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SITE ANALYSIS

Fateme Sadat Mahdizade D

2025

LIST

01.

High productivity potential

02.

HISTORY

03.

SITE ANALYSIS

04.

REDEVELOPMENT SAMPLES

05.

REDESIGN

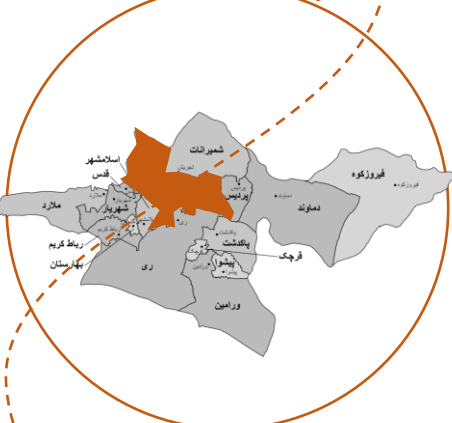
06.

RENDERS

High productivity potential



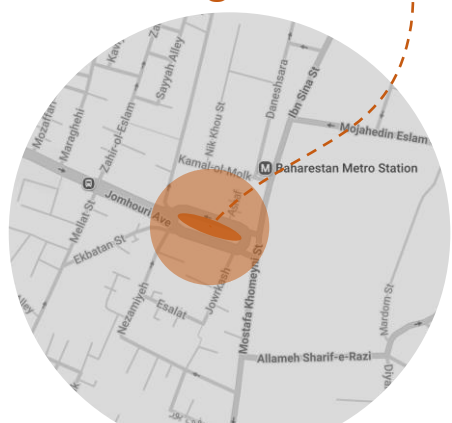
country



city



Region



Square



It is an empty piece of land can be utilized for development purposes.



The western side of the square has a space with a good view.



The large shoe market allows business to expand around the square.



Unused alley in a central and busy area, with high beautification potential



Rows of shops when properly organized, expand trade in the area.



The main entrance to the parliament, which is considered a good tourist attraction.

SKY LINE



shop

Police station

Tejarat Bank

Melli Bank

shop

Islamic Consultative Assembly



Construction of a complex including the Baharestan Mansion

1251

statue of Reza Shah was installed in the center of Baharestan Square, and the name of the square was changed to "Shahabad".

1304

After the victory of the Islamic Revolution, the statue of Reza Shah was permanently removed from Baharestan Square.

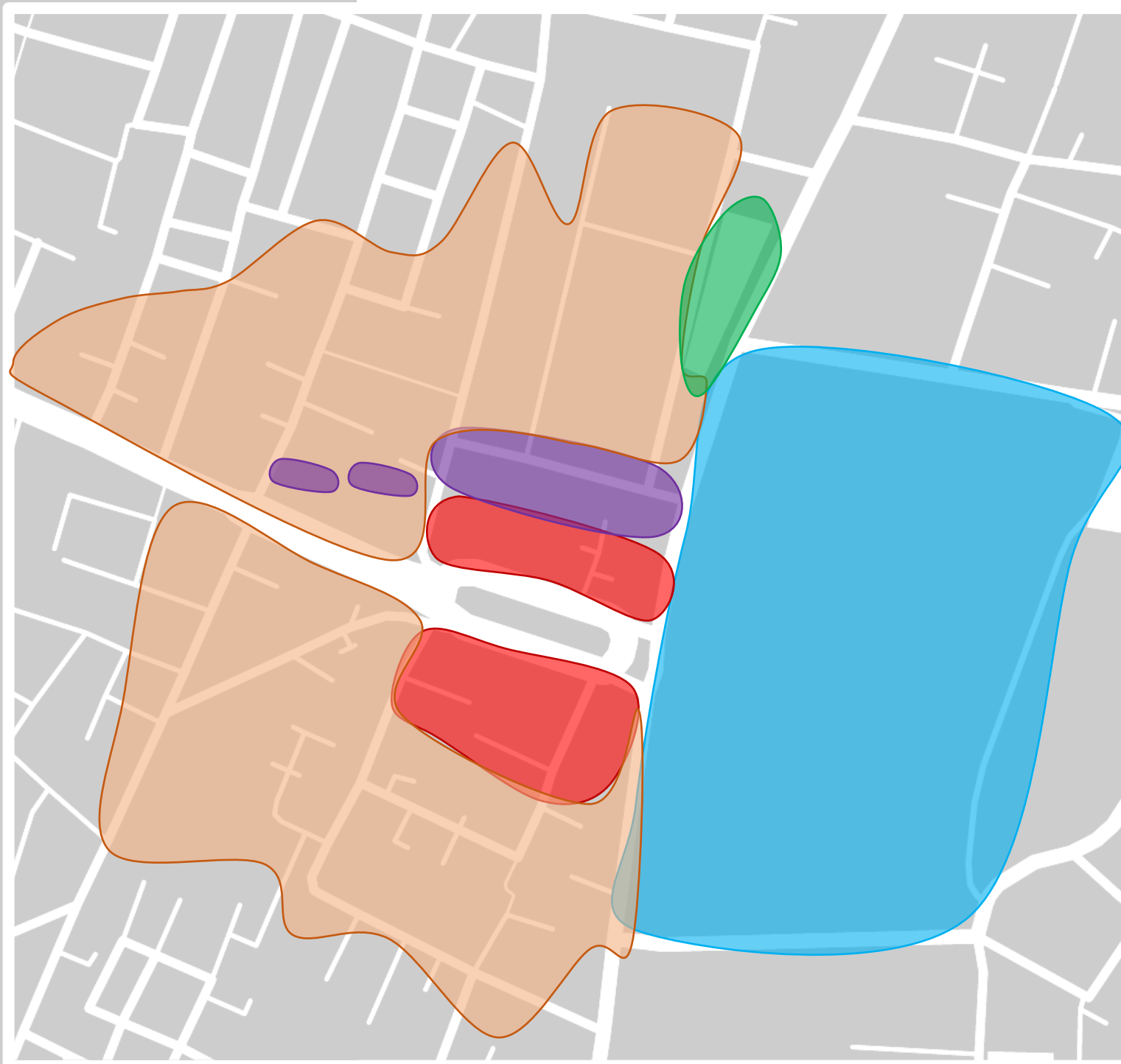
1357

1258

Construction of the Sepahsalar Mosque and School began next to the Baharestan Mansion.

1332

During the coup of 18 Mordad, the statue of Reza Shah was first pulled down from Baharestan Square, but after the coup it was reinstalled in its place.



The function of the spaces around **Baharestan** Square mainly includes commercial spaces and government spaces dedicated to the parliament and banks. The blocks further away are dedicated to temporary and permanent residences.

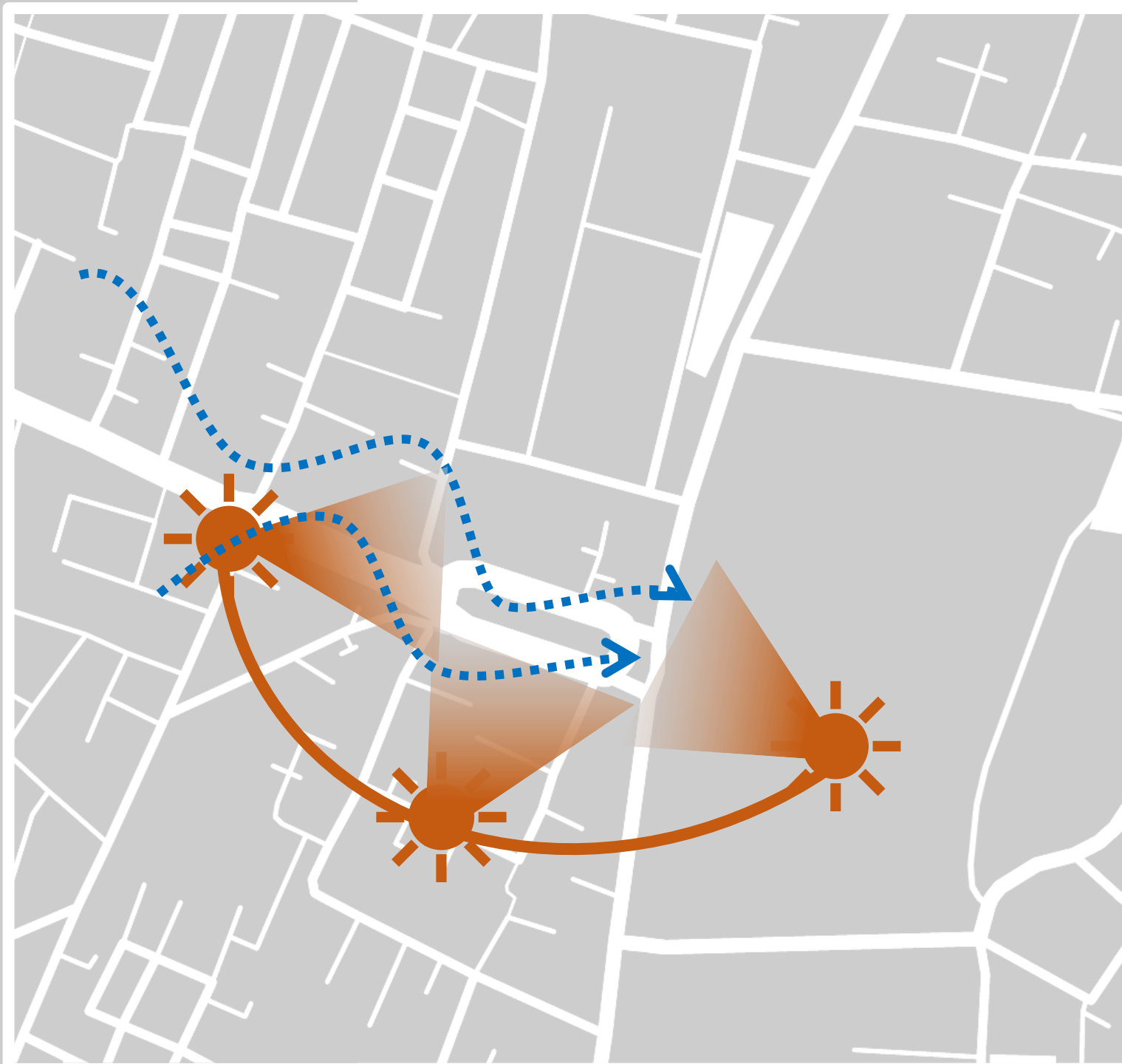
- Permanent Residential
- Temporary Residential
- Government
- green area
- Commercial

AREAS FUNCTION



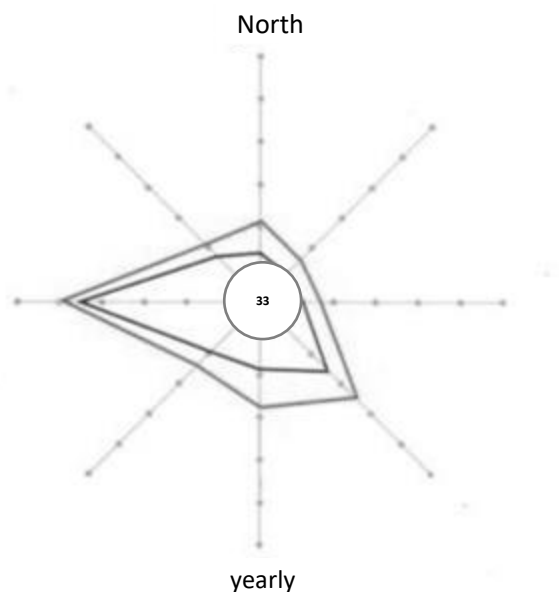
- Islamic Consultative Assembly
- Old parliament entrance
- Motahhari Mosque
- National Art Museum
- National Film Archive of Iran
- Tejarat Bank
- Melli Bank
- Keshavarzi Bank
- Shoes bazaar

IMPORTANT PLACES

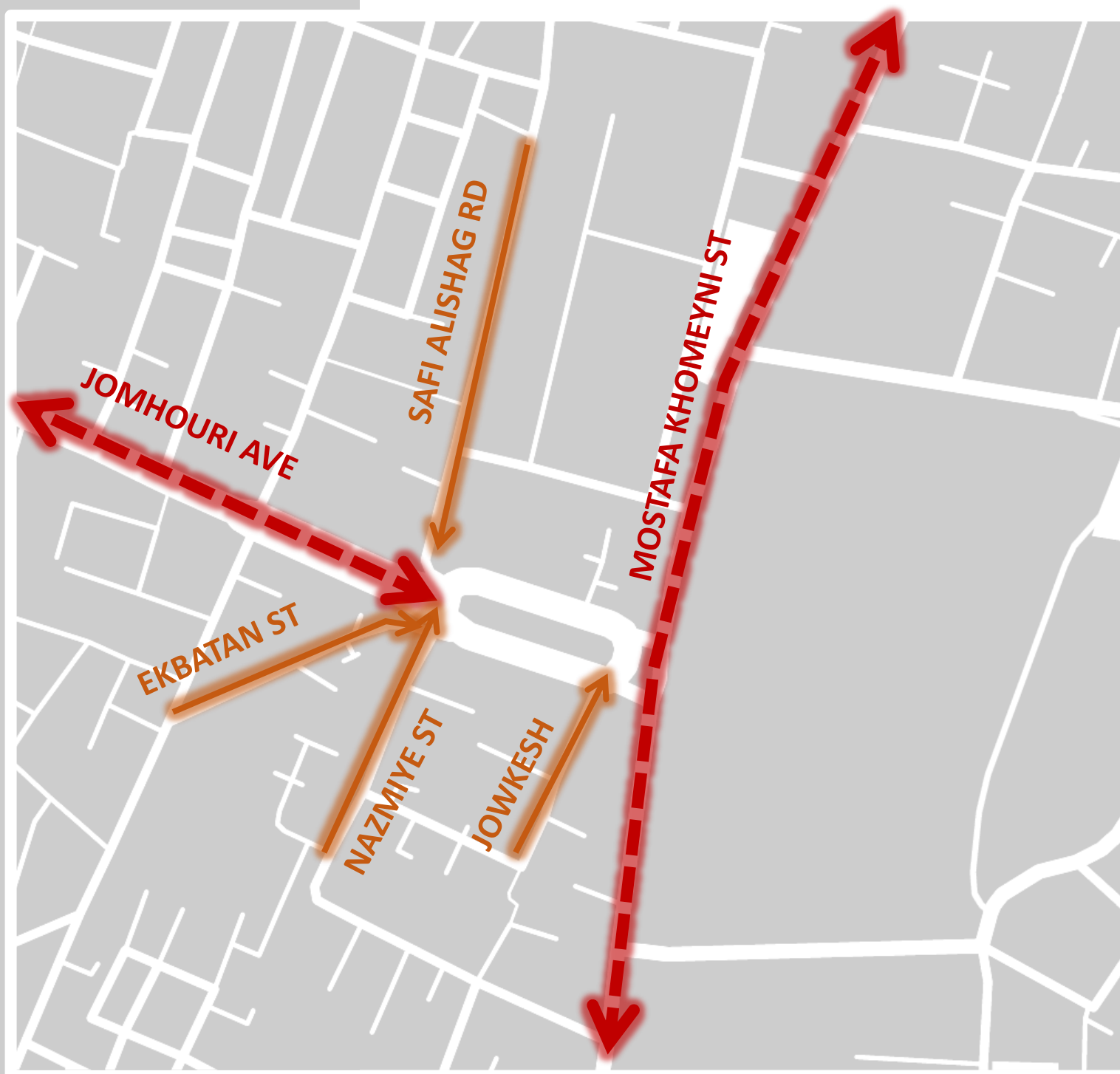


The angle of the sun's rays in Tehran on the first day of July is 78 degrees and on the first day of January is 32 degrees.

The prevailing wind in Tehran province is westerly. After that, the most important wind in the summer season blows from the south and from inside the desert towards Tehran city.



SUN PATH AND WIND



Jomhuri Eslami Street: This street is located on the western side of Baharestan Square and extends westward.

Safi Ali Shah Street: Located on the western side of Baharestan Square and extends southward.

Ekbatan Street: This street is located on the southern side of Baharestan Square and continues southward.

Mojahedin Islam Street: Located on the eastern side of Baharestan Square and extends eastward.

Ebn Sina Street: This street is located northeast of Baharestan Square and continues northward.

Mostafa Khomeini Street: This street is located southward of Baharestan Square and continues southward.



Main Street



Side Street

STREET AND ROADS



light Traffic, despite its location in the city center and connection to important streets such as Jomhuri, Mojahedin-e-Islam, and Mustafa Khomeini streets, Baharestan Square faces a high volume of daily traffic of cars.



Fast Slow

NOISE AND TRAFFIC



Central Park of the Square: This small but eye-catching park is a place for short stops, rest for passers-by, and taking souvenir photos.

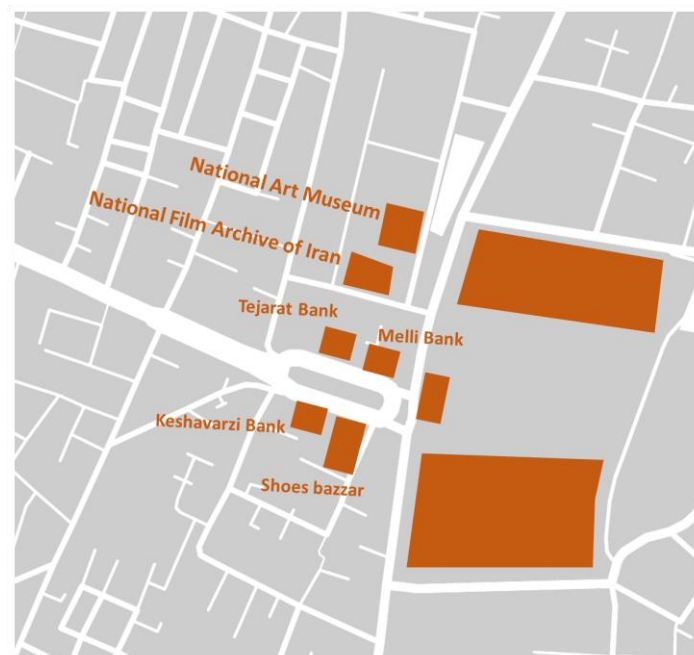
Old Trees: Tall trees can be seen around the square and along some of the streets leading to it.

Green Spaces Around the Islamic Consultative Assembly: The Islamic Consultative Assembly building, located on the eastern side of the square, has a large green space in its grounds, which is also partially visible from the outside.

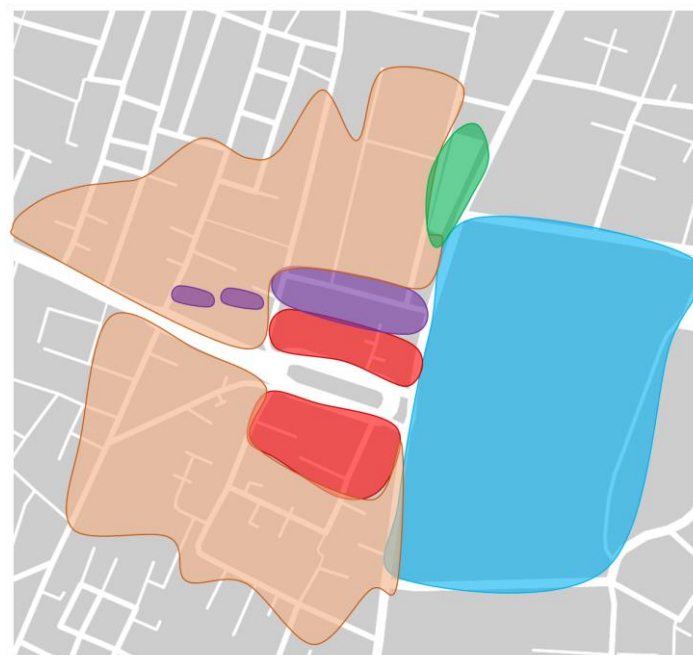
Nearby Parks and Gardens: Not far from Baharestan Square, there are several small parks and local green spaces that are available for residents and visitors to the area.



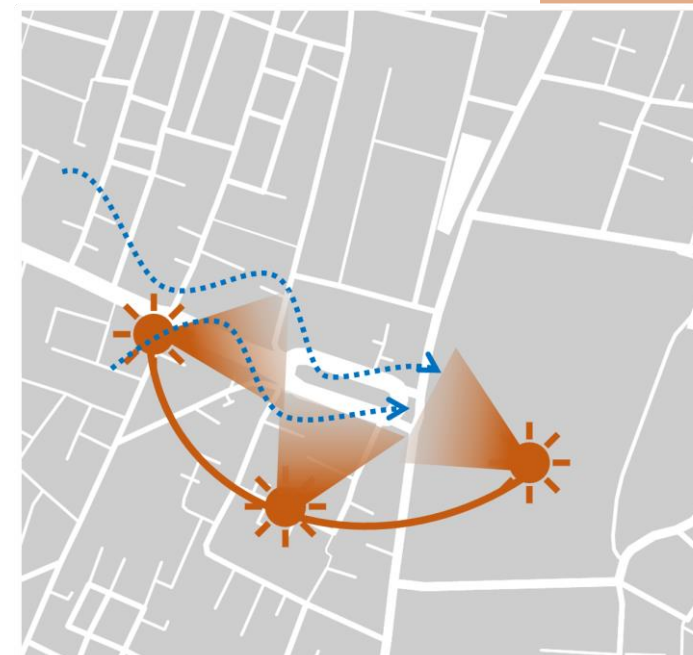
IMPORTANT PLACES



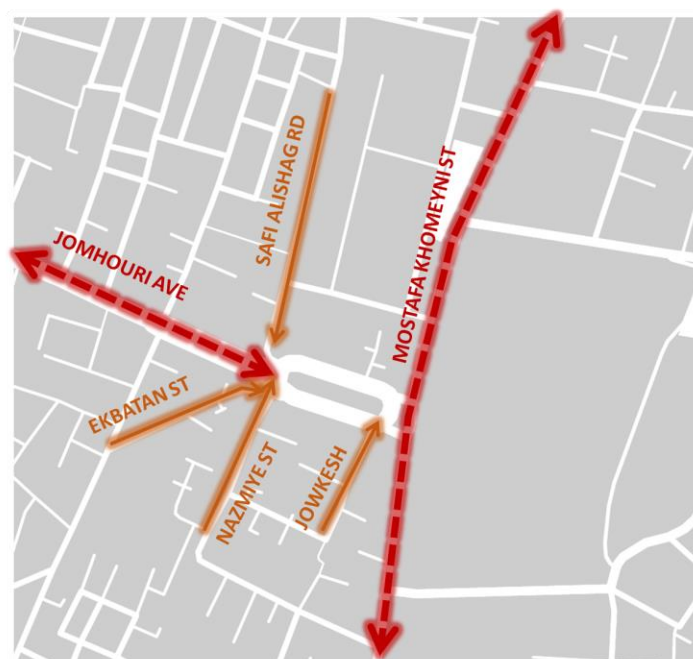
FUNCTIONAL AREAS



SUN PATH AND WIND



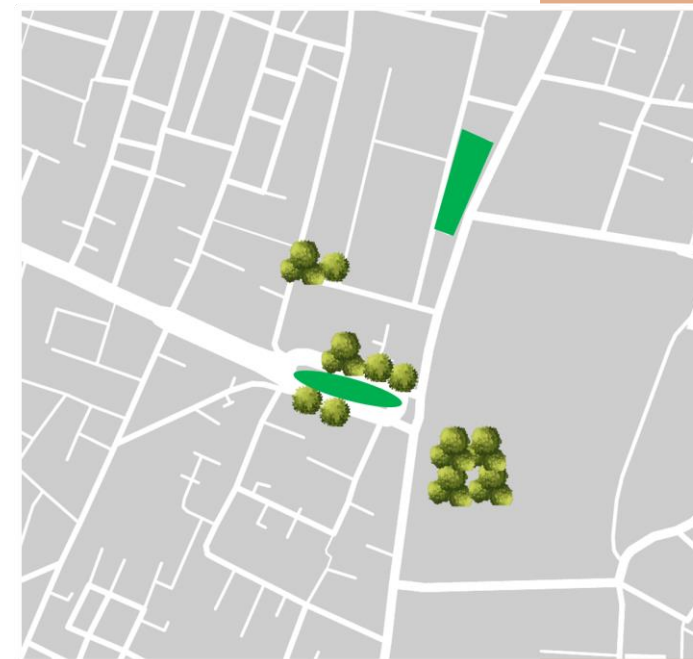
STREET AND ROADS



NOISE AND TRAFFIC



GREEN AREA



SWOT	O	T
S	<ul style="list-style-type: none">- Use historical identity to promote tourism and civic engagement- Leverage accessibility and public transport for better urban integration	<ul style="list-style-type: none">- Heavy car traffic may threaten safety despite strong location- Bureaucratic delays may reduce impact of urban redesign
W	<ul style="list-style-type: none">- Redesign pedestrian paths to improve walkability- Add public amenities using funding for urban renewal	<ul style="list-style-type: none">- Poor infrastructure could worsen in face of pollution & overuse- Weak design identity may fail to preserve historical feel



Times Square Redevelopment

Snøhetta designed the project

Snøhetta was invited to the project

2009

Broadway closed to traffic

2010

The first section of the plan being unveiled

2014

Full \$55 million project completed

2016

- In the summer of 2009, following an increase in traffic accidents in Times Square, the NYC Department of Transportation closed Broadway to vehicles.
- Temporary pedestrian zones were created as a test.
- The success of this intervention led to the decision to make the changes permanent

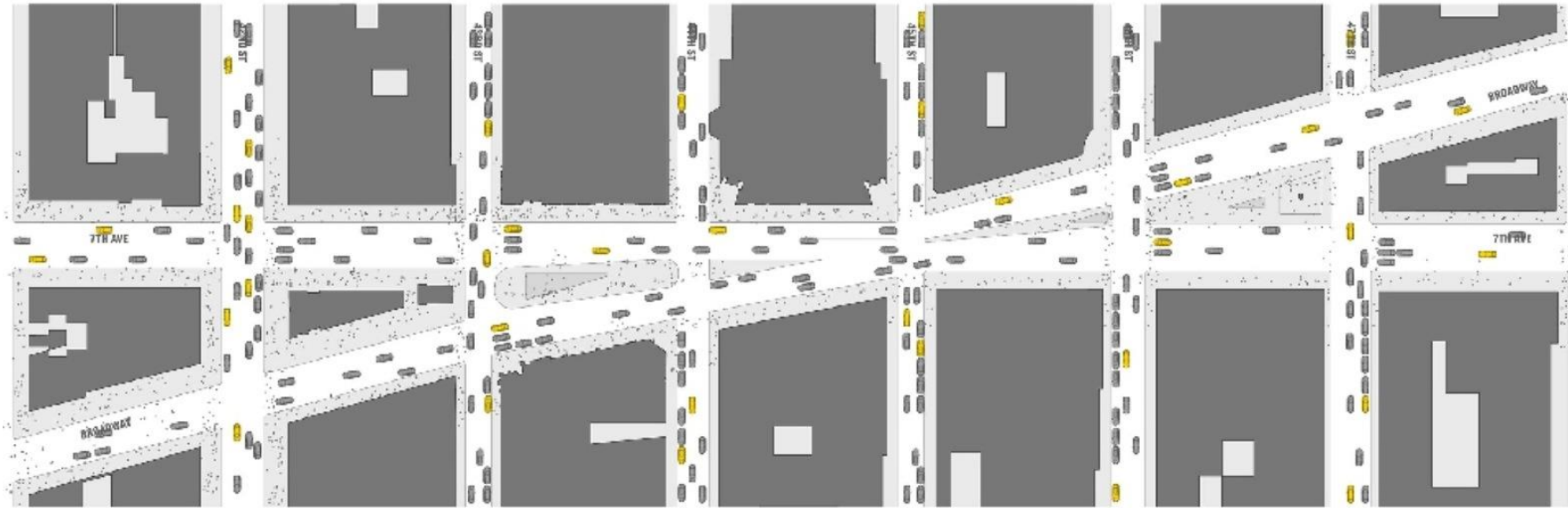


- The redesign was not only about improving aesthetics but also aimed to bring **physical, psychological, and economic benefits** to the community.
- Craig Dykers (Snøhetta):

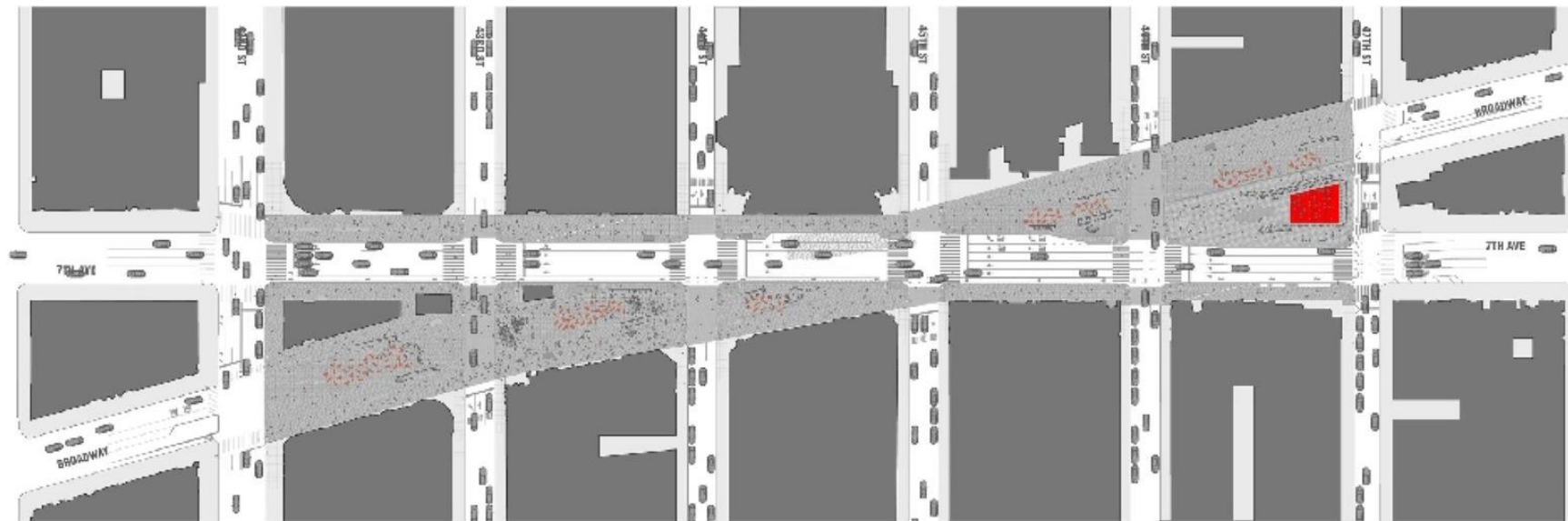


“The reinvention of Times Square stands as a model for how the design of urban landscapes can improve health and well-being while offering a key space for public gathering.”

- It covers Broadway from **42nd to 47th Street**, an area known as “**The Bowtie**”.
- Existing roads were replaced with **a continuous hardscape** connecting building fronts.



Before



2017

- **Granite benches (10 x 50 feet)** were installed to support a relaxed pedestrian experience.

- A **unified surface** of custom two-toned concrete pavers with embedded steel discs reflects the glow of Times Square's lights—evoking its theatrical history.



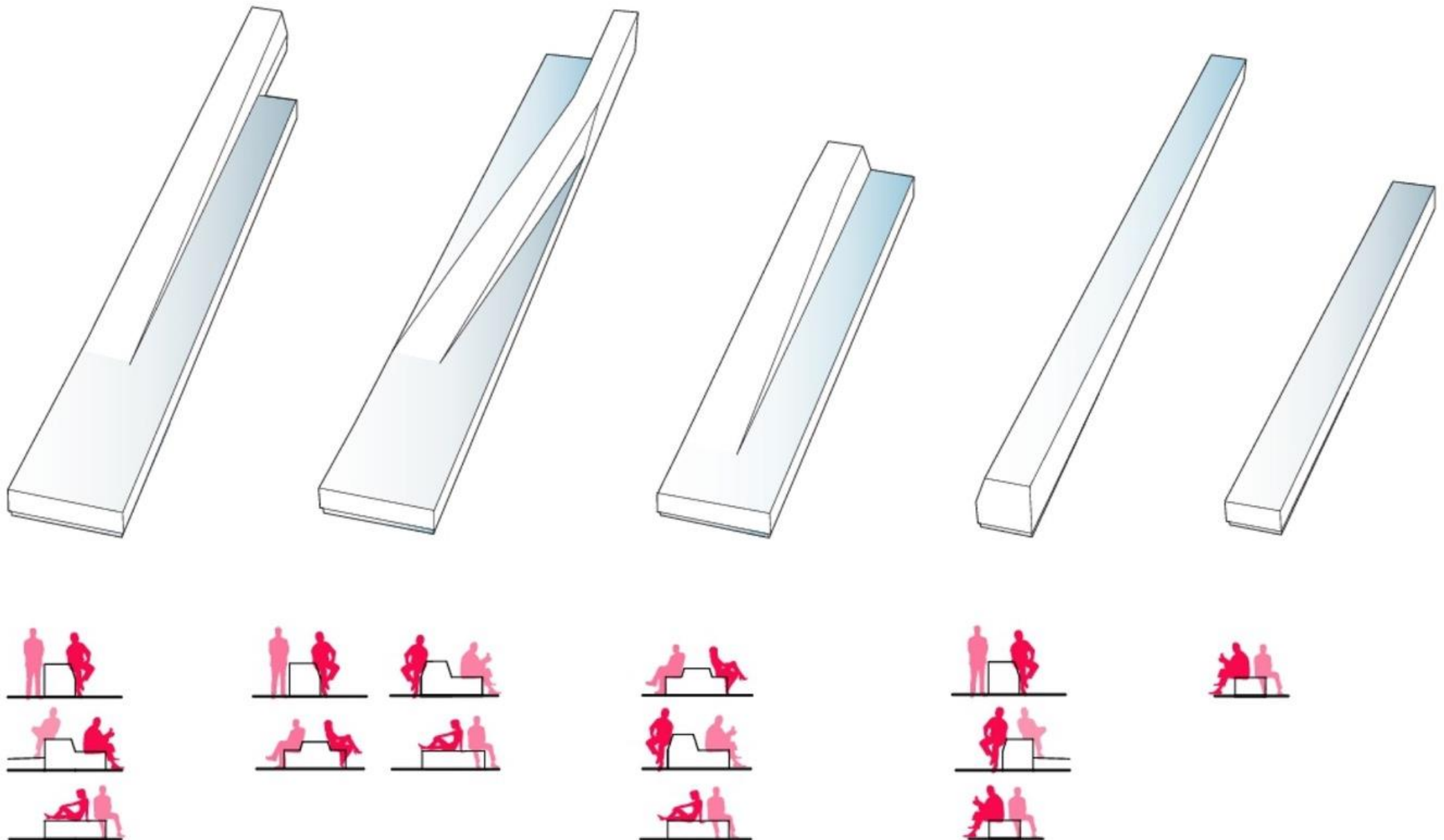
- 110,000 square feet of **new pedestrian space** were added.
- **Activity zones** were designated to improve pedestrian circulation.
- A focus was placed on accommodating multiple walking speeds and intuitive human movement using “subtle design gestures “



- Pedestrian injuries dropped by **40%**.
- Vehicle accidents were reduced by **15%**.
- **Overall crime** in the area dropped by **20%**.
- **Air pollution** fell by up to **60%** due to the removal of vehicle traffic.
- **Visitor health and comfort** significantly improved



- According to surveys:
 - **93%** of visitors say the plaza makes Times Square more pleasant.
 - **88%** of New Yorkers believe it now has a unique and positive atmosphere



The redesign references Times Square's **entertainment history** and its role as **"an outdoor stage."**

- The glowing signage and architectural edges create a unique "urban room" at the city's heart.



Place de la République

Paris, France



General Information:

- **Location:** 11th arrondissement, Paris, France
- **Original Function:** Vehicular roundabout with limited pedestrian access
- **Redesign Completed:** 2013
- **Architects:** TVK Architecture and Urban Planning
- **Client:** City of Paris
- **Surface Area:** ~3.4 hectares (34,000 m²)
- **Budget:** Approx. €24 million



Goals of the Redesign

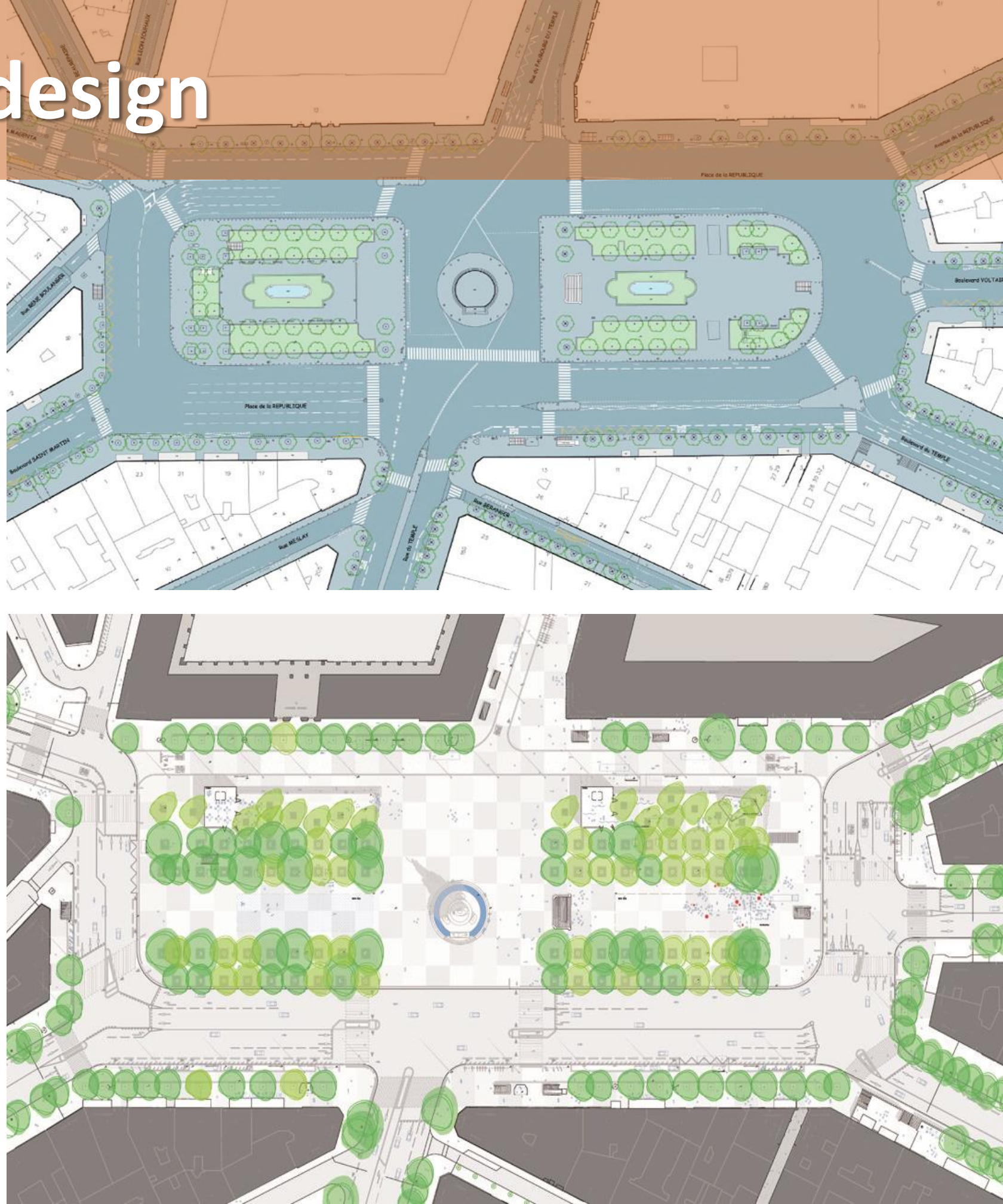
1. Prioritize Pedestrians over Vehicles

2. Create a Central Gathering Space

3. Improve Safety and Accessibility

4. Enhance the Social, Cultural, and Political Function

5. Introduce Green Spaces and Urban Furniture



Key Design Features:

Pedestrianization:

- Removed most vehicle lanes
- Converted 70–80% of the square into a pedestrian-only zone

Landscaping:

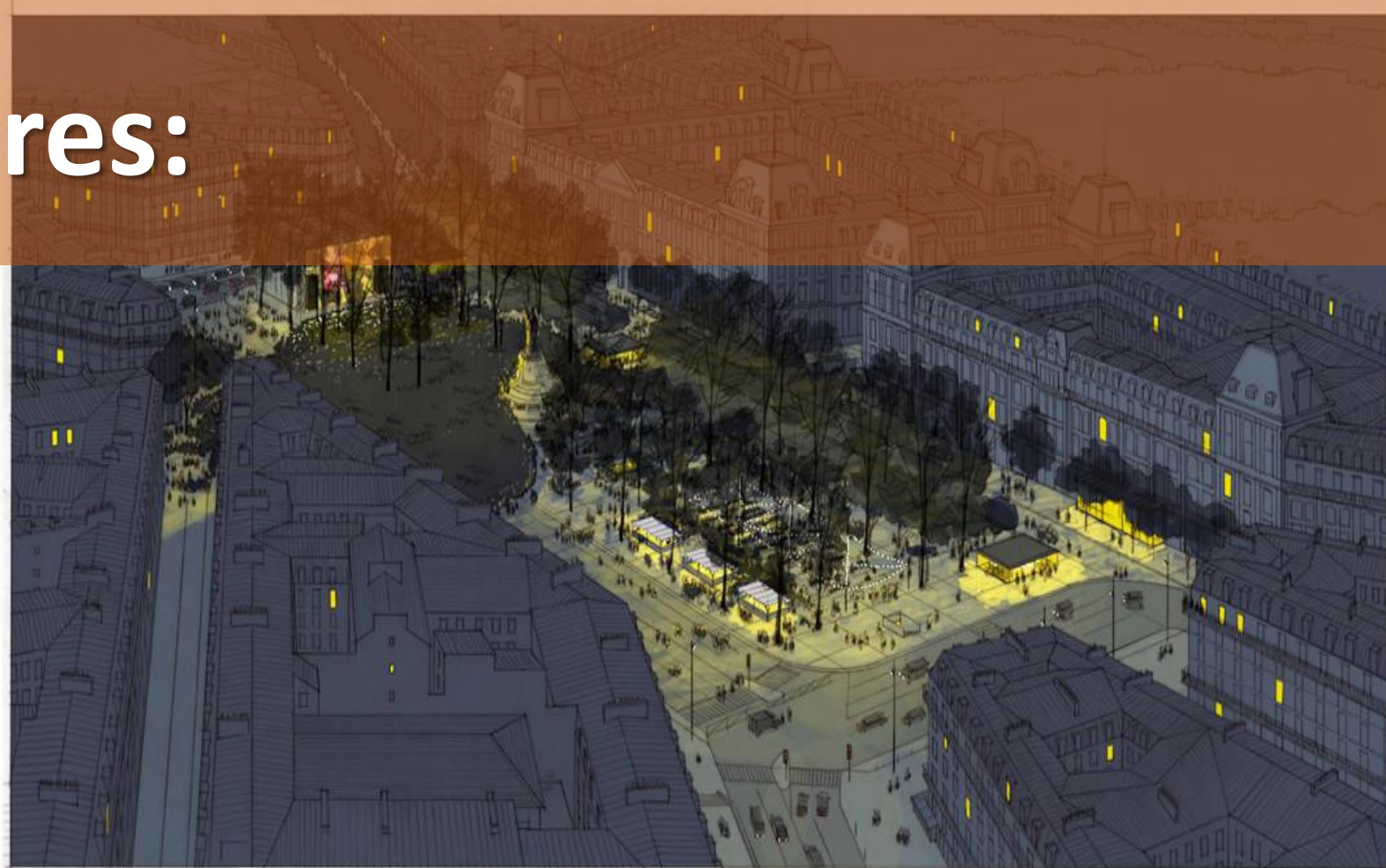
- Added trees, lawn areas, and water features (including shallow pools)
- Increased natural shading and green aesthetics



Key Design Features:

Urban Furniture:

- Modular benches and seating areas throughout
- Interactive spaces for resting, meeting, or hosting public events



Multi-Functionality:

- Large central platform for concerts, protests, public art, and community activities
- Integrated lighting system for nighttime ambiance



Symbolic Importance:

- Home to the **statue of Marianne**

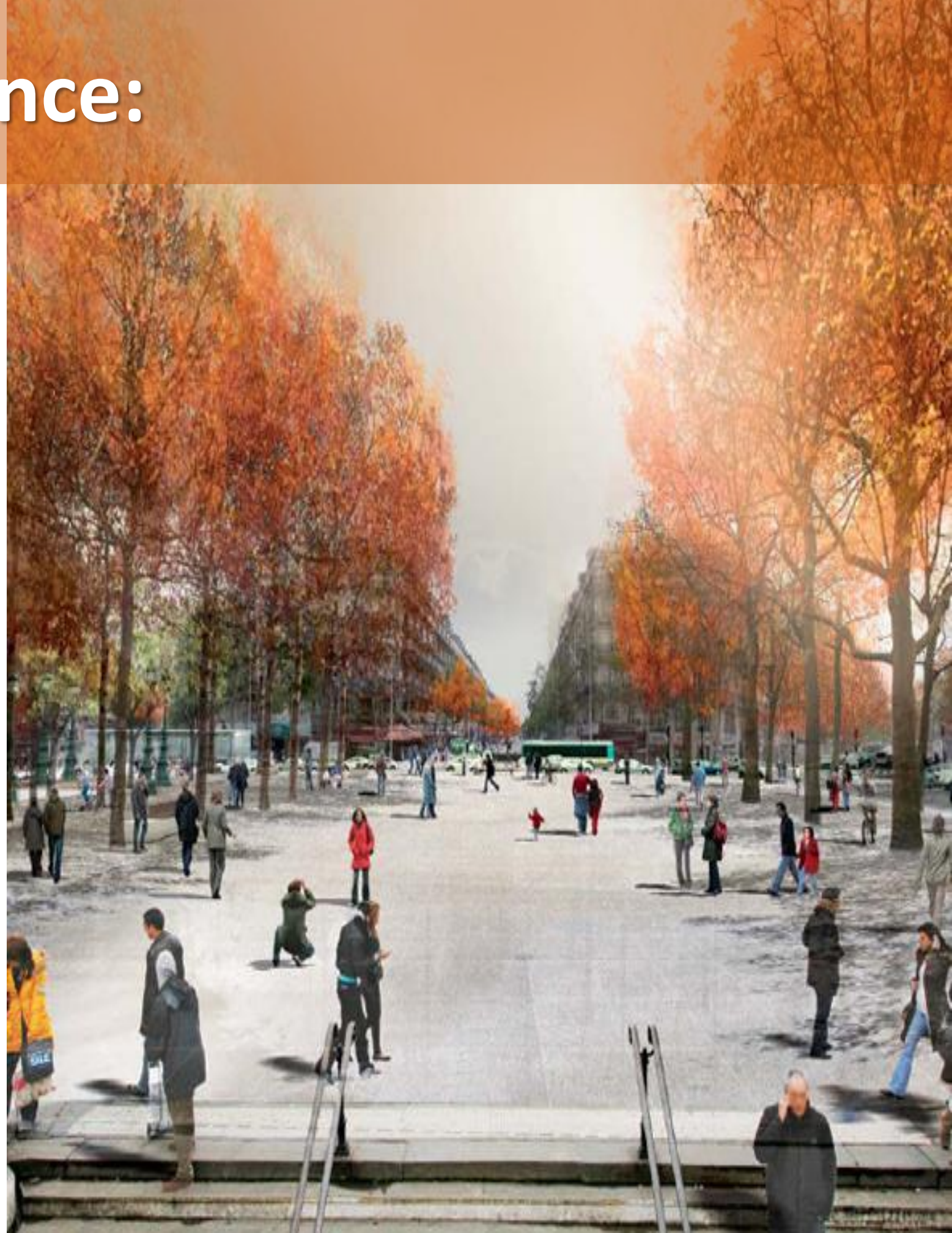
(symbol of the French Republic)

- Site of numerous political demonstrations and social movements

- Redesigned to reflect **democratic**

values, inclusivity, and **public**

participation



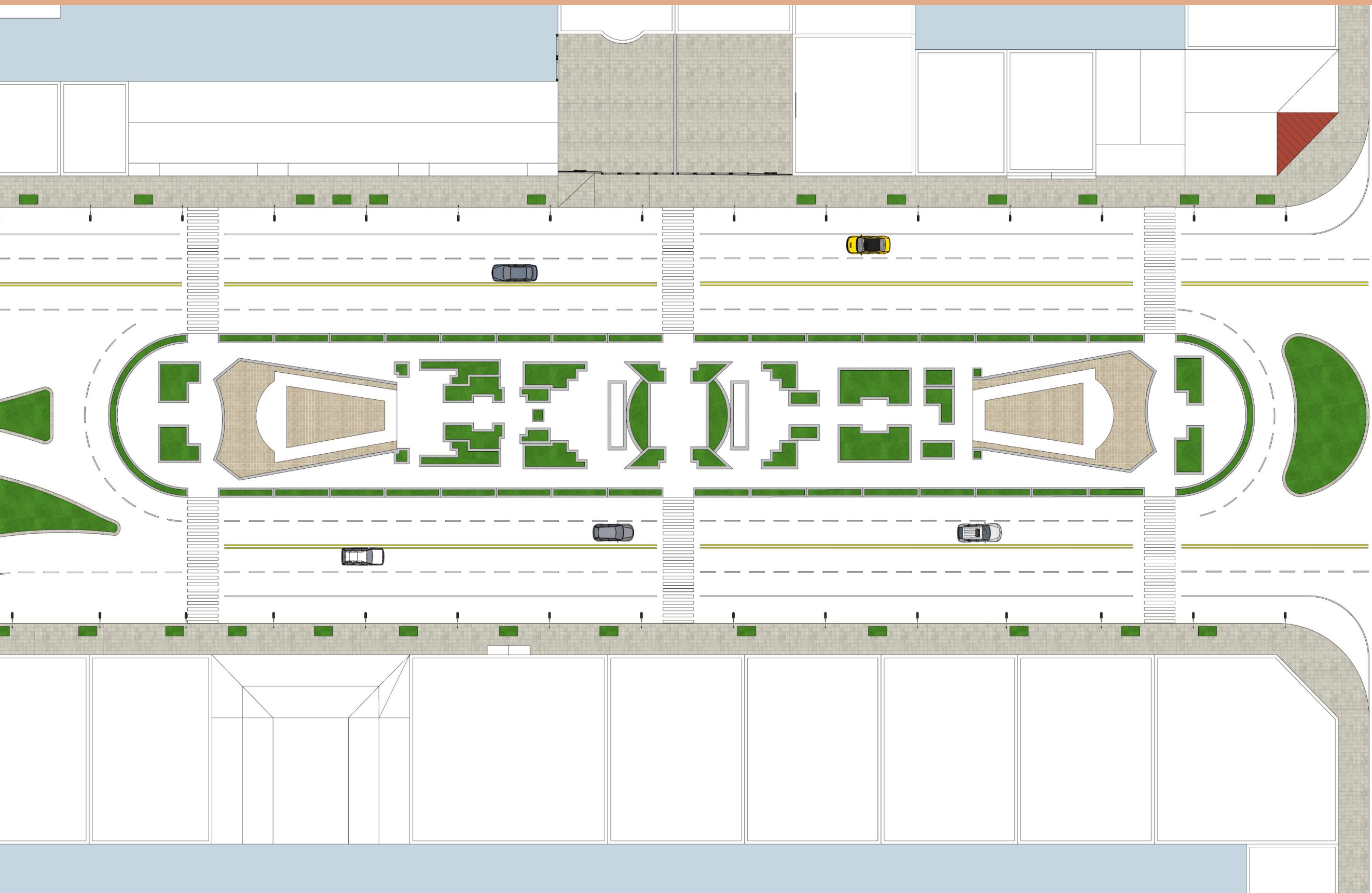


BAHARESTAN SQUARE REDESIGN

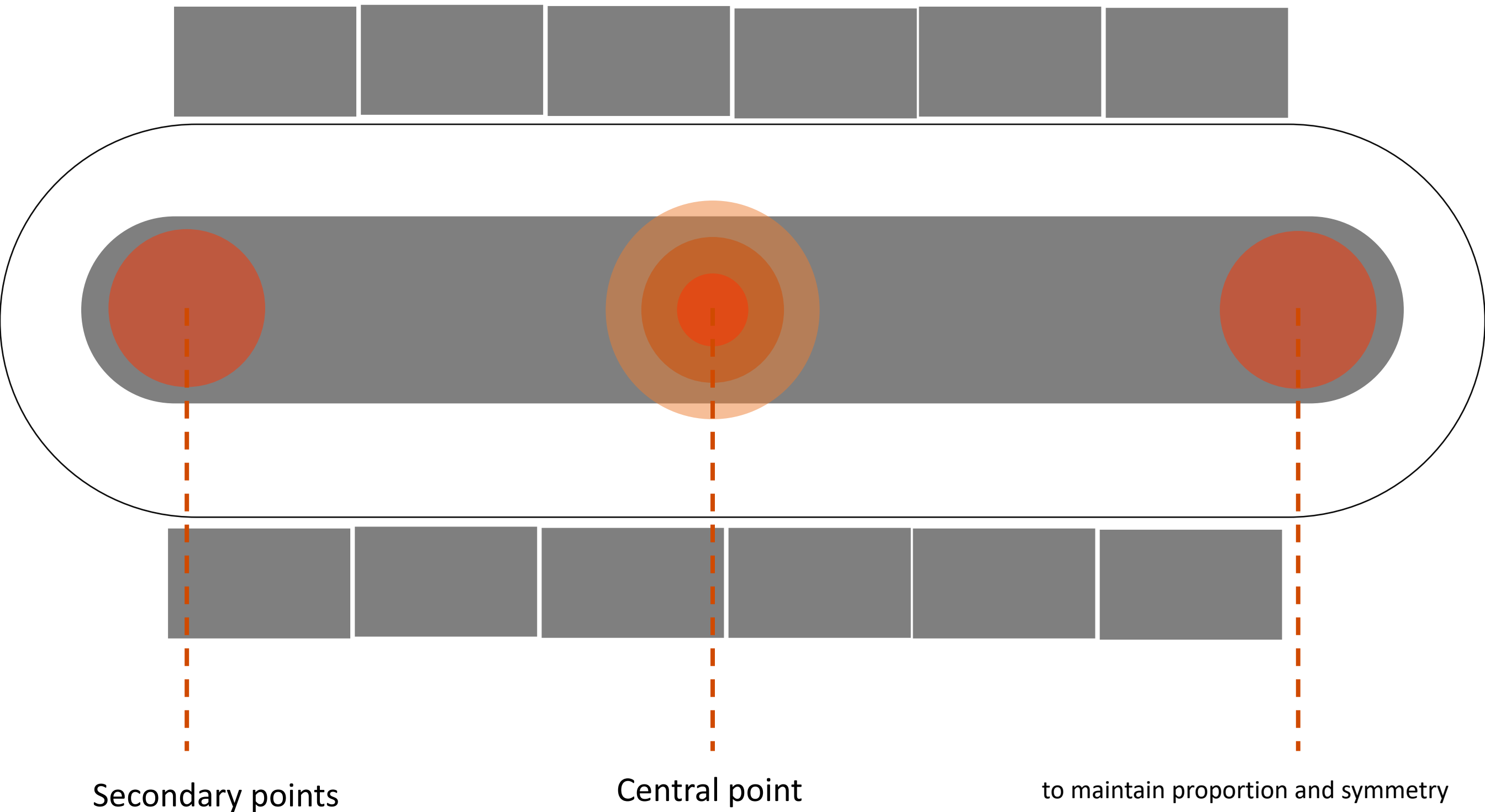
Fateme Sadat Mahdizade D

SQUARE
furniture
Democratic
Responsive
Landscaping
Activities
Meaningful
Focal Point
Enclosure

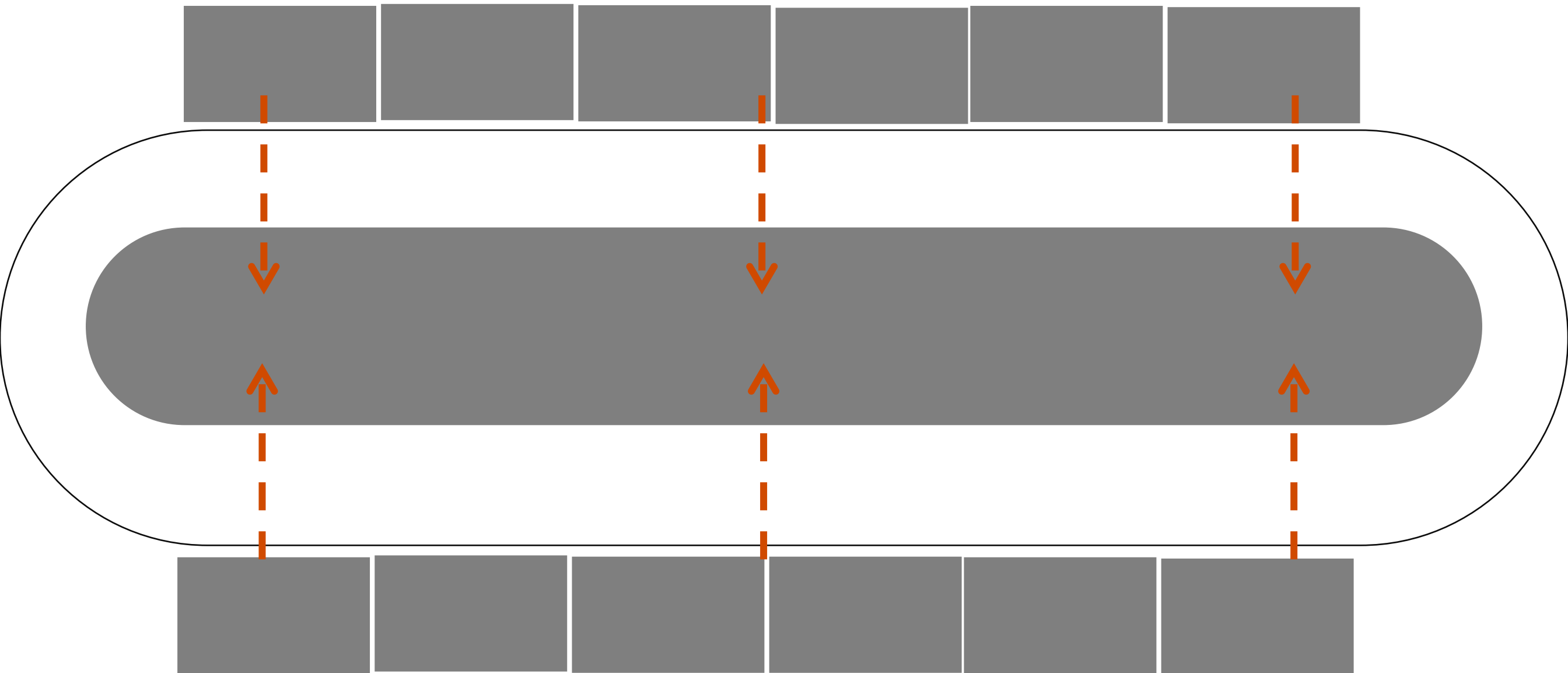
Classic form of a square



Focal points

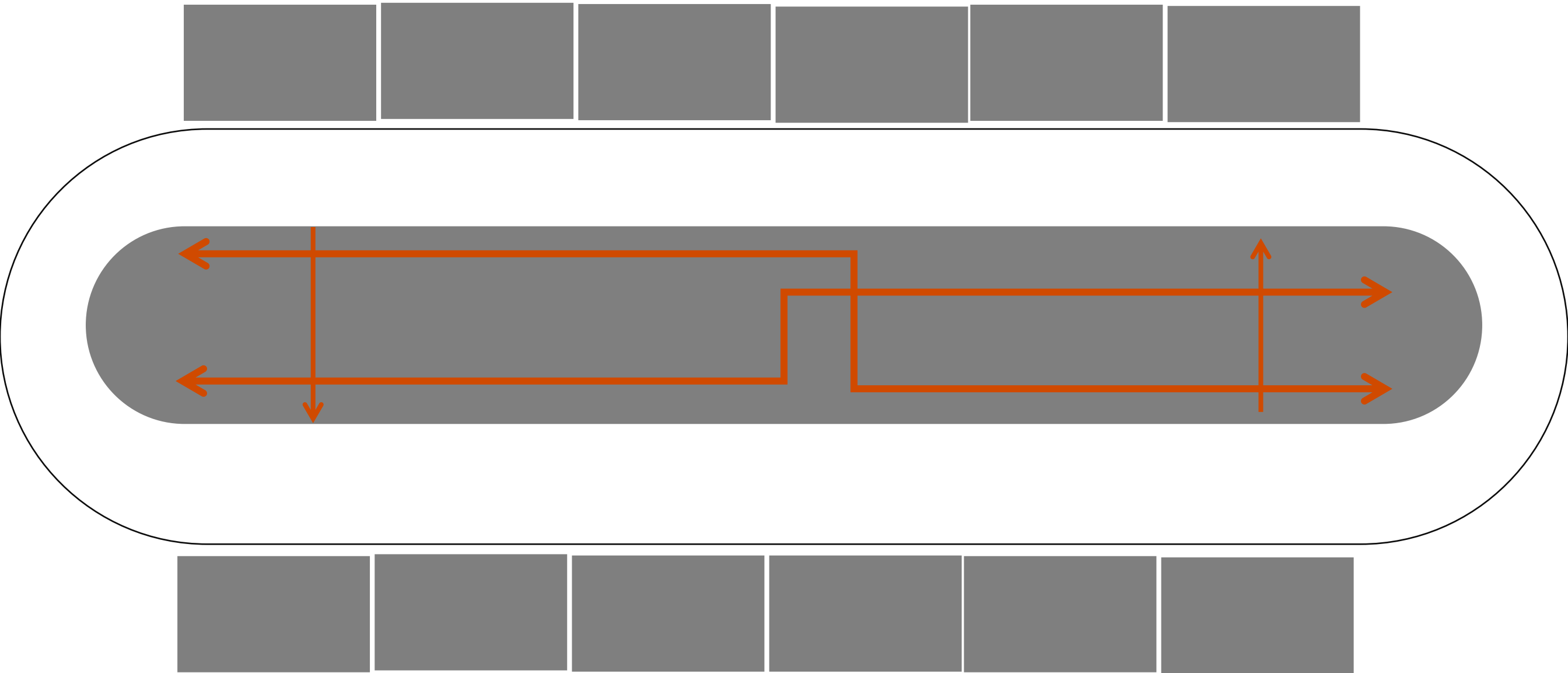


External access



— The access from outside the square to its interior is multiple and non-centralized.

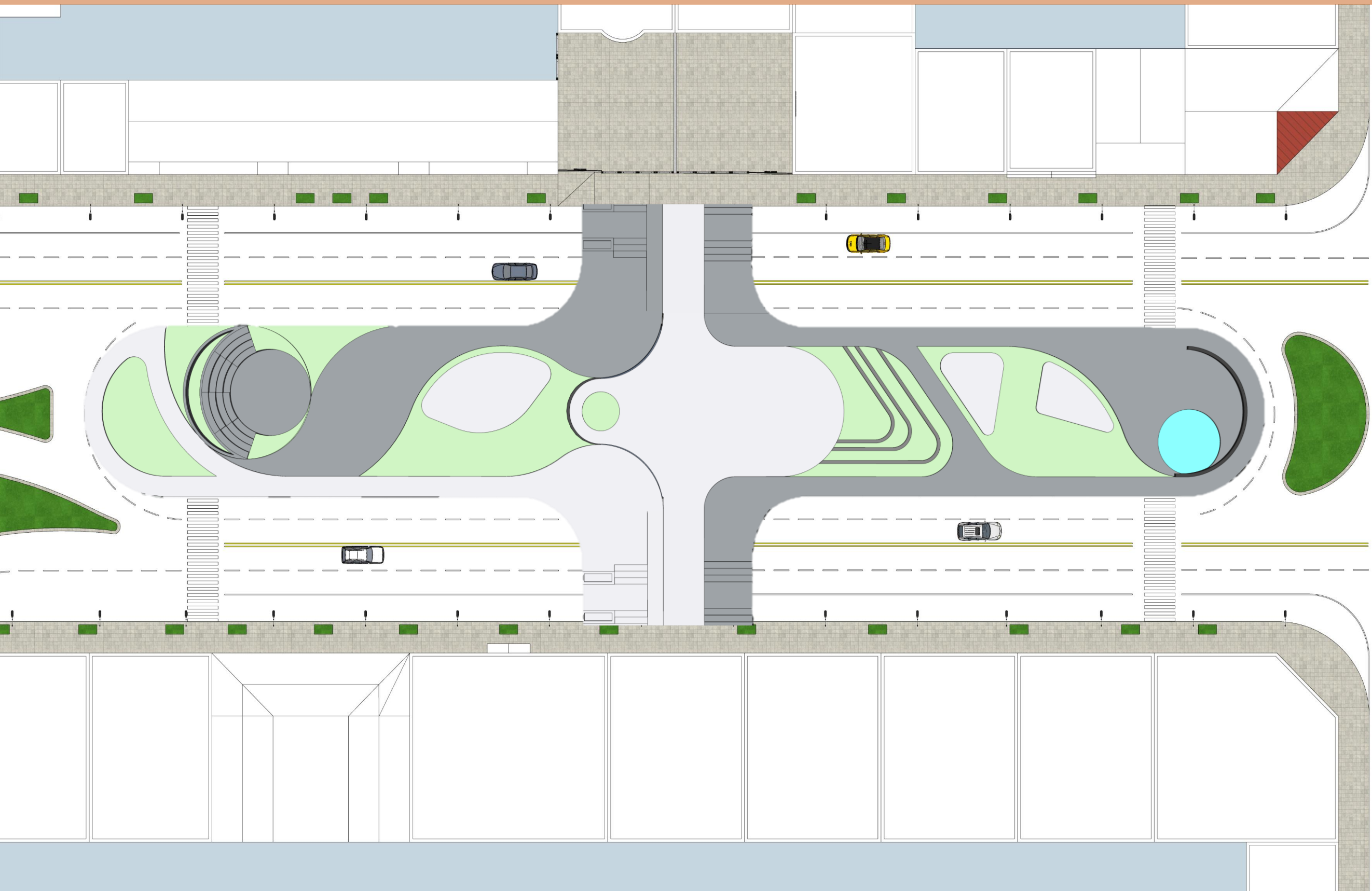
Internal circulation movement



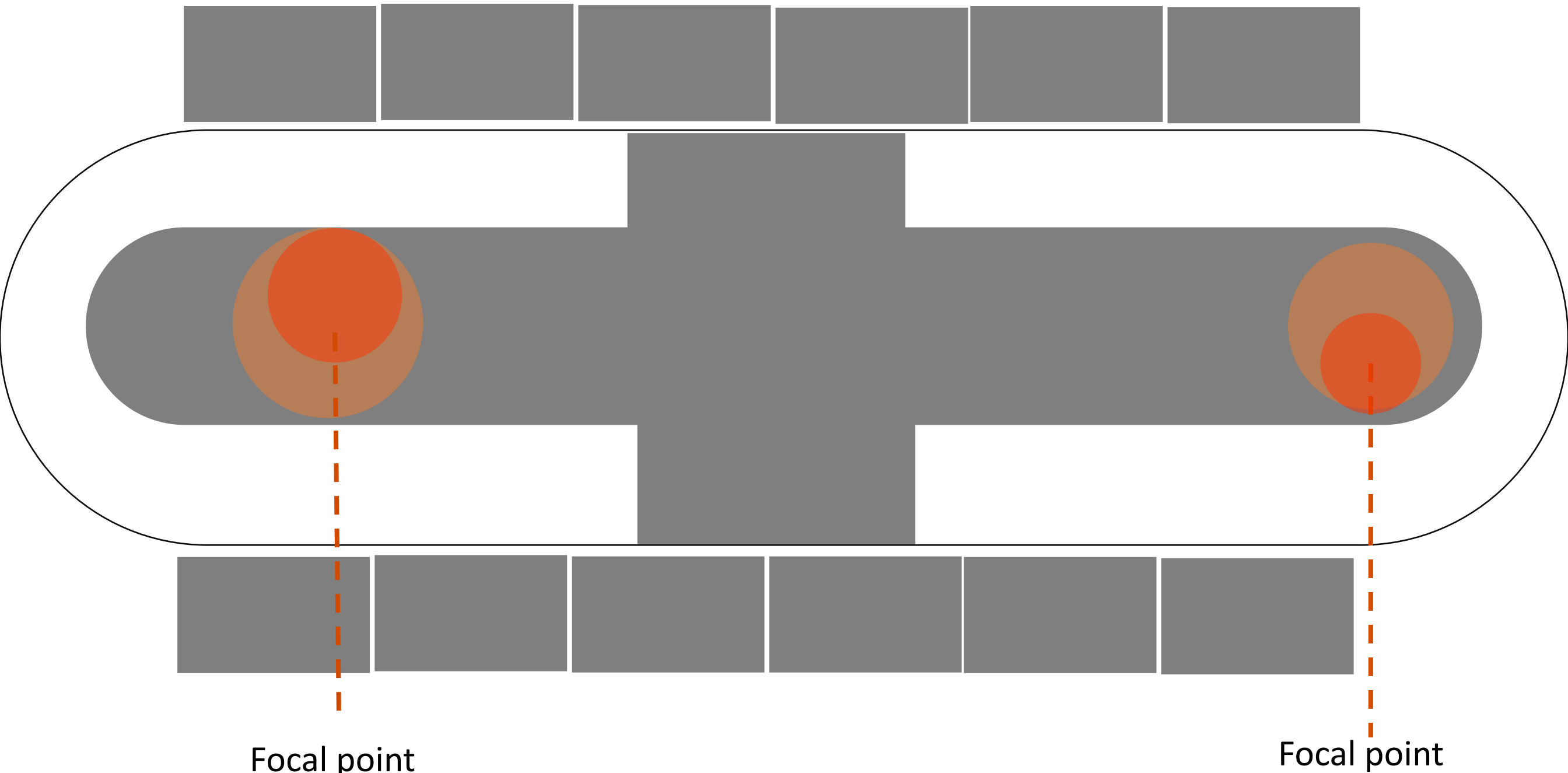
There are no main or secondary movement paths.

The paths are not guiding.

Redesigned form

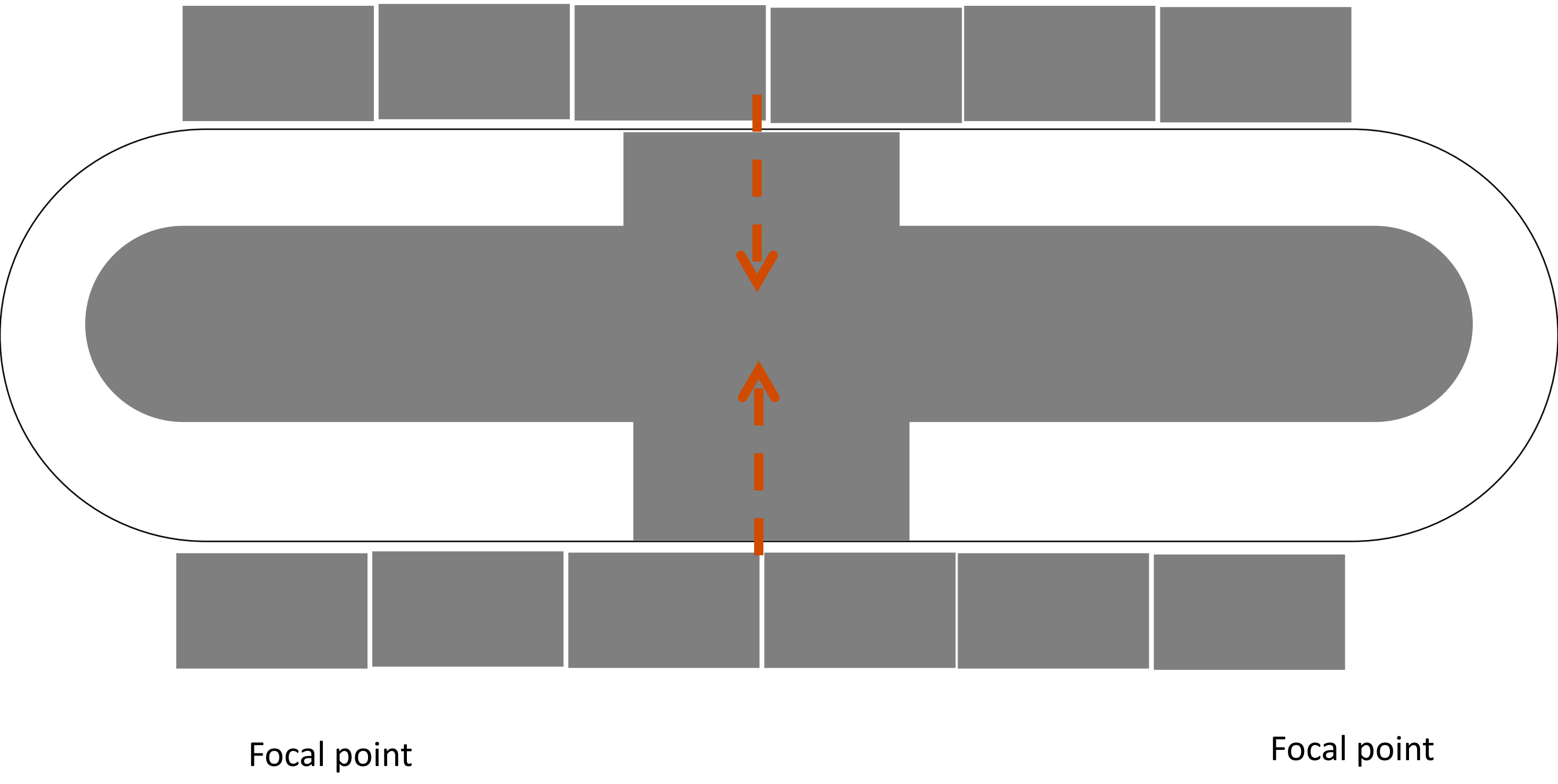


Focal points



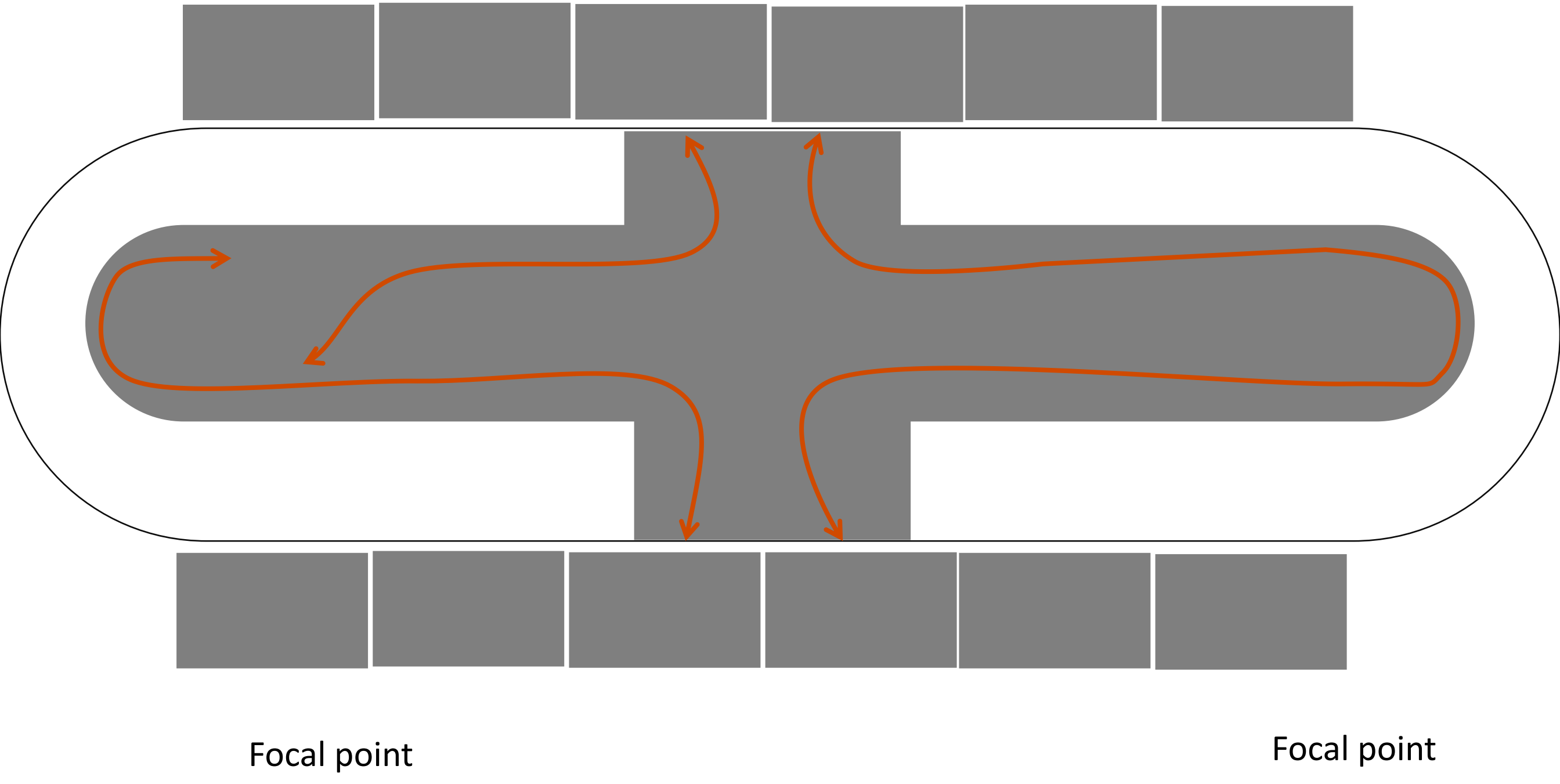
Non-centralized and asymmetrical points

External access



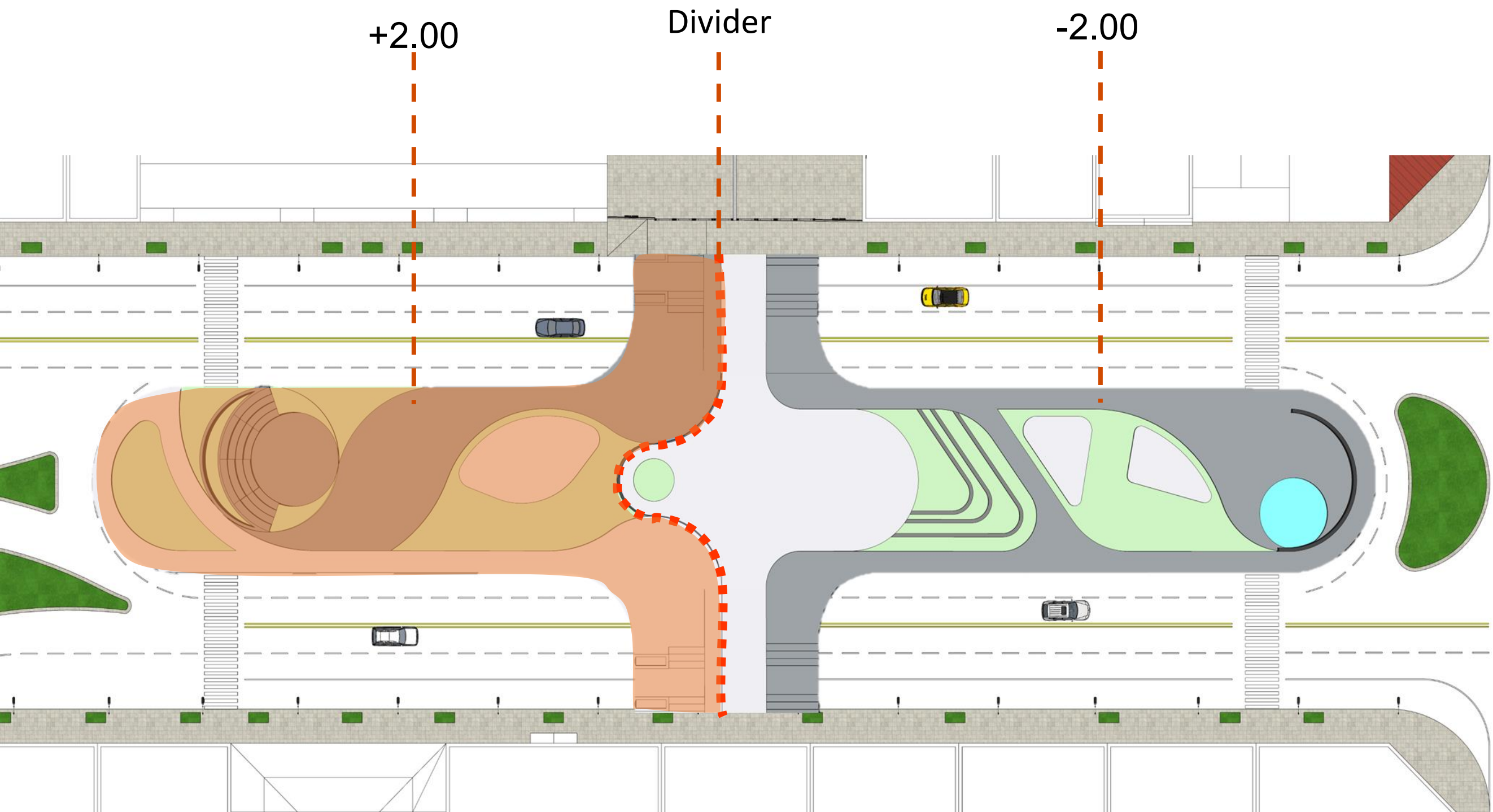
Access from outside the square is centralized and strong.

Internal circulation movement

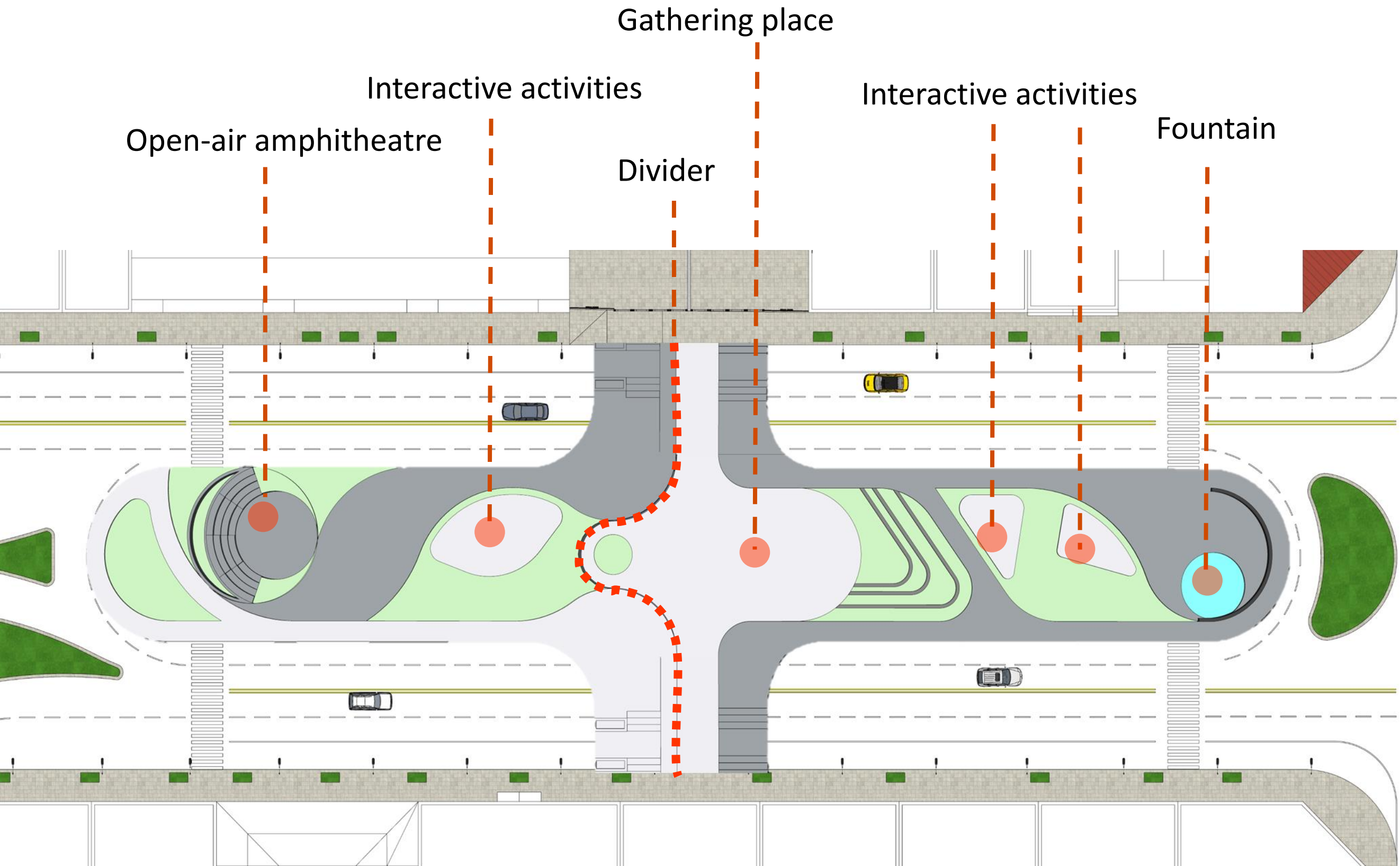


Access from outside the square is centralized and strong.

Elevation codes

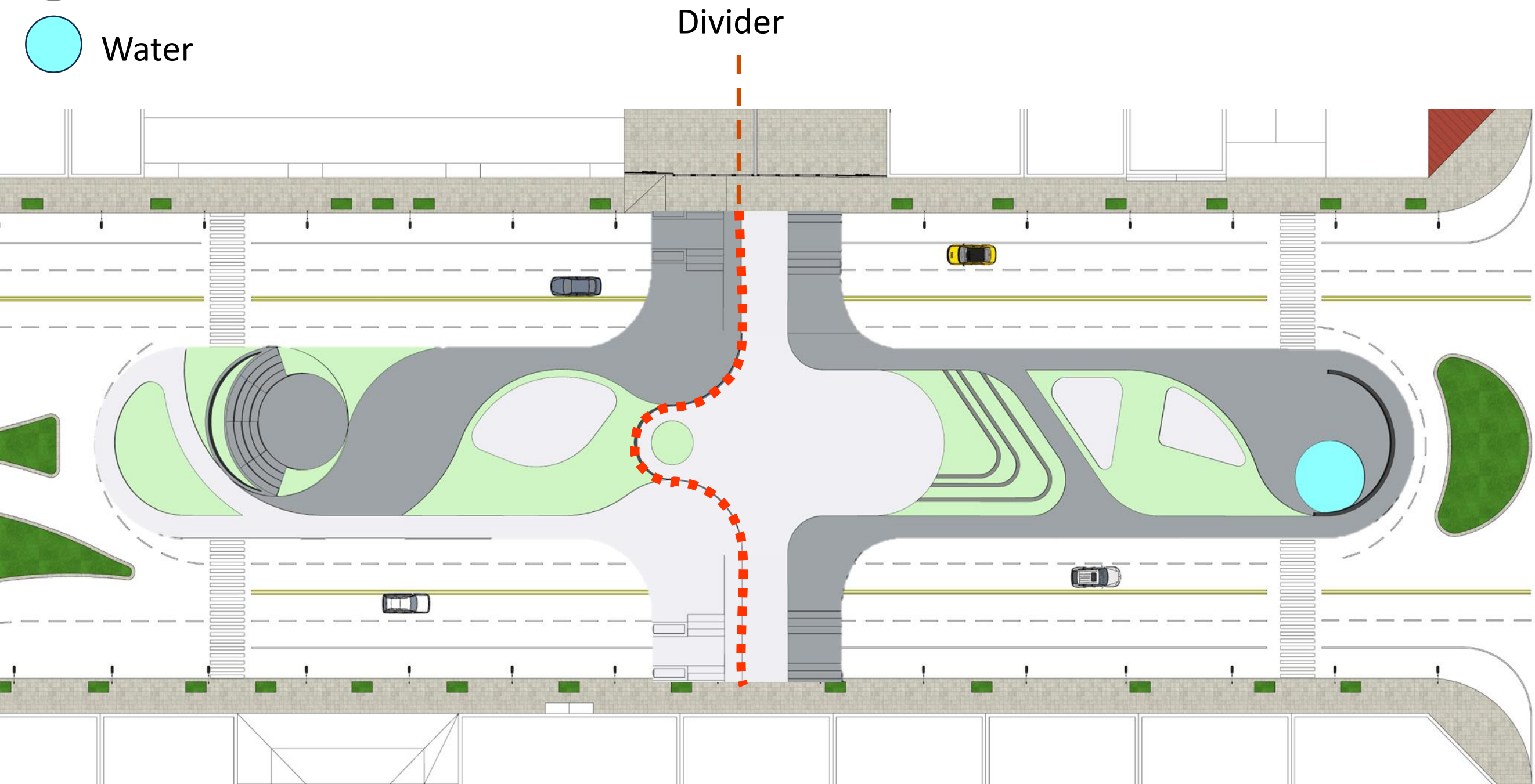


Internal parts of the site

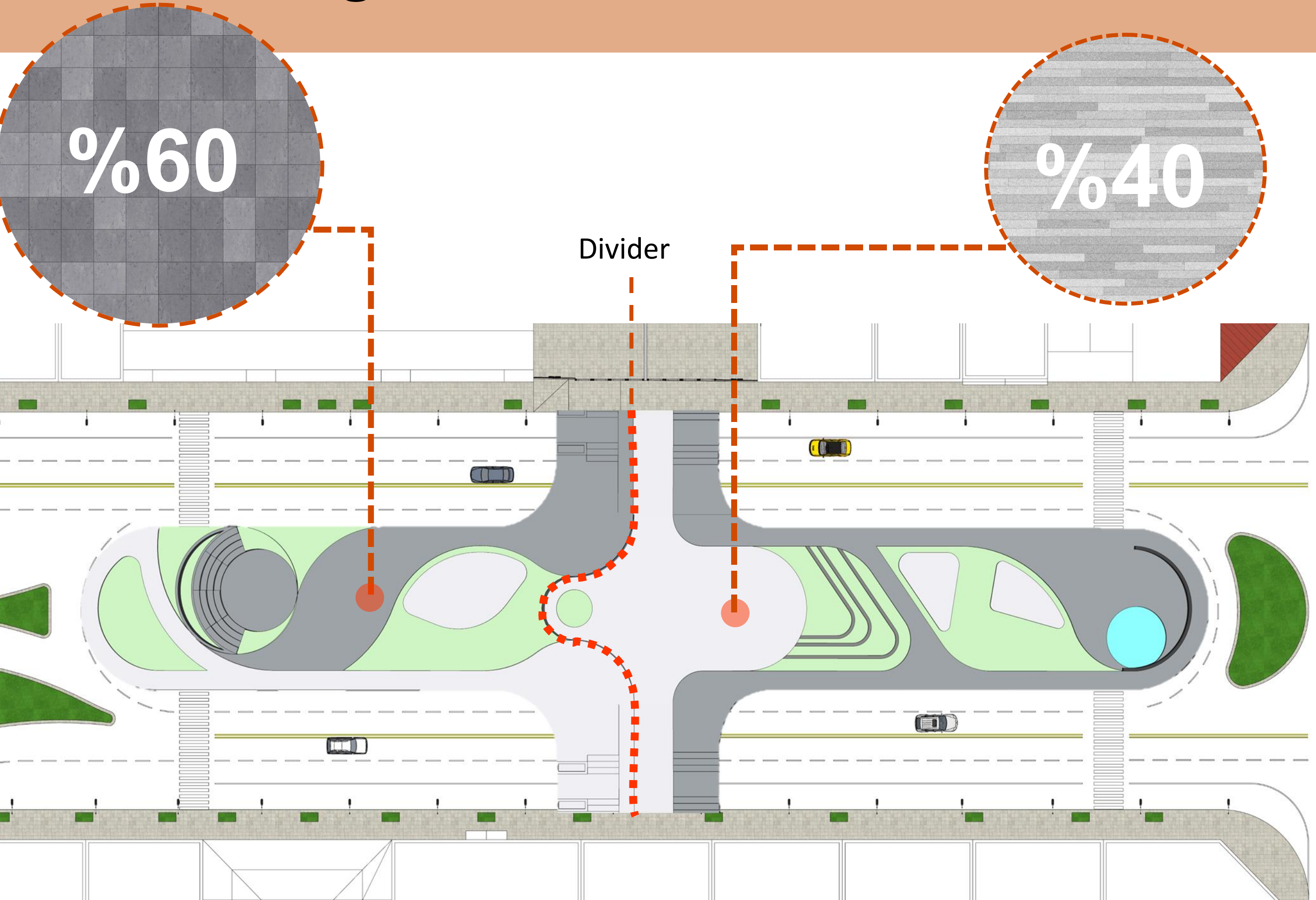


Movement paths

- Main movement path
- Secondary movement path
- Green area
- Water



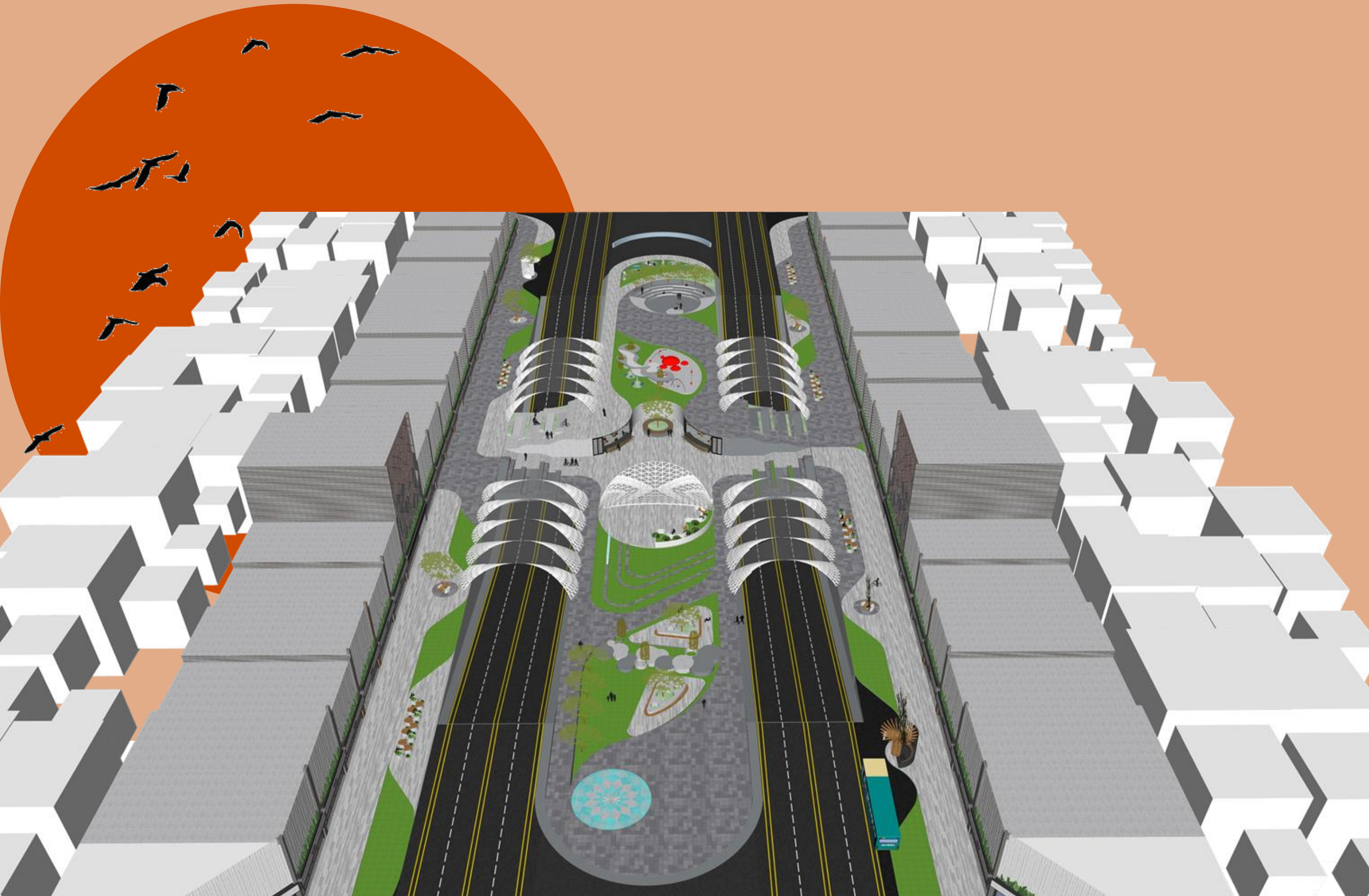
Paving



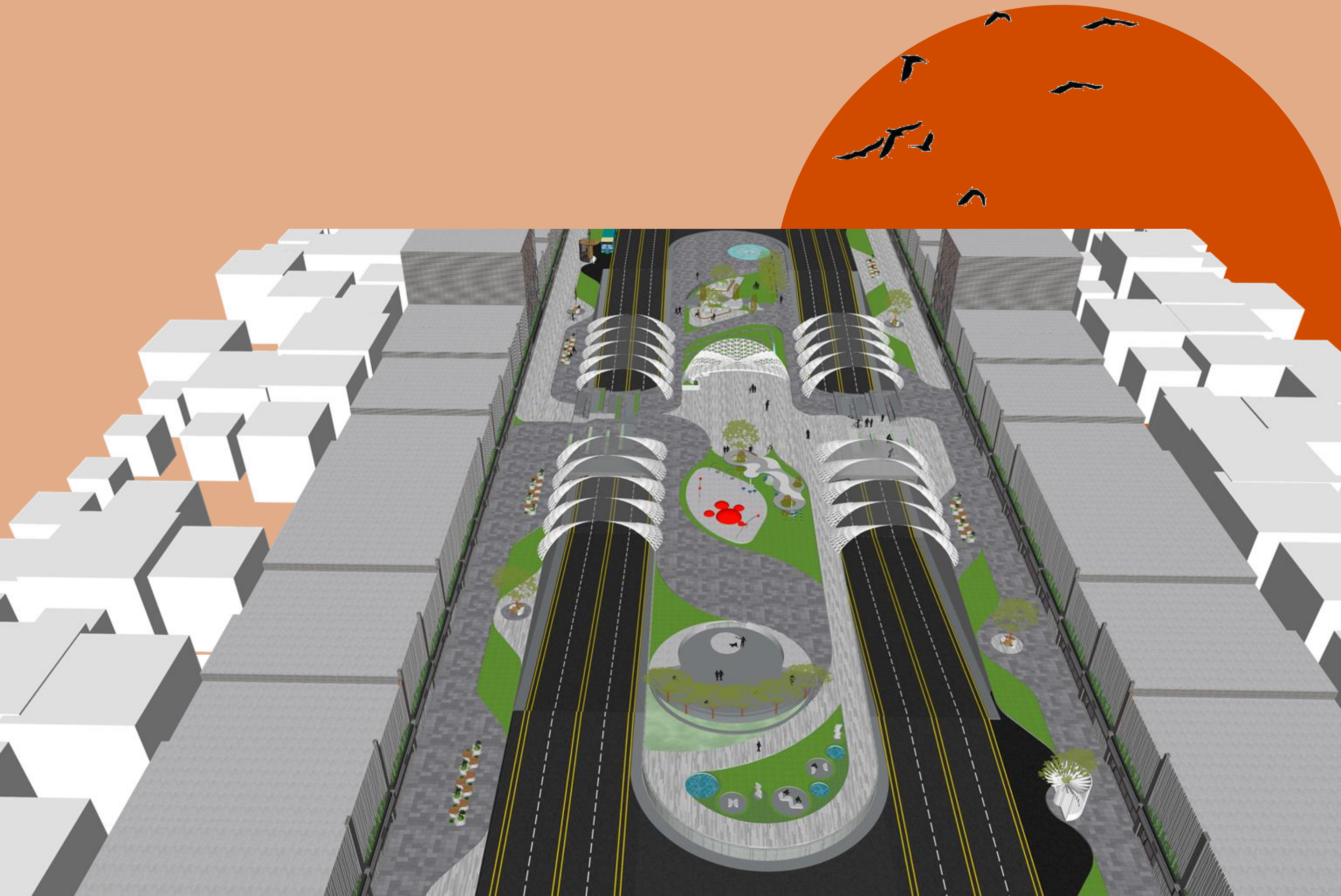
The background of the slide features a decorative pattern of orange and white squares. A large orange rectangle is centered in the upper half. To its left and right are smaller orange rectangles, each with a white square positioned above and below it. A similar pattern of orange and white squares is located in the lower half of the slide.

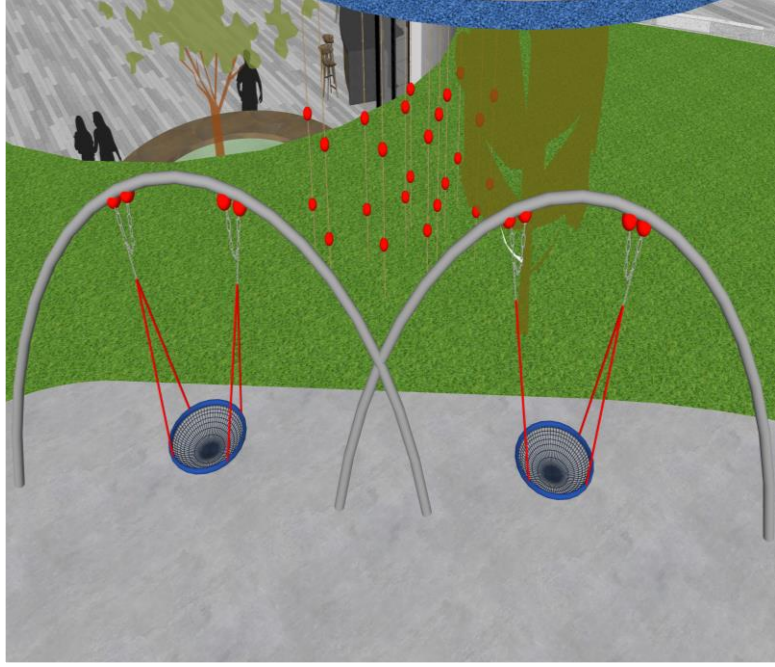
AREA DESIGN

Western view of the square

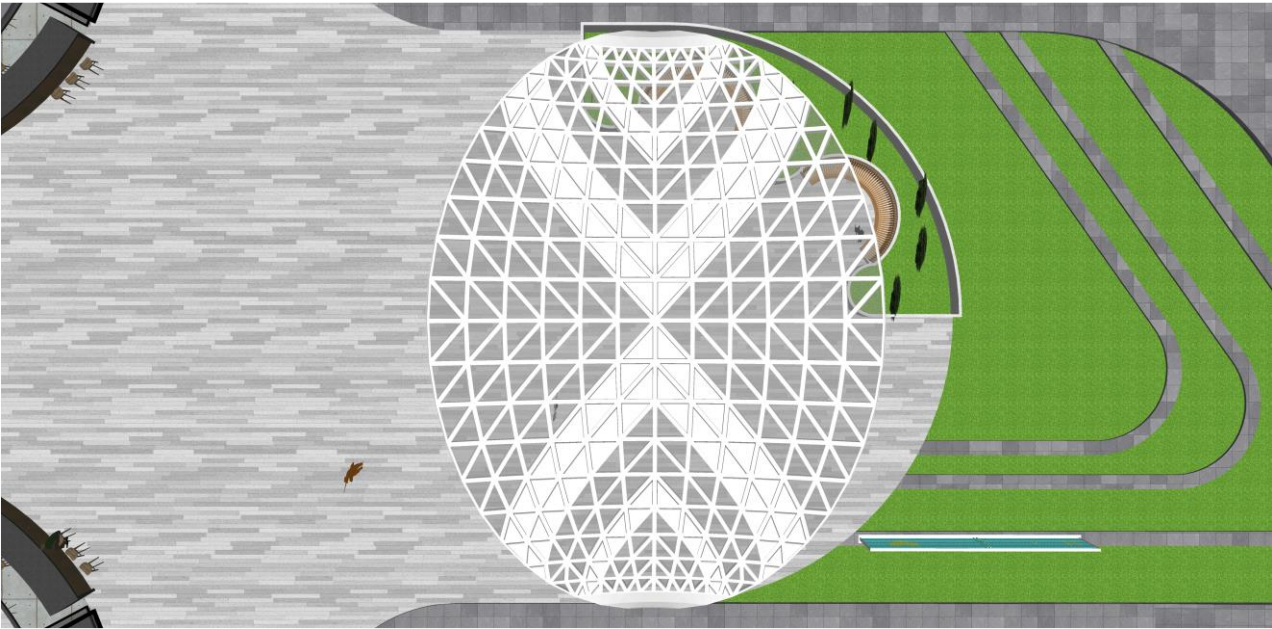
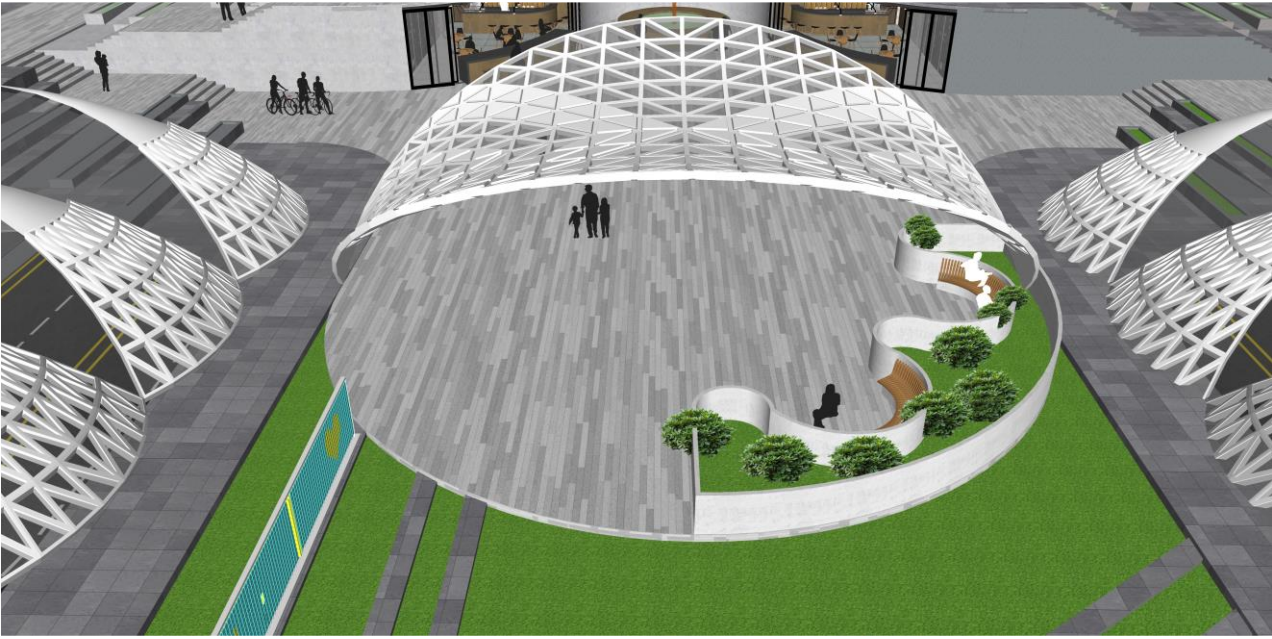
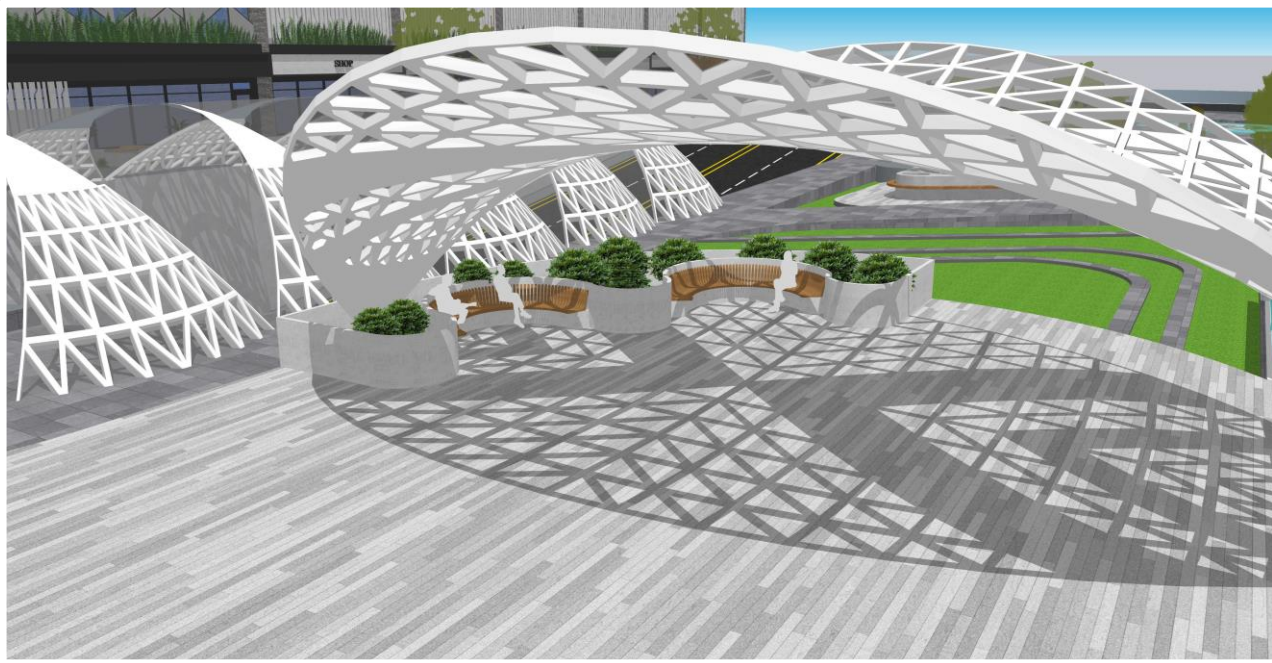


Eastern view of the square





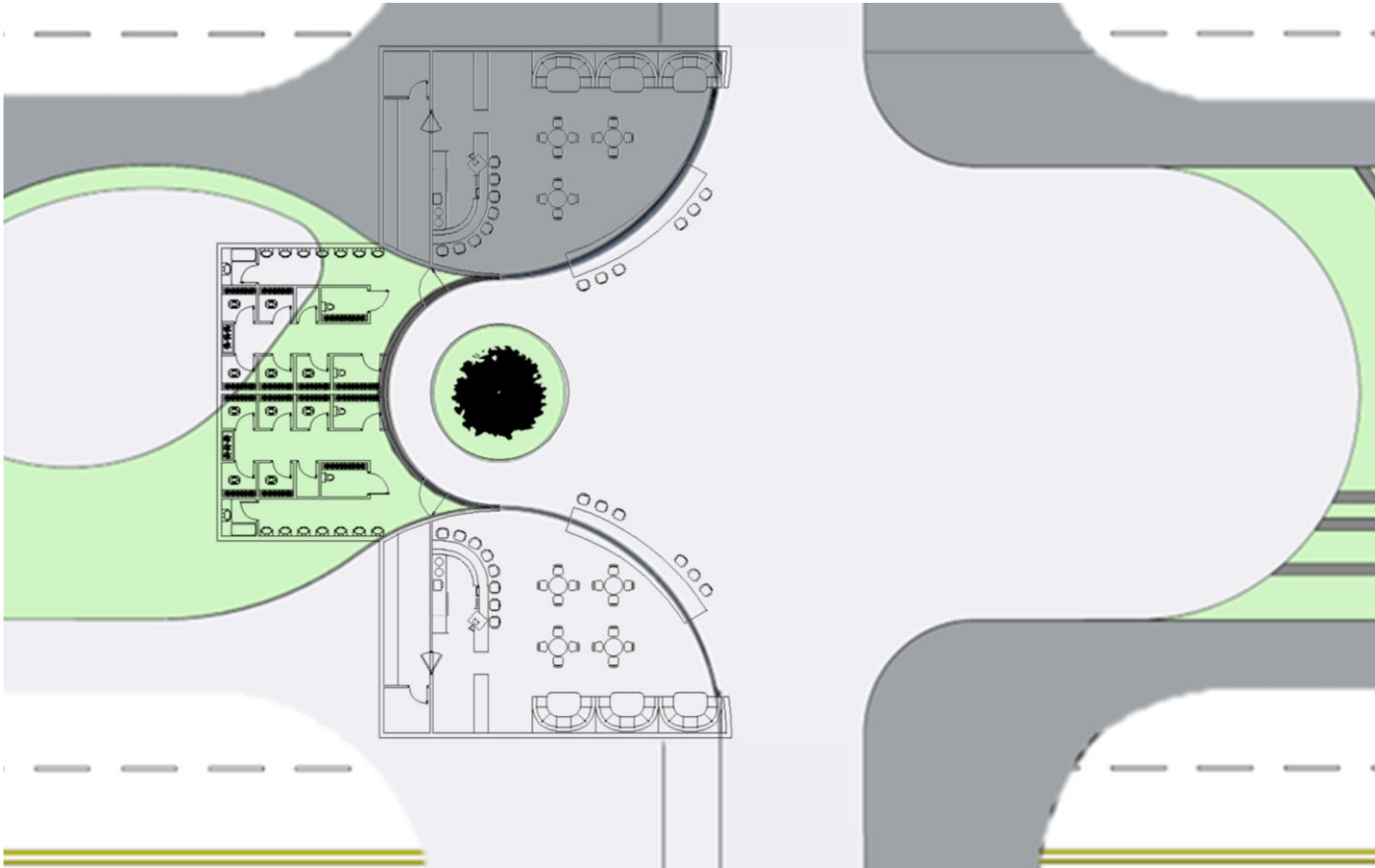
CHILDREN PLAY GROUND



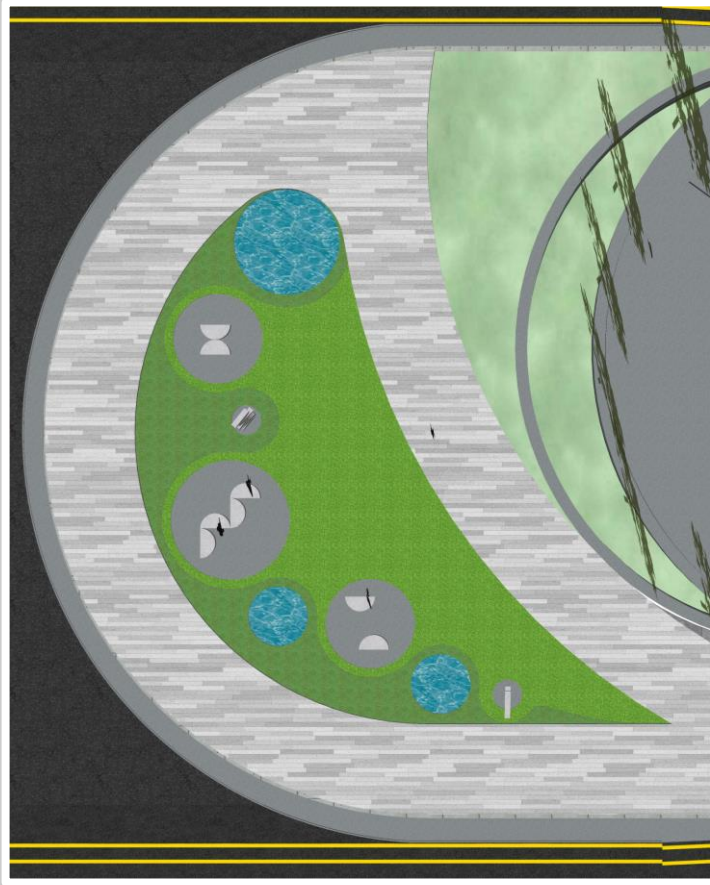
GATHERING AREA



SOCIAL SEAT



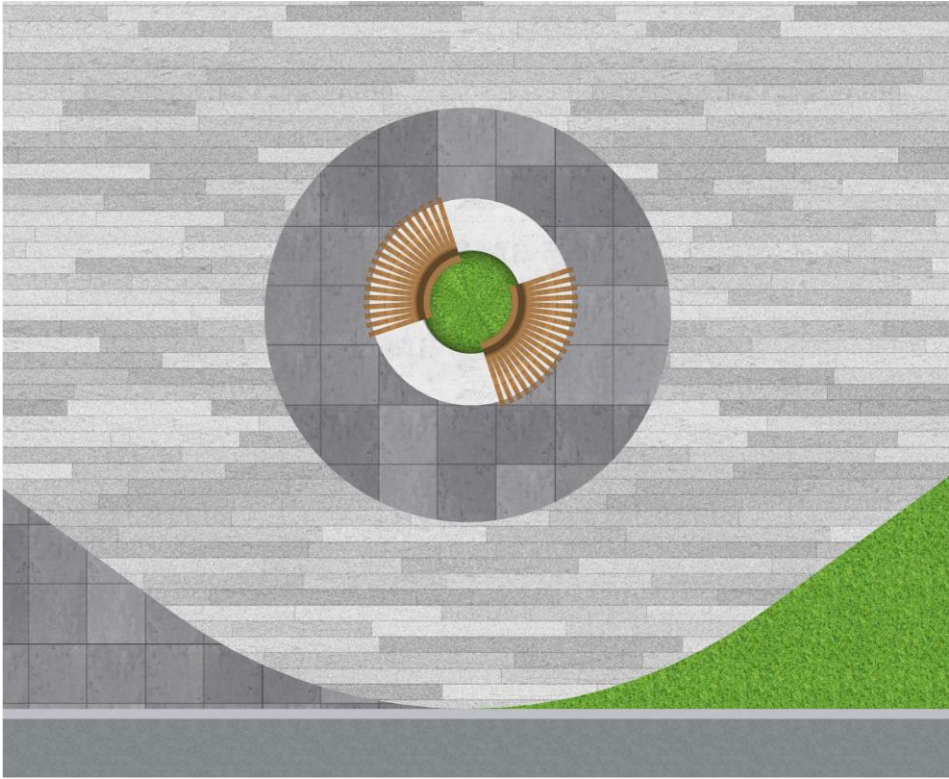
CAFE



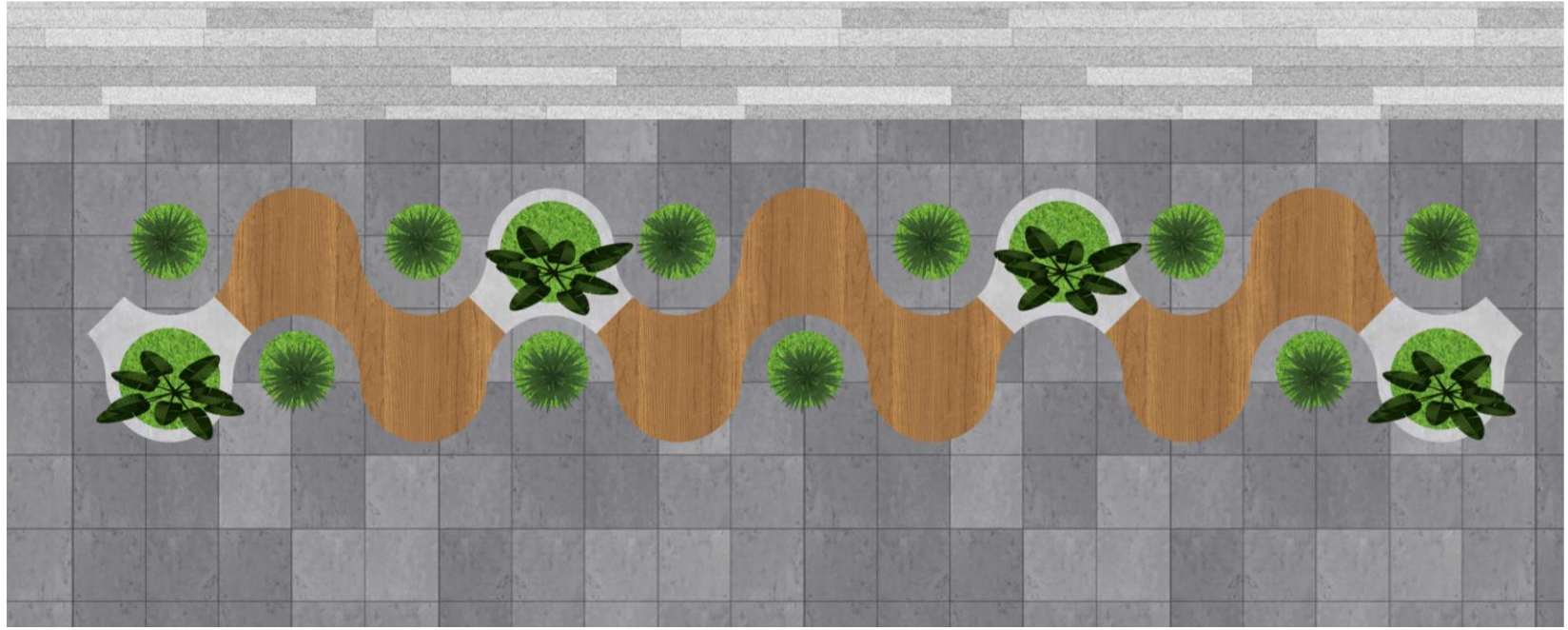
SCULPTURE SEATS

The background features a symmetrical, abstract geometric pattern. It consists of several orange and white squares and rectangles arranged in a grid-like fashion. A large, solid orange rectangle is positioned in the upper center, flanked by white squares. Below this, the text 'FURNITURE DESIGN' is centered. The lower portion of the image mirrors the upper portion with more geometric shapes, including a large orange rectangle and several white squares.

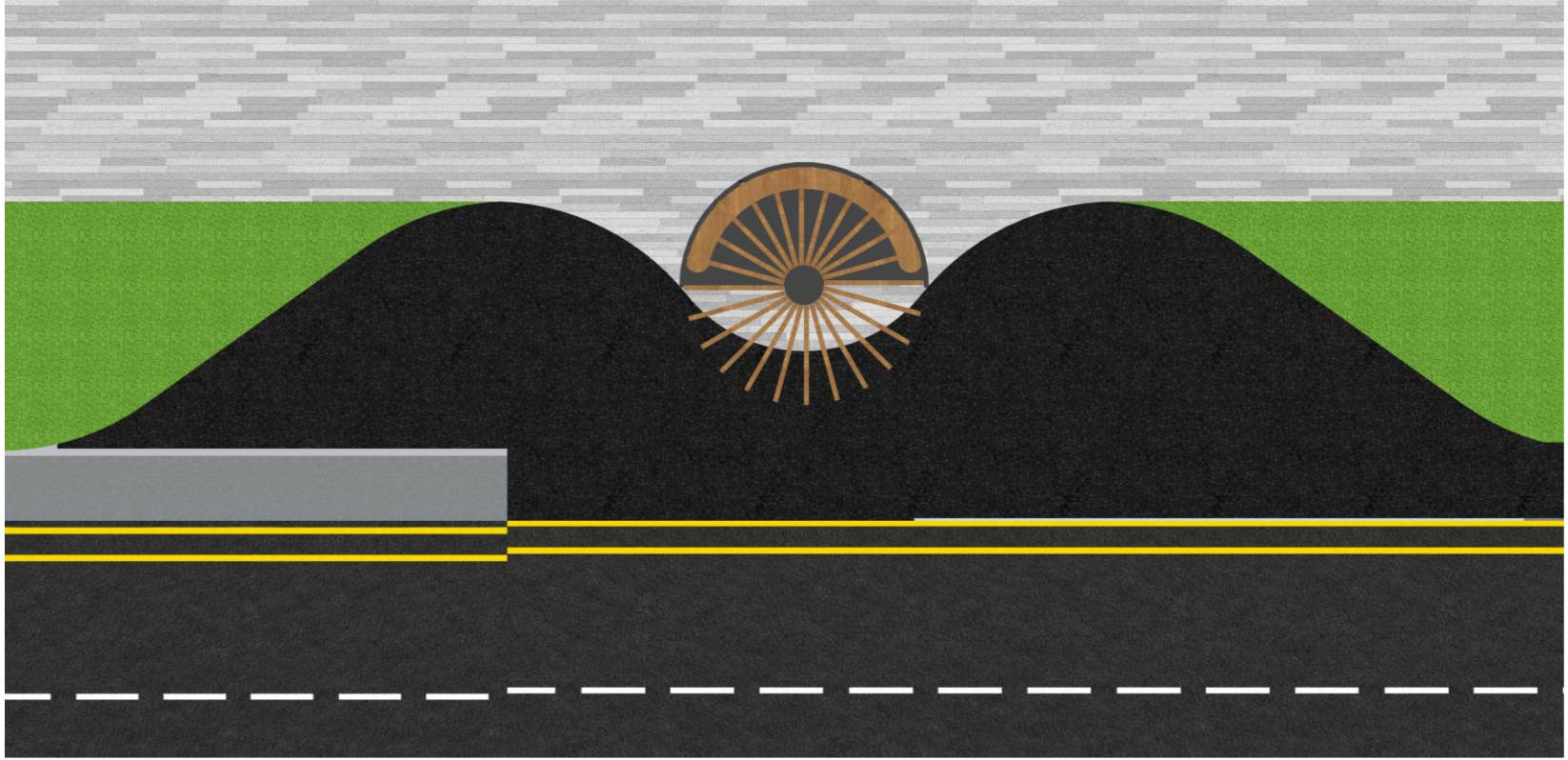
FURNITURE DESIGN



FURNITURE



FURNITURE



FURNITURE

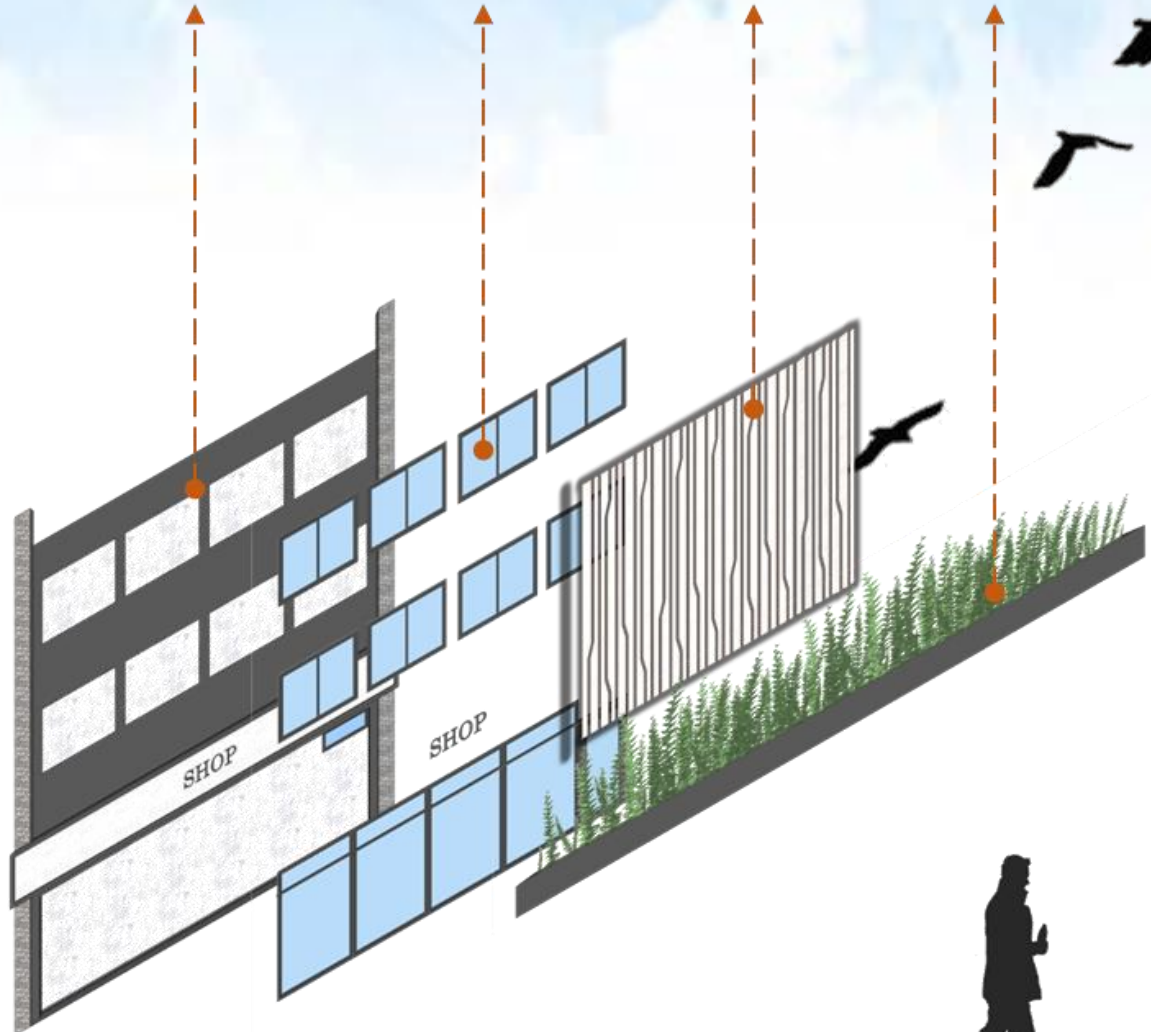


LIGHTING

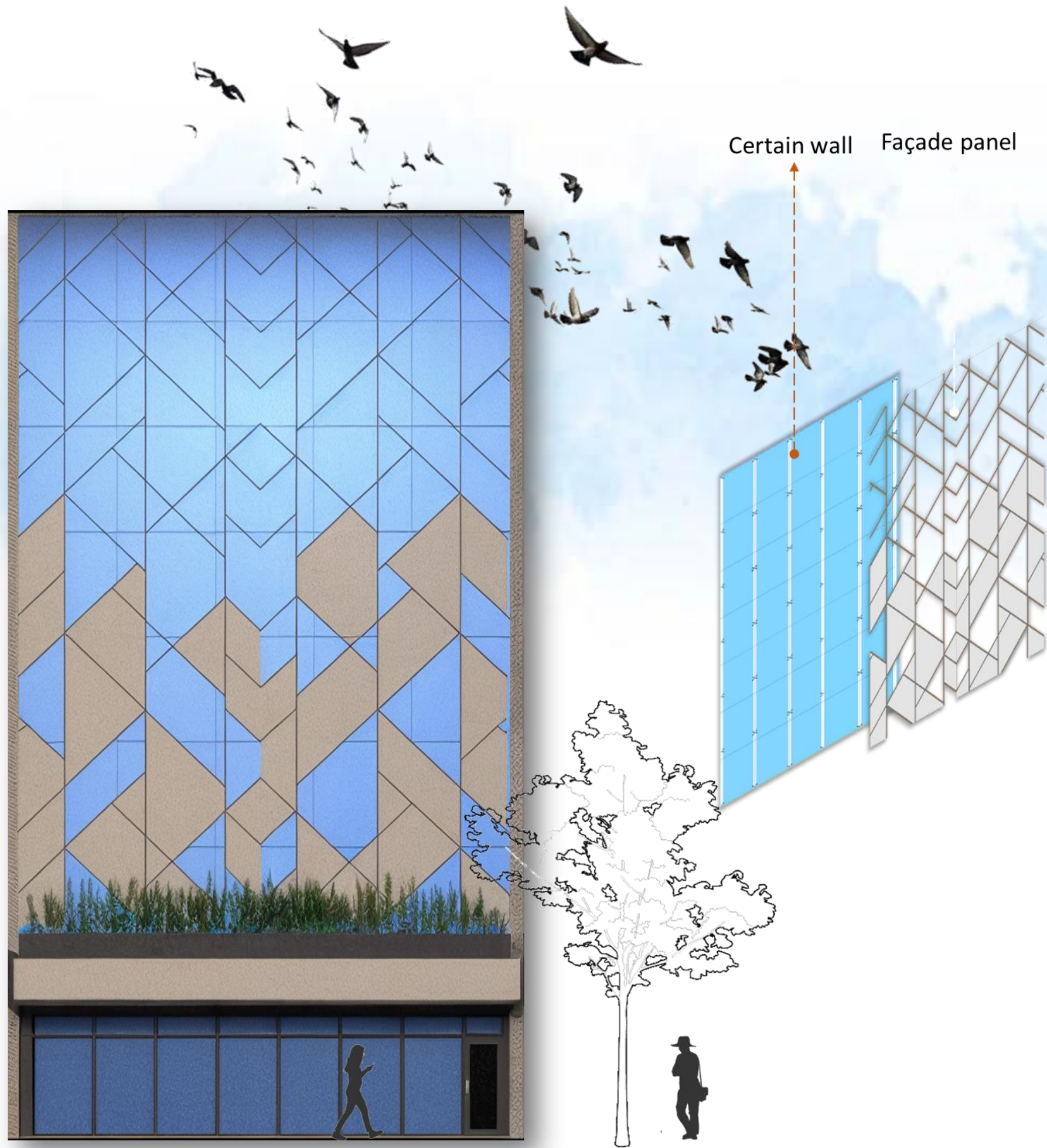
The background features a decorative pattern of orange and white squares. A large orange rectangle is centered in the upper half of the image. Below it, the text 'FAÇADE DESIGN' is displayed in a bold, orange, sans-serif font. The lower half of the image also contains a large orange rectangle, with orange and white squares arranged in a grid-like pattern on either side.

FAÇADE DESIGN

Exterior wall windows Façade panels Flower pot



FACADE



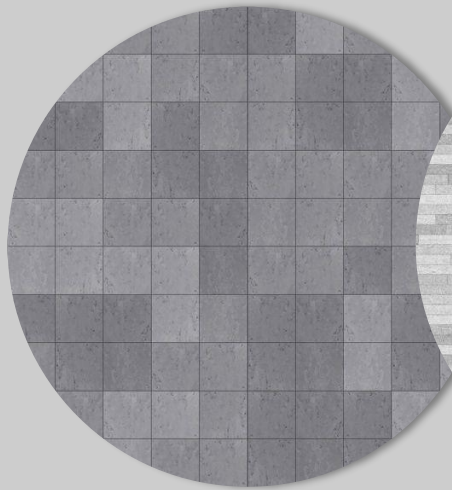
Certain wall Façade panel

FACADE

The image features a central orange rectangle with the word "MATERIALS" in orange, bold, sans-serif capital letters. This central element is surrounded by a decorative border of orange and white squares. The squares are arranged in a grid-like pattern, with some squares being orange and others white, creating a checkerboard effect. The overall design is minimalist and modern.

MATERIALS

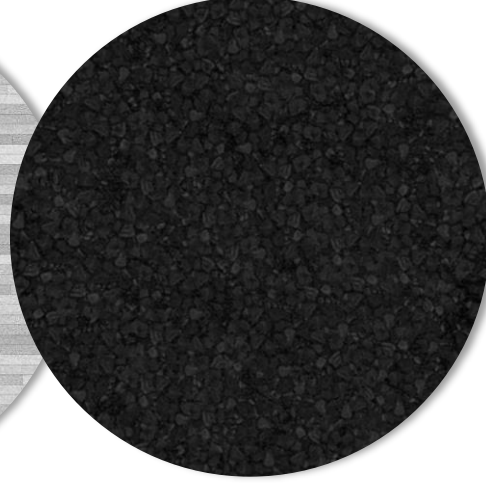
Hard Ground



Gray Stone Square Tile



Concrete Pavers/Tiles

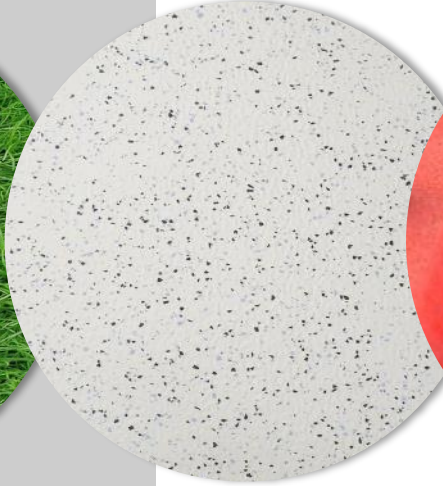


Dense-Graded Asphalt

Soft Ground



Grass



EPDM Rubber Flooring

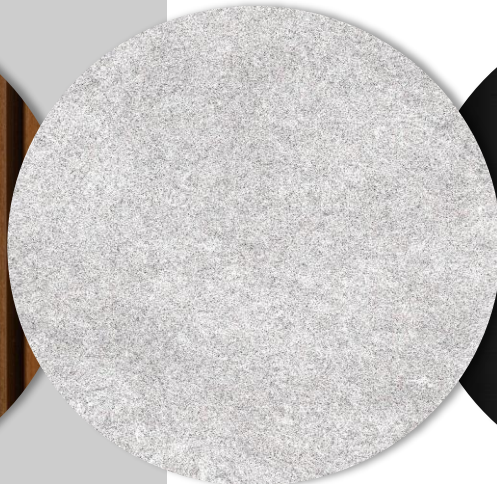


TPV Rubber Surfacing

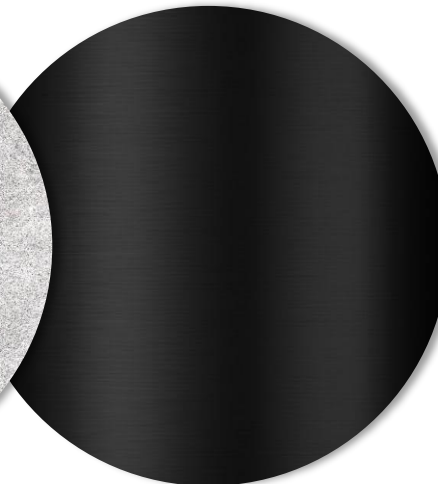
Furniture



Wood-Plastic Composite (WPC)



Concrete Pavers/Tiles



Stainless Steel – SS 304