

*The Great Project of the
SHOHADA SQUARE DISTRICT*

2010



Introduction

As processes of urbanization have propelled many parts of the world into increasing levels of research and urban design, greater attention is being focused on historic urban districts which many of lie at or near the hearts of contemporary cities.

Introduction

Shohada square is one of the most crowded parts of the Mashhad. Its history goes back to more than 70 years ago. It's a junction between three very important avenues in town. Beside that, the placing of Mashhad city hall, at the heart of square, makes it more elemental for approaching to a new urban planning. One of the essential problems of the district is heavy traffic, to a degree that it has been caused the losing of district's cultural identity.

Introduction

After 2000, the square became the focus of attention, as a large commercial center of the city and a meeting place for 14 million pilgrims a year. The site was considered a strong prospect for new building and became the subject of much debate among architects and planners. The square was also viewed as a place where the city of Mashhad could re-establish its position in modern Iran. More than just a building site, Shohada square became seen as a statement of post-revolution architecture and urban design attitudes.

Introduction

The new plan consists of two tunnels (one from west to east and the other east to west) for reducing the heavy traffic on the main level of the project. An extension to the old municipality building and a new city hall are planned, along with more than four other official and commercial buildings. Two hotels, a new boulevard, shopping malls, and a large plaza are also planned.

Moreover, this outcome has now occurred on an unprecedented scale with, this year, the majority of the world's population living in what can generally be defined as urban circumstances. This result has taken roughly two hundred or more years to unfold, dating back to the late eighteen and early nineteenth centuries in Britain, followed by other parts of Europe and the United States, and now is occurring in most regions of the world.

Along the way, modernization and urbanization have had at least two rather profound spatial effects or impacts. The first has been a proliferation and outward expansion of cities and towns, largely in contemporary terms. The second has been an increasing focus and sensitivity toward what was there in the past and even in the relatively modern past – in other words, a focus on historic and/or architecturally remarkable areas.

Indeed, it almost seems that the faster we move forward in modern urban development the more sensitive we have become to the past. Surveys of land marking and preservation activities, for instance, in at least some part of the world, show an increasing creep forward in time, to embrace building and urban fragments that are only several decades old.

Now, while the specifics of this historical sensitivity clearly vary from place to place, it is generally a political and cultural reaction to the real or potentially unbridled — destructive, leveling or marginalizing influence of modernization and industrialization on cities.

As already noted it began in earnest, around the end of the nineteenth century, this movement according to concept and goals includes six periods until now:

1. 1950s – Urban Reconstruction

- ❑ Returning a place as nearly as possible to a known state while introducing materials (new or old) into the fabric (Burra charter).
- ❑ Spending a large sum of money over a short period on an area that has failed so disastrously as to be embarrassing.

- ❑ Reconstruction at quite large scale, as evidenced by the remarking of European cities like Nurnburg in Germany in the aftermath of World War II. In this and other cases, reconstruction also has the effect of taking the city back, so to speak, at least in overall shape and appearance, to a particular historical moment in time, again sometimes with unforeseen social and economic consequences.

2. 1960s – Urban Revitalization

- ❑ Bringing new life to an urban area (such as finding new uses for old building or promoting cultural activities).
- ❑ Generally, revitalization efforts are directed at cities that have experienced a decrease in population, that present high levels of unemployment or delinquency, that have been affected by the closing of numerous businesses or that exhibit physical degradation in some of its most characteristic sectors.

- Urban rehabilitation is the name given to a series of physical acts of revitalization in a city. This consists of improving the conditions of existing structure through their substitution or modernization. Rehabilitation can refer to improvement in the diverse elements common to many structure (facades, cornices, sidewalks, etc.), or it can include functional spaces (housing or commercial space).

3. 1970s – Urban Renewal

- ❑ The process of making areas of a city more attractive and rich by creating new buildings, parks and business activity.
- ❑ Improvement in the situation of the most disadvantaged places and their communities, including the level and quality of the services they receive. Renewal objectives may be wide ranging but will seek to deliver improved work and business opportunities, improved residential attractiveness and improved public services.

4. 1980s – Urban Redevelopment

- ❑ The demolition and replacement of the buildings on a urban area..

5. 1990s – Urban Regeneration

- The holistic process of reversing economic, social and physical decay in areas where it has reached a stage when forces will not suffice.
- Regeneration involves many interconnected elements which if tackled separately have less impact than if addressed in a holistic manner. A primary purpose of regeneration is to restore economic viability to a given area often by attracting external private and public investment and by encouraging business start-ups and survival.

6. 1990s – Urban Renaissances

- The phrase and its historic overtones hinted at a design-led approach which would inspire an upsurge of creativity and a rediscovery of what urban life could offer.

□ Urban Renaissances represents an attempt to deal with the negative impact of three major factors driving change in urban areas:

- 1. The technical revolution- centered on information technology and exchange.*
- 2. The ecological threat-based on greater understanding of the implication of our rapid consumption of natural resources and the importance of sustainable development.*
- 3. The social transformation-flowing from increased life expectancy and new life style choices.*

METHODS AND INSTRUMENTS

Some of useful actions in implement the process of Rehabilitation, Renovation, and Regeneration are **Consolidation, preservation, Rehabilitation, Restoration ...**

Preservation

- Maintaining a building or place unchanged.
- Maintaining the fabric of a place in its existing state and retarding deterioration.

Consolidation

- Involved many elements that cause to increase safety and strength in a building or place. The main goal is increase durability and wholeness in structure.

Restoration

- Returning the existing fabric of a place to a known earlier state, by removing accretion or by reassembling existing components without the introduction of new material.
- The process of restoration is a highly specialized operation. Its aim is to preserve and reveal the aesthetic and historic value of the monument and is based on respect for original material and authentic documents.

Conservation

- Conservation of cultural heritage is now recognized as resting within the general field of environmental and cultural development.
- All the processes of looking after a place so as to retain its cultural significance. It includes maintenance and may according to circumstances, include preservation, restoration, reconstruction and adaptation and it will be commonly a combination of more than once of these.

4 value of conservation:

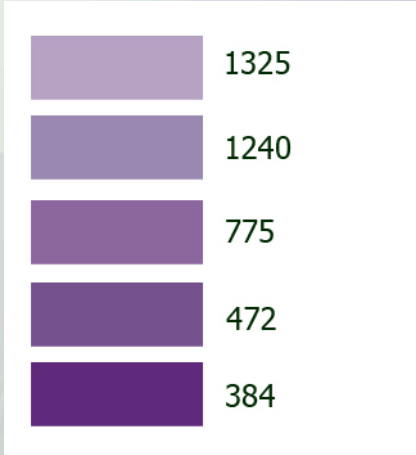
1. The academic or archaeological value of an object as a historical document.
 2. Its aesthetic value.
 3. The value of continuity and identity, which is affected by the rate of environmental change.
 4. Ecological value, embodied in the broader concept of conservation and of the wise use of resource.
- The protection of living things and their habitats, and the careful use of natural sources.

SHOHADA DISTRICT



History of Shohada square

City Development



History of Shohada square

Placing of Shohada district in Mashhad Map



History of Shohada square

Before 1925, the situation of Shohada square was like this. Northern side: Ab Mirza cemetery and Eshrat Abad gardens; Western side: Bala street, Ghoochan square and Hashtabad and Gosholeh (Golshan) lanes; Eastern side: Naderi street and Anbar garden; Southern side: Arg street (later named Pahlavi and Imam Khomeini). A canal of water, of which Naserodin Shah has made a mention, entered the city through Ghoochan square and going all through Bala street and cutting Shohada square went toward Paeen street.

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This was an open canal. In certain parts there were wooden bridges for passersby. In 1956, the time mayor Asadollah Ghahreman made a bridge on the canal for the passage of motorized vehicles opposite Ghandoshekar administration in the present Towhid street 50 meters off the square. In 1967 the then mayor Seyfollah Razeghi covered the canal throughout Bala and Paeen streets.



At the time the late Ali Akbar Khan was the mayor of the city, the first steps were taken to construct a square at the present place which was the intersection of Naderi, Arg and Bala streets, which were the main streets of the city. At that time, Bala street was a prestigious area where most pure Mashhad residents and official authorities lived. Some of the houses built in genuine Qajar style about 100 years ago in Razaviha street and Daneshgah street have survived since then.



In the year 1935-36, Germans began the construction of Mashhad municipality in the entrance of Arg street. The project, however, was stopped when the war between England and Germany broke out. During the World War two years, a new street was constructed in the western side of the municipality named Fuziyeh after the Shah's then wife, which was later named Daneshgah. The old land Mashshagh, where the army drilled, is located in this street. In 1936, Ab Mirza cemetery was demolished and the fire department was established in the place.

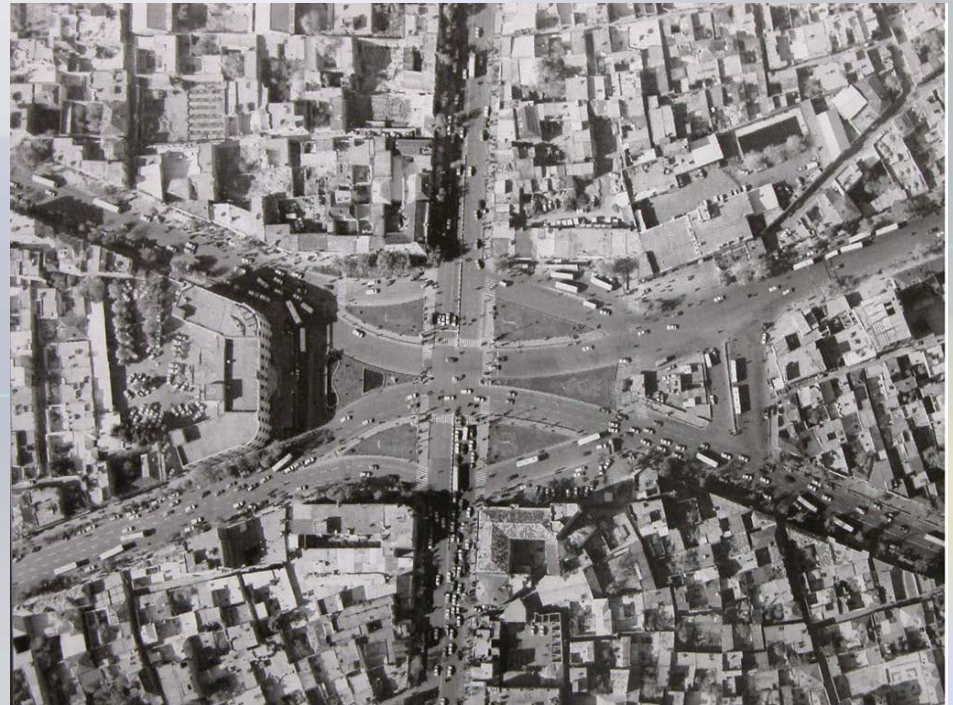
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After the death of Reza Shah, the then government decided to design a square opposite the municipality and to erect his statue in the center of the square. The construction of the statue began in 1946, and the square has been referred to as Mojassmeh (literally the square).



The municipality building was completed in 1954 when the late Abdolvahhab Eqbal was the mayor. Before that, the square was not yet significant as a public square. Before that, Eshrat Abad street, leading to the railway station, had been paved in 1948 and Khajehrabi street had not yet been developed.



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After the municipality building was opened, the important governmental meetings were holding on the ground porch of the building in front of the people. As it was in the intersection of five crowded streets, the square gradually turned into a commercial center. The large mourning processions from the neighboring streets gathered in the square and headed for Naderi street and toward the shrine, a tradition which still continues after sixty years, showing the cultural and social importance of the square.



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During the revolution, the square was the meeting place of demonstrators who demolished the statue of Reza Shah in Dec. 1978. The name of the square was turned to Shohada (Martyrs) when a number of people were martyred by the Shah's forces in the square. The stone statue was completely demolished in 1984 by the then mayor Mr. Saberifar. Both before and after the revolution, Shohada square has been the greatest and most important square in the city. A range of various businesses are based in the square, from peddling to company offices and central offices of banks.



Urban Fabric in Shohada District



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The Shohada Project Ideogram

The generalities of the grand Shohada Square Project were approved by Article Five Commission of Mashhad Municipality in Dec. 2003. The project was defined in an area of 23 hectares and with the aim of converting this significant city area to an urban space by Mashhad Municipality and the technical know how of Bavand Consultant Engineers and Rah Tarh Cooperation Organization management.

The situation of Shohada square vis-à-vis the holy shrine and the main streets of the city center.

The most important aims of Shohada Square Project

- Organizing traffic in a great part of the city leading to the holy shrine complex
- Restructuring the square and the neighboring area with the aim of providing a desirable urban environment
- Creating a green area and a square for safe passage of pedestrians and vehicles
- Creating an ideal urban image which is nostalgic and has an urban identity.



The Shohada Square Project including three smaller projects as follows:

- 1.Special project of Shohada square to be executed in an area of 13.5 hectares**
- 2.Special project of Hashtabad complex to be executed in an area of 4.5 hectares**
- 3.Special project o Sahebazzaman street to be executed in an area of 5 hectares**

Background of project

The study and preparation of Shohada square plan was assigned to Bavand Consultant Engineers by Mashhad Municipality. The studies showed how old the historical and central parts of cities in Iran are in general and how old the central part of Mashhad is in general. Also, Shohada square was recognized as a very significant part of the city and the necessity of converting it to an urban area was underlined.



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To implement three related projects (the central part of square, Hashtabad Park and Sahebazzaman street), Mashhad Municipality chose Rah Tarh Cooperation Organization as manager of the project in May 2002. The organization emphasized the necessity of creating coherence among three projects. To this end, an addendum to the contract was signed in May 2002 by Mashhad Municipality and Bavand Consultant Engineers with the aim of completion and boosting accuracy of Hashtabad and Sahebazzaman projects in connection with Shohada square.



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According to the description of duties, the process of studying and preparing the project consisted of two stages as follows:

Stage1: conducting the feasibility study and studying the present status (Aug. 2002).

Stage2: preparing the ideogram of the space organization for the whole area of the project in three editions (Oct. 2002 and June and Jan. 2003)



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The views of the technical committee of Article Five Commission on the first and second editions were incorporated and other issues were discussed. Finally, the desirable option for implementing the grand Shohada project was selected on July 19, 2003 on condition that those issues are taken into account. Thus, after the views of the technical committee of Article Five Commission were taken into account, the final report was written and presented by Bavand Consultant Engineers in Jan. 2003.



The Urban Design Objectives of Project

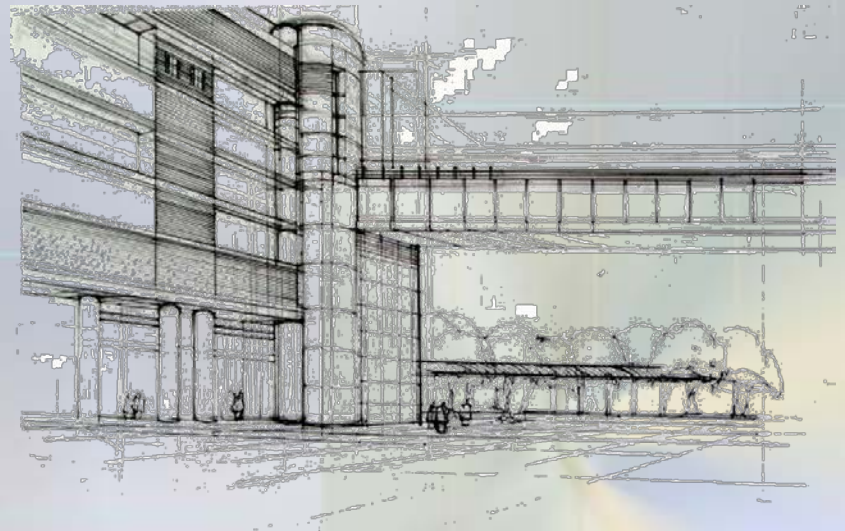
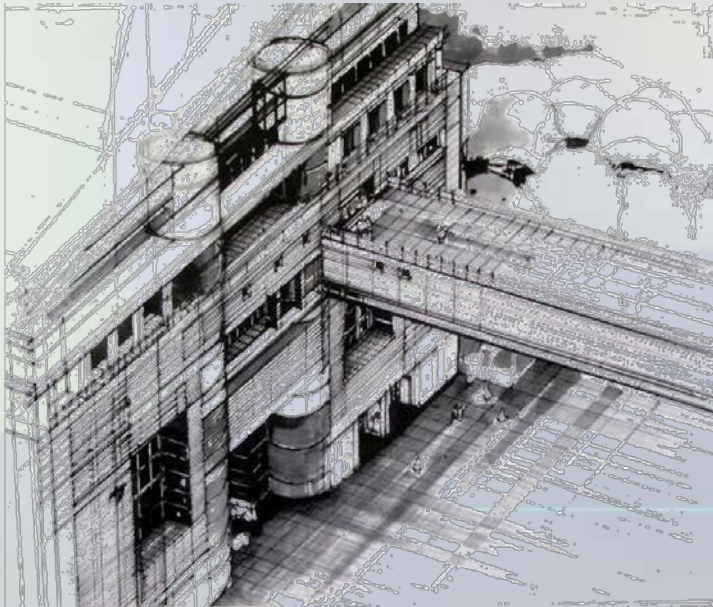
The four main objectives:

- Organizing the disordered activities carried out in and around the square and revival of the main function of the square as a center adjacent to the holy shrine.
- Creating a suitable square for safe passage of pedestrians and vehicles and equipping it as a main converter in the center of the city.
- Restructuring the square and the neighboring area with the aim of providing a desirable and active urban environment which suits the holy shrine while keeping the old and old and nostalgic building of the municipality.
- Creating an ideal urban image which is nostalgic and has an urban identity.

SHOHADA SQUARE PROJECT

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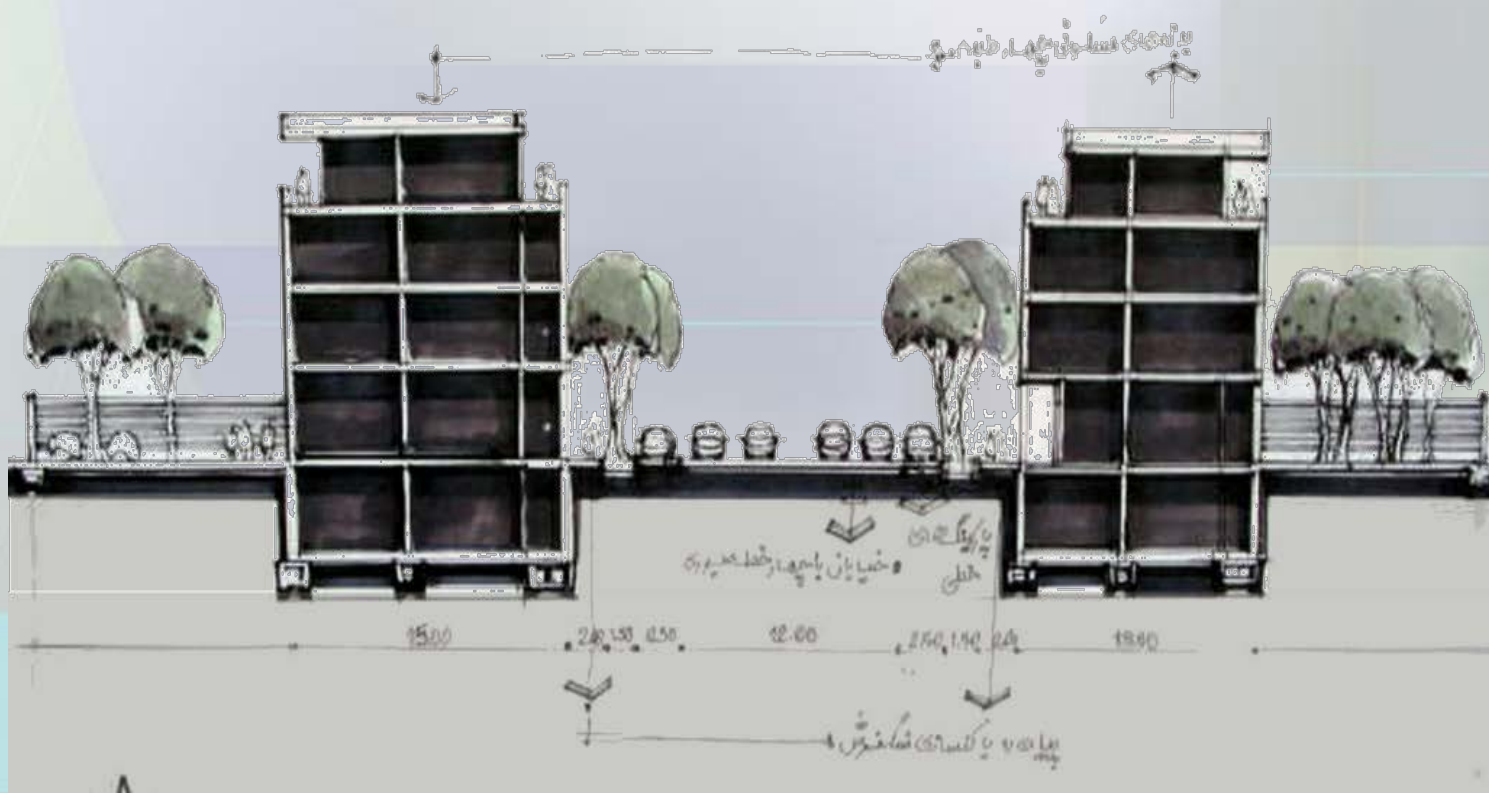


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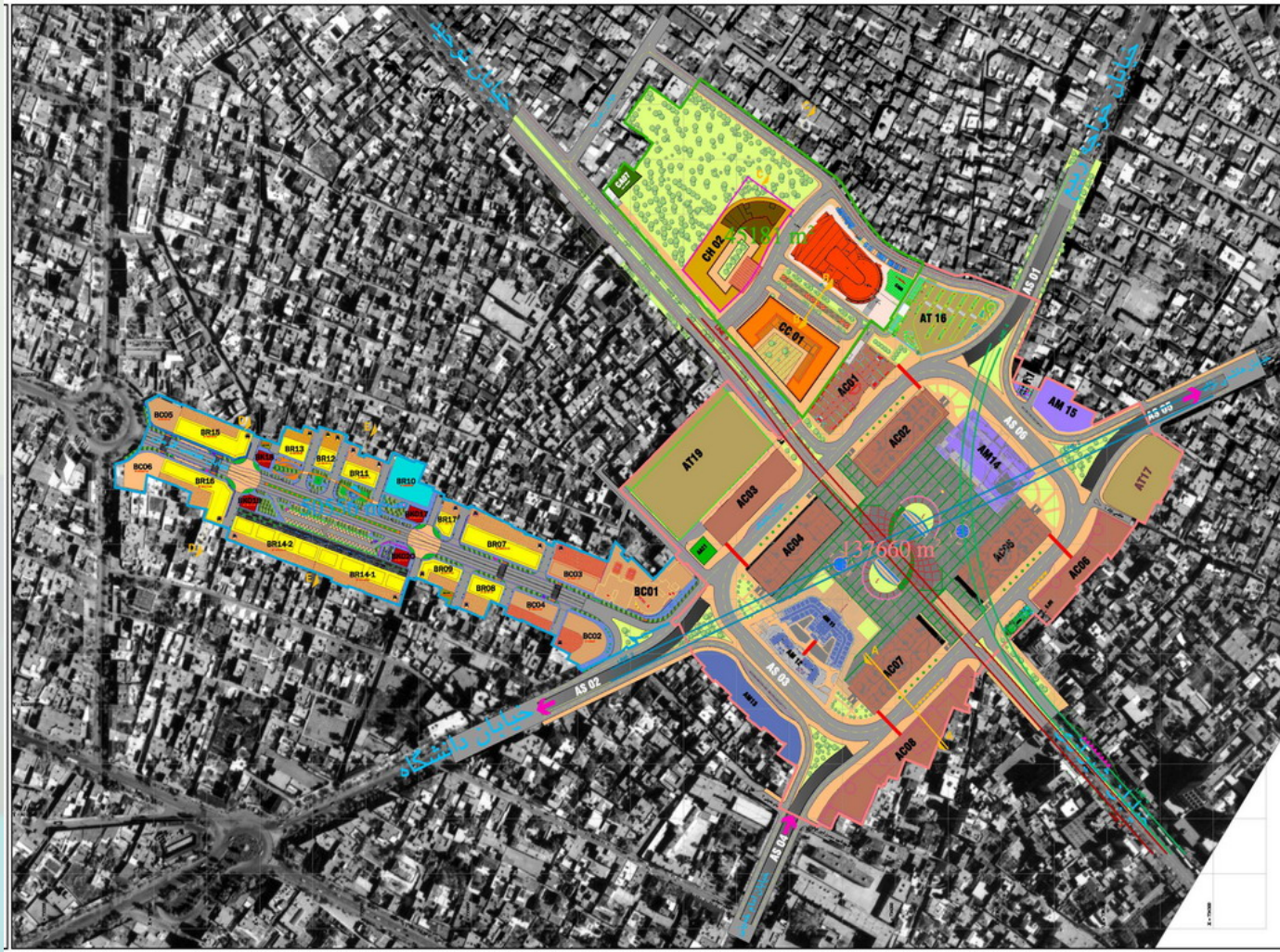
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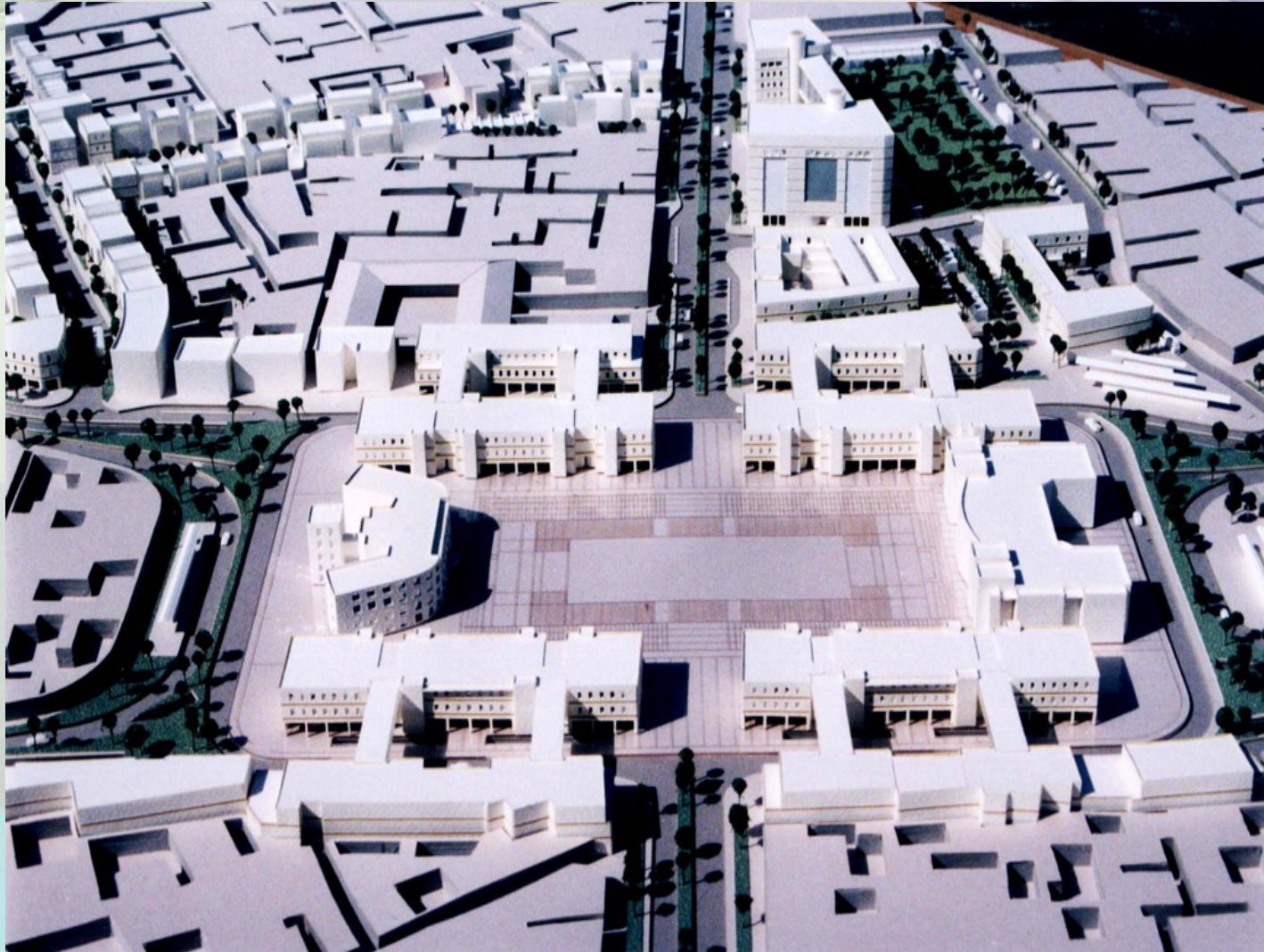
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General Land Use:

Usage	Area(sq)	Percentage
Administrative(for the municipality and its future expansion)	6113	4.5
Administrative-cultural (for city hall and future expansion)	6072	4.4
Mixed commercial-cultural; and Administrative(inside the square)	14000	10.2
Mixed commercial-cultural; and Administrative (outside the square)	16056	11.7
Mosque	712	0.5
Bus terminal and parking space	7700	5.6
Square area	18700	13.5
Multi-storyed parking	9015	6.6
Green and open spaces and roads network	59292	43
Total area of the project	137660	100

Characteristics of the ideogram:

**Signs, gates, activities, open spaces
The skeletal image, the sky line, active edges
Urban perspective, foci of perspective
Environment readability, openings
Sights to be seen riders and pedestrians
Desirable quality**

Design and implementation

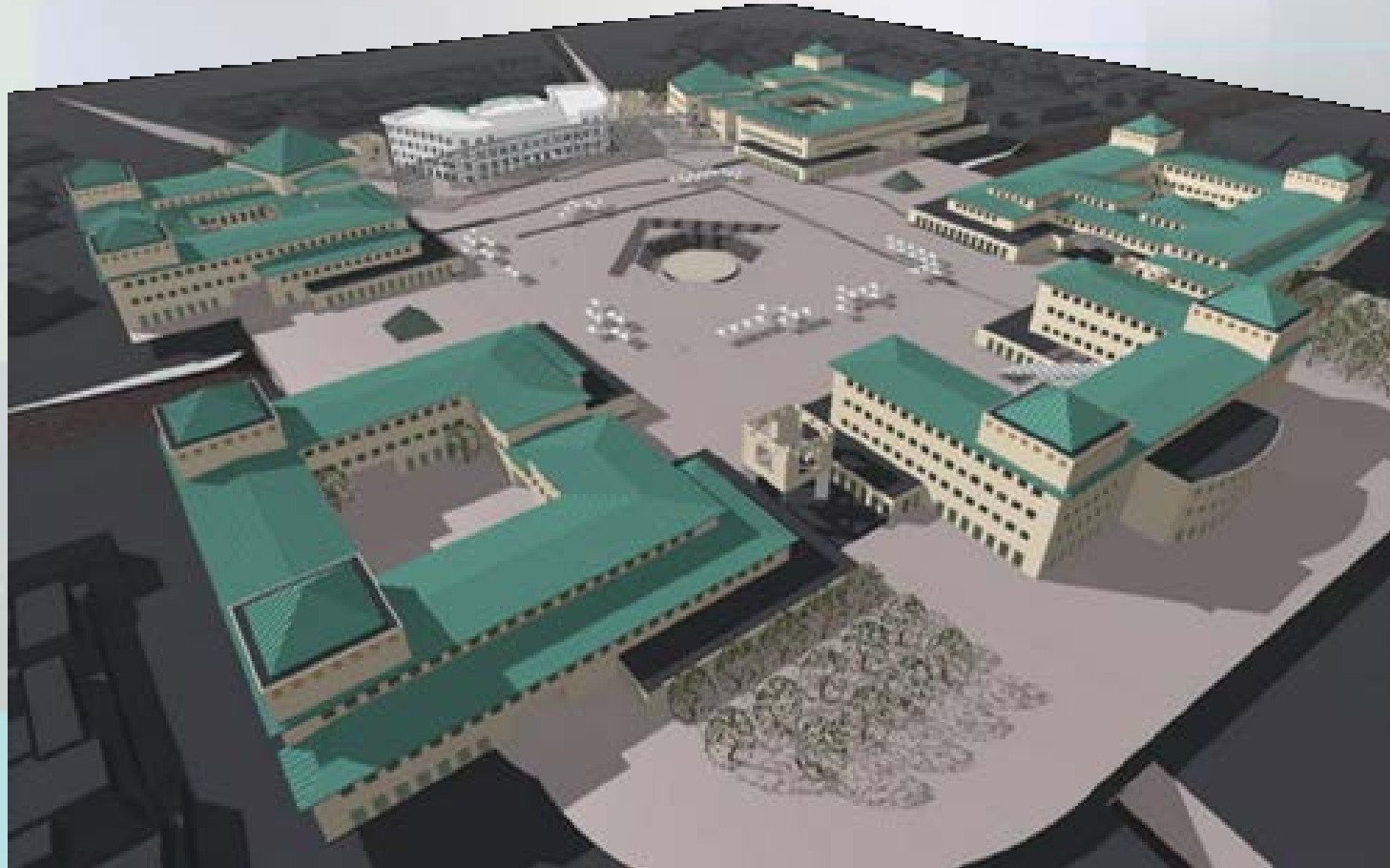
Considering the significance and magnitude of the project of Shohada Square as the main nucleus of the city, the municipality invited the consultant engineers of Sharestan, Asar, Rahshahr and Tajir to design the project through a competition in 2004. After the designs were examined by a selection of architecture experts and university professors and the consultant offering the ideogram, the design proposed by Tajir consultant engineers was selected.



SHOHADA SQUARE DISTRICT SPECIAL PROJECT

SHOHADA SQUARE
PROJECT

Sharestan Consultant Engineers Design



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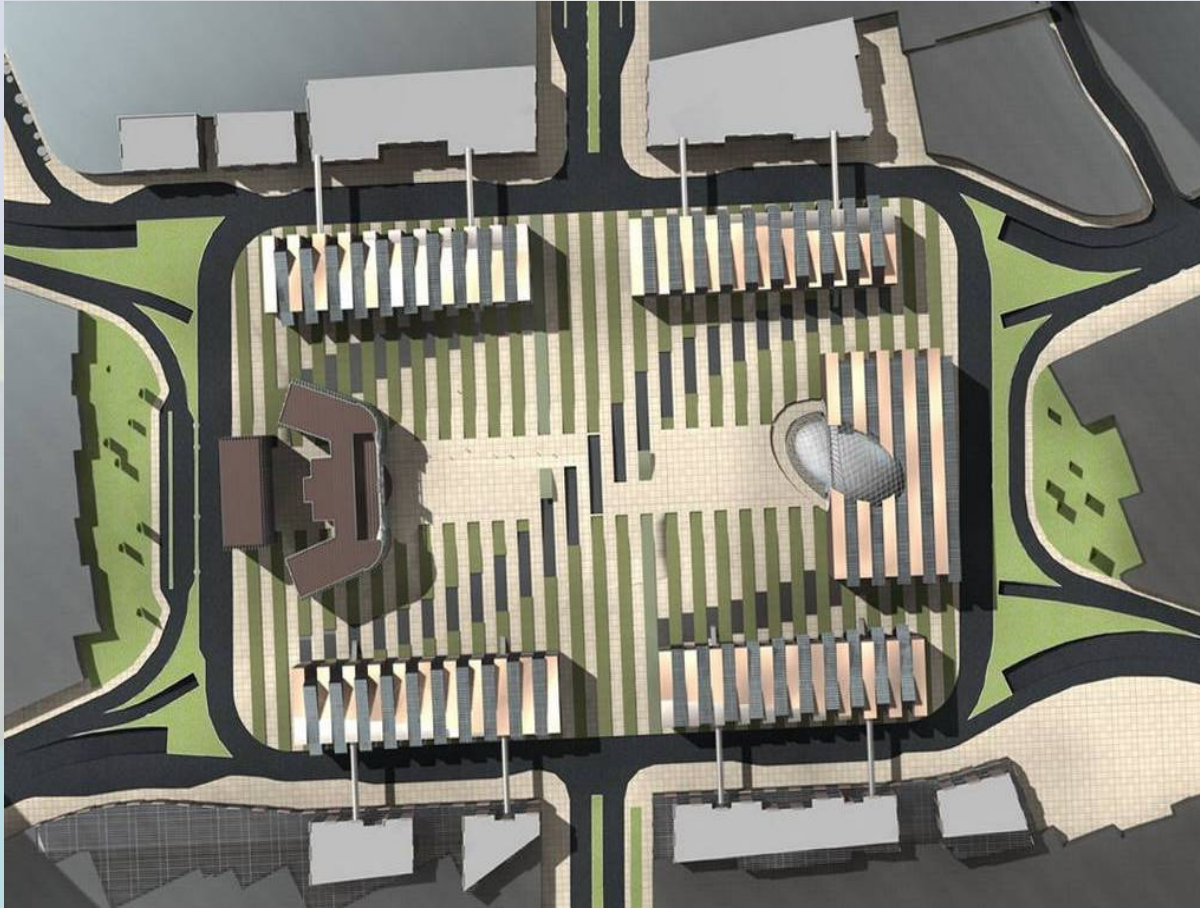


نمای ساختمان توسعه شهر داری

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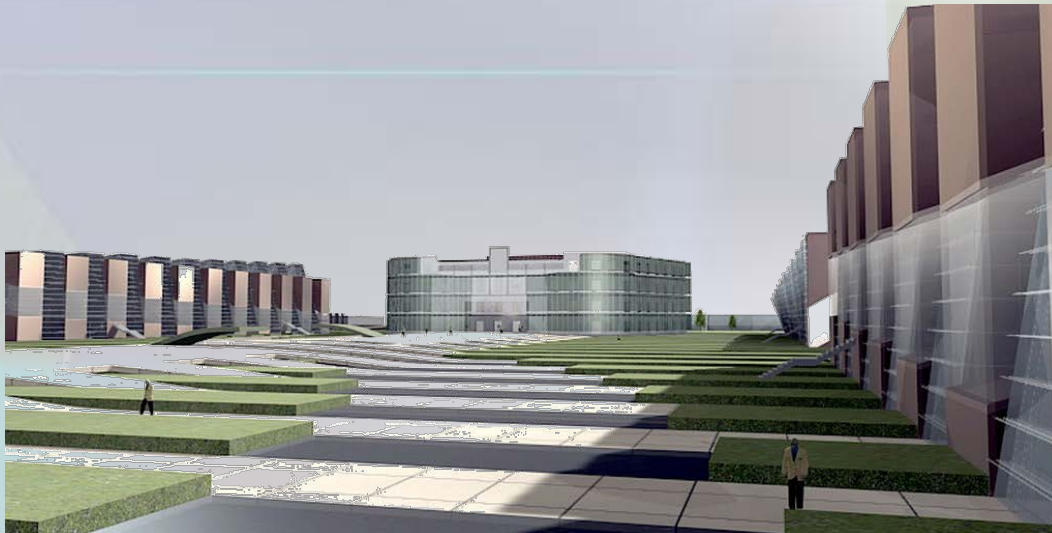
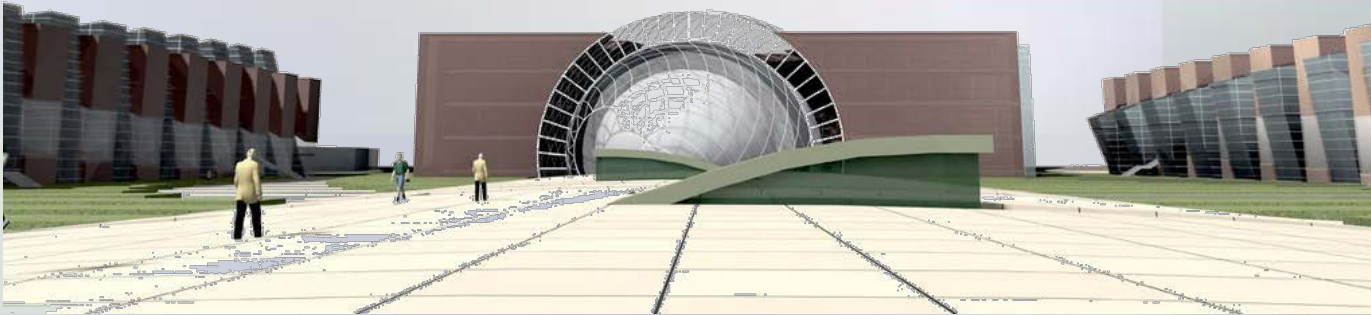
SHOHADA SQUARE PROJECT

Asar Consultant Engineers Design



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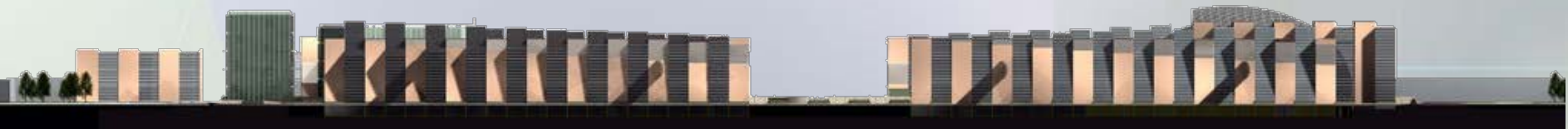
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Rahshahr Consultant Engineers Design



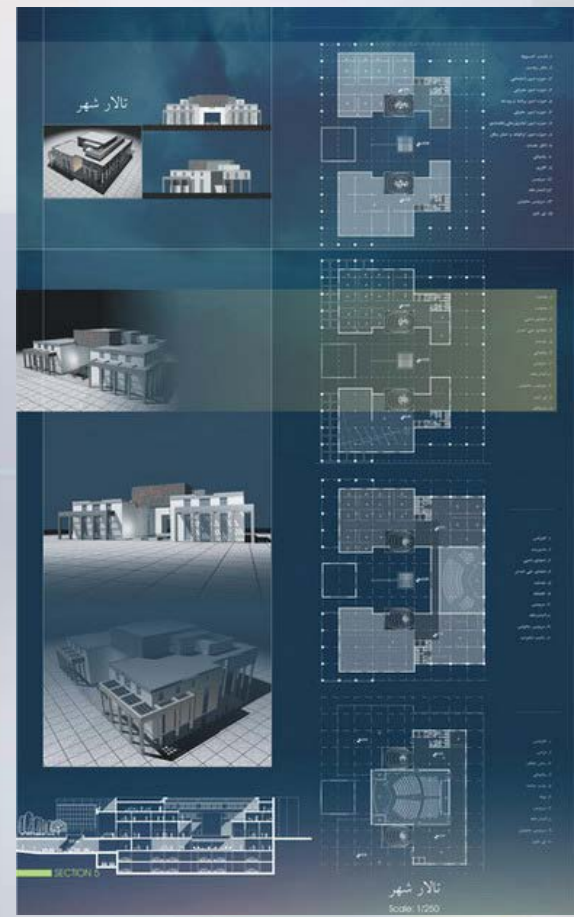
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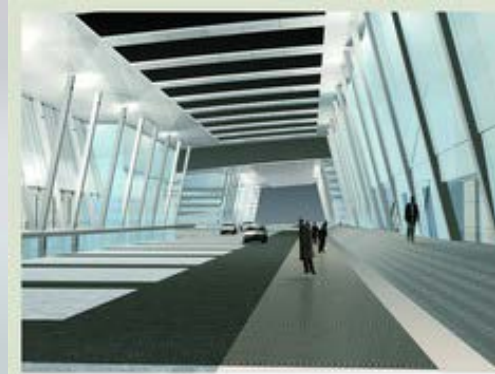
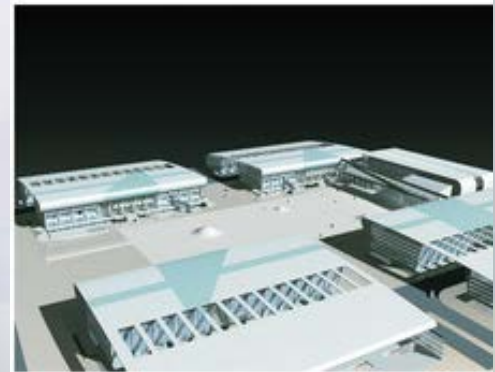
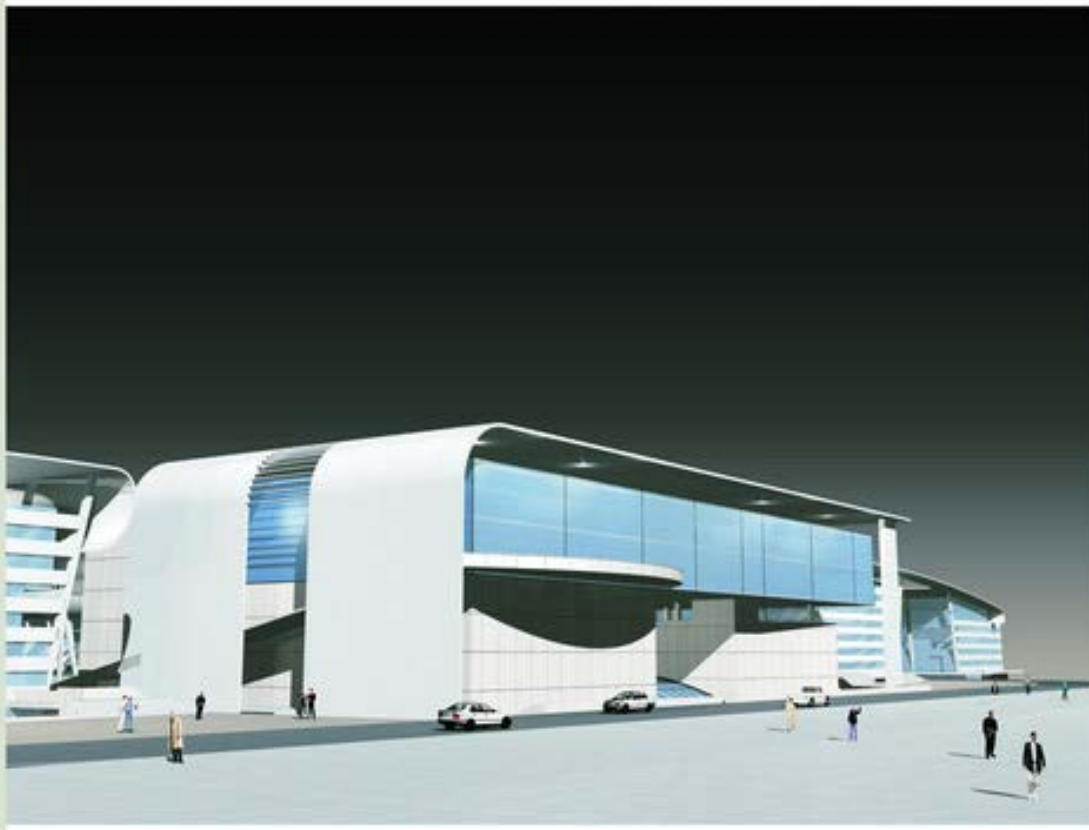
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Tajir Consultant Engineers Design



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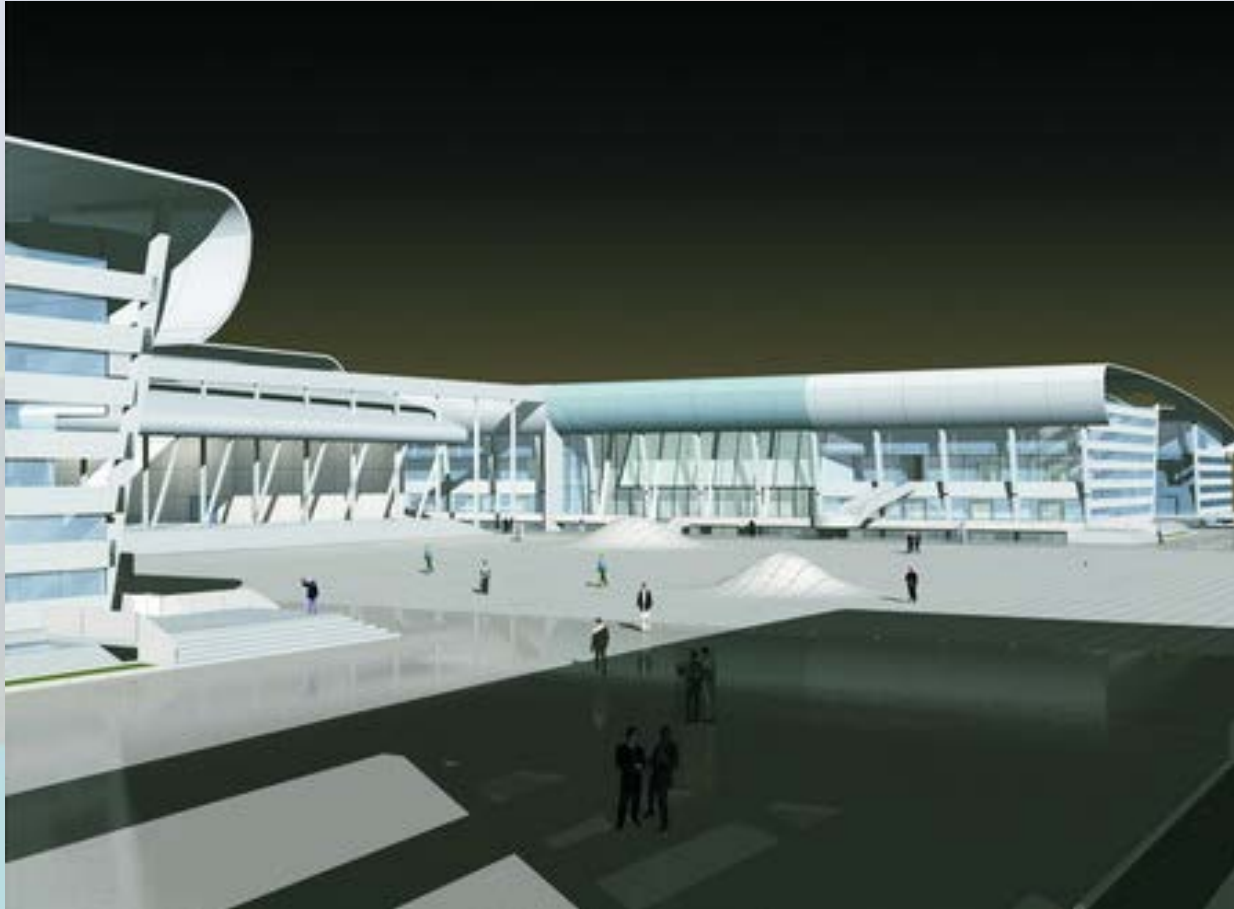


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SECTION - ELEVATION
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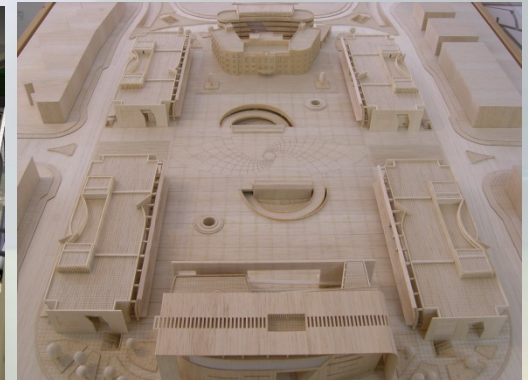
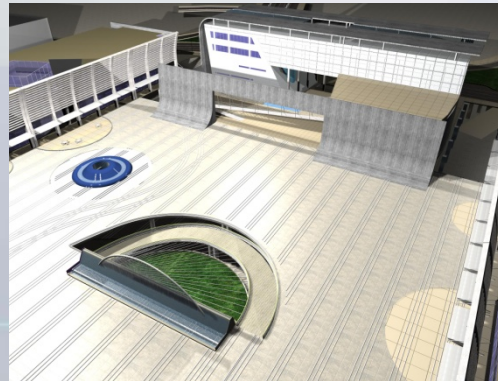
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The central section of Shohada Square special project

This project includes twenty other projects with various administrative, commercial, cultural and religious usages as well as parking and terminals. Also, it includes the projects related to the square space, the surface and underground passages of pedestrians and vehicles



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Implementation of the central section of Shohada Square special project



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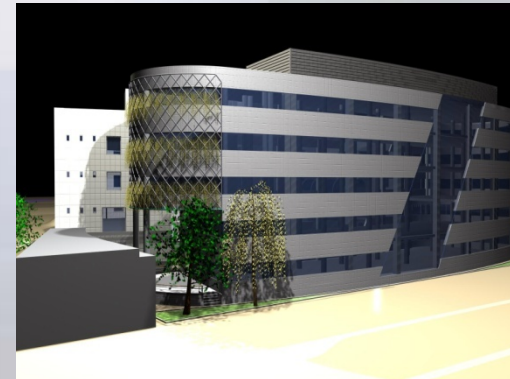
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The central section of Shohada Square special project

Architectural Projects

Municipality building

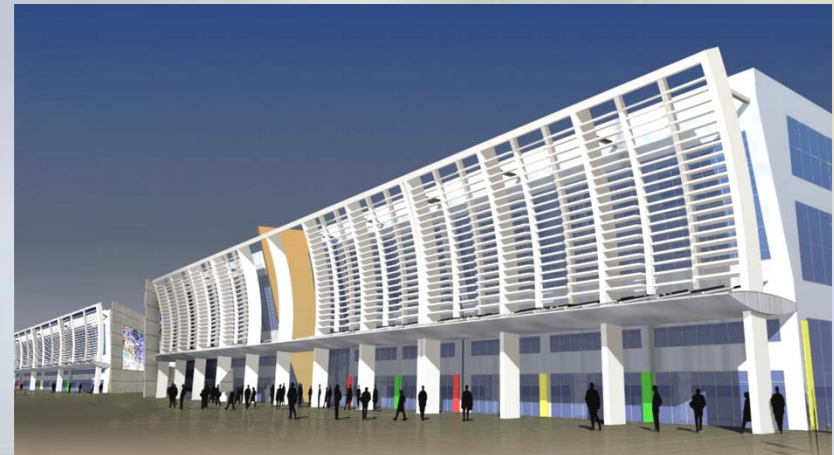
By: Tajir consultant Engineers



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Architectural Projects
administrative - commercial building
By: Tajir consultant Engineers



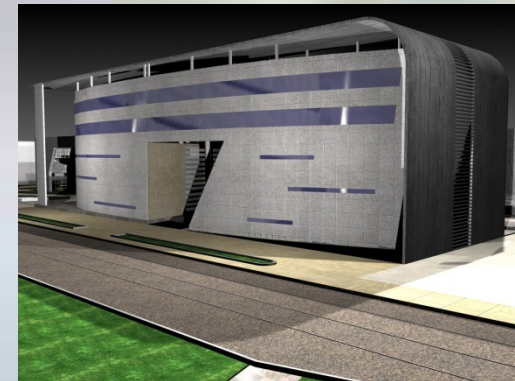
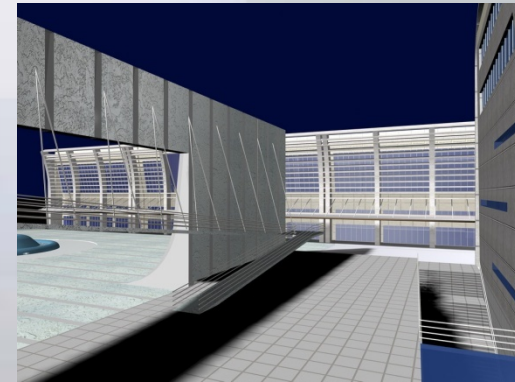
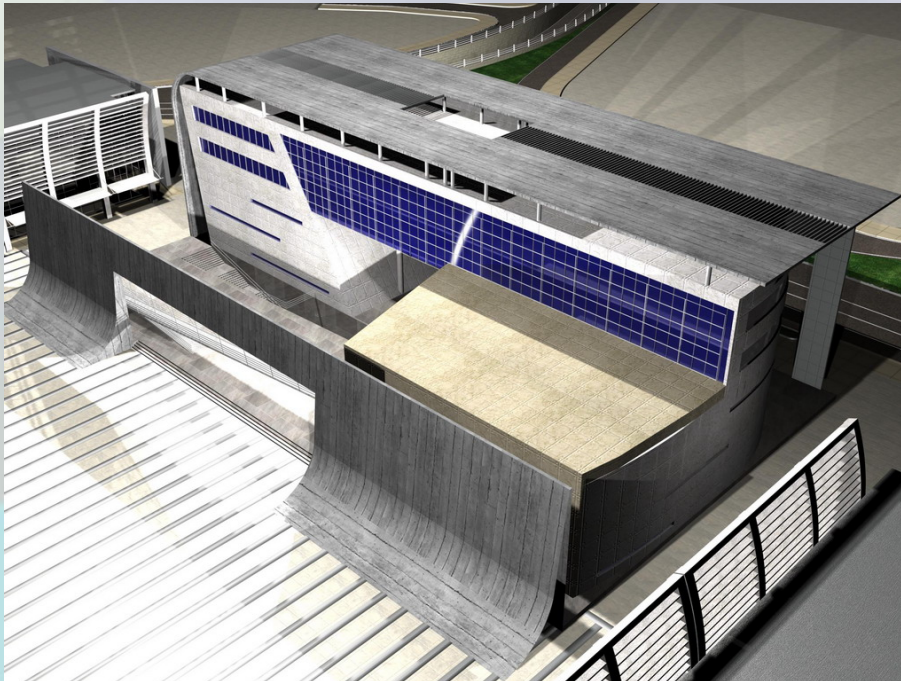
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Architectural Projects

City hall building

By: Tajir consultant Engineers



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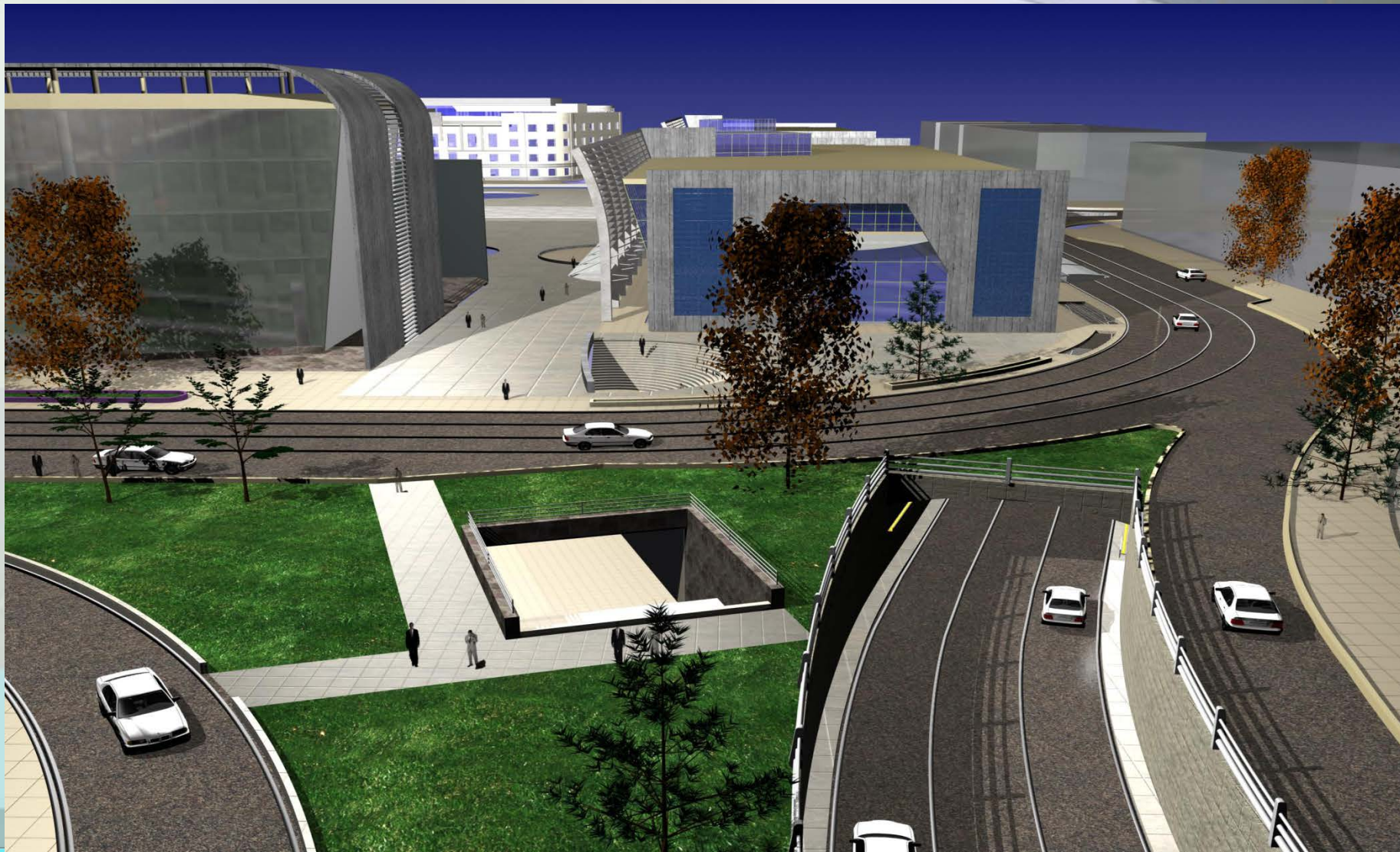
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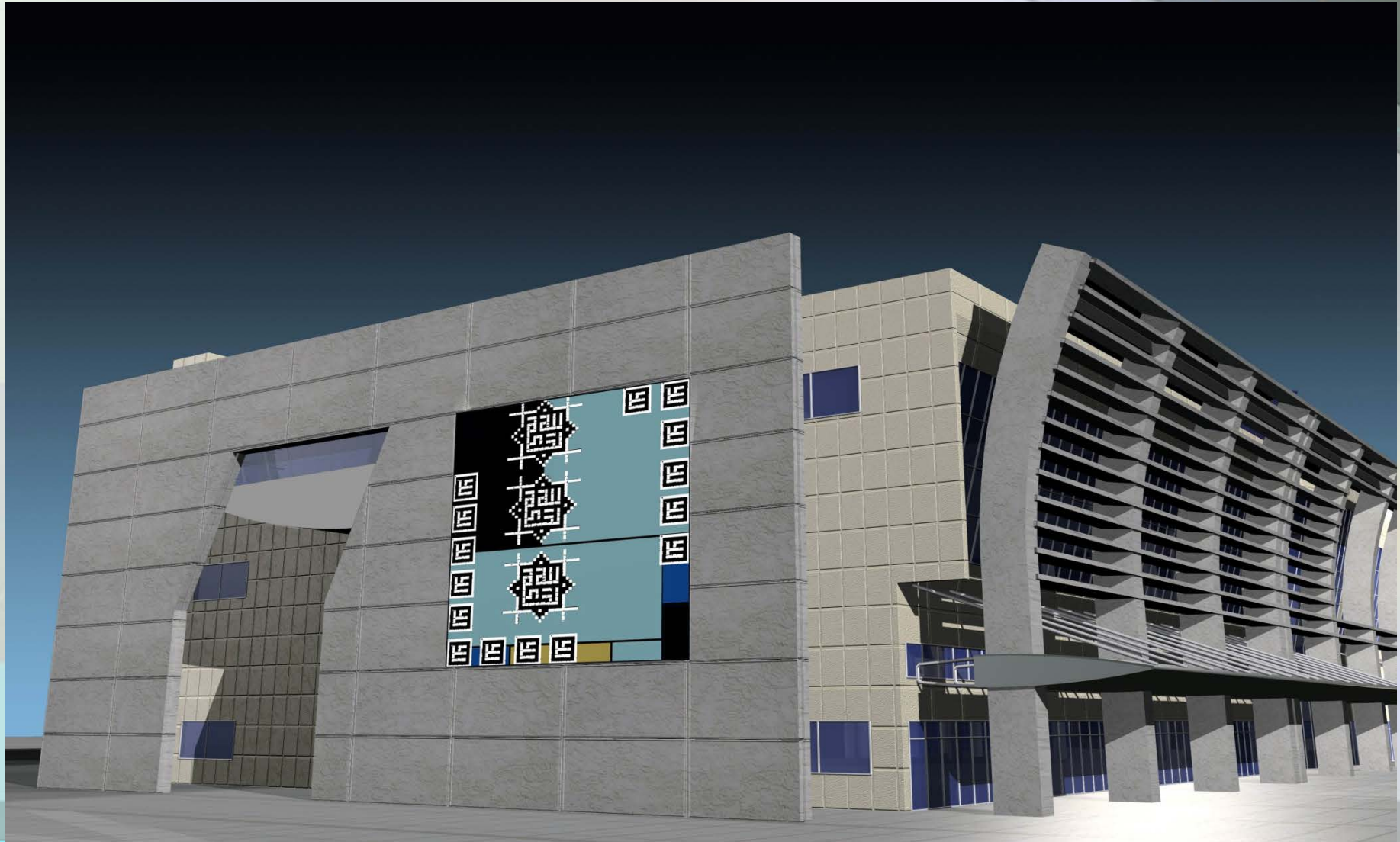
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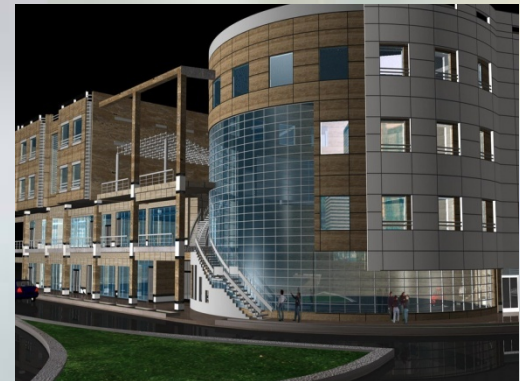
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Architectural Projects

administrative - commercial building(BC01)

By: Armanshahr consultant Engineers



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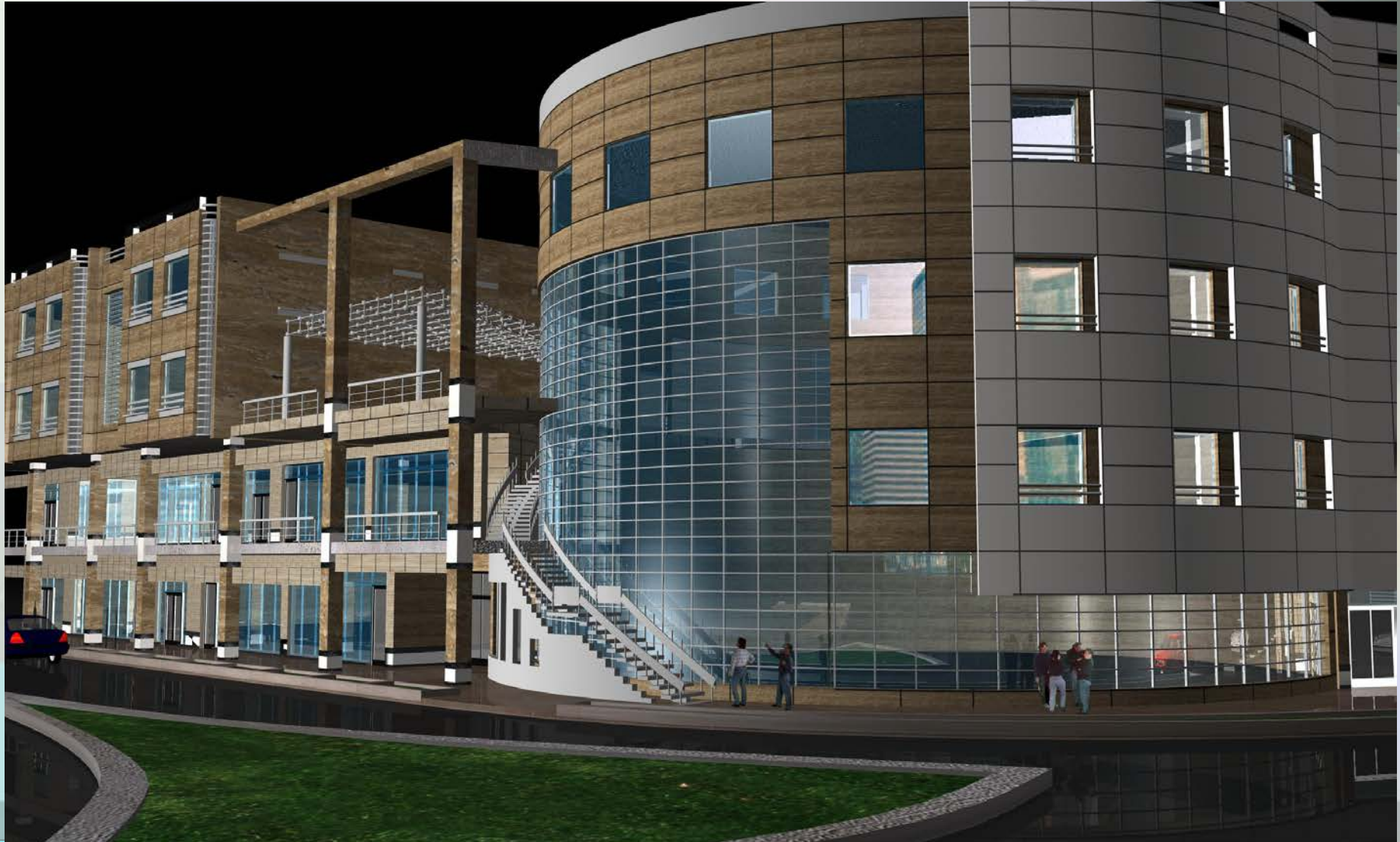
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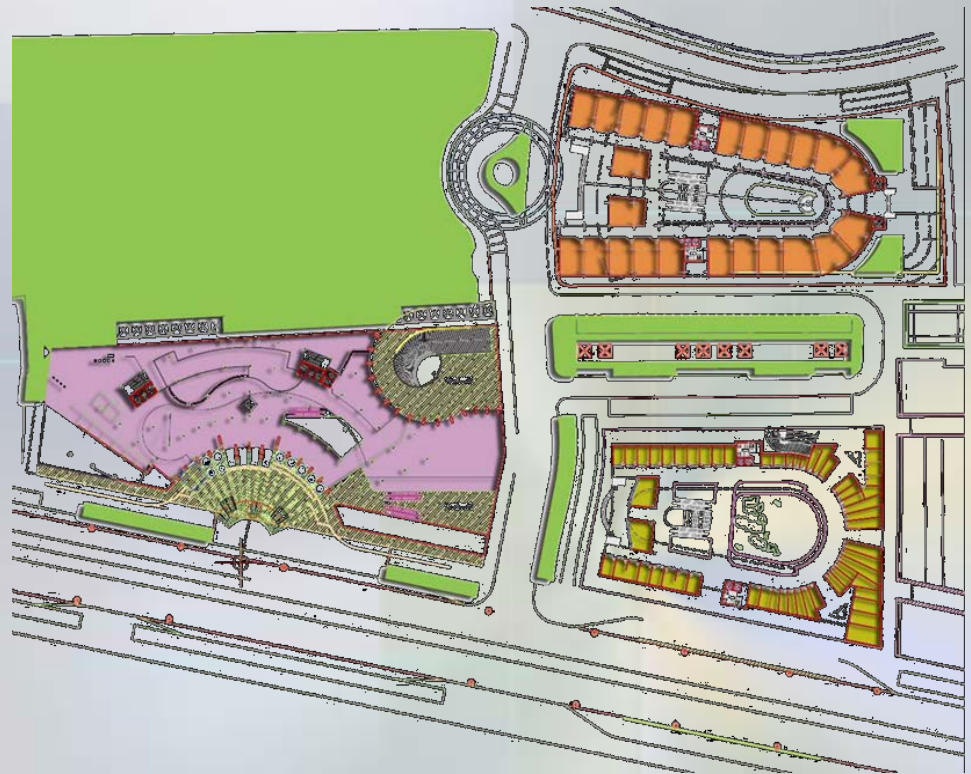
SHOHADA SQUARE DISTRICT SPECIAL PROJECT



Special project of Hashtabad complex

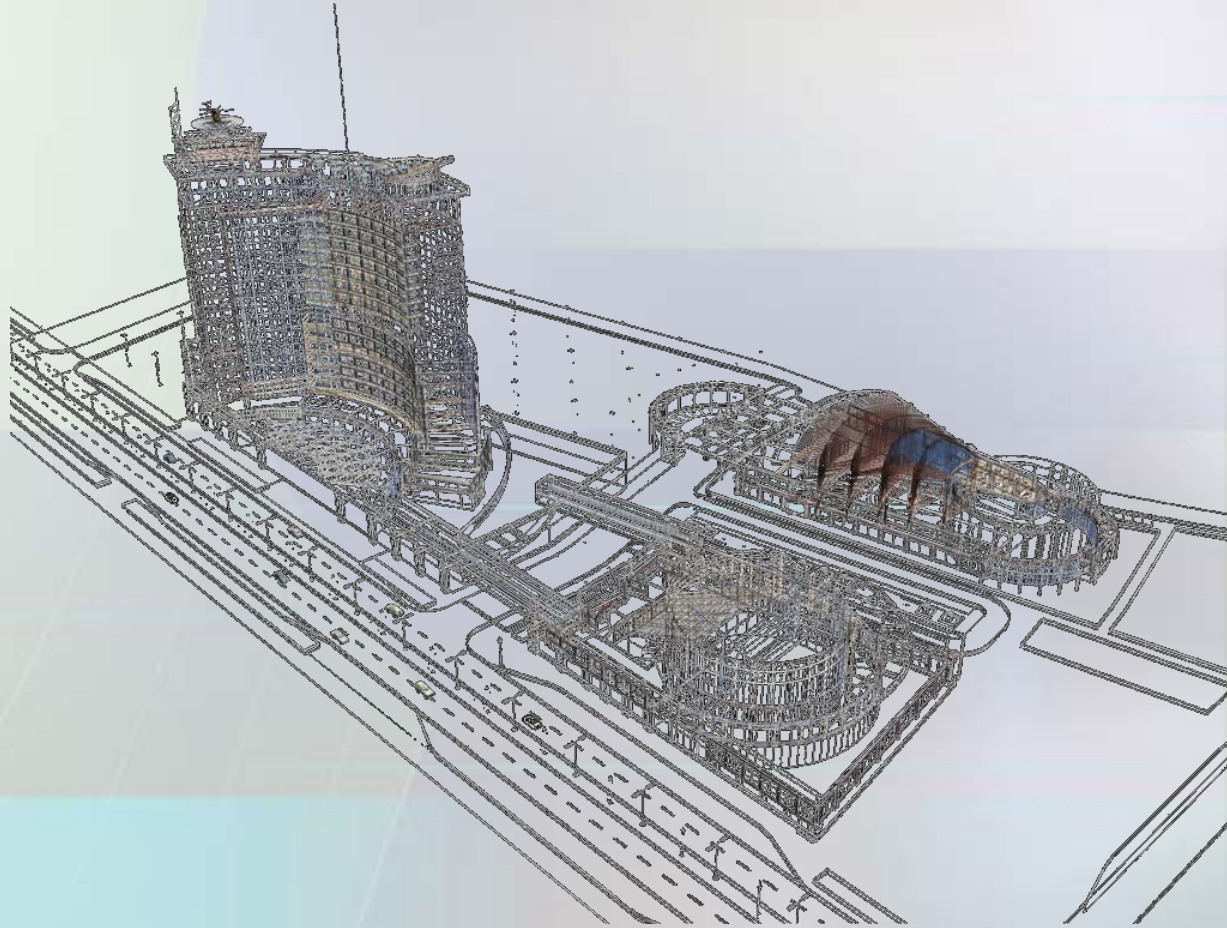
By: Nama consultant Engineers

Hashtabad park project includes five projects with various administrative, commercial, residential and religious usages. Also, the project of urban open spaces design and development of Hashtabad park coordinate the other projects of this region.



SHOHADA SQUARE DISTRICT SPECIAL PROJECT

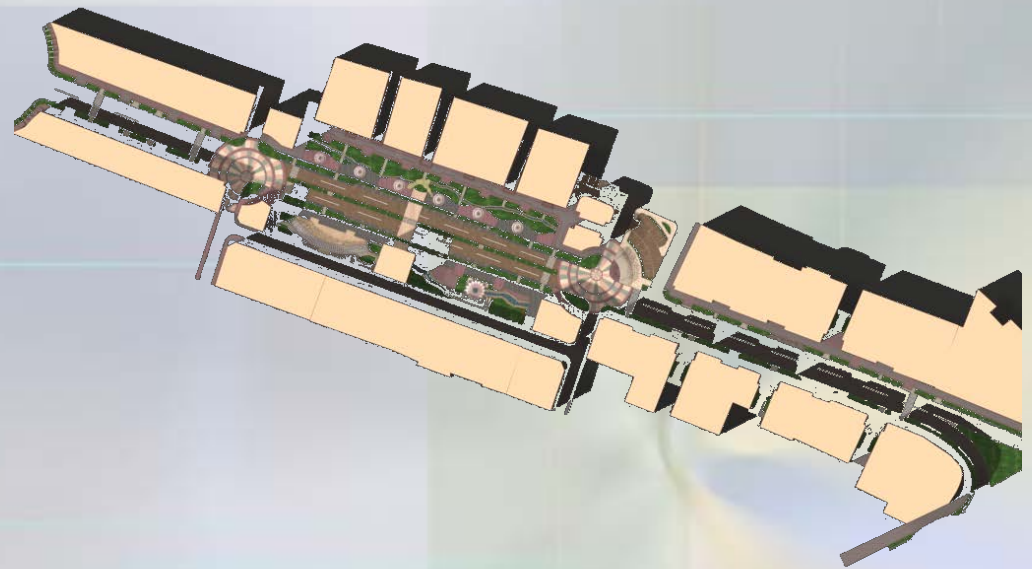
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Sahebazzaman Urban Design Project:

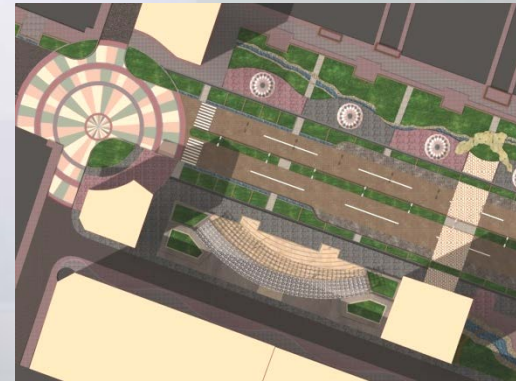
By: Armanshahr consultant Engineers

Sahebazzaman street special project includes 21 projects with various administrative, commercial, residential, cultural and sport usages. Also, the project of urban architecture of Sahebazzaman street of Shohada square special project.



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Other related projects

The consultant engineers of Raynamad, Rahdad, Atak, Gomez and Barg and the consultant engineers of Tajir are offering their engineering services for designing and supervising the implementation of Shohada square special project.

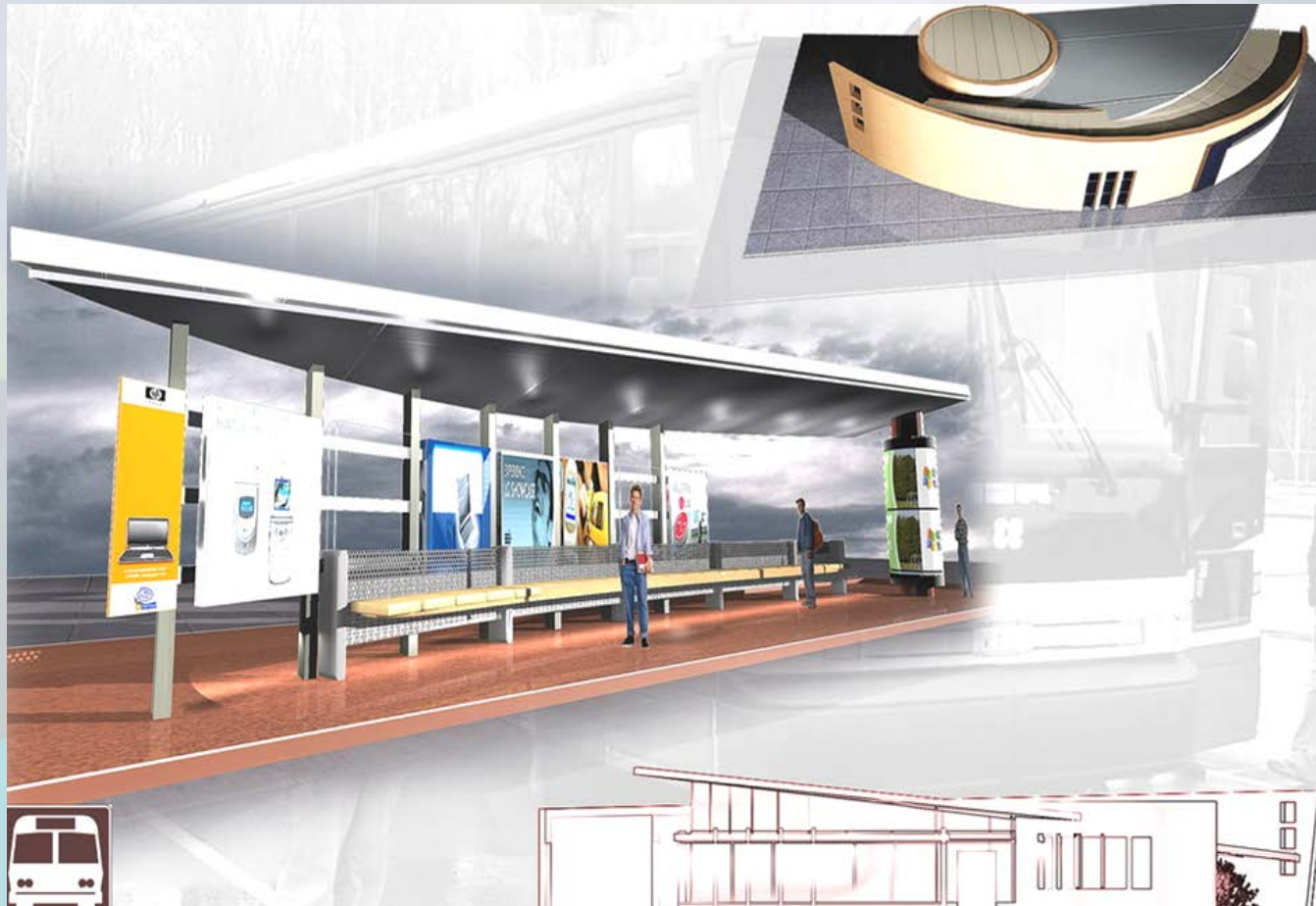
The parking and north-west terminal projects as well as the municipality annexed building have been completed and are being exploited. Thus the project shows 46% progress in designing and 13% progress in implementation.



SHOHADA SQUARE DISTRICT SPECIAL PROJECT

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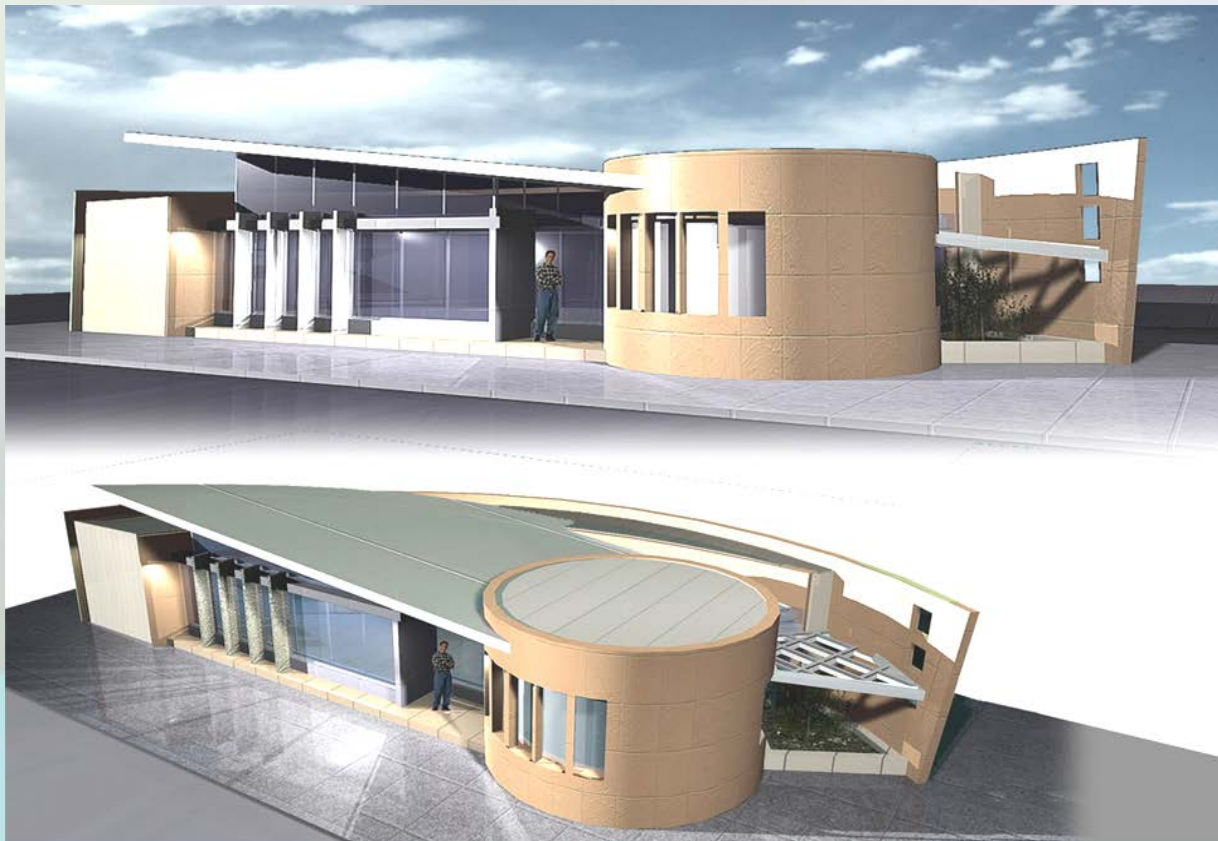
North-west terminal



SHOHADA SQUARE DISTRICT SPECIAL PROJECT

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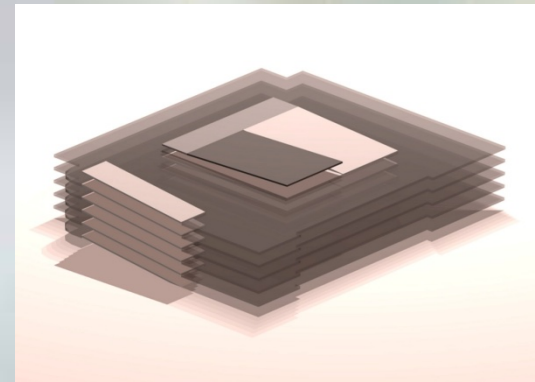
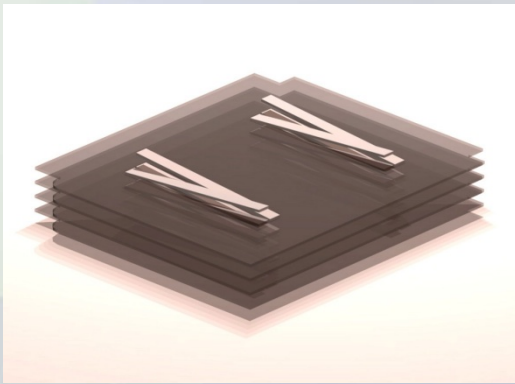
North-west terminal



SHOHADA SQUARE DISTRICT SPECIAL PROJECT

SHOHADA SQUARE PROJECT

Towhid street parking



SHOHADA SQUARE DISTRICT SPECIAL PROJECT

SHOHADA SQUARE PROJECT

Hoze Loghman mosque



THE END

