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**REVIEWING HISTORICAL VALUES OF THE URBAN DAMAGED AREA AND
REVITALIZATION STRATEGIES BY USING SWOT TECHNIQUES (CASE STUDY OF
MARVI ALLEY AND TEHRAN'S GRAND BAZZAR)**

ELNAZ JAZAYERI¹, MOHAMMAD MORADI KHALAJ*¹, ALIREZA AMJADI¹

1: Department of Architecture, East Tehran Branch, Islamic Azad University, Tehran, Iran

***Corresponding Author E Mail:** m-moradi@live.com

ABSTRACT

Historical contexts of the city are a very valuable works which have culture and knowledge of urbanism and architecture of the country native in owns self. The purpose of this research is, reviewing historical values of the urban damaged area and revitalization strategies by using SWOT techniques. The research method was descriptive-analytic, and it has been analyzed based on data and information taken from studying library resources, documents and texts. Grand Bazaar of Tehran and Marvi alley has a historical background and significance of the physical, economic, social and functional have been concerned from the Qajar period until now. These collections are member of historical tissues and old of Tehran which, has been allocated a large part of District 12 of Tehran to itself. On the one hand, it have the role of relationship joint between Royal Palace collections and Odlajan district, and it has been considered on the other hand communication link between Odlajan districts with Bazaar. During the last several years with the restoration and rehabilitation of Marvi alley and also implement and maintain the traditional form of Bazaar and its primary, has been taken effective step towards restoring this valuable tissue. But also, it can be seen damaged buildings and great instability at this pole of city economic activities, now.

Keywords: Old Texture, Revitalization, Marvi Alley, Grand Bazaar of Tehran

INTRODUCTION

Distressed areas of Tehran, while stopped from the cycle of growth and development of the city which have latent abilities and necessary capacities to play a decisive role in the development process of city. Therefore, the development of Renovation of distressed areas should be the main goals of the renovation of Tehran, until Stand up against the cycle of underdevelopment and decay. In this case, achieving the goals of renovation, as the ultimate effect development of Renovation of distressed areas, requires that all efforts in this direction become significant. To this end, adopting the scientific process in renovation of distressed areas of Tehran is one of the most fundamental management issues of capital renovation [1].

The primary actions of revival and restoration of cities historic should be found in the efforts of the countries of Western Europe. Offering theories of philosophical about the way of keeping historical textures have root in the West [2].

Legislation, offering theories of philosophical about dealing with historical textures and the establishment of new institutions, have root in the West. Revival movement of the historical textures in the 1920 decade after World War I, has entered a

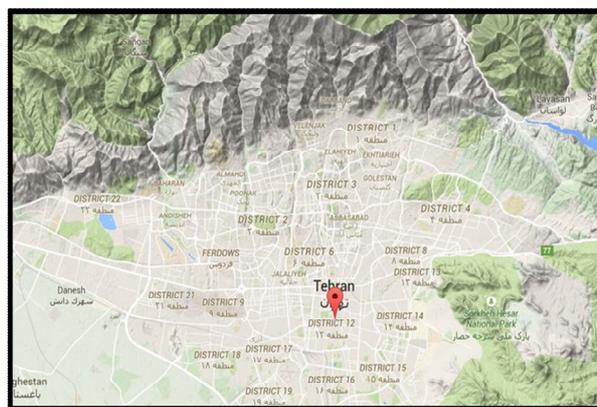
new stage with pioneering and offering plan of "shining city". Renovation perspectives by doing the new plans of large-scale development and destruction and clearing of urban centers slums and towns offering the patterns similar to new city in towns, quickly prevailed over other methods of execution. . After World War II (1945-1939) and the destruction of towns, especially urban centers and again, renovation patterns and plans of large-scale revive was emphasized from decade of 1950. Progressively, there was new reflections on the attitude revival of urban centers from decade of 1960; including preservation movement of past heritage in protest of the large-scale renovations that, in addition to, the destruction of at least the historical resources, shattered residents social-economic structure of urban centers and construction companies which despoil the benefits of renewal development. Racial riots in the urban centers of England (1968-1964) and America proposed need for codification of new legislation and designing new patterns for social-economic and physical revival and restoration of urban centers, So that, restoration pattern found more important from decade of 1970 and The emphasis from renovation led to restoration and Small scale Restoration at the level

housing units and then areas were replaced in plans of large-scale revival. Along with these efforts were added to range of revival and Restoration patterns of historical textures and various theories were formed [2].

Position of the target area

The study area is located in District 12 of Tehran, since this district is one of the historic and old of Tehran, Researcher before anything has been paid to state the history and geographical boundaries of the region where it is located. The case study of this research is including Grand Bazaar and Marvi alley. Marvi alley is located in District 2 and Tehran's Grand Bazaar in District 3 of municipality of region 12. In continuing of this discussion, the researcher has been paid to explain the region range and areas of the study. Tehran's area 12 with an area of over 16.91 square kilometers have 6 region and 13 district. This districts is limited from the north to district 6 and 7 (Enghelab st), from the East to the districts 13 and 14 (17 Shahrivar st), from the south to districts 15 and 16 (Shush st) and from West to district 11 (Vahdate Eslami st). (Site of Tehran municipality) this district is foundation of urban primary core of Tehran. Therefore different historical and cultural attractions are including the old houses of eminent people, palaces of Qajar era, museums, water

storages and religious attractions including the mosque, shrine and church. On the other hand, Tehran's bazaar as a cultural attraction which have economic performance and it is known as a tourist attraction, and are accepted a large number of tourists and visitors, daily. So, imported much of this district is faced with the problem of decay. Tehran's district 12 could be called one of the most important districts of Tehran. Even can be called this district as culture of old Tehran, traditions, values and old houses with architecture and atmosphere of Qajar, markets and narrow alleyways and memories.



**Location of district 12 into Tehran
Cognition the range of region 2 of
Tehran's district 12 municipality**

Region 2 of Tehran's district 12 with 24017 population and an area of 1,900,339 square meters, have a historical, cultural and religious textures of Safavi period. If attend to the plans of two centuries ago of Tehran

will be specified that, the range of 2 Old Tehran until year 1300 is summarized in region 2, And in the corners, historic buildings and places have tourist attractions such as Golestan Palace, Shamsolemeh, Post Museum, Park City, Marvi Alley, Naser Khosrow Street, Darolfonoon school, academy and etc (municipality performance of region 12,2010:7).

Region 2 municipality of Tehran's district 12 is limited from the north to Imam Khomeini Street, Imam Khomeini street and Amir Kabir Street, from the East to Rey street, from the West to Hafez streets and from the south to 15 khordad street.

Cognition the range of region 3 of Tehran's district 12 municipality

Region 3 of Tehran's district municipality with a population of 36,773 people and an area of 3,200,045 square meters is the primary core of Tehran which, is formed from two areas, Sanglaj and Cirrus in Safavi period and Tehran's Bazaar (as the most powerful economic and business of country territory and have the political sphere, social and religious) with a floating population of more than one and a half million people is located in the geography of this region. The most important centers of this region including of: Tehran bazaar, Grand Mosque of Bazaar, Zaid Shrine (Emamzadeh), Syed

Nasiruddin Shrine, Sheikh Abdul Hussain school, Sadr and Philsof Al-davleh Seminary, Chamran martyr house museum and Malek library [3]. Region 3 of Tehran's district 12 municipality is limited from the North to 15 Khordad streets, from the East to Ray Street, from the West to Islamic Unity Street and from the south to Mawlawi St.

Cognition the range of Marvi alley

Marvi alley is located in the area of the current Pamenar, (area 5 of Tehran's district 12 municipality), range of this area is limited: from the north to Amir Kabir Street, from the east to Mostafa Khomeini Street, from the south to 15 Khordad st and from West to Khayam Street, In fact Marvi Alley Started from Nasser Khosrow street, in front of the Shamsolemeh and extends until Pamenar street, in the past, it has been passing between the old area of Tehran, means Bazaar and Odlajan. Marvi Market is located on Nasser Khosrow street in front of Shamsolemeh (Golestan), Although today there is no trace from the old Market, But also, maintain its commercial function with regard to the changes, This market, has been included the range between the forecourt Shamsolemeh to the forecourt of Khan Marvi school that, Todays the range expanded and Almost encompass the entire length of passing [3]. According to Barre Zin

graphically map (year 1841), area has four main passing of North - South, namely: passing Pamenar, Raste Sar Cheshme alley, Sadat alley and passing in Navab bathroom and two passing of east - west, namely: Shotor Galoo passing (Marvi Alley) and was Eqbal Al-saltane Alley [4]. Marvi area is a

part of the area Odlajan from historic areas of Old Tehran. There were places in area Odlajan Arg due to the house, gardens, markets and Khan Marvi mosques, located there, it is known to Marvi area and still, there are its market and its school [5].



The range of Tehran’s Marvi Alley

Table SWOT: Investigating the constraints, facilities, threats and opportunities in the range of Marvi passing and grand bazaar in the form of SWOT table

Threats	Opportunities	Strength points	weak points
<ol style="list-style-type: none"> 1. The lack of attractive urban spaces and with identity and ultimately reducing the quality of environmental space. 2. Gradual exhaustion expansion the body to nearby tissues. 3. Converting the texture to a purely commercial texture and not paying attention to other people's needs. 4. The lack of proper access to texture of surrounding passing and stay abandoned of dead-end paths, and then be unsafe this place (Khadam dead-end). 5. Forget role and main application of square According to historical background and its valuable position. 6. Disturbing the visual order 	<ol style="list-style-type: none"> 1. Use of lands without the user and destruction buildings to rebuild and create spaces attractive and with identity. 2. The use of available potentials in the texture to rehabilitation, renovation and reconstruction. 3. Raising the level of the regional economy 4. Be live and dynamic of Khadam deadlock and Prevent of the abandoned of this path and at the same time reducing traffic load of part of Marvi market; 5. Ease in the movement and appropriate making of the pedestrians which causes enhancing the quality of urban spaces. 6. Use of historical potential of Square and its position near the Babe ali entrance and Shamsolemeh and Golestan 	<ol style="list-style-type: none"> 1. The use of abandoned and without the user spaces in order to implement projects needed to clarify in the texture. 2. Rehabilitation, renovation and reconstruction assigning the ruined buildings and vacant lands to the required users and integrating several pieces, if possible, and assigning to the appropriate users. 3. The use of ruined spaces and without user in order to provide and complete the access network and the possibility of creating localized widening in some spots to solve the traffic problem and etc. 4. Great importance of square in terms of historical background and located in front of Baba Ali entrance and Shamsolemeh. 5. Preventing of relevant 	<ol style="list-style-type: none"> 1. The lack of diversity and desirability in the spaces of Available at passing. 2. The presence of high population in the texture Due to an ultra-area commercial texture and even ultra-regional. 3. Lack of respond to other needs of the population, according to constancy of market axis facilities. 4. Lack of implementation of the produced plans due to some of the issues and disproportion of some of the available applications with the existing body is causing the disturbance on movement 5. The lack of attention to the square and the planting of tree types and Lack of trees height control in the square. 6. Lack of attention to the rules construction in ancient valuable textures due to greater profitability and Lack of enough ability of some

and sky line in Marvi Alley.	Palace. 7. It provide possibility of more exploitation and profitably of economic.	organizations from disproportionate construction relevant organizations (municipal and cultural heritage) to passing valuable texture. 6. The use of police and local police to provide security and collect addicts and criminals.	advocacy organizations (cultural heritage) against certificate issuer organizations (municipalities).
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Strategies of SWOT technique

- Offensive Strategy

- Rehabilitation and restoration of historic textures and strengthening of historic buildings;
- The introduction of Bazaar and Marwa Alley as one of the tourism textures of Tehran;
- The existence of Tehran’s Bazaar and attraction buyer population to city center;
- Urban management attention to preserve and restore the historical sites;
- Excellent location of Bazaar and Marvi Alley in the center of Tehran metropolis;

Interactive strategy:

- The establishment of a variety of festivals in the areas District 12 of Tehran (especially Bazaar area);
- Attention of city officials to revitalize the center of Tehran into other regions;

Defensive Strategy

- Use of abandoned textures and convert them into new tourism space;
- By renovation of distressed area and changing the user in some parts can be reduced the unpleasant and unsafe face of the region;

- The establishment of overnight tours rounding Tehran due to the lack of crowding in the streets;

Adaptation strategy

- predict capacity of Bazaar and Marvi Alley to avoid congestion;
- Removing the jobs that are causing environmental pollution in the region;
- reducing the accident area by organizing workshops and depots in range of Bazaar and Marvi Alley;

SWOT table output

Central core of the historical cities like Tehran is a city tourist attraction. Bazaar and Marvi passing have a key role in this case. Since the urban texture in this area often have an intense distressed, hence, improvement and rehabilitation of Bazaar area is a priority of executive plans in urban management. Bazaar and Marvi Alley in terms of historical valuable elements like the old textures, religious sites and historical monuments in Tehran and etc. it has been always distinct from other regions. On the other hand, because of that, Bazaar and Marvi Alley is a part of the configuration of the urban economy and always have seen a

lot of people traffic to this area, thus, the sidewalks plays a key role in the movement of tourists, manufacturers and buyers. Consequently, this valuable historical elements can be considered as the strengths points and suitable opportunities for this area and Also old texture of urban, the lack of urban facilities, and can be considered as the threat and negative points.

Ultimately from the results analysis can be concluded that, for important are of Bazaar and Marvi Alley considered offensive strategy, In other words, should use of all opportunities and potential of Bazaar and by Regular and continuous planning attempt to Reconstruction and restoration of this attractive area.

Suggestions and strategies of research:

1. Rehabilitation and development of the market as traditional and multi-functional center of the city (revitalization of distressed areas of Bazaar and Marvi Alley);
- 2 - Use of furniture and historic elements of old Tehran;
3. Rehabilitation and restoration the market's physical identity in accordance with the past;
4. The use of the empty and abandoned spaces around Bazaar and Marvi Alley to develop;

5. Equipment the texture to modern communication facilities and deal with the problems caused by traffic;
6. Organizing the place - time peddlers;
7. Maintain of the continuity main pedestrian paths;
8. Considering more points to stopover in the market area;
9. Attention to the cleanliness and hygiene market;
10. Creating parking and enough stops around the central bar;

Assess the positive and negative consequences series of market and Marvi Alley rehabilitation project

People and residents of the area have faced with a series of consequences at the regional level by making pedestrian plans and rehabilitation of Bazaar and Marvi Alley, That some of these consequences are positive and others are negative that below a list these consequences is summarized :

Positive consequences

- Elimination of environmental pollution in the area;
- Economic prosperity of Bazaar and Marvi Alley;
- Create an appropriate space for shopping and relaxing clients;
- Increasing use of public transport;

- Improve the motion in city's central business area (collection of Bazaar and Marvi Alley);
- provide space for pedestrian activities;
- promote safety for pedestrians;
- Prosperity business of area's traders due to the ease of client movement;
- increase the sense of attachment to the area;
- Strengthening and improving the physical conditions and promote social face of the city;
- attracting tourists;

Negative consequences

- Switching the social damages;
- Resistance of some shopkeepers on the implementation of the project;
- Transmission of traffic load to other parts of the region, such as Imam Khomeini Square, Sadi Street and Baharestan square;
- Lack of adequate parking in terms of access and location switching;
- Neglecting location of load sending and receiving;
- Loading and late arrival of commodities to shopkeepers;
- Using carts (long distance) can lead to increasing the commodity prices;

CONCLUSION OF THE RESEARCH

Most important the necessity of attention to the physical face of the historical textures of Bazaar and Marvi Alley can be expressed

unique features them including: cultural-historical, economic - social, archaeological features, which can establish the identity of this area is in Tehran.

In the last fifty years with the growth of the urban structure, distressed and complex texture of Tehran's bazaar is left untouched. Tehran's Grand Bazaar was built according to the population of late Qajar but today's, with daily traffic of more than eight hundred thousand people in this part of town, create high traffic volume. Also because of the existing architecture with the occurrence of an event (fire, earthquake, etc.) may be endangered the lives of thousands people. On the other hand, unfortunately, in recent times in the interior space of markets are made of a new commercial collection, that have changed originality and old face of buildings. Experts and city managers believe that market area from the property to rebuild etc. have many problems. These problems is out from the powers of a general administration and municipal. And improvement and revitalization of Bazaar's distressed areas requires to money and power and the national commitment. Equipping the market to safety devices is one of the important problems that, Authorities and experts should be attend to it. Market infrastructure problems such as passing electric cables, gas and sewage

plumbing from underground without market reconstruction and improvement map face with a serious problems. And restoration each of them requires a long time. . Collecting production units and workshops and transferring them to out of the market can reduce traffic load of this strategic area, So that people just visit this commercial place to buy and not for production.

Other problems in the market are reconstruction rooms and shops by businesses which is caused the market remove from old and traditional texture, this has caused, market is divided into two parts, old part and new part, but the purpose of reconstructed the market is keeping main identity of the market like old identity.

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