A brief introduction of

Regeneration and Rehabilitation of the historical fabric of Shiraz

City paper for urban regeneration & climate change training program in Seoul, 17-24 September 2017

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Introduction Of My City

Iran is located in the middle east and Shiraz is located in the south of Iran. Shiraz is the third Metropolis of Iran and the capital of Fars Province.

<table>
<thead>
<tr>
<th>Population</th>
<th>1,750,000</th>
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<tbody>
<tr>
<td>Area</td>
<td>20000 Acres</td>
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<tr>
<td>and</td>
<td>Historical, religious and cultural city, with more than 3000 acre gardens and warm and dry weather</td>
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</tbody>
</table>
Introduction of my Organization

National Level
- Islamic Republic of Iran Ministry of Interior
- Islamic Republic of Iran Ministry of Roads & Urban Development
- High council for urban planning and architect

Regional Level
- Fars Province Governor Office
- Shahraz Municipality
- Islamic City Council of Shahraz
- Fars Cultural Heritage and Tourism Organization
- Shahraz City Government Office

Local Level
- Deputy of urban planning and architect
- Urban Renewal Organization of Shahraz
- Shahraz Old Historical and Cultural Fabric Rehabilitation Bureau
Problem Identification

- Shiraz historical fabric has been suffering from low demand, depopulation, Imparticipation & cultural weakness, Distrust & Lack of public services.

- In the year 2014, we started; On the scale ranging from “Lying Dead” to “Thriving Positively”.

- Aims to
  - Achieve the D level, by the year 2017, through structural projects, including:
    - Immediate action
    - Stimulating development-oriented projects
    - Small-scale projects
  - Ensure historical fabric’s continuous movement away from D level towards further development since the year 2017.

Running these projects necessitates private sector’s participation as well as public-sector funding.
Background of the Policy Project

- **Culture-led Urban regeneration** policy aimed at **Restoration and Rehabilitation of the Historical fabric of Shiraz**

- characteristics to defined target area including:
  - Rich Historical Heritage
  - Religious Values
  - Social Values
  - Functional Values at the Municipal Scale
Background of the Policy Project

General Characteristics of Target Area

Rich Historical Heritage
- More than 250 pieces of historical architecture
- 5 traditional pathways (narrow alleys)
- Combining Iranian architecture and urbanism with Islamic culture
- Remarkable sites of outstanding cultural value

Religious Values
- 2 Public funerary monuments (sites of religious pilgrimage)
- More than 40 religious sites and places of spiritual importance
- The 17th century Armenian Church

Social Values
- Sites which specific population groups have tendency towards
- Mosques
- Ritual spaces
- Close relation between social life and pilgrimage

Functional Values at the Municipal Scale
- “Vakil” Bazaar
Key Issues of the Project Implementation

- The major obstacles:
  - limited financial resources
  - imcooperation
  - Widespread cultural poverty
  - Urban decay and physical degradation
  - Growing tendency towards organized gangs engaged in criminal activities
  - Negative image

- manage conflicts between stakeholders
  - interests
  - how city’s inner areas should have been treated
  - land ownership between residents and investors

- common interests
  - Restoration
  - Bringing economic prosperity
  - employment opportunities
  - Improving public safety
  - Raising standards of hygiene
Possible Scenarios for Historical Fabric’s Regeneration

- **First scenario: Urgent Action**
  - Administrative structure, financial and implementation potential represent current situation
    - Short-term funding for swift action
    - Issue-oriented managerial perspective
  - Major consequence:
    - ...

- **Second scenario: Restoration works on a massive scale**
  - represents current situation
  - Major consequence:
    - ...

- **Third scenario: extensive Renewal**
  - quality of the housing will be enhanced
    - The emphasis is placed on taking urgent action
  - Major consequence:
    - ...

- **Forth scenario: Restoration in conjunction with renewal**
  - Preserving historical heritage and renewing
  - Major consequence:
    - ...
So as to preserve city’s historical heritage was recognized to be in harmony with the “forth scenario”.

<table>
<thead>
<tr>
<th>categories</th>
<th>Constructive Ideas</th>
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<tbody>
<tr>
<td>Functional role</td>
<td>- tourism strategies</td>
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<tr>
<td></td>
<td>- innate capacities</td>
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<td>Local access route</td>
<td>- Providing parking</td>
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<td></td>
<td>- Traffic Planning</td>
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<td></td>
<td>- pedestrian walkways</td>
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<td></td>
<td>- Restoration of traditional pathways</td>
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<td>Habitancy</td>
<td>- Reviving spatial qualities</td>
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<td>- Providing welfare facilities</td>
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<td></td>
<td>- Establishing urban renewal programs and improving environmental qualities</td>
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<td>Investment</td>
<td>- attracting private-sector investment</td>
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<td>- Allowing investors a discount on orders</td>
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<td>Cultural role</td>
<td>- Holding arts and cultural festivals</td>
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<td>- Organizing congresses and arranging meetings</td>
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<td>- Reviving public image</td>
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Policy Actions

- Holding 1st and 2nd “Syrah” cultural festival
- Staging 2nd, 3rd and 4th “Zibazyafir” national competition
- Holding “Taghche-ketab” cultural festival for 10 weeks
- Performing social rituals
- Signing the agreement between UNESCO and Shiraz municipal
- Adopting Cultural Heritage
- Scheduling cycle tours
- Cooperating NGOs

- Scheduling meetings with administrative
- Advising investors
- Fire safety improvements
- Public hygiene practices
- Improve public safety
- Convincing investors to deploy local people
- Renewable energy strategies; including the usage of solar panels and electric cars
- Septic tank installation

- Construction projects; including shopping complex, parking lots, etc.
- Investment projects; including boutique hotels, restaurant complex, etc.
- Renewal projects, including housing construction, service-providing units, etc.
- Restoration projects, including tourism complex, etc.
Major Achievements

Through our brave efforts, a set of direct and indirect results have been achieved that can be considered quite an achievement.

- **Economic** rehabilitation
- Improvement in the quality of existent public open space
- Achieving dynamic pedestrian walkways
- Driving electric cars throughout city’s inner areas
- Encouraging native population to inhabit the city’s inner areas
- Shaping public opinion in favor of historic preservation
- Taking safety improvements and hygiene practices into serious consideration
- Encouraging active cooperation among government executives
دانشگاه شیراز

پایه‌گذاری سازمان نظامی اسلامی اسلام‌شهر مشاهده شده‌است و همگی شهرداری شیراز و معاونان شهر در این بحث شرکت کردند. البته این بحث به‌طور گروهی انجام می‌گیرد و هر گروه گروهی از خیاطان و همچنین اعضای شورای شهرداری می‌باشد.
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