by various modes of transport using the attractions of the local landscape and the potential of the river Ohře.

4 - Architecturally interesting structure of the village Steknik, including the chateau which is open to the public and a number of tourist destinations in the vicinity of the property, to create a variety of cultural tourism opportunities.

5 - Good transport accessibility of the property, including public transport.

6- Saaz hops, a trademark of regional origin for a world-famous commodity.

7 - A tradition of international conferences within the property with the participation of foreign professionals.

8 - Historically and typologically rich composition of preserved cultural heritage in both components of the nominated property.

9 - A long tradition of hop-related festivities with the involvement of the general public promoting hop growing culture in different many aspects.

10 - The general popularity of beer as a beneficial drink and knowledge of hop growing in the public of the Czech Republic, strengthened by the generational experience of seasonal work with the participation of secondary school and university students.

11 - Functional modern visitor Regional Tourist Centre - the Temple of Hops and Beer, in component part O2 with related tourist products.

12 - Systematic addition of other interesting tourist exhibitions connected with the history of the Saaz region and especially the theme of hops (the Town Hall, the Renaissance Malthouse, the Meder's House, the Museum of Brewing in the Saaz region, Synagogue).

## C.2.B WEAKNESSES

1 - Partial shortcomings in the tourism infrastructure (quality, the capacity of services, transport, route markings, lack of people with detailed expertise for providing guidance, only slowly developing foreign language services).

Measures: D.2.2-A D.2.18.-A

2 - Absence of a comprehensive tourism development strategy at the regional level, which would reflect the values of the property.

Measures: D.2.18-A D.2.5.1-A

3 - Deficit in the development of the Tourism Strategy of the nominated property at the local level.

Measures: D.2.18-A D.2.5.1-A

4 - Absence of sufficient tourist infrastructure in component part O1 and its surroundings.

Measures: D.2.2.2-A

5 - Unfinished transport and tourist interconnection of the components.

Measures: D.2.5.5-A

6 - Partially unfinished tourist infrastructure in component part O2 and its surroundings.

Measures: D.2.2.2-A D.2.6.3-A

7 - Insufficient forms of publicity of the values of the territory concerned, especially at the national and European level in the form of mass media.

Measures: D.2.5.2-C/I D.2.5.6-A

8 - Deficit of active creation in the attractive presentation of the property as a whole for various target groups.

Measures: D.2.5.2-C/I

9 - Insufficient communication of the town management with important owners of hop constructions about their use in the field of tourism (Carlsberg).

Measures: D.2.2.1-H

10 - Insufficient range of hop products, gastronomic specialties and souvenirs.

Measures: D.2.18-B D.2.1.1-K

11 - Missing tourist information centre and facilities in component part O1 beyond the entrance area of the chateau.

Measures: D.2.6.3-A

12 - Temporarily low financial motivation of entrepreneurs at the local and national level to invest in tourism.

Measures: D.2.18-B

13 - Insufficient coordination and cooperation between tourism entities, entrepreneurs, owners and residents at the local and regional level.

Measures: D.2.6.3-A/B

14 - An insufficient number of parking spaces for visitors; garage parking spaces for residents and employees in both components of the property.

Measures: D.2.6.3-A/B

15 - Incomplete transport and pedestrian infrastructure and unfinished repairs of the roads for persons with a handicap.

Measures: D.2.2.8-A/J D.2.2.i-A/C D.2.6.2-A/D D.2.6.4-A D.2.6.5 D.2.6.6-A

16 - Disconnection of tourist destinations by marked routes outside the road network.

Measures: D.2.6.2-A/D

## C.2.C OPPORTUNITIES

1 - Use of current texts and illustrations of the Nomination Dossier for the preparation of professionally high-quality and variously detailed materials, audiovisual and other media resources intended for local and foreign visitors - in Czech and English, with the possibility of other language versions.

**Measures:** D.2.5.6-A D.2.5.4-A/G

2 - Creation of informationally and aesthetically high-quality information and navigation systems on the main access roads and within the property and its adjacent surroundings in both component parts.

**Measures:** D.2.1.4-A/B

3 - Strengthening the accompanying tourism infrastructure in both component parts, where spatial plans allow.

**Measures:** D.2.11-K D.2.4.1-A

4 - Preparation of a strategic and marketing concept to ensure the attendance of the property with regard to the use of strengths - better use of existing destination management tools, follow-up to the campaigns of the Ústecký Region, etc.

**Measures:** D.2.5.1-A

5 - Development of the Žatec-město chmele (Žatec - the town of Hops) brand with the use of the media-famous logo of the Temple of Hops and Beer.

**Measures:** D.2.5.6-A

6 - Further development of congress tourism - with the theme of hops, beer and other professional activities related to specific agricultural and processing topics.

**Measures:** D.2.2.7-C D.2.2.6-K,G

7 - Applying a unified visual identity, eliminating tacky or aggressive advertising in the property environment in both component parts.

**Measures:** D.2.1.4-A/B

8 - Creating thematic range of offers for travel agencies and merging offers with other operators of tourist attractions at the local and regional level.

**Measures:** D.2.1.1-K D.2.5.6-A

9 - Addition of parking capacity and parking spaces within walking distance of both component parts of the property.

**Measures:** D.2.6.3-A/B

10 - Improving the qualifications, knowledge and communication skills of staff and introducing the control of quality standards for visitors.

**Measures:** D.2.1.1 - K

11 - The possibility of the emergence of various forms of agrotourism with emphasis on regional specifics.

**Measures:** D.2.1.1-K

12 - Increasing the motivation of operators of accommodation and catering services and the targeted strengthening of the level of information provided on the hop-related heritage.

**Measures:** D.2.1.1-K D.2.1.8-B

13 - Motivation for increasing the quality of current information and accompanying services.

**Measures:** D.2.1.1 - K

14 - Increasing the publicity of the property by supporting, preserving and promoting the filmmaking tradition, creating educational films with the theme of hop-related heritage for various target groups.

**Measures:** D.2.5.6-A D.2.5.2-A/I D.2.5.3-A

15 - The possibility of using the potential of local breweries as local centres of tourism with the associated range of services referring to the link to hop growing.

**Measures:** D.2.2.1-H

16 - Utilisation of the promotional possibilities of world-famous breweries using Saaz hops to brew their beer with the publicity of Saaz hops increasing the number of visitors to the property.

**Measures:** D.2.2.1-H

17 - Construction and renewal of marked tourist and cycling routes connecting both component parts and the tourist destinations in their vicinity.

**Measures:** D.2.6.2-B/D

18 - Support for the range of hop and beer products in a traditional and non-traditional form (e.g. cosmetics, herbal medicine, spas, etc.) in both components.

**Measures:** D.2.1.1-K D.2.1.8-B

### C.2.D THREATS

1 - Insufficient publicity of the property.

Measures: Necessary crisis solution by Site Manager and Steering Group

D.2.5.6-A D.2.5.2-A/I D.2.5.3-A

2 - Failure to complete the tourist infrastructure and transport links.

Measures: D.2.6.3-A

3 - Possible lack of funds for the restoration of the Steknik Chateau.

Measures: D.2.1.1-D

4 - The decrease in support and lack of funds and postponement of the implementation of the visitor centre in component part O1 and the operation of the Hop Museum Žatec in component part O2.

Measures: D.2.1.1-G

5 - Lack of funds for planned investments in component part O1 - for the revitalisation of the village square in Trnovany and Steknik and the connection of the Trnovany village square with the railway station.

Measures: D.2.1.1. – C and cooperation with the participants of the signed Memorandum

6 - Failure to complete plans for a unified visual style of public interior.

Measures: D.2.1.4-A/B

## C.3. SWOT – ANALYSIS RELATED TO THE LOCAL SOCIO-ECONOMIC CONDITIONS

### C.3.A STRENGTHS

1 - The relatively high population of component part O2 potentially able to ensure the presentation of the property and its use.

2 - The long-term activity of local associations and civic associations concerning the value of the territory and the nomination process, and the related broad public awareness of the value of the property.

3 - Low unemployment (in regional comparison) and thus a positive atmosphere in the town.

4 - Possibility to use local secondary schools and hobby activities of pupils and students as potential expertise in local hop growing and tourism.

5 - Hop Research Institute as a potential partner for other professional activities for various target groups.

6 - The possibility of involving local people in agricultural and related work in the cultivation and harvesting of hops.

### C.3.B WEAKNESSES

1 - Complementing the range of leisure institutions and the facilities for their provision.

Measures: D.2.2.5-E

2 - The low number of permanent residents in component part O1 (villages Steknik and Trnovany).

Measures: D.2.2.1-A

3 - At present insufficient overall awareness of the younger generation about the history of hops in the region and experience in hop growing; lack of interest in working in agriculture and the hop growing sector (in general in the Czech Republic).

Measures: D.2.5.2-A/B

### C.3.C OPPORTUNITIES

1 - Use of current texts and illustrations of the Nomination Dossier for the preparation of accessible information and professional lectures for the general public.

Measures: D.2.5.3-A D.2.5.4-A/C D.2.5.6-A

2 - To support optimal living conditions in the property (e.g. by supporting projects setting up start-up flats and flats for the elderly in unused buildings).

Measures: D.2.2.1-A D.2.6.3-B

3 - Cooperation of the Steering Group and its working group for the education of participants from local schools of various levels.

Measures: D.2.1.5-A

4 - Further strengthening of volunteering at hop-related promotional events.

Measures: D.2.5.3. - A

5 - Conceptual targeting of support for contributory organisations, established from the town budget, for education and civic pride.

Measures: D.2.1.1-I

6 - Deepening knowledge of hop growing structures in rural areas through research and development as a basis for further permanent thematic exhibitions.

Measures: D.2.1.2-B

7 - Support for the activities of non-governmental, non-profit organisations in areas related to hop growing topics.

Measures: D.2.5.3. - A

8 - Support for the activities of municipal organisations aimed at capturing the memories of 'witnesses of villages' and towns' histories, including foreign natives, to complement the image of previous historical eras with authentic information.

Measures: D.2.5.3. - A

9 - To support publishing and lecture activities in the field of hop traditions for various groups of the public - professional and lay people.

Measures: D.2.1.1-I

10 - To support the optimal conditions for housing and amenities in the property area and the buffer zone with the aim of sustainability of the property for living (e.g. by supporting projects setting up start-up flats and flats for the elderly in unused buildings)

Measures: D.2.2.1-A D.2.1.5-A

11 - Strengthening and modernising all types of transport with neighbouring agglomerations to keep the young generation in and around the area of the property.

Measures: D.2.6.4-A D.2.6.5-A

12 - Consideration of the possibility of locating a branch of the University of Agriculture in Žatec.

Measures: D.2.5.2-A/B

13 - Support for other types of secondary and higher education in Žatec (technical and agricultural), including support for summer schools or thematic workshops.

Measures: D.2.5.2-A/B

### C.3.D THREATS

1 - Loss of enthusiasm, and social and financial support, towards the topic of nomination in the event of the repeated postponement of the project.

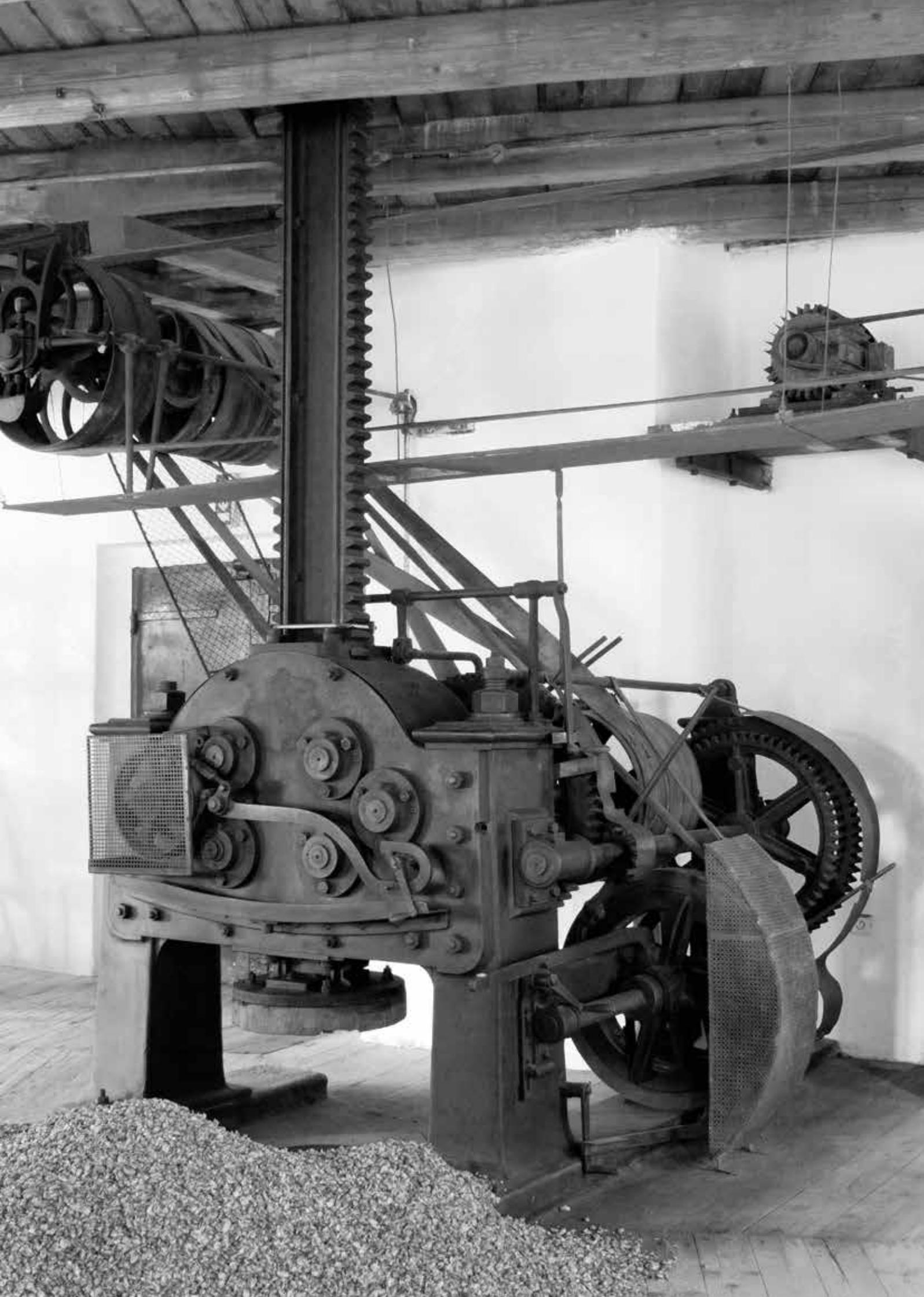
Measures: unsolvable

2 - The general trend of population ageing and its negative impact on purchasing power and interest in housing.

Measures: D.2.2.1-A

3 - The departure of the young generation to larger agglomerations and the lack of professional staff for the presentation of the property.

Measures: D.2.1.3-B Strategic Plan of the town of Žatec (2021)







**D.** PROPOSAL SECTION  
OF THE MANAGEMENT PLAN

# D PROPOSAL SECTION OF THE MANAGEMENT PLAN

## D.1 BASIS OF THE SOLUTIONS

The proposal part of the Management Plan for the property "**Žatec and the Landscape of Saaz Hops**" follows the analysis of the situation in the analytical part and the definition of exceptional world value. The formulation of visions and partial Measures follows on from the long-established goals of improving the care of all the values of the property and on analytical theses that have arisen since the topic of hop-related heritage was entered on the Tentative List.

The purpose of the document is to create an interconnected basis of the necessary Measures, which are always assessed with the Outstanding Universal Value of the preserved heritage in both component parts of the nominated property.

The vision follows the huge project of **The Temple of Hops and Beer**, which recently included several important architectural monuments within the property and also bore the term "hops" in the title. The Temple of Hops and Beer is the result of a project of local civic initiatives supported by the town of Žatec and financed from the Regional Operational Programme of the European Union. With its concept and the uniqueness of the topic, it has become unmistakably linked with Žatec. Besides this, it demonstrated the organisational skills available at the Town level. Individual results were made available in the years 2010-2013. As a whole, it became the first major visitor attraction of transnational significance, popularising Saaz hops and the ways of processing them to the lay public in an entertaining way. It is the "playfully educational" concept of the whole project that corresponds to the modern age. It enables the education of various target groups, including family visits, with various lengths and depths of cognitive activities.



## **VISIONS**

### **Vision: The concept of a living locality with a specific atmosphere**

The property is a good example of sustainable development based on the professionally based rehabilitation of the landscape and building heritage in a "living environment". The property is a good example of the management of cultural heritage, which contains specific structures and landscape components, with a professionally justified balance between the preservation of the property and the preservation of authenticity, and continued development under the influence of socio-economic and cultural factors. The property is an environment where one can live, work, trade, be educated, a place that cares for visitors, and at the same time refers to the importance of its historical and cultural heritage. This means that the property is constantly used for the functions associated with the cultivation and processing of hops, for the professional quality presentation of its interesting heritage, under the conditions of heritage conservation, with strong social support at the local, regional and national level.

### **Vision: Preservation of property values**

The Outstanding Universal Value of the property in both component parts is secured to the maximum extent against all risk factors. Its values are clearly explained to various user groups in society.

### **Vision: Management**

The property has secure, functional management beyond the current standards of local government and state administration, regular and informative monitoring, and there are basic financial tools to ensure the maintenance of the property. In addition to the permanent positions of Site Manager and Steering Group, the cooperation of both local governments, and cooperation with local governments in the buffer zone, has been strengthened. There is effective cooperation with relevant representatives of the region and the ministries concerned at the central level.

### **Vision: Tourism**

The property is an **attractive** place for tourists to visit over several days. The income from tourism can be an essential source of finance for the regeneration of the property. Žatec and the rural component are sought after as traditional places of hop growing. Therefore not only traditional activities for the general public are organised here but also thematic conferences and congresses with international participation.

## **MANAGEMENT PLAN OBJECTIVES**

The goals of the Management Plan are an expression of the effort to fulfil and develop the values that constantly determine the property's uniqueness.

### **Specific goals of the Management Plan according to the analytical part:**

1. Analyse the data, the state of preservation of the property, professional information, external aspects and risks.
2. To formulate a vision of preserving and strengthening the Outstanding Universal Value.
3. Design specific Measures and Plans for the implementation of this vision.
4. Initiate the creation of the concept of a living property with a specific hop atmosphere.
5. Design a fixed mode for the operation of the Site Manager and Steering Group.
6. Process the document as succinctly as possible in the interest of practical use.

## D.2 PROPOSAL MEASURES TO STABILIZATION AND DEVELOPMENT OF THE PROPERTY

### D.2.1 PROTECTION AND MANAGEMENT OF THE PROPERTY

The property as a whole conveys evidence of an authentic hop growing landscape, of a medieval town that still functions as the world's hop growing centre, and of the modern large-scale production and processing of hops exported throughout Europe. The purpose of the operational Measures Management Plan is to find organisational tools and measures that will prevent the incorrect handling or even destruction of the values of the property in its preserved state, so that it can be conserved and presented to future generations. At the same time, they put in place the most necessary Measures so that the limited resources are preferentially directed to the protection, preservation and presentation of the main values of the property, which include the preserved landscape interwoven with hop fields.

For this purpose, the communication of the municipal management with the owners and other participants who are related to the buildings within the property and the buffer zone, and are preparing their own investment plans, must continue.

One of the highest forms of protection of the property, which was agreed upon by the Steering Group in the process of preparing the nomination, is the currently defined buffer zone, which has expanded the scope of the protected area. Furthermore, other plans are proposed at the Town level, which will protect the internal visual integrity of the historical environment, such as the local decree on the placement of advertisements.

Another intention, which can contribute to increasing the importance of the property, is a passport for hop constructions (including clear identification of the building) in the wider area of Žatec – the mapping and documentation of rural hop-related constructions. These are most often hop drying kilns.

The aim is to maintain, protect and restore the landscape, including a large number of still productive hop fields.

#### D.2.1.1 STRENGTHENING THE ROLE OF THE STEERING GROUP AND COOPERATION WITH OWNERS AND PARTICIPANTS

##### D.2.1.1. – A

SWOT C.1.C/1

PROTECTION OF PROPERTY IN THE FIELD OF ADMINISTRATION - COOPERATION WITH OWNERS		COMPONENT PARTS 01 A 02
<b>Addition of the main participants to the Steering Group and working groups of the component part 01</b>		
<p>In connection with the change in the scope of the nominated property, the key task is to supplement the Steering Group with other partners and participants of the component part 01.</p> <p>The coordinated action of the participants within the Steering Group and their mutual agreement will enable the continuous development of the component part. It will lead to the creation of a range of tourist offers and visitor facilities.</p>		
<p><i>Performed / Guaranteed:</i></p> <p>Site Manager, World Heritage Coordinator, Steering Group</p>		<p>Short Term Measures</p> <p><b>2020-2021</b></p>

PROTECTION OF PROPERTY IN THE FIELD OF ADMINISTRATION - COOPERATION WITH OWNERS		COMPONENT PARTS 01 A 02
<b>Ongoing meetings with representatives of the Hop Research Institute Co., Ltd., Žatec, the Municipality of Zálužice and the National Heritage Institute</b>		
<p>The Hop Research Institute Co., Ltd. in Žatec is the dominant owner of real estate in the cadastre of the municipality of Stekník. Without its interest, cooperation and consent to all of the intentions, it is not possible to carry out the planned revitalisation of the village and its surroundings, create a visitor centre or change the use of key local hop buildings to expand the tourist infrastructure. The Municipality of Zálužice is an inseparable participant of component part 01 and the bearer of key tasks in the field of territorial and project preparation.</p> <p>The Czech Republic is the owner of the Stekník Chateau, the National Heritage Institute is the intermediary for its management.</p>		
<i>Performed / Guaranteed:</i> Site Manager, World Heritage Coordinator, the Municipality of Zálužice, the Czech Republic / the National Heritage Institute		Continuous Measures <b>2021 – 2030</b>

PROTECTION OF PROPERTY IN THE FIELD OF ADMINISTRATION - COOPERATION WITH OWNERS		COMPONENT PARTS 01 A 02
<b>Creating a joint business entity of participants and gaining a strong investment partner</b>		
<p>Commencement of negotiations of key participants on the possibility of creating a business entity in the field of tourism and congress tourism (hotel services, non-traditional accommodation, hop gastronomy, beer production, tourist attractions, adventure exhibitions, tourist transport, spas and use of a local healing spring and the healing effects of hops).</p> <p>Commencement of the process of finding a strong investment partner to do business in this segment of tourism and considering the possibility of connecting the company under consideration with the conversion of the former Dreher's Export Brewery, the Temple of Hops and Beer in Žatec and the Žatec Brewery.</p>		
Coordination for meetings of the participants concerned: Site Manager, World Heritage Coordinator		Medium Term Measures <b>2021-2024</b>

PROTECTION OF PROPERTY IN THE FIELD OF ADMINISTRATION - COOPERATION WITH OWNERS		COMPONENT PART 01
<b>Negotiations with the National Heritage Institute on the completion of the restoration of Stekník Chateau, the restoration of adjacent gardens and the creation of visitor facilities</b>		
<p>Negotiations between the Steering Group and the owner of the chateau on the completion of the renovation of the chateau complex in the village of Stekník and on the creation of common facilities for visitors.</p> <p>The National Heritage Institute, together with the Hop Institute and the Municipality of Zálužice, are key actors in the successful revitalisation of the nominated component.</p> <p>The creation of a visitor centre based on preparatory documentation and architectural studies in cooperation with other actors who are the owners of crucial land and real estate.</p>		
<i>Performed / Guaranteed:</i> Site Manager, World Heritage Coordinator The Czech Republic / the National Heritage Institute		Short Term Measures <b>2021-2022</b>
<i>Cooperation:</i> The Hop Research Institute Co., Ltd., Žatec, the Municipality of Zálužice		

PROTECTION OF PROPERTY IN THE FIELD OF ADMINISTRATION - COOPERATION WITH OWNERS		COMPONENT PART 01
<b>Elaboration of a binding architectural-urbanistic study of component part 01</b>		
<p>In preparation for the revitalisation of component part 01, it will be necessary to seek agreement on the future sustainability and development of component part 01.</p> <p>It will be necessary to develop a quality architectural design for the sustainable development of the component and seek the use of existing buildings.</p> <p>The proposal must be in line with the requirements and intentions of all participants and will be created in their mutual coordination. The starting material for the introductory meetings will be the Diploma Project of Bc. K. Bohuslavová from the studio of architect-designer Tomáš Efler of the Faculty of Architecture of the Czech Technical University in Prague (2019).</p> <p>The study discussed and accepted by all participants will be the basis for the change of the Land-Use Plan of the Municipality of Zálužice and further management of the affected real estate.</p> <p>The study will deal with the organisation of the territory, the interconnection of both component parts and the villages of Trnovany and Steknik.</p>		
<p><i>Coordination:</i> Site Manager, World Heritage Coordinator</p> <p><i>Cooperation:</i> the Hop Growers Union of the Czech Republic the Hop Research Institute Co., Ltd., Žatec the Municipality of Zálužice</p>	<p>Short Term Measures <b>2021-2022</b></p>	

PROTECTION OF PROPERTY IN THE FIELD OF ADMINISTRATION - COOPERATION WITH OWNERS		COMPONENT PART 01
<b>Renovation of privately owned buildings - negotiations with owners and their support</b>		
<p>Many houses in the area of component part 01 (Trnovany, Steknik) are partially damaged or unmaintained.</p> <p>These are buildings on the square in the villages of Trnovany and Steknik and the immediate vicinity of the Steknik Chateau.</p> <p>It will be necessary to negotiate individually with their owners about the possibilities of renewal, future use, and it will also be necessary to look for ways to support the owners financially.</p>		
<p><i>Performed / Guaranteed:</i> Site Manager, World Heritage Coordinator</p> <p><i>Cooperation:</i> The town of Žatec, the Municipality of Zálužice, the Hop Research Institute Co., Ltd., Žatec</p>	<p>Continuous Measures <b>2021-2030</b></p>	

PROTECTION OF PROPERTY IN THE FIELD OF ADMINISTRATION - COOPERATION WITH OWNERS		COMPONENT PART 02
<b>Maintenance and expansion of the operation of the Hop Museum in Žatec</b>		
<p>The current owner and operator of the museum, CHMELAŘSTVÍ, cooperative Žatec potentially announce the lack of funds for its further operation.</p> <p>It is possible to negotiate with the Ministry of Culture of the Czech Republic or with the Ministry of Agriculture on financial support or the takeover of operation by one of their institutions.</p> <p>It will be appropriate to expand the operation of the Hop Museum Žatec into one of the hop warehouses in the area of Prokopa Velkého Square (purchase by the town of Žatec), which will present the storage, packaging and processing of hops in the original authentic form of a hop-related building.</p>		
<p><i>Coordination of the procedure:</i> Site Manager, World Heritage Coordinator, the town of Žatec</p> <p><i>Cooperation:</i> The Hop Research Institute Co., Ltd., Žatec, the town of Žatec, Ústecký Region the National Technical Museum, the National Museum of Agriculture, Ministry of Culture of the Czech Republic, Ministry of Agriculture of the Czech Republic</p>		<p>Short Term Measures <b>2021 - 2023</b></p>

PROTECTION OF PROPERTY IN THE FIELD OF ADMINISTRATION - COOPERATION WITH OWNERS		COMPONENT PART 01
<b>Negotiations with the owners of the Carlsberg brewery - the owner of the Žatec Brewery</b>		
<p>Meetings with local brewery owners at local, regional and national levels to inform brewery owners and their partners about the nomination process and opportunities to develop the tourism business.</p> <p>The meeting will be aimed at creating another visitor centre with sightseeing routes, an adventure range of tourist attractions and a brewery restaurant in the Žatec Brewery and the village of Stekník.</p> <p>The investment can fundamentally contribute to the revitalisation of the historical core of Žatec and to increase the attendance of both component parts of the property by tourists and the public.</p> <p>Carlsberg's top management and its partners will be informed about other investment opportunities in component part 01, the Temple of Hops and Beer and the former Dreher's Export brewery, which is suitable for creating tourist attractions and a congress centre with a hotel.</p> <p>Before the meeting, participants will also be addressed at the governmental level about the possibilities of state support for possible investment and participation in the aforementioned negotiations.</p> <p>Carlsberg Brewery uses the Saaz region and Saaz hops for global marketing.</p>		
<p><i>Performed / Guaranteed:</i> The town of Žatec, Site Manager, World Heritage Coordinator</p> <p><i>Expected Cooperation:</i> Carlsberg Brewery Ústecký Region The Czech Republic / Ministry for Regional Development / Czechinvest</p>		<p>Short Term Measures <b>2021</b></p>

D.2.1.1. - I SWOT C.1.D/5 - SWOT C.1.C/3 - SWOT C.1.B/9 - SWOT C.1.C/4 - SWOT C.4.C/5 - SWOT C.4.C/9 - SWOT C.1.B/4

PROTECTION OF PROPERTY IN THE FIELD OF ADMINISTRATION - COOPERATION WITH OWNERS		COMPONENT PARTS 01 A 02
<b>Regular meetings with owners of hop growing constructions - workshop</b>		
<p>Regular annual meetings with owners, investors, operators, associations and the public to provide new information on the nomination process, grant opportunities and support from the state and the town for improved renovation and use of buildings while maintaining their authenticity.</p> <p>Mapping requirements, demand and upcoming activities will be important in terms of planning the next Management Plan update.</p> <p>The workshop should publish positive and possible negative interventions in hop growing facilities and provide information on the next planned procedure for the restoration of the property.</p> <p>The output of the workshop should be a report to the press and printed material contain the essential information from the meeting.</p> <p>The workshop should contribute to the coordination of the process as well as to obtain feedback on the views and requirements of the participants.</p>		
<i>Performed / Guaranteed:</i> Site Manager, World Heritage Coordinator		Continuous Measures <b>2020 – 2030</b>

D.2.1.1. - J SWOT C.1.B/9 - SWOT C.1.B/4 - SWOT C.1.B/1 - SWOT C.1.B/10

PROTECTION OF PROPERTY IN THE FIELD OF ADMINISTRATION - COOPERATION WITH OWNERS		COMPONENT PARTS 01 A 02
<b>Publication of a printed instructional manual brochure of an exemplary restoration of hop constructions and cultural heritage assets</b>		
<p>Publication of printed material with methodical instructions, advice and principles for the restoration of hop constructions and other cultural heritage assets for owners, designers and builders.</p> <p>Addition of graphic elements and photographs of positive and negative examples of restoration of hop-related structures.</p> <p>The brochure will be supplemented by a very brief excerpt of the basic principles of the Management Plan.</p>		
<i>Performed / Guaranteed:</i> The town of Žatec  Site Manager, World Heritage Coordinator		Short Term Measures <b>2023</b>
<i>Expected Cooperation:</i> Ministry of Culture of the Czech Republic		

PROTECTION OF PROPERTY IN THE FIELD OF ADMINISTRATION - COOPERATION WITH OWNERS		COMPONENT PART 02
<b>Renewal and modernisation of the operation of the Temple of Hops and Beer visitor centre</b>		
<p>Renewal of the function of the existing Regional Information Centre for both component parts and the surrounding tourist attractions in the Saaz hop growing region.</p> <p>It is expected to simplify the restaurant operation, restore the operation of existing, and add new, tourist attractions, and add gastronomic specialities using hops.</p> <p>It is necessary to refresh the website and improve the presentation at the regional and national level.</p> <p>A selection of professional staff with language skills and guidance skills will be made.</p> <p>There will be a training of staff and selected guides in the history and preserved values of the property. Sufficient financial motivation will be ensured. Cooperation with local secondary schools as part of a student internships will also be possible.</p> <p>Negotiations will be prepared with a new operator with long-term successful experience in tourism and marketing in tourism.</p> <p>It will be suitable to connect the operation with other visitor centres (Steknik, Dreher, Žatec Brewery).</p> <p>The entity must perform the function of a regional coordinator of agrotourism and prepare a range of regional attractions.</p>		
<p><i>Performed / Guaranteed:</i></p> <p>The town of Žatec, Site Manager, World Heritage Coordinator</p> <p><i>Expected Cooperation:</i></p> <p>Municipalities of the Saaz hop growing region, Destination Agency Dolní Poohří, Ústecký Region, Czechtourism</p>	<p>Short Term Measures <b>2022-2023</b></p>	

PROTECTION OF PROPERTY IN THE FIELD OF ADMINISTRATION - COOPERATION WITH OWNERS		COMPONENT PARTS 01 A 02
<b>Valuation of owners of hop-related constructions</b>		
<p>Awards for owners, developers, investors or operators of hop-related constructions for the exemplary restoration of a hop heritage asset in the form of a specially created plaque and diploma.</p> <p>Possibility of handing over the awards at the annual workshop or on the festive occasions of the town of Žatec.</p> <p>Follow-up media coverage.</p>		
<p><i>Performed / Guaranteed:</i></p> <p>The town of Žatec, the Municipality of Zálužice</p> <p>Site Manager, World Heritage Coordinator</p> <p><i>Expected Cooperation:</i></p> <p>Chmelobrana Žatec (Hop Defence Žatec) Association</p>	<p>Continuous Measures <b>2022 – 2030</b></p>	

## D.2.1.2 ADDITION OF INDIVIDUAL PROTECTION FOR OTHER IMPORTANT STRUCTURES OF THE PROPERTY

### D.2.1.2. – A

SWOT C.1.C/1 - SWOT C.1.D/5

PROTECTION OF PROPERTY IN THE FIELD OF ADMINISTRATION		COMPONENT PARTS 01 A 02
<b>Proposals for new cultural heritage assets in the field of hop-related constructions</b>		
Selection and proposal of other hop growing structures for cultural heritage assets.		
The urgency of initiation and completion of relevant proceedings at the Ministry of Culture for previously prepared documents.		
<i>Performed / Guaranteed:</i> The town of Žatec, Site Manager, World Heritage Coordinator		Short Term Measures <b>2023</b>
<i>Expected Cooperation:</i> The National Heritage Institute, Ministry of Culture of the Czech Republic		

### D.2.1.2. – B

SWOT C.1.C/1 - SWOT C.1.C/10 - SWOT C.1.D/5 - SWOT C.4.C/6

PROTECTION OF PROPERTY IN THE FIELD OF ADMINISTRATION		COMPONENT PARTS 01 A 02
<b>Categorisation of hop constructions with setting limits of use and creation of building regulations</b>		
Complete the information for the passports of hop constructions in both component parts within the NAKI and a description of their preserved values in relation to future conservation.		
The original passports of part of component part 02 was prepared by Huml & Vaniček, architects of Žatec for The town of Žatec.		
<i>Performed / Guaranteed:</i> the National Heritage Institute, Ministry of Culture of the Czech Republic		Short Term Measures <b>2021 – 2022</b>

## D.2.1.3 UPDATE OF THE PRINCIPLES OF HERITAGE PROTECTION

### D.2.1.3. – A

SWOT C.1.C/1

PROTECTION OF PROPERTY IN THE FIELD OF ADMINISTRATION		COMPONENT PART 02
<b>Component part 02 Regeneration Programme Update</b>		
<b>(Urban Heritage Reserve and Urban Heritage Zone)</b>		
Programme with the incorporation of the conclusions of the Management Plan		
<i>Performed / Guaranteed:</i> The town of Žatec, Site Manager, World Heritage Coordinator		Short Term Measures <b>2022</b>

PROTECTION OF PROPERTY IN THE FIELD OF ADMINISTRATION		COMPONENT PART 01
<b>Development of the Steknik Heritage Zone Regeneration Programme</b>		
Preparation of the Regeneration Programme with incorporation of the conclusions of the Management Plan		
<i>Performed / Guaranteed:</i> The town of Žatec and the Municipality of Zálužice Site Manager, World Heritage Coordinator		Short Term Measures <b>2022</b>

**Management Plan Update**

The Management Plan supplement in connection with the course of the nomination process of the property at the beginning of 2021, including the results of negotiations with the participants in component part 01 and negotiations with the Carlsberg Brewery.

Selection of a new planner with references in the field of processing the Management Plan, supplementation of graphic materials concerning the future development of the landscape connecting both component parts in 2023.

*Performed / Guaranteed:*

The town of Žatec, the Municipality of Zálužice

Site Manager, World Heritage Coordinator

Short Term Measures

**2021**

**2023**

**D.2.1.3. - B**

SWOT C.4.D/3

**Incorporation of the conditions of the Management Plan into the Development Strategy of the town of Žatec**

In 2020, the town of Žatec commissioned the elaboration of a new document, the Town Development Strategy, which will be completed in 2021. The conditions resulting from the Management Plan will be incorporated into the Strategic Plan. The Strategic Plan will include a demographic analysis of the territory, the sustainability of the population and the quality of the workforce.

*Performed / Guaranteed:*

The town of Žatec, Site Manager, World Heritage Coordinator

Short Term Measures

**2021**

**D.2.1.4 COMPLETION OF THE DECREE FOR THE PLACEMENT OF ADVERTISING AND TECHNICAL EQUIPMENT**

**D.2.1.4. - A**

SWOT C.2.C/2 - SWOT C.2.C/7 - SWOT C.2.D/6

**Completion of the decree for the placement of advertising and technical equipment**

This is a decree which has been in the process of being prepared since 2008, to ensure the graphic and visual identity of advertising devices and subsequently specify permitting and restrictive processes.

The decree is in the final stage of the approval process.

*Performed / Guaranteed:*

The town of Žatec

*Expected Cooperation:*

The National Heritage Institute

Short Term Measures

**2021**

**D.2.1.4. - B**

SWOT C.2.C/2 - SWOT C.2.C/4 - SWOT C.2.C/7 - SWOT C.2.D/6

**Development of a graphic manual for the aforementioned decree**

Combined publication with texts and illustrations determining specific examples of the suitability of using individual types of advertising equipment in a given space.

*Performed / Guaranteed:*

The town of Žatec, Site Manager

Short Term Measures

**2021 - 2022**

## D.2.1.5 OPTIMIZATION OF THE EFFICIENT PROPERTY STRUCTURE

### D.2.1.5. – A

SWOT C.1.C/1 - SWOT C.1.C/2 - SWOT C.4.C/3 - SWOT C.4.C/9

PROTECTION OF PROPERTY IN THE FIELD OF ADMINISTRATION		COMPONENT PARTS 01 A 02
<b>Enhancing the performance of the Site Manager's function</b>		
Independent specialist within the Town Development Department. Association of workload in matters of care for the property and the issues of management and coordination of tourism in both component parts, cooperation with the Department of Development and the town architect. Close cooperation with Site Manager.		
<i>Performed / Guaranteed:</i> Site Manager, World Heritage Coordinator, The town of Žatec		Long Term Measures <b>2020 - 2030</b>

### D.2.1.5. – B

SWOT C.1.C/1

PROTECTION OF PROPERTY IN THE FIELD OF ADMINISTRATION		COMPONENT PART 02
<b>Creating the position of a town architect</b>		
A position within the Town Development Department assuming cooperation in the implementation of the Management Plan is to be created.		
<i>Performed / Guaranteed:</i> The town of Žatec		Long Term Measures <b>2020 - 2030</b>

## D.2.1.6 CARE FOR DOCUMENTATION AND ARCHIVE MATERIALS

### D.2.1.6. – A

SWOT C.1.C/10 - SWOT C.1.C/12

PROTECTION OF PROPERTY IN THE FIELD OF ADMINISTRATION - CARE FOR ARCHIVE MATERIALS		COMPONENT PART 02
<b>Creating the position of a town archivist, digitization of archival materials</b>		
Systematisation of the existing archive, digitisation of archival materials of hop-related, and other buildings. Mapping of stored studies, intentions, projects and archaeological research. Separation of the archives of hop growing constructions into a special storage and lending regime.		
<i>Performed / Guaranteed:</i> The town of Žatec, Site Manager, World Heritage Coordinator <i>Expected Cooperation:</i> The Hop Museum Žatec, the Regional Museum Žatec, the Labour Office of the Czech Republic		Short Term Measures <b>2023</b>

### D.2.1.6. – B

SWOT C.1.C/10 - SWOT C.1.C/12

PROTECTION OF PROPERTY IN THE FIELD OF ADMINISTRATION - CARE FOR ARCHIVE MATERIALS		COMPONENT PART 02
<b>Modernisation, systematisation and relocation of the Municipal Archive</b>		
Creation of modern storage space for preserved projects and archives of the town in the building of the former paper mills next to the depository of the Regional Museum in Žatec. A building permit for the construction of the archive has been issued. The financing of the plan remains to be resolved. The archive will be located in the building of the former paper mills in connection with the depository of the Regional Museum.		
<i>Performed / Guaranteed:</i> The town of Žatec, Site Manager, World Heritage Coordinator		Short Term Measures <b>2023</b>

PROTECTION OF PROPERTY IN THE FIELD OF ADMINISTRATION - CARE FOR ARCHIVE MATERIALS		COMPONENT PARTS 01 A 02
<b>Establishment of a documentation centre</b>		
For example, within the Hop Museum Žatec or the Municipal Archive		
-management of information and data of documented structures		
-organisation of educational programmes and education		
<i>Performed / Guaranteed:</i> The town of Žatec, NHI, Ministry of Culture of the Czech Republic (?) Site Manager, World Heritage Coordinator		Medium Term Measures <b>2024</b>

## D.2.1.7 ELABORATION OF THE METHODOLOGY FOR THE CREATION OF THE PUBLIC SECTOR

PROTECTION OF PROPERTY IN THE FIELD OF ADMINISTRATION – PUBLIC SPACE METHODOLOGY		COMPONENT PARTS 01 A 02
<b>Publication of a unified manual of solutions and equipment for public spaces in the territory of the nominated property</b>		
Development and issuance of general spatial and material regulations for the territory of the property and the immediate vicinity within the buffer zone, and their principles in the form of an illustrated brochure (furniture, lighting, advertising, pedestrian crossings, barrier-free solutions)		
Defining public space using map materials (streets, embankments, squares, roofs, greenery, courtyards). And their incorporation into electronic documents. The material will be gradually taken over for other parts of the municipality.		
<i>Performed / Guaranteed:</i> The town of Žatec, the Municipality of Zálužice Site Manager, World Heritage Coordinator		Short Term Measures <b>2023</b>
<i>Expected Cooperation:</i> The National Heritage Institute, Ústecký Region		

PROTECTION OF PROPERTY IN THE FIELD OF ADMINISTRATION – PUBLIC SPACE METHODOLOGY		COMPONENT PARTS 01 A 02
<b>Selection of specific places for the development of more detailed variant studies and competitions</b>		
Selection of places of public space on the territory of the property intended for subsequent revitalisation and regeneration.		
Addition of gap sites or modifications of existing unsuitable buildings (for example, terraced garages).		
<i>Performed / Guaranteed:</i> The town of Žatec, the Municipality of Zálužice		Short Term Measures <b>2021</b>
<i>Expected Cooperation:</i> Site Manager, World Heritage Coordinator		

## D.2.1.8 COORDINATION OF TOURISM ON THE TERRITORY OF THE PROPERTY AND ITS SURROUNDINGS

### D.2.1.8. – A

SWOT C.2.B/2 - SWOT C.2.B/1 - SWOT C.2.B/13

PROTECTION OF PROPERTY IN THE FIELD OF ADMINISTRATION – TOURISM COORDINATION		COMPONENT PARTS 01 A 02
<b>Completion of the process of analysis and creation of a Tourism Strategy on the territory of the nominated property</b>		
Completion of analyses and proposal of completed material dealing with the organisation of tourism in both component parts and with a link to the surrounding tourist destinations.		
It is necessary to cooperate with a strategic planner with references in the field and in cooperation with the national Czech Tourism Agency.		
<p><i>Performed / Guaranteed:</i></p> <p>The town of Žatec and The Municipality of Zálužice, Ústecký Region Site Manager, World Heritage Coordinator</p> <p><i>Expected Cooperation:</i></p> <p>CzechTourism Agency, Dolní Poohří Agency, Ústecký Region</p>	<p>Medium Term Measures</p> <p><b>2023-2024</b></p>	

### D.2.1.8. – B

SWOT C.2.B/13 - SWOT C.2.B/12 - SWOT C.2.C/18 - SWOT C.2.C/12 - SWOT C.2.B/10

PROTECTION OF PROPERTY IN THE FIELD OF ADMINISTRATION – TOURISM COORDINATION		COMPONENT PARTS 01 A 02
<b>Creating a common platform of key actors doing business in tourism</b>		
Creation of a common platform of entities tied to tourism on the territory of the property.		
The aim will be to inform the subjects and coordinated joint publicity of the property.		
<p><i>Performed / Guaranteed:</i></p> <p>Site Manager, World Heritage Coordinator</p> <p><i>Expected Cooperation:</i></p> <p>Local participants, entrepreneurs and associations</p>	<p>Short Term Measures</p> <p><b>2022</b></p>	

## D.2.1.9 COMPLETION OF PASSPORT-MAKING AND SURVEY OF THE CONDITION OF HOP GROWING FACILITIES

### D.2.1.9. – A

SWOT C.1.D/5 - SWOT C.1.C/12 - SWOT C.1.C/10

PROTECTION OF PROPERTY IN THE FIELD OF ADMINISTRATION		COMPONENT PARTS 01 A 02
<b>NAKI - Complete the passport-making of hop growing buildings, presentation</b>		
NAKI - scientific-research task of the National Heritage Institute		
Focus on the current state of buildings, photo documentation, media coverage, exhibitions, leaflets, promotional materials.		
The results of the research will be used in the medium term to promote the property.		
		<p>Short Term Measures</p> <p><b>2018-2021</b></p>

### D.2.1.10 ENSURE THE DEVELOPMENT OF THE GEOPORTAL OF THE TOWN OF ŽATEC

With a focus on the historical heritage of the property with the possibility of freely accessible layers, which would follow the non-public part of the Geoportal (passports of cultural heritage assets, passports of roads, transport map, technical maps, GIS objects, EDAS) / 2025. The inspiration for the solution is the town of Český Krumlov.

- Cadastral map showing ownership
- Land-use plan including all changes
- Complete regulatory plans
- Map of analytical data with drawings of values and limits
- Public space passport map
- Map for citizens and tourists with civic amenities, parking, accommodation, catering, culture, services, tourist destinations...
- Historical part layer
- Map of ongoing and planned investments and plans
- "Watch it" application with the ability to report faults and monitor the progress of their resolution
- Develop a thematic GIS project of the property (determination of the responsible person, entry and updating of historical heritage data, regeneration of the Urban Heritage Reserve (MPR) and Urban heritage Zone (MPZ), prepared visions (inspiration by MP Český Krumlov)
- Use the Geoportal and 3D model as a basis for administrative proceedings (inspired by Český Krumlov)
- Continue to expand the Geoportal for the needs of the property
- Possibility to use branch GIS NPÚ ( the National Heritage Institute)

#### D.2.1.10. – A

SWOT C.1.C/10

PROTECTION OF PROPERTY IN THE FIELD OF ADMINISTRATION	COMPONENT PARTS 01 A 02
<b>Creation of a geoportal systém for the property</b>	
See the previous text. Processing by a professional company using experience from other cities and towns, such as Český Krumlov.	
<i>Performed / Guaranteed:</i> The town of Žatec, the Municipality of Zálužice  <i>Expected Cooperation:</i> Regional Office, Site Manager, World Heritage Coordinator	Medium Term Measures  <b>2025</b>

### D.2.1.11 UPDATE OF LAND-USE PLANNING DOCUMENTATION

#### D.2.1.11. – A

SWOT C.1.B/3 - SWOT C.1.C/1

PROTECTION OF PROPERTY IN THE FIELD OF ADMINISTRATION – LAND- USE PLANNING	COMPONENT PART 01
<b>Update of the Land-Use Plan of the village of Zálužice</b>	
Update of the planning documentation with regard to the revitalisation of the municipality, the solution of transport connections, the use of buildings and the addition of services in connection with the future operation of the Stekník Chateau. Recording of results from the architectural-urbanistic study discussed with all participants within component part 01.	
<i>Performed / Guaranteed:</i> The Municipality of Zálužice, Office of Spatial Planning Žatec	Short Term Measures  <b>2023</b>

**D.2.1.11. – B**

SWOT C.1.B/3 - SWOT C.1.C/1

<b>PROTECTION OF PROPERTY IN THE FIELD OF ADMINISTRATION – LAND- USE PLANNING</b>		<b>COMPONENT PART 02</b>
<b>New Land-Use Plan of the town of Žatec</b>		
<p>The ongoing amendment to planning documentation No. 12 is considered to be the last for the existing documentation.</p> <p>An overall update of the current Land-Use Plan will be carried out. All recommendations of the Management Plan will be included in the Land-Use Plan.</p>		
<p><i>Performed / Guaranteed:</i></p> <p>The town of Žatec, Office of Spatial Planning Žatec, Steering Group</p>		<p>Medium Term Measures</p> <p><b>2025</b></p>

**D.2.1.11. – C**

SWOT C.1.B/3 - SWOT C.1.C/1

<b>PROTECTION OF PROPERTY IN THE FIELD OF ADMINISTRATION</b>		<b>COMPONENT PART 01 A02</b>
<b>Development of regulatory plans for the territory of the nominated property</b>		
<p>Development of territorial regulations, which will be approached in a coordinated manner in connection with changes in spatial plans.</p> <p>Historical core of Žatec, Stebník, Trnovany</p>		
<p><i>Performed / Guaranteed:</i></p> <p>The town of Žatec, The Municipality of Zálužice, Office of Spatial Planning Žatec</p>		<p>Medium Term Measures</p> <p><b>2025 – 2026</b></p>

## **D.2.2** CONSERVATION AND RESTORATION OF THE PROPERTY

### **D.2.2.1** GENERAL PRIORITIES

In the case of the nominated property, conservation must be understood as a partial, functional conversion or rehabilitation of property in the built-up area and the adjacent landscape. Thus, taking care of the property so that, in addition to its integrity and authenticity, it acquires new suitable functions for the unused structures. In the context of the landscape, the effort is to preserve the current areas of hop fields and return the landscape to its original form by replanting paths and areas.

In Žatec and the rural component, the property is part of the municipality's centre. From the point of view of its inherent accessibility, the property must continue to support its inherent housing, services, civic and tourist facilities and small-scale production - a focus that is compatible with the nature of the property and aimed mainly at improving the quality of the current environment.

As some plans are relatively complicated and require extensive pre-investment preparations, their first results are expected over the long term, i.e. not until 2025. These are financially demanding investment projects, the aim of which is to significantly improve the appearance of some parts of the property and their wider surroundings. This applies to the entire property, but especially to the rural locality containing the villages of Stekník and Trnovany.

For optimal use of the property, it is necessary to focus on the important functions of the area, according to which it is possible to rank the following plans. These are plans to support housing (or new settlements, entrepreneurships and uses for tourism and culture). The question of the use of hop warehouses remains open, and suitable forms of use still need to be sought, and therefore, in terms of time, these plans are long term.

On the contrary, in the short term, it is possible to build on the existing established practice in creating conditions for small and medium-sized businesses. Cooperation with the Czech Technical University in Prague, especially the Faculty of Architecture, was established to find motives for suitable use and reconstruction of hop-related structures. Professional seminars are held in Žatec, and students and their teachers also organise exhibitions of their final works focused on the potential uses of hop-related constructions.

Measures for the optimal use of the property also include plans achievable in the medium term, which focus on the wider town environment.

It is possible to consider the implementation of housing plans over the long term. The motivation to eliminate the lack of civic amenities in component part 02 was chosen as a prerequisite for strengthening the share of housing. Another use is logically offered in the field of tourism. Visitors, whether domestic or foreign, need both tourist attractions and facilities to ensure their needs. The hop-related assets could provide suitable premises for this.

The mass construction of prefabricated houses, especially on the western outskirts of the town in the 1970s, significantly affected the functional use of several buildings in the historical parts of the town in the area of component part 02 of the property. This fact led to the depopulation of residential buildings, on the other hand, it helped to maintain a high degree of authenticity of the central part of the town. Another positive is now the free usable capacity, which allows considering unconventional projects that will strengthen the genius loci of the property and create interesting offers for various target groups.

In buildings owned by the town, conditions are already being created to support small businesses. It is mainly the regulation of rents at discounted prices. The town of Žatec can continue to mediate consultations for start-up entrepreneurs with Czechinvest employees, which administer the Operational Programme Entrepreneurship and Innovation for Competitiveness (OPPIK), where start-up small and medium-sized enterprises are supported mainly in its priority axis 2.

## GENERAL PRIORITIES OF HOUSING DEVELOPMENT ELABORATED IN PARTIAL PARTS OF THE MANAGEMENT PLAN

*Performed / Guaranteed:*

The town of Žatec, the Municipality of Zálužice

- **Preserve the existing landscape and add missing elements** (the territorial study of the landscape of Žatec, arch. Krolák, 2019)  
(paths, roads, viewing points, elements of small sacral architecture, banks of the river Ohře)
- **Increasing the number of establishments in the historical part of the town and in the Prague Suburbs**  
(e.g. preferential rent of premises, including part of the public space for the creation of front gardens)
- **Use of uninhabited parts of historical buildings in the historical part of the town and in the Prague Suburbs**  
outside the attic spaces
- **Completion of the gap sites by houses for living and business**  
(under advantageous, predetermined conditions)
- **Change in social policy and demographic composition of the population**  
(influence on the interest of the local community in living in the given area)
- **Creating space for parking vehicles**  
(staff, customers and guests - preparation of underground garages for residents in Obránců míru Street and other places according to the territorial study - arch. Krolák, 2019)
- **Creating a visually pleasing environment**  
(information and orientation system, art elements, street furniture, regulated advertising equipment)
- **Improving the permeability of the historical core for pedestrians and cyclists**  
(by creating a pedestrian zone, connecting the historic core with footbridges with adjacent parts of the town)
- **Improving the quality of public space**  
(restoration of squares, public greenery and parks)
- **Cooperation with the local community and academic institutions** (proposals, innovation) **Inspiration by student proposals**  
(models, designs, visualisations, seminars with students, exhibitions of works)

## D.2.2.2 OPPORTUNITIES FOR NEW TOURIST ATTRACTIONS ON THE PROPERTY

### D.2.2.2 – A

SWOT C.2.B/4 - SWOT C.2.B/6 - SWOT C.2.B/1

#### OPPORTUNITIES IN THE TERRITORY OF THE PROPERTY

##### COMPONENT PART 01

##### - Repaired and restored Stekník Chateau, including the chateau garden

Creating another tour

*Performed / Guaranteed:*

The Czech Republic/ the National Heritage Institute

##### - Construction of tourist infrastructure in the village of Stekník

*Performed / Guaranteed:*

is the subject of negotiations of the Participants: at the beginning of 2021

In places selected by an architectural study prepared on the basis of project documents agreed by all Participants: (visitor centre, parking lot, driveway, expositions and museums, accommodation in a hop drying kiln, micro-brewery, guest houses, use of healing spring, examples of development stages of hop fields, hop drying exhibition).

##### - New Visitor Centre of component part 01 near Stekník Chateau

*Performed / Guaranteed:*

is the subject of negotiations of the Participants: at the beginning of 2021

Information centre, souvenirs, café, WC, brewery, accommodation capacities and exhibitions.

##### - Permanent exhibition - Žatec and the Landscape of Saaz Hops

*Performed / Guaranteed:*

is the subject of negotiations of the Participants: at the beginning of 2021

In the newly considered visitor centre, component part 01. The largest preserved set of frescoes in the Czech Republic.

##### - Parking spaces for visitors of component part 01 (Stekník, Trnovany)

*Performed / Guaranteed:*

is the subject of negotiations of the Participants: at the beginning of 2021

Including the newly built access road at the site of the original road, consider an accompanying alley.

##### - Adventure transport of tourists

*Performed / Guaranteed:*

is the subject of negotiations of the Participants: at the beginning of 2021

From the train station in Trnovany to the Stekník Chateau by non-traditional means (hop dray with benches pulled by a tractor), non-traditional means of transport.

##### - Shuttle train transport from Žatec to Trnovany by a historical train

*Performed / Guaranteed:*

is the subject of negotiations of the Participants: at the beginning of 2021

##### - Bicycle and luggage - rental and storage

Connection to Žatec and visitor centre component part 01 and Stekník Chateau

*Performed / Guaranteed:*

is the subject of negotiations of the Participants: at the beginning of 2021

##### - Hop Trail

Extension of the existing tourist circuit in the village and hop fields in the cadastral area of Stekník.

*Performed / Guaranteed:*

activity of the Hop Museum and Stekník Chateau

## OPPORTUNITIES IN THE TERRITORY OF THE PROPERTY

### COMPONENT PART 02

#### A - Exhibition in the town hall tower

Performed / Guaranteed: The town of Žatec

Completion of a new exhibition on the development of the historical core.

#### B - Meder's House

New exhibition of Personalities of the Žatec region.

Performed / Guaranteed: Meder House Association, house owner'

#### C – Žatec Synagogue

New exhibition - History of the Jewish community in the region and their impact on the prosperity of the town at the turn of the 19<sup>th</sup> and 20<sup>th</sup> centuries.

Performed / Guaranteed: Ing. Daniel Černý, Žatec Synagogue owner

#### D - Museum of Brewing in Žatec

Completion of a new exhibition of the history of breweries in the region. The investor of the ongoing rehabilitation of the premises is the Žatec Brewery.

Performed / Guaranteed: Žatec Brewery Co., Ltd.

#### E - Žatec treasure

New exhibition in the Regional Museum in Žatec. The exhibition will be located in the buffer zone, but the Žatec treasure itself was found on the property during the construction of a hop warehouse on today's Chmelařské Square.

Performed / Guaranteed: The town of Žatec, the Regional Museum of K. A. Polánka in Žatec

#### F - Unconventional accommodation for students in a hop warehouse

On Prokopa Velkého Square in a selected hop warehouse. The MP recommends that the building be acquired by the town of Žatec.

Performed / Guaranteed: The town of Žatec

#### G - Museum of Homolupules

The Temple of Hops and Beer is responsible in terms of understanding the whole intention, the possibility of using the special Hop Pedal Movement Vehicle (so-called "Šlapohyb") of the Hop Defence.

Performed / Guaranteed: The town of Žatec, The Temple of Hops and Beer

#### H - A new visitor and social-entertainment centre in the area of the Žatec Brewery

Construction of a new tourist facility and the establishment of a visitor centre in the historical centre of the town.

Participants: see Measures

#### I - What did the hop warehouse look like?

The original operational form of the warehouse, including hop bales, an elevator and presses, in a selected warehouse in Obránců míru Street or on Prokopa Velkého Square. Operational link to the Hop Museum.

Performed / Guaranteed: The town of Žatec

#### J - Bicycle and luggage - rental and storage

Connection to one of the newly used hop warehouses on Prokopa Velkého Square.

Performed / Guaranteed: The town of Žatec

#### L - Commercial use of Macerka Airport

For regular sightseeing flights over the nominated property.

Performed / Guaranteed: Club LAA Žatec, Site Manager

#### M - Self-service hygienic toilets

Within the property.

Performed / Guaranteed: The town of Žatec

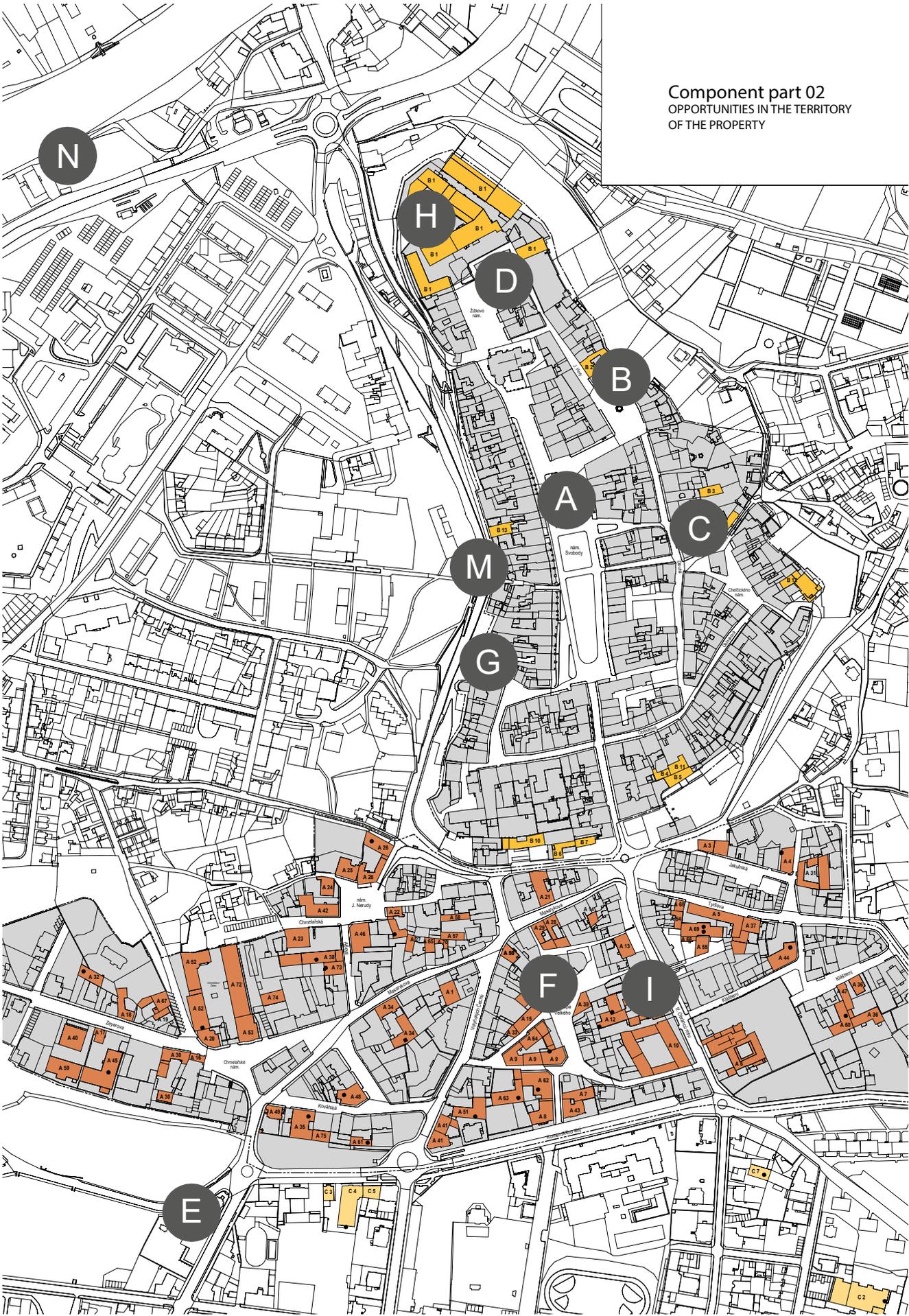
#### N - Continuation of work on the creation of a system of marked cycle paths, walking routes and cycle paths and the creation of comprehensive one-day and multi-day residential experience packages

Connection of component parts of the nominated property along the river Ohře and through hop fields.

Under the patronage of Information Centre and the Temple of Hops and Beer, access to the Žatec Underground, guide service.

Performed / Guaranteed: The town of Žatec, the Regional Museum of K. A. Polánka in Žatec, the Hop Museum, Site Manager

Component part 02  
OPPORTUNITIES IN THE TERRITORY  
OF THE PROPERTY



### D.2.2.3 SIGNIFICANT VISITOR OPPORTUNITIES AROUND THE PROPERTY - AN INCREASE IN THE NUMBER OF TOURISTS

#### SIGNIFICANT VISITOR OPPORTUNITIES AROUND THE FARM - CONTEMPORARY

- **Nový Hrad Jimlín Chateau** 8 km

- **Krásný Dvůr Chateau** 15 km

An important chateau in the region accompanied by the largest English park in Bohemia

#### SIGNIFICANT VISITOR OPPORTUNITIES IN THE VICINITY OF THE PROPERTY - POTENTIAL DEVELOPMENT

- The **Former Dreher's Export Brewery** 5km

The possibility of creating a congress, social and entertainment tourist centre based on hop growing and processing traditions.

- **Staňkovic Chateau and farmstead** 2 km

Potential excursion place for visitors of both components.

### D.2.2.4 NEW USE OF SELECTED HOP-RELATED STRUCTURES / ASSUMPTION

#### D.2.2.4 - A

SWOT C.1.B/1 - SWOT C.1.C/1

#### OPPORTUNITIES FOR NEW USE OF KEY HOP-RELATED CONSTRUCTIONS

COMPONENT PART 01

**Former Baroque granary and hop drying kiln in Stekník** (plot No. 41)

visitor centre component part 01

**Hop drying kiln in Stekník No. 34** (plot No. 43)

non-traditional accommodation capacity

**Hassman hop warehouse in Trnovany No. 8**

family living

**Hop drying kiln in Trnovany No. 9**

an exhibition on drying hops

And other activities according to the future architectural study

COMPONENT PART 02

**Hop warehouse No. 313 in Obránců míru Street**

Creation of an authentic hop warehouse and packaging room from the first half of the 20<sup>th</sup> century with the use of preserved artefacts and tools. Linked to the Hop Museum. The building is designed in the MP for purchase by the town of Žatec.

**Warehouse plot No. 483/3 on Prokopa Velkého Square**

Non-traditional low-cost accommodation and meals based on student-type hop seasonal work in hop warehouses - an opportunity for municipal or private investment. The building is designed in the MP for purchase by the town of Žatec.

**Warehouse plot No. 1232 on Smetanovo Square**

Exhibition and work spaces of ZUŠ (Elementary School of Arts). The building is designed in the MP for purchase by the town of Žatec.

**Žatec Brewery**

Opportunity to create a new social and entertainment visitor centre with the possibility of a tour of the brewery, exhibition spaces, a congress hall and a restaurant with tastings of the beers produced.

## D.2.2.5 IMPROVING THE CONDITION OF BUILDINGS ON THE TERRITORY OF THE PROPERTY IN THE STATE, CHURCH AND MUNICIPAL OWNERSHIP

### D.2.2.5. – A

SWOT C.1.B/2 - SWOT C.1.B/1 - SWOT C.1.C/5

CONSERVATION AND RESTORATION OF THE PROPERTY – IMPROVING THE STATE OF KEY STRUCTURES		COMPONENT PART 01
<b>Steknik Chateau and chateau gardens</b>		
Continuation of the restoration of the chateau building, creation of a new visitor circuit, restoration of fencing and the garden, preparation for the possibility of installing a mobile summer stage in the chateau garden, creation of facilities for visitors.		
Link to the planned architectural and urban study of component part 01 in terms of the location of parking, visitor centre and access road.		
<i>Performed / Guaranteed:</i> The National Heritage Institute, Ministry of Culture of the Czech Republic Site Manager, World Heritage Coordinator		Medium Term Measures <b>2023-2025</b>

### D.2.2.5. – B

SWOT C.1.D/5

CONSERVATION AND RESTORATION OF THE PROPERTY – IMPROVING THE STATE OF KEY STRUCTURES		COMPONENT PARTS 01 A 02
<b>Hop-related constructions in general</b>		
Continuous monitoring of buildings and chimneys by the NHI and the building authority. Continuous restoration of facades, roof structures and fillings of openings. Treatment of internal wooden structures.		
Financial support to owners from the Regeneration Programme and the Žatec Town Renewal Fund.		
<i>Performed / Guaranteed:</i> The town of Žatec, the National Heritage Institute		Continuous Measures <b>2023-2030</b>
<i>Expected Cooperation:</i> building owners		

### D.2.2.5. – C

SWOT C.1.C/1 – SWOT C.1.B/2

CONSERVATION AND RESTORATION OF THE PROPERTY – IMPROVING THE STATE OF KEY STRUCTURES		COMPONENT PART 02
<b>The Municipal Theatre of Žatec</b>		
Restoration and completion of the building. Creation of a modern theatre background. The building is proof of the hop growing prosperity of the town.		
<i>Performed / Guaranteed:</i> The town of Žatec		Medium Term Measures <b>2023-2025</b>
<i>Expected Cooperation:</i> The National Heritage Institute, Ministry of Culture of the Czech Republic Site Manager, World Heritage Coordinator		

**D.2.2.5. – D**

SWOT C.1.C/1 – SWOT C.1.B/2

<b>CONSERVATION AND RESTORATION OF THE PROPERTY – IMPROVING THE STATE OF KEY STRUCTURES</b>		<b>COMPONENT PARTS 01 A 02</b>
<b>Completion of gap sites in general</b>		
Completion of gap sites in the villages of Trnovany and Stebník.		
In component part 02 according to the Territorial Study (arch. Krolák, 2019)		
<i>Performed / Guaranteed:</i>		Long Term Measures <b>2025-2030</b>
The town of Žatec, the Municipality of Zálužice, landowners		
<i>Expected Cooperation:</i>		
The National Heritage Institute, Ministry of Culture of the Czech Republic,		
Site Manager, World Heritage Coordinator		

**D.2.2.5. – E**

SWOT C.1.C/1 – SWOT C.1.B/2 – SWOT C.3.B/1

<b>CONSERVATION AND RESTORATION OF THE PROPERTY – IMPROVING THE STATE OF KEY STRUCTURES</b>		<b>COMPONENT PART 02</b>
<b>Capuchin monastery in Žatec</b>		
Restoration of a historical building to the Robotic and Social Centre. Premises of leisure time institutions.		
<i>Performed / Guaranteed:</i>		Medium Term Measures <b>2023</b>
The town of Žatec		
<i>Expected Cooperation:</i>		
The National Heritage Institute, Ministry of Culture of the Czech Republic,		
Site Manager, World Heritage Coordinator		

**D.2.2.5. – F**

SWOT C.1.C/1 – SWOT C.1.B/2

<b>CONSERVATION AND RESTORATION OF THE PROPERTY – IMPROVING THE STATE OF KEY STRUCTURES</b>		<b>COMPONENT PART 01</b>
<b>Railway station in Trnovany - No. 47 and associated buildings</b>		
Restoration of the main building and related buildings.		
Intended use: accommodation, waiting room, commercial space, storage room, rental room		
<i>Performed / Guaranteed:</i>		Medium Term Measures <b>2025</b>
The town of Žatec, owner of the building Správa železnic (Railway Administration)		
- state organisation		
<i>Expected Cooperation:</i>		
The National Heritage Institute, Ministry of Culture of the Czech Republic,		
Site Manager, World Heritage Coordinator		

CONSERVATION AND RESTORATION OF THE PROPERTY – IMPROVING THE STATE OF KEY STRUCTURES		COMPONENT PART 02
<b>Town Hall in Žatec - completion of the exhibition</b>		
Completion of the exhibition on the development of the historical core of the town in the town hall tower.		
<p><i>Performed / Guaranteed:</i></p> <p>The town of Žatec</p> <p><i>Expected Cooperation:</i></p> <p>Regional Museum of K. A. Polánka in Žatec</p> <p>The National Heritage Institute, Ministry of Culture of the Czech Republic, IROP,</p> <p>Site Manager, World Heritage Coordinator</p>	<p>Short Term Measures</p> <p><b>2021</b></p>	

CONSERVATION AND RESTORATION OF THE PROPERTY – IMPROVING THE STATE OF KEY STRUCTURES		COMPONENT PART 02
<b>Repair of the Church of the Assumption of the Virgin Mary</b>		
Restoration of the roof plane of the church and the facade of the church. Restoration of the opening fixtures such as doors, crosses and galleries of sculptures on the north and south sides of the church.		
<p><i>Performed / Guaranteed:</i></p> <p>Roman Catholic Church - Diocese of Litoměřice - Parish Žatec</p> <p><i>Expected Cooperation:</i></p> <p>The town of Žatec, The National Heritage Institute, Ministry of Culture of the Czech Republic,</p> <p>Site Manager, World Heritage Coordinator</p>	<p>Medium Term Measures</p> <p><b>2023-2025</b></p>	

CONSERVATION AND RESTORATION OF THE PROPERTY – IMPROVING THE STATE OF KEY STRUCTURES		COMPONENT PART 02
<b>Restoration of the former Posádkový dům armády (Army Garrison House) - No. 323</b>		
Removal of inappropriate courtyard extension, passage on Prokopa Velkého Square, commercial premises on the ground floor, apartments or accommodation. Restoration of the original Neo-Gothic facade is expected.		
<p><i>Performed / Guaranteed:</i></p> <p>The town of Žatec</p> <p><i>Expected Cooperation:</i></p> <p>The National Heritage Institute, Ministry of Culture of the Czech Republic,</p> <p>Site Manager, World Heritage Coordinator</p>	<p>Medium Term Measures</p> <p><b>2023-2025</b></p>	

**D.2.2.5. – J**

SWOT C.1.C/1 – SWOT C.1.B/2

<b>CONSERVATION AND RESTORATION OF THE PROPERTY – IMPROVING THE STATE OF KEY STRUCTURES</b>		<b>COMPONENT PART 02</b>
<b>Rehabilitation of the former court prison and use of the courtyard - No. 1925</b>		
Rehabilitation of a former prison building into a residential house. Solution and access to the garden between the prison building and the Municipal Theatre.		
<i>Performed / Guaranteed:</i> The town of Žatec, The Hop Research Institute Co., Ltd., Žatec	Medium Term Measures <b>2024</b>	
<i>Expected Cooperation:</i> The National Heritage Institute, Ministry of Culture of the Czech Republic, Site Manager, World Heritage Coordinator		

**D.2.2.6 MEASURES ON THE IMPROVEMENT OF THE CONDITION OF PRIVATELY OWNED STRUCTURES ON THE TERRITORY OF THE PROPERTY****D.2.2.6. – A**

SWOT C.1.C/1 – SWOT C.1.B/2

<b>CONSERVATION AND RESTORATION OF THE PROPERTY – IMPROVING THE STATE OF KEY STRUCTURES</b>		<b>COMPONENT PART 01</b>
<b>Former Baroque granary plot No. 41 and hop drying kiln in Stekník building plot No. 43</b>		
Owned by the Hop Research Institute Co., Ltd., Žatec		
Expected use of building plot No. 43: accommodation facility/hotel		
Intended use of the Baroque granary building plot No. 41: New component part 01 visitor centre		
<i>Participants:</i> The Municipality of Zálužice, the Hop Research Institute Co., Ltd., Žatec, Site Manager, World Heritage Coordinator	Medium Term Measures <b>2025</b>	

**D.2.2.6. – B**

SWOT C.1.C/1 – SWOT C.1.B/2

<b>CONSERVATION AND RESTORATION OF THE PROPERTY – IMPROVING THE STATE OF KEY STRUCTURES</b>		<b>COMPONENT PART 01</b>
<b>The premises of the Research Farm of the Hop Research Institute in the village of Stekník.</b>		
Adaptation of the building for tourism, use of related real estate for commercial purposes, housing and tourist services. It will be appropriate to divert the transport of agricultural machinery away from the village square of Stekník.		
<i>Participants:</i> The Municipality of Zálužice, the Hop Research Institute Co., Ltd., Žatec, Site Manager, World Heritage Coordinator	Medium Term Measures <b>2025</b>	

**D.2.2.6. – C**

SWOT C.1.C/1 – SWOT C.1.B/2

<b>CONSERVATION AND RESTORATION OF THE PROPERTY – IMPROVING THE STATE OF KEY STRUCTURES</b>		<b>COMPONENT PART 01</b>
<b>Former hop drying kilns and warehouses in Trnovany No. 8 and No. 9</b>		
Expected use of No.8: loft housing		
Expected use of No. 9: an exhibition of drying hops		
<i>Participants:</i> building owners, NHI, Ministry of Culture of the Czech Republic, Site Manager, World Heritage Coordinator	Medium Term Measures <b>2026</b>	

CONSERVATION AND RESTORATION OF THE PROPERTY – IMPROVING THE STATE OF KEY STRUCTURES		COMPONENT PART 02
<b>Meder's House in Žatec - No. 102</b>		
<b>Rescue of a historical house in Žatec - exposition of personalities of Žatec</b>		
<p><i>Performed / Guaranteed:</i> Association for the renovation of Meder's house</p> <p><i>Expected Cooperation:</i> The town of Žatec</p>	<p>Short Term Measures <b>2021</b></p>	

CONSERVATION AND RESTORATION OF THE PROPERTY – IMPROVING THE STATE OF KEY STRUCTURES		COMPONENT PART 02
<b>Former Synagogue and rabbinical house in Žatec - No. 200</b>		
Restoration of a non-functional synagogue and rabbinic building into a multifunctional cultural centre.		
<p><i>Performed / Guaranteed:</i> Ing. Daniel Černý – the owner of the building</p> <p><i>Expected Cooperation:</i> The town of Žatec, The National Heritage Institute, Ministry of Culture of the Czech Republic Site Manager, World Heritage Coordinator</p>	<p>Medium Term Measures <b>2023-2025</b></p>	

CONSERVATION AND RESTORATION OF THE PROPERTY – IMPROVING THE STATE OF KEY STRUCTURES		COMPONENT PART 02
<b>Damaged burgher houses in Žatec and their rear tracts</b>		
Renovation of privately owned houses with the financial support of the town of Žatec and the Ministry of Culture of the Czech Republic		
Priority Nos.: 92, 77, 84, 67, 48, 49, 37, 39, 395.. and others		
<p><i>Participants:</i> The town of Žatec, building owners, the National Heritage Institute, Ministry of Culture of the Czech Republic Site Manager, World Heritage Coordinator</p>	<p>Long Term Measures <b>2027</b></p>	

## D.2.2.6. – F

SWOT C.1.C/1 – SWOT C.1.B/2

CONSERVATION AND RESTORATION OF THE PROPERTY – IMPROVING THE STATE OF KEY STRUCTURES		COMPONENT PART 02
<b>Museum of Brewing in Žatec - No. 85</b>		
Completion of the restoration of the building and an exhibition on brewing in the Žatec region		
<i>Performed / Guaranteed:</i> Žatec Brewery		Medium Term Measures
<i>Expected Cooperation:</i> The National Heritage Institute, Ministry of Culture of the Czech Republic, Site Manager, World Heritage Coordinator		<b>2021</b>

## D.2.2.6. – G

SWOT C.1.C/1 – SWOT C.1.B/2 – SWOT C.2.C/6

CONSERVATION AND RESTORATION OF THE PROPERTY – IMPROVING THE STATE OF KEY STRUCTURES		COMPONENT PART 02
<b>The premises of the Žatec Brewery - Nos. 81, 82, 83</b>		
potential establishment of a new visitor and congress centre in the Žatec Brewery		
<i>Participants:</i> The town of Žatec, Žatec Brewery The National Heritage Institute, Ministry of Culture of the Czech Republic, Site Manager, World Heritage Coordinator		Medium Term Measures
		<b>2025</b>

## D.2.2.6. – H

SWOT C.1.C/1 – SWOT C.1.B/2

CONSERVATION AND RESTORATION OF THE PROPERTY – IMPROVING THE STATE OF KEY STRUCTURES		COMPONENT PART 02
<b>House No. 108</b>		
<b>Completion of house repair and restoration of interior paintings</b>		
<i>Performed / Guaranteed:</i> ing. Jiří Wildung, the owner of the building		Medium Term Measures
<i>Expected Cooperation:</i> The National Heritage Institute, Ministry of Culture of the Czech Republic, Site Manager, World Heritage Coordinator		<b>2025</b>

## D.2.2.6. – I

SWOT C.1.C/1 – SWOT C.1.B/2

CONSERVATION AND RESTORATION OF THE PROPERTY – IMPROVING THE STATE OF KEY STRUCTURES		COMPONENT PART 02
<b>Shell of a hop warehouse in Nákladní Street in Žatec - No. 396</b>		
Privately owned building. Assumption of realisation of a residential building with preservation of the proportions of the original building (hop warehouse).		
<i>Participants:</i> The town of Žatec, the owner of the building, the National Heritage Institute, Ministry of Culture of the Czech Republic Site Manager, World Heritage Coordinator		Medium Term Measures
		<b>2023-2025</b>

## D.2.2.6. – J

SWOT C.1.C/1 – SWOT C.1.B/2

CONSERVATION AND RESTORATION OF THE PROPERTY – IMPROVING THE STATE OF KEY STRUCTURES		COMPONENT PART 02
<b>Shell of a hop warehouse in Tyršová Street in Žatec - No. 1195</b>		
Privately owned building. Assumption of realisation of a residential building with preservation of the proportions of the original building (hop warehouse).		
<i>Participants:</i> The town of Žatec, the owner of the building,  the National Heritage Institute, Ministry of Culture of the Czech Republic, Site Manager, World Heritage Coordinator		Medium Term Measures <b>2023-2025</b>

## D.2.2.6. – K

SWOT C.1.C/1 – SWOT C.1.B/2 -- SWOT C.2.C/6

CONSERVATION AND RESTORATION OF THE PROPERTY – IMPROVING THE STATE OF KEY STRUCTURES		COMPONENT PART 02
<b>Former hotel Družba in Žatec - No. 59</b>		
Restoration of a former hotel building for housing or accommodation with commercial space on the ground floor. The building is proof of the hop prosperity of the town.		
<i>Performed / Guaranteed:</i> Rydex s.r.o. Praha  <i>Expected Cooperation:</i> The town of Žatec, the National Heritage Institute, Ministry of Culture of the Czech Republic, Site Manager, World Heritage Coordinator		Medium Term Measures <b>2025</b>

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## D.2.2.7 RESTORATION OF SIGNIFICANT EXISTING BUILDINGS IN THE BUFFER ZONE

## D.2.2.7. – A

SWOT C.1.C/1 – SWOT C.1.B/2

CONSERVATION AND RESTORATION OF THE PROPERTY – IMPROVING THE STATE OF KEY STRUCTURES		BUFFER ZONE
<b>Restoration and use of a hop warehouse in Politických vězňů Street - Nos. 1186, 872</b>		
Restoration of the facade and repair of the chimney. Prerequisite: hop storage		
<i>Participants:</i> The town of Žatec, the owner of the building, the National Heritage Institute, Ministry of Culture of the Czech Republic, Site Manager, World Heritage Coordinator		Medium Term Measures <b>2023-2025</b>

## D.2.2.7. – B

SWOT C.1.C/1 – SWOT C.1.B/2

CONSERVATION AND RESTORATION OF THE PROPERTY – IMPROVING THE STATE OF KEY STRUCTURES		BUFFER ZONE
<b>Renewal and access to the hop drying kiln in Rybřany - No. 7</b>		
Renewal, clearance, negotiations with the owner about the possibility of access to the public.		
<i>Expected participants:</i> The town of Žatec, the owner of the building The National Heritage Institute, Ministry of Culture of the Czech Republic, Site Manager, World Heritage Coordinator		Medium Term Measures <b>2023-2025</b>

## D.2.2.7. – C

SWOT C.1.C/1 – SWOT C.1.B/2 – SWOT C.2.C/6

BUFFER ZONE–IMPROVING THE STATE OF KEY STRUCTURES	BUFFER ZONE
<b>Conversion of the former Dreher's Export Brewery complex</b>	
Conversion of a large area of the former brewery with the contribution of a suitable strategic investor. Prerequisite: beer production, hotel, congress and visitor centre, exhibition	
<i>Expected participants:</i> The town of Žatec The National Heritage Institute, Ministry of Culture of the Czech Republic, Site Manager, World Heritage Coordinator, Ministry for Regional Development	Medium Term Measures  <b>2025 - 2026</b>

## D.2.2.7. – D

SWOT C.1.C/1 – SWOT C.1.B/2

BUFFER ZONE–IMPROVING THE STATE OF KEY STRUCTURES	BUFFER ZONE
<b>Railway station in Žatec - No. 699</b>	
Repair of the station building and surroundings and use of non-residential and commercial premises. The project has been processed. In 2020, it is a question of inclusion in the investment plan.	
<i>Performed / Guaranteed:</i> The Czech Republic- Správa železničních drah, České dráhy (Railway Administration, Czech Railways)	Medium Term Measures  <b>2023-2025</b>
<i>Expected Cooperation:</i> The National Heritage Institute, Ministry of Culture of the Czech Republic, World Heritage Coordinator	

## D.2.2.7. – E

SWOT C.1.C/1 – SWOT C.1.B/2

BUFFER ZONE–IMPROVING THE STATE OF KEY STRUCTURES	BUFFER ZONE
<b>Rescue of the Church of St. Antonín (Anthony) in the town cemetery</b>	
Evidence of the hop prosperity of the town, the supposed origin of the exhibition of the Personalities of Žatec buried in the Žatec cemetery and the Jewish cemetery in Žatec. An educational tour of the cemetery is expected.	
<i>Performed / Guaranteed:</i> The town of Žatec	Medium Term Measures  <b>2023-2025</b>
<i>Expected Cooperation:</i> The National Heritage Institute, Ministry of Culture of the Czech Republic, Site Manager, World Heritage Coordinator	

## D.2.2.7. – F

SWOT C.1.C/1 – SWOT C.1.B/2

BUFFER ZONE–IMPROVING THE STATE OF KEY STRUCTURES	BUFFER ZONE
<b>Use and Rehabilitation of Ludersdorf Villa - No. 672</b>	
Development project for the puppet theatre. The financial security of the construction is being prepared.	
<i>Performed / Guaranteed:</i> The town of Žatec, puppet association	Medium Term Measures  <b>2024</b>
<i>Cooperation:</i> The National Heritage Institute, Ministry of Culture of the Czech Republic, Site Manager, World Heritage Coordinator, puppet association	

**D.2.2.7. – G**

SWOT C.1.C/1 – SWOT C.1.B/2

BUFFER ZONE–IMPROVING THE STATE OF KEY STRUCTURES		BUFFER ZONE
<b>Hrázděnka (Half-timbered House) - No. 581</b>		
Rescue of the oldest preserved half-timbered building in Žatec.		
<p><i>Performed / Guaranteed:</i> The private owner of the building Mgr. Jana Fousová, Prague</p> <p><i>Expected Cooperation:</i> The National Heritage Institute, Ministry of Culture of the Czech Republic, the town of Žatec, Site Manager, World Heritage Coordinator</p>		<p>Medium Term Measures <b>2023-2025</b></p>

**D.2.2.7. – H**

SWOT C.1.C/1 – SWOT C.1.B/2

BUFFER ZONE–IMPROVING THE STATE OF KEY STRUCTURES		BUFFER ZONE
<b>Restoration of the Protestant Church</b>		
Restoration of the facade and fencing.		
<p><i>Performed / Guaranteed:</i> Protestant Church</p> <p><i>Expected Cooperation:</i> The National Heritage Institute, Ministry of Culture of the Czech Republic, Site Manager, World Heritage Coordinator</p>		<p>Medium Term Measures <b>2023-2025</b></p>

**D.2.2.8 QUALITY AND RESTORATION OF PUBLIC SPACE WITHIN THE PROPERTY**

**D.2.2.8. – A**

SWOT C.1.B/5 - SWOT C.2.B/15

CONSERVATION AND RESTORATION OF THE PROPERTY – PUBLIC SPACE IN THE TERRITORY OF THE PROPERTY		COMPONENT PART 01
<b>Restoration of the village square and road near the chateau in the village of Steknik</b>		
Restoration of the village square to an authentic form, restriction of passage and parking - connection with the chateau and the considered visitor centre of component part 01 in the former Baroque granary. Part of the real estate and areas is privately owned. It is necessary to create an architectural study and develop project documentation. A barrier-free solution is assumed.		
<p><i>Performed / Guaranteed:</i> The Municipality of Zálužice</p> <p><i>Expected Cooperation:</i> The Hop Research Institute Co., Ltd., Žatec, Site Manager, World Heritage Coordinator</p>		<p>Medium Term Measures <b>2024</b></p>

**D.2.2.8. – B**

SWOT C.1.B/5 - SWOT C.2.B/15

CONSERVATION AND RESTORATION OF THE PROPERTY – PUBLIC SPACE IN THE TERRITORY OF THE PROPERTY		COMPONENT PART 01
<b>Restoration of the village square in the village of Trnovany</b>		
Restoration of the village square, surface, greenery, delimitation for parking, street furniture, the return of the statue of Jan Nepomucký to the stone bridge, lighting, information systems, connection with the railway station. Part of the area of the village square is privately owned. It is necessary to create an architectural study and develop project documentation. A barrier-free solution is assumed.		
<p><i>Performed / Guaranteed:</i> The town of Žatec, Site Manager, World Heritage Coordinator</p>		<p>Medium Term Measures <b>2024</b></p>

**D.2.2.8. – C**

SWOT C.1.B/5 - SWOT C.2.B/15

<b>CONSERVATION AND RESTORATION OF THE PROPERTY – PUBLIC SPACE IN THE TERRITORY OF THE PROPERTY</b>		<b>COMPONENT PART 02</b>
<b>Chmelařské Square in Žatec</b>		
Revitalisation and restoration of areas and greenery in the square, street furniture, information systems, art elements It is necessary to create an architectural study and develop project documentation. A barrier-free solution is assumed.		
<i>Performed / Guaranteed:</i> The town of Žatec, Site Manager, World Heritage Coordinator		Medium Term Measures <b>2024</b>

**D.2.2.8. – D**

SWOT C.1.B/5 - SWOT C.2.B/15

<b>CONSERVATION AND RESTORATION OF THE PROPERTY – PUBLIC SPACE IN THE TERRITORY OF THE PROPERTY</b>		<b>COMPONENT PART 02</b>
<b>Completion of the repair of Nerudovo Square in Žatec</b>		
Completion of the revitalisation of the area by adding a piece of public art..		
<i>Performed / Guaranteed:</i> The town of Žatec, Site Manager, World Heritage Coordinator		Short Term Measures <b>2022</b>

**D.2.2.8. – E**

SWOT C.1.B/5 - SWOT C.2.B/15

<b>CONSERVATION AND RESTORATION OF THE PROPERTY – PUBLIC SPACE IN THE TERRITORY OF THE PROPERTY</b>		<b>COMPONENT PART 02</b>
<b>Horova Street in Žatec</b>		
Revitalisation and restoration of the street in connection with the reconstruction of the Parish Garden and the Malt House of the Žatec Brewery  It is necessary to create an architectural study and develop project documentation.  A barrier-free solution is assumed.		
<i>Performed / Guaranteed:</i> The town of Žatec, Site Manager, World Heritage Coordinator		Medium Term Measures <b>2024</b>

**D.2.2.8. – F**

SWOT C.1.B/5 - SWOT C.2.B/15

<b>CONSERVATION AND RESTORATION OF THE PROPERTY – PUBLIC SPACE IN THE TERRITORY OF THE PROPERTY</b>		<b>COMPONENT PART 02</b>
<b>Poděbradova Street in Žatec</b>		
Restoration of cobblestone surfaces and paving.  It is necessary to create an architectural study and develop project documentation.  A barrier-free solution is assumed.		
<i>Performed / Guaranteed:</i> The town of Žatec, Site Manager, World Heritage Coordinator		Medium Term Measures <b>2024</b>

## D.2.2.8. – G

SWOT C.1.B/5 - SWOT C.2.B/15

CONSERVATION AND RESTORATION OF THE PROPERTY – PUBLIC SPACE IN THE TERRITORY OF THE PROPERTY		COMPONENT PART 02
<b>Modernisation of the upper part of Obránců miru Street in Žatec</b>		
Restoration of fencing and front gardens with homeowners, replacement of lighting, cobblestone pavements It is necessary to prepare an architectural study and develop project documentation. A barrier-free solution is assumed.		
<i>Performed / Guaranteed:</i> The town of Žatec, Site Manager, World Heritage Coordinator		Short Term Measures <b>2022</b>

## D.2.2.8. – H

SWOT C.1.B/5 - SWOT C.2.B/15

CONSERVATION AND RESTORATION OF THE PROPERTY – PUBLIC SPACE IN THE TERRITORY OF THE PROPERTY		COMPONENT PART 02
<b>Tyršova street - the northern part</b>		
Completion of the gap site, relocation of terraced garages, creation of public space with greenery, street furniture, lighting, information systems. Student work of FA ČVUT have dealt with this space in the past. It is necessary to prepare an architectural study and develop project documentation. A barrier-free solution is assumed.		
<i>Performed / Guaranteed:</i> The town of Žatec, Site Manager, World Heritage Coordinator		Medium Term Measures <b>2023 - 2027</b>

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## D.2.2.8. – I

SWOT C.1.B/5 - SWOT C.2.B/15

CONSERVATION AND RESTORATION OF THE PROPERTY – PUBLIC SPACE IN THE TERRITORY OF THE PROPERTY		COMPONENT PART 02
<b>Svobody Square in Žatec</b>		
Change of spatial concept, cobblestone paving to one level, new lighting and street furniture. Form of an architectural competition. Link to the overall transport concept of the town. A barrier-free solution is assumed.		
<i>Performed / Guaranteed:</i> The town of Žatec, Site Manager, World Heritage Coordinator		Medium Term Measures <b>2024-2028</b>

**D.2.2.8. – J**

SWOT C.1.B/5 - SWOT C.2.B/15

<b>CONSERVATION AND RESTORATION OF THE PROPERTY – PUBLIC SPACE IN THE TERRITORY OF THE PROPERTY</b>		<b>COMPONENT PART 02</b>
<b>The area around the Church of the Assumption of the Virgin Mary</b>		
Open space in front of the church paving repairs.		
Restoration of statues and sculptures.		
Addition of street furniture and information systems.		
A barrier-free solution is assumed.		
<i>Performed / Guaranteed:</i>		Medium Term Measures
The town of Žatec in coordination with the owner of the church and adjoining land		<b>2023-2025</b>
Site manager, World Heritage Coordinator		

**D.2.2.9 QUALITY OF PUBLIC SPACE IN THE BUFFER ZONE****D.2.2.9. – A**

SWOT C.1.B/5 - SWOT C.2.B/15

<b>CONSERVATION AND RESTORATION OF THE PROPERTY – PUBLIC SPACE IN THE BUFFER ZONE</b>		<b>BUFFER ZONE</b>
<b>Cemetery - silent evidence of hop prosperity - Church of St. Antonín</b>		
Renewal of the sightseeing route around the graves of Czech, German and Jewish important personalities connected with CHMELARŠTVÍ, cooperative Žatec and the prosperity of the town.		
Restoration of the original tree lined paths.		
Restoration of unmaintained graves and tombs of former personalities at the expense of the town.		
Repair of the Church of St. Antonín - supplementation of information for acquaintance with buried personalities and with their contribution to the region (photographs, places of residence, plan of a walking route through the cemetery).		
<i>Performed / Guaranteed:</i>		Medium Term Measures
The town of Žatec, Site Manager, World Heritage Coordinator,		<b>2023-2025</b>
Jewish community Teplice		

**D.2.2.9. – B**

SWOT C.1.B/5 - SWOT C.2.B/15

<b>CONSERVATION AND RESTORATION OF THE PROPERTY – PUBLIC SPACE IN THE BUFFER ZONE</b>		<b>BUFFER ZONE</b>
<b>Repairs and maintenance of public spaces, parks and roads and areas related to the hop prosperity of the town</b>		
Barrier-free concept, the addition of sculptures thematically connected with CHMELARŠTVÍ, cooperative Žatec, the addition of other artistic elements and street furniture, information systems and restoration of greenery.		
<i>Performed / Guaranteed:</i>		Medium Term Measures
The town of Žatec		<b>2023-2025</b>
		<b>2023-2025</b>

CONSERVATION AND RESTORATION OF THE PROPERTY – PUBLIC SPACE IN THE BUFFER ZONE		BUFFER ZONE
<b>Havlíčkovo Square – direct line from the river Ohře towards the historical core of the town of Žatec</b>		
Barrier-free, street furniture, greenery, stops, communication axis, a footbridge over the river Ohře. It is part of the direct line connecting the historical core and the river Ohře.		
<i>Performed / Guaranteed:</i> The town of Žatec		Medium Term Measures <b>2023-2025</b>

## D.2.2.10 LANDSCAPE RESTORATION AND REVITALISATION OF PUBLIC GREENERY

CONSERVATION AND RESTORATION OF THE PROPERTY- GREENERY		COMPONENT PART 01
<b>Restoration of greenery, roads and paths in component part 01 and the buffer zone</b>		
The follow-up to the architectural-urban study agreed by all participants in the territory of component part 01. It is necessary to prepare implementation project documentation for the phased restoration of the property landscape.		
Preparation of documents:		
<ul style="list-style-type: none"> <li>- Preservation and restoration of hop fields.</li> <li>- Renewal of paths in the countryside connected to villages and renewed roads</li> <li>- Renewal of roads in the countryside</li> <li>- Access to natural and tourist landmarks</li> <li>- Renewal of greenery on the village square in the villages of Trnovany and Steknik.</li> </ul>		
Follow-up to the Territorial Study of the Landscape of the Žatec Region - ing. Arch. Pavel Krolák, 2019 ÚAP - ing. Arch. Pavel Krolák, 2020		
<i>Performed / Guaranteed:</i> The town of Žatec, The Municipality of Zálužice, Site manager, World Heritage Coordinator, the village of Steknik		Continuous Measures <b>2022-2030</b>

**D.2.2.10. – B**

SWOT C.1.B/5

CONSERVATION AND RESTORATION OF THE PROPERTY- GREENERY		COMPONENT PART 02
<b>Restoration and opening of the Farská zahrada (Parish Garden)</b>		
After negotiations with the owner of the land, a quiet place of reverence was subsequently created from the Parish Garden.		
It is necessary to create an architectural study and develop project documentation.		
<i>Performed / Guaranteed:</i>		Medium Term Measures
The town of Žatec, Site Manager, World Heritage Coordinator,		<b>2025</b>
Roman Catholic parish Žatec - Diocese of Litoměřice		

**D.2.2.10. – C**

SWOT C.1.B/5

CONSERVATION AND RESTORATION OF THE PROPERTY- GREENERY		COMPONENT PART 02
<b>Revitalisation of parks in the buffer zone</b>		
Restoration of greenery, cycle path, lighting, landscaping, meadow for walking dogs (water area, biotope, retention).		
Completion of the ongoing study is expected in 2020.		
The study completed in 2020		
Project 2021		
<i>Performed / Guaranteed:</i>		Short Term Measures
The town of Žatec, Site Manager,		<b>2023</b>
World Heritage Coordinator		

**D.2.2.10. – D**

SWOT C.1.B/5

CONSERVATION AND RESTORATION OF THE PROPERTY- GREENERY		COMPONENT PART 02
<b>Restoration of paths in component part 02 and restoration of cobblestone pavements in the buffer zone</b>		
Restoration of surviving paths and addition of trees.		
Planting of new trees for tree lined paths in the landscape in connection with new paths and renewed roads and the river Ohře.		
It is necessary to prepare an architectural study and develop project documentation.		
<i>Performed / Guaranteed:</i>		Medium Term Measures
The town of Žatec, Site Manager, World Heritage Coordinator		<b>2025</b>

**D.2.3 RISK REDUCTION AND PREVENTION OF PROPERTY DAMAGE**

Due to the total consideration of all possible future risks, it is possible to prevent them, especially those associated with inadequate construction interventions. Other risks lie mainly with the influx of visitors. Many of them will also be minimised by building a quality tourism infrastructure: facilities for visitors. However it is also necessary to take into account the negative behaviour of visitors - vandalism and criminal activity.

One risk is also the possible threat to some parts of the property due to fire. The possibility of intervention by the fire brigades in the described locality is of the highest level. The Professional Fire Brigade (HZS) is located right in the centre of the Prague Suburbs and is equipped with the latest technology. The driving distance from the HZS headquarters is 800 metres to the farthest point of component part 02. The town is also home to an active volunteer fire brigade. There is a network of underground fire hydrants. The addition of additional cameras and an increase in the security of the property, as proposed in the Measures described below, will help to reduce the occurrence of fire and inappropriate behaviour in the short term.

### D.2.3.1 MAINTENANCE OF BUILDINGS, VISUAL AUTHENTICITY AND COOPERATION WITH THE BUILDING AUTHORITY

Regular maintenance of facilities, supervision of its correct and timely implementation is important.

#### D.2.3.1. – A

SWOT C.1.D/5

RISK REDUCTION	COMPONENT PARTS 01 A 02
<b>Monitoring of buildings, building modifications and advertising equipment</b>	
New job position of the building authority for the resulting monitoring and administrative activities of the building office on damaged buildings and the permitting and removal of advertising and technical equipment.	
Consideration of the possibility of cooperation between the Municipal Police.	
<i>Performed / Guaranteed:</i> The town of Žatec	Short Term Measures <b>2021</b>

#### D.2.3.1. – B

SWOT C.1.B/5

RISK REDUCTION	COMPONENT PARTS 01 A 02
<b>Suitable use of hop-related constructions</b>	
The assistance of public administration bodies with the selection of suitable investors.	
Definition of a suitable function in land-use plans and considered regulatory plans.	
Improper use associated with inappropriate construction interventions can jeopardise the authenticity of the building.	
The town of Žatec, The Municipality of Zálužice, building owners, CHMELÁŘSTVÍ, cooperative Žatec	Medium Term Measures <b>2024</b>
<i>Performed / Guaranteed:</i> The town of Žatec, Site Manager, World Heritage Coordinator	Short Term Measures <b>2021</b>

#### D.2.3.1. – C

SWOT C.1.D/2 - SWOT C.1.B/1 - SWOT C.1.C/2 - SWOT C.1.C/11

CONSERVATION AND RENEWAL	COMPONENT PART 02
<b>Maintenance and development of the Town Regeneration Fund and use of suitable subsidy titles for landscape renewal</b>	
Funds from the Ministry of the Environment and the Ministry of Agriculture can also be used to restore and revitalise the landscape. It is desirable to search for other suitable subsidy programmes related to landscape restoration (link to the territorial study of the Žatec landscape - Ing. Arch. Krolák, 2019)	
The aim is the annual implementation of the Regeneration Fund of the town of Žatec, its maintenance and increase in the volume of the fund, the search for sponsors and contributors and their media coverage and public gratitude.	
Preservation of a specific subsidy title for owners of buildings in the area of component part 02. The fund, subsidised mainly from the town funds, also enables the restoration of other architecturally valuable and historically significant buildings that are not immovable cultural heritage assets.	
<i>Performed / Guaranteed:</i> The town of Žatec, Site Manager, World Heritage Coordinator	Continuous Measures <b>2020 - 2030</b>
<i>Expected Cooperation:</i> Ministry of the Environment and Ministry of Agriculture	

**D.2.3.1. – D**

SWOT C.1.D/5

RISK REDUCTION	COMPONENT PART 02
<b>More effective supervision of the Municipal Police over public order and compliance with the rules</b>	
The focus of the designated employee of the Municipal Police on the control of building permits, unauthorised building modifications and advertisements with the right to report the identified deficiency to the building authority for a solution.	
<i>Performed / Guaranteed:</i>	Short Term Measures
The town of Žatec	<b>2020</b>

**D.2.3.2 EXTENSION OF THE CCTV CAMERA SYSTEM - PROTECTION AGAINST VANDALISM****D.2.3.2. – A**

SWOT C.1.D/5

RISK REDUCTION	COMPONENT PART 02
<b>Completion of the CCTV camera system</b>	
Completion of a CCTV camera system within the property.	
A prospective solution of the CCTV camera system in component part 01.	
<i>Performed / Guaranteed:</i>	Medium Term Measures
The town of Žatec	<b>2022 – 2026</b>

**D.2.3.3 RELOCATION OF THE ŽATEC BREWERY EXPEDITION**

Traffic and municipal transport services pose a potential risk. The intention to reduce the traffic load, which can be considered in the long term, is to negotiate with the management of the Žatec Brewery and motivate it to change the location of its beer dispatching. The supply leaving the brewery currently means the passage of lorries through the territory of component part 02, in the most northerly position where the brewery lies.

**D.2.3.3. – A**

SWOT C.1.D/5

RISK REDUCTION	COMPONENT PART 02
<b>Revitalisation of areas and relocation of the Žatec Brewery expedition</b>	
In agreement with the owner of the brewery, the prospective relocation of their product distribution expedition to the northern part, limitation of static disturbance of listed buildings when beer lorries pass through the northern part of component part 02 (see risk factors).	
Revitalisation of connecting areas owned by the Žatec Brewery.	
<i>Expected participants:</i>	Prospective Measures
Žatec Brewery	<b>2030</b>
The town of Žatec, Ministry for Regional Development, Czechinvest, The National Heritage Institute	

## D.2.4 PROPRIETARY MEASURES

The villages in component part 01 and Žatec, as an important historical town, are also characterised by the diversity of buildings and ownership interests. On the positive side, even though the historical buildings are only partially used, some are still used for housing and/or economic activity. It is in the interest to support these functions and at the same time, make sure that they do not disturb the value of the property. Therefore, within the intentions of this Measures, the town of Žatec situates itself in the role of a mediator or mediator of communication but also assumes the role of a responsible investor. It shares its experience with the management of the Municipality of Zálužice through the Steering Group. Due to the urgency evoked by the condition of some of the most valuable buildings, all plans are designed to be achieved in the short term, i.e. with implementation by 2022.

### D.2.4.1 PURCHASE OF IMPORTANT HOP GROWING STRUCTURES

For the preservation and appropriate conversion of the most valuable hop-related cultural heritage assets, it is most important to find compliance for their new function and maximum the requirements for preserving their authenticity. Such technical assets will remain in their original state without any interference with their layout, including the preservation of any original technology present. The realistic plan in the short term is to put at least 3 buildings into the direct ownership of the Town. The Town has the opportunity to build on the already implemented the Temple of Hops and Beer project, and with a similar suitable use in two warehouses, will create examples of their proper use as an inspiration for other owners and investors. There are plans to restore an original hop warehouse, from the turn of the twentieth century in its exact detail, including all its equipment. There will also be a non-traditional educational accommodation for young visitors to the property and the exhibition space of the Elementary School of Arts in Žatec.

#### D.2.4.1. – A

SWOT C.1.B/7 - SWOT C.1.c/11

PROPRIETARY RELATIONS - PURCHASE OF HOP WAREHOUSES	COMPONENT PART 02
<p><b>Purchase of important structures of hop growing constructions</b></p>	
<p>Selection and purchase of three important buildings into the property of the town of Žatec to preserve their original authenticity and find their suitable use - extension of the Hop Museum's offer with accessible and installed original warehouses with a presentation of original equipment. Other uses, such as the exhibition space of the Elementary School of Arts and other possibilities. The exact use of the structures will be discussed on an ongoing basis.</p> <p>Proposal:</p> <p>No. 313 in Obránců Street, a representation of an original hop warehouse, including its equipment.</p> <p>Building lot No.483/3 on Prokopa Velkého Square, non-traditional accommodation and meals for young visitors.</p> <p>No. 1232 on Smetanovo Square, exhibition premises of the Elementary School of Arts in Žatec.</p>	
<p><i>Performed / Guaranteed:</i></p> <p>The town of Žatec, Site Manager</p> <p><i>Expected Cooperation:</i></p> <p>Current building owners, Ministry of Regional Development, Ministry of Culture, Ministry of Agriculture, National Technical Museum, Museum of Agriculture, the National Heritage Institute</p>	<p>Short Term Measures</p> <p><b>2022</b></p>

## D.2.4.2 PURCHASE OF LAND AND REAL ESTATE FOR FURTHER DEVELOPMENT OF SERVICES IN COMPONENT PART 01 ( THE VILLAGES OF TRNOVANY AND STEKNÍK)

The purchase of land for the construction of a new access road and parking areas for visitors to component part 01 will be carried out in connection with the agreed architectural and urban design solution by all participants in component part 01.

### D.2.4.2. – A

SWOT C.1.B/7

PROPRIETARY RELATIONS – REVITALISATION OF THE SURROUNDINGS OF THE STEKNÍK CHATEAU		COMPONENT PART 01
<b>Use of buildings and real estate in the village of Stekník</b>		
<p>To build the complex of the new visitor centre in component part 01, it is necessary to resolve proprietary relations (by the Hop Research Institute Co., Ltd., Žatec) for some buildings such as the former Baroque granary (building plot No. 43), hop drying kiln (building plot No.41) and other real estate and land for the construction of access roads and parking for visitors.</p> <p>The extent of the necessary land and the use of other real estate will result from the considered architectural-urban study discussed with all participants of the plan and from the joint meeting of local participants.</p>		
<p><i>Participants:</i>            Coordinator – Site Manager            The National Heritage Institute, Prague, the Hop Research Institute Co., Ltd., Žatec, the Municipality of Zálužice</p>	<p>Short Term Measures  <b>2022-2024</b></p>	

### D.2.4.2. – B

SWOT C.1.B/7

PROPRIETARY RELATIONS – THE VILLAGE SQUARE IN TRNOVANY		COMPONENT PART 01
<b>Land for solving the area of the village square in Trnovany</b>		
<p>Part of the area of the village square in Trnovany is privately owned. The owners live in Trnovany. The area will be an important area of interconnection between the train station and the Stekník Chateau and will therefore be the most suitable solution for permanent access. As part of the revitalisation of the area, it is appropriate to relocate the statue of Jan Nepomucký from a private garden to a nearby bridge over a stream in agreement with the National Heritage Institute. The revitalisation of the area is also considered in the budget of the town of Žatec. It is necessary to work out the architectural solution of the village square and discuss it with the participants of the intention.</p>		
<p><i>Performed / Guaranteed:</i>            The town of Žatec, Allmesa Trnovany, Site Manager</p>	<p>Short Term Measures  <b>2022-2024</b></p>	

### D.2.4.3 THE POSSIBILITY OF PURCHASING BUILDING NO. 2767 IN ŽATEC FOR THE CONSTRUCTION OF UNDERGROUND GARAGES FOR RESIDENTS OF COMPONENT PART 02

D.2.4.3. – A

SWOT C.1.B/7

PROPRIETARY RELATIONS – GARAGES FOR RESIDENTS OF THE NOMINATED PROPERTY		COMPONENT PART 02
<b>Commencement of negotiations on the purchase of the building of the former Savings Bank No. 2767</b>		
<p>Commencement of negotiations on the purchase of building No. 2767 with its owner (Bene domus, Poděbrady).</p> <p>It is a former modern building of the Savings Bank and related land for the purpose of building underground and above-ground collective garages for residents, guests of accommodation facilities and workers on the territory of component part 02 (following the architectural competition for the solution of the historical core).</p> <p>The building is a modern architecturally low-quality building set in the historical environment of the property.</p> <p>Archaeological excavations took place at the time of construction of the existing building.</p> <p>It can be solved only by finalising the transport concept and through the decision of the Town Council.</p> <p>The construction of parking areas for residents, visitors and employees of the historical core is one of the basic conditions for successful regeneration and revitalisation of the urban core. Space will be freed up for the extension of pedestrian zones and parking for short-term visitors to the property.</p>		
<p><i>Performed / Guaranteed:</i></p> <p>The town of Žatec, Site Manager</p>		<p>Long Term Measures</p> <p><b>2028</b></p>
<p><i>Expected Cooperation:</i></p> <p>Ministry for Regional Development of the Czech Republic, Ministry of Transport of the Czech Republic, Ministry of Culture of the Czech Republic, the National Heritage Institute, Ústecký Region</p>		

### D.2.5 PRESENTATION OF VALUES OF THE PROPERTY

In the **short term**, it is necessary to ensure a suitable way for the use of some other buildings of the property, with its cultural connotations, for the purposes of thematically specific tourism. Therefore, it is necessary to provide a marketing concept that determines the subject and the methods of interpretation to visitors.

Among the Measures in the field of staff and public education, it is possible to build on existing practice (lectures, excursions, educational and entertainment events). Citizens of the town of Žatec still need to strengthen their interest in hop-related cultural heritage assets by cultivating a regional understanding and admiration of hops, so that they can be even prouder local patriots and people proud of their town, which for almost a millennium bears the legacy of a hop growing tradition. In addition to professional output, popular publications and various details will help.

D.2.5. – A

SWOT C.1.D/6

PRESENTATION AND STRATEGY OF TOURISM		COMPONENT PARTS 01 A 02
<b>Analysis, preservation and use of the main visual points for the nominated property</b>		
<p>Survey - analysis.</p> <p>Map layouts, photo documentation, location of information systems and board maps.</p> <p>The spatial plans determine the height level of the development. In the details of the solution and territorial studies, it is necessary to monitor the new construction so that the main visual points for the dominants of both components are not overshadowed.</p>		
<p><i>Performed / Guaranteed:</i></p> <p>The town of Žatec, The Municipality of Zálužice</p>		<p>Short Term Measures</p> <p><b>2023</b></p>

### D.2.5.1 CREATING A PROPERTY MARKETING CONCEPT

In the short term, it is necessary to ensure a suitable use of some of the other buildings of the property, with its cultural connotations, for the purposes of thematically specific tourism. Therefore, it is necessary to provide a marketing concept that determines the subject and methods of interpretation to visitors. The management of tourism and its change in the short term is inevitable. Still, it is also necessary to rely on dialogue with travel agencies and offices, which will include attractions in their offers.

Among the Measures in the field of staff and public education, it is possible to build on existing practice (lectures, excursions, educational and entertaining events). Citizens of the town of Žatec still need to strengthen their interest in hop-related cultural heritage assets by cultivating a regional understanding and admiration of hops, so that they can be even prouder local patriots and people proud of their town, which for almost a millennium bears the legacy of a hop growing tradition. In addition to professional output, popular publications and various details.

Although the plan deals with tourism above in the set of intentions for the optimal use of the property, a similar intention is included here. The reason is the need not only for the functional filling of empty storage spaces but also the need to get potential visitors coming to Žatec to stay for a period of time. These intentions extend into the medium term. Another comprehensive intention is to unify the visual identity.

#### D.2.5.1. - A

SWOT C.2.B/2 - SWOT C.2.B/3 - SWOT C.2.C/4

PRESENTATION AND STRATEGY OF TOURISM	COMPONENT PARTS 01 A 02
<b>Completion of the Tourism Strategy on the territory of the property</b>	
<ul style="list-style-type: none"> <li>- Analytical, proposal and implementation part</li> <li>- Summarisation of potential and offer of attractions</li> <li>- Setting limits</li> <li>- Transport accessibility and marketing arrangements</li> <li>- Communication strategy</li> <li>- Creation and support of a destination brand</li> <li>- Suggestions for improving the range of offers and services and introducing new products</li> <li>- Cooperation of all key entities and the Central Office of Tourism</li> <li>- Promotional film and its media coverage in the main media and internet portals and applications</li> </ul>	
<p><i>Performed / Guaranteed:</i></p> <p>The town of Žatec, The Municipality of Zálužice, Site Manager</p>	<p>Short Term Measures</p> <p><b>2023</b></p>
<p><i>Expected Cooperation:</i></p> <p>Ústecký Region, Ministry for Regional Development, local associations and civic activities, CzechTourism</p>	

### D.2.5.2 SUPPORT FOR PUBLISHING ACTIVITIES AND EDUCATION IN THE FIELD OF CHMELAŘSTVÍ, COOPERATIVE ŽATEC

Plan for presentation publications on hop growing related buildings in the town and region, and the traditions of CHMELAŘSTVÍ, cooperative Žatec (puzzles, picture games, postcards, monographs). The creation of a plan for publishing activities by the Town focused on different age groups, and different levels of expertise can be an important element in fulfilling this goal. At the same time, however, the town could and should contribute to other publishers (e.g. agricultural and trade associations) of related publications, provided that they comply with the elements of the required content line and graphic elements, and other conditions.

**D.2.5.2. – A**

SWOT C.3.B/3 - SWOT C.4.C/12 - SWOT C.4.C/13 - SWOT C.1.C/8 - SWOT C.2.D/1

EDUCATION IN THE SECTOR OF HOP GROWING		COMPONENT PART 02
<b>Renewal of the Hop Growing field at the Secondary School of Agriculture and Ecology in Žatec</b>		
To start negotiations with the funder of the school - the Ústí nad Labem Region - on the renewal of the study field Chmelař (Hop Growing) with the aim of maintaining education, experience and tradition in the sector.		
<i>Participants:</i>  Coordinator – Site Manager  The town of Žatec, Ústecký Region, Secondary School of Agriculture and Ecology in Žatec, Ministry of Education of the Czech Republic		Short Term Measures  <b>2022</b>

**D.2.5.2. – B**

SWOT C.3.B/3 - SWOT C.4.C/12 - SWOT C.4.C/13 - SWOT C.1.C/8 - SWOT C.2.D/1

EDUCATION IN THE SECTOR OF HOP GROWING		COMPONENT PART 02
<b>Branch of the University of Agriculture in Žatec - CHMELARSTVÍ, cooperative Žatec</b>		
Start negotiations on the creation of a branch of the University of Agriculture in Prague in the sector of hop growing in partnership with CHMELARSTVÍ, cooperative Žatec.		
<i>Participants:</i>  Coordinator – Site Manager  The town of Žatec, Ústecký Region, Secondary School of Agriculture and Ecology in Žatec, University of Agriculture in Prague, Ministry of Education of the Czech Republic		Medium Term Measures  <b>2025</b>

**D.2.5.2. – C**

SWOT C.2.B/7 - SWOT C.2.B/8 - SWOT C.1.C/8 - SWOT C.2.C/14 - SWOT C.2.D/1

PRESENTATION - PUBLISHING ACTIVITY		COMPONENT PARTS 01 A 02
<b>Reprint of the publication of the cultural heritage assets of hop cultivation and processing in Žatec</b>		
Existing very popular material, need for updating, planned 3 <sup>rd</sup> edition.		
Performed / Guaranteed: The town of Žatec, Site Manager  <i>Expected Cooperation:</i> Ministry of Culture of the Czech Republic, Steknik Chateau, Hop Muzeum Žatec		Short Term Measures  <b>2022</b>

**D.2.5.2. – D**

SWOT C.2.B/7 - SWOT C.2.B/8 - SWOT C.1.C/8 - SWOT C.2.C/14 - SWOT C.2.D/1

PRESENTATION - PUBLISHING ACTIVITY		COMPONENT PARTS 01 A 02
<b>Edition of the Hop Alphabet</b>		
Completion and presentation of educational illustrative popular-educational aids for pre-schoolers and lower grades of primary schools. The book is currently in preparation.		
<i>Performed / Guaranteed:</i> The town of Žatec  <i>Expected Cooperation:</i> Ministry of Culture of the Czech Republic, Hop Muzeum Žatec		Short Term Measures  <b>2020</b>

**D.2.5.2. – E**

SWOT C.2.B/7 - SWOT C.2.B/8 - SWOT C.1.C/8 - SWOT C.2.C/14

PRESENTATION - PUBLISHING ACTIVITY		COMPONENT PARTS 01 A 02
<b>Book of memories and historical accounts</b>		
Publication of a book depicting specific historical accounts and memories of the local CHMELAŘSTVÍ, cooperative Žatec and stories of local citizens about the situation before and after World War II. Research of materials and interviews with still-living witnesses of Bohemian, Sudeten German, Jewish and new settler origin.		
<i>Performed / Guaranteed:</i> The town of Žatec, Site Manager		Short Term Measures <b>2022</b>
<i>Expected Cooperation:</i> Ústecký Region, Ministry of Foreign Affairs of the Czech Republic, Ministry of Culture of the Czech Republic, Association of natives and friends of the town of Žatec		

**D.2.5.2. – F**

SWOT C.2.B/7 - SWOT C.2.B/8 - SWOT C.1.C/8 - SWOT C.2.C/14 - SWOT C.2.D/1

PUBLISHING PLAN IN CONNECTION WITH THE FUTURE TOURISM STRATEGY 2022 - 2025		COMPONENT PARTS 01 A 02
Creation of a multi-year publishing plan to ensure the visual identity of professional and promotional materials. (maps, publications, leaflets, postcards, thematic websites, QR system, methodical brochures, graphic manuals and instructions...). A link to the previously chosen graphic concept of documents related to the nomination of the property will be important.		
<b>PRESENTATION - PUBLISHING ACTIVITY</b>		<b>COMPONENT PARTS 01 A 02</b>
<i>Performed / Guaranteed:</i> The town of Žatec – Information Centre, Site Manager		Short Term Measures <b>2022</b>
<i>Expected Cooperation:</i> Steering Group, CzechTourism, Ústecký Region		

**D.2.5.2. – G**

SWOT C.2.B/7 - SWOT C.2.B/8 - SWOT C.1.C/8 - SWOT C.2.C/14 - SWOT C.2.D/1

PRESENTATION - PUBLISHING ACTIVITY		COMPONENT PARTS 01 A 02
<b>Print of a map and brochure</b>		
Utilisation of the result of creating an interactive map of the year 2020 (FA ČVUT - arch. Efler).		
<i>Performed / Guaranteed:</i> The town of Žatec, Site Manager		Short Term Measures <b>2021</b>
<i>Expected Cooperation:</i> Ministry of Culture of the Czech Republic/ Ústecký Region		

**D.2.5.2. – H**

SWOT C.2.B/7 - SWOT C.2.B/8 - SWOT C.1.C/8 - SWOT C.2.C/14 - SWOT C.2.D/1

PRESENTATION - PUBLISHING ACTIVITY		COMPONENT PARTS 01 A 02
<b>Chmelařské noviny (Hop growing newspaper)</b>		
Introduction of a special section on hop-related structures.		
<i>Performed / Guaranteed:</i> The town of Žatec – supplement to the Žatecký zpravodaj (local newspaper), Site Manager		Short Term Measures <b>2022</b>

**D.2.5.2. – I**

SWOT C.2.B/7 - SWOT C.2.B/8 - SWOT C.1.C/8 - SWOT C.2.C/14 - SWOT C.2.D/1

PRESENTATION		COMPONENT PARTS 01 A 02
<b>Card construction models of hop constructions</b>		
The gradual creation of a series of card construction models (kits) of selected hop constructions, including chimneys in various degrees of difficulty.		
<i>Performed / Guaranteed:</i> The town of Žatec – Information Centre		Short Term Measures <b>2022 - 2025</b>
<i>Expected Cooperation:</i> Ústecký Region, Petr Bažant, Steering Group, Site Manager		

### D.2.5.3 COMPLEMENTING AND CREATING EDUCATIONAL PROGRAMMES AND SUPPORTING ASSOCIATION ACTIVITIES

The purpose of the Measures is to provide regular seminars and tours on the topic of property values for primary and secondary school pupils. Other activities may include participation with the young generation on the topics of preserving values and developing the property, based on consultations with other already nominated properties.

#### D.2.5.3. – A

SWOT C.2.C/14 - SWOT C.4.C/1 - SWOT C.4.C/4

##### OVERVIEW OF KNOWN PLANNED ACTIVITIES

###### - Educational programmes for children and youth

###### - Support for local associations dealing with hop growing topics, promoting the region, obtaining historical information and using hop growing buildings

Chmelobrana Žatec (Hop Defence Žatec Association), Association of Natives and Friends of the town of Žatec, Association A dál

###### - Involvement of schools in community life

HopFest, exhibitions, excursions, museum visits

###### - Involvement of the Hop Museum in promotional activities

###### - Teacher training (historical heritage of the region)

###### - Exhibitions and promotional materials

Promotional and presentation materials in Czech and English versions and possibly other language versions will increase public awareness and information about the project of nomination of Žatec and the Landscape of Saaz Hops, not only at the local level, but also in the region. The nominated property will be promoted in the form of a mobile panel exhibition, printed leaflets and in a pdf form on the updated website of the nominated property.

The nominated property will be presented in a clear and comprehensible form with the use of texts of already processed and translated nomination documentation. Its boundaries will be explained, including a map display. The public will be introduced to the Outstanding Universal Values of the property, illustrated through brief texts and attribute photographs. The information promotional output of the project will also be used during the ICOMOS expert evaluation mission.

Deadline 2021 (currently support for a project from the World Heritage Sites Programme is being requested)

###### - Promotional film *History and present of hop growing in the Czech Republic*

###### - Educational programme for school youth *Žatec - the town of Hops for the lower-elementary stage of schools*

The question of how much children growing up in Žatec know their town was at the beginning of a project designed for school children. The aim is to acquaint children with the history, and current period, of hop growing in the Žatec region. In the pilot project week *Žatec - the town of Hops*, pupils of the 4<sup>th</sup> grade of the Komenského alej primary school were selected. It includes, among other things, excursions to hop growing premises and hop warehouses.

The results of the project are children's posters on the topic, which are part of the exhibition in the Hop Museum. The implementer of the whole project is the Hop Museum. The project partners are the National Heritage Institute, Ústí nad Labem, J. E. Purkyně University in Ústí nad Labem, the town of Žatec and the Ústecký Region. The project is currently continuing for its second year, and after the end of the pilot year, it has been adapted for pupils in the 5<sup>th</sup> grade of primary schools.

###### - Escape game *Saving the village of hop elves*

- designed for families with children

- in the cellars under the Hop Museum

- the screenplay has already been processed

###### - Tour guide services

- The Temple of Hops and Beer all year round as part of town tours and tourist packages according to the Tourism Development Strategy

- Seasonally with the use of students and part-time workers with language skills

- Use of texts and documents from the Database of Tourist Destinations

###### - Lectures on the hop landscape - twice a year

- **Hop Trail** – a tourist circuit in the village and in hop fields in cadastral area Steknik (activity of the Hop Museum and Steknik Chateau)

###### - Dictionary of Czech-English technical terms

unification of translation of nomination, use of dictionary into MP. An explanatory dictionary that will ensure understanding of technical terms. It will be processed in the short term 2021 - 2022 and will be presented on the property's website.

## D.2.5.4 INTRODUCTION OF A UNIFIED VISUAL AND CONTENT IDENTITY

### D.2.5.4. – A

SWOT C.2.C/2 - SWOT C.4.C/1

UNIFORM GRAPHIC, VISUAL AND CONTENT IDENTITY	COMPONENT PARTS 01 A 02
Uniform graphic design of promotional materials and information products.	
<p>Creation of the product brand and logo and its promotion (six crossed out lines).</p> 	
The logo is a protected trademark registered at the Industrial Property Office.	
It will contain graphic designs, projects, a manual for the use of signs and logos, symbols and logos of individual important tourist destinations (the original designs were prepared by the academic painter Fárka).	
<p><i>Performed / Guaranteed:</i> The town of Žatec, Steering Group</p>	<p>Short Term Measures <b>2021-2022</b></p>

### D.2.5.4. – B

SWOT C.2.C/2 - SWOT C.4.C/1

UNIFORM GRAPHIC, VISUAL AND CONTENT IDENTITY	COMPONENT PARTS 01 A 02
Creation of a uniform numbered database of tourist destinations.	
Numbered database of tourist destinations for re-use in promotional materials and maps.	
(each goal with a description in Czech, English, German, Russian or another selected language), necessary cooperation of the Regional Museum in Žatec and NHI.	
<p><i>Performed / Guaranteed:</i> The town of Žatec – Information Centre, Regional Muzeum in Žatec</p>	<p>Short Term Measures <b>2021-2022</b></p>
<p><i>Expected Cooperation:</i> Hop Museum</p>	

### D.2.5.4. – C

SWOT C.2.C/2 - SWOT C.4.C/1

UNIFORM GRAPHIC, VISUAL AND CONTENT IDENTITY	COMPONENT PARTS 01 A 02
Application of the created target database to the QR code system.	
Creating a QR system and marking the created targets. In connection with the creation of a unified database of tourist destinations in both components.	
<p><i>Performed / Guaranteed:</i> The town of Žatec, Steering Group</p>	<p>Short Term Measures <b>2021-2022</b></p>
<p><i>Expected Cooperation:</i> Regional Muzeum in Žatec</p>	

### D.2.5.4. – D

SWOT C.2.C/2

UNIFORM GRAPHIC, VISUAL AND CONTENT IDENTITY	COMPONENT PARTS 01 A 02
Completion of new uniform street and house plates on the territory of the nominated property.	
New street and house enamel plate signs of street names and house numbers with hop motifs.	
<p><i>Performed / Guaranteed:</i> The town of Žatec</p>	<p>Short Term Measures <b>2020 - 2021</b></p>

**D.2.5.4. – E**

SWOT C.2.C/2

UNIFORM GRAPHIC, VISUAL AND CONTENT IDENTITY	COMPONENT PART 02
Modernisation of roundabouts. using the central area to promote the hop growing heritage.	
<i>Performed / Guaranteed:</i> The town of Žatec	Short Term Measures <b>2021</b>

**D.2.5.4. – F**

SWOT C.2.C/2

UNIFORM GRAPHIC, VISUAL AND CONTENT IDENTITY	COMPONENT PARTS 01 A 02
Complementing the external orientation system. Maps of components on tourist map signboards. Maps with markings and descriptions of tourist destinations in the area.	
<i>Performed / Guaranteed:</i> The town of Žatec	Continuous Measures <b>2022 - 2030</b>

**D.2.5.4. – G**

SWOT C.2.C/2

UNIFORM GRAPHIC, VISUAL AND CONTENT IDENTITY	COMPONENT PARTS 01 A 02
Graphic manual for solving public spaces. - Recommended uniform visual and material system for marking establishments - Uniform recommended design of furniture, covers, drains, billboards, signboards, pedestrian crossings, barrier-free elements...	
<i>Performed / Guaranteed:</i> The town of Žatec	Short Term Measures <b>2023</b>

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**D.2.5.5 DIRECTIONAL SYSTEM ON THE MAIN ROADS TO THE PROPERTY AREA**

Important Measures, which should fall within the competence of the Ústecký Region. Inspiration can be found in the designation of cultural heritage assets in the Karlovy Vary and Pilsen regions (see in the vicinity, for example, Plasy, Mariánská Týnice, Rabštejn, Loket). The directional signage must be multi-level. The first stage is located on motorways and first-class roads within a radius of 30-40 km, then at the turnings to, or within reach of the site of interest, and then just before the location of the cultural heritage asset.

**D.2.5.5. – A**

SWOT C.1.B/8 - SWOT C.2.B/5

DIRECTIONAL SYSTEMS FOR MOTORWAYS AND MAIN ROADS	COMPONENT PARTS 01 A 02
Timely directional signage for the property from both directions on motorways D7, D6 and 1 <sup>st</sup> and 2 <sup>nd</sup> class roads. (directions Žerotín, Louny, Chomutov, Most, Kadaň, Plzeň, Jesenice, Lubenec, Hořovičky) Designation prepared by a specialised company, including discussions and necessary permits. It is important to make a timely proposal for the convenient placement of the sign on the road D6 and D7 (great interest of subjects).	
<i>Performed / Guaranteed:</i> The town of Žatec <i>Expected Cooperation:</i> Ústecký Region, Dolní Poohří Agency	Short Term Measures <b>2022</b>

**D.2.5.5. – B**

SWOT C.1.B/8 - SWOT C.2.B/5

DIRECTIONAL SYSTEMS FOR MOTORWAYS AND MAIN ROADS	COMPONENT PARTS 01 A 02
Local directional system to tourist destinations in both component parts of the property	
<p>Basic general project by a specialised company.</p> <p>For motor vehicles and buses.</p> <p>For hikers and cyclists (marking and restoration of hiking trails), including information signs and QR codes:</p> <ul style="list-style-type: none"> <li>- Žatec-connection of component parts: in the direction of Steknik along the river Ohře with a turnoff to Rybňany and Trnovany</li> <li>- Žatec in the direction of Steknik via Staňkovice and a chateau with a view of Žatec</li> <li>- Steknik in the direction of the menhir near Drahomysl</li> </ul>	
<p><i>Participants:</i></p> <p>Coordinator – Site Manager</p> <p>The town of Žatec, Ústecký Region, Dolní Poohří Agency, Czech Tourists Club, Steknik Chateau</p>	<p>Short Term Measures</p> <p><b>2021-2023</b></p>

**D.2.5.6 WEB APPLICATIONS AND THEIR UPDATES****D.2.5.6. – A**

SWOT C.2.B/7 - SWOT C.2.C/8 - SWOT C.2.C/5 - SWOT C.2.C/14

SWOT C.1.C/8 - SWOT C.4.C/1 - SWOT C.2.C/1

OVERVIEW OF PLANNED ACTIVITIES
<p><i>Performed / Guaranteed:</i></p> <p>The town of Žatec and the Municipality of Zálužice</p> <p><i>Coordination:</i></p> <p>Site Manager</p>
<p><b>Creation of the website of the nominated property Žatec and the Landscape of Saaz Hops</b></p> <p>Creation of a common presentation platform of the nominated estate concerning its new concept.</p> <p><b>Thematic map and interactive web presentation of the nominated area "Žatec and the Landscape of Saaz Hops" (FA ČVUT)</b></p> <p>The map graphically shows the definition of the total area of interest of the urban component of the town of Žatec and the rural component of the Žatec hop growing landscape in the vicinity of Zálužice, Steknik and Trnovany, including the proposed common buffer zone.</p> <p>The map will include a graphic drawing of the proposed component part 01, - the area around Steknik, the delimitation of the Steknik Rural Heritage Zone and component part 02, - Žatec Urban Heritage Reserve and Zone, graphical markings for selected main and secondary protected, and other important, buildings and areas, natural and landscape elements and important localities, tourist destinations, routes, transport hubs, corridors. The map will be accompanied by a graphic legend and a set of photographs of selected facilities, files and panoramic shots of the hop growing landscape, located around the perimeter of the map, including brief descriptions. The thematic map will be created first in the form of a fixed poster and the form of a web application enabling its interactive viewing down to the details of individual locations, with the possibility of web linking with other text, graphics, or other documentation.</p> <p>The thematic map: in the form of a large poster, a folded leaflet or a brochure and an interactive application, is intended for the need of a clear and well-arranged presentation of the nominated area for the professional and general public.</p> <p><b>Update of the existing website of the Municipality of Zálužice</b></p> <p><b>Update of the existing Steknik Chateau website</b></p> <p><b>Update of the existing website of the Temple of Hops and Beer</b></p> <p>With regard to better promotion of its own range of products as well as the promotion of nominated component parts.</p> <p><b>Systematic addition of tourist web portals and applications</b></p> <p>About tourist attractions in the Žatec hop growing region (eg: Mapy.cz, CzechTourism, Kudy z nudy, Rozhledny.cz, Kam na výlet). Task for the Information Centre Žatec.</p>

## D.2.6 TRANSPORT INFRASTRUCTURE

The property does not yet have a conceptually solved background capacity for a higher number of visitors, whether they come by public or individual transport. This theme is common to both nominated component parts. The quality of the infrastructure and the availability of spaces in built-up areas, especially in the village of Stekník and in the central part of Žatec, play a key role in the accessibility of the property. It is necessary to solve the movement of transport in the open landscape of component part 01 and also around the town for pedestrians, cyclists and motorists. Traffic Measures and the creation of parking capacities are key factors for the successful regeneration of both villages in component part 01 and the historical core of the town of Žatec.

### D.2.6.1 PUBLIC TRANSPORT INTEGRATING AVAILABILITY IN BOTH COMPONENT PARTS

#### D.2.6.1. – A

SWOT C.1.B/6 - SWOT C.2.B/16 - SWOT C.2.B/15

##### OVERVIEW OF PLANNED ACTIVITIES - COMPLETION OF THE TRANSPORT CONCEPT OF THE PROPERTY

**The most important topic will be the completion of the overall Transport Concept of both component parts**

*Guarantor:* The town of Žatec

*Expected Cooperation:* The Municipality of Zálužice, Ústecký Region

**The concept should include, among other Measures, the extension of the scope of already existing public transport to suitable places in the territory of both component parts ( urban heritage reserve and zone in Žatec and component part 01 to the village of Trnovany and Stekník Chateau).** Small electric buses (possibility of subsidy titles) running at short intervals.

Proposal: free public transport - even today it is largely subsidised by the town and revenues in relation to costs are negligible.

The Trnovany public transport stop and discussions on the accessibility of the Stekník village with the Zálužice Municipality will also be suitable. It is necessary to develop a concept and economic balance sheet and discuss the support of the Ústecký Region.

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### D.2.6.2 INTEGRATED CONNECTION OF COMPONENTS FOR PEDESTRIANS AND CYCLISTS

#### D.2.6.2. – A

SWOT C.1.B/6 - SWOT C.2.B/16 - SWOT C.2.B/15

##### CYCLING INTERCONNECTION AND COMPONENT PARTS AVAILABILITY

##### COMPONENT PARTS 01 A 02

###### Cycling general extension update

Interconnection of both component parts with each other and subsequently with tourist destinations in the vicinity of the property.

Hikers will also use cycling route paths.

Necessary connection to walking and cycling routes in both component parts.

*Performed / Guaranteed:* The town of Žatec, Site Manager

*Expected Cooperation:* Ústecký Region, agentura Dolní Poohří, the Municipality of Zálužice, the Municipality of Staňkovice

Short Term Measures  
**2022-2023**

#### D.2.6.2. – B

SWOT C.1.B/6 - SWOT C.2.B/16 - SWOT C.2.B/15 - SWOT C.2.C/17

##### CYCLING INTERCONNECTION AND COMPONENT PARTS AVAILABILITY

##### COMPONENT PARTS 01 A 02

###### Addition of services and equipment for cyclists - Prospective Measures

-Rental and storage room for bicycles, scooters and luggage linked to the activities of the CHCHP, the newly used hop growing building on Prokopa Velkého Square and the visitor centre in component part 01

- Marking of establishments and bicycle services with the logo *Cyclists and hop growers are welcome*

- Increase the number of bicycle stands in both component parts

*Performed / Guaranteed:*

The town of Žatec, The Municipality of Zálužice

Medium Term Measures  
**2022-2024**

PEDESTRIAN CONNECTION AND COMPONENT PARTS AVAILABILITY		COMPONENT PARTS 01 A 02
<b>Route1: Žatec-Bezděkov-Trnovany- Stekník-Drahomyšl</b>		
Tracing, road restoration, signage, the addition of map signboards and rest areas, information on local destinations, QR codes.		
<i>Participants:</i>		Short Term Measures
The town of Žatec, The Municipality of Zálužice, Czech Tourists Club, NHI- Stekník Chateau, Ústecký Region		<b>2021-2022</b>

PEDESTRIAN CONNECTION AND COMPONENT PARTS AVAILABILITY		COMPONENT PARTS 01 A 02
<b>Route1: Žatec-Tvršice - Stekník (turnoff to Staňkovice)</b>		
Tracing, road restoration, signage, the addition of map signboards and rest areas, information on local destinations, QR codes.		
Solve including connection to the system of existing walking routes by the river Ohře. Solve, including the connection to the system of existing cycling routes by the river Ohře.		
<i>Participants:</i>		Short Term Measures
The town of Žatec, The Municipality of Zálužice, Czech Tourists Club, Stekník Chateau, Ústecký Region		<b>2021-2022</b>

#### OVERVIEW OF PLANNED ACTIVITIES IN COMPONENT PART 02

##### *Guarantor:*

The town of Žatec

##### *Expected Cooperation:*

Ministry of Transport of the Czech Republic, Ústecký Region

##### **Footbridge over Nákladní Street.**

The aim is to increase the ease of access to the area for pedestrians and cyclists, who can reach the Žatec Urban Heritage Reserve from residential districts in the south of the town, only through the Prague Suburbs. However, the route has to cross the relatively busy Nákladní Street. It would be possible to bridge this road using a footbridge for pedestrians and cyclists (inspired by the student works of Faculty of Architecture). The footbridge would go from the area of the Municipal Theatre towards Nerudovo Square.

The proposed location of the footbridge is part of the terrestrial study (ing. Arch. Krolák, 2019), which will be incorporated into the change of the Spatial Plan in 2021.

##### **Footbridge over Pod Střelnicí Street**

It would be possible to consider a similar footbridge between the area behind the bus terminal and the park adjoining Tyršova Street on the opposite side. Its location must be based on the concept of the revitalisation of parks around the perimeter of the Urban Heritage Reserve.

The proposed location of the footbridge is part of the terrestrial study (ing. Arch. Krolák, 2019), which will be incorporated into the change of the Spatial Plan in 2021.

##### **Extension of pedestrian areas in Obránců míru Street - pedestrian zone**

In the section between Svobody Square and Komerční banka (Commercial Bank). This Measures must be conceptually connected with the overall solution to the space of the historical core, which should result from an architectural-urbanistic competition under consideration.

The presupposition is in the widening of pavements and narrowing of roads (one-way traffic system).

### D.2.6.3 CAR PARKING SYSTEM FOR BOTH COMPONENT PARTS OF THE PROPERTY

Vehicle parking is also a common theme for both component parts. Component part 01 assumes the construction of a new car park for visitors on the village square in Trnovany and Stekník near the chateau with a connection to the visitor's centre under consideration. It will be necessary to design a new driveway and build a car park. At the same time, parking is planned in the village square in Stekník.

The parking of residents in component part 02 has been solved by a territorial study by the architect Krolák, from 2019. It has been proposed to place several garage houses around the perimeter of the historical core. This study will be incorporated into the changes of the Spatial Plan in 2021. The capacity building for parking of vehicles of residents, and partly also visitors, of component part 02 is a basic precondition for the revitalisation of the town core.

#### D.2.6.3. – A SWOT C.2.B/14 - SWOT C.2.B/11 - SWOT C.2.B/6 - SWOT C.1.B/6 - SWOT C.2.D/2 - SWOT C.2.C/9

##### ASSUMED LONG - TERM MEASURES IN COMPONENT PART 01

*The measures will be the subject of negotiations between the participants in early 2021.*

##### **Refinement of the overall transport and parking situation in component part 01**

Within the considered architectural-urbanistic study of component part 01.

##### **New access road to the visitor centre under consideration and to the Stekník Chateau**

Follow-up to the architectural-urbanistic study. Possibility to have access along the existing road to the Stekník Chateau. It will be part of the solution of the forthcoming study.

##### **Parking area at the Stekník Chateau**

Addition to the Visitor Centre. From the parking area, visitors would continue to the village and the chateau only on foot. The area would be used for cars and buses. The area will also include greenery: artistic elements and planting of new trees. It will be part of the solution of the forthcoming study.

##### **Parking restrictions on the village square in the village of Stekník**

The creation of new parking capacities at the visitor centre will free up space for the completion of the revitalisation of the village square, where parking of vehicles will be minimised.

##### **Parking area of the component in Trnovany**

Parking capacity on the village square under consideration and near the railway station. It will be part of the solution of the forthcoming study.

**D.2.6.3. -B**

SWOT C.2.B/14 - SWOT C.4.C/2 - SWOT C.2.C/9

**ASSUMED LONG - TERM MEASURES IN COMPONENT PART 02****- Creating a parking zones in historic parts of component part 02***Guarantor:*

The town of Žatec

*Expected Cooperation:*

Ministry of Transport of the Czech Republic, Ústecký Region

With parking spaces marked. Area of Žatec Urban Heritage Reserve is accessible via electronic registration of incoming vehicles at Komerční banka (Commercial Bank) and with an exit under the Priest's Gate (payment terminal). Free parking of about 2 hours for shopping and dining.

**- Garages for residents and workers in the historical core (component part 02)***Guarantor:*

The town of Žatec

*Expected Cooperation:*

Ministry of Transport of the Czech Republic, Ministry for Regional Development, European Union, Ústecký Region

Although the strengthening of pedestrian and bicycle traffic is the main priority in the regeneration of the historical core of Žatec, the phenomenon of passenger cars cannot be completely eliminated and needs to be addressed. A thoughtfully designed transport system is an important condition for the regeneration of the area, especially in terms of parking the vehicles of residents (accommodated and employed), of which there are several thousand in the historical centre of Žatec. In order to free up public spaces from parked cars, it is necessary to create sufficient and accessible parking capacities. For their location and the implementation, it is necessary to conduct an immediate professional discussion in the form of traffic studies and architectural competitions. Parking below the level of the historical core is currently not possible for legislative reasons (cultural heritage assets, archaeology), so the free space will have to be found partly in undeveloped gap sites and partly outside the territory of the Urban Heritage Reserve.

**- Construction of catchment areas for cars and buses**

Examination in the form of studies and economic balance sheets is necessary.

- under Nákladní Street (insufficient capacity)
- garages for residents in Obránců míru Street (there will be insufficient capacity for residents)
- areas in the Dreher complex (view associated with the revitalisation of the complex)
- areas in the area of former slaughterhouses (necessary negotiations with the new owner of the complex)
- areas in front of the Arantronic factory (owned by the town of Žatec)
- areas at the Main Train Station in relation to bus and TIR parking areas
- recommendation to connect the catchment areas to a new system of small public transport buses

## D.2.6.4 BUS SERVICE

### D.2.6.4. – A

SWOT C.1.B/6 - SWOT C.1.B/8 - SWOT C.2.B/15 - SWOT C.4.C/11

#### PLANNED MEASURES

##### *Guarantor:*

The town of Žatec

##### *Expected Cooperation:*

Ministry of Transport of the Czech Republic, Ústecký Region, Student Agency

##### **Žatec – Prague**

##### **Žatec – Karlovy Vary – Liberec route recovery**

Improving property accessibility.

Strengthening transport connections with Regio Jet and Flix bus need to be negotiated.

##### **Bus parking**

In component part 01, a newly built car park at the new visitor centres is being considered.

In Žatec, consideration is being given at the Main Train Station and negotiations with Railway Administration are necessary.

The existing bus terminal in the historical centre is equipped for the arrival and departure of tourists by bus. There is also a separate waiting room equipped with audiovisual equipment to provide basic tourist information about the nominated property.

However, buses should be parked in the newly built area near the train station.

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## D.2.6.5 RAILWAY TRANSPORT

### D.2.6.5. – A

SWOT C.1.B/6 - SWOT C.1.B/8 - SWOT C.2.B/15 - SWOT C.4.C/11

#### ASSUMED PROSPECTIVE MEASURES

##### **- Žatec – Praha**

Negotiations on strengthening the direct connection in shorter intervals.

##### **- Connection Žatec-Trnovany**

It is necessary to modernise and renovate the train stations in Trnovany and in Žatec.

Negotiations with the carrier for the renovations of the stations.

Possibility of train connection by non-traditional Chmelovlak (Hop-train) between the component parts

Interconnection: Walking or non-traditional connection via an educational route from the railway station in Trnovany to the Stekník Chateau between hop fields 3 km (on foot, hop waggons).

##### **- By the railway siding to the area of the former Dreher brewery**

In the case of building a social-entertainment and congress centre in the buffer zone.

## D.2.6.6 NON-TRADITIONAL MEANS OF TRANSPORT

### D.2.6.6 – A

SWOT C.1.B/6 - SWOT C.1.B/8 - SWOT C.2.B/15

#### ASSUMED MEASURES

*The measures will be the subject of negotiations between the participants in early 2021*

##### - **Transport of tourists from the train station in Trnovany to the Stekník Chateau**

By non-traditional means (hop dray with benches pulled by a tractor).

##### - **Transport of tourists on Prokopa Velkého Square**

Pedal track inspection railcar on already prepared tracks (task from 2010)

##### - **Chmelovlak (Pellet-train)**

Transport of tourists by non-traditional period train between both component parts (Žatec station - Trnovany stop).

##### - **Chmelobus (Hop-bus)**

Transport of tourists by non-traditional period bus RTO with a trailer between both component parts (Žatec station - Trnovany station).

##### - **Boat transport of tourists on the river Ohře from component part 02 to the vicinity of the Stekník Chateau**

Use of classic boats and non-traditional vessels - rental.



## D.3 PROCEDURE AND IMPLEMENTATION OF THE MANAGEMENT PLAN

### D.3.1 TIME HORIZON OF THE MANAGEMENT PLAN

AKTIVITA	TERMÍN
Finalisation of MP	1/21
Approval of the MP by the Žatec Town Council and the affected municipalities	2021
Evaluation of MP short-term measures	11/2022
Evaluation of MP medium-term measures	11/2023
Evaluation of the fulfilment of the agreed goals (2021 - 2024)	11/2024
MP update	2025

### D.3.2 PERIODIC CONTROL OF THE MANAGEMENT PLAN

#### THE ROLE OF STEERING GROUP AND SITE MANAGER IN THE PREPARATION OF THE MANAGEMENT PLAN

The document is the result of the collective participatory activity of the Steering Group, which was established for the preparation of the nomination documentation. In the process of preparing the nomination which has been multi-annual since its inclusion in the National Tentative List. The Steering Group is a group of experienced people with knowledge of the values of the hop growing cultural landscape and local history: the specifics of hop growing and processing; Stekník and Trnovany villages and Žatec; local regional and national conditions, who helped create a broad analysis of the situation and formulated rational goals for the sustainable development of the nominated estate.

#### PERIODIC CONTROL AND METHOD OF EVALUATION

The Site Manager is responsible for the continuous control of the fulfilment of individual projects and at the same time, co-creates and fulfils the schedule of their inspections within the Management Plan. The results of inspections are submitted in the form of a report to the Council and the Žatec Town Council.

Interpretation and evaluation of the data must be ensured not only for the municipal authority but also for the cooperating organisations and the public. The evaluation and comparison of indicators will show the overall development of the town and the implementation of the Management Plan. The system of inspections will be enshrined in the duties of Site Manager, who submits an annual report to the Žatec Town Council on the activities and implementation of the Management Plan and further cooperates with the NHI on the Property Monitoring Report, which is prepared for the Ministry of Culture (once a year).

Any update to the Management Plan that would change any of the objectives of the document is considered an intervention that must be approved by the Žatec Town Council before the document can be implemented in the spirit of the update.

Expected first update MP: 11/2022

#### D.3.2.- A

SWOT C.1.D/5

MONITORING	COMPONENT PARTS 01 A 02
Incorporation of monitoring report results into the next MP update.	
The results of monitoring reports will be the basis for updating the MP in the event of a successful nomination.	
Museum Žatec, NHI, Steering Group, Site Manager,	Short Term Measures <b>2021-2022</b>



# E LIST OF SOURCE MATERIALS

STRATEGIC DEVELOPMENT PLAN OF THE TOWN OF ŽATEC 2015 - 2020  
Regional Development Agency of the Ústecký Region, 2015

TOURISM DEVELOPMENT STRATEGY 2015 - 2020  
SPF Group s.r.o., 2015

STRATEGY OF THE ÚSTECKÝ REGION UNTIL 2027  
Regional Office of the Ústecký Region, 2017

FULL TEXT OF THE PRINCIPLES OF TERRITORIAL DEVELOPMENT OF THE ÚSTECKÝ REGION  
AFTER THE ISSUE OF THE 1<sup>ST</sup>, 2<sup>ND</sup> AND 3<sup>RD</sup> UPDATES  
Regional Office of the Ústecký Region, 2020

REGENERATION PROGRAMME OF THE HISTORIC CORE OF TOWN OF ŽATEC  
Huml & Vaníček, architects of Žatec, 2017

SAAZ HOP LANDSCAPE IN SURROUDINGS OF STEKNÍK CHATEAU  
Bohuslavová Klára, Bc.  
Diploma project  
Faculty of Architecture, Czech Technical University in Prague, Design Studio Efler, 2020

## **Spatial and Land-use plans:**

GEOPORTÁL ÚSTECKÉHO KRAJE  
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Copyright © 2020 [cit. 27.10.2020], <https://www.mesto-zatec.cz/radnice/odbory-uradu/stavebni-a-vyvlastnovaci-urad-zivotni-prostredi/urad-uzemniho-planovani/zatec/uzemni-plan-zatec-485cs.html>



# F ANNEXES

1. MAPS OF THE MAIN ATTRIBUTES OF NOMINATED PROPERTY (MAPS 13, 14)  
SEE PAGES 24, 25
2. MAP OF MUNICIPALITIES AND AREAS COVERED WITH THEIR LAND-USE PLANS (MAP 10)  
SEE PAGES 31, 75
3. GENERAL MAP OF THE NOMINATED PROPERTY AND ITS BUFFER ZONE (MAP 03.1.A)  
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4. BOUNDARIES OF THE COMPONENT PART 01 (MAP 04)  
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6. MAP OF LEGAL HERITAGE PROTECTION (MAP 09)  
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10. EXAMPLE FROM CURRENTLY ELABORATED INTERACTIVE THEMATIC MAP OF THE NOMINATED PROPERTY, T. EFLER, M. ČTVERÁK, FACULTY OF ARCHITECTURE, CZECH TECHNICAL UNIVERSITY IN PRAGUE (2020)  
SEE PAGE 166 - 167
11. EXAMPLES OF ILLUSTRATION FROM DIPLOMA PROJECT OF BC. K. BOHUSLAVOVÁ FROM THE STUDIO OF ARCHITECT DESIGNER TOMÁŠ EFLER OF THE FACULTY OF ARCHITECTURE OF THE CZECH TECHNICAL UNIVERSITY IN PRAGUE (2019)  
SEE PAGE 168 - 171
12. BASIC CZECH-ENGLISH DICTIONARY OF TERMS RELATING TO HOP GROWING AND HOP PROCESSING  
SEE PAGE 172 - 173

The basic dictionary of Czech-English technical terms was created during the elaboration of the Nomination Dossier and Management Plan. Its use is planned in the coming years in preparation of other promotional and educational materials.



### 21 Žatec, chrám Nanebevzetí Panny Marie

Původně středověký gotický trojlodní kostel z konce 13. století byl v 18. století barokně přestavěn a jeho hranolová věž a průčelní dvojice věží tvoří výraznou dominantu charakteristickou pro siluetu historického centra města.

### 22 Žatec, nejmenší chmelnička na světě

Malá chmelnice o výměře 70 m<sup>2</sup> s žateckou drátěnkou, která vznikla poblíž hlavního náměstí na místě zaniklého středověkého kostela a pozdějšího válečného památníku, se postupně stala jedním ze symbolů města Žatec.



### 23 Žatec, židovská synagoga

Výstavbu velké žatecké židovské synagogy v 70. letech 19. století iniciovala a financovala místní početná židovská komunita, mezi jejímiž členy byli prakticky všichni velcí obchodníci s chmelem, slouží dnes jako kulturní centrum.



### 24 Žatec, hrázděný dům

Unikátně dochovaný patrový obchodnický a řemeslnický dům v blízkosti historického centra s pozoruhodným ornamentálním kružbovým hrázděním v patře a arkádami ve štítě strmé polovalbové střechy.



### 20 Žatec, Žatecký pivovar

Pivovar s pokračující produkcí piva situovaný na severním výběžku historického jádra města v místě bývalého hradu nabízí návštěvníkům prohlídky seznamující s historií pivovaru a tradičním procesem výroby piva z žateckého chmele.



### 19 Žatec, městská radnice a věž

Historická městská budova radnice na náměstí slouží po staletí až dodnes svému účelu a její věž umožňuje návštěvníkům krásný výhled do širokého okolí chmelařské krajiny.



### 18 Žatec, městské opevnění s Husitskou baštou a Muzeum Homolupulů

Husitská bašta je součástí bývalého středověkého městského opevnění a hostí v současnosti Muzeum Homolupulů s tematickou prezentací fiktivního středověkého chmelařského národa.



### 17 Žatec, sklady, sušárny a balírný chmele v Chmelařském předměstí

Charakteristické chmelařské objekty skladů, sušáren, balíren a sířfen chmele s výraznými vertikálními komínů jsou integrovány zasazené do městské struktury okolních obytných domů.



### 16 Žatec, Chmelařské muzeum

Chmelařské muzeum s oblíbenou sousední restaurací a minipivovarem U Orloje představuje nejrozsáhlejší expozici svého zaměření na světě situovanou v rozlehlých autenticky dochovaných chmelařských objektech skladů a sušáren.



### 13 Žatec, městská památková rezervace

Městská komponenta zahrnuje území historického jádra města Žatec s bohatstvím mnoha pozoruhodných stavebních a technických památek spojených již od středověku s fenoménem chmelařství.



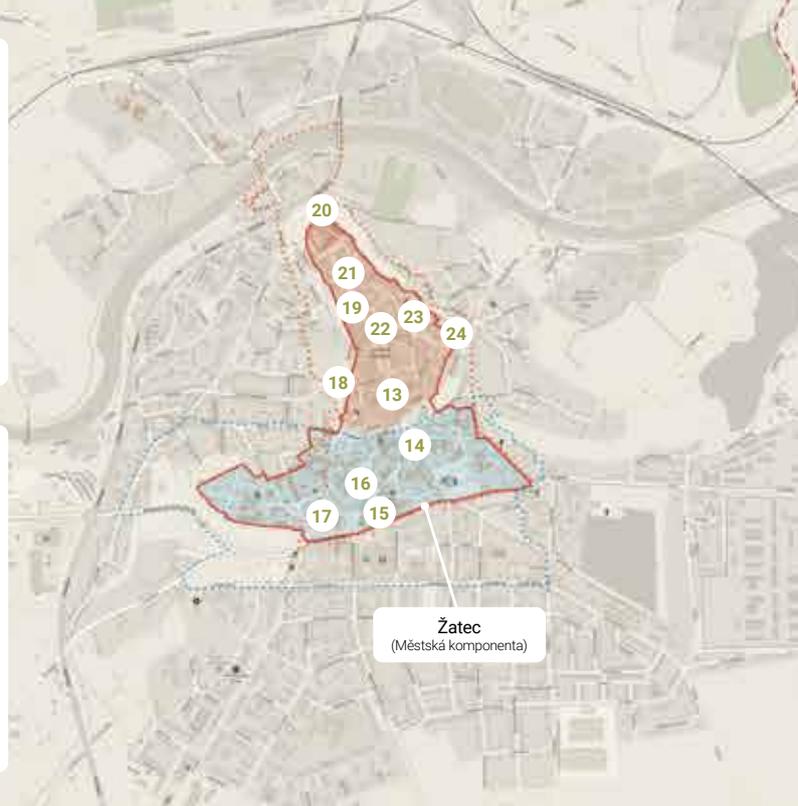
### 15 Žatec, Chrám chmele a piva

Žatecký chrám chmele a piva včetně vyhlídkové věže Chmelového majáku je vyhledávaným návštěvníckým informačním a turistickým centrem situovaným uprostřed Pražského předměstí.



### 14 Žatec, městská památková zóna

Struktura zástavby Pražského předměstí je charakteristická prolínáním industriálních chmelařských staveb s obytnými budovami chmelařských obchodníků postavených především v 19. a 20. století.



Žatec (Městská komponenta)

Legenda vyznačených území

- Městská památková rezervace Žatec
- Ochranné pásmo MPR Žatec
- Městská památková zóna Žatec
- Ochranné pásmo MPZ Žatec
- Vesnická památková zóna Stekník
- Krajinná památková zóna Stekník
- Žatecká chmelařská krajina (Vesnická komponenta) a Žatec (Městská komponenta)
- Ochranné pásmo – Nárazníková zóna památky světového dědictví

TÉMATICKÁ MAPA CHMELAŘSKÉ KRAJINY OKOLÍ

ŽATEC AND THE LAND

INTERACTIVE THEMATIC MAP OF

**2 Stekník, vesnická památková rezervace**

Charakteristická chmelařská ves Stekník včetně areálu zářku, obklopena zahradami a chmencernami, patří pod obec Zálužice.



**3 Stekník, náves s chmelařskými usedlostmi**

Centrální návěsní prostor s bránami a štíty chmelařských usedlostí vesnické památkové zóny ve Stekníku.



**4 Stekník, Chmelařský institut**

Dvůr Účelového hospodářství Chmelařského institutu v historických usedlostech ve Stekníku.



**5 Stekník, barokní sýpka se sušárnou**

Bývalá zámecká barokní obilná sýpka a později sušárna chmele s potenciálem umístění budoucího návštěvnického centra.



**1 Stekník, krajinná památková zóna, meandry řeky Ohře a Blšanky**

Venkovská komponenta Žatecké chmelařské oblasti v okolí Stekníku byla vybrána jako vynikající příklad od středověku do současnosti kontinuálně využívané chmelařské krajiny.



**6 Stekník, zámecký areál s terasovými zahradami**

Architektonicky a výtvarně cenný zámecký areál ve správe Národního památkového ústavu s rozsáhlými terasovitými zahradami s výhledem na okolní chmelnice.



**7 Stekník, komorová sušárna**

Historická komorová sušárna chmele a bývalý ovčín na jihovýchodním okraji Účelového hospodářství Chmelařského institutu ve Stekníku.



**8 Stekník, chmelnice účelového hospodářství Chmelařského institutu**

Zdejší kvalitní chmelnice zahrnují mimo jiné též biochmelnice s odrůdami v ekologickém režimu a ojedinělé sbírky světového sortimentu chmele.



Žatecká chmelařská krajina  
(Vesnická komponenta)

ANNEX NO. 10

EXAMPLE FROM CURRENTLY ELABORATED INTERACTIVE THEMATIC MAP OF THE NOMINATED PROPERTY, T. EFLER, M. ČTVERÁK, FACULTY OF ARCHITECTURE, CZECH TECHNICAL UNIVERSITY IN PRAGUE (2020)

**12 Trnovany, sušárna Hassmann**

Unikátní sušárna chmele ve vesnici Trnovany v areálu bývalého mlýna a usedlosti č.p. 8 byla postavena v roce 1908 v neogotickém slohu.



**11 Trnovany, chmelnice účelového hospodářství Chmelařského institutu**

Rozsáhlé chmelnice Chmelařského institutu v okolí Trnovan také využívají typické drátěné konstrukce a jsou zavlažované meandry říčky Blšanky a řeky Ohře.



**10 Trnovany, sušárna Schöffl**

Pozoruhodná historická čtyřkomorová sušárna chmele ve vesnici Trnovany č.p. 9 poblíž říčky Blšanky.



**9 Stekník, minerální pramen s kaplí sv. Jana Nepomuckého**

Půvabné zákoutí pod zámeckým areálem ukrývá legendární léčivý pramen s torzem bývalé kaple.



OLÍ MĚSTA ŽATEC A OBCE ZÁLUŽICE-STEKNÍK

SCAPE OF SAAZ HOPS

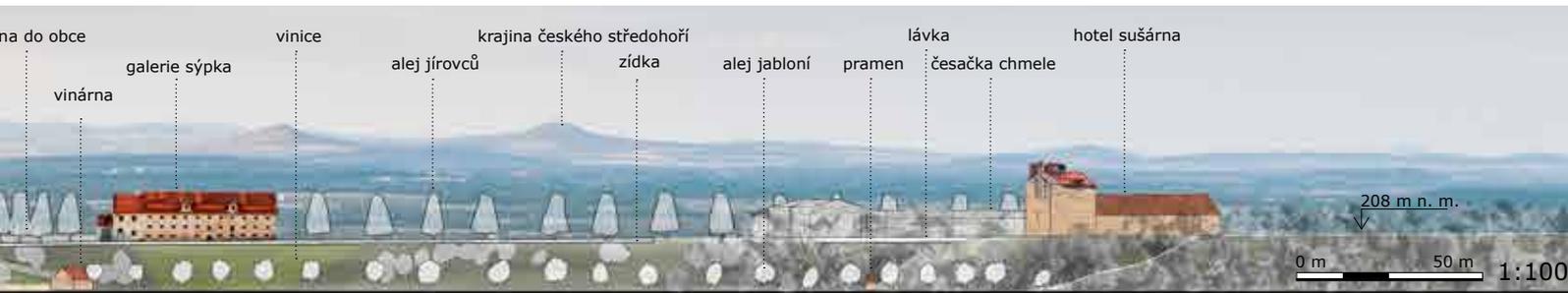
OF THE NOMINATED PROPERTY

1 - 12 soubor území a objektů venkovské komponenty Žatecké chmelařské krajiny  
13 - 24 soubor území a objektů městské komponenty „Žatec“

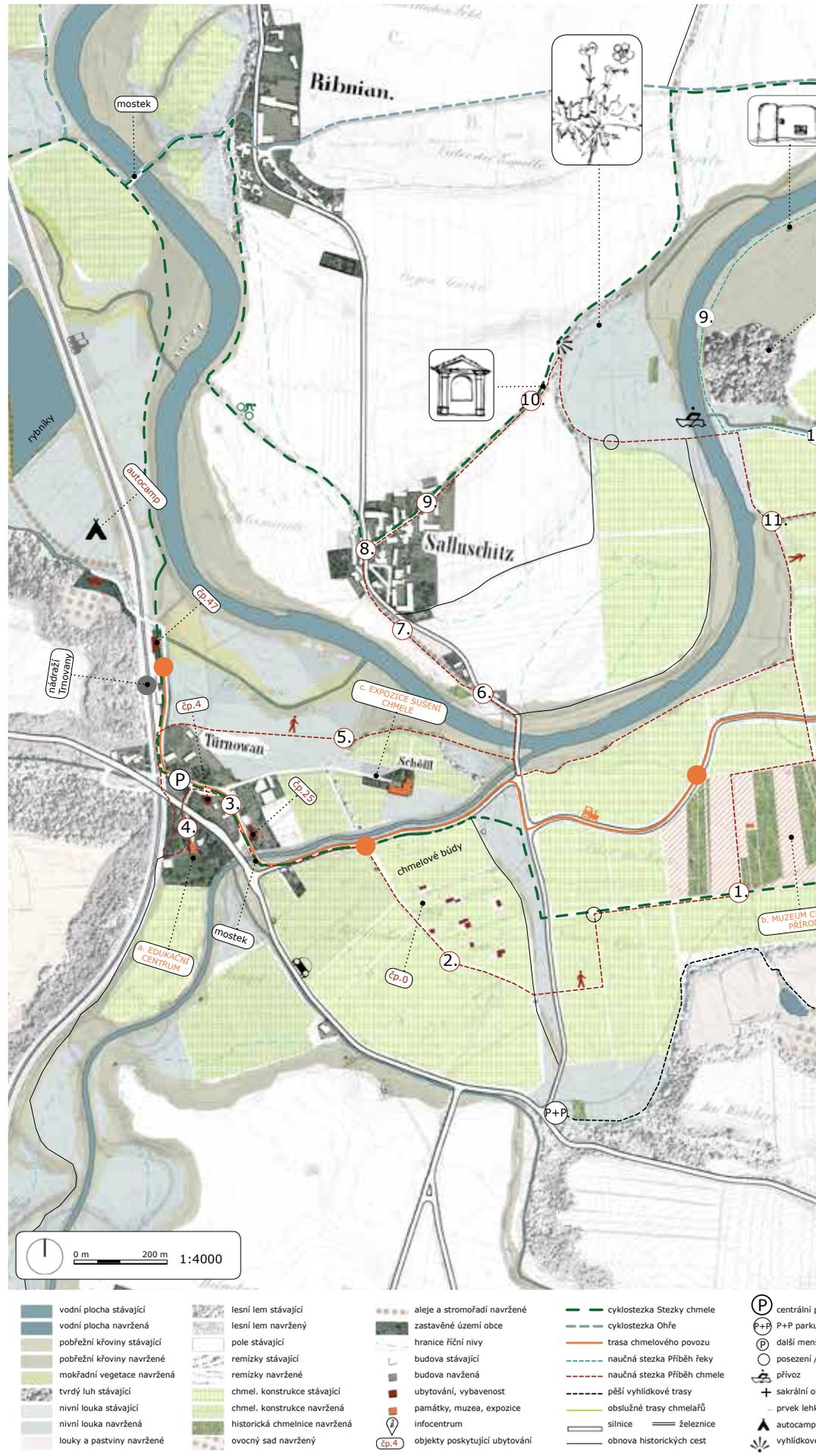
Tematická mapa chmelařské krajiny  
okolí města Žatec a obce Zálužice-Stejník

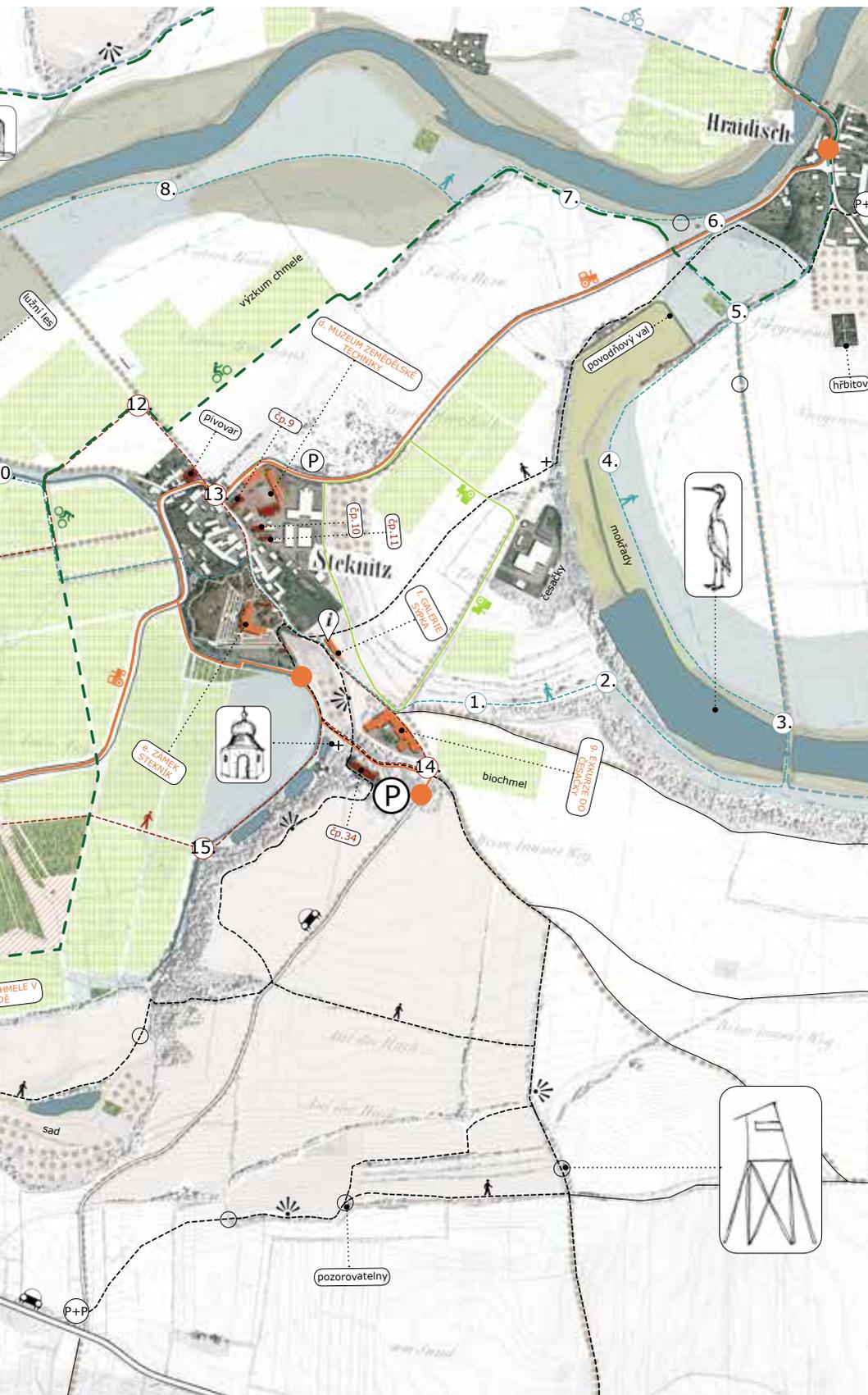
Zpracovatel: EFLER – ČTVERÁK  
Ing. arch. Tomáš Efler,  
Ing. arch. Martin Čtverák  
pracovní verze 31. prosince 2020  
Termín:  
Zadavatel: Město Žatec  
Podklady: Ministerstvo kultury,  
Národní památkový ústav,  
Město Žatec  
fotografie Václav Mach (Postoloprty)





ANNEX NO. 11 EXAMPLES OF ILLUSTRATION FROM DIPLOMA PROJECT OF BC. K. BOHUSLAVOVÁ, VISION OF TERRITORY USING





parkoviště  
 ují a projdí se  
 ší parkoviště  
 pozorovatelna  
 bjeekt  
 kého pevnění  
 é místo



a. EDUKAČNÍ CENTRUM

b. MUZEUM CHMELE V PŘÍRODĚ



c. EXPOZICE SUŠENÍ CHMELE



d. MUZEUM ZEMĚDĚLSKÉ TECHNIKY



e. ZÁMEK STEKNÍK



f. GALERIE SÝPKA



g. EXKURZE DO ČESÁČKY



The basic dictionary of Czech-English technical terms relating to the topic of this nomination project was created during the elaboration of the Nomination Dossier and Management Plan. It shall be further amended in the coming years based on needs of all stakeholders to this project, particularly so as to help both in presentation specifics of the hop related cultural heritage and in preparing promotional and educational materials for various target groups.

OFICIÁLNÍ NÁZVY / OFFICIAL NAMES		
Žatec a krajina žateckého chmele	Žatec and the Landscape of Saaz Hops	Chmel – Hops
Chmel	Hops	Ve smyslu sklizeného produktu / In the meaning of harvested product
gramatika	Hops are	
Chmelařsk-á/é/ý ...  stavby, krajina, tradice	Hop .... hop growing, processing buildings, hop related buildings, landscape, tradition	
Komponenta 01 – Žatecká chmelařská krajina	Component part 01 - Saaz Hop Landscape	Chmelařská krajina – Hop landscape (bez s)
Komponenta 02 - Žatec	Component part 02 –Žatec	Ponecháváme český název města/town of Žatec
žatecký chmel (Žatecký chmel)	Saaz hops	Nejznámější odrůda chmele / The mark ZATECKÝ CHMEL can only be used for fine aroma hops of Saaz variety (all its registered clones) grown in Žatec (Saaz) hop growing region.
Žatecký poloranný červeňák	Saaz variety	
Žatecká chmelařská oblast	Saaz hop growing region	Oblast, kde se pěstuje Žatecký poloranný červeňák. Chráněné označení původu / Protected Designation of Origin
Ústecký kraj	Ústecký region	

## CHMELAŘSKÁ TERMINOLOGIE / HOP TERMINOLOGY

CHMEL JAKO ROSTLINA	HOP AS THE PLANT
chmelová rostlina (hovor. chmelštok, keř)	hop plant
chmelová hlávka	hop cone(s)
chmelová réva, lodyha chmelové rostliny	hop bine(s)
kořeny, kořenový systém	roots, rootstock
babka	rootstock, crown
chmelová sáď (kořenáče)	hop rhizoms, seedlings (obecně)
chmelový výhonek	hop shoot
sázeč, sázecí stroj (mechan.)	mechanical planter
sázecí kříž (pro ruční vysazování)	planting wood, planting peg
sázet, vysazovat	plant
chmelnice	hop fields
chmelnicová konstrukce	hop trellis
tyčovka (chmelnice) chmelnice tyčová	pole trellis
drátěná konstrukce	wire trellis
Žatecká drátěnka	Saaz hop trellis Nebo přesněji Saaz hop wire trellis
šikmák (součást žatecké drátěnky)	Inovation of Saaz hop wire trellis, inclined column esuring the stability and support of the hop structure.

drát	wire
zavěšování (drátku)	stringing (wire)
háček (na zavěšení chmelovodiče)	hook, smallhook
chmelovodič	hop string
kotvení (chmelnice)	anchoring
kotevní drát	anchorwire
kotevní jáma	anchor hole
kotevní smyčka	anchor loop
kotevní lano	anchor cable
kukačka, zavěšovač drátků (mechan.)	cuckoo, for attaching hop wires to overhead
zavádění	training
řady chmele	hop rows
<b>SKLIZEŇ CHMELE</b>	<b>HOP HARVESTING</b>
česáč (osoba), česač (mechan.)	picker, harvester
česačka (mechan.)	picking machine
česání chmele	hop picking
dopravník chmele (mechan.)	hop transportation belt, conveyor belt
chmelové brigády	seasonal works
sklizeň chmele	hop harvest
<b>CHMEL JAKO PRODUKT</b>	<b>HOPS AS THE PRODUCT</b>
aroma, vůně	aroma
aroma, chuť	flavour
aromatické odrůdy	aroma varieties
jemný aromatický chmel	fine aroma hops
certifikace	certification
granulace chmele	granulation of hops
chmelový extrakt (výtažek)	hop extract
chmelová moučka (lupulín)	Lupulin
<b>ZPRACOVÁNÍ CHMELE</b>	<b>HOP PROCESSING</b>
dosoušení	redrying
chmelařský sklad	hop warehouse
chmelová sušárna, sušicí komora	hop kiln, hop drying chamber
lis na chmel (mechan.)	hop press, baling press
lisky na sušení chmele	hop drying trays
síření	sulphuring
komíny	chimneys
venkovská sušárna chmele	rural hop drying kiln
vytahovací liska na sušárně	movable tier of drying trays
žaluziová sušárna chmele	hop drying kiln with shutter grates
<b>ŠLECHTĚNÍ</b>	<b>HOP BREEDING</b>
druhovité křížení	interspecific hybridization
klon	clone
klonová selekce	clonal selection

REPUBLIKA ČESKOSLOVENSKÁ

Český chmel 1928

ŽATECKO

VEREJNÁ ZNAKOVNÁ CHMEL  
ŽATECKÝ  
CHMEL

ŽATCI

## Management Plan of nominated property Žatec and the Landscape of Saaz Hops

<b>Contracting Authority:</b>	Town of Žatec Náměstí Svobody 1, 438 01 Žatec  Jaroslav Špička / Site Manager spicka@mesto-zatec.cz
<b>Author:</b>	Ing. arch. Jiří Vaníček / Huml & Vaníček, architekti Žatec
<b>Photos:</b>	Václav Mach, Michal Kovařík, Jaroslav Urban
<b>Processing Date:</b>	07/2020 - 01/2021

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Danuše Cilcová	Mayor of Zálužice
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Jan Bělohávek	Czech Tourists Club
Ing. Lukáš Pichlík	Destination Agency Dolní Poohří, o.p.s.(public service company)
Ing. Daniel Černý	Association of Friends of the Žatec Synagogue, z.s. (registered association)
Ing. arch. Tomáš Efler	Faculty of Architecture ČVUT Prague/Czech National Committee of ICOMOS



ROZUVY VYCHOD

20z  
VARICE  
7/766

20z  
STERNIK  
800/519



ŽATEC AND THE LANDSCAPE OF SAAZ HOPS  
MANAGEMENT PLAN

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