



April 8, 2024

## Québec Roadmap: Towards a New Urban Project (2022-2024)

**PRIORITY THEMATIC:** Regeneration of the historic core through the preservation, valorization and awareness of heritage

**Pilot city: Marrakech (Morocco)**

### Draft: Synthesis of the Thematic Worksheet (Step 1.2)

The *Priority Thematic* presented by the city of Marrakech aims to rethink the future of restored buildings in historic cities. The thematic will enable us to reflect on how to justify the restoration of historic buildings and ensure that they play a structuring role in the socio-economic and cultural dynamics of the historic city, to the benefit of the local population and the visitor experience.

Marrakech's Medina is a vast historic complex of great architectural value. However, more and more traditional houses are being radically transformed. Buildings are being broken down into housing units under demographic pressure, condemning certain historic edifices such as the fondouks, traditionally intended for commerce, to unsuitable occupancy. Traditional buildings can no longer be properly maintained by tenants, who are often poor, and owners, who are either helpless (lack of tools) or disinterested (lack of sensitivity). Monuments that are restored do not contribute to the regeneration of the Medina's urban fabric, as they remain unused. As a result, the whole identity and integrity of the Medina is threatened, in addition to creating social tensions and fuelling the economic crisis.

#### Associated matters

The city of Marrakech proposes to form a *Collaborative Network* to discuss in particular a few interrelated issues, *inter alia* the following:

- How to identify and understand the heritage value of buildings and as well as the need for intervention on behalf of local communities?
- How to identify and appreciate traditional know-how and propose programs to support these activities?
- How to implement a policy of coordinated action?
- How to involve all the players?
- How to break with these lifeless, soulless restored projects and establish a new conception of the restored building, giving it a new function within the local lifestyle, as a key factor in local cultural life and a highly attractive place for young people?
- How to propose architectural and urban interventions ensuring that restored/rehabilitated buildings play an effective part in a new socio-cultural dynamic?