

**New Life for Old Jeddah:**  
Learning from Regional Experience

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Why

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‘Old’?

An aerial photograph of a city, likely Dubai, showing a dense urban landscape with numerous high-rise buildings and a large body of water in the background. The sky is overcast and grey. The text is overlaid on the image.

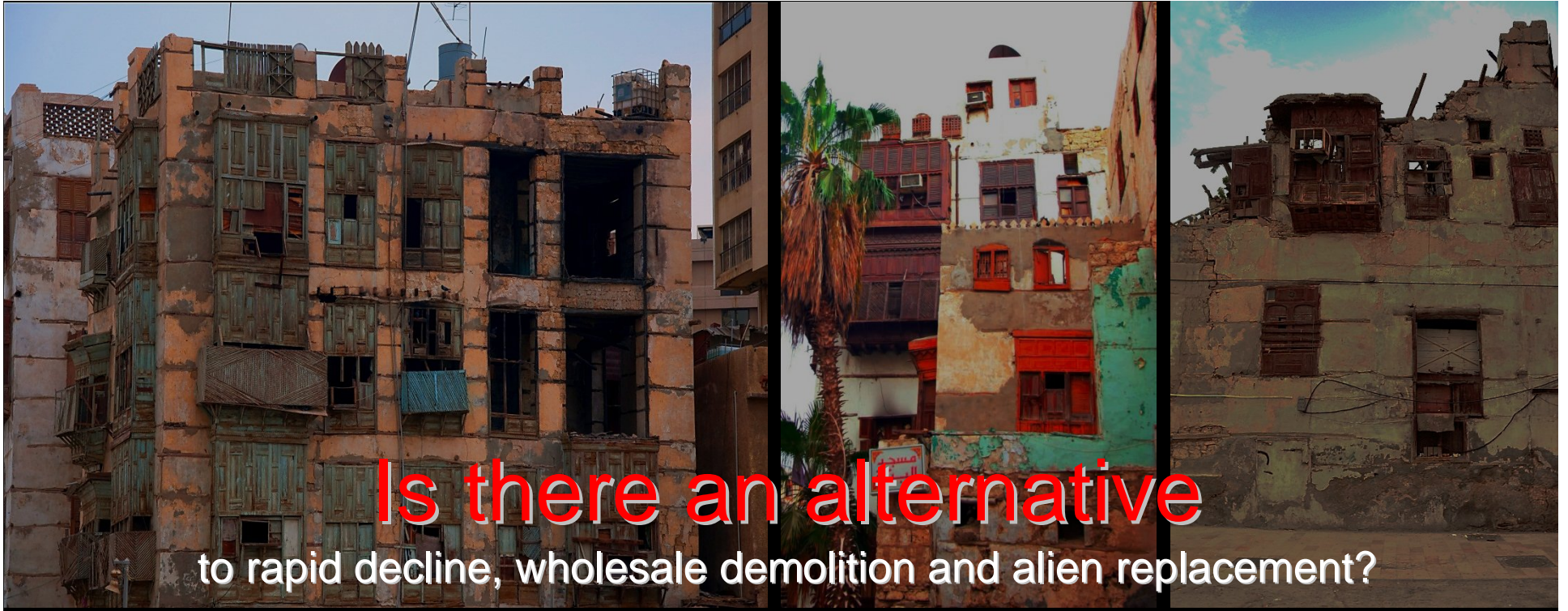
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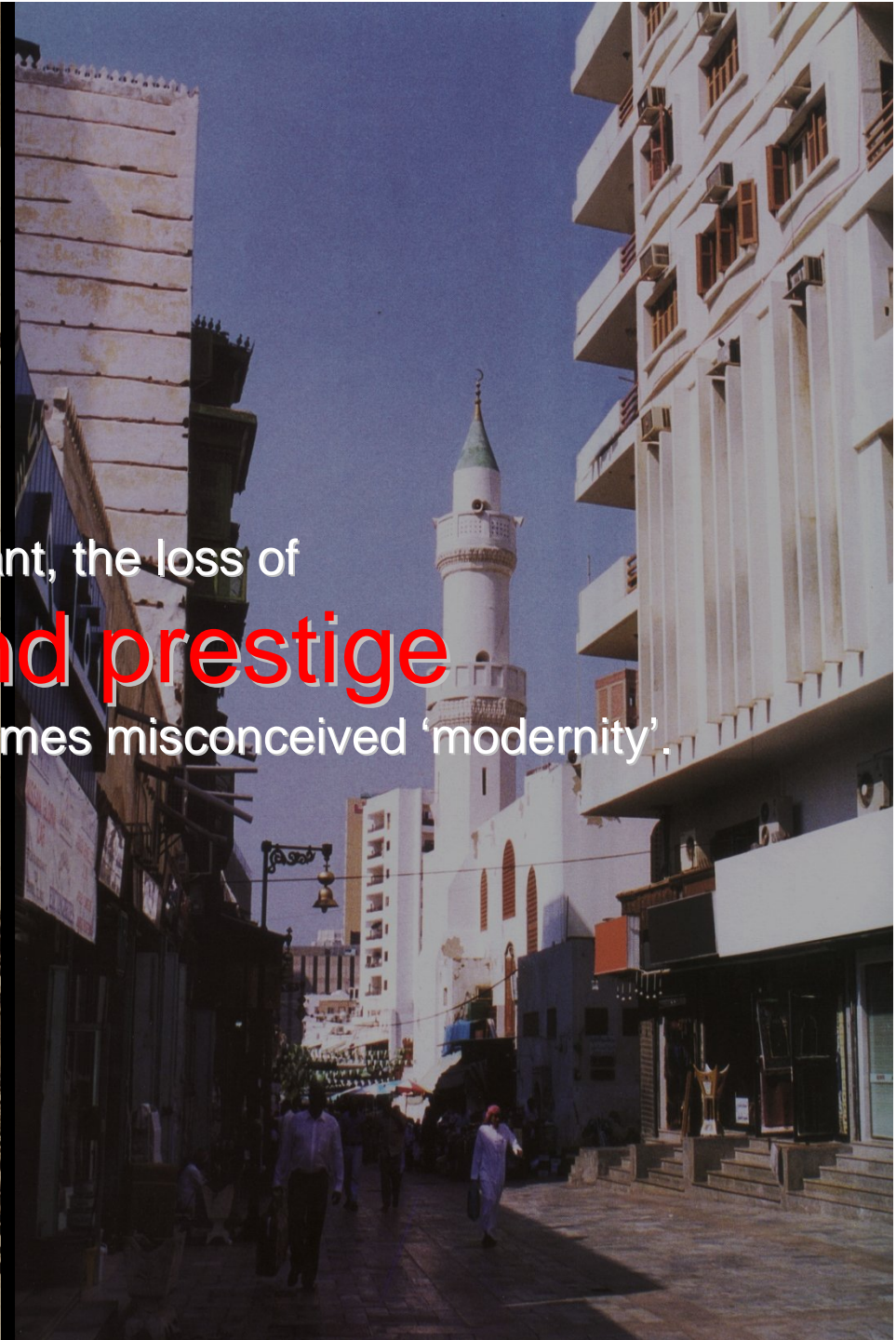
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# Al Balad

like many historic centers in the region is subject to all sorts of pressures, such as:

- Impact of **traffic** and corresponding disruption of the physical and social fabric.
- 
- Speculative **real estate** trends which introduce new land-use patterns, building heights and high densities;
- 
- New standards of **services** and facilities which usually are neither adapted nor integrated to the historic fabric;
- 
- **Demographic** changes often involving the emigration of the wealthy local residents from the historic center to new residential districts, and, mutually, the immigration of a poorer foreign labour population flocking into the centers;
- 
- Lack of **maintenance** in the historic housing stock;
- 
- Uncontrolled and widespread wholesale and heavy **commerce**.

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# Regional Experience

- Regional successful interventions in historic centers, while they started from an **overall vision**, they did not proceed according to abstract, preconceived schemes.
- Interventions are based on **gradual incremental** growth in response to **actual needs**, perceived opportunities and feed-back from field experience.
- Urban conservation and restoration of buildings were of major concerns, **they are never done in isolation**. It is integrated with urban development, combining interactively many different **disciplines** and **concerns**.
- In all reviewed projects, **community** participation, **training** of local professionals and local **institution-building**, public **awareness** campaigns were essential components.

# The Rehabilitation Hafsia, Tunis

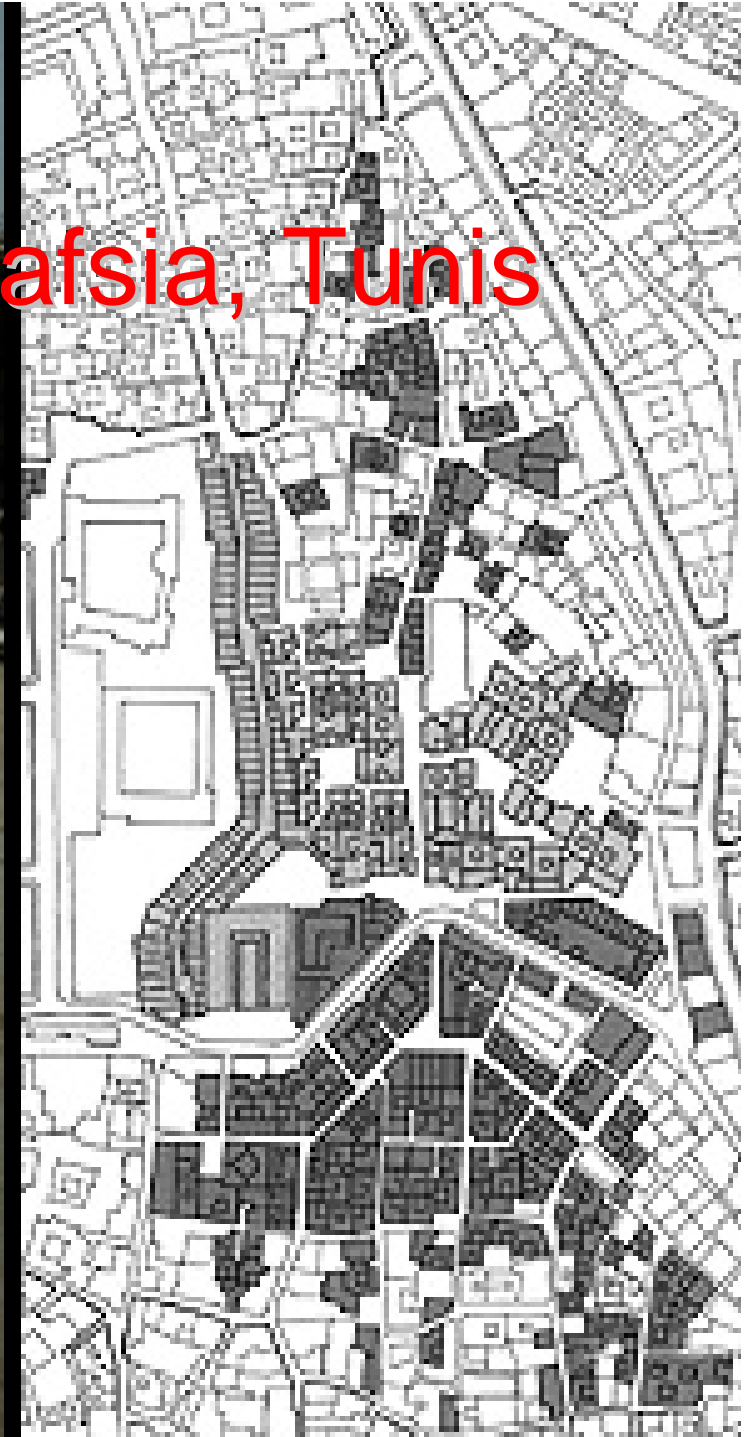
The revitalization of Hafsia area shows that planning the future development and improving the urban context of restored historic buildings and areas is equally important. All sorts of interventions from conservation to modern infill and sensitive redevelopment needed to be well defined and controlled.

# The Rehabilitation Hafsia, Tunis



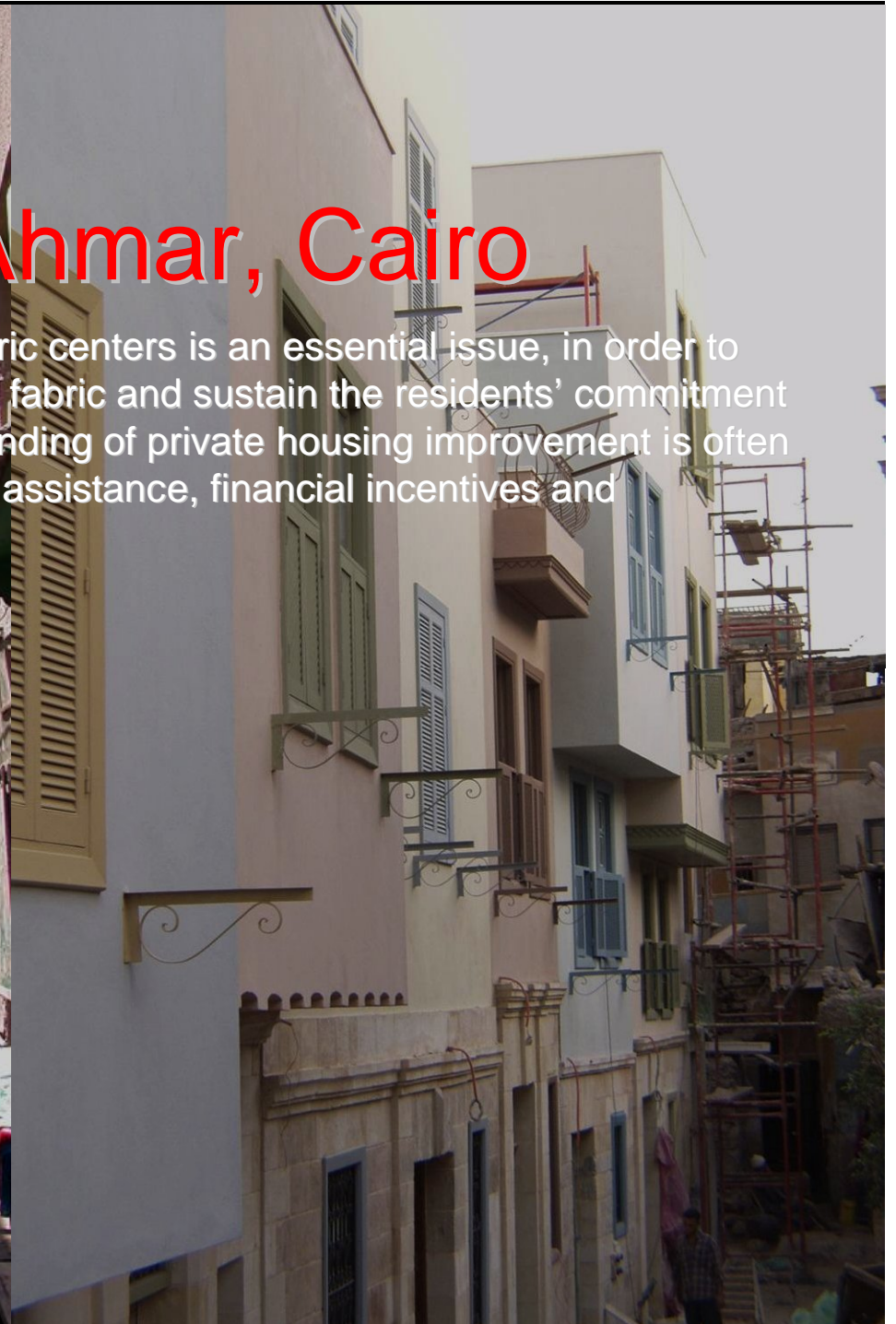
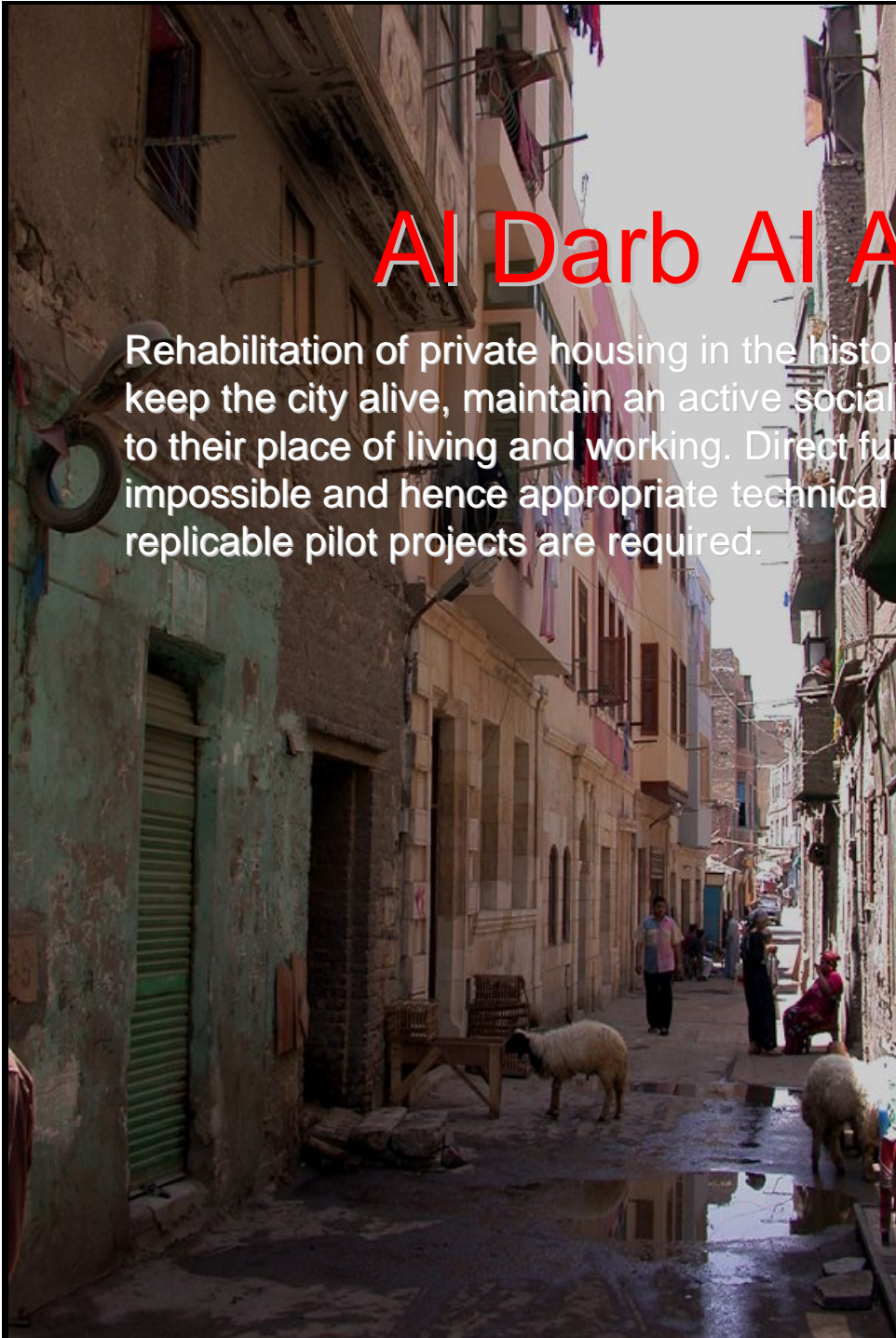


# The Rehabilitation Hafsia, Tunis



# Al Darb Al Ahmar, Cairo

Rehabilitation of private housing in the historic centers is an essential issue, in order to keep the city alive, maintain an active social fabric and sustain the residents' commitment to their place of living and working. Direct funding of private housing improvement is often impossible and hence appropriate technical assistance, financial incentives and replicable pilot projects are required.



# Souq Waqf, Doha

The adaptive reuse of restored buildings – wherever possible – is considered from the beginning, in order to keep the building alive, provide meaning to the physical intervention, make local communities ‘own’ the building and generate income for future operation and maintenance.





# Souq Waqf, Doha



# Al Azhar Park, Cairo

Al Azhar park is an demonstrates that upgrading and enhancement of public open spaces and creating of public parks and gardens can be an important element in historic cities, which connect monuments, houses and public facilities, and can provide a focus for social, cultural and recreation activities and strengthen the sense of civic identity and pride.

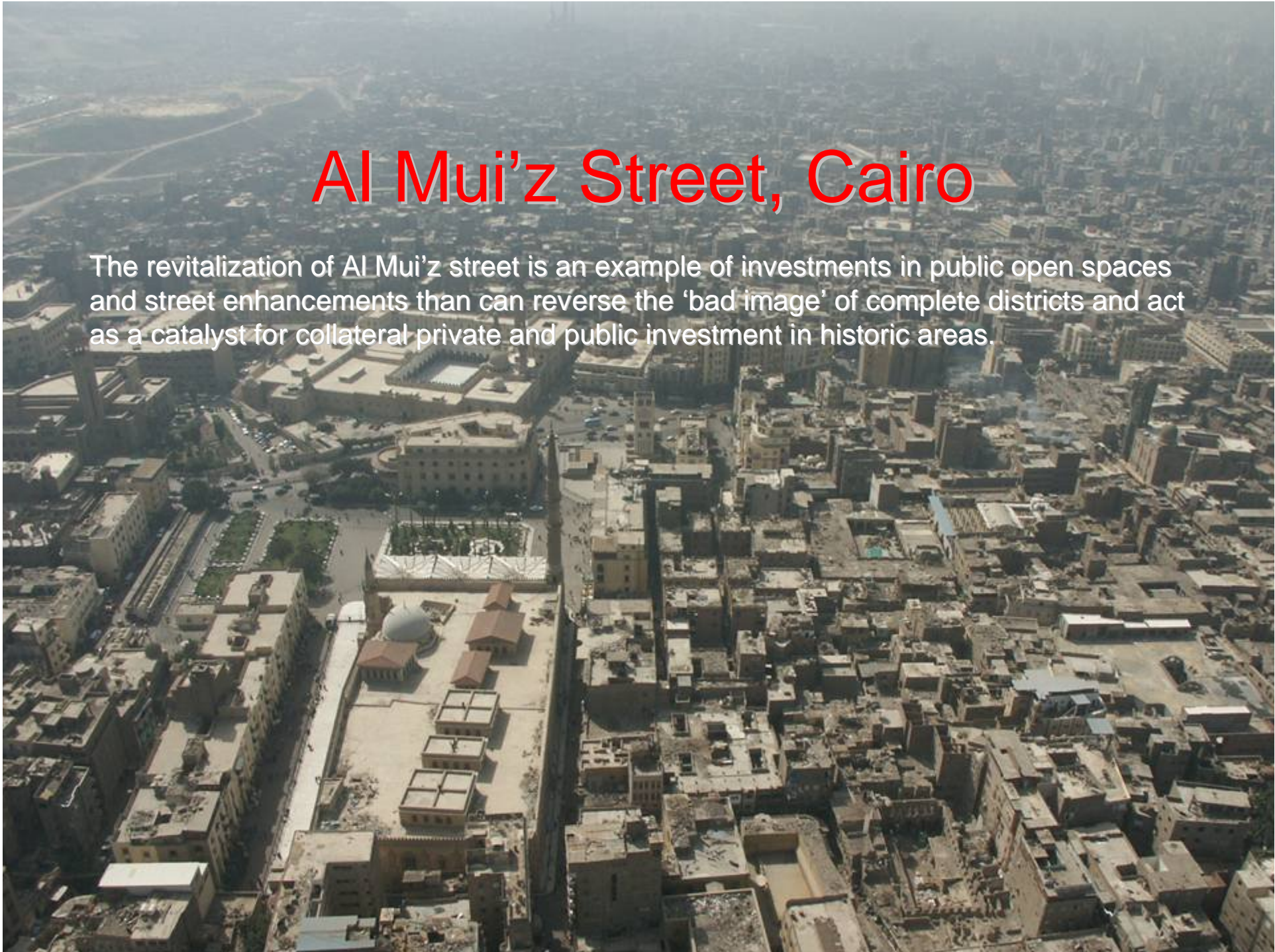
# Al Azhar Park, Cairo





# Al Mui'z Street, Cairo

The revitalization of Al Mui'z street is an example of investments in public open spaces and street enhancements that can reverse the 'bad image' of complete districts and act as a catalyst for collateral private and public investment in historic areas.







# Al Mui'z Street, Cairo



# Place Lalla Yeddouna, Marrakech

The area of Place Lalla Yeddouna is an example of a responsive and innovative development within the historic fabric of the city. In the future, the area shall be a vibrant mixed-use urban hub for the community as well as visitors. The site is expected to become a major catalyst for artisan development, with spaces for educational programs, residences, artisan production, shops, restaurants, cafés and other services.

# Place Lalla Yeddouna, Marrakech



# Downtown Beirut



# Downtown Beirut



# Place Lalla Yeddoune, Marrakech





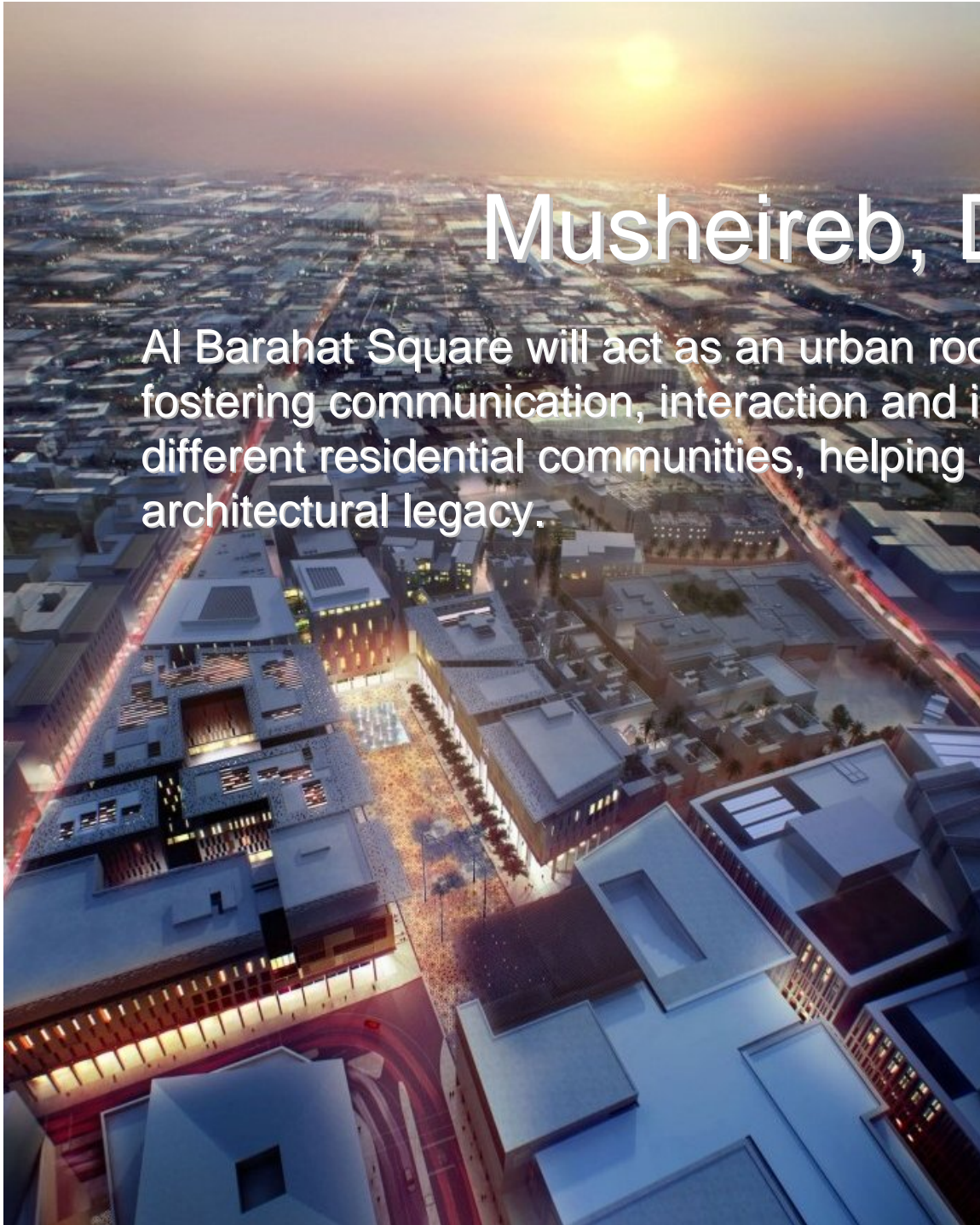
# Musheireb, Doha

Dohaland's Musheireb is a 35-hectare site that will recreate a way of living that is rooted in Qatari culture, attracting residents back to the city center and reversing the trend for decentralization.



# Musheireb, Doha

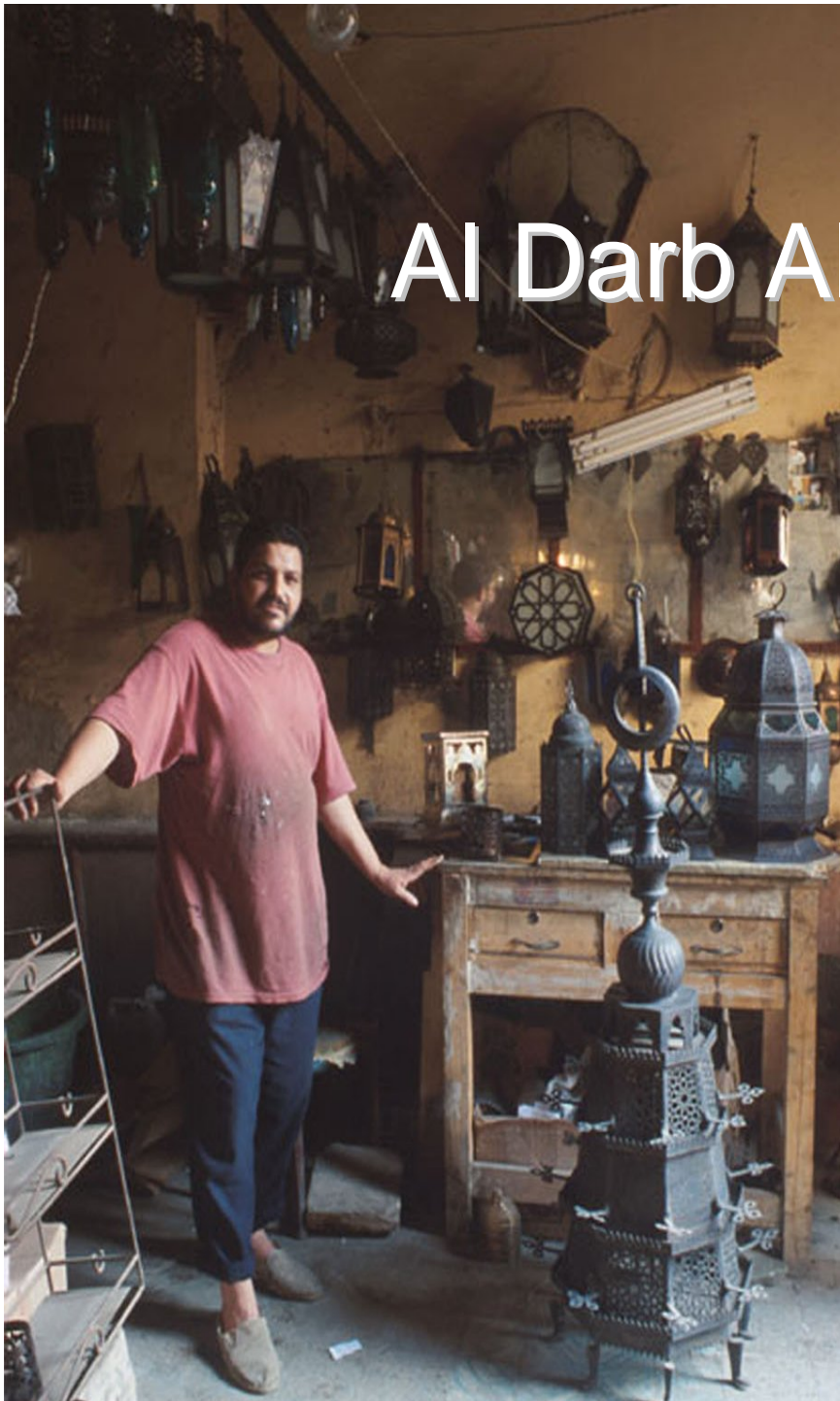
Al Barahat Square will act as an urban room for the development, fostering communication, interaction and integration between different residential communities, helping define a new Qatari architectural legacy.



# Al Darb Al Ahmar, Cairo

Associated socio-economic development activities and local capacity-building are a part from physical improvement, this may include revival and promotion of local skills and crafts, vocational training, small enterprise support, placement of unemployment labour, micro-credits, projects in the fields of health, women and youth affairs, promotion of cultural tourism and corresponding events.

# Al Darb Al Ahmar, Cairo



# Shibam, Yemen



# The Rehabilitation of old Aleppo

Training and institution-building were major concerns in the revitalization of old city of Aleppo which are entrusted with the implementation and management of project activities.



Al Balad often remains the only authentic expression of  
**cultural** identity, **visual** qualities and **spirit**  
of place within the modern center, surrounding informal districts  
and the city at large.

**Thank You**