



# Larnaca Urban Sustainable Development Strategy



## USUDS LARNACA - ACTION PLAN

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Larnaca undertook a thorough process of diagnosis of the city which formed the base for the identification of the future vision of the city, which is presented below:

*The Gateway to Cyprus, transforming its geographical competitive advantage to a bridge connecting Europe and Asia. The emerging Energy Hub of Eastern Mediterranean, offering a unique business environment, where research, development and innovation can flourish, encouraging employment opportunities and investing in education and state of the art technologies, in a sustainable manner. The picturesque coastal city, with its traditional and welcoming countryside, its unique natural beauty and long history, the modern tourist destination for every season and desire. The city of choice that draws its true strength from the quality of family life, the liveliness and the creativity of its people. Larnaca. The city to live the dream.*

The four strategic axes that form the vision of the city are: Larnaca as the Gateway of Cyprus, the Energy Hub of Cyprus, a Tourist Destination and a City of Choice.

Larnaca's strategic objectives for the four above strategic axes are presented below:

- The utilization of Larnaca's comparative advantage as the only city that combines significant gateway infrastructure - such as the airport, the port, and the marina - and with its central geographical location that minimizes distance between cities, in order to develop a local economy related to logistic activities.
- The utilisation of Larnaca's comparative advantage in terms of energy, infrastructure, and its central geographical location, in order to attract energy related activities and to develop a local economy related to the energy sector and the renewable energy sources.
- The utilisation of Larnaca's comparative advantages, such as geographical location, infrastructure, natural resources, history and culture, for the development of a sustainable touristic product.
- The establishment Larnaca as a 'city of choice' to live and work, within an environment of equal opportunities, safety, and sustainable development.

During the Strategic Framework phase 145 projects were evaluated using a multi-criteria assessment method. Projects, that passed a predetermined threshold value, were assessed to be the most important. As part of the action plan that will lead to this vision and the above multi-criteria assessment method, Larnaca has identified 4 strategic objectives, 37 strategic actions, and 76 strategic projects (divided into short-term, medium-term, and long-term projects), which it aims to implement by the period 2040. The feasibility of these strategic projects will be assessed using relevant economic studies in the near future.

The USUDS Project has been also an opportunity to engage the local actors in the process of designing the future strategy, through the creation of five working groups and the organisation of various workshops in order to generate knowledge on key aspects of the city.

Finally, research was carried out on the image and the self-image of the city in order to identify the elements of the city that would help to promote Larnaca as a destination for visitors, investors and talents. This process of place branding was reinforced by a campaign targeting its citizens. As part of this process, a video film on the vision of Larnaca was prepared by a professional media company, with its main objective to communicate the vision of Larnaca to its citizens.

## **Strategic Goal 1: Larnaca, 'The Gateway of Cyprus'**

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**Action 1: *To upgrade the role of the airport in order to become a base airport for airlines and to promote clustering with other airports in the region.***

1. Project GT3

Develop a planning/economic framework of incentives for the construction of city hotels within the greater urban area, to facilitate transit and/or other passengers/visitors.

2. Project G7

Examine the impact of a future settlement of the Cyprus problem to the role of Larnaca vs. Tymvou Airport

**Action 2: *To attract industrial, storage and office developments close to the airport area, related to airport activities.***

3. Project G8

Create appropriate zoning and infrastructure to serve specialised office developments associated with the airport's functions.

4. Project G9

Create appropriate zoning and infrastructure to accommodate industrial and storage units associated with the airport's functions.

**Action 3: *To upgrade the role of the port in order to serve cruises, passengers and compatible trade and to develop the designated port land area.***

5. Project G10

Examine the impact of a future settlement of the Cyprus problem to the role of Larnaca vs Ammochostos port.

6. Project GE18

Conduct studies to explore the possibility of relocating port facilities to the airport area and transform the existing port into a mega yacht marina. (The above project also serves Strategic Goal 2, Energy Hub of Cyprus)

**Action 4: *To expand and upgrade the Marina in order to accommodate more vessels and Mega Yachts, and to develop the designated Marina land area.***

7. Project G20

Attract services related to the activities to the Marina and supplementary to the existing office stock of the city.

8. Project G21

Expand and/or upgrade the existing Marina infrastructure.

**Action 5: *To attract and facilitate Logistic activities in Larnaca, such as storing, handling and transporting goods, bonded warehouses as well as to develop bonded exhibition centre***

9. Project G22

Develop a logistic village [special zone and planning regulations] in Larnaca.

**Action 6: *To interconnect Larnaca with all regions of the island, by utilising all means of public transport.***

10. Project G26

Upgrade and modernise the public transport fleet through transportation municipal company.

11. Project G27

Conduct a study to optimise the frequency of routes and pricing policies of public transport and monitor the implementation.

12. Project G28

Develop an innovative transport information system.

13. Project G29

Conduct/Upgrade a transportation study for Larnaca.

## **Strategic Goal 2: Energy Hub of Cyprus**

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### **Action 1: *To attract the energy sector infrastructure in Larnaca.***

14. Project E30

Develop the energy centre at the Vasilikos area, to facilitate all the activities of the energy sector.

15. Project E31

Investigate/study the possibility of creating an energy port at the Vasilikos area, or in any other area.

16. Project E32

Investigate/study the possibility of utilising the port of Larnaca to facilitate the logistic activities of the energy sector, without restricting other port uses or harming the environment [passengers, commercial].

17. Project E33

Develop specialised infrastructure at the airport in order to facilitate the energy sector.

18. Project GE18

Conduct studies to explore the possibility of relocating port facilities to the airport area and transform the existing port into a mega yacht marina. (The above project also serves Strategic Goal 1, The Gateway of Cyprus)

### **Action 2: *To attract in Larnaca energy sector economic activities.***

19. Project E36

Develop a heavy industrial area/zone for industrial units of the energy sector.

20. Project E37

Develop a heavy industrial area/zone for industrial units of the energy sector.

### **Action 3: *To attract in Larnaca government, semi-government and NGO departments related to the energy sector.***

21. Project E38

Develop a specialised office area/zone for housing/relocating government departments related to the energy sector.

**Action 4: *To attract private businesses and economic activities related to the energy sector in Larnaca.***

22. Project E41

Create Energy Non-Governmental Organizations [NGOs] to promote Larnaca as an energy centre and to coordinate the activities of the private sector.

**Action 5: *To promote research and innovation related to energy and sustainable energy sources.***

23. Project E43

Develop a technology and innovation park.

24. Project ET44

Examine the feasibility of creating appropriate infrastructure to facilitate conferences and exhibitions. (The project also serves Strategic Goal 3, Larnaca as a Tourist destination)

**Action 6: *To establish academic institutions related to the energy sector in Larnaca and to promote the city as a regional energy knowledge centre.***

25. Project E46

Upgrade the existing colleges into universities, and/or provide specialized training programs on energy subjects.

26. Project E48

Provide incentives for the location in Larnaca of the energy companies' regional training centres.

**Action 7: *To promote the use of renewable energy sources and energy saving measures and to reduce CO2 emissions.***

27. Project E49

Provide incentives for investments in the production of energy from renewable sources for domestic purposes.

28. Project E52

Promote energy conservation measures in transportation.

### **Strategic Goal 3: Larnaca as a Tourist Destination**

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#### **Action 1: *To provide sufficient tourist accommodation.***

29. Project T55

Provide incentives for the modernisation and extension of existing tourist accommodation.

30. Project T56

Create incentives for developing new tourist accommodation.

1. Project GT3

Develop a planning/economic framework of incentives for the construction of city hotels within the greater urban area, to facilitate transit and/or other passengers/visitors. (The project also serves Strategic Goal 1, The Gateway of Cyprus)

31. Project T57

Provide incentives for the development of tourist accommodation in historically preserved and traditional buildings.

32. Project T58

Identify and secure land for the development of future tourist accommodation.

#### **Action 2: *To provide touristic thematic projects.***

33. Project T60

Promote the construction of golf courses in the district of Larnaca.

22. Project ET44

Examine the feasibility of creating appropriate infrastructure to facilitated conferences and exhibitions. (The project also serves Strategic Goal 2, Energy Hub of Cyprus)

34. Project T62

Promote the construction of a resort casino in Larnaca.

35. Project T63

Construct the Saltlake Environmental Centre.

36. Project T65

Construct the sports park in Larnaca.

37. Project T67



Provide incentives to facilitate the development of sport tourism.

**Action 3: *To preserve, protect, and promote the natural environment.***

38. Project TF69

Protect and enhance areas of natural beauty, e.g. the Saltlakes (The project also serves Strategic Goal 4, Larnaca as a City of Choice)

39. Project TF71

Protect biodiversity. (The project also serves Strategic Goal 4, Larnaca as a City of Choice)

40. Project TF73

Carry out enrichment planting in natural areas. (The project also serves Strategic Goal 4, Larnaca as a City of Choice)

41. Project TF74

Enrich and utilize the coastal zone. (The project also serves Strategic Goal 4, Larnaca as a City of Choice)

**Action 4: *To ensure safe and sustainable mobility, and to interconnect Larnaca with all regions of the island, by utilising all means of public transport.***

42. Project TF75

Facilitate immediate response of emergency services (police, fire department, and paramedics) (The project also serves Strategic Goal 4, Larnaca as a City of Choice)

43. Project TF76

Upgrade public transport to facilitate efficient intracity and intercity routes (The project also serves Strategic Goal 4, Larnaca as a City of Choice)

44. Project TF77

Encouraging the use of bicycles (The project also serves Strategic Goal 4, Larnaca as a City of Choice)

**Action 5: *To improve and enhance the aesthetics of the built environment.***

45. Project T78

Aesthetic enhancement of the Central Business District.

46. Project T79

Aesthetic enhancement of areas with unique architectural character.

47. Project T80

Aesthetic and functional improvements of the Foinikoudes promenade.

48. Project T81

Aesthetic and functional improvements of Makenzy area.

**Action 6: *To protect and enhance the Larnaca waterfront.***

49. Project T83

Unify the waterfront.

50. Project T84

Create more swimming beaches, certified with blue flag.

**Action 7: *To promote the cultural and historical character of Larnaca.***

51. Project TF89

Enrich and upgrade cultural activities for all ages. (The project also serves Strategic Goal 4, Larnaca as a City of Choice)

52. Project TF91

Upgrade and promote archaeological and historical sites. (The project also serves Strategic Goal 4, Larnaca as a City of Choice)

53. Project TF92

Protect buildings, or sites of historical and cultural interest. (The project also serves Strategic Goal 4, Larnaca as a City of Choice)

54. Project TF93

Protect and upgrade areas of natural beauty. (The project also serves Strategic Goal 4, Larnaca as a City of Choice)

55. Project T94

Develop thematic, historic and cultural routes.

56. Project T95

Illuminate ancient monuments and locations of special architectural interest.

**Action 8: *To ensure excellent conditions of public health and hygiene.***

57. Project TF96

Maintain the crucial environmental parameters on satisfactory levels. (The project also serves Strategic Goal 4, Larnaca as a City of Choice)

58. Project TF97

Protect residential areas from non-conforming uses. (The project also serves Strategic Goal 4, Larnaca as a City of Choice)

59. Project TF98

Maintain public and private spaces clean. (The project also serves Strategic Goal 4, Larnaca as a City of Choice)

**Action 9: *To provide high quality services for entertainment and leisure.***

60. Project T101

Take noise control measures/regulations, to reduce noise pollution

**Action 10: *To encourage the development of agro-tourism, and oikos-tourism as an alternative touristic product.***

61. Project T102

Conduct a study and develop regulations, and incentives for the utilisation of the existing housing stock, in order to promote oikos-tourism infrastructure within areas of unique architectural character.

62. Project T103

Enhance and strengthen the incentives for the creation of new agro-tourism accommodations.

**Action 11: *To promote Larnaca as a competitive trade centre.***

63. Project TF104

Regenerate the Central Business District, and other retail areas. (The project also serves Strategic Goal 4, Larnaca as a City of Choice)

**Action 12: *To promote Larnaca as a tourist destination in the local and international market.***

The two projects of the above action fall either within the medium term time framework projected to 2030, or within the long term time framework, which is projected to 2040.

## **Strategic Goal 4: Larnaca as a 'City of Choice'**

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### **Action 1: *To provide quality living and residential conditions.***

64. Project F110

Connect public green spaces with residential areas.

65. Project F110

Provide safe access (pedestrian and cycle routes), to connect residential areas with schools, public and cultural spaces.

66. Project F112

Reinforce the competitiveness of Larnaca as a destination for residency.

67. Project F115

Create public spaces for passive and active entertainment within residential areas.

68. Project F116

Construct proper pedestrian pavements to facilitate movement by the elderly and people with special needs.

### **Action 2: *To reduce social inequality.***

69. Project F118

Promote the harmonious coexistence of all cultural groups and diminish social exclusion.

### **Action 3: *To maximise employment opportunities in Larnaca.***

All projects of the above action fall within the long term time framework, which is projected to 2040.

### **Action 4: *To upgrade safety conditions in the city.***

70. Project F124

Increase policing in problematic areas.

71. Project F125

Increase policing in problematic areas.

**Action 5: *To ensure excellent conditions of public health and hygiene.***

56. Project TF96

Maintain the crucial environmental parameters on satisfactory levels. (The project also serves Strategic Goal 3, Larnaca as a Tourist destination)

57. Project TF97

Protect residential areas from non-conforming uses. (The project also serves Strategic Goal 3, Larnaca as a Tourist destination)

58. Project TF98

Maintain public and private spaces clean. (The project also serves Strategic Goal 3, Larnaca as a Tourist destination)

72. Project F129

Provide sustainable liquid and solid waste management.

**Action 6: *To protect Larnaca from natural disasters, and climate change.***

38. Project TF71

Protect biodiversity. (The project also serves Strategic Goal 4, Larnaca as a City of Choice)

73. Project F133

Prevent and reverse desertification.

**Action 7: *To protect and preserve microclimate.***

All projects of the above action fall within the long term time framework, which is projected to 2040.

**Action 8: *To provide quality education of all levels with equal opportunities.***

All projects of the above action fall either within the medium term time framework projected to 2030, or within the long term time framework, which is projected to 2040.

**Action 9: *To upgrade the quality and promote public transport use and sustainable mobility.***

42. Project TF76

Upgrade public transport to facilitate efficient intracity and intercity routes (The project also serves Strategic Goal 3, Larnaca as a Tourist destination)

43. Project TF77

Encouraging the use of bicycles (The project also serves Strategic Goal 3, Larnaca as a Tourist destination)

**Action 10: *To protect and rehabilitate biodiversity conservation areas, with emphasis on the protection of the coastal front and the salt lakes.***

39. Project TF73

Carry out enrichment planting in natural areas. (The project also serves Strategic Goal 3, Larnaca as a Tourist destination)

37. Project TF69

Protect and enhance areas of natural beauty, e.g. the Saltlakes (The project also serves Strategic Goal 3, Larnaca as a Tourist destination)

40. Project TF74

Enrich and utilize the coastal zone. (The project also serves Strategic Goal 3, Larnaca as a Tourist destination)

**Action 11: *To accentuate the cultural and historical character of Larnaca.***

50. Project TF89

Enrich and upgrade cultural activities for all ages. (The project also serves Strategic Goal 3, Larnaca as a Tourist destination)

51. Project TF91

Upgrade and promote archaeological and historical sites. (The project also serves Strategic Goal 3, Larnaca as a Tourist destination)

52. Project TF92

Protect buildings, or sites of historical and cultural interest. (The project also serves Strategic Goal 3, Larnaca as a Tourist destination)

53. Project TF93

Protect and upgrade areas of natural beauty. (The project also serves Strategic Goal 3, Larnaca as a Tourist destination)

**Action 12: *To develop entrepreneurship.***

74. Project TF104

Regenerate the Central Business District, and other retail areas. (The project also serves Strategic Goal 3, Larnaca as a Tourist destination)

75. Project F143

Establish a Municipal Enterprise information and support centre.

76. Project F145

Create incentives for the establishment of new businesses in Larnaca.