Cultural Heritage, Tourism and Urban Development Project (CHTUDP)

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Why present a new Project?

The Jordan Cultural Heritage, Tourism and Urban Development Project represents the latest development in a long-term partnership with the Government of Jordan:

- Tourism Project: 1976-83 ($6 million);
- CHTUDP: approved January 29, 2007 ($56 million)
From the Second Tourism Development Project to the CHTUDP

- Triggered sector reform and eventually led to the Ministry of Tourism and Antiquities (MOTA)’s preparation of a National Tourism Development Strategy: the CHTUDP is supporting the GOJ in implementing such strategy;
- Karak and Jarash Tourism Development Pilots (Component 3, $7.5 mil): provided valuable experience for MoTA and the Bank, which directly fed into the design of the CHTUDP;
- Instead of a PMU, the project was managed through the newly created TDD, a cadre of highly qualified and committed staff who now play a lead role in managing highly complex CH and tourism development projects within the ministry (including the CHTUDP);
- Increased awareness at central and local levels of the value of cultural heritage assets: this made it easier for the CHTUDP to receive the buy-in of local stakeholders, particularly municipalities.

The CHTUDP

- Targeted cities:
  - Salt, Jerash, Karak, Madaba and Ajloun
- Project Development Objective:
  - Tourism Development and Creation of Conditions for Local Economic Development in Five Jordanian Historic Cities
**Innovations**

- **Preservation:**
  Combining physical preservation of historic city cores and area-based revitalization with regulations to protect the future development of such cores; Piloting the regeneration & restoration of cultural (natural) landscape in Ajloun.

- **Livability:**
  Improve overall livability of historic city cores to reverse current outward population trends and increase appeal for visitors;

- **Tourism-based Economic Development:**
  Support the development of local SMEs through CH & Business development Grants and pilot the first ever city-level Heritage Fund (Salt) to give incentives for adaptive reuse of historic buildings

- **Sustainability:**
  Strengthen and develop Municipalities and local institutions capacities to assume their roles in their cities development, urban and tourism management

- **Partnership and Participation:**
  Engage the private sector, local communities and civil societies in the process of urban revitalization and tourism development (strategic partners)

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**Project’s Components**

- Revitalization of historic city centers, urban infrastructure improvements and cultural landscapes regeneration, including:
  - Regulatory procedures and protection measures
  - Public - Public partnerships
  - Public - Private partnerships

- Financial and technical support to encourage Local Economic Development

- Municipal Capacity building & project management

- Petra gateway
Karak Arial Photo
Site Plan

Madaba

4
Jarash - Site Plan
Focus on Regulatory Procedures and patrimony protection measures

- Traffic and parking management plans, including the provision of parking areas within the city centers.
- Declaring city centers as areas managed through special regulations:
  - Adopting regulations to protect special sensitive zones such as natural areas and areas with cultural fabric.
  - Adopting regulations to shape new development in a manner that suits the original city character.
  - Setting designs and regulations for urban elements with visual impact such as lighting, signs, and urban furniture.
  - Setting classification and design standards for cultural heritage buildings.
- In the process of achieving this component all municipalities have already issued a municipal resolution to stop any building licensing including any change to land use in the city core for the time required to complete and implement the new regulations under preparation.
Establishing City-Core Management Units (CMU) in the target municipalities:

- CMU responsible for the management of the project implementation and the totality of the historic city core;

- **City Revitalization Pacts** introduced as innovative tools to:
  - Formalize partnerships between various government agencies (MOPIC, MOTA, MOMA)
  - Individual municipalities’ (project owners) assume the role to manage and sustain the project components on the long term (including expropriations/ resettlement, citizens participation, enforcement of city core regulation, public-private partnerships, enhance revenue generation, etc.)
  - Use of municipal performance indicators and incentives (conditional investments)
  - The first City Revitalization Pacts were signed on July 2006, presenting an official commitment from all the concerned parties to fulfill their agreed responsibilities (as measured by time-bound target indicators) and achieve the project objectives

**Challenges of Implementing the Project**

- Enforcing the newly developed building regulations to protect and enhance the city cores
- Implementing the protection plan for the cultural (natural) landscaping asset in Ajloun
- Creation of qualified and committed CMU to manage and sustain the project’s components beyond the project’s duration
- Implementing the traffic management plan
- Ensuring full commitment of the municipalities to the project without being affected by political agendas
- Local awareness towards project’s benefits, and hence local cooperation, especially during project’s implementation
- Development of local strategic partner and ensuring private investments to revitalize the city cores
- Acquisitions and Evacuation of in-favor buildings and lands by suitable time