

## URBAN DESIGN AND REVIVAL OF FERDOWSI STREET IN TABRIZ WITH A TOURISM APPROACH

Ailar Charvandeh

Corresponding Author, Department of Art and Architecture

Islamic Azad University, Tabriz, Iran

Master of Urban Design

Prof Dr Rasoul Darskhan

### ABSTRACT

Today, the promotion and encouragement of the tourism industry, solving the problems and deficiencies of the historical regions of the city, identifying the major potential of tourism development, revival of the streets with the tourism capabilities related to pedestrian movement, revival of the role of walking people in the streets, urban recreation and even assistance to being located in the cities of the world is one of the goals that urban repairs are done based on them. The present paper seeks to study, categorize and select the strategies and policies for Urban Design and revival of Ferdowsi Street in Tabriz with a tourism approach using the SWOT method. Therefore, it includes four sections: strengths, weaknesses, opportunities and threats for data analysis and the presentation of the five dimensions of the physical, urban landscape, environmental, transport, access, and performance of space. This research in terms of purpose is applied and in terms of descriptive method is a case study. The study area is Ferdowsi Street in the historical and cultural area of Tabriz Metropolis. The statistical population of the study consisted of 200 citizens aged 18-75 years old in Tabriz city. The library and field method was used to collect data. The results showed that in the Ferdowsi Street of Tabriz, an optimal interaction between the pedestrians and the ride can be established, and the dynamics and revitalization of this street was caused by providing a plan for the development of tourism. It also created a lively and memorable city climate. Also was created a lively and memorable urban space by strengthening the values and historical and cultural potentials of this street and its surroundings, and the revival of valuable monuments.

**Keywords:** Urban Design, Tourism Approach, Strategies and Policies, SWOT Approach, Ferdowsi Street, Tabriz

### INTRODUCTION

Public spaces are the most important part of the city, one of which is urban streets. Urban streets are the civilization of the city during the time and place of events and social activities of citizens in urban life (Khademi and others, 2010, 1). Improving urban streets is an area in which it tries to identify the hidden values in the eyes of observers and residents of our cities. Urban streets are one of the elements of our modern cities where vehicles are moving in it. The streets have a lot of visual value that, unfortunately, due to the rapid urban life, are neglected and ignored, and there are concepts such as pedestrian safety and comfort, vitality, beauty, memorization and transplantation lose color in it, which is caused by a change in the way and type of life and the livelihoods of citizens on the one hand and the lack of attachment of human beings on the other hand (Roosbehi, 2000, 2). About a century ago, with the arrival of cars in Iran and the boom of its use during the last century, the pedestrian position in Iranian cities was neglected. The weakness of public transport infrastructure in cities and the lack of fit of the organic structure of the existing passages network with riding traffic in historical texture s with excessive utilization of cars was the prelude to the complete overcoming of personal vehicles on pedestrians as well as the threat to the historical texture of these cities. In such a way that many cities of Iran, especially the historical texture s of these cities, have been more exposed to negative traffic collisions, which have been caused the exhausting of these textures gradually. Historical texture does not fit much with the current economic-social conditions of the present age, especially transportation technology, and the access to the ride, the tight network of passages, the lack

of green space is one of its major problems. Ferdowsi Street is located in the old city of Tabriz, between the streets of Imam Khomeini and the historical market of the city and because of the presence of the historical market from the north and the view of the citadel from the south has a lot of visual values. This street, which was the result of the early urbanization of Pahlavi and has split up the ancient and historic fabric of the city, presently, with the valuable walls of the aforementioned period, they possessed the identity and historical values of architecture, and the monuments in it, both as an independent work in design, are grateful. But this street is also faced with the phenomenon of erosion. Ferdowsi Street is due to being based on human scale and moving, The presence of the car and rapid movement have played a role as the first factor in the destruction of the coherent body of this street, and has been caused to erosion. The objective demonstration of this erosion is the decline in social life. Also, half-abandoned and abandoned buildings, the neglect of valuable works and the decline of socioeconomic qualities are the consequences of this erosion (Khodaei, 2009, 2). Despite its high position, this street has no particular boom in Tabriz's historical cultural context relative to its surroundings. But it has plenty of potential and optimal access. The lack of crowded and diverse adsorbent activities, worn-out walls and abandoned buildings has transformed the street into a place for transporting vehicles only. As individuals are only forced to attend this street to meet their personal needs. Among the issues and problems of Ferdowsi Street are the lack of diverse activities, domination of the rider, social structure change, the reduction of the overall contribution of the texture in terms of the economic functions of space (the possibility of better use of space), the heterogeneity between functional content and physical construction, reduction of sense of location belonging, Decreasing residential function, insecurity due to vacancy of the street from inhabitants in non-working hours, losing identity, degradation of safety, audio and visual pollution, abandoning buildings and valuable historic walls and erosion of these buildings, the existence of walls without historical value and completely ruined, urban disproportionate construction, shortage and deficiency of public service infrastructure, the existence of legal constraints for changing the texture and traditions of the historical heritage, the lack of attention to the inner development of the city and The worn out texture, the creation of an inappropriate urban landscape, the narrow and dark streets and alleys of this street. Another issue in this area is the neglect of the Citadel of Ali Shah as a valuable historical element that has been abandoned. So that, Pay attention to this historical value can has a lot of influence in the giving boom to the street texture and its vitality. This street also has a lot of problems on the human scale and pedestrians. The major problems in walking, such as the lack of proper design of sidewalks, the lack of proper designs to combine ride and pedestrians along the latitudinal and longitudinal distances of the street, increase vehicles and increase traffic (Shahiandi and Ghalenoei, 2013, 3). Pedestrians and ride are affected by each other, so the unresolved conflict between the pedestrians and the vehicles has made the street unusable. Therefore, over the past three decades, as a result of the rising and aggravation of urban problems, such as the degeneration of the historical centers of the cities, the loss of the quality of urban space, the increase in psychological pressures, the decline of visual values, and ... has created the widespread reaction to motorist domination, especially in the world's historical texture. In this context, the redevelopment and development of pedestrian areas has become one of the planning and design axes. Urban planners have now forced to recognize pedestrians as human beings and to think about their needs. Since the full understanding of the environment and its qualities is possible from the viewpoint of the pedestrian, the present study is carried out with the approach of tourism and given the pedestrian training near Ferdowsi Street and other traffic issues, including the one-way street of Shariati and the Artesh, the solutions and design proposals will be presented without the removal of a ride. By improving the street view and its design based on human values and actions such as organizing users and creating diverse day-to-day users, providing needed services, and controlling the presence of vehicles, it can be turned into a pedestrian street with a human scale. The manner and type of interventions done in this direction is done to provide the new and necessary functions of the inhabitants, taking into account the human and social scale, and preserving and strengthening the historical cultural values and its proper linking with the adjacent historical texture. With the revival of the streets and the similar streets in the cities, we can preserve human, historical values and belonging space we get to a place and Promote hierarchical linkages on peripheral space and help to promote our human, social-cultural values, and enable us to create a vibrant, dynamic, continuous human-scale city

where individuals can engage in their own activities (tour, shopping, watching shops, Seeing and being see, etc.).

## **EMPIRICAL RESEARCH BACKGROUND**

Habibi (1999) stated: the walking path of tourism, the design of walking- tourism paths in the ancient texture as a two-way step, and perhaps a multiplier-way for protecting the texture and guidance of the tourist, can be considered as a "pre-action" of the ancient texture and as a supplement factor to conservation, lead to tissue revival. This path, which is designed in accordance with the human motion for a tissue in accordance with its motion, while introducing its valuable texture and elements as a narrator and conductor, can make every unfamiliar with texture familiar and can be a way to takes life inside the tissue.

Kurdvani and Ghafari (2011), in a study entitled "Tourism and Modernization Approach in the Design of Historical Urban Texture, a Case Study of Isfahan", have come to the conclusion that historic textures of historical value are part of the body of Isfahan city. They have functional, economic, cultural and other functional values that can play an important role in attracting tourism in this city with their capabilities.

Ghorbani and Jame Kasra (2010), in a study entitled "The Pedestrian movement of New approach in the revival of Urban Centers - Case Study: Tarbiyat Pedestrian of the Tabriz ", concluded that the deployment of this axis in urban central texture not only has been complied with walking policies, but also has been able to bring social life into the texture, so that after the establishment and organization of this axis, the business environment and related users have been boomed. This pathway, with the acceptance of various groups of citizens, provides a favorable context for raising the quality of social life and enriching urban space in the old texture.

Zandieh et al. (2014) argued that the landscape approach, the factor behind the success of urban tourism, has identified the city with respect to culture, context and preservation of historical continuity and keeps it connected with its history. Urban tourism has become a cognitive element of the city, in line with the goals and expectations of tourists and as a factor in understanding the history, culture and collective memories of the city. So today, the industry is not only about leisure time, but also has been raised as an area for recognizing identity and the civilization of cities. By placing society as an audience, by creating social interactions, leads to boost the economy, The valorization and rising level of prosperity of the people of the city, which is a combination of that citizen and tourist.

## **RESEARCH QUESTIONS**

Considering the nature and purpose of the research, the analysis and selection of policy and strategy in the dimensions of the physical, urban landscape, environmental, transportation, and access, and user and operation of the Ferdowsi street in Tabriz city using the SWOT matrix, in this research, questions of the research are as follows:

1. What are the factors and strengths of the five dimensions of Ferdowsi Street in Tabriz?
2. What are the factors and weaknesses of the five dimensions of Ferdowsi Street in Tabriz?
3. What are the opportunities of the five dimensions of Ferdowsi Street in Tabriz?
4. What are the threats of the five dimensions of Ferdowsi Street in Tabriz?

## **RESEARCH METHODOLOGY**

This research in terms of purpose is applied and is case study in terms of descriptive method. The study area is Ferdowsi Street in the historical and cultural area of Tabriz Metropolis. The statistical population of the study consist of 200 citizens aged 18 to 75 in Tabriz city. In order to collect data in the library method, content analysis methods, evaluating statistics and documents, and a questionnaire and a survey of the statistical population are used in the field method.

Considering that this research aims to study, categorize and select urban planning strategies and urban planning policies and revitalization of Ferdowsi Street in Tabriz with a tourism approach using the SWOT method, including four areas of strengths, weaknesses, opportunities and threats to the data analysis and presentation of strategies are physical five-dimensional, urban landscape, environmental, transportation, and access and user and operation of space.

### **SPATIAL ANALYSIS OF DESIGNING SITE**

According to the census of 2011, the city of Tabriz with 1,545,491 inhabitants and 24,453 hectares in size, has twelve municipalities that each with a certain area and a certain range. The site under study is Ferdowsi Street in Tabriz's historical cultural district, located in the central part of Tabriz city, and is with the district 8.

### **HISTORY DESIGN RANGE**

#### **1- Construction of Pahlavi Street**

In the period of Reza Khan in Tabriz, as in most cities of Iran, the modern urban system began to develop, the first example of which was the construction of wide streets, which was actually due to the arrival of cars from abroad to Iran. The first street of Tabriz was Pahlavi Street (Imam Khomeini), which was built between 1921 and 1626 by the command of Abdullah Khan Tahmasebi, commander of the Azerbaijani Army. This street separated Alishah Mosque from the main core of the city and market. With the construction of Pahlavi Street, which continued from the vicinity of the square of Qomb to the Qonqa Square, led to loss in boom the old street of Tabriz, which passes through the door of the mosque? Pahlavi Street crossed precisely behind the mosque. In 1928, Mohammad Ali Tarbiat, mayor of Tabriz, founded the second modern Tabriz street with the construction of a street that was being connected the Neubr neighborhood to the main core of the market The second modern street of Tabriz was founded. This street also destroyed a large part of the Tabriz market, because it split the southern part of the market. In the era of Mohammad Ali Tarbiyat, the streets of South Shahpour (South Artesh), Ferdowsi, Monjam, Khaghani and Mansour were constructed between the years of 1928-1932. The street of southern Shahpour swept the eastern side of the street and the astronomer on the western part of Gogil's door and Khaghani, east of the street door, and reached Mashgh (Danshsara) Square, and Mansour Street, which though it was outside the Baro, broke the Mansoor neighborhood completely into Mehran Rud (Omrani and Esmaceli Sangari, 2006, 109).

#### **2- Understanding Ferdowsi Street**

Ferdowsi Street of Tabriz has been located in the old texture of the city, between the streets of Imam Khomeini and the historic city Market. This street, which was the result of the early urbanization of Pahlavi and split the ancient and historical sculptures of the city itself, now possesses valuable walls of this period, possesses the identity and historical values of architecture, and the monuments located there as an independent work in the design of the facade is grateful as well as an integrated component in the environment and in combination with the adjacent views of the urban landscape. What is important in dealing with historical monuments and cultural heritage is the way to look at these works. It is clear that the rehabilitation and rehabilitation of such works, especially in the historical centers of the cities, requires physical and physical interventions. The nature and type of these interventions to provide the new and necessary functions of the inhabitants are always in the challenge of maintaining the originality of these valuable textures. The dual principles of each, in their turn, are respected and their observance in the historic regions of the old cities is obligatory. But reconciliation between preserving historical traditions on the one hand and preparing historic cities for today's life is a very precise issue (Shojaa Del and Esmaili, 2005).

### **RESEARCH FINDINGS**

Here, the information obtained from design recognition is analyzed using the SWOT table, and then the strengths, points of opportunity, weaknesses and threat points are identified.

#### **1. Analysis of the physical dimension**

**Table 1:** Physical Analysis, Source: Writer

Potential features		Actual features			
(Threats)	(Opportunities)	(Weakness)	(Strength)		
<ul style="list-style-type: none"> <li>- Lack of vitality in the night</li> <li>- Possibility of causing problems and harm to disabled people and with low vision</li> </ul>	<ul style="list-style-type: none"> <li>- The opportunity to covered up the water</li> <li>- Using daytime use in the area to keep the walls open at night</li> <li>- Improvement and renovation of worn parts in the range</li> <li>- Possibility to create an appropriate and harmonious body</li> <li>- Opportunity for the proper flooring of the blind</li> <li>- The use of suitable flooring in the construction of sidewalks</li> </ul>	<ul style="list-style-type: none"> <li>- No covered up gutter</li> <li>- Being off the street walls at night</li> <li>- Burnout of buildings in some parts of the range</li> <li>- the lack of suitable buildings with facades and matched with each other</li> <li>- Low flooring suitable for the blinds</li> <li>- The use of appropriate materials in the construction of sidewalks</li> <li>- The shortage of suitable urban furniture in the range</li> <li>- the lack of walls designed in the area</li> </ul>	<ul style="list-style-type: none"> <li>- Historical role of Ferdowsi Street</li> <li>- Standardized of slope of area</li> <li>- Existence of a pause in the sides of the area</li> </ul>	Ferdowsi street	Physical studies

## 2. Analysis of urban landscape perspective

**Table 2:** Urban Landscape Analysis, Source: Writer





Potential features		Actual features		Ferdowsi street	Urban landscape
(Threats)	(Opportunities)	(Weakness)	(Strength)		

<ul style="list-style-type: none"> <li>- Reduces the cleanliness and beauty of the area</li> <li>- Ability to reduce belonging to space</li> <li>- the possibility of reducing urban readability</li> </ul>	<ul style="list-style-type: none"> <li>- Possibility to use billboards in the range</li> <li>- Create consistent and fit views</li> <li>- Design and paint these views to beautify and create a beautiful city landscape</li> <li>- The existence of tired texture in the reconstruction and repair of the sky line</li> <li>- The possibility of urban elements</li> <li>- Possibility to use paving on flooring</li> <li>- Weldability in the main axis of the range</li> <li>- Ability to design suitable urban furniture in the range</li> <li>- Possibility to create favorable city space because of the attractiveness of the population</li> <li>- Matching and harmonizing the walls to market compliance</li> </ul>	<ul style="list-style-type: none"> <li>- Becoming the power rails into the place of installation announcements and advertisements</li> <li>- Existence of elements (cooler and ...)</li> <li>- The existence of buildings without facade</li> <li>- Lack of harmony of the views used in the walls</li> <li>- The lack of adequate and adequate urban elements</li> <li>- Lack of proper flooring</li> <li>- the lack of walls designed in the area</li> <li>- The lack of attractiveness of the monuments of the range</li> <li>- The lack of coordination of new structures with old texture</li> </ul>	<ul style="list-style-type: none"> <li>- Existence of the active walls</li> <li>- Approximate harmony and order in the area</li> <li>- Having an appropriate enclosure in the axis of the area</li> <li>- Population absorption function area</li> <li>- The proper contrast of the walls on the sides of the main axis of the area</li> <li>- Establishing a dominant sign along the main axis of the area</li> </ul>		
---	---	---	--	--	--



### 3. Analysis of the environmental dimension

**Table 3:** Environmental Analysis, Source: Writer

Potential features		Actual features		Ferdowsi	environmental
(Threats)	(Opportunities)	(Weakness)	(Strength)		

Potential features		Actual features		Transportation and access	Ferdowsi
(Threats)	(Opportunities)	(Weakness)	(Strength)		
<p>- Incidence of diseases and problems</p> <p>Health due to non-compliance</p> <p>Health Tips in area under study</p> <p>- noise pollution created on the main streets of the neighborhood</p> <p>- the olfactory and visual pollution available on the site</p>  	<p>- The possibility of encouraging people to plant and breeding flowers and plants at the entrance to the houses</p> <p>- Provide sanitary waste bins and closures at specific and accessible locations in the neighborhood</p> <p>- The ability to calming down of traffic of area</p> <p>- Possibility to strengthen water paths with suitable pavement for walking</p>	<p>- ghosting on the streets at different times of the day</p> <p>- Release of trash cans without lids sporadically in the privacy cavalry</p> <p>- Lack of waste separation bins</p> <p>- Air pollution due to passing traffic</p> <p>-Contamination of water routes</p> 	<p>- Existence of old trees on the streets</p> <p>- Green Corridor Ferdowsi Street</p> <p>-The regular cleaning of the streets by municipal officials</p> 		




<ul style="list-style-type: none"> <li>- The presence of high-traffic artery</li> <li>- Unrestricted parking of motor vehicles</li> <li>- Failure to implement the criteria for building a transit network in accordance with detailed plans</li> </ul> 	<ul style="list-style-type: none"> <li>- Possibility to create a suitable pedestrian pathway and restrict the ride</li> <li>- the opportunity to create parking</li> <li>- Planning and designing opportunities for ease of walking</li> </ul>	<ul style="list-style-type: none"> <li>- lack of sufficient width for sidewalks</li> <li>- The inevitability of the pedestrian movement and its interference with the ride</li> <li>- Lack of proper access to the area and the presence of high traffic in Ferdowsi Street</li> <li>- Lack of parking</li> </ul> 	<ul style="list-style-type: none"> <li>- Access to the main arteries of the city</li> <li>- Easy access to public transportation network (bus)</li> </ul>		
---	--	--	---	--	--

#### 4 - Post Transport and Access Analysis

**Table 4:** Transport and Access Analysis, source: Writer

Potential features		Actual features		Ferdowsi	Land use and
(Threats)	(Opportunities)	(Weakness)	(Strength)		

<ul style="list-style-type: none"> <li>- Entry and exit of strangers to the area</li> <li>- noise and heavy traffic in some hours on the streets of Ferdowsi</li> <li>- area insecurity at night hours</li> <li>-The existence of ruined buildings and the possibility of construction incompatible with the area</li> </ul>	<ul style="list-style-type: none"> <li>- Possibility to develop green space</li> <li>- Increase the vitality of the neighborhood</li> <li>- urban open space around the citadel Ali Shah and turned into public spaces and links to preparedness</li> <li>-Maintain and enhance service and entertainment applications to enhance the memorable sense</li> </ul>	<ul style="list-style-type: none"> <li>- Hustle and bustle</li> <li>- High traffic on the street due to the accumulation of commercial usage</li> <li>-The incontinence of Mossalla Tabriz with Citadel of Alishah</li> </ul> 	<ul style="list-style-type: none"> <li>- Delivering supplies easily from one place</li> <li>- There are certain uses</li> <li>- Combination of Uses (Residential - Commercial)</li> <li>- Active textures and user configurations</li> <li>- The use of recreational services such as an inn and coffee shop at the center</li> <li>* Existence of tourism applications such as Haft Kachheler Bath, Student's Masjid and Arz Ali Shah</li> <li>- The presence of guests who are one of the most welcome options for the tourists to stay with due to their cheap price and proximity to historic sites.</li> <li>- The existence of diverse public utilities on a regional and municipal scale</li> </ul>		
--	--	--	--	--	--

## 5. Analysis of the land use and space performance

**Table 5:** Land use and space performance analysis, Source:

### CONCLUSION

At the end, using the results derived from the recognition process, the analysis is presented based on the SWOT table approach, strategies and policies, suggestions and final design.

### 1. Strategies and design policies of Ferdowsi Street Quadruple

#### 1-1. Strategies for Physical Dimensions

##### Politics:

⌘ Define a coffee shop, restaurant and traditional tea

⌘ Definition of the traditional wall for restored spaces

- ✂ Delete empty spaces by creating various applications (green space, etc.)
- ✂ Removing blocking barriers and removing floor joints on pavements with flooring
- ✂ Suitable flooring for pedestrian routes using appropriate materials for orienting them
- ✂ Modifying the water through the covered up
- ✂ Consolidation of Microlithic in Ferdowsi Street

**Strategies:**

- ✂ Modify old buildings
- ✂ Applying boarding use in a range to keep the walls open at night
- ✂ Improvement and renovation of worn parts in the range
- ✂ Building and flooring of public passages
- ✂ Improvements of pride
- ✂ creating an appropriate and harmonious body
- ✂ a rational connection between pre-existing applications and the pathway
- ✂ Avoid of damaging the foundation of the old texture
- ✂ Relationship between old and new textures
- ✂ Avoid of gratuitous buildings

**1-2. Strategies and Policies for Urban Landscape**

**Politics:**

- ✂ Organizing city boards in terms of dimensions, location and font design, color and gender.
- ✂ Furnishing the walls and facades (cementitious) with the design of landscapes and pictures appropriate to the date of Ferdowsi Street
- ✂ Possibility of using unambiguous walls to apply uniform materials for coordinating views with each other.
- ✂ Restoration and restoration of ruined houses to beautify the walls
- ✂ A fine for not placing additional elements on the walls
- ✂ Install special signs for stickers and advertisements
- ✂ Limitations and regulations for the use of coordinated materials and appropriate altitude distribution
- ✂ Create and preserve green space
- ✂ Establishment of furniture in revived spaces
- ✂ Installation of lighting lights in the neighborhood axes

**Strategies:**

- ✂ organizing urban and user signs
- ✂ Improve the city's image
- ✂ Create harmonious and appropriate views
- ✂ Create wall-mounted walls in the range
- ✂ Organizing undesirable walls
- ✂ Possibility of creation of favorable urban space due to population absorption of the range
- ✂ Create suitable flooring
- ✂ Designing and manufacturing urban furniture
- ✂ enhancing the lighting of the roads

### **3.1 Environmental Strategies and Policies**

#### **Politics:**

- ✂ Increasing the per capita green space by planting various natural elements in the Tabriz area in Ferdowsi Avenue such as Chenar, Narvan, Pine, Cedar
- ✂ the possibility of encouraging people to plant and plant flowers and plants at the entrance to their homes
- ✂ Provide sanitary and capillary bins in specific and accessible locations in the neighborhood
- ✂ to use water for stretching the neighborhood air
- ✂ Ability to strengthen water paths with suitable pavement for walking

#### **Strategies:**

- ✂ Create vitality and vitality with increasing natural elements
- ✂ Use of varied plants in the area
- ✂ Establishing measures to increase health and safety in the area
- ✂ Use of water element to stretch the air in the area
- ✂ Possibility of restraining the area traffic to prevent environmental pollution such as air and noise

### **1.4 Transport and Access Strategies and Policies**

#### **Politics:**

- ✂ Reduce traffic and increase the residents' satisfaction
- ✂ establish a suitable pedestrian pathway and restrict the ride movement
- ✂ Uniform walking paths
- ✂ Create a green path to separate the path from the sidewalk
- ✂ Create a special local park for cars
- ✂ removing the existing barrier by the Municipality's block of dam with heavy fines

**Strategies:**

- ✎ Development of transportation according to the latest standards of the day
- ✎ strengthening public transportation
- ✎ Control the traffic level inside the range
- ✎ an attempt to calm the speed of a ride in range
- ✎ Planning and design for ease of walking

**1-5. Future strategies and policies for user and operation of space**

**Politics:**

- ✎ Define a coffee shop, restaurant and traditional tea
- ✎ Define urban spaces within the range
- ✎ Preserving existing usage and preventing user definition in the trans-regional scale
- ✎ Appoint spaces for cultural and social activities
- ✎ Definition of tourism applications
- ✎ Spatialization around Ork Alisahah and turning into open urban spaces and communicating with Mosalla
- ✎ Possibility of developing green space to increase vitality in the range
- ✎ to maintain and enhance service and entertainment applications to enhance the memory

**Strategies:**

- ✎ Create open public spaces
- ✎ Modify old buildings
- ✎ Strengthening and upgrading of valuable historical monuments in terms of tourism performance
- ✎ Create user configurations
- ✎ increasing the vitality of the range
- ✎ Increase the sense of memory in the range

**2- Select the optimal pattern and proposed design**

- ✎ Preserving healthy and valuable historical views and presenting a proposed facade sample for walls that do not have the proper look, destroyed and do not coordinated with the adjacent views.
- ✎ Public utilities that are not bound to office hours are more successful in attracting citizenship groups.
- ✎ for this reason, covered restaurants without separate design in part of the site has been considered more accessible to more people.
- ✎ Good night lighting improves site security.

✂ The expansion of the pavement and the allocation of places to sit will have a positive impact on the increase of social interactions on the site and the equipment used in the design of this street helps prolong its nightlife, such as the presence of a bench to sit, Square lighting, natural elements and ...

✂ Natural elements used to design this street also contribute to creating this quality, Such as the presence of trees, vegetation and photogenic.

✂ physically, everything is in the light of the citizen's presence and his creative use of space. Therefore, the floor has the greatest potential for the appearance of citizens' behaviors, and it is possible to avoid the differences in levels and the insertion of massive elements as urban furnishings within the space as far as possible.

✂ the citadel of the castle is designed as a mosaic of spacecraft, a metal strocker, a spark-made glass and a composite view that has a view to the citadel.

✂ the historic bath of the 7- Kacheller has been preserved as an index and historic element in the site and the interior has been designed in accordance with the principles of traditional architecture.

✂ the proposed user for the vast space and haunted behind the bath of 7- Kacheller, according to the survey of aerial photographs, since the year 1926, the land is inactive and unused as a seasonal and temporary marketplace, a definite place for the presence and accumulation of street vendors.

✂ the proposed user change in the alley of 7- Kacheller, which has pedestrian access to Tarbiyat on the one hand and access to Ferdowsi Street in Tabriz, is not suitable for use and is intended for visual and olfactory pollution. This place can be in the form of a cafe and restaurant activities.

✂ changing the use of the space on the Ostad-Shagerd mosque, which is part of the historical value of the site, and can act as an element to attract tourist. Part of this space is now being used as warehouse and the other is the health care marketplace. This space can have a more effective and useful activity as a crafts market.

- Determine the route of the bike on the site according to the needs of residents and community of Ferdowsi Street Tabriz.

## REFERENCES

- Habibi, Mohsen, 1999, Trail of Tourism, Fine Arts, No. 9, pp. 51-43.
- Khademi, Masoud et al., 2010, Environmental Quality Indicators for Identification of Priority Interventions in the Waste Range of Bandera Lengeh, Bagh Nouseh No. 20, pp. 22-13.
- Khodaei, Zahra, Motavf, Sharif, 2009, Prosperity Patterns, Renovation and Improvement of Worn Texture, Urban Management Studies, No. 3, 148-127.
- Roozbehi, Farhad, 2000, Organizing and Improving the Middle Axis of the Middle Tissue of Tehran Revolutionary Avenue, Master's thesis, Shahid Beheshti University of Tehran.
- Zandieh, Mehdi, Goudarzian, Shervin, 2014, Perspective Approach to Urban Tourism Success, Journal of Architecture and Urban Design, Research Center, No. 30, 11- 11, pp. 63-61.
- Shahiwandi, Ahmad, Ghale Noei, Mahmoud, 2013, Review and analysis of pedestrian capability of pedestrian routes in Isfahan, Applied Geosciences Research, No. 31, 13, pp. 48-23.
- Ghorbani, Rasool, Jafari Kasra, Mohammad, 2010, Movement of the New Approach in the Recovery of Urban Centers; Case Study of Tabriz Pedestrian Walking, Urban and Regional Studies and Research, Second Year, No. 6, pp. 72-55.
- Kurdvani, Parviz, Ghafari, zohreh, 2011, Tourism and Approach to Modernization in the Design of Historical Urban Texts; A Sample of a Man in the City of Isfahan, Geographical Land, Eighth, No. 30, pp. 31-19.
- Omrani, Behrouz, Esmaili Sangari, Hossein, 2006, Historical texture of Tabriz city, Heritage Publishing House, First edition, p. 109.
- Shoja Dell, Nadereh, Esmaili, Hossein, 2005, Historical wall of Ferdowsi St., Tabriz - Protective and strengthening measures and safeguards, first national conference on the strengthening of unarmed buildings and monuments, Shiraz, Shiraz municipality.