

CONSIDERING THE OLD CONTEXTURE REGENERATION USING AN APPROACH ON IMPROVING THE ENVIRONMENT QUALITY IN THE TEXTURE

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ABSTRACT

The diversity process of urban regeneration approach shows that paying attention to aspects associated with historical accumulation layers and using the background and cultural savings includes a more significant portion of views related to urban regeneration, for this reason it can be considered the supremacy of the cultural approach on urban regeneration as today conditions of urban restoration. This study aims at addressing the recognition of the old contextures regeneration concept using the approach on improving the environment quality in context with a theoretical view. It seems to use the cultural urban regeneration and its improving can both meet the developmental needs of cities in it's widely concept while causes the urban heritages and historical structures and functions to protect and create the urban identity. Given the environment quality improvement approach in cultural regeneration process, there is an effective balance between development flow and protection and meanwhile, it can be access to acceptable levels of coordination between today achievements and past savings.

Keywords: *Cultural Regeneration; Environment Quality; Old Contexture; Identity*

INTRODUCTION

One of the major challenges of our cities and consequently one of the main concerns of decision makers, executives and users of urban environments is the environment quality crisis in current situations. Given the importance of quality issue and challenges faced by managers and urban experts, it seems to continue these conditions and notify programs and the physical interventions in urban environments, as past and without paying the necessary attention to urban environment quality, cannot ensure the access to urban environments with good quality (Golkar, 2002).

On the other hand, the old contextures in cities can be considered as a part of urban spaces that its biological system suffered to disruption and inefficiency in terms of both structure and function of it's critical elements. This contexture that once had validity and solidity because of its structure and function fitted to resident needs, no has lost its importance, but cannot even confirm with changes and offer its daily life because of sudden increase the urbanization changes in recent decades, thus they can be addressed as the problematic urban areas.

The old contextures constitute the remarkable part of many our cities where are outside of urban life range because of their own difficulties and turn into urban problematic sections. In addition to physical problems and difficulties, they make unstable the social, economical and cultural qualities and dimensions and spaces of urban and cause the presence of human in the urban spaces to disrupt or create the difficulty; so, removing the collective memories and declining the urban life that lead to perish the viability and vitality of contexture, counted as results of reducing the qualitative indices in urban spaces of these old ranges. It seems necessary to make the logical and correct decisions and select the appropriate type of intervention in these contextures that also improve the urban spaces quality in, to recover the urban identity and living.

Looking to diversity process of approach on urban regeneration, paying attention to aspects associated with historical accumulation layers and using the background and cultural savings includes a much more significant portion of views related to urban regeneration, so it can be considered the supremacy of the cultural approach on urban regeneration as today conditions of urban restoration. It seems to use the cultural urban regeneration and its improving can both meet the developmental needs of cities in its

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widely concept while causes the urban heritages and historical structures and functions to protect and create the urban identity; thus we decided to address the recognition of the old contextures regeneration concept using the approach on improving the environment quality in context with a theoretical view.

The Methods of Dealing with Old Contextures

To access the appropriate solutions to deal with old contextures in current era, it is so important considering and analyzing the theories, thoughts, methods, styles and different models of intervention in old contextures; because of this, these views that set around of three axes: reformation, renovation and reconstruction, considered in Table 1:

Table 1: the methods of dealing with old contextures in punditviews (Source: Habibie and Maghsoudie, 2007)

No.	pundit	Proposed solutions	Method and theology	Intervention method	Intervention goal
1	John Ruskin	Continuity of historical usage-making helpful	reformation	protective-decorative	improving the frame without clear intervention
2	Oyan Viuleh York	treasurable	reformation- renovation- reconstruction	urban reconstruction	reclamation of frame and then its improvement function
3	KamelioBouito	making contemporary	reformation- renovation	local-topical intervention	improvement function
4	Kamelio Sit	continuity of physical-historical life	formation- renovation	protective-decorative	improvement with respect to old frame
5	Leonardo bendlow	making contemporary	reconstruction	protective-decorative	improvement the frame and residents life conditions
6	LoudicoKuaratnei	making contemporary	reformation- reconstruction	urban reconstruction-comprehensive method of urban restoration	performance improvement with respect to an alive and dynamic frame
7	GoostaJivanie	a treasure for death contexture and reclamation of an alive one	reformation- renovation	urban construction	performance improvement with respect to a dynamic contexture
8	PatrishGedss	considered within the urban programming	reformation- renovation	a comprehensive method for urban restoration	improvement the historical frame-improvement the urban environment-improvement the living

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9	loukorbozieh	zoning based on the main performance criterion of city	reconstruction	protective-sanitary	situations improvement the function through destroying the frame
10	Louis Mamford	based on function of pilot plans	reformation-renovation	comprehensive method of urban restoration	response to contemporary needs
11	Kevin Lynch	based on designing the city scene	reformation-renovation-reconstruction	comprehensive method of urban restoration	continuity sense in the frame of old contexture
12	ConstantainVaxiadex	making contemporary	reformation-renovation-reconstruction	comprehensive method of urban restoration	reconstruction of historical contexture and its previous performance
13	Renzo Piano	mixed and non-functional	renovation-reconstruction	local- typical	providing the flexible plans
14	Richard Rajers	mixed and non-functional	renovation-reconstruction	local- typical	creating the server spaces

Culture-led Regeneration

The modern political, economical, cultural and social approaches played a very important role in evolutionary process of urban regeneration in Europe and North America. Developing the cultural policies paid attention by programmer and policy makers in 1990s again. Presence the culture as a factor that has root in history, on the one hand, and has incorporated with human beliefs and desires and form any unique character for every human society on the other, has an eternal dimension (Mamford, 2006). Culture and its disclosure always considered as an inherent part of urban comparisons and each city recognized with its own special cultural feature. But, where the word about reintroduce the culture as a developmental factor put forward, it is need to refer to the urban conditions in contemporary conditions.

Programs and projects influenced by the cultural policies development was seen as the provider of its economical executives interests through the job creation with developing the centers such as restaurant, cafe, cinema and music halls. In this era, an increasing understanding about importance of art, culture and leisure turned into an important part of urban regeneration policies. Using the developmental motivations, especially implementing the artistic and cultural projects, starting up the literary- cinematic festivals, managing the sport events, guiding the tourism industry and paying attention to programs for leisure, known as the main axe of urban regeneration plans. Olympic Games of Barcelona in 1992, European Cultural Capital program and selecting Glasgow in 1999, Olympic Games of Sidney in 2002, the games of Commonwealth Countries of Manchester (2002) and also Olympic Games of 2010 to be held in London are the examples of these opportunities employed by programmers and policy makers to implement the urban regeneration programs. The urban regeneration in Bilbao-Spain, the edge of Tyne River in Newcastle- English and Temple Bar of Dublin in Ireland are remarkable experiences gained in two past decades. This approach known as “cultural-led regeneration” in literature of urban development. The main characteristics of this approach on urban chaotic contextures are:

- Paying attention to culture role, and also leisure and using the historical and artistic values as resources for development.

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- Paying attention to economical and financial interests in urban projects by investment on creating the cultural, artistic and leisure centers in a way that in addition to capital return, the area under action influenced fully, because of creating the specific attractions for people presence (Griffith, 1995; Parkinson and Bianchinei, 1993; Venzbaro and Magin, 2000). The cultural plans were more driving force rather than being the secondary product of economic growth (Roberts and Grade, 1998). The final purpose was improving and recovering the urban life through the improving and developing the unique features of a place and its people. It has been put forward employing the diversity aspects of urban culture such as art, sport and training both as the effective tools for regenerating the old and chaotic areas and as the inherent goals widely in regeneration projects in the west countries during past decade. Peter (2000) suggests that today, culture addressed as a magic substitute for all what lost by factories and stores. It is as a factor or tool that creates a new picture for these areas.

The Influencing Patterns of Culture on the Urban Regeneration

Generally, there have been three model types to engage the culture factor in the urban regeneration: “culture and regeneration”, “cultural regeneration” and “culture- led regeneration” (CDMS, 2004).

Their design is consistent with evolution process of understanding the culture.

The concept of “ culture and regeneration” shows that using the spares and small cultural events or facilities can be considered as the actions that are not much relevant to the main frame and essence of the urban regeneration; in better concept, in this perspective the regeneration with the main approach on reclamation it is considered the culture as a kind of “function” that can assign some levels to itself in the urban framework and similarly, a portion of functions assigned to culture in the proposed propositions and its track is visible in building the single elements such as a museum beside a business center or entering the spontaneous flows to hold the artistic programs or design the urban designing.

They also introduce their cultural functions as a part of developmental solutions. The culture can be a force to engage or improve each of these factors and cause the economic prosperity, social vivacity and environmental quality in the triple view framework: environmental, social and economical, to development. In this approach, the wide cultural projects are identifiable that many times move toward redevelopment with cultural approach and need to spend the huge costs and longer time to achieve their goals. In this way, it can be mentioned a kind of cultural policy making in urban programs that is so close to “cultural programming”. In the culture-led urban regeneration one can pay attention to three main features to “culture- led urban regeneration” that each of them has a sign of achieving the place instance within the urban restoration and protection flows.

1. “Culture-led urban regeneration” and “cultural ranges”

However, there is a specified division to determine the scale and ranges of implementing the urban plans with being axis of culture (Dreeszen, 1997), culture-led urban regeneration with identifying the ranges that can be named as “cultural ranges or locals” in a general understanding (Roodhouse, 2005) determine the physical- spatial scale for its measures.

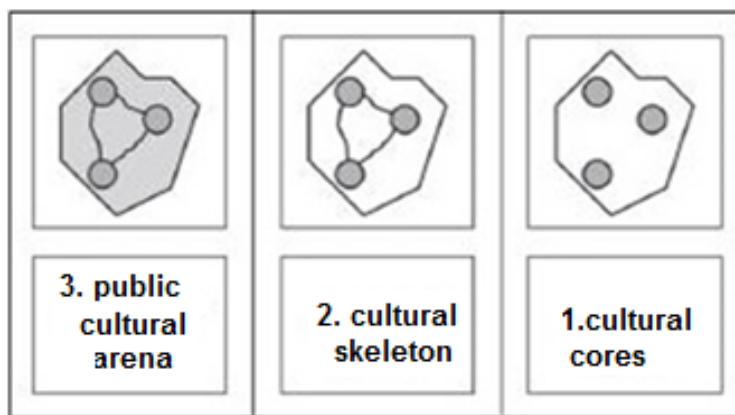


Figure 1: The evolution process of cultural ranges

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If one pays attention to the feature of range definition in culture-led regeneration, it can be identified a type of evolution process in redefining the arena of culture presence in a city. The concept of “cultural ranges” suffered to change in scale simultaneous with transformation trend of understanding and application of culture factor and emergence of creative industries. In this process, it is accrued passing from “cultural cores” to “cultural skeleton” to “public cultural arena”.

The identified cultural ranges are normally a part of internal and central contextures of cities; historical characters and background, the physical heritage and building storage fitted to need of cultural functions in this section of cities cause more appropriate conditions to identify the cultural ranges to provide (Montgomery, 2003).

2. “Culture-led regeneration” and cultural events

“Culture-led regeneration”, emphasizing on the special functions and holding the types of cultural events, is other dimension of cultural regeneration. It is considered as a kind of establishing the economic productive applications in direct relationship with dominant cultural flow in programming for activities with ability to act in cultural ranges. In an interpretation, event-orientation is the most basic factor of mobility in regeneration of cities and there are so trends to prepare the cities to accept the kinds of events (Richards and Plamer, 2010).

Showing the abilities and characters of local culture in today city framework is capital of this mobility; a process that cause the past old and forgotten city to accept. The presence of art in a city and holding the kinds of artistic festivals can be seen as a solution that goes beyond that thinking about short- time solutions to downturn and social problems of cities (Queen, 2005).

In such an environment, it can be paid attention to predict the developments based on leader's artistic activities, the important events in the inner core of cities, the continuum of these events to historical and inheritable backgrounds to develop the cultural tourism and renovate the urban spaces; and a process forms that aims to recover the cultural- artistic capitals and apply it again in urban spaces regeneration (Jonson, 2009).

Another event happens to prepare for accepting by the dusty bed of inner and historical contextures of cities ,that mostly turned into a chaotic set of old structures and contents inconsistent with creative industries and cultural events through expired the industrial productions or physical erosions associated with urban migrations process and replaced the poor class of society in these areas; a process ,that can be considered equivalent of "gentrification" to, together with keeping the cultural heritage can form an event that prevent from eliminating the historical identities and collective memories of cities in *Human Habitat Organization* point of view (UN-HABITAT, 2005).

Gentrification, that in one translation form is something spontaneous and result of social action and no preplanned motion (the same) causes a kind of content change within urban contexture during a continuous process to happen that "gentrifies" who include the educated and culture-oriented social groups during it, indwell in these areas with a trend to the past memorials and the historical and architecture heritage and monuments remained in inner contextures of cities.

They accordance with their understanding about art, culture and history, prefer to restore the original state of valuable building architecture than their renovation; and in a social prospective, they can improve the collective behaviors, habits and tastes (Rofe, 2003). The quality improvement obtained through it replaces many new functions to incorrect use of current building stores and gradually create an accumulation of "cultural capital" in the contexture.

In economic calculations also this cycle causes the spiritual value and then land price in these areas to increase and it can be the factor of new economic investment absorptions that is ready for conformity with the culture-led regeneration conditions.

From here, the earnings-based flow of free economic market regulates itself again and it is defined a new creating income mechanism to in which the culture is a factor of renewing the economy and regenerating the frame (Scott, 2000: 9). In this process it is necessary a kind of positive response from urban management that can be a free and positive opportunity to release the urban cores from pointless whirlpool and move toward the access to urban environment quality.

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3. Culture-led regeneration and accessing to a better picture for city

Improving the physical quality and reusing of architecture heritage and providing a bed for accepting the cultural events and activities based on art and culture cause the better picture and phase for cities to form (Richards and Wilson, 2004). The result of frame and function synergy in culture- led regeneration represents itself as a chain consists of places and the interpretation of urban meanings load in physical environment with the help of historical and sign elements imply exactly on the same output that the content concept and background of "regeneration" is based on.

The process of forming a picture again is stronger than past and unique as possible as (Evanz, 2003) and also is a response to cities picture homology and a sign of success rate of regeneration and approaching to a bound in which the city can find the "iconic" role and its name can be synonym of planned cultural axes during regeneration (Miles, 2005). Instrumental use of the shaped picture for cities formed a process so-called "place branding".

In this point of view, the places are a product that their identity and value should design and marketing. "Place branding", as one of the important factor of insuring the investment success on cultural regeneration, put ahead the places as the polyhedral facts through interdisciplinary approach and access to an efficient combination of cultural capitals and economic stimulus by combining the cultural- artistic role of places with a set of commercial names and signs.

Of course, it should be noted that the self-motivation factor in representing of places emphasized by some the most effective thinkers in this field and pre-planned proposal and design of places economic role are considered as violation of innate process of place formation by (Murray, 2001). So, the culture influences all dimensions of being place and the process of place creation becomes a kind of physical-spatial and functional interpretation of culture in urban field.

Environment Quality

Environment refers to any thing is around and relates to individual potentially. "John Lang" division is among the apportionments of environment; He divides the environment into physical environment, social environment, psychological environment and behavioral environment subsets. The physical environment includes landed and geographical places, social environment includes the institutes compose of individuals and groups, psychological environment includes the people's mind pictures and behavioral environment is total of factors reacted by person (Kianfar, 2012).

It fact, it can be said that quality is a biform concept, a clear and explicit but at the same time multilateral concept, that normally and in a full clear meaning applied to explain the objects and phenomena completeness degree. The set of specifications or specified characters that cause an object to differentiate from others and allow us to judge and decree about advantage, disadvantage or similarities of something in comparison to other and justify about being beautiful or ugly, being good or bad and being efficient or inefficient aesthetically (Frontczak *et al.*, 2012).

Environment quality is a multidimensional concept that has commonalities with concepts such as quality of life, quality of place, citizenship understanding and consent and livability, so that in many cases it is considered as the same meanings. Quality of environment as a complex concept includes a combination of mind perceptions, characters and values that is different between individuals, groups and communities.

Classification Models of Urban Environment Quality

- Humanity Needs Model (Lang Model)

It provided with excerpt from Maslow's needs hierarchy theory that we can classify the urban environment quality through estimating the various forms of human needs based on: physiological needs to safety and security, need to dependency and belonging sense, need to self-esteem and self-confident, need to self-realization and self-actualization and cognitive- aesthetic needs. So, the urban environment meets the various human needs (Carmona, 2010).

- Modes Model of Humanity Perceptions (Apple Yard Model)

According to Apple yard's proposed model, it can be organized and classify the different components of urban design quality based on response to human various perception modes. Apple yard segregates the humanity perception modes to three modes as follow:

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Reactive- emotional modes that encompass the individual's emotional reactions to environment and in this situation the environment is considered as an incentive to motivate the emotions and meaning associations. Operating mode that often employed by people in daily life such as traffic from one place to other to work, meeting etc. and finally referential mode that people search the information about environment and finally understanding its "meaning" to support the said "operating" and "reactive-emotional" activities. In this situation, the "derived information" causes the individual and collective identity of environment and its related society and finally sense of being place to clear (Ellin, 2013).

- *Canter Model: Place Components (David Canter's Model)*

According to the model that reputed as location model, the urban environment is considered as a location that composed from three intermeshed dimensions include frame, activity and imagines; in the other word, the urban environment quality is resultant of three components that each of them must estimate one of the triple physical, activity and imaginary qualities of the city environment (Parker *et al.*, 2012).

Environmental Quality and Regeneration

Environmental quality is one of the central concepts in urban design, so that improving the quality of environment and space is known as the most important tasks of urban design activity by many theorists. For this, first one should identify this concept (Golkar, 2000). The quality refers to the main characters of a phenomenon that is understandable and can be the result of form, performance and/or the meaning of a space and on the other hand it is generality and a system of qualities that create a phenomenon. The qualities have emotional and mental effects on us that can be classified in three groups as follow:

1. General expectations (Beauty, unity, identity, coordination, discipline, stability, changeability), that everyone has from each urban space.
2. Typical expectations that one imagines against a kind of urban space.
3. Local expectation that a specific place creates in mind and gives identity to (Pakzad, 2009).

Improving the environmental quality is very important in the making contemporary of current old contextures. There is two major meaning for environmental quality; space is one of the components of environmental quality or in the better word is decreasing in restrictions and related to social status and changes in life style. Trends are one of the other components of environmental quality. For some specific people, searching for a community with shared characters and wishes turned into an aspect of environmental quality. The successful cities can be differentiated from ones that just remain and resist, through the life quality in (Rapaport, 2008).

What now gives identity to cities depends on understandings of city residents about their round environment; it means that the concept of identity is related to quality of life in city. Today, the concept of making contemporary in urban design is twined with measures and predictions to make the spatial-physical environmental quality better, so that leads to make the spatial environment better through creating the new facilities.

CONCLUSION

The cultural regeneration approach has the capacity of accepting the economic functions and set the protection process and cultural dimensions of development not in contrast, but as a factor for economic return of urban spaces and places and is the most basic of feasibility and durability cause of such an approach. In this way, cultural regeneration without any refer to economy in title offers the most important part of services-based economy to cities and provides the most amount of employment and cultural productions. At the same time, protection and reclamation of historical monuments and contexture becomes to an inseparable title from this process, because the cultural approach emphasizes on historical continuity and better use of architecture and cultural heritage, and has this advantage that economic prosperity and capital return not obtain through implementing the re-development plans and destroying and reconstructing, but through the protecting, reclamation, restoring and making contemporary. In culture-led regeneration process, accordance with all said characters, there is an effective balance between development flow and production process and accessibility to the acceptable levels of coordination between today achievements and past savings at the same time. Given the

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considered discussions it can be suggested the indices below to improve the environmental quality in the old contextures:

Index	Index identification	Index measurement		Proposed solutions
		Quantitative	Qualitative	
Permeability	This quality- the number of potential ways toward an environment- is the central factor for accessing the locations.	The rate of heavy traffic in external and internal roads	Visibility of space from remote within the space	Increase and facilitation the accessing to different spaces
Variety	Its meaning is life flow integration, work and recreation and its external expression are integrating the people and function	The percentage of single functional areas to total of functional space	The variety of public transportation models and parking models	To increase the kinds of possible activities and functions in a space
Safety and Security	it relates to protect of family, friends, person's properties and yourself and its lacking threats the use of public space and creation of a successful artificial environment	The number of women and children in space	The rate of intimidating of urban design space	Recognizing and removing the unsafe points, appropriate lighting at night
Robustness	It expresses the changeability of space to various uses	The rate of different activities in space	The facility of changing the space	making the bed to response the space to interested groups and possible activities
Viability	It allows to various experience in space by people and consequently attracts the different people with various intentions in different times	The number of on foot in space; the number of activities in per 100m	The rate of on foot activity and temporary activity in space	The possibility of activating the space in different times and for various groups in space
Sense of belonging	it is supervising the location identity somehow, and shows the sense of belonging and depending the individuals to space	The model of spreading and the number of buildings and signs with identity around the space	Measuring the rate of belonging to place through mentality mining	Giving identity to space, fitting the artificial elements and climate
Legibility	It relates to individuals perceptions from space, represents the	The number of nodes, edges and	The passage names with mental and	Avoiding of applying the artificial elements with a clarify meaning

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rate of being clarity ways and transparent for all citizens
and transparent the legible signs , map identities
space for addressee. the number of
implications
frequency to
legibility
elements in
mental maps

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