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PLANNING AND EQUIPPING OF THE PETROVARADIN FORTRESS LOWER TOWN FOR TOURISTIC PURPOSES

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Abstract: Petrovaradin Fortress belongs into the category of unique cultural and historical objects of fortification engineering. According to the Detailed Urban Plan of the Petrovaradin Fortress and the General Urban Plan of Novi Sad, the priorities in the use of this area should contain cultural, tourist and catering facilities, with a goal of the Fortress becoming a venue and a center of cultural tourism in the region. The Fortress consists of several spatial entities, where the Lower Town, with its unique baroque edifice, is an entity that should entirely be developed for tourist and catering facilities. This paper deals with the aspect of tourism development of the Lower Town by the way of its planning, using and managing, and it also lists the temporary problems. The aim of this paper is to show the potentials of this area in the development of cultural and tourist attractions, thanks to its cultural and historical heritage, as well as to present the possible solutions for the tourist-catering development of this area. The paper proposes a possible tourist decoration and furnishing of the space with the necessary urban equipment, opening of new museums and galleries, as well as converting the objects from housing facilities to the catering, craftsman or commercial function.

Keywords: urban planning, tourism and catering industry, the Lower Town, the Petrovaradin Fortress

Introduction

The area of the Petrovaradin Fortress is completely located at the territory of the municipality of Petrovaradin that geographically belongs to Srem. As it is one of the two municipalities of Novi Sad metropolitan area, the center of the South Bačka District, the Petrovaradin Fortress is thus administratively linked to Novi Sad and Bačka, even though it is geographically located on the right bank of the Danube, in Srem. The Petrovaradin Fortress is located in the area where the tourist zone of the Danube and Fruška Gora overlap, where the Danube is a tourist zone of the 1st rang at the international level, where Novi Sad and Fruška Gora are envisaged as a tourist centers at the national level. In accordance with that, along with the tourism facilities and areas, activities in the fields of education, culture, tourism, catering, and recreation, such as academies of arts,

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studios, summer theater, a planetarium, hotel, etc., are being planned at the Fortress (General Urban Plan of Novi Sad until 2001, 2001).

The area of the Petrovaradin Fortress with the Lower Town, is defined as the principal i.e., primary center for tourism development in the area of Novi Sad. In accordance with the importance of the center, its role in the system of centers and the specifics of its position, the structure of the programs that would be developed in them was determined. Thus, the Fortress was to become the cultural, historical, recreational, tourist and catering center. As such, the Fortress with the Lower Town would establish themselves according to the special programs, and the area would be modified within the regime of protection (Rakić, 2004). Status of the Petrovaradin Fortress is regulated and guaranteed by the Law on Cultural Heritage, adopted in 1994 by the National Assembly of the Republic of Serbia. In that sense, it is the immovable cultural heritage of great importance ("Official Gazette of the Republic of Serbia" No. 71\94). It was determined in the previous act of the Executive Council of Vojvodina, that the Upper and Middle fortress with the Lower Town i.e., the Petrovaradin Fortress in its entirety and all objects in it, were an immovable cultural property, i.e., cultural and historical complex of great importance (Figure 1). According to the same provision, the Petrovaradin Fortress belongs in the category of unique cultural and historical objects of fortification engineering, of distinct architectural and artistic environmental values, with a special significance in the cultural history, and on the basis of which it was protected by the Institute for Protection of Cultural Monuments of Vojvodina ("Official Gazette of the Autonomous Region of Vojvodina" No. 25/91).

The Petrovaradin Fortress had the misfortune when the army left a part of it past 1952, and it was partially placed in the civil administration (Gajić, 2003), when the competent authority that was managing and developing the fortress was often changing, and thus the jurisdiction of that authority had changed, as well as its structure. This undoubtedly led to disharmony in the work and the inability to get some long-term plans that were already started fully into practice. It was also unfavorable that the Fortress was managed by certain public enterprises, and it was considered as a secondary activity, and a particular negative affect was produced by the fact that there was a time, and is still ongoing, when the Fortress was managed by several public companies at the same time. The last organizational structure for the management of Petrovaradin Fortress was established by the decision of the City of Novi Sad in mid-June 1993, when the previous decision was abolished, according to which the fortress was managed by Public Enterprise "The Petrovaradin Fortress" ("Official Gazette of the City of Novi Sad" No. 02\91). By the new Decision, the tourism planning and

development, as well as the management of the Petrovaradin Fortress were assigned to the following institutions: Public Enterprise "Business Premises", Public Enterprise "Department of City Development", Public Communal Enterprise "City Greenery", Public Enterprise "Urbanism", while the managers of these public enterprises represented the committee in charge of monitoring ("Official Gazette of the City of Novi Sad" No. 8/93).

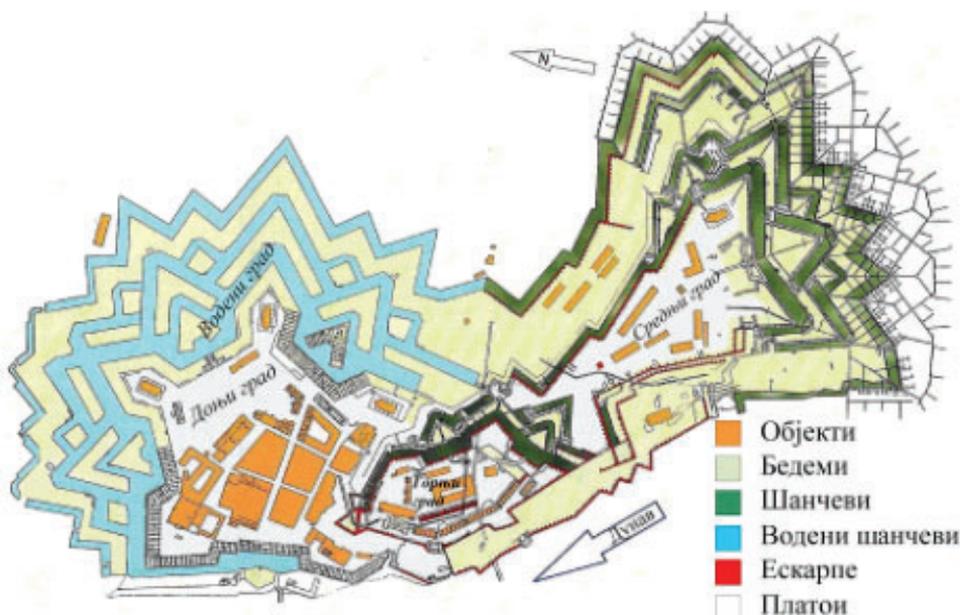


Figure 1. Plan of the Petrovaradin Fortress with clearly separated units (scale: 1:10,000)
Source: Garača, Jovanović, Trifković, 2010.

In accordance with the legal and planning frameworks governing the area of Podgradje of the Petrovaradin Fortress and given the state the monitored area is at present, an analysis of current and planned tourist and catering facilities was done. The aim of this paper is to provide concrete solutions to planning and tourist development of the Lower Town. This paper is to provide a detailed analysis of the legislation that the proposed solutions arise from, a theoretical corroboration of the compatibility of tourism and cultural heritage, an analysis of the balance of built-out and open areas, the analysis of the current state of the facilities and of the whole.

Methodology

During the research process, several different methods were used: (1) Research of the material and (2) Field research.

Research of the material

This part of the research involved the study of primary and secondary materials. With this method, data was collected from Construction plans and Plans for Area of Special Purpose. These are the data that indicate the purpose of the space observed in general, when the General Renewal Plan of Novi Sad is in question or specific objects, with respect to the Plan of detailed regulation of the Petrovaradin Fortress, i.e., preliminary Detailed urban plan of the observed spatial area. On the basis of the detailed plans, the data on individual buildings was collected, and that enabled the calculation of the total built surface areas, of the areas that are used and of those that are not. Thus, the data on the exact presence of different activities in the Lower Town of the Petrovaradin fortress were obtained, along with the possibilities for their further development. Likewise, the sources such as regulations, laws and decisions that have a direct impact on this region and its development in the sphere of tourism were used.

The field research

The method of field research is unavoidable when the subject of a research is area and facilities such as the Petrovaradin Fortress, as an insight into the real situation on the ground is only possible in this way. Applying the technique of observation, the primary data were collected on the current situation of the arrangement of the areas that are in the function of tourism, the purpose of the area and the state of facilities and buildings located in the Lower Town of the Petrovaradin fortress. These data are particularly important because they were the basis for a comparative analysis of the situation according to the plan of the Lower Town of the Petrovaradin fortress shortly after the construction and of its present state. The field researches were conducted during the month of August 2012. In addition, an unstandardized in-depth interview with the population of Podradje was conducted, in the period from October 5-7, 2012, when 20 people were interviewed in connection with the situation and development of Podgradje and potential tourism development in it.

Tourism and Cultural Heritage

When tourism is developed in a planned manner in a specific area, it cannot have negative impact on the area, but it enhances the action of protection of the

natural and anthropogenic values, which it valorizes (Stanković, 1991). It is this type of tourism, cultural tourism, that is, among other things, recognized as a new market and a new form of tourism that always survives (Richards, 2001), as a special segment of interest in tourism (Weller&Hall, 1992; Douglas&Derrett, 2001; Ćurčić, 1996) and a special market niche with growing demand (Jansen-Verbeke, 1996). In terms of sustainability, cultural tourism is mentioned as the most beneficial and useful for sustainable development, where the cultural heritage remains for future generations. Thus, the relationship between tourism and the use of history, tradition, culture and heritage was established for commercial purposes (Prohaska, 1995). In this way, the cultural tourism is, among other things, used for positive promotion of culture and cultural heritage (Light, 2000). Therefore, this relationship between culture and tourism brings extensive connectivity and mutual benefits, and that is confirmed by creating extra profits for the benefit of both activities and as a result it has the sustainability and the promotion of cultural resources, that would otherwise perhaps parish (Hughes, 2000; Bjeljac & Ćurčić, 2010). Also, cultural resources are used for either cultural purposes or events, which are the primary reason for the visit, or for some other events, and the visitors of cultural attractions are often referred to as cultural tourists, regardless of the motive of their visit (Richards, 1999). It is this way of using the heritage that is a good pattern that should be followed when it comes to the Lower Town of the Petrovaradin Fortress. Cultural property is just a trigger, which can arouse interest among potential tourists to come and visit a given site, but the manner in which it is arranged and equipped for the needs of tourists i.e., the level of utilization and integration into the tourism product, will have a crucial impact on the length of the stay, consumption, and especially on the tourists' satisfaction with what they had the opportunity to see, use, taste and experience.

General Characteristics of the Lower Town

The Lower Town or Podgradje of the Petrovaradin fortress is a baroque city structure that is almost completely preserved as a whole. In its surroundings, barracks were built, along with pavilions, residential houses, administrative buildings, Engineering Directorate, the military bakery, store of weapons and prison cells, and in the year of 1748, this compact settlement received the status of the Military urban municipality. The buildings are generally tall with bulky and steep roofs, small courtyards and narrow streets. The facades are decorative, with symbols of houseleeks or statues of saints in niches under the roof (PDR Petrovaradin Fortress, 2008). Even though the entire Petrovaradin Fortress is a military facility, the Lower Town had the civilian status. It is characterized by clearly defined and tightly packed apartment blocks and orthogonal traffic

pattern. It covers an area of 14.50 ha, which is 18.1% of the total area of the Petrovaradin fortress (Garača et al., 2011)

Table 1. Managers and their share in the management of the Lower Town

Number	Management	Surface (ha)	Percentage (%)
1.	Serbian Armed Forces	10.38	71.58
2.	City of Novi Sad	4.12	28.42
3.	Total	14.50	100.00

Source: Popović, 1996.

Although Podgradje (Lower Town) is a civilian settlement, there are large areas in this part of the fortress that are used and managed by the Serbian army, and they are not accessible to the public. Based on the data in Table 1, it could be concluded that 71.58% of the whole territory belongs to the Serbian Army and the City of Novi Sad possesses more than 28%. The largest part of the area, about 50%, is used by the military hospital, while the regulative and administrative buildings, residential areas and garages occupy the other parts. In the civilian area of Podgradje, the buildings were built on the lots, with the built-in marginal street system, with the prevailing floors P + 1 and with an extremely high degree of the built in plots. The size of the plot ranges from 260 m² to 1000 m², but the medium in sizes from 300 to 450 m² are predominant, in about 34%. Most parcels, 47% of them are constructed in 51-75%, but even 39% of them are almost fully built in i.e., 76-90% of them. According to the primary division, the facilities are observed as a street – the main and courtyard – the secondary ones. Buildings that face the street with their front facades share 69.5% in the overall structure. Of the total, 46% of the buildings date from the 18th century, and 81% of them are single-storey buildings. The total built in area of the civilian part of Podgradje is 13,880 m² (Popović, 1996).

Table 2. Character of the constructed area of Lower Town in m²

Number	Character of the constructed area	Surface (m ²)	Percentage (%)
1.	Civil part	13 880	30.00
2.	Military hospital	12 419	26.80
3.	Other military buildings	20 013	43.20
4.	Total	46 312	100.00

Source: Popović, 1996.

Based on the display of the character of the built in areas in the Lower Town, it could be seen that the total built in area is 46,312 m², and these include civilian objects, the Military Hospital complex and other facilities under military management (Table 2). Out of that number, only 30% belongs to the civilian

part, and 70% to the military. Comparing the Lower Town with the whole fortress in relation to the area it covers, it has the biggest completeness, which is 3367.72 m² per hectare. This provides great opportunities when it comes to tourism development, where large completeness of areas around the facilities could contribute to a wide range of different quality content for the tourists.

Table 3 The purpose of the built in areas of the civilian part of the Lower City.

Number	Purpose	Surface (m ²)	Percentage (%)
1.	Residential	10 779	77.7
2.	Administrative	2 311	16.6
3.	Retail	446	3.2
4.	Hotel management	180	1.3
5.	Handicrafts	164	1.2
6.	Total	13 880	100.00

Source: Popović, 1996.

Presentation of the purpose of the completed areas of the Lower Town suggests that as many as 77.7% of the civilian part of Podgradje is used for housing purposes (Table 3). All other activities occupy only 22.3% of constructed area. Of this percentage, 74.5% is used by the administration, 14.4% retail, while catering and handicrafts take considerably less, 5.8% i.e., 5.3%.

Table 4. The purpose of ground floor in the total number of civilian objects of the Lower Town in 1996.

Number	Surface	Number of buildings (m ²)	Percentage (%)
1.	Residential	41	69.5
2.	Mixed	12	20.3
3.	Business	4	6.8
4.	Religious	2	3.4
5.	Total	59	100.00

Source: Popović, 1996.

Analyzing the purpose of ground floors in the total number of civilian objects in the Lower Town in 1996, it could be noted that only in 4 objects shops are situated in this building, which is less than 7% of all facilities (Table 4). In 69.5% of them there are housing units only, while in other objects there are mixed content in the ground floors. It should be noted that in two objects there are religious programs, and those are the Church of Saint George and the associated buildings of the monastery. This is a disastrous situation when it is a well-known fact that in the 18th and 19th century the ground floors of Podgradje were almost entirely used as an office space. It should be added that the in the General Urban Plan of Novi Sad 2001 this was part of the fortress that was

marked as a center, but it still does not function in that way. The changes in the intensity of business activity in Podgradje were observed on the bases of the field research. Thus, it could be said with certainty that the ground floors are active in 13 buildings, five of them are in the field of catering, two of them are in traditional crafts, and six are service sectors and trades. In this sense, Table 5 is amended and coordinated with the new changes.

Table 5. The purpose of ground floors in the total number of civilian objects in the Lower Town in 2012.

Number	Surface	Number of buildings	Percentage (%)
1.	Residential	41	60.29
2.	Mixed	12	17.65
3.	Business	13	19.12
4.	Religious	2	2.94
5.	Total	68	100.00

Source: Field research of 2012.

The assessment of the state of the area and facilities of the Lower Town

The assessment of the state of the area is important before any revitalization or transformation of the purpose of the space, even when it comes to tourism. In this sense, the data from the Revitalization plans of 1996 would be used, because it comprises the exact data for the above-mentioned period. Given the possible obsolescence, the data have been refreshed by the direct and detailed insight into the current state of the area and objects in them in the year of 2012. This way, the highlights of the Lower Town for the observed period would be obtained. In this sense, data, which is presented in this Plan, is an important fact and it is fully confirmed by the findings of the field research related to vulnerability of Podgradje with moisture that especially relates to the basements and ground floors of the existing building structures. Thus, 67% of business and 47% of housing units are completely moist, and when it comes to basements, the situation is much more serious, because they are almost completely under water. This does not refer only to objects in Štrosmajer's Street, which are rather elevated in relation to other streets. The origins of the water are not clearly established, but possible sources could be: ground water, seepage water or water that accumulates due to inadequate drainage of precipitation off the streets, although it is possible that the defective household installations and sewer participate in the creation of the controversial accumulation of moisture and water sediment (Popović, 1996). This water damages all the rooms in this object, because it capillary rises and creates moisture and unhealthy conditions for life and work. If such data are observed from the balance of the total area, it is obvious that 51.5% of the area of all the built in structures in the civilian part of

the Lower Town has problems with moisture and water in basements. According to this analysis, it could be concluded with a substantial certainty that the facilities are in a poor condition and in need of reconstruction. Thus, it could be concluded that even the facades, as part of the public areas are exposed to moisture, and are also in very poor condition and require general reconstruction (Figure 2). The buildings are in a very poor condition, and that also relates to installations in them (Popović, 1996).



Figure 2. The poor condition of the facades in Podgradje (Photo: Garača V).

On the basis of the situation in 1996, and the insight into the current situation, it could be concluded that the deterioration has continued. It is a well-known fact that during the observed period nothing was done to resolve the key problems, especially moisture and water spills in the basements. Facades have been damaged, plaster is bubbling due to the presence of moisture on the many places, and in some places it falls off. The exception is the City Hall, the façade of which was renovated in 2006 and that is in a good state, except that it is sooty, as a consequence of high-frequency traffic. In addition, it could be added that the house where Josip Jelačić was born is under scaffolding since 2010, but nothing is being done on the restoration of the facade. One of the causes of the façade's decay are swallows that with their nests and droppings make significant damage in a few places. Bird droppings cause chemical and physical processes that

damage the bases and surfaces and rapidly erode ("burn") facades, gutters, ledges, and thus cause many catastrophic damage to cultural monuments (<http://www.eko-tim.org/>). It should be particularly noted that the yards are in unacceptable state of disrepair, and that they serve as a warehouse of old stuff and fuel, because the basements could not be used due to the presence of water.

Further problems are of the communal nature, related to the unresolved issues of central heating and telephones. If it is a serious approach to developing tourism and catering business in this area, it should be regulated because the electrical heating in the 21st century is an intolerable luxury and unacceptable by individual furnaces, since an attractive tourist area is in question, that would reduce that attractiveness of this place by air pollution, which affects the health of people and the state of the facades of the buildings under protection.

The state of traffic has deteriorated significantly since 1999 and the damages of bridges by the NATO bombing, although the reconstruction of the "Freedom" bridge in 2005 has somewhat relieved the traffic. However, the traffic intensity is large down the Beogradska Street, and in certain parts of the day it is impossible to cross from one side of the street to the other, without longer stay on the pedestrian crossing. The public lighting in the streets and squares is very poor, so it is not enjoyable to cross the street at night, especially in side streets, and at the observed area there is no other communal equipment or necessary urban equipment, such as benches, trash cans and the like, even though the complete area of Podgradje and Petrovaradin Fortress was placed under the special regime for organization and protection by the decision of the Novi Sad Assembly (Official Gazette of the City of Novi Sad, no. 22/2006).

The results of the interview

An in-depth interview was conducted on Podgradje population, on a sample of 20 respondents, aged from 30 to 65 years, where both sexes were equally represented. The questions that were asked were related to property rights, living conditions, and the presence of the Serbian Army, traffic problems, and the development of tourism.

Speaking about the conditions of living, the residents of Podgradje had objections to the dilapidated housing units, with humidity as the key problem, that not only occurs in the ground floor rooms, but also on the upper floors due to worn roofs ("the neighbor's chimney collapsed last year, and fortunately, no one was hurt"). Also, some older and buildings abandoned by the owners threaten to collapse on neighboring dwellings. The lack of financial resources is

listed as the main problems in maintaining, but also time-consuming procedure that involves submitting the application, payment of fees, experts going out in the field in order to approve the works in the framework of this legally protected cultural and historical unit. If the city of Novi Sad would allow them other housing units outside Podgradje, a large number of respondents said they would be willing to move away because of inadequate living conditions, whereas the residents who own office buildings would like to continue running their businesses in Podgradje².

On the other hand, as the positive features of life in Podgradje, the respondents singled out that the center of Novi Sad is near, just like the Danube, and a small, intimate and friendly community of the residents of this part of Petrovaradin.

The reconstruction of the facades of the buildings is considered as futile as long as the relocation of traffic from the Beogradska Street is done, which they cite as the first condition to be fulfilled if this part of the town is to be turned into the pedestrian zone, and that would be followed with the growing number of business, catering and tourism facilities ("There is no point in painting the facades when there is such a heavy traffic", "When the bus goes by, everything is shaking, but we're used to it"). However, they are all aware that the relocation of the traffic from Belgrade Street would be almost impossible without building of an additional bridge that would connect Novi Sad and the Petrovaradin bank of the Danube.

The residents of Podgradje state that the presence of the army had never disturbed them and they point out that by the reduction in the number of soldiers the trade decreased in their office buildings, but they consider that the military should be relocated if this part is turned into a pedestrian zone. However, being aware of the fact that the Lower Town is a "tourist diamond of Novi Sad", as one of its residents described it, it seems that most of the population is expecting the ready-made solutions, along with taking over of the complete responsibility of public companies or state institutions for social and economic development of this part of the Petrovaradin fortress.

² It would be difficult for some residents to leave their home in Podgradje ("If I move, I'd miss my garden"), while some of them expect to gain benefit from that because of a good location and proximity to the center of Novi Sad ("I would move out only if I got a double quadrature").

Tourist planning and development of the Lower Town

The Lower Town, Podgradje or Suburbijum, is the most complete and best-preserved Baroque whole south of the Danube. Its characteristics are the narrow streets, single-storey houses with high and massive roofs, decorative chimneys, and baroque facades with the characters of the patron saints (DUP, 2003). According to the General Urban Plan of Novi Sad until 2021, Podgradje obtained the status of a center, and this status should be provided to it. When it comes to tourist organization of the area in the Lower Town that includes both giving it a new purpose and general public and municipal improvement of public areas. The area of the Lower Town should be planned and developed in a tourist manner so that it remains a historic town, and that, at the same time, it can satisfy a large part of tourism requirements. In that sense, this part of the fortress is completely designed for the general tourist contents. This includes, most of all hotel and restaurant management, culture contents, relaxation and leisure, trade and commerce (Rakić, 2004).

As far as the purpose of the building is concerned, it should be emphasized that the Lower Town is in a difficult position, because 70% of the area and the built in facilities are under the administration of the Serbian Army. It is a general opinion that the Army should be relocated from the cities to the suburbs. It is therefore expected that this cultural-historical monument be handed over to the civilian sector of governance, which would initiate and accelerate the development of tourism in this region. The buildings that are used by the Army cover the large surface areas and are in a good condition, and the ownership of the assets is not divided, but is concentrated in one entity. This is why the buildings of the Main arsenal, a complex of the Military Hospital buildings, which does not cover the part of the former church, Provijant's warehouse, the old barracks, both officers' pavilions and the building of the Older wartime command are planned for hotels and catering purpose, where the hotels of medium and high categories would be situated (Garača, 2007). The area of the Military Hospital was originally made as a building of the Franciscan monastery, and was confiscated by the Emperor Joseph II in 1787, in order to accommodate the increasing number of casualties and military patients, and that is the function the mentioned facility has maintained to the present day (Gajić, 2003). Much of the built in areas of the Lower Town has residential purposes. In the civilian part, it amounts to 77.7%. The plan is to reduce the housing function to 30% and specifically on the first floor and in the attic, because the whole floor is reserved for business area (Popović, 1996). These could be some of the tourist and catering contents that would fully revive this area, would give it a special charm and aesthetics. Restaurateur objects of various types would be accepted, as well

as traditional crafts such as candle making, jewelry, producing items of leather, then manufacture for making items of ceramics and glass, New Year's decorations, as well as souvenir shops and publications about the Petrovaradin fortress. There should also be the manufacture for producing chocolate and candies, soaps, exclusive men's and women's hats, caps, gloves and umbrellas, as well as costumes and masks for disguise. The original purpose of the objects should be returned where possible and where it is in line with the rededication of the entire space. Thus, it would be possible to revitalize a number of restaurants that were operating in the 18th and 19th centuries. Among them, there are two bars that were once famous and popular, "At Seven Electoral Princes" and "At the Green Tree", and their locations are well known. The first one is situated in the house in Štrosmajerova Street No 1, and the other one is in the house in the Beogradska Street, across the street from the building of "Šajkaški battalion". In addition to these, there are other bars in Podgradje, but of a lesser reputation. Data could be found in the available documents that during the 1739, the following bars were operational in Petrovaradin: "At The Star," "At The Lamb," "At The Elephant," "At The Ox", "At The Deer", "At The Wild Man", "At The Key," "At The Black Boiler" and "At the Black Bear" (Gajić, 2003). This clearly states that during the above-mentioned time, there were as many as 11 bars in Podgradje, and today there is only one. Wine cellars and breweries are particularly important for tourism development and marketing of local products to the segment of society that has better purchasing possibly, and in that sense they should be more of them. Wine cellars would thus offer the highest quality wines from the region of Srem, and breweries the best quality beers from small manufactories (Garača, 2007). The names of two brewers of German descent are well known and they are Paul Jacob Vurmba and a certain Brajer, who lived and produced beer in Podgradje (Gajić, 2003). These catering establishments could be located in the basements with a specific barrel vaults, thus the space would be rationally used, and at the same time it would be aesthetically beautiful and traditionally arranged.

There are buildings where some famous people were born and lived or were places of the general-public importance. Such is the pharmacy, "At The Golden Eagle", that should be renovated as a museum of the oldest pharmacy in Vojvodina, which was first mentioned as early as in 1765. An important object in Podgradje is the birthplace of warden Josip Jelačić, located at the corner of the Beogradska Street and Vladimir Nazor Street. A museum of this famous Austrian field marshal and Croatian warden should be opened at this facility. Another important facility that should be arranged as a museum is the building of "Magistrate" i.e., the "City Hall", built in 1726. The building is an outstanding example of the Baroque architecture, and as such should have the status and

importance of the museum. After the Army of Serbia leaves and the moving out of the military hospital, it would be necessary to restore the original church building and give it back to the Catholic Church community for usage, where one part of the church would be turned into a museum with artifacts that once belonged to the monastery and its church, and are nowadays mostly found in the treasury of the church of St. George (Garača, 2007). There should be some studios and galleries in Podgradje i.e., galleries that would be selling local arts. What's more, even the artists themselves could live in Podgradje and thus present the permanently settled population of the urban and tourist center. They would have their studios in inner courtyards, and apartments in spacious lofts.

Decorating and furnishing of public spaces

When it comes to holiday planning of public spaces, it should be said that it is defined by the Decision on the decorating of the city (Official Gazette of the City of Novi Sad, no. 22/06), that defines the Petrovaradin Fortress with Podgradje as the area under special protection, and therefore it should be equipped with adequate urban equipment in the corresponding way. Podgradje is not a big area, but there are several streets and park areas that should be managed (Figure 3). There are plots that are empty, and their construction must be regulated in accordance with the rules and regulations of the Institute for Protection of Cultural Heritage.

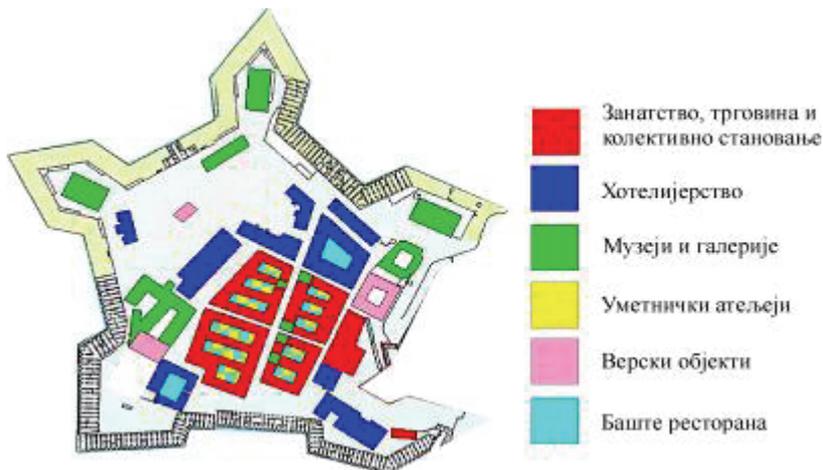


Figure 3. Plan of the conceptual design of spatial distribution of tourist facilities in Podgradje, made on the basis of detailed analysis of space, facilities and needs (Scale 1: 5 000)

The Lower Town is completely used for tourism, so the traffic should be completely relocated from this part of the Petrovaradin fortress. This is why the roadway at the beginning of the Beogradska Street should be returned to the original low level because it obscures the facades of few buildings in this street. The areas for two squares should be chosen and that would be the one of the Bishop Nicholas and the one that the buildings of the Military Hospital form. These squares should always be full of life and with a lot of events. At the Bishop Nicholas Square there should be a tourist information center. The green area behind the Military hospital should be arranged so that it represents an attractive park, and there should be a fountain at the central part of it. The lighting throughout the Lower Town would be put on the buildings in the form of hanging candelabra, in order not to occupy the space on the sidewalks. The squares would be an exception, where along with the candelabra, the poles of classic street lighting would be placed. The streets and squares would be paved with "cobble stone", and the benches would be placed at the appropriate places, decorative planters for flowers, as well as parts of necessary urban equipment, summer gardens, tents, portable stalls, exhibition counters, as part of a seasonal facilities and equipment, along with drinking fountains and water fountains, trash cans, advertising billboards and public toilets, that characterize communal facilities and equipment. It should be added that all the necessary urban equipment would be in the same style that corresponds to the time when the Petrovaradin fortress was constructed, i.e., the 18th century and the Baroque (Garača, 2007).

Conclusion

The Petrovaradin Fortress as a cultural monument of great importance must be systematically planned and it should be a space organized for tourists. The only purpose that could bring relative economic independence to this facility is tourism and its rapid but controlled and sustainable development. Accordingly, the Lower Town would be reserved for cultural, economic and tourist-catering facilities. When it comes to the use of the space in tourist purposes, it would be an imperative to use the cultural facilities that would be exposed by opening the several brand new museums and setting exhibitions directly related to the history of the Petrovaradin fortress. The art and applied arts would have a big presence in the Lower Town because there would be studios and sales' galleries that would exist and be operational. There are plans to open a large number of restaurants, a wine cellar and pubs, on the model of the previous ones, as well as craftsmen's and souvenir shops that would round up the tourist offer. Thus, the Petrovaradin Fortress would become a specific center of tourism in the wider

area. However, the significant area of building structures, those civilian and military in particular, are planned to perform hotel and catering industry.

The tourist function of the Lower Town would emphasize the aesthetic and architectural value of existing facilities with the introduction of new activities, and thus the historical heritage would get its economic function and usability. The specific quality of this space with the full revitalization of facilities and the spirit of the times in which they were built would provide a complex tourist product that would be a powerful magnet in attracting domestic and foreign tourists.

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