Analysis of the application of culture-led regeneration approach in deteriorate area and participatory needs assessment to prioritize strategies using the integrated SWOT-QSPM model
Case study: Kushk Abbas Ali neighborhood, Shiraz

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Introduction

Center of some cities includes deteriorated areas, which in many cases, when compared to their surrounding textures; decreased efficiency and the possibility of updating the texture and changing the texture spontaneously in them has been eliminated; Therefore, it is necessary to pay attention to these urban contexts to improve urban productivity, reduce the damage caused by the possible occurrence of earthquakes, achieve social justice and eliminate the deprivations of their residents, and use urban potentials. In response to this, today a large part of the scientific literature on urban planning is centered on intervention in the central contexts of cities. But in recent years, attention to cultural resources as a driving force for urban regeneration has become increasingly a major issue in urban studies; As many researchers have emphasized the participation of cultural strategies in urban regeneration; But they have not yet had a successful experience of using the cultural resources of local communities in urban regeneration projects; In fact, the secret of the success of using cultural resources in urban regeneration lies in community mobilization and supportive education, not a cultural approach by experts and urban management. In this research, the application of the culture-led regeneration approach and participatory needs assessment of the residents in neighborhood of Kushk Abbas Ali are analyzed.

Methodology

This research is descriptive-analytical in terms of purpose and applied in terms of results. Gathering information by reviewing library / documentary resources; Field method and questionnaire are obtained. The sample size is determined according to the Cochran's formula of 105 households. One of the most common techniques and tools in evaluating strategic options and determining the attractiveness between the strategies used in the decision-making phase is the quantitative strategic planning matrix, so analysis method is based on the integrated SWOT-QSPM model; in this way, after assessing the situation of the neighborhood, the strategies were developed in the SWOT matrix and the strategies were prioritized using the QSPM model and the normalized coefficient of each of the internal and external factors based on scoring

and needs assessment of neighborhood residents.

Results and Discussion

According to the calculations made in QSPM, the strategies in the priority of the neighborhood, respectively, according to the approach of culture- based regeneration and applying the opinions of residents in prioritization using the coefficient of importance of internal and external factors are:

- Motivate residents to attend the neighborhood by creating cultural, social and recreational spaces; With a score of 6.31
- Using the existing capacities of the neighborhood to create local employment and develop it; With a score of 5.98
- Building a platform to use the wisdom of residents in planning and designing the neighborhood with a score of 5.78
- Creating spatial integration and connecting the neighborhood with the historical context and the city center to encourage cultural pioneering projects; With a score of 5.59
- Creating a strong and fresh image of Kushk Abbas Ali neighborhood as a cohesive and cultural neighborhood; With a score of 5.54
- Strengthen the local access (improve the visual and physical permeability of the neighborhood); With a score of 5.48
- Promoting the originality of the area by preserving the main structure of the area and expanding it through cultural programs to regain the values and ancient identity of the neighborhood; With a score of 5.38
- Using the socio-economic context of the neighborhood to attract investors; With a score of 5.27
- Predicting and locating the neighborhood center; With a score of 5.08
- Improving the services and location of the required uses of the neighborhood in a suitable place according to the compatibility and correlation of the uses and their activity radius; With a score of 4.98

Conclusion

Due to the score of strategies in (i) physical features and appearances, (ii) activities, and (iii) meaning and symbols, the components of activity dimension strategies have a higher priority. Therefore, according to the results of prioritizing strategies in this study, it can be considered; the approach of culture-led regeneration succeeds by laying the groundwork, introducing and continuously using the tastes and culture of the residents and anticipating the pioneering cultural projects. Also, the application of integrated models in participatory needs assessment could provide proper identification of local needs; appropriate decision-making and facilitate the implementation of local development plans. Moreover, it can be said that expanding the powers of local community and establishing a public relations center and establishing participatory workshops in all aspects of regeneration can double the quality and speed of implementation.

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Abbas Ali neighborhood, Shiraz
Delbar Azhdari& Emad Ketabchi

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