Culture-led Regeneration of Brown fields Around the Hafeziyeh in Shiraz City

Hassanali Laghai and Faranak Jamshidi

Faculty of Urban Planning, College of Fine Arts, University of Tehran, Tehran, Iran.
Department of Urban Planning and Design, Kish International Campus, University of Tehran, Kish Island, Iran.

ABSTRACT

Shiraz Hafeziyeh complex is the most important historical-cultural sites around the world and large numbers of tourists travel to Iran to visit there every year from all over the world. Unfortunately, instead of locating in an area full of cultural views, it is surrounded by full of office buildings, traffic congestion and vehicle types. However, expanding wastelands and brownfields in the northern part led to increasing importance to address this important cultural complex. This paper has attempted to look at cultural principles and offer strategies for regenerating urban brownfields and accordingly, the present descriptive study was conducted using a survey of brownfields around the city of Hafeziyeh in Shiraz as sample and offered Culture-led regeneration policies towards designing these brownfields.

INTRODUCTION

Since Shiraz city as a historical and cultural city annually hosted numerous visitors from around the world and beside the market and urban historic buildings, Hafeziyeh is one of the main places to visit, the complex performance is considerable welcoming towards visitors and the people of Shiraz [2,6].

Hafiz name in the complex, beside the mausoleum, has spread to places near and its performance radius is far larger than the complex. But unfortunately, due to inadequate tissue and repair because of expanding residential area, not only Hafeziyeh performance radius has been limited, but also it has removed the relationship between Hafeziyeh and other historical elements surrounding that historical study shows that there was a relation in the past, so that gradually it was faded from memories, and visitors do not visit them too. In addition, from this inadequate tissue that is being destroyed due to the negligence, except the name, nothing was left. In detailed design of Shiraz by Jahan Pars Consulting Engineers that was introduced in 1992, a site was designated as an area of cultural Hafeziyeh, on this site, we see introducing an urban center, as well as the use of Persian Literature, Music Hall, teaching Arts Academy and a recreational and tourism complex. The site is joined to Haft Tanan tomb and boulevard in north, to Hafeziyeh back in south, Chehel Maqam in east and to Salami street and the alley behind Jahan namaz garden in west, while at the site due to its location in heart of the city and the historical-cultural context of Shiraz and its unused, to the extent that neglecting can help urban landscape degradation, particularly Shiraz cultural center, attention and recreating can play a considerable role in promoting quality of the urban landscape and in particular highlighting the role of Hafeziyeh and its connection to other historic elements around the site.

According to the above and considering the plans and also justifying the necessity to introduce and restore the historic elements of the Website, some of which have been forgotten, and motivating to restore the historic identity of the area as a cultural landscape, formerly known as Shiraz Golgasht, are chosen as central theme of this research that Hafeziyeh center can be used as a focus point for creating cultural-social space around city.

With a glimpse of the foregoing, it is clear that program planning and management of urban spaces unused and brown fields, especially in cities like Shiraz and near the historical-cultural context is a very important issue. So in this regard, this study is finding that how we can lead to Culture-led regeneration of brownfields adjacent to the tomb of Hafez?

Urban regeneration is a full and comprehensive form of policy and practice and by an emphasis on integrated practices and the need for public participation, elicit ideas are created in the context of empowerment.
So we can say urban regeneration follows coinciding physical tissue fitness, economy foundation, social structure and regional environment as the main repair approach and urban protection based on a careful analysis of a region [19].

In this study, by interactive view among protection of historical and cultural development, Culture-led regeneration policies are extracted and introduced as a guiding document. The goals outlined in this paper are as follows:

Determining the position of Culture-led regeneration in heritage protection and development of historic context Finding urban brownfields and position of Culture-led regeneration in their redevelopment Developing strategies for restructuring the physical and spatial structure in Hafeziyeh, Shiraz Research on the theoretical section is interpretation and tries to explain the role of culture in interaction between them by reviewing the research literature in the field of regeneration. In the study, using field instruments and analysis of the Metadocuments, its pays to the shortcomings of the existing reclamation plan of Hafeziyeh Shiraz and in theoretical information composition; it offers policies based on Culture-led regeneration in Hafeziyeh area.

Theoretical principles:

Clarifying the position of culture in regeneration:

Cultural events have played an important role in establishing urban regeneration and have been changed as a factor in protecting heritage conservation, environmental quality, and restoration and re-create the physical structure, a new design and coordinate the functions of the new structure and to enter into new structures [4]. In regenerating by cultural approach, culture factor is considered as a very important development strategy in local and global scale [5].

European cities, at the same time with economic change in cities, considered culture as tool and material capital for city. But since 1990s, culture regeneration is the base of using cultural capital as a successful option in the field of urban conservation [13]. Although in this approach, culture is introduced as a catalyst and driving force. The use of cultural events and the creation of the city of culture cause memory maker find an important role in a variety of displays and activities that will be a permanent location and is associated with other ideas. In regenerating a culture, base of activities and cultural development activities and projects consistent with the context of urban heritage conservation are both emphasized [20]. Thus, the notion of heritage is associated with the concept of development. In this view, the legacy will be remembered as wealth, so far as relying on social wealth and protection of the natural heritage are both considered [16].

In order to implement physical measures in regeneration projects, to determine the spatial – physical scale is important. That redefines the realm of culture in the city as cultural boundaries. Thus, cultural regeneration is important in expanding regeneration of the definition of regenerated areas and cultural boundaries. Historical and internal context of cities is considered the most important physical-spatial bed of cultural regeneration in terms of having physical heritage, land suitable with cultural practices [15].

Cultural events are also suitable body - provides functional. However, what lies at the heart of the culture there, the meaning of culture as a set of beliefs, knowledge, education, customs and values that society will evolve based on its beliefs based on their lives depended on it reinvented planners and designers can choose appropriate process that is through participation in innovative ideas and novelty, professional and social interactions and is based accountability. Reinvented the concept of culture requires a process-oriented, open, dynamic, progressive and planning reasons and is making the bed. Increase the amount of beneficial utilization of urban spaces, reducing the amount of physical exhaustion, attracting investment, job creation, preservation and restoration of historical heritage, of solutions that due to cultural characteristics and spatial context of each case study can be used [1].

Brownfields and their position in urban regeneration:

The definition of brownfields:

The term "Brownfield" was used for first time in America by Charles Bartch that each country gave different meanings to the term based on institutional differences, geographical features and cultural differences. For example, in the United Kingdom and the United States of America, due to its experience in this field, brownfield can be defined as:

- UK: "a land that is so damaged because of industrial land developments and other developments of the past that its useful and effective use is not possible without modification and addressing it [7]."
- United States of America: ' real Property (Land) that its development, re-development or re-using it is difficult and complicated due to the presence or potential presence of a hazardous substance, pollutant, or contaminant [9]."
- America Environmental Protection Agency defines brownfield like this: "the lands that once were in business or industrial use, and now are abandoned and its redevelopment is complicated due to environmental pollution [11]."

There are also other definitions as:
- Desolate, barren or too exploited. Facilities that expanding them by natural or man-made pollution is associated with difficulties and complications [11].
- Brownfields are lands that are affected by old surrounding land uses or are over-exploited. These lands may have been contaminated with natural or artificial, are located primarily in urban developed areas and are in need of intervention to return to profitable use [8].

These definitions almost share a few tips:
1. These lands have already been developed.
2. Now the lands are abandoned and empty.
3. In some cases, they have contamination.
4. Unwillingness of people to invest in the land due to issues of environmental pollution.
5. Because the disintegration of the city tissue and the use of urban spaces are difficult, they have aesthetically problematic.
6. Currently, they don’t have urban functions or does not have the efficiency of their performance.

These places often have redevelopment potential [12].

Sustainability goals from developing brownfields:
Recovery in abandoned areas, despite the ability lies in the land, much efforts have been carried out and different countries with different functions in this section are always trying to advance the goals of sustainability in urban areas, as America environment provides technical and financial resources necessary to develop the abandoned areas through an approach based on four main aim of protecting human health and the environment, sustainable revival, partnerships promote provided and the strengthening of market. Based on this, a table 1 according to the concept of sustainable development is available.

Table 1: Sustainability goals from developing brownfields [22,12]

<table>
<thead>
<tr>
<th>Environment</th>
<th>Social</th>
<th>Economic</th>
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<tbody>
<tr>
<td>Minimizing the use of resources.</td>
<td>Consideration of appropriate local facilities and services in the development process.</td>
<td>Activation of business and effectiveness of the competitions.</td>
</tr>
<tr>
<td>Minimizing the air pollution.</td>
<td>Housing supply for local needs.</td>
<td>Supporting the diversified local economy.</td>
</tr>
<tr>
<td>Protecting the biodiversity and natural environment.</td>
<td>Integrating the development in place.</td>
<td>Providing job opportunities.</td>
</tr>
<tr>
<td>Providing high quality and living environment.</td>
<td>Providing the diversified local economy.</td>
<td></td>
</tr>
<tr>
<td>Promotion of local conservation culture of cultural heritage .</td>
<td>Providing the diversified local economy.</td>
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</tbody>
</table>

Self-development, regeneration and Brownfield:
Great Britain 1997 report shows that the exhaustion of the central core of cities, not only because of the economic situation of households and population centers, but also because of the economic crisis, the entire mechanism is part of the inner cities. That’s why this "economic recovery" comes to. In the United Kingdom and the United States, the importance of self-development, by using the term «Brownfield» means the land within cities that have already been the subject of making and instruments were introduced. During this period, building on the grounds of "abandoned city" as a solution to urban problems growing contemporary new found importance and prominence. Now, the task of improving the reuse of existing resources as the primary task of recreating all over Europe (re-focused on the development of land that had been previously). According to reports that Lord Rogers’ Urban White entitled "Towards an urban renaissance" was produced in England, the French government proposed a new law which urban development, social programs in America’s cities and main towns in the Netherlands, the obvious examples of such trends are [10].

Case Study:
Introduction to the study area:
Shiraz is home to the great mystic poets of Iran, as one of the original conception of literature and Persian civilization and cultural heritage worthy of being considered by art historians and scholars, and intellectuals and the location of a particular reflection. It is not only historical but also because as the cradle of Persian literature and mysticism, including the cities of Iran and the world is, and every year welcomes a large number of researchers, scientists and tourists from Iran and other countries [14,3].

In addition to its historical name of Iran with Iranian Sufi poets Hafez and Saadi are accompanied. Every year, due to discuss the character and works of Hafez, great Iranian poet in the world, will be held. Hafiz as the pearl of literature and mysticism in Iran has its own reputation in the whole world, and one day during the year is named after the name of the great poet, a manifestation of the interaction between man and nature [18]. But the area having the potential for cultural - historical elements such as the presence Hafeziyeh forty molluscs, seven mollusks, Shah Shuja and the adjacent front gardens, National Garden, New Garden and Faculty of Literature.
and Science in the range of is important. The area of tissue that separates the old city of Shiraz, but due to age and is a record that is considered among the city's historic districts. The site is joined to Haft Tanan tomb and boulevard in north, to Hafeziyeh back in south, Chehel Maqam in east and to Salami Street and the alley behind Jahan nama garden in west. The intended scope of the southern neighborhood Hafeziyeh Stadium and National Garden, Science and Physical Education department of the province lies to the east of the neighborhood commercial office and residential buildings are located. The north facade of the site in question is located adjacent to the garden. National libraries and office buildings as well as the neighboring site to the west, are the gardens of the museum.

Fig. 1: Map of Shiraz and range of Historical area and position of Hafeziyeh [21]

Geometry, area and surrounding land uses:

Plan area at longitude 52 degrees 35 minutes latitude 29 degrees 37 minutes and is situated at an altitude of 1490 meters above sea level. The total land area of 62,000 square meters Hafeziyeh rectangle drawn around 600 meters long and 135 meters wide, but the land intended for construction of an area of about 40 thousand square meters, which Due to the placement of the tissue adjacent to the tomb of Hafez and the old town is better to be avoided as far as possible removed from the design.

Fig. 2: Location of Site and Important cultural places near the site
Master Plan for Cultural Hafeziyeh complex (1996):

Proposition of Naghsh-e-Jahan-Parshas introduced a vast range of mysticism centered with a circulation of some important cross-node defines the range. This time around, the points are in terms of readability, while their signs are objective or subjective, with routes into urban areas, especially tourist areas, historical and intuitive manner specifically defined. In other words, the visual element of the city, "Lynch" in the scheme has a good layout. The National Gardens Scheme and posing in front of the garden, other gardens are designed with the same pattern, Green zones are required to complete this range and the structure axis and mysticism it evokes a path to a green. Jahan Pars Hafeziyeh thrust range is defined between points within the tissue and the tomb of Hafez and then set it to the gym. This project brought to the cultural crossroads of the four-way intersection Hafeziyeh literature has a spatial openness and population density in specific situations is to be responsive. In general, the basic pattern of the Pars Persian garden in Shiraz that is well considered is shown.

Rehabilitation and Expansion Project for Cultural Hafeziyeh complex (2009):

Cultural Heritage and Tourism Organization of Fars Province as an employer of ongoing projects, with the aim of reviving and expanding Hafeziyeh pointing to an area of 4/2 hectare Hafeziyeh, the first by a doctor garden Hall of Fame Museum in the center of Sufism was predicted by Mirmiran. The As one of the largest cultural projects as the project that is unique in the details, So that each of the stones that are used in this project, and identity is defined in terms of its unique architecture because it can, the symbol of architecture. Tomb of Hafez and redevelopment project is in conjunction with the Regional Museum. Several sessions at the Office of the Governor of Shiraz and Consulting Engineers was held fan and insights, options and ideas first proposed and studied and design requirements, the employer explained that abstracts performance demands investigation as follows:

It was decided Fame Museum Garden Project on a land area of 44,000 m - square Regional Museum and Hall of Fame Museum is dedicated to both the northern area of 22,670 square meters was built Hafeziyeh. Museum in the open space area 5258.2 square meter indoor area and Museum 8022.9 sq.m. ago - is expected.

Outdoor museum where visitors are familiar with Celebrities, hold meetings and... Celebrities in this area by introducing objects, manuscripts or statue and raised in Iran and the world of poetry and literature. The
open-air museum, a venue for meetings, lectures and poetry evenings in the outdoor amphitheater is expected because Shiraz has always been a venue for meetings and create such potential Hafeziyeh set aside, it seems to be necessary.

Besides these two high-performances commuter, recreational spaces, slightly quieter and away from crowded public spaces have been created to reading and gathering place for smaller groups, so overall the spaces with a garden, Hall of Fame Museum to a three-categories:

1. Outdoor amphitheater
2. Space for introducing Fame
3. Smaller gathering places of leisure

Indoor museum includes several galleries showing works and objects associated with luminaries of world literature and Iran. According to the Cultural Heritage has approved plans to honor the graves of scholars and elders in this collection are, first, reconstruction of access roads to the graves of the elders while attempting to restore the environment to the present are and introduced.

With the implementation of this project and the regional museum in the north of the tomb of Hafez and thus spiritual completion Hafeziyeh seven new tourism route with invertebrate runs special facilities will be established in Shiraz.

Finally, according to the user culture that has been forecasted based in Shiraz Museum is one of the few cities that have to be changed.

Result:
ProvidingCulture-led regeneration policies of brownfields around Hafeziyeh:

(A) Hafeziyeh collection development policies aimed at strengthening cultural norms
• consider areas for introduction of Persian literature and poetry such as the Academy of Persian Language and Literature in places designed for the more prominent role as the guardian of Hafeziyeh. (Hafeziyeh frank terms the literary and artistic works globally and an exceptional example of a building of special architectural, as two of the criteria of cultural perspective, a unique is a leading)
• Design spaces to be familiar with the culture, literature, traditions and customs of Fars and Shiraz.

(B) Policies aimed at preserving the historical identity of urban public space - it's cultural and centered Hafeziyeh
• Create social bases as elements of spatial organization and regional scale
• enhance visual permeability between different user
• Creating active edges of complex applications in public spaces
• predict areas and equipment needed for different age groups
• establish people-oriented physical forms
Create forms to encourage people to accumulate
• Establish a presence on various social groups together without necessarily doing the same activity
• Create a hierarchy of spatial
• Human scale patterns in urban spaces
• consider the environment according to user capacity and their access
• help create spatial variation stairs, porches, and green lines define the design bases of behavior
• Use of green spaces and water track defines the main bone
• Go into the earth as respects the existing historic elements
• maintain and rehabilitate roads in the context of a single identity.

(C) Policies aimed at promoting the mental part of the performance - physical and cultural hub of Shiraz and regional level
• Connection to the ground Hafeziyeh set about designing the index entry
• physical connection between the three elements of cultural - historical Jafzyh, and forty-seven molluscs - molluscs according to its position in a direction
• The connection between the garden view and highlighted the historic role of the design for the garden and the cultural role
• consider the use of complementary national park areas, the National Library and the Faculty of Shiraz, near the site
• design a community center for poets and writers in Shiraz
• Restored historic elements of the site in the past and today does not exist

(D) Policies aimed at space, landscaping and organizing historical gardens as breathing spaces in order to increase the per capita green area of the city of Shiraz
• Segregated areas and green areas by the same physical design coherence
• Plants suited to the climate and ghosting
• Designing balconies and outdoor gathering place
• Create links and spatial integration using constructor interface elements (porches, porches, arcades, stairways, etc.)
• Use of green roofs and terraces
• Establish milestones and indicators in the context of considering the historical elements
• Applying the principle of symmetry
• Inspired by geometry and surrounding areas Website Design

(E) Policies aimed at helping the dialogue of civilizations, art and literature
• Introduction and familiar design environment for art, literature and culture of various communities
• Accumulation of open and closed spaces, especially considering the establishment of international cultural conferences
• Use of special promotions and new design to introduce the rich culture of various internal and external

Conclusions:

For the restoration and historical context, it must also meet the needs of the people and daily life, refer significantly to the historical context and cultural identity, the identity of the nation. One of the approaches in recent years as a tool to recreate the urban context will be used. Culture-centered approach lies in the interaction with the physical context, to provide strategies to develop the cultural characteristics of the urban fabric deals.

Accordingly recreate a culture-oriented applications in the context of historical, cultural and cultural planning, will lead the development and revitalization of culture.

Accordingly, in this paper, we present the design objectives and policies considered in the context of Shiraz Hafeziyeh in the previous section, this section concludes with a look at the goals and policies provided by urban design strategies in order to recreate a culture centered in Shiraz historical context is discussed.

Table 2: Aims and Strategy of Culture-led Regeneration of Brownfields Around the Hafeziyeh

<table>
<thead>
<tr>
<th>Aim</th>
<th>Design Strategy</th>
<th>Aims</th>
<th>Strategy</th>
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<td>-</td>
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<td>Strengthening of Hafeziyeh With the development of cultural norms</td>
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<td>-</td>
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<td>Construction of cultural buildings To strengthen and develop cultural-Literary facilities of Shiraz</td>
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<td>Creation of public urban space while preserving the historical - cultural identity with centered of Hafeziyeh</td>
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<td>Allow easy movement</td>
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<td>having a human scale</td>
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<td>To create an attractive factor for activities in each group in the space</td>
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<td>-</td>
<td>-</td>
<td>Due to the simplicity and clarity in the organization and structure of the site</td>
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<td>-</td>
<td>-</td>
<td>Emphasize and reinforce the visual main and historical volumes</td>
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<td>-</td>
<td>-</td>
<td>Enhance Performance - Physical To the cultural hub in Shiraz Region</td>
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<td>-</td>
<td>-</td>
<td>Strengthening the role of the tomb of Hafez and its surroundings as a cultural jewel</td>
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<td>-</td>
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<td>Strengthen cultural two axes in North - South and West - East and emphasizing the common denominator of the axis.Originality to Hafeziyeh and Cheheltanan in all decision making.</td>
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<tr>
<td>-</td>
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<td>Creating space, Landscaping and organizing historical gardens as breathing spaces in order to increase the per capita green area of the city of Shiraz</td>
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<td>-</td>
<td>Design of Distributed spaces for leisure</td>
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<td>Design and construction Greening</td>
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<td>Moving on multiple levels</td>
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<td>Get from place to place and understand the various spaces within the path</td>
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<td>Contribute to the dialogue of civilizations with art and literature</td>
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<td>-</td>
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<td>Other cultures and artistic and literary celebrities be introduced</td>
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REFERENCES