

Persian translation of this paper entitled:  
نقش آفرینی مؤلفه «خیابان» بر روند تجدیدگرایی و توسعه تهران،  
نمونه موردی خیابان لاله زار  
is also published in this issue of journal.

### Original Research Article

## The Contribution of “Street” Component in the Process of Modernization and the Development of Tehran Case Study: The Lalehzar Street

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Received: 10/02/2020 ; revised: 06/8/2020 ; accepted: 16/08/2020 ; available online: 21/12/2020

### Abstract

**Problem statement:** The street is one of the most important constituting components of urban appearance in modern times; by adding the street elements to the ‘urban planning system’, a great change has happened in the formation of architecture and urban planning in the present century in Iran. This development besides affecting the physical construction have had a great influence on the cultural and identity structure of urbanization in Iran. “Lalehzar Street” is one of the most important landmarks of modernism in the architecture and urban planning in Iran, which has had a great influence on the evolution of general landscape of Tehran city at the earlier this century.

**Research objective:** This research study is trying to examine the influence of ‘street-linings’ and physical evolution on the process of modernization and development of Tehran, in which “Lalehzar Street” has been selected as a case study. Therefore, the urban development under the influence of ‘street element’ and the cultural impact of “Lalehzar Street” on human interactions will be examined here from various aspects.

**Research method:** At first step, “Lalehzar Street” is selected due to its importance and effect on the modernization of Tehran city, and later based on the library and documentary studies, using interpretive-historical method the urban developments in Tehran is discussed by choosing the case study of “Lalehzar Street”, from the second half of the Qajar rule onward; and at the final step, the role of the street in the process of modernization and development of Tehran is analyzed by using analytical-descriptive method.

**Conclusion:** The Iran’s political and social developments have been influenced by modernism since the second half of the Qajar rule, that many of its manifestation have been represented in various forms in Tehran. One of the most important appearance of this proceeding is the emergence of the street with its European pattern, which has influenced various aspects such as the city structure, commercialization and citizen interactions in a course of time from Qajar to Pahlavi that has given a new and modern appearance to the city.

**Keywords:** *Modernism, Street-Lining, Modern Life, Night-Life, Lalehzar Street.*

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## Introduction and problem statement

The cues of modernism appeared in the second half of the Qajar rule following the journey of “Nasser al-Din Shah”, (Qajar shah of Iran) to Europe, which was encouraged by “Mirza Husain Khan Sepahsalar” (known as “Moshir al-Dowleh”, his prime minister) in 1252 SH (1873) to observe the manifestations of Western civilization and to bring about reforms in Iran. Following the example of many new achievements [in western countries], he requested for evolution in Iran, and by observing the street-lining<sup>1</sup> and new buildings of European cities, he thought of changing the city of Tehran. On the other hand, along with the increasing of city population until the time of “Nasser al-Din Shah” and due to its spontaneous expansion out of the territories of Shah Tahmaseb, it got destructed in 1250 SH (1871) and let the city expanded in four directions that eventually led to the construction of a new octagonal fort (Habibi & Ahari, 2008, 7). Meanwhile, the ‘Lalehzar Garden, which was the Shah’s promenade, located inside the city by this expansion and provided a suitable ground for the formation of the first modern street in Tehran based on the European patterns. With the beginning of the first Pahlavi rule and the extensive changes in the structure of the city, together with the arrival of a new phenomenon called the street into the city, an important change took place in the process of architecture and urban planning in Iran. The city of Tehran, due to having new urban constructs such as streets, shops, and cafes overlooking the streets, has had a major impact on the social behavior of inhabitants, and these closed spaces of cafes and hotel lobbies have been a place for hanging the modernists and intellectuals.

The formation of new streets, in the late Qajar and early Pahlavi eras, brought new components into the city. The electric lights, horse-drawn carriages, car traffic, theater halls, and the new appearance of street sidewalks from commercial look, introduced a new set of public spaces to urban inhabitants that influenced a part of the community structure of those days. These urban developments can be considered as a precondition for making the change in the structure and evolution of society from traditional religious life

to the semi-modernist lifestyle. On the other hand, the prosperity of new streets in the city led to the formation of specific commercial trading in the body of these locations. The small and major economic activities, which in the city traditional order were based on the Bazar regulations, represented a new form of trading activity during this time.

By having a general view of the process of entering the street into the city formation, it can be said that the street, as a major component of modernism, has had a great impact on the evolution of the city from a traditional style to a modern appearance. Therefore, to identify the street element and the new urban developments in the city structure, commercial trading, and the citizens’ interactions based on it are the main objectives of this research in the case of “Lalehzar Street”, as a clear example for this proceedings. Moreover, this study seeks to answer the following research questions:

- What kind of evolutions the traditional structure of Tehran has passed with the arrival of new streets into the city structure?
- How did the development of “Lalehzar Street” sides into the shopping centers has affected the traditional market system in Tehran? And,
- How did these modern achievements on “Lalehzar Street” have affected the behavior of inhabitants and their lifestyle in Tehran?

## Literature review

The background research studies, similar to this study, over the urban developments in the contemporary time, the developments’ history of “Lalehzar Street” and the concept of the street, have been presented here and discussed separately in Table 1. By reviewing the study resources in this field, the lack of extensive research on studying the role of new streets such as Lalehzar during the process of Tehran development, based on the urban planning criteria can find out by considering the trading and social aspects.

## Research Method

This research has been done for practical and developmental purposes. At first step, it has been tried

Table 1. The Research background. Source: authors.

Concept	Type	Source	Subject	The related Topic
Modern Urban Development in Iran	Book	Habibi (2011)	Sharh-e Jaryan-ha-ye Fekri-ye Me'mari va Shahrsazi dar Iran-e Mo'aser	<ul style="list-style-type: none"> <li>- Reviewing the urbanism in Iran within the four historical courses, from the middle of the Qajar to the present time;</li> <li>-The constitution of Tehran city style in the late Qajar;</li> <li>-The city evolution based on the direction of modernism in the first Pahlavi era;</li> <li>-The city development along with the urban renovation from the upper layers of society in decades of '40s and 50's (Hijri)</li> </ul> <p>The two-way urban innovation, following the Islamic Revolution of Iran.</p>
	Book	Pakzad (2016)	History of Iranian City	Investigating the urban developments within the specific courses of Qajar and Pahlavi history, and presenting the effect of various factors on the fluctuations of Iranian cities.
	Book	Habibi (2018)	Dela cite a la ville	Reviewing the contemporary urbanization and urban planning; defining the evolution in the urban concept and the re-invention of shar (the ancient concept of city, representing a celestial life on the ground) in the organization of a developed city (Shahr).
	Book	Kiani (2014)	Me'mari-ye Dore-ye Pahlavi-ye Aval	Describing the initial development in city of Tehran during the Qajar era, according to the European urban planning and the fundamental evolution during the first Pahlavi rule, considering the Reza Khan's power structure; The establishing new urban laws such as 'Municipality Law' (Ghanoun-e Baladieh) and passage rules with the approach of destroying the old texture.
	Book	Habibi (2012)	Ghesse-ye Shahr: Tehran, Namad-e Shahr-e Nopardaz-e Irani	Describing the developments of Tehran between the years 1299-1332 SH (1920-1953) and its consideration in the literary texts of that time, along with the narration of Tehran city based on the structure of a story and its elements.
	Book	Bani Masoud (2009)	The Contemporary Iranian Architecture, Struggling between Tradition and Modernity	Analyzing the foundation of modernity in Iran during the Qajar era, and its continuation along with the architectural developments of Tehran in lines of the book.
	Research Paper	Bemania (2006)	Mo'arrefi-ye avamel-e sheklgiri-ye me'mari va shahrsazi dar dore-ye Pahlavi-ye aval	<p>The role of following changes on development of architecture and urban planning in Iran, during the Pahlavi era:</p> <ul style="list-style-type: none"> <li>The administrative, political and economic changes;</li> <li>The population growth and land exchange;</li> <li>The growing number of vehicles;</li> <li>The foreign relations and higher education and,</li> <li>The emergence of new construction methods.</li> </ul>
The History of Lalehzar Street	Research Paper	Shabani & Kamyab (2012)	Urban policies in Iran contemporary history (1921-1941) with an emphasis on public spaces of Tehran	Reviewing the evolution of Urban Policy (1299-1320 SH) (1920-1941) in the public spaces and (reviewing) the 'Urban Laws and Regulations' of this time, which resulted in the evolution of the city.
	Book	Pouladvand (2010)	Si sal mahkoumiyat-e Lalehzar	A research on "Lalehzar Street" as a symbol of modernism and intellectualism in society of Iran; Presenting the alleys and jobs on "Lalehzar Street" and the renovation of this historic street.
	Research Paper	Habibi & Ahari (2008)	Lalehzar: A Promenade, from the Garden to the Street	Describing the Lalehzar historical evolution from a garden outside the city boundaries (to) the formation of a modern street in Tehran as a manifestation of modernism in the city.
The Concept of Street	Research Paper	Moradi (2015)	Az bagh-e laleazar ta cheraghani-ye ebtezal	Describing the history of Lalehzar Garden and its turning into a modern street; introducing the street spaces such as cafes, restaurants, cinemas, theaters and newspaper offices during its formation.
	Research Paper	Atashinbar & Motedayen (2018)	Fading Out the Semantic Dimension of Street in Iran (from the Ancient Times to Today)	Reviewing the concept of street and its historical background in Iran and classifying its developments until today.

to study the subject of modernism and its relation with the “Lalehzar Street” to identify its effect on the city of Tehran. After that, the influence of street development in Tehran will be discussed along with its consequence on public appealing for doing shopping and having social interactions, by coming through an old texture to the new and modern urban texture; it will be continued with studying the quality in which the “Lalehzar Street” began to decline and lost its prosperity. In this research, at the first step, by collecting library information through the interpretive-historical method, the process of “Lalehzar Street”’s developments will be studied that is followed by reviewing the urban structure in the contemporary time; Then, at the second step, the data gathered will be qualitatively described and analyzed. After analyzing the data, all the events, activities, and overall functions in “Lalehzar Street” at different times will be examined, along with studying their role in verifying the various aspects of urban planning, business interactions, and social relations in the target city.

## The theoretical foundations

### • The street: a public urban space

In an urban space, street as a model of public relations, a space for production and distribution, a context for physical interactions where representing the conflicts and looking like a story (Lynch, 1981, 38), is one of the most important elements that behave more than just simply a pathway that affects different features of a city; In such a way that it has said: “Reading a city would be possible through the streets” (Dehghan & Hanzakian, 2015, 12). Streets in today’s urban spaces are considered as the public areas where due to their green spaces, the commercial places, and the artistic activities can adjust the public social relations (Carlotta Von Schonfeld & Bertolini, 2017, 48). Moreover, commercial streets are the most important visual elements in an urban environment (Abou El-Haggag Mehnana & Abou El-Haggag Mehnana, 2019, 1129). According to “Christopher Alexander”, urban streets represent the context for social confrontation, political protests, and places for having pleasure (cited in Khademi, Pourjafar & Alipour, 2010, 43). “Lewis Mumford” also refers to

moving along with a straight street during the Baroque era, which was not only an economic matter but also was considered as a specific pleasure, because moving was giving motivation and vitality to the city [at that time (Mumford, 2008, 504). “Jean Pierre Ledantere” considers the street to be the most amazing invention of the human (cited in Atashinbar, 2010, 40) and “Kevin Lynch” introduces the roads and mostly the streets as the high significant manifestations of an urban appearance (Lynch, 1993, 96). “Jan Gehl” also has introduced the street as the largest and the most applicable urban area (Gehl, 1989, 17). Similarly, according to Jane Jacobs’ view, the street and its pavements are the most important public spaces; If a street is attractive enough, this feature will be expanded to the whole spaces of a city (Jacobs, 1963, 27). This research study, according to the social role of a street, explains its influence on the process of city developments, to represent the place of this urban component in evolution of the civilized relations in the city of Tehran.

## The Lalehzar Street: from emergence to decline

The formation process of “Lalehzar Street” from a garden located outside the city boundaries to a street with a modern appearance portrays the history of developments in contemporary Iranian urban planning. A process that began with the dream of building a street similar to the “Champs Elysees” avenue and reached to its highest point by presenting cultural, artistic, and commercial activities and eventually declined by turning into an electrical appliance market. For this reason, the descriptions of Lalehzar Garden based on various resources and its evolution into a street are analyzed in Table 2.

The Lalehzar Garden was located at the north of “Qajar Royal Citadel”, as a kingly promenade outside the “Hesar-E Tahmasebi” an encircled wall around the city of Tehran. Along with Tehran city expansion, Lalehzar Garden inevitably was encompassed by the newly built city and fort; And Lalehzar Street and its gate were then created on the northeastern side of “Topkhaneh” Square

(Shahri, 1990, 106). In this street, by presenting an unfamiliar space with the traditional public life, kind of elements appeared that introduced a new urban lifestyle (Tavakoli, 2009, 73), including the street pavement and the electric and night lighting.

The street was also an standing place for horse-drawn carriage and a specific location for young people who were following fashion styles (Pourhassan, 2009, 27). The “Grand Hotel” was the first European-style hotel built by “Nasrollah Bagherof” in 1292 SH (1913)

on “Lalehzar Street” (ibid., 28). This hotel, from the beginning of its activity, was a specific location for modern cultural and artistic activities, due to having a theater room that added a cultural aspect to the street. With the beginning of Pahlavi rule, “Reza Khan” added a new part to the “Lalehzar Street” to expand the city, which is known as “Lalezar-e no” (the New Lalehzar) and was extended to “Shah Reza Street” where today is known as “Enghelab-e Eslami” (Islamic Revelation). Lalehzar, during its prosperity time, became a commercial

Table 2. Reviewing the description of the garden and “Lalehzar Street” in various sources. Source: authors.

Landmark in specific Era	Urban Land Use	Subject	Description	Sources
Lalehzar Garden	Private/ out-of-town	The Foreigners Settlement	The settlement of general garden in “Lalehzar Garden” in 1154 SH.	Kariman (1976)
		Garden area	The garden enclosing by a Garden Patch (Jaliz) or hedge (chapar) based on the available city map in 1205 SH (1826)	Mehryar (1999)
		Garden Description	An arboriferous garden, growing wildling tulip on it and the presence of wooden fences.	Shahri (2004)
		The Politician Settlement	The settlement of “Ghaem Magham Farahani” in the garden of “Negarestan” before being killed.	Hedayat (1960)
		The settling of King’s Dead body	Settling the dead body of “Mohammad Shah” Qajar in the hose-khaneh (pool room) of the Garden, for the people to attend and recite the prayer for the Passed King in 1227 SH (1848).	Hedayat (1960)
		The Royal Promenade	The riding of “Fath Ali Shah” and ‘Mohammad Mirza’ on horseback in the garden for having recreation time and pleasure	Najmi (1998)
		The Courtiers Promenade	The courtiers and dignitaries promenade in the garden on holidays and in some evening times.	Najmi (1977)
		A Place for holding private court celebrations	The garden as a countryside area and a place for royal celebrations on “Sizdah-Bedar” (the thirteenth day of spring).	Takmil Homayoun (1999)
Lalehzar Street	Public/ Intra-City	The formation of Street	The street passing through the garden by destroying the city boundary and cutting down the trees - dividing the land among the people who were hanging around the king	Shahri (2004)
		Public Promenade	Preparing an area for public spectacle and entertaining	Najmi (1977)
		Building a Zoo on the east side of the garden	Keeping a large number of wild animals in iron cages on the Eastern side of the Garden	Seyfi Fami Tafreshi (1990)
		Holding celebrations	Performing music near the pool of the zoo, on Persian celebrations: Eid (New year) and chaharshanbe suri (the Persian Festival of Fire) by order of “Kamran Mirza”.	Seyfi Fami Tafreshi (1990)
		Giving Prosperity to the street	Paving the street, creating a water path and planting many of trees on the both sides.	Orsolle (1974)
		Diverse Structures in the street	The formation of the street body over the course of time, its architectural diversity, and the lack of a unified style.	Bird & Weston (1997)
		The emergence of light in the street	The Lighting of “Toupkhaneh Square” and the surrounding streets by gas-lights (gas lamp).	Orsolle (1974)
		The emergence of horse-drawn carriages	Building one of the first horse-drawn carriage stations.	Habibi (1999)
		The Street; A public promenade	The presence of men and women for paving the street and enjoying the space.	Brugsch (1995)



path for the most formal and attractive European goods and turned into a recreational and cultural location (Behzadfar, 2011, 132), where the courtiers, foreigners, wealthy modernists and embassy clients were the main customers of these shops; the buyers and sellers of Lalehzar shops were completely different compared to the traditional bazaar, and this was kind of novelty in social culture and urbanization in Iran.

With the beginning of the second Pahlavi era, “Lalehzar Street” was still a place for settlement and gathering of wealthy and intellectual people in Tehran, where similar to its past life, it was full of various shops that were offering new products (Figs. 1 & 2). Various movie and theater halls, confectionery and florist shops, music classes, cafes, and bars all were contributed in increasing of prosperity on Lalehzar Street.

In the 1340s SH (1960s), by starting the construction of high-rise buildings in Tehran, including (Plasco, Aluminum and Stock Exchange buildings), the appearance of Tehran city totally changed and new attractions were formed in other parts of Tehran, so the cultural and entertaining value of “Lalehzar Street” gradually was decreasing. Due to bringing attractiveness to the newly built streets and developing the city of Tehran, along with the increase in population, after the 50's SH. and the tendency of cinemas and theater halls on “Lalehzar Street” to show movies of low quality and artistic value, that became known by ‘Lalehzari plays’, slowed down the cultural and artistic prosperity of this street. With the increasing of city population during this time, the wealthy class moved to the north of the city, and the luxury commercial came to the location following this moving, which led to the presence of low-income people in “Lalehzar Street”.

With the entry of audio, video, and electrical vendors from the south Lalehzar and the change in nature of this market units, this order of the Bazar was altered to the electrical appliance shops, and then, by turning the Berlin and Mehran alleys to Tricot fabrics production center, “Lalehzar Street” structural system completely changed; this current was continuing at a faster pace after the evolution of the Islamic Revolution. At the end of this declining, the “Lalehzar Street” in spite

of its significance in the process of modernization in Tehran and having all the important components and historical developments, was not the center of attention any longer. In Fig. 3 the overall flow of Lalehzar's rise and fall has been shown. In this diagram, the presence of spatial multiplicity and functional diversity on “Lalehzar Street” during the highest peak of prosperity (late Qajar to the late 30s SH.) can be seen.

## The Tehran City Development; Based on



Fig. 1. The “Lalehzar Street” in 1324 SH (1945); Social prosperity and being the center of focus for both city and citizens. Source: Pakzad, 2016, 249.



Fig. 2. The Lalehzar Street in the 40's SH. (1900s); The beginning of street's decline following the city expansion and the emergence of new attractions. Source: Pakzad, 2016, 272.

## the Modernist Movement

The second half of the Qajar rule (1250 SH) (1871) can be introduced as the beginning of new developments in Tehran due to the proceedings of changes to the structure of Tehran. Along with the opening of Qajar kings' relationship with the Europe nations and the attractiveness of modernism at its early time, in comparison with the traditional life in Iran, many values in the lives of the nobles and aristocrats of the Qajar government started to change.

From this time forward, the connection between the people and the government in urban planning has been faced with a kind of distance; and by entering the modernity into the Iranian society the government independently started a series of activities in the field of urban planning (Maghsoudi, 2019, 7). In this context, the structure of society and the governing system in Tehran had completely a religious and traditional attitude, while a modern city requires a modern society as well (Pourzargar, Moafi Ghaffari & Amjadi, 2018, 42). Thus, the reactionaries by spreading the exaggerated religious beliefs on the society of Tehran and governing the public society were considered as a great problem for entering and expanding the modernity within the traditional society of Tehran.

The development of Tehran in Qajar era did not happen by destructing the previous texture; and if any evolution or destructions was required to perform on towers and fortress, a resemble construction with new scale would be replaced by them (Kiani, 2004, 174). Therefore, the urban planning and its belonging

streets in Qajar era was a continuation of the Iranian tradition, which in combination with the new approach led to the emergence of an eclectic outcome (Atashinbar, 2010, 40). This conceptual transformation of socio-cultural performance and its physical-spatial emergence, which was completely different with its previous definition, let the opposition concepts of "New" and "Ancient", "Modern" and "Traditional" and "Western/European" and "Native" to express their first spatial-physical impress (Habibi, 2011, 24).

The beginning of Pahlavi rule was accompanied by the expansion of modernization and domination of Western culture over the urban society of Iran, and the context for the implementation of modernist policies, were urban cities and the social classes (Mansouri & Mohseni Moghadam, 2018, 18). The desire of "Reza Shah" for bringing modernity [to Iran] along with the presence of foreign advisers in various fields, greatly expanded the experience of European architecture and urban planning in Iran, and then several Iranian architects and engineers studying abroad distributed the European architecture of that time in Iran (Etesam, 1995, 94). By developing the streets (by order) of "Reza Shah" in Tehran, which were performed by "Bouzarjomehri", his dictatorial mayor, the boundary of "Nasiri" and Qajar gates were destroyed (Fig. 4), the ditches were filled, and Tehran was placed on the path of modernity.

The city of Tehran was facing with kind of chaos state at the beginning of Pahlavi's reign. This situation was due to C of an organized plan and urban management system during the Qajar era.



Fig 3. The developments of "Lalehzar Street" based on spatial multiplicity from emergence to decline. Source: authors.

The narrow, twisting alleys, the scattered and inappropriate streets, unsuitable and crooked roads, the bazaars with undesired views having no urban map, and neighborhoods in unhealthy conditions (Shahri, 2004, vol. 3, 240) all are examples of lacking an urban discipline in the city of Tehran during the Qajar time. Therefore, to improve the mentioned situation, a law called the Baladieh (Municipal) law was approved in 1309 SH (1930). This law provided a suitable context for doing the huge involvements in the old, traditional, and dysfunctional texture of the city. This legal provision was created following the approval of the Baladieh Law in 1286 SH (1907) but the executive power to Baladieh as the municipal organization of that time, is one of the clauses that was added to the law in 1309 SH (1930) (Habibi, 2011); Thus, the development plan of Tehran city by consisting the models, unfamiliar with the historical basis was implemented and provide the city of Tehran to wear a different appearance compared to the late Qajar era after passing a few years (Fig. 5). With the beginning of the second Pahlavi rule in 1320 SH (1941) and the importance of Iran as a considerable country in the Middle East, the city of Tehran, as the capital, took its first steps towards development and becoming a metropolitan as the result of series of events as follow: The increasing of oil price and the US government support worth \$ 60 million; The establishing laws and regulations in the City of Tehran such as the influence of the municipality (Baladieh), street-lining, development, and expanding the city roads and passages and finally preparing a city map for Tehran.

## Discussion

The street is one of the most important bases for contemporary urban development in Iran; An emerging and influential phenomena in different sections of society. “Lalehzar Street”, as a city landmark where the first manifestations of modernism in Tehran happened, had a great impact on these developments. In Table 3 the effect of “Lalehzar Street” on city development within the Qajar and Pahlavi era has been discussed from different aspects; according to these considerations, the developments of the city of Tehran under the influence of the street can be

divided into three components: 1. The city structure, 2. The commercial trading and 3. The interactions among citizens.

### • The effect of street on city structure

The street is of great importance in forming the city structure; it has the ability to communicate and divide the urban area, and it plays an important role in integrating the different areas of the city with each other, and giving identity to it. At the beginning of evolution in city of



Fig. 4. The destruction of Darvazeh Dolat during the Tehran expansion plan; Heading to modernism and ignoring the identical city symbols of the old texture. Source: Shirazian, 2015, 170.



Fig. 5. The Map of Tehran Development Plan in 1316 SH [1937], based on the right-angle streets and ignoring the organic and historical organization of the old city of Tehran. Source: Shirazian, 2015, 171.



Tehran, based on the new patterns, the street as the main center of developments was playing a specific role. The city development plan in Tehran was a new idea for constructing the street, based on right angles; following that, the city appearance was undertaking a fundamental change and get ordered according to the western patterns. Meanwhile, the formation of “Lalehzar Street” in Darolkhalafeh Naseri and its turning into an icon for modernism has been one of the most important development in the city structure of Tehran. The city structure of Tehran by following a specific pattern of new

(urban) element called ‘street’ completely developed, and the city was divided into two sections of modern and traditional area consequently. The modern part of Tehran city was growing then rapidly by expanding the street-lining This flow is shown in Fig. 6.

#### • The effect of street on commercial trading

The presence of street in its modern form of new urbanization in Iran, in addition to making changes in the structure of city, has led to the emergence of a new economic model in the city.

Along with the changes happened in the structure

Table 3. The effect of “Lalehzar Street”’s initial manifestations of modernism on the city of Tehran. Source: authors.

Era	The emergence of new components in Lalehzar Street	The influence on the city	Influence aspect
Qajar	Lalehzar Garden turning into Lalehzar Street	The formation of streets in right-angle shape in Tehran and turning the appearance of the traditional city to European one	City Structure
	The horse-drawn carriage pass-way from Topkhaneh Square to Lalehzar	Changing part of the city traffic pattern based on the wagon movement	City Structure
		Attractiveness for citizens and acquiring an entertainment aspect	The citizen's Interactions
	lighting of Lalehzar Street with gas lights	Street lighting and attendance in dark weather	The citizen's Interaction
	Create a zoo on the east side of the street	New entertainment in the city	The citizen's Interactions
		Providing conditions for new professions	The commercial Trading
	Building the first Iranian hotel (Grand Hotel) by Bagherof on Lalehzar Street	Holding theater performances in the Grand Hotel	The citizen's Interactions
Pahlavi		Overnight activities in the city by performing midnight shows	
	The formation of “Lalehzar-e No” along the “Lalehzar Street” during the reign of “Reza Shah”	The expansion of street lining and the evolution of the city based on the existence of street	City Structure
	Establishing the first cinema and theater halls on Lalehzar Street	Creating a new culture in the city based on watching movies and theater	The citizen's Interactions
		The activation of the economy based on culture and the prosperity of the ticketing system	The commercial Trading
	The arrival of Luxury cars into the city of Tehran and turning the “Lalehzar Street” into a traffic place	The appearance of a new social behavior emerged by street driving that led to public observation	The citizen's Interactions
	Opening the shops in European style on both sides of the “Lalehzar Street” and offering the new-coming European products	A new way of commercial dealing; The presence of shops on the sides of street	The commercial Trading
		Shopping the luxury products and its attractiveness to modern class	The citizen's Interactions
	The emergence of new cafes on “Lalehzar Street”, in a modern style	The emergence of new public social behavior in the city; visiting the Café and hanging there.	The citizen's Interactions
	The emergence of the first shopping mall on the street of “Lalehzar-e No”	Entering the business activities to the heart of the street and increasing their prosperity	The commercial Trading
		New shopping pattern by moving in shopping malls	The citizen's Interactions
	Building up the highly circulated newspaper offices on “Lalehzar Street”	Political activities and its emergence in the public spaces of the street	The citizen's Interactions

of streets, the commercial spaces were formed on both sides of newly constructed streets; it caused the economic activities were pulled from the body of the market to the sides of the streets, creating a new form of commercial interactions. Therefore, over the course of time, the traditional markets will not be able any longer to meet all the citizens' need, so the formation of new commercial spaces will be a necessity for the new conditions (Habibi & Mahmoudi Pati, 2017, 45). Therefore, the emergence of shopping streets as the first emergence of modernization in urban spaces caused a change in the retail and wholesale system of the market (Rahnamaei & Shah-Hosseini, 2004, 58). As the socio-cultural backbone, Bazar [in this situation] faced with a powerful competitor, of the kind that was able to get all the vital functions and elements out of it, within its evolution process and push it back to a traditional, memorable space. Therefore, the old texture, which was placed in the heart of Bazar, was worn out and its value was reduced. Under these circumstances, the idea of building the first shopping malls was created, and through it, commercial spaces found their way to the heart of the street. Fig. 7 shows the evolution of the trading system in the city of Tehran from Bazar to the sides of the street.

#### • The effect of street on citizens' interactions

The street is a phenomenon has been emerged from the modern world and its new attitude, that could influence the manner of social interactions and civic behaviors by its entry to Iran; it did provide conditions for fundamental changes in Iranian people's life style in the public territories. Following that, the Tehran development during the first and second Pahlavi eras, along with other happening such as increasing the street network and evolutions of the street sides into commercial, cultural, educational and administrative centers, caused the isolation of the historical areas of the city and changed both the life style and cultural identity of citizens.

The manifestation of social interactions and modernism in Tehran on "Lalehzar Street" was in opposition to the culture of historical texture of the city; as usually at the end of the day when it was getting darker, "Lalehzar Street" by offering riding access, lighting and luxury shops vitrines was a hangout place for people who were coming there from a different social class and attitude compared to the traditional society. The bars, cafes, cinemas, theater halls, and shops by selling luxury goods all were offering a kind of modern social behavior in Tehran's urban community of that time. Therefore, "Lalehzar Street" was the first nightlife

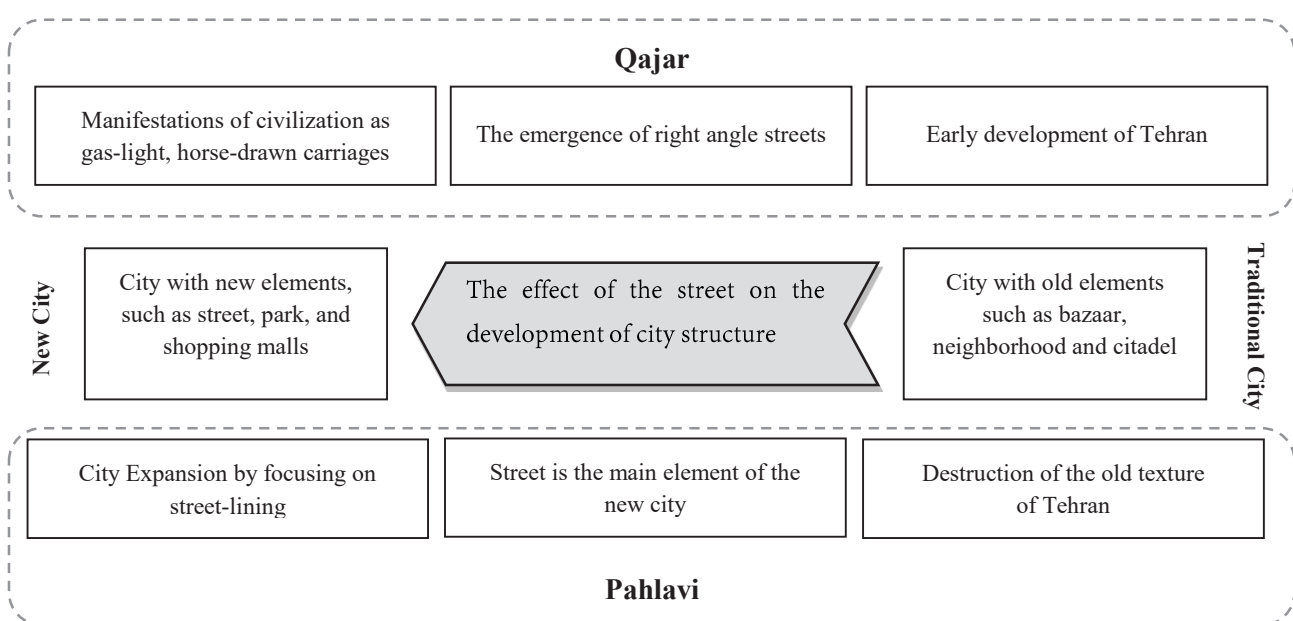


Fig. 6. The evolution process of a traditional city to a modern city, according to the effect of forming street in the city. Source: authors.

center in Tehran; Performing theaters on this street with bright blocks and riding access, and offering varieties of social activities (such as welfare, recreational and cultural facilities and the possibility of doing business) in comparison with the other historical areas that were closed at the end of the day, presented a new attraction for the citizens' nightlife in the city. The new bringing with kind of novelty on "Lalehzar Street" in opposition to the traditional structure of Tehran, which had many problems due to spreading some unconventional citizens' behaviors, along with a variety of free-doings in this street were of conditions let the public to visit

Lalehzar, and turned it into one of the entertaining centers for the citizens, who were coming there from all parts of Tehran for passing their leisure time. By the presence of public and middle class on "Lalehzar Street", the various plays of "Rou-Howzi/ Siah-Bazi" (both as kind of Iranian folk performance) and folk music were performing on the theaters' stages in the "Lalehzar Street", that caused the popularity of this place continuously increased among all class of society in Tehran. Fig. 8 represents the emergence of new social interactions in the city influenced by the new manifestations of modernism.

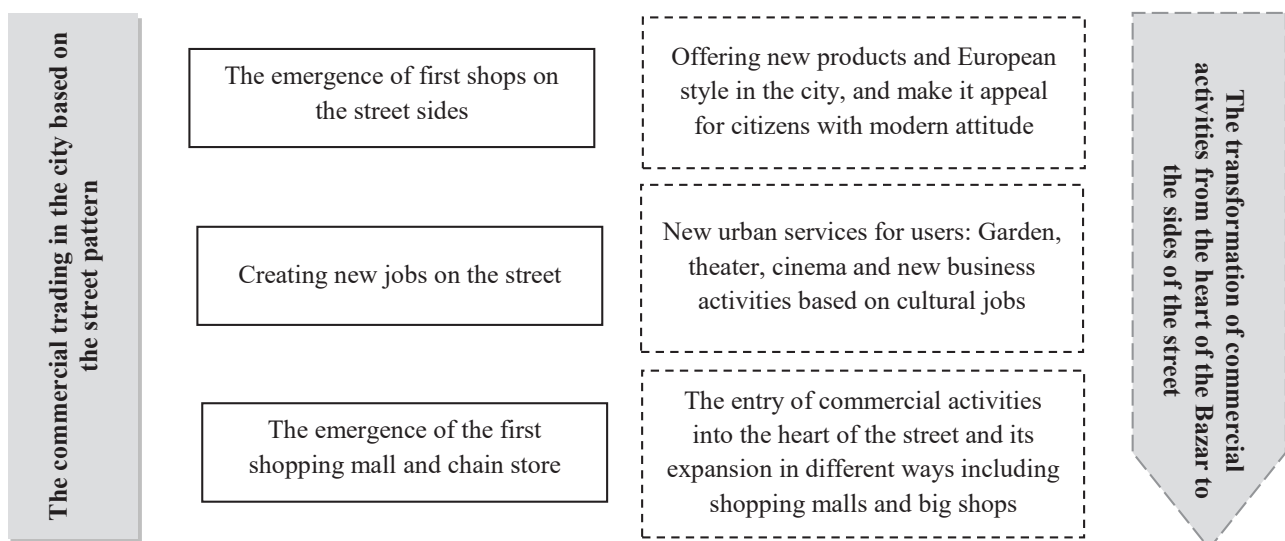


Fig. 7. The evolution of trading system based on the street pattern. Source: authors.

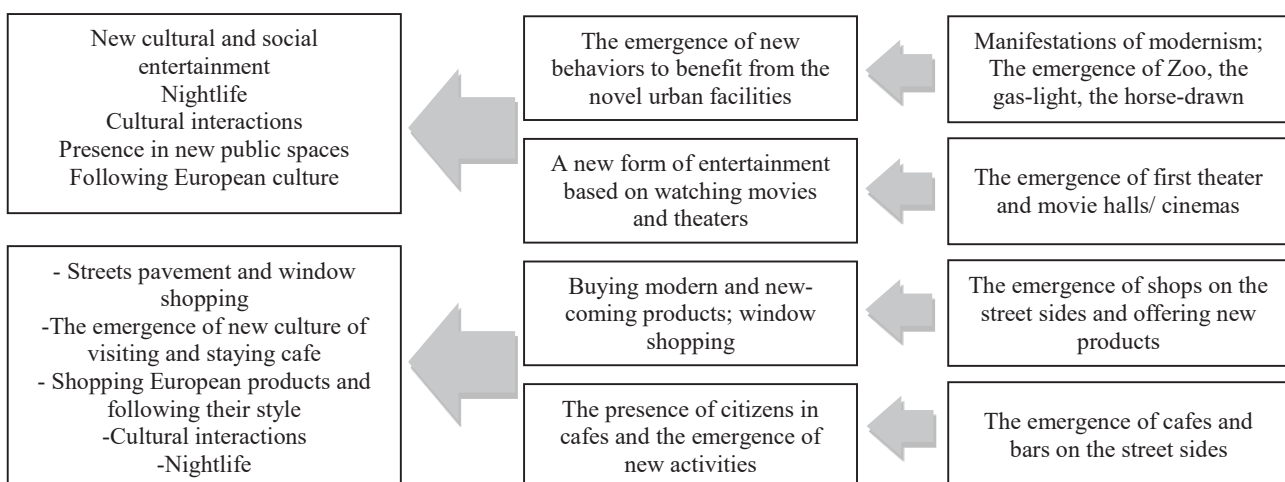


Fig. 8. The evolution of citizens' social behaviors with the emergence of new manifestations in the street. Source: authors.

## Conclusion

The political and social developments in the contemporary society of Iran that were initiated in the second half of the Qajar rule, were accompanied by a kind of modernism which mostly appeared in the city structure and its related elements. The street is a manifestation of this modernization process in the city,

which has emerged as a novel element and became the basis for fundamental changes in various aspects of urban planning, commercial trading, and civic interactions. After the arrival of modernism in Tehran, the city structure highly developed that compared to other times was more a policy originated from the dominant political and social structure of Iran.

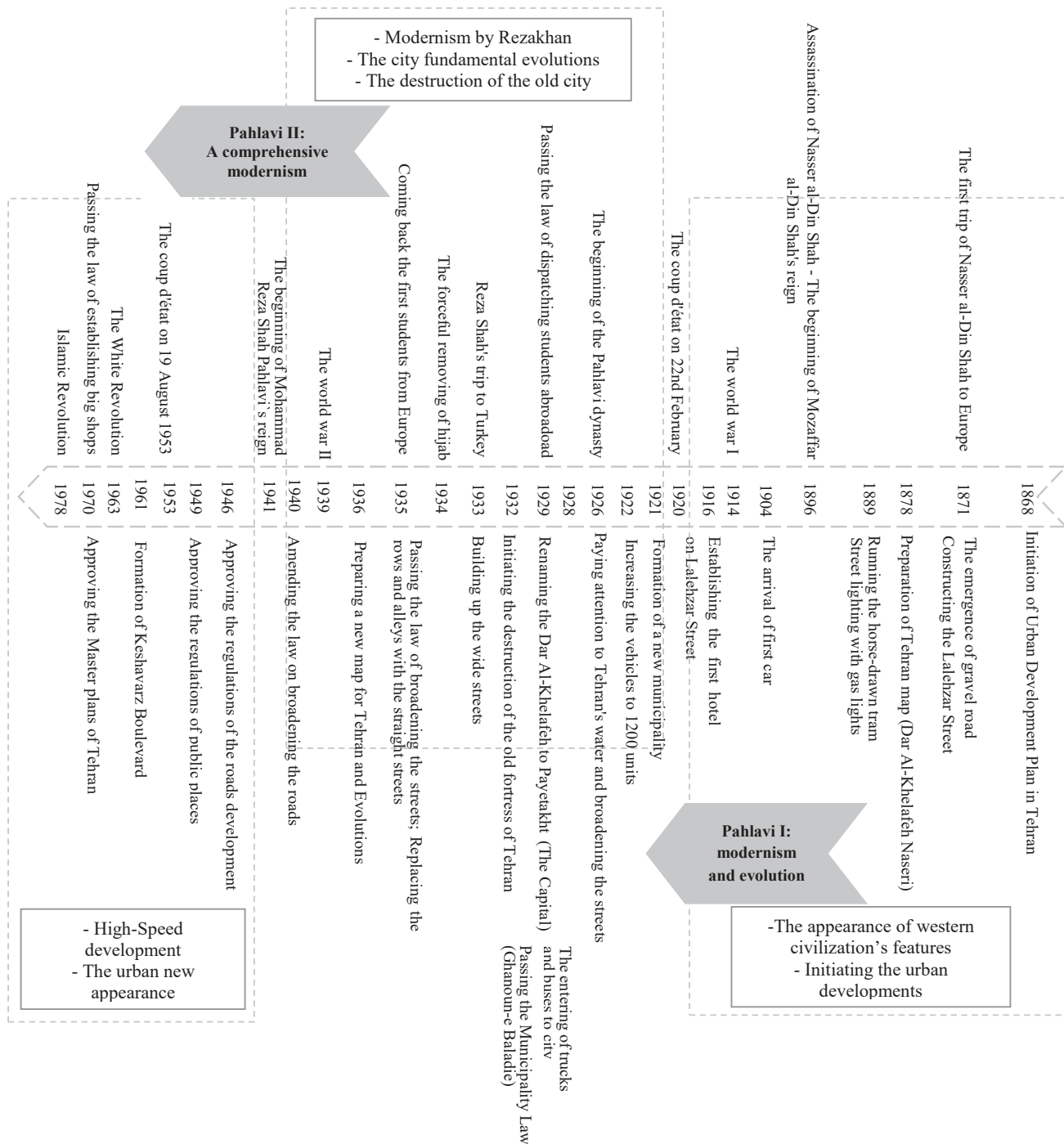


Fig. 9. The Political and social developments in the contemporary time of Iran, and its effects on the city structure and the streets. Source: authors.



Fig. 9 represents the Iranian political and social happenings in contemporary time, from the middle of “Nasser al-Din Shah”’s reign to the Islamic Revolution, along with the other evolutions in the city based on the emergence of the street phenomenon. The emergence of primitive forms of modernity in Tehran city is highly dependent on the urban expansion, population growth, and its coincidence with the Qajar kings’ travels to a European country and the formation of the first and second Pahlavi with the European approach. In this evolutionary process, “Lalehzar Street” can be introduced as the most important context for the emergence of modernism, which has adopted the first evolutions in the city and represented the novelty of Tehran.

## Endnotes

1. Here in this study, the term “Street-lining” has been used to refer to set of activities including construction development and lining of streets for the first time in the structure of a city.

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#### HOW TO CITE THIS ARTICLE

Pourzargar, M. R., Abedini, H. & Etemadi, A. (2020). The Contribution of "Street" Component in the Process of Modernization and the Development of Tehran, Case Study: The Lalehzar Street. *Bagh-e Nazar*, 17(91), 5-18.

DOI: 10.22034/bagh.2020.219365.4461

URL: [http://www.bagh-sj.com/article\\_118623\\_en.html](http://www.bagh-sj.com/article_118623_en.html)

