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Participation in the Improvement and Renovation of Deteriorated Urban Fabrics (Case Study: District 12 of Tehran)

Vahed Reza Anaraki Mohammadi[1], Mohammad Reza Zandmoghaddam[2*], Saeed Kamyabi[3]

[1]*PhD student in Geography and Urban Planning, Semnan Branch, Islamic Azad University, Semnan, Iran*

[2]*Associate Professor, Department of Geography and Urban Planning ,Semnan Branch, Islamic Azad University, Semnan, Iran*

[3]*Professor, Department of Geography, Semnan Branch, Islamic Azad University, Semnan, Iran*

Abstract

Nowadays, most cities face multiple challenges, including inefficient and deteriorated urban fabrics, which cause problems in various dimensions such as physical, environmental, economic, social, and managerial aspects. The existence of these issues and the lack of well-defined and clear strategies for managing and planning deteriorated urban fabrics have exacerbated these problems. Accordingly, the main objective of this study is to identify the factors influencing public participation in the improvement and renovation of the deteriorated urban fabric in District 12 of Tehran. This research adopts a survey-based, descriptive-analytical approach, utilizing a questionnaire as the data collection tool. The statistical population consists of the residents of the district. Based on Cochran's formula, a sample size of 163 households was determined and selected through simple random sampling. Descriptive statistics, including mean and standard deviation, were used to describe the data, while inferential analysis was conducted using one-sample T-tests, Pearson correlation, multiple regression, and path analysis. The findings indicate that respondents show the highest willingness to participate in decision-making and the least inclination for financial participation. Factors such as a sense of belonging, trust and social cohesion, access to services, supportive plans and actions, institutional development, and capacity building influence public participation in improving and renovating the deteriorated urban fabric. Among these, the sense of belonging to the residential area demonstrated the highest impact, with a score of 0.533.

Keywords: Urban improvement and renovation, Participation, Deteriorated urban fabric, District 12, Tehran.

1- Introduction

* Corresponding Author

Urbanization is on the rise globally, especially in developing countries, where it has become a widespread and dominant phenomenon (Peerapun, 2018). This phenomenon is primarily a consequence of uncontrolled population growth over recent decades and the massive wave of rural-to-urban migration (Christelle & Damidavičiūtė, 2016). As cities expand to accommodate growing populations, their physical structure undergoes continuous development. However, rapid urban growth, influenced by population increase and migration, has led to unplanned construction and significant changes in spatial structure, particularly the expansion of cities into surrounding agricultural lands (Peng et al., 2015).

Uncontrolled urban sprawl, the encroachment of city buildings into peripheral lands, and the continuous expansion of urban boundaries have not only disrupted the existing urban structure but also imposed substantial costs on residents, officials, and future generations (Yousefi et al., 2023). The lack of integration in urban management systems, the presence of deteriorated and inefficient urban fabrics, the rise of informal settlements, unsafe buildings, the spread of construction violations, the inefficiency of urban planning regulations, and deficiencies in urban services and infrastructure have all been identified as critical challenges in urban planning and architecture across major cities (Keyhanpour et al., 2023).

Today, the presence of compact and deteriorated urban areas is a stark reality in medium and large cities. These areas create unique issues and demands that significantly influence urban decision-making. A considerable portion of urban management efforts is directed toward improving conditions and finding suitable solutions for these areas (Trillo, 2019; Nozari et al., 2024). Urban managers are now focusing on resolving issues in problematic neighborhoods, particularly through the improvement and renovation of deteriorated urban fabrics. In essence, urban improvement and renovation address modern citizen needs by restoring damaged buildings, repairing past degradation, and enhancing functionality to meet contemporary living requirements.

Improving the condition of deteriorated urban fabrics serves the goals of social justice, better responsiveness to residents' needs, empowerment, and fostering social responsibility among inhabitants. Additionally, such efforts contribute to enhancing residents' mental well-being, increasing their sense of attachment to their place of residence, improving social security, refining urban landscapes and environmental conditions, and minimizing land use inefficiencies. Ultimately, these improvements elevate the quality of life for residents in these areas and contribute to achieving sustainable urban development—positively impacting not only the current population but also future generations (Khoda-Karmian Gilan et al., 2024; Nozar & Szmelter-Jarosz, 2022).

Thus, adopting a participatory approach to planning and implementing the improvement and renovation of deteriorated urban fabrics is essential for achieving endogenous and sustainable urban development. Managing and planning for the rehabilitation of these areas, which have evolved historically, is significantly more complex than planning for undeveloped land. This process extends beyond mere physical reconstruction—if the socio-economic dimensions of residents are overlooked, the consequences could be detrimental. Therefore, considering human factors and encouraging public participation in the improvement and renovation of deteriorated urban fabrics is of utmost importance (Gorjinia et al., 2023; Nozari et al., 2022).

A review of the United Nations' 17 Sustainable Development Goals (SDGs) post-2015 reaffirms this perspective. The 11th SDG emphasizes "building inclusive, safe, resilient, and sustainable cities and human settlements by 2030." Among its seven sub-goals, the first and third objectives highlight "ensuring access to adequate, safe, and affordable housing and basic services while upgrading slums" and "enhancing inclusive and sustainable urbanization through capacity building for integrated, sustainable, and participatory human settlement planning and management" (UN, 2017).

In Iran, due to social, cultural, economic, and political transformations, as well as the unbalanced and horizontal expansion of cities resulting from rapid urban population growth, housing shortages, and deficiencies in urban service provision, many historical and traditional urban fabrics have been neglected. These areas—often the core and original foundation of cities—have become deteriorated and inefficient, representing one of the major urban challenges (Shiri et al., 2024; Aliahmadi et al., 2022).

Deteriorated urban fabrics face a wide range of social, economic, physical, functional, traffic, and environmental issues, posing a serious threat to the broader urban landscape. The physical deterioration of these areas has made them affordable for low-income populations and rural migrants who cannot afford housing in other parts of the city. However, due to weak and inefficient long-term urban management, these settlements further fuel a cycle of urban decay, social and spatial poverty, increased crime rates, and other social disorders.

Despite these challenges, deteriorated urban fabrics also present a significant opportunity—if planned effectively, they can be the most valuable urban spaces for accommodating population growth, providing open and service spaces, and improving environmental conditions (Amanpour et al., 2024). However, the deteriorated areas of Tehran, particularly in District 12, fail to meet current urban needs and have suffered from declining functionality. Unregulated construction in various city districts has caused these deteriorated fabrics to transform into abandoned, slum-like zones. With ongoing decay, the sense of security in these areas has weakened.

The presence of deteriorated urban fabrics in District 12 has lowered property values and housing prices, leading to an influx of drug addicts and social offenders, further exacerbating behavioral disorders in the area. This situation has resulted in a decline in personal and social security. Additionally, despite the concentration of high-level administrative and governmental activities, the district's urban fabric remains highly fragmented and decayed. More than one-third of the existing structures in this area are classified as deteriorated, meaning they are in advanced stages of decay and destruction.

It is important to recognize that urban deterioration is not merely about aging buildings—it also reflects the social decay of an area. Many deteriorated urban fabrics suffer from a loss of social life, as original residents have left and been replaced by migrants and non-local populations, resulting in declining community engagement and neighborhood identity (Meshkini et al., 2024).

Over the past three decades, the concept of sustainable cities has become a central focus in urban planning and management. Given its multi-dimensional and holistic nature—addressing

economic, social, technological, environmental, and political systems—it presents numerous challenges (Khoda-Khah Jadi et al., 2023).

Urban deterioration occurs when an urban area loses efficiency and functionality due to aging infrastructure, lack of development plans, and inadequate oversight during its formation. In such neighborhoods, poverty and lack of investment prevent spontaneous regeneration, necessitating targeted planning and intervention (Habibi et al., 2023).

Urban deterioration is examined in two key dimensions: physical and spatial.

- Physical deterioration refers to the erosion and weakening of urban structures due to aging and poor construction quality.
- Spatial deterioration arises when the urban fabric no longer meets the needs of residents, often due to demographic shifts, changing lifestyles, and out-migration of original inhabitants. This results in reduced quality of life, social instability, security concerns, and a loss of neighborhood identity (Yazdan-Niaz et al., 2023).

From an urban management perspective, deteriorated urban fabrics are often labeled inefficient, underdeveloped, or unstable (Vahidiania et al., 2022). These areas have become centers of physical, social, economic, and cultural challenges, as they no longer evolve in sync with modern urban requirements (Gharrabakhsh et al., 2020).

In Iran, the Supreme Council for Urban Planning and Architecture defines deteriorated urban fabrics as areas within city limits that, due to physical degradation, poor vehicular access, lack of infrastructure, and low economic value, are considered highly vulnerable (Hashemi et al., 2023).

Addressing the challenges of deteriorated urban fabrics requires a comprehensive, multi-dimensional approach that integrates urban policies, economic incentives, infrastructure improvements, and community participation (Arian Kia et al., 2023).

Table 1: Multi-Dimensional Challenges of Deteriorated Urban Fabrics

Type of Challenge	Description
Physical	Deterioration; old age; small plot sizes; inaccessibility and vulnerability to crises due to material quality; lack or deterioration of urban infrastructure and utilities
Social	High population density; insecurity and social disorders; poor hygiene; reluctance to renovate and participate; low per capita access to urban welfare services (education, culture, recreation); lack of public spaces and identity elements
Economic	Low land value; poverty and deprivation of residents; lack of investor interest; high unemployment rate; prevalence of low-status jobs over prestigious ones
Environmental	Visual and noise pollution; sewage and unpleasant odors; surface water runoff; lack of green spaces
Managerial	Legal ownership issues; outdated development programs; weak institutional capacity for implementing urban regeneration plans
Functional	Deteriorated areas fail to support high-value traditional and historical city functions

The weaknesses of deteriorated urban fabrics in the various dimensions mentioned above result in the loss of their prestigious urban functions, particularly in historical and traditional city centers. Renovation and improvement of deteriorated urban fabrics have a significant impact on economic, social, environmental, and physical aspects of the city, contributing to sustainable urban development and more resilient communities (Gorji et al., 2021).

In this context, three types of interventions—improvement, renovation, and reconstruction—are proposed, each with varying levels of commitment to historical preservation:

1. Improvement: This approach prioritizes historical continuity and aims to preserve identity-defining elements of the urban fabric. It seeks to enhance existing assets by reinforcing strengths and mitigating weaknesses through support, maintenance, and conservation efforts.
2. Renovation: This intervention involves a flexible commitment to historical preservation, allowing varied levels of intervention, from minor modifications to structural changes. The goal is to increase efficiency and restore urban vitality through modernization, rehabilitation, revitalization, adaptation, and transformation.
3. Reconstruction: This method does not prioritize historical preservation but instead focuses on creating new living and spatial conditions. It involves demolition, clearance, and complete rebuilding to establish an entirely new urban environment (Najafi Taroujini et al., 2022).

According to the World Bank, participation is defined as a process through which relevant individuals influence development initiatives, decisions, and resource allocations that directly impact them (Azimi et al., 2023).

Arnstein's Ladder of Citizen Participation categorizes participation into eight levels, ranging from non-participation (manipulation and therapy) to tokenism (informing, consultation, placation) and finally citizen power (delegated power, citizen control).

- Manipulation and therapy involve using local labor and resources without granting actual decision-making power, essentially serving as a form of exploitation and symbolic participation.
- Tokenism allows partial involvement by informing citizens about government plans, consulting them for feedback, and offering placation measures.
- Genuine participation occurs at the highest levels, where power and decision-making authority are delegated to citizens, ensuring true empowerment and community-led governance (Nikkhah et al., 2020).

Guy Drumm presents three interpretations of social participation:

1. Mobilization of people to support top-down development projects, where participation is primarily labor or financial contributions.
2. Decentralization of government functions, delegating decision-making and resources to lower-level administrative bodies or community representatives.

3. Empowerment of marginalized groups, allowing excluded and disadvantaged populations to gain agency and influence over urban development.

Max Weber emphasizes social motivations and the role of incentives and penalties in shaping participatory behavior. In this framework, satisfaction with urban services and membership in community organizations play a crucial role in fostering citizen participation.

Daniel Lerner highlights psychological variables, education, and mental preparedness as essential factors for encouraging civic engagement (Lahijanian et al., 2021).

From a structuralist perspective, institutionalized social relations significantly impact participation levels. Meanwhile, functionalist theory underscores social capital, trust, and social cohesion as key facilitators of community engagement (Nowjavan et al., 2022).

Shafati et al. (2022) identify major barriers to public participation in urban renewal in Iran, including:

- Economic constraints,
- Cultural and social barriers,
- Political and legal challenges,
- Institutional deficiencies,
- Lack of practical urban renewal strategies,
- Weak neighborhood attachment,
- Limited recognition of NGOs, and
- Confidentiality of certain government plans.

Similarly, Agharian et al. (2024), in their study on citizen participation in urban governance, found that resident satisfaction, incentive policies, social trust, and municipal engagement strategies significantly influence public participation.

A study by Shafiei (2018) on the role of public participation in urban renewal indicated that socioeconomic status (income, occupation, education, duration of residence in a neighborhood) strongly correlates with participation levels.

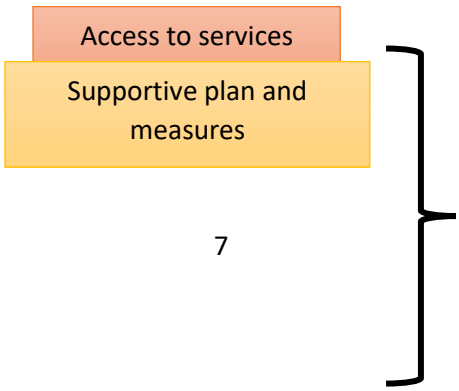
In another study, Karimzadeh & Mahboub (2023), analyzing urban improvement in Khoy, identified education and awareness campaigns, joint citizen-government workshops, neighborhood influencers, and mass media as the most effective means of encouraging participation. They found that most residents preferred executive and consultative involvement, while there was little interest in financial contributions or physical labor.

Based on a comprehensive review of the literature on urban participation, key participation factors and indicators have been outlined in Table 2 and the conceptual model in Figure 1.

Table 2: Factors and Indicators of Citizen Participation In Urban Improvement

Indicator	**Factor**

Neighborhood suitability for living	Sense of belonging
Life satisfaction	Sense of belonging
Pride in living in the neighborhood	Sense of belonging
Attachment and interest in the neighborhood	Sense of belonging
Willingness to continue residing in the neighborhood	Sense of belonging
Access to recreational, sports, administrative, and infrastructure services	Access to services
Availability of suitable street furniture	Access to services
Presence of green spaces	Access to services
Proper lighting systems	Access to services
Neighborhood security (sidewalks, pedestrian bridges, road markings, etc.)	Access to services
Trust in officials (competence, citizen engagement in decisions, fulfilling promises)	Trust & social cohesion
Trust in municipal decisions (consideration of public interest in urban improvement)	Trust & social cohesion
Formation of neighborhood councils or community committees	Institutional development & capacity building
Development of local organizations for urban improvement	Institutional development & capacity building
Holding public meetings with municipal authorities	Institutional development & capacity building
Educational and awareness campaigns on urban renewal	Institutional development & capacity building
Use of mass media for public engagement	Institutional development & capacity building
Municipal efforts in urban improvement plans	Supportive plans & actions
Government institutionsâ€™ effectiveness in providing support	Supportive plans & actions
Government investment in urban renewal	Supportive plans & actions
Defined bank loans to support urban renewal	Supportive plans & actions
Participation in physical renovation of deteriorated housing	Participation
Participation in strengthening urban infrastructure	Participation
Enhancing the visual appeal of the urban landscape	Participation
Establishing financial support funds for urban renewal	Participation
Attending educational and orientation programs on urban renewal	Participation
Financial participation	Type of participation
Executive participation	Type of participation
Physical participation	Type of participation
Participation in decision-making processes	Type of participation



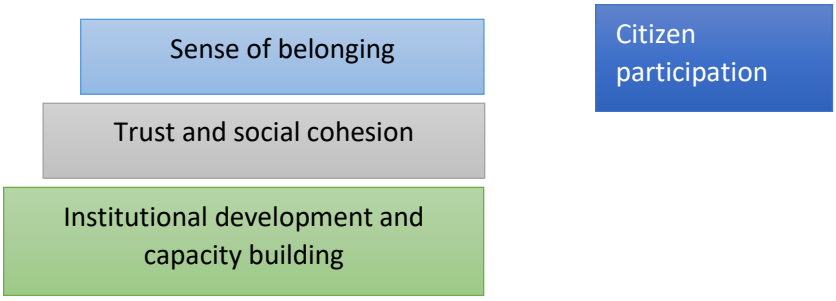


Figure 1: Conceptual research model

2- Research Methodology

The present study is applied research and follows a descriptive-analytical approach. Data collection was conducted using both documentary and field studies. The statistical population consists of all households residing in District 12 of Tehran, based on the latest Population and Housing Census, which estimates a population of 239,000 people (78,506 households). The sample size was determined using Cochran's formula, resulting in 163 respondents selected through simple random sampling.

The data collection tool was a questionnaire designed using the Likert scale, measuring seven key factors and their associated indicators (Table 2). Descriptive statistics such as mean and standard deviation were used for data analysis. In inferential analysis, the following tests were applied:

- Kolmogorov-Smirnov test (to check the normality of data distribution),
- One-sample t-test,
- Pearson correlation test,
- Multiple regression analysis,
- Path analysis.

SPSS and GIS software were used for data analysis.

Study Area

District 12 of Tehran Municipality is significant due to its historical background and the presence of numerous heritage buildings. It also holds political and administrative importance, housing various government offices, embassies, and financial institutions. Furthermore, this district has historically been a center for scientific and academic activities, containing several major educational institutions.

The settlement history of District 12 dates back to the Safavid era, with substantial urban expansion occurring during the Qajar period, when Tehran became the capital. Historical records indicate that most of the district's social and physical development took place during the Qajar dynasty. Due to its rich heritage and numerous cultural, religious, and commercial landmarks, District 12

is often referred to as the historical heart of Tehran. It serves as a major destination for both domestic and international tourists.

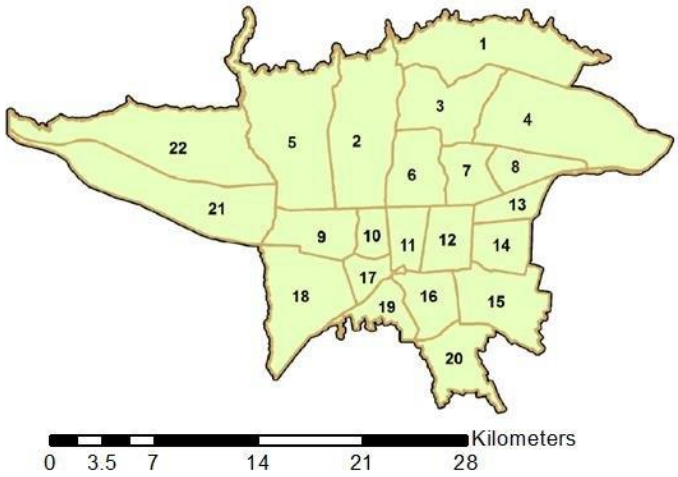


Figure 1 – Geographical Location of Tehran and District 12

According to the 2011 Census by the Iranian Statistical Center, the total population of District 12 was 239,611, consisting of 121,937 women and 117,674 men, distributed across 78,506 households. Another demographic report from 2011 estimates a total population of 240,720 (76,628 households), including 122,141 men and 118,579 women, with a total land area of 1,600,823.5 hectares.

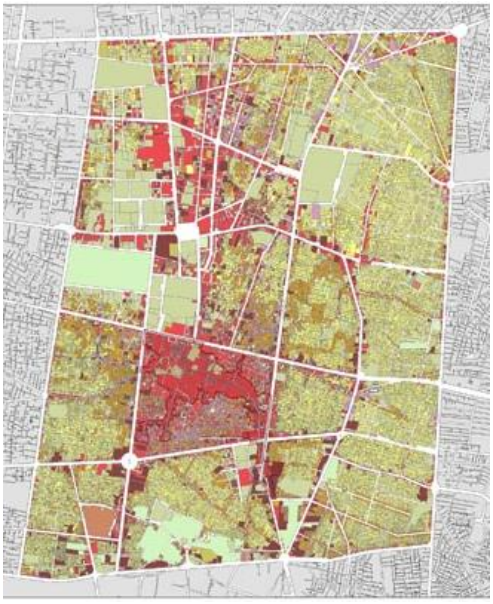


Figure 2 – Land Use Status in

3- **Research Findings**

Descriptive Findings

The descriptive analysis of the 163 respondents reveals the following:

- 58.3% (95 people) were men, while 41.7% (68 people) were women.
- Age distribution:
  - 17.2% (28 people) were under 20 years old.
  - 35.6% (58 people) were aged 20 to 40.
  - 18.4% (30 people) were aged 40 to 60.
  - 28.8% (47 people) were over 60 years old.
- Educational background:
  - 31.1% were illiterate.
  - 33.1% had elementary-level education.
  - 21.5% had middle school education.
  - 12.9% had a high school diploma.
  - 2.5% held a bachelor's degree.
- Income levels:
  - 20.2% earned 5–8 million IRR.
  - 31.3% earned 8–10 million IRR.
  - 28.2% earned 10–15 million IRR.
  - 19.0% earned 15–20 million IRR.
  - 1.2% earned above 20 million IRR.

Regarding participation preferences, respondents expressed:

- Highest willingness to participate in decision-making (mean = 3.72).
- Lowest willingness for financial participation (mean = 2.41).

Table 3 : Respondents' Willingness to Participate in Urban Improvement and Renewal

Type of Participation	Mean Score	Standard Deviation
Overall Participation	3.30	0.620
Decision-Making Participation	3.72	1.11
Physical Participation	3.67	1.31
Executive Participation	3.39	1.32
Financial Participation	2.41	1.26

Inferential Findings

According to Kolmogorov-Smirnov test results, the data distribution is normal, allowing the application of parametric tests for further analysis.

Table 4 – Mean and Standard Deviation of Participation Factors

Participation Factor	Mean Score	Standard Deviation
Overall Participation	2.59	1.20
Supportive Plans & Actions	2.16	1.06
Institutional Development & Capacity Building	2.54	1.09
Trust & Social Cohesion	2.42	1.05
Access to Services	2.37	0.97
Sense of Belonging	2.46	1.19

Correlation and Regression Analysis

The Pearson correlation test indicates a significant positive relationship ($p<0.01$) between citizen participation and its key influencing factors. The strongest correlation is observed between Sense of Belonging and Participation ($r=0.712$).

Table 5 – Pearson Correlation Between Participation Factors and Citizen Participation

Factor	Pearson Correlation (r)	Significance (p)
Supportive Plans & Actions	0.468**	0.000
Institutional Development & Capacity Building	0.485**	0.000
Trust & Social Cohesion	0.615**	0.000
Access to Services	0.455**	0.000
Sense of Belonging	0.712**	0.000

Regression Analysis and Predictive Modeling

To analyze and predict the influence of independent variables on citizen participation, a multiple regression analysis was performed using the Enter method. The results confirm that factors such as Sense of Belonging, Access to Services, Trust & Social Cohesion, Institutional Development & Capacity Building, and Supportive Plans & Actions significantly impact citizen participation in urban renewal efforts in District 12 of Tehran.

The Multiple Correlation Coefficient ($R = 0.817$) indicates a strong relationship between the independent and dependent variables. The Adjusted R^2 value (0.657) shows that approximately 66.8% of the variance in citizen participation is explained by these factors.

Table 6 – Regression Model of Influencing Factors on Citizen Participation

Standard Error	Adjusted R^2	R^2	Multiple Correlation (R)
3.11	0.657	0.668	0.817

According to the F-statistic in the regression model, at a significance level of 1%, the combination of independent variables can significantly explain and predict changes in citizen participation.

Table 7 – Significance of Regression Model for Influencing Factors on Citizen Participation

Source	Sum of Squares	Degrees of Freedom (df)	Mean Square	F-Statistic	Significance Level (p)
Regression Effect	3,070.91	5	614.18	**63.17**	**0.000**
Residual	1,526.28	157	9.72		
Total	4,597.19	162			

Analysis of Factor Impact Intensity on Citizen Participation

Table 8 presents the standardized Beta coefficients (B) for each independent variable. The results indicate that Sense of Belonging has the greatest impact ($\beta = 0.533$) on citizen participation. A one-unit increase in Sense of Belonging results in a 0.533-unit increase in citizen participation.

Other influencing factors, in order of impact, include:

1. Trust & Social Cohesion ($\beta = 0.269$)
2. Access to Services ($\beta = 0.189$)
3. Institutional Development & Capacity Building ($\beta = 0.090$)
4. Supportive Plans & Actions ($\beta = 0.015$)

Table 8 – Regression Coefficients of Influencing Factors on Citizen Participation

Variable	Non-Standardized Coefficients (B)	Standard Error	Standardized Coefficient (Beta)	t-Value	Significance Level (p)
Constant	1.238	0.538	-	**4.30**	**0.006**
Sense of Belonging	0.681	0.070	**0.533**	**9.78**	**0.000**
Access to Services	0.109	0.031	0.189	**3.57**	**0.000**
Trust & Social Cohesion	0.239	0.055	**0.269**	**4.03**	**0.000**
Institutional Development & Capacity Building	0.115	0.075	0.090	**1.54**	**0.004**

Variable	Non-Standardized Coefficients (B)	Standard Error	Standardized Coefficient (Beta)	t-Value	Significance Level (p)
Supportive Plans & Actions	0.011	0.044	0.015	**0.25**	**0.004**

Path Analysis for Direct and Indirect Effects

To examine both direct and indirect effects of the influencing factors on citizen participation, a path analysis was conducted using multiple regression analysis (Enter method).

The results indicate that:

- Sense of Belonging has the highest overall influence (0.533) on participation.
- Supportive Plans & Actions exhibit the lowest total effect (0.112).
- The strongest indirect effects are associated with Supportive Plans & Actions, affecting participation through other intermediary variables.

Table 9 – Direct and Indirect Effects of Influencing Factors on Citizen Participation

Rank	Number of Direct & Indirect Paths	Total Effect (Direct + Indirect)	Indirect Effect	Direct Effect	Independent Variable
1	1	**0.533**	-	**0.533**	Sense of Belonging
2	2	**0.405**	0.136	**0.269**	Trust & Social Cohesion
3	3	**0.268**	0.079	**0.189**	Access to Services
4	3	**0.258**	0.168	**0.090**	Institutional Development & Capacity Building
5	7	**0.112**	0.097	**0.015**	Supportive Plans & Actions

The results of the path analysis illustrate that the Sense of Belonging factor has the highest direct effect (0.533) on citizen participation in the improvement and renewal of deteriorated urban fabrics. This confirms that increasing residents' emotional attachment to their living environment significantly enhances their willingness to participate in urban development initiatives.

Additionally, the factor of Trust & Social Cohesion exerts a strong impact on participation, both directly (0.269) and indirectly (0.136) through Sense of Belonging and Access to Services. This finding emphasizes that trust in local authorities and the perception of social unity among residents significantly influence their engagement in urban renewal projects.

The Access to Services factor also plays a critical role, with a direct effect of 0.189 and an indirect effect of 0.079, reinforcing the idea that providing adequate infrastructure and public services can indirectly promote citizen participation by increasing their satisfaction with the urban environment.

The findings indicate that Institutional Development & Capacity Building has a relatively lower but still significant direct effect (0.090) on participation, while Supportive Plans & Actions exert the weakest direct impact (0.015). However, the Supportive Plans & Actions factor exhibits the highest number of indirect effects (7 paths), meaning that although its direct influence on participation is limited, it indirectly contributes to participation by enhancing trust, access to services, and social cohesion.

Overall, these results underscore the necessity of integrated urban planning policies that focus not only on physical improvements but also on social and institutional enhancements to foster sustainable urban renewal.

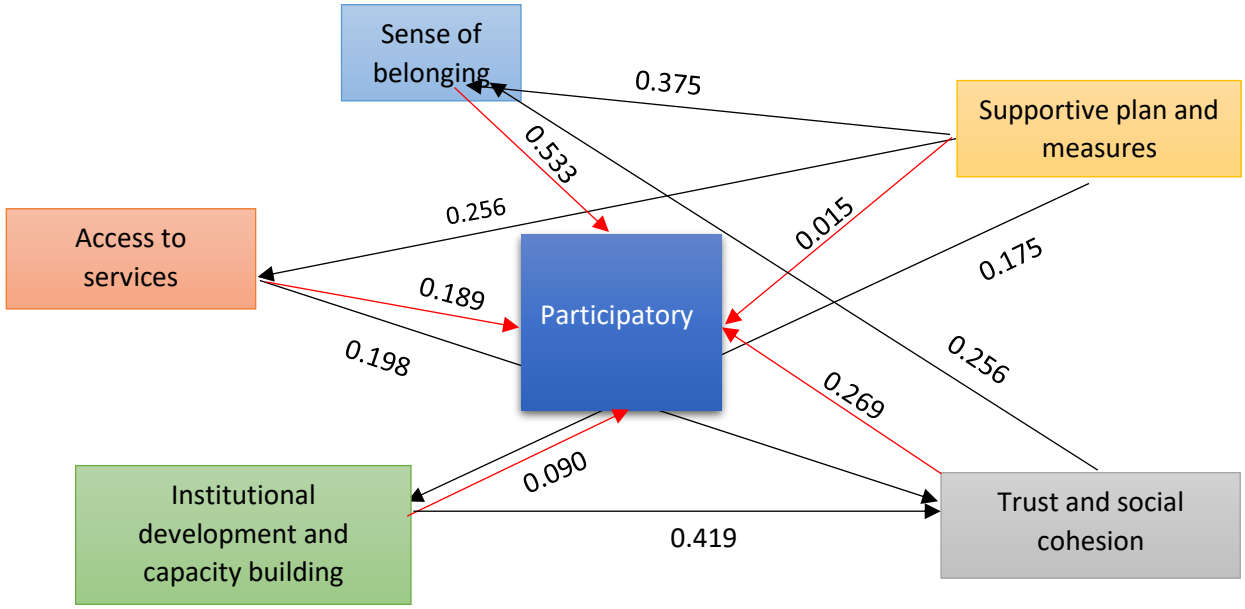


Figure 3 – Path Analysis of Direct and Indirect Effects on Citizen Participation

The multiple regression analysis confirms that the Sense of Belonging factor has the greatest influence ($\beta = 0.533$) on citizen participation.

4- Conclusion

Today, deteriorated and inefficient urban fabrics face numerous challenges that require well-structured urban planning and renewal strategies to prevent their continued decline. Various approaches and theories have been proposed to address these challenges, most of which align with the concept of urban regeneration. However, despite the evolutionary progress of urban redevelopment strategies, many of these approaches fail to fully consider economic, social, and cultural determinants, which play a crucial role in shaping urban renewal initiatives.

In the era of globalization and urban competitiveness, cities strive to create a favorable image to attract investors, tourists, and skilled migrants. In this context, urban branding presents a unique

opportunity, especially for deteriorated urban fabrics. On one hand, creating a positive and recognizable image for these areas can enhance their attractiveness and desirability. On the other hand, a well-established identity and branding strategy can help residents and stakeholders leverage their existing assets and environmental capabilities to meet urban development goals and improve urban livability.

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