

v roce 1935, Josef Vaňhara. Černobílá fotografie. MZA v Brně – SOKA Zlín, Sbirka fotografií Zlín, obálka 5294. Digitalizoval Magistrát města Zlína.

Obr. č. 78: Pohled na sportovní stadion, areál továrny s rozestavěnou budovou č. 21 (mrakodrapem) směrem k náměstí Práce v roce 1937, Josef Vaňhara. Černobílá fotografie. MZA v Brně – SOKA Zlín, Sbirka fotografií Zlín, obálka 847. Digitalizoval Magistrát města Zlína.

Obr. č. 79: Část továrního areálu po bombardování v listopadu 1944. Černobílá fotografie. MZA v Brně – SOKA Zlín, Sbirka fotografií Zlín, obálka 6247. Digitalizoval Magistrát města Zlína.

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Obr. č. 80a-f: Axonometrické pohledy na jednotlivé budovy v areálu továrny Svit z roku 1964. Anonymní černobílá kresba. MZA v Brně, fond Obuvnický průmysl – Svit, s.p., Zlín, IV/6, kart. 1825, inv. č. 1230. Skenoval VÚGTK Zdíby.

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Obr. č. 81: Zlín v rámci alternativních návrhů dálniční sítě v Československu 30. let 20. století. *Návrhy silničních páteří v býv. ČSR.* [Kreslí] ing. Ambler. Obr. č. 1 na s. 4. In: *Zvláštní otisk z Časopisu Spolku inženýrů Technický obzor* 47, č. 22–23. V Praze 1939. Skenoval David Valúšek.

Srov. obr. č. 10.

Zlín – Summary

Zlín, being the centre of a wider industrial agglomeration originating from the 1920s and 1930s and today forming the hub of eastern Moravia, is a statutory and regional city situated in the Vizovice Highlands (230 above sea level) in a valley moulded in a west-east direction by the river Dřevnice, a left tributary of river Morava. The landscape of the Zlín region dramatically changed especially during the 20th century – and not only due to industrialization and urbanization, but also to regulation of the river Dřevnice along with some brooks flowing into it. The Dřevnice valley is intersected by a significant highway and, into a limited extent, railway transportation arteries; up to the late 19th century, however, the city was remote from any main connections. Zlín, which the surviving documents first mention in 1322, underwent rather untypical development in the context of Central-European cities and, in the Czech Republic, represents a relatively isolated type of a factory town characterised by unique industrial and residential buildings, which moreover rose in the course of a very short period of time, and have been under the protection of sites and historical monuments since 1990. The city fundamentally changed via the business, urban and architectonic activities of the Baťa family during the first four decades of the 20th century. Although the unfavourable political situation in the latter half of the 20th century resulted in the city being renamed Gottwaldov (1949–1990), the main trends in architecture and urbanism outlived and further progressed, albeit in different forms (one of the outcomes of the rationalization of housing development appeared right in Zlín, with the construction of the first Czechoslovak prefabricated tower block, in 1954).

The main factor influencing the prehistoric settlement of the area was the abundance of game along with fecund land. Archaeological findings date the earliest settlement to a period 30,000 years ago, i.e. the end of the earlier stage of the Lower Palaeolithic Age when a group of hunters established their station in the Dřevnice valley. In the Neolithic Age, the area became home to the first farmers. The local settlement during the entire period of prehistory and early Middle Ages reached the highest density towards the end of the Bronze Age and in the early Iron Age (c. between 1250 and 400 B.C.). The population growth in the fertile areas resulted in smaller groups of colonists spreading to the hilly parts of eastern Moravia east of Zlín. During the 4th century, the area became densely inhabited by the Celts, documentary evidence of which was even discovered in the very centre of Zlín. When the Celtic population left around the turn of the millennium, the riverbanks above the valley of the lower Dřevnice watercourse probably remained uninhabited for almost ten centuries. The first settlers arriving in these places after a long time were Slavs in the 9th century, when they were already almost omnipresent throughout the whole of Moravia and when the area of, what are today, the cities of Uherské Hradiště and Staré Město was the centre of the Great Moravian Empire. In the Zlín region, the Slavic villages once concentrated along the axis of the Kudlovský and Fryštácký brooks in the heart of today's Zlín, and thus, to a certain extent, anticipated the location around which the future medieval site would grow, even though it is impossible to prove its direct continuity with the Slavic settlement.

The first written report about Zlín dates to 1322 when the relevant historical materials mention it as a "small town", while no surviving written sources document the act of establishing the village or elevating it to the latter status. It is, however, without doubt that Zlín was an administrative and economic centre of a rather extensive domain during the 14th century. The hillside south of the city was crowned by a manorial residence, described in 1360 as a "castle" ("castrum" or "municio").

Zlín most probably developed the character of a small town, boasting thriving crafts and a market, between 1261 and 1322. Its main square of a rectangular ground plan with a symmetrical pattern of streets running from it in various directions suggests the intervention of a surveyor. In the 15th century, Zlín was the most significant city in the area. Having been plundered during the Bohemian-Hungarian War (1468–1474), it subsequently developed peacefully until the invasion by Stephen Bocskay in 1605. This also affected the increase in the number of its inhabitants and the expansion of the city grounds. As Zlín gradually grew towards the west, it also came to house a new noble residence and received a new district in the form of the village of Čepkov (first mentioned as early as in 1437), situated on the right riverbank. A new city district – Grygov-Trávník – then appeared west of the Zlín château (prior to 1568). At the beginning of the Thirty Years' War, Zlín concentrated about 55% of the servile farmsteads of the whole estates and ranked among the most densely settled cities throughout the area. In 1656, however, Zlín consisted of merely 82 inhabited houses with the rest of them left desolated. Some streets adjacent to the church perished. The post-war renewal came to an end with an intervention of the authorities, when 32 Zlín families had to move to other estates between 1667 and 1671. In 1771, Zlín was merely the fifth most populous city in the region (1,622 inhabitants) and lost its significance for a long span of time. The earliest surviving vistas and maps then document the appearance of Zlín in the late 18th century (comp. especially Map sheets Nos. 32, 33).

At the turn of the 18th and 19th centuries, Zlín more or less pro-

spered, and the existing craft trades as well as businesses of regional significance were gradually joined by the first local proto-industrial facilities. (Comp. Map No. 64) During this period, the city mainly developed towards the north on the right bank of Dřevnice with its so-called clearing colonization. In 1819 and 1849, it suffered heavily from two fires, of which the latter was noticeably more destructive. Fortunately, there is the map of the stable cadastre (1829), which captures the city between the two disasters (comp. Map sheets Nos. 3, 4). In the latter half of the 19th century, Zlín stagnated in all aspects – and not only as a result of the fires, but also the 1850 administrative reform, when it became part of the judicial district of Napajedla. There then followed frequent changes in its administrative affiliation (comp. Map No. 57). Dominating features in the city outline remained the château and the church, against which the rather small city hall in the north-west corner of the square could not compete. All modernization processes long avoided Zlín and only arrived with the construction of the railway route Otrokovice-Zlín-Vizovice in 1899, when the developing industry – including the shoe-making factory of the Baťa family (established in 1894) – gradually concentrated towards the railway station. (Comp. Map No. 65) In 1910, the authorities expanded the local post office and, subsequently, regulated the river Dřevnice, installed the local phone network (1912), built a sewerage and drainage system (1913) and the city power plant and introduced electric streetlight (1913–1914).

The Baťa factory flourished, its grounds expanded (comp. Map sheet No. 50) and, in 1918, the family began erecting the first family houses for its employees (the Letná district, co-designed by Jan Kotěra and František L. Gahura) (comp. Map sheet No. 37). Transferring the headquarters of the regional court to Zlín in 1923 only confirmed the city's increasing significance. Tomáš Baťa at the same time became the Zlín mayor and, from then on, the city and its main business steering force developed in close relation up to 1945. The dynamic growth of the Baťa works (the number of its employees increased 12 times and the total number of the city inhabitants 7 times between 1923 and 1938) transformed Zlín into an outstanding business centre, which even influenced nationwide projects of the developing infrastructure of the new Czechoslovak state (the highways and canals). The urbanistic model of a factory city and the unique architectonic methods employed in Zlín were moreover "exported" – to the Baťa cities swiftly being established worldwide (comp. Map No. 1).

From the early 1930s, the multi-layered connections between Zlín and the surrounding villages intensified and climaxed in 1938 with the establishment of Greater Zlín with its 43,420 inhabitants. (Comp. Map No. 55) The Baťa factory branched to Otrokovice in order to draw itself nearer to the railway as well as the waterborne traffic on the river Morava.

Zlín proliferated rapidly in the 1920s and 1930s. Its construction development was regulated by urbanistic concepts designed by leading architects of that time (Jan Kotěra, František Lýdie Gahura; also Josef Gočár and Le Corbusier – consultations and participation in competitions) and pinpointed by zoning and regulation plans designed both for the city as a whole and its individual districts (comp. Map sheets Nos. 20–23).

The grounds of the Baťa factory were, in the western part of the city, extended by a group of new buildings around Náměstí Práce (Work Square) and by the so-called school district, which all in fact equalled the origination of a new city centre right in front of the gates of the enterprise. From the 1920s, the area housing the accessory, farm and administration buildings of the Zlín château, situated between this new and the old Zlín centres, underwent redevelopment, while the only construction surviving to our day is the château itself. An essential intervention in the city centre was two new streets heading in the west-east direction: Tomáš Baťa Avenue, which required the demolition of the southern front of the old square, and the parallel Štěfánikova Avenue. The Zlín periphery witnessed the construction of seven new districts of family houses built for the Baťa employees (2,210 houses in total), which gave Zlín its unceasing characteristic image: Letná, Nad Ovčímou (1927), Zálešná (1927), Podvesná (late 1920s), Díly (1931), Lesní čtvrť (1940) and Mokrá (around 1940). Apart from these, there only rose a new villa district on the Týrův Embankment (1923–1926) and at Lazy (1933) and several solitary villas built by the local elite. The city nevertheless kept refining its infrastructure and erecting an array of public buildings, such as the film studios, a Protestant church, a hospital pavilion, a forest cemetery and many others.

However, conditions regarding the management of the city of Zlín radically changed after 1945. Dominik Čipera (the Zlín mayor who replaced Tomáš Baťa in 1932) was removed from his position. The Baťa works were subordinated to the national administration and, in October 1945, nationalized. The damage caused to the factory by the 1944 bombardment was repaired and the shoe production was taken over by the national enterprise Svit. The city was renamed Gottwaldov in order to erase the Baťa family from public awareness. The number of inhabitants of Gottwaldov, the administrative border of which kept moving, was constantly increasing (comp. Tab. No. 2). The position of Zlín as the centre of a wider region, however, continuously grew stronger already from the 1930s, thanks to the local industrial enterprises as well as the institutions focusing on education, health, culture and sports. The administrative reform made Zlín the seat of the region in 1949, but this Zlín region was later, in 1960, abolished, with Gottwaldov still being the regional city.

Between 1947 and 1948, the so-called Regulation Plan Group (consisting of František Lýdie Gahura, Vladimír Karfík, Tomáš Slezák, Vít Kubečka, Antonín Vítek and Jiří Voženilek; comp. Fig. No. 15) issued the new Regulation Plan of Zlín and, along with it, the wider and generously conceived General Extension Plan of the Industrial Housing Estate Zlín-Malenovice-Otrokovice. The close bonds between the Baťa factory management and the city development in the sphere of zone planning and architecture were nevertheless slowly vanishing. Karfík, and Gahura, as well as Voženilek (the latter being, for example, the architect of the Collective House, 1950), left the city. On the one hand, Zlín represented an utter exception in Czechoslovakia, for it continued with massive housing development right after the war – although under a different concept, abandoning the individual housing in small houses with front gardens for the sake of large blocks of flats (the district of Obecny /1949/, the Morýs houses in the eastern part of the city /1950/). On the other hand, the given phenomenon can be translated as continuing efforts at providing cheap and at the same time relatively high quality housing for large numbers of people, i.e. as a transformation of form. The main material was bricks at first and, from the late 1950s, panels – whether employed in solitary houses or in large housing clusters, i.e. panel housing estates. In 1954, the first block of flats in Czechoslovakia to use panel construction (the G40 type) was erected

on the Zlín embankment. Zlín in the latter half of the 20th century thus had three either existing or further cultivated types of housing development. The first elaborated on the architectonic forms of the Baťa era (to the 1950s and then after 1990). The second was the prefabricated houses and, third, then especially their clusters – the housing settlements (the Bartoš district, 1958, which extended the city's continuous built-up area towards the east, and then mainly, in two stages, the Jižní Svahy /Southern Slopes/ district; Jiří Gřegorič, Šebestián Zelina, 1968–1980 and from 1980; comp. Map sheet No. 39). The adaptations of the city centre mainly involved redevelopment in the form of tearing down the oldest houses of a small-town character, when entire streets vanished or entirely lost their original appearance (especially Dlouhá Street, with the new prefabricated houses with a shopping parterre /1977–1982/, Šebestián Zelina). Zlín thus lost the character of an organically grown city and, in addition, the architecture of its main square negatively suffered from the building of a new, oversized post office.

Apart from numerous sports fields, Zlín also received an array of contributions to the public infrastructure: the complex of the city transportation company (1956), the theatre (1967, Karel Řepa, Miroslav Řepa, Radúz Rozhon) and various administrative buildings (Centroprojekt, 1968, Zdeněk Plesník; Průmyslové stavby /Industrial Constructions/ – two buildings, 1966, 1971). The construction of the bus station required the demolition of Nádražní (Railway) Street (c. 1981) and the adjacent Trávník (Lawn) Square (1983). Some buildings dating to the first half of the 20th century did not escape the redevelopment, either (such as the Masaryk Schools at Náměstí Práce /1987/).

From 1956, the development of Zlín and from 1959 its city centre followed a new zoning plan elaborated by Eduard Staša (comp. Maps Nos. 39–40). The inception of the next zoning plan dates to the late 1960s: the General Extension Zoning Plan of the Gottwaldov Agglomeration, issued by the Department of the Main Architect of the Gottwaldov District under Adolf Zikmund and František Dohnal, was in force between 1970 and 1985 (deposited in the Moravian Archives in Brno – State Regional Archives Zlín). From 1980, the centre developed according to the Zoning Plan Gottwaldov-Centre (Complex Urbanistic Design for the period 1980–2000; deposited *ibid.*), elaborated by Adolf Zikmund and Jiří Gebrian from the above-mentioned facility. Construction throughout the city followed the latter plan to as late as 1998.

The city of Zlín (which was returned its original name on 1 January 1990) has been the seat of the Zlín region from 2000. Many villages, however, have gradually separated from it. The rapid changes occurring in the social, industrial and economic spheres during the 1990s had a considerable impact on the region. For example, the large shoe-making factory, Svit, closed down, although many other enterprises, such as those from the fields of mechanical engineering, rubber- and plastic-making industries, power engineering, and building industry, still departing from the roots of the Baťa legacy, survived. The number of Zlín inhabitants during the 1990s stagnated and slightly dropped after 2000 (the population in 2014 totalled 75,000). Today, 11,000 students are enrolled at the newly established Tomáš Baťa University, which in 2001 began following in the steps of the Faculty of technology of the Brno University of Technology, active in Zlín from 1969.

The gradual opening up of the complex of the Baťa/Svit factory to everyday life has played a crucial role in transforming the city. The buildings in its eastern part today accommodate shops, services, public administration, health care and culture. The extensive urban cultural heritage zone, promulgated in 1990, encompasses the entire Zlín centre including the residential neighbourhoods (comp. Map No. 58). This, however, in no way hampers the rise of new quality constructions: the Jižní Svahy (Southern Slopes) district received a new Catholic church (2003) and a new university building. The university rectorate and a concert hall (Eva Jiříčková) have become part of the adaptations of the former Baťa school quarter, and the Zlín park as well as Náměstí Práce with its underpass underwent adaptations in 2014. New shopping centres, including the Zlaté jablko (Golden Apple) shopping mall on the main square, appeared in the centre of Zlín along with newly constructed car parks. The lingering, yet unsolved and rather pressing issue is the local transportation (the low capacity of both the railway and the highways where the main problem is long-distance transportation leading through the very centre). The peripheral parts of Zlín were then influenced by the residential process (especially in the eastern direction) and by the phenomenon of commercial suburbanization (the entire valley from Želechovice to as far as Otrokovice).

Detailed list of maps, plans and renditions in Volume No. 28: Zlín

The dimensions of maps and iconographic sources are given in millimeters height×width and rounded. Detailed information on images, as well as the authors of digital templates, are to be found in the Czech version of "the list of maps, plans and illustrations".

Title page of the cover

Fig. No. 1: Coat-of-arms of the city of Zlín. Graphic rendition by Petr Tomas, Litoměřice.

The sign was approved by the Ministry of Interior of Czechoslovakia on 25 January 1936.

Fig. No. 2: Zlín as viewed from the north between 1910 and 1915. B/W photograph. MZA v Brně – SOKA Zlín, Sbirka fotografií Zlín, folder 5869.

Text sheets

Figs. Nos. 3a-b: Seals of the city of Zlín from early modern times.

a) Seal of the city of Zlín from 1564, diameter: 37.5 mm, field with the transcription: 34 mm. MJVM, Zlín, sign. H 10736. Photographed by Libor Stavjaník.

b) Seal of the city of Zlín from 1629, diameter: 45 mm, field with the transcription: 35 mm. Photographed by Libor Stavjaník.

Fig. No. 4: Zlín in the late 1910s. B/W postcard. MJVM, Zlín.

Fig. No. 5: View of the Baťa Memorial permanent exhibition – plastic models of Zlín in c. 1900 and the future Zlín as imagined by František L. Gahura or, respectively, Tomáš and Jan Antonín Baťas. B/W photograph. MZA v Brně – SOKA Zlín, fund Baťa, a.s., Zlín, XV, inv. No. 258.

Figs. Nos. 6a-b: Baťa company promotion materials – statistics on the Zlín population, the number of local houses and the economic situation of the Baťa factory and its employees. B/W print in: *Cekota, Antonín (ed.): Zlín město životní aktivity. Zlín 1935*, pp. 24–27.

Fig. No. 7: Le Corbusier's regulation of the valley of Dřevnice, de-