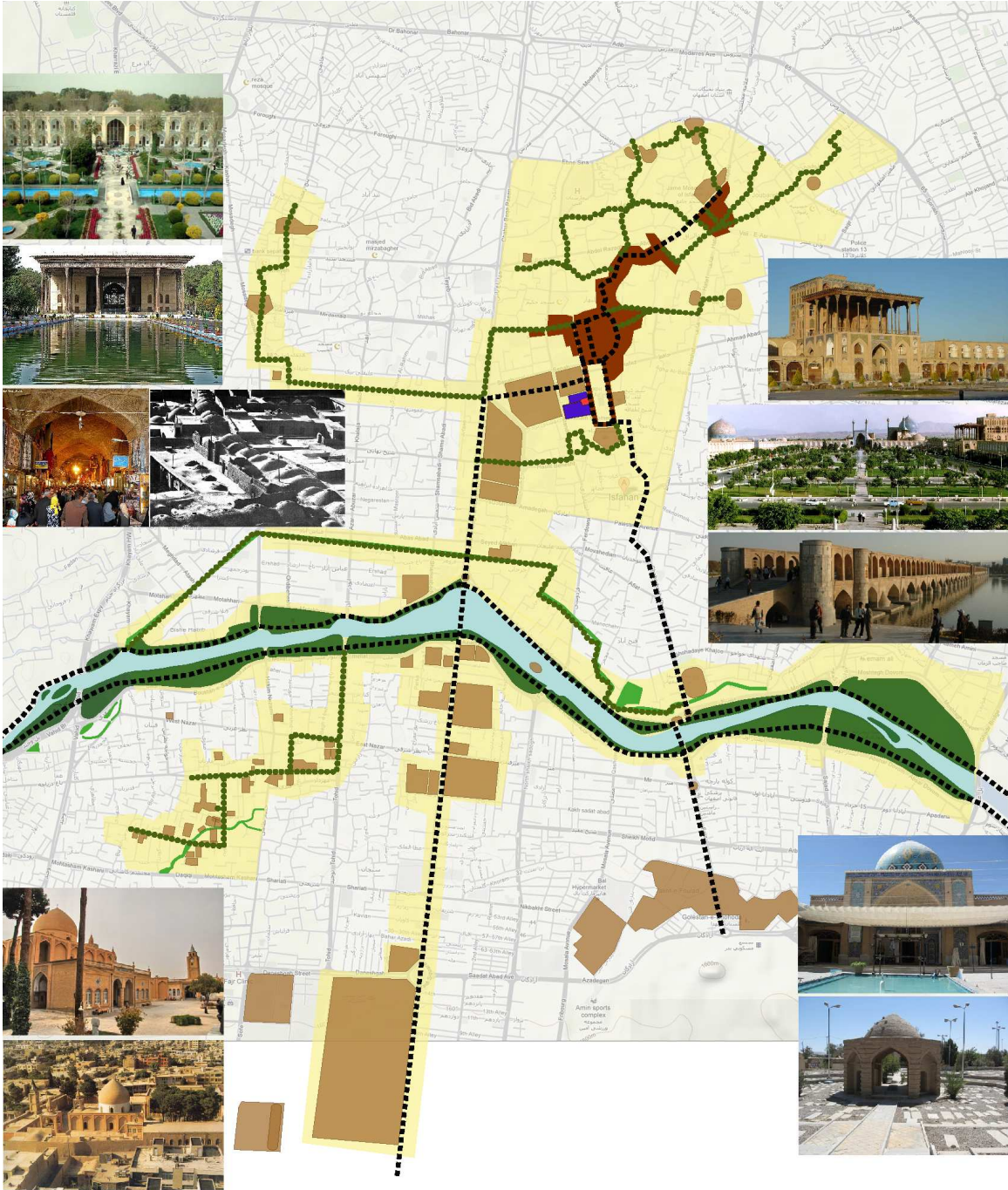
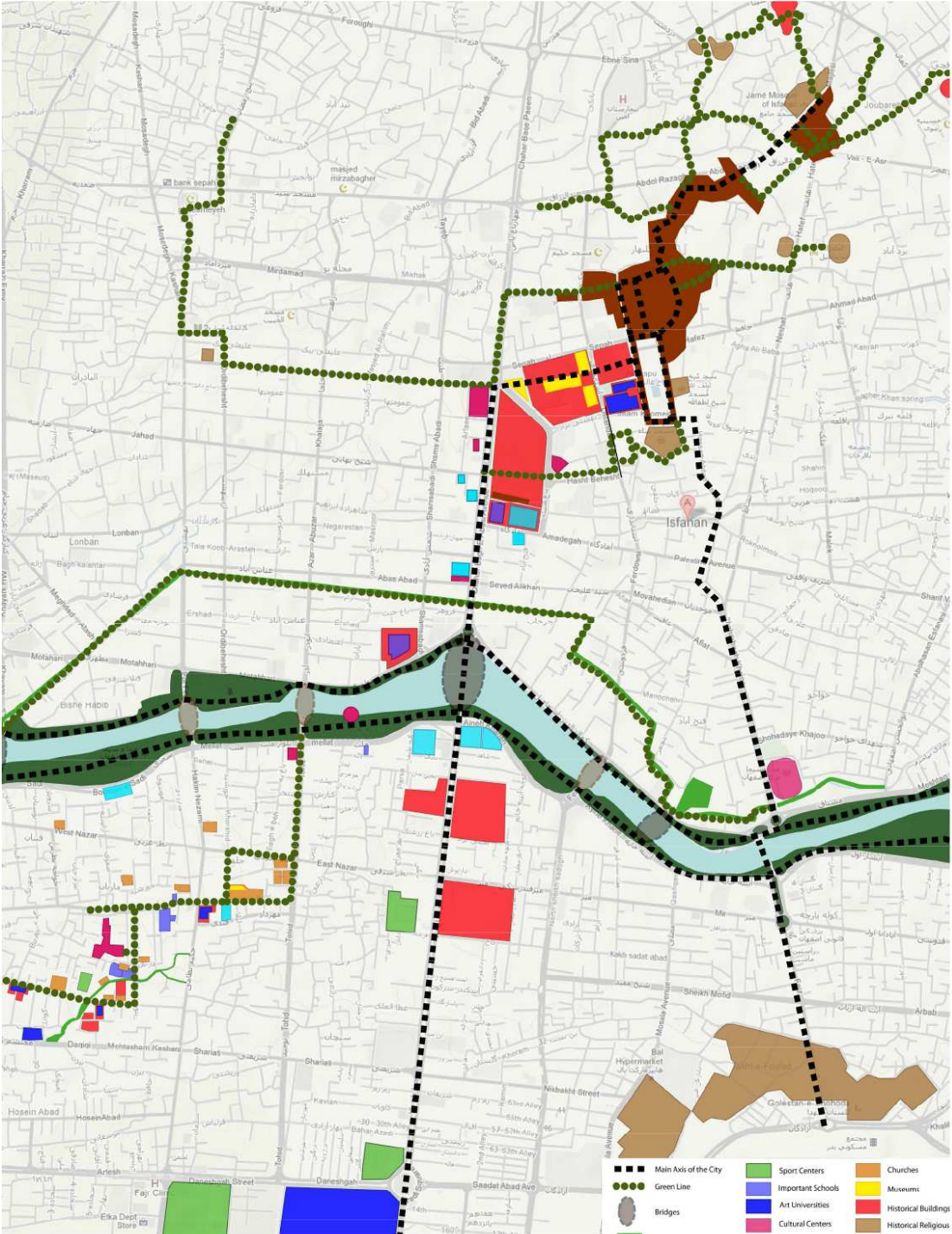


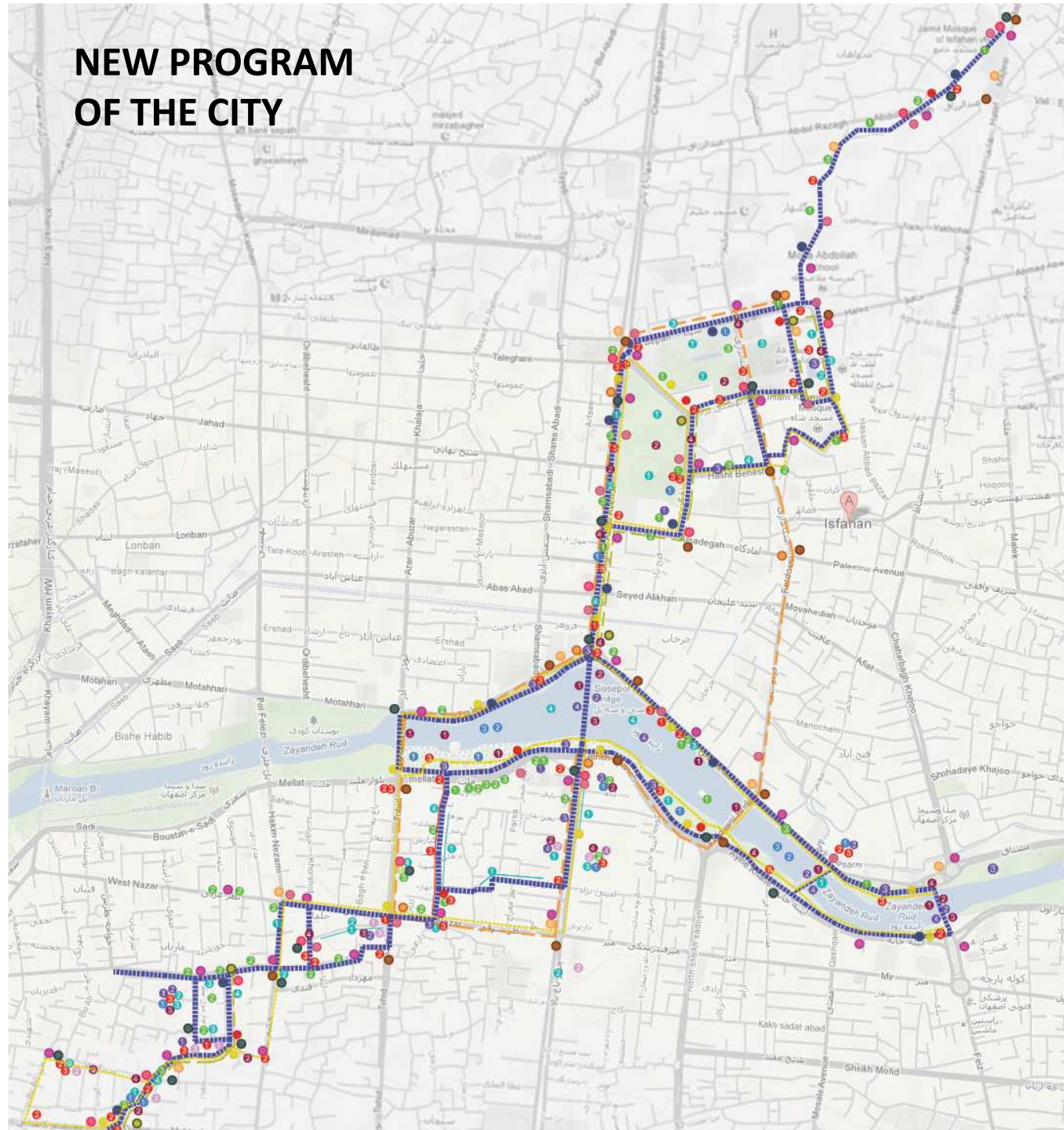
Old Texture of Of The City



CURRENT PROGRAM OF THE CITY



NEW PROGRAM OF THE CITY



LEGEND

Services

- Pedestrian Line
- Bicycle Line
- Tourist Bus Line
- Tourist Carriage Line
- Taxi Stop
- Bicycle Self Station
- Tourist Bus Stop
- Tourist Carriage Stop
- Police Station
- Medical point
- Post Office / Box
- Telephone Kiosk
- Money Exchange Kiosk
- Giornal Kiosk
- Public Toilets
- 1 Tourist Programming and Info Center
- 2 Tourist Info Box
- 3 WiFi

Cultural Activities

- 1 Temporary Outdoor Stands
- 2 Temporary Exhibition/Fair
- 3 Handcraft Show/Workshops
- 4 Temporary Markets

Museum/Exhibition

- 1 Book Museum/Exhibition
- 2 Decorative Museum/Exhibition
- 3 Film and Photo Museum/ Exhibition
- 4 Library and Cultural Activities

Gathering Point

- 1 Amphitheater
- 2 Gathering point
- 3 Break point
- 4 Light, Water and Sound Show

Entertainment

- 1 Teahouse
- 2 Coffee shop
- 3 Ice cream/Sweet/Sandwich kiosk

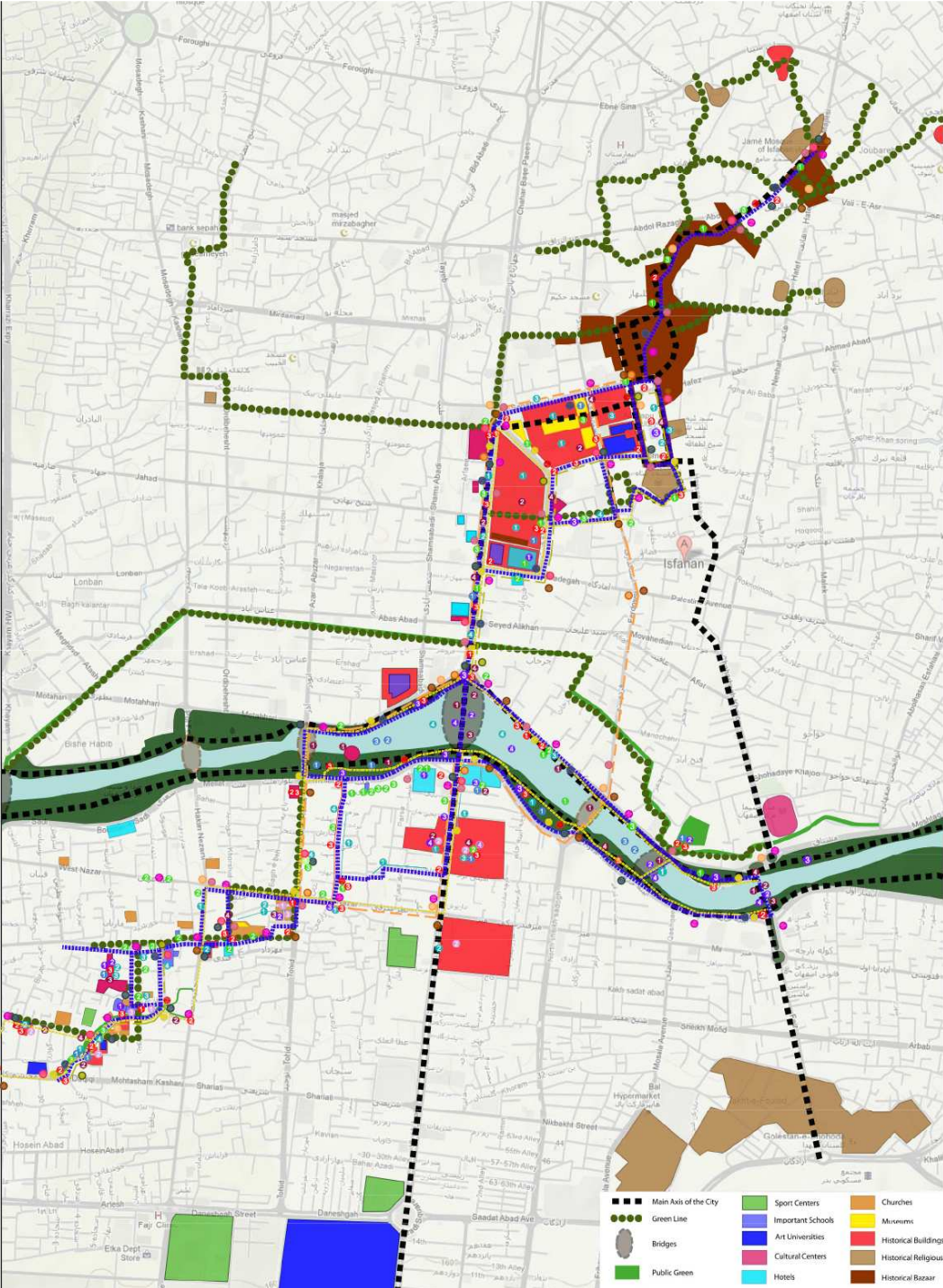
Sport

- 1 Child's Play area
- 2 Skate Ground
- 3 Patinage

Art & Music

- 1 Art Exploration Area
Painting, Graffiti and etc.
- 2 Music Stops
- 3 Open Air Concerts
- 4 Mobile Photography Stations

OVERLAPPING OF NEW AND CURRENT PROGRAM

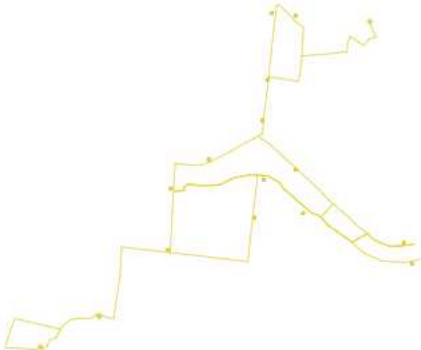


INFRASTRUCTURE LAYERS

New Tourist Carriage line
of Isfahan City



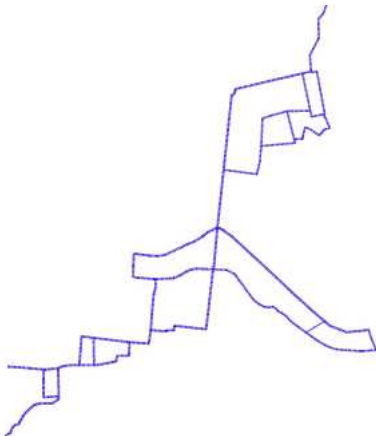
New Tourist Bus line
of Isfahan City



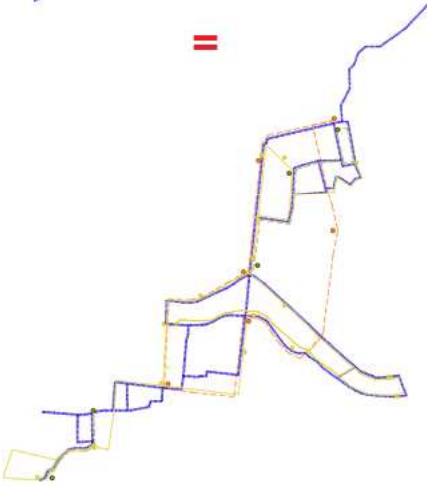
New Bicycle line
of Isfahan City



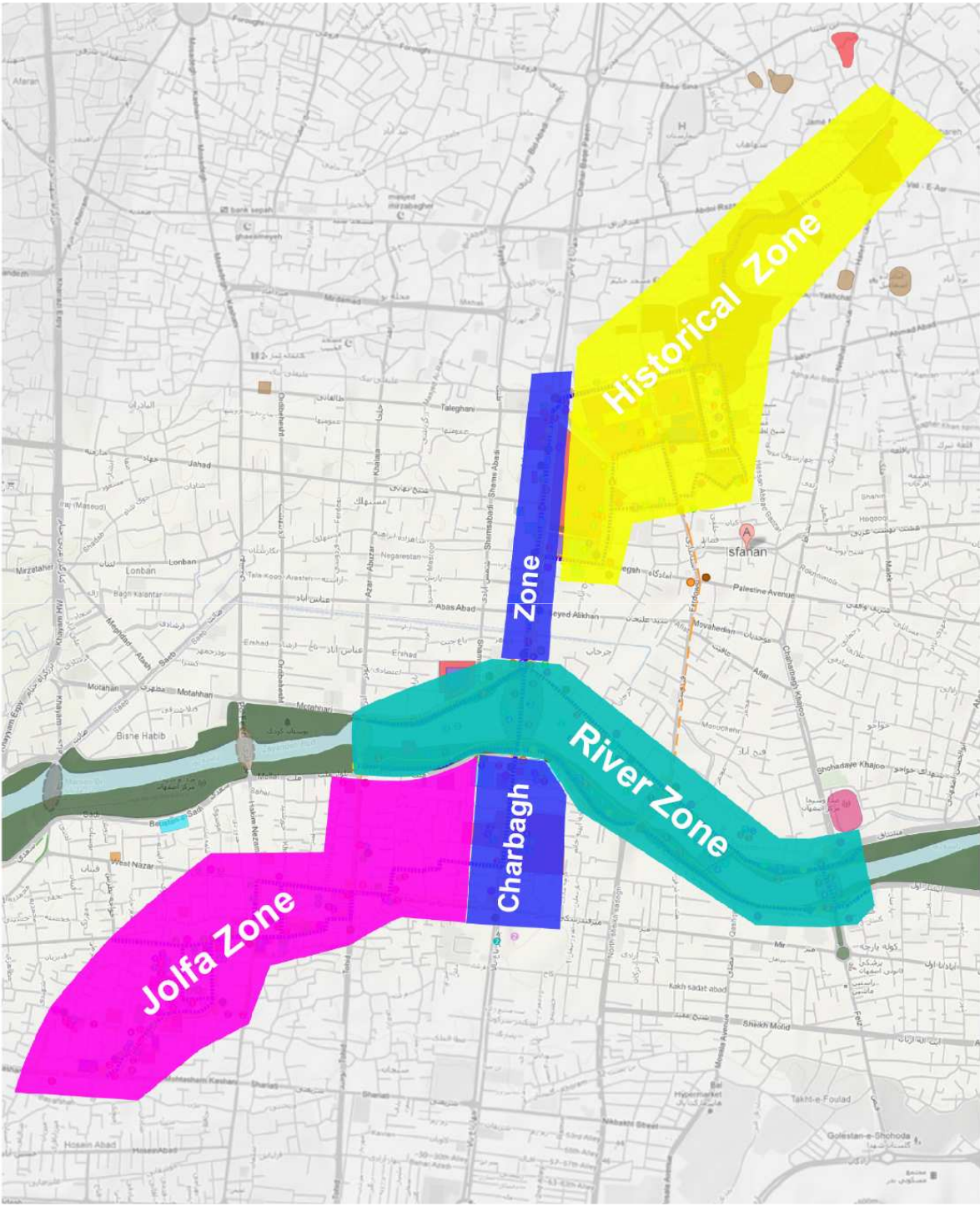
New Pedestrian line
of Isfahan City



New Tourist Infrastructure
of Isfahan City



ZONE DEVISIONS OF THE CITY



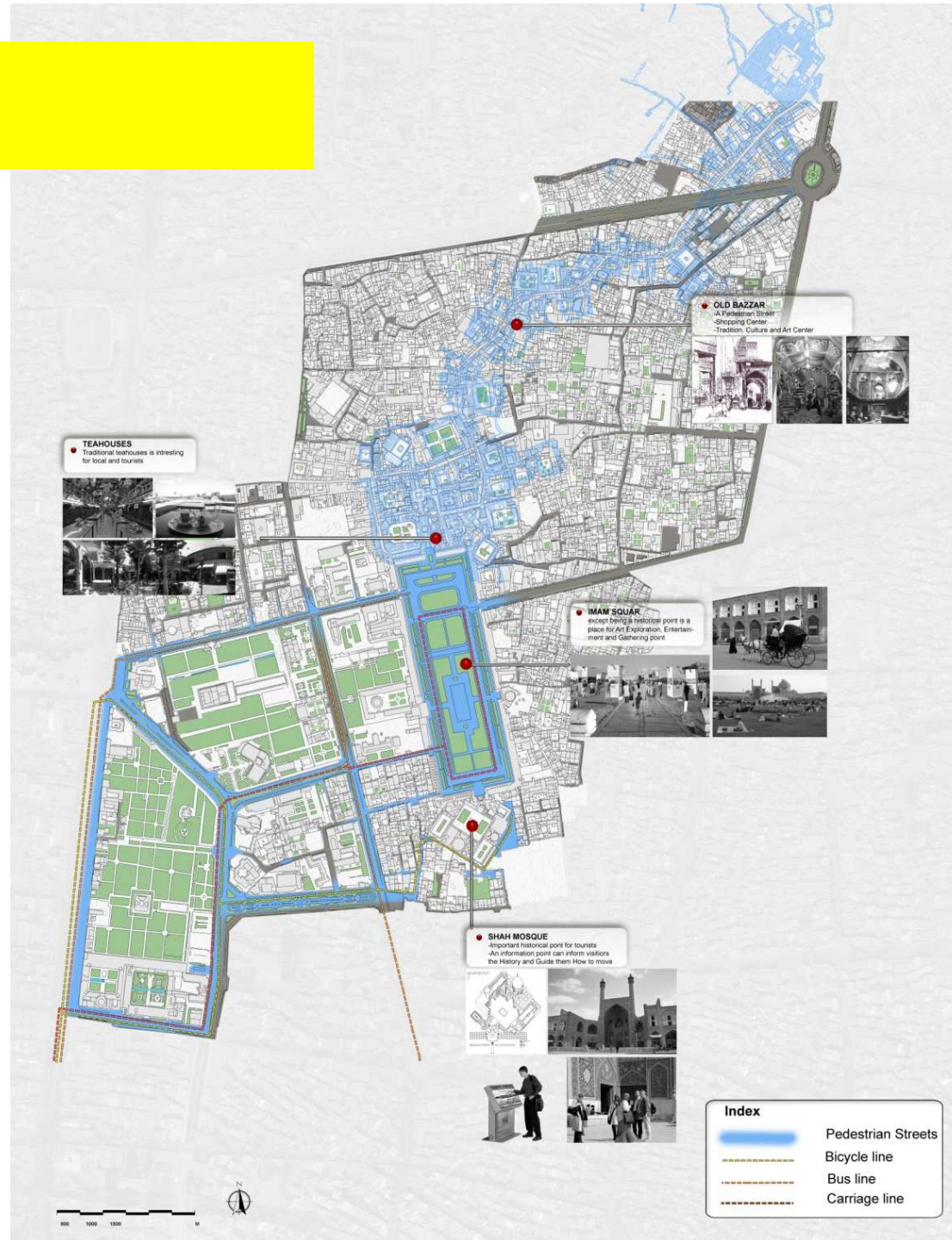
GENERAL MASTER PLAN OF THE CITY

With new program of Tourism and attractions established with financial, social and environmental sustainability, the Isfahan City will be able to deliver different activities which will attract lots of new visitors.

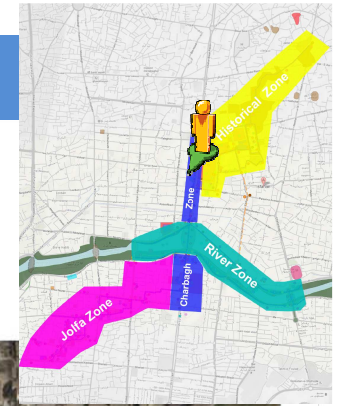
Isfahan City Tourism District program is a comprehensive and strategic framework to propel the city back into the international arena, with the new program city vision will breathe new life into the historical and reinvent the city as a desirable place to live, work and visit. The Tourism Program sets out to deliver compelling, yet realistic redevelopment strategies that will serve as catalysts for increased tourism, attracting visitors to experience the unparalleled offerings of year round events and attractions.



HISTORICAL CORE OF THE CITY



STUDIES OF CHARBAGH STREET



Museum of the Underground
Museum of History and traditions of the city



Chaharbagh College



Hotel Abbasi
Shopping Center

Char Bagh
Shopping Center

Cinema Family

Mellat
Shopping Center

Shahr Commercial Center

Isfahan Municipality



Satellite view_Chahar-bagh Street

Scale 1:300

Hotel Iran

Cinema Hafez

Hotel Jahan

Hostel Shad

Hotel Pars

Pars Commercial Center

Hotel Ali Qapu

Enghelab
Commercial Center

Cinema Sahel

Isfahan Cultural Center

Hotel Sheyh Bahae

Bazaar

Shopping
Center

Pars Commercial
Center

Cinema Iran

Jahan Nama Tower
Commercial mall



Section_Chahar-bagh Street (current situation)

Scale 1:300



Plan_Chahar-bagh Street (current situation)

Scale 1:300

Char-Bagh Street:

- From Emam Husein Sq. to Enghelab Sq. there is a connection Between Historical Center and famous Bridge of 33pol.
 - The distance between two squares is 1,3 km.
 - It takes about 18 min. by walk.
- From 33pol Bridge to Nazar junction (main street to rich to Armenian area):
 - The distance is 750 meter
 - It takes about 10 min. by walk

-This street except being an old and historical street, it is an area full of Hotels, Shopping Centers, Commercial Buildings and Entertainment points(Cinema, ice-cream shop and fruit juice, ...).

Problems:

1- Char-Bagh is a two way street which are a tree lane road way each, they are creating different problems and not attracts people to walk :

- Sound Pollution
- Air Pollution

Traffic in this street specially in peak hours of the day is disturbing pedestrians surely it will be unpleasant for tourists.



C. Other Problems like:

In the past, pedestrians could sit on chairs and see from the beginning to the end of Chahar Bagh Abbasi Paean street but now it is not possible because of cycling stations in the middle side of the street which it is not match with historical context. Nowadays this street is not attractive and favorable for the tourists and also it is blocking the middle side for the pedestrian. The motorcycles are blocking the pedestrian side.

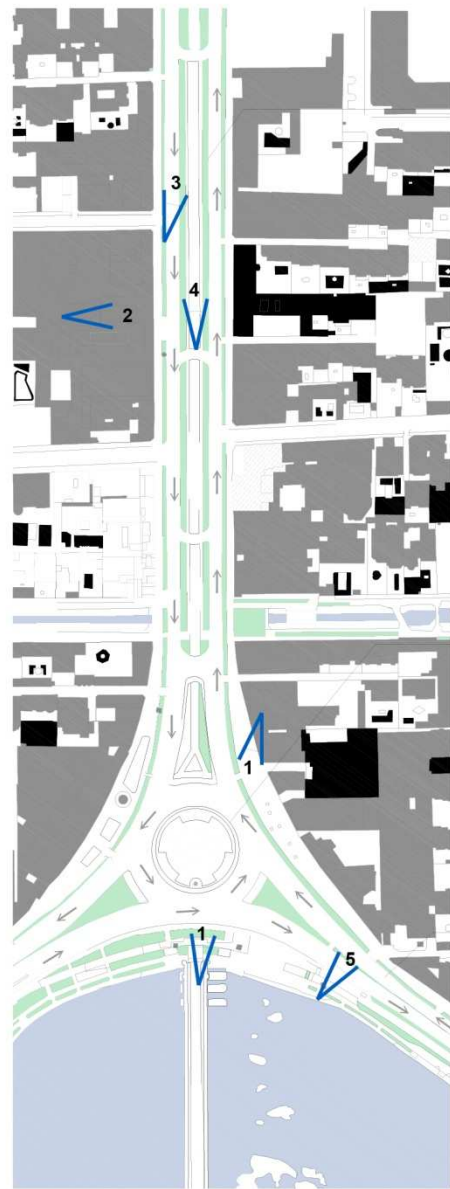


broken chairs needs to be restored



Destroyed and empty buildings with unfavorable view have changed the perspective of the street.

STUDIES OF CHARBAGH STREET



Chahar-bagh Street and Enghelab Sq.
Scale 1:2000

Chahar-Bagh Street



View 2



View 3



View 4

Enghelab Square



View 1

IT HAS BEEN DEVELOPED DURING THE LAST 80 YEARS BY THE MAJOR PROGRAMMES OF CONSTRUCTING THE HIGHWAYS AND NEW URBAN DEVELOPMENTS IN ISFAHAN. THE SQUARE IS LOCATED IN THE OLD AND HISTORIC PART OF ISFAHAN NEXT TO THE SI-O-SEPOL (ONE OF THE FAMOUS HISTORICAL BRIDGES). ALTHOUGH IT IS NEXT TO THE SIY-O-SEPOL BRIDGE AND NEAR THE ZAYANDEH ROOD (ISFAHAN RIVER) BANK AS POPULAR ATTRACTIONS ITS MAIN FUNCTION IS TO RUN THE TRAFFIC FLOW.

Esmaeili Street



View 5

Buildings with 4 stories which ground floor mainly used as commercial activity

SQUARE PROBLEMS

THE ACCUMULATION OF CARS, PEOPLE AND CONTRADICTIONAL ACTIVITIES IN THE SPACE OF THE SQUARE HAS CAUSED INTENSE CONFLICT BETWEEN CARS AND PEDESTRIANS.



MOREOVER, THE GREEN LANDSCAPE AREA IN THE CENTRE OF THE SQUARE IS NOT DESIGNATED FOR PEDESTRIAN ACCESS. PRIMARILY, THERE ARE TWO GENERAL FUNCTIONS DESIGNATED FOR ENGHELAB SQUARE AS: **CONNECTING ROLE**, AND **COMMERCIAL ROLE**. PRESUMABLY, IT IS ONE OF THE IMPORTANT JUNCTIONS BETWEEN CHAHARBAGH-E-ABBASI STREET, ESMAEILI STREET AND MOTAHARI STREET, AS THE THREE OLD AND MAIN STREETS, CONSTRUCTED DURING FIRST MODERN DEVELOPMENT IN ISFAHAN. THUS, THERE IS A SIGNIFICANT LOAD OF TRAFFIC IN THE SQUARE DURING PEAK HOURS OF DAY. THIS IN TURN CAUSES HIGH POLLUTION CONSIDERABLE AIR POLLUTION IN THE AREA.

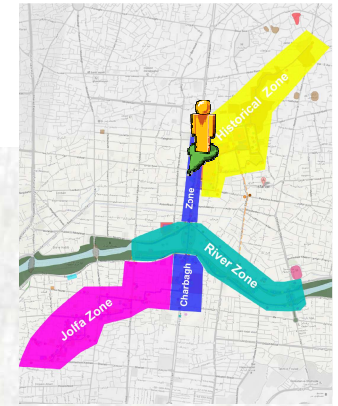


MOREOVER, THE PLACEMENT OF THE SQUARE IS IN A WAY TO BENEFIT FROM THE RIVER IN THE NEIGHBOUR (ZAYANDEH-ROOD) IN TERMS OF SOUND MASKING AND IMPACTING ON THE AIR TEMPERATURE. HOWEVER, THE LOW RATE OF GREEN LANDSCAPES AROUND THE SQUARE IN COMPARISON WITH HIGH FLOW OF TRAFFIC HAS REDUCED THE MENTIONED IMPACT OF THE RIVER BY INCREASING NOISE AND AIR POLLUTIONS. IN OTHER WORDS, THE NEW DEVELOPMENT OF THE SQUARE IS NOT MATCHED WITH THE FLOW OF URBAN MOVEMENTS (E.G. SHOPPING, COMMERCIAL ACTIVITIES ETC.).



FROM SUN ORIENTATION VIEW, THE SQUARE HAVE BEEN DESIGNED IN A REASONABLE APPROACH IN TERMS OF POSITIONING THE SURROUNDED BUILDINGS TO ATTRACT THE HIGHEST RATE OF SOLAR ENERGY IN WINTERS AND LOWEST SOLAR HEAT IN SUMMERS BUT NOW IT IS NOT PERCEIVED AS THE SQUARE IS CROWDED WITH TRAFFIC AND SMOKE.

CHARBAGH ZONE MASTERPLAN



● Continuation of Char Bagh Street till so far show the importance of the main Axe of City



● TEMPORARY MARKETS
- Exhibition of Art, Culture and Tastes
- Place to buy Souvenir



● SHAH'S MOTHER SCHOOL AND ABBASSI HOTEL
- The royal hotel hosts lots of tourists
- A religious school



● Start point of CharBagh street
- Tourist Programming Center and Internet Point
- Break Point
- Bicycle Stop



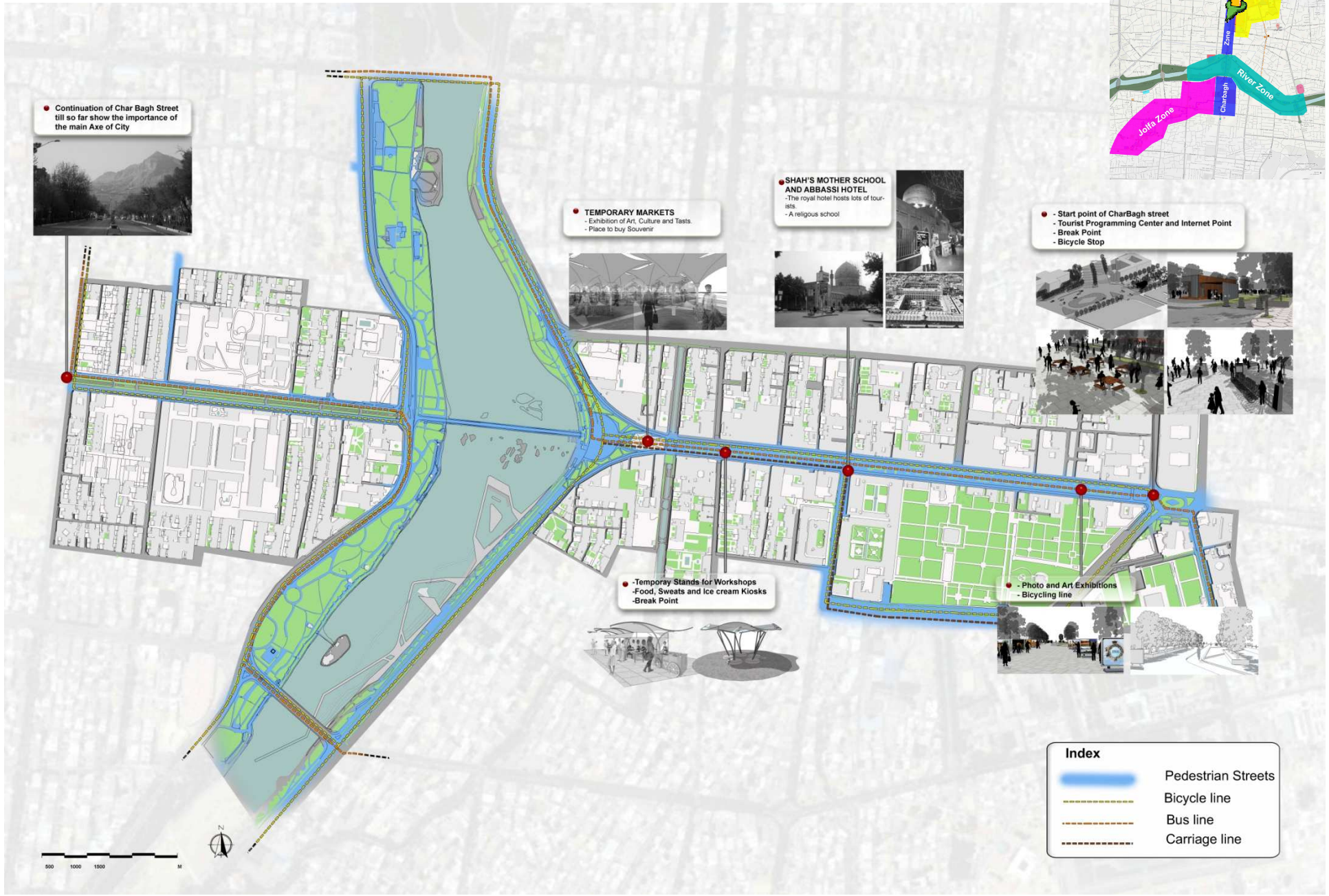
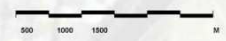
● Temporay Stands for Workshops
- Food, Sweets and Ice cream Kiosks
- Break Point



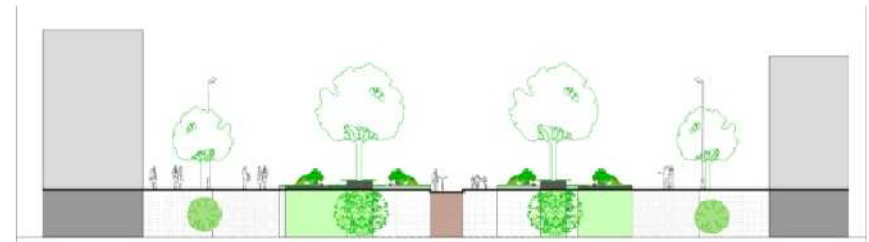
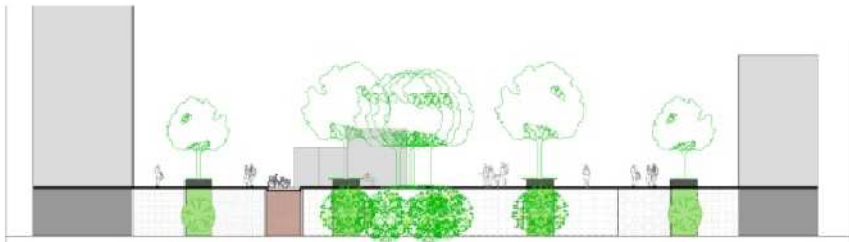
● Photo and Art Exhibitions
- Bicycling line



Index	
	Pedestrian Streets
	Bicycle line
	Bus line
	Carriage line



STUDIES OF CHARBAGH STREET



ZOOM IN AREAS OF CHARBAGH ZONE



CHARBAGH ZONE – AREA A



GENERAL VIEW OF AREA A (view 1 & 2)

In this area there is 4 attractive point:

- 1-Tourism info point**
- 2-WiFi Center**
- 3-Bicycle staition**
- 4-Gathering point**







(view 3 & 4) In order to have an effective pedestrian zone there needs to have fixed hours and signage that restricts the access of vehicles. Installing automatic, rising bollards to manage special access vehicles (such as delivery trucks or emergency equipment) needed access to the zone and bollards are not open to public traffic. The bollards will be down from 6:00 to 10:00 a.m

**(view 5 & 6) TOURISM INFORMATION AND
WIFI CENTER**

-Offering tourist information and free literature, suggesting tour itineraries about Isfahan for all travelers.

-Open 7 days a week, service is available in 7 languages of the world(Persian, Armenian, English, German, French, Italian and Spanish).

-Telephone Inquiries are also welcome.

-Free Wi-Fi available.





(view 7) SELF SERVICE PUBLIC BI-CYCLE SYSTEMS

A bank of bicycles, with numerous pick-up and drop-off points, available to the general public and tourism for short-term uses for free (tourism) or for a small fee (local users). The public bicycle systems are a potential means for increasing the mode share of bicycles and for promoting bicycle-transit intermodality.



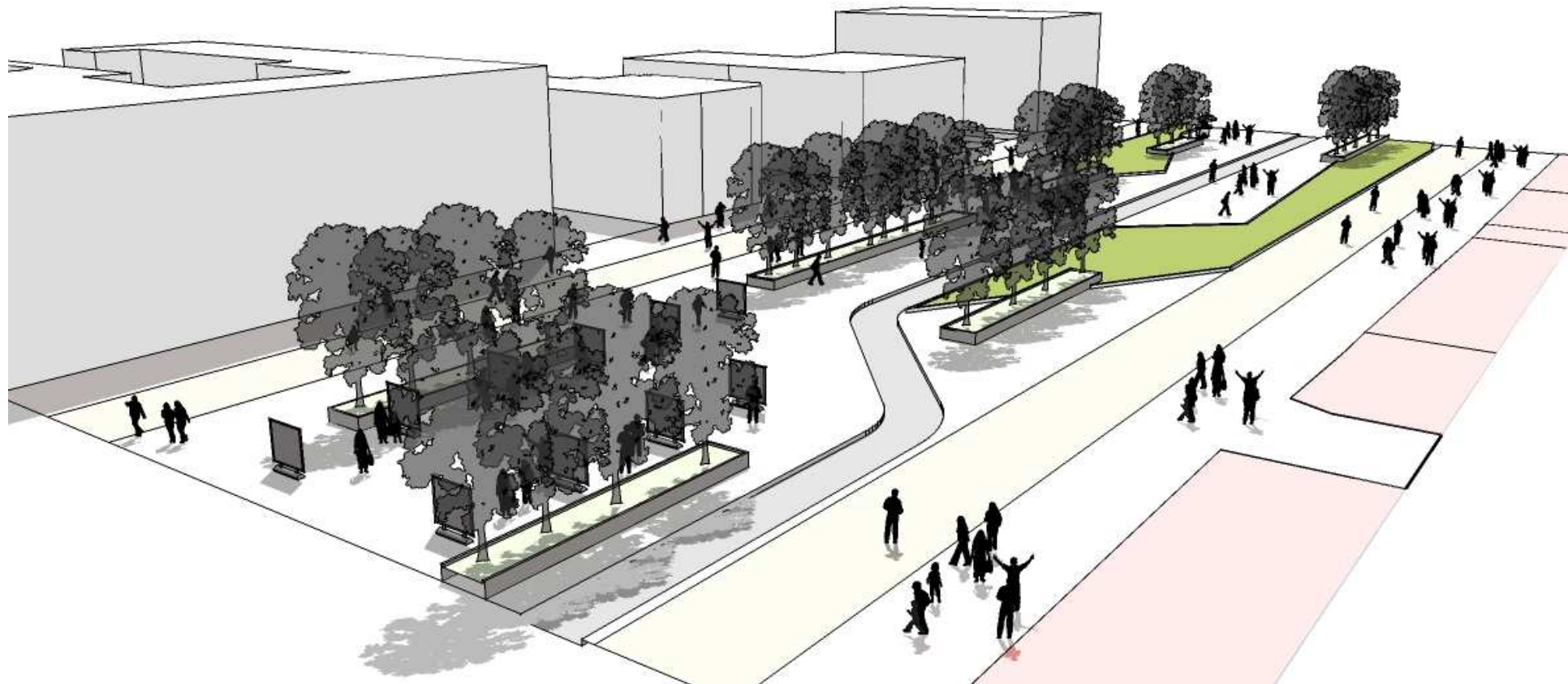
(view 8) GATHERING POINT

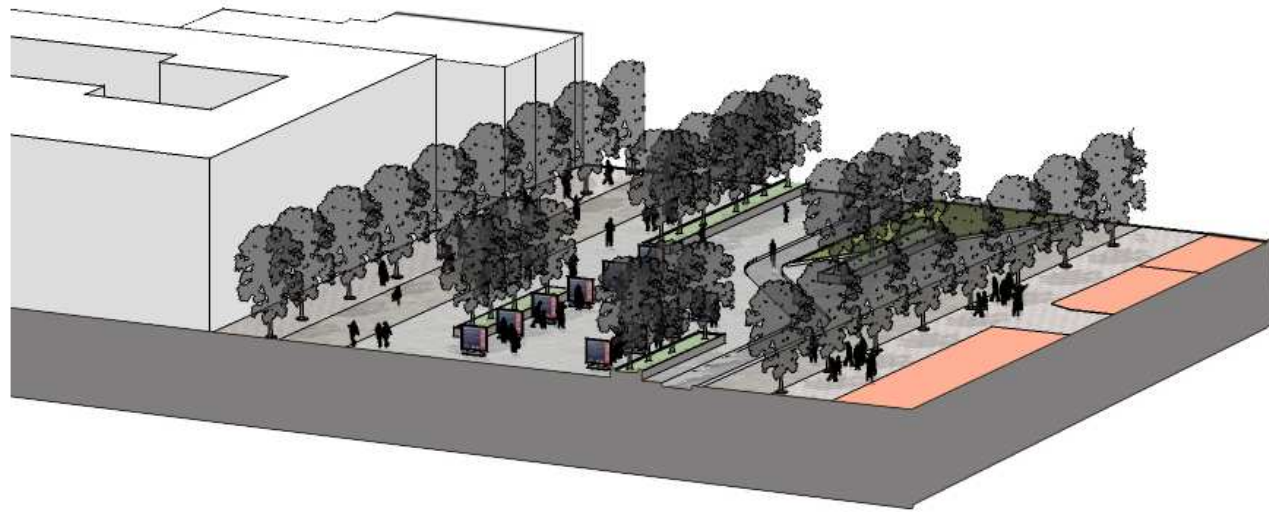
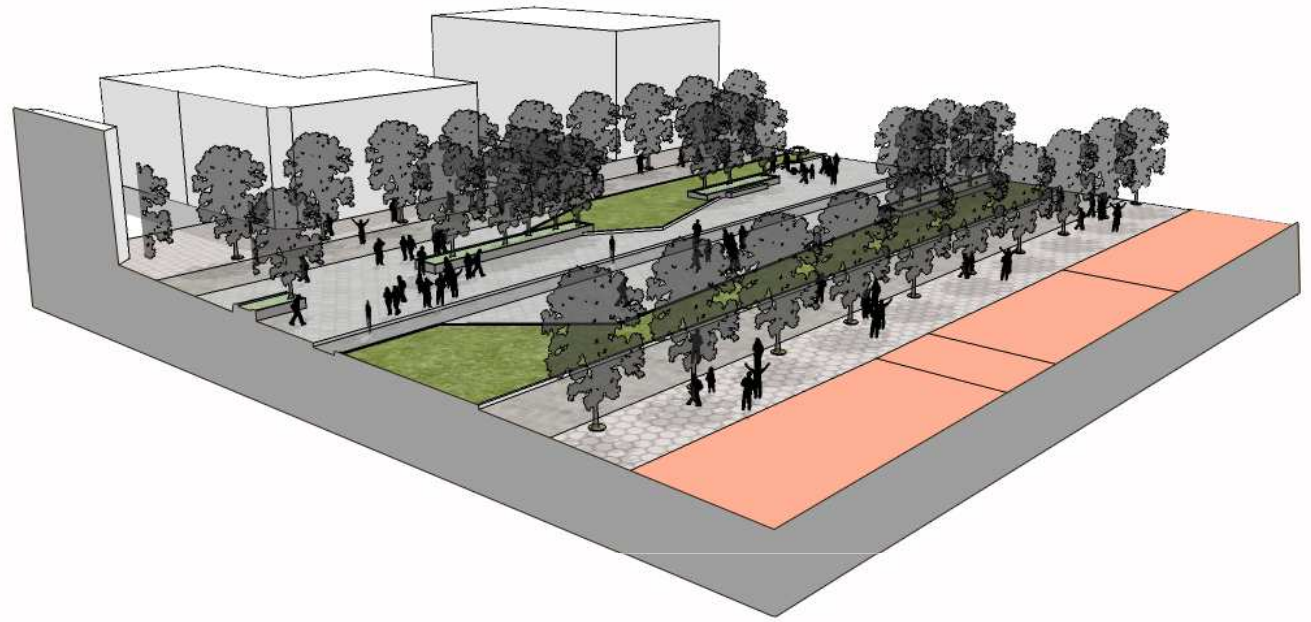
An outdoor space which residents and visitors can have a seat to talk, play chess, have a lunch break and...



CHARBAGH ZONE – AREA B







TEMPORARY ART EXHIBITION



ICE CREAM KIOSK



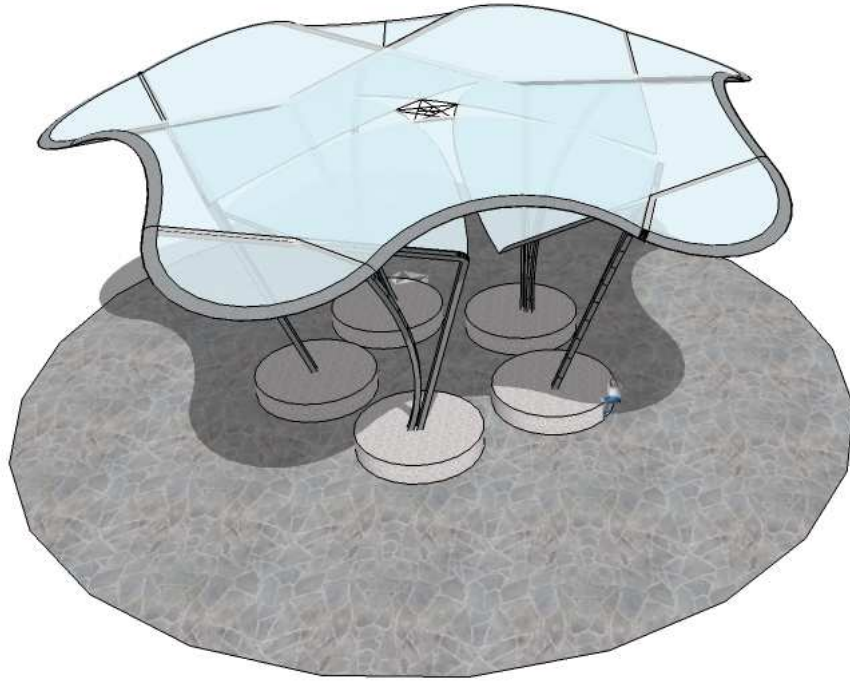
CHARBAGH ZONE – AREAC



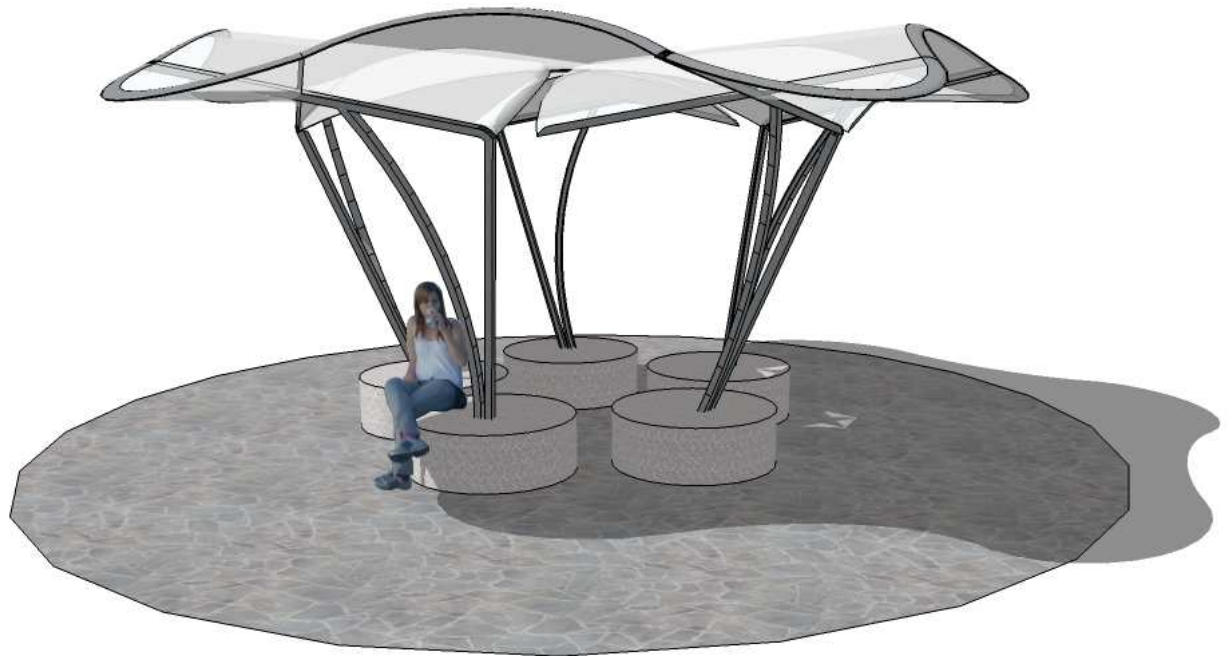
TEMPORARY WORKSHOP STANDS





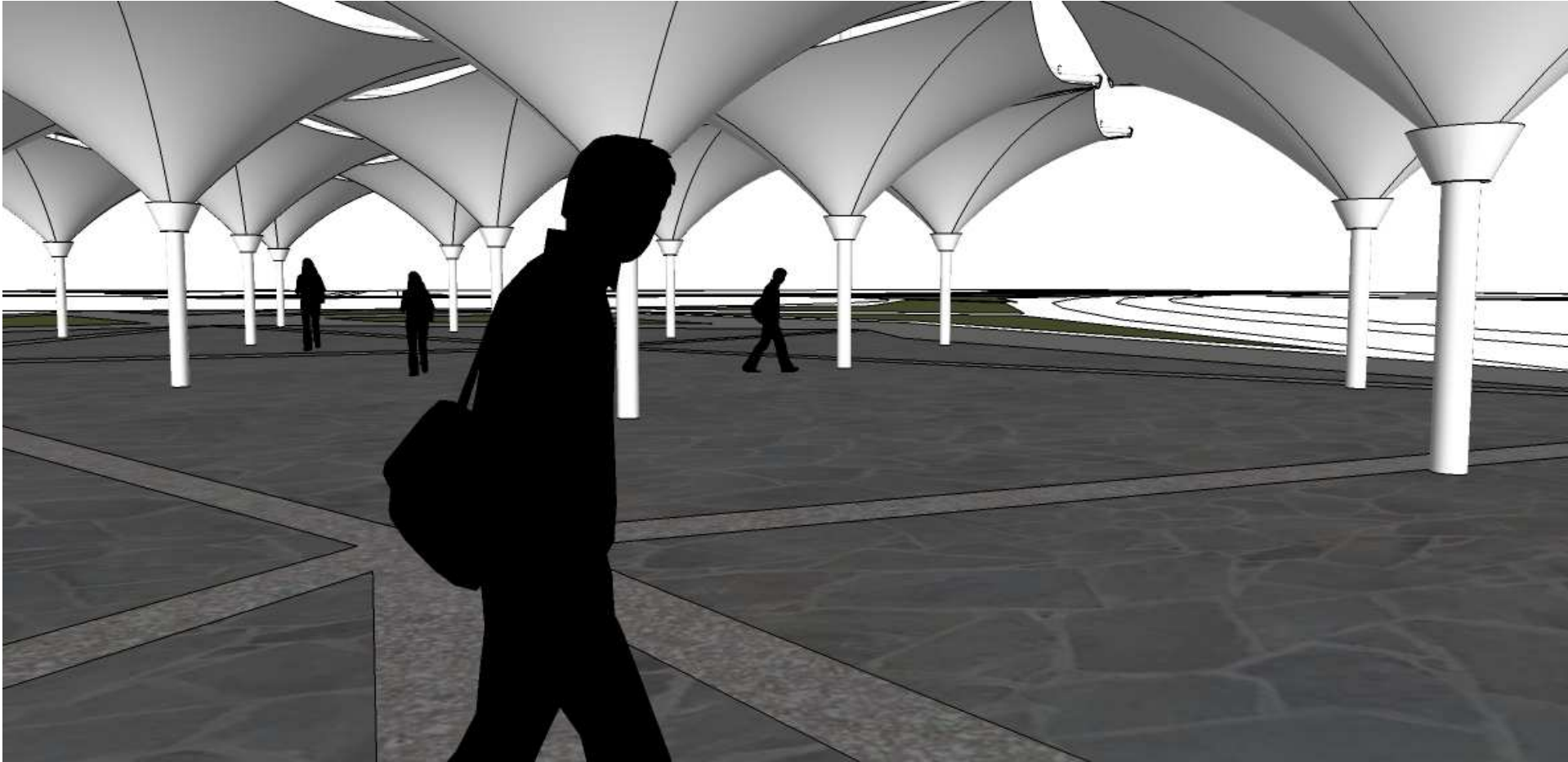


BREAK POINT

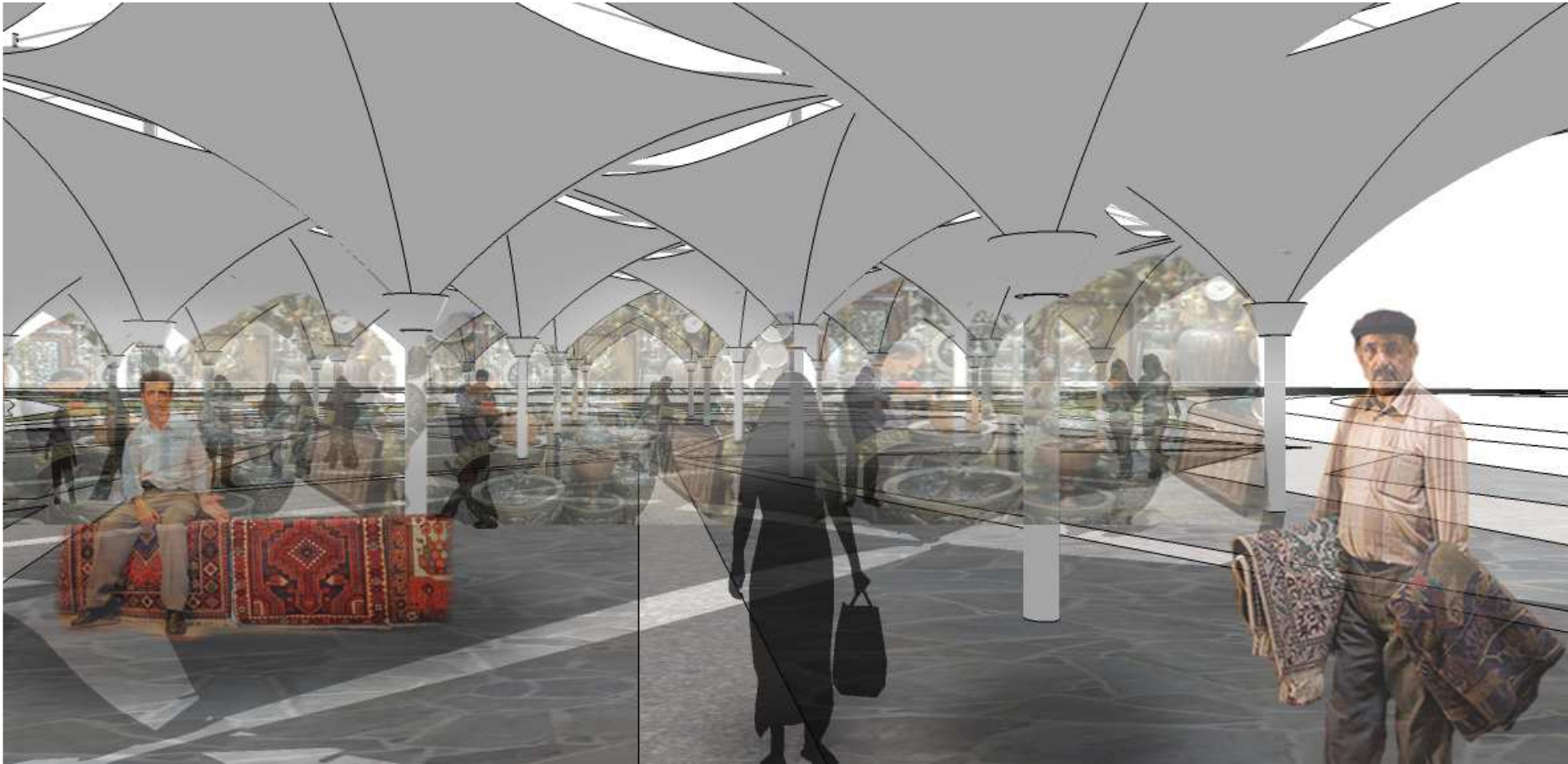


CHARBAGH ZONE – AREA D



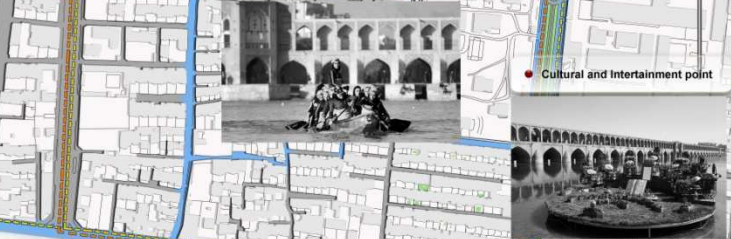
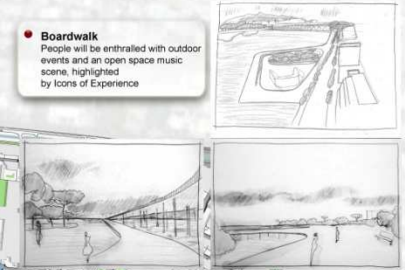
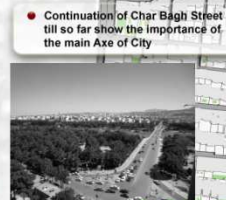
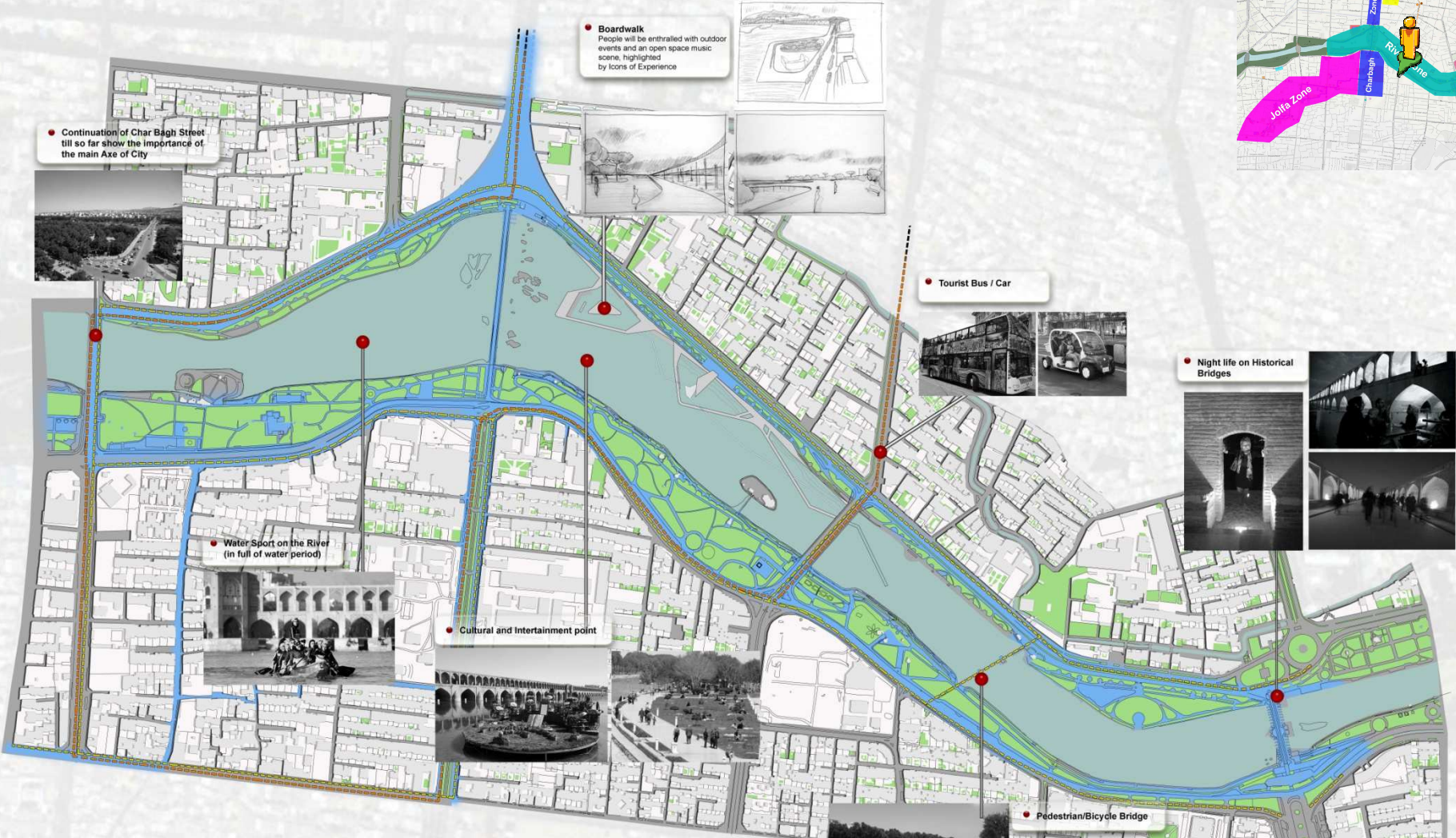
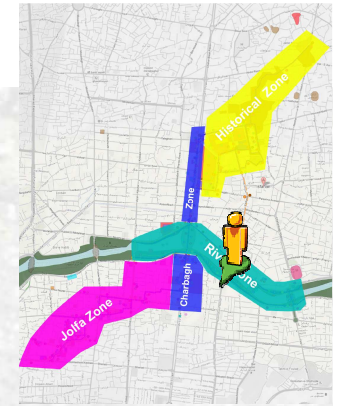




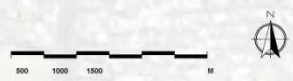


RIVER BANK – FROM SIOSE POL TO KHAJU BRIDGES

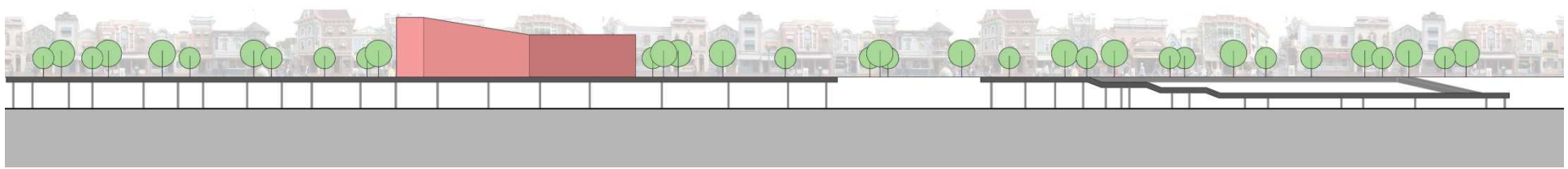
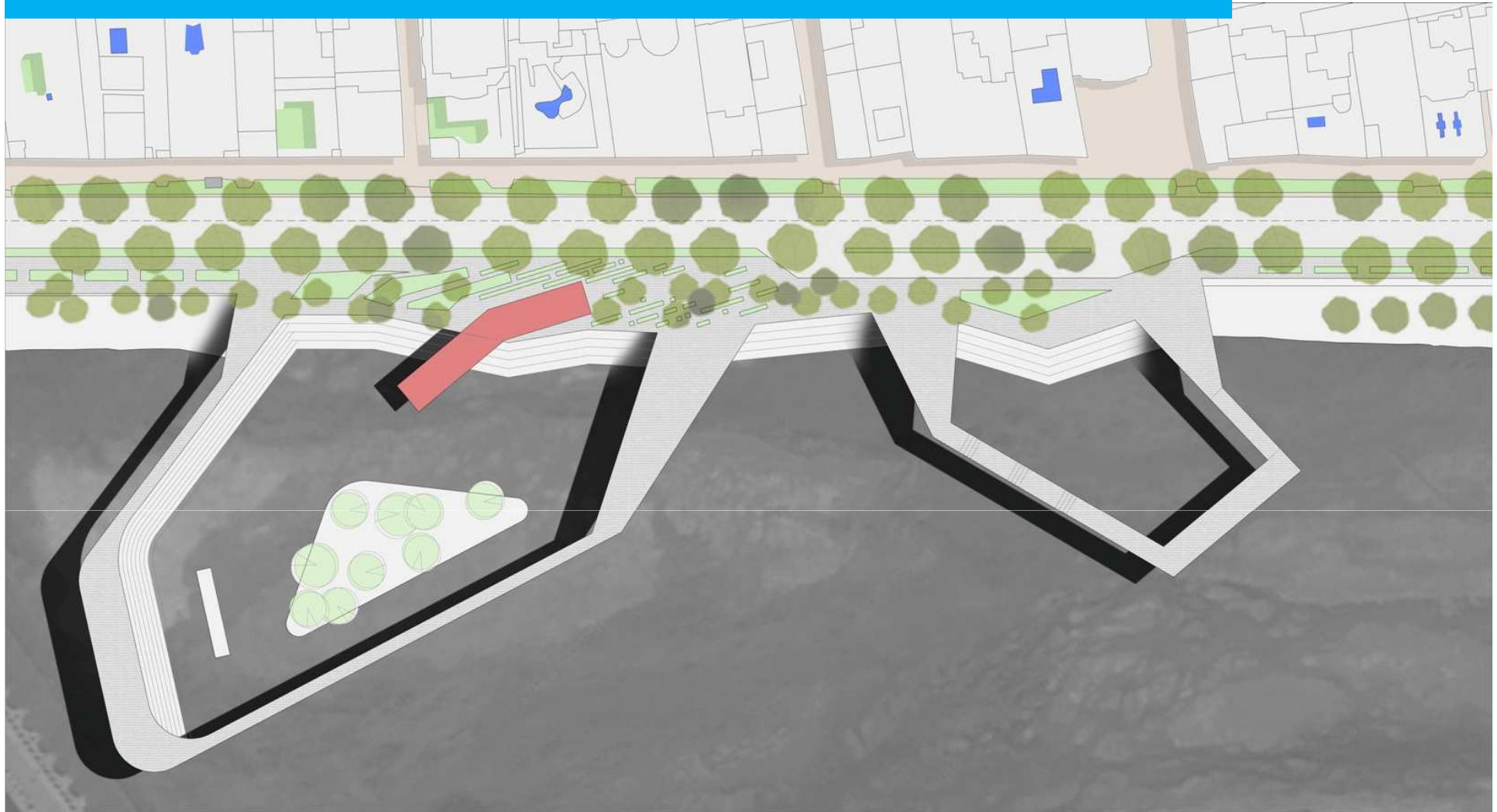
RIVER ZONE
SCALE 1:3500



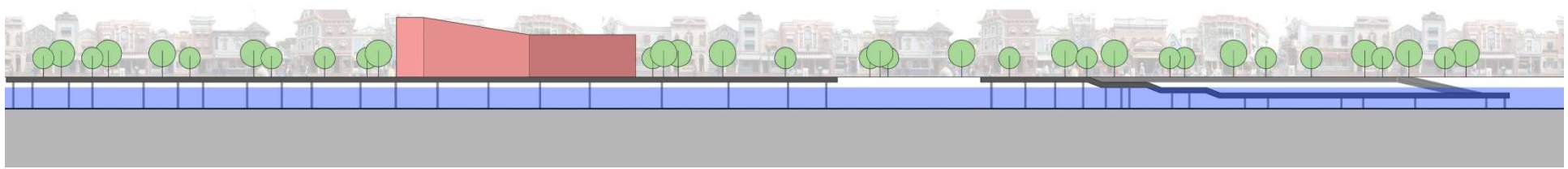
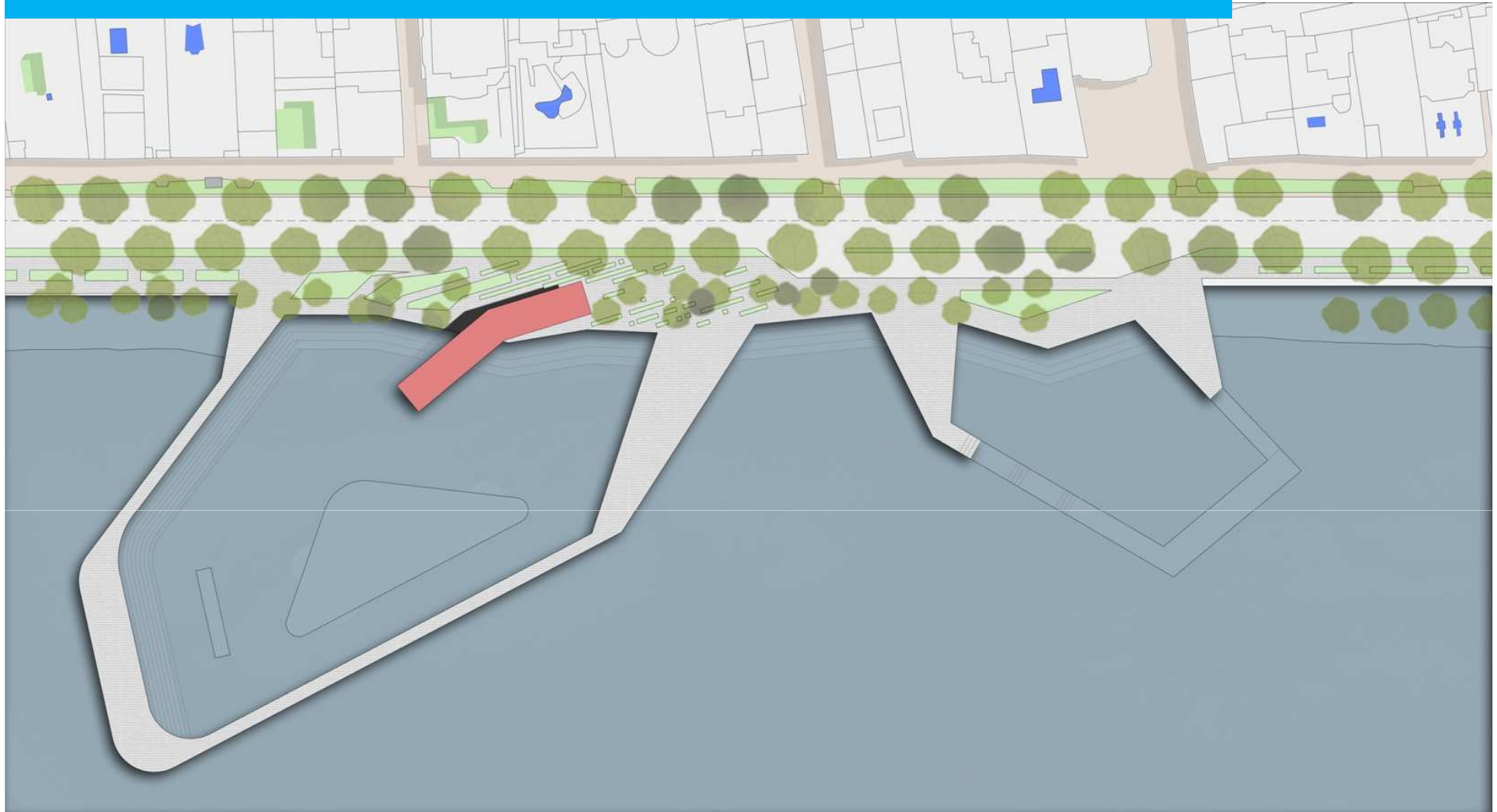
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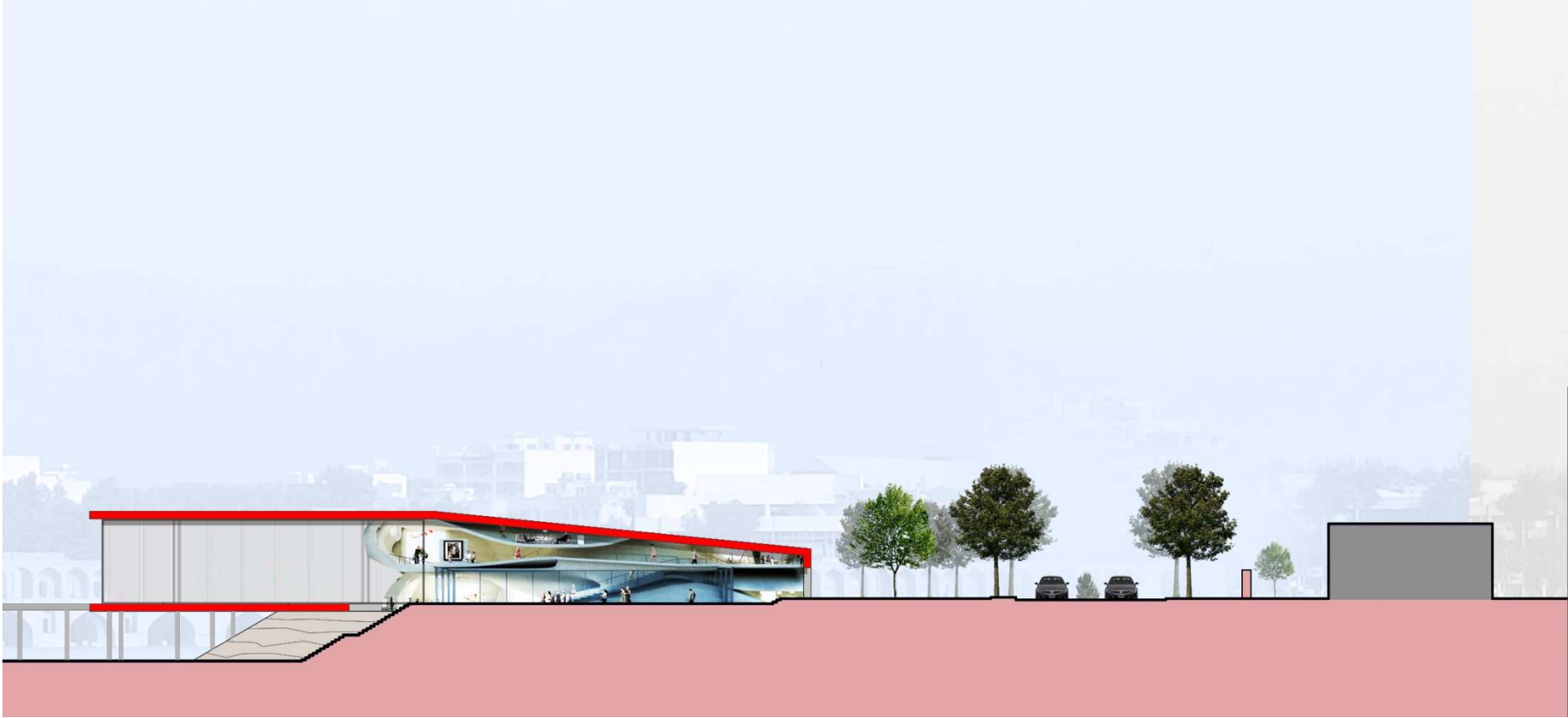


RIVER BANK – DRY SEASON

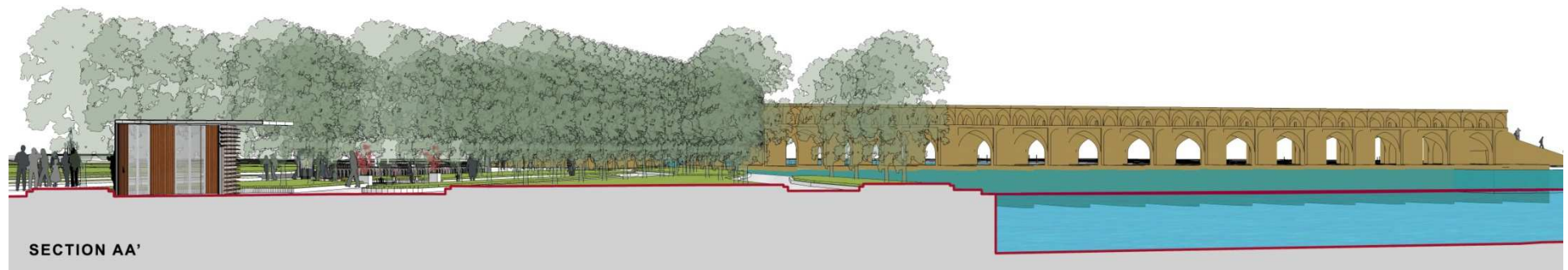
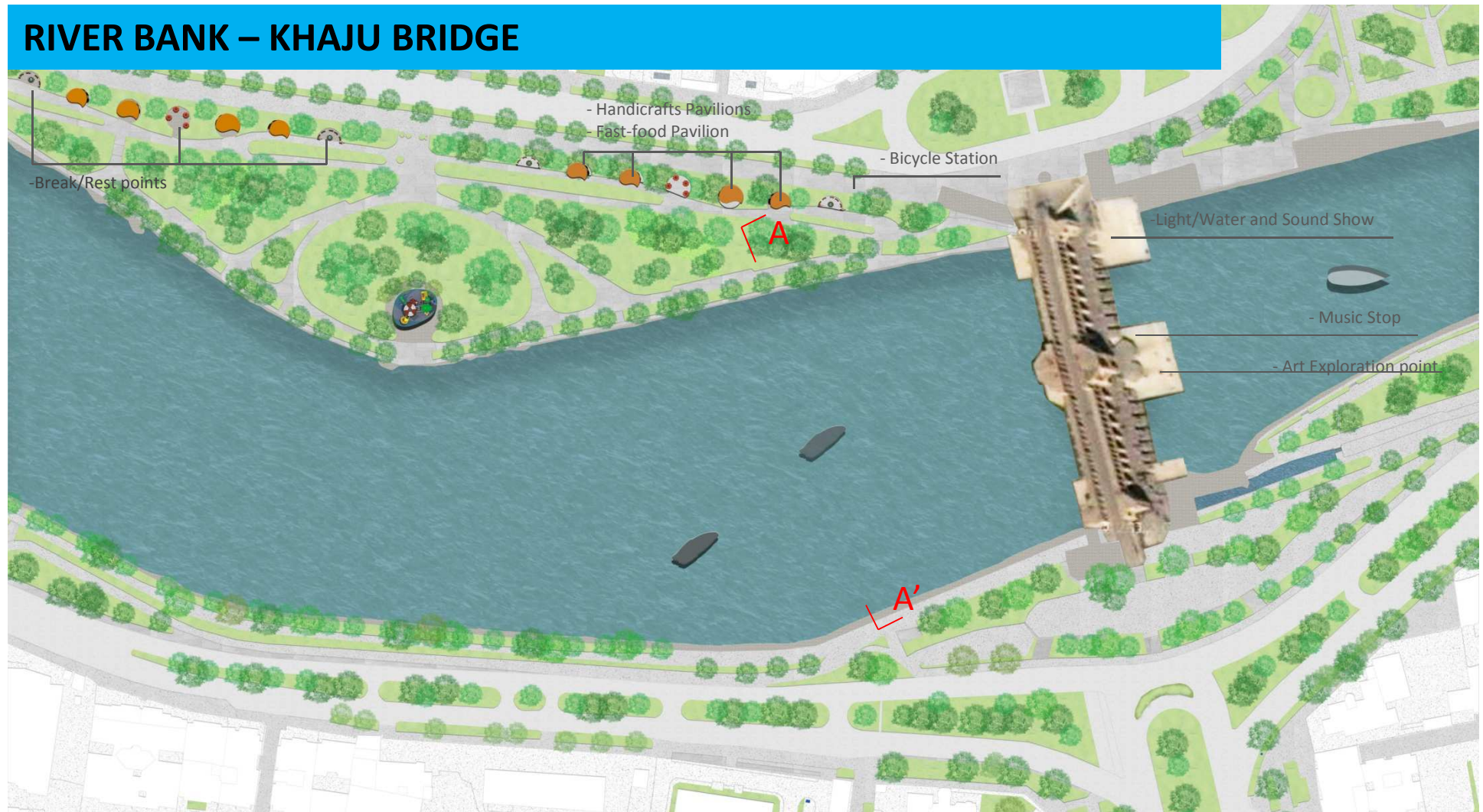


RIVER BANK – FULL RIVER SEASON

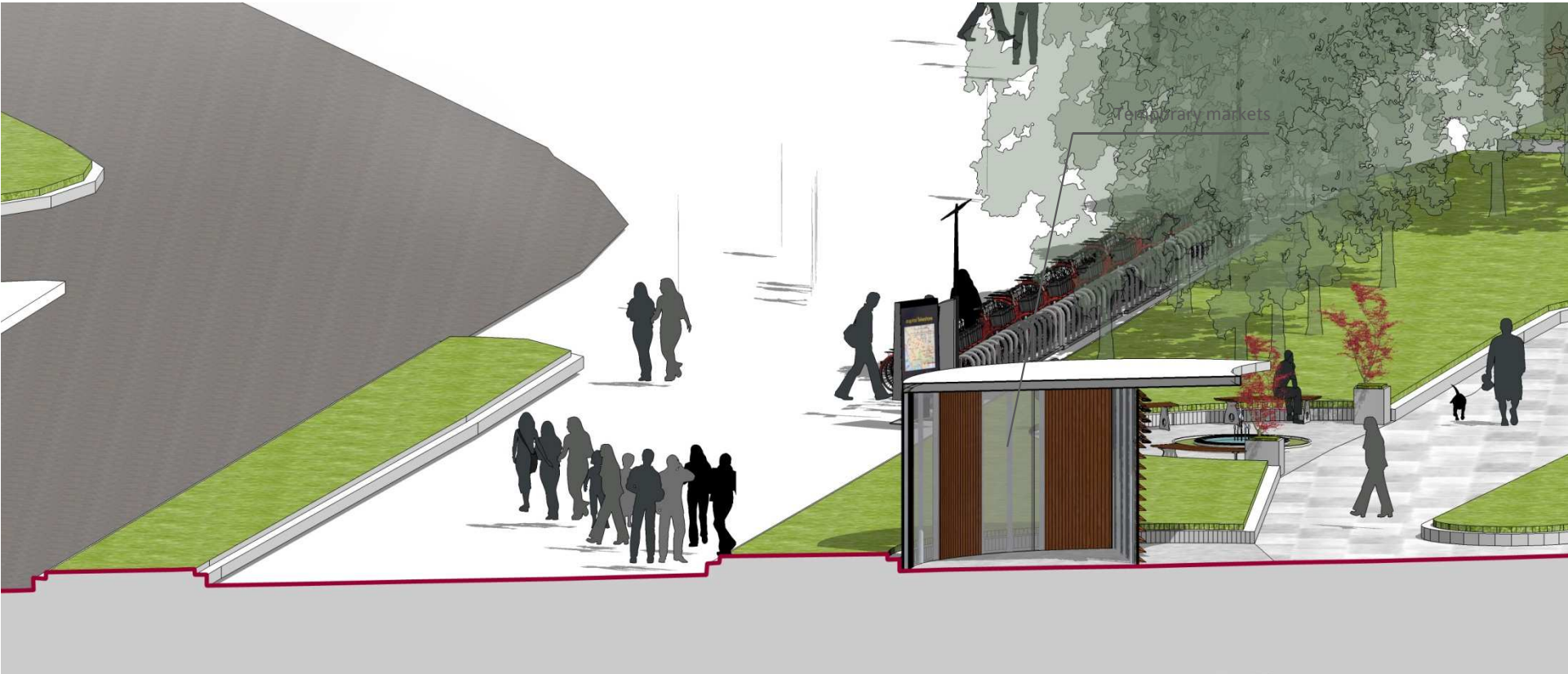




RIVER BANK – KHAJU BRIDGE

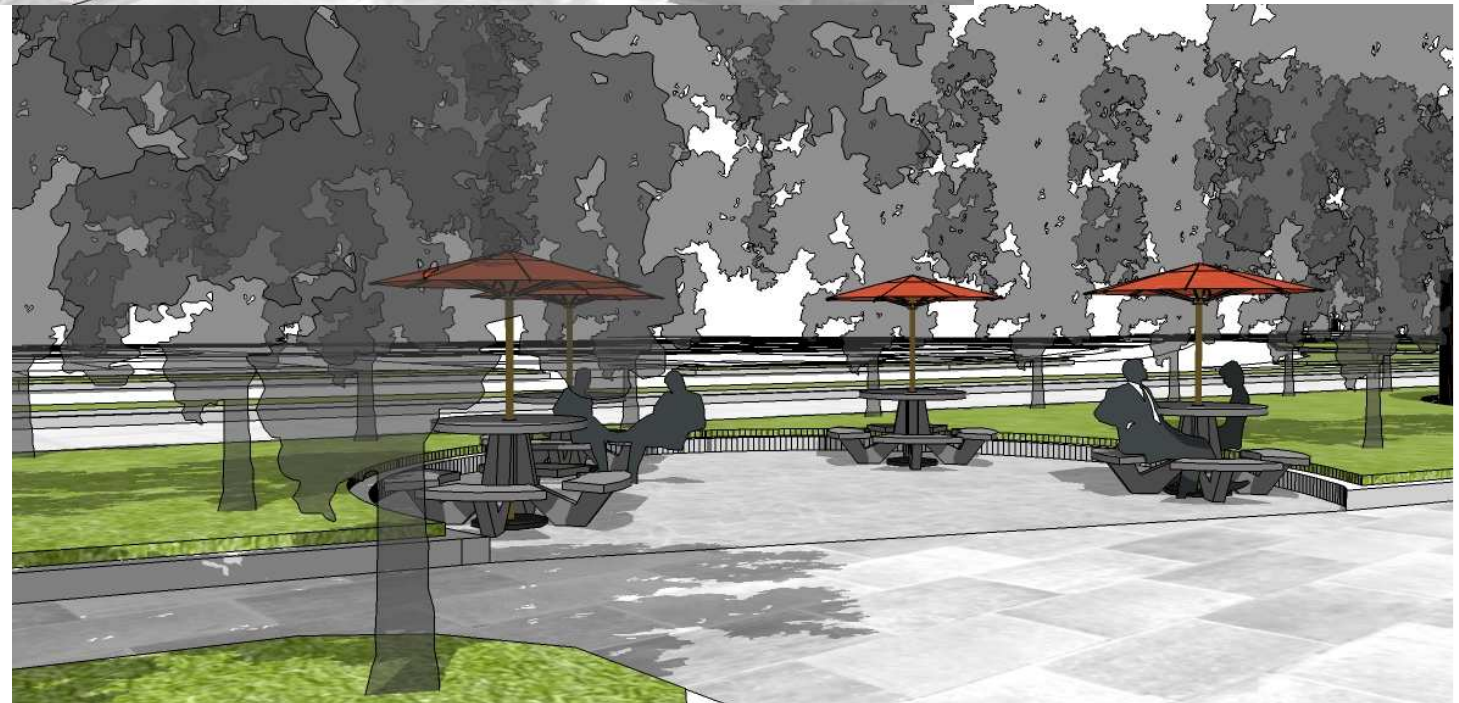


SECTION BB'

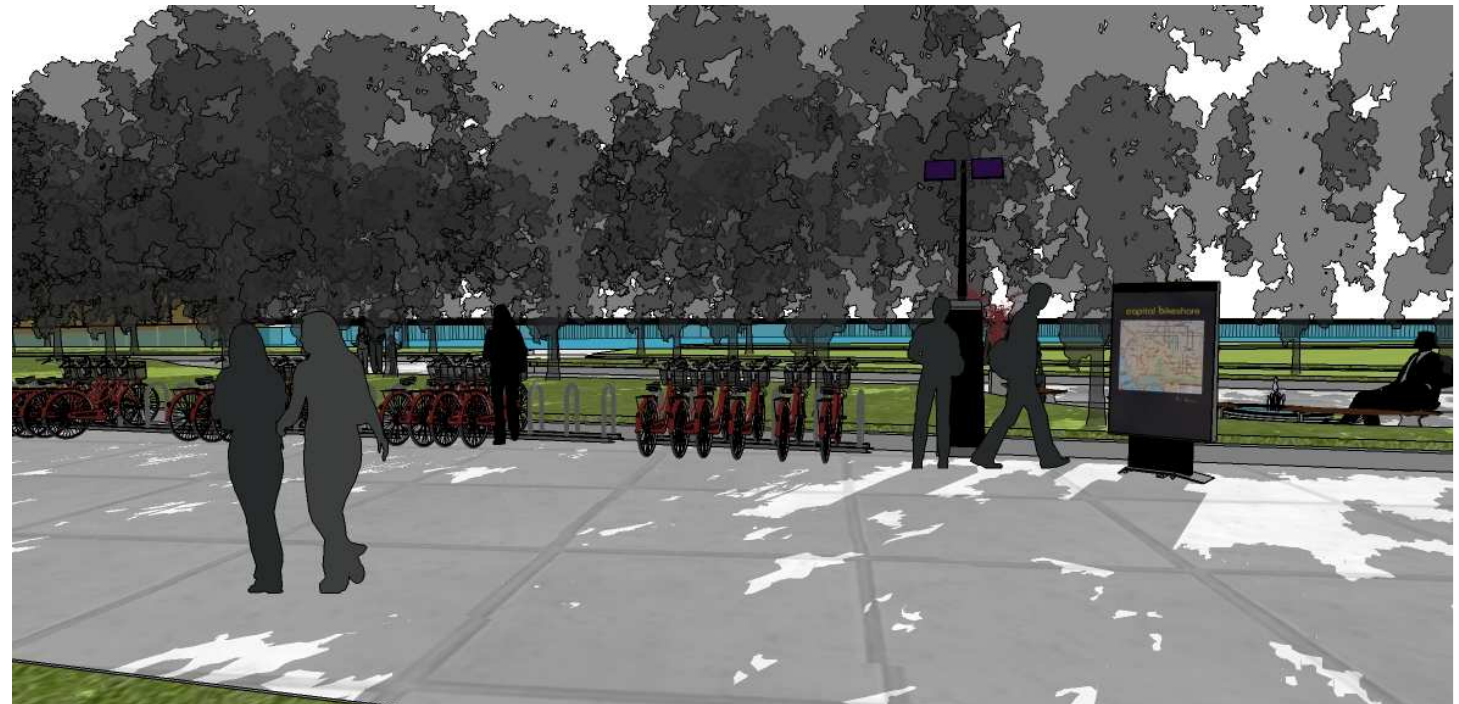




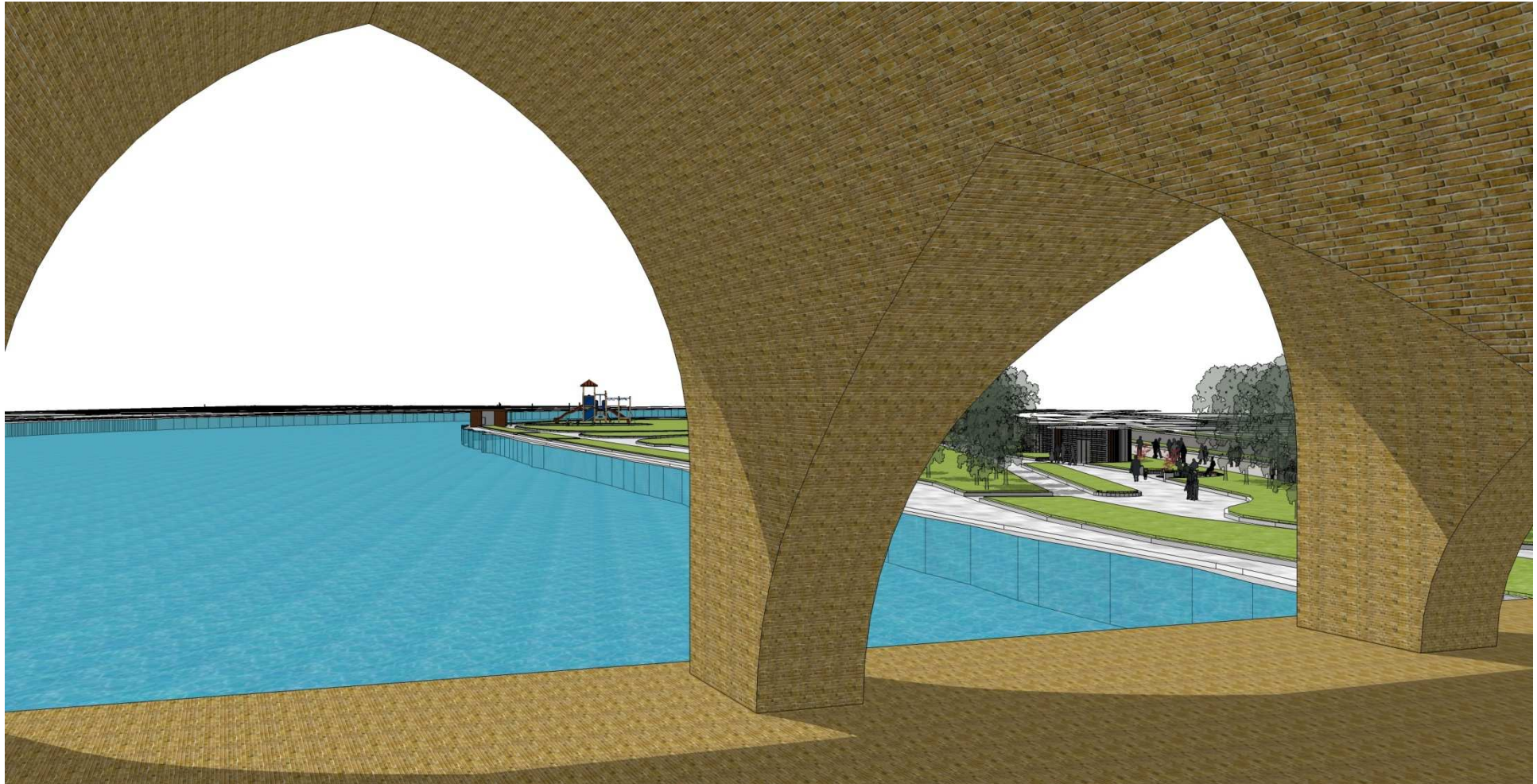
BREAK/REST POIINT



BICYCLE STATION

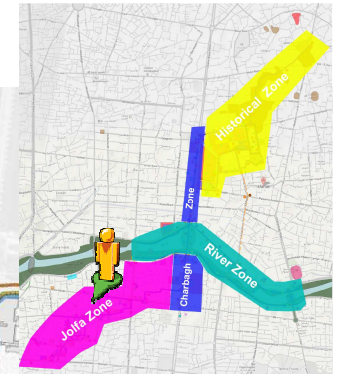


**VIEW FROM KHAJU BRIDGE THROUGH
NORTH BANK OF RIVER**



JULFA ZONE

JOLFA ZONE
SCALE 1:3500



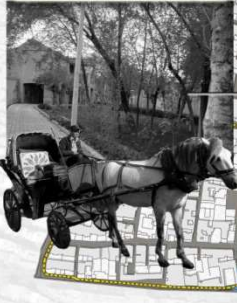
● **Vank Cathedral**
- Museum and Armenian Religious Center in Isfahan province



● **Ararat Cultural and Sport Club**
- A place full of programs and activities for different groups and ages.



● **Pedestrian, Cycling and Carriage line**



● **Shekarchian Zone**
- Typical Streets of the City
- Gathering Point for Old People



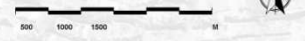
● **Julfa Square**
- Museum and Armenian Religious Center in Isfahan province

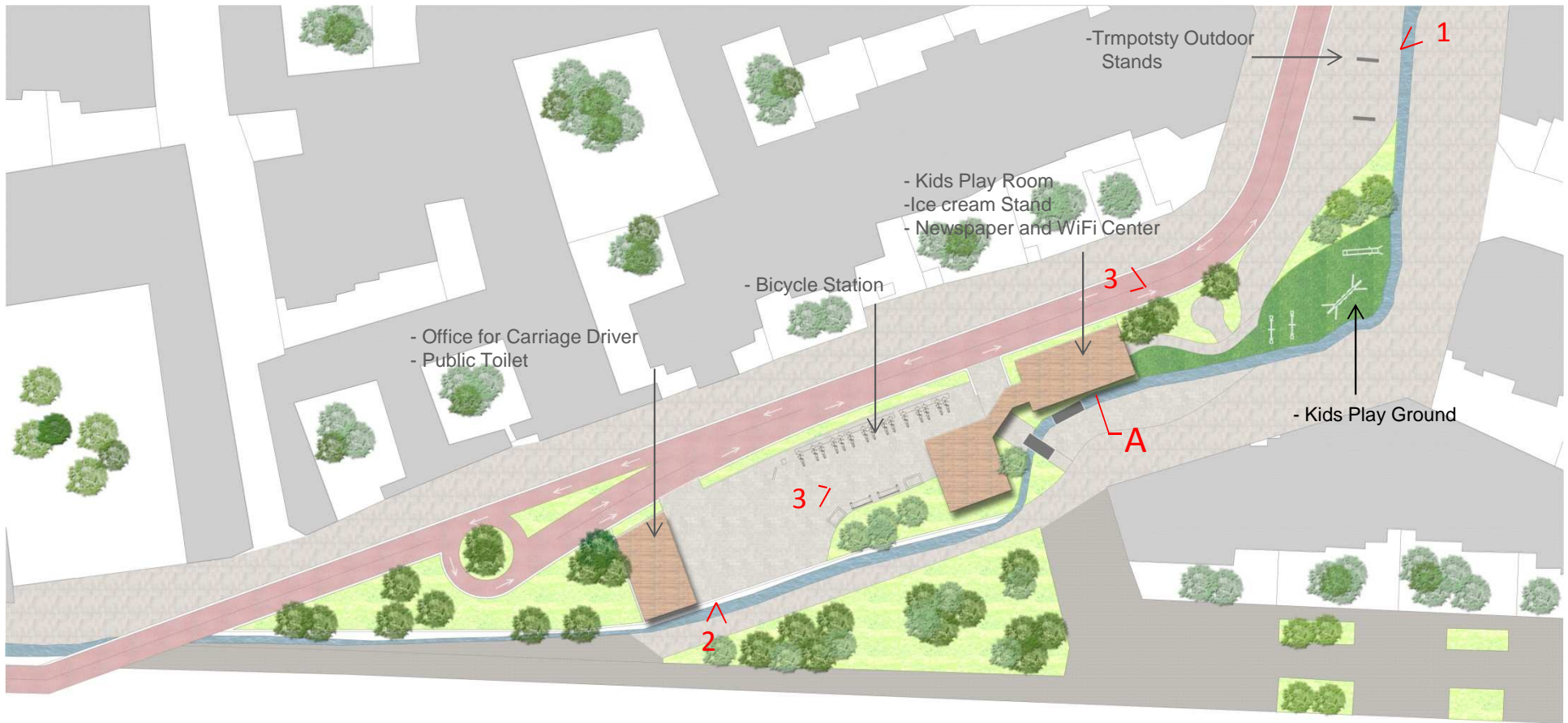


● **Gathering Point**



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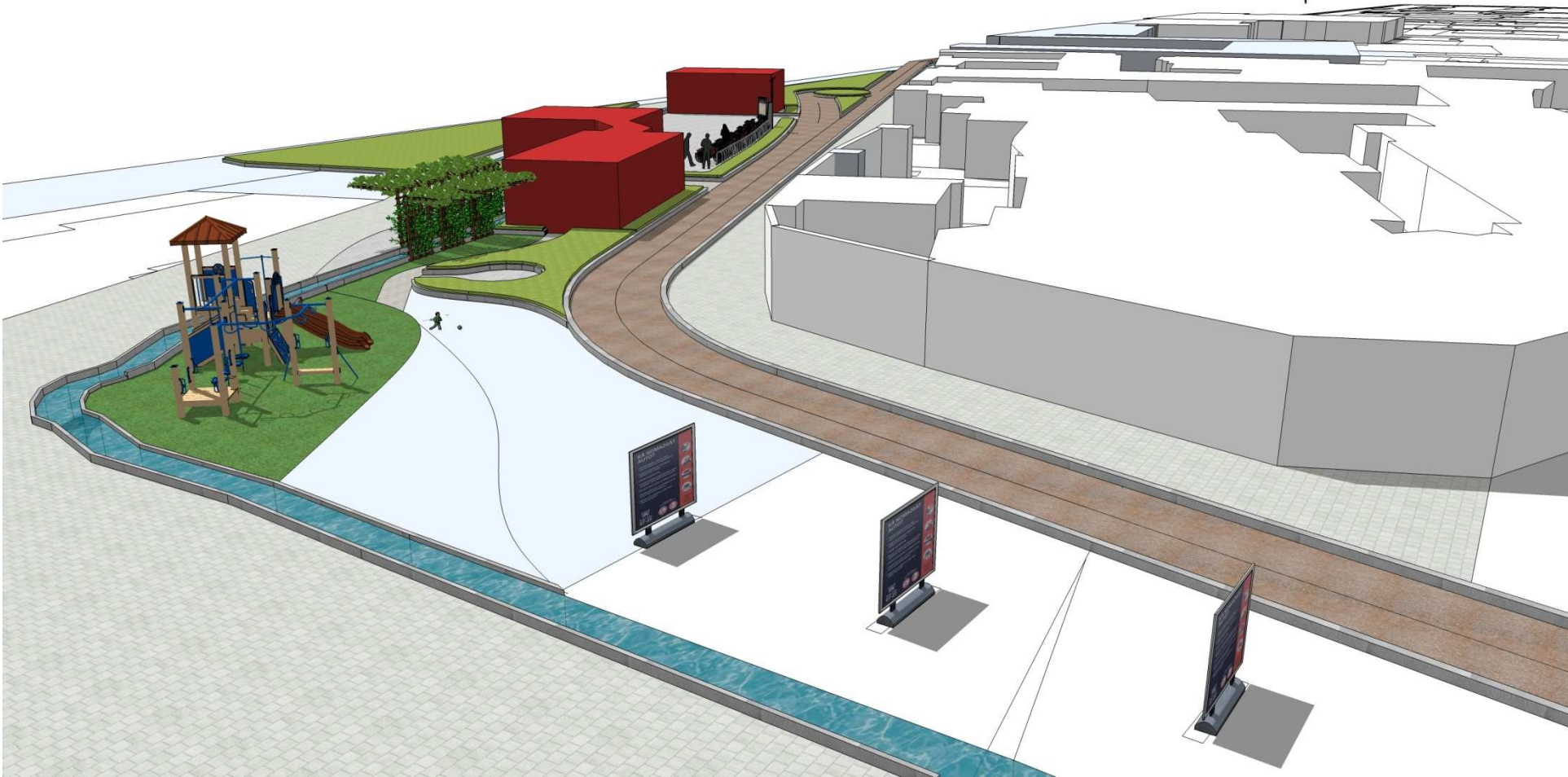




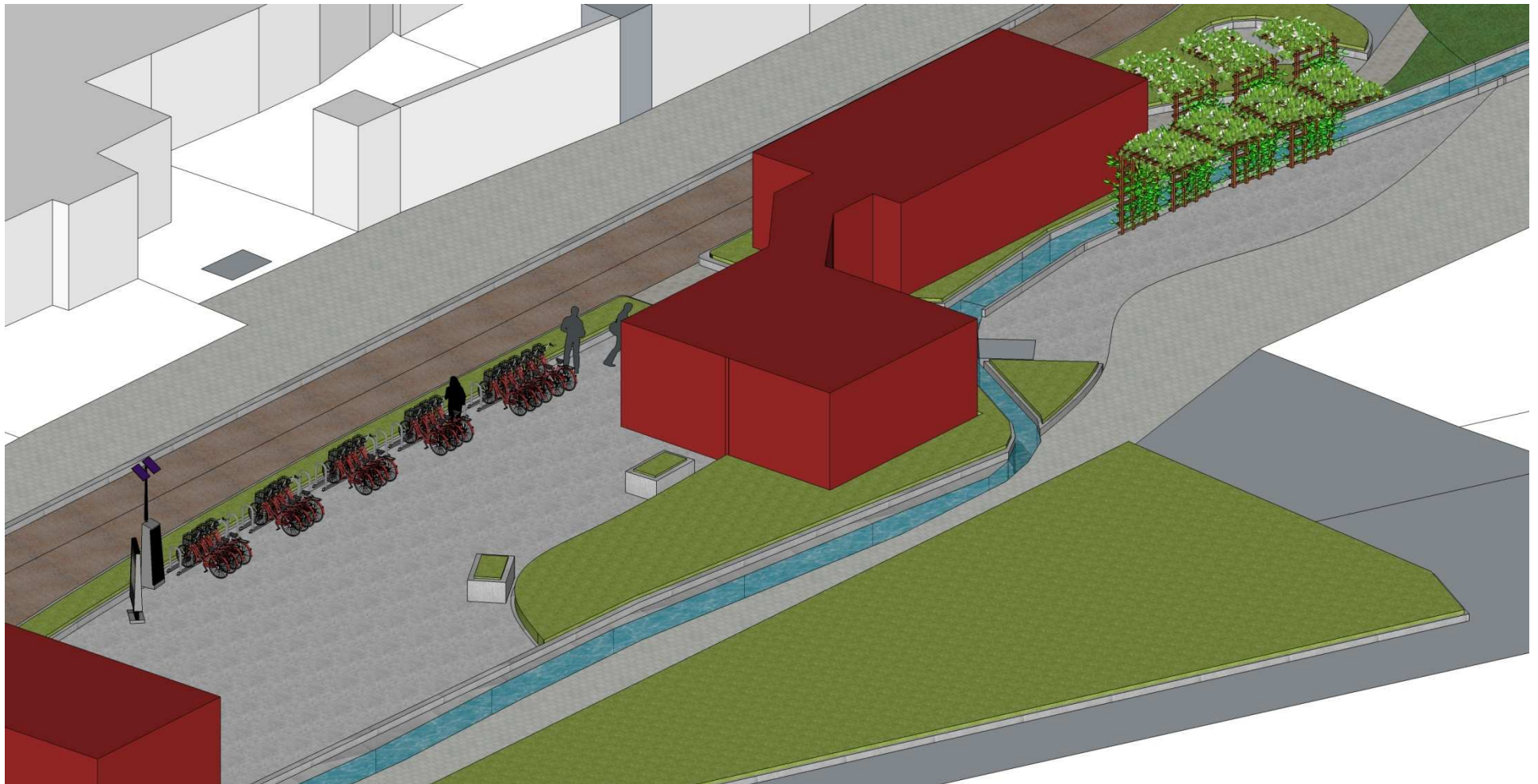
Section AA



View 1



View 2



View 3



View 4

