

# On the Alliance of Urban Economic Management in Heritage Zones: The Case Study of Rosetta Houses, Egypt

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## Abstract

This paper targets the urban conservation, economic, management, and social alliance of cultural heritage and investigates its problems considering it as an "Asset" which can support a sustainable urban development, encouraging investments and growth, that can be demonstrated through different constraints where each one of them consider to be a single approach of different disciplines that interact with several aspects implying urban development by all means, starting with Management Constrain and its challenges represented by the unitary system and the conflict ,overlapping of the organizational structure whether at the central level, or the local one – the second constrain emphasize the Economic value of heritage mentioning the conflict between Heritage vs. Economy and many aspects that related to the financial patterns for conservation projects in heritage areas, and how to get benefit of heritage sustainably.

**Keywords:** cultural heritage, heritage values, Urban economics, functional conservation.

## INTRODUCTION

The crisis of urban management in most of the developing countries, is having the structure of the common system (Unitary System) - a central government (Centralize Government) - so that the central government is responsible for allocating a portion of their budgets for each local governorate , which in turn shall be responsible for providing management services, facilities and protection for the citizens in the area governed by whether the territory, city, or the district as well as the local governorate is responsible for maintenance, operation of public services and utilities,[14]

The concept of centralization of management systems in conservation and development of urban heritage areas faces

many problems from lack of independence of local governorates at the city level, district, in addition to the lack of funding resources. This is in addition to the weaknesses of technical efficiency of the administrative structures, and the overlap of functions between the central government and local government.

Managing heritage areas or zones require a quite understanding of heritage zones, particularly their multi-layers of values, in which it has always been the reason underlying sustainable conservative management, these values can be categorized into two groups "Tangible, Intangible Values" ,the first could be measured directly from the scene while the second depends on the way the public interact and deal with the historic sites, these values are matched by the variety of the stakeholders participating in the management of cultural heritage,[3]

Despite, Rosetta is the second city of Egypt to have an Ottoman heritage with such importance, where collection is made up of a unique historic fabric(houses-mosques-Mills-baths) in addition to accumulated history through ancient Egyptian times :(the Greco-Roman era, the age of Coptic era until the Islamic era) , "Rashid" is the Egyptian name of the city which is derived from the original "Coptic Rchit" , some historians named it according to its Pharaonic name "Rakhit" , while it was named by foreigners " Rosetta" rose. It possess a lot of economic potentials (industrial and traditional) represented by bricks works, fishing, ships building, farming and traditional crafts, however it has no investment map indicating the locations of investment, the main issue about heritage management of "Rosetta", is mainly the absence of long-term perspective. As the matter of Heritage Management has resulted in just restoration and registration and then stopped, ignoring the term of sustainability, in addition to the existence of a lot of problems (administrative, economic, social, environment, urban) which affect the cycle of development or any further actions for the city.

The worry about the future of "Rosetta" and more serious desire about having a plan for reviving its urban and architectural cultural heritage, the paper presents a proposal of functional conservation for Rosetta houses in the frame of an integrated urban economic management system.

The matter of fact, Rosetta's urban structure evolution has not been accredited to its strategic location and position only, but it also affected by a natural phenomenon : "the fluctuating" of the Nile when meeting the Mediterranean ,which lead to an unstable course and a variable outflow and coastline features, while a sediments deposited on the banks of the Nile and on the shores of the Mediterranean coast during the times of flooding in which gradually built up the land around "Rosetta" allowing the town to expand north and eastward.

The dysfunction in the heritage management in "Rosetta" in which roles are distributed through two authorities which are almost equal in power, they are "Supreme council of Antiquities" which is now "Ministry of Antiquities" and "GOPP" General Organization of Physical Planning. On the other hand, the absent role of "Local authority" which has no power to develop their potentials and skills and totally relying on these two central authorities,[18].

Social aspects were represented in the lack of awareness of the urban tissue's value in its various dimensions (historical - cultural - social - economic), in addition to the population density which led to changes that are not compatible with the physical character of the heritage areas [25], as well as, Poverty, migration from the countryside to the city, these factors individually or collectively cause problems to heritage areas.

Despite the economic advantages of "Rosetta", there is no definite industrial area in Rosetta Even with the considerable potential of fishing and fisheries but "Rosetta" has no fishing

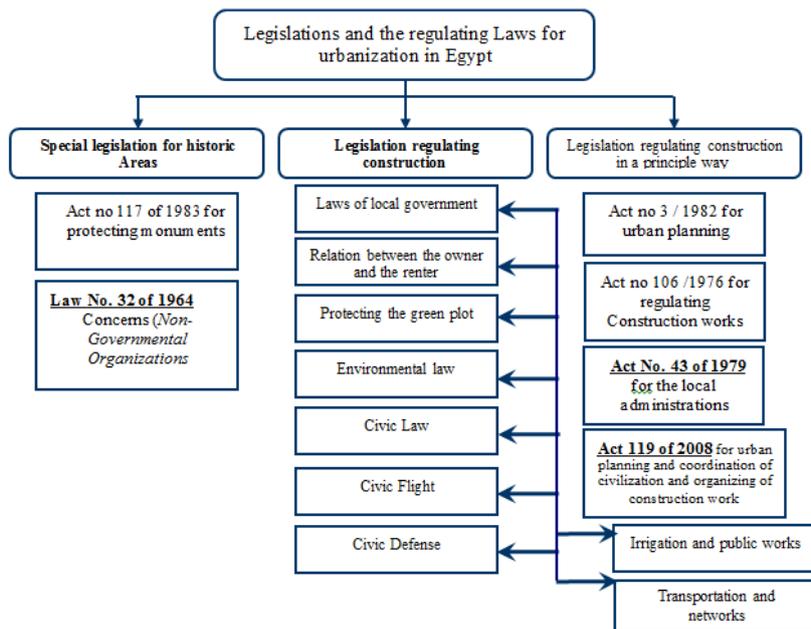
port, in addition to the problem of (closure of the harbor) for a period of four months each year, because of the sand as a result of sea currents, the matter which leads to the inability of the ships to enter once again to "Rosetta", which led to the migration of large ships to the other Egyptian ports such as "Alexandria" , "Burullus" and "Abu" Kir", which led to high unemployment in the fishing and regular employment, etc..

The matter which led to the lack of finance to invest those areas, moreover the in-confidence of organizations, private sector to invest in Heritage conservation projects, in addition to the international funds always directed to national authorities to handle projects instead of private sector or NGOs.

Urban planning, and development of historic Areas had been affected by pulation pressure and people's requirements, urban densification lead to alteration of the surrounding context of the historic sites, commonly leading to their damage, which resulted in the form of Changing in the land use map, Deformity in the urban morphology (infra-structure-water supply-drainage sewerage - electricity – communications...), the mixed traffic mobility, pedestrians in the historic context affect the visual sights.

The unclear, indefinite urban regulations such as(article:2,7 and 37 of law no.3 /1982) that mainly stipulate the role of S.C.A (Supreme Council of Antiquities) as a consultant while in the corresponding (articles 19,20 and 21 of the law no 7/1986). It doesn't stipulate consultation with the GOPP. For example:

- Laws No. (3/ 1982) (Article 2) "The city plan must determine public services especially airports, railroads and ...also the historic and archaeological areas if they exist to protect. (This article is nationally).
- Laws No. (3/ 1982) (Article 37): "Protect areas with particularities of suffering and density. (This article's locally).



**Figure 1:** Legislations and the regulating Laws for urbanization in Egypt

**Heritage Zones and Urban Economics**

Many debates have demonstrated that the key to understanding management, planning and conservation decisions is in either economic or cultural terms. Urban economics can be delineated as a broadly an economic study of urban areas, which involves using tools of economics to analyze urban issues such as local government finance, housing, public transit, education,[22]. it is divided into six related themes: market forces in the development of cities, land use within cities, urban transportation, urban problems and public policy, housing and public policy, and local government expenditures and taxes , [21].

Given this point of view, heritage was routinely valued in many diverse ways: on economic, aesthetic, religious, political, cultural, and other position. the Valuing processes which underpin conservation consists of two parts: Valuation (the assessment of the existing value) and valorization (the addition of value) these are vital parts of conservation process which is accordingly an integral part of management in which explain why economic values (considered result of valuation), are often quite separate from cultural values which (considered a result from valorization),[6].

Three planning tools can be invested in order to achieve the whole economic management system ,while conservation process such as: Tax Base: in which can finance historical preservation, also by preventing jobs that may not succeeded in historical neighborhood while stimulating economic growth in another one.(Infrastructure investment) and through the municipalities which can regulate and restrict (Land use transformation) also activities that may harm historical context, they can be shifted into ( the market driven) neighborhood.

Economists suggest tools for government policy for management of conservation work when market fail, they are:

Operating heritage: through the charged authority for heritage which can be more effective if it's completely charged of owing heritage, for example in Egypt ( disco-ordination between S.C.A and ministry of Awqaf) while in Western Europe, they are more willing to intervene, (although there are differences in policies between (Anglo-Saxon) countries and (Continental Europe) while in Communist Countries, the same like developing countries, they are underfunded and badly organized, most of them allocate funds to innovate for future instead of preserving the past.

Regulations: This can be represented as listing objects, their uses, and alterations, in addition to other regulations that represent the functioning of market, taxation and subsidies.

Incentives: This can be presented for individuals or from Non-profit through direct way (as grants) or (donation) or in indirect way (as taxes –loans,...etc).

In fact, the stage of determining the ideal investments of heritage comes after choosing which policy would be taken whether it's physical (restoration, maintenance, preservation,

consolidation, restoring, saving and rescue, reconstruction...) or functional (development, adaptive re-use, rehabilitation. This determines optimal value of investments for heritage.

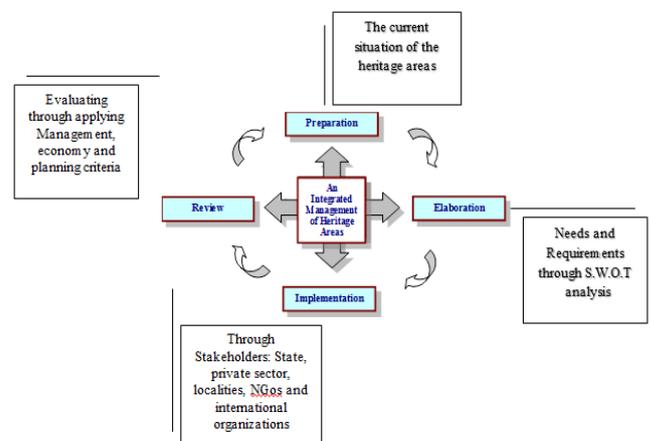
In Egypt, Funding resources for urban conservation of heritage areas can be represented as illustrated in (Figure 2).



**Figure 2:** Different types of funding resources concerning urban heritage areas.

**Methodology**

There are four main stages in the “life cycle” of a cultural heritage urban economic management, which are repeated in a frequent improvement process.



**Figure 3:** A sequenced methodology of management of heritage areas.

**Case Study: Zone of Rosetta Houses**

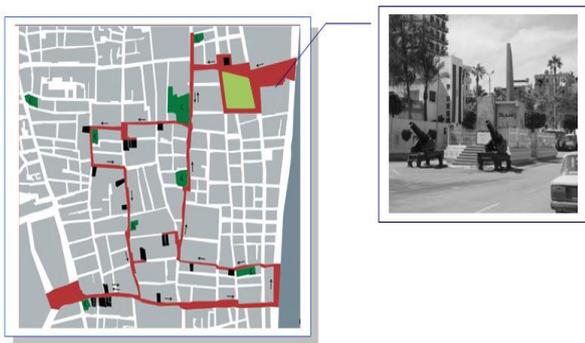
Rosetta 's located on the west bank of the "Rosetta" branch of the Nile, approximately 65km east on the Mediterranean coast. It has had a strategic position between the Mediterranean and the Nile, functioning as a defensive military naval outpost protecting the country from invasions from the sea, and a hospitable trading post between the Mediterranean and Cairo's island.

The zone selected can be classified into three sub sectors: Ottoman heritage area, colonial sector which suffers crumbling in their facades and many buildings may collapse compared to the recent buildings, the facades apply the general standards of construction, but after some specific initiatives, the city was viewed as multicolored heritage behind facades which disfigured the whole view [2].

Although, Ottoman heritage houses are recently subjected to restoration projects, they are not integrated into the city "spatially, socially or economically, where monuments remain separate from the urban surroundings, and the mosques have an unclear relationship with the city as their architecture elements: minarets, facades, bay windows in terms of (houses) are not protected, in poorly maintained roads. Roads are going to be analyzed through the following circulation analysis.

**CIRCULATION**

This zone has 2 main entries (Al Gaish street) (Amir Al-saedy street priviously) and (Al –malika Nazli) priviously and PortSaid street, Now the walk tour starts from the main Road (Gesr Al-bahr) moving to (Midan Al-Horia) walking through (Al-Montazah) street down to (Arab Kulli street) then (Souk al-Samak) street to reach (Al-tahouna street) to the west and descending down again along the (Amasyali street) to intersect (Al- Malika Nazli street priviously) now (Portsaid street).



**Figure 4:** The walk tour along the selected zone, illustrating the two main entrances to the zone.

Figure( 4-1) The approach of the main entrance to the zone

**HISTORIC BUILDINGS: HOUSES- MOSQUES**

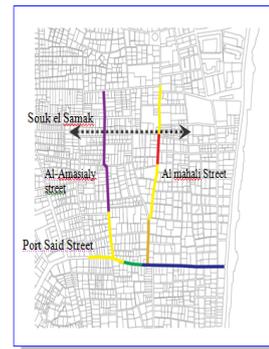


- a- Arab Kuli House
- b- Asfour House.
- c- (Al-amasyali house-Hasibah gazalah house-Tahona abuShahin)
- d-Meki House
- e- Al manadili House
- f- Thabet house
- g- tabaq house.
- h- Al tokatly house
- i-Elwan House
- J-El-Bakrawly house
- K-Osman Farahat house
- L-hasan galal house-Elmayzoni House
- M-Ahmed Kohia house-basyouni house-Ramadan house-maharem house-Al gamal house.
- N- Abohum house.

- 1- Al-Mushaeid Binour Mosque
- 2- Al-mahali mosque.
- 3- Al-Sheikh Tuka Mosque.
- 4- Zawelt kandil
- 5- Damakses mosque
- 6- Al geni mosque
- 7- Orabi Mosque

**Figure 5:** A walking tour through market streets ( Souk –Al Samak)

**COMMERCIAL STREETS**



- Fish
- Vegetables and Fruit
- Fish and Vegetables
- Vegetables and Meat
- Meat
- Clothes

**Figure 6:** Market study through the selected zone

**STREETS NETWORKS:**



- 20 meters
- 16 meters
- 12 meters
- 8 meters
- > 6 meters



**Figure 7:** Streets's width within the study zone

Figure( 7-1) The approach to "al malika nazli"street

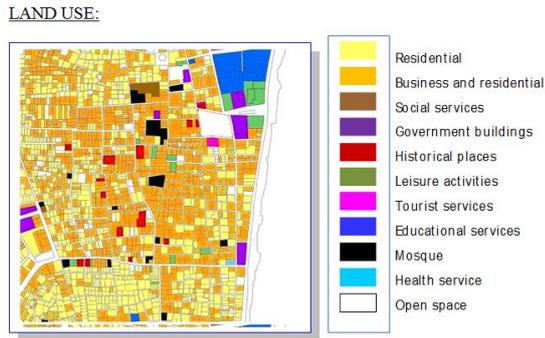


Figure 8: land use of the study zone

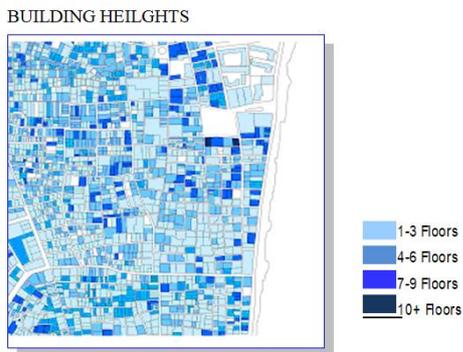


Figure 9: Building Heights of the study zone

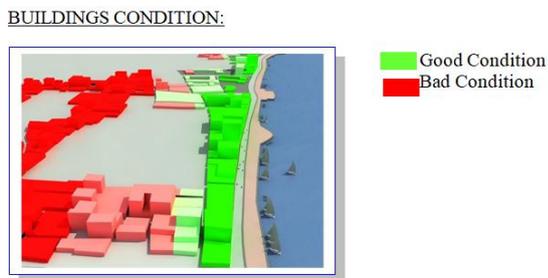


Figure 10: Buildings conditions surrounding the selected zone located in front of the Nile River

### The Proposal of Functional Conservation of AL-Amasyali House

The paper's main vision is to integrate the above functional conservation strategy (Re-Using) of Ottoman Houses while proposing an economic base (financial proposal- stakeholders) and a (management system with hierarchal authorities).

It is located in the corner of Al Tubgi street and Al-Amasyali street next to the house of Hasibah Ghazala and in the neighborhood of the waqf al –Amahalli mill, there is a small square in front of the northern side of the house.it was built by

"Uthman Agha at-Tubgi" an officer in the turkish army who was widely known of "Al-Amasyali" in 1808 (1223A.H). It is the largest house in Rosetta, a rectangular shape, the northern façade overlooks at-Tubgi street- it has only two upper floors,[ 27].

Table 1: S.W.O.T analysis for the selected zone

S.W.O.T ANALYSIS FOR THE SELECTED ZONE:

STRENGTHS	WEAKNESSES	Opportunities	Threats	Solutions
<b>Existence of large Numbers of Historic elements</b> of Ottoman period (houses-Mosques-Bath - Mills,...)colonial houses	Lack of continuous maintenance after restoration/having no organization for tourism development	Re-using – Renovation- Rehabilitation	Repeating its abundance without monitoring its restoration processes after implementation/	Functional Conservation for heritage buildings Urban conservation for cultural heritage
<b>Old Famous Commercial streets</b> for trading (cloths, fish, meat, fruits, Vegetables) within a historic fabric	Concentration of high population density, affecting circulation, traffic flow	Rehabilitation of Commercial streets	The mixed use of cars, people, carts threats the streets networks, infra structure.	Functional Conservatio n for heritage Urban conservation for cultural heritage
<b>Fishing</b> as a fabulous traditional craft, (Aqua farms or Deep-Sea fishing)	The business of (Aqua farms) is financially risky for many reasons. • The farmers operate on debt • The water could be poisoned due to the thrown wastes. They have fishermen association although fishermen represent about 40%of population.	Regaining the trade mark of exporting fish all over the Arab countries, while reviving this industry	Inexistence of system to control waste disposal, which may poison the water of the Nile which may ham the fish. Pollution due to lack of equipment to get rid of solid waste-	Economic Reviving + Urban environmental Planning Economic Reviving + Urban environmentalPlanning
<b>Administrative hierarchy</b> has many roles inside the local council of the city	Lack of skills which lead to shortage of performance-overlapping and conflict of powers	Enhancement of training courses, creating effective programs to enable cadres to make decision	Central policies limit the development cycle and response to make decision	Urban Management Urban management

The conservation process, occurred in 2005, it worked on dismantling the northern and the western facades and rebuilt them with the original Mangur bricks. The wooden ceilings were replaced and the floors were paved with a new stone slabs, while the walls were plastered and all wooden elements were restored.

Currently used as a carpentry workshop, which tend to damage the parts and the clutter, make it hard for any visit.

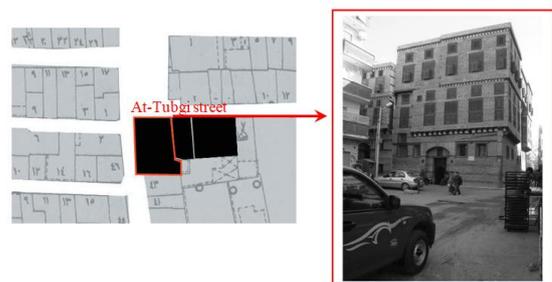


Figure 11: of Al Amasyali House- Location and main facade

### A- POTENTIALS OF THE HOUSE:

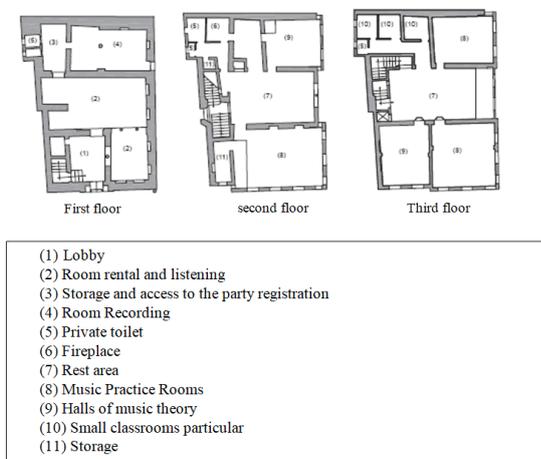
The unique feature of the house can be observed through its architectural design where, its rooms are extremely wide, with very rich furniture and generously lighted.

### B- PROPOSAL:

It is proposed to reuse this house as a kind of buildings for music education stimulating this idea from the "furniture of: dulab el Aghani", which exists in the main room of the house.



**Figure 12:** Dulab al Aghani in al-Amasyali house



**Figure 13:** Plans of Al-Amasyali house

### DISCUSSION AND CONCLUSION

The main issue about heritage management of "Rosetta" in the frame of urban economic social environmental terms, is mainly the absence of long-term perspective. Where the matter of Heritage Management has resulted in just restoration and registration as a monument and then stopped, ignoring the term of sustainability, in addition to the existence of a lot of problems (administrative, economic, social, environment, urban) which definitely affect the cycle of development or any further actions for the city, moreover it got worse because of the little information and documents about Rosetta, comparing

to the historic Cairo, either Alexandria, and the more difficulty occurs due to the administrative centralization within S.C.A (currently Ministry of Antiquities) and GOPP. Indeed, the policies of these two central authorities of the town (S.C.A - GOPP) had proven quite inefficiency the last fifty years for safeguarding approximately fifty Ottoman houses classified in 1951, now we have about only twenty houses remain. The matter which necessities a rapid solution towards a serious safeguarding this uncompensated cultural and traditional treasures in "Rosetta".

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