

g(f)ood things last forever



Site issues

The city of Makarska has been investing great efforts in rebranding of its image as a tourist destination and in building infrastructure that will change the representation of the city and provide local residents with additional cultural and social facilities, turning the place (town) into a space of good living.

The city of Makarska strives to be the 'biggest small town', and its activities go in three directions: city life, cultural events and gastronomy.

The slogan of the initiative is 'Good things last forever', and within it existing values are encouraged and new ones planned with the aim of fostering the positive image of the city to local residents and visitors (tourists) alike.

Tourism is an integral part of all development initiatives in Makarska. The city has a hundred-year old tradition in hospitality; it could be argued that tourism is responsible for development of the town, but at the same time it has caused a number of adverse phenomena such as marked seasonality, undiversified economy, overbuilt spaces and traffic jams.

Tourism is always closely tied to the place (site) - climate - landscape - nature;

A pleasant Mediterranean climate, white pebble beaches spreading along the coast under pine trees and a 1700m high mountain that rises 'from the sea' are magnets that bring visitors to the city again and again, but these '100 year old postcards' have to be rethought in the context of contemporary practices.

The sea is ... fishing, wind and salt;
The mountain is ... fragrance, food and wine;
Beaches are ... encounters, squares and people;

Makarska knows that tourism is a constituent part of the city and the best developmental route is the one that will contribute the most to the satisfaction of its residents, while economic benefits must also be seen through the traces we create and leave in the areas of our everyday life.

The city of Makarska is an active participant in the „Cittaslow“ * initiative as, for now, its only member in Croatia.

In 2022, the city of Makarska has conducted 2 urban-architectural competitions that will result in transformation of the city's main public space by the sea - the waterfront** and the central city beach*** - into a zone of optimal balance between public and commercial, with more green areas and with modern aesthetics implemented within the traditional Mediterranean setting.

In the same year, the city of Makarska commissioned a Strategic Plan for Development of Cultural Tourism****, and this competition brief was conceived as one of the steps that follow the adoption of the Strategic plan. In particular, it should be emphasized that a major role in the drafting of the Strategic Plan was played by a working group consisting of 32 members from the broadest spectrum of public figures, non-governmental organizations, artistic, cultural and economic domain. The task of this working group was to help determine the goals and activities of development of the the cultural tourism of Makarska. The competition brief contains sections of the Strategic Plan that can provide the competitors with useful information about the area, future plans and activities.

By conducting an international competition within the European 17 session, the City of Makarska is seeking help and expertise from architects and experts in the task of defining the cultural tourism zone through redesign of the city market, construction of a center for Mediterranean gastronomy in the old fish market area, and design of a new space that will serve as a platform for development of cultural programs.

The competition site is located in the center of the old city core, near St. Mark's Church and the city square, and participants in the competition are given the opportunity to research and design a space that will strongly influence the city's everyday life and form new images and ambiances of the city's central public space.

_Makarska – living city

* **_ Extract from the Cittaslow Town Network;** <https://www.cittaslow.org/>

Cittaslow Manifesto

'In the beginning man fed himself. He then sought shelter and protection: homes, villages, towns were founded.

Finally, the time of the machines came with their increasingly hectic, frenetic rhythms of life.

Today, man dreams of liberation from the many anxieties that his own progress has created.

He is looking for a more serene, calm, reflective way of life. A wise man at the end of the contradictory and restless twentieth century would propose salvation through the model of the

Towns where Living is Good

The new Cittaslow international movement wants to bring together, with a programme of the exchange of our towns' civilisations, industrious yet peaceful as they are, based on the serenity of daily life. The towns, be they large, medium-sized or small, share common features and aim towards the same end.

Towns animated by people "curious about time reclaimed", rich in squares, theatres, workshops, cafes, restaurants, spiritual places, unspoilt landscapes and fascinating craftsmen, where we still appreciate the slow, benevolent succession of the seasons, with their rhythm of authentic products, respecting fine flavours and health, the spontaneity of their rituals, the fascination of living traditions. This is the joy of a slow, quiet, reflective way of life.

The national and international association wanted by the participating towns and the Slow Food movement will be a continuous laboratory for a rebirth of humanism at the beginning of the third millennium.'

Why live in Cittaslow town?

The best and best-protected food, the traditional knowledge put into practice, the sharing between citizens, the sense of community and the transmission of knowledge from old people to youngsters are priceless and lead us towards happiness

Sustainability is a target that we approach engaging the entire community

Living in a Cittaslow town means having a cleaner environment, eating wholesome food, participating in a rich social life that respects the values of tradition and opening ourselves to the citizens of other cultures

Why visit a Cittaslow town?

Because only in a Cittaslow town do we feel ourselves guests rather than merely tourists, entering into the community, discovering its deepest values, appreciating the conviviality and spirit that are offered to us by the craftsman, the fisherman, the small farmer, the shopkeeper

Slow Food in action is the best welcome for new forms of responsible tourism

****_Extract from the jury feedback on the winning entry of the competition for the city seafront in Makarska**

Authors: Emur studio d.o.o. Marko Murtić, Nada Milišić, Mak Murtić, Viktor Vdović
<https://d-a-s.hr/objave/rezultati-natjecaja-za-izradu-idejnog-arhitektonsko-urbanistickog-rjesenja/>

'The basic idea of the entry was to fragment the scale of the entire site with ground-level design and adding lush greenery to create smaller ambiances with various atmospheres and experiences. Large horticultural green islands create very pleasant elements that also ensure favourable microclimatic conditions on the entire seafront area. By identifying the existing pedestrian routes, adding smaller squares along the path and introducing the element of communal tables and chairs, the authors' articulation of the relationship between commercial and non-commercial spaces was evaluated as the best design. The effort that the authors invested in differently equipping squares and other non-

commercial spaces is commendable. An especially interesting element is the lookout structure on the pier which enables a new and completely unexpected view of the town. Concealing of the road was accomplished by using the same type of paving as in the pedestrian zone, except that it is facing in the opposite direction. This makes the traffic corridor for deliveries and off-season and emergency use clearly recognizable, and also shows that design of the ground level is consistent during the season when the entire area is used as a pedestrian zone. Replacing of one segment of the road results in a better ratio of the commercial and the non-commercial part of the seafront. The recycling and restacking of the existing stone paving into new places enables preservation of the historical elements, rendering the ground level with a layered appearance. The authors have paid attention to phased construction, significantly facilitating the execution in accordance with the client 's possibilities. The authors recognized the importance of smaller urban functional elements (disabled parking spots, delivery pull-offs...) and successfully integrated them into the design.'



***** _ Extract from the jury feedback on the winning entry of the competition for the Peškera zone in Makarska**

Authors: ATMOSFERA™ Bernarda Silov, Davor Silov, Kristina Rogić, Mateja Rogulj, Małgorzata Łodzińska
<https://d-a-s.hr/objave/rezultati-natjecaja-za-izradu-idejnog-arhitektonsko-urbanistickog-rjesenja-uredjenja-peskere-u-makarskoj/>

'The authors have proposed a clear and simple concept of a loose peripheral pavilion construction oriented toward the town and the seafront as well as extensive green central area facing the public beach area. This clearly outlines a new space following the logic of its use. The construction line is not rigid, but adapts to the existing, and is semi-permeable in the entire area.'

The main formative elements are strong, prominent concrete canopies which provide a Mediterranean atmosphere and indispensable shade in the summer.

The “floating” canopies architecture opens up toward the park and follows the direction of the extended seafront.

This type of set-up flanks public space and gives it a representative appearance.

The pedestrian communications are designed to form an extension of the seafront and the main promenade by the beach.

The entrance into Peškera is defined by one of the canopy series as the entrance into the Park. All the existing greenery is retained in the area of the newly designed park and trees (stone pines) are placed inside it in a regular grid in contrast to the organic shape of the architecture. This will provide the town with the much needed new greenery. At the ground level of the park, the finely crushed stone and gravel are placed in a regular pattern forming an extension of the beach and a new public space for playing and socialization. Together, the park and the architecture create a pleasant Mediterranean setting. The choice of the ground and garden landscaping shows that the authors have given a lot of thought to usage and maintenance of space after the construction.

The authors have also considered the fifth façade and the greened roof with Mediterranean plants/succulents. The garage roof is also well designed, and will be equipped with a photovoltaic power station.

Within the survey part of the site, the jury particularly commends the design of the greenhouse and proposes to the city to implement the idea.’



_Socio-cultural data

******_Extract from the Makarska Cultural Tourism Strategic Development Plan**

Sustainable Cultural Tourism Strategic Development Plan for the area of the City of Makarska

Client: City of Makarska

Authors / Muze d.o.o.

Dragana Lucija Ratković Aydemir, Iva Klarić Vujović, Lucija Biličić, Meri Vesanović, Mirna Draženović, Mateja Kuka, Melita Trbušić, Katarina Juras;

July 2022

Overview of the state of tourism in Makarska

The town of Makarska is located in the Split-Dalmatia County. It is located in a naturally protected harbour, bounded by the Osejava cape in the south-east, and by the St. Peter's peninsula in the north-west.

In administrative terms, it includes the picturesque places at the foot of Biokovo: Veliko Brdo, Puharići, Kotišina and Makar.

Ever since its foundation, due to its geographical position and cultural and historic significance, it has been the centre of the Croatian microregion - the Makarska coastland. This coastal area, stretching 30 kilometres to the north and south of Makarska, includes the municipalities of Brela, Baška Voda, Tučepi, Podgora and Gradac.¹

It is positioned centrally on the Makarska coastland, not only due to its geographical location, but primarily due to its economic and social factors which have made this town the second largest economic and demographic backbone of central Dalmatia (right after Split). This is why the term Makarska Riviera is used more and more frequently for the Makarska coastland.²

By land, Makarska Riviera can be reached from the south-east, from Ploče, passing by Baćina lakes and reaching Gradac, the first town on Makarska Riviera, after 12 km. From the north-west, Makarska can be reached from the direction of Omiš, at the Dubci pass, where a road from inland, from Šestanovac, also crosses over Prisik (305 m). Coming from Vrgorac, over the Biokovo mountain, after passing through the newly built tunnel and highway, an especially impressive and unique view opens up of the Riviera in all its beauty: from Drašnice, Podgora, Tučepi, Makarska, Brela, all the way to Split and the islands of Brač, Hvar, Korčula and the Pelješac peninsula.

The town is divided from the inland by the Biokovo mountain (Sv. Jure being its highest peak standing at 1762 m), and it is connected to the central Dalmatian islands of Brač and Hvar by sea which has shaped some of the most beautiful Croatian beaches precisely in the area of the Makarska coastland. Another natural beauty located nearby is the Cetina River whose fast flows and magical surroundings make it the favourite spot of many rafting fans.

The town is attractive to tourists because of its numerous beaches, pleasant climate and natural beauties. Due to Makarska's favourable geographical location, tourists can use it as the starting point for visiting other tourist destinations, such as Split or Dubrovnik, the Dalmatian hinterland or Međugorje, as well as many islands, such as Hvar or Brač, Korčula or the Pelješac peninsula.

Throughout its history, Makarska has undergone several development stages in terms of tourism: in the 19th century, it was visited by individual tourists, the 20th century saw the first group visits, with mass visits in the 60s when tourism became the primary economic activity, making Makarska and Makarska Riviera a contemporary, renowned destination of domestic and foreign tourists. Following the development of tourism in Makarska over a century using quantitative indicators, we can see, in principle, continuous growth which was only interrupted by wars. What is most important about it is its positive impetus to economic growth, first and foremost of the hospitality and

household industry as well as other auxiliary activities, cultural and other institutions, organizations and companies.³

However, for decades, Makarska's tourism has been reduced to Croatia's main tourist product - the sun and the sea. The unique location for enjoying the nature, the warm climate and the clear sea are the main motifs for a summer visit to Makarska. However, because of inadequate management of the destination and its development, mass tourism has placed numerous challenges before the City of Makarska. The consequences of mass tourism are increasingly visible: tourist visits are extremely seasonal, the town is overcrowded and noisy, there are issues with public utilities, locals are moving out of the town's immediate centre, young people are moving away, and the available residential facilities are being turned into apartments for rent on a large scale.

Since the spatial plan for the town of Makarska, which is a precondition for controlled tourist development, was not adopted before 2006, uncontrolled and excessive construction took place, compromising the carrying capacity of Makarska's tourist activity.⁴ The word "concreting" has become a term associated with Makarska, suggesting it has been built up with unplanned and often illegal buildings at an excessive extent. All of this has distorted the town's landscape and its authentic spirit and, most prominently, decreased the quality of life of the local people and the fact that its visitors cannot experience its specificities as well as before.

Cultural tourism

"Cultural tourism includes a whole number of experiences accessible to visitors to learn about a destination's specificities - its lifestyle, heritage, art, people - as well as the activity of offering and interpreting the culture to the visitors."⁷

The World Tourism Organization, a UN Specialized Agency, defines cultural tourism as a type of tourism where the visitors' main motivation is learning, discovering and experiencing tangible and intangible cultural attractions or products at a tourist destination.⁸

Cultural attractions and products include a set of tangible, intellectual, spiritual and emotional characteristics of the society which encompass art and architecture, historical and cultural heritage, culinary heritage, literature, music, creative industries and lifestyles, values, beliefs and traditions of the living cultures.

Cultural tourism in Europe and Croatia

Cultural tourism represents a great potential for growth and development of a destination's tourist offer. At least 40 % of all tourists world-wide can be considered cultural tourists. This means that as many as 4 out of 10 tourists choose their destination based on the cultural offer.

Culture is one of the most important motivations of the tourists visiting Europe.

Europe is the key global destination of cultural tourism owing to the quantity and value of cultural heritage which includes museums, archaeological sites, historical cities, industrial locations, theatres, music, gastronomy and various local traditions and customs.

Although Croatia is a tourist country, it is still far from a developed, fully fledged destination of cultural tourism. Tourists still come to Croatia mostly for the sun and the sea. Even the 2015 Action Plan for the Development of Cultural Tourism in Croatia, the last one drafted at national level, lays down that, although significant progress has been made in the development of cultural tourism, especially in the field of ensuring organizational and staffing preconditions, no substantial progress has been made in the development of marketable products based on cultural tourism.



The spirit and the sense of a place

In 2008, in Quebec, the International Council on Monuments and Sites (ICOMOS) has issued the “Declaration on the preservation of the spirit of a place”.

According to the Declaration, the spirit of a place consists of tangible (buildings, sites, landscapes, routes, objects etc.) and intangible elements (memories, narratives, written documents, festivals, commemorations, rituals, traditional knowledge, values, textures, colours, odours, etc.), as well as physical and spiritual characteristics that give meaning, value, emotion and mystery to a place. The unique manner in which these intertwine makes each place special.

The spirit of a place, in addition to heritage, is another important element of the experience of cultural tourists. Cultural tourists want to “feel” the place and the atmosphere, they want more than just the material aspect. By understanding and feeling the spirit of the place, a tourist gets a richer, more dynamic and more comprehensive perception of its cultural heritage.

There is no spirit of a place without people. Therefore, the sense of a place can fully be achieved only in communities which are intimately connected with preserving the memory, vitality and continuity of the place they live in. Without this connection, combined with other socio-economic factors, the spirit of the place is abandoned and degraded.

By reawakening the liveliness, that is, by activating and dedicatedly using the abandoned common spaces, urban and rural units, directed at satisfying the local people’s needs, the community can regain its vitality and significance it once had. After this has been achieved, we can talk about a vital and fully fledged cultural tourism destination.

The Canadian expert for cultural tourism, Steven Thorne, provided a great definition of the sense of the place: “...what we feel immediately when a city, town or region greatly differs from another we have visited. You can call it atmosphere or ambient: an amalgamation of the landscape, city

landscape and the community dwellers, expressed through unique sights, sounds and events that intrigue and impress us.”¹²

Authenticity is the basic concept underlying the “sense of a place”. Although we know that the crucial thing to do is to present an authentic tourist experience, researchers have found that visitors, host communities and tour operators can have different perspectives on the meaning of that word. For most of the visitors, authentic means true and honest, something rooted in a place’s real culture. For host communities, this can mean a detailed set of rules for respecting the tradition or history. When it comes to heritage assets, authenticity concerns the cultural context and communities who take care of them.

Tour operators take it as a more flexible, adjustable term because they look for ways to tell the community’s story in a meaningful and truthful manner, enabling a strong experience to the visitors.¹³

Each place is filled with stories, and stories are another important element which supplements the spirit and the sense of a place. Sharing the stories with the visitors in a unique and interesting manner requires good interpretation.

Freeman Tilden, the father of interpretation heritage, defined interpretation as the educational activity whose purpose is to discover the meaning and relations by using original objects, direct contact and illustrative media, without communicating exclusively uninteresting facts. Therefore, interpretation based on known facts should uncover deeper meaning, that is, the sense of a certain phenomenon. Interpretation is the core element of creating the experience of a place - it enhances the understanding of the cultural values of a place and promotes cultural experiences in local communities. A qualitative interpretation implies evoking strong emotions and reactions from the visitors and activating all the senses. This is the only way to create unforgeable experiences that will enrich the overall visitors’ experience.¹⁴

The cultural fabric of a place

*Viewed as a whole, a cultural tourism destination which is based on the spirit and the sense of a place is best described as the **cultural fabric of a place**. Among other, the fabric consists of people, history, folklore, cuisine, natural and cultural heritage, art and music, language and tradition, together with its museums, galleries, festivals, places of heritage and other “common” cultural experiences a visitor can expect.*

Although each cultural tourism experience is ascribed to a certain large group of cultural experiences, culture itself is a network of interrelated experiences. Cultural experiences are intertwined and complementary, creating a unique, comprehensive experience of the overall destination.

The fabric of the spirit of the place thus reveals a unique destination - one like no other.

1 Internet register of tourist and economic entities and real estate of the Makarska Riviera, URL: <http://makarskarivijera.com/hr/info.htm>

2 Internet register of tourist and economic entities and real estate of the Makarska Riviera, URL: <http://makarskarivijera.com/hr/info.htm>

3 Franić, M.: *Development of tourism in Makarska 1906 - 2006*. Town Tourist Board Makarska, Makarska, 2006, p. 6. 5 Ibid., p. 7.

7 Commonwealth of Australia, (1994): *Creative Nation: Commonwealth Cultural Policy* Canberra: Commonwealth of Australia

8 World Tourism Organization (2019), *UNWTO Tourism Definitions*, UNWTO, Madrid, URL: DOI: <https://doi.org/10.18111/9789284420858>.

12 Whyte, B.; Hood, T.; and White, B. P. (eds.): *Cultural and Heritage Tourism: A Handbook for Comm. Champions*, p. 27.

13 Whyte, B.; Hood, T.; and White, B. P. (eds.): *Cultural and Heritage Tourism: A Handbook for Comm. Champions*, p.. 27.

14 Draženović, M.; Smrekar, A. (ed.): *Handbook for heritage interpretation*, 2021.



Makarska – major physical characteristics

The City of Makarska is located in the region of central Dalmatia in the Split-Dalmatia County, and due to its geographical position and cultural and historical significance, since its inception it has been the centre of the Croatian microregion - the Makarska Littoral. The total area of the City is 37.95 km² and according to the data of the last population census in 2021, 13,344 inhabitants live there. It is located at 43° 17' 38" north latitude and 17° 1' 20" east longitude.

Makarska is located in a naturally protected harbour embraced by the two peninsulas of Osejava and Sv. Petrar. The city is sharply separated from the interior by the mountain Biokovo (the highest peak is Sv. Jure and it is also the second highest peak in Croatia - 1,762 m, and at a height of 1,222 m, a special attraction is the viewpoint Nebeska šetnica-Skywalk). It is precisely the Makarska Littoral that is the location of the most beautiful Croatian beaches, some of which were also on the list of the world's most attractive beaches according to guest surveys.

Due to its natural beauty and rich cultural heritage, Makarska is a favourite destination for many tourists, especially in the summer months, and tourism was and remains the main driving force behind the development of Makarska's economy.

Climate changes and new trends have brought new challenges with an emphasis on sustainable and thoughtful tourism. That is why the City of Makarska is actively working to encourage other branches of the economy, such as agriculture, fishing, olive growing, wine growing, the development of local traditional values through trades and crafts. More and more is being invested into selective forms of tourism such as sports, gastronomic, rehabilitation and dental (health) tourism in order to extend the tourist season and make Makarska a city that will live 365 days a year.

The City of Makarska is investing great efforts in the improvement of social policies for young people with an emphasis on better and higher quality education from pre-school to higher education, as well as the socially vulnerable and retired. One of the priorities is better cooperation with associations, which is one of the important foundations for building a healthy and quality society. Today, Makarska is the economic centre of the Makarska Littoral, a city of entertainment, culture and sports, a city that encourages entrepreneurship and has an increasing number of development projects based on the digital and green transition.

*_ Excerpt from the Cittaslow Town Network; <https://www.cittaslow.org/>



_The environmental data of the site

Biokovo Mountain

Biokovo is a mountain in Dalmatia that stretches along the entire area of the Makarska rijera. The highest peak of St. Jure (1762 m); other peaks: Sv. Ilija (1642 m), Kimet (1536 m), Veliki Šibenik (1467 m), Vošac (1421 m). It lies in the area between the Cetina and Neretva rivers. It stretches along the Adriatic coast in a northwest-southeast direction (Dinaric direction), from the Dupci pass (Dubci; 288 m) in the northwest to the low area between Mala Vrulja and Osoj in the southeast; 36 km long, up to 9.5 km wide. In a broader sense, it includes the mountain Rilić (Velika Kapela, 1158 m) in the southeast. Biokovo is built from Cretaceous limestones, dolomites, Pleistocene breccias and Eocene flysch (marl, sandstone, clay). It is eroded (earthquake in 1962) and rugged (potholes, chasms, jagged). About 400 speleological objects have been identified so far. The deepest pits are: Mokre noge (explored to a depth of 831 m), Amfora (788 m), Stara škola (576 m), Vilimova jama (565 m), Jama pod Kameniti vrata (499 m). At Razvale, below the main peak, there are traces of the Pleistocene glaciation. The sea slopes are steeper than the land slopes, and they retain the moist sea wind, which emits a large amount of precipitation (about 3000 mm). Despite their abundance, the mountain is waterless due to the

karst terrain. At the contact of the coastal flysch and the limestone steep, powerful periodic springs emerge. Between the cooled hinterland and the warmer coast, a strong gale flows in winter, especially over the Dupci pass. The coastal side is almost bare, so only animal husbandry can be significantly developed. On that side, belts of evergreen vegetation, junipers and bare trees line up from the coast towards the peaks. At the foot of the mainland, there is a widespread community of honey oak and hornbeam, in the higher parts of the mountain forest of beech, maple, linden and fir, and in the highest parts of the mountain, forests of Dalmatian black pine. On the northeastern, inland slopes, in addition to animal husbandry, arable farming, vegetable growing and fruit growing are possible. Biokovo is the habitat of plant endemics: Biokovo bluebell (*Edraianthus pumilo*), Biokovo vine (*Cerintho tristis*) and Biokovo hare (*Centaurea biokovenssis*). The marten, the weasel, the bald eagle, the griffon eagle, the barn owl live there, and the chamois and the mouflon are inhabited; the Biokovo pit beetle (*Radziella styx*) is endemic. It is a well-known hunting ground for chamois, mouflon and wild boar. The mainland side of Biokovo is sparsely populated. At the foot of the coastal side are larger settlements: Makarska, Baška Voda, Tučepi, Podgora. Due to the difficult passability, Biokovo is barely intersected by cross roads (via the Dupci pass in the north and the Zadvarje-Brela road in the south). The Adriatic highway stretches along the coast, and access from the interior is possible via local roads or from the Zagreb-Ploče highway (since 2008). Tunnel St. Ilija was opened in 2013. The mountain has been protected as a nature park (19,550 ha) since 1981. To the top of St. Jure (with a television tower from 1965 and a small church from 1968 built on the site of an older one) is led by a narrow mountain road. There is a botanical garden (16.5 ha) in the locality of Kotišina above Makarska. Adventure tourism is developing; hiking is possible (mountaineering, hiking and educational trails, mountain huts, viewpoints), free climbing, cycling and paragliding.

Source: Biokovo. Croatian encyclopedia, online edition. Miroslav Krleža Lexicographic Institute, 2021.

The Biokovo Nature Park, which includes the Biokovo Botanical Garden Kotišina, is managed by the Public Institution "Biokovo Nature Park", which is headquartered in Makarska.

More information at: <https://pp-biokovo.hr/hr/biokovo>



_Territorial area

A longitudinal direction of urban development of Makarska can be recognized in the wider city territory. The expansion of the city is limited to a relatively narrow strip between the sea and the slopes of Biokovo mountain. For centuries the historic city has been developing within the contact area of the city port. Due to the rise of tourism in the second half of the 20th century, the city expanded considerably along two main roads in the south-east - north-west direction. The road closer to the sea became the main city street, and the one farther from the sea functioned as a city bypass. Due to the even more intensive construction of tourist apartments in the last 30 years, the 'city bypass' is increasingly becoming a city street. Traffic congestions are frequent in the summer period, so the city plans to build parking garages to reduce motor traffic (especially in the city center). Areas of exceptional quality (natural resources) and areas that are strongly influenced by the tourist industry (coastal zone and zone of intensive construction of tourist apartments and holiday homes) are indicated on the map.



Reflection site

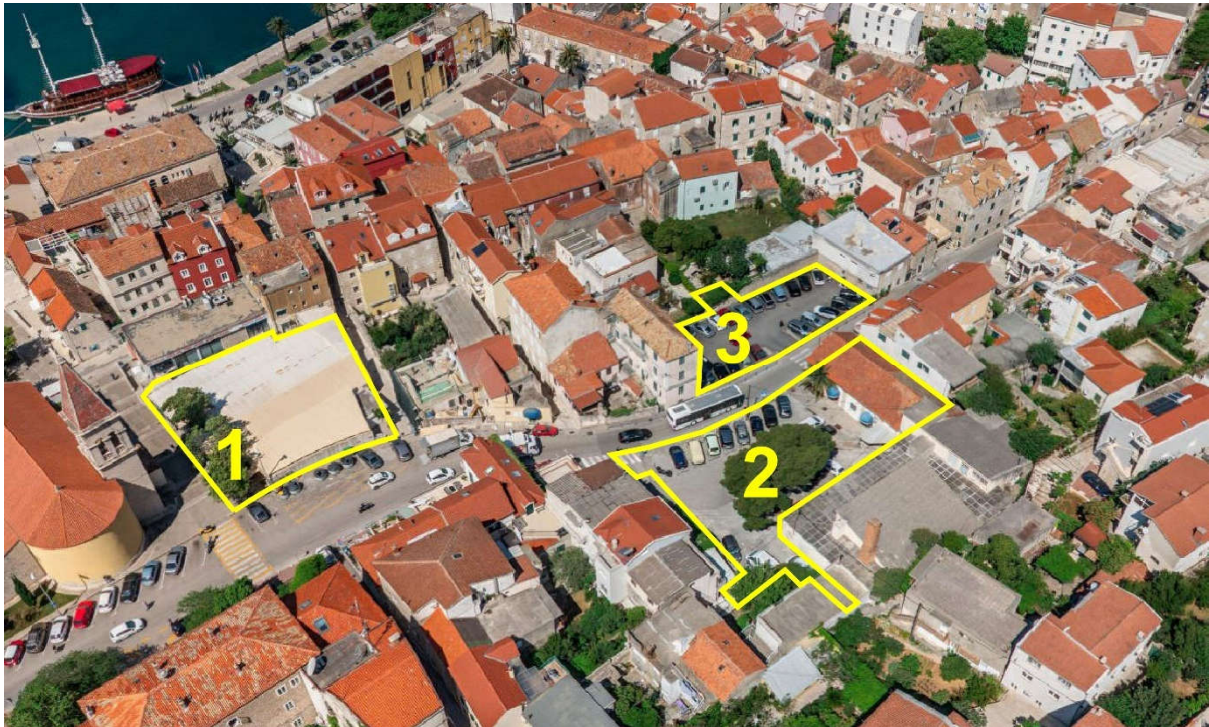


Makarska is among the few cities where residents and tourists have the opportunity to buy freshly caught fish directly from the fishing boats, all the local residents know what time the fishing trawler sails in, and when they can buy fresh fish from the purse seiners. This extraordinary experience should be conserved, but as the boat arrival time is often unpredictable, depending on weather conditions, the fishing closure period, etc., it is also proposed that a space for the sale of fish also be planned within the closed part of the market, within the project site.

The number of fishing boats that sell fish in the city harbor is 10 trawlers - boats that drag fishing nets along the bottom and catch fish from the first Wednesday in November until Easter (after which there are fishing restrictions, but during the rest of the year 1-2 trawlers are allowed to go fishing and selling fish), and 4-6 seiners - boats that catch fish with nets that float on the surface (there are 2 local seiners, and 4-5 come with fish for sale from further cities, depending on the catch).

it is necessary to investigate the possibility of seasonal (in the tourist season) and off-season selling modalities, so that the part of the waterfront where the fishing boats dock is equipped with mobile urban furniture - or an urban intervention could be proposed in order to achieve a new 'dimension' to this 'experience'.

Project site



Within the project site, three separate parts are clearly differentiated, which are presented to competitors as three separate units with separate project tasks.

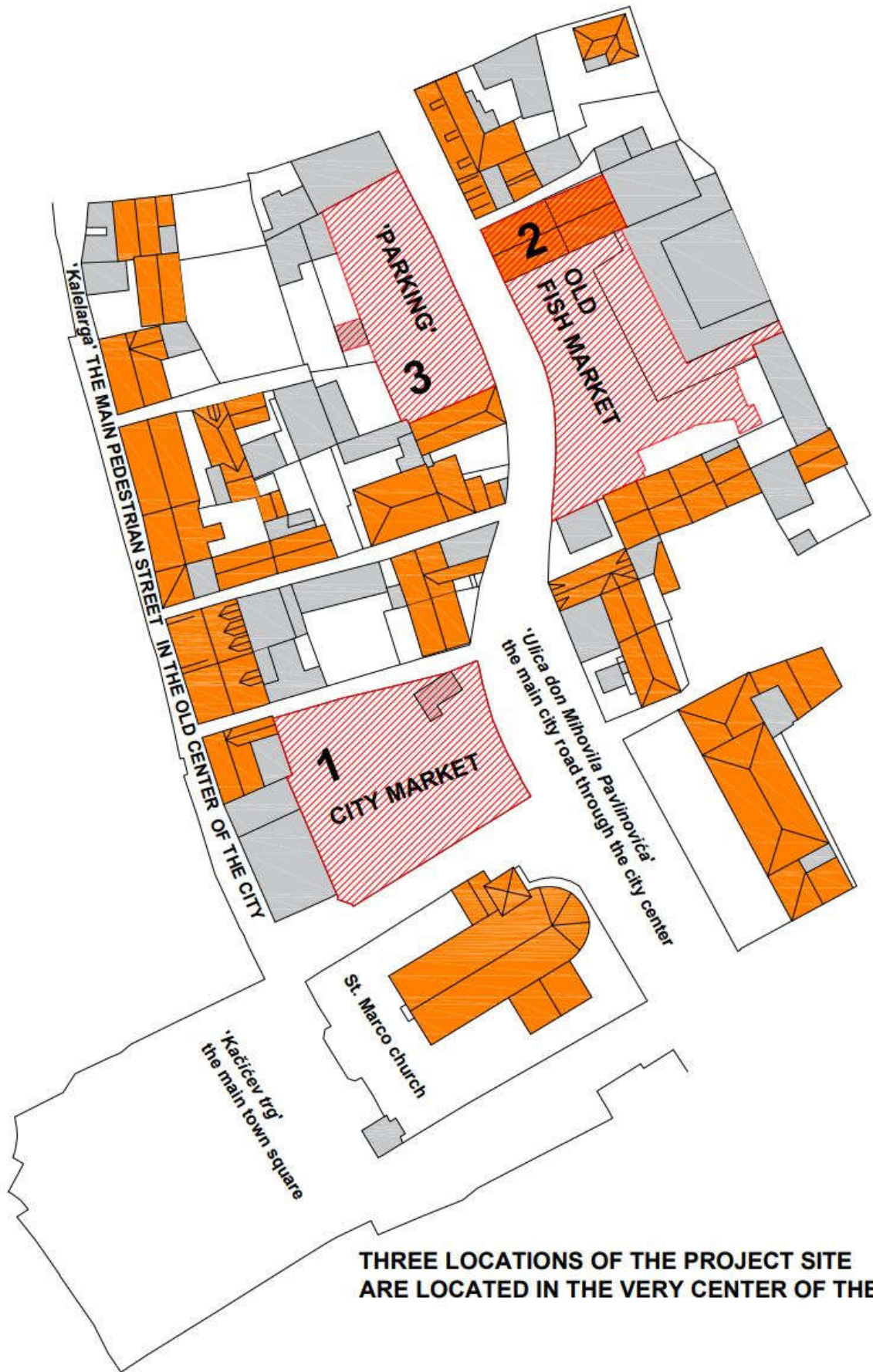
The first part is the area of the **city market** (1), the second area is the **old fish market** (2), and the third area is the **parking lot** (3) in the immediate vicinity of the old fish market, which is separated from it by a city street.

However, these spaces, although programmatically different, can also be viewed as a whole because their functions are complementary, aimed towards similar groups of users, and all three have the task of strongly influencing the development of Makarska's cultural and gastronomic offer, as well as revitalization of the old city core.

The city of Makarska has already launched a project to revitalize the old city center in order to prevent a situation that often occurs in cities on the coast that are visited by a large number of tourists, when these areas that were once the heart of the city become a ghost town occupied only by rooms and apartments for tourist accommodation.

Activity and life in the city center is an important building element of the "spirit of the place" and a determining factor of development of tourism in Makarska.

The city project 'Lokale u kale' (Take the cafes into the streets) is part of the plan, which provides financial and organizational support to local entrepreneurs for maintaining the existing and opening new cafes in the old city center.



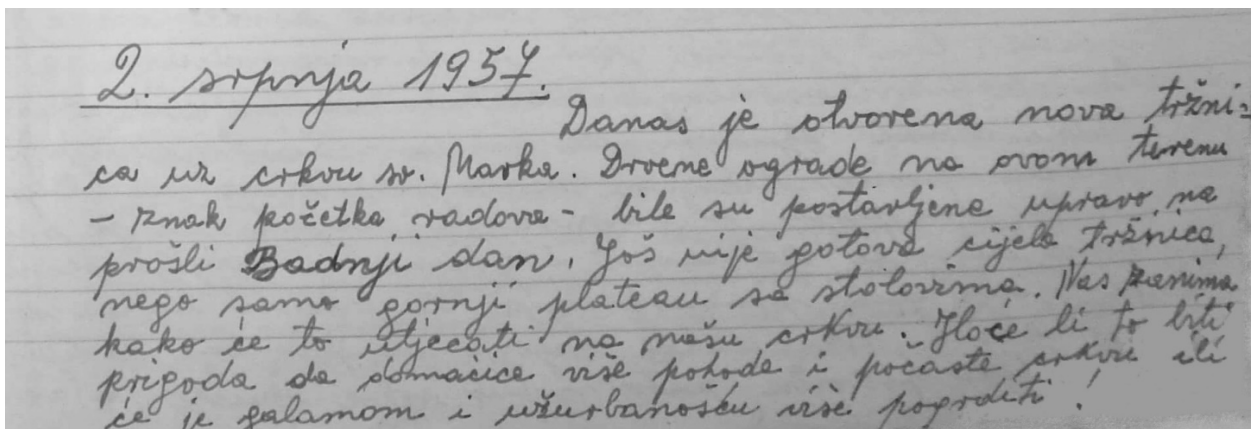
**THREE LOCATIONS OF THE PROJECT SITE
ARE LOCATED IN THE VERY CENTER OF THE CITY**



Project site _task 1 _Market

The area of the market is one of the three parts that make up the project site.

The market is located to the west of the cathedral (congregational church of St. Mark the Evangelist), i.e. north-west of the main city square (Kačićev trg). The market has been operating on this site for a long time (it was opened on July 2nd, 1957), and before that on the site was a house which was demolished in the bombing in the 2nd World War. Here is a transcription of the text from the Annals of the St. Mark's Parish from 1933 to 1959:



'July 2nd, 1957

Today, a new market was opened next to St. Mark's church. The wooden fences on this site - a sign that construction has begun - were installed last Christmas Day. The market is not entirely finished, just the upper plateau with stands. We are wondering how this will affect our church. Will it be an occasion for the housewives to visit and honor the church more or will they deface it with noise and bustle?'

The area of the market covers approximately 960m² (without the surrounding traffic corridors), and it is organized on several levels connected by stairs to the pedestrian and vehicular access areas. The height difference between the northern and southern parts of the market is 2.5 m.

At the market, sales take place at open stands, with the exception of one kiosk selling meat, poultry and eggs. There is a small sanitation facility and a fenced area for waste disposal at the market.

In the area of the market - along the eastern border of the site - are 4 horse chestnut trees (*Aesculus hippocastanum*) which are old but can be removed if necessary because they have no special value except providing shade to a small portion of sellers and customers in the summer months; there is one mulberry tree (*Morus nigra*) at the northern corner of the site.

In the remaining part of the market, shade and protection from the negative impact of the weather is achieved with small-scale awnings and parasols, and it should be noted that a larger canopy (covering the market) was installed in 2018 and 2020, but without obtaining the necessary permits, which is why it was removed last year.

The land where the market is located is owned by the City of Makarska and managed by the municipal utility company.

According to actual data, the number of permanent (year-round lease of sales space) sellers is 20: flowers (1); fruits and vegetables (7); fruit, vegetables and olive oil (2); fruit, vegetables and cured meat products (1); fruit, vegetables, honey and figs (1); fruit, vegetables, honey and olive oil (1); vegetables (2); vegetables, olive and St. John's wort oil (1); figs, olive oil and honey (1); textiles (1); footwear (1); chicken, turkey, eggs and cheese (1);

The number of occasional sellers is 7 (seasonal contracts from April 16 to October 15): fruits and vegetables (6); fruit, vegetables, honey and figs (1);

The Makarska market is open every day - except for national holidays and public holidays.

In the immediate vicinity, besides the main town square with St. Mark's church is also the protected building of the Old School, which houses various public facilities: the city library, Gojak Gallery, Arte music hall, Radio Makarska Riviera, primary and secondary music school. The courtyard in front of the building is a venue for various gatherings and presentations.

Next to the market, there is also a supermarket in Kalelarga Street.

It was already mentioned in the introduction that the area of the market is highly ranked as a place of strong potential in developing Makarska's tourist and cultural offer.

Its current appearance does not meet all expectations and does not provide a sufficient level of service quality to actively participate in the "weaving of the spirit of the place", and this competition aims to change that.

We envision the market area as a living mirror of everyday life in Makarska; a place to meet and socialize in a pleasant (modern) space that will improve both the climatic and sanitary conditions for visitors and business owners; a place where residents will come for more than just to buy food. Markets are already high on the list of places to visit, so this is an opportunity to be proactive and inform the visitors, and provide them with some (perhaps) unexpected experiences;

The importance of the market in the city / cities is also described in the Strategy for Sustainable Development of Croatian Markets 2022-2027 which additionally describes its role and defines it as a place of marked centrality:

“The green market is the belly of the city” is an expression, but also a fact we hear every day. Just as a park represents a city’s lungs, and just as there is no life without a quality water supply, so the green markets in their elementary form represent a city’s belly. And we all know well that we cannot live without food, air and water. Although food supply developed over the centuries from fairs and markets, through shops, to today’s large chain stores, green markets have remained the most sturdy and safest source of domestic food. This is especially true for crisis situations such as a war or the recent coronavirus pandemic. When large systems crash, a shortage occurs abruptly and affects a large number of people who depend on this source of food.

On the other hand, the green market lives on because it is supplied by the producers who actually live in the broader surroundings.

They will not give up on the production and sale so easily because their primary interest is not only providing their livelihood, but they in fact love their work and often manage it as a family. If they did not love their job, they would certainly find other sources of income.

Markets are also associated with other terms which make it a unique place for procuring food. First and foremost, a market offers fresh and home-made, locally grown food. The offer is varied, informal, and quality is established directly, visually and through a conversation with the seller. This is when various information is obtained, and indispensable trust is created between the producer and the consumer. Moreover, payment is made directly, in cash, without delay. In short, the entire purchase process is an authentic experience which contributes to a healthier diet, greater social inclusion and sustainability of the local economy.

Markets are not only associated with food supply, but they also serve to develop the citizens’ social life together with the rural values and to preserve the traditional crafts (shoemakers, watchmakers, licitar makers, blacksmiths, basket makers, tailors, etc.). The producers preserve the indigenous plant varieties and domestic animal breeds and represent a sort of a live gene bank. In this manner, they directly contribute to the preservation of biodiversity in the broader sense and to agrobiodiversity in a stricter sense.

Markets are also schools in nature because city children often do not get the chance to see food in its original, unprocessed and unpacked form and to hear where and how it is produced. It is important to teach children how to recognize home-made food, local producers and to introduce them to the manner and advantages of a quality diet with a lot of seasonal fruits and vegetables.

The green markets preserve nature because food is less processed, less treated, less stored, less travelled and, finally, less packaged and shipped. All of this minimizes the use of fossil energy, protective equipment and packaging as well as CO2 production.

These factors only confirm that green markets are very important in every city’s functioning, and that they in fact represent its perspective for survival and development in the future.

Green markets neither are nor should be in competition with large shopping malls, mega shops, whose organized and “sterile” nature makes them feel monotone and alienated despite their numerous visitors and large spaces. All over the world, green markets are part of the urban environment centre, they exude the taste of local, they have a soul and vary from day to day. They are the public and cultural asset of every city. And this has been the case for thousands of years.

Croatian Markets Association; Strategy for sustainable development of Croatian markets 2022-2027, September 2022.

Competitors are expected to propose a concept design for transformation of the existing space of the market according to the brief, and to examine (and implement) the possibility of additional programs that will define this space as different, more interesting and more functional in the wider context of the city's needs;

In order to better define the program, a survey was conducted among sellers and buyers. The survey showed that the sellers believe that working conditions were better with the canopy, and apart from the canopy, they lack parking and delivery space. They think that fish should also be sold at the market, and they stated that the customers are 75% local and 25% tourists. In the survey, the fishermen stated the reasons the method of selling directly from the ships in the city port is suitable for them: there is less trouble with resellers, it is more accessible, faster, simpler, more attractive, fish is fresher, costs are lower (a substantial expense is the refrigerator for transport, and they need to employ fewer people - the owner is both a fisherman and a seller), it is environment friendly - there is less waste, it is authentic and true to the Mediterranean tradition. Fishermen also stated that in the past they sold fish at the market, but now most of the surveyed people do not consider it a good practice. The entire survey is presented at the end of the competition program (Appendix 2).

Basic (mandatory) program:

_Planning and designing of stands for approximately 30 sellers (permanent and seasonal), including the open and closed part of the market;

The sales points in the open part should be organized on mobile stands so that the space, by moving or storing them, can be used in other ways and for other functions outside the working hours of the market;

The idea is to cover all outdoor sales points with a common canopy / 'roof'. The number of sales points in the open part of the market should be 23-25, while 5-7 sales points should be planned in the closed part of the market; If the competitors decide that, for reasons of design and function, the sale of food provided in the closed part of the market will take place in separate booths (each point of sale separately), it is possible to plan the sales area of the market without a 'closed part', i.e. each booth would represent one 'closed point of sale' with surface area 6m² or more;

The dimensions and appearance of the sales stands are also part of the project assignment;

The appearance and materials used to form the 'membrane' that divides closed spaces from open spaces must ensure as much visibility as possible of the interior, and the organization of the space is left to the competitors;

Inside the closed part of the market, it is necessary to plan 3 sales points for fish, and 2 sales points for the sale of meat, eggs and dairy products (with all the necessary infrastructure);

_Storage for stands (outside market opening hours); This space can be on the ground floor or underground (if it is underground, it is necessary to provide a connection with an elevator);

_Smaller storage spaces for groceries where sellers could store part of non-perishable or slower perishable goods should be planned within the closed part of the market; It is necessary to provide storage for each point of sale; There should be toilets for employees next to the storage space or nearby; These spaces can be on the ground floor or in the underground (if they are underground, it is necessary to provide a connection with an elevator);

_It is necessary to provide separate sanitation facilities for visitors and employees. Each sanitary block consists of men's and women's toilets. A women's toilet consisting of a room with a toilet (toilet cabin) and an anteroom with a sink, The men's toilet consists of a room with a toilet (toilet cabin) and an anteroom with a sink and urinal, which is partially separated from the toilet cabin and sink by an appropriate visual partition. The minimum size of the toilet cabin is 90x120cm. It is necessary to provide one toilet for people with disabilities. The market needs to be designed to ensure accessibility for people with disabilities and reduced mobility.

_As part of the closed area of the market (joined with the sales points or separately, but within the market area), an area should be planned with a small kitchen and a space for serving food, where meals are prepared from ingredients purchased directly at the market and sold to visitors and customers at the market; The purchase of these foods and types of dishes will depend on the seasonal offer, and the purchase prices can be favorable because unsold surpluses bought from sellers can be used as ingredients;

_Market area should have a roof in order to provide all users with better conditions in the premises; The covered open space should be larger than the closed one, and their relationship will be defined in the competition entries; The covering method must ensure sufficient illumination of the space, and the applied structural elements and systems must provide space ventilation without limiting functional needs and scenarios; It is necessary to plan a fixed roof; When designing the canopy, it is necessary to take into account strong - sometimes hurricane-like wind surges in the winter (the strongest recorded surges measured up to 69.5 m/s). Competitors should take care of the appearance of the 'fifth facade'; In relation to the proposed construction and materials, they should explore the possibility to activate the roof for various events or as a space to experience the city center from a different perspective; The new canopy / 'roof' over the market can become a new city landmark. Depending on the planned technological solutions (energy production, air conditioning, etc.), it is also necessary to provide spaces for technical installations (engine rooms; they can also be located in the underground floor);

_A small workspace for the market manager;

_It is necessary to plan an area for sorting and disposing of waste within the market. This area must be easily accessible to municipal vehicles;

_All delivery routes and communications must ensure the greatest possible functionality of the space;

_It is necessary to take into account that the two buildings along the south-western border of the site have access to their business and residential premises from the elevated plateau (+11.95m to 12.10m) on which the major part of the existing market is located. The new design must allow unobstructed access to the existing buildings.

_ It is necessary to provide drinking fountains inside the market - that is, drinking water (for washing of the products, and for use by visitors and sellers); as well as benches and places to rest;

_Competitors should examine and apply multifunctionality (the market space is located near the main square and the main pedestrian street in the old city center - Kalelarga - and can become an

extension space for various tourist, cultural, sports (?) and other events outside the standard working hours of the market)

For this purpose, a smaller separate area(s) or a part of the closed area of the market can be planned in the market area (in addition to the previously mentioned), which in the evening becomes a place to provide catering and cultural offers (drinks and snacks at the stands... 'night at the market').

_Parking: car parking, bicycle parking, parking for motorcycles, short-term parking spaces for delivery vehicles

_Urban greenery – how to preserve existing urban vegetation (and is it necessary?); what are the alternatives; how to improve the microclimate of the site by using greenery;

Additional (optional) program - at the market site:

_Planning of an underground garage (maximum 50 cars);

_Various scenarios in planning of different visitors' choices (music... ambiance...)

Competitors are expected to critically review the competition brief (including program specifications) and, in accordance with their visions and skills, provide new imagery of the future market in Makarska.

As the area of the market is located in the protected (zone B) urban zone of the city of Makarska, for each new building within zone B, a separate ruling will be made by the competent conservation department, and at the same time it will be necessary to obtain all the required documents for the approval of any intervention.

At the end of the competition brief is an extract from the Spatial Development Plan of the city, which refers to the system of conservation measures in zone B (Appendix 1).

Since the E17 competition site is located within the protected urban zone of the city (zone B), the competent conservation department suggested that due to the small size of the historic complex of Makarska, interpolation of new structures must be careful, so that they are unobtrusive and do not dominate the space. For the market area, the significance of proximity of the city church and Kačić square was especially stressed, as they are the most valuable historical spaces of the city, and the new construction in/next to this space must be in harmony with the surrounding historical zone.

In the existing Spatial Development Plan of the city of Makarska, in order to develop the market area a public architectural and urban planning competition is a mandatory step.

As the process of amending of the Spatial Development plan has been initiated, new planning rules for the market site will be defined following the winning entry, and all the necessary permits need to be obtained from the conservator.

In this competition program, planning rules have been determined in accordance with the spatial analyses, recognized functional needs, and with the aim to not deprive the competitors of creative freedom by prescribing very limiting rules.

Market – site surface area: 960m²

Building coverage ratio above ground: 0.8; maximum floor area 720m²

Floor area ratio above ground: 0.5*; maximum floor area 500m²

*Surfaces under the canopy (covered but open spaces - open parts of the building) are NOT included in the Gross floor area, and consequentially not in the Floor area ratio calculation.

The surfaces under the canopy (open and closed spaces) are calculated in Building coverage ratio (as a vertical projection of covered spaces), so this is why Building coverage ratio is larger than Floor area ratio.

2 floors above ground and 1 underground floor

Floor area ratio underground: 1

several underground floors are allowed

50 parking and garage spaces (optional)



Economic dynamics and difficulties of the site and its context

Link to the Strategic Plan for the Development of Cultural Tourism in Makarska*:

We have already mentioned in the introduction that the competition brief is aligned with the goals and programs adopted by the city regarding development of cultural tourism.

These programs are not a mandatory part of the competition brief, but serve to present to the competitors the the larger idea of the aspirations of the local community in redefining Makarska's cultural offer.

Competitors were given the opportunity to reinterpret the mentioned programs into ideas that can be planned within the newly planned areas of the market:

Cultural bars¹

Development will be stimulated of specialized cultural bars with an especially rich and diverse choice of wines, employing specially trained bartenders or sommeliers.

In line with the regulations, development will be stimulated of hybrids between cultural bars and wineries, so that it will be possible to immediately buy the wines which have been served.

Development of cultural bars within the existing restaurants, but in separate rooms from the food serving area, will also be stimulated.

Through a partnership between the supporting institutions and the private hospitality sector, projects will be developed that will enable the interested bar and restaurant owners to repurpose their existing bars into professional cultural bars of the highest quality standards.

What makes cultural bars different from the usual bars is their cultural offer - be it a small exhibition area or the choice of music, a cultural bar must include some added cultural value. This type of bar will be promoted and integrated in the tourist products of the Makarska destination.

Creative space activation²

The town is saturated with unplanned construction which has been increasingly impairing the town's landscape, stifling everyday life and harming the environment. Put shortly, it has been undermining the very foundations of cultural tourism - the spirit and the sense of the place of Makarska.

Although this study does not deal with planned construction and urbanism, it must be mentioned that negative trends can only be stopped by creating and strictly implementing plans. At the same time, specific activities can be carried out to demonstrate the power of planned construction and restoring aesthetics into the aspect of communal management of city surfaces, greenery, urban equipment, lighting and the programs carried out in cooperation with the non-profit sector and the citizens.

There are many ways to activate spaces, making sure that all the new interventions contribute to the improvement of the quality of life of local people. It is important to raise individual awareness of the negative consequences of concreting, destruction of nature and excessive use of natural resources.

Be it surface greening, setting up art installations in various parts of the town, preserving the cultural landscape or constructing a theme-based cycling route, any creative activation of space contributes to the welfare of the local people and to enhancing the sense and the spirit of a place.

Public spaces³

Public spaces are the main spots of a destination with the largest number of passers-through, both locals and visitors. No one is impressed by the unsightly greyness of concrete. A lack of green surfaces and attractive relaxation spots is a serious obstacle to quality of life, especially nowadays when we are witnessing increasingly high temperatures during the summer months.

Public space can be visually enriched by placing public plastic at various locations in the city. Quality of life will be additionally improved with green surfaces, either public parks or private gardens.

Green oases are an integral part of modern towns which strive to remain in contact with nature and offer their citizens an escape from the heated asphalt. This is why development is stimulated of

horticultural spots, such as parks and gardens, plots of land planted with herbs or native plants, as well as general landscaping of public surfaces as well as whole urban and rural settlements.

All types of interventions will be encouraged in Makarska to unburden the landscape and the very sense of staying in a city which has become a synonym for concreting. There are several springs and fountains in the town, so the idea is to encourage their activation and keep them operative so that people and animals could have drinking or refreshment water always available.

Family farms⁴

There are only a few family farms in Makarska. A lack of family farms results in a faint offer of local and domestic products, which is especially evident on the city's green market. Production of domestic products would enhance the market's offer which is currently surviving only on resale.

The green market is a strong tourist experience which is on many tourists' must-see list (often including their purchase at the green market).

Through active support of city and county bodies, the trend should be set up of engaging in production agricultural activities so as to enhance the quality of life and local products, and so that the tourists visiting Makarska could get top-quality domestic products.

Olive oil, wine, honey and nuts are only some of the potential attractive "souvenirs" that can be developed in the broader context of the cultural tourism offer.

**Sustainable Cultural Tourism Strategic Development Plan for the area of the City of Makarska*

Client: City of Makarska

Authors / Muze d.o.o.

Dragana Lucija Ratković Aydemir, Iva Klarić Vujović, Lucija Biličić, Meri Vesanović, Mirna Draženović, Mateja Kuka, Melita Trbušić, Katarina Juras;

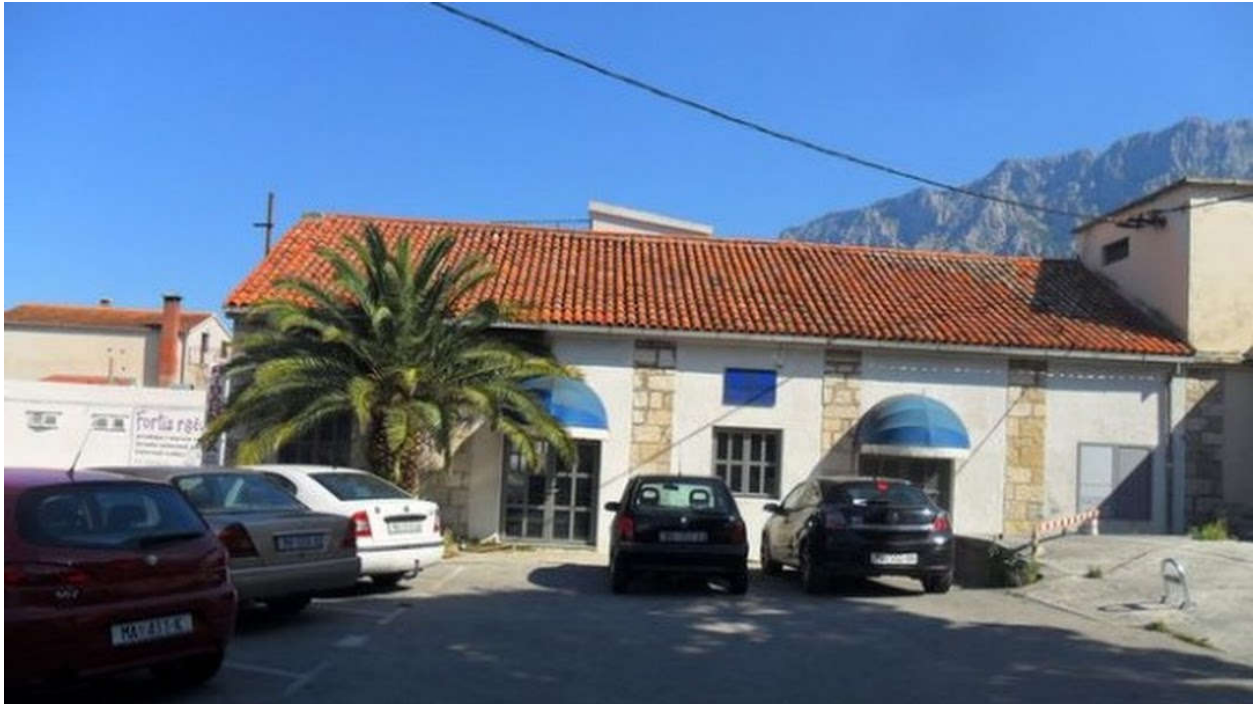
July 2022

¹ *Sustainable Cultural Tourism Strategic Development Plan (SCTSD Plan) for the area of the City of Makarska; Goals and activities; chapter 3.3.2. p. 62;*

² *SCTSD Plan for the area of the City of Makarska; Goals and activities; chapter 4, p.66;*

³ *SCTSD Plan for the area of the City of Makarska; Goals and activities; chapter 4.1. p. 67;*

⁴ *SCTSD Plan for the area of the City of Makarska; Goals and activities; chapter 4.2.3. p. 78;*



_Project site _task 2 _old fish market - the center of Mediterranean gastronomy

The old fish market is the second of the three sites that make up the project site.

The old fish market building is located near the food market - 100 m to the west along the main road that passes through the city center.

At the end of the 18th and in the 19th century, in the area of the 'old fish market' and the parking lot was a quarantine for traders from the hinterland. The stone wall in the south of the parking area was built at the end of the 18th century.

This building was converted into a fish market in 1982, and before that it served as a fire station and *Elektrodalmacija* (local electricity distributor) office space.

It was converted into a fish market in order to improve the sanitary conditions for the sale of fish because the existing market did not have closed spaces with suitable conditions and cold storage.

Today, the fish market operates only during the tourist season and is leased to only one seller. Local people buy fish directly from fishing boats that are moored in the port after fishing, or they buy fish in supermarkets.

The city market development project envisions construction of a closed part for selling of fish, so the 'old fish market' will be repurposed into a center of Mediterranean gastronomy.

The strategic plan for the development of cultural tourism in Makarska* lists the construction of a Mediterranean gastronomy center as one of the planned activities:

The centre of Mediterranean cuisine in the old fish market¹

The traditional desert from Makarska, the makarana cake, has been added to the list of Intangible Cultural Heritage of the Republic of Croatia. Its rich history and tradition that has been passed down for centuries make it the champion of Makarska's gastronomic heritage which is part of the great gastronomic civilization known as the Mediterranean diet. As a phenomenon, it was added to UNESCO's list of Intangible Cultural Heritage. It was added under a joint entry of the Mediterranean

countries (Croatia, Cyprus, Spain, Italy, Greece, Morocco and Portugal) where “Mediterranean diet” represents the knowledge, skills, rituals, symbols and traditions related to agriculture, fishery, preservation and preparation of food and, most importantly, distribution and consumption of food. Gathering at the table is a strong cultural determinant of the Mediterranean identity.

In accordance with the guidelines adopted in the above part of the strategic plan, and in line with the City’s former guidelines and plans to establish the Makarana Cake House, we propose to establish a unique cultural-gastronomic centre which will give all the visitors the opportunity to experience Makarska’s gastronomic history and tradition.

The space of the old fish market perfectly serves this purpose. Covering a surface area of 135.00 m², located at the address of Žbare bb, it represents the city’s unique gastronomic industrial heritage, with a strong spirit of a place, rooted deeply in the collective memory of local people. The idea is to make this place a platform which will intensify the development of local production and the offer of gastronomic products.

The space will be partly set up as an exhibition, and partly as a place where local gastronomy is kept alive on a daily basis through a rich program. It will be a place where people will be able to try traditional specialties, buy local products, take part in culinary workshops, watch the performances of chefs, and where students of vocational schools will be able to train.

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July 2022

¹ *Sustainable Cultural Tourism Strategic Development Plan for the area of the City of Makarska; Goals and activities; chapter 2.1.5. p. 34;*

This decision is based on the desire to more strongly present traditional dishes of Makarska, so the local producers will be given the opportunity to participate in presentations and workshops in addition to selling their products. Here the interested citizens and visitors will be introduced to local products and their preparation, and students of the newly launched Faculty of Hospitality and Gastronomy will have additional space for presentations, work and interaction with the people outside of the academic community.

This space would also be used for food and wine exhibitions and presentations.

Makarska is home to an annual competition in preparation of Makarska cake (torta Makarana), which was already discussed in the extract from the Strategic Plan.

Makarska has a tradition of organizing wine fairs, and local wine producers need a space where their products can be presented and sold to citizens and visitors directly and with a different approach.

In the vicinity of Makarska is a small plant for the production of sea salt using the wind, using the clean sea water and taking advantage of natural topography which causes characteristic winds (Bura, Maestral, Tramuntana...). So, in this centre, it would be possible to present the salt produced in this way and the local products manufactured with the sea salt (salted sardines, capers, etc...).

Knowing that gastronomy is an indispensable part of a place, the 'old fish market' should become a venue where cultural events will take place with elements of gastronomy, book presentations, poetry evenings, art exhibitions and initiatives.

The already mentioned membership of Makarska in the CittaSlow initiative promotes a tendency to view gastronomic traditions as a fundamental part of the identity, culture of the place (city) and sustainable management of resources;

'... At the heart of the Cittaslow towns are food, the town square and the local market with all its environmental, cultural, economic and social value. • Voluntary work is the basis of the Cittaslow project. Only an aware and educating community can choose the Slow higher quality path – to give back hope to the entire planet.

It opens a new way to produce, to trade, to consume. The Cittaslow educating the community on shared social responsibility are key players measurable projects to improve the quality of life without never give up social justice and solidarity among people.'

'Our responsibility towards the natural world and the coming generations requires us to be frugal and concerned for Mother Earth. Rediscovering Slowness means choosing a future of quality, for ourselves and, in the spirit of solidarity, for others.

Working towards sustainability, defending the environment and reducing our excessive ecological footprint mean committing ourselves to rediscover traditional know-how and to make the most of our resources through recycling and reuse, applying the new technologies. The final objective is lasting development (not synonymous with growth) and peace between peoples.'

<https://www.cittaslow.org/>

Basic (mandatory) program:

_This space should become a hybrid of commercial and productive, for the sale of groceries, and local dishes prepared from these groceries will be sold and tasted on the spot;

_To this end, areas for food preparation should be planned as an 'open kitchen' - several smaller ones or one larger, shared by multiple sellers/producers; with a place for the presentation and sale of local foods and products and dishes made from local ingredients; as well as drinks and other products (different ways of presentation have to be made possible);

The space needs to be adapted to multifunctional use - to accommodate different events and scenarios.

_A place for visitors to spend time and taste the local food (tables, chairs, benches... up to 80 seats); a space that resembles a 'living room' and provides a pleasant setting for visitors. The place can be transformed into a demonstration area for school children and university students ('classroom'). It is necessary to plan the light and air inside the space with the aim of creating a pleasant environment for year-round use.

_Toilets for visitors

The catering establishment must have an adequate toilet for women and a toilet for men. A women's toilet consisting of a room with a toilet (toilet cabin) and an anteroom with a sink.

The men's toilet consists of a room with a toilet (toilet cabin) and an anteroom with a sink and urinal, which is partially separated from the toilet cabin and sink by an appropriate visual partition. The minimum dimension of the toilet cubicle is 90x120cm.

If possible, a toilet for people with disabilities and reduced mobility should be provided.

It is necessary to provide separate changing rooms for male and female employees.

A women's toilet consisting of a room with a toilet (toilet cabin) and an anteroom with a sink.

_Storage space where food and products will be stored (refrigerators, etc.);

_Technical space for heating, cooling, ventilation and hot water preparation systems

_Cloakroom for guests

_Spaces for separating and recycling waste

_The space of the 'old fish market' is elevated from the street level and is entered via an open plateau which is connected to it by a staircase and a driveway. This front area, which is currently used as a parking lot, should become part of the center of Mediterranean gastronomy.

The space on this plateau could be an extension of the interior space or a semi-public buffer with specific dimensions and functions.

When planning this space, the competitors should carefully choose the materials used and the way of 'connection' to the existing building of the fish market, as well as communication links that need to ensure possibility of several smaller simultaneous events or one larger.

_An underground garage is planned under the plateau, so it is necessary to examine the possibilities of its implementation. The number of parking spaces and number of underground garage levels should be the result of a spatial and economic analysis and presented as part of the design. Charging stations for electric vehicles and parking for motorcycles should also be planned inside the garage. The approximate number of required parking spaces is 50.

Competitors should dimension the necessary areas for the mentioned programs according to the planned functional needs, while respecting the requirements from the existing spatial planning documentation;

When designing this area, a two-way access road to all buildings along the eastern and northern edges must be planned.

The building of the old fish market and the plateau in front of it are city property. In the immediate vicinity on the eastern side, there is currently a delicatessen shop, and in the near future, a newly planned winery (private investor) will be located in the existing building along the northern edge of the building, where there will also be areas for wine tasting and tasting.

The eastern edge is defined by a series of family houses. South to this site is an existing parking lot, which is the third competition site.

Within the site is one large pine tree, its preservation would significantly contribute to the pleasant atmosphere on site, but at the same time it would make construction of an underground garage complicated - competitors should make a decision on priorities.

The building of the 'old fish market' must not be demolished, but reconstructed in the existing dimensions in accordance with conservation recommendations.

As the area of the 'old fish market' is located in the protected (zone B) urban zone of the city of Makarska, for each new building within zone B, a separate ruling will be made by the competent conservation department, and at the same time it will be necessary to obtain all the required documents for the approval of any intervention.

At the end of the competition brief is an extract from the Spatial Development Plan of the city, which refers to the system of conservation measures in zone B (Appendix 1).

Since the E17 competition site is located within the protected urban zone of the city (zone B), the competent conservation department suggested that due to the small size of the historic complex of Makarska, interpolation of new structures must be careful, so that they are unobtrusive and do not dominate the space.

In the existing Spatial Development Plan of the city of Makarska, in order to develop the 'old fish market' area a public architectural and urban planning competition is a mandatory step. As the process of amending of the Spatial Development plan has been initiated, new planning rules for the site will be defined following the winning entry, and all the necessary permits need to be obtained from the conservator.

In this competition program, planning rules have been determined in accordance with the spatial analyses, recognized functional needs, and with the aim to not deprive the competitors of creative freedom by prescribing very limiting rules.

Old fish market - site surface area: 1108m²

Building coverage ratio above ground: 0.5; maximum floor area 560 m²

Floor area ratio above ground: 0.5; maximum floor area 560m²

2 floors above ground and 1 underground floor

Floor area ratio underground: 0.8

several underground floors are allowed

50 parking and garage spaces (possible connection with the garage under the 'parking lot')



Economic dynamics and difficulties of the site and its context

Link to the Strategic Plan for the Development of Cultural Tourism in Makarska*:

We have already mentioned in the introduction that the competition brief is aligned with the goals and programs adopted by the city regarding development of cultural tourism.

These programs are not a mandatory part of the competition brief, but serve to present to the competitors the the larger idea of the aspirations of the local community in redefining Makarska's cultural offer.

The competitors can reinterpret the above mentioned programs into ideas that can find a place within the newly planned spaces in and next to the center of Mediterranean gastronomy:

Founding the Makarska caterers association¹

The Makarska caterers association will gather local caterers who will join forces to act with two goals:

- to associate and strengthen the catering activity through the promotion and protection of caterers' interests and rights*
- to promote local gastronomic values by improving the offer, preserving and presenting traditional dishes and customs and developing gastronomy tourism in Makarska.*

The association will be the main actor in organizing all the events in the city related to gastronomy and oenology, and it will focus on replenishing the local gastronomy offer with local specialties. The association will become a member of the National Caterers Association in order to network and act in its own interest also at the national level.

Development of professional study programs²

In 2019, in Makarska, the undergraduate study of Hospitality and Gastronomy (University of Split) was launched in Makarska. An integral and mandatory part of the study is the apprenticeship through which students gain a rich work experience. Local secondary-school students interested in working in tourism should be encouraged to continue their education in Makarska where they will also be able to enrol in a graduate study and continue their professional training.

Through the studies, the students will be trained for independent professional work in the field of these professions which will follow, promote and develop the cultural tourism destination and the spirit of the place of Makarska.

Professional study programs primarily relate to catering activities, i.e. the hotel industry and gastronomy. These build on the future Mediterranean Culture Centre in the area of the old fish market. Various training from the field of hospitality activities can also take place in the form of summer schools or summer camps.

Graduate study of Hospitality and Gastronomy³

This autumn, the graduate study of hospitality and gastronomy will start in Makarska.

The interdisciplinary study program will provide insight into contemporary challenges faced by caterers and offer highly professional knowledge enabling independent work in the tourist sector and focusing especially on training students for work in an international environment. Having finished the study, the students will have the knowledge to contribute to the local tourist offer and the development of cultural tourism.

International master's program for innovations in gastronomy⁴

Along with the development of the offer, attractions, products and the sustainable cultural tourism destination of Makarska,

it is suggested to establish an innovative specialist study program of hospitality and gastronomy in cooperation with Croatian and European institutions and experts.

The process of setting up the program needs to be developed in cooperation with renowned experts and European universities located in attractive tourist areas and with a long tradition in hospitality and gastronomy. This study can serve to strongly interconnect students, professors, lecturers and the real economy of wine and food producers, caterers and family farms. The program of this professional study will be crucial for raising new generations which will contribute to the development of the offer of Makarska's cultural tourism and also be actively involved in the development of attractions and products.

Furnished and attractive commercial area⁵

Proper furnishing of business spaces will reinforce the overall attractiveness of Makarska as a destination. In partnership with the supporting institutions and the public, civil and private sector, projects will be developed offering the interested entrepreneurs the chance to improve and reinforce their capacities for receiving visitors by expanding their business with spaces for holding theme-based cultural programs (chamber music concerts, solo shows and poetry reading sessions, theme-based lectures and theme-based interpretative guided-tours...)....

Restaurants and taverns with local traditional meals⁶

The authenticity of the cultural destination of Makarska will also be experienced through restaurants and taverns offering exclusively indigenous traditional meals. The offer will primarily be based on dishes made from locally grown, seasonal ingredients and those that perfectly complement local wines. They will employ cooks trained in preparing traditional dishes and cultural bartenders or sommeliers.

In partnership with the supporting institutions and the private catering sector, projects will be developed offering the interested caterers the opportunity to empower the existing restaurants and taverns by endowing them with the skills and knowledge in developing authentic menus, equipping the indoor area of the restaurants and creating aesthetically attractive ambiances and developing food serving and presentation techniques.

Restaurants and taverns serving authentic local traditional dishes will be promoted and included in the integrated tourist product of the destination of Makarska.

Ramova Salt Pans⁷

Located in Krvarica, about 7 kilometres north of Makarska, the Ramova Salt Pans is not part of the Makarska region in administrative terms. Nevertheless, it can be put to use as a potential tourist attraction.

Since Makarska does not have many indigenous products, the salt from the Ramova Salt Pans is certainly a product that can be a nice souvenir.

Because of the unique and innovative technology used for the operation of the salt pans, we recommend guided tours from Makarska to introduce the tourists to salt production in this part of the Makarska Riviera.

**Sustainable Cultural Tourism Strategic Development Plan for the area of the City of Makarska*

Client: City of Makarska

Authors / Muze d.o.o.

Dragana Lucija Ratković Aydemir, Iva Klarić Vujović, Lucija Biličić, Meri Vesanović, Mirna Draženović, Mateja Kuka, Melita Trbušić, Katarina Juras;

July 2022

¹ *Sustainable Cultural Tourism Strategic Development Plan (SCTSD Plan) for the area of the City of Makarska; Goals and activities; chapter 1.1.5. p. 15;*

² *SCTSD Plan for the area of the City of Makarska; Goals and activities; chapter 1.3. p. 23;*

³ *SCTSD Plan for the area of the City of Makarska; Goals and activities; chapter 1.3.1.. p.24;*

⁴ *SCTSD Plan for the area of the City of Makarska; Goals and activities; chapter 1.3.2. p. 25;*

⁵ SCTSD Plan for the area of the City of Makarska; Goals and activities; chapter 3.1.2. p. 50;

⁶ SCTSD Plan for the area of the City of Makarska; Goals and activities; chapter 3.3.3.. p.63;

⁷ SCTSD Plan for the area of the City of Makarska; Goals and activities; chapter 4.2.5. p. 80;



Project site _task 3 _ 'parking' - a platform for development of cultural initiatives

The 'parking lot' is the last site that makes up the project site.

In the immediate vicinity of the 'old fish market' there is a semi-open undeveloped area where street sales (flea market) used to take place, and in recent years it has been used as a parking lot.

We have already stated that in the distant past there was a quarantine for traders from the hinterland, and that the stone wall on the south-western edge of the plot was built at the end of the 18th century. The recommendation of the conservation service is to preserve it entirely.

In that old wall is a pedestrian passage to Kalelarga (the main pedestrian street in the old part of the city), so new designs must accept it and maintain a pedestrian passage 'through' the site.

This area is located opposite the 'old fish market' - the new center of Mediterranean gastronomy, on its south-western side. The sites are separated by the main road that passes through the city center and connects its eastern and western parts (significant traffic, especially in the summer months).

The existing - preserved - void in the city center becomes the only possible space for planning new public facilities. Emptiness is the advantage of this space, but also its biggest disadvantage, because it limits decisions with the question - whether it is necessary to build on this area at all.

The use of this space as a parking lot is certainly not adequate for the central city public ground floor, so the European 17 competition should provide input for its transformation and revitalization.

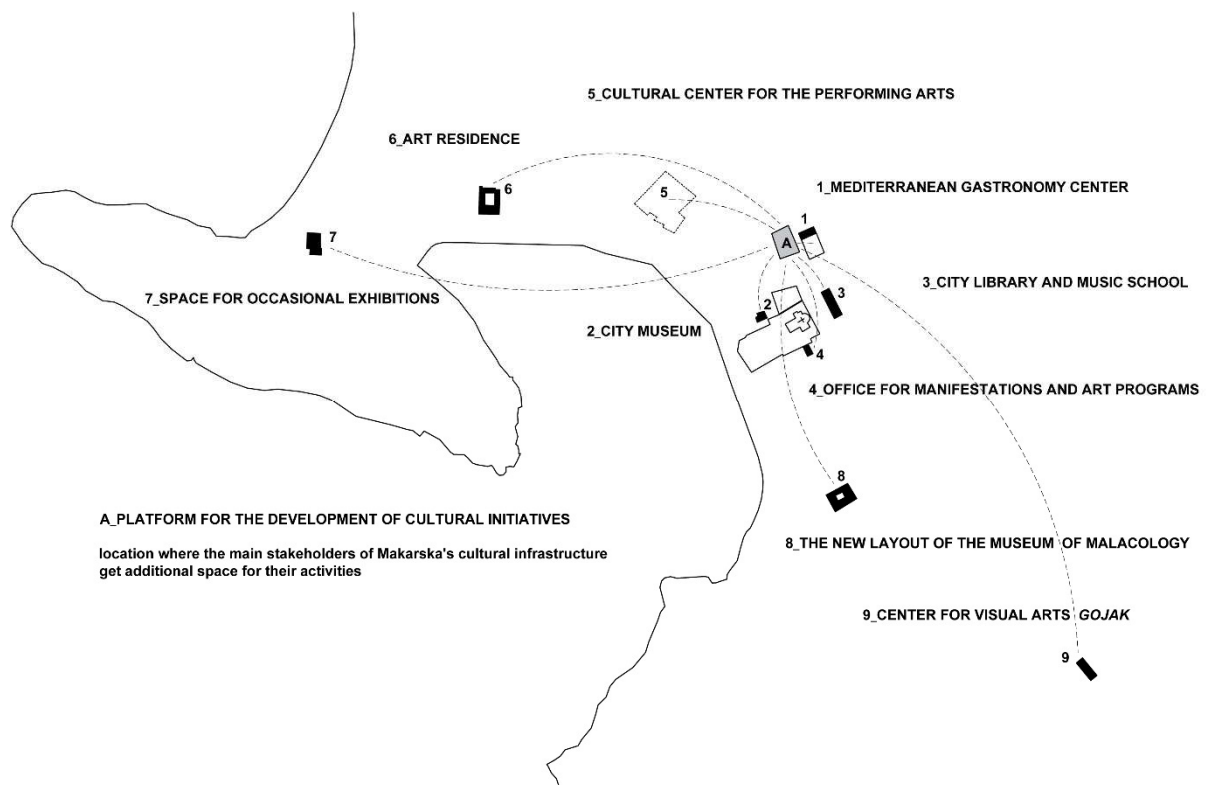
Basic (mandatory) program:

_This area should be regarded as a site where the main stakeholders of Makarska's cultural infrastructure development (Cultural Center for Performing Arts, Makarska City Museum, Space for occasional exhibitions in Villa Irena, Gojak Center for Visual Arts, Mediterranean Gastronomy Center in Stara Ribarnica, Artist's Residence in Tonoli Palace, the new collection of the Museum of Malacology, the Office for Manifestations and Art Programs, as well as the City library and the music school) will get an additional platform for their activities, as well as a space for activities of other cultural initiatives'. For this reason, we have named this space a 'platform for the development of cultural initiatives'.

The word 'Platform' does not necessarily imply construction and leaves all options 'open' to competitors.

_This space should be equipped with the necessary infrastructure that will follow the proposed (possible) scenarios.

Competitors should define the appearance and possible uses of the future space, taking into account that in this space a number of cultural events, programs and initiatives can be held until the construction of the New Center for Visual Arts,.



_Competitors should plan a space that can easily be adapted to different functions, and also allow the possibility of its complete removal or repurposing after some time.

_Competitors should create a concept design for this space that will subtly balance the relationship between open and closed; green and built; the relationship between passing through and staying; the relationship between the vertical and the ground floor;

_This space should retain the visual appearance of an empty space, yet it must become a point that will be occupied by activities and be in 'operation' throughout the year.

_It is a space where the town gallery can host or organize occasional exhibitions; it is a venue for art workshops, fairs, festivals, literary events, screenings and musical events... according to the proposed design.

_Competitors are free to propose different visions of this space after getting to know Makarska's intentions to establish itself on the wider cultural scene and become a city of culture.

_As this space is located in the immediate vicinity of the center of Mediterranean gastronomy, these spaces will become 'shared' whenever necessary, so the competitors should think about the possibility of their direct physical connection (underground, above ground). It is also necessary to investigate the possibility of underground expansion of the garage next to the Center of Mediterranean gastronomy to this site as well.

As the area of the 'parking lot' is located in the protected (zone B) urban zone of the city of Makarska, for each new building within zone B, a separate ruling will be made by the competent conservation department, and at the same time it will be necessary to obtain all the required documents for the approval of any intervention.

At the end of the competition brief is an extract from the Spatial Development Plan of the city, which refers to the system of conservation measures in zone B (Appendix 1).

Since the E17 competition site is located within the protected urban zone of the city (zone B), the competent conservation department suggested that due to the small size of the historic complex of Makarska, interpolation of new structures must be careful, so that they are unobtrusive and do not dominate the space.

In the existing Spatial Development Plan of the city of Makarska, there is no obligation to implement a public architectural and urban competition for the parking area.

As the process of amending of the Spatial Development plan has been initiated, new planning rules for the market site will be defined following the winning entry, and all the necessary permits need to be obtained from the conservator.

In this competition program, planning rules have been determined in accordance with the spatial analyses, recognized functional needs, and with the aim to not deprive the competitors of creative freedom by prescribing very limiting rules.

Parking - site area: 599m²

Building coverage ratio above ground: 0.7; maximum floor area 420m²

Floor area ratio above ground: 2.0; maximum floor area 1200m²

4 floors above ground and 1 underground floor

Floor area ratio underground: 1

several underground floors are allowed

50 parking and garage spaces (possible connection with the garage under the fish market)



Economic dynamics and difficulties of the site and its context

Link to the Strategic Plan for the Development of Cultural Tourism in Makarska*:

We have already mentioned in the introduction that the competition brief is aligned with the goals and programs adopted by the city regarding development of cultural tourism.

These programs are not a mandatory part of the competition brief, but serve to present to the competitors the the larger idea of the aspirations of the local community in redefining Makarska's cultural offer.

The competitors can reinterpret the above mentioned programs into ideas that can find a place within the newly planned spaces of the platform for the development of cultural initiatives:

Setting up the Events and Artistic Programs Office¹

A successful and continuous development of the manifestations and art programs as one of the main products of Makarska's cultural tourism requires the formation of a managing body that would deal with this segment of the offer only. The idea is to set it up as a public cultural institution which would organize manifestations and art programs of the City of Makarska and tend to professional and amateur cultural associations.

At least three employees will work on organizing work on preparing events and artistic programs in Makarska throughout the year.

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The proposal is to position the new Office in the area of the Grabovac winery, and to reserve a part of it for socialization and exchange of ideas related to manifestations and artistic programs.

Reinforcing cultural infrastructure²

Neglected culture and undeveloped basic cultural infrastructure are the two main challenges for the development of cultural tourism based on the spirit of the place of the Makarska region.

The spirit of the place needs to be enhanced along with cooperation, innovation and creativity. In an abundance of a uniform tourist offer, visibility should be given to local culture, heritage (especially intangible), products and services.

Through the proposals on the creation of the experience of the spirit of the place of Makarska, we will devise a strategic plan to direct activities which will deeply and thoroughly change things for the better.

The cultural tourism offer relies on a strong and developed culture, both the institutional one and the one created outside the institutions. An analysis of cultural and heritage potentials has shown that Makarska's institutional cultural infrastructure is neglected, inadequate and insufficient.

Innovative and attractive cultural tourism products will be developed in the culturally and naturally rich area of Makarska. These will raise the locals' and primary service providers' awareness of their own value and satisfy the visitors needs for unique experiences.

The Events and Artistic Programs Office in the Grabovac Winery³

The former area of the Grabovac winery, covering a surface of 57.16 m², is located on the main city square. The smaller indoor area opens up to a terrace overlooking the Kačić Square and the Church of St. Mark.

This area will be used as the Events and Artistic Programs Office.

It will not only be occupied by the Office's employees, but it can also serve as the hangout for performers and other organizers of events and artistic programs, as well as an info point for ongoing programs and events.

Development of outdoor cultural infrastructure⁴

Development of outdoor interpretative and visitor infrastructure necessitates theme-based paths, archaeological parks, lookouts, equipped areas for outdoor events, playgrounds, horticultural attractions and other types of dedicated outdoor areas.

Infrastructure implies facilities of public interest such as landscaped paths, benches, canopies, bicycle constructions, waste bins, landscaped green surfaces... With minimum investment, many spots in Makarska could become beautiful promenades, attractive lookouts or simply places for a rest in the shade.



Equipping space for performing arts⁵

Various events and festivals used to be held on the main city square which was limited in spatial terms, but also open in terms of audience gathering - passers-by often take part in the events on the city square. In the last two years, with the revival of various events and manifestations after the first great wave of the coronavirus pandemic, festivals which used to be held on the Kačić Square were moved to the area by the Revolution monument.

Considering the fact that the space is adequate and that it can be modified, it is suggested to construct a mobile stage for holding festival programs. Since the space is not on the route of the daily city stroll, but more enclosed, it attracts a targeted audience, meaning not many people will be there by chance.

Developing visitor experience⁶

Cultural tourism implies a complex experience of the place and events at the visited destination. It is therefore necessary to stimulate the development of visitor experience. By enhancing various experiences in visual and aesthetic terms and in view of the offer, the experiences of cultural tourism of Makarska will be enriched.

Projects carried out by the cultural sector in partnership with creative industries in the field of interior design and furnishing will be stimulated. These will emphasize the personality and specificity of the space, enhance the aesthetic values and make the events and the destination even more attractive. Attractiveness and diversity of the offer will also be stimulated by devising themes and activities to be organized, such as educational workshops, family activities, special programs for special target groups such as special-needs persons, children and youth, families and elderly persons.

Partnership projects will be deployed to develop innovations in creating unforgettable experiences that will enrich the diversity of Makarska's cultural tourism offer.

Development of theme-based programs and innovations offered by the service provider⁷

Makarska will develop as a cultural tourism destination with diverse programs so as to attract as many different visitors as possible, those who will return to Makarska for new experiences. Service providers in the area of oenogastronomy and hospitality will develop special theme-based, varied programs according to their authentic inclinations and intrinsic advantages, which will contribute, each in its own way, to the diversity of the offer and the experience of the cultural tourism destination of Makarska.

Theme-based programs will be developed in the direction of holding small concerts, theme-based exhibitions of contemporary artists, literary evenings, poetry-reading evenings, theme-based workshops, presentations of local products, programs for special groups of visitors of impaired mobility, vision and hearing... For example, during a jazz festival, a hotel might play jazz music during dinner. Restaurants and hotels can organize small fairs offering local products. It is important to supplement the basic services with some added value which will distinguish one service provider from the others.

Development of the festival and integrated tourist products⁸

There is no recognizable performing arts festival in Makarska: no big music, theatre, dance or multidisciplinary festival or a series of events that have been critically acclaimed, lasting ideally anywhere between at least two weeks and as much as two months, if possible. There is potential for such an event, however.

Theatre and music festivals are the most frequent recognizable art festivals, even though multidisciplinary festivals which integrate theatre plays, concerts of different music genres and modern dance or other performing arts are not unusual, either.

Lacking a specifically constructed space for performing arts or an outdoor amphitheatre, Makarska cannot organize a recognizable performing arts festival. Performing arts attract a significant number of cultural travellers, especially in the pre- and post-peak season. Without a recognizable performing arts festival,

Makarska is facing a challenge of becoming known as an attractive destination for this type of visitors. A major festival cannot be created overnight, but this is the direction to take in organizing new, initially small festivals.

.....

Improving existing festivals and manifestations⁹

As a unique cultural tourism destination, Makarska will continue to work on festival events throughout the year. The existing festivals which have become distinguished due to their quality or potential need to be further cultivated and invested in to become first-rate events. Some of the festivals organized so far turned out to be unprofitable or poorly organized. In such cases, it is best to let go of the organization and direct the energy into something new, different and fresh.

The list of current festivals and manifestations:

MEtno – the “strongest” festival, improving in quality and attracting more and more visitors year after year. Production quality should definitely be maintained and improved with time.

Makarska Jazz Festival - the second most successful festival organized by local musicians in cooperation with Ante Gelo. Production still requires investment, especially in terms of promotion.

Maestrale - a new multidisciplinary project with the potential to become a recognizable local manifestation. Bringing together the local and the modern, it revives the old city core. Since the manifestation is focused on the local in the sense of creating new events in the city and cooperating

closely with local artists, craftsmen and the broader local community, some of its elements could be held at other times of the year, not only during the peak summer season. This would keep the core alive throughout the year, not only during the three summer months.

Sharebox Makarska – another new manifestation that is likely to remain a part of the regular offer. Circular economy is the foundation of sustainable future, so this manifestation contributes to shedding light on the challenges arising from neoliberal capitalism and encourages people to exchange goods and buy second-hand clothing and other products. The offer of the manifestation can be supplemented with various workshops or lectures (art, healthy living, environment protection), art performances, poetry reading nights, etc.

Šumoteka – organization of this manifestation can be awarded to the City Library of Makarska. Lack of manpower can be overcome by hiring volunteers, such as secondary-school students. In this manner, students would gain a rich experience in organizing public events, and the subject could be linked to Croatian language classes. This is also a manifestation that does not necessarily need to be reserved for summer months only. Šumoteka includes book promotions, quizzes, fine art workshops, film screening and, of course, outdoor book reading sessions, the holding of which depends on the weather. Book lovers will surely appreciate outdoor reading sessions, under a blanket, equally in late autumn as in the summer months.

New festivals and manifestations¹⁰

Diverse cultural heritage is the basis for developing festivals and manifestations in almost all fields of art; therefore, new festivals and other manifestations must be developed, especially those that will complete the tourist offer in the rest of the calendar year. All the events should be organized and reinforced through strategic planning so as to ensure sustainability and thus enhance the destination with a vibrant international texture.

.....

The idea is to organize one festival during each season that would be the central event of the tourist offer of the particular part of the year. This would extend the season, that is, the city would offer attractive events throughout the year. The most competitive festivals so far were MEtno and Makarska Jazz Festival. MEtno takes place in June, and Makarska Jazz Festival in August. Because these are famous, it is suggested to move one of them to pre- or post-peak season.

Makarska currently does not have any festivals related to visual art or, for example, drama or dance. This is why we think it would be a good idea to make the central event of the cultural offer of each season a festival dedicated to a different type of art: music, fine, stage, dance or literary art. The development of the festival revolves around reinforcing the local community, quality, market positioning and international visibility, and festival celebrations enhance the community's connectedness with various target visitor groups. Within the selected festivals, custom-made programs for various target groups will be developed, together with the programs based on experiential workshops and heritage subjects of strong cultural reach. Special attention will be dedicated to expanding the program and reducing potential pollution and harmful effects of the gathering of a larger number of people in one place of limited spatial capacities.

Below are our proposals for new festivals and cultural events in the city:

Fine art colony - the future Gojak Visual Arts Centre can continue holding art colonies in a somewhat modified form. Since it is planned to set up an art colony in the Tonola Palace, accommodation plans can be made for artists who will participate in the colony.

Makarska's landscape is certainly a motif which will attract numerous artists from abroad, while those who decide to visit the city outside of the peak tourist season will find it peaceful and inspirational. The art colony would end with an outdoor or indoor exhibition (depending on the date

and weather conditions), and a part of the works (one for each participant) would become a part of the holdings of the Visual Arts Centre.

The days of traditional tastes, music and dance - this manifestation that lasts several days is primarily focused on local gastronomy, with traditional music and dance as the auxiliary offer. The main organizers of this manifestation are the Mediterranean Cuisine Centre and FA Tempet. The part related to gastronomy will cover the traditional cuisine of the Biokovo area and the modern cuisine represented in the form of superior gourmet achievements. Visitors will get the chance to try dishes with "čimule", cabbage and potato from Biokovo, polenta with honey and many other ones, as well as "kumpet", the oldest desert and "bikla", an alcoholic beverage obtained by mixing goat milk and red wine. Contemporary cuisine will be represented by dishes such as the Makarska paštica, lamb under the lid, macaroni and the indispensable dishes based on fish, vegetables and other ingredients characteristic for Mediterranean cuisine. The value of this manifestation is in the locally produced ingredients. The auxiliary offer would be supplemented with music and stage performances of the Tempet Folklore Ensemble, and the vocal groups such as "klape" and other visiting artistic groups which cultivate traditional music and dance. The festival would focus on performing local songs and dances (Makarska Riviera and the wider area of this part of Dalmatia). A fair of products from Makarska would be held together with this manifestation, enabling the visitors to buy locally produced food and hand-made products.

The spirit of Makarska's past has been revived - the idea is for this one-day manifestation to present various historical narratives of Makarska which will come back to life through a rich program:

- Pre-historical Makarska – includes guided tours of significant archaeological sites and a visit to the City Museum of Makarska. Stone weapons making or pottery workshops can be organized.

- A Venetian city replaces the Ottoman one - includes a guided tour of the city based on two most dynamic historical periods, i.e. the periods under Ottoman and Venetian rule. The subject is complemented with a sightseeing of art collections, a presentation of an indigenous Makarska comedy "Buzdo" from the 18th century, an organ orchestra and painting vedute in the outdoors.

- 19th century social life – includes a guided city tour focusing on the period of the short French rule followed by the Austrian rule. In addition to the changes in the city's architecture and urban plan, visitors will be able to experience the spirit of the time through stories of common people, Makarska's citizens of the time. The experience will be complemented with workshops of old city dances, and visitors will get the chance to show off their skills at a dance party called "kavalkina".

- Modern times – includes a guided tour focusing on 20th-century life as well as architecture and other types of art of the time. It also serves to present modern narratives hiding within them the perspectives of past times.

The manifestation will be supplemented with an offer of local food and crafts products. The day of Fr. Jure Radić – a day dedicated to the legacy of Fr. Jure Radić would be held in the park of Fr. Jure Radić in spring or autumn. The park would be the venue for theme-based lectures related to the history and the significance of Radić's legacy and new scientific research and cognitions specifically related to local species. In addition to the lectures, workshops would be held such as "Make your own herbarium", "Identifying edible wild plants" or "Plant your own spices garden".

The events in the park would be accompanied with theme-based guidance related to Radić's legacy and free guided tours of the Malacology Museum and the Kotišina Botanical Garden.

The theatre festival - after the new space for performing arts has been equipped, the Puppet Theatre "Zlatousti" will finally be able to follow through with their ideas in a simpler manner. The theatre festival would be a several-day manifestation gathering professional and amateur theatre groups from Croatia and abroad through a program intended for children and adults. The festival can be partly held in other locations, including outdoors, and the program can include acting workshops, doll-making workshops, exhibitions on the history of local theatre production, etc. Film screenings

can be held at different locations in the city, outdoors. After the new cultural centre has been built, it will also be possible to hold them indoors. Films can be a part of the program offer of individual existing or suggested manifestations, but they also represent a potential for setting up visual art manifestations, such as a film festival. In the summer months, an outdoor cinema would be very popular, but local people would find it interesting to have a film festival held indoors during the winter.

Street art festival - this is not a typical street art festival where artists exhibit their work and performers entertain the visitors with their performances. This is a festival where art and performances are created by the visitors. The idea is to hold various art workshops for visitors at different locations in the city. The locations include squares, streets, parks, the seafront and any other location in the city, bearing in mind not to hold the workshops in the same place, but to have the visitors walk through the city and discover different possibilities.

The visitors can try painting portraits, landscapes or murals, or rope walking, juggling... The manifestation does not exclude exhibiting works of artists who can also be mentors. The cooperation with the artists should take place at the local level in the first place, but then also at a broader level.

A winter photo camp is intended for professional photographers and experienced amateurs who want to experience Makarska in the winter and try capturing special moments, primarily, but not exclusively those related to natural phenomena. Its majesty, the Biokovo mountain, the grey sea, the waves, the daily life of the locals which is difficult to capture on the city streets during the winter - these are only some of the motifs the photographer would focus on. Those ready for a bigger challenge can try "bura hunting", that is, shooting intense weather phenomena. Makarska's starry sky is also an attractive motif, and the camp can also be of competitive character, so that competitions can be held for the best photo of a certain motif. A few months later, in spring or summer, an exhibition of participants' photos can be held.

Back to school festival – directed primarily at families with children, an event that announces the end of summer and the beginning of autumn. Each year, there can be one central topic of the program (workshops, interactive games, film screenings, etc.). Depending on the topic, relevant actors (institutions, associations, individuals) can participate in the organization of the program. Examples of topics: the universe; environment protection; folk customs; the future (dedicated to new technologies); local flora and fauna. The festival can be organized in cooperation with other places on the Makarska Riviera and the broader area of southern Dalmatia.

Green oases¹¹

Modern urban centres are increasingly aware of the significance of greenery for a better quality of life. Green oases offer shade and are the ideal spot for a break during a walk through the city; they can serve as a hide-away from the hectic daily life, and they are also home to numerous animal and plant species.

Despite the concreting, Makarska has numerous green surfaces. It is important to make plans ensuring they are well managed and preserved. Infrastructure should be appropriately equipped, making sure green surfaces become special experiences. Creating new green surfaces on the city's territory in the future is also encouraged. At the city's and private company's initiative, tree planting projects are also being undertaken at the city level. It is especially important to keep the green surfaces clean and tidy, working at the same time on a collective raising of awareness on the importance of greenery for a healthy and quality life, and on the education on nature preservation and how each individual can contribute to mitigating the effects of climate change.



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¹ *Sustainable Cultural Tourism Strategic Development Plan (SCTSD Plan) for the area of the City of Makarska; Goals and activities; chapter 1.1.3. p. 13;*

² *SCTSD Plan for the area of the City of Makarska; Goals and activities; chapter 2, p. 28;*

³ *SCTSD Plan for the area of the City of Makarska; Goals and activities; chapter 2.1.8.. p.37;*

⁴ *SCTSD Plan for the area of the City of Makarska; Goals and activities; chapter 2.2. p. 38;*

⁵ *SCTSD Plan for the area of the City of Makarska; Goals and activities; chapter 2.2.6. p. 45;*

⁶ *SCTSD Plan for the area of the City of Makarska; Goals and activities; chapter 3.1.. p.48;*

⁷ *SCTSD Plan for the area of the City of Makarska; Goals and activities; chapter 3.1.4. p. 52;*

⁸ *SCTSD Plan for the area of the City of Makarska; Goals and activities; chapter 3.2. p. 53;*

⁹ *SCTSD Plan for the area of the City of Makarska; Goals and activities; chapter 3.2.1. p. 54;*

¹⁰ *SCTSD Plan for the area of the City of Makarska; Goals and activities; chapter 3.2.2. pp. 55-57;*

¹¹ *SCTSD Plan for the area of the City of Makarska; Goals and activities; chapter 4.1.2. p. 69;*

You can find more information about city and space at:

<https://makarska.hr>

<https://www.makarska360.com>

<https://makarska-info.hr>

<https://pp-biokovo.hr/en>

Appendix 1:

URBAN ZONE OF THE CITY OF MAKARSKA – Zone B – Heritage protection measures

Interventions on the existing buildings

In zone B, all interventions that do not impair views and the integrity of the street are acceptable (renewal, conservation, conservation reconstruction, recomposition, reconstruction with additional storeys or enlarged ground floor area) in accordance with the valorization of the building and its immediate surroundings.

For each individual object within this zone, a separate ruling will be issued by the competent conservation department, and the necessary documents for the approval of any intervention have to be obtained.

Replacement construction is not allowed in zone B. As an exception it can be allowed on the site of dilapidated traditional buildings and ruins, in their original floor plan dimensions and with original number of storeys, and must be harmonized with the surroundings and respect the basic characteristics of the space.

It is not allowed to introduce atypical design elements (terraces cut from the sloped roof, terraces on flat roofs); balconies and luminaires in accordance with the traditional typology are allowed. Historic buildings must be completely renovated, regardless of the ownership structure, and additional storeys and partial reshaping of the roof geometry is not allowed.

Consolidation of smaller building units into larger ones is not allowed.

It is possible to adapt new functions to modern needs.

Introduction of new installation elements - windmills, solar collectors, outdoor air conditioning units - on street facades and roof surfaces of existing buildings is not allowed.

Interpolations

For each new building within zone B, a separate ruling will be issued by the competent conservation department, and the necessary documents have to be obtained for the approval of any intervention.

Interpolations must respect the found building structure and position on the building plot (built-in construction on already formed street sections), which must be defined by spatial planning documentation.

The construction of outdoor swimming pools in the area of zone B is not allowed.

Appendix 2:

A survey conducted in February 2023 among market vendors and fishermen selling fish in the city port:

SELLERS

1. Evaluate the conditions of work and sales at the market without a canopy:

1 2 3 4 5

4 answers: All answers 1 – 100%

list the advantages:

4 answers: All answers - no advantage 100%

list the disadvantages:

4 answers:

Business is impossible in case of strong wind or rain.

There is less business in winter - fewer sellers, but also fewer buyers.

2. Evaluate the working and sales conditions at the market when it had a canopy:

1 2 3 4 5

4 answers:

5 – 2 answers 50%

4 – 1 answer 25%

3 – 1 answer 25%

list the advantages

4 answers:

The canopy protected against bad weather conditions and the sun.

It was possible to do more business in the winter period.

list the disadvantages

4 answers:

Since the drainage of the canopy was inadequate, the sellers had problems during heavy rainfall. It was not possible to work during a strong storm due to defects in the canopy

3. Što vama prodavačima nedostaje danas na tržnici:

- storage space
- parking
- delivery areas
- spaces for customers - benches....
- greenery
- other _____

4 answers:

50% all of the above

25% parking and canopy

25% parking and delivery area

Sellers believe that adequate advertising is also missing - a sign with the inscription 'City Market'.

4. Should the market and fish market be connected - would attendance and sales increase?

- Yes
- No

4 answers: 100% yes

One of the sellers suggested that a space for a butcher's shop be provided.

5. Who buys more in summer:

- Locals
- Tourists

4 answers: 75% - locals; 25% tourists

Sellers who work all day say that tourists buy more in the afternoon when they return from the beach and think that something should be done to further encourage this (better advertising, more sellers, etc.)

6. Would the possibility of preparing food at the market from the ingredients that you provide attract a larger number of customers, and are you interested in such a form of cooperation?

- Yes
- No

4 answers: 75% - yes; 25% - no

The sellers made a proposal to offer the food to a retirement home or another similar institution.

7. What are your working hours, on which days and at what time is the greatest demand?

Majority of respondents work only in the morning (until 10 or 11), most work every day in the summer, but not in the winter, some work only on weekends and two days during the week. Some of the respondents work all day.

In winter, the highest demand is over the weekend through the morning, and in summer, the demand is also increased in the afternoon when tourists return from the beach.

FISHERMEN

1. Evaluate the possibility of selling fish on the waterfront from a boat (compared to other cities)

1 2 3 4 5

5 answers: All answers 5 – 100%

list the advantages

5 answers:

Less trouble with resellers, more accessible, faster, simpler, more attractive, fresher fish, lower costs (a big expense is the refrigerator for transport, fewer employees needed - the owner is both a fisherman and a seller), it is environmentally friendly - there is less waste, it is authentic and in the spirit of Mediterranean tradition (as in other Mediterranean countries).

list the disadvantages

5 answers:

Not everyone has enough refrigerators, it is not possible to sell when the weather is bad (rain or wind - sometimes the weather is good to go fishing, but the day after, due to the announcement of bad weather, the catch cannot be sold), it is difficult to work when the sun is too strong.

2. Did you sell fish at the Makarska fish market?

- Yes
- No

5 answers: 80% yes; 20% no

3. Would you sell fish at the Makarska fish market if it was in operation?

- Yes
- No

5 answers: 40% yes; 60% no

4. Should the market and fish market be connected - would attendance and sales increase?

- Yes

- No

5 answers: 60% yes; 20% no; 20% *I don't know*

5. Who buys more in summer:

- Locals
- Tourists

In the summer, most of fishermen do not sell, some are engaged in tourism (guest transport, excursions, etc.), some do not work because of the closure season in the Brač channel, one fisherman bought a boat for stationary fishnet - selective forms allowed by the EU, so he will be able to fish in the channel in the summer as well . They think that the idea of selling fish on the jetty is ok, part of them would be interested in fishing outside the channel and selling it in the summer period when they would have the possibility to sell (the jetty is a better option for them than the market).

6. Would the possibility of preparing food at the fish market from the ingredients that you provide attract a larger number of customers, and are you interested in such a form of cooperation?

- Yes
- No

5 answers: 20% yes; 0% no; 40% *I don't know*;

The fishermen made a proposal to offer food to a nursing home or another similar institution - one of the interviewees made an offer, but the problem is that there was no one available to clean the fish in the nursing home.

7. What are your working hours, on which days and at what time is the greatest demand?

5 answers:

Most do not work on weekends.

Business is better in the afternoon.

Most of them work all day - until they sell all the fish

