

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

by : Naser Rezaei
Shiraz municipality urban planning department



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.



Population	1,750,000
Area	20000 Acres
and	Historical, religious and cultural city, with more than 3000 acre gardens and warm and dry weather



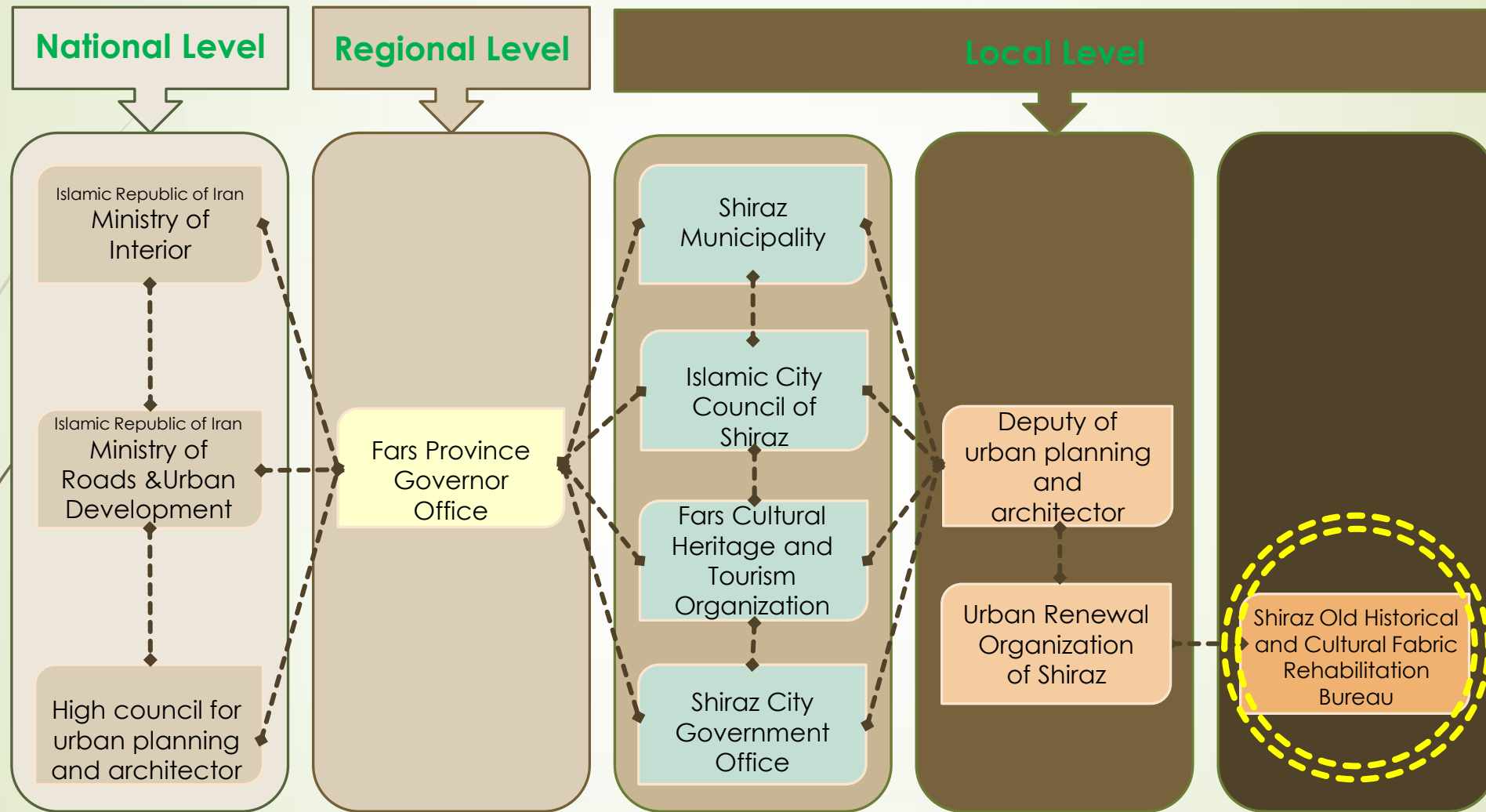
Siloet of Shiraz



Shiraz-Chamran boulevard



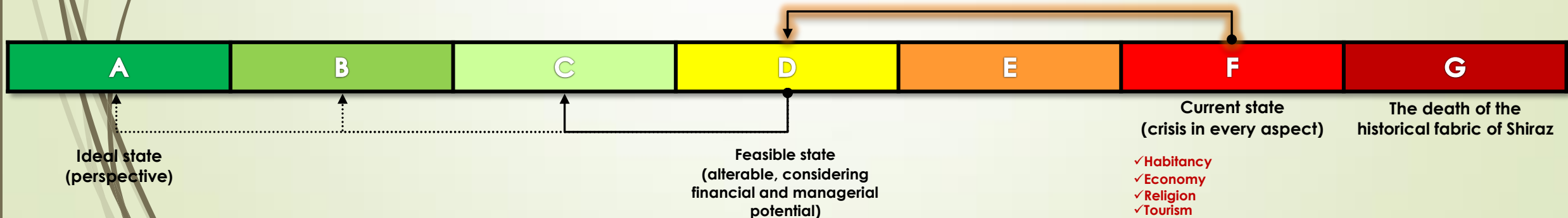
Introduction of my Organization



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

Running these projects necessitates private sector's participation as well as public-sector funding.
 - Ensure historical fabric's continuous movement away from D level towards further development since the year 2017.



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



"Forougholmolk" Museum



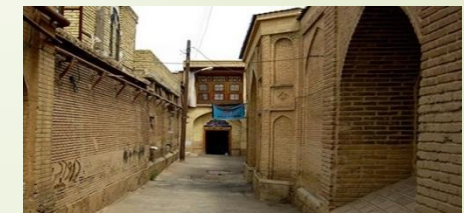
Historical Urban Fabric



"Moshir-Ol-Molk" Mosque



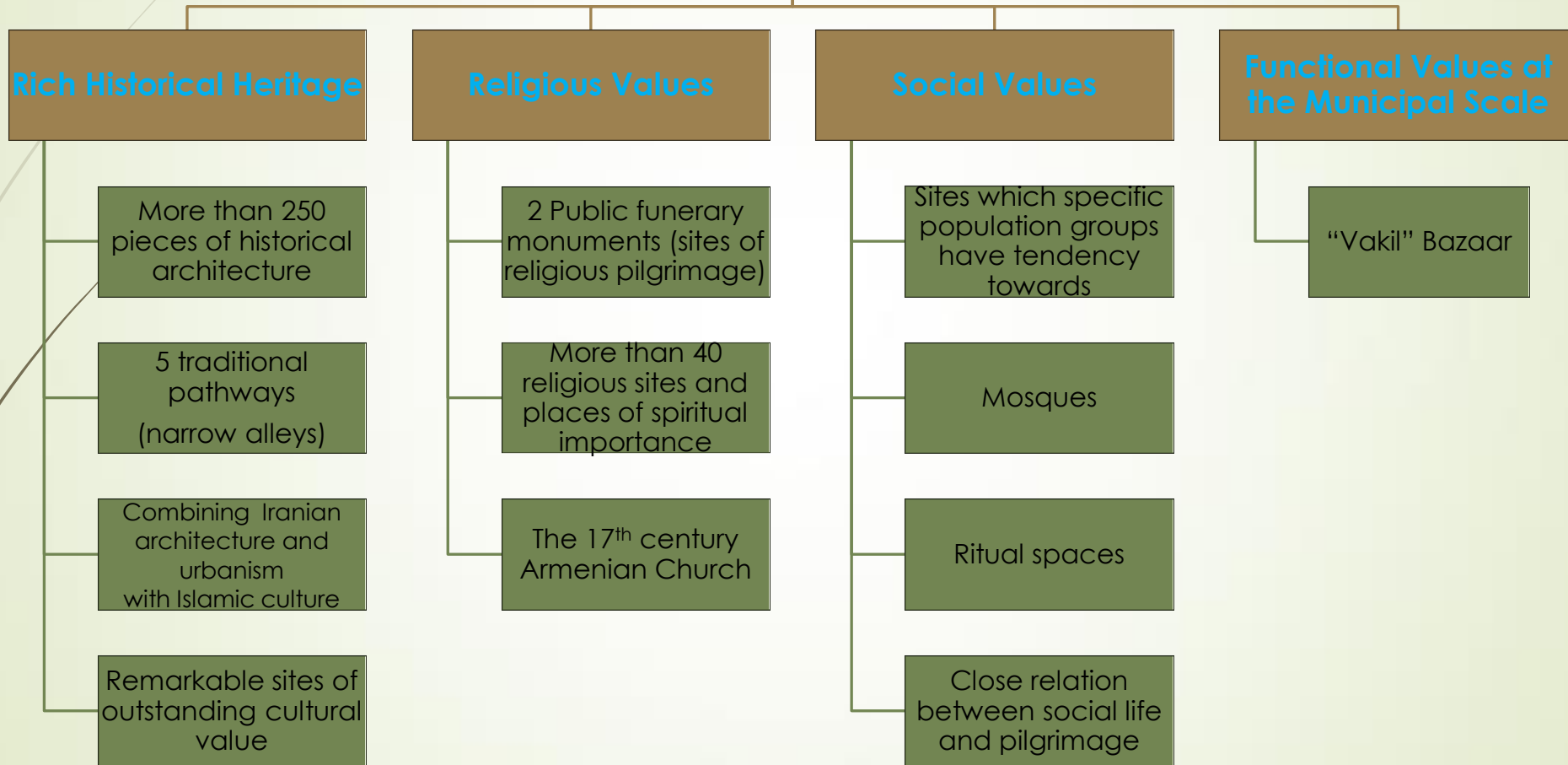
"Bibi Dokhtaran" Mausoleum



Narrow Alley

Background of the Policy Project

General Characteristics of Target Area



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 **stake-holders**

- **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:
 - ...

Key Strategies for Success of the Project

- ❖ So as to preserve city's historical heritage was recognized to be in harmony with the “**forth scenario**”.

categories	Constructive Ideas
Functional role	<ul style="list-style-type: none">- tourism strategies- innate capacities
Local access route	<ul style="list-style-type: none">- Providing parking- Traffic Planning- pedestrian walkways- Restoration of traditional pathways
Habitancy	<ul style="list-style-type: none">- Reviving spatial qualities- Providing welfare facilities- Establishing urban renewal programs and improving environmental qualities
Investment	<ul style="list-style-type: none">- attracting private-sector investment- Allowing investors a discount on orders
Cultural role	<ul style="list-style-type: none">- Holding arts and cultural festivals- Organizing congresses and arranging meetings- Reviving public image

Policy Actions

- Holding 1st and 2nd “**Syrah**” cultural festival
- Staging 2nd, 3rd and 4th “**Zibazyafi**” 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**

Social Action and Cultural Programs

Fundamental measures

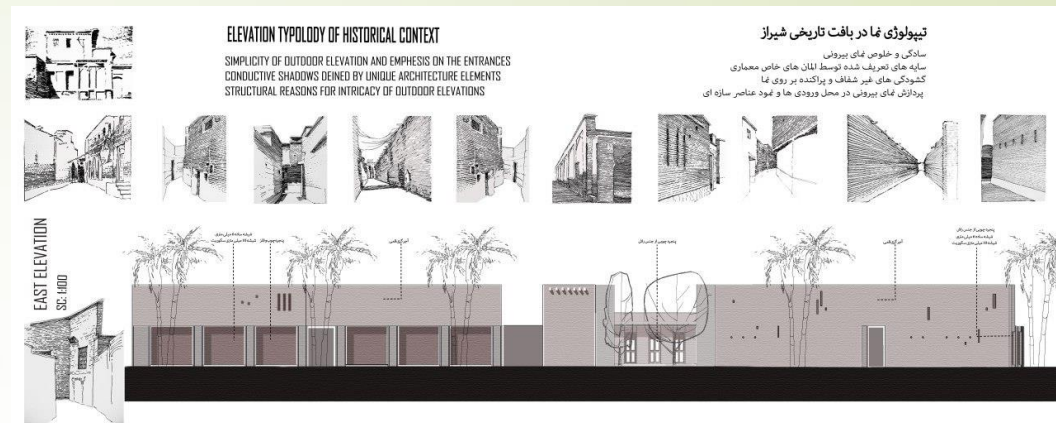
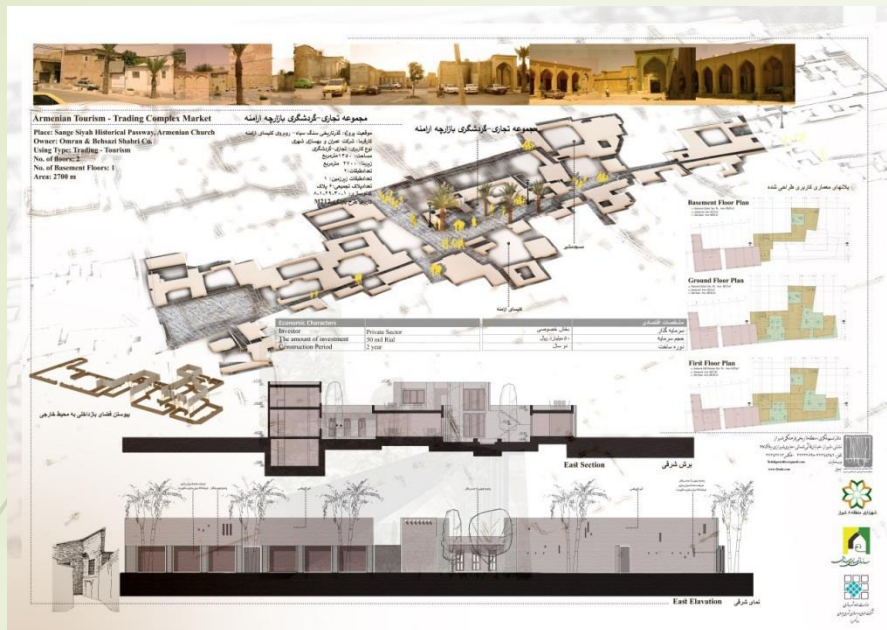
- Scheduling **meetings** with administrative
- **Advising investors**
- **fire safety** improvements
- **public hygiene practices**
- improve **public safety**
- Convincing investors to **deploy local people**
- **renewable energy** strategies; including the usage of **solar panels** and **electric cars**
- **septic tank** installation

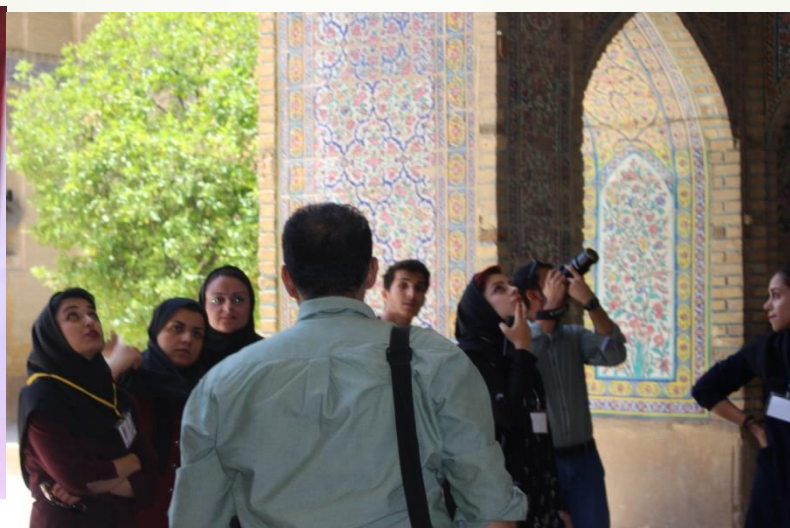
- **Construction projects**; including shopping complex, parking lots, etc.
- **Investment projects**; including boutique hotels, restaurant complex, etc.
- **Renewal projects**, including housing construction, service-providing units, etc.
- **Restoration projects**, including tourism complex, etc.

Practical Steps

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

با همکاری

سازمان نظام مهندسی استان فارس، معاونت فرهنگی شهرداری شیراز و

دفتر تسهیل گری منطقه تاریخی- فرهنگی شیراز برگزار می کند:



زی بازیافت ۳

مسابقه تقدیر شده در جشنواره ملی حرکت
جوایز نقدی به گروه های اول تا سوم

1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 2680, 26

آخرین مهلت ثبت نام اولیه: ۲۰ فروردین ۹۲ آخرین مهلت ارسال ثبت‌های ایمنه: ۱۳ اردیبهشت ۹۲ زمان برگزاری مسابقه: ۲ و ۸ خرداد ۹۲

www.zibazyaff.ir

تلفون: 0212 233 4333 FAX: 0212 233 4334 E-MAIL: info@sema.org.tr www.sema.org.tr

پست الکترونیکی: shahmoradiani@shahrood.ac.ir | آدرس: شهرک صنعتی شهید بهشتی، شهرک صنعتی شهید بهشتی، شهرک صنعتی شهید بهشتی





NGOs



security



International institute



Syrah



cultures



Women



THANK YOU FOR YOUR ATTENTION