

Competition design for overall concept of development, improvement and urban design of the central part of Dobrich

The main goal of the concept for the rehabilitation of the Center of Dobrich is the complex renewal of the system of pedestrian spaces according to the good Bulgarian and international practices by:

- Maximum use of the potential of the urban spaces and the overall improvement of the quality of the urban environment
- Enhancement of the identity and the sense of place
- Improvement of the barrier-free environment, the ease of movement and orientation
- Increasing the possibilities of choice and experiences for both the citizens and guests of Dobrich
- Enhancement the quality of spaces during night use
- Application of the principles of sustainable design, ensuring longevity and "beautiful aging" of the materials
- Solution of the most visible problem – the low plan and the strongly deteriorated pavement
- Provision of easy maintenance.

URBAN PLANNING ANALYSIS

The classic SWOT analysis was used, covering the following aspects:

- •The character and the geometry of the square and street spaces, of their adjacent city blocks; the inner spaces and framing buildings
- •Use of the open spaces and the ground levels of the adjacent buildings
- •Areas of concentration of people, meeting places and places for recreation
- •Barrier-free environment; accessibility, public transport stops, car parking and cycle lanes
- •Garbage collection system
- •"Physical and visual pollutants"
- •Solar radiation and wind influence
- •Buildings - cultural monuments, urban art, monuments, water fountains, and toilets
- •Street furniture, type and condition of pavements and urban design
- •System of visual communication and advertisement
- •Landscape, trees

The urban planning analysis was carried out through site inspection, photo documentation, research of documents and Internet sites, publications and archive photos. In the supplement to the main text, the analysis of the condition of the pavements is attached.

Conclusions: As a result of the ideological urban planning operations in the period of the 1960s - 1980s of the last century, the main urban spaces within the scope of the competition are oversized and amorphous. A sense of uncertainty, heterogeneity and disorder prevails. The urban fabric has been drastically transformed, the building framework of the two main squares has been destroyed. In general, the urban environment is neglected and layered with physical and visual "pollutants". The majority of pavements in the pedestrian zone have degraded to a critical state. The level of urban design is low and outdated, the urban furniture is predominantly degraded.

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CONCEPT

The main objective and the conclusions of the urban planning analysis determine the following **10 main design ideas:**

1. Decluttering of inappropriate elements layered over time such as advertisements, outdated street furniture, telephone booths, kiosks, etc.
2. Preservation and enhancement of important features of the spaces and of the low plan (*such as: the sequence of street and square spaces; the diagonal pattern, pavement color, surface drainage system; as well as some elements of urban furniture*)
3. Significant increase and improvement of the green areas, including tall vegetation. Restoration of existing and construction of new water features and fountains.
4. Construction of a system of urban design elements, helping articulate the square and street spaces, as well as their animation and sun protection.
5. Solution of the main problem – the deteriorated pavement through the restoration of the distinguished ceramic pavement from the 80s and through a modern new pavement, including elements of barrier-free environment.
6. Proposal for a building with restaurants and a two-story underground parking lot on the site of the “coops”.
7. Proposal for a complete replacement of the kiosks in the northern part of "25-Septemvri" Blvd.
8. Proposal for the organization of movable structures and elements (*kiosks, stands and pavilions*), including temporary ones for public celebrations and events.
9. Modern energy-efficient street lighting, WiFi, surveillance and sound system.
10. Proposals for improvement of traffic and parking, including a roundabout with an underpass square between 25 September Blvd. and St. George Park.

(Each idea is clarified in detail in “Add3_note_extended_en.pdf”)

Projected cost of the first project phase is **8 369 390** BGN w/o VAT.

(See the table in “Add3_note_extended_en.pdf”)