



# Heritage-Led Placemaking: The Work of Doh Eain in Yangon, Myanmar

Wuhan – Placemaking Week – Dec 2018

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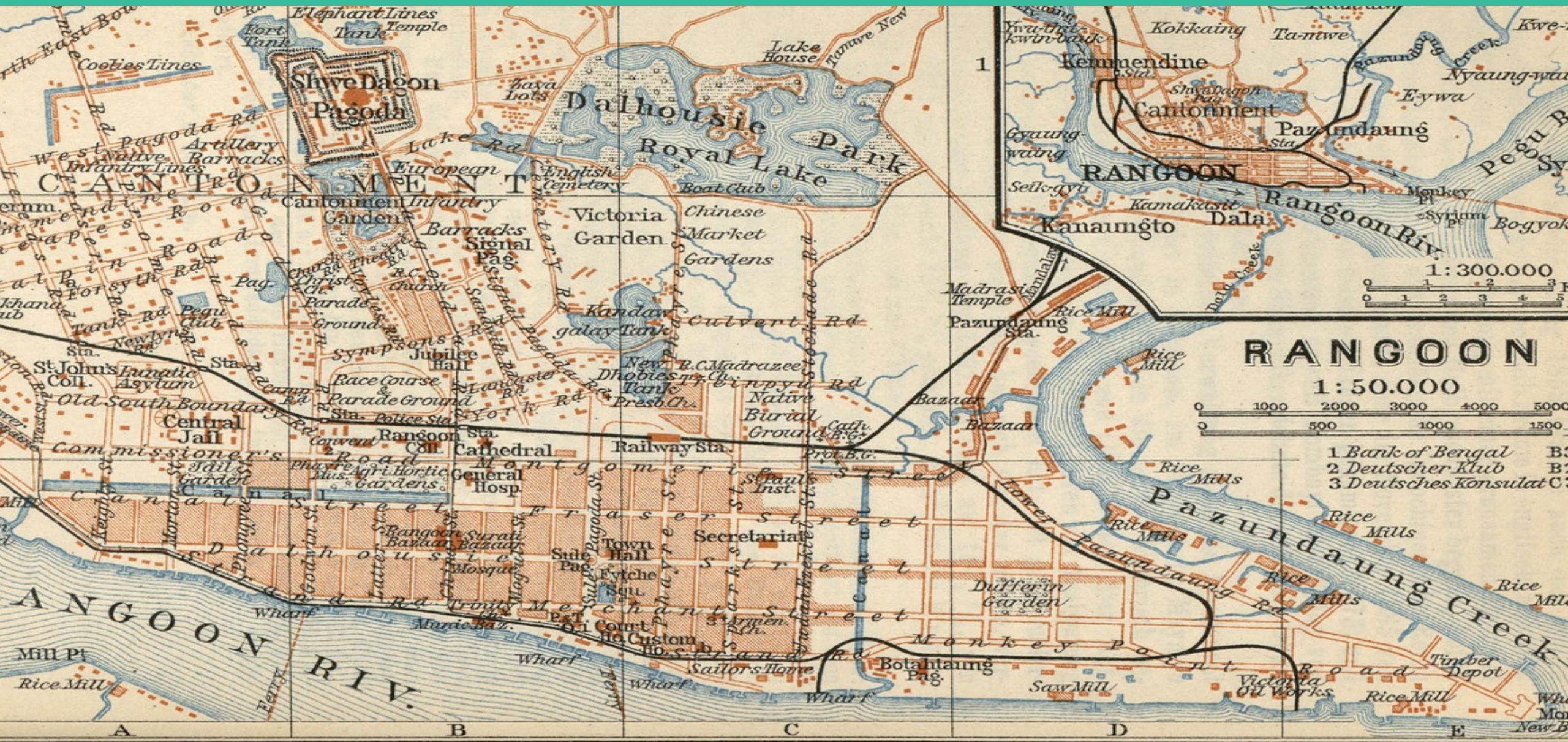
# Overview

- 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







# Intact historic core

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



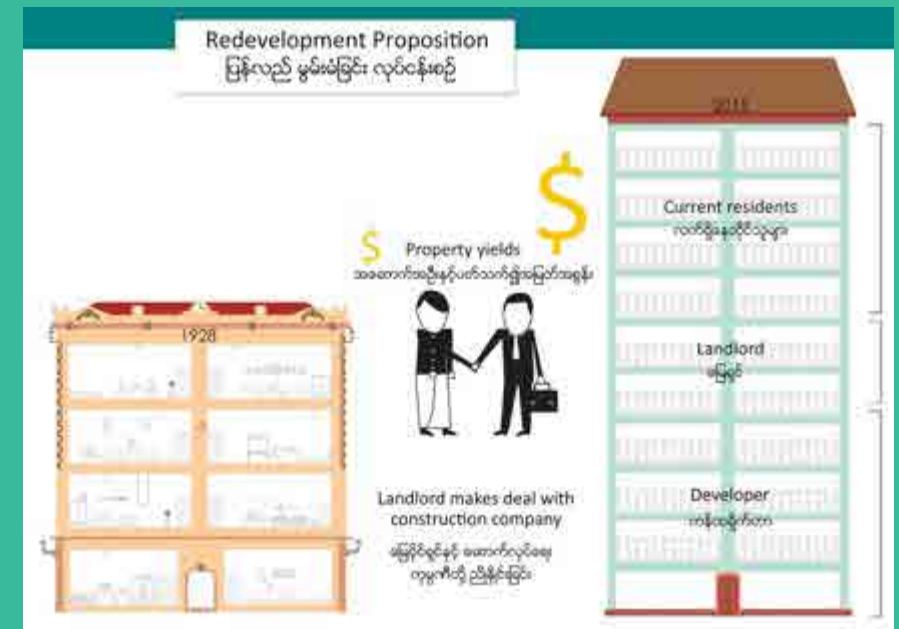




# Rapid demolition

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 m<sup>2</sup>** of public space per person, versus **6 m<sup>2</sup>** in Jakarta, **8.5 m<sup>2</sup>** in Bangkok, and **30 m<sup>2</sup>** 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

2



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

3



Institutional Properties  
est 5 million sqft

Private  
Ownership  
(70-80% of  
all heritage  
buildings)

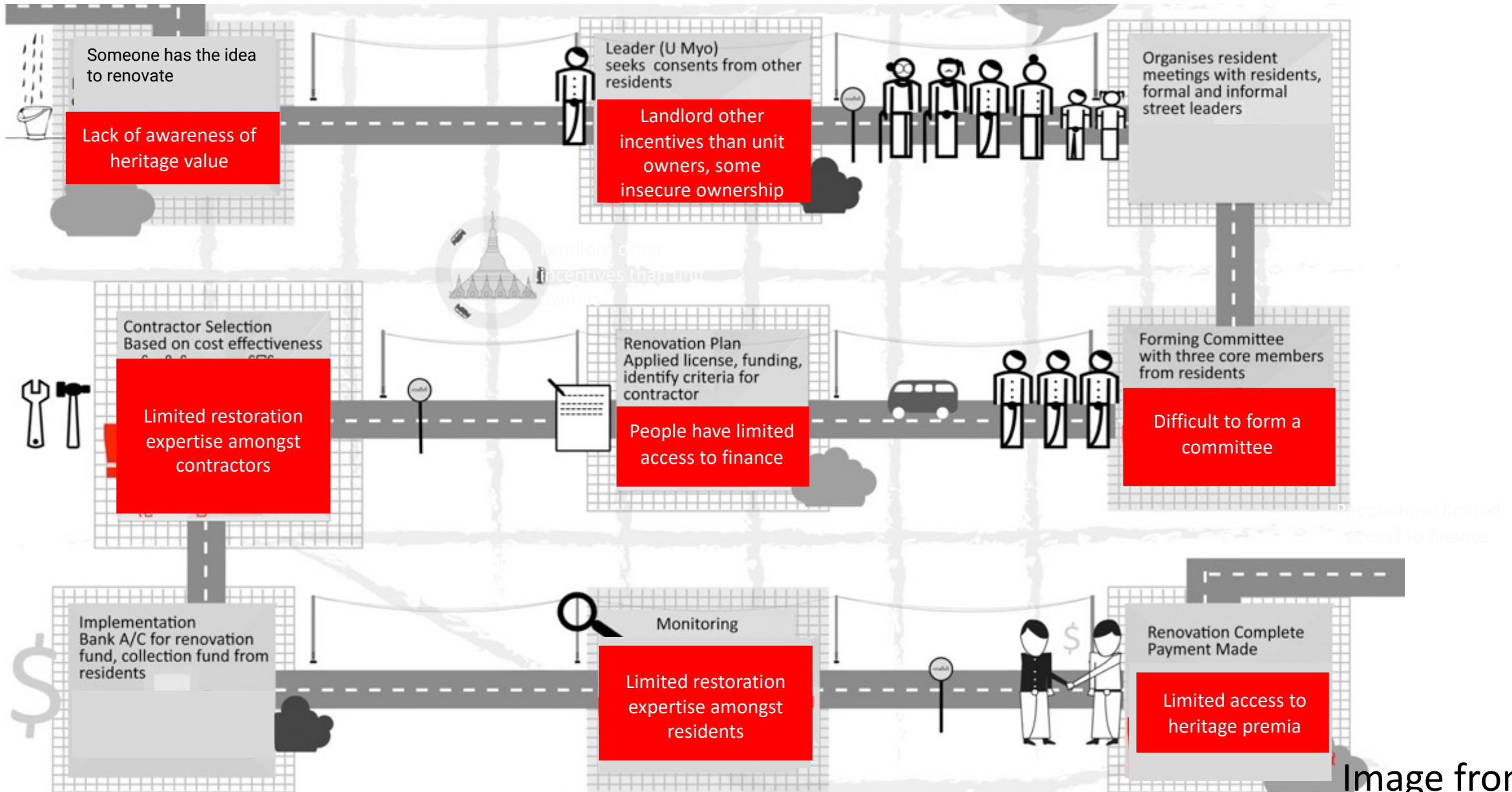


Public  
Ownership





# Existing barriers to renovation of tenement buildings







## 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.”





## Delivered to date

- 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**





Credit: YHT



## 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 Mahanbadoola Park**











Temporary platform for parklet

Existing Concrete Sidewalk







# 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





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



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.



# Our focus

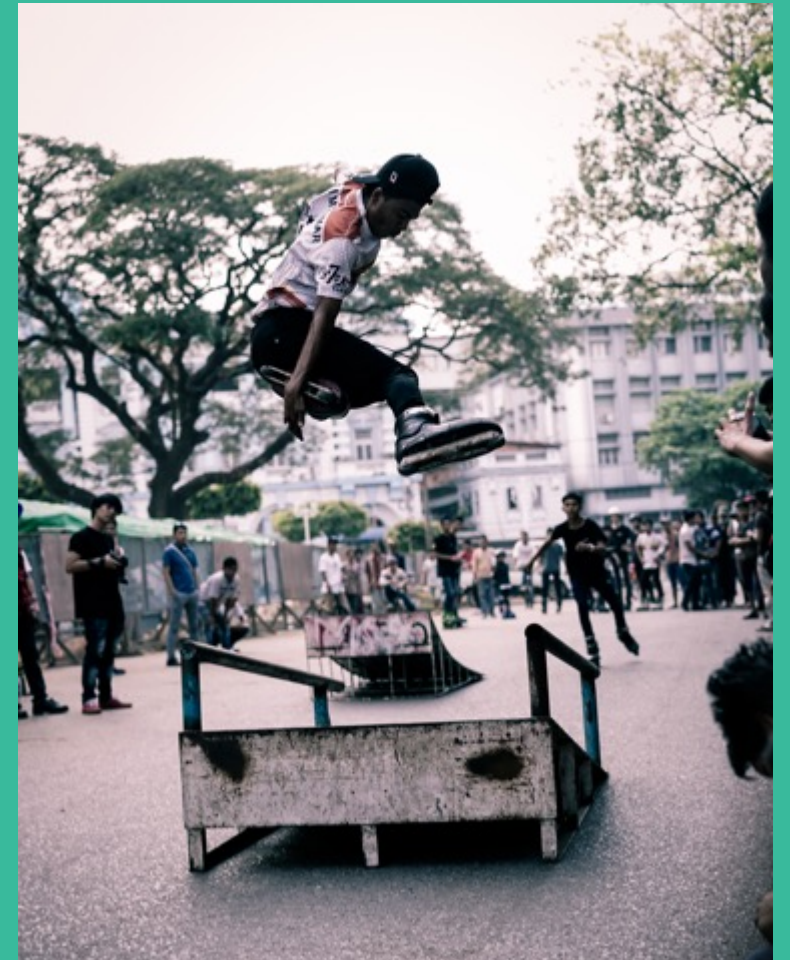
Heritage



Public space



Active Citizenship/  
Capacity Building





# Our Heritage Led Placemaking Work – Historical Streets



# Placemaking framework

## Doh Eain's Placemaking Framework



### discover

collecting knowledge and learning from people



### define

making sense of the data and making a plan



### develop

generating ideas and prototyping to iterate



### deliver

bringing solutions to life and building



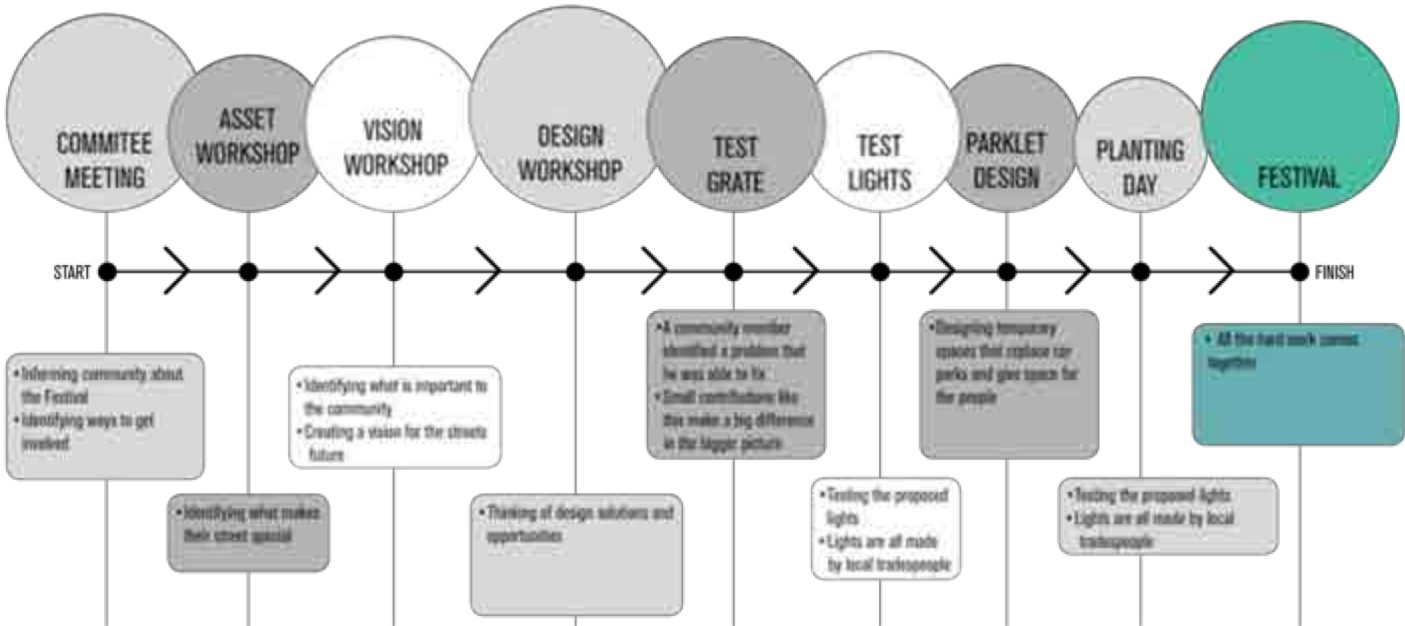
### deepen

growing the relationship and making improvements

- “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

## 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, Bosoopat, Shwe Bon Thar, 19 Street



# Asset based

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

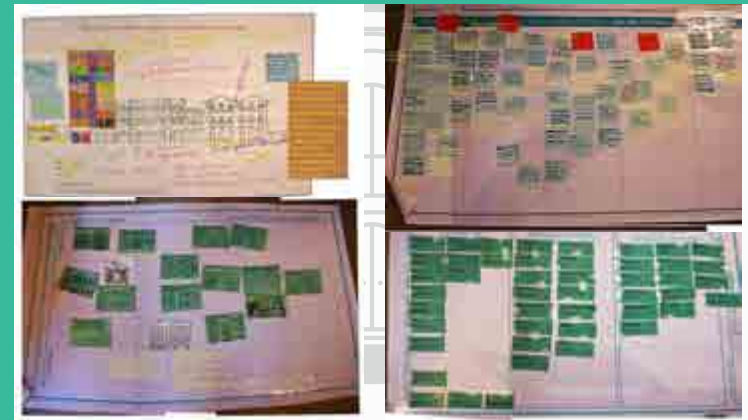
In addition to **buildings**, **trees**, **empty spaces**, e.g. communities providing **water** for the neighborhood, people placing **plants and tables** in front of their doors





# 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 :*

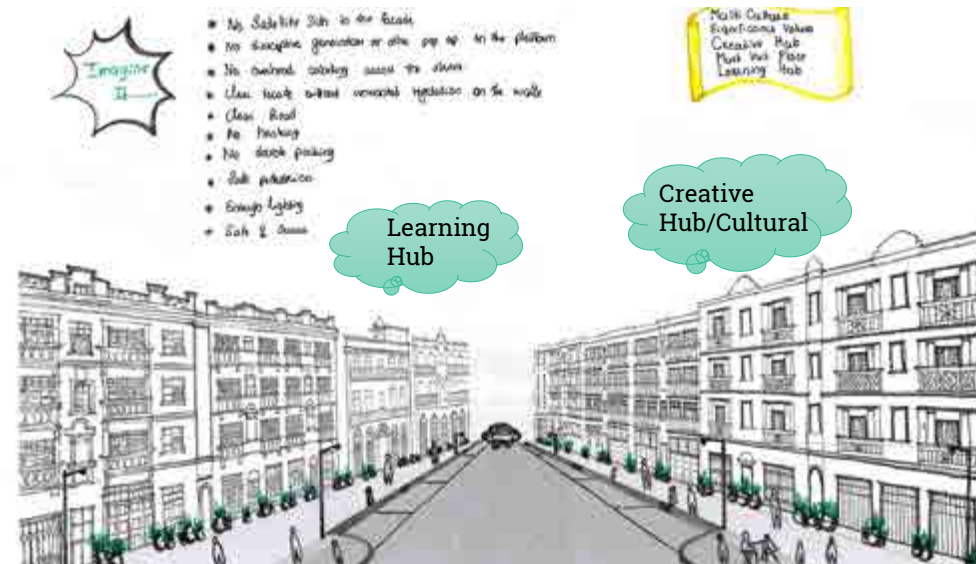
- The presence of Dhamayone building prove the religious belief of the community.

### *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

[contact@doheain.com](mailto:contact@doheain.com)