

8.0

JBEIL (BYBLOS)

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8.0 Geographic Context

Located 38 km from Beirut, along the Mediterranean coast, the city of Jbeil sits halfway between Tripoli and the capital. The city itself is part of the caza of Jbeil, which includes 84 other villages subdivided into 20 municipalities, 13 of which have formed an administrative federation. The municipal boundaries of the city cover 75 hectares and include an estimated 20,000 inhabitants, only half of which are registered in the area (Phares, 2000). Covering an area of 10 hectares (10,000 km²), the ancient core of the city is the most well preserved inhabited cultural site in Lebanon today (see Map 1).



Map 1 Jbeil 2001

8.1 Overview of Obstacles to Cultural Preservation and Urban Development

Cultural heritage and tourism development in Jbeil has to address several of the problems which characterize the national scene; that is the lack of institutional and legislative frameworks, the absence of a multi-sectoral approach, deficiency in financial and human resources, deteriorating urban environments and complex tenure conditions etc.

Locally, other issues unique to Jbeil will pose a distinct challenge/advantage to any project. Some of these characteristics are:

- The historic city is well preserved.
- Very low incidence of residence in the city.
- Suffers from poor visitor turnover.
- Surrounding populations rarely frequent the historic core.
- Current plans to extend the port could threaten the environmental and historic character of the ancient core.
- The case of Jbeil functions almost as a distant suburb of the capital.
- Jbeil is a regional node in rural urban migration especially from the area of Batroun.
- The proximity of the Aamchit and Batroun beaches render the combination of different forms of leisure and cultural tourism possible.
- The city is a world heritage site.

8.2 Historic Significance and Touristic Potential

8.2.1 Jbeil: A Brief History

Of all the cities in the East, Jbeil is said to be the oldest settlement. It owes part of its fame to an old tradition that ascribed to it the invention of the alphabet, a claim supported by the discovery in its royal necropolis of the Ahiram sarcophagus, bearing on its cover the oldest text written in the so-called Phoenician alphabet. The stone coffin is the central exhibit at the National Museum in Beirut. The myth and worship of the dying and revival of the young Adonis, Jbeil's main god, made the city a famous pilgrimage site in antiquity.

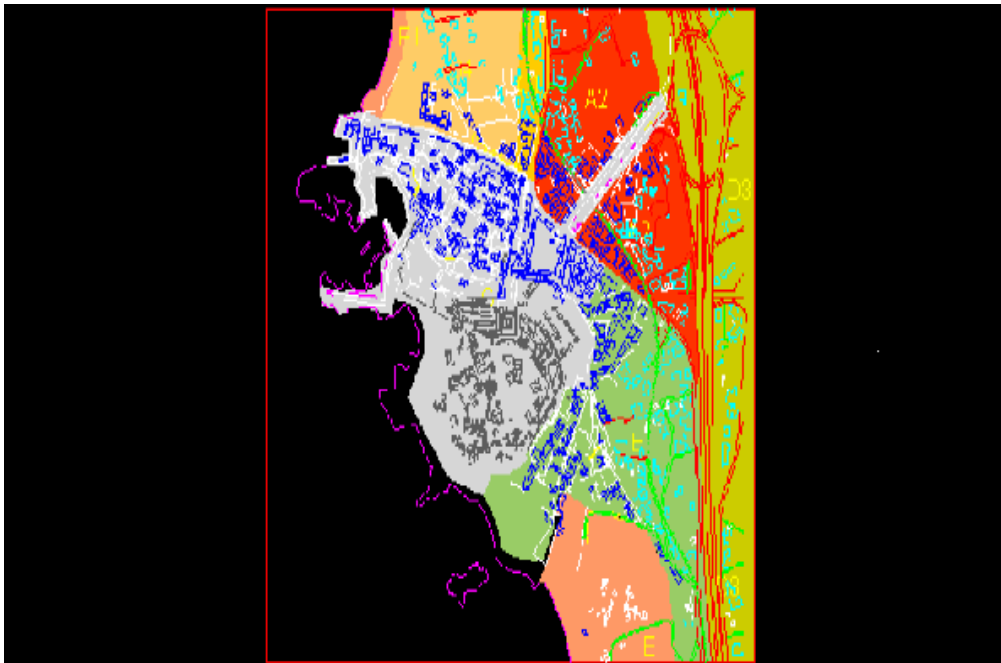
Among scholars, Jbeil is mainly renown for being the ancient Near Eastern site with the longest uninterrupted population settlements (from 7000 BC to the present day). Its current urban morphology consists of the layered sedimentations of apparent remnants of medieval, Byzantine, Roman and Ottoman morphologies at the very least (See Box). Monuments left standing *in situ* include a small Neolithic village; a small Chalcolithic village; a 3rd millennium BC city wall, buildings and temples; a 2nd millennium royal necropolis and temple; a Persian period citadel; a Roman road, theater and nymphaeum; a Crusader castle and church; and an Ottoman mosque and buildings. The site is also famous for the treasures found in one of its temples and in its necropolis, which expose the craftsmanship, trade and cultural relations of the city in antiquity, mainly with Egypt. These treasures are on exhibit at the National Museum.

Jbeil's relevance to world history was argued in the works of successive archaeologists/historians beginning with the famed French historian Ernest Renan, author of *La Mission de Phénicie*, who excavated parts of the city in 1860. His analysis and publications were instrumental in promoting the city as one of the oldest settlements in the world. The subsequent work of Maurice Dunand who excavated the city between 1930-1970 also

promoted a similar argument. However, the full implications of his work for the history of the city will only be available once the current synthesis by scholars at the University of Geneva of the results of his excavations is published.

8.2.2 Master Plans and Classified Monuments

The 1972 master plan, the last one proposed for the city and its environments, and which is still in effect in the city, played a critical role in the preservation of the old city as well as the freezing of its economic functions. According to this plan, the historic core of the city is designated primarily as an archaeological site, with strict regulations on building heights, new construction materials to be used, etc. Any new constructions or modifications to existing structures are subject to DGA approval (see Box 1 for the 1972 zoning of the city). This historic core, designated as area G is strictly zoned and has to a large degree played a crucial role in preserving the character of the area. Currently, Zone V in the old city is the only area that can be developed under the supervision of the DGA and with building heights not exceeding the medieval wall. Adjacent to the old city is an area designated for housing (B) to the south, two commercial zones to the east, a high development extension to the north adjacent to a leisure and tourism zone along the coast (zone E). The most critical problem lies in this last zone, where a decree 402 allows developers of leisure structures - specifically hotels, to double their exploitation rights as well as reclaim land in the sea whose size is double that of their original plot. If implemented, such projects would have drastic consequences on the development of Jbeil's waterfront. At the same time, this zoning scheme, was in part responsible for the current lack of integration- or interface between the old city and its immediate surroundings (see Map 2).



Map 2 Zoning 1972 (Source: AAA Architects)

More recently, in 1999, a new zoning plan was proposed for the entire coastline of the country, including Jbeil. While regulations governing zone G were left the same, attempts to modify regulations in zone E were met with severe resistance on the part of private property owners and later abandoned. At the same time, while the development rights of zone C1 were changed to insure a smoother transitions between the city and its immediate environments, part of zone B was successfully re-zoned in a manner similar to that of G5. Arguments regarding potential archaeological sites, specifically the Phoenician necropolis, were used to implement this change. However, given the large size of private properties in the area, a closer assessment of potential changes and their impact on the development rights of owners need to be undertaken.

Box 1: 1972 Zoning Plan of Jbeil

Decree No: 8645, Dated 5/2/1962. Modified by decree No: 10122 Dated 20/7/1962 and by Decree No: 3362 dated 26/5/1972 (Northern Coast) and by													
Zone	Allotments			Existing Allotments			Minimum Setbacks		Maximum ground Occupation Ratio	Total Building Rights	Number of Floors	Building Height	
	Minimum Area	Minimum Width	Minimum Depth	Minimum Area after Alignment	Minimum Width after Alignment	Minimum Depth after Alignment	From Limit of Road or Alignment	From Rear and Lateral Limits					
Commercial- Decree No: 3362/72	A	600	16	16	250	10	10	According to Setbacks and Alignments decrees shown on the roads map with a minimum of 3 meters from road or planned road limit	0	50	2	4	17
	A1	600	16	16	250	10	10		0	20	0.4	2	10
	A2	600	16	16	250	10	10		0	80	1.6	2	10
Housing	B	600	16	16	300	12	12		3	50	1.65	4	17
	B1	600	16	16	300	12	12		3	50	1.5	3	13.5
	B2	600	16	16	300	12	12		3	50	1	2	10
First Extension	C1	800	20	20	400	15	15		3	40	1.2	3	13.5
	C2	800	20	20	400	15	15		3	30	0.9	3	13.5
Second Extension	D1	1000	20	20	500	15	15		3	25	0.75	3	13.5
	D2	1000	25	25	600	16	16		3	20	0.4	2	10
Third Extension	D3	1000	20	20	500	15	15		3	30	1.05	5	20
	D4	1200	25	25	600	16	16		3	20	0.6	3	13.5
E. Tourism	Private Housing	1500	25	25	750	20	20		4	20	0.4	2	10
	Leisure*	3000	50	50	3000	30	30	6	20	0.4	2	10	
	Tourism Institutions	7000	80	80	7000	30	30	10	20	0.4	2	10	
F. Industrial	F	1000	20	20	500	15	15	3	60	1			
G Archaeological	G1	PUBLIC DOMAINE, Excavation Field. Subject to DGA control & administration											
	G2	THE HARBOR. No housing is allowed. Restaurants and cafes subject to DGA approval											
	G3	EXPROPRIATED AREA by DGA: Subject to DGA control.											
	G4	AREA PREPARED FOR EXPROPRIATION By the DGA Non Aedificande.											
	G5	OLD CITY RESTRICTED AREA. Same as B2. + 2 floors height. Subject to DGA approval.											
	G6	INTRA MUROS RESTRICTED AREA. Same as G5. Maximum building height is lower than the old city wall height											
	G7	FUORI MURI AND CRUSADORS CHURCH RESTRICTED AREA Non Aedificande until Expropriation by DGA.											
	G8	EXCAVATIONS EXTENSION. Same as A1											
	G9	OLD BUILDINGS. Includes some buildings to be preserved and renovated. Subject to DGA approval and supervision. No additions are allowed.											

- Leisure includes restaurants and beaches

Nothern Coast Regulations (proposed regulation 1999)

ZONE		Allotments			Conditions required for existing allotments			Setbacks			Ground Occupation	Total Building Rights	Number of floors	Building Height from lowest plot level	Remarks
		.Min Plot Area	.Min Plot Width	Min. Plot Depth	.Min Plot Area	.Min Plot Width	Min. Plot Depth	& From roads alignments	From lateral limits	From marine public domain					
		m ²	m	m	m ²	m	m	m	m	m					
B1		600	16	16	300	12	12	3	3	2+10 *	50	1.5	3	13.5	
B1-1		600	16	16	300	12	12	-	-	2+10 *	50	1.5+(20%)	3	13.5	20 % increase in total building rights to be used in ground floor mezzanine provided G.F. is 5,5 m. high & mezzanine area is 2/3 of G.F. area. Ref. Particular regulation
B1-2		600	16	16	300	12	12	Ref. Setbacks decree	3	2+10 *	50	1.5	3	13.5	
B1-3		600	16	16	300	12	12	-	3	2+10 *	50	1.5+(20%)	3	13.5	
B2		600	16	16	300	12	12	-	-	2+10 *	50	1	2	10	
B2-1		600	16	16	300	12	12	3	3	2+10 *	50	1	2	10	red tiles pitched roof and private gardens are mandatory
C2	Housing & commerce	800	20	20	400	15	15	Ref alignement mentionned on the road network maps with setbacks from road axis decree and according to minimum setback 3m from road limit or alignment	3	2+10 *	30	0.9	3	10.5	
C3		1000	20	20	500	16	16		3	2+10 *	30	0.6	2	10	
D2	First extension	1000	25	25	600	16	16		3	2+10 *	20	0.4	2	7.5	
D6	Second extension	1500	25	25	800	16	16		4	2+10 *	10	0.2	2	7.5	
D7	Third extension	3000	50	50	2000	30	30		4	2+10 *	5	0.1	2	7.5	
D8	Fourth extension	5000	50	50	3000	40	40		10	2+10 *	2	0.04	2	7.5	
D8-1	Fourth extension	5000	50	50	3000	40	40		10	2+10 *	2	0.04	2	7.5	
D8-2	Fourth extension	5000	50	50	3000	40	40		10	2+10 *	2	0.04	2	7.5	
E	Private housing	1000	25	25	750	20	20		4	2+10 *	20	0.4	2	7.5	
	restaurants and plage	3000	50	50	3000	30	30		10	2+10 *	20	0.4	2	10.5	
	Tourism projects	10000	120	120	10000	120	75		10	2+10 *	20	0.4	2	10.5	
F	Industrial	Ref. Industrial areas zoning and regulations decree													

8.2.3 Physical and Urban Characteristics

Jbeil is the only archaeological coastal site with a protected natural environment. Thanks to the implementation of the development plan No8645 (February 5 1962), the old town of Jbeil, which is included in the medieval ramparts, was restored and protected from anarchic urbanization. The natural-historic complex is surrounded to the north and south by sand dunes and threatened with destruction by development projects. It includes the archaeological settlement, overlooking a picturesque harbor, traditional Lebanese houses, gardens blooming with beautiful Mediterranean vegetation, narrow lanes and old staircases, souks and historic buildings like the mosque and the churches.

The old city houses a medieval pedestrian staircase network connecting the port to the rest of the city through a series of shortcuts, which are at present frequently interrupted by fence walls or other secondary constructions. The urban grid and the commercial activity would very much benefit from the reconstitution of these secondary pedestrian circuits.

A tiny island off the coast of Jbeil and the neighboring village of Aamchit serve as additional poles of attraction. Often the destination for small picnics, a modest restaurant used to exist on site. The village of Aamchit, a beautiful site with protected Lebanese traditional architecture and a long stretch of sandy beach attracts local summer tourists.

8.2.4 Visitor Experience and Site Management

Despite the lack of tourist facilities, visitor experience in Jbeil is on the whole quite positive. The well-conserved urban environment, spectacular views of the Mediterranean, good restaurants, and the fish fossil stores all make for a unique visitor experience.

However, the absence of affordable hotels and motels means that most of these visitors are day tourists. Development costs of empty plots of land are quite high given current real estate values. At the same time, existing hotels in the old city are rather expensive while the more affordable hotels in the modern city lack easy access to the old city.

Visitor facilities, proper documentation and signage are also needed. A reception and information center should be built in a strategic location in the old city. Documentation and signage should be provided to enhance the exposure of the city. More varied tourist circuits should be created.

Moreover, consistent maintenance is absent. The municipality, the DGA and the Ministry of Tourism have a severe shortage of resources. Consequently, maintenance work on the archaeological site and the protected areas is, at best, sporadic. To address this issue the municipality is implementing a new policy, whereby each shop-owner would enjoy municipal tax exemption for a four-year period, provided the main entrance to the business is rehabilitated according to set standards.

8.3 Local Stakeholders: Government Institutions, Directly and Indirectly Affected Groups

Local stakeholders in Jbeil include national stakeholders with direct influence in Jbeil as well as local stakeholders who are or could be directly or indirectly involved in any potential development project. Given the particular context of Jbeil and the specific physical and socio-economic conditions prevalent on the ground, the importance of institutional stakeholders in all proposed projects is paramount. At the same time, while most of the institutional stakeholders are directly implicated in most levels of decision-making, others groups are directly affected by all proposed actions especially local property owners.

In the following table, a rapid assessment of stakeholders in Jbeil was used to outline their relevance to specific actions (on a scale of 1-5). These were combined with **an analysis of the current impact of their actions** (indicated as either negative or positive, or both, where the action itself was positive but implementation process had adverse impacts) in the historic core. Their potential for future involvement in outlining design priorities and functional redistribution was also assessed. What is quite clear from this assessment is:

1. The evident importance of both the DGA and the municipality for effective local implementation. The current cooperation between the two institutions, due in a large part to the cooperation between the ex-Mayor, currently the Minister of Telecommunications, and the Minister of Culture must be institutionalized.
2. Local private property owners, most of whom live on their properties, are equally critical stakeholders in the future development of the city.
3. The success of any eventual projects in Jbeil is more contingent on the effective involvement of national stakeholders than other contexts.
4. International Organizations could play a potentially important role in promoting the city as a center for the humanities that builds up on its historic myths and traditions.
5. The existing network of local cultural organizations could also play a powerful role in the economic revival of the historic core.

Stakeholder	Physical Rehabilitation				Urban Regeneration						
	Site Operation	Preservation, Conservation	Restoration, Rehabilitation	Master Plans	Infra-structure	Project Design & Priorities	Functional				
Institutions											
MOT	5	-					5				
MOC, DGA	5	-	5	+	5	+-	4	1	2	5	--
MTPW, Maritime Property					2	5*	3	5			
MTPW, DGU		3	-	3	+	5	5	3	3	-	
Municipality	5	-	5	+-	5	5	5				
Cultural & Educational											
LAU							3				
Community											
Private Property Owners		5	-	5	+		2	-	4	+	
Sunni Waqf		3	+-				2	3			
Catholic Waqf		3	-	2	+		2				
Maronite Waqf							2				
Armenian Waqf							4	3			
Shop Owners' Association		4	-	3	+		2	4	-		
NGO's, Cultural											
Foundation Cardahi			1	+			1	2			
"Friends of Byblos" Association							1	2			
International											
UNESCO, Centre International des Sciences de l'Homme							1				

* Harbor Infrastructure

8.3.1 National Stakeholders

A. Institutions

Ministry of Tourism **The MOT has a local office based in Jbeil.** On site for the last 30 years, the office functions primarily as an outlet for the MOT's brochures on the various touristic sites in the country.

Ministry of Culture (DGA) **The DGA has a local office in Jbeil.** However, only one archaeologist and a few administrative personnel staff this office, which in charge of Jbeil and the entire Batroun area. Like all other DGA offices, the one in Jbeil administers all building permits in the old city, along with the municipality (see Appendix1 and Box in Sour for detailed information on division of tasks and authority), except for those in Zone E, the tourist Zone and which require approval of the Higher Council for Urban Planning, superceded by the Council of Ministers.

Restricted by the kind of uses it can put its building to, the DGA's interaction with other local stakeholders has been varied. On the one hand, the local DGA office has cooperates mainly with the municipality. Recently, two buildings, owned by the DGA were lent to the municipality free of charge, so that they can be turned into an information center for the city.

Ministry of Transport and Public Works (DGU) **As in other cities in Lebanon the Ministry of Transport and Public Works can affect Jbeil through its influence over maritime property as well as through the DGU, which oversees all master plans for the city.** Since Jbeil is a coastal city, the impact of MOTP decisions on the physical and social fabric of the old is significant. As is evident in decree 4810, which allows private owners to double their exploitation rights if constructing hotels, the absence of negotiations and discussion could have a disastrous impact on the existing historic fabric (see Box).

8.3.2 Local Stakeholders

The Municipality **Located in the historic core of the city, the municipality of Jbeil employs 53 individuals, 23 of whom are administrative appointees. It is also part of a federation of 13 of the 20 municipalities included in the caza of Jbeil.** With their headquarters in the old city, members of this federation co-ordinate among each other over regional matters of direct impact on their constituencies.

Municipal staff in Jbeil is quite appreciative of the cultural and environmental values of the historic core. The municipality is still abiding by the planning regulations stipulated in the 1962 Urban Master Plan for the city that was modified in 1972. However, the municipality is also alert to the fact that the 1972 master plan for the city of Jbeil is outdated and needs serious review and modification in order to cope with the modern city development and plan its future extension.

In the meantime, the municipality is focusing on solutions to local problems in the city such as traffic congestion in the peripheries of the old city as well as the landscaping of specific areas and public facilities by engaging both international and local partnerships. Cooperation between the DGA and UNESCO culminated in the Delft Seminar on the management of the Jbeil waterfront. But, unfortunately, it had no significant impact on formulating a vision for the city or on planning. In addition, the municipality has signed an agreement with its counterpart in Vevay, France, for training local engineers in rehabilitation and re-use techniques in anticipation of future projects.

On the local scene the municipality has actively promoted various activities in the city in collaboration with different groups, both institutional and NGO's. Its primary partner in this respect has been the DGA, despite the divergence of opinion between the two institutions regarding cultural heritage. While the municipality sees the heritage of the city as a critical component for its economic regeneration, the DGA is more reluctant to allow diverse functions on various sites. This conflict of opinions and interests between the two institutions is detrimental for the future growth of Jbeil, especially since the DGA is one of the largest property owners in the old city. In partnership with local schools, Jbeil's municipality has been actively promoting local cultural tourism by encouraging schools to bring their students for on-site visits to the area. Through the Jbeil Festival Committee, which is composed for the most part of members of the municipal council, the Municipality is involved in the promotion of cultural activity in the city.

Cultural and Educational

Lebanese American University

Located in Blat, in close proximity to the historic core of the city, LAU could potentially be a critical stakeholder in proposed projects for the historic core of the city. Despite its limited role until now, restaurants, bookshops, copying centers and other stores have sprung up in the immediate vicinity of the university. On the other hand, a large portion of its faculty and student body resides in other parts of the region or country.

Real estate development also increased as a result of rising demand for housing. A medium-size transportation system comprised of taxis and mini-buses has developed between the city and the campus. An ongoing collaboration between the university and the municipality has insured a steady stream of interaction over specific projects such as the implementation of a GIS system undertaken by faculty and students at the university. The city also serves as a regular terrain for specific research.

B. Community

Private Property Owners

Private property owners consist of around 40 families, most of whom continue to live on their properties in the old city. As a result, most residential and commercial properties are in relatively good condition. At the same time, their willingness to cooperate with the municipality and other local agencies in the future development of the core, both physically and economically, will be central to the project. Thus far, all development impulses have been contained by caps placed on real estate development in the 1972 master plan for the city.

In addition to possessing most of the residential and commercial fabric of the historic city, private property owners are also in control of most properties along the harbor and have accordingly succeeded in monopolizing all developments and activities along the waterfront. Touristic development by owners includes two hotels; one in the old city on the harbor and another just outside the old city, as well as a series of middle- to high-income restaurants dotting the waterfront. These include restaurants undertaken by the Societe Generale des Investissement Hotelier.

Effective development in this part of the historic core requires the full cooperation of these owners all of whom are extremely interested in increased economic activity in Jbeil. For example, the hotel and restaurant owners were instrumental in the promotion of the new harbor project, despite its potentially detrimental effect on the cultural heritage and urban fabric of the city. The creation of a tourist yacht docking area was perceived as a major boost to their waterfront businesses.

The Sunni Waqf

The relative importance of the Sunni Waqf in Jbeil does not reside in its political clout or in the size of its real estate holdings, but rather in the location of its properties. These comprise of the mosque and a number of adjacent properties. They also include most of the commercial property around the cemetery and in the Ottoman souks, notably the Khan. These strategic locations at the main access points of the city make cooperation with the waqf imperative for the development of interface between the city and its historic core.

At the moment, there are two sources of friction between the municipality and the waqf, namely the refusal of the municipality to allow Friday worshipers access to a garden in front of the mosque, and the “illegal” addition of two floors on top of a nearby khan.

Catholic Waqf

In addition to its religious importance to the local community and given its substantive financial resources, the Catholic Waqf, which owns the church of St. John, a Crusader period listed building, as well as some properties in the immediate surroundings, **could potentially be an important player on the local scene.** Moreover, the waqf’s interest in the renovation of the city and the creation of recreational activity could encourage its active participation in urban design rehabilitation.

The Maronite Waqf

Like the Sunni Waqf, the Maronite Waqf is not particularly active on the local scene. Its holdings comprise of a monastery, three churches and an old listed building that was used as a Fine Arts Department for Kaslik University.

The Armenian Waqf

The Armenian Waqf owns a large plot of land along the harbor and next to excavation site marked as G1 making it a potentially important player in the future development of the waterfront. Current plans for this zone include the construction of housing and the expansion of their existing school. As such, their cooperation is also critical in future plans for the city.

Shop Owners’ Association

Mainly concerned with the management of physical improvements affecting their shops and businesses. They are interested in boosting their economic situations through tourism development. They have in the past cooperated with the municipality.

C. NGO’s, Cultural

Foundation Cardahi

Founded in honor of Louis Cardahi, father of Jean-Louis Cardahi, the present Minister of Post and Telecommunications, the foundation is primarily focused on cultural activities. The role of the Foundation thus far has been to raise public awareness around the importance of culture and heritage through seminars and lectures, but mainly through its centre for documenting the history and geography of Jbeil.

Friends of Jbeil Association

A newly created non-profit organization was initiated by the municipality with the main purpose of setting up a “Center of Arts and Crafts” in Jbeil. The main objective of this center would be to train individuals in traditional arts and crafts such as wood carving/household production, wrought iron, ceramics, pottery, glassware, tapestry, mosaics, wicker etc, etc. The center is to be housed in an old Khan owned by the Sunni Waqf. The association has already paid tenants to leave and is in the process of raising funds to officially rent the premises, restore it, and re-adapt it to the needs of a contemporary handicraft center.

D. International

UNESCO, Centre International des Sciences de l'Homme

Founded in collaboration with UNESCO's cultural division, the center's main aims are the promotion of national and international human sciences research and the establishment of a virtual university for that purpose. Due to management and other technical problems, the center remains inactive.

8.4 Urban Social Geography: City growth, Socio-economic Profile and Commercial Activity

In the last century the city and district of Jbeil witnessed a tremendous increase in population densities, physical growth and range of activities. At the turn of the 20th century Jbeil was a small coastal town with less than 2000 inhabitants. Strong emigration trends out of the country in the 1930's led to a further decrease in its population; a trend, which continued until the 1960's. The city itself consisted of a small fishing harbor that acted as a regional administrative and commercial center for the caza (district) of Jbeil. At the time, the district was mainly rural, with two major types of agriculture: vegetable plantations on the narrow littoral plain and apple groves on the eastern highlands. Due to the deficient water resources the middle part of the district had marginal agricultural produce, especially after the inhabitants abandoned tobacco growing.

Beginning in the 1960's the city and its immediate environments were transformed into a primary locus of attraction for population and activities. First, the construction of a new main road in 1975, linking the densely populated eastern hills of the district to the Nahr Ibrahim area rendered access much easier. However, it also subdivided the city in two; a coastal section that included the

Box 3: Jbeil*

Demographics:

Number of households: 4250
Average family size: 4
Number of Residents during Summer: 15300
Number of Residents during Winter: 17000
Number of Voters in 1996: 5700 voters
Population Growth: 213% (population has doubled) However projected growth for the next 20 years is low.

Gender Distribution: Males: 49.5%
Females: 50.5%

Age group Distribution: <20 years: 38%
20-39 years: 34%
40-59 years: 20%
>60 years: 8%

Employment

Working Population: 6200
Sector: Agriculture: 10%
Industry: 15%
Services: 65%
Maritime: 10%
Average Number of working persons/family: 1.45
Female Employment: 30%

Annual Income

<10 million Lebanese pounds: 5%
Between 10-20 million Lebanese pounds: 20%
Between 20-30 million Lebanese pounds: 45%
Between 30-40 million Lebanese pounds: 15%
> 40 million Lebanese pounds: 10%

Facilities

Education: Private schools: 3
Public schools: 5
Technical institutions: 5
Total number of students: 7867

Health: Dispensaries: 6
Private clinics: 130
Hospitals: 2
Pharmacies: 10

Religious : Churches: 6
Cemeteries: 3
Mosques: 3

Commercial: 540 enterprises with 1776 employees.

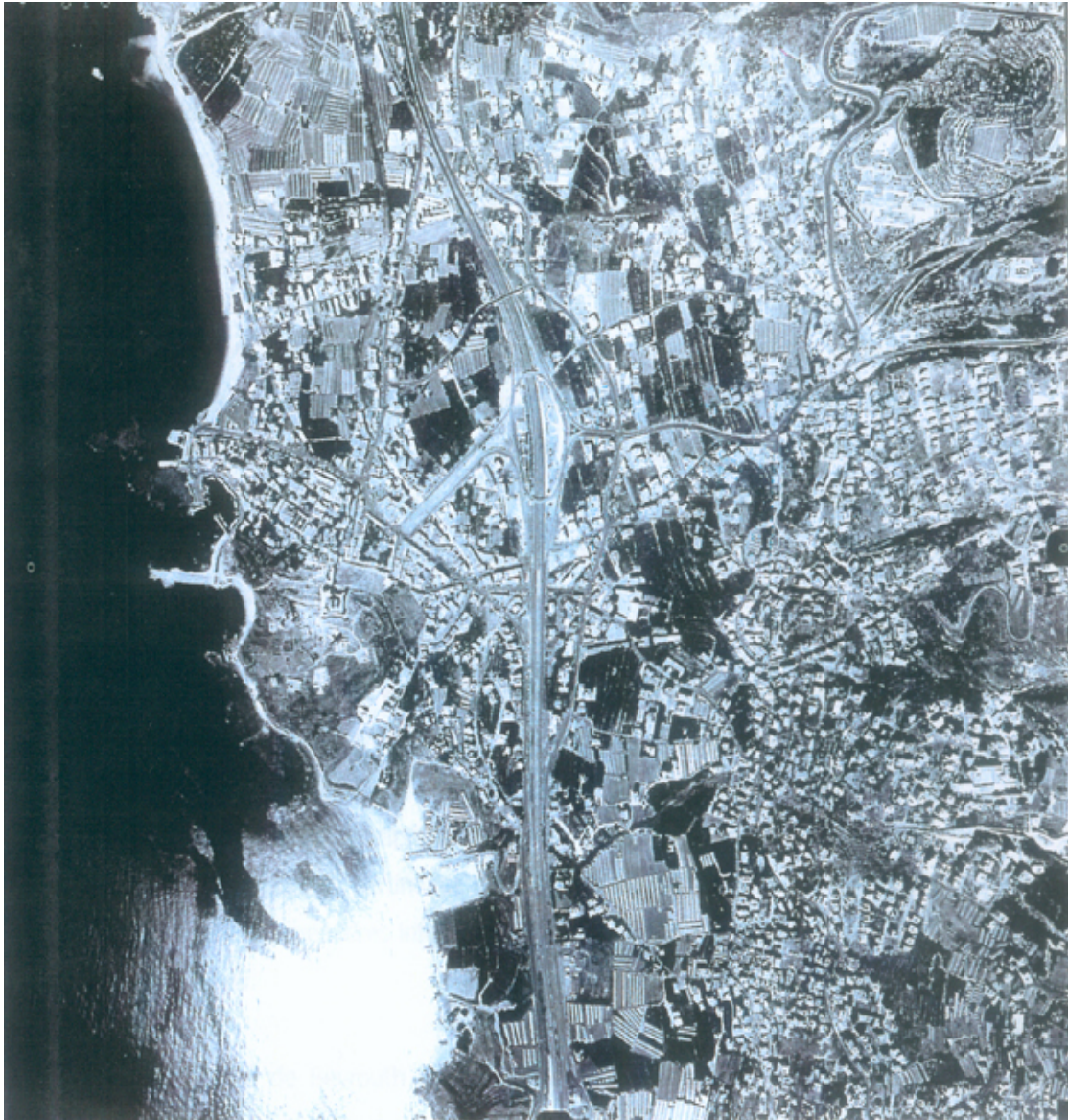
Public Buildings: Saraya, Post Office, General Security, Police Station, Union of Jbeil Municipalities, Office for MOA

* City data based on a Project Rapid Appraisal undertaken in 1999 by the *Research and Consultation Group* commissioned for the Study of the Lebanese Coastline.

commercial souk and the historic city and a second zone comprising mainly of residential areas extending north of the boulevard. Second, the development of industrial activity to the south and north of the city such as cables, paper and cardboard factories, tapestry and cosmetics around the Nahr Ibrahim area, and beer and metal works in the Aamchit area, as well as the establishment of green houses led to a tremendous expansion of coastal agriculture. This resulted in a large population boost in Jbeil and its immediate surroundings. Third, Jbeil began to attract an increasing number of tourists during this period, which led to the construction of two hotels in the city and a rising number of visitors to the wax museum (see aerial photographs 1 and 2).



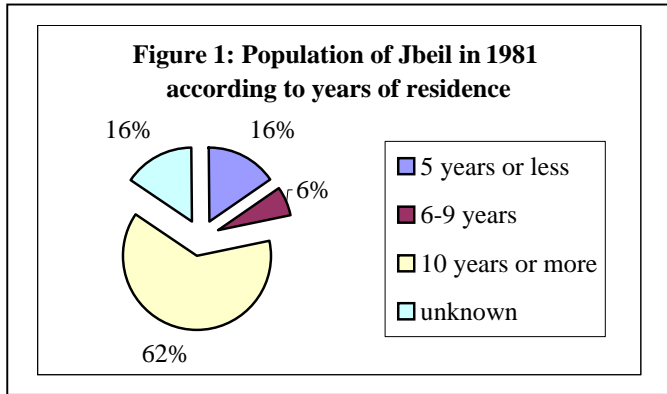
Aerial View of Jbeil, 1967



Aerial View of Jbeil, , 1998

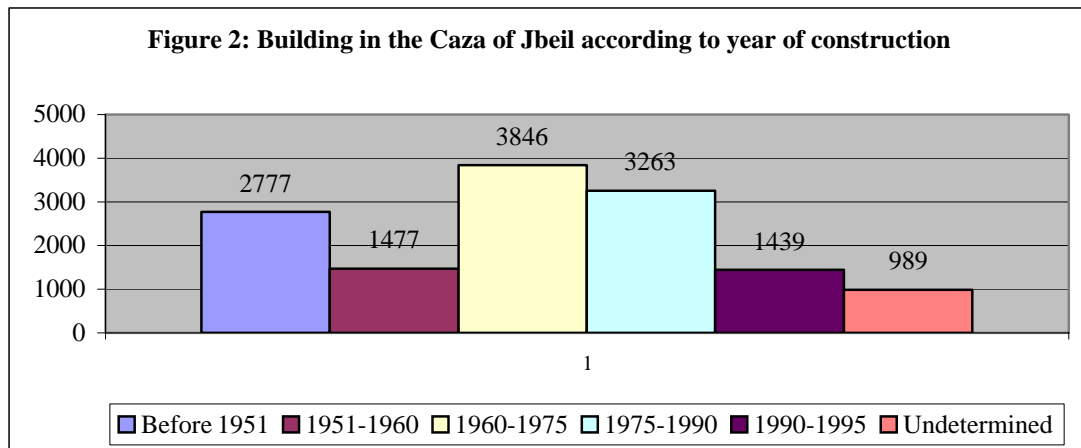
With the completion of the highway to Beirut in 1980, access to the city and to the district became much easier making it an even stronger pole of attraction for populations and services. The city also became a primary stop for the exodus towards Beirut. This growth resulted in the physical expansion of the city eastwards, up the hills and across the highway - a process that transformed the old town of Jbeil into a marginal section of the town. On the one hand, the growth in industrial and agricultural enterprises meant that Jbeil became a magnet for a very large part of rural migrants from its own district as well as from the neighboring district of Batroun (Tannourine). On the other hand, monks established large educational and health facilities on the massive properties they owned near the town. At the same time, a new, wide road was built directly connecting Jbeil to the upper mountain villages so as to make the new pilgrimage site dedicated to St. Charbel accessible. Along this road, all the usual accompanying commercial ventures and restaurants emerged.

Paradoxically, the outbreak of civil war in 1975 had both a positive and negative impact on the district and the city of Jbeil. The confessional and then subsequent inter-Christian clashes in northern Lebanon brought large numbers of migrants and their enterprises, for whom Tripoli was no longer a viable option, to Jbeil. According to a Rapid Assessment undertaken in 1999, the city of Jbeil witnessed a 230% increase in its population in the last 20 years (See Box 1). More particularly, between 1977-1981, that is two years after the beginning of the war, 16% of Jbeil's population (1439 inhabitants of a total 9251 residents) was composed of newcomers to the city, whereas only 6% had arrived in the previous 9 years (Figure 1).¹ At the same time, the marginalization of Beirut's city center in 1975 and its transformation into a no-man's land led to the displacement of commercial activity towards other parts of the country Jbeil became a tertiary center for services in its sub-region with around 38% of banks and other service oriented facilities such as health clinics and commercial activities of the caza based in its immediate surroundings. Moreover, a survey conducted by the Central Bureau of Statistics in 1996, found that around 40% of existing enterprises were founded in Jbeil between 1975-1989 while a DGU study of the northern coastline in 1999 suggested that 65% of Jbeil's active population worked in services and commerce.



This growth in population and services translated into anarchic constructions, illegal buildings, lack of infrastructure and absolute chaos in the urban environment surrounding the old city. The increased demand for housing intensified the pace of construction whilst population displacements especially from rural regions engendered a “ruralization” of some city quarters. This population growth, coupled with the relative affordability of real estate as opposed to Jounieh, translated into a significant rise in building activity. As is evident from the following graph, 28% of construction in the caza of Jbeil took place between 1960-1975 at the time the region was beginning to attract Batroun's population followed by 24% during the war years.

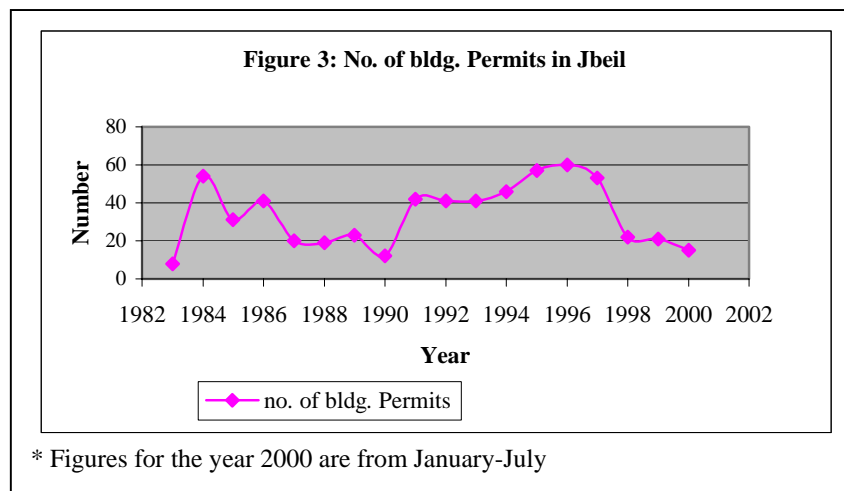
¹ As Phares points out the numbers quoted probably correspond to those living within the municipal boundaries of the city and not those of the caza. However, given the absence of statistics and the fact that the population in Lebanon is registered by place of origin rather than residence, it is impossible to determine the total number of residents in the city. Current figures alternate between 10,000-40,000 depending on the source of the information. The municipality, following tax receipts claims that the total population in the winter is 20,000. This total decreases during the summer since many residents leave on vacation.



However, these figures belie the importance of activity during the war years. Most structures constructed during this period surpassed heights, number of floors and actual built up space than anything undertaken in the previous period. Many, due to the lawlessness made possible by the civil war and the disintegration of state authority, bypassed zoning regulations and ignored construction regulations resulting in anarchic constructions and haphazard urbanization. Consequently, despite the apparent 4% decrease in construction activity, the actual built up area increased substantially. More importantly, 87% of this construction targeted commercial as opposed to residential activity (Phares, 2000).

The continued and steep increase in construction activity in the first five post-war years, almost half of what was constructed in the previous 15 years, points to the reinforcement of Jbeil's position as a regional node of attraction. This growth has increased densities and is threatening the remaining agricultural land, especially on the peripheries of municipal Jbeil. However, expectations are that this increase will level off eventually. On the one hand, the impetus provided by the war for this growth is being slowly eroded while Beirut has slowly regained its position of national centrality. On the other hand, the current economic crisis that the country is witnessing has negatively affected the real estate market around the country. The decline in building activity in Jbeil is evidenced in the gradual decrease in the number of building permits granted in the city over the past 5 years (Figure 3).

The historic core of the city witnessed an opposite trend during this same period. Isolated and marginalized by the construction of the highway, and the growth of new commercial activities along the Beirut-Tripoli highway, as



well as the emergence of new commercial centers, the historic core was subjected to immense renovation and restoration efforts by the DGA. These efforts, which entailed large-scale property expropriations, reduced the old city to a ghost town. Initiated in the 1950's, when the municipality launched intensive actions to promote the old town, this process of expropriation and restoration was intensified in the 1970's and 1980's. Initially limited to the "cleansing" of the city walls from adjoining structures, the creation of roads and gardens, thus confining access to the city through its old gates, the program was subsequently expanded to include the upgrading of roads and physical infrastructure, and the "exposure" of points of historic and touristic interest such as the crusader castle, the crusader church of St. John and the medieval mosque. The old souks were rehabilitated in a uniform pattern and were turned strictly pedestrian, while severe regulations were enforced on construction (see Box 1 for zoning regulations).

As a result of these efforts, which were limited to select interventions in the public domain, the historic core of Jbeil was emptied of its inhabitants. Today only 40 families live in the area, the majority of whom are property owners. The city is predominantly upper middle class with the economic schisms

apparent in the country absent from the historic core of the city. The same can be said to a limited extent of the larger urban context of the city as a whole. Consequently, properties in the historic core are generally well kept and restored.

However, the process of restoration and preservation adopted in the city also paved the way for the relative dominance of a few large property owners over the historic city. While private property is controlled primarily by a handful of

affluent families, expropriations carried out by the DGA insured their ownership of around one third of the historic core (see Table 1) excluding the archaeological sites. Waqf ownership restricted in part to religious structures, with the exception of the Sunni waqf, which owns the Khan and part of the Ottoman souks, characterizes the rest of the property in the ancient core. In general, while the majority of private property is located along the waterfront and within the old city, and consists to a great extent of residential structures, a large percentage of waqf properties mark the boundaries of the historic core of the city. These will have considerable impact on the development of the edges of the city.

Strict regulations imposed over the development of the rest of the city lead to the musification of the old city and the eradication of its functional diversity generating a conflict between the municipality and the DGA over the potential uses of the site. While the municipality would like to use some of these properties for economic regeneration, the DGA is worried about potential damage from such uses to these sites. Moreover, and even if it wanted to, according to existing laws the DGA can only put its properties to use if they serve the "public good."

Property Ownership	Area	%
	m ²	
DGA Properties *	30000	29.67%
Public Ownership	7500	7.42%
Listed Buildings	12500	12.36%
Municipal Ownership	100	0.10%
Religious Ownership (Christian Waqf)	19000	18.79%
Religious Ownership (Muslem Waqf)	9000	8.90%
Private Ownership	23000	22.75%
TOTAL	101100	100.00%

* Area of archaeological site is not included

However, the notion of “public good” itself remains elastic and ill-defined. Current interpretations include exhibition spaces, information centers, and international organizations. More recent manifestations of local interpretations of this concept were incorporated in the agreement cast between the municipality and the DGA. In this agreement the DGA is allowing the municipality to use two of its buildings for free if it turned them into information centers. The DGA also gave UNESCO several of its buildings to house the Centre International des Sciences de l'Homme.

Currently the old city has little to offer its surrounding inhabitants, especially the youth, who make up about 38% of the total population of Jbeil. The old souks of Jbeil are the historic commercial center of the city. Composed primarily of paved narrow alleyways, 40% of the buildings consist of a ground floor, 52% of a ground floor and a mezzanine while the rest either have a basement or an additional floor (Phares, 2000). This breakdown includes more recent constructions. Commercial activities in the ancient city core comprise primarily of regular commerce, especially clothes and shoes, a few gift shops and a series of local food outlets.

Other than local commerce, existing economic dynamics continue to rely on tourist activity, which in turn is dependent on national initiatives, regional politics and developments in the tourism industry. Around 35 artisanal shops targeting tourists exist, selling small trinkets and “traditional” clothes. A couple of traditional handicrafts such as coppersmiths and basket weavers continue to exist in the souk, especially near the Khan. Some of these stores are grouped by location and according to product, especially small shops, which sell ancient fish fossils for which Jbeil is gaining world recognition. With the exception of a few restaurants, no entertainment and leisure activities exist in the historic core and other than the municipality neither offices nor institutions are present in this area (Box 2).

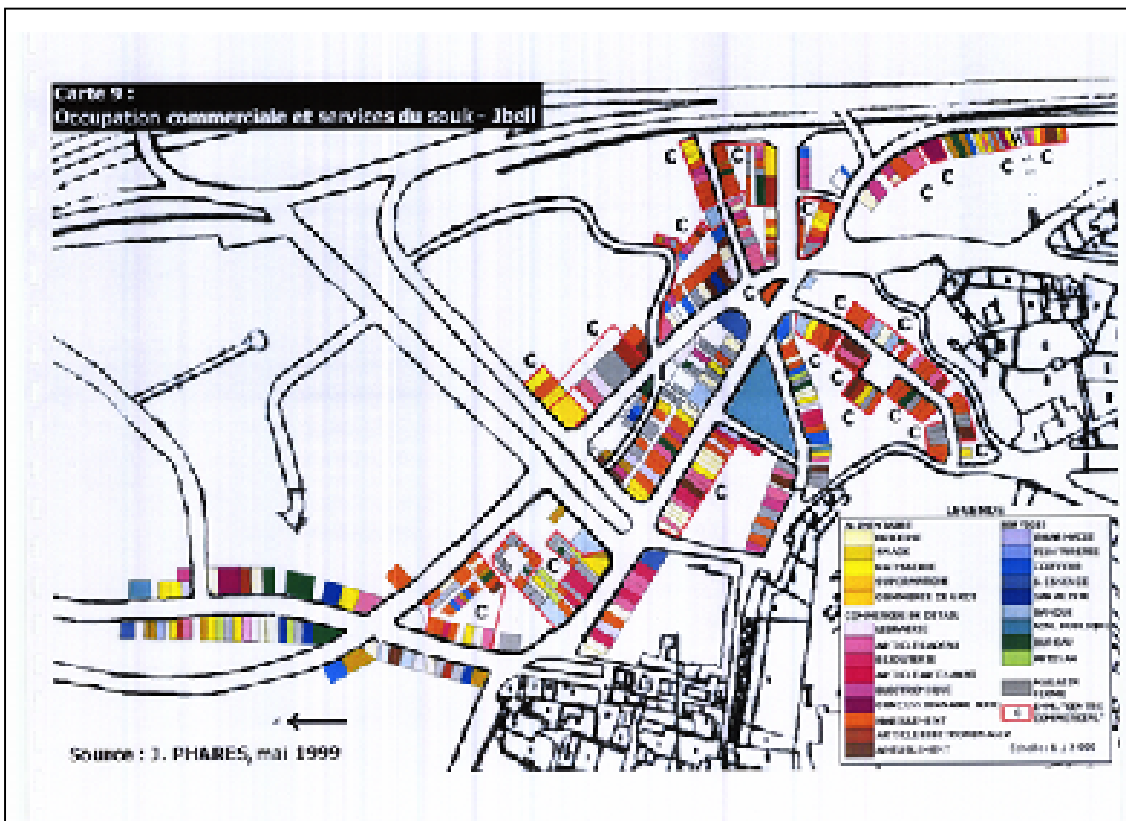
Box 2: Restaurants in Jbeil’s historic core

Currently there are 9 restaurants in the old city (Table 2). Most of the new restaurants are now located at the entrance of the city, near the Roman colonnades, especially small sandwich and coffee shops which cater to a larger constituency. These create a lively interface between the old city and its modern extensions.

Restaurant	Years	Terrace	seats
Cave d'Ahiram	40	no	200
Café du Port	3	yes	200
El Molino	15	no	70
Bab el Mina	3	yes	200
Zanzibar	2	no	50
Byblos Fishing Club	38	yes	300
Abi Chemou	25	yes	200
Byblos Inn	1	no	40
Vieux Caé	1	yes	75

Table 2: Existing Restaurants in Jbeil

Of those employed in the restaurants 73 are from Jbeil itself, 2 from Mount Lebanon, and 8 Arab Nationals (Syrian & Egyptian).



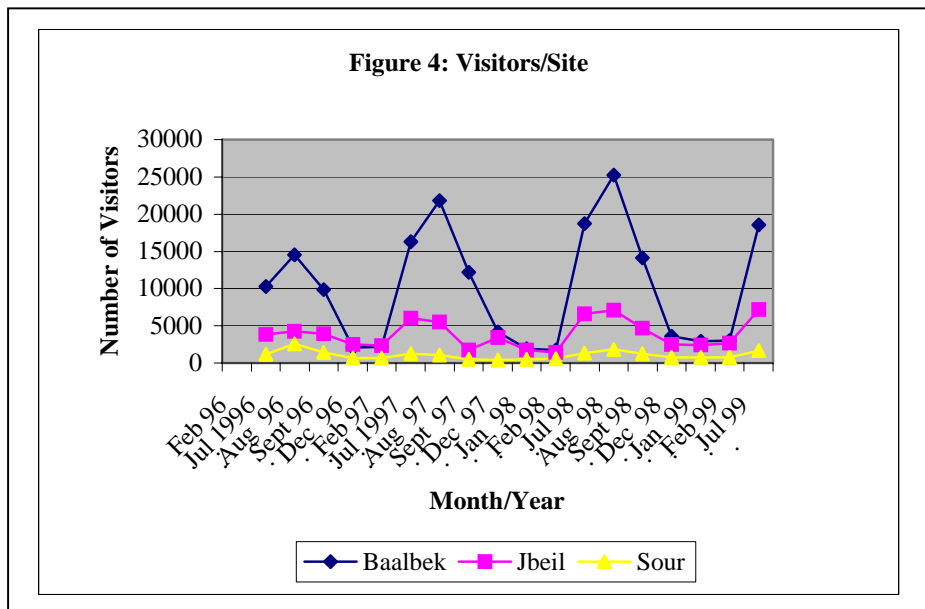
Map 3 Jbeil Commercial Enterprises (Source: Phares 2000)

Tourism activity in Jbeil today is of two kinds; local and international. Local tourism consists primarily of school-organized visits to the city and its sites as well as visitors to its fish restaurants.

International tourism is of two kinds; part of organized tours or individual visitors. Business tourism remains marginal, mainly due to the lack of facilities and promotion efforts.

However, even though

tourism activity in Jbeil remains quite low, and despite the lack of an adequate infrastructure, it still attracts the second-highest number of visitors in the country after Baalbek.



Most of those visitors spend a day in the area, or combine it with a visit to the nearby Jeita valley. Given the lack of tourist facilities very few tourists spend the night. More importantly, local shop owners see little financial benefits from these activities. Nevertheless, given its proximity to Beirut and the wealth of its sites, Jbeil's potential to attract such groups is high.

8.5 Project Overview- Proposed Guidelines for the City's Future Development

Several issues emerge as particular to the city of Jbeil. These not only distinguish it from the other cities discussed in this report but will also have a significant impact on the scope and mode of intervention in the historic core.

1. **The civil war in Lebanon had both a positive and negative impact on the city of Jbeil.** On the one hand, commercial and service oriented activities grew re-enforcing its position as a pole of attraction for the area. On the other hand, this growth translated into ad hoc construction and rapid urbanization.
2. **Whilst the city as a whole and the casa in general expanded and grew,** the renovation and rehabilitation schemes undertaken during the same period succeeded in **emptying the historic core of Jbeil of its inhabitants.** At the same time all economic and commercial activity was either frozen or discouraged.
3. Even though relatively well maintained and accessible, other than a beautiful setting and some trinkets, **the old city has little to offer both the local population and incoming tourists.**
4. However, **the city has significant potential both for tourist development** and increased local and international visitor activity.
5. Moreover, the **rich history of the city makes it an ideal candidate** for its development into **an international and local center for culture and humanities.**

Locally, the problems and obstacles outlined by the stakeholders were:

1. Need for improved tourist services
2. Rehabilitation of infrastructure: the sewage system, water networks, streets repair, garbage collection and street illumination
3. Need for health centers and schools
4. Garbage dumps are inadequate. A recycling plant is necessary
5. Rehabilitation of the port
6. Maintenance and preservation of the old houses, which they believe, will attract tourists and consequently, economically benefit the residents
7. Construction of public toilets and visitor information centers

Consequently, given the relative social stability of the historic core, and its current functional marginalization from the rest of the city, the re-integration of this area into the larger fabric of the city through economic and physical rehabilitation endeavors is paramount.

First, access to the center and its re-integration into its local needs to be addressed at the level of the city's boundaries. This will entail effective coordination with the three religious waqfs that own the properties along these areas. Small enterprises that can help in reconnecting the historic core into its local should be encouraged, especially activities which would encourage the participation of the youth.

Second, economic rehabilitation should focus on creating incentives for the development of small-scale commercial enterprises as well as affordable housing units for local residents, students and tourists. At the same time, financial and other incentives are needed to promote the development of visitor facilities and infrastructure.

Third, physical rehabilitation should focus on the creation of visitor trails through the old city and along its seashore. This would entail the cooperation of the DGA over the archaeological sites adjacent to the seashore as well as the Armenian waqf.

Fourth, the most important obstacle that the city faces today is the continued freeze of economic development in the ancient quarter and hence its continued isolation from its own immediate context. This is in part, the result of DGA-led conservation and preservation requirements, and in part the result of the continued conflict between the DGA and the municipality over acceptable functions on DGA-owned sites, comprising a third of the historic city. In addition, private control of the waterfront constrains development, which in the words of one local resident, has resulted in “a monopoly over eating fish.” For any serious economic development initiatives to occur, an institutional mechanism and a redefinition of terms, such as private and public good, have to be undertaken for this “the monopoly over eating fish” to be dismantled.