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- Population
- Ethnicity
- Migration
- Labor force
- Poverty
- Industries/Primary trades
- Social Structure

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
OVERVIEW OF GPH
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
FOCUS AREAS

ECONOMIC DEVELOPMENT

INFRASTRUCTURE

CULTURAL HERITAGE

TOURISM

VOCATIONAL EDUCATION
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
Process

1. **Identify Projects Concepts**
2. **Prioritize Projects**
3. **Develop Project Concepts**
4. **Gain Support and Funding for Projects**
5. **Create Implementation Strategy**
6. **Implement and Monitor Projects**

Currently at this stage
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
KAKHETI (GEORGIA) CASE STUDY

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
SOCIAL ECONOMIC OUTLOOK OF GYUMRI
De-facto population size of Gyumri
SOURCE: NATIONAL STATISTICAL SERVICE OF THE REPUBLIC OF ARMENIA
SOURCE: GYUMRI MUNICIPALITY, QUARTERLY REPORT 2016

ETHNICITY

 Armenians: 108,222
 Russians: 2,025
 Yezidis: 432
 Assyrians: 90
 Greeks: 175
SOURCE: INTEGRATED LIVING CONDITIONS SURVEY (ILCS) 2014

LEFT SHIRAK REGION
36 000

RETURNED TO SHIRAK REGION
9 000
### 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.

<table>
<thead>
<tr>
<th>Age</th>
<th>Female</th>
<th>Male</th>
<th>F/M Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>15-19</td>
<td>4,723</td>
<td>5,757</td>
<td>0.993</td>
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<tr>
<td>20-24</td>
<td>5,555</td>
<td>4,254</td>
<td>1.081</td>
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<tr>
<td>25-29</td>
<td>5,248</td>
<td>4,254</td>
<td>1.234</td>
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<tr>
<td>30-34</td>
<td>4,182</td>
<td>3,375</td>
<td>1.239</td>
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<td>35-39</td>
<td>3,868</td>
<td>3,887</td>
<td>1.340</td>
</tr>
<tr>
<td>40-44</td>
<td>3,740</td>
<td>2,784</td>
<td>1.344</td>
</tr>
<tr>
<td>45-49</td>
<td>4,449</td>
<td>3,160</td>
<td>1.401</td>
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<tr>
<td>50-54</td>
<td>5,350</td>
<td>3,544</td>
<td>1.501</td>
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<tr>
<td>55-59</td>
<td>4,448</td>
<td>2,997</td>
<td>1.484</td>
</tr>
</tbody>
</table>

**Labor Force**
### The number of working population in Gyumri, by age groups

<table>
<thead>
<tr>
<th>Activity</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture, Hunting and Forestry</td>
<td>206</td>
</tr>
<tr>
<td>Fishing and Fish Farming</td>
<td>132</td>
</tr>
<tr>
<td>Mining and Quarrying</td>
<td>0</td>
</tr>
<tr>
<td>Manufacturing Industry</td>
<td>394</td>
</tr>
<tr>
<td>Electricity, Gas and Water Production and Distribution</td>
<td>2385</td>
</tr>
<tr>
<td>Construction</td>
<td>362</td>
</tr>
<tr>
<td>Trade, Repair of Household Goods and Personal Items</td>
<td>4154</td>
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<tr>
<td>Agricultural Services</td>
<td>113</td>
</tr>
<tr>
<td>Hotels and Restaurants</td>
<td>650</td>
</tr>
<tr>
<td>Transport and Communication</td>
<td>981</td>
</tr>
<tr>
<td>Local Government</td>
<td>678</td>
</tr>
<tr>
<td>Education, Including Preschool</td>
<td>4049</td>
</tr>
<tr>
<td>Healthcare</td>
<td>2266</td>
</tr>
<tr>
<td>Utilities, Social and Personal Service Activities</td>
<td>477</td>
</tr>
<tr>
<td>CNCO</td>
<td>1607</td>
</tr>
</tbody>
</table>
### Local engagement in community services and their spheres

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
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</thead>
<tbody>
<tr>
<td>General positions</td>
<td>4</td>
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<tr>
<td>Leading specialists</td>
<td>102</td>
</tr>
<tr>
<td>Junior positions</td>
<td>89</td>
</tr>
<tr>
<td>Discretionary positions</td>
<td>10</td>
</tr>
<tr>
<td>Technical service positions</td>
<td>468</td>
</tr>
</tbody>
</table>

### Figure. Unemployment rate in Gyumri

**Source:** Shirak Marzpetaran 2016

Unemployment rate in Gyumri: 52%

**Legend:**
- 2014: 10,109
- 2015: 12,868
Poverty gap

- **18,951** extremely low income families
- **15,130** receive pensions from the government
2013–2016

1585 kcal food in hour
GYUMRI MEAT AND CANS FACTORY

0.2 mn. pairs of shoes annually
AKHURYAN AFFILIATE OF GYUMRI FOOTWEAR FACTORY

60 thousand tons of beer and 400 tons of malt
GYUMRI BEER AND MALT FACTORY

5.8 thousand sq. m. production area
MAIN BUILDING OF GYUMRI "TEXTILE" SEWING PRODUCTION ASSOCIATION

8.4 thousand sq. m. production
GYUMRI ARMELECTRO-CONDESATOR PLANT

4.4 thousand sq.m. production area
GYUMRI "ANALYTIC DEVICES" PLANT

INDUSTRIES/PRIMARY TRADES

LIGHT TEXTILE SHARE IN CITY GDP IN SOVIET PERIOD

54.8%
GTC
GYUMRI TECHNOLOGY CENTER

FOUNDED IN: 2014
AREA: 6000 m²
COMPANIES HOSTED: 21
INCL. 5 FROM YEREVAN
ADDITIONAL FUNDING (AVE. $50,000) RAISED BY: 12 COMPANIES
SPECIALISTS TRAINED ANNUALLY: 1,000
Summary table for the education sector 2014

**Kindergartens**
- Children: 2,940
- Staff: 269

**Secondary and Vocational Education**
- Students: 14,713
- Teachers: 1,104

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

SOURCE: GYUMRI MUNICIPALITY 2013

<table>
<thead>
<tr>
<th>Category</th>
<th>Entities</th>
<th>Operating</th>
<th>Employees</th>
<th>Attended People</th>
</tr>
</thead>
<tbody>
<tr>
<td>CULTURAL CENTRES</td>
<td>1</td>
<td>1</td>
<td>25</td>
<td>912</td>
</tr>
<tr>
<td>CINEMA</td>
<td>1</td>
<td>1</td>
<td>6</td>
<td>275</td>
</tr>
<tr>
<td>THEATRE</td>
<td>2</td>
<td>2</td>
<td>192</td>
<td>4,451</td>
</tr>
<tr>
<td>MUSEUMS</td>
<td>8</td>
<td></td>
<td>83</td>
<td>2,254</td>
</tr>
<tr>
<td>LIBRARIES</td>
<td>7</td>
<td></td>
<td>159</td>
<td>2,916</td>
</tr>
<tr>
<td>INTERNET CLUBS</td>
<td>10</td>
<td></td>
<td>36</td>
<td>801</td>
</tr>
<tr>
<td>COMPUTER CENTRES</td>
<td>16</td>
<td></td>
<td>68</td>
<td>823</td>
</tr>
<tr>
<td>LEISURE PROVIDERS (CAFES, BARS, RESTAURANTS, ETC)</td>
<td>47</td>
<td></td>
<td>236</td>
<td>7,682</td>
</tr>
<tr>
<td>SPORTS SCHOOLS</td>
<td>28</td>
<td></td>
<td>626</td>
<td></td>
</tr>
<tr>
<td>SPORT INFRASTRUCTURE (STADIUMS, PLAYGROUNDS, FACILITIES)</td>
<td>36</td>
<td></td>
<td>342</td>
<td>1,832</td>
</tr>
<tr>
<td>MUSIC AND ARTS SCHOOLS AND CLUBS</td>
<td>10</td>
<td></td>
<td>334</td>
<td>1,538</td>
</tr>
<tr>
<td>CHURCHES</td>
<td>9</td>
<td></td>
<td>17</td>
<td></td>
</tr>
<tr>
<td>OTHER, YOUTH CLUBS, ETC</td>
<td>11</td>
<td></td>
<td>35</td>
<td></td>
</tr>
</tbody>
</table>

SOCIAL STRUCTURE
<table>
<thead>
<tr>
<th>Healthcare institutions in Gyumri</th>
<th>NUMBERS OF INSTITUTIONS</th>
<th>THE AMOUNT OF EMPLOYED PEOPLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>HOSPITAL MEDICAL ORGANIZATION</td>
<td>9</td>
<td>1018</td>
</tr>
<tr>
<td>OUTPATIENT MEDICAL INSTITUTIONS, (HOSPITALS AND OTHER INSTITUTIONS) / FOR ADULT /</td>
<td>9</td>
<td>636</td>
</tr>
<tr>
<td>OUTPATIENT MEDICAL INSTITUTIONS, (HOSPITALS AND OTHER INSTITUTIONS) / FOR CHILDREN /</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>SPECIALIZED OUTPATIENT MEDICAL CENTER</td>
<td>8</td>
<td>221</td>
</tr>
<tr>
<td>DENTAL MEDICAL AID INSTITUTION</td>
<td>39</td>
<td>242</td>
</tr>
<tr>
<td>PHARMACY</td>
<td>32</td>
<td>134</td>
</tr>
<tr>
<td>OTHER</td>
<td>2</td>
<td>9</td>
</tr>
</tbody>
</table>
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.
5 Development Sites of Shirak Region

1. Ani (ruins) Viewpoint
2. Trchkan Waterfall
3. Arpi Lake National Park
4. Marmashen Monastery Complex
5. Harichavank Monastery Complex
Tourism regional potential

1. Ani (Ruins) viewpoint
2. Trchkan Waterfall
3. Arpi Lake National Park
4. Marmashen Monastery
5. Harichavank Monastery

Tourism Regional Potential

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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

1. St. Mother of God Church/Surb Yot Verk (XIX c.)
3. Black Fortress (XIX c.)
4. House Museums of A. Isahakyan and H. Shirazt
5. Ceramics Production School, Varpetats Sir.
6. House Museum of Mher Mkrtchyan
7. Aslamazyan Sisters House Museum
8. Gyumri Central Park (Gorki Park)
9. Gyumri Technology Center, 1 Gayi Str.
10. Tsaghikyants Old Alexandrapol Brewery
MUSEUM OF NATIONAL ARCHITECTURE AND URBAN LIFE
Cultural events, art exhibitions, installation of multi-language 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
### Walking Tours in Gyumri

#### Itinerary 1

1. **Gyumri Central Square - starting point**
2. St. Mother of God Church / Surb Yot Verk
3. Hoktember Cinema Theater
4. Gyumri Technology Center
5. Villa Kars Hotel
6. St. Nshan Church
7. House Museum of Mher Mkrtchyan
8. Peace Circle Park
9. Gyumri Hacatun
10. Haghtanak Park / Alley
11. Berlin Art Hotel / Gallery 25
12. Cathedral of the Holy Martyrs (Catholic) / Sorb Nahatakats
14. Sergey Merkurov Gallery
15. Gyumri’s Shuka / Market
16. Russian Orthodox Church St. Nikolai / Pelpelan Zham
17. Gyumri Old Opera House Theater
18. Gorki Central Park
19. Nancy Cafe
20. Old Barber Shop
WALKING TOURS IN GYUMRI

ITINERARY 2

1. OLD BARBER SHOP - STARTING POINT
2. GYUMRI TECHNOLOGY CENTER
3. TSAGHIKYANTS OLD ALEXANDRAGOL BREWERY
4. GYUMRI CITY VIEWPOINT
5. INDEPENDENCE (ANKAKHUTYAN) SQUARE
6. "TOPAZ" SOUVENIR SHOP
7. VARDAN ACEHYAN STATE DRAMA THEATER
8. "GIFTS" SOUVENIR SHOP
9. "TREZZO" OR "YEGHLI" CAFES
10. ASLAMAZYAN SISTERS HOUSE MUSEUM
Improvement Areas

1. Square Improvement Concept
2. Shuka Improvement Concept
3. Shirazi Street Concept
4. Educational Unit Concept
5. Art and Craft Streets Concept
6. B&B's in Historical Houses Concept
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
STUDY AREAS WITHIN KUMAYRI
VISION FOR ENHANCED CONNECTIVITY
All Saviors Square

Freedom Square
ALL SAVERS SQUARE (EAST OF FREEDOM SQUARE)
PROJECT CONCEPT A: FREEDOM SQUARE AND ALL SAVIOR’S SQUARE

SQUARE CONCEPT
THE VISION
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
SHUKA CONCEPT
EXISTING CONDITION
SHUKA CONCEPT
THE VISION
STEPS TO REALIZE GYUMRI SHUKA CONCEPT

1. Gain Support of Municipality
2. Identify Properties to Purchase
3. Create an Action Plan
4. Implementation
HISTORIC CORE/5 BLOCK AREA
PROPOSED FUNCTIONAL MAP USING EXISTING BUILDINGS

<table>
<thead>
<tr>
<th>CONVENTIONAL SIGNS</th>
<th>QTY</th>
</tr>
</thead>
<tbody>
<tr>
<td>RESTAURANT</td>
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<td>CAFE</td>
<td>4</td>
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<tr>
<td>ANTI CAFE</td>
<td>1</td>
</tr>
<tr>
<td>BAKERY</td>
<td>1</td>
</tr>
<tr>
<td>HOTEL</td>
<td>1</td>
</tr>
<tr>
<td>B&amp;B</td>
<td>5</td>
</tr>
<tr>
<td>SHOP</td>
<td>3</td>
</tr>
<tr>
<td>SOUVENIRE SHOP</td>
<td>1</td>
</tr>
<tr>
<td>ARTS AND CRAFTS STUDIO</td>
<td>3</td>
</tr>
<tr>
<td>GALLERY</td>
<td>1</td>
</tr>
<tr>
<td>SCHOOL</td>
<td>2</td>
</tr>
<tr>
<td>IT LABS</td>
<td>1</td>
</tr>
<tr>
<td>INFO CENTER</td>
<td>1</td>
</tr>
<tr>
<td>MICROENTERPRISE CENTER</td>
<td>1</td>
</tr>
</tbody>
</table>
Organized parklets areas to create a more comfortable and inviting pedestrian experience. A Parklet is an extension of the sidewalk over an on-street 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.
Location

GPH Proposal

Partially Occupied

Building I-22 Shiraz Street
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
SUCCESSFUL EXAMPLE

ARTS AND CRAFTS OPEN STUDIO

ARTS AND CRAFTS STUDIO

GPH PROPOSAL

STUDIOS FOR CRAFTSMEN AND ARTISTS
SOUVENIR SHOP
PAVILIONS WHERE CRAFTSMEN CAN WORK AND SHOW THE WORK ACTIVITIES
SPACE FOR OUTDOOR EXHIBITIONS
KIDS PLAYGROUND

BUILDING II-20 SHIRAZ STREET
BUILDING IV - 11 SHIRAZ STREET
SUCCESSFUL EXAMPLE
EXHIBITION OF ACCESSORIES

GALLERIES

HOME DECOR EXHIBITION

GPH PROPOSAL

DESIGNER AND ART BOUTIQUE
EXHIBITION HALL

BUILDING IV- 11 SHIRAZ STREET
PRESERVATION AND CONSERVATION SCHOOL IN GYUMRI
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.
<table>
<thead>
<tr>
<th>Option 1.</th>
<th>Option 2.</th>
<th>Option 3.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Address</strong></td>
<td><strong>Address</strong></td>
<td><strong>Address</strong></td>
</tr>
<tr>
<td>Gyumri, Ajemyan St. (Shyors 2 St.).</td>
<td>Gyumri, Jivani 89 St.</td>
<td>Gyumri, Jivani Street 74</td>
</tr>
<tr>
<td><strong>Old Post Office Building</strong></td>
<td><strong>Importance</strong></td>
<td><strong>Gulbenkian Hospital (not occupied)</strong></td>
</tr>
<tr>
<td><strong>National</strong></td>
<td><strong>Possible Boutique Hotel</strong></td>
<td><strong>State Level</strong></td>
</tr>
<tr>
<td><strong>Period of Construction</strong></td>
<td><strong>Period of Construction</strong></td>
<td><strong>Period of Construction</strong></td>
</tr>
<tr>
<td>1900-1920</td>
<td>1900-1920</td>
<td>1988-2001</td>
</tr>
<tr>
<td><strong>Building Status</strong></td>
<td><strong>Building Status</strong></td>
<td><strong>Building Status</strong></td>
</tr>
<tr>
<td>Damaged</td>
<td>Moderately preserved</td>
<td>New</td>
</tr>
<tr>
<td><strong>Structural Stability</strong></td>
<td><strong>Structural Stability</strong></td>
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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
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
**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.
B&Bs
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.
GO FORWARD
STRATEGY
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.
THANK YOU