
Wuhan – Placemaking Week – Dec 2018

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Overview

• Context
• About Doh Eain
  • Restoration
  • Placemaking
• Integrating Heritage Restoration and Placemaking into Historical Street Placemaking
Context
Downtown Yangon
Once southeast Asia’s most cosmopolitan hub
Tumultuous times
Decades of military rule and economic isolation have left historic core intact.

Today Yangon has over 6000 heritage buildings.
A unique city
Since 2013 - rapid urbanisation
Rapid demolition

Between 1990 and 2011 35% or 1800 heritage buildings destroyed, continuing at an alarming rate.

No conservation plan, zone, list, regulations
Tipping point

- No masterplan
- Yangon inhabitants only have 0.37 m² of public space per person, versus 6 m² in Jakarta, 8.5 m² in Bangkok, and 30 m² in Paris.
- Serious issues with waste
- Serious congestion issues, highly unsafe for cyclists and pedestrians
- Poor air quality
- Reduction in safety and social cohesion
Tipping point

- Focus on cars, less space for people
- Walkability or cycling poor
- Serious issues with vendors
- Buildings that don’t give back to the street
- Buildings that lack human scale
About Doh Eain
How it began

One family

Financial troubles...
Other families

Mouth to mouth spreading of opportunity
Other families

Clusters of projects started emerging
Doh Eain’s restoration focus

1. Units in tenement buildings/shop houses (est. 20 million sqft) - Private Ownership (70-80% of all heritage buildings)

2. Mid-size entire buildings for commercial use (est. 3 million sqft)

3. Institutional Properties (est. 5 million sqft) - Public Ownership

Figures from Cities Development Initiative for Asia
Existing barriers to renovation of tenement buildings

1. Lack of awareness of heritage value
2. Landlord other incentives than unit owners, some insecure ownership
3. Limited restoration expertise amongst contractors
4. People have limited access to finance
5. Difficult to form a committee
6. Limited restoration expertise amongst residents
7. Limited access to heritage premia

Reasons:
- Someone has the idea to renovate
- Leader (U Myo) seeks consents from other residents
- Organises resident meetings with residents, formal and informal street leaders
- Contractor Selection Based on cost effectiveness: contractor selection criteria
- Renovation Plan: Applied license, funding, identify criteria for contractor
- Forming Committee with three core members from residents
- Monitoring
- Implementation: Bank A/C for renovation fund, collection fund from residents
- Renovation Complete: Payment made

Image from
Doh Eain’s strategy for tenement buildings

Attractive alternative for property owners to neglect, selling or demolition

- Awareness raising and trustbuilding
- Restoration design
- Pre-financed renovations on a deferred payment scheme (no ownership!)
- Design coordination, partial implementation by in-house team of craftsmen
- Property management
- Contribution to community
Example (building)

- 100+ year old family home
- With children overseas, place too large for parents & no money for maintenance
- Invested 165,000 USD, creating 3 apartments
- Monthly rent: 6,000 USD
- Pay back in 6 years

“...It seemed a win-win solution for Doh Eain, us and the community. It would have been a shame to put up a new apartment building here.”
• Invested in renovation since early 2017: 560,000 USD in 19 units (to cover material + labour), now in process of raising a 5 million+ USD fund
• Renovation size per unit: 10,000-50,000 USD
• Post renovation rental prices: 750 – 3000 USD
• Average increase rent: 3,58x
• Unit IRR of 15-25%
• Average payback time: 3 yrs
• Paid back since early 2016: 120,000
• 0 vacancies, 0 defaults
Beyond buildings: back alleys

- Historically back alleys used for recreation
- Waste problems
- Lack of public space
- All back alleys in downtown Yangon alone add up to 6.7 times Mahanbadoolla Park
Doh Eain’s work on places

- Channelled about 400,000 USD towards public space projects
- Delivered:
  - 6 alleyways
  - 19 events
- Ongoing:
  - 3 street upgrades
  - 2 playground projects
  - youth led placemaking
  - girl led placemaking
In times of rapid urbanisation, we want to make sure that cities in Myanmar are places with identity, and that they are liveable, inclusive and sustainable.

To that end, we preserve heritage, improve public space and organise activities that connect people with places, employing our user-centred, participatory and market driven approach.

Doh Eain: a restoration and placemaking social enterprise based in Yangon
Our focus

Heritage

Public space

Active Citizenship/Capacity Building
Our Heritage Led Placemaking Work – Historical Streets
Placemaking framework

- “Standardising” how we approach and enquire into any type of place
- Strong values and design principles as team
Example

- The Bogalay Zay engagement and festival process
Design principles

- Place based
- Asset based
- Imaginative
- Inclusive
- Prototype or program early
- Start small
- Market driven and financially sustainable
Place based

• Street or block approach: encouraging residents of a street to look at their neighborhood more broadly (livability, attractiveness, prices)

• Link to other regeneration efforts (lights, waste management, ..)

• Landmark streets: Bogalay Zay, Bosoonpat, Shwe Bon Thar, 19 Street
Asset based

There are a lot of wonderful assets and informal networks and practices in the streets of Yangon.

In addition to buildings, trees, empty spaces, e.g. communities providing water for the neighborhood, people placing plants and tables in front of their doors.
Imaginative

Show lots and lots of possibilities to get people in a creative mood
Inclusive

- Gender
- Age
- People with disabilities
- Long time residents and newly arrived residents
- Ethnicity
- Religion
Prototype or program early

Experience
Start small

Show the vision
Market driven & sustainable

Creative collaborations between combinations of stakeholders

- Property owners e.g. hotels
- Brands
- NGOs

Business plans for places

- Travel companies
- Events e.g. concerts, screenings,
Statement Of Significance

Intangible:
- Skills training transfer from generation to generation and enhancement of the programs by Young Women Christian Association.

Spiritual:
- The presence of Dhamayone building prove the religious belief of the community.

Social:
- The Dhamayone building also use as the community space proves the inclusiveness and social cohesion of the place.
- YWCA and Gamone Pwint Shopping center are the greatest proof of multicultural daily lives and neighborhood.

Implementation Of The Policies

Future

More long term strategies?

- Linking projects to policy?
- Conservation management plans?
Thank you

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