

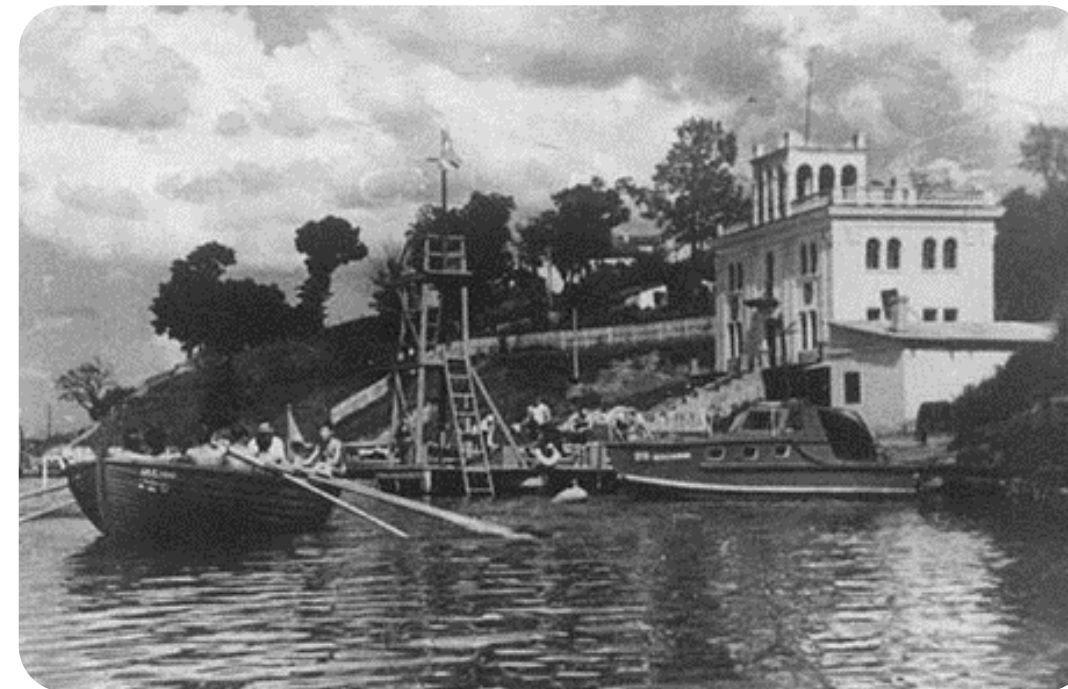
A strategy for the development of Vinnytsia



# < City on the water >

The Alley of Impressions in Vinnytsia

# The historical photos of Vinnytsia on the water



# The purpose of the project



Creation of a unique, single in Ukraine City on the water with a full complex of leisure activities with unique thematic services

Implementation of own system of internal logistics for visitors, which will take into account all existing and future "Lead-magnets" of the coastal zone of Vinnytsia

Creation of the tourist concept "Day on the water". On this day, will be offered the following activities and events, which will give visitors the opportunity to spend a full day on the coastal zone

# Benefits for the Vinnytsia community



A unique "face" unlike other cities, which is difficult to copy

Strengthening of the city project "Aleya 12.7"

Additional attractiveness of a city that is comfortable for living

Additional investments and workplaces

Revival of historical cultural traditions (festival)

Creating a barrier-free, inclusive and accessible space for everyone.

# Benefits for investors



A unique project, very difficult to copy (it means that the period of popularity among visitors is almost unlimited)

Placement in the city center on the basis of an already existing location with high traffic

Coordinated with the program: "Tourism Development Strategy of the City of Vinnytsia 2030"

A clear scheme of permissions and agreements.

# Benefits for investors



A team that has been in this niche and at this location for 7 years (Vinnytsia Rebernya)

The scale of the project, which can develop over years

Comprehensive vision and synergy with other projects in Vinnytsia (Alley 12.7, Fountain Roshen)



## General description of the Project

### **A unique water location:**

floating hotels, houseboats, a promenade and a flotilla of gondolas.

### **Ecological and authentic space:**

a combination of modern infrastructure with ecological solutions and local flavor.

### **Exclusive locations for**

**photos:** Lily garden and a small lighthouse to create unforgettable shots.



## General description of the Project

**Revival of culture:** revival of the legendary “Zoria nad Buhom” music festival, which will become an important event for local residents and tourists.

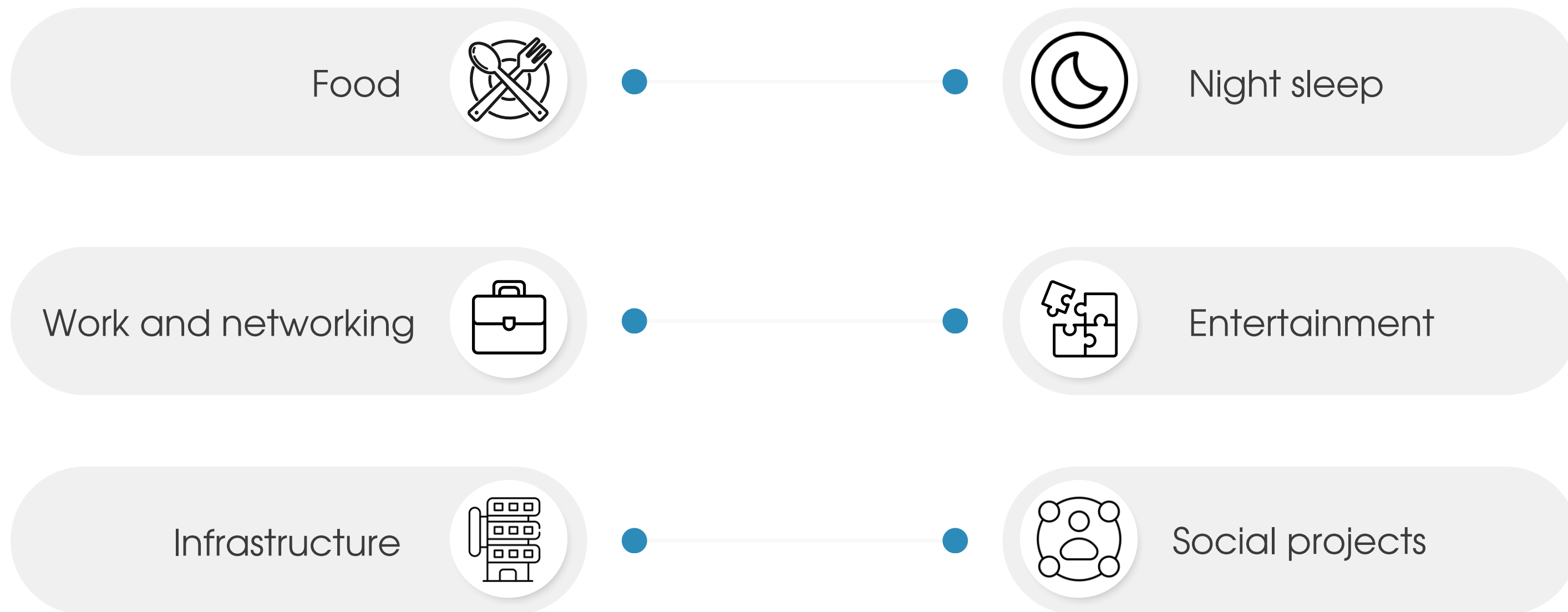
**Gastronomic paradise:** a variety of restaurants, including authentic Ukrainian and Pan-Asian establishments.

**Harmonious space:** a combination of nature and urbanism with recreation that inspires residents and tourists.





# What a filling of the park?



# Food



Meat Restaurant  
"Vinnytsia Rebernya"



Fish restaurant-  
attraction "Vinnytsia  
Rebernya"



Morning cafe  
(Swedish line)

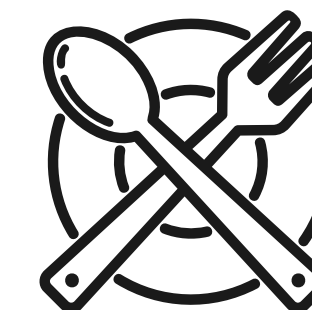


Coffee drive on the  
water



WOK pan-Asian cuisine: a restaurant with Asian dishes cooked on WOK pans in a show kitchen format.

“Bobrova Khata” food court with mono-products: roasted chestnuts, fried shrimps, oysters, snails.



**Food**

“Zaliv” shot glasses (selection of original tinctures, tasting sets and snacks)

# Night rest-sleep



Apartments on the water (Houseboats) price middle (two-four platforms)



Modular hostel on the water (near the Roshen factory behind Kempa island)



VIP rooms on the basis of individual boats



Glamping on platforms

# Work and networking



Office complex based on the platform (daily rent)

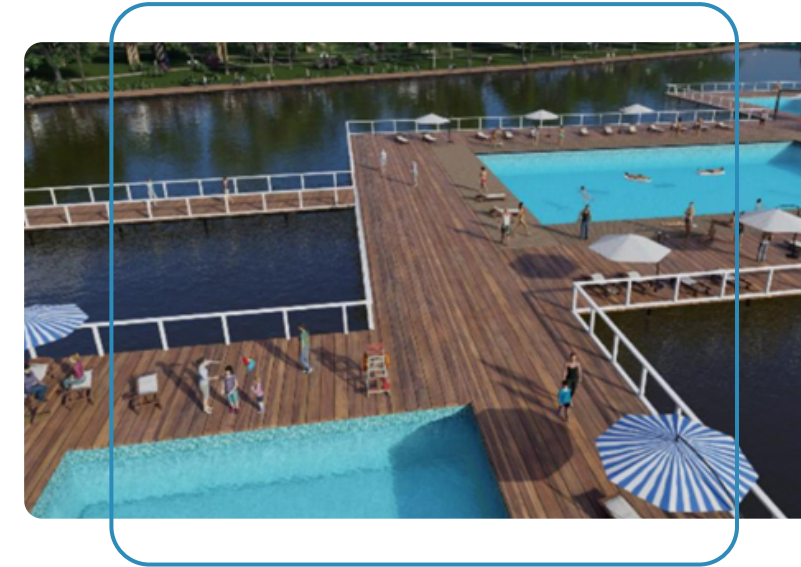
Cash desk and reception of the park

Tourist office (municipal)

Coworking

Conference hall for 300 people at the base of the Vinnytsia River Port

# Entertainments



**Water activities:** Water skiing, wake park, yacht club, water park.

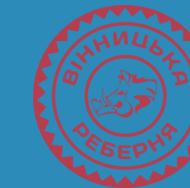
**Health improvement:** SPA, sauna, fish SPA.

**Entertainment:** Water zoo, children's town, photo zones, water theatre, karaoke.

**Adventures:** Bungee jumping, jumping, excursions on the water, fishing.

**A unique experience:** A promenade, Chinese lanterns, small aircraft, Chocolate Disneyland.

# Social and community projects



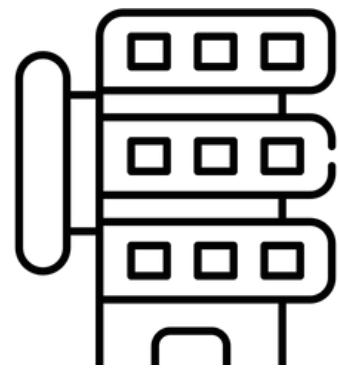
River tram, river taxi

The festival «Zori nad Buhom»

The lighthouse

Year-round carnivals/festivals (skating rink)

Concerts/stage on the water



## Infrastructure



River port



Petrol station and rescue service



Mobile application for convenience



Mooring and maintenance of water transport



Cash desk and ATM



# Examples of concept visualizations



## River apartments

- 1 platform
- 8 suites
- 1 technical room



## Hotel ZORI

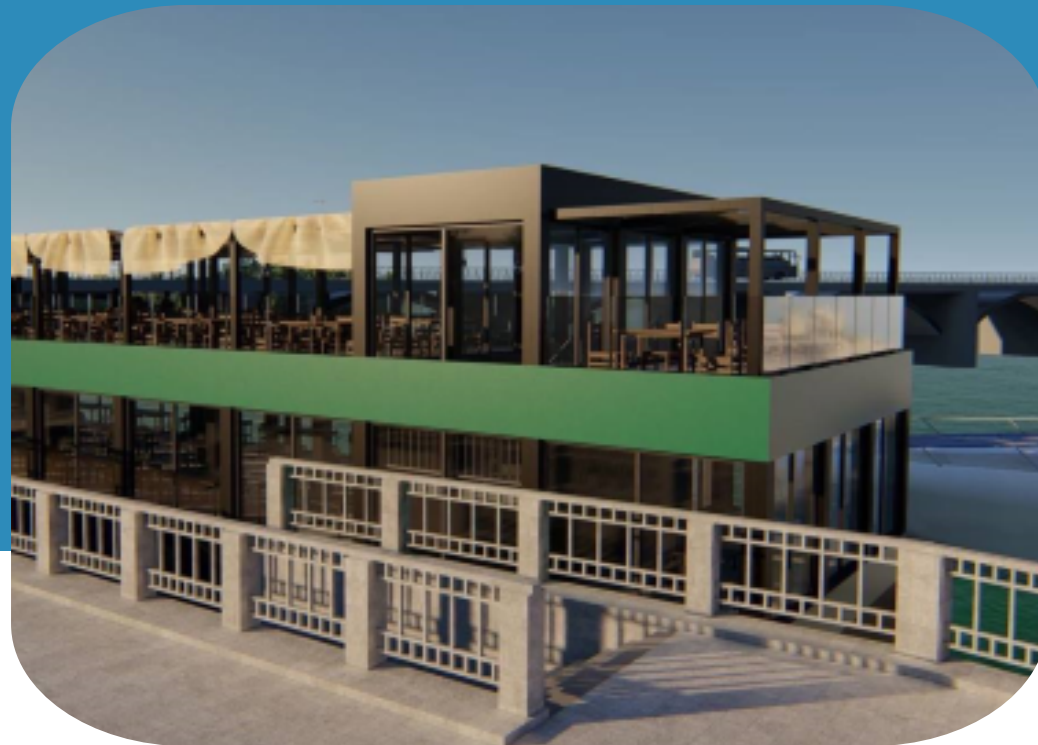
- 2 floors
- 20 rooms
- The roof is an event area



## Food court

- Snails
- Chestnuts
- Oysters
- Mussels

# A river port



Summer multifunctional playground

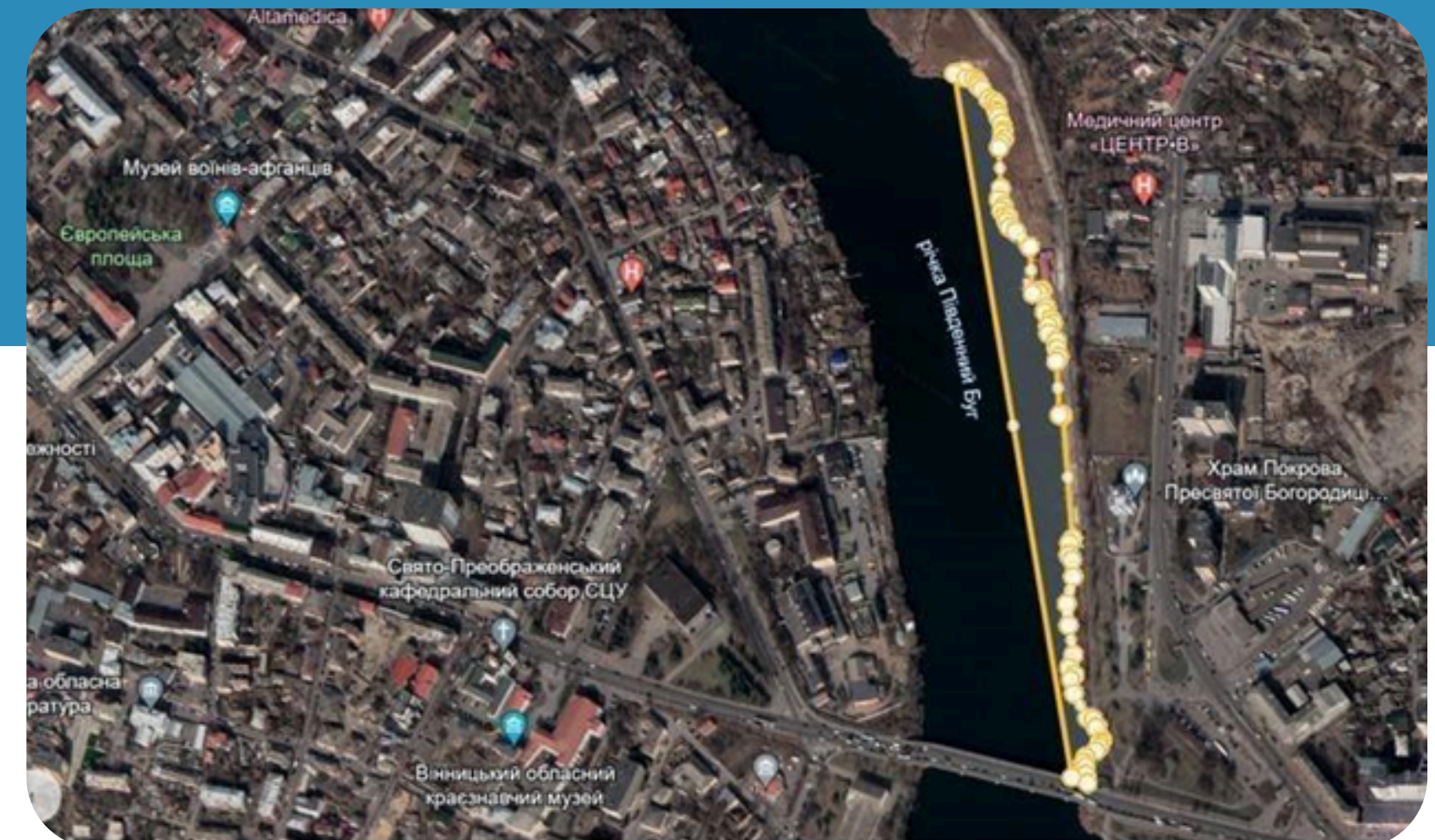
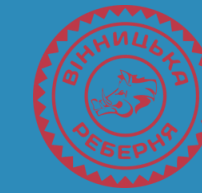
Conference hall

Cafe-waiting room

Coworking

Technical floor of port and passenger service

# Possible water area for creating a City on the water





## Restaurant "Vinnytsia Rebernya" (LLC)

- Works for 7 years
- All central communications are connected
- Private property
- 2 barges purchased
- 350 seats
- 80,000 average annual number of checks
- 3300 m<sup>2</sup> of water area is already in rent



**What has  
already been  
created?**



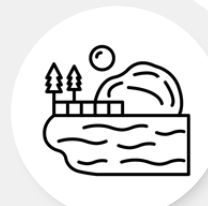
# What has already been created?

Swimming pool and summer recreation area on the platform



Covered gazebos on stilts 4 pcs

The concept is part of the Alley 12.7 program for the new embankment.



Concept agreed with the River Ports Authority

The concept is included in the Vinnytsia Tourism Development 2030 project



An agreement with the municipality on water tourism on the moorings.



# Activation of coastal areas and opportunities for recreation on water bodies



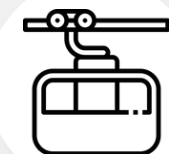
seasonal operation of river transport



development of tourist products on the water



launch of the fountain and light festival



Installation of a cable car between R. Skaletskoho Street and the Old Town



creation of "Alley 12.7" on the left bank of the Southern Bug

# Partners



ME "Podilskyi Tourist Information Center"

Department of Economics and Investments

Department of Public Utilities and Improvement

ME «Spatial Development Agency»

Department of Culture

Tourist clubs

Committee on physical education and sports

ME «Institute of Urban Development»

Association of restaurateurs

ME «VinnGreenBuild»



Вінницька  
міська рада



**1**

### **The first turn:**

Alley of restaurants and alley of hotels (from Vinnytsia Rebernya to Roshen Fountain)

**2**

### **The second turn:**

The water area of Kempa island

**3**

### **The third turn:**

The water area of the Old Town Bridge and the Kyivsky Bridge



## **Vision of implementation concepts**





# Social programs of the City on the water



## Inclusivity

Employment of veterans (increased percentage of staff)



Creating comfortable conditions for people with disabilities



Retreat and rehabilitation spaces (lily park - rest zone)



## Education of youth



Cooperation with plastun organizations



Courses of tactical medicine, school of captains of small vessels

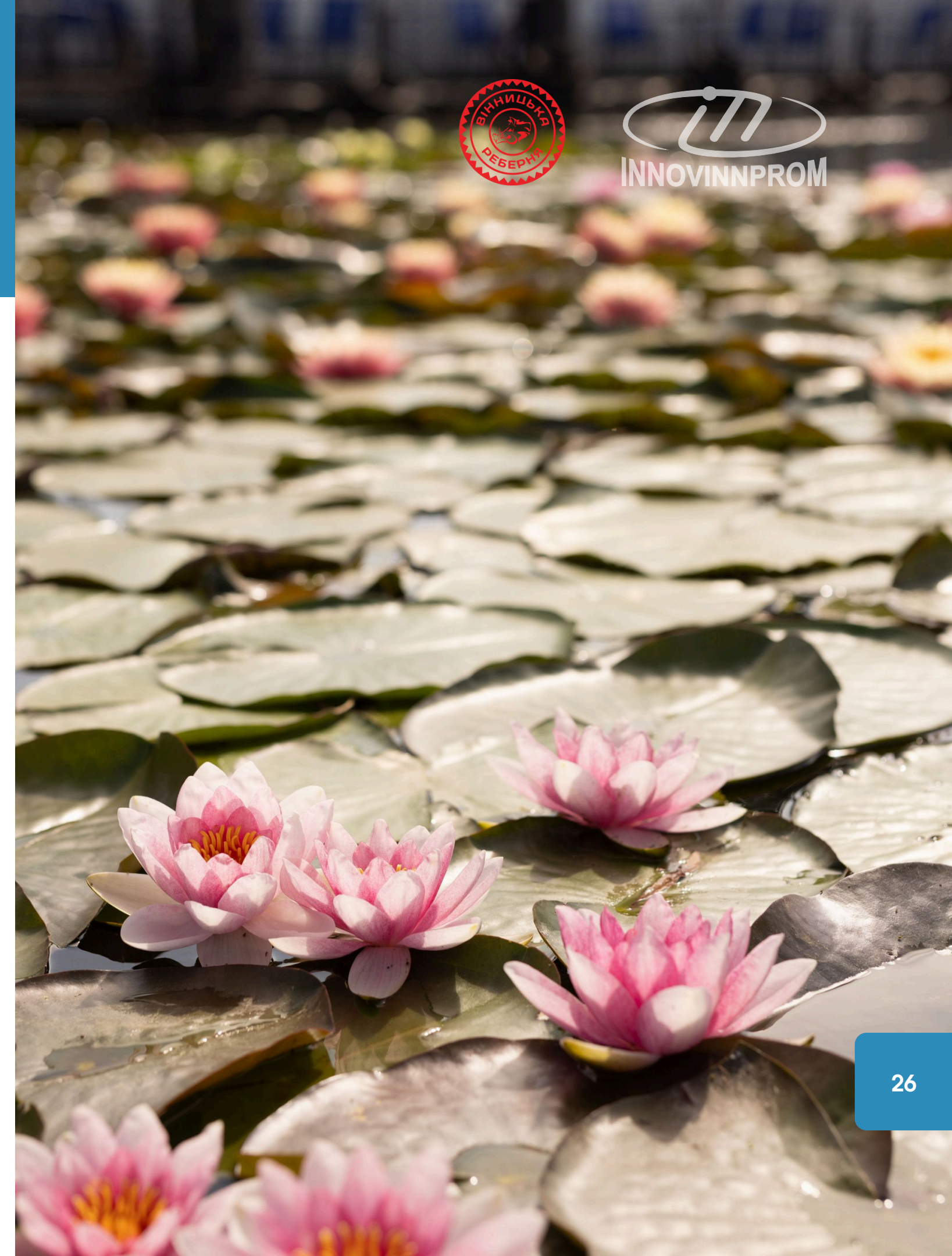


Biology lessons, environmental education, summer camp

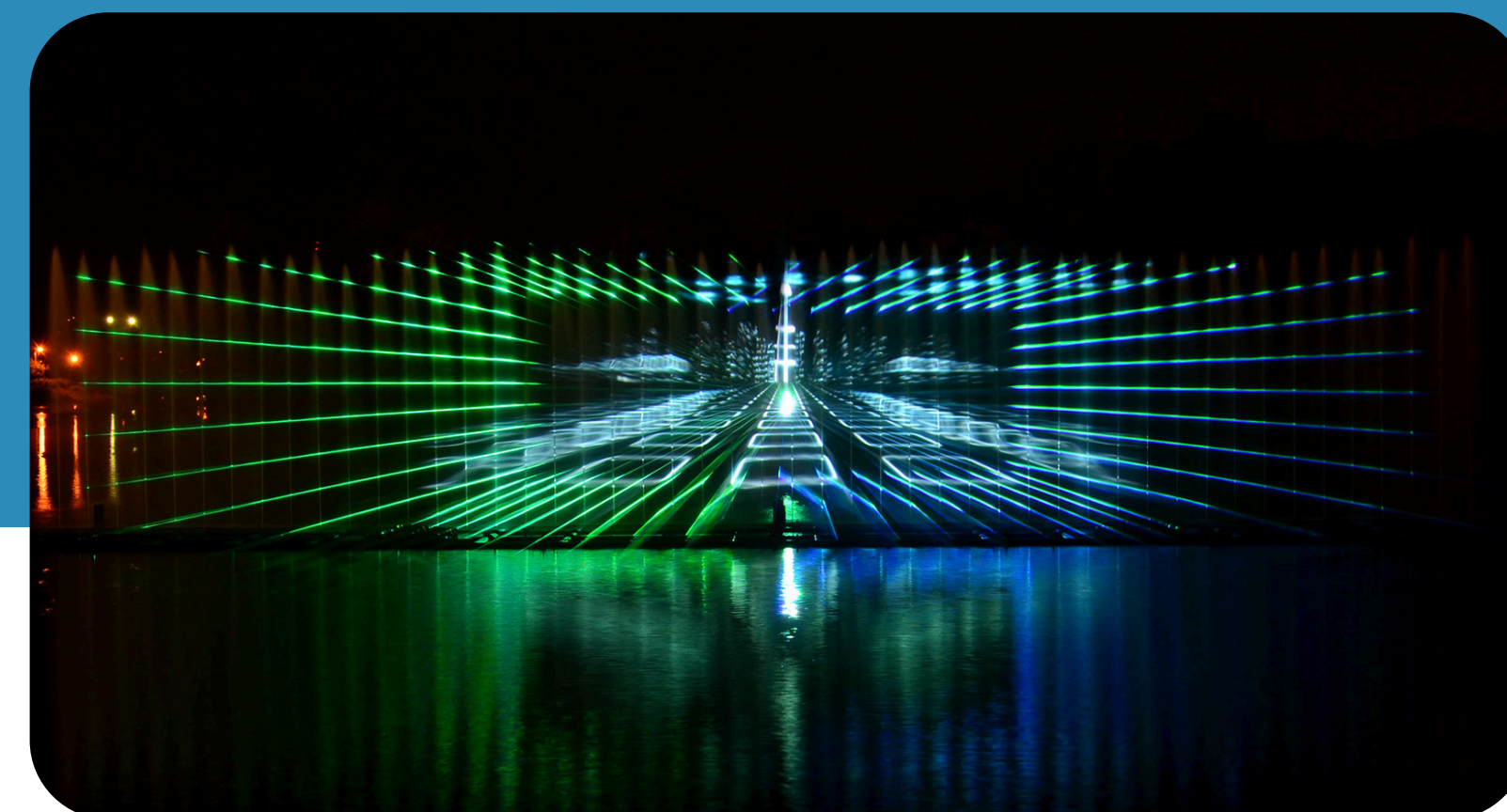
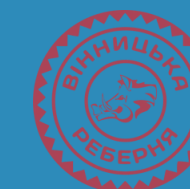
# Lily Garden

Natural locations (especially flower parks) contribute to mental health. The integration of nature into the urban world we live in helps the brain to restore cognitive resources lost due to overwork.

Thus, a lily park can be a great place to restore psychological balance, especially for city dwellers who often suffer from stress and information overload.



# Multimedia Fountain Roshen



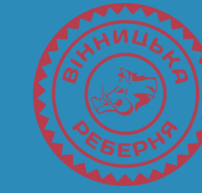
The social part of the City on Water project is complemented by the Roshen Fountain, Europe's largest light and music fountain on water, which is located in the project area. This unique cultural object brings aesthetic pleasure to city residents and tourists alike, and is a popular place for walks, meetings with friends, and family leisure. It brings people together, creating a sense of community.

# City on the water is a barrier-free and inclusive space for everyone



The infrastructure of the City on the water will be adapted for all population groups: ramps and lifting devices, tactile strips for people with visual impairments, wide paths and flat surfaces on the water for convenient movement for people with disabilities. Accessibility of water transport: river trams and taxis will be equipped with ramps, wide entrances and places for wheelchairs.

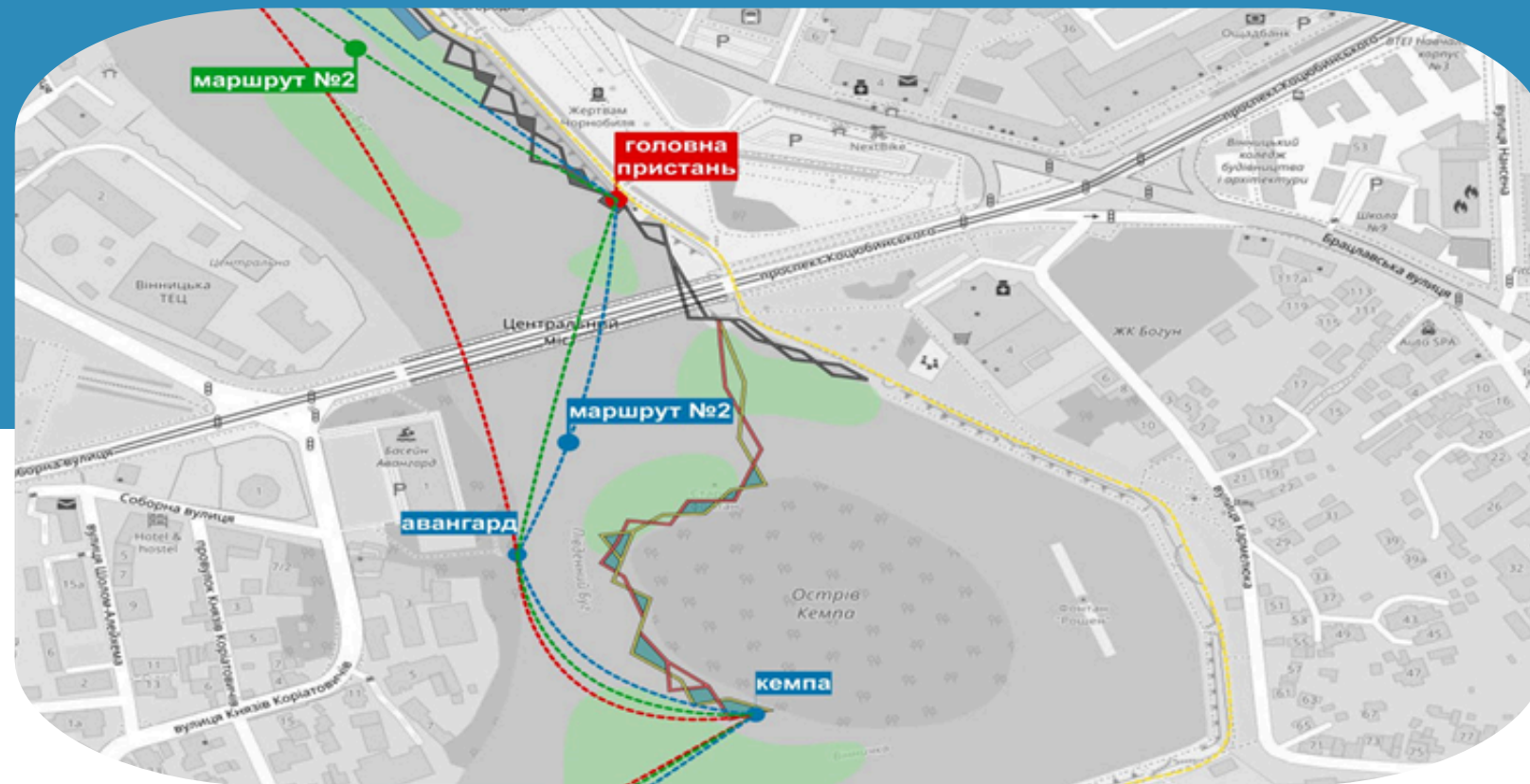
# Arrangement of routes and alleys in the City on the water



Monochrome execution of the  
"Restaurant Alley" walking area

Color execution of the "Kempa Alley"  
walking area

# The inclusiveness of City on the water - equal opportunities for all



- Promenades are arranged according to the principles of equal access and serve as zones for rehabilitation and natural therapy with control points (every 50 m).
- Routes of City on the water are integrated with River Tram routes and accessible zones at all points of the concept, including Alley 12.7 with 12 berths.

# The arrangement of a walking area around Kempa island



- Walking area between locations with natural features
- Preservation and revival of the park location of the Kempa island
- Bright visual effect for residents and tourists
- Observation zone for the movement of water transport and competitive attractions

# An additional opportunities - the creation of conditions for the development of "non-Olympic" types of water sports

The non-navigable water area of the Southern Bug along Alley 12.7, behind Kempa island, can become a zone for watching water attractions, including entertainment and sports events. This will ensure equal access and improve conditions for recreation and rehabilitation of persons with disabilities.





# Initiative group



Humeniuk Family  
Charitable  
Foundation



Spatial Development  
Agency of Vinnytsia  
City Council



Innovinnprom, LLC

# Contact us



rodinagumenuk@gmail.com



+38 097 500 5104



<https://gumenuk.com/>



info@innovinnprom.com



(0432) 502 005



<https://innovinnprom.com/en>