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- 3 KEY FINDINGS AND PROPOSALS
- Tourism regional and local potential
- Kumayri study area
 - Square concept
 - Central market "Shuka" concept
 - Historic core of the city (5 block area)
 - Handbook for preservation
- 4 GO FORWARD STRATEGY



GYUMRI PROJECT HOPE

1 HOW IT BEGAN:

In 2013 – The Depopulation Crisis in Armenia study was completed WWW.DEPOP.AM

2 CONCLUDED:

- The loss of hope for a better life results in a depopulation crisis
- Gyumri is highlighted
 - Large number of people from Gyumri leaving Armenia (36,000 p. from 2011-2014).
 - 3500 homeless people living in temporary dwellings, 52% unemployment.

GYUMRI PROJECT HOPE

ESTABLISHED TO BE A CATALYST FOR ECONOMIC RENEWAL AND URBAN REGENERATION

SUPPORTED BY:

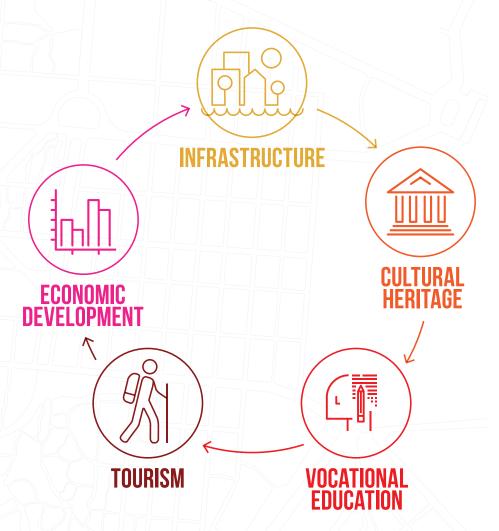








FOCUS AREAS



OVERVIEW OF THE REPORT PURPOSE OF GPH FEASIBILITY STUDY

TO BE A CATALYST FOR CHANGE;

TO TAKE THE FIRST STEP AT PROPOSING A PRACTICAL PLAN FOR CITY REVIVAL

TO ANALYZE GYUMRI'S MAIN ATTRACTIONS, THEN ASSESSING AND PROPOSING THEIR POTENTIAL AS TOURIST DESTINATIONS;

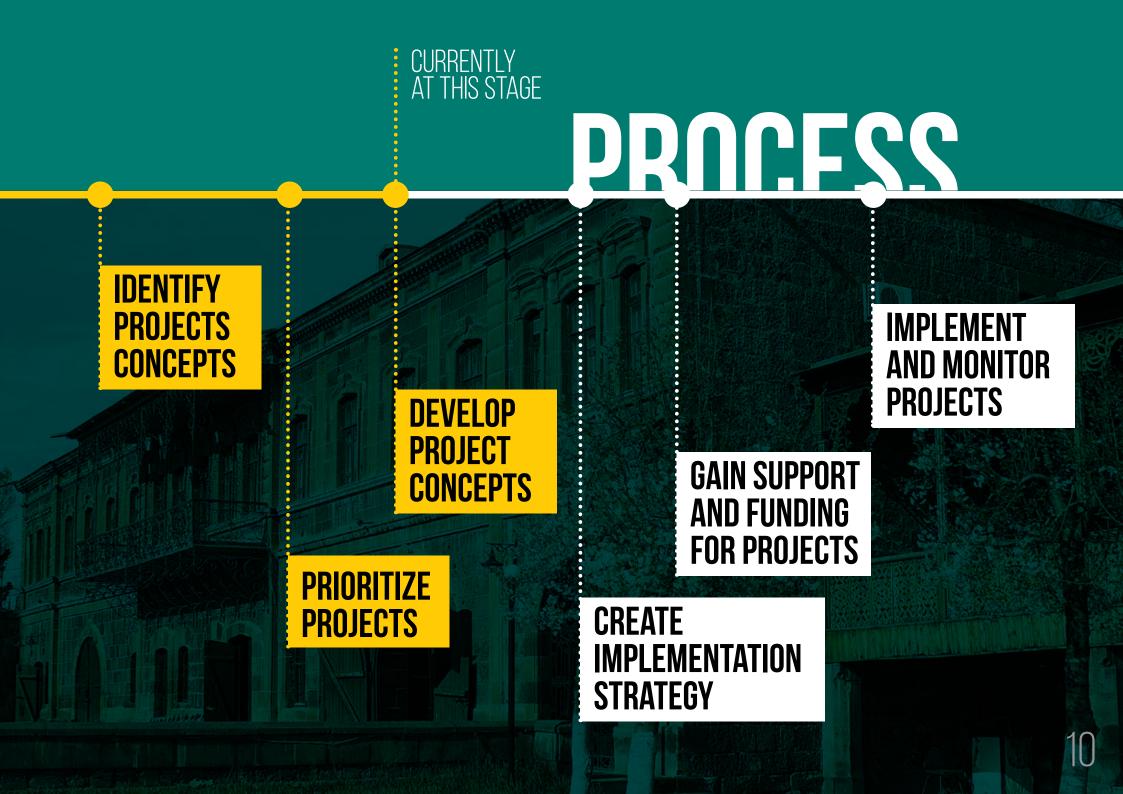
TO IDENTIFY URBAN PROJECTS THAT REQUIRE IMMEDIATE ATTENTION FROM LOCAL AND INTERNATIONAL STAKEHOLDERS;

TO SET A NEW STANDARD IN THE REGION FOR PRESERVATION AND PROPER PRACTICES FOR RENEWAL AND CONSTRUCTION;

GPH INVOLVEMENT IN SOCIAL PROGRAMS

GPH WILL PARTNER WITH LOCAL ORGANIZATIONS

GPH WILL ESTABLISH PARTNERSHIPS WITH BANK LENDING INSTITUTIONS FOR 10% OF INFRASTRUCTURE FUNDS TO BE ALLOCATED FOR SOCIAL INFRASTRUCTURE



RESEARCH TEAMS

- 1 INFRASTRUCTURE ANALYSIS AND URBAN RENEWAL
- Erik Yesayan and Kristine Jegalian
- Avetik Vardanyan (architect-consultant)
- 2 TOURISM REGIONAL AND LOCAL ANALYSIS
- "Business Support Center" BSC
- 3 HISTORIC AND CULTURAL PRESERVATION
 - Lusine Martirosyan, Ruzan Mkrtchyan, Siuneh Arakelian

OVERVIEW OF THE REPORT | METHODOLOGY

- 1 REVIEW OF PAST AND ONGOING PROGRAMS:
- State programs and initiatives
- International programs and initiatives (USAID, ADB, WB, EBRD, KASA etc.)
- Initiatives of Gyumri based NGOs and organizations
- 2 COMMUNITY OUTREACH AND NEEDS ASSESSMENT
 - Workshops
 - Meetings and interviews with municipality and marzpetaran
 - Interviews with local organizations and businesses
 - Mapping exercises
 - Surveys (online and on ground)
- 3 ONLINE DATA SOURCES
- Armenian National Statistical Service
- WB databank
- Central Bank of Armenia
- CDP City Development Program for secondary cities (ADB)

IDENTIFIED NEEDS

- 1 INFRASTRUCTURE
- 2 HISTORIC AND CULTURAL PRESERVATION
- 3 HOSPITALITY NETWORK
- 4 JOB CREATION
- 5 DIVERSITY OF AMENITIES AND FACILITIES
- 6 GYUMRI WITHOUT "DOMIKS" (TEMPORARY DWELLINGS)
- 7 LACK OF GREEN SPACE
- 8 UTILIZATION OF SHIRAK INTERNATIONAL AIRPORT



1 STRONG COMMITMENT AND SUPPORT OF THE GOVERNMENT

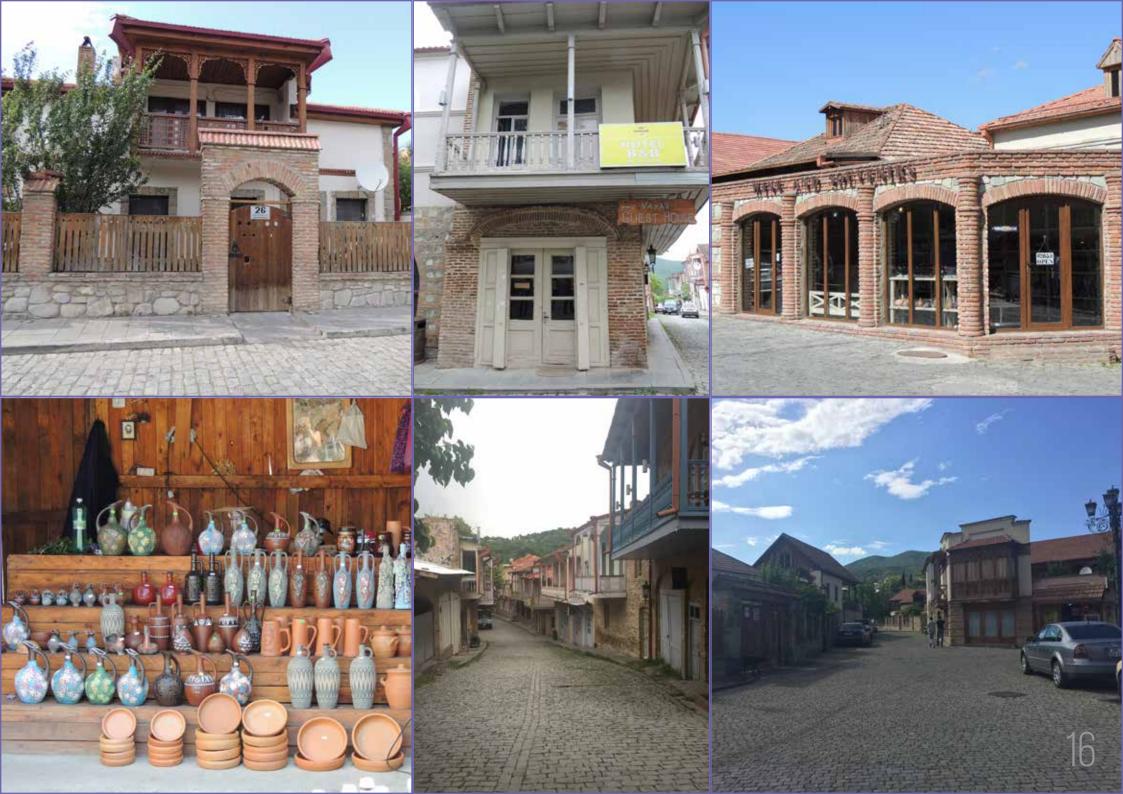
- Advisory board within Ministry of Culture (architects, historians, community members)
- Financial assistance for temporary re-allocation during restoration process
- Strong and forward-looking national tourism strategy (in favor of regional tourism)

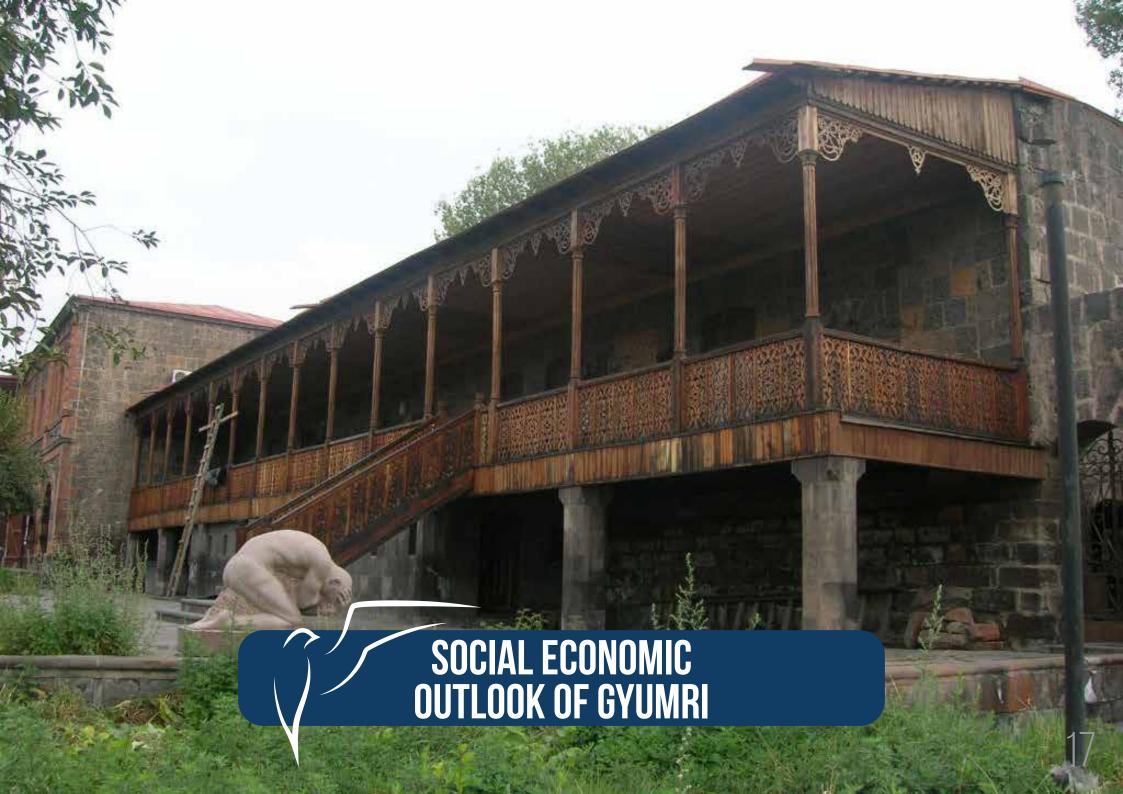
2 WORLD BANK CONTRIBUTION

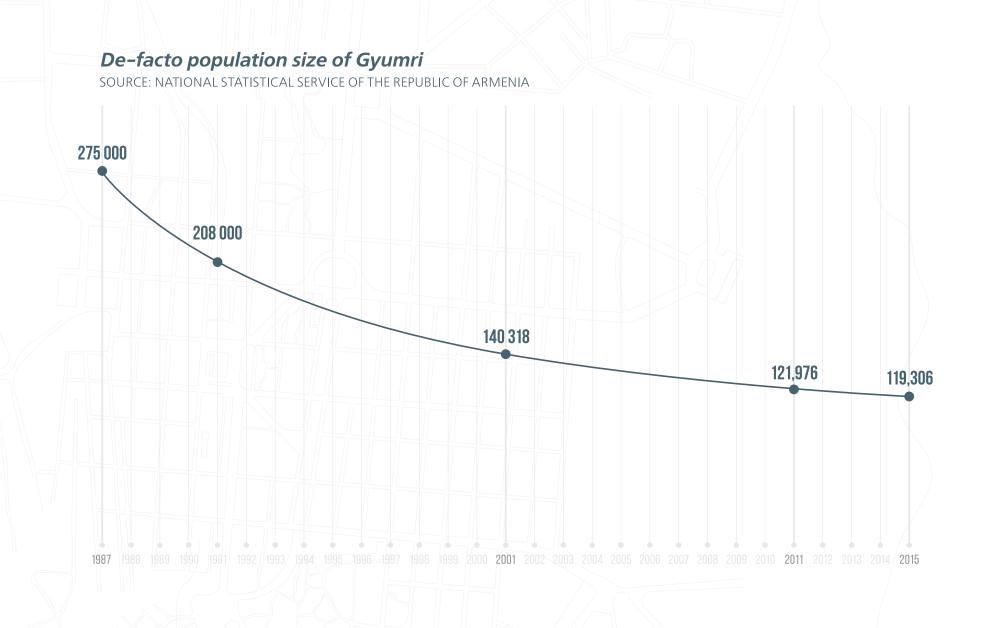
- 65 mln. USD loan for 2 years
- Research and analysis of existing tourism and infrastructure potential in the region (roads, nature, culture, winery, etc.)
- Development plan with strong institutional component (workforce development, monitoring the lifecycle of proposed projects, etc.)
- Cluster development approach in identifying tourism attractions (logos, products, marketing and branding)

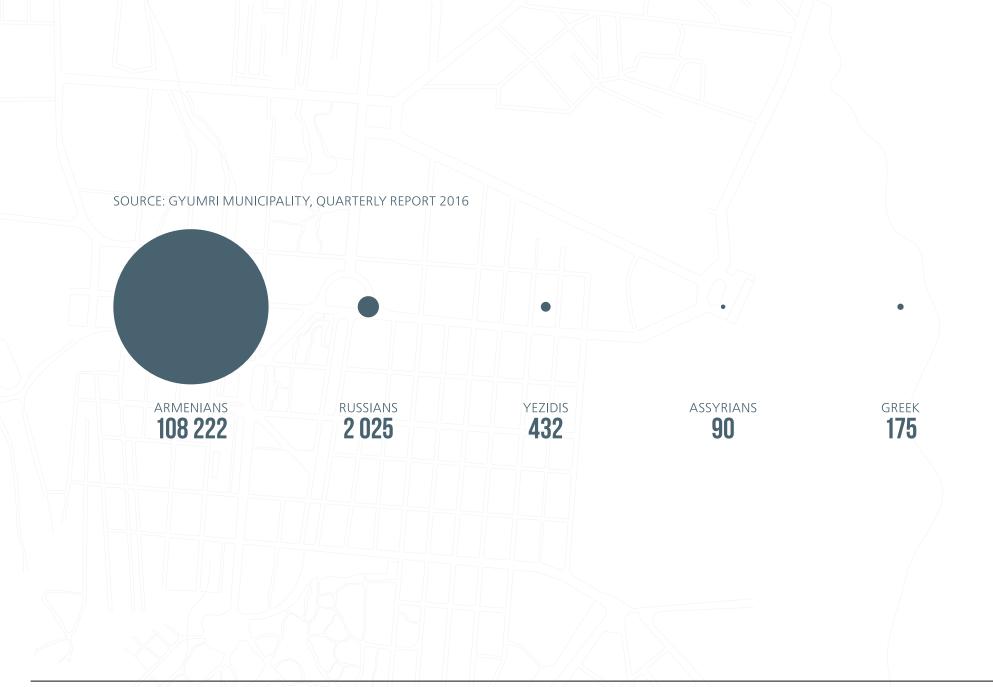
LESSONS LEARNED FROM KAKHETI GEORGIA CASE STUDY

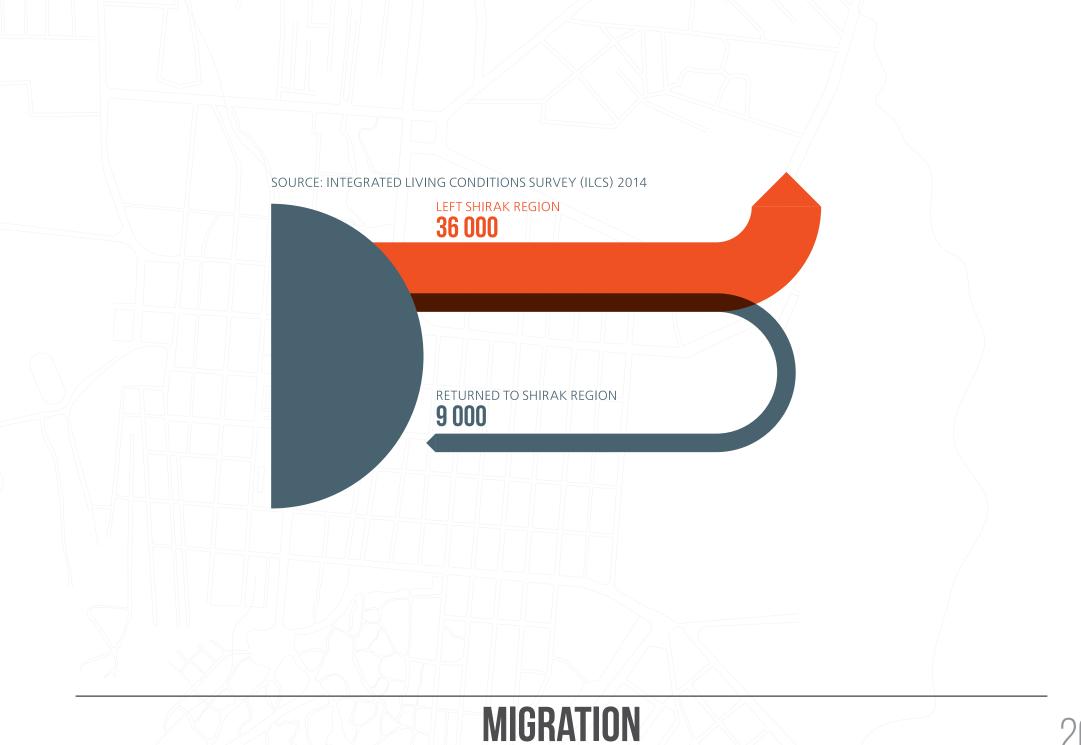
- 1 DESTINATION MANAGEMENT OFFICE
- Tourism information center for visiting tourists
- Train locals on best practices for tourism development
- Create tour packages, events that can attract visitors
- 2 TRAIN LOCAL CRAFTSMEN AND ARCHITECTS
 - Train the local craftsmen and architects
 - Train house owners to do small restoration works themselves (varnishing the wood, installing doors/windows, and painting interior walls)
 - Become nationally adopted for cultural and heritage preservation





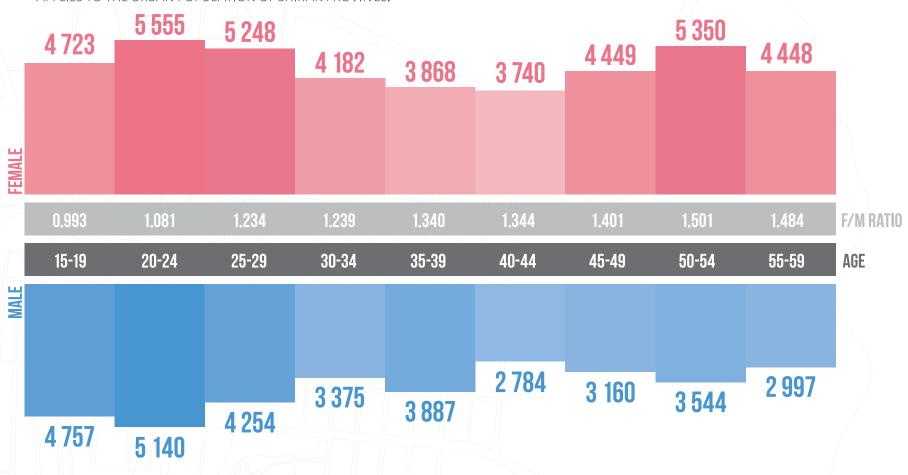






The number of working population in Gyumri, by age groups

- * THE FIGURES IN THE TABLE ARE BASED ON RECALCULATION (BY DISAGGREGATION OF URBAN POPULATION OF SHIRAK)
- * APPLIES TO THE URBAN POPULATION OF SHIRAK PROVINCE



The number of working population in Gyumri, by age groups

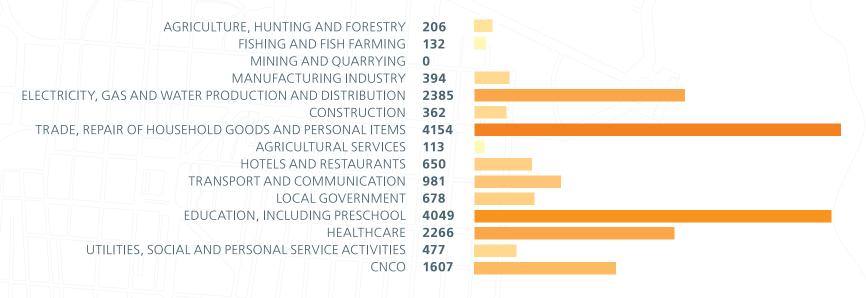
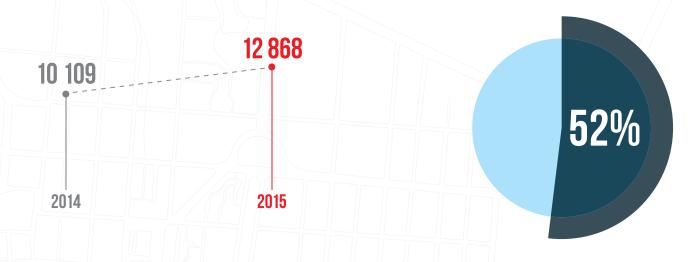


Figure. Unemployment rate in Gyumri

Unemployment rate in Gyumri

SOURCE: SHIRAK MARZPETARAN 2016



Local engagement in community services and their spheres

GENERAL POSITIONS

LEADING SPECIALISTS

102

JUNIOR POSITIONS

89

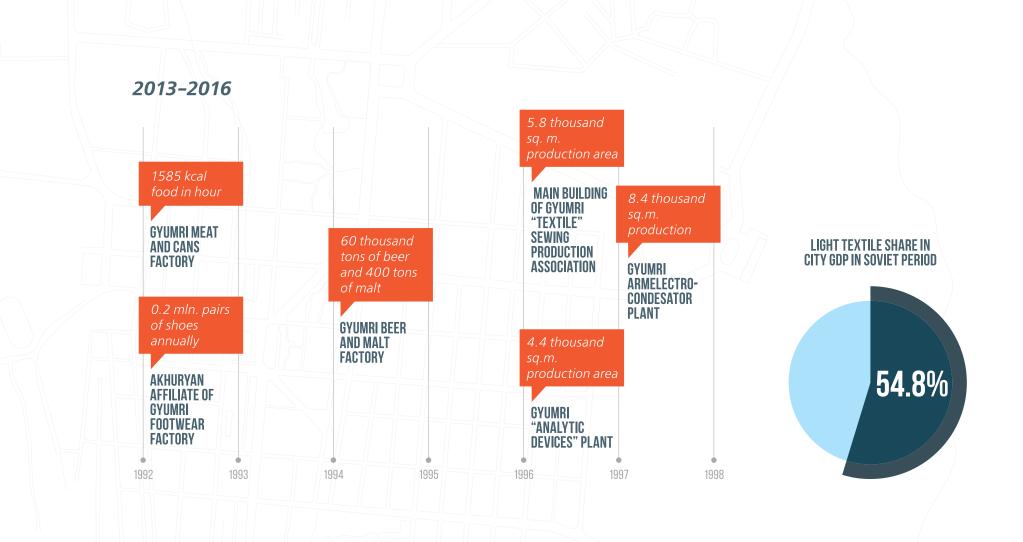
DISCRETIONARY POSITIONS

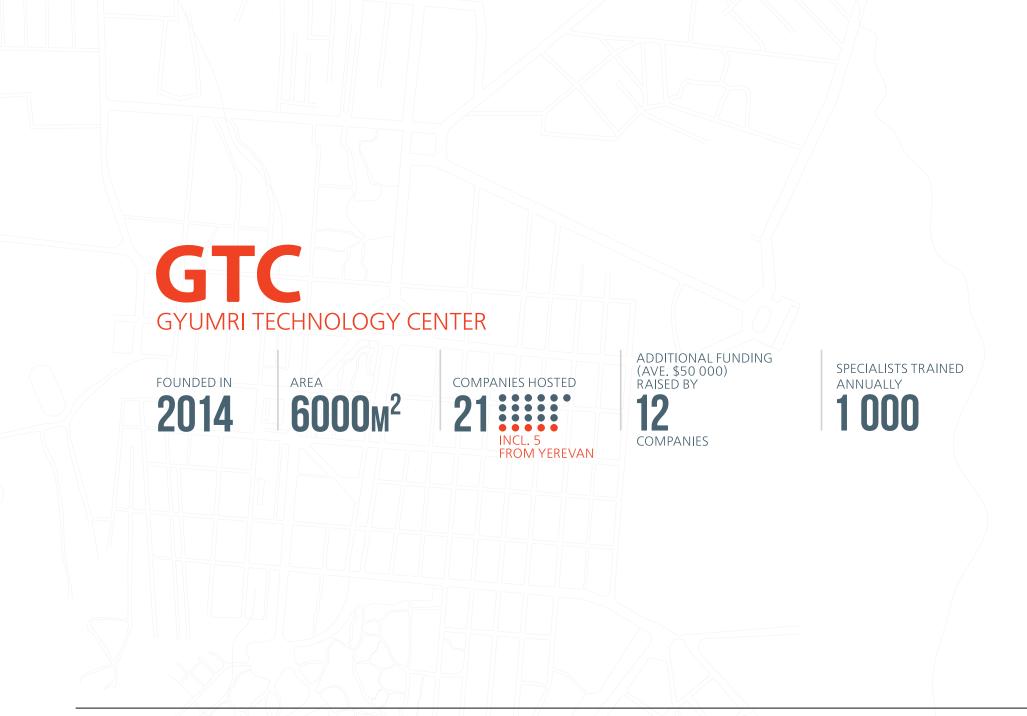
10

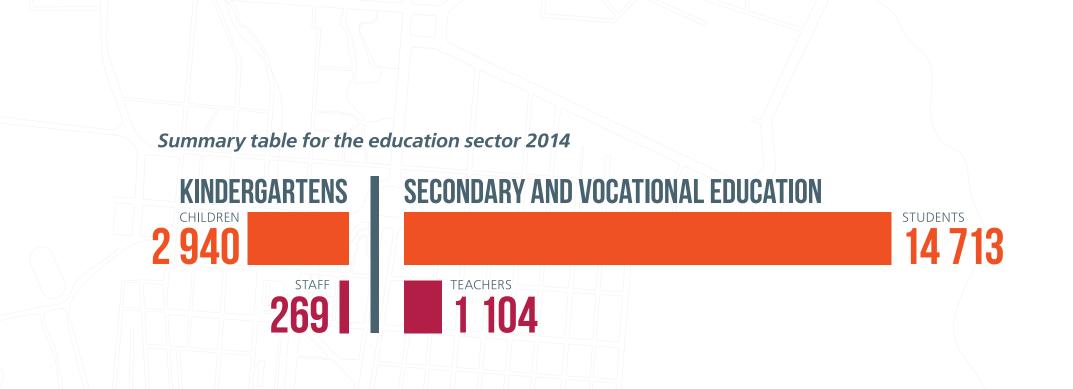
TECHNICAL SERVICE POSITIONS

468

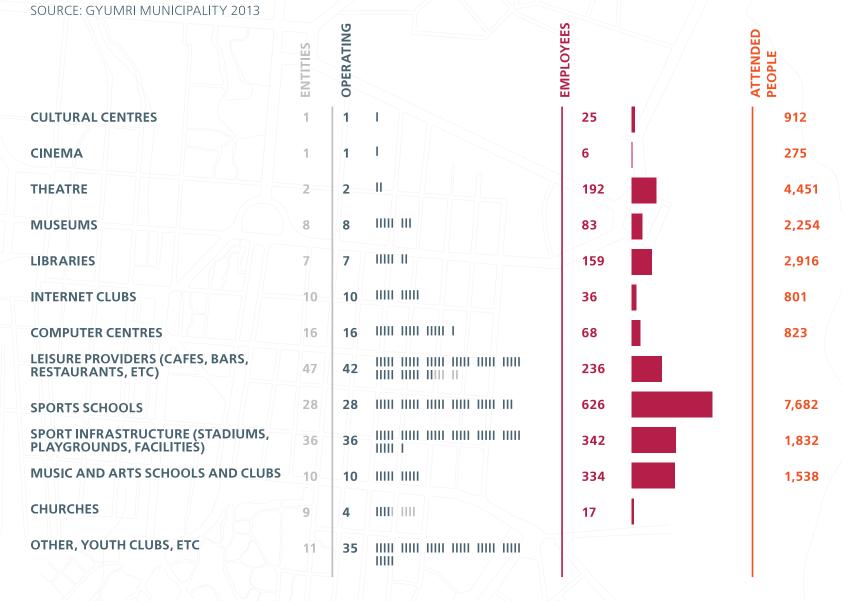








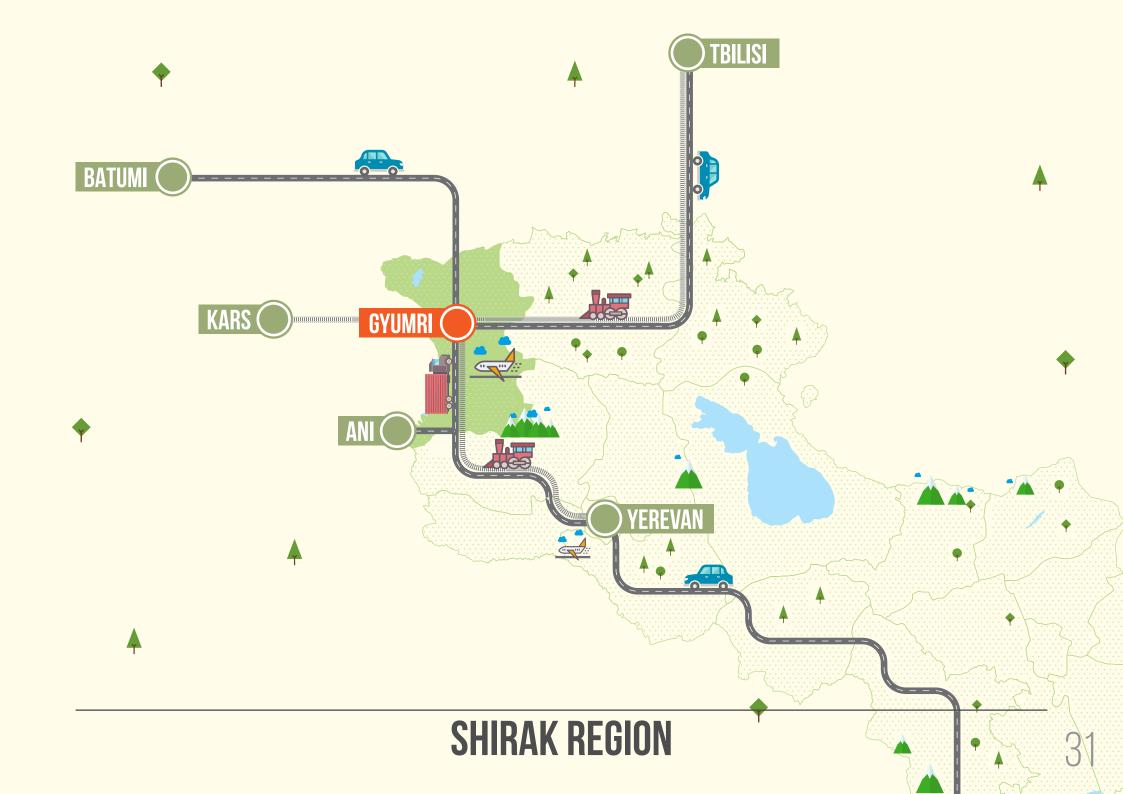
Culture and Sports (Museums, Theatre, Cultural organizations, Sport organizations)



Healthcare institutions in Gyumri SOURCE: GYUMRI MUNICIPALITY (2014)

	NUMBERS OF INSTITUTIONS	THE AMOUNT OF EMPLOYED PEOPLE
HOSPITAL MEDICAL ORGANIZATION	9	1018
OUTPATIENT MEDICAL INSTITUTIONS, (HOSPITALS AND OTHER INSTITUTIONS) / FOR ADULT /	9	636
OUTPATIENT MEDICAL INSTITUTIONS, (HOSPITALS AND OTHER INSTITUTIONS) / FOR CHILDREN /	0	0
SPECIALIZED OUTPATIENT MEDICAL CENTER	8	221
DENTAL MEDICAL AID INSTITUTION	39 ::::::::::::::::::::::::::::::::::::	242
PHARMACY	32 ************************************	134
OTHER	2	9





TOURISM REGIONAL POTENTIAL

ANI HISTORIC TOWN RUINS

Recreational Zone

TRCHKAN WATERFALL

creation of lodging, wildlife/nature education center, and outside eating areas, unique opportunity for visitors to experience the waterfall from inside-out.)

ARPI LAKE NATIONAL PARK

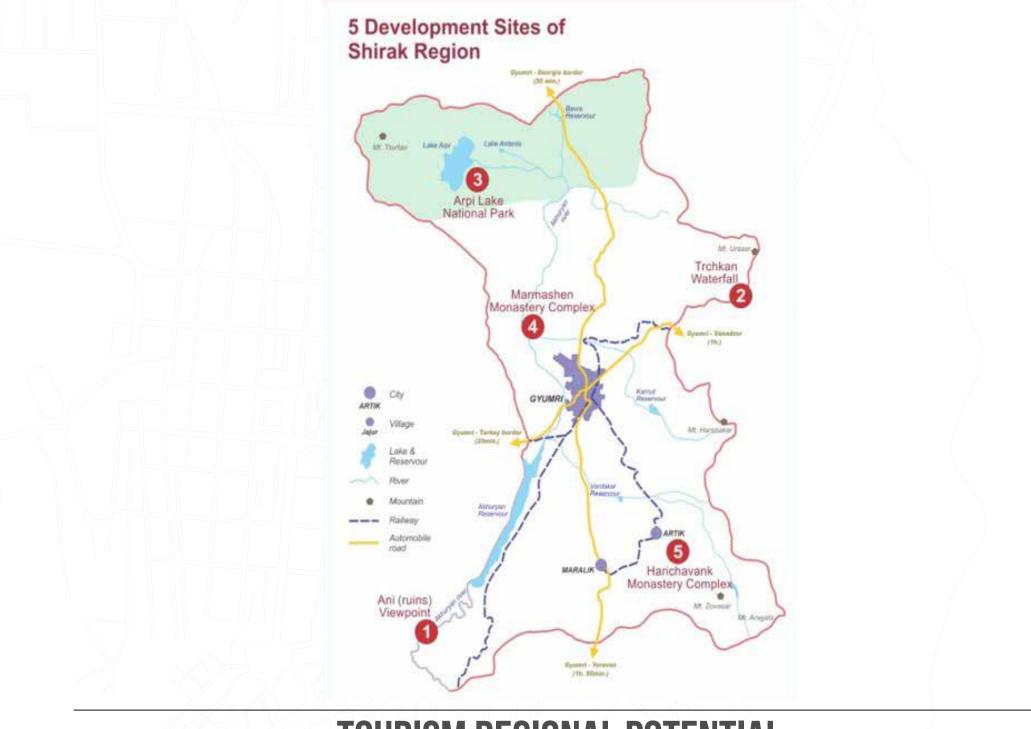
a unique eco-touristic center, which will attract visitors both from Armenia and Georgia, a site for winter recreation in the area, including skiing and other winter sports).

MARMASHEN MONASTERY

villages near the complex (Vahramaberd, Marmashen) are suitable for B&B establishment. Establishment of shops and cafes in the area, walking tours due to variety of cultural monuments and sites around the monastery)

HARICHAVANQ MONASTERY

The village is very beautiful and has huge potential for developing B&B services. There are many houses in the village with beautiful courtyards. Organizing outdoor leisure events and activities.



ANI (RUINS) VIEWPOINT

TRCHKAN WATERFALL

ARPI LAKE NATIONAL PARK



MARMASHEN MONASTERY

HARICHAVANK MONASTERY

RESULTS

TOURISTIC PRODUCTS FOR THE REGION, ADDRESSED TO VARIOUS TARGET GROUPS (CULTURAL TOURISM, SCIENTIFIC TOURISM, ECOTOURISM, ADVENTURE TOURISM, ETC.).

INCREASED NUMBER OF TOURISTS VISITING SHIRAK REGION

SEASONABLE TOURISM DEVELOPMENT

OPPORTUNITIES FOR TOURISTS TO SPEND 5 -7 DAYS IN THE REGION.

INCREASED OCCUPANCY LEVEL OF HOTELS IN GYUMRI.

EMPLOYMENT OPPORTUNITY FOR THE PEOPLE LIVING IN THE COMMUNITIES WHO CAN PROVIDE ADDITIONAL SERVICES TO THE TOURISTS.

POSITIVE IMPACT ON TOURISM INDUSTRY AS A WHOLE.



LOCAL TOURISM POTENTIAL

LOCAL TOURISM POTENTIAL

MUSEUM OF NATIONAL ARCHITECTURE AND URBAN LIFE

Cultural events, art exhibitions, installation of multilanguage info. boards;

BLACK FORTRESS "SEV BERD"

International scale events. Land available for retail or recreation park development;

A. ISAHAKYAN AND H. SHIRAZ MUSEUMS

Cultural events. Art cafes and exhibitions in the courtyard

ASLAMAZYAN SISTERS' GALLERY

Targeted marketing and PR to attract international exhibitions, which will add value to tourists' visits. A café or art in the courtyard.

MHER MKTCHYAN'S MUSEUM

A souvenir shop near the museum; installation of multi-language info. boards; traditional small "Khash" restaurant on the first floor of the museum and a screen with most famous movies of the actor;

TSAGHIKYANTS OLD BREWERY

beer festivals and beer tasting days

GORKI CENTRAL PARK

new places for family leisure and entertainment, film screenings.

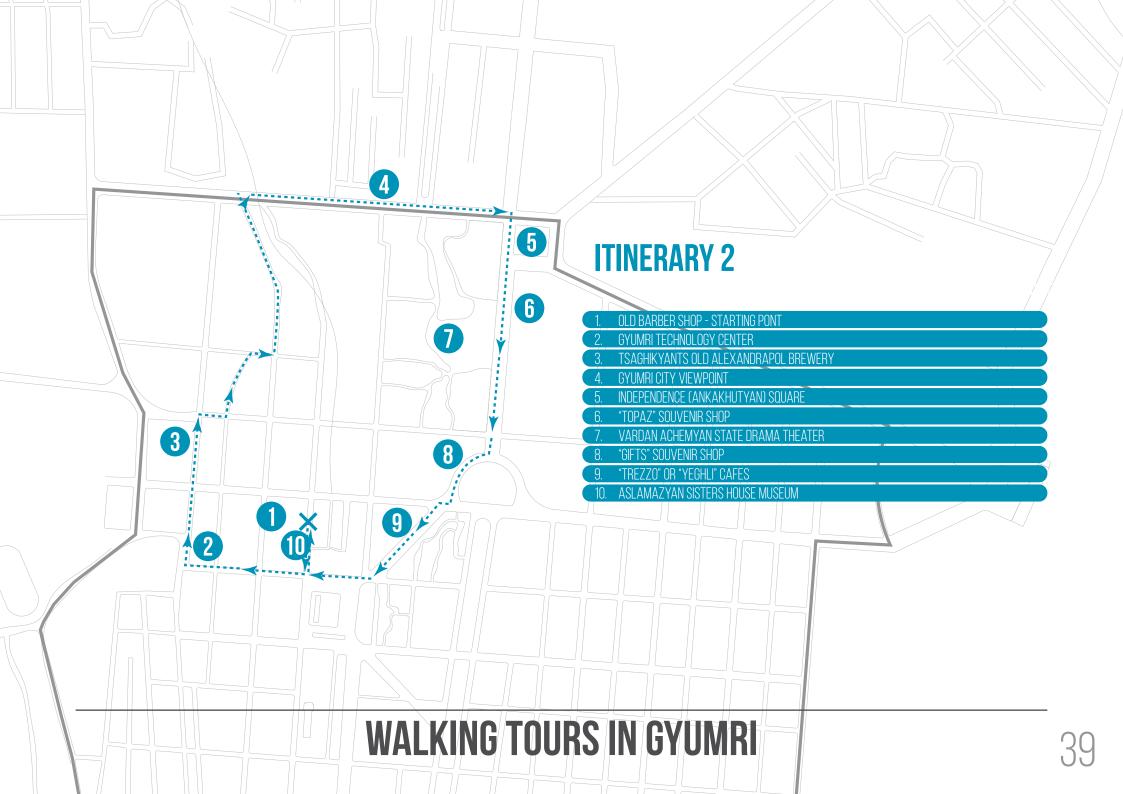
GYUMRI TECHNOLOGY CENTER

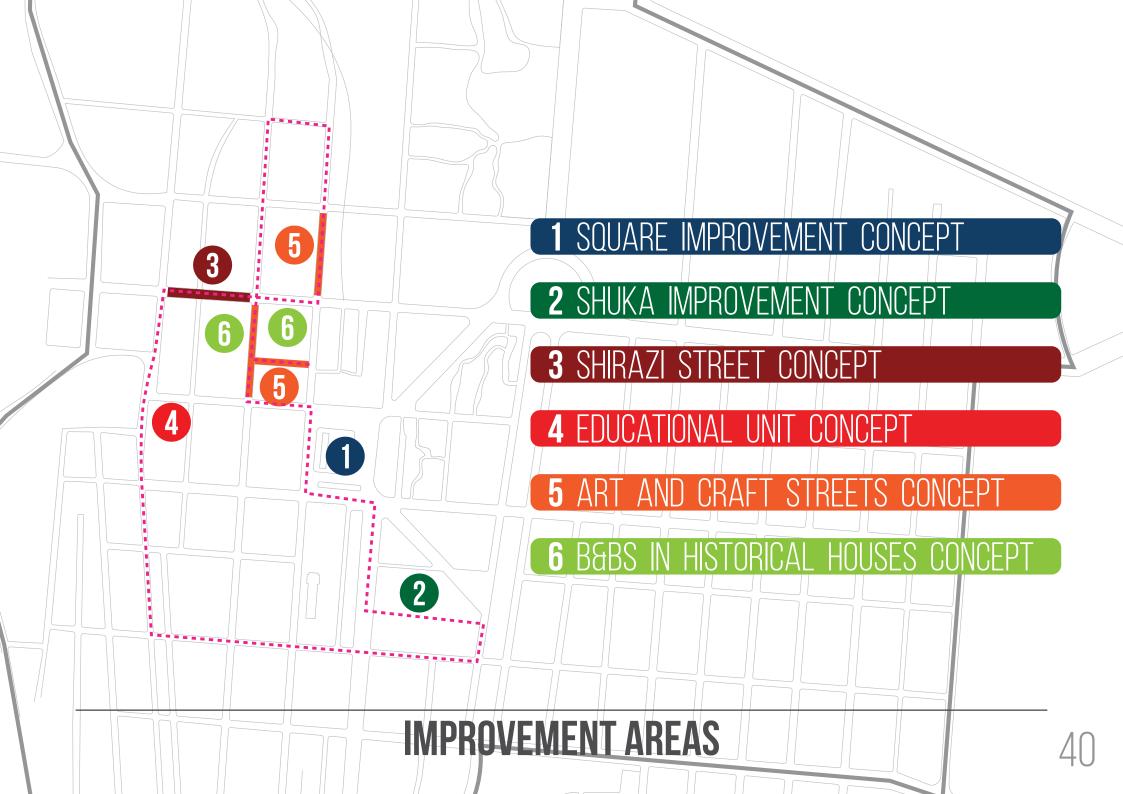
a café or a recreational zone in the area, high tech and robotics museum. Other projects proposed by EIF.

CERAMICS PRODUCTION SCHOOL

Daily one hour sessions where tourists can spend time to make ceramics; exhibition of ready-made samples of ceramic works . Other projects proposed by Family Care foundation







OBJECTIVES

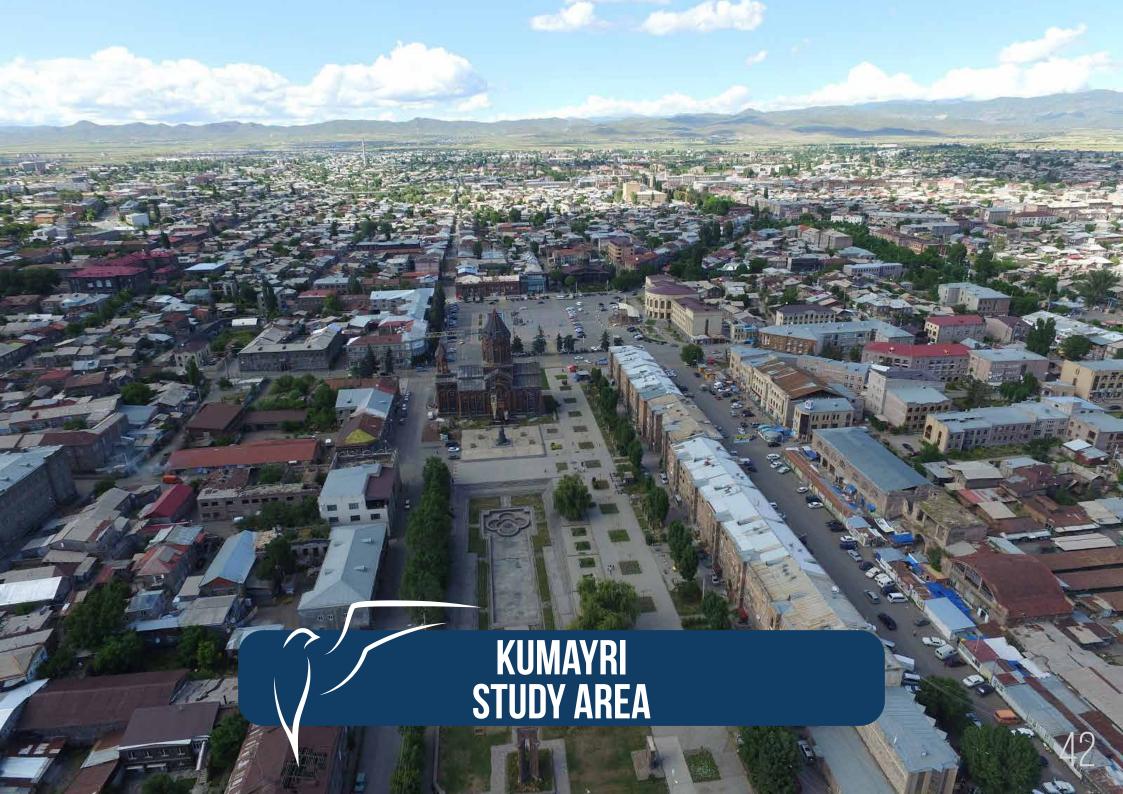
WELL PRESERVED HISTORIC CITY WHICH WILL ATTRACT MORE VISITORS

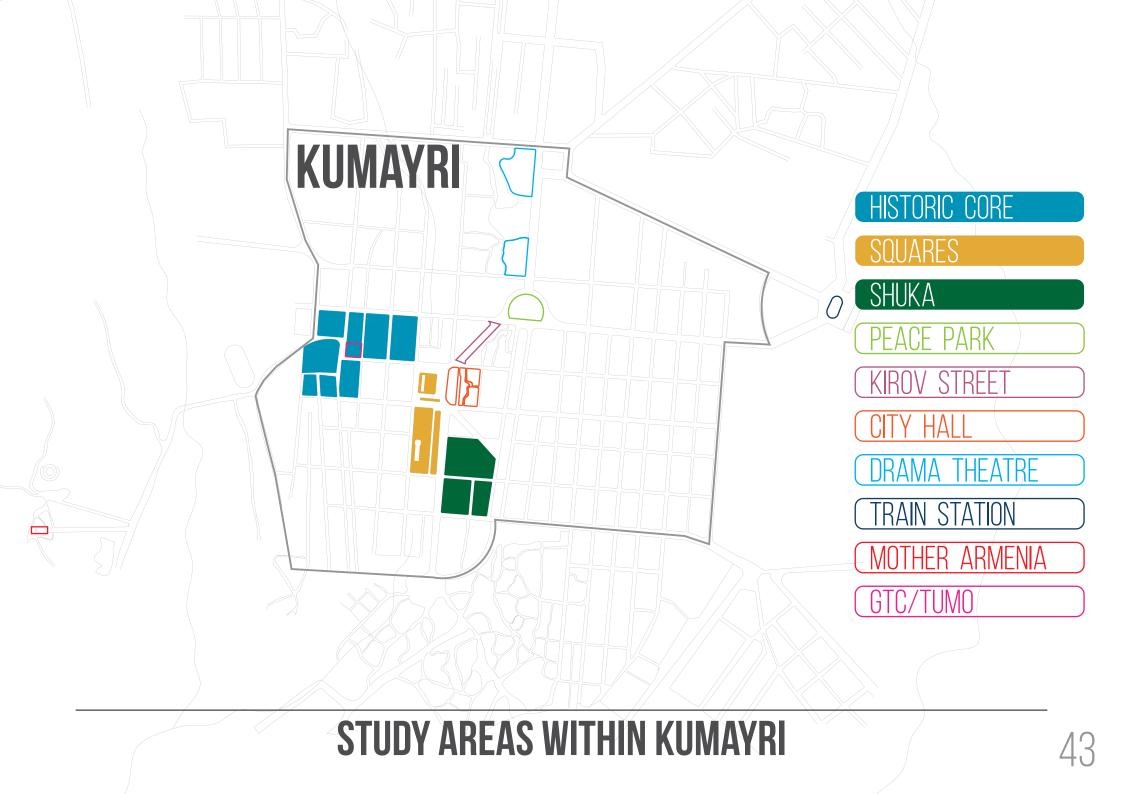
OPPORTUNITIES FOR TOURISTS TO SPEND 2-3 DAYS IN THE CITY.

INCREASED OCCUPANCY LEVEL OF HOTELS AND B&BS IN GYUMRI.

INITIAL JOB CREATION THROUGH CONSTRUCTION AND NEWLY DEVELOPED HOSPITALITY SECTOR

ACTIVE SOCIAL LIFE THROUGH REDEVELOPED PUBLIC AND RECREATIONAL ZONES AND SOCIAL INFRASTRUCTURE





INDEPENDENCE SQUARE

DRAMA THEATRE

SHUKA CENTRAL MARKET









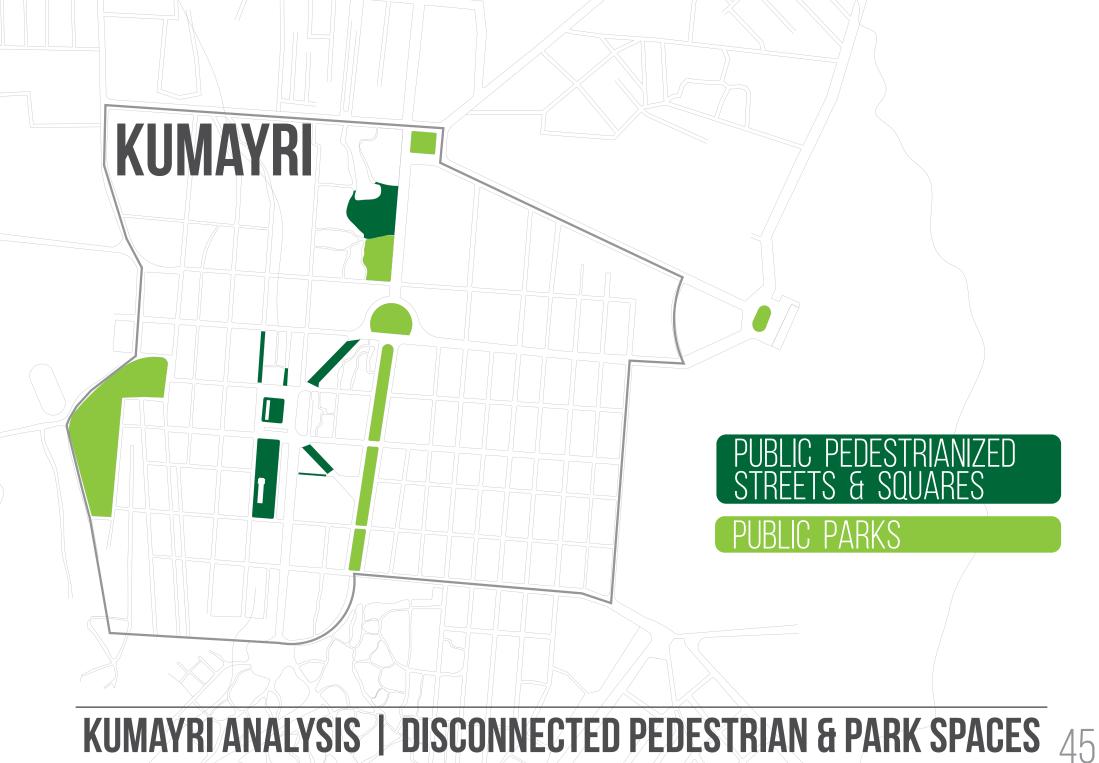




VICTORY PARK

PEACE PARK

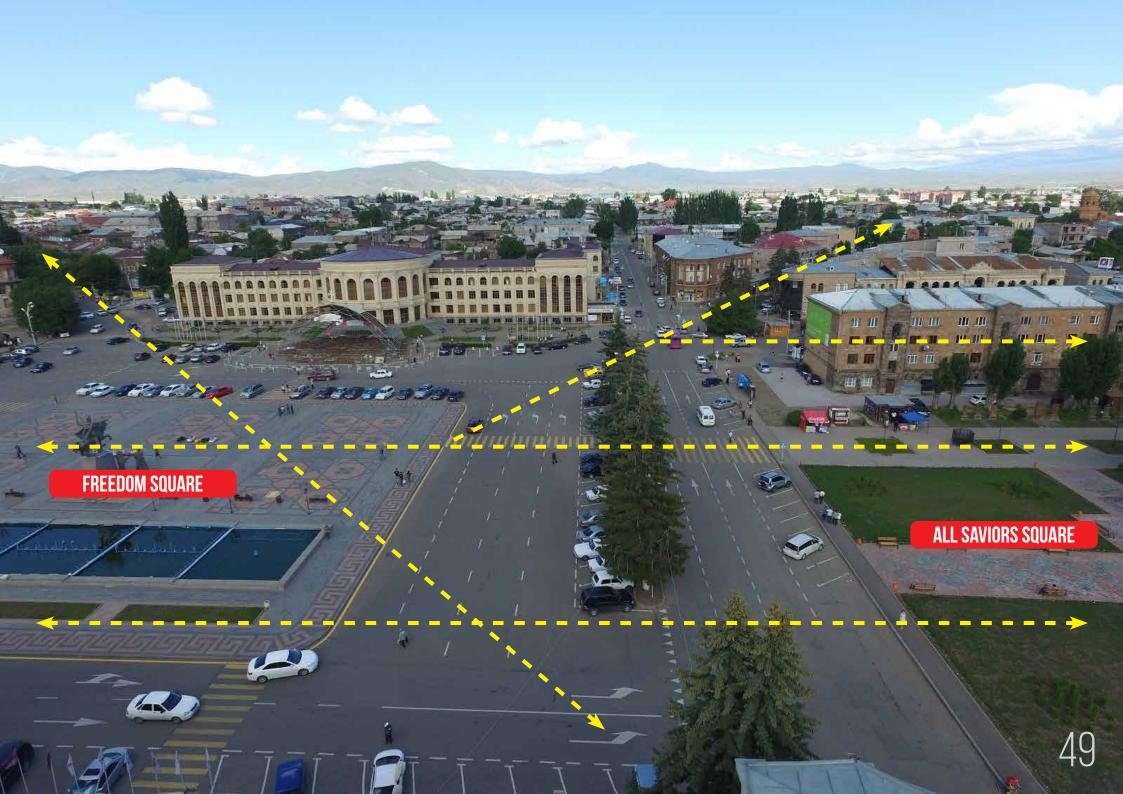
FREEDOM SQUARE

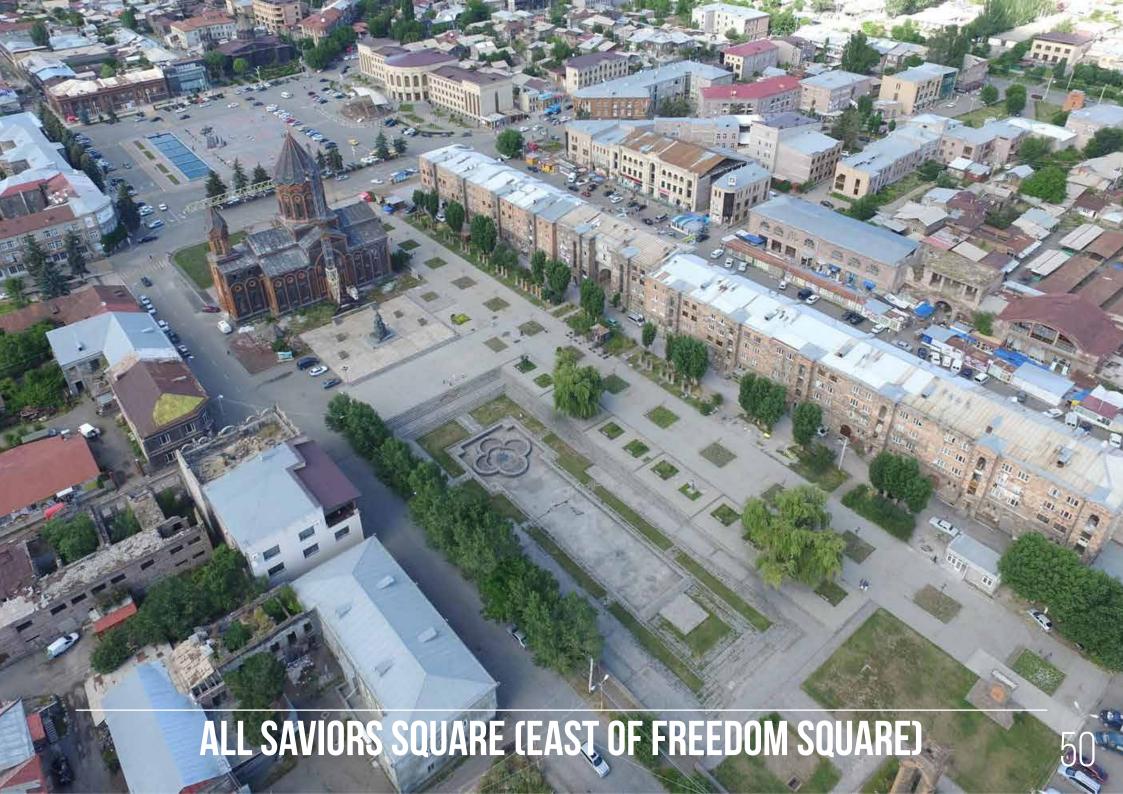








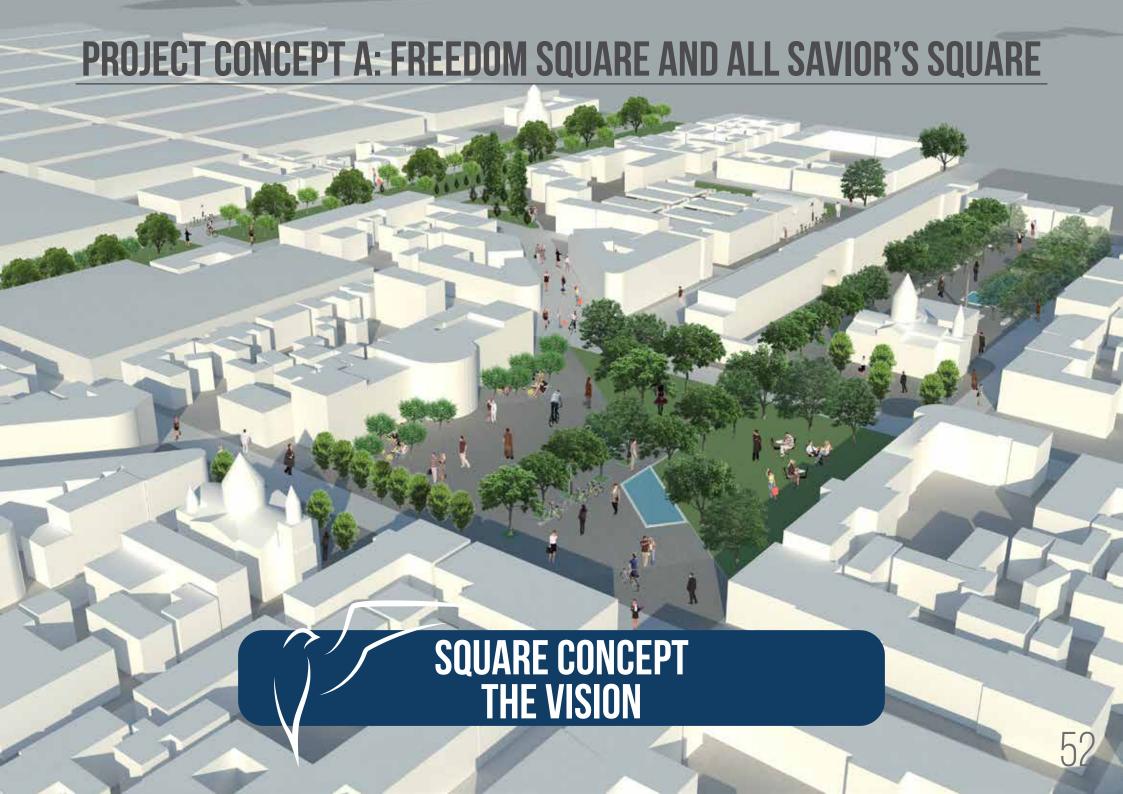




SUMMER ALL SAVIORS SQUARE WINTER









STEPS TO REALIZE GYUMRI SQUARE CONCEPT

- 1 BRING BACK THE VISION
- 2 IDENTIFY & SECURE FUNDING
- 3 UPDATE THE 2003 USAID PLAN
- 4 IMPLEMENT THE UPDATED PLAN









STREET VIEW



STEPS TO REALIZE GYUMRI SHUKA CONCEPT

- 1 GAIN SUPPORT OF MUNICIPALITY
- 2 IDENTIFY PROPERTIES TO PURCHASE
- 3 CREATE AN ACTION PLAN
- 4 IMPLEMENTATION





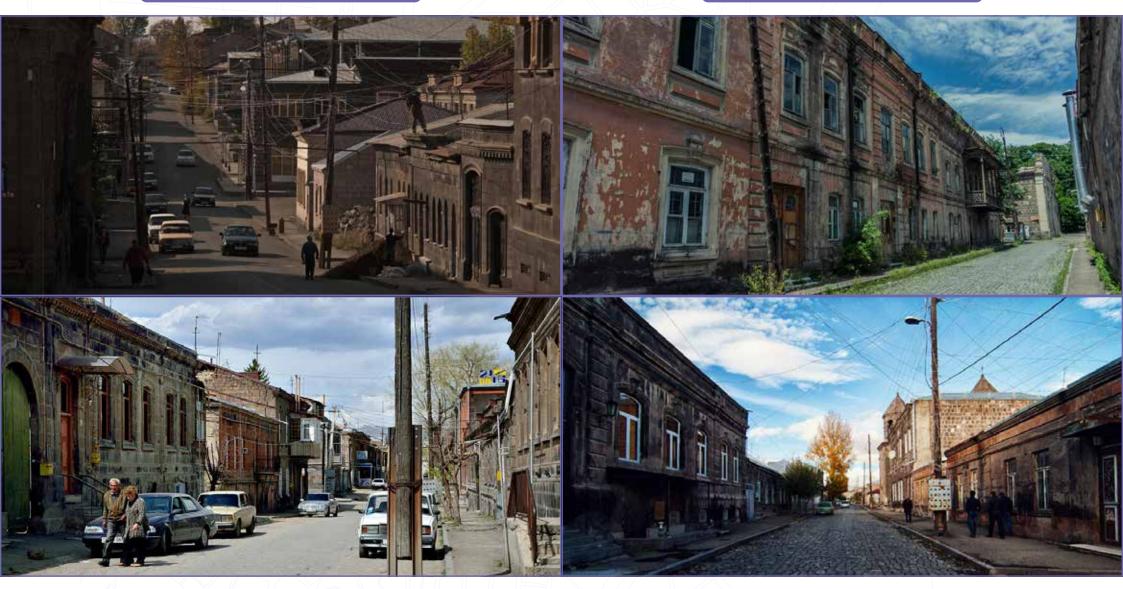




CONVENTIONAL SIGNS	QTY
RESTAURANT	1
CAFE	4
₩ ANTI CAFE	1
BAKERY	1
HOTEL	1
8&B ■ B&B	5
SHOP	3
SOUVENIRE SHOP	1
ARTS AND CRAFTS STUDIO	3
GALLERY	1
SCHOOL	2
IT LABS	1
1 INFO CENTER	1
MICROENTERPRISE CENTER	1

SHIRAZI STREET

AJEMYAN STREET



GHORGHANYAN STREET

ABOVYAN STREET







PROPORSAL PEDES-PEDES-PEDES-TRIAN CAR-WAY CAR-WAY PARKING TRIAN TRIAN * **ENLARGED** **PEDESTRIAN CURRENT SITUATION** PEDES-PEDES-**PARKING** CAR-WAY PARKING TRIAN

GPH PROPOSAL

Organized parklets areas to create a more comfortable and inviting pedestrian experience. A Parklet is an extension of the sidewalk over an onstreet parking space that serves as a small public park. Streets make up the greatest amount of public space, Parklets help to take back some of that space and create areas for people gather or relax in a space that is open and accessible to all.



GPH PROPOSAL



BUILDING I-22 SHIRAZ STREET



ACTUAL SITUATION

GPH PROPOSAL

OPEN A SOUVENIR SHOP

ENLARGE THE EXISTING BAKERY

PHOTO STUDIO, PHOTO SHOOTING IN ARMENIAN TRADITIONAL CLOTHES

OPENING B&B'S IN THE GROUND FLOOR

BUILDING I-22 SHIRAZ STREET







SUCCESSFUL EXAMPLE

GPH PROPOSAL

ARTS AND CRAFTS OPEN STUDIO

ARTS AND CRAFTS STUDIO



STUDIOS FOR CRAFTSMEN AND ARTISTS

SOUVENIR SHOP

PAVILIONS WHERE CRAFTSMEN CAN
WORK AND SHOW THE WORK ACTIVITIES

SPACE FOR OUTDOOR EXHIBITIONS

KIDS PLAYGROUND





SUCCESSFUL EXAMPLE

EXHIBITION OF ACCESSORIES



GALLERIES

HOME DECOR EXHIBITION



GPH PROPOSAL

DESIGNER AND ART BOUTIQUE EXHIBITION HALL



VISION:

Gyumri as regional restoration center.

The establishment of a conservation and restoration school/ college in Armenia is aimed for preserving the national cultural heritage. The college should be established in Gyumri, the city which has preserved its historical core values, buildings and environment.



OPTION 1.

ADDRESS

GYUMRI, AJEMYAN ST. (SHYORS 2 ST.).

OLD POST OFFICE BUILDING

IMPORTANCE

NATIONAL

PERIOD OF CONSTRUCTION

1900-1920

BUILDING STATUS

DAMAGED

STRUCTURAL STABILITY

UNSTABLE

OPTION 2.

ADDRESS

GYUMRI, JIVANI 89 ST.

IMPORTANCE

POSSIBLE BOUTIQUE HOTEL

PERIOD OF CONSTRUCTION

1900-1920

BUILDING STATUS

MODERATELY PRESERVED

STRUCTURAL STABILITY

MODERATELY STABLE

OPTION 3.

ADDRESS

GYUMRI, JIVANI STREET 74

GULBENKIAN HOSPITAL (NOT OCCUPIED)

IMPORTANCE

STATE LEVEL

PERIOD OF CONSTRUCTION

1988-2001

BUILDING STATUS

NEW

STRUCTURAL STABILITY

STABLE





INTRODUCTION

- 1. RESEARCH PHASE
- 2. GENERAL ANALYSIS
- 3. GYUMRI MAIN CHARACTERISTICS AND ARCHITECTURAL ELEMENTS
- 4. MAIN TYPES OF URBAN AND OPEN AREA DECAY
- 5. MAPPING FOR BUILDING PRESERVATION
- 6. "HOW CAN I PRESERVE MY HOUSE?"
- 7. TECHNICAL SPECIFICATIONS OF PRESERVATION AND URBAN REUSE INTERVENTIONS
- 8. BIBLIOGRAPHY

THE PURPOSE OF HANDBOOK

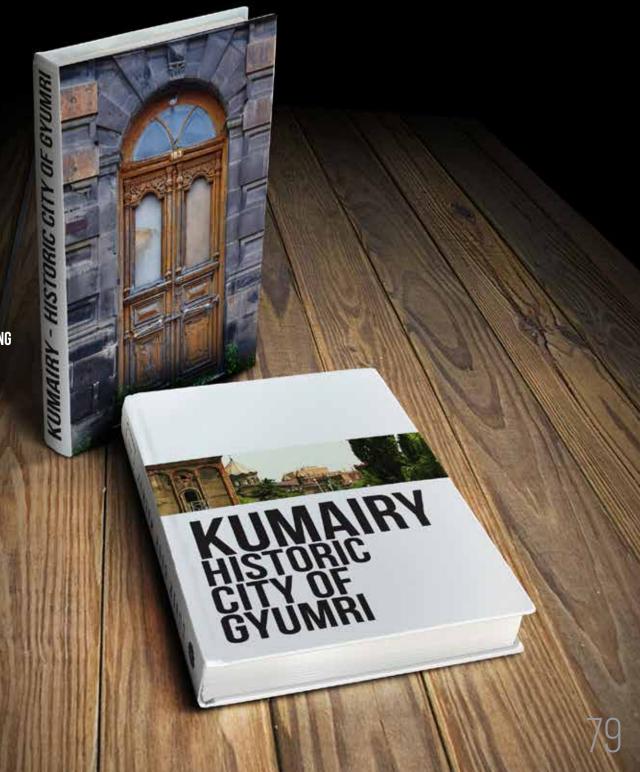
- REEVALUATE THE SPECIFICATIONS OF HISTORICAL ARCHITECTURE AND URBAN DEVELOPMENT
- DISCOVER THE ISSUES ON ENVIRONMENTAL IMPROVEMENT AND BUILDING DECAY
- IMPROVE, PRESERVE AND REUSE HOUSING CONDITIONS
- PRESERVE THE HISTORICAL AMBIENCE OF URBAN DEVELOPMENT
- INFORM ALL THE BENEFICIARIES ON THE METHODS OF REUSE

THE HANDBOOK IS AIMED AT

- THE CITIZEN/OWNER,
- ARCHITECT/ENGINEER,
- OFFICIAL BODIES RA MINISTRIES OF CULTURE, URBAN DEVELOPMENT, Gyumri Municipality, kumayri reserve-museum.

HANDBOOK RESULTS

- NEW METHODOLOGY
- CITIZENS VALUE THEIR OWN HISTORY
- PROFESSIONALS OF INTERNATIONAL LEVEL
- SUSTAINABLE URBAN DEVELOPMENT
- PRESERVED CITY
- TOURISM GROWTH
- ECONOMIC GROWTH







EXPECTED RESULTS

OBJECTIVE 1:

Have an attractive way of presenting Gyumri by live demonstration of arts, craft, festive ceremonies and cuisine.

OBJECTIVE 2:

Provide a sustainable source of income for project beneficiaries.

OBJECTIVE 3:

Renovate historical houses and streets that are in poor condition and make it usable for this project.

OBJECTIVE 4:

Create successful business stories to become a model and be replicated by other stakeholders.

FOSTER THE DEVELOPMENT OF THE SURROUNDING DISTRICTS IN TERMS OF IMPROVING THE INFRASTRUCTURE (ROADS, ETC.)

ESTABLISHMENT OF NEW BUSINESSES (SHOPS, CAFES, ETC.).

LOCAL COMMUNITY ENGAGEMENT



OBJECTIVE 1:

Preserve and renovate historical houses that are in poor condition by making them usable for B&B businesses.

OBJECTIVE 2:

Provide a sustainable source of income for project beneficiaries.

OBJECTIVE 3:

Create successful business stories to become a model and be replicated by other Kumayri residents.

EXPECTED RESULTS

SELF SUSTAINING DUE TO A BLENDING OF PROFIT AND NONPROFIT INVESTMENT

(to apply a business model which requires lower operational expenses to overcome the off-season months)

FURTHER DEVELOPMENT OF THE DISTRICT INFRASTRUCTURE

(roads, etc.) and promotion of new business establishment such as cafes and shops in surrounding areas.

LOCAL COMMUNITY ENGAGEMENT

MAXIMIZATION OF EXISTING EFFORTS

At present there are several B&Bs (Sari Tey B&B, Artush & Raisa B&B) in Gyumri, that have higher business efficiency due to the provided customer service and marketing activities.





FUTURE FUNDING OF THE INITIATIVES

GPH WILL CONTINUE TO OPERATE AS A 'CONSULTANT' OR 'MANAGEMENT PARTNERSHIP' TO:

SEEK FUNDING FROM INTERNATIONAL AID AGENCIES (EBRD, ADB, WB, ETC.) AND PRIVATE INVESTORS

TRANSITION EACH PROJECT FROM GPH TO PROFESSIONAL PROJECT MANAGERS, ONCE FUNDING HAS BEEN APPROVED.

