

Urban Relief

Dobrich is a city where has a trade transition characteristic on the significant logistic intersection as road, railway and sea access at the north-eastern part of Bulgaria. Dobrich where reminds this property with its former names “Pazardjik”, “Bazargic” is in this character that the activities such as fair and bazaar densified and these elements have still been continuing currently since the historical thresholds until now. The city center where the modernisation phase has been active especially since 1960’s becomes prominent with the elements such as social housing blocks, historical and brutal buildings, memorial places, intensive meaningful sculptures, facade and landscape walls with their strong relief effect and ground diversity. Nonetheless, the current projections of this modern era is in the existed conditions with lack of spatial quality, usage vision, material durability and decreasing aesthetics due to the chaos caused by visual noises. The aim of the design proposal is to drive the existed diversity forward and to satisfy local and global needs by adding new usage scenarios for increasing the meanings. In this sense, the main theme is to widen the linear route of 25th September Boulevard which stretches out as a main spine and to feed it with the programs in macro and micro scales. Thus, the fiction which develops the focus areas -that is not able to separate eligibly- with total grammar and becomes more permeable and accessible with new meeting points and thematic routes is aimed. The interpreted polygonal geometries of “katanitsa” form which has a local and folkloric genuineness guide the basic design character of this aim.

The “chadarvan” which is seen in the historical photos on the similar area with current “coop” building and demolished within the scope of regulation in 1960’s has a significant role in the cultural and commercial memory of the city. As it described in the brief, this area is defined as the first widening zone of 25th September Boulevard by considering the parameters such as more freer approach possibility to this zone particularly, car park uncertainty later on D. Petkov Street, requirement of more public space and closeness to Old Dobrich zone. At this point, abstracted form of “chadarvan” is imprinted on the ground and former public gap is converted into an accessible meeting / performance area. As to water element in the memory is provided by the dry dock which is fictionalized on a defined part of the area. On the other hand, in case of the paths of ground imprints is guided the user through the passage which connects to Old Dobrich. This case is an attempt of re-linking of the cultural and commercial memory of the city. Double-lined trees without interfering the access is the element which separates this area from Svoboda Square slightly. The “coop” building in the same area is demolished because of the negligence in usage, lose of function, being an obstacle for access and a more permeable pergola is designed with same L-plan projection. This permeable form has movable and foldable sale units and benches underneath. There are also the elements which are eligible in existed situation and they are included to design with basic treatments and extensions. In this sense, eligible tree line at Svoboda Square is widened in two directions, shadow niches in negative levels are added and effects of urban heat island are tried to decline. In addition to this, the urban interior gap which is a part of the competition area and located behind the housing block -that determine this mentioned tree line- is transformed into an eligible meeting point, playground and open air display which re-interprets the memory of Rodina Cinema. This approach is one of the focuses which enlarges the 25th September Boulevard line positively along with the “chadarvan” interpretation. The significant sculptures such as Cyril & Methodius, General Ivan Kolev and Yordan Yovkov are conserved and developed in landscape scale by adapting their bases into the new composition. In addition, the memorial place which is surrounded with four green islands and two seating islands is also included into design by treating and the interfaces which intersect with new elements are formed.

The relation of Cyril & Methodius sculpture with the axis of four trees (*Liriodendron tulipifera*) as defined in the brief is emphasized and the continuation of this axis in opposite direction is stretched along the place which is located behind Hotel Bulgaria. The zone on one edge of the axis is transformed into a microcosmos landscape of Balkan geographies because of referring of the sculpture into Cyril alphabet on the other edge of the axis. This circumstance as a diagonal movement is also formed the distinguishing

character of Vazrazhdane Square. The square terrace and negative level which are in front of Hotel Bulgaria -as one of the significant landmarks of urban identity- and related with Vazrazhdane are conserved by basic treatments and converted into an eligible meeting and micro performance zone. Atypical border line from D. Petkov through Doyran Street is evolved into an eligible urban corridor of trees and plantation. The path of this corridor which stretches through Svoboda provides several art activities and makes connection with the new permeable proposal at “coop” zone.

Northern and southern edges of 25th September Boulevard -as the main spine of the design- with its own width profile are the welcoming facings as similar with the entrances from D. Petkov and L. Karavelov in the wide area. Minor differentiated geometries of commercial units on the center axis of northern boulevard is angulated with upper eaves profiles and dispersed pavement located on the western part is defined as a modest base in front of Hotel Dobrudzha by transforming into an eligible podium. Boulevard route on the southern part widens through Ethnographic House and St. George Church. Green strips which lengthen parallel with boulevard and cycle lane which has single or double line profile partly are the similar characteristics which are seen in northern and southern parts commonly. At the same time, cycle lane and green strip characters with ground compositions along Nezavisimost and Bulgaria Streets which stretch through Demokratsia and Tsar Boris Squares in the western part of the area have similarities with the northern - southern line. As to wide area, Demokratsia and Tsar Boris Squares are made suitable for wide public events and short / long term recreational potentials respectively. Besides, open air museum and the playground nearby the Dobrich Municipality are treated by purifying from noises and interpreting the geometries. Maksim Gorki Street is pedestrianized and transformed into an open air event / forum area in the southern part. The transition area which is located between the square and Art Gallery is converted into an art corridor. Comprehensive repair and fortification of underground car park -which is accessed from this corridor- is one of the mid / long term targets. The zones which are open for vehicular traffic and car park (underground car park is except) in existing condition are pedestrianized and became public. Traffic flows and car park scenarios are regulated proportionally out of the project area. The cycle lane -with single or double line- which passes through all focuses in the area has the system that includes / excludes from Dobrudzha / Treti Mart Boulevards, D. Petkov / L. Karavelov Streets.

All hard ground of the design is a potential service path. However, a more defined service path is provided from D. Petkov Street for L-shaped sale zone in “chadarvan” area where becomes the focus zone. Natural and industrial material palette which refers the geographical chart of the region and adapted to micro-climatic datas, upper limit of the project budget and periodical phases of visional urban development proposals and implementation are described in the panels.

Urban furnitures such as lightings, waste bins etc., signage package such as signs, informative kiosks...etc., interactive and innovative mobile application focus on user experience are discussed within the frame of Dobrich Vision with its proposed logo as part of the design. In consideration of all rough quantities, the implementation budget of conceptual project area defined as “Zone B” is estimated as 3.270.095 + VAT.