THE BODY REGENERATION AND REVITALIZATION OF OUDLAJAN PARISH BY STRATEGIC PLANNING

*Masoume Pazoki

Faculty of Geography, Payam Noor University, PO Box Tehran - Iran 3697-19395, [3]MA student of geography and rural planning, payam noor University of Tehran-pakdasht

masomepazoki@yahoo.com

Kazem alinaghi zade

kazi_cta@yahoo.com

ABSTRACT

One of the principal and determinant factors in development, dynamicity and stability of a civil society, is a policymaking and comprehensive planning to reform, rebuild and revitalization the old textures. Since this policymaking procedure should protect both cultural and historical heritages while it should be according to civil environment and urbanization culture, this can result in a dynamic and stable development of the city. The Management and making the plan for regeneration the texture of the old parishes can lead to promote the life quality level of inhabitants and stable development in all of aspect of the citizen life. These developments include economical, cultural, social and environmental aspects. This study, tries to classify and analyze different strategies and their effects in regeneration and revitalization the old city textures by using of SWOT analysis technique. The findings of this study show that the Oudlajan parish requires the internal force for regeneration. This development should be performed in such a way that isn't inconsistent with current conditions. Also this procedure should be performed by strategic planning and directed investing with regard to future trends and can lead to increasing the life quality level of inhabitants and citizenship standards in this parish. The results of this study also show that the development procedure needs to revise and present appropriate policies for utilizing of strengths and opportunities and decreasing of weak points and treats in a conservative manner.

KEY WORDS: regeneration, revitalization, Oudlajan, strategic planning

INTRODUCTION

Looking at civil structure and architecture of Iran in recent years, a lot of problems and issues can be seen which are related to kind of anarchy, confusion and lack of identity about some old urban texture with historical value. While some parts of these districts are very old, messy and full of difficulties, they have also some structures which are full of historical and social values. The surprising matter in this field is that both of these opposite features are becoming more and more visible as the times goes on (Safamanesh, 1994).

Since, addressing the problem of old and ruined civil textures with historical value requires a multi criteria decision making process, this process needs to considering all aspects of these urban areas. This is the real problem that makes it difficult to plan or take measure about these districts.

In spite of some attempts done by the government in the recent years and different plans to rebuild and reconstruction of these archaic urban areas, the large volume of these textures and uncompleted and unbound projects are the signs of the lack of plans and models which are proportionate with the reality of these places.

Undoubtedly, poor attempts to encouraging old and present habitants to leave their homes, having careless sense about the importance of historical buildings and little consideration to create modern places which are proportionate to this historical value are missing parts of this puzzle. Beside, incorrect plans and inefficient investments on rebuilding of these areas cause citizens and old habitants don't rely on these plans and have led the whole process to a blind point.

The Unknown rules of rebuilding, the lack of civil facilities and establishments and unsuitable paths and local access are among the problems of local textures of cities. These problems are so complicated that old inhabitants are disappointed with changes and having better conditions. They are also unreliable about the new suggestions. The main question in this research is how to face with this kind of hopelessness and unreliability. If the new plans like the old ones are half alone or stop ate the first phases, they will increase people's disappointment. If we postpone the revitalization of the projects, the archaism may be deeper in all aspects. In fact when we renew the old textures, in addition to prevent the outbreak of negative consequences to the other places; we can achieve many advantages for the city and the citizens. These achievements include using of new districts, promotion of urban life style, protection of human resources, decreasing of natural disasters, increasing tourism income and so on.

THEORIES AND DEFINITION

Definition and concepts of the old civil texture

Basically, the old textures have been formed along a long period of time and they have been progressed slowly and are captured by the recent technologies. In fact, these places had a hierarchy and logic application in the past, but as the time has elapsed their inefficiency and usefulness are quite observable and they can't provide the need of their habitants.

Of course, we should remind that the past people beliefs. Traditions, defense strategies, security issues and economy in special, were the reasons of forming these places at the past.

But today, changes of applications and viewpoints cause the sense of their rebuilding and revitalization. Actually, the modern cities without considering to their old textures are unidentified. If we don't renew the old paths, alleys and bazars, we will be just observing the ruin of the evidence of the country's history (Hanachi, 1382). The term "Old Urban Texture" was arrived in literature after the Bam earthquake and with the support of some theories of urbanism experts and civil engineers in 1370 decade. The urban old texture can refer to some special parts or whole city that its life system has disorders both in construction and in the function of critical parts (Kamanroudi, 1386: 30). In a fair definition according to the civil managers and specialists literature, the urban old texture can refer to those parts of the city which has little difference with the rest of the city against the earthquake power (Haeri, 1386).

Old texture characterization criteria

1. Blocks whose 50 percent of their buildings are in unstable state and ruined.
2. Blocks whose 50 percent of their pathways widths are less than 6 meters.
3. Blocks whose 50 percent of their buildings areas are less than 200 meters.

The main characters of the old texture

1. The buildings lifetime

More than 80 percent of the old urban textures are 50 or more years old. Some of these areas have been built in 50 recent years, but they lack of the technical standards. These unstandardized structures are quite clear of their appearances. These structures have mainly less powers against earthquake with medium severity.

2- The kind of texture

The buildings located in these places are usually small and their areas are mainly less than 200 square meters.

3- The kinds of materials

The materials of these buildings are mainly consist of bat, brick, wood and iron without horizontal and vertical connections and structural system.

4- The number of flours

Majority of buildings in old urban texture include one or two stairs.

5- The condition of local access

Since old urban areas have been built without previous plans, they have irregular structure paths and people can only arrive or leave them on foot. Many of pathways in these textures are blind or with the width of less than 6 meters and have a low penetration coefficient.

6- The civil services and infrastructures

The old textures are poor in main foundations, civil services, public places and landscapes. The reformation of this kind of textures is considered as gathering and revitalization of them.

Different interfering methods of ministry of roads and urbanism

Different types of interfering according to loyalty to the past historical values, are grouping in the categories. These categories are regeneration, revitalization and rebuilding:

1- Regeneration

In this kind of interference, the basic principle is to be loyal to the past and to keep the historical values of the texture. The regeneration activity is according to use of existing potentials and promoting the positive aspects and ignore the negative aspects through maintenance, repair and strengthen of the old buildings. Basically, in these measures, we don't make outstanding interferences in the structures. This is done because the structural body is not suitable and ready and we should only change the kind of its application to avoid erosion of the texture. So, by creating changes in urban activities, the better civil areas, can be observed.

2- Revitalization

In this kind of interfering, loyalty to the past historical values is more flexible and according to the situation, little changes are more possible. The aims of revitalization activity are increasing the efficacy and restoration of urban life to the texture. This process is done through renovation, empowering, adaption and changing the form of the texture. In this method it is emphasized in continuous activity of the texture and by some changes in the form we can make it ready for update activities. In this process just opposite to the regeneration process, new civil areas will be created and results a conversation between present and past times (Mohammad moradi, 1382).

3- Rebuilding

In this method, there is no necessity to keep the past structures. The aim is to build up new life situations and modern urban texture by destroying, clearing up and rebuilding. In this case, the new relations between habitants and texture are made.

Location of the plan area in the district and introduction of its general characteristics

Oudlajan district with about 150 hectare area and 21245 peoples (1385, census), is one of the five old historical district in Tehran. Today, this sector is face with anarchy, escape of population, decreasing of the value of urban activities and social problems.

Oudlajan is located in the second region of the Tehran 12 district and includes the five and six parishes with three main parts; the eastern part is Imamzadehyahya which is a populated area, the middle part is Pamenar which has commercial, productive and storing applications and the western parts are Naserkhosro and Marvy alley which are often commercial areas.

The Oudlajan district

Oudlajan is a beautiful and historical place with a global fame in the center of Tehran where people from different families and cultures has gathered to have civil life in the past. Economic activities full of propriety along with social welfare receive a lot of Iranian and international tourists who respect the local and cultural values. Oudlajan includes imamzadehyahya, Pamenar and Naserkhosro and is a secure place and full of welfare along with splendid religious and national celebrations. The historical buildings has repaired professionally and has a kind of harmony with the modern complexes and the parish texture. This environment is stable and relies on the equipped services which can meet the needs of people for today and tomorrow.

The Hiking and accessing to public transportation are in superior in Oudlajan. Also Crisis management for natural disasters is intelligently present in Oudlajan. Organized local groups along with settlers, tradesmen and development officials cooperate to provide a better life condition in Oudlajan. The increasing mixture of residential, artistic, educational, and commercial and tourism keep this parish fresh and lifeful. Oudlajan is a successful sample of reformation and returning the life to the historical places.

An analysis of regeneration and revitalization of Oudlajan by using of SWOT analysis

SWOT analysis method, is a simple and useful model which identifies each strengths and weaknesses and opportunities and threats systematically and represent the appropriate strategies for today situation. In this method the external and internal conditions are analyzed and suitable strategy has designed for organization according to this conditions. In this model the opportunities and threats demonstrate the desirable and undesirable challenges which are exist in the considered organization and strengths and weaknesses demonstrate the internal conditions of the organization.

Table1: SWOT analysis table

Strengths	S1	The existence of buildings and monuments with exclusive historical value (Keep and reform the historical buildings and assigning the special role to them.)
	S2	Having central location in the city (making public urban places and creating the central role to absorb population in the city center.)
	S3	Having identification (however vulnerable) and local organizations such as mosque, charities, conceals and so on) (Support the parish identity by giving financial and cultural facilities to local organizations)
	S4	The existence of ImamzadehYahya as a religious, historical and tourism center.
	S5	Holding the religious and cultural ceremonies (Baniasad groups) (Giving facilities to the cultural and religious organizations to support their over district role.
	S6	Having the possibility to recycling the lands (unsuitable functions and ruined places, arid lands) (optimization the use of arid areas and increasing the capitations.)
	S7	Attendance of Naja as an investor (giving facilities to other organizations and encouraging Naja to appropriate investing).
	S8	The land price are cheap approximately (in order to promote of life quality and increasing the capitations by purchasing the arid areas.

Weakness	w1	The lack or insufficient of peoples communion and make organizations (acculturation in district and making motivation among people by establishing councils.)
	w2	Weak of identity and sense of local belonging (Making and giving facilities to inhabitants.)
	w3	Escaping of old families and replacing of poor immigrants (creating security and giving facilities for reformation)
	w4	Social problems, insecurity and prevalence of poverty (Strengthen the cultural and historical part for tourism development.)
	w5	Rusty and unsteady buildings (giving the loans for repair, reformation and renovation of buildings.)
	w6	Inappropriate activities in comparison with the historical value of the parish (making the rules and regulations to preserve the cultural and historical originality of the parish and making the compatibility with old texture.)
	w7	The lack of tourism activities (to enhance the cultural and historical parts for absorbing tourists.)
	w8	Weakness of informative system and carelessness about existing rules (to enhance the cultural atmosphere and make rules by the related officials.)
	w9	Low quality environment (increasing the environment capitation for creating dynamism and

		security in parish.)
	w10	Decreasing of residential buildings (To increase the civil facilities and to create the security for retaining the inhabitants and absorbing the rich immigrants.
	w11	Increasing the jabbering (To support the culture activities and to make the rules and regulations by officials.)
	w12	Inappropriate relation between modern and old buildings (To make rules about buildings density and facade.)
	w13	Carelessness about gathering historical documents. (Create the culture of documenting of historical places and establish the organization for attending and gathering these documents.)
	w14	Improper landscapes of public places (To adorn the public places and create the suitable curbs by municipality)
	w15	The interference of streets and pavements (To separate the street and pavements.)
Opportunities	o1	Attempts and commitment of the municipality and renovation organization to reform the buildings – to restore the parish texture and people participation (To create dynamism and high quality life level for parish inhabitants.)
	o2	To register the Oudlajan parish as a cultural and national heritage (To increase the inhabitants income through absorbing of tourists and increasing the culture quality level in parish.)
	o3	The existence of city center famous complexes in adjacentto Oudlajan (Tehran bazar, Parliament, Arg square and Shams-Al-Emareh) (Using of these potentials to create the jobs and income.)
	o4	To consider the preserving of historical values in the general urbanism plans (For preserving and protecting of the parish historical and cultural texture and preserving the originality in the parish.)
	o5	The existence of texture and buildings with cultural and historical values (Using of historical buildings value for increasing the reputation of parish.)
	o6	The existence of potential investors (Market lords, Banking section and other investors.) (Using of capitals for making the facilities and job in parish.)
	o7	The existence of different nations (To make a sense of public participation)
	o8	Tax and toll exemption in the old texture (To preserve the inhabitants and repair the ruined texture.)
	o9	The prevalence of public transportation system in the city center (to create welfare for inhabitants and absorb the people of other parts.)
Threats	t1	The lack of perspective and interfering regulations in the cultural and historical texture (Making the rules to keep and maintain of the historical texture.).
	t2	The lack of integrated management system, parallel working and iterative working and so on (Establishment of integrated civil organizations to properly manage of the parish.).
	t3	The prevalence of poverty, insecurity and social hazards (Enhancing the engagement, security and culture in the parish and washing out the fake jobs in the parish.).

	t4	Unfamiliarity with updated collaboration methods (Making people aware in case of public collaboration.).
	t5	The risk of a strong earthquake and its consequences (Strengthening the buildings, educating people in such a situation and to establish the emergency management institution in the parish.).
	t6	The landlords don't live in the parish (Making appeals and facilities to attract the landlords.).
	t7	The lacking of appropriate plans and functional programs to make a better environment in the parish (Making appropriate plans for increasing the life quality level and standardizing the capitations in the parish.).
	t8	To establish the commodity exchanges in the surroundings (to abase the commodity exchange in the parish.).

Perspectives
To establish the reformed texture along with identity, quality and stability.
To create the dynamic and stable economic values.
To create a lifeful, noble, secure and stable social values.

CONCLUSION

A research on evaluated policies about regeneration and renovation of old textures, especially in the valuable parish like Oudlajan along with scientific planning and smart investing can be considered as an important strategy in the field of maintaining the historical textures.

Paying attention to perform the regeneration and renovation strategies and set up the operational activities in the designed plans accurately has such of importance that we can call it the foundation of any plans. The performance level is one of the factors that results to strategic planning. But achievement to this level of performance is not really an easy task. Performing such a plan required to appropriate tools and equipment, facilities, credits, human resources, organizing, controlling. It also needs to provide the formal and executive plans, control of technical documents, and coordination between executive organization, sharing of the tasks, making the executive rules and regulations and guarantees.

As a result, if all of these planning parts coming together properly, it can say that we can achieve to the actual outcomes and this can prevent the interference of different organizations. It must try to coordinate the plans of different organizations to prevent the parallel working. In this way, all of the local organizations and specially all of the peoples, we can achieve the long-term strategic goals in the short time period. We hope this experience besides the other suggestive strategies can lead to create a better condition of the cities in various developing countries.

Suggestions for future studies

According to identification and evaluation of the strengths and weak points and opportunities and threats and codifying the nine outcomes of this evaluation, the main renovation and development strategies of the Oudlajan parish, Includes:

- Refining and regeneration all the activities according to superior importance of tourism and cultural services which are the basic principles of the economic development of the parish.

- Enhancing the local organizations as well as people unions in order to increasing the social capitals and making a sense of cooperation in order that local inhabitants and tradesmen can participate in developing procedure.

- Increasing the inner traffic of the texture and providing the emergency paths along with public parking (for habitants and tradesmen.).

- Increasing clarity of the parish and strengthening the relationship between the parish and it's neighborhood through the establishment of entrances and clear gates.

- Promoting the small markets by encouraging peoples to make buildings along them in order to motivating the in-texture development.

- Revitalization the infrastructures in order to equip the parish with updated facilities and promoting the environment quality (sanitation issues) and increasing the life quality level in Oudlajan.

- Regeneration and revitalization of the body of the texture through strengthening of bazars and shopping centers; clarifying the special locations and organizing the landscapes.

- Organizing and furnishing the residential areas through the protection and repair of valuable clusters, reformation of maintainable areas and revitalization of the ruined locations.

- Defining the possible executive plans (specifying the plan and its limits along with timing and preferences) in the architecture of "Project Base Methodology" in the old and ruined texture and using of the partnership procedures (between public and governmental organization, private and public sectors) through the application of persuasive policies and attracting the investors.

Achieving to the ideal prospect in Oudlajan needs to protecting and regeneration the buildings and valuable historical complexes that reminded from old Tehran. Regeneration and revitalization of the vast ruined and damaged places, equipping and organizing of ancient passages and different mentioned aspects of regeneration in this parish, are among the possible measures.

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