

EVALUATION MODEL OF THE QUALITY OF THEATER LOCATIONS: CASE STUDY – NOVI SAD, SERBIA

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Abstract. *With the development of information technologies and weakening of the economic power of citizens in the Republic of Serbia, interest in classical theater has decreased. As a result of their reduced activity, theater facilities are gradually deteriorating, and some are being adapted while others are being closed. The main objective of this paper is to evaluate the quality of significant urban parameters, to observe the possibilities for improvement of the functioning of theaters, and to propose concrete measures for revitalization of their surroundings. The efficiency and validity of a defined research methodology were tested on three representative examples, the Serbian National Theater, the Youth Theater, and the Novi Sad Theater, located in Novi Sad in Serbia. Upon recognition of the current state of the spatial, physical, functional and ecological conditions of the areas surrounding the representative theaters, the current problems were recorded, and measures are proposed that would be necessary for the theaters' revitalization.*

Key words: *quality of theater location, theater location evaluation model, urban parameters, theaters' revitalization, theaters in Novi Sad*

1. INTRODUCTION

„New technologies including the internet, cell phones and data compression including mp3 formats have facilitated the global mobility of popular culture imaginaries [1].” „The development of information technology has enabled the introduction of cultural content into the user's very place of residence [2].“ This has led to a noticeable decrease in people's interest in visiting theaters.¹ In explaining the transience of form and theater

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¹ A noticeable decrease in people's interest in visiting theaters is based on an assessment of employees in the theatre facilities as well as the researchers themselves, since such official data do not exist.

program Depestel et al. [3] point out that “theater companies still perform classical plays while in the case of fine art, the “classics“ belong to the museum of art history.“ Today, modern theater strives to liberate itself of all forms of traditionalism [4]. Plays and performances are transformed [5] and moved from the theatrical facilities into squares, streets, courtyards and abandoned manufacturing plants, or they are organized in large shopping malls, parks, or on water surfaces [6] [2]. Urban festivals in public city space are devised, through which culture becomes freely available to all citizens and tourists [7] [8]. However, street performances can disrupt the functioning of an open public space, while ephemeral architecture or various types of temporary spatial installations can be “messy” and “chaotic” [9] thus creating a new problem within the public space.

„The globalization ... strongly affects the lifestyle and culture through information communication that knows no borders [10].“ It is noted that the process of overall globalization has caused an entirely different understanding of site values and space utilization [11]. In order to base the organization and use of space on the principles of sustainable development [12] and the stimulation of even regional development, it is necessary to preserve the existing facilities, verify their interconnection at a regional and national level, whereas, theaters should be viewed as potential sites of cultural development. Caring for the space includes not only development but also a professional approach and awareness of the process of preserving and improving various physical values [13] [14] [15] and surrounding open areas [16]. In parallel with globalization, theater buildings are still in existence. Developments around the globe are re-defining media, arts and other related sectors as “creative industries“ which are being recognized for their potential impact on local and national economies [17]. “Cultural tourism is a domain through which the community can harness its cultural heritage assets because of their ability to attract an increased number of tourists [18].” “Exactly this architectural domain of the theater is of importance here, even more so than the formal characteristics of the medium of the theater [19].” Talking about the phases of urban transformation of Barcelona, Degen and Carcia [20] stated that, among other things, the forming of new public spaces and renovating theaters are important actions in an urban area. “Due to certain characteristics, the way of use and level of equipment with infrastructure, some spaces are becoming increasingly attractive and thereby also more competitive, while others stagnate [13].” „Transport is crucial to development [21].“

In early 2010, a research on the current state and potentials of the theater facilities in the Republic of Serbia was initiated. One segment of the research was aimed at determining the urban criteria [22]. The primary objection to the aforementioned survey was the lack of precision in estimating the values, as well as the vagueness in the consideration of the final scores, while several omissions have also been made regarding the definitions of the urban parameters. This paper presents a new model that integrates both the research based on revised urban criteria and the new evaluation system. The efficiency of the new research model was tested and validated on three representative examples in Novi Sad – the Serbian National Theater (SNP, Srpsko narodno pozorište), the Youth Theater (Pozorište mladih) and the Novi Sad Theater (Novosadsko pozorište).

Following the research, quality assessment scores for the locations of these three facilities were given, and measures that need to be implemented in order to improve their functioning were proposed.

2. EVALUATION OF URBAN PARAMETERS

Determination of the aspects, criteria and parameters is the most important part of the quality evaluation of the facility surroundings or urban area. Romelić et al. [23] evaluated the old city center of Novi Sad in terms of tourism, according to the model defined by Hillary du Cross. The specified level (2/3) (36/69 points) for management of cultural assets and the level (3/3) (51/60 points) for tourist attraction are based on the defined sub-indicators which are graduated from 0 to 5. By reviewing the results obtained through the matrix it was concluded that the core of Novi Sad has a moderate amount of cultural significance and a great market attractiveness with value of M (2.3) [23]. The same model was implemented in the evaluation of the archeological site "Viminacium" whose value is M (1.3) [24]. Although the model is correct, there was an evident lack of clarity in defining the criteria (an educational value, aesthetic value, rarity of the cultural property) and the ways of their scoring (for example how many points are the proximity to other attractions?), that can relativize the system of evaluation. The good side of this model is assessment of the quality of a cultural property from two aspects, the possibility of their integration into the final value which is expressed through the category of the matrix M (a,b) and according to it easily made conclusions which interventions are necessary.

In order to determine the quality of the theaters' locations, the values for the following urban aspects were defined: the existence of other theaters or facilities of a similar purpose, the distance between adjacent theater facilities, the gravitational area of the theater, the number of residents in the gravitational area of the theater, traffic accessibility of the theater, natural, ecological conditions around the theater and artificial conditions around the theater that were made by man [22].

2.1. Existence of other theaters or facilities of a similar purpose

In case when there are no similar facilities in the wider surroundings of a theater (3 points), such a theater becomes highly important to residents of the settlements in the entire region. When there is one other similar facility in the wider surrounding area (2 points), then the consequences of its existence are observed through a reduction in the number of visitors to both theaters, due to people opting for one of the two facilities. A greater number of theaters in one region (1 point) significantly reduce the number of visitors.

2.2. Mutual distance between adjacent theater facilities

A theater that is at a distance greater than 50 km from another theater (4 points) is the most visited, and has the potential to develop into a theater of regional significance. A distance between theaters, from 10 to 50 km (3 points), conditions the formation of individual lesser gravitational area. When the theaters are located at a shorter distance to one another, from 1 to 10 km (2 points), the residents orient themselves towards the theater that is closest to them. One of the consequences of the smaller distance between theater facilities is the greater possibility of choosing between theaters, as well as the reduction in the travel distance from the visitors' residences to the theater, but also a decrease in the gravitational area. An even smaller distance, less than 1km (1 point), between several theatrical facilities affects the development of competition between them and the significant decrease in the number of their visitors.

2.3. Gravitational area of a theater

Networking of facilities for theatrical events and their mutual distance at both regional and local levels, influence the creation of a specific gravitational area around each facility. Since a greater distance between the theaters conditions and creates larger areas of gravity, the size of the gravitational areas was conducted as follows: radius < 0.5 km (1 point); 0.5 km < radius < 5 km (2 points); 5 km < radius < 25 km (3 points) and radius > 25 km (4 points).

2.4. Population in a theater's gravitational area

Even though theater audiences may include people from all over the world or from several countries, still the largest portion of visitors consists of the population of the settlement or part of the settlement in which the theater is located, as well as residents of neighboring settlements. The gravitational area at a regional level includes the residents of several settlements of a particular region, and has over 250,000 inhabitants (5 points). Theaters that are the only ones in a particular settlement, mainly gather all of the residents, as well as the residents of neighboring settlements, and have between 100,000 and 250,000 inhabitants (4 points).

A smaller distance between multiple theaters reduces the gravitational area, so it has a population of 50,000 to 100,000 (3 points). Several theaters in one settlement reduce the number of visitors in the gravitational area, and ranges from 20,000 to 50,000 (2 points). A larger number of theaters on a smaller territory that are located at short distance from one another, have the smallest gravitational areas and population of less than 20,000 (1 point).

2.5. Transportation accessibility of a theater

Greater distances (> 1 km) from a resident's place of living to a theater require the use of public or private means of transportation. An important aspect is not only the presence of 1 or 2 (1 point) or 3 or 4 (2 points) different forms of traffic (road, rail, water and air), but also the greater (1 point) or shorter (2 points) distance to intercity bus stations, railway stations, ports and airports. In addition, the bigger (1 point) or smaller (2 points) proximity of a theater to the main streets in a settlement is important in terms of accessibility for private motor vehicles, as well as for public transportation that visitors use to reach the theaters, evaluated as an existence of public transportation lines (1 point) and their proximity (1 point), as well as the proximity of the bus, tram and taxi station (1 point). The existence of taxi services (1 point) is also an important factor that improves the attendance of theaters. Traffic development can greatly contribute to increasing the gravitational area. For example the existence of a regional high-speed railway system can change the temporal distances between settlements and provide a better quality and more frequent access to the theater.

2.6. Ecological conditions around a theater

In the classical times, during the building process of theaters, outdoor amphitheaters, attention has been paid to the healthiness of the place and to ensure the positive effects of sunlight and wind [25]. In contemporary theaters in which performances are held in the facilities this no longer has significance, but for the visitors gathering in front of the entrance

to the theater before the show, it is extremely important. For that reason, the following conditions were evaluated with one point: the presence of water, flat terrain, protection from impact of wind, insolation, noise, air pollution and safety.

2.7. Artificial conditions in the vicinity of a theater

In case the immediate environment of a theatrical facility is a historical urban core (2 points), then such a facility is more attractive, more visible and more appealing to visitors. The distance from a historical core (1 point) provides the ability to improve the functional organization of a theater. The proximity of landmarks within a settlement (1 point), monuments, as well as focal points, gathering places (1 point), squares, parks and residential areas (1 point), in different ways contributes to the quality of a theater facility's location. Also significant for theaters is their visibility [15], thus the representative facilities were also observed and analyzed as integral parts of larger structural wholes: streets, squares, blocks, or shores. If the facility is part of a street, block or shore (1 point), it is less noticeable because of its location. The situation is completely different if the facility is freestanding or located on a square (2 points). It is then visible from various vantage points and from all access areas.

The existence and separation of entrances for economic access (1 point), employee access (1 point), entrances for the actors (1 point) and for the visitors (1 point), represent conditions for good functioning and safety, especially in the case of larger theaters. If there is a parking for passenger vehicles (1 point), motorcycles and bicycles (1 point) and delivery vehicles (1 point) near the theater, it is certain that the number of visitors from remote parts of the settlement, or broader, is going to increase and the theater will work better. The standards for defining the number of parking spaces for certain business activities in the Republic of Serbia vary [26]. It is necessary to comply with the following: the surface of the plateau per visitor is bigger than 0.5 m^2 (1 point), the number of parking spaces for cars per visitor is higher than 0.03 (1 point) and for motorcycles and bicycles per visitor is higher than 0.02 (1 point).

3. MODEL FOR EVALUATING THE QUALITY OF A FACILITY LOCATION

Based on the previous analyses, the following model is proposed for research of the urban parameters that can be used to determine the quality of a theater location. The main objective of this model is to, in a simple and tabular manner, record certain urban parameters and then, based on them, determine the value of a theater location (Table 1).

Table 1 Model for determining the quality of a facility location (Source: Authors)

Facility		Date of the research
Address		
Settlement		
Country		
Numerical indicators	Capacity of the auditorium	Number
	Size of the plateau in front of the main entrance	m ²
	Number of parking spaces for automobiles	Number
	Number of parking spaces for bicycles	Number
Criterion	Parameter	Points
Facilities in the surrounding area	There are several similar facilities.	1
	There is one similar facility.	2
	There are no similar facilities.	3
Mutual distance between theater facilities in the surrounding area	In the immediate vicinity (< 1 km).	1
	At a smaller distance (1 km to 10 km).	2
	At a greater distance (10 km to 50 km).	3
	At a great distance (> 50 km).	4
Gravitational area of the theater facility	$r < 0,5$ km	1
	$0,5$ km $< r < 5$ km	2
	5 km $< r < 25$ km	3
	$r > 25$ km	4
Population in the gravitational area of the theater facility	Up to 20.000 residents.	1
	Between 20.000 and 50.000 residents.	2
	Between 50.000 and 100.000 residents.	3
	Between 100.000 and 250.000 residents.	4
	Over 250.000 residents.	5
Theater's location in relation to traffic elements	Presence of 1 or 2 modes of transport.	1
	Presence of 3 or 4 modes of transport.	2
	Farther away from transportation facilities.	1
	Close to transportation facilities.	2
	Farther away from a major street.	1
	Close to a major street.	2
	Presence of public city transportation lines.	1
	A bus line in the vicinity.	1
	Bus and other stops in the vicinity.	1
	Presence of a taxi service.	1
Ecological conditions	The facility is near a body of water.	1
	The facility is on flat terrain.	1
	The facility is protected from the wind.	1
	The facility is shaded.	1
	The facility is isolated from noise.	1
	The facility is protected from air pollution.	1
	The facility is safe.	1
Historical ambience of the settlement	Located farther away from the historical part.	1
	Located in the historical core in its vicinity.	2
Significant landmarks and areas of the settlement	In the vicinity of landmarks of the settlement.	1
	In the vicinity of gathering places.	1
	In the vicinity of residential areas.	1
Part of structural elements	The facility is part of a street, block or shore.	1
	The facility is part of a square.	2

Accessibility of the facility	There is a separate economic entrance.	1
	There is a separate entrance for staff.	1
	There is a separate entrance for the participants.	1
	There is a separate entrance for visitors.	1
Stationary traffic	for automobiles	1
	for bicycles	1
	for commercial vehicles	1
Numerical indicators	area of plateau per visitor $> 0.5 \text{ m}^2/\text{v}$.	1
	parking spaces for automobiles per visitor $> 0.03/\text{v}$.	1
	parking spaces for bicycles per visitor $> 0.02/\text{v}$.	1
Total number of points	(0 - 50)	Number
The location's quality	(0% - 100%) - 2 x total number of points	Percentage
Location quality score	(1 - 10) – 0.1 x % of the location's quality	Decimal
Final score of the location's quality	(1-10) - whole number	Number

4. COMPARATIVE ANALYSIS AND EVALUATION OF THE QUALITY OF THREE THEATER LOCATIONS IN NOVI SAD

The effectiveness of the defined model was tested by conducting a comparative analysis and an evaluation of the quality of three theater locations in Novi Sad (Table 2):

1. Serbian National Theater (SNP, Srpsko narodno pozorište)
2. Youth Theater (Pozorište mladih) and
3. Novi Sad Theater (Novosadsko pozorište).

Table 2 Comparative analysis and evaluation of the quality the locations of three theaters in Novi Sad (Source: Authors)

		Theaters		
		1.	2.	3.
Numerical indicators	Capacity of the auditorium (number of seats)	1400	685	240
	Size of the plateau in front of the entrance (m^2)	2400	30	0
	Number of parking spaces for automobiles	20	40	0
	Number of parking spaces for bicycles	0	0	0
Criterion	Parameter	Points		
Facilities in the surrounding area	There are several similar facilities.	1	1	1
	There is one similar facility.	2	-	-
	There are no similar facilities.	3	-	-
Mutual distance between theater facilities in the surrounding area	In the immediate vicinity ($< 1 \text{ km}$).	1	1	1
	At a smaller distance (1 km to 10 km).	2	-	-
	At a greater distance (10 km to 50 km).	3	-	-
	At a great distance ($> 50 \text{ km}$).	4	-	-
Gravitational area of the theater facility	$r < 0,5 \text{ km}$	1	-	-
	$0,5 \text{ km} < r < 5 \text{ km}$	2	-	-
	$5 \text{ km} < r < 25 \text{ km}$	3	-	3
	$r > 25 \text{ km}$	4	4	-

Population in the gravitational area of the theater facility	Up to 20.000 residents.	1	-	-	-
	Between 20.000 and 50.000 residents.	2	-	-	2
	Between 50.000 and 100.000 residents.	3	-	-	-
	Between 100.000 and 250.000 residents.	4	-	4	-
	Over 250.000 residents.	5	5	-	-
Theater's location in relation to traffic elements	Presence of 1 or 2 modes of transport.	1	-	-	-
	Presence of 3 of 4 modes of transport.	2	2	2	2
	Farther away from transportation facilities.	1	1	1	1
	Close to transportation facilities.	2	-	-	-
	Farther away from a major street.	1	-	1	-
	Close to a major street.	2	2	-	2
	Presence of public city transportation lines.	1	1	1	1
	A bus line in the vicinity.	1	1	-	1
	Bus and other stops in the vicinity.	1	1	-	1
	Presence of a taxi service.	1	1	1	1
Ecological conditions	The facility is near a body of water.	1	-	-	-
	The facility is on flat terrain.	1	1	1	1
	The facility is protected from the wind.	1	-	1	1
	The facility is shaded.	1	-	-	-
	The facility is isolated from noise.	1	-	1	-
	The facility is protected from air pollution.	1	-	1	-
Historical ambience	The facility is safe.	1	1	1	-
	Located farther away from the historical part.	1	-	-	-
Significant landmarks and areas	Located in the historical core or in its vicinity.	2	2	2	2
	In the vicinity of landmarks of the settlement.	1	1	1	1
	In the vicinity of gathering places.	1	1	1	1
Part of structural elements	In the vicinity of residential areas.	1	-	-	-
	The facility is part of a street, block or shore.	1	-	1	1
Accessibility of the facility	The facility is part of a square.	2	2	-	-
	There is a separate economic entrance.	1	1	1	1
	There is a separate entrance for the staff.	1	1	-	1
	There is a separate entrance for the participants.	1	1	-	-
Stationary traffic	There is a separate entrance for visitors.	1	1	1	1
	for automobiles	1	1	1	-
	for bicycles	1	-	-	-
Numerical indicators	for commercial vehicles	1	1	-	-
	area of plateau per visitor $> 0.5 \text{ m}^2/\text{v}$.	1	1	-	-
	parking for automobiles per visitor $> 0.03/\text{v}$.	1	-	-	-
	parking for bicycles per visitor $> 0.02/\text{v}$.	1	-	-	-
Total number of points	(0 - 50)	35	28	27	
Percentage of the quality	(0% - 100%) - 2 x total number of points	70	56	54	
Location quality score	(1 - 10) - 0,1 x % of the location's quality	7,0	5,6	5,4	
Final score of the location's quality	(1-10) - whole number	7	6	5	

The distance from the Serbian National Theater to the Youth Theater and to the Novi Sad Theater is 0.54 km and 0.41 km, respectively, while the distance between Youth Theater and The Novi Sad Theater is 0.84 km. (Fig. 1) Each of the studied theaters has several different gravitational areas. SNP has a gravitational area that covers the entire territory of the city ($r < 5 \text{ km}$), the area that includes its suburban settlements ($5 \text{ km} < r < 25 \text{ km}$), as well as the area at the regional level ($r = 45 \text{ km}$). This regional gravitational

area is the result of the existence of the National Theater in Belgrade, which is of similar size and characteristics as the Serbian National Theater in Novi Sad, and is located 90 km away (Fig. 2).² The Youth Theater, in addition to its gravitational area at the level of the city and suburban areas, also has a special gravitational area - primary and secondary schools from the city and the surrounding settlements. The Novi Sad Theater is most commonly visited by people of different ethnicities from Novi Sad, its suburban settlements, as well as settlements at regional level. The size of its regional gravitational area ($r = 50$ km) is conditioned by the existence of the Deže Kostolanji (Kosztolányi Dezső) Theater in Subotica, at a distance of 100 km (Fig. 2), since it holds performances in Hungarian language.

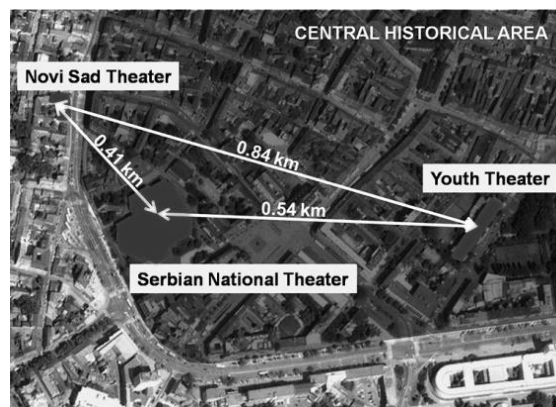


Fig. 1 The distances between the theaters (Source: Authors)

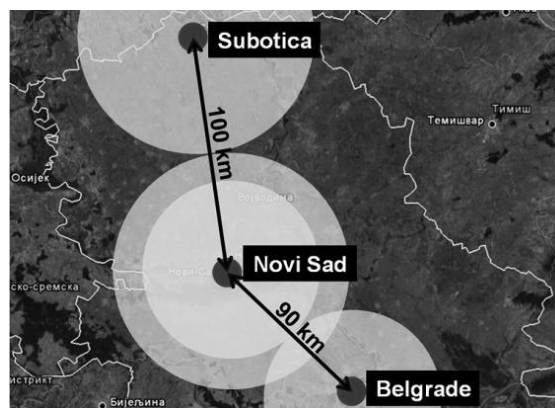


Fig. 2 The regional gravitational areas of the theaters (Source: Authors)

Due to the specific characteristics of the theaters, their gravitational areas have different population sizes, and thus a different number of visitors. SNP in its gravitational

² The information about the distance between the settlement taken from the website: <http://www.udaljenosti.com/> on 7 May 2014.

area has 372,999³ residents from the wider region of Novi Sad; the Youth Theater has 286,157 potential visitors from the territory of the city; and the Novi Sad Theater has a gravitational area of 28,613⁴ residents from national minority groups. Because of its specific gravitational area and the number of visitors, the SNP has regional importance, the Youth Theater is significant at city level, while the Novi Sad Theater is significant for people from the region who belong to national minorities.

Three modes of transport are present in Novi Sad: road (motor, bicycle and pedestrian), railway and water. There is a public city bus service and a taxi service, so the accessibility to all of the theaters is provided in several ways. Traffic facilities: the bus station, the train station and the port are located farther away from all three of the representative theaters. However, due to the existence of public city transportation and a taxi service, the theaters can easily be reached from these locations. In the vicinity of the SNP and the Novi Sad Theater are more frequent traffic routes that facilitate access to the theaters. The street alongside SNP has a taxi station and a number of bus stops of different city bus lines, so the arrival and departure of visitors are very well organized. Youth Theater is located away from main traffic roads.

An access street can be used to approach the facility by private automobile or a taxi vehicle. All three theaters are easily reached by bicycle and on foot.

The flat terrain on which the representative theaters in Novi Sad are located allows for easy access to the entrances of the facilities by visitors and commercial vehicles. The Serbian National Theater in Novi Sad is a freestanding object, in front of which is the Theater Square. The entrance hall of the theater is well-ventilated at all times, but spending time on the plateaus can occasionally be very unpleasant due to the direct impact of the wind. The plateaus are too insulated during the summer, because there is no shade. The short vegetation alongside the facility does not prevent the spread of air pollution and noise from the nearby traffic road. The area in front of the SNP is safe for visitors, since it is withdrawn in relation to the traffic area. The Youth Theater occupies nearly the entire surface of the block and its main entrance faces a street with rows of trees on both sides. Therefore, it is protected from the impact of the wind. Due to the proximity of a less frequent street, there is no air or noise pollution. A smaller plateau in front of the entrance to the building ensures the visitors' safety, but due to the absence of vegetation it does not provide shelter from excessive insolation. The location of the Novi Sad Theater in a highly built-up area allows for the building to be protected from direct influence of the wind. This theater is located alongside a very frequent street that has no greenery, so it is exposed to direct sunlight, as well as noise and air pollution. The safety of its visitors is at risk, and traffic bollards have been placed between the sidewalk and the roadway for their protection.

Since all of the studied theaters are located in the city center or in its vicinity, they are at a greater distance from residential areas. SNP has imposed itself as the main landmark in its surrounding area. It can be seen from its access streets, from the Square of Liberty and from the Theater Square. With its morphological characteristics, the Youth Theater stands out from its immediate environment, but is less well-perceived. The Novi Sad Theater

³ The population of the narrow and wider region of Novi Sad taken from the website: http://sr.wikipedia.org/sr/%D0%93%D1%80%D0%B0%D0%B4%D0%BE%D0%B2%D0%B8_%D1%83_%D0%A1%D1%80%D0%B1%D0%B8%D1%98%D0%B8 on 7 May 2014.

⁴ According to the Republic Institute for Statistics, 10% of the total population belongs to a non-Serb population

does not stand out from its immediate environment. It is part of a narrower street, so it is more difficult to spot and observe.

The separation of entrances for different purposes has only been provided in SNP. The Serbian National Theater is the largest theater in Novi Sad. However, it has parking space for only 20 vehicles (the required minimum is 42). In its immediate vicinity, a public garage was constructed, which is used for parking by the visitors of the central pedestrian zone of the city. There is also a parking for commercial vehicles, but its access is very difficult because of the highly frequent Jovana Subotića Street. The large plateau is a part of the Theater Square. A shortcoming is the manner of organization of the plateaus that are of different shapes, sizes and levels. Due to a larger number of steps, the area in front of SNP is not sufficiently safe, and is not usable for certain categories of visitors. In order to overcome the level differences, a ramp was subsequently built which does not possess the adequate characteristics (its slope is greater than 5%, it is not covered).

On the street in front of the Youth Theater there are 40 parking spaces (required minimum is 21), while the side street also has a parking lot for buses. It has a small plateau in front of its entrance, which is part of the sidewalk. Such a small area in the vicinity of the street is neither functional nor safe. The youngest visitors who occasionally come to see the children's plays are particularly at risk. The lack of an external plateau was solved by organizing a larger inner entrance hall.

The Novi Sad Theater is the smallest of the three, and the performances are organized in different languages: Serbian, Hungarian, Slovak and Rusyn. It has no parking (the required minimum is 8). Visitors of the Novi Sad Theater are particularly at risk from traffic, since the front entrance facing the Jovana Subotića Street has no plateau. The gathering of people before performances takes place on a narrow sidewalk next to the roadway. The problem is the absence of an inner entrance hall. Although Novi Sad is known for the use of bicycles, none of the theaters have a designated parking area planned for them.

5. CONCLUSIONS AND RECOMMENDATIONS

Based on the defined model and determined system for evaluating the quality of theater locations according to basic urban parameters, comes the following assessment:

1. Serbian National Theater - 35 points, 70%, score - 7.0, final - 7,
2. Youth Theater - 28 points, 56%, score - 5.6, final - 6 and
3. Novi Sad Theater - 27 points, 54%, score - 5.4, final - 5.

The existence of three theater facilities in the city, located at short distance from one another, caused a reduction in the number of visitors to each theater. Relocation of the Novi Sad Theater to Telep, an area inhabited by a Hungarian population, would improve the quality of the theater facility network. All three theaters are provided with good transportation access.

On the plateau in front of the SNP, the construction of a marquee is proposed, the placement of tall and medium vegetation along Jovana Subotića Street, as well as a fountain on the Theater Square. Vegetation should also be placed in front of the Youth Theater and its plateau should be expanded. This can be achieved by reconstructing the cross-section profile of the access street, or by removing a section of the parking lot. The ecological conditions in front of the Novi Sad Theater cannot be improved due to a lack

of space. In order to improve the functioning of the theater facilities, the extension of the plateau in front of the Youth Theater and the relocation of the Novi Sad Theater is proposed. Providing separate entrances for different users requires reconstruction of the Youth Theater and the Novi Sad Theater.

The construction of larger or a few public central garages in the immediate vicinity of SNP would solve the parking problem for all of the studied theaters. It is also necessary to provide parking space for bicycles in front of the theaters. For safety purposes, it is necessary to fix the existing ramps in front of the entrances to the SNP and the Youth Theater, to mount proper hand railings on the access stairs and partially cover the plateaus. At the entrance to the Novi Sad Theater, it is necessary to construct a ramp. Due to a very high risk from traffic and reduced safety of the visitors of the Novi Sad Theater, its relocation from the existing location is once again being justifiably proposed.

It is concluded that the locations of all the researched theaters are potentially attractive, because all of three theaters are located in the historic center or in its vicinity, as well as the next meeting place. However, it has been observed that they are significantly neglected. Two facilities lack adequate entrance halls that are necessary for the gathering of visitors, as well as parking areas. Thus, it is necessary to undertake interventions on the buildings, as well as renovation of their surroundings. The facility with grade 5 must be relocated. It has been proven that the locations of all three theaters have both positive and negative characteristics, as well as that there is a possibility of reconstruction of the immediate surroundings of these facilities. This means that it is possible to improve the current situation and increase interest in theater, to increase the attractiveness when approaching the facilities, provide a pleasurable stay on the plateaus in front of the facilities and improve their functioning. The potential and significance of these facilities in the future has also been considered, thus confirming the hypothesis that raising the quality of a theater's location can improve its functioning, and thereby increase its attendance.

This paper lists all of the necessary elements for evaluating the quality of a theater facility location from urban aspects. Application of the proposed methodological approach makes it possible to verify the individual values of theater facility locations, then compare the results of multiple facilities and reach general estimates, or determine the average values of the facility locations. Results obtained by this method can be used to determine the necessary measures for renovation of the space surrounding the theater facilities. Therefore, the proposed procedure of interventions should be implemented as urgently as possible. Such a model, with minor adjustments, could also be applied to other cultural facilities in smaller settlements in any country.

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MODEL VREDNOVANJA KVALITETA LOKACIJE POZORIŠTA: STUDIJA SLUČAJA - NOVI SAD, SRBIJA

Sa razvojem informacionih tehnologija i slabljenjem ekonomske moći stanovnika u Republici Srbiji smanjilo se interesovanje za klasično pozorište. Pozorišni objekti usled smanjene aktivnosti postepeno fizički propadaju, a neki se adaptiraju ili zatvaraju. Osnovni cilj ovog rada je da se, nakon procene kvaliteta bitnih urbanističkih parametara, sagledaju mogućnosti unapređenja funkcionisanja pozorišta i predlože konkretne mere njihove revitalizacije. Na tri reprezentativna primera, Srpskom narodnom pozorištu, Pozorištu mladih i Novosadskom pozorištu u Novom Sadu u Republici Srbiji, proverena je efikasnost i ispravnost prethodno definisane metodologije istraživanja. Nakon konstatovanja trenutnog stanja prostornih, fizičkih, funkcionalnih i ekoloških uslova prostora oko reprezentativnih pozorišta, evidentirani su aktuelni problemi i predložene su neophodne mere njihove revitalizacije.

Ključne reči: kvalitet lokacije pozorišta, model vrednovanja lokacije pozorišta, urbanistički parametri, revitalizacija pozorišta, pozorišta u Novom Sadu