

Through the Egged© Bus Window: The Legacy of Arie Sharon's Vision of the Israeli New Towns

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In 1951, the National Planning Department and head planner Arie Sharon published Israel's first national plan, *Physical Planning in Israel (Tikhnun fisi be-Yisra'el)*. This research examines the legacy of the plan and its New Towns, which served as a method to depolarize the Jewish settlement pattern, absorb new immigrants, and secure the national borders. Despite its non-statutory status, the plan was widely implemented and had a lasting impact on the social and built landscape. I conduct a content analysis based on Fairclough's (1992) Critical Discourse Analysis and Ryan's (2011) Visual Theory of Plan Interpretation. I contextualize the plan's proposals, socioeconomic preconditions, and political ideology with National Planning Department propaganda and three original New Towns' contemporary plans. The New Towns constitute Israel's modern, built legacy as a manifestation of Socialist Zionist ideology and the Labour party's hegemony at statehood; yet, their fate remains to be determined in Israel's contemporary planning system.



Outline Map of Afula and Afula Illit, Source: Physical Planning in Israel (1951)