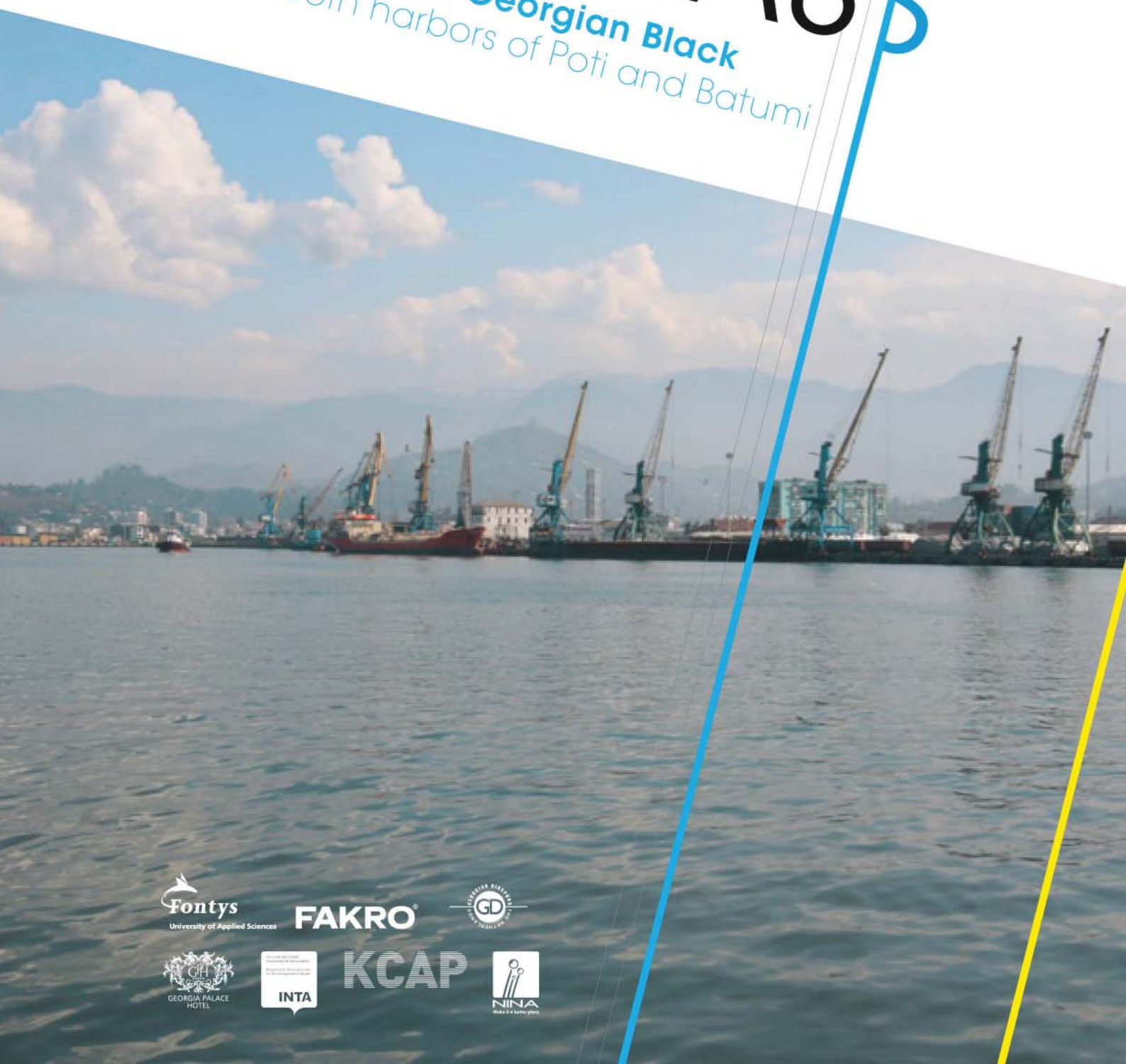


## results & conclusions

# MASTERCLASS

Focus on **the spectacular Georgian Black Sea coast**, with both harbors of Poti and Batumi



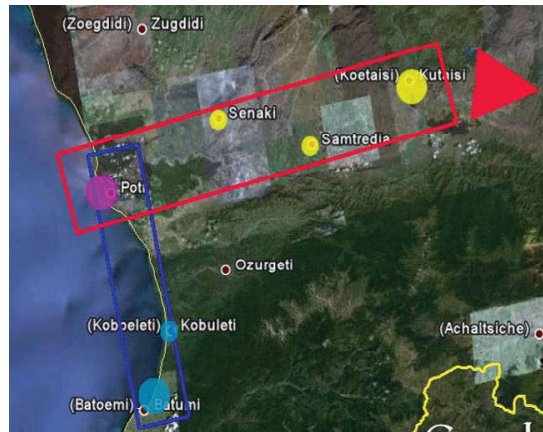


# Master Class 'Sustainable Waterfront Development', Georgia

November 18-27, 2010

## Introduction

Georgia's Black Sea coast is witnessing a fast development with a double focus on becoming an international tourism destination and developing an international cargo and oil transit main port. These developments are related to the regeneration of port cities Poti and Batumi. Although many projects are already in progress and the region has the attention of both the national government and international investors, developments occur rather fragmented and without clear strategic regional plan.



## Stadslab European Urban Design Laboratory

Stadslab European Urban Design Laboratory was asked to organize a Master Class dedicated to the topic of stimulating a more coherent regional development for the coastal corridor connecting Batumi and Poti. Stadslab is an established think tank and international Urban Design Laboratory. We are based in the Netherlands and have a track record of activities in The Netherlands, Poland, Ukraine and Hungary. A team of thirteen architects and planners applied for the Master Class program. The team was supervised by internationally renowned planner Ruurd Gietema, partner at KCAP architects and planners (Rotterdam, Zurich, Shanghai) and Stadslab Staff.

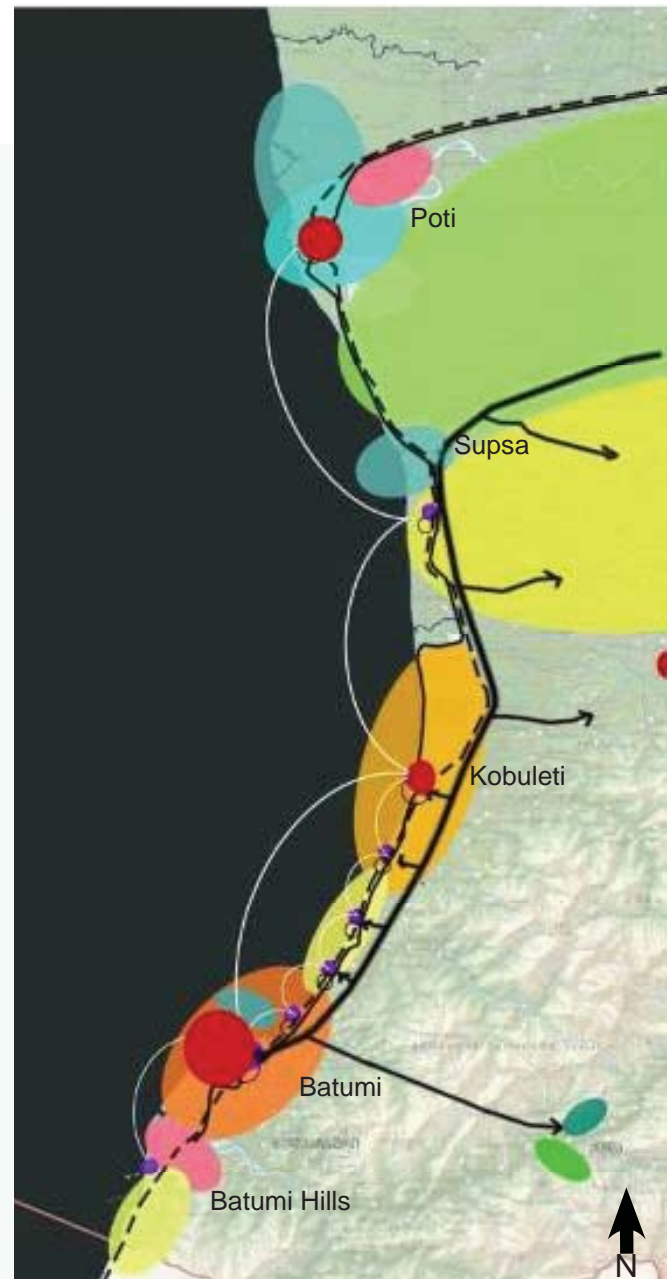
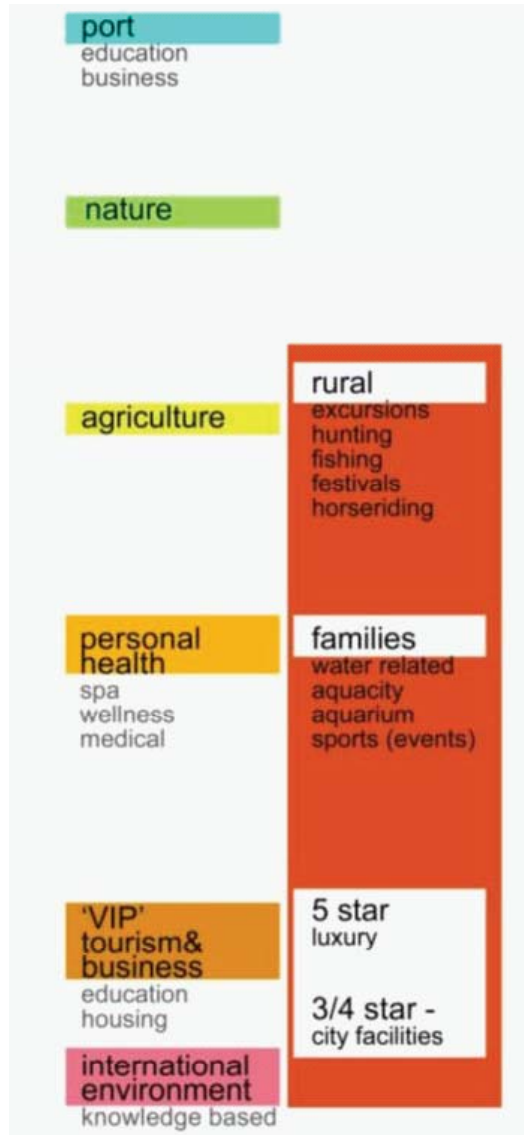




## Proposals

Detailed analysis of the regions opportunities and threats resulted in a strategic map for the whole region and specific master plans for sub regions.

### Corridor: develop it as the “Georgian Riviera”



Stadslab believes that the potential for a coherent regional development is still great and that a regional strategic master plan could support sustainable development. The coastal region with Georgia's main ports and international airport (a second airport near Poti is still under construction) has beneficial natural assets and a relatively outward looking culture, with remnants of a cosmopolitan past. Current investment dynamics are great and create the momentum for radical modernization. The process should be balanced in order for local communities to adapt and profit from new opportunities. An outstanding natural asset, such as found at Georgia's Riviera can be an infinite source of spiritual and physical health and a source for economic development. On the other hand, it can be ruined in one generation if the wrong decisions are taken now. That's why Stadslab urges to develop and install a long-term regional development plan. Our first model is focussed on improving networks and connections with a new highway, railway, a network of marina's and a tramway to connect Batumi with the resorts along the coast. These connections will improve accessibility and create opportunities for both the coastal zone and the hinterland. Not only Batumi deserves to be a destination but the whole coast line could be developed into a Riviera like area with a lot of interesting possibilities for tourism and business development.

## Poti: having the best of two worlds: city and port



The development of a state-of-the-art cargo harbor and free industrial zone in Poti will establish the gateway function and national mainport. The new airport will only strengthen this position. Spin-off for the city is now limited. Poti should invest in basic amenities and create business opportunities for harbor and industry related programs. Poti should become a livable city and create value both for its citizens and for new businesses. Basically the city of Poti has an interesting lay-out. Small improvements like a marina, fish and grain market, a central square with facilities and a better relation with both sea and the Lake Paleastomi could be beneficial for city life in Poti.



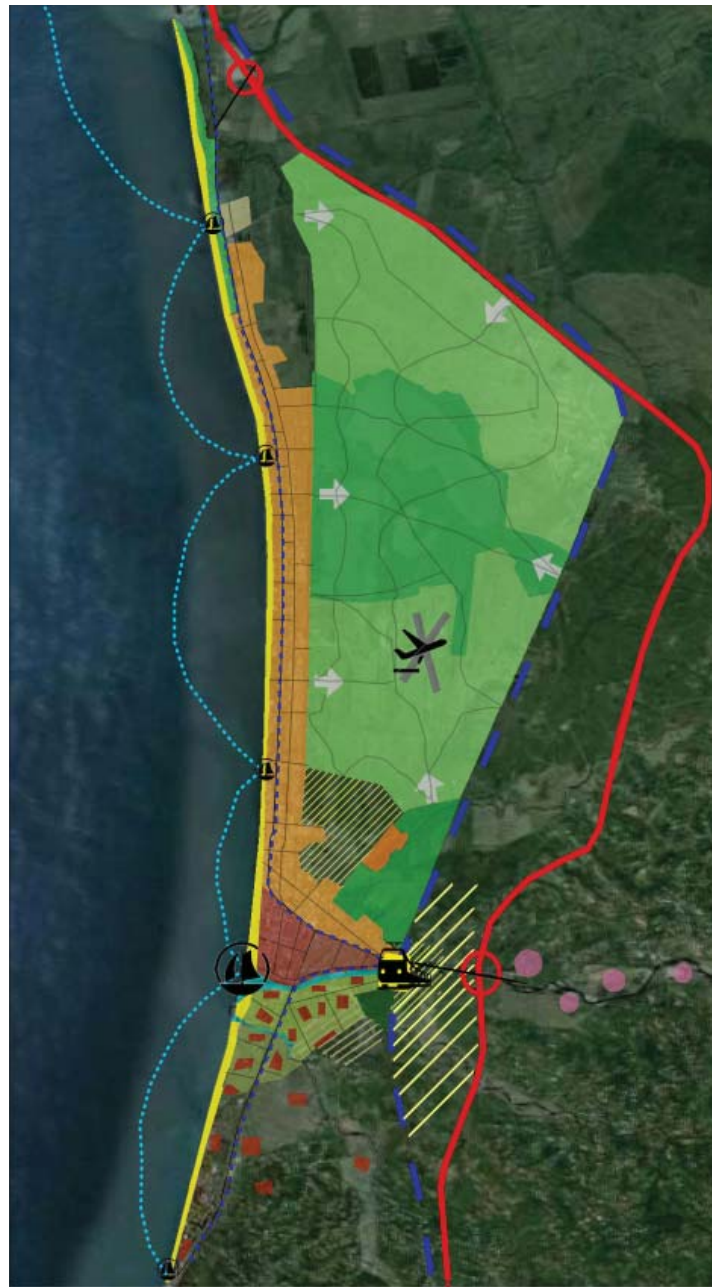


## Kobuleti: a world beyond the strip

Kobuleti currently faces the problem of being a tourist destination for only a few months per year. This results in a silent town for the rest of the year, being no more than just a silent strip along the coast.

Kobuleti should take the new highway and railroad connections as an opportunity to develop a new city centre with a new station, developments along the river and a new marina. South of the river a profiled wellness and healthcare related tourism could be developed to extend the season. The tram from Batumi will connect the new center of Kobuleti with the larger city centers like Batumi and all the resorts along the coast. This opportunity should be used to seriously increase the quality of its public space.

Also the accessibility of the hinterland should be increased because of its opportunities for agro-tourism and (extreme) sports, like using the small airport and extending the nature reserve into an open park. These developments will improve economical spin-off from the more glamorous coastal economy.

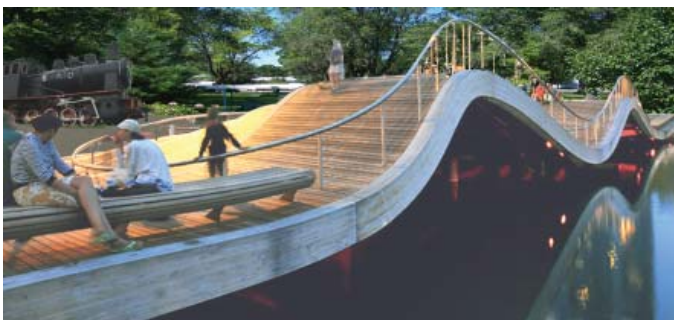




## Batumi: make it a complete destination



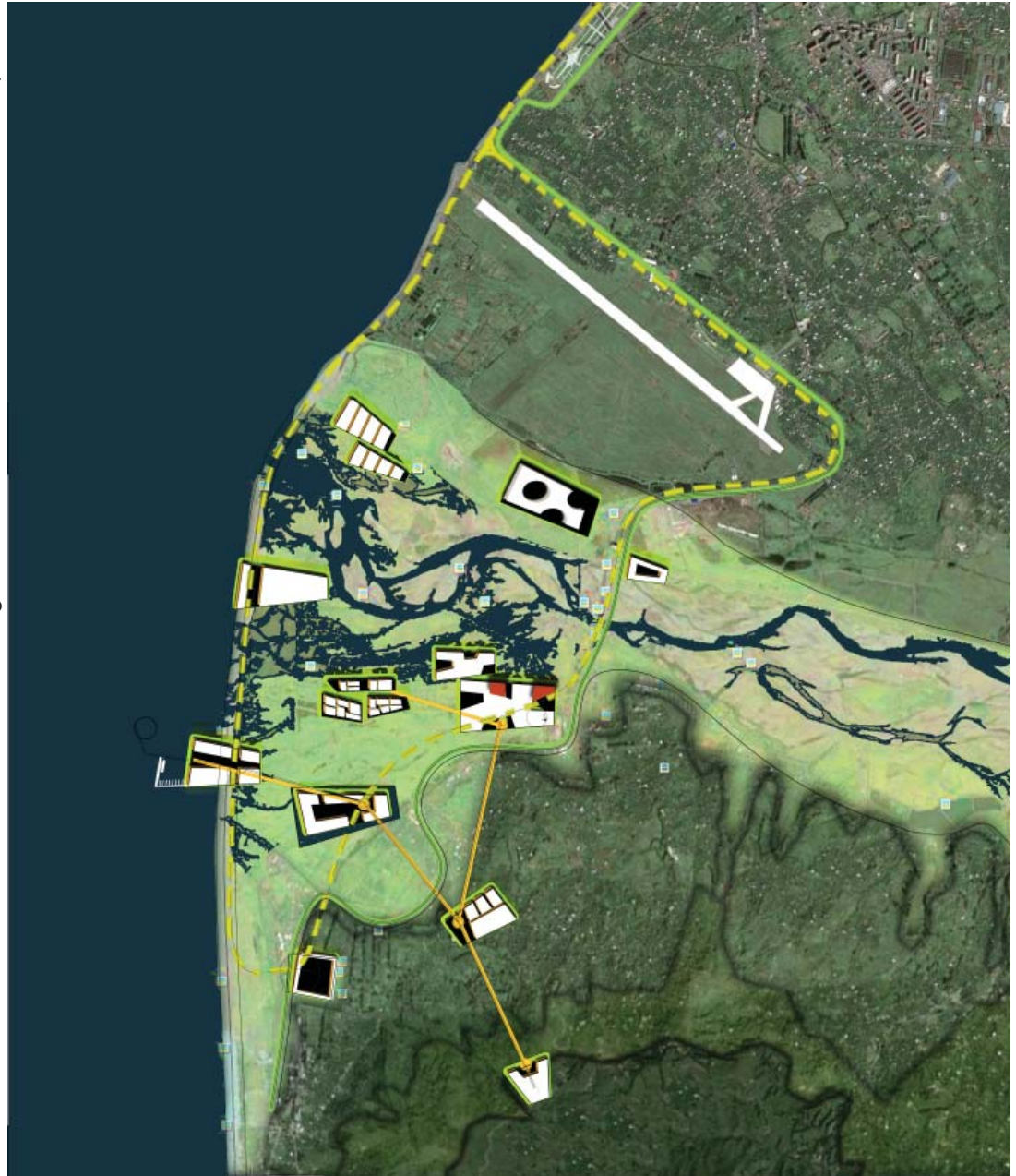
If the 'Georgian Riviera' is to compete with international tourist destinations it has to improve standards and widen the number of activities to increase year round tourism. Modern, clean and convenient infrastructure like a tramway should connect cities and resorts along the coast. Batumi's harbor should become a mix-use harbor with an emphasis of tourism related activities, such as cruises and a marina. The port should therefore be open and an attractive urban space. The regeneration of the industrial area north of the center has the potential to become a modern, attractive city district, extending the centre. The boulevard should be extended up north making it possible for pedestrians and cyclist to enjoy the port and the view of Batumi over the beautiful bay. In our proposal the railway station has been relocated to this area as well in order to create a new center with opportunities for mixed-use activities.





## Batumi Hills: Free intellectual Zone

Batumi is well under way to become a tourist destination. Batumi is the engine for the development of the coastal region (the 'Georgian Riviera'). It should be aware to develop not only its tourism potential but widen its economic base and establish a 'Free Intellectual Zone' to create a knowledge economy as well. The southern area, between Batumi airport and the Turkish border has the potential to develop into an attractive sustainable environment for knowledge intensive laboratories and colleges for high skilled workers. Ambition to develop 'Batumi Hills' which doesn't only serve tourist based on the cultural heritage but has a wider perspective. New, green and attractive transportation in this area could support this inspiration.







### More information:

Marc Glaudemans, MSc, PhD  
Professor Urban Strategies, Director Stadslab  
Stadslab European Urban Design Laboratory,  
Fontys Academy of Architecture and Urbanism  
P.O. Box 90907  
5000 GJ Tilburg  
Netherlands  
T +31 40 7877 877  
E: [info@stadslab.eu](mailto:info@stadslab.eu)

### Credentials:

Team:

Reinout Crince (NL), Ruurd Gietema (NL), Marc Glaudemans (NL) (staff) and Leo van Beek (NL), Radu Botis (RO), Radu Chirculescu (RO), Raimond Jense (NL), Giorgi Giorgadze (GE), Zakaria Kurdiani (GE), George Makharashvili (GE), Ivana Mitrovic (SRB), Uros Micic (SRB), Igor Stegic (SRB), Otar Sulaberidze (GE), Sandro Truchan (PL) and Iraclia Zhvania (GE) (participants).

### Partners:

Georgian Union of Architects, Georgian Diaspora, NINA,  
Georgia Palace Hotel, Fontys University, INTA International  
Urban Development Association, FAKRO