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A study on social, economic and cultural aspects regeneration and renewal of old urban tissues using the SWOT method-case study: Mashhad shohada square

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ABSTRACT

Today, urban tissues aging are considered as a factor preventing the realization of modern methods of urban management in urbanism. This led to the lack of progress and development of the cities. To select urban distressed areas for Immigrants and low-income segment housing showing increasing economic, social, cultural hardship and even security issues that itself is great threat host cities. Worn areas which once formed an important part of cities and considered urban identity have been transmitted unsafe. In fact, it can be said that the identity of a city is in trouble. In the cities that in the phenomenon of urbanization will be preferred to urbanism and the process of urban population growth and rapid absorption will be out of control in a given time interval, Generally, cities are confronted with certain difficulties to overcome these problems requires a lot of time and money. The most important consequence of urbanization, along with lack of suitable urban infrastructure for residents and migrants of cities are irregular and worn out tissues creation surrounding and inner of city. These forgotten urban areas today are considered as a factor preventing the realization of modern methods of municipal in economic, social and cultural development of cities.

There is no possibility to protect of restoration and life of buildings in these areas because of low economical power and lack of dependence of residents and the resistance extent of these buildings due to wear are very low and at time of earthquake rescue and the relief and salvation Operations despite high density construction and narrow passages will be done hardly.

In this paper has been tried in parallelism to identify challenges and anomalies worn fabric of cities' inner to change them in to opportunities with the renewal and improvement of these tissues for planning in social, cultural and economical axis with the help of SWOT process.

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KEYWORDS

Old texture;
Investment;
Bonds;
Profit and non-profit
projects;
Urban furniture.

INTRODUCTION

The city is a dynamic system that is influenced by social, cultural, political, economical, and, geographical relations. Currently considering the development and promotion of sustainability and environmental quality of life in the city, is of reliable and dynamic management requirements. The parity importance in economical, social, cultural and physical structure in present and future is guidelines of the city's sustainability^[1].

The lack of attention to parity in the urban structure and urban historical tissues in no so far past cause for dichotomy in urban tissue (cities Polarization) and, has made the cities to face serious problems today. Some of created problems can be observed in natural mishaps in the past few years. In recent years, the attending of affair authorities has been attracted to matter of old texture of city once again to rid them of probable risks, and therefore considering to the improvement and renewal of worn tissues urban, has been drown double.

Mashhad city with a total area of 21,570 hectares is one of the cities of the north east in Iran is center of the Razavi Khorasan Province. The Mashhad city with a population of 2766258 is the second most populous city. The essence of shrine of Imam Reza (AS), eighth Imam of Shiite religion in this city of attracted more than 20 million domestic pilgrims and foreign tourists annually to this city

According to article 5 of Housing and Urban Development Commission Act. Mashhad, city has 2292 hectares of old texture (About 10 % of the city total area) and a population of living in these areas about is included of 520,000 people living in these areas (20% of total population living in cities).

At the moment, chaotic and dysfunctional state of physical tissue, excessive wear of old buildings, foot and overlapping transitions, serious deficiencies in the area of traffic, lack of parking and green space and leisure facilities, absence of public services such as lack of adequate health centers, proper Places to Stay and health services has led gradually to meet the demands of the and pilgrims and travelers near these area be declined and therefore to answer the diverse needs of pilgrims, they have guided to other parts of town.

On the other hand, in Mashhad today's international situation as one of the world's cultural poles of

Islam, especially Shi'ism, in addition to its critical position in a national scale, clearly reveals the need of to highlighting holy shrine complex and considering to its surrounding tissue, as the first substrate includes this sacred area.

The city of Mashhad due to locating of holy shrine of the Eighth welcomes a large number of pilgrims from different cities other countries around world in each year.

The revitalizations and reformation plan practice of old texture of this city in addition to create the proper use of the capacities of, residential and commercial of this city, in macro dimension also through tourism industry strengthening will be help to economical growth to state and country.

THEORETICAL FOUNDATIONS**Definitions****Old texture**

Texture of old urban areas of cities is used to area of cities legal limits where enjoy of low economical and environmental location i.e. due to physical exhaustion, lack of adequate roadway access, facilities, services and vulnerability civil infrastructure.

These tissues due to their residents and owners poverty do not have renovation possibility spontaneously and investors also do not have an incentive to invest in it^[11].

Renewal of old texture

They are plans that prepared for improvement, renovation and reconstruction of the city district including the old, the new and or problematic as the detailed design of a part of The fabric of the city(Wikipedia).

Bonds

Bonds in terms of the economy, is a securities that are issued by Government, municipal, public and private companies, to finance development projects in the country (Wikipedia).

Or area of study**General pacifications of shohada square Mashad city**

Shohada Square in Mashhad is one of the main focal center that should have a good landscape, Because shohada Square as one of the oldest centers of

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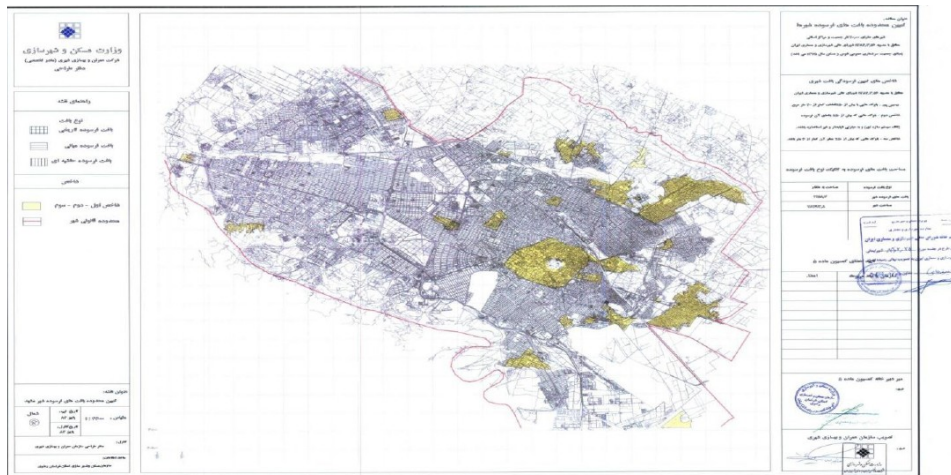


Figure 1 : Approved Range of old Texture of Mashhad

Mashhad in terms of sensitivity and importance is placed of after tissue surrounding the holy shrine and due to its connecting role that connects the various parts of the shrine in Mashhad is, is of great importance. Looking at the history of the construction of shohada Square that have been conducted at the beginning of this century and have been considered as city new centers and complementary religious center of Mashhad city and we find to seek more attention to the history and role of this area with coming up and constructing by civil buildings of the municipal and several other offices as well as construction long and straight streets has added to importance this square^[12].

Role of shohada square of mashhad City

The main roles are of Shohada Square are as follows:

1. Civil role, 2) social role, 3) Culture role, 4) Political role, 5) Economic role, 6) Traffic role.

It is believed that the implementation of the reform and modernization plans of the central tissue of Mashhad city is considered service to all people and pilgrims (both Iranian and non-Iranian). Because in addition to the benefit of neighboring also provides appropriate service to many pilgrims who travel and visit this city every year from all over and choose to stay.

Considering the above matters and present heterogeneous, confusing situation of this square the need of wide study and revising of Shohada square may be required to return back and wield the sensitive and important urban^[3]

Studies and plan preparation of Shohada Square

was conducted in 2010.

In that study, deficiencies and failures of downtown in Mashhad and Shohada Square position as one of the most sensitive and important focal points and the need to transform it into a civic space, along with eliminating annoying movement disorders (cars and people) were considered and approved a project plan as approved plan in the Commission of Article Five.

Scope of project

Mashhad Shohola Square is one of the busy intersections in Mashhad is one of the busy intersections that its history goes back over 70 years.

Shohada Square in Mashhad is connecting point of three important artery junction of Mashhad city .Imam Khomeini (RA) street to Hashemi Nezhad St, Toid St. to Ayatollah Shirazi and Ayatollah Abad to University Avenue, these three pillars are very important in point of view of urban functions and services and urban identity and on the other hand the municipality Hall. Has granted the manifest civil role to this square also Shohada Square has been testimonial of important historical and political events in the pass time.

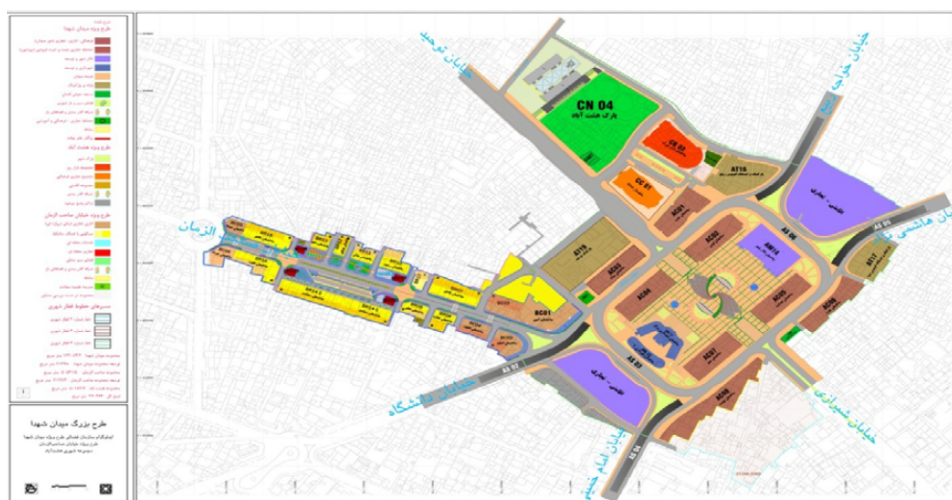
The overall objectives of the shohada square

Mashhad central tissue during the over years that is passes from its age suffering from exhaustion, lack of urban furniture and lack of green space, are of the weakness of the tissues that has made the face of city harsh and unseemly. Interaction of horse and foot motor system in the city center considered as the main problems that requires additional attention. Space allocated for pedestrian traffic and order to route the cars will relieve



Source: www.shohada-sq.com

Figure 2 : Aerial photograph of Shohada Square



Source: www.shohada-sq.com

Figure 3 : Aproved plan Gram ideology of Shohada Square after implication

traffic problems in this area. Also looking at the urban welfare indicators show that the population growth rate has been much faster than the executive program to create general and welfare centers.

Therefore the plan has been codified according to above matters and urban design of the new structure in form of comprehensive plan and program and the main missions and programs in this regard is the oriented^[4].

In general can state the executing objective of great project of shohada square as follows:

- Social Welfare issues.
- Removal of problem in center of city (such as traffic flowing).
- Urban renewal and upgrading of old texture.
- Profitability.
- generate income in the future.

Analysis of some of the problems of old texture of

shohada square

Economic - social difficulties of rusty tissues

Today, one of the most important issues that in the context is considerable and has been worn inner cities, is social and economic problems of these contexts. The fabric is worn and some time back it has been the several nobility residence, now has been,converted to a home to numerous low-income and immigrant groups that its prevailing disappeared due to the different cultures of its inhabitants, the social and cultural heterogeneity and provided subject to the occurrence of many issues and social issues.

Some of these issues and abnormalities are drug accumulation and drug retailers in the vacant property and dilapidated where their owners and Proprietress due to unsuitable financial conditions or a plurality of

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Source: Suppliers

Figure 4 : Real vacant of residents in Shohada area

heirs are not willing to renovate these properties.

Health problems (environmental) worn tissues

Today, most of the people are aware of the environment health value and its role in personal and social health. But a significant portion of the residents of these neighborhoods, alleys and streets of urban worn due to poverty and illiteracy prevailing in this region, do not

consider observing hygiene as a civic duty in best way⁶¹

Physical problems of worn out tissues

In opposite the components of the economic, social and environmental aspects of urban worn that are qualitative; the structural components of a physically and objectively aspects are taken into account. Includ-



Source: Suppliers

Figure 5 : Sewage flowing into the streets& homes



Source: Suppliers

Figure 6 : leave the property vacant and dilapidated area of waste

TABLE 1 : Matrix of strengths, weaknesses, opportunities and threats within Shohada square

Internal conditions		External conditions	
strengths	weaknesses	opportunities	threats
S1 Shohada Square important source of historical and political developments taking place	W1 false jobs existence	O1 health centers existence	T1 air pollution in the city center
S2 close distance to the shrine holy	W2 low-income classes resident	O2 possibility to use degraded to build parking spaces	T2 Lack of green space
S3 junction of three major arteries of urban	W3 green space	O3 lack of access to employment opportunities	T3 importing drugs into the reign
S4 Possibility of spatial reconstruction and modernization	W4 lack of public services	O4 potential value of land	T4 low-income people and immigrants tend to reside in the tissues concerned
S5 participation opportunity	W5 lack of appropriate urban utility	O5 public participation	T5 weak administrative Lack of coordination among agencies.
S6 low rent and housing rate	W6 Not resistant buildings s against natural disasters	O6 security creation	T6 Low-T7 life cycle of urban management
S7 easily in the context of intervention	W7 width of streets and alleys	O7 to create necessary opportunity for investors	T7 life cycle of urban management
S8 local markets presence	W8 interaction of horse and foot movement	O8 to create two and three urban rail	T8 recession Night Life.
S9 Existence of old and valued buildings and Inn	W9 Existence of dedicated property	O9 canals energy creation to place urban utility	T9 lack of appropriate legislation to intervene in Context administrative
	W10 addiction and social disorders	O10 construction of urban open space and beautiful furniture	T10-income residents to regenerate tissue.
	W11 Lack of adequate parking	O11 modern shopping markets creation	
	W12 severe burnout fabric	O12 construct the required parking	
	W13 Lack of health and Therapy space	O13 create appropriate spaces for refreshment	
	W14 existence of incompatible land uses		
	W15 poor urban development measures		
	W16 poor quality of urban landscape		

ing structural problems in the context of the old town can be pointed out to following matters:

- 1 Inefficiency of roads and streets communication net, inaccessible to cavalry, Because of tissue density.
- 2 Severe and congestion traffic in the tissues.
- 3 The destruction of old buildings and at risk.
- 4 Lack of adequate access during risks occurrence

of natural disasters such as Earthquakes.

- 5 Lack of adequate parking in the tissue.
- 6 Interaction of horse and foot movements.

EXECUTIVE STRATEGIES

SWOT technique is used in providing executive

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TABLE 2 : Evaluation matrix internal factors (strengths and weaknesses) of Shohada Square

Row	strengths and weaknesses	coefficient	score	final score
strengths	1 shohada square, origin of important historical& political events occurrence,	0.06	4	0.24
	2 Close distance to holy shrine	0.07	4	0.28
	3 Urban junction of three major arteries	0.06	4	0.24
	4 Possibility of spatial reconstruction and modernization	0.04	3	0.12
	5 Despite the participation	0.06	4	0.24
	6 Low rents and housing prices	0.05	3	0.15
	7 Easy intervening tissue	0.03	3	0.09
	8 Existence local markets	0.04	2	0.08
	9 old and valued buildings and inn Existence	0.03	2	0.06
weaknesses	10 Existence of weaknesses false jobs	0.03	3	0.09
	11 low-income classes resident	0.03	3	0.09
	12 Lack of green space	0.05	4	0.02
	13 Lack of public services	0.03	4	0.12
	14 Lack of proper urban utility	0.03	3	0.09
	15 Lack resistant buildings against to natural disasters	0.06	4	0.24
	16 width of streets and alleys	0.03	3	0.09
	17 Horse and foot mobility interferes	0.04	4	0.16
	18 Existence of dedicated and Astan Ghods Razavi' real estate	0.02	1	0.02
	19 social Addiction and disorders	0.04	4	0.16
	20 Lack of proper parking	0.04	3	0.12
	21 Severe burnout fabric	0.04	2	0.08
	22 Lack of health and therapy space	0.03	2	0.06
	23 Existence of incompatible land uses	0.02	2	0.04
	24 poor urban development measures	0.02	3	0.06
	25 Low Quality Urban Landscape	0.05	2	0.01
Total		1	76	3.22

strategies in this method after valuation and scoring the strengths and weaknesses of internal and external opportunities and threats, and mitigation strategies has been suggested for the modernization and improvement of the existing problems in these tissues, presented and it d (Roberts, 2003).

Strategies

A) Strategy SO

- 1 Public participation in an approved project.
- 2 User provisioning requirements according to the standard of per capita green space, residential, mixed....
- 3 Creating new access routes distinctly urban train lines to prevent such interference? reating cultural monuments to remember the important develop-

ments in design history

B) Strategy ST

- 1 To prevent incompatible land use in plan.
- 2 Control system relevant to the fight against drugs and dealing with social disorders.
- 3 Organizational cooperation for preventing air pollution, including traffic police, and Environmental Protection Agency.

C) Strategy WO

- 1 Binding rules for buildings construction (Engineering& technical).
- 2 Create suitable residential houses for low-income people in order to attract them.
- 3 Creating safe routes for horse and foot in the plan.

D) Strategies WT

TABLE 3 : Evaluation matrix of external factors (opportunities and threats points)

	Row	opportunities and threats	opportunities	cosecant	score	Final score
Opportunities	1	Existence of health and therapy center		0.02	2	0.04
	2	Using possibility of degraded spaces to build parking		0.03	3	0.09
	3	Assessment to job availability		0.03	4	0.12
	4	Potential Land value added		0.05	3	0.15
	5	Public genral participation		0.06	3	0.18
	6	Job security creation		0.06	4	0.24
	7	to create investment opportunities for proprietors		0.04	3	0.12
	8	two and three urban rail creation		0.06	3	0.18
	9	Creating the energy utility to place urban equipments		0.06	3	0.18
Threats	10	Construction of urban open space and beautiful furniture		0.05	4	0.02
	11	modern shopping markets creation		0.03	2	0.06
	12	Build required parking		0.03	3	0.09
	13	Creation of appropriate spaces for recreation		0.04	3	0.12
	14	Air pollution in the city center		0.06	4	0.24
	15	Green space shortage		0.04	4	0.16
	16	Drugs into the region		0.06	4	0.24
	17	low-income people and immigrants tendency to reside in the tissue		0.04	3	0.12
	18	Lack of management Authority		0.03	2	0.06
	19	Lack of coordination among agencies concerned		0.06	2	0.12
	20	low -life urban management period		0.04	3	0.12
	21	Night Life Depression		0.04	2	0.08
	22	Lack of appropriate legislation to intervene in the context		0.03	1	0.03
	23	income residents to regenerate tissue		0.04	3	0.12
Total				1	68	3.06

TABLE 4 : SWOT matrix composite

Internal factors		External factors	
W	S	O	T
1.72	1.5	1.77	1.29
Total coefficient of compound factors			
WT	SO	ST	WO
3.01	3.27	2.79	3.49

- 1 Project priorities executive plan with public and non-profit projects, including road widening and under-pass.
- 2 Concession owner for Public Participation Plan.
- 3 Arrest and punish abuse and corruption and promoting social disorders^[8]

Research findings

TABLE IV (S=1.5, O = 1.77, W = 1.72, T = 1.29) shows lack of Shohada Square within range, so according to the scores of external factors, there more

opportunities than threats, Shohada Square where this area is fertile bais for the renovation and improvement.

The Existing strategy of modernization and improvement of Shohada Square

Project executive management of Shohada Square with a deep objectives and responsibilities’ understanding with making use of two empowered muscles and operates in two segments, legal and estate planning strategies with financial support have been ahead following strategies:

1. Bonds issued to meet part of the costs. (Finance)With amount of
2. To attract empowered investor (Finance)
3. To receive financing from foreign banks. (Finance)
4. The absorption and utilization of experts in the design, implementation and project supervision de-

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Source: Researchers

Figure 7 : Pathways and anatomical region

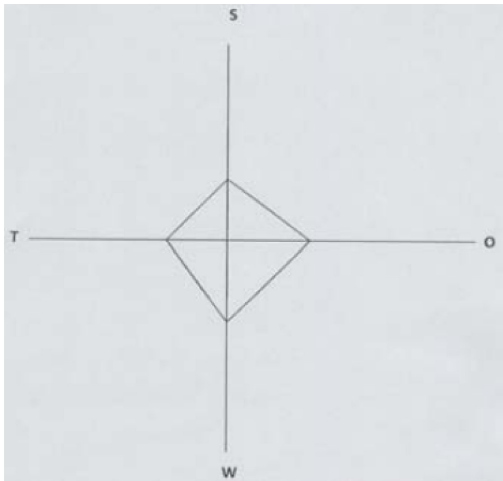


Figure 8 : Assessment of internal and external factors

partments.

5. To attract owners' maximum satisfaction in transferring real estate in the municipal plan. (Legal and Property).

CONCLUSIONS

Social and economic issues and problems of urban worn in renovation and improvement plans of Iranian cities where most of them due to the historic nature of old tissues are problematic, always enjoy of less im-

portant and weight in the strategies and policies of modernization and improvement as compare to physical and body problems although those problems and issues also due to lack of attention to economic issues could not be resolved.

However, the studies in the countries which are successful field of tissue regeneration worn show, that considering to economic - social, cultural and issues of residents enjoy of special weight and have been always a bias for planning development of such tissues in sustainable Connective with the whole of the town . Thus the optimal cognition and utilization of social features - cultural, economic potential and location opportunities in the field of research area, will do for context development plan, attempting to maximize the participation of users and influential either of residents, non-governmental activists groups including stakeholders, investors and the like.

The Result of such approach is maximum scenarios and plan suggestions phase in the process of the codification and implementation capabilities in project stage accomplishment.

So in a condition of a country like Iran with cities that are mostly worn texture and sometimes are with historical value to consider these dimensions is critical.

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