

## THE CONSEQUENCES OF CENTRALISED DEVELOPMENT OF TOURISTIC INFRASTRUCTURE: ANALYSIS OF URBAN-ARCHITECTURAL COMPETITION PROPOSALS FOR BUDVA PROMENADE

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### ABSTRACT

Throughout the last century, the city of Budva underwent various transformations in the spatial and functional domain that influenced its overall appearance. However, the main pedestrian path – the promenade kept its original form and put up with every change that took place. Four periods can be described as generators of the aforementioned transformation: (1) the period before first world war (2) the Yugoslavia period of prosperity (1950-1979); (3) the period after a devastating earthquake (1979-2000) and (4) the modern 21. century transformation due to the rapid growth of investments. Sudden development of the 21. century resulted in 4% of the town territory being over-developed due to unsupervised building; while the rest (96%) of Budva territory either slumbered development-wise or was protected by laws and regulations. Due to the previously mentioned phenomenon, the area in question ended up being overpopulated, and polluted with a severe case of microclimate. The methodology used in this research includes a review of primary resources, such as archival material, and planning documentation, alongside the historical overview of the past 100 years of Budva development, an expert observation, an on-site study, analysis of international urban-architectural competition for development of conceptual design for „Budva bay” promenade, phase I and systematic review of awarded urban-architectural conceptual designs. The result of this research will present the spatial characteristics of the promenade with accompanying functional analysis. This paper aims to give a chronological analysis of the Budva promenade and different standards that triggered directions of architectural infrastructure development and to explain the consequences of rapid and unsupervised centralisation. It also suggests what can be done regarding the revitalization of open public spaces through analysing winning competition designs. The final goal is to offer a methodology for regeneration of pedestrian area of coastal towns in the Mediterranean, using international competitions.

KEYWORDS \_ *Budva, Promenade, urban-architectural competition, centralised development, urban re-generation*

## INTRODUCTION

Research shows that main field of interest regarding urban development in coastal towns of the Mediterranean Europe is concentrated to the waterfront areas in the close vicinity of the sea, leaving hinterland underdeveloped. This phenomenon resulted in high density development which further lead to high risk of spatial vulnerability regarding environmental and urban factors<sup>1</sup>.

Coastal towns, such as Budva, have unique climate predispositions which are influenced by closeness of the sea on one side and mountain range on the other, leaving the space in the middle to suffer collision of two climate opposites, which resulted in creation of a specific microclimate. This microclimate is further enhanced by low quality of urban development. In the case of Budva with overly centralised urban development costal area called "Budva field" or "Budva bay" make up the total of 4% of municipality territory. Thus, the costal area of Budva town has a severe case of: pollution, heat island formation, risk of creation of urban and coastal flood-prone areas and degradation of communal infrastructure. This form of centralised urban development also resulted in high concentration of tourists in small areas, such as Budva field (which is the centre of development of tourist facilities) and pedestrian area (which is a centre of cultural and tourist manifestations, as well as hospitality facilities)<sup>2</sup>. This phenomenon called for thorough scientific research in search of an adequate long-term solution for this problem, with the final objective the regeneration of pedestrian area. Due to Budva's historical significance and specific geographical shape (a shell shape) researchers in government body of Budva were left with an option of remodelling with the focus on adaptation to current conditions and state, both geographical, and historical, cultural and economic. It is highly important to find a compromise between specific historical town and town of the future while taking into consideration environmental predispositions of the area.<sup>3</sup>

This paper aims to show the way the local government tackled problems which occurred due to climate change and centralised urban development in costal touristic towns such as Budva. The general goal of this paper is to give insight in different approaches of regeneration of pedestrian area of coastal towns using public competition for urban-architectural conceptual design for extremely complex and attractive parts of urban units and other public spaces and sites.<sup>4</sup>

## THEORETICAL FRAMEWORK

Throughout history, architectural competitions have been one of main tools of town redevelopment. It was always a practice of bringing fresh unbiased ideas for regeneration of spaces, due to the nature of competition it-self. Since the used method has the goal of allowing architects to show their artistic abilities. Architectural competitions are announced in accordance to the special set of rules regulated by State Administration in order to help make compromise between the general ideas and requirements of towns in question. Therefore, winning conceptual designs are often included in masterplans for certain areas in cities.

According to the Law on Landscaping and Construction of Facilities of Montenegro it is necessary to announce a public competition for urban-architectural conceptual design for extremely complex and attractive parts of urban units and other public spaces and sites.

<sup>1</sup> S. García-Ayllón. 2013. "Retrospective analysis of urban development in the Spanish Mediterranean coast" *WIT Transactions on Ecology and The Environment*, Vol 179, © 2013 WIT Press: 291-302

<sup>2</sup> International conceptual architectural design competition for the development of a conceptual urban and architectural design for the promenade in the "Budva Bay" part of the Budva-Bečići promenade, phase I-graphical and numerical documentation. <https://budva.me/promenade>

<sup>3</sup> International conceptual architectural design competition for the development of a conceptual urban and architectural design for the promenade in the "Budva Bay" part of the Budva-Bečići promenade, phase I-competition task. <https://budva.me/promenade>

<sup>4</sup> Tomasz Bradecki. 2016. "Urban design competition as a tool for planning the future of cities-case studies in Poland" 11th CTV – Back to the sense of the city, 2016. 254-262

This competition has to be announced in accordance with the guidelines, i.e. urban planning technical conditions of the planning document.

According to the aforementioned Regulations - evaluation of the Competition consists of several key factors, which are necessarily taken into account while planning a competition task. These factors are: quantitative design programme of the object or space expressed in surfaces, or if necessary, volumes of space, urban parameters, the conditions of the location, special conditions for the proper performance of all functions in the spatial structure, purposes, content, capacity indicators, technological - functional conditions, structural parameters. These factors are also key points by which jury determines a conceptual design of highest value and chooses a winner of the competition.

In relation to this, the local government body in Budva announced an urban-architectural competition that aimed to tackle problems in pedestrian area of the town. The goal was to expand promenade area, remodel hospitality facilities, give cultural and touristic context to facilities of historical significance, predict facilities for cultural manifestations and increase capacity of greenery and beaches.<sup>5</sup>

## METHODOLOGY

Methodology used in gathering information for this paper consists of two phases. First phase presents the empirical research which included: field work, collection of numerical, graphical and video data, mapping of temporary and permanent facilities in pedestrian area, defining ambient units of pedestrian area ((1)the protected area of the old town with contact zone, (2) the hinterland of the marina with the contact zone, (3) the beach Slovenska plaža and the promenade with access points from the hinterland of Budva, (4) transition zone from the Slovenska plaža to Zavala Cape and Zavala Cape). Later on, it contained systematic analysis of awarded conceptual urban and architectural designs resulting in showing a way to regenerate a seaside and pedestrian area of coastal towns, comparative method of evaluation of awarded conceptual urban designs according to the criteria set in the competition task.

Second phase is theoretical research. This phase included: researching primary sources such as Law on Landscaping and Construction of Facilities of Montenegro, Regulations of the manner and procedure of conducting a public competition of Montenegro and archival material; secondary sources – scientific research papers that focus on urban planning and its problems and potentials in other coastal towns in Mediterranean countries<sup>6</sup>, historical documentation on tourist development of Budva, through historical analysis of urban development that was generated by touristic and infrastructural development, analysis of current state of pedestrian area through analysis of numerical and graphical documentation of urban-architectural competition.<sup>7</sup>

## RESULTS

### General information about the municipality of Budva

Budva has a geographically exceptional location characterized by the open sea, an island, and sandy beaches. Natural and created conditions, topography of the Budva field, in the shape of a shell; disposition of Jadranska magistrala (Adriatic Highway), which follows the coastline; parallel to it -

<sup>5</sup> International conceptual architectural design competition for the development of a conceptual urban and architectural design for the promenade in the "Budva Bay" part of the Budva-Bečići promenade, phase I-textual, graphical and numerical documentation. <https://budva.me/promenade>

<sup>6</sup> Jose Luis Miralles I Garcia, Felipe Martinez Llorens. 2019. "Tourist development and planning on the Valencian Mediterranean coast: The case of La Devesa del Saler" WIT Transactions on Ecology and the Environment, Vol 217, © 2019 WIT Press: 495-507

<sup>7</sup> International conceptual architectural design competition for the development of a conceptual urban and architectural design for the promenade in the "Budva Bay" part of the Budva-Bečići promenade, phase I-textual, graphical and numerical documentation. <https://budva.me/promenade>

the area along the Slovenian coast, i.e. the promenade and the exceptional urban core "Old Town", in whose contact zone the Marina and the nearby famous Slovenska beach are located. The island of St. Nikola is treated as a key motif on which most sights are directed.

Analysing the current situation, it is noticeable that new construction, primarily residential one, covers almost the entire territory of the Budva field, with an increasing tendency to spread it to the surrounding hills, while the construction of tourist facilities is mainly oriented to the area between the Adriatic highway and the sea.

Today the pedestrian path is used to connect various points on the coast with facilities towards the mainland. Since it is the centre of cultural and touristic manifestations, it is overpopulated with hospitality facilities which resulted in degradation of comprehensive state of the area.

One of the main shortcomings related to the organization of the formed pedestrian area is lack of capacity to withstand the amount of visitors. This problem appeared because the contact zone between pedestrian area and hinterland of Budva is planned in a way that doesn't programmatically follow the structure of two areas in question, but is used as a formation of its own accord and therefore is viewed as an independent formation, thus cutting off the connection and flow between the coast line and hinterland.<sup>8</sup>

### **Historical analysis of pedestrian area in the period of past 100 years:**

After analysing professional literature four periods of Budva pedestrian area development can be determined. It is also evident that these periods of development are all initiated by the development of tourism and trade.

**I THE PERIOD UNTIL THE BEGINNING OF THE FIRST WORLD WAR:** In the time period before the First World War, the town of Budva was concentrated within the walls of the Old town. Area that is referred as pedestrian area in this day and time, was then known as a transition area between Bar and Kotor, which were two main trade centres in this territory.

**II THE PERIOD BETWEEN THE TWO WORLD WARS (1914-1945):** The development of Budva outside walls of the Old town began in this time frame of 23 years. This is also the time when tourism begun to take form in this town, as first hotels were built it is recognised that town development started from the Old town. During this time, the upper promenade, which is known as such today, served as the primary thoroughfare.

**III THE PERIOD AFTER THE SECOND WORLD WAR (1945-2000):** The most significant springboard in the development of Budva's urban plan was the beginning of the 1960s, when the Adriatic-Ionian highway was built, which passes through seven countries from Trieste in Italy to Igoumenitsa in Greece, as well as the Bar-Boljare-Belgrade highway, which connects to Corridor 10. At this time, due to construction of the aforementioned highway, Budva's pedestrian area receives that status for the first time. At that time the only promenade that existed was now known upper promenade.

After the devastating earthquake on April 15, 1979, which devastated the Adriatic coast, where Budva suffered the most damage, the urban plan was changed. During the years of the town's reconstruction, plots that were primarily used for tourism were given a mixed use. Then space was created for the construction of the Slovenska plaža hotel complex, which later initiated the creation of the lower promenade, for the needs of this tourist resort Hotel Slovenska plaza.

**IV THE PERIOD RELATED TO THE EARLY YEARS OF THE 21<sup>ST</sup> CENTURY (2001-TODAY):** As mass tourism continued to expand the capacities it reached exceeded the capacities of the town's infrastructure. Because of this, the state, the municipality and the Public Enterprise Morsko dobro (founded in 1992.) invested in increasing the capacity in their range of competence.

<sup>8</sup> Detailed Urban Plan "Budva-Center"-amendments. <https://budva.me/planska-dokumentacija>



**Figure 1:** Urban development of Budva field 1899. to 2023. / Source: google/images

### **Current pedestrian area situation analysis**

Pedestrian area in Budva bay currently consists of 281210,62 m<sup>2</sup>. This area is the centre of all cultural and touristic offers of Budva. This area can be divided in four ambient units. 1<sup>st</sup> ambient unit is the Old town of Budva with its conservation zone, 2<sup>nd</sup> ambient unit is the marine of Budva with lateral paths, 3<sup>rd</sup> ambient unit is the beach – Slovenska plaža, and 4<sup>th</sup> ambient unit is the cape Zavala. These four ambient units are geographically and structurally divided while complimenting each other in view of dispersion of content.

Being the centre of all happenings in Budva bay, pedestrian area is filled with, walking spaces, hospitality facilities of permanent and temporary nature, green spaces, beaches and parking lots. Because of the amount of visitors and users of this space, the current state of the area is inadequately treated, meaning that restoration and reinvention of the aforementioned space is needed.

This is the reason why the Municipality of Budva has announced international urban-architectural competition for the development of the conceptual Architectural Design of the Promenade in the “Budva bay”, part of the Budva – Becici promenade, Phase I.

This urban-architectural competition aims to create a new ecologically sustainable space that will contribute to the cultural and touristic development of the municipality of Budva with its facilities and appeal, which will respect the cultural heritage of the municipality and radically change the mode of use of the coastal zone by creating a series of new public spaces, by increasing the capacity of the existing promenade and connecting it with the Bečići promenade.

Proposal for the Competition for the Development of the Conceptual Architectural Design of the Promenade in the "Budva Bay", Part of the Budva-Bečići Promenade, Phase I				
The area covered by Proposal for the International Competition for the promenade Budva-Bečići				
	m2	281210.62	100%	
The area included in the zone of the Municipality of Budva				
	m2	37156.45	13%	
The area included in the zone of the Maritime domain				
	m2	244054.17	87%	
ZONE OF MARITIME DOMAIN				
Undeveloped plots				
Total area of the promenade		m2	14821,97	5,271%
Park		m2	59139.32	21,030%
Parking		m2	4347,81	1,546%
Sitting area		m2	303,76	0.108%
Pedestrian path between the upper and lower promenade		m2	10765.01	3,828%
Concrete spaces		m2	12272.9	4,364%
Beaches		m2	55016,5	19,564%
Area under buildings				
Hospitality facilities	Temporary facilities	m2	7030.97	2,5%
Hospitality facilities - terrace	Temporary facilities	m2	2970.46	1,056%
Permanent facilities		m2	10565.61	3.757%
Amusement park		m2	879.5	3.757%
Trade and services		m2	281.38	0.100%
Sea shore				
Pier		m2	1470,31	0.523%
Rivers and streams		m2	3167.41	1.126%
Vacant areas in the Detailed Urban Plan Zone, Budva center, Amendments				
Upper promenade		m2	12.974,00	4.614%
Access roads		m2	8698.03	3.039%
Undeveloped plots in the Detailed Urban Plan Zone, Budva center, Amendments	Greenery Zavala	m2	15484.42	5.506%

Figure 2: Numerical data – current state / Source: Competition documentation

### Competition proposal and criteria:

The proposal for the competition aimed to create a site plan for the development of a new identity for the city of Budva. It was necessary to provide a basis for the creation of collective awareness at two levels. At the primary level, it is the creation of collective awareness among the citizens of Budva as permanent users of the space and their treatment of the environment in which they find themselves. At a secondary level, it is the image that the city sends to the world and to tourists as temporary and occasional users of the space.

Special attention was to be paid to the dispersion of facilities covered with the proposal for competition,

with an emphasis on the linear flow of user movement and intersection with lateral directions from the hinterland and contact zones. It was necessary to radically change the mode of use of the coastal strip of land with an emphasis on the introduction of public areas for communication, recreation and outdoor events.

The main goal of the Proposal for competition was the selection of the best conceptual urban and architectural design for the promenade in the municipality of Budva. The scope of the subject area was indicated in the graphic attachments.<sup>9</sup>



**Figure 3:** Competition area. Source: Competition documentation

#### **Awarded competition urban and architectural conceptual designs:**

As it is recognised as an occurring problem in planning of coastal towns, the light motif in regeneration of urban spaces, especially seashore, is zoning policies and support of mixed-use development. Also, another extremely important factor is encouragement of green infrastructure approaches in order to stop development of heat islands. Spatially wise it is important to expand and manage access to water. All of this has a goal of creating a community vision for the future.<sup>10</sup>

The aim of the competition "Proposal for the Competition for the Development of the Conceptual Architectural Design of the Promenade in the "Budva Bay", Part of the Budva-Bečići Promenade, Phase I" was the selection of best conceptual proposals for the pedestrian area of town of Budva. In accordance with carefully set criteria, which was guided by the thought of regeneration of said area, the jury made a review and selection of urban-architectural conceptual designs chose to give awards to those who tackled spatial shortcomings in a way that resulted in increase of capacity of pedestrian paths, greenery and beaches through reshaping and displacement of temporary hospitality facilities, thus giving a way of linear dispersion of touristic and cultural content. Awarded designs also gave clear recognition of ambient units and defined their use through shape and materialisation, while keeping in mind the need to connect facilities of cultural significance with modern facilities.

<sup>9</sup> International conceptual architectural design competition for the development of a conceptual urban and architectural design for the promenade in the "Budva Bay" part of the Budva-Bečići promenade, phase I-textual, graphical and numerical documentation. <https://budva.me/promenade>

<sup>10</sup> Ibrahim Rizk Hegazy 2021. "Towards sustainable urbanization of coastal cities: The case of Al-Arish City, Egypt" Ain Shams Engineering Journal, Volume 12, Issue 2, June 2021, Pages 2275-2284

The criteria that took precedence above all other was the ability to use the design in question in master plan of the town of Budva and further development of that design through main urban-architectural project. The highest ranking design tackled spatial challenges and delivered a solution that not only rehabilitated the pedestrian area of Budva, but also gave a way of self-sufficient development in the future, while taking into account historical significance of the Old town of Budva.

## DISCUSSION AND CONCLUSIONS

The research has shown that one of the best ways for gaining design ideas for urban regeneration of coastal areas that suffered great devastation is through Urban-architectural competitions. This is due to the fact that, even though these competitions are announced in accordance with rules set by government and acquire certain level of site research and analysis, the results gathered often showed creative and new approaches to overcoming the issues of the competition location, as well as different perception of urban and architectural design.

In conclusion, it can be said that Budva was given an opportunity to revitalise its pedestrian area through decentralisation of touristic and cultural infrastructure, therefore gaining space that is highly needed for the dispersion of annual visitors and users of this space. Through this method, city planners were able to gain more open green space beneficial for its users, better air quality and lowering temperature oscillations during summer. Moreover, as it was previously stated, city planners and architects will gain an opportunity for development of a true bridge between past and the future and will be able to further research decentralised planning and linear dispersion of urban content.

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