

Explanatory note :
“Enlivening the Heart”
the New Central City Section of Dobrich, Bulgaria

Justification of the concept: While thinking towards renovation and development of the central part of Dobrich to develop a proposal, lack of active usage of the spaces of the Central City Section of Dobrich, Bulgaria emerges as the crucial issue. So, making the city heart active is chosen as the sole objective of the design proposal for the central pedestrian zone. But before moving forward, the question arises in mind, how a city area can be activated? The simple solution is to bring people in the space by attraction. But again, how the people can be attracted to a space? Obviously when the ample provision and spontaneous engagement with activities as well as by mass inclusion approach are ensured. Addressing the needs of different age groups especially the children, the age-old citizens and the people with special needs are the core considerations to be taken care of in the design which also coincide with the design of an inclusive space. Inclusive design also directs the design to be pedestrian and bicycle friendly. Before selecting the types of activities to be provided, other two crucial questions arise- where people usually go and why they go there? The cogent reasons in broad categories are obligation and recreation or leisure which at the same time reflect their culture and root, which will sympathize and reinforce their mental states by reflecting current issue, trends and mainly those activities which are in lack in the context. Then, the found activities are infused and harmonized with existing functions of the site surrounding to maximize the potentiality of the context respecting the morphology of cultural histories of the site which will strengthen the urban fabric continuum. Various economic return models are also incorporated to different functions and elements of the proposal to be more sustainable and spontaneous working cycle rather than just injecting them as additive elements.

Key considerations: To ensure spontaneous public activity, a visual and performing art school based in the Dobrich region is proposed. To stage these performances, we are proposing dedicated spaces to show their talents. To revitalize the Ploshtads with public activities, the designed spaces are proposed. In our design, we have provided spaces for people from all age groups. The chattering and twittering of kids and other people will make these spaces vibrant not only in the day- time but also at night. To make an approach from St. George City Park with the center we create landscape with variety of endemic tree species. It will affect the entire environment of zone A and zone B and also help to reduce heat. The little wildflower garden is proposed to represent mesmerizing wild beauty of Bulgaria in front of tourists. To incorporate St. George City Park with the city center, we create urban forest with a variety of tree species. These species will change their color from season to season. This urban forest will become a hub of different flora and fauna. To appreciate the art and culture of Bulgaria the shop owners will be offered incentives to design their shops in such a way, which will represent and promote Bulgaria's culture and heritage. We are proposing to build some art installations in craft shops

among food shops with painted surfaces in an artistic way for attracting mass people as well as to inspire them. Detailed policies have been proposed for art appreciation in retail stores through economical advantages. Energy efficient green and solar roofs will be installed by individuals through tax levitation policies, building incentives. We propose organized and concentrated parking areas for vehicular guidance. Four free-standing gateways give directions to visitors. To promote walk ability as well as energy efficiency and sustainability, we offer motor vehicle-free movement in the design area. To encourage the local community and tourists, we have created directional bicycle paths with bollards and pedestrian paths with various forms and textures. In specific points, there will be bicycle stands and renting booths for visitors and regular passersby. The surface of a vegetated rooftop can be cooler than the ambient air, whereas conventional rooftop surfaces can exceed ambient air temperatures by up to 90°F (50°C). We prefer extensive or modular roof feature at remarkable building's roof in our designed area. Cool roof for private residential, commercial buildings surrounded by our designed area. Cool roofing can help address and mitigate the problem of urban heat islands. Cool roofing products are made of highly reflective and emissive materials that can remain approximately 50 to 60°F (28-33°C) cooler than conventional materials during peak summer weather. The use of cool roofs brings many benefits, including lower energy use, reduced air pollution and greenhouse gas emissions, and improved human health and comfort. At the same time, there can be a cost premium for some cool roof applications versus conventional roofing. The terrain in the area is flat crossed by the dry river canyon. It has low rainfall, lower humidity, lower wind speed, higher ambient temperature which leads to overheating specially in the central urban area during summer. To minimize water scarcity, reduce heat and achieve sustainable, environment friendly design we have studied on water permeable pavement. This type of pave can come partially or fully in designed area. Water-permeable pavements are porous or laid to allow voids, have an open structure or made of partially pervious materials. They allow water to pass through or around them into the soil, rainwater can infiltrate into the ground, groundwater is replenished and sewerage systems are relieved.

Implementation Stage: At the first stage, Zone B will be developed which will consist of main square areas such as Svoboda square and Vazrazhdane Square. After that, co-ops, parking area and 25 Septemvri Blvd will be implemented sequentially. In the second stage, Zone A will be developed where the policy implementation and public awareness programs and co-creation workshops about culture will take place at first and then, art school will be established and Boris III plaza, Democracy plaza will be promoted as cultural hub and as activity plaza (such as An Urban display screen, wine museum, Gate). Temporary green market will be initiated for peripheral community.

Financial Proposal: For approximately 43,846 sqm. Area, preliminary construction expenditure for civil works is considered as 130 euro/sqm (approx.) and expenditure for landscaping is 90 euro/sqm (approx.) Expected consultancy fee is 5% of total construction budget.