The **OBJECT**: A site named Badel Block, located at the North-East vertex of Donji Grad (Lower Town), Zagreb, Croatia. The site delineations are: Vlaska street (North), Kvaternikov Trg Square (East), and Subiceva street and Marticeva street (South), and Derencinova street (West). The total block surface area is about 3 hectares. The competition area boundary encompassing about 2 hectares.

The **GOAL**: Towards defining a **QUALITY URBAN DESIGN CONCEPT** for the **BADEL SITE REDEVELOPMENT**.

The **OBJECTIVES**:

**Urban level**: A new and modern segment of the city center. Adding value to the wider urban area.

**Architectural form**: A new factor in the definition of identity of this part of the city.

**Functions**: A central point for the most relevant activities: business, tourism, hospitality, culture and art.
URBAN FACTS IDENTIFICATION

Donji Grad (Lower Town)

Donji grad (English: Lower Town or Downtown) is one of the 17 city districts of Zagreb, the capital of Croatia. Donji Grad (Lower Town) is Zagreb downtown area; it was planned, designed and built mostly during the second half of the 19th century and in early 20th century. It is located in the central part of the city. The area is about 3.01 km². The official name of the district is rarely used, for it is dubbed centar (center) by most of the Zagreb residents. Unfortunately, at present days this city district is physically located in the center point of the city of Zagreb, as well as representing itself as a traditional business center.

Urban pattern:

Although younger than Gornji Grad (Upper Town), Donji Grad has some urban road artefacts which were stretched out from old Zagreb encouraging the development of this area, such as:

1. Vlaska street, according to Vlaska Ves (of Vicus Latinorum in Latin), the name of the old settlement.
2. Ilica street, along this street many houses were built following the development of old Zagreb to North during the 18th century.

Nowadays, Ilica street and Vlaska street become perimeter main roads along the North side of Gornji Grad; with Republike Austrije street at the West side; Ivana Fanje street, Kotuaska Cesta street and Knesta Branimira along the South side; and Subiceva street at the East side (probably area’s administrative boundaries as marked by yellow line on the aerial photo of Donji Grad). All those are major streets, continuing to other districts of Zagreb, and even connecting to inter-country roads.

Based on Zagreb Regulatory Plan (1865), an orthogonal street grid was planned creating rather large blocks, three major squares and a large city park along the railroad, and a planned central railway station. Another Zagreb Master Plan (1887) envisaged a considerable expansion of the city territory towards West, East, and South. This downtown area was planned to have more public areas and concentration of public amenities and buildings for institution to reflect modernization of the time.

The aerial photo of Donji Grad shows almost all blocks in this downtown area are orthogonal, forming organized grid pattern (based on Zagreb Regulatory Plan (1865) and Zagreb Master Plan (1887) - Competition Brief). The area is lined by squares and gardens, giving it a unique appeal. The beautiful main square of Donji Grad is Trg Josip Jelacica (Trg Bana J elakca). To the north of the square is Gornji Grad. To the south is lies the majority of sights in Donji Grad. Nevertheless, the most interesting pattern is every approaching road into this area intersects the perimeter main roads of this city district in a cross junction accompanied by open spaces at its side or nearby. These open spaces are market places (the olds from 19th century as mentioned above or the new ones), and open green parks; both become places for people to gather and making social interaction.
Badel Block

Urban context.

The most interesting urban pattern of Donji Grad as mentioned above is also established at the BADEL block. The site is located at the North-East vertex of Donji Grad area and situated nearby the Kvaternikov Trg Square (is now also known as one of main underground public parking) to the East; a market place to the South, continued to a public green park (Trg Bartola Kasica). The site's form is a triangle-like, while its sharp edge is facing East.

The BADEL block performs a gate-like for Donji Grad, because this site has to be surpassed when entering or leaving through North-East point, both by roads and tram. Quoted from the competition brief, this was the city periphery until the 19th century and the today square was a city toll gate - the city entrance gate. The greater area of the Kvaternikov Trg Square is specific for the fact that it is located at the outskirts of the city center, it is an area of transformation from the once city gate, industrial district, and a part of a historical urban unit of major importance for the City of Zagreb.

Badel block is also strategic from viewpoint of accessibility:

South boundary of the site is a Subiceva street, one of major streets of Donji Grad;
- taxi stops are placed in this street; and continuing to South within about 200 m away is a bus terminal in Heinzelova street;
- from Subiceva street, making an u turn at Kvaternikov Trg Square to the East is Vlaska street which is known as shopping street of Zagreb;
- the tramlines are running along Vlaska street and Subiceva street, having a tram junction at Kvaternikov Trg. The tramlines have tram stops at Market Place and Kvaternikov Trg Square. Thus the tram route passes the Badel block and have a stop only across the site at Market Place;

Kvaternikov Trg Square once was a market before the function was moved to the present place, but now this urban node is an empty open space without social activity on it, even though there is a public parking underneath;
- the market place, which is now located at the South of Badel block. As Competition Brief mentioned this traditional market not only as shopping spot offering local products, but as point of diverse social contacts. It is this social space – a focal point for gathering and expressing human values through interrelations – that should be particularly considered in development of the Badel block;
- Badel block itself is approximately sit in the middle of main public and tourist destinations. To the West are Maksimir Park in Maksimirska Cesta street, and across this park is Dinamo Football Stadium. To the East through Vlaska Street is Ban Jelacic Square.
Heritage and retained buildings on Badel site.

1. **Badel Company building** at 116 Vlaska street.
2. Yeast production factory building (distillery).
3. Spirit refinery and distillery, later addition to Gorica Factory, located at the corner of Marticeva and Subiceva streets.
4. Business and process section in front of the process building.
5. Rental residential building at the corner of 102 Vlaska and 1 Derecinova streets.
6. Recent buildings along Derecinova and Vlaska streets, Kvatemikov Trg Square and Subiceva street.

At present day, particularly the distillery building is unmaintained and having construction decay. This condition also is occured on spirit and distillery building.

**Present condition of Badel block and its surrounding.**

Quoted from Competition Brief, at present days, the existing buildings on the site are unmaintained; their construction are decaying; shrinking of commercial and services zones, saturation of street space with parking; with the exception of the Market Place which still has its activity pulse.

**URBAN FACT RESUMES**

Conclusion of urban facts identification is resumes which are going to be inputs to proposed design:

**Strength:**

- The Badel block is located on a site which is symbolically represented as an entering point into Donji Grad at North-East vertex.
- Across Subiceva Street is a traditional market place, and the traditional market places have important role in Zagreb's urban life; they are places for social interrelation as well as for trading; thus, this place is a node.
- The Badel block is an architectural heritage site because it contains full of industrial heritage buildings which shall be preserved by rehabilitation and renovation either the whole building or partial according to the original design drawings; thus it could perform as a ground museum for a part of architectural history of Donji Grad.

**Opportunity:**

- The Badel block has a strategic position in urban accessibility because its South boundary is Subiceva street, one of major streets of Donji Grad.

**Weakness and treatment:**

- Present condition of Badel block is having degradation both physically and economically.

**DESIGN CRITERIAS**

The design criterias from Competition Brief:

New construction is planned at the Southern unfinished part of the block, with surface area of about 2 hectares. This will include a new building with Gross Building Area (GBA) above the ground is about 65,000 M2. The protected buildings and parts of the buildings (distillery, Gorica factory façade, process section façade) have to be integrated with in the new solution.

**Building heights:**

The City of Zagreb Master Plan permits introduction of a vertical accent for the Badel Block, which can be reach more than 9 floors up above ground.

**Expected new construction purposes and capacities:**

The block is mainly intended for residential purposes, with trading and catering amenities, banks, offices, administration, religious and medical institutions. The amenities intended for the local community, such as cultural, lifelong education, youth centers and, generally, comfortable spaces for informal gatherings as an important social ritual in Zagreb.

Percentages of each functional capacity is:

- 25 - 30% should be earmarked for residential use, including a good city hotel.
- 25 - 30% should be commercial (offices, banks, and other).
- about 25% (of the above ground area) should be retail shops.
- about 10 % should be cultural and leisure amenities, and they would be a real contribution compared to the present offer in the greater area.

The former distillery building is expected to be dedicated to public use, and become a partial benchmark and an identification mark of the entire block since the rehabilitated distillery building could assume a role of a “meeting point” for cultural and educational programs. Thus, it is necessary to carefully elaborate its surroundings, create quality and well marked accesses, its prominent vistas, and the like.
PROPOSED DESIGN

DESIGN THEME

Our proposition is to explore the BADEL Block not just in nostalgic manner, but then as the city of Zagreb is going forward to new era, so the Badel Block should become a new IDENTIFIER - a symbol that establishes the identity of the one bearing it - to achieve the GOAL.

The key-word is IDENTITY, and that word in our design theme context is both connected to and generated by a certain place and it means:

Place identity is the set of meanings associated with any particular cultural landscape which any particular person or group of people draws on in the construction of their own personal or social identities . . . . - particularly public spaces to which all potential community members have the right to access - . . .

(Watson, Georgia Butina & Bentley, Ian; "Identity by Design", 2007)

DESIGN APPROACHING STRATEGIES:

Strategies for design approaching to express DESIGN THEME will be based on four issues:

- First, we will landscape which support the most open possible ranges of choices in people’s everyday life;
- Second, we need landscape to support the construction of imagined communities;
- Third, we need landscape to help us, as members of particular imagined communities, to get beyond the morality of low expectation, to develop the open, optimistic identities we need if we are to find transcultural ways of living together with others, in sustainable ways;
- Fourth, we need landscapes which will encourage us to develop the capacity to live in harmony with the wider ecosystems we usually call ‘nature’.

With those four issues, we should seek to improve existing design cultures by identifying those aspects which should be developed because they seem valuable in place-identity term, and this task is going to be explained by design concept as follow:

Place making

It is very important that the new design of Badel block should be connected to the surrounding existings and at the same time should not surpass it. In this case, Badel block has a Market Place which is unique in urban life of Zagreb. We propose to bring that Market Place atmosphere into our design, particularly the atmospheric of a place for community gathering. Thus, we hope that our design and the existing Market Place would spatially be unified.

Economic generator

Some theory said that the economy growth of an urban area might be achieved if there were:

- first, all day trading activities;
- second, the presence of evening - even night - urban life in that area;
- third, a place for all day activities such as for working, where as the people need foods, drinks, and refreshment while they work;
- fourth, a block in urban area - such as Badel block - has a strategic position for selling point by means of it has an ease accessibility, both for local and travellers.

As mentioned in resumes, Badel block with its strategic location in wider city area has an opportunity. Then to create Badel block as an economic generator we propose in our design such facilities as (according to Competition Brief with some addition functions):

- office tower;
- city hotel;
- a promenade mall contains of anchor tenant mall, retail shops, retail booths;
- cineplex, restaurants, coffee shop, bar;
- open stage for musical performance;
- residential function in the form of an apartment block;
- community center contains of facilities for youth and old local citizens to gather, indoor recreational sports (for instance billiard and table tennis), vocational courses such as dance course, and alike.

Of course for all those functions should be supported by facilities such as comfortable space for related activities, and sufficient parking.

Community landmark

To create a community landmark, we proposed a massive single design, except for residential (we will mention the reason later in spatial concept analysis), to perform both as place making and economic generator. Functionally, it should have a sufficient area to accommodate all of those functions above. Architecturally, it should have a gesture with a performance as a new identifier able to emanate new identities of Badel blocks and its surrounding. Thus, it would become a landmark.

Heritage preservation

Our focus is on ex distillery building based on the reasons: this whole building should be preserved (in accordance to Competition Brief), and mainly because it stands in the middle of the site. Through renovating and conserving to its original design, we proposed to reuse this building as a museum, for a remembrance of the Badel block history. We propose to generate this building to be a focal point in our design. We hope this would be achieved by strategies such as follow: we are going to make it visible by making open spaces from site entrances at Derencinova and Marticeva streets; and to place the open stage for musical performance with this ex distillery building as the background, as well as the ending of continuous void space from inside the new building.
An existing wall, North section part of the process building would be preserved (in accordance to Competition Brief), while the rest would be removed. This existing wall is going to be attached to the North section of the new building.

The same strategy would be used to the South wall of the refinery and distillery building at the corner of Marticeva and Subiceva streets, which also to be preserved. Exception on the ground floor, along the Subiceva street, wall of the new building would be placed set back from existing wall line to make a sufficient space for arcade pedestrian side walk with side street shops.

**Green space**

Concept of heritage preservation leads to create green open space as well as for access, in form of small squares between Derencinova street and ex distillery building, also between Marticeva street and the same building.

For indoor green space, we propose to create void spaces from ground floor to the roof in retail shops zone, also from public zone level to the roof in hotel tower. Despite to create an open space atmosphere, the purpose of this void spaces is also to give sufficient high room for placing small height trees and other vegetations inside the building; thus, trying to bring "nature" into the building.

**Spatial continuity**

Consideration should be taken on the relation to the existings and the continuity of space as well as environment, both physically and socially, and this unity is going to be generated by:

**Spatial concept**

- **Functional zones**
  
  Our functional zones will be grouped in terms of public and private purposes. Public purposes contain of commercial (retail shops, cineplex, anchor tenant store), hotel and rental office. Private purposes contain of residential and local social amenities such as youth center.

  Allocation of those functional zones on the site is based on:

  position of site entrances which will depend on street classification, means that the Subiceva street as a major street is more public rather than Derencinova and Marticeva streets which are mostly used by local. Thus, site entrance from Subiceva street is for public purpose; from Marticeva street is both for less public and private, and from Derencinova streets is for private.

- **Orientation**
  
  The gesture of the new architectural form on Badel Block shall arise as a landmark for wider urban area, and both as welcoming gate on North-East vertex of Donji Grad toward East (Maksimirska Cestia street):

  Functionally, orientation means to allocate and facing functions toward appropriate climate, best view, ease in accesses, and the like.

  Thus, the allocation of functional zones are as follow:

  commercial (a promenade mall consists of retail shops, anchor tenant store, restaurant and coffee shop, cineplex) in form of a podium above the ground level up to +4 floor, and a hotel above the platform; are on the Southern side of Badel site facing toward Market Place;

  offices, administrations, and the like, which will be accommodated by a rental office tower is on the Northern side;

  residential / apartment block with community facilities (youth center, recreational and leisure, and the like) are on the Western side of Badel site facing toward Derencinova street.

  While main entrances for each function are as follow:

  commercial and office tower are from Subiceva street;

  hotel is from Marticeva street;

  residential / apartment block with community facilities are both from Derencinova and Marticeva streets.

- **Important spatial connection**
  
  A flowing and uninterrupted connection between important spatial from outside into inside of the new design in sequences of spaces will be created by:

  - **Continuous space**
    
    The Market Place atmosphere will be brought into a void space of the promenade mall podium, continued to open stage with ex distillery building as its ending backdrop, to open spaces between Marticeva and Derencinova streets with ex distillery building: both physically and visually.

  - **Continuous pedestrian access**
    
    From the Market Place into new design will be facilitated by both pedestrian bridge and underground tunnel across Subiceva street. Not only functioning as a bridge and a tunnel, the design should have capacity to accommodate such coffee shops, restaurants, and the like.

    The pedestrian side walk is kept along Subiceva street with an arcade in front of the new design.
Proposed construction stages

As about 65,000 m² floor area may become a high cost construction, we propose the construction into several stages as follow:

- first stage, up to +4 floor of promenade mall (retail shops, cineplex, anchor tenant mall, and the like), and hotel tower;
- second stage, office tower above the first stage, and residential / apartment block.

BLOCK PLAN

As about 65,000 m² floor area may become a high cost construction, we propose the construction into several stages as follow:

- first stage, up to +4 floor of promenade mall (retail shops, cineplex, anchor tenant mall, and the like), and hotel tower;
- second stage, office tower above the first stage, and residential / apartment block.
### COMPUTATION TABLE of GROSS BUILDING FLOOR AREA

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<th>Underground Floors</th>
<th>Aboveground Floors</th>
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