If Isfahan is to survive both as a historic and a living city, we believe that the following action must be taken as a matter of urgency:

**Administrative reform**
(a) Give the municipality the necessary powers to act as an effective planning authority whose decisions cannot be overruled except by appeal to the minister in Tehran. Set up a two-tier structure with full responsibility for housing and school building now in the hands of the ministry in Tehran.
(b) While the expertise required for such a structure is built up, grant the Coordinating Committee full legal status so that it can temporarily exercise these powers.
(c) Enable the municipality to collect all its rates, and enlarge the city’s boundaries to give the municipality wider powers and a stronger tax base.

**Education**
(a) Establish a parallel effort to the Department of Environmental Conservation’s programme of education in ecology, in urban conservation, so that the new generation of Iranians will understand the structure of their cities and appreciate the value of a building tradition which is the response to specific social and climatic needs. This is the only way in which meaningful public participation in planning can come about.
(b) Enable the municipality to undertake the education of the public in cleanliness so that its efforts to clean up the water channels are of lasting value.

**Building industry**
(a) Expand and improve the brick industry so that a larger quantity and a better quality and variety of brick may be produced.
(b) Don’t import industrialised housing, except as a temporary measure, and exploit the existing labour-intensive building industry to the full.

**Standards of workmanship**
Set up incentives for raising the quality of building work, and make training for builders compulsory. Persuade the traditional skilled craftsman to give up some of his time to teaching the ordinary builder.

**Migration**
(a) Control migration from the villages to Isfahan by directing it to established centres of industry like Aryashahr, or to new centres further from Isfahan like Shah Reza.
(b) Discourage migration by reviving the agricultural base of Isfahan and improving the efficiency of farming methods.
Industry
(a) Stop all further industry (including the National Iranian Oil Company’s refinery) from coming to Isfahan and its oasis.
(b) Instigate a strong national policy of directing industry to the edge of the central desert in places where there is already a population to work it.

Regional plan
Back up the policy on migration and industry in a regional plan and by officially designating Isfahan a historic city where development outside its boundaries will not be allowed. In fact reverse its present designation as a ‘pole’ city.

Legal reform
Repeal the law which exempts a person from three years’ taxation if he pulls down his old house and builds a new one.

Rehabilitation
(a) Carry out improvements to the servicing of the bazaar according to the proposals of the Isfahan office of the Ministry of Culture.
(b) Instigate rehabilitation programmes in the old quarters similar to the Dardasht experiment, and encourage rehabilitation of old houses by providing government subsidies not only to classified houses.
(c) Carry out the proposals of IsMEO for the restoration of the Maidan-i-Shah.

New development
(a) Exercise strict control over the height of buildings within the city’s boundaries.
(b) Keep rigid planning control of materials and colours in the historic areas, especially along the river embankment.
(c) Promote development on empty sites within the city boundaries based on traditional urban forms.

New roads
Stop all further road proposals, including the enlargement of the square opposite the city hall and the continuation eastwards of Hasht Behesht Boulevard. The latter would cut through the southern leg of the bazaar where rehabilitation and a revivial of commercial activity are essential.

Use of new roads
Make proper use of the modern roads already built to provide full services and access to the old quarters; and make these roads into attractive places.
A SELECTED LIST OF BRITISH AND IRANIAN FIRMS WITH INTERESTS IN IRAN

Allen & Hanburys
Allis Chalmers (UK)
Arthur Andersen & Company
APV Ltd
Associated Architects Nine
Astran International
W. S. Atkins & Partners
Aveling-Barford Group
Aviation Development Control
Axquant International Ltd
R. A. Axtell & Partners
Barclays Bank
Beecham Marketing & Technical Services
Binnie & Partners
Bookers/Hunting
Bovis Construction Ltd
British Airways
The British Bank of the Middle East
Bowater Corporation Ltd
British Insulated Callender's Cables
British Leyland Motor Corporation
British Livestock
British Petroleum
British Steel Corporation
Building Design Partnership
Burroughs Wellcome
Cementation International Ltd
Challenger Inspection Ltd
Computer Analysts & Programmes Ltd
Davies Turner & Company
Davson & Priechard
Davy International Ltd
Deloitte Haskins & Sells
Dorset Response Ltd and their Associated Company, Sherkhate Towilidi Iran
Dorman Diesel
Drayton Castle
Dunlop
Goli and Karim Emami
Eschmann Brothers & Walsh
Eshcon
Ewbank & Partners
Eurogulf
Jamshid Farassat
S. W. Farmer & Sons
Federal Chemical Holdings Ltd
Foster Wheeler
Freeman Fox & Partners
General Electric Company Ltd of England
GEC Marconi Electronic Company
GEC Medical Equipment
GEC Transportation Projects
Sir Alexander Gibb & Partners
Gillette Industries (UK)
GKN Limited
Alan Grant & Partners
Gray Mackenzie & Company Ltd, a member of The Inchcape Group of Companies
Grindlays/Brands
Guinness Peat (UK)
John H. Haiste & Partners
Hall-Thermotank International
Hamworthy Engineering
Hill Samuel Group
Hunting Surveys
Imperial Chemical Industries
Inbucor International
International Aeradio (Iran)
International Management & Engineering Group
International Wool Secretariat
Irano-British Airways
Jamparts
John Brown Group
Keir & Cawder Management Services
Kellogg Iran Incorporated
Kennedy & Donkin
Resa Khaseni, Architects Co-operative
J. E. Lesser Group of Companies
Lloyd's Register, Industrial Services
Nathaniel Lichfield & Associates
Llewelyn-Davies Weeks Forester-Walker & Bor
London Electricity Board
Major Accounts Informational Services
Marconi Company
Mather & Platt
MEPC
Merz-Quanta
Midland Bank
Millbank Technical Services
Graham Miller Overseas
Mitchell Cotts
Modam
Mott Hay & Anderson International
Morgan Grenfell
L. G. Mouchel & Partners
J. Naraghi, Khormoj Construction Company
(Hamadan)
National Freight Corporation
Nu-Soil
Ove Arup & Partners International
P A Management Consultants
Parkman Consultants
Peat Marwick Mitchell & Company
P. E. Consulting Group
Plessey Services
Plessey Handel and Investments AG
Plessey Radar
P. & O. Steam Navigation Company
Power Gas
Prees Cardew & Rider
Price Waterhouse & Company
Peter E. Pryke and Associates
Protechnic International (UK)
Pyrene Company
Racal Group
M. A. Rais, Saeed Consultants
Rank Xerox (Iran)
Ransome Hoffmann Pollard
Reed Paper Group
Reza Palizi, Ecopol Housing Development Company
Rendall Palmer & Triton/Ewbanks
Rockware Glass Company
Rolls Royce (1971)
H. E. Robertson (UK)
Ruston & Hornsby
Ruston Bucyrus
Sardar Afkhami & Partners
Scientific Control Systems International (SCICON)
SCP
Serck Audio Valves (Iran)
Serck International
Serck Audio Valves
Serck Glocom
Serck Heat Transfer
Serck Tubes
Serck Water Processing
Shell
Richard Shepperd, Robson & Partners
Siemens (Iran)
Sorus Schall Iran
Soyab Consultants
Standard & Chartered Bank
Stewart Wrightson
Stillitron Iran
Stone & Webster Engineering
Strick & Ellerman
Tillyard & Partners
Trans-World Cattle Company
Turriff Taylor
Turner & Newall
Unilever
Valor Heating Ltd
J. D. & D. M. Watson
Weir Pumps
Wellcome
Whitney Murray
Williams & Glyns Bank
Williamson Partnership
John E. Wiltshier & Company
Wiltshier Iran
Wimpey-Laing (Iran) Ltd
Rudolf Wolff & Company
Yorkshire Insurance
Arthur Young & Company