Revitalization and Upgrading of the Central Zone of Khedive’s Cairo

Strategic Urban Development Plan for Greater Cairo Region

January 2013
This Report was made for describes the vision as a part of the international competition for the revitalization of the Central Zone of Khedive’s Cairo, one of Egypt’s most significant urban areas. The report has been prepared by AECOM Middle East LTD in cooperation with Associated Consultants Egypt on behalf of General Organization of Physical Planning (GOPP).

All rights reserved.
United Nations Human Settlements Programme (UN-HABITAT),
P.O. Box 30539, GPO Nairobi 00100, Kenya.
Tel: +254 20 7623120
Fax: +254 20 7624265 / 7 (Central Office)
E-mail: infohabitats@unhabitat.org
Web: http://www.unhabitat.org

DISCLAIMER
- The designations employed and the presentation of the material in this publication do not imply the expression of any opinion whatsoever on the part of the Secretariat of the United Nations concerning the legal status of any country, territory, city or area, or of its authorities, or concerning the delimitation of its frontiers or boundaries, or regarding its economic system or degree of development.
- The analysis, conclusions and recommendations of this publication do not necessarily reflect the views of the United Nations Human Settlements Programme, the Governing Council of the United Nations Human Settlements Programme, or its Member States.
- References to names of firms and commercial products and processes does not imply their endorsement by the United Nations, and a failure to mention a particular firm, commercial product or process is not a sign of disapproval.
- Excerpts from the text may be reproduced without authorisation, on condition that the source is indicated.

ACKNOWLEDGMENT
General Organization for Physical Planning
GOPP
Dr. Assem Al-Gazzar Chairman
Eng. Nahed Nagib Project Manager

United Nations Human Settlements Programme
UN-HABITAT
Rania Huleya, Head of Egypt Office
Dr. Bassem Fahmy, Programme Manager, Egypt Office
Ahmad Adel, Assistant Programme Manager, Egypt Office
Yasmine Moustafa, Assistant Programme Manager, Egypt Office
Aras Aladdin, Assistant Programme Manager, Egypt Office
1.0 Introduction
   1.1 Khedive’s Cairo: Re-establishing Links with the Past
   1.2 Preliminary Consultations and Research
   1.3 Preliminary Site Visits
   1.4 Cairo Development Vision and Objectives
   1.5 Outline of the Report

2.0 The Vision for Central Cairo
   2.1 Vision Statement
   2.2 Supporting Objectives

3.0 Context and Conditions
   3.1 Regional and Site Contexts
   3.2 Historical Context and Morphology
   3.3 Current Conditions and Challenges
   3.4 Strengths, Weaknesses, Opportunities and Threats

4.0 Strategies
   4.1 Study Area Boundaries
   4.2 Key Sites
   4.3 International Benchmarks
   4.4 Strategies

5.0 Master Plan Concepts
   5.1 Master Plan Alternatives
   5.2 Master Plan Alternatives Assessment
   5.3 Preferred Master Plan
   5.4 Transport
   5.5 Environmental Management
   5.6 Priority Projects
   5.7 Tourists Attractions and Seasonal Events

6.0 Public Realm Revitalisation
   6.1 Design Intent
   6.2 Connection
   6.3 Landscape Design
   6.4 Design Philosophy
   6.5 Component Parts
   6.6 Water Sensitive Urban Design

7.0 Delivering the Plan
   7.1 A Place-Based Urban Model
   7.2 Economic Framework
   7.3 Developing an Integrated Vision
   7.4 Institutional and Operational Frameworks
   7.5 References

8.0 Presentation Boards
   8.1 Current Conditions
   8.2 Vision and Upgrading Strategies
   8.3 Alternatives and Evaluation Criteria
   8.4 Preferred Master Plan
   8.5 Tourists Schedule
   8.6 Public Realm Strategy
   8.7 Al ahmer Square
   8.8 Abdulrize Square
<table>
<thead>
<tr>
<th>EVALUATION SUBJECT</th>
<th>CHAPTER REFERENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Existing Condition Analysis:</td>
<td>3 and 4</td>
</tr>
<tr>
<td>1.1 Covering the main dimensions necessary for reaching the project strategy.</td>
<td>3.3 and 4.2</td>
</tr>
<tr>
<td>1.2 Analyzing the points of strength, weaknesses, opportunities, and threats in</td>
<td>3.4</td>
</tr>
<tr>
<td>accordance with the analyses.</td>
<td></td>
</tr>
<tr>
<td>2. Vision, objectives, and strategy of revitalization and upgrading:</td>
<td>2 and 5</td>
</tr>
<tr>
<td>2.1 Innovation and distinction of the proposed vision.</td>
<td>2.1</td>
</tr>
<tr>
<td>2.2 Extent the vision is achieving of the project objectives.</td>
<td>2.1</td>
</tr>
<tr>
<td>2.3 Extent the strategy is achieving of the project objectives.</td>
<td>4.4</td>
</tr>
<tr>
<td>2.4 Type of proposed projects in terms of distinction and ability to fulfil the</td>
<td>5.6</td>
</tr>
<tr>
<td>objectives.</td>
<td></td>
</tr>
<tr>
<td>3. Alternatives of the Master Plan and the final Master Plan:</td>
<td>5</td>
</tr>
<tr>
<td>3.1 Competitiveness of the proposed alternatives.</td>
<td>5.1</td>
</tr>
<tr>
<td>3.2 Efficiency of evaluating the proposed alternatives and choosing the best</td>
<td>5.2</td>
</tr>
<tr>
<td>among them.</td>
<td></td>
</tr>
<tr>
<td>3.3 Efficiency of using spaces to fully include the proposed activities.</td>
<td>5.4</td>
</tr>
<tr>
<td>3.4 Clarity of the installation of, separation, and connection between the</td>
<td>5</td>
</tr>
<tr>
<td>elements of the project.</td>
<td></td>
</tr>
<tr>
<td>3.5 Integration between the commercial, service, and housing areas having</td>
<td>5 and 6</td>
</tr>
<tr>
<td>historic value and other economic activities, and ease of reaching the services</td>
<td></td>
</tr>
<tr>
<td>and different functions of the project.</td>
<td></td>
</tr>
<tr>
<td>3.6 Efficiency of the proposed road networks and transportation system.</td>
<td>5</td>
</tr>
<tr>
<td>3.7 Capacity of adapting with sudden changes.</td>
<td>5 and 6</td>
</tr>
<tr>
<td>4. Circulation efficiency and ease in the area:</td>
<td>5</td>
</tr>
<tr>
<td>4.1 Ease of reaching the area by all means of transportation and its integration</td>
<td>5</td>
</tr>
<tr>
<td>with the crossing through circulation in the city:</td>
<td>5 and 6</td>
</tr>
<tr>
<td>5. Urban design and landscape:</td>
<td>6</td>
</tr>
<tr>
<td>5.1 Covering all elements of urban order.</td>
<td>6</td>
</tr>
<tr>
<td>5.2 Efficiency of dealing with the elements of urban order with respect to:</td>
<td></td>
</tr>
<tr>
<td>5.2.1 Exposure</td>
<td>6</td>
</tr>
<tr>
<td>5.2.2 Meaning</td>
<td>6</td>
</tr>
<tr>
<td>5.2.3 Structure.</td>
<td>6</td>
</tr>
<tr>
<td>5.2.4 Identity and differentiation.</td>
<td>6</td>
</tr>
<tr>
<td>5.2.5 Innovation and distinction of urban design and landscape.</td>
<td>6</td>
</tr>
</tbody>
</table>
Introduction
1.1 Khedive's Cairo: Re-establishing Links With the Past

The General Organization for Physical Planning (GOPP) was established with the presidential decree no. 1093 year 1973 to be the sole official authority for planning human settlements in Egypt. Law 119/2008 gave GOPP the responsibility of formulating public policy planning and sustainable urban development; and preparing plans and programs for this development at the national, regional, governorate levels, then review and approve urban plans at the local level in the framework of the objectives and policies of national, regional and local planning and sustainable urban development. With this respect and in cooperation with the United Nations Human Settlements Program [UN-HABITAT], the GOPP is in process of drafting the Strategic Development Plan for Greater Cairo Region (GCR). This Master Plan Report describes the vision for the revitalization of the Central Zone of Khedive's Cairo, one of Egypt's most significant urban areas. Khedive's Cairo is a site of immense opportunity and cultural importance.

By investing in the sustainable regeneration of the area's urban and social fabrics, it is hoped to encourage the development of Central Cairo as a place of international tourism, recreation, employment and commerce.

A key feature of the district is its role as a living link between the past and future. The Central Zone is a place of rich urban culture and heritage. Khedive's plan for Cairo leaves a legacy of important spaces, urban blocks and cultural programmes. These provide a powerful and rewarding setting for urban transition and reinvention.

The historic urban fabric of the Central Zone provides a catalyst for its sustainable reinvention as a central place within the contemporary global city of Greater Cairo. Through the conservation of historic form and the rejuvenation of social space, the possibilities for new economic and cultural programmes are formed, based on the shared participation of residents, workers, visitors and business owners.

The revitalization of Khedive's Cairo is a key part of the Government of Egypt's Strategic Urban Development Plan for Greater Cairo Region. The fulfilment of this goal will be an important step in realizing the government's vision for Greater Cairo while once again drawing the world's attention to the unique history, architecture and urbanism of the Central Zone.

The Government of Egypt (GoE) places a high importance on preserving the architectural and urban heritage of Egypt in general and Cairo in particular. Not only because of its architectural and urban value but also for the adoption of the concept of sustainability and preserving the values of such monuments for generations to come, and to add a touch of civilization to such heritage and use it to develop the economy of the areas where it falls, serving the national economy as well as improve the living conditions of the citizens and business owners in such areas.

The rich urban legacy of Khedive's Cairo is to provide new services and economic opportunities for Greater Cairo. The Central Zone will be reinterpreted and revitalised as an open museum, as a place of international trade and local enterprise and as a distinguished tourist destination in the heart of the city, thus confirming Cairo's status among the historic capitals of the world.
1.2 Preliminary Consultation and Research

The preliminary design concept proposed for the Central Zone has been developed as part of a collaborative process involving local and international team members. A critical step in this process has been to gain a detailed understanding of the site and the aspirations of the GOPP, development partners and other stakeholders.

The team has consulted with various local experts and stakeholders in order to better understand the Global Cairo vision, local social and economic aspirations and the role of the Central Zone in helping to enable these goals. The approach is based on a fundamental respect for this vision and the critical catalyst that a revitalised Downtown will provide in achieving it. While the proposed vision and design concept are by definition preliminary only in their nature, the process has allowed the team to define a positive framework for more detailed development and planning.

The key outcomes of the workshop and consultation process that have guided the design concept are summarised below.

1.3 Preliminary Site Visits

The master plan team conducted a number of site visits and surveys to support the analysis of existing conditions. These included walking tours of key squares and pedestrian routes to verify the opportunities for improvement.
1.4 CAIRO DEVELOPMENT VISION AND OBJECTIVES

Responding to the project’s objectives requires an approach that addresses the potential of the site at multiple scales - international, metropolitan, local and micro - while effectively integrating the competing, dynamic aspects of its urban qualities - historical, cultural, social, economic, environmental and functional.

The national and metropolitan aspirations of the Cairo development vision establish the strategic positioning of Khedive’s Cairo. Central to this vision are the strategic elements of:

1. **Global Cairo**
2. **Green Cairo**
3. **Connected Cairo**

Through the vision, the Central Zone will be positioned at the heart of a complex and sustainable metropolitan area of global political, economic and cultural significance. The revitalisation project is a key enabler for this vision. Through the rejuvenation and upgrading of the city’s historic heart, the revitalisation project will help to re-establish Cairo’s traditional role as a regional and global capital within a contemporary context. This follows the path of successful transformation and reinvention achieved by leading cities around the world, albeit within an approach adapted to the specific ideals and location of Cairo.

The preliminary vision, concept plan and strategies proposed in this report seek to respond to the strategic frameworks of Cairo development vision, namely:

1. **Framework 1** - Increase the Standard of Living to International Levels
2. **Framework 2** - Increase the Competitive Advantage of the Greater Cairo Region

By pursuing an innovative agenda that develops a truly place-based urban model, the proposed revitalisation concept will assist in meeting these aims.
OBJECTIVE 1 - URBAN DESIGN
/ Revitalise and upgrade Khedive’s Cairo as a central core that is vital and tourist-oriented
/ Respect, restore and enhance the architectural and urban form legacy of Khedive’s Cairo
/ Reinforce and interpret the historic urban pattern
/ Create a pedestrian-oriented urban place that balances and integrates all movement modes
/ Alleviate and remove through-traffic

OBJECTIVE 2 - SOCIO-ECONOMIC
/ Optimise private and public returns for new development in order to enable sustained investment over time
/ Create new investment opportunities (Tourism, Commercial, Housing, Services)
/ Support diverse employment and entrepreneurial opportunities

OBJECTIVE 3 - VISUAL
/ Create a distinguished image and identity
/ Create and enhance a legible public space and movement network that connects the main public spaces, destinations and landmarks
/ Provide capacity for architectural and civic design interpretation and innovation

OBJECTIVE 4 - ENVIRONMENTAL
/ Respect and enhance the natural characteristics of the site
/ Improve amenity and alleviate sources of pollution and disturbance in order to improve the social and economic potential of the area
/ Create a network new green space and open spaces
1.5 OUTLINE OF THE REPORT

This report is one of the deliverables required for the International Restricted Competition for the Revitalization and Upgrading of Khedive’s Cairo. This stage of work will be followed by a competition for the design of both Alaba and Opera Squares. The competition in hand is intended for reaching the best proposals for the project of “Revitalization and Upgrading of the Central Zone of Khedive’s Cairo”.

This report is considered as an initial study to define a vision for the Khedive’s Cairo based on a preliminary analysis of the site and its potential.

According to the vision and the elements of the vision, strategies will be defined leading to specific projects. This report will be the start defining the gaps and the main directions that can be driven forward with more detailed studies in the next phase.

The main components of this report are:

Chapter 2 - Description of the Preliminary Vision for the Central Zone

Chapter 3 - Analysis of the Current Context and Conditions for revitalisation

Chapter 4 - Objectives and Strategies for revitalization as a global urban place with strong links to its local cultures

Chapter 5 - Proposed Master Plan Concepts, defining the conceptual layers of the future urban place

Chapter 6 – Proposed Public Realm projects, including key area plans and interventions

Chapter 7 – Delivering the Plan, establishing the components required to enable effective long-term implementation and governance
Khedive’s Cairo will be a world class destination of elegance, activity, history, culture and livable neighbourhoods.

OBJECTIVES

1. To make a world class vibrant public realm for pedestrians that will increase the quality of life, stimulate economic vitality and create an exciting and comfortable experience for locals and tourists.

2. To utilize the scale, spaces and built language of the existing urban fabric and historic architecture to showcase the values of continuity and sustainability that will underpin the revitalization of the area by providing a sense of local identity and ownership.

3. To provide mixed land uses at street level and nodes of public transit-oriented development that encourages a variety of new investment opportunities in facilities and attractions for residents and tourists.

4. To promote walking as the preferred mode of movement by providing pedestrian priority routes; increased public transit service; reduction of on street parking and down scaling private vehicle access into the area.

5. To encourage appreciation of the area as an historical and contemporary cultural capital.

6. To stimulate economic viability through increased pedestrian permeability and convenient access to new development areas for tourist attractions; mixed use commercial and residential development; and community facilities.

7. To create a legible spatial and sequential urban experience that is defined by the plazas, squares, open spaces and street design of the public realm to link the major attractions, landmarks and neighbourhoods.

8. To extend the ‘source of life’ metonym of the Nile throughout the area by the use of water and landscape features, public art and extensive planting to streets and public open spaces as the means to improve aesthetic and environmental quality.

9. To alleviate the area of through-traffic and provide a balance of transport modes to support local economic development.

10. To optimise private and public returns on new development and sustain these over time.

11. To endorse flexibility in building and civic design to enable sustainable and innovative solutions incorporating new technologies that will improve lifestyle quality.
Context and Conditions
3.1 REGIONAL AND SITE CONTEXTS

Khedive’s Cairo is located in the centre of Greater Cairo Region. It is accessible to important destinations, such as:
- Cairo International Airport
- Giza Pyramids
- Fatimid Cairo
- Old Coptic Churches Zone
- Cairo International Conference Hall
- Giza Zoo

Khedive’s Cairo lies at the heart of the city next to the River Nile. It will have two primary functions upon which the proposals are focused so as to maximize the opportunities that they present to revitalizing the centre of Cairo.

1. It will be a primary destination for tourists and Cairo residents in the city. This will be the first place where many tourists will arrive at after landing at Cairo International Airport some 18km distant. It will be their home neighbourhood during their stay. It will be the place from where they begin their visits to the world renowned attractions of Egypt, the Pyramids are only 12km away, the Nile is on their doorstep and the Citadel and Islamic Cairo is their neighbour. In the evenings and weekends Khedive’s Cairo will be the place for the City’s residents come outdoors to enjoy their leisure.

2. It will be an integral part of Cairo’s city fabric – a place to live, work and play for local residents. The area will have to link in with the city’s transport network and seamlessly interface with the surrounding neighbourhoods. Although conceived as a special tourist area it will need to provide a bridge and link to the adjacent areas some of which are of immense heritage and cultural value. It therefore must be a good neighbour; the proposals for revitalization respecting the scale, the traditions, lifestyle that are the intangible cultural heritage of Cairo.

Site Context

In order to achieve a vision for such a sensitive and complicated area of focus a wider site boundary was defined by the GOPP, however this boundary was flexible as per the Analysis findings.

At a macro level this report reviews the larger study area. The major focus of this competition proposal will be directed towards the northern part of the study area, the boundary of which is set out in section 4.1.

The defined study boundary or focus area covers an area of 322 hectares and contains a resident population of 200,000 people.

A more defined/precise areas for intervention and further studies will be considered during the next phase of the project.
3.2 HISTORICAL CONTEXT
MORPHOLOGY
The evolution of Khedive’s Cairo is illustrated on the diagrams. The area is built on reclamation from and channeling of the River Nile and its lagoons in front of the original Ninth Century Cairo walled city. Until the late Nineteenth Century development in the area was the organic expansion of the old city towards the Nile.

The Khedive’s ‘Parisian’ road grid organized the urban pattern of the area as it stands today. The elegance of this pattern has been its ability to forge strong links with the older Islamic city through extended boulevards and enable the realization of independent stand alone areas such as the Garden City. This flexibility of the urban pattern to accommodate the past and future (as yet unforeseen) demands on the city will be a keystone for revitalization in the study area.

A city is built for people and as the Khedive’s Cairo area has accommodated more population the price that has been paid is the loss of open space and quality of the environment. It is salutary to see that the amount of open space available to the residents of the area is now less than in the last quarter of the Nineteenth Century.

The Haussmann urban renewal model for Paris, which had been applied to this area, was not only to bring economic regeneration but also to improve the living quality of residents through light, open space and ventilation. These are the principles that are seen as essential to provide a sustainable quality of life and are inherent in this proposal.

The road hierarchy within the study area has developed from its 1870s simplicity to accommodate the subdivision intricacies of the dense urbanization, the need for cross city through links to the growth areas north and south of the area, and more recently directly across the Nile. Whilst all the while being subject to greater and more widespread use of private vehicle access and the need for local resident and worker parking spaces. In addition public transport is road based with a high proportion of minibuses with unregulated stops. This is a road network under stress and new mass transit rail public transport proposals are to be put in place to reduce the dependence of private vehicles.

For the study area the concept plan proposes pedestrian priority public realm underpinned by Transit Oriented Development.
3.3 CURRENT CONDITIONS AND CHALLENGES

3.3.1 Elements of International Significance

The Nile Waterfront
- The Nile serves an important historical role in the development of civilisations and is internationally recognised as such.
- It is one of the most famous and recognisable water bodies on earth.
- It is the main natural open space within Cairo, with significant potential to reinforce its connection with the city and become a key tourist attraction.

Egyptian Museum
- Built 1897, the greatest collection of Egyptian antiques.
- More than 1.5 million tourists visit the museum annually in addition to 0.5 million Egyptians.

Abdeen Palace
- Khedive Ismail ordered the palace be erected in 1863, Italian, French and Turkish architects.
- Abdeen Palace is one of the most famous palaces that were erected during the reign of Mohamed Ali Pasha Dynasty. It was the seat of the government from 1872 till 1952. During such eventful period of time, Abdeen Palace witnessed unforgettable events that undoubtedly affected Egypt’s modern and contemporary history.
- In 1872, Khedive Ismail moved to Abdeen Palace, leaving the castle, old seat of Egypt’s government, that was built by Saladdin Al Ayoubi in 1171. And today the Abdeen Palace Museum complex stands as an evidence to Egypt’s active role over times.

Azbakiyah Park
- Al-Azbakiyyah district was developed when Amir Axbak, one of Qaytbay’s princes, established stables and a residence of his own and excavated Berkat (lagoon) Al-Azbakiyyah which was fed from al-Nasir’s western Canal. After each flooding, surrounding lands would be transformed into lush green areas with vegetation. These beauty of the land in these areas were exquisite and the upper class fought over the each other for the first pick of the land to buy for the construction of their new palaces overlooking such bodies of water Al-Azbakiyyah Pond.

Ramsis Railway Station
- The original railway station was built as the terminal of the first rail link from Alexandria to Cairo in 1856. The current building was erected in 1892 and upgraded in 1955.
3.3.2 Other significant elements

- People's Assembly Museum / Parliament
- Saad Zaghloul Mausoleum
- Abdeen Palace Museum
- Islamic Art Museum
- Supreme Court
- Post Museum
- Squares (Spatially and Historically)

Cultural Landmarks

- Emad Al Dine Street; Entertainment street with Theatres and Cinemas
- Opera square; the original opera house was burnt and replaced by the governorate building and the Opera multi-storey garage
- Kasr Al Nile street; historically as a main commercial street
- Cultural Centres such as: French, German, Indian and Japanese Cultural centres
- Arab League
- Cairo Writers and painters atelier (Atelier du Caire)
- Art Galleries
- Retail oriented area (middle income / class type of retail)
3.3.3 Significant Buildings

- Historical Buildings - Listed by the NOUH as historical
- Protected buildings - Due to their architecture or political events or building age
- Other buildings of architectural value - other research done shows that the majority of the buildings in the area are of great value due to the quality of their detail and facades and the internal spaces which feature 5m high ceilings and large rooms.

Diplomatic Club
Supreme Court
Villa Al Nasera
Khedival buildings
Tahrir Building
3.3.4 Significant Spaces

Major pedestrian movements in the area are generated by mixed land uses alongside streets, the main bus stops, along the waterfront and within plazas.

Important spaces are Bab Al Louque Market, Opera Square and Abdeen Square which focus the activity in the public realm.
3.3.5 Land Use

Source is GIS package received from GOPP.

The site visit indicated that most of the ground floor is active with retail and food and beverage outlets.

The commercial uses are offices and retail. The retail is oriented towards the middle class or mid-income.

Most of the hotels are concentrated on the Nile waterfront, the hotels within the area itself are much smaller and of a lower standard. There is a trend towards providing boutique hotels away from the river.

Banking is an important land use in the site and the main stock market is located within the area.

It is understood that some major government/administrative uses in the site in addition to all the ministries in Kasr Al Ainy Street, will under the Cairo development vision be removed from the site proximity to newer areas within Greater Cairo.
3.3.6 Building Age

Buildings over 100 years old are classified as protected.
There is a recent trend for renovation rather than demolition.
In general, old buildings are suffering from lack of maintenance, misusage, or are vacant, and are under threat for redevelopment.
This analysis also highlights other buildings which have architectural or political value. At present they are not protected because of their age, however in due course they should be considered for retention as part of the revitalisation strategy.
3.3.7 Deteriorated Areas

The majority of these areas are recent construction and not of historical impact. In some cases, these areas are subdivided of larger palace plots, they suffer from a lack of maintenance supervision by the inadequate building owner. Other deteriorated areas include buildings which do not follow health, safety and construction codes.
Context and Conditions

Deteriorated areas

Deteriorated area (A)

Deteriorated area (B)

Deteriorated area (C)
3.3.8 Plot Ownership

- The main building owners within the site can be identified as the following:
  - Government
    - Administrative, public services, cultural such as museums, Cairo governorate and the Governor’s office, the parliament and other offices
  - Misr Real Estate
    - Originally some of the buildings were owned by 3 different insurance company which are now grouped into one company the Misr Real Estate company which owns more than 55 building within the site
  - Commercial buildings and individual owners
    - The information on individual owners was not readily available. for these properties which may include multiple ownership of buildings it is suggested that guidelines for maintaining specific and permitted uses are applied as the development control mechanism within the strategy for upgrading the area.
  - Private Investors
    - The value of the area within the Downtown of Cairo has always been high. Recently private investors are starting to react and plan their own investments in the area. One of the earliest is “Al Ismailia” which raised funds of 300 Million LE to buy 16 buildings. In a meeting with one of the directors he stated that their vision is to buy more buildings in the near future to upgrade the level of facilities and create some of these buildings as tourists destinations, capitalising upon their architecture and tourism related uses. They see the development of boutique hotels in courtyard buildings with complementary mixed uses such as retail, bazaars, cinemas, food and beverage and cafes are appropriate for the area
3.3.9 Inappropriate Uses

- Inappropriate uses include car repair workshops, spare parts dealers, and light industrial activities.
- Under valued land includes warehouses and storage, small factories, and light industrial workshops, in many cases abandoned or neglected and occupying important sites within the urban fabric.
- Doesn’t match with the value of the land
- Also the significance of the area in total
- They attract unnecessary traffic to the site.
- Orienting the site into a place which is against its nature and its real potentials
3.3.10 Urban Form
The site displays four main urban patterns, as shown on the plan:
1. Radial Structure
2. Grid Iron Structure
3. Organic Structure
The built form is responsive to each pattern which varies from one area to the other. A significant feature are the corner buildings around the squares.
Throughout the area there has been subdivision of the former larger palaces plots.
Building heights in the area range between 6 to 8 floors. The radiational courtyard typology is still evident in places and functions properly as breathing semi-public spaces.
1. RADIAL STRUCTURE

<table>
<thead>
<tr>
<th>DEVELOPABLE PLOTS</th>
<th>ROADS</th>
<th>SOLID</th>
<th>VOID</th>
</tr>
</thead>
<tbody>
<tr>
<td>77%</td>
<td>23%</td>
<td>72%</td>
<td>28%</td>
</tr>
</tbody>
</table>

2. GRID IRON STRUCTURE

<table>
<thead>
<tr>
<th>DEVELOPABLE PLOTS</th>
<th>ROADS</th>
<th>SOLID</th>
<th>VOID</th>
</tr>
</thead>
<tbody>
<tr>
<td>81%</td>
<td>19%</td>
<td>77%</td>
<td>23%</td>
</tr>
</tbody>
</table>

3. ORGANIC STRUCTURE

<table>
<thead>
<tr>
<th>DEVELOPABLE PLOTS</th>
<th>ROADS</th>
<th>SOLID</th>
<th>VOID</th>
</tr>
</thead>
<tbody>
<tr>
<td>89%</td>
<td>11%</td>
<td>89%</td>
<td>11%</td>
</tr>
</tbody>
</table>
3.3.11 Public Open Space

The only natural open spaces available at site is the river Nile, however historically the site has great opportunities for open spaces such as:

- Azbakiyah Park
- Tahrir underground parking
- Ramsis station
- Main corridors connecting these main destinations
- Squares
- Some of the open spaces are underutilised such as
- Water front
- Area around the Azbakiyah park
- Opera square
- Abdeen square
- The connections to the Islamic destinations such as Khan al Khalily and saladine citadel

Ramsis Square Competition

- The potential new design for Ramsis square provides the area with a major open space destination.
- It provide permeability for pedestrian connectivity across Ramsis street
- It also proposed vehicular access across Ramsis street and the railway

Nile Water front

- The major interchanges occupy approximately 200m of the water frontages

Interchanges of 6th of October bridge crossing the Nile

Potential new design for Ramsis square
3.3.12 Public and Private Spaces

Although the Nile is considered as the main open space within Cairo, most of the private places are on the water front within the study area is privatised and allows limited public access.

Abdeen palace has a small museum and is still used by the government, its gardens are controlled in a security zone.

There is limited public open spaces within the urban fabric itself due to building infill.

The major private spaces are divided into the Government facilities.

Abdeen Palace and Parliament

As part of the Cairo development vision, some of these government uses such as the ministries will change to open museum.

Most of the public spaces along the Nile on Zamalik island.
3.3.13 Pedestrian Network

The area is highly activated with pedestrian movement almost everywhere in the site. Transit stops such as buses and minibuses stops on passenger demand rather than defined stops and contribute to traffic congestion. The most heavily used pedestrian routes are shown in dotted green. Areas which generate high levels of pedestrian use also those of high vehicle volume, e.g., Nile waterfront and the Azbakiyah park beside the Opera square, resulting in vehicle/pedestrian conflict. Two blocks within the site have been pedestrianized; Al Borsa area and Al Alfi street, a recent public survey indicated that the Al Alfi has been a less successful scheme due to issues of accessibility and security within the public realm.
Context and Conditions

Kasr Al Nile bridge

Major pedestrian movement

Activate edges

Vehicles pedestrian conflict - cinemas

Occupation of footpaths

Vehicles pedestrian conflict - street crossings

Vehicles pedestrian conflict - street crossings

Vehicles pedestrian conflict - street crossings

quality of pedestrianised streets
3.3.14 Road Network
The project area is served by and traversed by the strategic road network of the city and due to its central location and proximity to Mohandiseen directly across the Nile. This results in high levels of through traffic mixing the local and interdistrict traffic. Although the new ring road around Cairo will alleviate some of the traffic problems, new solutions will be required.

It is also important that there is efficient access and egress into the strategic road network to enable ease of access to Cairo international airport, major tourist venues and suburban residential areas.
3.3.14 Main Issues

- North and South through traffic movement putting pressure on Kasr Al Ainy Road and Corniche
- East and West through traffic movement from the Azhar Tunnel and Bridge and on grade road to reach the bridges of 6th October or Kas Al Nile Bridge
- No clear designation of road hierarchy with sufficient capacity to accommodate through traffic
- Constraints on upgrading the traffic capacity to boulevards
- Micro buses stopping on demand which adds to congestion
- Main junctions, circled in red, on previous page, are overloaded as are the streets serving them
- The existing oneway traffic system requires review as this does not enable convenient permeability or efficient traffic flow.

Main Entry and Exit Points

The main entry and exit points for the focus area are limited for an area of this size, density and population within an inner city. The main entry points in red are:
- Al Azhar tunnel and Bridge
- Tahreer Square

The main exit points are:
- 26th of July
- Tahreer Square
- Al Azhar Tunnel
3.3.15 Public Transit

Cairo's underground metro system will potentially work as a primary and secondary transit system for the site. Currently only 2 lines are active on site, the third line is under construction. The walking distance catchment of 500m is sufficient to give coverage to almost the entire area.

Bus network is limited in some area and walking distance catchment of 200m does not provide coverage to central part of the focus area.

Private micro bus service is active everywhere on site. However, it is not a desirerable mode in terms of traffic efficiency or air quality.
3.4 SWOT ANALYSIS

Key questions leading to the analysis of strengths, weaknesses, opportunities and threats (SWOT) are summarised below. The detailed SWOT Analysis is included on the following pages. This represents a preliminary analysis. It is envisaged that a more comprehensive analysis will be undertaken as part of the detailed planning project.

The SWOT Analysis is organised according to the seven key dimensions of:
1. Environment
2. Urban Morphology
3. Visual
4. Perceptual
5. Social
6. Functional
7. Delivery and Governance

---

**Key Questions - Downtown Definition**

1. Is there a clear, broadly understood definition of downtown boundaries?
2. Is downtown treated separately and differently in planning, zoning and other land use Regulations than other parts in GCR?
3. Is mixed-use of downtown buildings specifically encouraged?
4. Does downtown compete with other areas, shopping centers, office parks within GCR?
5. Is there a significant residential Component downtown?
6. What type of markets Does the downtown serve?
7. Is downtown an affordable place for experimentation, creativity?
8. Are arts and cultural activities key elements in the current downtown setting?
9. Is downtown a business center of the community?
10. Is downtown the entertainment, the cultural, tourism and convention center of the community?
11. Is historic preservation has been key component of the downtown during previous decades?
12. Is downtown where there is a concentration of buildings with meaning?
13. Is downtown in active use 18 hours a day?

---

**Key Questions - Leadership**

1. Who is the future Champion for downtown revitalization?
2. insurance holding company?
3. Ismaelia company?
4. NOUH? The Governorate?
5. the civil society?
6. Is there institutional presence downtown? Is there institutional support for downtown by financial institutions? Is there a significant segment of community leadership committed to downtown?
7. Is there a comprehensive approach to management of the downtown?
8. Is there a widespread understanding and implementation of interdependence among downtown businesses?
9. Is there a widespread understanding and implementation of interdependence between owners and tenants?

---

**Key Questions - Culture**

1. Is the importance of downtown understood by the public sector? And the business community? Or by the community at large?
2. Is there a broad sense of ownership of the downtown by the residents of the community?
3. Is downtown the primary place for public expression?
4. Are there any current public improvements? If yes, are they appropriate? And of high quality?
5. Is there a sense of public safety by having good levels of maintenance of buildings, signs and public improvements?
6. Is downtown the Heritage center of the community?
7. Is there an appropriate use of historic resources?
8. Is downtown the special events center of the community?
9. Is historic preservation has been key component of the downtown during previous decades?
10. Is downtown where there is a concentration of buildings with meaning?
11. Is downtown in active use 18 hours a day?

---

**Key Questions - Investment**

1. Is there a regulatory environment where reinvestment in downtown is specifically encouraged?
2. Does downtown have businesses that are connected nationally? Or internationally?
3. Are there abundant noneconomic activities downtown?
4. Is there a wide range of rental space available by size, condition, and use?
5. What are the multiple catalysts for change?

---

**Key Questions - Movement and Access**

1. Is there a need to reestablished public transportation within downtown?
2. Is walkability applied in downtown?
3. Are automobiles appropriately accommodated, but not at the expense of pedestrians?
### Open Spaces

<table>
<thead>
<tr>
<th>ELEMENT</th>
<th>STRENGTHS</th>
<th>WEAKNESSES</th>
<th>OPPORTUNITIES</th>
<th>THREATS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Existing public squares give a strong identity and historical character to the Downtown area</td>
<td>Some of the open spaces are neglected due to lack of facilities and night life activities or conflict with vehicular circulation (e.g., Opera Square and Abdeen Square)</td>
<td>A chance to add more open spaces to the network (e.g., Elfalaki Square and Supreme Court)</td>
<td>Safety of the open spaces especially at night due to the absence of suitable lighting and surveillance</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Lack of a consistent civic programme and facilities within the urban spaces has led to confusion and abuse of spaces</td>
<td>Opportunity to extended the Al-Azhar Street project to the Downtown area (i.e., street pedestrianisation by converting the vehicular movement to the tunnel)</td>
<td>Poor maintenance and neglect of open spaces will threaten their viability as attractive public spaces</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Lack of quality public open spaces providing a multi-functional basis for a diversity of recreation and environmental management functions</td>
<td>Opportunity to connect the built up green areas and parks (Al-Azhar Park, Al-Azbakyya Park, Al-Tahrir Square) and integrate these into a connected pedestrian and open space network</td>
<td>Illegal land uses may be developed due to the availability of pedestrian spaces - this will require control</td>
</tr>
</tbody>
</table>

### Topography

<table>
<thead>
<tr>
<th>ELEMENT</th>
<th>STRENGTHS</th>
<th>WEAKNESSES</th>
<th>OPPORTUNITIES</th>
<th>THREATS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Relatively flat topography facilitates comfortable pedestrian movement and accessibility</td>
<td>Absence of significant slopes or topography requires an integrated approach to managing stormwater to alleviate potential flooding and ponding</td>
<td>Potential to compensate for the absence of topographic variation by opening up key sightlines and physical connections to the Nile waterfront</td>
<td>Existing and committed developments at the waterfront may restrict the potential for public open space connections</td>
</tr>
</tbody>
</table>

### Natural Environment

<table>
<thead>
<tr>
<th>ELEMENT</th>
<th>STRENGTHS</th>
<th>WEAKNESSES</th>
<th>OPPORTUNITIES</th>
<th>THREATS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The River Nile is a potential focus for new public space and recreation opportunities</td>
<td>Air and noise pollution due to traffic congestion and high volumes of through-traffic</td>
<td>Possibility to build new continuous green pedestrian links between the river Nile and Downtown to provide a green infrastructure network with recreation and biodiversity benefits</td>
<td>Linking to the Nile will require substantial capital investment in traffic solutions</td>
</tr>
<tr>
<td></td>
<td>The River Nile forms a key ecological corridor</td>
<td>Lack of an integrated water quality management framework may damage the river system</td>
<td>Opportunity to relocate conflicting land uses and polluting activities</td>
<td>Relocation of incompatible uses will require effective incentives and compensatory measures, including the provision of alternative sites elsewhere in the city</td>
</tr>
<tr>
<td></td>
<td>Dense urban form and street-edge buildings provide natural shading and thermal comfort to the public realm</td>
<td>Absence of effective micro-climate control infrastructure within the public realm, such as consistent shading, restricts pedestrian comfort</td>
<td>Opportunity to extend and enhance green spaces at grade and within future developments (e.g., rooftop green spaces) as a means of improving localised thermal comfort, enhancing biodiversity and mitigating urban heat island effects</td>
<td>Private enclosure of the Nile waterfront will threaten the ability to develop this as a public space of regional significance and link the Nile to a broader green infrastructure network</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Lack of connection between green spaces restricts their carrying capacity, limiting biodiversity</td>
<td>Opportunities to reduce energy demand through the upgrade of street lighting (smart infrastructure) and use of solar hot water systems</td>
<td></td>
</tr>
</tbody>
</table>
## Connectivity and Cohesion
- **Strengths**: Geographically central location within Greater Cairo with potential to connect with existing and planned metropolitan movement networks.
- **Weaknesses**: Weak physical connection between Downtown and the Nile waterfront restricts local amenity and recreation opportunities. Weak physical connectivity to Islamic Cairo restricts the wider social advantages of redevelopment and limits the potential for Downtown to serve as a link between other parts of the city.
- **Opportunities**: Opportunities to enhance and strengthen physical connections and horizontal integration with surrounding areas.
- **Threats**: More connectivity would add more through traffic and easy accessibility would require management.

## Urban Form
- **Strengths**: Rich variety of existing elements give distinctiveness to the urban form - spaces, parcels, heights.
- **Weaknesses**: Some areas lack definition. Infrastructure added within the past 30 years does not adhere to the overall morphology.
- **Opportunities**: Enhance the established urban form with minor interventions and restoring buildings with value.
- **Threats**: New development projects will need to respect the existing urban form - will require control.

## Building Density and Grain
- **Strengths**: Variety of plot sizes capable of accommodating a diverse mix of functions and activities. Compact urban form and high density of street frontages provides continuous and active street edges at grade.
- **Weaknesses**: Street clutter and nuisance through inappropriate uses. Fragmentation of plots suitable for redevelopment could hinder commercial redevelopment potential.
- **Opportunities**: Opportunities to promote new uses and activities in selected locations, making use of the existing building stock and plots. Opportunities for government to assemble strategic redevelopment plots for redevelopment of key sites.
- **Threats**: Insensitive redevelopment that reduces the concentration and density of building openings and variety of suitable uses.

## Permeability
- **Strengths**: Fine grain of street and pedestrian spaces provides excellent permeability and accommodates a wide range of movement network options.
- **Weaknesses**: Many spaces are unsafe, uncomfortable or subject to physical obstacles that impede connectivity.
- **Opportunities**: Opportunity for enhancing the existing urban structure through strategic street network interventions. Planning for the concentration of active street edge uses along key pedestrian paths.
- **Threats**: Cost constraints to public street and infrastructure upgrades.
<table>
<thead>
<tr>
<th>ELEMENT</th>
<th>STRENGTHS</th>
<th>WEAKNESSES</th>
<th>OPPORTUNITIES</th>
<th>THREATS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Waterfront</td>
<td>The River Nile provides the basis for an environmental and social focus of regional significance and adds strength to the visual image</td>
<td>The river is weakly connected to the wider public pedestrian and open space network</td>
<td>Opportunity to unlock latent economic and amenity value within the Downtown by improving visual and functional access to the river’s edge</td>
<td>In the absence of other mechanisms, significant public capital investment will be required to facilitate improved access to and embellishment of the waterfront.</td>
</tr>
<tr>
<td>Roofscape</td>
<td>An existing, clearly identifiable and intact urban form underpins a strong local identity and image</td>
<td>Lack of incentives to actively occupy and use available roof spaces</td>
<td>Potential to adapt roof spaces within existing and new buildings to create additional social and environmental spaces, including roof garden parks and green spaces</td>
<td>Limited incentives for building owners</td>
</tr>
<tr>
<td>Landmarks</td>
<td>Key monuments, buildings and urban spaces of national cultural significance</td>
<td>There is no enough exposure for existing landmarks in Downtown due to infringements and additions to buildings</td>
<td>Opportunity to establish capacity for new and enhanced landmarks and focal points to connect pedestrian paths all around the center (main squares – spaces)</td>
<td>Existing road infrastructure and traffic movements (particularly accommodation of through-traffic) hinder the capacity to create new urban space and pedestrian connections</td>
</tr>
<tr>
<td>Architecture and Streetscape</td>
<td>Historical facades and street frontages provide a rich and robust basis for enhancing the area’s unique character</td>
<td>Lack of consistent signage and landscaping</td>
<td>Opportunities to provide regulatory incentives for private sector restoration of historic and significant buildings (eg, transferrable development rights)</td>
<td>Lack of economic incentives for renovation versus new construction due to the age and condition of buildings</td>
</tr>
<tr>
<td></td>
<td>Existence of historic and significant buildings to encourage tourism and a sense of authenticity</td>
<td>Lack of consistency in site development and responsiveness to the existing urban form</td>
<td>Opportunity to facilitate reuse important buildings with appropriate uses (eg, Cultural, NGOs, Hotels, Restaurants) through appropriate incentives (eg, rent control, land use zoning, financial assistance)</td>
<td>Absence of adequate maintenance resources would affect the development of public projects</td>
</tr>
<tr>
<td></td>
<td>Existence of visual cohesiveness within historically planned urban form, defining distinct edges to the main streets and key spaces</td>
<td>Lack of small gathering places (eg, courtyards, niches)</td>
<td>Potential role of NOUH (National Organization for Urban Harmony) to assist in promoting restoration and adaptive re-use programmes</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Existence of deteriorated buildings due to lack of incentives for restoration or upgrading</td>
<td>Existence of deteriorated buildings due to inadequate regulations and planning</td>
<td>Successful existing streetscapes in Downtown like Elfalaky and Elborsa can be extended and replicated in a larger scale</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Continued loss of architecturally significant buildings due to inadequate regulations and planning</td>
<td>Existence of inappropriate uses for significant buildings due to deteriorated conditions</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Decrease in residential uses and population over time has reduced the local economic potential of the area and its social vitality</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Absence of suitable street lighting in many streets inhibits safety</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Context and Conditions

### PERCEPTUAL DIMENSIONS

<table>
<thead>
<tr>
<th>ELEMENT</th>
<th>STRENGTHS</th>
<th>WEAKNESSES</th>
<th>OPPORTUNITIES</th>
<th>THREATS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sense of Place</strong></td>
<td>Existence of strong edges around the study area (e.g., Ramsis and Gala‘ Street, Nile River and Port Saied Street) / Flexible and robust building and block typologies capable of accommodating new land use programmes and activities</td>
<td>No clear distribution of districts at present in terms of activities, functions and public realm / Poor traffic legibility due to inadequate directional signage and the absence of clear entry and exit points</td>
<td>Opportunity to reinforce unique districts through the targeting of land use programmes and public realm interventions / Potential for Downtown to be upgraded as a unified urban district</td>
<td>Insensitive redevelopment could detract from existing character and identity / Programme targets will need to respond to regional and city demands and drivers in order to be economically and socially viable</td>
</tr>
<tr>
<td><strong>Image and Identity</strong></td>
<td>Historical identity as a place to gather / Public squares provide an existing basis for a distinct public realm / General safety is high / Historical and cultural value as a memorable urban place</td>
<td>Lack of overall planning and governance of the area’s visual perception and image / Lack of an integrated place brand and associated planning, marketing and governance frameworks is currently a constraint on coordinated investment and redevelopment / Lack of active media promotion for Downtown businesses</td>
<td>Opportunity to establish an integrated framework combining a vision for the Downtown, place branding strategy and associated planning, implementation, promotional and governance frameworks</td>
<td>Coordination of an integrated place management framework will rely on the cooperation and pooling of resources by all relevant government, institutional and private sector partners</td>
</tr>
<tr>
<td><strong>Diversity</strong></td>
<td>Existing attractiveness to a wide diversity of tourist visitors and workers / Cultural diversity within the established population / High commuter population density / Existence of a wide range of micro-level economic activities and businesses serving local needs</td>
<td>Continued migration of residents out of the area reduces the range of income groups and cultures represented within the community, undermining local economic development and services</td>
<td>Opportunity to accommodate a diverse variety of income groups within the area to maintain a broader economic base for the area and support the provision of local facilities, services and workforce / Opportunity to expand culture, fine arts and public arts programmes through adaptive re-use of redundant buildings and sites / Opportunity to expand the diversity of shopping and employment opportunities to include regional level facilities / Potential to accommodate a variety of spaces and functions / Provide a variety of visual experiences for the visitor</td>
<td>Over-reliance on large-scale institutional activities at the expense of local social and economic networks will remove the sense of place and ultimately harm long-term economic development and social cohesion objectives</td>
</tr>
<tr>
<td><strong>Scale</strong></td>
<td>Existing human scale urban form, with streets and spaces defined by legible order of building openings and landscape elements</td>
<td>Some monumental buildings are not well framed and are poorly exposed, reducing legibility and the perception of harmony</td>
<td>Spaces in front of Supreme Court may offer a good foreground for the monumental building</td>
<td>New developments should relate an appropriate scale of form to the proposed uses</td>
</tr>
</tbody>
</table>

*UNHABITAT GOPP*
<table>
<thead>
<tr>
<th>ELEMENT</th>
<th>STRENGTHS</th>
<th>WEAKNESSES</th>
<th>OPPORTUNITIES</th>
<th>THREATS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attraction and Major</td>
<td>Central and accessible location of Downtown within the metropolitan region</td>
<td>Lack of quality social facilities</td>
<td>Opportunity to build upon and reinforce existing entertainment districts and facilities, creating a very active entertainment scene</td>
<td>Inadequate investment in transport improvements, including removal of through-traffic, will restrict the potential of the area as a destination for attractions and events</td>
</tr>
<tr>
<td>Events</td>
<td>Juxtaposition to the Nile and associated activities</td>
<td>Lack of of adequately programmed large-scale public spaces suitable for diverse event and land use and programmes</td>
<td>Potential to accommodate a diverse mix of land uses and activities within the built form, creating a vibrant and vital area throughout the day and night</td>
<td>Inability to create new and expanded urban space, including public frontage to the Nile, will limit the area's potential and attractiveness</td>
</tr>
<tr>
<td></td>
<td>Robust urban structure with potential to support new public space and land use</td>
<td>Transport infrastructure is not sufficient to support large-scale visitation for major events</td>
<td>Potential to improve transport networks to bring more people to the Downtown for tourism, arts and culture</td>
<td></td>
</tr>
<tr>
<td></td>
<td>programmes</td>
<td></td>
<td>Opportunity to provide better social facilities within the established built form and spaces</td>
<td></td>
</tr>
<tr>
<td>SOCIAL DIMENSIONS</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Arts and Culture</td>
<td>Existing monuments, statues, squares (including Talaat Harb, Opera Square and Mostafa Kamel) provide an historic basis for the area's image as a location for arts and culture</td>
<td>No consistent programme of cultural events</td>
<td>Opportunity to build upon the area's historical legacy as Egypt's first CBD</td>
<td>Sustained and viable arts and culture programme will require the coordinated support of emerging talent and industries through the provision of economic incentives, financial assistance, provision of suitable space</td>
</tr>
<tr>
<td></td>
<td>Redundant buildings and sites with potential to house new and low rent creative industries</td>
<td>Limited encouragement or incentivisation of creative industries</td>
<td>Potential to establish an international reputation for Arts, Culture, Tourism through investment in urban spaces and associated programmes for industry development</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Potential to be developed as a nationally recognised arts and culture centre</td>
<td></td>
</tr>
<tr>
<td>Willingness for</td>
<td>Willingness of existing institutional partners and government to jointly participate in the area's rejuvenation</td>
<td>Lack of broader awareness of the planned role and vision for Downtown, and the mechanisms by which other investors can participate</td>
<td>Good chance for the private sector to share in the development plan (eg, Ismailia Company)</td>
<td>Optimum strategy will require more detailed mechanisms for ongoing public and private sector cooperation over time and as new development opportunities arise</td>
</tr>
<tr>
<td>Partnership</td>
<td></td>
<td></td>
<td></td>
<td>A sustained partnership will rely on the transparency and consistency of government support in order to encourage private sector investment</td>
</tr>
<tr>
<td>Cooperation and</td>
<td>Willingness to collaborate and a frontier spirit</td>
<td>Mechanisms for cooperation are yet to be defined in detail and will require ongoing willingness and trust between the partners</td>
<td>Potential for the Downtown Board of Trustees to be more active</td>
<td>Inability to define a responsible authority with sufficient power to guide the area's redevelopment will stifle the area's potential</td>
</tr>
<tr>
<td>Collaboration</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Land Use</td>
<td>An established and wide-ranging mix of land uses supporting a variety of local economic and housing activities</td>
<td>Lack of vacant lots</td>
<td>Create a CBD that holds most of development advantages due to its central location and added uses to raise its value</td>
<td>Incompatible uses to be relocated will require compensation or incentives</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Existence of polluting workshop areas along Shambilion Street</td>
<td>Need activity to bring people to the Downtown on a continuous basis</td>
<td>Over-emphasis on institutional and non-residential land uses will harm the area's long-term viability as an urban core</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Existence of inappropriate uses for significant buildings</td>
<td>With Maspero area, Islamic Cairo and Garden City extension they compose a comprehensive financial, culture and residential diverse node</td>
<td></td>
</tr>
<tr>
<td>ELEMENT</td>
<td>STRENGTHS</td>
<td>WEAKNESSES</td>
<td>OPPORTUNITIES</td>
<td>THREATS</td>
</tr>
<tr>
<td>---------</td>
<td>-----------</td>
<td>------------</td>
<td>--------------</td>
<td>---------</td>
</tr>
<tr>
<td><strong>Pedestrian Accessibility</strong></td>
<td>High pedestrian accessibility into the Central Zone is provided by the metro line service all around Downtown</td>
<td>Conflict between pedestrian paths and vehicles due to traffic congestion</td>
<td>Potential to convert some streets to prioritise pedestrian movement (Qasr El Nile – Emiad Eldin)</td>
<td>Designation of pedestrian-only zones could affect the serving of commercial services and create more traffic in some locations</td>
</tr>
<tr>
<td></td>
<td>Good pedestrian orientation and legibility is provided by distinctive street-wall buildings and open spaces defined by minimal lot lines and a sense of enclosure</td>
<td>Transit areas for taxis and buses are not designed</td>
<td>Permeable street block structure provides an opportunity for a highly connected and convenient pedestrian realm once supported by appropriate facilities</td>
<td>Continuation of an uncomfortable and hostile pedestrian environment will restrict the attractiveness of the Downtown as a location for employment, tourism and economic activity</td>
</tr>
<tr>
<td></td>
<td>Large amount of pedestrian movement generated by a permeable street grid and a diversity of building entries at street level</td>
<td>Lack of dedicated pedestrian space and facilities</td>
<td>Opportunity to provide centralised parking facilities able to be used for both day and nighttime activities</td>
<td>Through-traffic is a threat to the effectiveness and efficiency of local movement networks</td>
</tr>
<tr>
<td><strong>Circulation</strong></td>
<td>Multiple street entry-exit points to the Central Zone are provided from all sides, enabling distribution of movement flows and opportunities for horizontal integration</td>
<td>Bottlenecks during the rush hours within the existing traffic circulation system</td>
<td>Potential for public-private partnerships to build more multi-storey parking facilities in key locations</td>
<td>Failure to capitalise upon opportunities for transit-oriented development around new public transport nodes</td>
</tr>
<tr>
<td></td>
<td>Highly connected local street grid provides a flexible basis for the integration of movement modes, including vehicles, pedestrians and public transport</td>
<td>Existence of high volumes of through-traffic due to the absence of regional alternatives</td>
<td>Availability of large redevelopment sites provides opportunities for additional parking to be provided within new developments</td>
<td>Failure to support regional and metropolitan transit investment with good quality local public transport networks</td>
</tr>
<tr>
<td><strong>Transportation</strong></td>
<td>Spatial capacity within the historic street grid to accommodate a flexible variety of modes and network routes</td>
<td>Lack of parking areas</td>
<td>Potential for public-private partnerships to build more multi-storey parking facilities in key locations</td>
<td>Failure to capitalise upon opportunities for transit-oriented development around new public transport nodes</td>
</tr>
<tr>
<td></td>
<td>Lack of proper smart public transport system leading to skewed traffic composition to road network</td>
<td>Inadequate public transport services to serve local, shorter trip needs within the Downtown</td>
<td>Availability of large redevelopment sites provides opportunities for additional parking to be provided within new developments</td>
<td>Failure to support regional and metropolitan transit investment with good quality local public transport networks</td>
</tr>
<tr>
<td></td>
<td>Limited spatial capacity to accommodate a flexible variety of modes and network routes</td>
<td>Historical construction of new developments and facilities without adequate parking</td>
<td>Planned mass transit will saturate the Downtown area and provide local and metropolitan connections, enabling high levels of commuter access to and from other parts of the city and region</td>
<td>Failure to capitalise upon opportunities for transit-oriented development around new public transport nodes</td>
</tr>
<tr>
<td><strong>Employment Opportunities</strong></td>
<td>Existing local employment opportunities provided by a network of small to medium sized businesses</td>
<td>Unbalanced mix of employment opportunities. There is a lack of business retention/expansion/attraction strategy to create more (primary) jobs</td>
<td>The possibility of increasing the diversity of employment opportunities through the future development projects, including regional level opportunities to support the area’s role as a CBD</td>
<td>Generating more jobs will require investment in transport and accessibility</td>
</tr>
<tr>
<td></td>
<td>Deterioration of most infrastructure and facilities</td>
<td>The possibility of increasing the diversity of employment opportunities through the future development projects, including regional level opportunities to support the area’s role as a CBD</td>
<td>Opportunity to integrate land uses and services with adjoining project areas</td>
<td>Successful attraction and retention of regional business and employment services will rely on sustaining a vibrant and diverse local economy and residential population</td>
</tr>
<tr>
<td><strong>Infrastructure</strong></td>
<td>Existence of key physical infrastructure and facilities</td>
<td>Deterioration of most infrastructure</td>
<td>Potential to integrate passive water management and open space provision through water-sensitive urban design</td>
<td>Absence of infrastructure maintenance</td>
</tr>
<tr>
<td></td>
<td>Inadequate stormwater management</td>
<td>The possibility of increasing the diversity of employment opportunities through the future development projects, including regional level opportunities to support the area’s role as a CBD</td>
<td>Opportunity to integrate land uses and services with adjoining project areas</td>
<td>Successful attraction and retention of regional business and employment services will rely on sustaining a vibrant and diverse local economy and residential population</td>
</tr>
<tr>
<td></td>
<td>Potential to integrate passive water management and open space provision through water-sensitive urban design</td>
<td>Absence of infrastructure maintenance</td>
<td>Significant public investment in utilities and infrastructure may be required in order to support development investment</td>
<td>Significant public investment in utilities and infrastructure may be required in order to support development investment</td>
</tr>
<tr>
<td>ELEMENT</td>
<td>STRENGTHS</td>
<td>WEAKNESSES</td>
<td>OPPORTUNITIES</td>
<td>THREATS</td>
</tr>
<tr>
<td>---------</td>
<td>-----------</td>
<td>------------</td>
<td>--------------</td>
<td>---------</td>
</tr>
</tbody>
</table>
| Future Development | / Robust historical built form typologies capable of accommodating a transition in uses  
/ Redundant sites provide strategic redevelopment opportunities to attract new uses and capital | / Lack of loft apartments, boutiques and hotels is a constraint on accommodating office workers and tourists  
/ No clear targets to integrate the future supply of land use, housing types, employment types and associated facilities and services | / Opportunity to establish clear targets for population mix and land use based on the desired vision for the Downtown  
/ Opportunity to coordinate public and private sector investment in strategic redevelopment sites to leverage opportunities for improved provision of local services and facilities | / Lack of incentive program funds, NGOs which may jeopardize any future vision |
| Economic | / Existence of more than four main commercial activity streets  
/ Availability of redundant and cheap building space to accommodate a wide range of local enterprises and business types | / The area is steadily losing its economic strength due to the decline and/or relocation of local enterprises and industries  
/ Existence of street vendors and unplanned shop extensions  
/ Migration of famous brands  
/ Decreasing in the economic ties between the area and the new CBDs (Competition rather than integration)  
/ Lack of concern for the marketing of products, which leads to a recession and a weak profit products, which does not help the continuity or leads to decrease the product quality  
/ Limited shopping facilities targeting only low and middle class incomes  
/ Lack of tourism facilities | / Regional tourism opportunity with the activities and events  
/ Opportunity to enhance the mixture of businesses – not all offices  
/ Promote success stories of Downtown businesses  
/ The possibility to finance the development projects from funding organizations (UNDP - SFD), civil society, bank loans (with funding sources point) | / Competition with other new CBDs  
/ Decreasing in number of beneficiaries  
/ Absence of diversity in beneficiaries (categories) |
<table>
<thead>
<tr>
<th>DELIVERY AND GOVERNANCE DIMENSIONS</th>
<th>ELEMENT</th>
<th>STRENGTHS</th>
<th>WEAKNESSES</th>
<th>OPPORTUNITIES</th>
<th>THREATS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Funding Sources</td>
<td>Initial Trust funds identified and set aside</td>
<td>Long-term government and private sector commitments are unknown</td>
<td>The possibility to finance the development projects from funding</td>
<td>Under-investment in public infrastructure may restrict the alteration of private sector capital</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Current absence of a long-term cooperation and coordination framework</td>
<td>organizations (UN-HABITAT - UNDP - SFD), civil society, bank loans</td>
<td>inability to properly target investment needs and opportunities</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Current absence of investment and return</td>
<td>Public-private partnerships in different new projects</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Regulations</td>
<td>NOUH regulation and codes</td>
<td>Absence of the effective tools to apply control regulation and codes</td>
<td>Civil society participation in development issues and to upgrade and meet the needs of the community</td>
<td>Absence of smart databases for properties ownership for efficient control</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Political will to manage and conserve the area</td>
<td>Large number of institutions and approvals required may hinder development potential for strategic sites</td>
<td>Opportunity to provide for delegated planning powers at site level through creation of site-specific development authority</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Implementation and Governance Capacity</td>
<td>Existing regional framework provided by Cairo development vision provides the basis for defining the significance and role of Downtown within &quot;Global Cairo&quot;</td>
<td>No current vision for the area has been developed, incorporating in-depth examination of objectives and indicators for future development Governance structure for the area is yet to be developed</td>
<td>Interest and the desire of government agencies to change the current situation (Cairo Vision, relocating ministries buildings, Ramses Square project – The Restoration of historic buildings and rehabilitation of significant buildings)</td>
<td>Fragmentation of planning, investment and development responsibilities may impede master plan outcomes and achievement to development and upgrading targets</td>
</tr>
</tbody>
</table>
04 Strategies
4.1 STUDY AREA BOUNDARIES

The Terms of Reference (TOR) outlined an indicative project boundary for the study area. The master plan team has undertaken an assessment of a number of elements to define an appropriate study boundary. These include:

/ Consideration of the proposed TOR boundaries;
/ Consideration of the administrative boundaries;
/ Consideration of the Urban Tissue Boundary;
/ Consideration of the historical layers affecting the city; and
/ Consideration for the existing interventions in the area.

Analysis of these elements and consideration of the influences to the City, clearly highlight a natural definition of the central area to form this study boundary, with areas outside of this zone, which are important to understand as they have a working relationship with the focus study area. These areas have been identified as relating interacting areas, which relates to those areas directly adjoining the focus study area and transition areas, which incorporate a slightly broader catchment.

Redefined Study Boundary

The larger study area encompasses the entire European street layout of the Khedive’s Cairo and is some 4.5km form north to south and a maximum of 2.5 km from east to west.

The area of focus is the northern area of Khedive’s Cairo. To the north it is bounded by Galaa Street. The western boundary of the site faces the Nile River, between the 6th of October Bridge and the Qasr Al Nile Bridge. The Southern boundary is Sheikh Rehan Street. The eastern boundary is formed by Klot Bek Street and Mohamed Ali Street.

The focus area covers an area of 322ha and has a population of around 200,000 residents.
4.2 KEY SITES

Through the revitalisation strategy there is a chance to open up some great opportunities for new developments. These new sites should enforce the following direction:

- Transit Oriented Developments (TODs) of certain proximity to a structured public transport system
- Off-street parking provision
- Upgrading the area economically

Fortunately beside some vacant sites, most of Deteriorated areas are the same as the areas of inappropriate uses, which defines them as a great potential for either total restructuring, or maintaining some of the valuable assets and upgrading them. (TBC at a more detailed study)

Accordingly interventions on site are:
- Hard areas (medium intervention)
- Soft areas (maximum intervention)
A detailed international benchmarking exercise was undertaken, including world class tourist cities such as New York, London, Paris and Sydney. Through this study key conclusions were drawn to contribute to the revitalisation strategy for Khedive’s Cairo. The attributes required to provide a world class tourist destination are compared with the current status of Khedive’s Cairo.

4.3 INTERNATIONAL BENCHMARKS

The following will have to be provided within the Study area:

- World Class Attraction: at the moment only the Nile and the National Museum can be classed as having international stature. Therefore additional tourism features must be provided.

- Local Neighborhood Character: Khedive’s Cairo has different character neighborhoods however, they do not have the cache of quality, or the defining tourist attractions that give a strong identity as found in London, New York and Paris. It is important that all the neighbourhoods have adequate community facilities to serve local residents and workers.

- Mixed Uses; all the cities have areas of high quality international boutique shopping streets and have retail and restaurant street frontages.

- Public Transport: this is provided by a range of multimodal systems and the location of mixed uses development to create TOD’s that act as major footfall attractors to activate the public realm.

- Private Vehicle Controls; the benchmark cities have all set goals to reduce private vehicle access into the central city core. This has involved a combination of measures; increased public transport, parking meters, multistory car parks to reduce on street parking, pedestrian only streets, traffic calming, eliminating through traffic movement and in the case of London area charging. Paris has also invested in bicycle hiring which is to be introduced in London this year.

- Public Realm; all the cities have major open space; a major city park and well distributed local parks are perquisite for world class downtown areas.

- Cultural Centers; the downtown area is typically the location of major national cultural centers and this presence through the National Museum and Opera in Khedive’s Cairo should be maintained and enhanced.

- Links to Other Areas; surrounding the Khedive’s Cairo area are some of the most unique and of world cultural heritage significant buildings it is important that they be linked by urban design and transit modes to the enhance the importance of the area and facilitate a comprehensive tourist package.

International Precedent Comparison

Downtown Cairo and Beirut City Centre

Prior to the Civil War, Beirut’s Downtown housed a variety of administrative, recreational and cultural activities, and after the city’s demolition Solidere became in charge of financing and executing all infrastructure works in the downtown and the main issues were to Preserve and Revive the Historical zone and to Redesign the Waterfront and Marinas.
Objectives and Strategies

PEDESTRIAN ROUTES
- Downtown Cairo: Major conflict between vehicles and pedestrians
- Downtown Beirut: Clear activated pedestrian routes

LANDSCAPE ELEMENTS
- Downtown Cairo: Missing basic landscape elements like sitting areas and lighting
- Downtown Beirut: Pedestrianised, programmed and public spaces

WATERFRONT
- Downtown Cairo: Vehicle oriented circulation, minimum public access through privatised developments
- Downtown Beirut: Pedestrianised, programmed and public waterfront

SQUARES
- Downtown Cairo: Squares and open spaces are very crowded and not used appropriately
- Downtown Beirut: Pedestrianised, programmed and public spaces
Prior to the Civil war, Beirut’s Downtown housed a variety of administrative, recreational and cultural activities, and after the city’s demolition Solidere became in charge of financing and executing all infrastructure works in the downtown and the main issues were to Preserve and Revive the Historical zone and to Redesign the Waterfront and Marinas.

**Scale comparison**

As Beirut is not a big city, Beirut DT is not as wide as Cairo DT (Beirut DT: 448 feddan, Cairo DT: 610 feddan).

Cairo DT is located in a very strategic position in the middle of the city where you can get fast and easily from anywhere, a small part of it is facing the Nile river.

Beirut DT is located in the north coast of the city, about half of its area is facing the Mediterranean sea in a very good location of the city.
<table>
<thead>
<tr>
<th>Comparison Cairo &amp; Beirut</th>
</tr>
</thead>
</table>

**A - PEDESTRIAN PATHS**

<table>
<thead>
<tr>
<th>Beirut Downtown</th>
<th>Cairo Downtown</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pedestrian paths are designed and allowed just for pedestrians.</td>
<td>Interference between cars and people in pedestrian paths.</td>
</tr>
<tr>
<td>Buildings are well oriented to Sun direction and light can get directly to the paths in between almost all the day.</td>
<td>Pedestrian paths are in semi-darkness almost all</td>
</tr>
</tbody>
</table>

**B - LANDSCAPE ELEMENTS**

<table>
<thead>
<tr>
<th>Beirut Downtown</th>
<th>Cairo Downtown</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lighting elements are well distributed in paths and streets.</td>
<td>Poor lighting elements with bad maintenance.</td>
</tr>
<tr>
<td>Benches are well organized on one side of the path.</td>
<td>Insufficient and disorganized landscape elements such as benches</td>
</tr>
</tbody>
</table>
Comparison Cairo & Beirut

### C - PARKS

<table>
<thead>
<tr>
<th>Beirut Downtown</th>
<th>Cairo Downtown</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Beirut Park" /></td>
<td><img src="image2" alt="Cairo Park" /></td>
</tr>
<tr>
<td><strong>Beirut Downtown</strong></td>
<td><strong>Cairo Downtown</strong></td>
</tr>
<tr>
<td>Parks are full of huge trees and many sorts of flowers and greens in a harmonic shape</td>
<td>Parks in Cairo downtown are poorly maintained</td>
</tr>
</tbody>
</table>

### D - WATERFRONT

<table>
<thead>
<tr>
<th>Beirut Downtown</th>
<th>Cairo Downtown</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image3" alt="Beirut Waterfront" /></td>
<td><img src="image4" alt="Cairo Waterfront" /></td>
</tr>
<tr>
<td><strong>Beirut Downtown</strong></td>
<td><strong>Cairo Downtown</strong></td>
</tr>
<tr>
<td>Half of Beirut downtown area is facing the Mediterranean sea</td>
<td>Part of Cairo downtown is facing the Nile river but unfortunately this area is neglected and not properly used</td>
</tr>
</tbody>
</table>
Comparison Cairo & Beirut

Taalat Harb Square Cairo

Highlight the statue in Taalat Harb Square with better lighting as in Najma Square

Make the statue in Taalat Harb square more significant and noticeable

Najma Square Beirut

Najma square is a good example as it is a pedestrian square in the downtown of Beirut, with a significant landmark in the middle
Comparison Cairo & Lisbon

Lisbon Downtown (Pombaline Baixa) is an elegant district, primarily constructed after the 1755 Lisbon earthquake and one of the first examples of earthquake-resistant construction, and it was placed on the potential list of the World Heritage Sites.
Comparison Cairo & Lisbon

**Urban Spaces**
- Lisbon Downtown
- Cairo Downtown
  - Cairo’s lacks Urban spaces for crowds and people’s gatherings

**Transportation**
- Lisbon Downtown
- Cairo Downtown
  - There is no transportation system in DT Cairo except cars and the result is more traffic jams

**Facades**
- Lisbon Downtown
- Cairo Downtown
  - Building’s Façades in DT Cairo’s historic and listed buildings needs conservation and strict regulations
Comparison Cairo & Sydney
Sydney’s downtown mainly consists of many Businesses’ headquarters and commercial areas. Still, there is a large concentration of Cultural Institutions within, including The Museum of Sydney, Sydney Opera House, and Sydney’s Central Station. And Open Spaces like Hyde Park.
Comparison Cairo & Sydney

<table>
<thead>
<tr>
<th>SYDNEY DOWNTOWN</th>
<th>CAIRO DOWNTOWN</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Corniche</strong></td>
<td>Cairo's Corniche needs more exposure for pedestrians</td>
</tr>
<tr>
<td><strong>Central station &amp; railway</strong></td>
<td>Cairo's central station needs conservation and upgrading</td>
</tr>
<tr>
<td><strong>Pedestrian Areas</strong></td>
<td>Cairo's pedestrian areas needs more efficient design</td>
</tr>
<tr>
<td>VISION ELEMENT</td>
<td>KEY THEMES</td>
</tr>
<tr>
<td>----------------</td>
<td>---------------------------------------------------------------------------</td>
</tr>
<tr>
<td>1 RECONNECT CITY TO THE WATER</td>
<td>The Nile serves an important historical role in the development of civilisations and is internationally recognised as such;</td>
</tr>
<tr>
<td></td>
<td>Cairo was built on the resource of The Nile, this relationship has been lost as development ‘blocks’ out the River;</td>
</tr>
<tr>
<td></td>
<td>It is one of the most famous and recognisable water bodies on earth;</td>
</tr>
<tr>
<td></td>
<td>It is the main natural open space within Cairo, with significant potential to reinforce its connection with the city and become a key tourist attraction</td>
</tr>
<tr>
<td></td>
<td>Cross-city connections should reinforce the connection to the Nile, not act to segregate it</td>
</tr>
<tr>
<td></td>
<td>Create ‘discoverable’ spaces for tourists and residents alike that reinforce the intrigue of the city through capitalising on Khedival’s Cairo Plan.</td>
</tr>
</tbody>
</table>
### Objectives and Strategies

**2 REINFORCE AND CONNECT MAIN PUBLIC SPACES**

<table>
<thead>
<tr>
<th>VISION ELEMENT</th>
<th>KEY THEMES</th>
<th>KEY DRIVERS</th>
<th>REGIONAL (CITY WIDE) ISSUES AND OPPORTUNITIES</th>
<th>SITE WIDE MANOEUVERS</th>
<th>BIG MOVES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Capitalise on the cultural heritage elements that are important to the fabric of the city, including (but not limited to): Khedival Cairo (Egyptian Museum + Abdeen Palace) Saladdin Citadel Islamic walled Cairo (Khan Al Khalily + Moez street) Coptic Cairo Giza Pyramids</td>
<td>Capitalise on the existing key centres of activity and reinforce their role in the city: Railway Station Middle income retail (souk) Opera Square Historic Buildings Azbakiya Park Squares and Piazzas</td>
<td>Linkage of public spaces at the moment is sporadic and localised, opportunity exists to create a network of spaces that reinforce the public realm and importance of the public spaces to the City</td>
<td>Reinforce the hierarchy of public spaces and definition of the public realm to ensure vibrant, connected spaces</td>
<td>Reinforce Key Public Spaces Connectivity Heirarchy of Spaces such as squares</td>
</tr>
<tr>
<td></td>
<td>Reinforce the key vistas and axes central to Khedival’s Cairo</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Connect the waterfront to public spaces within the project area through a well defined open space hierarchy</td>
<td>Improve the legibility of the project to area to develop pedestrian friendly, walkable spaces that are attractive to tourists and residents alike</td>
<td>Ensure developments by the private sector have a significant component that are focussed on the public realm</td>
<td>Encourage projects that maintain strong links to the public realm</td>
<td></td>
</tr>
<tr>
<td></td>
<td>The Nile is the most important open space asset. Both sides of the waterfront in this area, must function as a major city wide feature.</td>
<td>Redefine the importance of the connections to the Nile and Public Transport through the area</td>
<td></td>
<td>Redefine the importance of the connections to the Nile and Public Transport through the area</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Redevelop and redefine the function of other squares within Downtown itself</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Implement design features that stress the sequential experience of links between open spaces-movement of water, nature and people.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
3 MOBILITY
ACCESSIBILITY AND MOVEMENT

<table>
<thead>
<tr>
<th>VISION ELEMENT</th>
<th>KEY THEMES</th>
<th>KEY DRIVERS</th>
<th>REGIONAL (CITY WIDE) ISSUES AND OPPORTUNITIES</th>
<th>SITE WIDE MANOEUVERS</th>
<th>BIG MOVES</th>
</tr>
</thead>
<tbody>
<tr>
<td>LIVEABLE</td>
<td>The area is currently traffic-dominated, with it being utilised as a thoroughfare between East and West and the Nile River crossings.</td>
<td>Significant opportunity exists to reduce traffic flow through the site through targeted diversion and new routes.</td>
<td>Extension of 26th of July to Al Azhar street.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

| Lack of connectivity through the area, combined with a lack of connectivity within the area, make it difficult to navigate and access public transport. | Areas that could benefit from this include: East (Nasr City + New Cairo) to West (Imbaba + Zamalek + Mohandeseen), North (Boulak + Railway station) South (Maadi + Magra Al eyoun). | Secondary Transit system (to replace mini-bus service or guide this service) to be implemented. |

| Creating efficient, targeted and consistent travel patterns is the key to the success of the area becoming a vibrant destination. | Encourage more direct, through trips that will enable more efficient and effective use of space within the project area. | Management of parking demand by separating long-term and short-term parking requirements. |

| Concentrating activity around existing strong transportation linkages will help reduce dependency on cars and motorised transport. | Opportunity exists to create more space and allow some efficiencies by targeted re-alignment of some roads and a new crossing of The Nile. | Introduce specific capital works projects to assist in the alleviation of traffic congestion in the area, closely related to the management of parking demand near to metro stations and other transit points. |

Relieving the traffic and transport issues in the area will assist greatly to improve the attractiveness of the area.
### Objectives and Strategies

<table>
<thead>
<tr>
<th>VISION ELEMENT</th>
<th>KEY THEMES</th>
<th>KEY DRIVERS</th>
<th>REGIONAL (CITY WIDE) ISSUES AND OPPORTUNITIES</th>
<th>SITE WIDE MANOEUVERS</th>
<th>BIG MOVES</th>
</tr>
</thead>
<tbody>
<tr>
<td>PEDESTRIAN PERMEABILITY</td>
<td>The area currently lacks a legible walking environment that connects areas of high desirability</td>
<td>At present, no legible or discoverable pedestrian links between Islamic Cairo, Khedival Cairo and across the Nile to the Hotels in Zamalek exist;</td>
<td>A key will be to provide pedestrian friendly network to reach the main destinations</td>
<td>Creating a safe, walkable and pleasant community will enable higher pedestrian traffic and will encourage tourists to walk the area</td>
<td>To achieve this, traffic will need to be diverted or redirected and pedestrian areas formalised</td>
</tr>
</tbody>
</table>
| | Creating a network of pedestrian areas that engage with commercial uses along the streets will assist in the ongoing viability of commercial spaces within the area | An opportunity exists to create a broader city-wide network, focussed back toward Khedival Cairo that enhances the permeability and attraction of the area | Creating engaging, monumental civic spaces that reflect the grandeur of Khedival Cairo, this will be closely linked to the development of public realm elements | A key to achieving this will be the enhancement of access to the stations through improved pedestrian permeability and legibility |}

---

**Connected + Accessible destinations**

**Formal Pedestrianised Areas**

**Monumental civic Spaces**
For centuries, Cairo has thrived as a trading hub and cultural centre of the Middle East, this plan has the opportunity to reinforce that through using existing or historical land uses as catalysts.

Reinforcement and repositioning of important cultural heritage centres in Khedival Cairo, including but not limited to:
- Cinemas and theatres
- Egyptian Museum
- Other small museums
- Saad Zaghloul

Reinforcing links to the many cultural sites, in the public realm, will allow the commercial areas adjoining them to capitalise on the opportunities created by increased patronage and focus on the area.

Enhance the commercial uses along Emad Aldine and Qasr Al Nile streets and reinforce their role as entertainment precincts within Cairo.

The relationship between commerce and culture, reinforces the connectivity of the site and will transform Khedival Cairo to a vibrant and active environment.

Re-configure spaces along the waterfront to allow development of entertainment and leisure destinations, while maintaining public access to the foreshore.
### Objectives and Strategies

#### Vision Element: 5 Development Sites

**Key Themes:**
- Opportunity exists to create exciting and vibrant development sites that will allow private sector investment to offset capital costs for improvement projects.
- The Khedival Cairo area could become a special development area, with an authority set up to manage the development of the area.

**Site Wide Maneuvers:**
- Private sector financing and development involvement will assist in the fast realisation of priority projects and will assist in public visibility.

#### Vision Element: 6 Environment

**Key Themes:**
- Opportunity to focus on environmental initiatives to improve the quality of the River and spaces around the Nile.

**Regional (City Wide) Issues and Opportunities:**
- Significant opportunity exists to improve current pollution levels through appropriate water management (storm water + Nile) measures.

**Site Wide Maneuvers:**
- Opportunity also exists to create environmental improvements in the urban area (including reduction in traffic-related pollution).

**Big Moves:**
- The overall reduction in water-based pollution, along with reductions in traffic pollution (noise and air quality) will allow for a significant improvement to the attractiveness of the area and the value of the area.

- There may also be an opportunity for all new development within the project area to adhere to new sustainability standards, making the area a net contributor to Egypt’s environment.
### Clear Direction

#### 7. Government

**Vision Element:**

<table>
<thead>
<tr>
<th>VISION ELEMENT</th>
<th>KEY THEMES</th>
<th>KEY DRIVERS</th>
<th>REGIONAL (CITY WIDE) ISSUES AND OPPORTUNITIES</th>
<th>SITE WIDE MANOEUVERS</th>
<th>BIG MOVES</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>In order to realise the plan, a delivery vehicle could be developed that would enable quick decisions to be made and financing to be set up for the project based on private sector involvement and balancing this with city improvements.</td>
<td>An opportunity exists to develop a framework for the delivery of this area that would allow the government to finance the improvements through private sector investment. This would require the development of: Establish Zoning and Planning guidelines + Framework Development approval process City Management Planning</td>
<td>Kcede’s Cairo Authority as an approvals body for all development within the boundaries of the zone.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>This would allow certain development areas to be sold/developed by the private sector, with proceeds of the sale of development rights/land paying for the capital improvement projects.</td>
<td>The KCDC (Kbredive’s Cairo Development Company) could then develop and finance this area, creating opportunities for commercial partnerships, greater control over planning issues and potentially creating more employment opportunities.</td>
<td>KCDC to run the development and facilitate partnerships and deliver all projects in the area.</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Advisory body would be set up to oversee the KCDA, which would involve the government’s Kcede’s Cairo Authority.</td>
<td>Create development company that can undertake development (Separate company to initiate schemes).</td>
<td></td>
</tr>
</tbody>
</table>

Planning authority - approvals / Zoning - linked specifically to the KCA.
Master Plan Concepts
5.1 MASTER PLAN ALTERNATIVES

This section outlines the concept plan direction which has been explored through the competition phase of the Central Zone of Khedive's Cairo project. The process of determining a direction for the revitalisation and upgrading of the Central Zone of Khedive's Cairo, involved exploration of two individual options. Both alternatives which have been explored ultimately achieve the key drivers and vision for the project. Although each option has unique strategies which would generate different outcomes for the city, there are components of each option that could be adopted, and the ability to combine certain aspects to create an integrated concept. This ability to maintain flexibility in the planning process, ultimately ensures that such elements can be applied to the area. The site was divided into the following elements which forms the strategy of determining the alternatives.

1 Main Elements
A - Fixed Elements
Similar elements, which are considered to be “fixed” components which should be maintained in any revitalisation scenario. This includes items of historical or cultural significance and accessibility to key destinations.

B - Main Variables
The key elements which vary between the options are predominately related to the following elements;
- Land uses
- Public Open Spaces
- Pedestrian network
- Road Network
- Transit Network

The alternatives are explored within this chapter under each main variable.

2 Locality Specific
Scenarios can be applied to any of the alternatives, relating to the areas of maximum intervention and the variety of possible uses within identified valuable buildings.

The analysis matrix in Section 5.2, which evaluates the options against the established objectives, provides a useful tool for highlighting the critical elements for the successful implementation of the plan. The determination of a final preferred option would be ascertained, as part of the contract stage, through further analysis and greater consideration of the principles and strategies initiated during the competition stage.

Comparison of the Alternatives - Key Design Principles

This section provides a brief summary of the key design principles which have been adopted in alternative one and alternative two. As previously articulated, the options will be re-examined in the contractual stage of the project and various elements from each option can be integrated. This will be subject to more detailed examination of the existing conditions and consultation with the key stakeholders, including landowners, government bodies and business operators.

Both alternatives focus on the revitalisation of Central Cairo for the people. They embrace the fundamental concept of reusing and emphasising the key historical buildings and sites and utilising them as a generator for a newly designed urban environment. Embracing fundamental urban design vocabulary in the plan, vistas, focal point, differentiation, enclosure, with an emphasis restoring valuable buildings, and upgrading all existing paths.

Alternative One - The Emerging Preferred Option

Concentrates on the activation of key destinations and achieving genuine public accessibility to these important components of the city. Enhances and opens up the city to the people, through the provision of “breathing” spaces for locals and tourists.

Provides a central pedestrian spine running through the entire site, connecting the historical Opera Square, via a pedestrian bridge crossing the Nile, to the renowned Zamalk Waterfront park.

The main principles underpinning the concept include;
- Clearing the waterfront from major vehicular traffic movement and embracing the waterfront as an international destination.
- The waterfront will be activated with a variety of programs of activities, including cultural, food and beverage, art galleries and hotels.

The main pedestrian route traverses through the major destinations within the site and provides a variety of different experiences at intervals.

Embracing the creative arts and galleries by connecting buildings to each other through artwork or connecting roof gardens.

Cultural museums and historical buildings which have architectural value are upgraded by adaptive reuse.

Creating a high quality public realm environment for the financial and business sector of Al Borsa, through provision of open air cafes and spaces for businessmen.

Connecting the Bazars and Street mall to the main open spaces towards the East of the site, with direct relation to Ibrahim Pasha Statue.

Defining Ibrahim Phasha Statue by transforming the area surrounding it into a plaza, with a symbolic “gate” building defining the area as a gateway into Khedive’s Cairo from Islamic Cairo.

Restoring the entertainment street of Emad Al Dine to its original condition. Establishing a night life, to include such things as cinemas and theatres. To reinstate Emad Al Dine as the street of Hollywood, as it was once referred in its prime.

Removal of through traffic from the site, especially the main street cutting through the site, between Al Azhar tunnel and the bridges crossing the Nile.

The revitalised pedestrian centrepiece is supported by a smart transit system. This system is co-located within the pedestrian spine and has the potential to be expanded to connect to other important tourists destinations, such as the Islamic Cairo to the East and Coptic Cairo to the south.

Alternative Two - Considered Option

The focus for this alternative, is to revitalise the area for the people.

This is underpinned through the treatment of the Tahrir Square, with 2 loops emerging from it, one for pedestrian use and the other for vehicles. The pedestrian loop connects main squares, spaces and intervention sites providing walkability through downtown, and providing different experiences, shopping, cultural, entertainment, and recreational.

Main ideas and principles:

The experience starts at the diverging point overlooking Tahrir Square, 3 main pedestrian routes are offered:

- Kasr El-Nil Street - to provide direct link to Talat Harb sq. a central pedestrian space with routes to other main squares and spaces. Mainly for shoppers who can redirect their route to east, west, or north downtown.
- Going east, walking, or using the street car (tramway) through Abdel Salam Aref street, the visitor will reach El Falaki square, (Cairo Sq.) - a pedestrian Piazza with the main station of the tram museum, passing through it as its former use. Commercial and entertainment uses are developed to transform this space into a community space, that constitutes the climax of the eastern pedestrian path, leading afterwards to Abdin Square.
- The route continues for pedestrians through Emad El Din Street, the great cultural and entertainment experience, the path crosses the new development area, turns to stop at El Azbakiya Garden to jump on the Cairo Eye.

Back down through Adly Street the tram connects to Champollion Street the third pedestrian main path that diverge from Tahrir Square towards the west to stop by Said Halim Palace, the Auction and gallery hall, which constitute the nucleus of the Antiques retail area, a new development zone replacing the car workshops that were causing visual, environmental and noise pollution.
Main Elements

Land Use Emerging Preferred Master Plan

The land use pattern emerging in the preferred master plan utilises the transit system as a major element in defining and unlocking key sites for large-scale intervention. These key development sites (TOD’s) have the ability to assist in resolving some of the critical issues such as:

- Public (paid) underground car parking;
- Flexible GFA’s to ensure attracting investors; and
- Profitable uses such as Hotels or Commercial buildings.

In addition to capitalising on the investment in transit and major intervention parcels, the land use pattern includes a focus on the following:

- Greater concentration of tourist activities towards the waterfront and around the main pedestrian spine.
- Commercial uses focused around Transit Oriented Developments.
- Establishment of formal civic and government uses around the Abdine spaces.
- Creation of hidden places for the genuine local experience.
- An art and gallery precinct towards the west edge which opens up an opportunity for future connection with Maspéro new CBD.
- Keeping most dominant uses such as residential on the upper floors.
- Activation of the ground floor, through placement of commercial uses on Ramsis street.
- Limited change for mosques and churches.
- Entertainment facilities are distributed along specific corridors, specifically Emad Al Dine Street.
- Introduction of a Bazar / Street mall precinct opposite Opera square.

Land Use Alternative

- Establishment of more tourist focused uses, particularly on the waterfront.
- Concentration of commercial uses around main vehicular corridors.
- Major intervention areas are dominantly used as a mechanism to increase open space.
- Entertainment facilities are concentrated in the Emad Al Dine Street area.
Pedestrian Network Preferred Master Plan

A key objective for the revitalisation strategy is to return Cairo to the people. The pedestrian network is critical in achieving this vision. Key elements of the pedestrian network include:

- A main mixed use development central spine with ground floor retail and restaurants, connecting the major open spaces, in particular the Nile parks and the Azbakiyah Park.
- Introduction of a new pedestrian bridge crossing the Nile between Qasr Al Nile bridge and the 6th of October bridge.
- Upgrading of streets into more pedestrian friendly environments.
- Focus on improving and making the some of the blocks pedestrian focused as priority projects, which are key to reviving the area. This includes the arts and galleries development and the street and malls precinct.
- Further upgrading the current block of Al Borsa sector which has already become a popular venue.

Pedestrian Network Alternative

Key elements of the pedestrian network include:

- An internal circular pedestrian network through the core of the study area.
- Creating a new vehicular bridge and transform Qasr Al Nile bridge into a bridge for the people-pedestrian only.
- Creating a central pedestrian point at Tahrir Square where the pedestrian routes has a clear starting point.
- Pedestrian routes are positioned along some of the main boulevards within the study area creating three different experiences.
- The three (3) anchor points of the network are the main destinations of Abdin Palace, Tahrir square and Al Khediveya buildings leading to Ramsis railway station.
Public Open Spaces Preferred Master Plan

The open space network and public realm revitalisation is critical to the project. The key elements of the preferred master plan include:

/ The principal focus is on the waterfront promenade and the Azbakiyah Park as the main open spaces and attractions for people.
/ The Nile Parks on both sides to be activated with programs such as sports, Cairo Eye, Cultural activities and a sculpture park.
/ Connecting main public spaces through intermediate levels of spaces such as plazas, squares and internal courtyards.
/ Creating a new social community square, "Cairo Square "between the Tahreer and Abd Al Mone'em Riad Squares.
/ Adding additional major open spaces by removing the approaches to the 6th of October bridge on the waterfront and removing the corniche road, and creating a new tunnel.
/ Creation of an urban plaza at the Gate Building and the Opera Square.
/ Enhancement of the natural environment fronting the Nile with urban forests and parks.
/ Reinforcement of the formal Abdeen Palace plaza.
/ Arrival experience from North through the Entertainment street.

Land Use Alternative

The key elements of the alternative master plan include:

/ The main focus is on the intermediate spaces between the current open spaces which is the Nile and the Azbakiyah Park (to be improved in its quality), intervention is to upgrade these spaces such as the Supreme Court Piazza and the Community squares - Falaki and Talaat Harb.
/ Azbakiyah Park can accommodate the Cairo Eye in this alternative as a central point to view over the Khedive's Cairo and the Islamic Cairo.
/ Public Open spaces to replace the current Democratic party building.
/ Major intervention areas are dominantly uses to increase the percentage of open space, including Abdine Palace Piazza, Mar'ouf area, Opera square and Area's Gates.
/ Tahrir square landscaped gateway.
<table>
<thead>
<tr>
<th>Location</th>
<th>Current Conditions</th>
<th>Alternative 1</th>
<th>Alternative 2</th>
<th>Current Conditions</th>
<th>Alternative 1</th>
<th>Alternative 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Abdeen sq</td>
<td>14638</td>
<td>42327</td>
<td>33947</td>
<td>11408</td>
<td>17467</td>
<td>7298</td>
</tr>
<tr>
<td>Gomhorya sq</td>
<td>12724</td>
<td>8781</td>
<td>8838</td>
<td>7010</td>
<td>5772</td>
<td>3118</td>
</tr>
<tr>
<td>Tahrir sq</td>
<td>84633</td>
<td>86382</td>
<td>86382</td>
<td>15642</td>
<td>38905</td>
<td>37006</td>
</tr>
<tr>
<td>Falaki sq</td>
<td>10958</td>
<td>10958</td>
<td>10958</td>
<td>-</td>
<td>2620</td>
<td>1271</td>
</tr>
<tr>
<td>Water front</td>
<td>-</td>
<td>22484</td>
<td>61264</td>
<td>-</td>
<td>4231</td>
<td>12725</td>
</tr>
<tr>
<td>Opera -Attaba sq</td>
<td>17454</td>
<td>32143</td>
<td>27022</td>
<td>9176</td>
<td>5432</td>
<td>6500</td>
</tr>
<tr>
<td>Azbakia garden</td>
<td>42972</td>
<td>5435</td>
<td>42972</td>
<td>9780</td>
<td>31334</td>
<td>37150</td>
</tr>
<tr>
<td>Supreme court area</td>
<td>8184</td>
<td>8184</td>
<td>8184</td>
<td>-</td>
<td>1968</td>
<td>4092</td>
</tr>
<tr>
<td>Talaat harb sq</td>
<td>4064</td>
<td>4064</td>
<td>4064</td>
<td>2000</td>
<td>2000</td>
<td>2000</td>
</tr>
<tr>
<td>Mo.Farid sq</td>
<td>2525</td>
<td>2525</td>
<td>2525</td>
<td>1250</td>
<td>1250</td>
<td>1250</td>
</tr>
<tr>
<td>Mostafa kamel sq</td>
<td>2656</td>
<td>2656</td>
<td>2656</td>
<td>1300</td>
<td>1300</td>
<td>1300</td>
</tr>
<tr>
<td>Orabi sq</td>
<td>2284</td>
<td>2284</td>
<td>2284</td>
<td>1100</td>
<td>1100</td>
<td>1100</td>
</tr>
<tr>
<td>Deteriorated area (A)</td>
<td>-</td>
<td>8296</td>
<td>8296</td>
<td>-</td>
<td>2138</td>
<td>4612</td>
</tr>
<tr>
<td>Deteriorated area (B)</td>
<td>-</td>
<td>6648</td>
<td>11758</td>
<td>-</td>
<td>4501</td>
<td>7551</td>
</tr>
<tr>
<td>Deteriorated area (C)</td>
<td>-</td>
<td>19400</td>
<td>9333</td>
<td>-</td>
<td>2600</td>
<td>3580</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>203092</strong></td>
<td><strong>262567</strong></td>
<td><strong>320483</strong></td>
<td><strong>58666</strong></td>
<td><strong>122618</strong></td>
<td><strong>130553</strong></td>
</tr>
</tbody>
</table>
Road Network Preferred Master Plan
Traffic is currently a major issue within the study area. The reconsideration of the road network is fundamental to achieving the vision for the revitalisation of the area. Key elements of the road network include:

/ The main focus is to remove the unnecessary traffic cutting through the site.
/ Removing the intense traffic will assist in creating a more pedestrian friendly environment, even along the roads themselves, which are not currently appropriately accommodating pedestrians.
/ In order to achieve this there are a number of major interventions including:
1. Extending Al Azhar Tunnel to reach Ramsis street.
2. Removing the approaches of the bridge from the waterfront.
3. Removing the Corniche Road
4. Position of new tunnelling to replace the current function of Corniche Road.
5. Qasr Al Einy street as a the main road for North South traffic movement.
6. Upgrading Sheikh Rihan street to act as the main link between Port Said Road and Qasr Al Nile bridge.

Due to these interventions areas, such as the intersection between 26th of July and Ramsis street additional design will be required, such as an interchange at a later stage.

This option have the flexibility of having the roads as a 2 way circulation system

Road Network Alternative
Making some of the main streets pedestrian focused in this alternatives will add a great value in revitalising the site. However resolving the road network for this alternative will require further studies at a much broader scale Key elements of the alternative master plan road network include:

1. Building a new vehicular bridge between Zamalik Island leading to Sheikh Rihan street and connecting with Port Said Road
2. Loosing part of the corniche road to provide an open space for the Egyptian Museum
3. Making Talaat Harb square for pedestrians and tunnelling roads leading to it
4. Making Al Falaki Square for Pedestrians and tunnelling roads
5. This alternative is dependent on making a one way circulation for most of the streets
Public Transit Network Preferred Master Plan
The public transit system proposed by the preferred master plan includes:

1. Smart transit system, such as Light Rapid Transit following the pedestrian spine with a potential future expansion to the Islamic Cairo.
2. Maintain the current underground metro lines which have a good coverage across most of the site.
3. Through bus connecting East-West and North-South along the main roads.

Stops for the transit stations are located strategically to enforce multi nodal areas where TODs can occur, especially related to the areas specified where major interventions occur.

Public Transport Network Alternative Master Plan
The public transit system proposed by the alternative master plan includes:

1. Smart transit system, partially following the pedestrian network and focusing more into reaching the Ramsis railway station at North as a tourist stop.
2. Current underground metro lines which have a good coverage for most of the site.
3. Through bus connecting East-West and North-South through the main roads.
Locality Specific Elements
This section outlines specific scenarios that relate to individual locations within the study area, which can be applied to either of the alternatives documented above.

Although the preferred master plan is based on the main elements driving the alternatives, some of the minor interventions should be flexible enough to be accommodated within both alternatives. These minor interventions are subject to further studies, however they embrace the vision of the master plan alternatives.

The key scenarios includes adaptive reuse changing the uses of valuable historical/architectural quality buildings to revitalise the area. Due to the sensitivity of these uses and the vibrant mix of activities, social and cultural levels within the site, the team felt that these minor sub options should be confirmed based on a more analytical approach that matches the sensitivity of these elements.

In addition, the public involvement and workshops which will assist in determining a clear decision about these elements.

Location Specific Interventions-
1. The democratic party building
2. The deteriorated area around Al Nasiriya School
3. Deteriorated areas around Abdeen square
4. Deteriorated area behind Al Khediveya Buildings
5. Vacant lands overlooking el Tahrir and the pedestrian entrance from el Tahrir Square
6. Mogame’ Al Tahrir Building
7. Talaat Harb square
8. El Falaky (Bab el louk)
9. Opera Square garage
10. Tawfekeya Square (Orabi Square)
11. Supreme Court
12. Mostafa Kamel Square
13. Area opposite Azbakiyah Park

Each of these location specific interventions are detailed in the following pages.
1 The Waterfront and Democratic Party Building

Alternative 1
Focusses on historical preservation, memory conservation and the creation of an international venue. Through:
1. Retain the existing building.
2. Change the use of the building to complement the hospitality activities in the area.
3. Transfer the existing uses into the Maspicio area.

Alternative 2
Focusses on creation of a new “green” public open space for the community and create a cultural asset. Through;
1. Remove the existing building.
2. Transfer all democratic party building activities in Maspicio area.
3. Revitalise the area for open space, creating the “Nile Park”, giving the museum exposure to the waterfront.

2 Deteriorated areas around Al Naseriyah School

Alternative 1
Focusses on the preservation of the cultural heritage and the revitalisation of a cultural destination. Through;
1. Establish an Arts and Galleries precinct, with central Open air theatre and retail outlets for artists.
2. Retain some of the existing buildings.
3. Change the uses of some of the existing buildings behind the Al Naseriyah School, to boutique hotels.
4. Focus on attracting artists and students beside the central cultural space, in addition to encouraging appropriate spaces to function in a similar way to Townhouse galleries.
5. Said Halim Pasha Palace (Nasreya School) to be restored and the use changed to an auction hall and antiques gallery.

Alternative 2
Focusses on creating a green space for the people which promotes economic values. Through;
1. Establishing antiques arcades and galleries.
2. Creating green public open spaces
3 Deteriorated areas around Abdeen square

Alternative 1
Focuses on the extension of the Emad Al Dine Entertainment Street and economic development. Through:
1. Establishment of more business oriented uses with proximity to governmental and commercial uses.
2. Establishment of Hotel and entertainment programs.
3. Provision for underground car parking.

Alternative 2
Focuses on creating an international green hub for the community. This area will complement the tourists areas of the North Grand Cairo theatre to the South Bazar. Through:
1. Establish a cultural and entertainment precinct, which comprises of the Cairo theatre, to attract international performances.
2. Establish the National Centre for Cinematography.

4 Deteriorated area behind Al Khediveya Buildings

Alternative 1
Focuses on economic vitality and development and embraces the connectivity of open spaces. Through a vibrant mixing of uses and the development of commercial, entertainment and residential uses.

Alternative 2
Focuses on economic vitality and the community, through establishment of a mixed use precinct which concentrates on retail amenity and shopping arcades.
5 Vacant lands overlooking el Tahrir and the pedestrian entrance from el Tahrir Square

Alternative 1
Focuses on creating a world class urban plaza for the community, something which is green, reflects the culture of the city and is a social meeting point. Through the establishment of “Cairo Square”, a major social civic space for local gathering and festivals.

Alternative 2
Focuses on creating an international tourist destination. Through the building of 5 star hotels, upgrading the existing Cleopatra hotel, and through the “gate” to Tallat Harb Square.

6 Mogame’ Al Tahrir Building

Alternative 1
Focuses on creation of an international tourist destination through establishing hotels and serviced apartments. The hotels will complement the governmental buildings within the area.

Alternative 2
Focuses on creation of a cultural hub, through establishing the Cairo Library and Cairo Centre for Documentation.
7 Talaat Harb square

Alternative 1
Focuses on making a pedestrian friendly, people oriented, activated place. Through, the central pedestrian spine and tram route travelling through the square with a reasonable proximity to the central statue. The underpassing of the traffic, would permit this historical place, known as Soliman Pasha Square to extend Groppi Cafe to the outdoors.

Alternative 2
Focuses on pedestrian permeability, through creating pedestrian only spaces, with cars moving under the pedestrian paths. This concept focuses on the origin of the tramway main station, it will be called Tramway Museum which will allow visitors to ride across all the Downtown area in order to emphasize the concept of Khedive's Cairo as an open museum and experiencing the old ride of the past.

8 El Falaky (Bab el louk) School

Alternative 1
Focuses on creating an arrival experience to the Abdine Palace. Through, the Ceremonial Road leading to Abdine Palace, activating a multi purpose Hall to replace the existing Falaky Souk, creating formal plaza and activating the 2 buildings overlooking the plaza.

Alternative 2
Focuses on creating a green place for pedestrians and the community. Through the establishment of pedestrian only areas which are separated from cars.
9 Opera square garage
Alternative 1
Focuses on creating an international area, by replacing the existing garage with new residential buildings, shops, hotels and offices. This will provide connection between Khedive’s Cairo to Islamic Cairo.

Alternative 2
Focuses on creating a green, community area. Through, replacing the garage with Opera Park as an extension to El Azbakia Park and establishing rows of palms to form the gateway to and from Islamic Cairo.

10 Tawfekeya square (orabi square)
Alternative 1
Focuses on economic vitality and development through the establishment of TOD's and the change of use of existing buildings to commercial uses.

Alternative 2
Focuses on pedestrians, by designating specific pedestrian routes crossing through the area.
11 Supreme Court
Alternative 1
Focuses on the creation of a formal space and connectivity through establishment of civic uses, with a road crossing and underground parking provided. The rhythm achieved through the use of the Palms provides richness and beauty to the formal space.

Alternative 2
Focuses on green community spaces and pedestrian permeability, by providing public Open spaces with supporting pedestrian routes. Reuse of buildings for new uses such as boutique hotels and restaurants will complement the green space.

12 Mosatafa Kamel Square
Alternative 1
An Extension of Emad Al Dine, the Entertainment Street
Alternative 2
An intersection between the Pedestrian and Vehicular street

13 Area Opposite Azbakiyah Park
Alternative 1
Focuses on economic development, community spaces and pedestrian areas through the establishment of bazars and street malls and the pedestrian spine.
Alternative 2
Focuses on pedestrian permeability, through creating pedestrian routes along the edges, activating programs to the side of 26th of July Street.
## 5.2 MASTER PLAN ALTERNATIVES ASSESSMENT

This section outlines the assessment of the two alternatives. The evaluation methodology assesses the two alternatives against the objectives supporting the vision for the revitalization of Khedive’s Cairo. The assessment criteria are derived from the benchmarking exercise which identified the attributes of world class central urban / tourist areas and best practice sustainable development for communities. As illustrated in the assessment matrix, Alternative 1 (referred to as the preferred master plan in this document) performs the best in achieving the objectives in a holistic and integrated manner.

<table>
<thead>
<tr>
<th>OBJECTIVES</th>
<th>CRITERIA</th>
<th>ALTERNATIVE 1</th>
<th>ALTERNATIVE 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 To make a world class vibrant public realm for pedestrians that will increase the quality of life, stimulate economic vitality and create an exciting and comfortable experience for locals and tourists.</td>
<td>1. Range of world class attractions</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. Retention of local economic capacities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 To utilize the scale, spaces and built language of the existing urban fabric and historic architecture to showcase the values of continuity and sustainability that will underpin the revitalization of the area by providing a sense of local identity and ownership.</td>
<td>1. Clear themes for different neighbourhoods</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 To provide mixed land uses at street level and nodes of public transit oriented development that encourages a variety of new investment opportunities in facilities and attractions for residents and tourists.</td>
<td>1. Provision of mixed use centers supported by mass transit</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. Flexibility for local street based transit routes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 To promote walking as the preferred mode of movement by providing pedestrian priority routes; increased public transit service; reduction of on street parking and down scaling private vehicle access into the area.</td>
<td>1. Minimized car access</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. Off-street parking provision</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. Improve air quality by reducing traffic volume</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 To encourage appreciation of the area as a historical and contemporary cultural capital.</td>
<td>1. Variety of cultural centers</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. Provision / capacity for creative media spaces or clusters</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 To stimulate economic viability through increased pedestrian permeability and convenient access to new development areas for tourist attractions; mixed use commercial and residential development; and community facilities.</td>
<td>1. Range of commercial developments</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. Community facility centers in terms of developable GFA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7 To create a legible spatial and sequential urban experience that is defined by the plazas, squares, open spaces and street design of the public realm to link the major attractions, landmarks and neighbourhoods.</td>
<td>1. Comprehensive open space system</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. Extensive open space area</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. Range of publicly accessible attractions</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8 To extend the ‘source of life’ metonym of the Nile throughout the area by the use of water and landscape features, public art and extensive planting to streets and public open spaces as the means to improve aesthetic and environmental quality.</td>
<td>1. Range of environmental improvement measures</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. Direct access to water’s edge</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. Amount of connected green space for biodiversity</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9 To alleviate the area of through traffic and provide a balance of public transport modes to support local economic development.</td>
<td>1. Range of multi modal systems</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. Eliminate through traffic</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10 To optimize private and public returns on new development and sustain these over time.</td>
<td>1. Sites suitable for commercial investment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11 To endorse flexibility in building and civic design to enable sustainable and innovative solutions incorporating new technologies that will improve lifestyle quality and reduce carbon footprint.</td>
<td>1. Flexibility / capacity of building stock to accommodate alternative land use mixes (housing + employment)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. Microclimate responsive design.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. Reduction in energy demand through upgrading and new building typologies</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
5.3 PREFERRED MASTER PLAN

This section illustrates the emerging preferred master plan. Specific details on the elements are outlined above in section 5.1, where the elements of the preferred master plan is compared with the alternative.

Downtown Cairo Revitalization Master Plan

1. Egyptian Museum
2. Renovated Ritz Carlton Hotel
3. Hotel (Previous Democratic Party Building)
4. Abdine Palace
5. Andalus Park
6. Historical Garden
7. Landmark at Tahreer Square
8. Museum of Modern Art of Cairo (MOMAC)
9. Proposed Commercial Development
10. Proposed Commercial / Hotels
11. Proposed Admin / Govt. Buildings
12. Proposed Cultural Development
13. Boutique Hotel
14. Art Gallery
15. Cafeteria / Restaurant
16. Cairo Eye
17. Central Pedestrian Spine
18. Ceremonial Avenue
19. Upgrade Streetscape
20. Entertainment Street
21. Bridge Pedestrian Extension
22. New Pedestrian Bridge
23. Tramway
24. Tram Stop
25. Metro Station
26. Water Taxi Stop
27. Tunnel Portal
28. Corince / Promenade
29. Sports Field
30. City Square
31. Arborettum / Botanical Garden
32. Pedestrian Network
33. Marina
34. Formal Garden
35. Royal Park
36. Azbakiyah Park
37. Opera Square - The Gate
5.3.1 Culturally Significant Master Plan Components

This section highlights some important components of the master plan area, which are of cultural significance to the people of Cairo. It graphically outlines the existing situation and proposed options for revitalisation of these areas, depicting the “vision” for the future of the city. These ideas can be further developed in consultation with stakeholders for the development of a final master plan. The five areas explored include:

/ Alfy Street
/ Bab Louk Square
/ Opera Square
/ Supreme Court Area
/ Waterfront Area.

Before

Potential Revitalisation Concept- After

Before

Potential Revitalisation Concept- After
Surpreme Court Area

Before

Potential Revitalisation Concept - After

Bab Al Louk Square

Before

Potential Revitalisation Concept - After
The Waterfront - Potential Revitalisation Concept - After
5.4 TRANSPORT

The broad traffic strategy for the area comprises an comprehensive approach with a combination of measures that will improve the public realm. The degree to which these are implemented should be studied in more detail in the next stage of the Revitalization Process.

Road System
- Removal of unnecessary through traffic moving across the downtown area via, and as appropriate:
  - The establishment of alternative through traffic routes and tunnels or grade separations, including a full or partial ring route around the edge of the downtown area
  - The slowing down, narrowing or closing of existing through traffic routes through the downtown

Private Vehicle Travel Demand Management
- The establishment of a cordon toll around the downtown area to influence the cost of travel across the cordon and therefore private vehicle travel demand for both through movements and origins and destinations within downtown

Transit Oriented Development
- A strength of the study area is that the existing and planned metro stations provide very good walking distance coverage of the downtown Cairo area
- New development in the downtown area should be focused around the metro stations so as to increase over time the number of person trip ends within easy walking distance around the metro stations so that travel by that mode is enhanced
- For commuters normally driving to the downtown area park and ride facilities for cars and cycles should be established and enhanced in the suburban areas.

Downtown Travel
- Provision of a tram / trolley bus route for internal downtown travel greater that typical walking distances. Typically either a loop route to give good coverage and/or travels between major attractions

Pedestrian Priority
- Widen footpaths and narrow intersections to improve pedestrian levels of service and safety.
- Off road cycleways / shared pathways can also then be established/improved on the wider road corridors

On Street Parking
- Formalisation of on street parking spaces, and reduction over time in the number of on street spaces from improvements to the public realm and charging / time restriction for on street parking spaces at a rate higher than off street facilities (residential permits can be provided where appropriate).

Off Street Parking
- Introduction of the appropriate number and placement of off street parking facilities and variable message signing to indicate the number of available spaces and thereby reduce the number of vehicles unnecessarily circulating looking for parking spaces

Water Taxis / Buses To Link With Other Areas
- A bus rapid transit system should be established to cater for the remaining commuters not serviced by the metro system
- Cycles should be allowed to be carried on the metro and bus rapid transit system
- The bus rapid transit routes should link with the metro stations in downtown Cairo either as key through stations or terminus points
- The possibility exists to add water taxi services along the Nile as well to service the downtown area
5.5 ENVIRONMENTAL MANAGEMENT

Environmental Management and Sustainability

The Downtown Cairo Revitalisation will incorporate one of the largest urban green spaces in the City of Cairo. The parkland will contribute substantially to the environmental, social and economic fabric of the surrounding urban environment and those communities beyond, making a significant contribution to one of the aims of Cairo development vision to Green the City.

Downtown Cairo suffers from environmental issues associated with air pollution, dust, noise and waste.

- The environmental framework integrated into the revitalization plan incorporates the following strategies to provide environmental benefits:
  - Reduced air and noise pollution from effective integrated transport and relocation of light industry / workshops.
  - Capture of natural breezes to improve air quality and outdoor comfort.
  - Dust control through a planting scheme which supports soil control as well as biofiltration.
  - Improved ecological conditions through integration of green infrastructure.
  - Integration of water sensitive urban design principles to increase the water storage capacity and treatment of stormwater.
  - Use of vegetation to provide greening, shading, improve air quality and reduce urban heat island effects.
  - Use of materials with high solar reflective index to reduce urban heat island effects.
  - Energy efficient lighting to reduce energy demands and reduce light spill.

Implementation of a waste management strategy to ensure clean and healthy streets and open spaces.

The Landscape design provides the opportunity for significant environmental improvement through ecological enhancement and innovative water management strategies. It will connect the river to the city, creating an active river edge to the park and incorporate Urban Forest zones, designed to provide heavily vegetated parklands providing the opportunity for cleansing of the city air and water.

Air quality and noise

The main environmental issues in Downtown Cairo are poor air quality and noise pollution. Levels of particulate matter and sulphur dioxide in particular are significantly greater than Egyptian Air Quality standards, attributed predominantly to traffic. Traffic management and the provision of distributed green open spaces linked by tree-lined streets, urban forest zones and encouragement of air flow through capturing of prevailing breezes will reduce air pollution, with vegetation filtering and cleansing air. It is recommended that the environmental management strategy for air and noise be developed further, informed by a thorough review of international examples for traffic management to control air pollution and other strategies such as use of alternative fuel types and planting, to enable significant improvements to air quality and noise to be made.

Water management

Downtown Cairo has no provision for stormwater collection and treatment and infrequent rainfall events allow extended periods for pollutant build up within streetscapes, resulting in potential for flooding and runoff of road pollutants to the river. The Landscape Design proposes the retention and redirection of stormwater from the streets, along grassed swales to open spaces, enabling storage, conveyance and filtering of stormwater, capturing dust and hydrocarbon pollutants. Gradually all stormwater flows will be directed towards the Nile where the extended parkland area adjacent to the Nile will provide for an additional treatment area prior to any discharge of stormwater to the river.

It is recommended that a more detailed integrated stormwater management study is undertaken to inform the site-wide strategy, using grading to inform direction of stormwater flow, identify potential flood risk areas and identify the most appropriate locations for swales and stormwater detention areas to effectively manage storm events.

Green Infrastructure

Two of the main targets under Cairo vision are for greening of the city and providing connectivity. The incorporation of a green infrastructure through Downtown Cairo comprising green tree-lined streets, linked to urban forest zones and the River Nile achieves both these aims and provides for multifunctional linear spaces for biodiversity enhancement, microclimate management, integrated stormwater management, promotion of access to nature and connected pedestrian and cycle corridors. Through use of native species within the park palette, opportunities for biodiversity can be maximized. This green infrastructure strategy will have the greatest benefit with regards to improving the quality, aesthetics and health of the local environment in the city.

Urban Heat Island control

The urban heat island effect is associated with greater heat gain and retention within cities compared to rural areas. Materials commonly used in urban areas, such as concrete and asphalt store heat during the day and release this heat gain at night, causing higher temperatures than surrounding rural areas. This can have impacts on local meteorology and contribute to poor air and water quality. Urban heat island effects can be reduced through the use of materials with a high solar reflective index and through increasing the amount of vegetation. Through implementation of a programme of upgrade to the hardscape with use of high albedo materials, combined with tree planting, urban heat effects could be gradually reduced.

Roof area coverage in Downtown Cairo is significant and there is the opportunity for combining the enhancement of outdoor space with reduction in heat island effects through the provision of roof terraces shaded with vines supported on trellises. Such features offer shaded outdoor spaces both for users of the terrace space and the roof itself whilst also allowing air flow for cooling. Planting of flat or gently sloping roofs with drought tolerant species may also be considered, resulting in multifunctional benefits associated with increased habitat provision, reduced energy demand for heating and cooling and reduced urban heat island effects.

Energy

Significant energy savings can be made through the replacement of existing lighting with more efficient lighting, particularly with regard to street lighting. Through good design and avoidance of uplighting, these systems can also limit night sky pollution. Energy use for cooling or heating can also be reduced through urban heat island control mechanisms. In addition, there are significant opportunities for generating renewable energy through placement of solar hot water systems on building roofs, using solar energy for water heating, thereby reducing energy demands and associated carbon emissions.

Waste

A range of options for effective waste management may be considered for the city. Opportunities include placing bins in the public realm in secure underground units, combined with separate bins for recyclable objects and provision of contained waste collection units in buildings. When combined with a regular collection system, issues such as over-spill, pollution and attraction of pests are avoided. The emphasis for any waste management strategy should be on reduction, reuse and recycling. The selection of an optimal strategy for waste management will first need to involve a review of the existing waste management system and its advantages and disadvantages and the opportunities for upgrading the system.

Sustainability

The integration of sustainability considerations into the plan will ensure the successful regeneration of Downtown Cairo for future generations. It is recommended that these sustainability considerations are incorporated into the project objectives and indicators and linked to the Cairo vision to provide a clear measure of sustainability achievement. Objectives and indicators are to cover the following aspects:

- Access to public transport
- Provision of a connected pedestrian and bicycle network and walkable streets
- Community facility provision and access
- Use of native species within plant palettes to enhance biodiversity
- Provision of a green infrastructure
- Access to open spaces & active spaces
- Universal accessibility
- Community outreach and involvement
- Energy and water efficient buildings and solar thermal renewable energy production
- Energy and water efficiency in the public realm
- Stormwater management
- Heat Island Reduction
- Infrastructure energy efficiency
- Waste management
5.6 PRIORITY PROJECTS
This section outlines the 5 priority projects which have been explored as part of the preferred master plan. The five priority projects include:

1. Tahreer Square
2. Abdin Square
3. Azbakiyah Park and Open Square
4. New Mixed Use Development
5. Arts and Galleries Precinct
Priority Project 1- Tahreer Square Master Plan

1. Egyptian Museum
2. Renovated Ritz Carlton Hotel
3. Hôtel (Previous Democratic Party Building)
4. Museum of Modern Art of Cairo (MOMAC)
5. Andalus Park
6. Historical Garden
7. Statue
8. Central Pedestrian Spine
9. Ceremonial Avenue
10. Upgrade Streetscape
11. Bridge Pedestrian Extension
12. New Pedestrian Bridge
13. Tramway
14. Tram Stop
15. Metro Station
16. Water Taxi Stop
17. Tunnel Portal
18. Car Park Entry
19. Car Park Exit
20. Bus Parking
21. Cairo Eye
22. Boutique Hotel
23. Art Gallery
24. Café / Restaurant
25. Promenade
26. Sports Field
27. Raised Lawn
28. City Square
29. Stage
30. Arboretum / Botanical Garden
31. Pedestrian Network
32. Upper Level Promenade
33. Lower Level Promenade
34. Marina
35. Platform
36. Stapes
37. Lounge
38. Cantilever Deck
39. Formal Garden
40. Art Galleries
41. Avenue Trees
42. Courtyard Trees
Priority Project 2- Abdin Square Master Plan

1. Palace
2. Palace Arrival Fore-Court
3. Ceremonial Avenue (Pedestrian)
4. Entertainment Street
5. Proposed Commercial Development
6. Proposed Commercial / Hotels
7. Proposed Governmental Buildings
8. Proposed Cultural Development
9. Royal Park
10. Pedestrian Plaza
11. Statue
12. Water Feature
13. Banner
14. Avenue Trees
15. Courtyard Trees
UNHABITAT

Master Plan

Priority Project 3- Azbakiyah Park and
Priority Project 4- Proposed New
Development Area

1. Azbakiyah Park
2. Opera Square
3. The Gate Building
4. Statue
5. Central Pedestrian Spine
6. Upgrade Road
7. Bazars and street mall
8. Existing church
9. Underground Car Park
10. Commercial offices
11. Residential
12. Active ground floor and recreation
13. Public open space connecting existing
park East with the Khediveya buildings West
14. Underground Car Park
Priority Project 5- Arts & galleries precinct

1. Design & Media Premises
2. Open Air Cultural Theatre
3. Galleries Outlets
4. Galleries
5. Underground Car Park
6. Flexible Floor Space for Galleries (Town House Galleries)
7. Boutique Hotels
8. Supreme Court
9. Existing Building
10. Proposed Tunnel Connection
11. 6th of October Bridge
12. Central Pedestrian Spine
13. Upgrade Road
14. Pedestrian Connections
### 5.7 Tourist Attractions and Seasonal Events

This section explores the concept of Cairo being a “world city”, a destination for international tourists. The master plan revitalisation strategy embraces this element. Everybody agrees that Cairo is a cultural city on a worldwide scale, full of dense and various architectural patrimony which dedicates different cultural events and activities throughout: music, theatre, dance and cinema festivals, coptic and muslim celebrations.

Our approach for the redevelopment of the Khedive's downtown consists in emphasizing on the urban space as a ‘mise en scene’ area of the Khedive patrimony and on displaying culture from its usual enclosed spaces.

In this perspective, we suggest to bring back to life some cultural events throughout the urban space of the centre and also to create new ones as: Cinema Days, Nuit Blanche, Cairo Heritage Days and the Festival of Lights.

#### Religious Events

<table>
<thead>
<tr>
<th>Event</th>
<th>Calendar</th>
<th>Key Plan</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Ashura</td>
<td>January</td>
<td>Al Hussein Mosque / Cultural outdoor theatre</td>
<td>Cairo's Al Hussein Mosque. Zikrs (religious dances) and traditional music are held at Cairo's Al Hussein Mosque. On the 10th day of Muharram in the Islamic calendar, Zikrs (religious dances) and traditional music are held at Cairo's Al Hussein Mosque.</td>
</tr>
<tr>
<td>2 Holy Month of Ramadan</td>
<td>August</td>
<td>Breakfast gathering at Cairo square. During the 9th month of Islamic calendar, fasting throughout daylight hours; as the sun sets, the volume rises and crowds gather in the city centre to eat, drink and enjoy music.</td>
<td></td>
</tr>
<tr>
<td>3 Eid Al Fitr</td>
<td>September</td>
<td>In addition to prayers of Mosques within the site, Festivals of Eid at Emad Al Dine Entertainment street / Nile Park / Abdeen Palace Plaza / Azbakiyah Park A joyous three-day festival of Eid Al Fitr after Ramadan, for family and friends gathering and well-earned feasting.</td>
<td></td>
</tr>
<tr>
<td>4 Prophet Mohammed's Birthday</td>
<td>October</td>
<td>In Egypt, Coptic Christmas celebrates Jesus' birth on 7th January. Believers take part in religious services and concerts and typical Christmas bazaars create a magical atmosphere.</td>
<td></td>
</tr>
<tr>
<td>5 Christmas</td>
<td>December</td>
<td>In addition to services in churches within the site, Christmas Carols at Cairo square / AUC theatre / Cairo Square</td>
<td></td>
</tr>
</tbody>
</table>

#### Social Events

1. “Sham al Nessim” / Sniffing the breeze
   - Cairo's outdoor festival held on the Monday after Coptic Easter. Families celebrate with lazy picnics by the seaside, with music, dance and storytelling providing entertainment.

2. Spring Festival
   - Egyptian people celebrating by picnicking in the parks and on the shores of the Nile. Flower exhibitions, and displays.

3. Sports events
   - The various sports, which are appreciated in Egypt, include games such as golf, football, speedball, tennis, fishing and the like. Include Global sports festival in Egypt. The Egyptians are very enthusiastic about sports, though they are yet to prove their stamina at international level.

#### 5.7.1 Tourist Attractions and Seasonal Events

Our approach for the redevelopment of the Khedive's downtown consists in emphasizing on the urban space as a ‘mise en scene’ area of the Khedive patrimony and on displaying culture from its usual enclosed spaces.
Cultural events

1. The Month of “Francophonie” in Egypt
In February 1996, the President of France, François Mitterrand, invited forty heads of State and Government, among whom was President Mubarak, to Paris for what would be the first Francophone Summit. In 1997, the Francophonie Summit was held in Cairo. Since then the Ministry of Culture has been promoting Francophonie events in Egypt.

2. Cairo Jazz Festival (CJF)
CJF is being organized by AGWA Productions and is sponsored by the European Union, The Cairo Jazz Club TRJCA and Modern Times. It was the inauguration of the Jazz Society of Egypt, the first of its kind in the nation to bring jazz lovers and professionals together with the goal of promoting jazz music awareness and organizing workshops free of charge to young aspiring jazz musicians.

3. Cinema Days
This film festival is an annual event of the Ministry of Culture. It is held every March.

4. Fidelity of the Nile, “Wafaa Al Nile”
Cairo’s “Wafaa Al Nile” Festival, remembers the ancient Egyptian veneration of the river, where beautiful girls used to be sacrificed to guarantee a good harvest. Today’s celebrations focus around the art, poetry, concerts and traditional dances.

5. Cairo Film Festival
This festival is held on an annual basis and attracts films from the Arab region and the world. The festival has grown to become one of the most important film events in the region.

6. Cultural Open Air Theatre
Cultural Open Air Theatre is held in various locations throughout Cairo, attracting large crowds.

7. Cairo Biennale
The Cairo Biennale is considered one of the most important cultural events in the Middle East.

International Events

1. Cairo International Book Fair
The Cairo International Book Fair is one of the leading cultural events in the Middle East, with over 2000 exhibitors and three million international visitors. It offers an opportunity for Egypt-based artists to exchange ideas and see new theatre from further afield.

2. The Cairo International Film Festival for Children
Sustains and encourages artistically appreciated films which address youth issues. The festival screened cartoons, feature and educational films at selected venues.

3. Egyptian International Modern Dance Festival
Major multi-disciplinary art event running simultaneously in Beirut and Cairo. The festival challenges international artists to cross boundaries on a political, cultural and social level, through music, dance, writing and photography.

4. Arab Music Festival
The Cairo Opera House brings into life the Arab Music Festival. It attracts top instrumentalists, singers and established ensembles, and provides a great opportunity to enjoy music from the Arab world at its very best.

5. “Nuits Blanches”
Literally White Night in French, is an annual all-night arts festival, has spread around the world since 1997. Its beginning is disputed between Paris, Shenzhen, and Berlin. It will have museums, private and public art galleries, and other cultural institutions open and free of charge, with the centre of the city itself being turned into a de facto art gallery, providing space for art installations, performances (music, film, dance, performance art), thematic social pataphysics, and other activities.

6. Cairo International Film Festival
The Cairo International Film Festival has been going strong since its inception in 1979. Along with regular competitions, tributes and retrospective films.

7. Cairo Biennale
First organized in 1984 to explore contemporary art within the Arab world, today the “Cairo Biennale” is considered one of the most important cultural events in the Middle East.
Tourist Route

The revitalisation strategy focuses on establishing Cairo as a city for people and pedestrians. As part of this strategy, the provision for a pedestrian focused tourist route is incorporated, which connects the key attractions (such as Opera Square, Talat Harb, Azbakiya Park and Cairo Eye). The tourist route interacts with the public transport corridor, public open spaces and integrated pedestrian networks.
6.1 PUBLIC REALM DESIGN INTENT

Cairo is defined by its rich history, its people, landscapes and its attachment to the Nile. The Cairo Revitalisation Plan will provide a new urban heart for the city and provide a connection back to the water.
This design scheme draws on all these elements and proposes a new “City Plaza” into Tahrir Square that is broader in composition than its immediate context. The new City Plaza becomes the pivotal point between the Nile and Azbakiyah Park to the east. It will represent the point of climax for the downtown area, reflecting the nation’s spirit, for the Cairene it is the public gathering place they never had, for tourists it is the gateway to one of Cairo’s richest urban heritage districts.
A series of lines have been drawn that passes from the west bank of the Nile to Azbakiyah Park in the east. These lines physically and conceptually connect:

- Downtown Cairo to the water
- Cairo East and West
- Azbakiyah Park to the Nile via the new City Plaza
- Abdin Palace and surrounding parkland to the River via a Ceremonial Avenue.
6.3 LANDSCAPE DESIGN

The Downtown Cairo Revitalisation will incorporate one of the largest urban green spaces and a new, internationally recognised signature for the City of Cairo. The parkland will contribute substantially to the social, economic and ecological fabric of the surrounding urban environment and those communities beyond.

The underlying principles from which the landscape and urban design concept has been developed are set out below.

The design approach has been to:

- Provide a new Waterfront Botanic Garden and corniche promenade for the people of Cairo.
- Bring new style and substance to city living in Cairo with the creation of an urban waterfront park landmark.
- Enrich the urban experience through an educational, cultural and recreational facility which provides a variety of scales, active and passive spaces and which achieves synergy between diverse, co-located precincts.
- Enhance the ecological value of the site through environmental improvements and innovative water management strategies.

The defining concepts of the scheme reflect these ambitions and the unique natural environments which present themselves at this waterfront site.
6.4 DESIGN PHILOSOPHY

This design theme will:

Create an optimistic and playful, public open space for the people of Cairo with distinct landscape themes – Waterfront promenades, Botanic Arboretum & Ecological Corridor, Recreational Parklands, Urban Parks and a Central Pedestrian Spine including a new bridge across the Nile.

Generate strong identity providing a monumental sense of ‘place’ – a destination which befits the location and makes the best use of the natural and man-made environment.

Connect the river back to the city – creating an active river edge to the park.

Overlay nature with cultural and historic elements - museums, city streetscape network, river edge promenade.
6.5 COMPONENT PARTS

Waterfront Arboretum

The new Botanic Garden draws inspiration from the traditional vegetation along the fertile strip of land adjacent to the Nile Delta and the Nile River Valley. Both have a rich variety of trees some indigenous, some imported - including the Tamarisk, Acacia, Eucalyptus, Mimosa, Jacaranda, Cypress and Sycamore as well as a wide variety of fruit trees like Citrus, Fig and Mango. Other fruits and vegetables flourish in the fertile lands along the Nile, as well as a vivid array of flowers from the Rose Poinciana, Lotus, Jasmine, Lily, Bird of Paradise and Sunflowers.
Urban Park - 'Urban Lungs'

The Urban Park zones are designed to provide heavily vegetated parklands which define landscape rooms and gateways along the waterfront. Landscape becomes the positive figure ground, similar to the built form of the adjacent city.

Phoenix Palms are the most common tree along the Nile and are the predominate species within the Urban Park. These parklands provide a separation between the major infrastructure corridors and the waterfront parkland environment and the commercial precinct beyond.

Utilising historic creek lines, the site is transformed into the 'Urban Lungs' of the city with the creation of an ecological corridor on the edge of the river.

Key Principles:

- Retain and redirect stormwater runoff and filter for re-use on site and/or for discharge into the river.
- Reinforce the connection between the city and the water
- Planting scheme which supports silt control as well as biofiltration.
- Restore historic creek lines across the site and increase the water storage capacity.
The new Cairo Corniche is a riverside promenade lined with cafes, shade trees and public art, the waterfront boulevard will offer visitors a magnificent view of the Nile and surrounding cityscape. The corniche will become a major tourist destination hosting the annual “Fidelity of the Nile Festival”.

Key Principles:

- Linear promenade used for walking, jogging, roller blading, and cycling
- Floating restaurants
- New boutique hotels
- Upgraded and integration of the adjacent historic Islamic gardens
- Publicly accessible sports parks
- Open Air Sculptural Park
- Water taxi stops
- Improved pedestrian connectivity across the Nile is essential for the successful outcome of the revitalisation vision, we have proposed:
  - A new pedestrian footbridge across the Nile which connects directly to the pedestrian “Central Spine” of Downtown Cairo and
  - An upgrade of the historic Qasr Al Nile Bridge with a pedestrian path extension to the sides of the bridge or alternatively a second option is to make this bridge a pedestrian and public transport (tourist tram) route only.
Cairo Eye

The proposed Cairo Eye located on the western corniche signals the creation of a new urban landmark on the Nile embankment. It can be seen from the air, land and water. It acts as a reference marker between the corniche / waterfront park, the city centre and the growing city’s edges. The Cairo Eye has been designed to be a striking addition to the Cairo skyline, pure in form and clarity.

A second option is to locate the Cairo Eye in Azbakiyah Park, providing elevated views across both the Islamic Cairo and Downtown Cairo.
The Central Spine

Working with the scale of downtown city centre, the primary landscape intervention is a 20m wide, 2km long Central Spine Axis which establishes a new direct connection between the city and the river. Primarily a tree lined pedestrian spine it also incorporates a tourist tram route which will connect the Opera on the western bank of the Nile with Azbakiyah Park to the East. The Central Spine will become Cairo’s linear strip for cultural parades and festivals.

Key Principles:

/ Central Spine provides an active pedestrian streetscape for Cairo
/ Integrates and promotes public transport within the public realm.
/ A continuous avenue along the length of the Central Spine provides a strong landmark to the city.
/ Planting species alignment ensures seasonal contrast, deciduous/evergreen, autumn foliage, spring flowers and fruit.
/ The landscape scheme creates lines of movement directed towards the river and emphasises a large scaled multi-functional “City Square” the primary public gathering space of the city.
/ Feature light “ribbons” integrated into the streetscape design
/ Urban furniture will be carefully designed and inserted in the urban environment.
Tahrir Square - City Plaza - Cairo’s Meeting Place

Tahrir Square has historically been known as the main square of Cairo, with Administrative uses such as “Mogame’ Al Tahrir” and the Egyptian Museum which is a major asset with activated programs/uses on ground floors of buildings and hotels. Our vision is to enhance the Tahrir Square precinct with a New City Plaza, a 24 hour place for the people of Cairo, building upon the cultural significance of this space as the Nations Square.

The new City Plaza will become a cultural and entertainment destination landmark. Locals and visitors will identify the City Plaza as a true reflection of their country, with rich cultural experiences, a diversity of places to eat and drink, unique shopping and a wealth of information to welcome visitors. City Plaza is where cultures meet, friends meet, minds meet and worlds meet.

Key Principles

/ Large, multifunction, flexible urban space
/ A place for day and night markets
/ Activated on the edges by museums and galleries, outdoor restaurant terraces
/ Two stages provide a platform for free performances, accessible to all
/ TV screens to broadcast sporting events provide a city scale “lounge room” space within the public realm
/ The Central Spine tree lined avenue with tourist trams activate the south eastern edge
/ All streets lead to Tahrir Square - City Plaza!
Azbakiyah Park

Azbakiyah Park is the largest garden square to the east of downtown Cairo. Connected to Tahrir Square - City Plaza and Corniche via the Central Spine, provides an important open space to the surrounding city and entertainment strip one block to the west. Historically the park and kiosk has been an important amenity and key amenity for the hotels in this area, dating back to the beginning of the 20th century.

The centrepiece of the new design is a fountain with jets playing directly from the pavement, which will become popular with children in the summer. Water is sensitively proposed in key locations across the site to reinforce the connection back to the Nile.

Key Principles

- Restoration of the Historic Parkland setting
- Integration of the Ibrahim Pasha Statue into both the Gate Plaza and Azbakiyah Park with improved pedestrian accessibility
- Upgrade pedestrian connections to the park
- Incorporate kiosks and pavilions to the park to activate the space
- Permanent Contemporary Sculpture Park overlay
Abdin Palace Public Park and Ceremonial Avenue

The existing three parks have been upgraded to provide a formal civic parkland forecourt setting to the Abdin Palace and the adjacent Governmental, Administration and Commercial uses.

The central feature is the formal Ceremonial Avenue, connecting the Palace to the Nile. The parks incorporate a series of sloping elevated lawn mounds for informal viewing of royal processions. A network of desire lines (paths) provides direct connection between the Palace Parks with the surrounding government, commercial and residential neighbourhoods.

The Ceremonial Avenue and forecourt is proposed to be a pedestrian / VIP arrival only space when it moves between the two Palace Parks. The avenue will allow people and tourists to picture and enjoy the monumental scale of the space and Palace beyond.

Key Principles
/ Contemporary Parterre Garden setting
/ Ornamental water feature, central focus to the palace “forecourt”
/ Facilities in the Park include cafe kiosks, formal gardens and lawns.
/ Surface car parking has been removed and relocated to a proposed underground carpark below the Central Spine
/ In Option 2 we have proposed Bazaars which will be easily accessible from the adjacent Abdin Public Park
6.6 WATER SENSITIVE URBAN DESIGN

The revitalisation of Downtown Cairo is based on a Water Sensitive Urban Design (WSUD) approach, which focuses on the total water system and water quality associated with the system, rather than considering water management as an afterthought.

The principles of this development for water cycle management are as follows:

- Sustainable water cycle management;
- Avoid adding load on the existing wastewater and stormwater drainage infrastructure;
- Minimise water consumption from main sources; and
- Minimise any wastewater through reduction and reuse systems.

Implicit to the WSUD approach is the promotion of a positive relationship between the new development and the surrounding natural environment, in particular that of the local receiving waters. The incorporation of WSUD principles across the site such as constructed wetlands, bioremediation swales, rainwater collection and harvesting, greywater reuse and source control systems could serve three key functions:

- To ensure that the quality of water leaving the site is of a higher standard than that experienced in the local receiving waters and of a standard that will not derogate the quality of water for downstream users;
- To reduce the net demand for clean water used for sewerage disposal and treatment systems and to provide a reliable supply of water for fire fighting; and
- To maximise the reuse of waters captured and/or generated on-site.
07
Delivering the Plan
7.1 A PLACE-BASED URBAN MODEL

A priority for the revitalization project will be to develop a place-based urban model to deliver and support the plan. While drawing upon lessons from comparable international cities, in order to effect sustainable and enduring benefits this model will be required to respond to the unique demands and drivers of the Greater Cairo Region and, in particular, Khedive’s Cairo.

The primary purpose of the urban development model will be to establish the preferred means of producing, sustaining and promoting the urban capacity of the place. In achieving this role, the selected model will confirm and support the core corporate and community dimensions of Khedive’s Cairo: urban form, economic production, sustainability, governance and branding.

It is anticipated that the revitalization of Khedive’s Cairo will be a long-term process. This will require the coordinated and staged implementation of physical improvements and policy initiatives over a 15-20 year period and beyond. As the drivers for many long-term measures may be expected to change with time, the approach will rely upon flexibility and the ongoing integration of activities and aspirations of stakeholders and institutions.

The approach will require a robust and inclusive urban development model that is capable of adapting to the particular priorities and needs of the place and its interested parties over time, including those of the broader city community. As a key urban space located within a competitive global city and regional capital, Khedive’s Cairo will also need to integrate local and international models for investment, urban design, regulation and management.

Transformative Potential of Urban Heritage

Cairo’s city core historically represents a traditional urbanism that places the city centre as both a functional and symbolic core of the urban society. The intact though partially depleted urban legacy of Khedive’s Cairo provides a powerful opportunity for contemporary economic rejuvenation and cultural reinforcement.

Unlocking the economic potential of this legacy is at the core of the revitalisation process. This potential incorporates the following key dimensions:

- **Disposal, reuse and redevelopment of redundant sites to generate new facilities, urban spaces and economic capacity**
- **Investment in the upgrade and beautification of existing streets, monuments and open spaces to add value to associated properties and land assets**
- **Conservation and restoration of key spaces and buildings as essential parts of the area’s unique identity and attractiveness as a place for visitation and investment, through both regulatory and financial means**
- **Strategic public and/or private investment in enabling infrastructure, including new urban spaces and transport facilities, in order to address critical gaps at a broader city scale and facilitate the integration of Khedive’s Cairo into the national and metropolitan economies**

Mechanisms for the Management of the Urban Heritage

In a broad sense, key mechanisms either currently employed or with potential to be employed within the Downtown include:

- **Ownership – Diversification of property titling and ownership options for single owners, including possible community titling whereby maintenance of buildings is undertaken by a corporate body representing multiple owners**
- **Policy - Including regulations and enforcement**
- **Planning Incentives - Including transferable development rights and floor space bonus**
- **Partnerships - NGO participation**
- **Direct Investment - Public investment in upgrading and maintaining key public buildings (e.g. NOUH)**
- **Financial Incentives - Including tax incentives**

Direct public investment in projects and sites could be targeted to aid the process of conservation and spur broader economic benefits and land values. Measures include:

1. **Showcase pilot projects conducted by government or jointly as Public-Private Partnerships (developers and government authorities), integrating cultural, business and tourism activities.**
2. **Determine appropriate uses for restored buildings that can assure the safeguard and maintenance of their structures and the way of life that relates to them with potential financial return. These uses could include artistic centres, performance places, small hotels, creative retail or restaurants.**
3. **Prioritise urgent interventions that may be required to save buildings or sites that are in immediate risk.**
4. **Work with institutions, building owners, developers and community groups to ensure compatible development projects and uses for heritage buildings including heritage buildings at risk of demolition and develop an Awareness-Heritage program**
5. **Purchase the land or building and transfer its ownership to the authority, funded by a State Heritage Purchase and Conservation Fund, following a compensation process at market price.**
6. **Compensate from the same fund owners who agree to maintain the property of their historical buildings in the form of:**
   - **Financing rehabilitation**
   - **Permission to sell air rights in specified planning areas**
   - **Assistance in fund raising from donors, both public and private, as part of programs to have individuals and companies sponsor heritage conservation**

Role of the Master Plan

The master plan accompanies the urban development model by providing a key tool in the production of urban capacity.

The master plan is a key coordinating document for the revitalization project. Supported by the relevant regulatory and policy codes, the plan will form a critical link between the strategic city objectives for Greater Cairo and the on-the-ground economic transformation of the site.

The master plan will ideally be positioned as one part of a comprehensive coordination and management model. Key components of this place-based urban model will be:

1. A clear and determined **vision** based upon consensus of the community and key parties
2. A flexible though well articulated and grounded **master plan**, providing the key spatial coordinating document to guide the process of long-term transformation and upgrading
3. An **authority** (or agencies) empowered to deliver planned outcomes
4. A comprehensive **development strategy** that coordinates targets, processes and responsibilities for infrastructure and real estate investment, project outcomes and their phasing, approvals, delegations and evaluation and monitoring
7.2 ECONOMIC FRAMEWORK

The current mixture of land uses in Khedive’s Cairo reflects the strengths and challenges of the area with strong commercial property drivers such as the bank and administrative activities being offset by the workshops and vehicle garages. The strength of the area is its geographic position at the heart of the city; the challenges reflect problems of access, parking and congestion – issues that many city centres face. In Cairo’s case this is compounded by the property law and rental caps within the city centre.

Capitalising on Redundancy

In locations around the world it has been shown that by solving the challenges faced by city centres values can be unlocked and demand significantly increased. In the most successful cases these changes start with an ambitious plan followed by strategic investments in infrastructure, reconstruction and place making.

Key international examples include:

/ Manchester City Centre - The city centre master plan envisaged new public realm, enhancements to the main retail centre, pedestrianisation of strategic areas and enhancements to the public transit system. These initiatives created the backdrop for private sector investment in new shops, offices and residential areas than helped increase demand and values in the city centre.

/ Barcelona - The Olympics in 1992 provided the catalyst to improve roads, redevelop former poor quality areas and create a new waterfront district. These improvements led to increased demand and the city has witnessed continued growth in commercial and tourism terms for almost 20 years.

The structure of such an organisation will need careful planning. Typically with development authorities there is a significant public sector involvement, sometimes with national government representation, along with private sector representatives. With a number of companies owning significant landholdings in Khedive’s Cairo, it will be important that they are involved in the process, however it may be better to include them as an advisory group rather than part of the core structure as it could be seen that these groups are out to further their own ambitions.

It will be important for the authority to show teeth and vision at an early stage. One of the easiest wins will be to improve traffic congestion and parking within the city. To do this we would envisage the need to compulsory purchase land in the warehousing/garage areas and create parking structures. This will need funding and approvals, and needs to be combined with enhancements in traffic management and street parking policies to encourage people to use the parking structures.

There are a number of other issues that the authority needs to address and could be ways to create equity value for the authority.

/ The large areas of light industrial and workshop space are not appropriate for the downtown of a major world city. One policy of the authority could be to acquire these areas, rezone them and market them for future higher density development.

/ The fixed rent policy within the city also could find a way to overcome this hurdle to development and become the organisation that the activities in the study area to the surrounding areas or connecting them to other centers either inside or outside Cairo

Preliminary Economic and Governance Model

The proposed concept plan seeks to identify development areas, highlight major infrastructure improvements and focus on relatively simple yet effective steps to begin the redevelopments and transformation.

The contractual stage of the project will require an evaluation of the proposed improvements, assessing the cost of relocation against the benefits of improvements in built form and transport infrastructure. Some of the activities such as relocating a workshop and replacing it with a commercial building or parking structure would have direct and measurable economic benefits. Others, such as improvements to the river frontage and pedestrianisation of selected streets would have less measurable but significant social and tourist impacts.

It will be important to establish an appropriate methodology and authority to manage the redevelopment process. In London in the 1980s, the London Docklands Development Corporation was established to oversee the planning, zoning, approvals and development process for the 2,200 ha former docks area in the east of London. The LDDC was given former docks land, controlled the planning process and could enter into joint venture deals with private sector developers. Creating some form of similar structure to focus development in Khedive’s Cairo would require government legislation and liaison with various authorities but would provide for a single focal point to drive re-development.

One challenge facing Cairo that was not a factor in London is that the land is in private ownership. Therefore it will be important that any development authority has the power to enter into joint venture deals and arrange for compulsory purchase of strategic sites. To do this it will need appropriate funding and powers.

Economic Study Requirements

It is anticipated that the contractual stage of the project will include the preparation of an integrated economic study to revitalize the area, including:

/ Evaluating the existing economic activities, their suitability to the new vision, and the methods of relocating them if necessary, as well as the proposed new activities

/ Making proposals to enhance the area’s economy and make use of its urban heritage in tourist developments through a number of new projects

/ Preparing a cost-benefit analysis

/ Preparing a study of the mechanisms of financing and carrying out urban preservation projects in the area (general preservation methods, means to renew and remove transgressions from the distinguished buildings, and ways of financing such missions)

/ Studying the possibility of extending the activities in the study area to the surrounding areas or connecting them to other centers either inside or outside Cairo
7.3 DEVELOPING AN INTEGRATED VISION

Defining the vision for the Central Zone is a key link between present-day investor aspirations and the area’s sustained long-term role as a successful urban place.

The setting out of a clear and robust vision for the Central Zone is an important step in defining the direction for the revitalisation strategy and its supporting delivery and governance frameworks. The principal role of the vision is to clarify stakeholder aspirations and form these in a format that can be understood by all. This provides a consistent though flexible framework within which stakeholder actions can be organised in a collaborative manner. It also provides a framework within which individual projects and policies can be developed, evaluated and refined over time.

It is proposed that a comprehensive vision framework be developed to guide the activities of key stakeholders and enable the prioritisation of investment and delivery projects. In this respect, the vision must be comprehensive, integrating the various functions and opportunities of the urban place. It must be based on a deeply evolved idea of the future place while providing a consistent platform for the development and evolution of more the more detailed objectives, strategies and targets that are to be met. Above all, the vision must be robust, defining a commonly agreed set of values to be interpreted over time and throughout the evolving fortunes and circumstances of the place.

The vision is inherently related to and mutually supportive of the spatial plan and its urban design components. Together, these are essential building blocks of the place’s brand as a site of successful and rewarding investment, play, work and living.

The suggested vision responds to the opportunities and constraints identified for the Central Zone. It is envisaged that this vision framework will be properly developed within the subsequent detailed planning and design stages of the project, and with the full involvement of the relevant stakeholders.

Increasing the liveability and accessibility of the Central Zone will require a vision that:

1. Positions the Central Zone as a key link between international, regional and city aspirations. In particular, the vision must capture the wider city benefits of revitalisation and transformation at the local level.
2. Promotes a sense of belonging in the community through the creation of an environment and amenities that effectively integrate the concepts of cultural vitality, identity, diversity and heritage into its public spaces, built and natural environments, streetscapes, spatial geometry and centres of activity.
3. Promotes economic growth through both local level economic development strategies and strategies to enhance the key sectors in the economy such as tourism, retail, and financial and professional service.
4. Responsibly manages the natural environment and respects the site’s climate and special relationship to the Nile. The vision must also seek to limit its impact on the non-renewable resources through supporting sustainable choices for transport, land use, building design and waste management.
5. Supports the continued development of Greater Cairo as a capital city with regional administrative, tourism, business and commercial functions.
6. Creates a stable economic climate that provides certainty and confidence for the private sector, governments and individuals to invest and pursue opportunities.
7. Addresses important social and human services issues such as housing affordability.
8. Increases the connectedness of the broader city by supporting strategic investment in its transport network.

Elements of the Vision Framework

The vision, objectives and indicator framework for the Central Zone will be a key tool in assisting the definition and prioritisation of site planning issues, determination of feasible master planning scenarios and the accurate and consistent evaluation of options.

The framework consists of the following key elements:

Sustainability as a Driver

A broad definition of sustainability will be incorporated into the vision and mission, reflecting a dedication to values of environmental sustainability, socioeconomic responsibility, and design excellence. As an integrated development process, the revitalisation process will encompass sustainability drivers for design, planning, environmental, and socioeconomic services.

Responsibly manages the natural climate and special relationship to the Nile. The vision must also seek to limit its impact on the non-renewable resources through supporting sustainable choices for transport, land use, building design and waste management.

Greater Cairo as a capital city with regional administrative, tourism, business and commercial functions.

Increases the connectedness of the broader city by supporting strategic investment in its transport network.

By adopting this integrated, interdisciplinary approach to master planning, it recognises that no single component of the development from land use, built form, infrastructure, landscape and natural systems is independent of any other, such that synergies are created and conflicting relationships are eliminated. Sustainability is therefore a key driver for the master plan and will be integrated into all aspects of the plan.

The vision and evaluation framework provides a platform to address the relationships between these elements and ensure the vitality and longevity of the total system.

Defining the vision for the Central Zone is a key link between present-day investor aspirations and the area’s sustained long-term role as a successful urban place.

Increasing the liveability and accessibility of the Central Zone will require a vision that:

1. Positions the Central Zone as a key link between international, regional and city aspirations. In particular, the vision must capture the wider city benefits of revitalisation and transformation at the local level.
2. Promotes a sense of belonging in the community through the creation of an environment and amenities that effectively integrate the concepts of cultural vitality, identity, diversity and heritage into its public spaces, built and natural environments, streetscapes, spatial geometry and centres of activity.
3. Promotes economic growth through both local level economic development strategies and strategies to enhance the key sectors in the economy such as tourism, retail, and financial and professional service.
4. Responsibly manages the natural environment and respects the site’s climate and special relationship to the Nile. The vision must also seek to limit its impact on the non-renewable resources through supporting sustainable choices for transport, land use, building design and waste management.
5. Supports the continued development of Greater Cairo as a capital city with regional administrative, tourism, business and commercial functions.
6. Creates a stable economic climate that provides certainty and confidence for the private sector, governments and individuals to invest and pursue opportunities.
7. Addresses important social and human services issues such as housing affordability.
8. Increases the connectedness of the broader city by supporting strategic investment in its transport network.
Delivering the Plan

Vision Framework

1. PROJECT ASPIRATIONS
   (Achievements that are to be sought)

2. MASTER PLAN ELEMENTS
   (Aspects for which outcomes are required)

3. MASTER PLAN OBJECTIVES
   (What is to be done to achieve the outcomes)

4. INDICATORS
   (Criteria for success, qualitative and quantitative)

5. TARGETS
   (Means by which success is to be benchmarked)

Vision Framework Table 1 Elements of the Proposed Framework

<table>
<thead>
<tr>
<th>ELEMENT</th>
<th>PURPOSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vision Statement</td>
<td>A concise written statement articulating the intended values and aspirations for the Central Zone. This should look beyond the technical confines of the “project” and seek to establish what the Central Zone can become in the fullest sense. What is the desired future state at a chosen point in time? What kind of community will this be? How will it change and evolve over time? The vision may define a number of elements that reflect core priorities significant to the future of the Central Zone. Once refined, these should be complementary and mutually reinforcing.</td>
</tr>
<tr>
<td>Objectives</td>
<td>These define the means by which the Central Zone will achieve the vision. Objectives refer to what the development authority is empowered to control and influence. Objectives are capable of being measured against indicators. A simple and effective method is to define objectives that relate — primarily — to specific elements of the vision. Ideally, objectives should be refined to relate specifically to desired outcomes for the Central Zone.</td>
</tr>
<tr>
<td>Indicators</td>
<td>These define the criteria by which the achievement of objectives can be recorded and measured. To be legitimate in this role, performance against a given indicator should be able to be measured. This can either be defined through the observed achievement of an “acceptable solution” or quantified through the application of numeric targets (and corresponding units of measurement). The legitimacy of any targets and solutions rests upon their capacity to be benchmarked against known relevant precedents. This is particularly pertinent for a plan-making and design process wherein each element needs to be considered within its holistic functional (or performance) context.</td>
</tr>
</tbody>
</table>
7.4 INSTITUTIONAL AND OPERATIONAL FRAMEWORKS

Several central ministries are involved either directly or indirectly in the conservation and development of Khedive’s Cairo. These include:

- Ministry of Culture
- Ministry of Housing, Utilities and Urban Development, including the affiliated General Organisation for Physical Planning (GOPP)
- Ministry of Tourism
- National Authority of Tourism (NAT)
- Ministry of Awkaf
- Ministry of Communication and Information Technology (MCIT)
- Egyptian Environmental Affairs Agency (EEAA)
- Banks (Public and Private)
- Al Ismaelia

Key Requirements

Key long-term management and delivery responsibilities of any future governance model will include:

- Master plan development and enforcement
- Infrastructure development
- Real estate development
- Property and services management and operation
- Promotion and communications

Depending on the urban development model chosen, these aspects may be managed by a dedicated agency (or agencies) formed specifically in relation to the master plan area, or through the established government departments and institutions.

The revitalisation process will present significant organisational and investment challenges. The scale of the revitalisation area and the complex requirements for improvement and growth are major challenges for both delivery and management. Consideration will need to be given to the desired character and form of the delivery and governance models, their associated regulatory framework and capacity to procure critical infrastructure.

Based upon the experience of similar projects, three main scenarios are defined to guide the development of an optimal organisational structure for delivery of the Revitalisation Master Plan. These comprise:

- Scenario 1 - Employ Existing Agencies
- Scenario 2 - Form a Revitalisation Partnership
- Scenario 3 - Form a Development Company or Authority

A key consideration in determining a preferred delivery model will be the type and level of private sector investment in future projects. Substantial private sector investment may entail significant benefits by introducing additional knowledge and expertise and access to capital. This may assist in the funding and timing of major infrastructure improvements, including those focussed on planned mixed use centres or new development areas.

An important measure of the success of the plan will be the long-term monitoring of the projects, success of the plan in foreshadowing the changes over time and the quality of the on-ground outcomes across the site. An additional consideration will be the type of care framework intended to help manage the revitalisation process and the communities participating in its delivery. In spatial terms this requires a transition in focus from product creation and disposal to civic maintenance and community leadership.

Scenario 1: Employ Existing Agencies

In this scenario, responsibility for the master plan implementation would rest with existing government agencies, with guidance and direction provided by a coordinating authority. As delivery responsibility would rest with a public coordinating authority it is likely that any government funding would have to be structured around existing mechanisms. This model could be enhanced by vesting the coordinating authority with direct powers to:

- Vesting the coordinating authority with direct powers to draw down state funding to fund major projects, including rehousing initiatives
- Vesting the coordinating authority with authority to control the transfer of property titles, including the transfer of strategic sites to private sector partners
- Application of ring-fenced funding to compel cooperation between agencies and ensure certainty over project funding and the allocation of responsibilities

Key limitations of this model include:

- Only limited powers of responsibility for the coordinating authority, including any power to compel joined-up actions at the pace and sequence required
- Limited incentive for contributing agencies to depart from their individual service delivery strategies, and continued fragmentation between agencies of responsibilities for individual aspects of delivery for complex projects
- Reliance on developer-led funding for new site infrastructure, suppressing the incentive for private sector participation

**Key Requirements**

- Master plan development and enforcement
- Infrastructure development
- Real estate development
- Property and services management and operation
- Promotion and communications

**Scenario 1: Employ Existing Agencies**

- Vesting the coordinating authority with direct powers to draw down state funding to fund major projects, including rehousing initiatives
- Vesting the coordinating authority with authority to control the transfer of property titles, including the transfer of strategic sites to private sector partners
- Application of ring-fenced funding to compel cooperation between agencies and ensure certainty over project funding and the allocation of responsibilities

**Key limitations of this model include:**

- Only limited powers of responsibility for the coordinating authority, including any power to compel joined-up actions at the pace and sequence required
- Limited incentive for contributing agencies to depart from their individual service delivery strategies, and continued fragmentation between agencies of responsibilities for individual aspects of delivery for complex projects
- Reliance on developer-led funding for new site infrastructure, suppressing the incentive for private sector participation
Scenario 2: Revitalisation Partnership

This scenario would entail the formation of a public company to be overseen by a board comprising representatives of the coordinating authority (as the founding authority) and other government agencies. The partnership would be empowered to oversee the business planning and coordination of agency activities required to deliver the Revitalisation Master Plan. The partnership would be formed with the specific responsibility for the delivery of the master plan. It would have a clearly defined scope with clear targets established. The partnership would be empowered to manage assets in line with the approved Development Strategy.

In this model, the partnership would have no independent statutory powers or devolved funding. The partnership would receive funding from its founding authority for specific interventions necessary to bring forward development, either through direct investment or through the attraction of investment from the private sector.

A variation on this model entails the public company partnering with a lead developer. The addition of a private developer into the organisational framework would facilitate cash flow for key projects, with any initial funding from the private developer being paid back by the partnership over an agreed term. The partnership would have responsibility for the implementation of the Development Strategy and business plan, including the authority to determine the prioritisation and spending of funds. The partnership would have a ring-fenced budget and have the ability to recycle land receipts. It would remain reliant upon the partner agencies to use their normal powers for service and infrastructure delivery.

The organisation would not have independent planning powers as these would remain vested with the applicable planning and municipal agencies. The partnership would also remain reliant upon third party organisations for the delivery of infrastructure and facilities.

Scenario 3: Development Company

This scenario would entail the formation of a limited company with a board consisting of members and officers appointed by the government. Similar to the model of a Revitalisation Partnership in Scenario 2, the development company would be empowered to oversee the business planning and coordination of agency activities required to deliver the Revitalisation Master Plan.

The development company would be vested with limited development control powers for major planning applications, with responsibility for other applications remaining with the relevant planning agencies. The responsibility for determining the overall level and nature of development or any significant changes to the Revitalisation Master Plan would remain vested with the planning authority.

The development company would have devolved funding and could partner a state-owned development company. Private developers remain outside of the structure of the company and would be sold land on a development licence basis with title transfer occurring on completion of property. The development company would have the following remit:

- Review and approval of major development applications (in accordance with the approved master plan and Development Regulations)
- Acquire, hold, manage, reclaim and dispose of land and other property
- Carry out building and other operations
- Seek to ensure the provision of water, electricity, gas, sewerage and other services
- Carry on any business or undertaking for the purposes of regenerating its area
- Generally do anything necessary or expedient for this purpose
- Responsibility for community and stakeholder engagement

The development company would be set up as a fully functioning development organisation consisting of an executive team responsible for key departments such as delivery, marketing, planning and resources.
7.5 REFERENCES
This section of the report presents an overview of selected literature and projects addressing architecture and urban heritage in the Khedive’s Cairo. Due to limited time for the competition phase, the review focused on major studies that deal more specifically with the focus “Study Area” which is defined as the triangle connecting between Ramses Square, Abdeen Square, and Tahir Square. A detailed review of all below documents and more will be carried at the 2nd stage of the project.

This documentation recognizes three sources of information as follows:

/ Government documents
/ Academic Thesis and researches
/ Published Books

GOVERNMENT DOCUMENTS

General Organization for Physical Planning (GOPP)

Towards a vision for Cairo 2050 within the framework of a National Egyptian Vision (2009)

Cairo Governorate
The Documentation of Valuable Buildings. Registered buildings (2009) according to the law 199 for 2007

(CULTNAT), Bibliotheca Alexandrina
Cairo’s Architectural Heritage: The Downtown Area. 2000

RESEARCH STUDIES & ACADEMIC THESIS

Consulting, Research and Urban Studies Centre, Faculty of Urban and Regional Planning

Developing the Nile Banks in Greater Cairo Region, Preparation of Implementation Plans for the Urban and Tourism Development for Rod El Farag, 2004

Center for Architecture and Engineering Design Support, Cairo University- Faculty of Engineering

Heritage Conservation and Management in Egypt and Syria - HERCOMANES - 3 volumes 2000-2004

Cairo University- Faculty of Urban and Regional Planning

Primary vision for the ministries Square area in Cairo (3 volumes) 2005

Nalwi 2004 The preparation of the rehabilitation center of “Cairo”


Wanas 1993. Urban Spaces in Downtown Areas: with special Reference to Cairo.


Abu Zekry. 1983 Visual Aspect of Down Town Cairo


The review included the following articles published during the period from 1997 to 2002:


El Kadi 1995, “Le Caire à la recherche d’un centre”


Nower El Volat 1984, Le Caire.


PUBLISHED BOOKS

Abdeen Palace 2007, The Jewel of 19th Century Cairo,

DA GORIZIA ALL’IMPERO OTTOMANO 2006, ANTONIO LASCIA, ARCHITETTO, LINARI

W. Rafat 2003, Cairo, The Glory Years

Hawas2002, Khedivian Cairo


Arnaud 1998, Le Caire: La mise en place d’une ville moderne 1867-1907

Scharabi 1989, Cairo: Stadt und Architektur im Zeitalter des europäischen Kolonialismus.


Meselhy,1988, Development of the Egyptian Capital & the Great Cairo (The Egyptian Reconstruction Experience (400BC – 2000AC)

German Commission for the ‘UNESCO 1980, Protection et animation culturelle Des monuments, sites et villes historiques en Europe

Abu-Lughod 1971, Cairo: 1001 Years of the City Victorious.

With few exceptions, almost all research conducted after 1971 took quotations and maps from Abu-Lughod’s (1971) book. Thus, to date, Abu-Lughod (1971)’s book remains the most frequently quoted reference. Scharabi (1989)’s contribution added yet another frequently quoted reference to the field.

Hawas, Khedivian Cairo (2002)’s publication is a substantial addition in this field.

ATTACHMENTS PROVIDED BY GOPP – COMPETITION DOCUMENTS

/ Site Boundaries - Khedivian Cairo borders (Cad File)
/ Public Transport -Public Transport 2050 (Image)
/ Tahrir Square – Developed Nile Hotel 2009 (PDF file)
/ El-tahrir Underground Garage 2009 (PPT file)
/ Rod Elfarag - Approval maps 2009 (Cad file)
/ Developing the Nile banks in Greater Cairo Region / Preparation for Implementation plans of the urban & tourism Development for Rod El- farag 2009 (PPT file)
/ Rod Elfarag Roads -Traffic Study2009 (Word document)
/ Cairo Transport- Transportation stations (PPT file)
/ Fatimid - El azhar road Tunnels (Image)
/ Islamic Cairo development project (PPT file)
/ Open and Green Areas -Urban harmony principles and standards of the open and green areas 2009 (Word document)
/ Historic Buildings and Sites -Urban harmony principles and standards of historic buildings and sites 2008 (Word document)
/ Signage and Billboards - Urban Harmony Principles and Standards of Signage and Billboards 2009 (Word document)

WEB SITES

http://www.cultnat.org
http://www.touregypt.net
http://weekly.ahram.org.eg
http://www.panoramio.com
http://www.hardjacks.ca/egypt.htm
http://www.copichistory.org/new_page_5713.htm
http://www.arabic.xinhuanet.com/ arabic/2009-04/08/content_854474.htm
Revitalisation of the Central Zone of Khedive’s Cairo

1. CURRENT CONDITIONS

WORLD CLASS URBAN FEATURES

MAIN ISSUES

OPPORTUNITIES WITHIN THE CURRENT CONDITIONS

2. VISION

VISION “KHEDIVE’S CAIRO A WORLD CLASS DESTINATION OF ELEGANCE, ACTIVITY, HISTORY, CULTURE AND LIVABLE NEIGHBOURHOODS”

Elements of the Vision

The key objectives supporting the vision are:

- To make a world-class central public realm for pedestrians that will increase the quality of life, stimulate economic viability and create an exciting and comfortable experience for locals and tourists.
- To achieve the scale, grace and bulk language of the existing urban fabric and historic architecture through the re-invigoration of heritage and sustainability that will underpin the revitalisation of the area by providing a sense of local identity and ownership.
- To provide mixed land uses at street, level and nodes of public transport oriented development that encourages a variety of mixed-use opportunities in mosaics and attractions for residents and tourists.
- To promote walking as the preferred mode of movement by providing pedestrian priority routes, increased public transit service, minimising motorized parking and decongesting private vehicles access into the area.
- To encourage appreciation of the area as a historical and contemporary cultural capital.
- To stimulate economic viability through increased pedestrian permeability and commercial access to new development areas; fortifying attractions; mixed use commercial and residential development; and community facilitation.
- To create a legible spatial and sequential urban experience that is defined by the classic, spaced, open spaces and street design of the public realm to link the major attractions, landmarks and neighborhoods.
- To attract the sources of life’s microforces of the city throughout the area by the use of water and landscape features: public art and aesthetic planning depicts and public open spaces to the means to improve aesthetic and environmental quality.
- To allocate the area of through traffic and provide a balance of public transport modal support for local economic development.
- To optimise private and public returns on new development and sustain this over time.
- To embrace flexibility in building and civic design to enable sustainable and innovative solutions incorporating new technologies that will improve lifestyle and reduce carbon footprint.
Delivering the Plan

3. ALTERNATIVES

The proposal combines a set of strategies and interventions that are integrated at the strategic level and that are implemented at the physical design level. Such strategies and interventions include:

- Developing urban infrastructure and services
- Enhancing public transportation
- Promoting mixed-use development
- Enhancing green spaces and parks
- Improving housing conditions
- Strengthening community participation

The strategies and interventions are designed to address the needs of the community and to create a livable, sustainable, and cohesive urban environment.

4. PREFERRED MASTER PLAN

The Preferred Master Plan is a comprehensive framework for the development of the Central Zone of Khartoum. It includes:

- A detailed land use plan
- A transportation plan
- A streetscape and pedestrian plan
- A green space and park plan
- A housing and architecture plan
- A community engagement plan

The Preferred Master Plan is designed to guide the development of the Central Zone and to ensure that it meets the needs of the community and the city as a whole.
5 TOURIST SCHEDULE

If I were a tourist... the first thing I would like to do is get on the Cairo Eye to have a whole view of Cairo, then take the tram for a quick closer look of what I've seen from above. Accordingly, I will decide from the journey of what I've seen here will I spend the rest of this day.

SEASONAL EVENTS CALENDAR

Our approach to the modernisation of the Liberation Avenue is to integrate a series of events and activities throughout the year, which will connect the major cultural events. These include the Nile Horn Festival, the Egypt Film Festival, and the Cairo Book Fair. 