Abstract

This research focuses on two issues: the quality of life, as it is one of the international new issues, and the rehabilitation of heritage areas. The research states a way to link them to each other, to form a more comprehensive and a more in-depth approach, to deal with heritage areas. The research also studied the Egyptian experience, through criticizing and analyzing it. This is done to see how to deal with heritage areas through a theoretical study of the guidelines, and also through the project of rehabilitation Kasr El-Nil St., in the central business district in Cairo.

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Keywords: Quality of life; urban design; rehabilitation; indicators.

1. Introduction

As communities and local governments have become increasingly concerned with quality-of-life issues, community indicators have become a widely used tool to measure the quality of life and the progress that is being made towards improving it. Indicators provide a vehicle to understand and address community issues from a holistic and outcomes-oriented perspective (David, DPA, 2002). The quality of the environment in value urban areas such as historical areas is of vital importance. It is one of the main factors that determine the quality of life in the city. There are numerous references to quality of life in

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historic preservation documents, in all types of literature—popular press, academic, and practitioner related works. Quality of life is assumed to be an intrinsically valuable outcome of historic preservation efforts, yet there are not many evident attempts to express this relationship explicitly. It is this implicit, assumed nature that provides the research opportunity at hand: what is the strength of this relationship, expressed in terms of explicit outcomes such as impacts? (University of Florida (UF), 2006) Community indicators allow us to explore the relationship between historic Preservation and quality of life, expressed in terms of explicit outcomes. Community indicators are bits of information that, when combined, generate A picture of what is happening in a local system. They provide insight into the overall direction of a community: whether it is improving, declining, or staying the same, or is some mix of all three (Andrews 1996; Redefining Progress 1997). Indicators for quality of life can be used to conceptualize what constitutes a “good life” or “good society”(Rhonda, 2003). This Research focuses primarily on quality of life and its importance in urban development, rehabilitation in value urban area especially central business district and Indicators which determine and improve the quality of life in value urban area.

2. The importance of the research:

2.1. The theoretical importance:

The theoretical importance comes from the attempt to derive a methodology which concentrates on the quality of life, as an approach for reviving heritage areas. This is because all literature, local and international conferences, agreed upon the importance of linking the architectural heritage to new issues. The researcher sees that the concept of the quality of life, is one of the concepts which has the capacity and efficiency, and helps in setting a complete approach, to fulfill development goals.

2.2. The scientific importance:

It is found in analyzing and criticizing the project of reviving Kasr El-Nil St, as a model for dealing with heritage areas in Egypt.

3. Research questions:

- What is the quality of life and its importance in fulfilling sustainable development?
- What is the importance of heritage areas, their problems, and ways of dealing with them?
- How to benefit from the concept and indicators of the quality of life, to set a methodology to rehabilitation of heritage areas?
- What are the positive and negative aspects of the project of reviving Kasr El-Nil St.?

4. Methodology:

- Forming a database theory of the concept of the quality of life, its indicators, its importance and its role in the development.
- Studying heritage areas, their problems, and the different ways of dealing with them in the Egyptian case.
- Deriving a methodology, which depends on the indicators of the quality of life, as an approach to rehabilitation of heritage areas.
- Evaluating and analyzing the project of reviving Kasr El-Nil St. As a model, for dealing with heritage areas.
5. Quality Of Life:

5.1. Why The Quality of Life is important?

There has been a resurgence of interest in recent years in the issue of quality of life (Qol), and its assessment. This interest comes from several sources in addition to city leaders, including those who are interested in human development, (eg., the UN’s Human Development Index); those interested in social development (eg., The Ontario Social Development Council’s “Quality of Life in Ontario” project); those interested in sustainable development (eg., Hamilton-Wentworth, Seattle); those interested in healthy communities (eg., Pasadena, Ontario Healthy Communities Coalition) and those interested in municipal governance (eg. Jacksonville Community Council, the Federation of Canadian Municipalities). In other words, quality of life is important because a lot of people and organizations from many different sectors are paying attention to it and trying to measure it (Trevor,2000).

The renewed interest in QoL reflects a number of concerns, including:

- recognition, in the development sector that development is not just about economic development but about social and ultimately human development.
- recognition, on the part of the environmental movement that if development is to be environmentally sustainable it must also be socially sustainable and contribute to an improved quality of life;
- an interest in the livability of cities, reflected in numerous reports that measure - or purport to measure and compare the livability or quality of life of cities. This may be linked to a concern with the impact of urbanization and suburban sprawl on the quality of life of individuals and communities;
- recognition, that it is not just the length (quantity) of life that counts, but the quality of life. In the health field, this has led to the development of various indicators (such as the disability-free life expectancy or quality-adjusted life years indexes) that seek to integrate both length of life and quality of life (Trevor,2000).

5.2. What is “Quality of Life”?

In the ordinary everyday world, we would probably agree that quality of life means different things to different people. It is highly subjective. However, academics and policy makers have taken the view that it is possible and desirable to try to measure the core factors that most importantly contribute to a good quality of life for most people. The interest in quality of life, is increasing and its part and parcel of a growing awareness that it’s important to take a broad rather than a narrow view when any kind of social or physical improvement is being thought about that aims to benefit people, (Adrian,2002).

5.3. Definition of quality of life:

While there is no consensus as to what quality of life is, several definitions listed below provide an overall sense of what is meant by the term:

- “The degree to which a person enjoys the important possibilities of his or her life” (Centre for Health (Promotion, University of Toronto)
- “The products of the interplay among social, health, economic and environmental conditions which affect human and social development”, (Ontario Social Development Council)
- “... A feeling of wellbeing, fulfillment or satisfaction resulting from factors in the external environments” (Jacksonville Community Council)
- “A popular expression that, in general, connotes an overall sense of wellbeing when applied to an individual and a pleasant and supportive environment when applied to a community.
Quality of life is a global outcome that is highly valued by all populations” (Healthy People 2010, Draft Objectives). (Trevor, 2000)

Quality of life is a term used by government synonymously with sustainable development, because it is felt to be more easily understood by the general public. (DETR, July 2000, Local Quality of Life Counts, p 5)

The concept of the quality of life includes the quantitative and the qualitative criteria on the individual and society levels. The qualitative criteria on the individual level are: (Satisfaction about life, feeling happy, …), whereas on the level of the society: (The ability to participate and to have affected, the amount of correlation between the person and the individual and society, ...). On the society level, (measuring the environmental, economical and social status, ...), Thus the quality of life can be considered two-dimensional matrix. It is clear in the table no (1-1).

Table 1. The elements of the quality of life. Sources; Jones, A. (2002) A Guide to Doing Quality of Life Studies, University of Birmingham

<table>
<thead>
<tr>
<th>Personal/ qualitative (Feeling)</th>
<th>On the individual level</th>
<th>On the society level</th>
</tr>
</thead>
<tbody>
<tr>
<td>How the person feels towards himself and his status</td>
<td>How the person feels towards his society, and his ability to participate and affect the decisions of the society concerning the quality of life.</td>
<td></td>
</tr>
<tr>
<td>Objective/quantitative (Cases)</td>
<td>The professional cases like education.</td>
<td>The economical, social, environmental, cases, and the governmental efficiency.</td>
</tr>
</tbody>
</table>

A comprehensive definition for the term “quality of life can be deducted from all the above, and research can adopt it: The quality of life is the outcome of the interaction between the social, economical, constructional, and environmental cases which affect Man (Mostafa, 2008).

5.4. Quality of life studies:

Quality of life studies used to be pretty narrow – focusing on one subject but ignoring linkages with others. A literature review around the topic of “quality of life” (Riseborough, 1997) identified three interesting aspects:

- Quality of life studies and the search for refined indices fell out of favour in studies on urban and rural areas in the UK after the 1970’s, but interest in how to research and understand these subjects increased in other countries.
- Quality of life has been particularly popular amongst medical researchers Internationally. However, the approach they take tends to have a narrow health-focus and excludes other possible determining factors. Interest in understanding the relationship between quality of life and health has also grown in the UK, but it also tends to overlook relationships with other factors, such as, the built environment.
- More holistic approaches to develop fuller and refined approaches to understanding and measuring the quality of life developed particularly in north America and New Zealand and these take into account a wider range of factors.

Overall then, when we are talking about the quality of life there are differences in terminology and approach, but there is a broad tendency to use a conceptual framework to describe it which is based on the idea of having a map of main indicators that are classified under headings called domains. Moreover
that once these fundamental frameworks, have been established, there is agreement that quality of life can be measured (Adrian, 2002).

5.5. **What is the appeal of quality of life's indicators?**

When used as a system, they hold much promise as an evaluation tool. What makes indicators any different from other measures of aspects of places, such as job growth, per capita income, or housing prices? The key is developing an integrative approach – one that considers the impacts of change not only in economic terms, but also the social/cultural and environmental dimensions. A community indicators system reflects collective values, providing a more powerful evaluative tool than simply considering the economic of change and growth, (UF, 2006)

Overall then, when we are talking about the quality of life there are differences in terminology and approach, but there is a broad tendency to use a conceptual framework to describe it which is based on the idea of having a map of main indicators that are classified under headings called domains. Moreover, that once these fundamental frameworks have been established, there is agreement that quality of life can be measured (Adrian, 2002). Theoretically, a reading of the measurement of the quality of life for a group of people can be taken, in a certain period of time, then another reading is to be taken after a certain thing happened or a certain interference to improve the quality of life or part of it, for example, educational improvement, health condition, or various element combined.

Fields differ according to the difference of cases. There is a common denominator between the four main fields, the economical, social, constructional, and environmental, there are a number of indicators to measure the required targets.

6. **Rehabilitation Heritage Areas:**

Advocates of rehabilitation policies emphasise the importance of a comprehensive and integrated approach to planning for older areas, and especially the need to consider complete conservation/rehabilitation areas, not just individual buildings. Of course, particular buildings of special historic and/or architectural interest should be preserved as part of the overall scheme, but the real focus is on the activities and uses of the buildings taken as a whole, and the need to upgrade selectively and adaptively (S.Cantacuzino, 1987). This rehabilitation approach raises a variety of crucial issues and questions(Steinberg, 1996).

6.1. **Political aspects**

- How can political support be generated and maintained?
- How can a national policy in support of conservation and rehabilitation of urban heritage be established?
- How can the affected population participate in the formulation and execution of conservation and rehabilitation schemes?

6.2. **Cultural aspects**

- To what extent can the rehabilitation of historic housing areas and monuments contribute to the strengthening of indigenous cultural traditions and forms?
- What is the role of the historic city centers and of monuments, their physical characteristics and their social life in the local (or national) culture?
Can historic monuments and city centers become an area of special tourist interest?

6.3. Social aspects

- How can the poor, who generally comprise a majority of those living in the historic housing areas, participate effectively in the rehabilitation process?
- How can the community of low-income residents be retained in the face of changing land uses and values?
- How can low-income residents be protected from the impact of "gentrification"?

6.4. Economic aspects

- How can urban rehabilitation be financed?
- What mix of private and public resources, i.e., public-private partnerships, should be used?
- How can older land uses and activities compete with new ones?
- What happens when land values and/or taxes increase?
- How can the contribution of the older area of the urban economy be consolidated?
- Which economic role can the tourism play in this context?

6.5. Urbanization aspects

- How can the urban pattern and tissues of the historic city areas be preserved in the face of necessary upgrading and land use changes?
- Can the historic quality of the mixed-use environment be adapted to modern conditions? (Steinberg, 1996)

7. Heritage Areas in Egypt:

Heritage areas, are those areas known with their historical construction and architecture, whether they were constructed in the ancient, different periods like the Islamic or Coptic ages, or those which were constructed in modern periods like the nineteenth and the twentieth century's.

These areas are known with the following:
- Archaeological and heritage buildings.
- The pattern of streets, squares, and gardens.
- Activities and services which are suitable for these areas.

The heritage areas and their surroundings, must be considered as, whole indivisible, groups, with their squares, gardens, and streets, as the balance among its parts depend on the nature and coordination of its elements. The kind of activities these elements, are a main part of their constructional and the architectural heritage. Thus, the kinds of trade, crafts, and industries, are an important part of heritage and social considerations, which must be maintained and supported in the heritage areas according to the international conventions, in the field of maintaining the architectural heritage (National Organization of urban harmony (NOUH, 2010)). These landmarks are considered criteria through which the borders of heritage areas are determined on cities maps, until they are credited by the specialized systems on the government level.

The concept of Heritage areas is limited to the areas which include heritage buildings with significant nature and history, but the antiques law does not apply to them. Since these buildings are characterized with distinctive heritage properties, they must be maintained in appropriate ways. Islamic Cairo is one of
the examples of heritage areas, UNESCO declared that it is an international protected heritage area, as it is the greatest example of constructional and heritage mixture, working up till now (NOUH, 2010).

8. Reasons of heritage areas deterioration in Egyptian cities:

There is no plan to maintain heritage areas in Egyptian cities, to protect them from deterioration and Urban sprawl, which lead to the great damage, deterioration, and destruction of many distinctive heritage buildings, on the local and international levels. Example what happened to historical Cairo area, “The Khedive Cairo”, which is well known in Downtown, and Garden City, which the UNESCO recorded an international heritage. Alexandria too was deteriorated in the Turkish residence, where many parts were destroyed; also some buildings downtown in Alexandria were destroyed. They are known as the European residents. There is also deterioration in the historical core in Rasheed, where a lot of historical and heritage buildings were destroyed, and the remaining historical buildings were scattered and unrelated to each other and to the old constructions, which represent downtown. Thus, the most important landmarks in Rasheed were destroyed. Some of these buildings lost their cultural value, their material effect on the touristic development, (Amr, 2006).

In spite of these negative aspects, a lot can be done to save the rest of the heritage residences in Egyptian cities. This can be done through making development plans, maintenance, renovation of the rest heritage buildings. Residences and heritage streets can be rebuilt in some special cases. That happened in many European countries, such as Germany and Poland, which were destroyed during the world war two. Their buildings and streets were rebuilt. That had a distinctive cultural effect, and tourism flourished.

The heritage areas are dealt with as follows:
• Documentation and registration.
• Classification and setting priorities.
• Setting protection and maintenance regulations.
• Executing protection projects.

The main criteria, which determine the priorities of maintaining heritage areas are:
• The age of the region.
• The nature of constructions.
• The condition of the buildings in the region and the possibility of rehabilitation and using them economically, This specifies the priorities for dealing with these areas and sets a first priority and a second one (NOUH, 2010).

9. The classification of heritage areas:

• Distinctive heritage areas, which has complete sketches we must keep. These areas are known for properties which must be kept and protected.
• Public squares with high historical and constructional value, which is affected by city sketches and affects it.
• A complete street with a distinctive Urban look and nature in heritage areas.
• A group of buildings which are integrated with each other in a distinctive construction. They have value on the levels of the street, the area, or city. In this case, these buildings can be treated in a special way, and the rules of preserving heritage buildings apply to all of them, and to their surroundings directly, even if there were other unclassified or unrecorded buildings in this range, (NOUH, 2010).
10. Ways of dealing with heritage areas with value:

The heritage areas can be dealt with as follows:

10.1. Protection and rehabilitation scheme:

- Preservation and rehabilitation processes of heritage buildings. This is considered the most important factor of protecting heritage areas.
- Protecting the construction, which is represented in the division of lands and streets net.
- Preserving the components and the natural properties of the area, like beaches, rivers, or Man made things such as public gardens.
- Respecting historical streets to preserve the construction. New streets must not be opened, and the existing streets must not be widened, so as not to destroy constructed heritage buildings. This is against the principle of constructional and architectural preservation.
- Setting urban perceptions, including traffic courses, and possibilities of dealing with free lands, with the possibility of designing such constructional places, and improving their performance, this is according to the determinants of planning and urban design of the area, and to the their role in the city and the interrelationships with other cities. The possibility of fulfilling the requirements of the population must be studied. Economic activities, which are suitable for the nature of the heritage area, must be strengthened.
- Studying ways to improve the traffic and pedestrian, and the possibility of making one way direction traffic, in narrow roads, or prevent parking. Cars could be prevented from passing through the roads less than 4 meters wide. Ambulances and fire cars are allowed to pass. Traffic can be eased through opening some roads for cars or walking people, to ease the constructional support in old areas. This could be done minimally, so as not to harm the historical nature of these areas. All this should be done by experts in architectural heritage.
- Setting architectural determinants for new buildings, or buildings which are rebuilt in the area. Protection and preservation plans must be discussed with executive institutions, and the local community, then executive plans are set, (NOUH, 2010).

10.2. A sustainable rehabilitation and development plan

Heritage areas have a main role in constructional and economic development, especially in the field of touristic development, besides skills and crafts development. Thus, these areas must be developed to play its role in the development. This is done also to fulfil the following:

- Developing production areas, in a suitable way, besides providing jobs to elevate the standard of living.
- Specifying empty lands, and ways of using it (plan of using lands), to be used a way to benefit the area and increase production efficiency.
- Sharing development with NGos, to spread public awareness of the importance of the area and of preserving it, so the NGos handle preserving operations, and to be the link between high administrative authorities and citizens.
- Determining touristic capabilities, and develop them to serve the society, in the first place, and to attract tourists, through the construction of private and public projects, which attract tourism and generate the necessary profit to raise the income level of the area (NOUH, 2010).
11. Quality of life approach to rehabilitation of heritage areas:

The result of this research is that: the concept of the quality of life is the outcome of the interaction between the social, economical, constructional, and environmental statuses which affect Man, and that the supreme target of any developmental process, or any constructional project, is Man. One of the recommendations of international, regional and local conferences, is a necessity of linking the issues of preserving the constructional heritage, to contemporary international issues. From the previous discussion, it is clear that the quality of life has an important role in development, this represents the suggested intellectual framework of setting a methodology to revive heritage areas, this methodology depends on two main elements: Man, and indicators of the quality of life.

The first element: Man:

Man, or stakeholders, must be the focus of interest concerning active participation in the stage of determining problems and capabilities, setting indicators to determine the gaps, trying to set a future view, besides setting clear indicators to measure targets, execution stage, and setting indicators to follow-up the project. The researcher suggests that they should be classified as follows:

Table 2. This table is to clarify stakeholders, or development partners; Source: Author

<table>
<thead>
<tr>
<th>Population</th>
<th>Activities and Services</th>
<th>Tourism</th>
</tr>
</thead>
<tbody>
<tr>
<td>Permanent residents</td>
<td>Employees</td>
<td>A local tourist</td>
</tr>
<tr>
<td>Temporary residents</td>
<td>A Current investor</td>
<td>A foreign tourist</td>
</tr>
<tr>
<td>Visitors</td>
<td>Future investors</td>
<td>Future tourists</td>
</tr>
</tbody>
</table>

It is noticed that in this classification as future stakeholders are put into account. For instance, performing studies and questionnaires about what the tourist, who has not visited the area yet, wants to see in it. This leads to have attraction points, which elevate the development level. This is called willingness to pay. It predicts the intangible expected benefits for different categories of beneficiaries.

The second element: Quality of life indicators:

Fields differ according to the difference of experience, but they have something in common in four main fields: The economical, social, constructional, and environmental fields. There are some indicators under each field, to measure the required targets.

- The economical field: It aims at increasing production, and the individual income, and also decreasing the rate of unemployment.
- Social field: It aims at elevating the population’s social and cultural level, through providing goods and the required services.
- Constructional field: It aims at setting a material framework, which includes social and economic planning through planning land usage (services, housing, activity), to fulfil the quality of life.
- Environmental field: It aims at balancing development operations, with its (economical, social, and constructional) dimensions, and the environmental resources.
12. Kasr El-Nil St. Development Project

The typical project for improving the urban coordination of Kasr El-Nil St., which made a new urban formulation the area. This formulation is compatible with the vision, and field of work of the national organization for urban coordination.

The concept of development, concentrates on the idea of preserving the historical nature of the street, its buildings, and spaces, as one of the elements of the traditional centre of Cairo. In this development, squares and constructional spaces are reformed and coordinated, with emphasis on their civil, architectural, cultural, touristic, and entertainment nature, besides the development of the activities which distinguish them. The concept of development also depends on developing plastic and technical properties of the street, and on removing visual distortions which prevails in the area (NOUH, 2010)
4-1. Historical Background:
One of the oldest streets in Cairo.

Fig. 3. The street starts from Tahrir Historical Graduation; Source: Author

Fig. 4. Legend; Source: Author

12.1. The distinct character of the buildings

Fig. 5. (a) Mohamed Fareed square (b) Bahlar & Sednawy Buildings (c) Central Bank Building and (d) Gropy & Eastern Insurance Building; Source: Author
12.2. Problems

Infringement on buildings

Fig. 6. Architectural Type & Existing Styles; Source: Author

Fig. 7. Construction roles violation led to a change in the form of the building; Source: Author
Fig. 8. Construction in the corridor between closer; Source: Author

Fig. 9. Construction on the pavement; Source: Author

- Sun blockers are used in different shapes
- Closing the balconies different materials such as metal and wood
- Air conditions are placed randomly

Fig. 10. Violations of the façade; Source: Author

- First floor balconies disappear behind shops banners
- Negligence in ornament and lack of attention to restore
- Usage of odd color in the storefront that doesn’t match with the original color of the building
12.3. Proposed project
Fig. 11. Overview of proposed project; Source: Author
12.4. Evaluation of Kasr El-Nil St. Project:

The positive aspects of the project:
- The project was one of the first projects of the national organization for urban harmony. This project was done to apply the policy of the organization in dealing with valuable areas.
- The project showed how to deal with such projects.
- About 4 buildings were built on the street level, except for shops.
- Some companies, which owned "a number of buildings in the area," were interested in developing their buildings on their own accounts.

The negative aspects of the project:
- Stakeholders in the area did not actually participate in specifying the issues and problems of the present situation; they also did not participate in setting a suggested view of development.
- There was no strategic plan for development of the street on the city level or on the central region as a whole.
- There was no interest in the economical, social, and environmental dimensions of the area, which lead the project to be only a constructional project.
- When the stakeholders did not participate in the project from the beginning, and when they were not informed of the importance of the project, they have become an obstacle in the execution of the project, they did not help in its success.
- Shop owners were not aware of the importance of the project, and the importance of the area, and this made them refuse to make their shops adhere to the original nature of the building.
- The project did not study the activity element, on a wider range in the area, it was only interested in improving the current situation.
- There was no coordination with other competent authorities, like local systems, roads and traffic department, which lead to the existence of obstacles in the way of the project.

13. Conclusions

- Admitting that the development of the heritage areas must include the economical, social and environmental dimensions.
- Development of progress methodology according to the new issues, like the quality of life, which gives more positive results, as the target of any development is the progress of the quality of life for Man.
- The indicators of the quality of life, give quantitative and qualitative information, which measure the quality of life in heritage areas of stakeholders and beneficiaries of the heritage area. These indicators are used in determining the issues, and the problems of the present situation, they are also used in setting a vision for development and pursuing its execution, as these indicators are observation, measuring, analyzing, and pursuance tools.
- Interest of sharing stakeholders of different interests, in different planning stages, gives better results.
- Putting future stakeholders into account, and making questionnaires which clarifies their ability to pay, gives a more comprehensive view.
- Valuable areas must be developed within the framework of a strategic plan suitable for the city.
- The interest in the information dimension, and increasing the awareness of different stakeholders in the area, pushes the project and helps in its execution.
- Laws, although they are important, are not enough to fulfil results, this happens through the interaction between all the parties responsible for the project, such as experts, executives and stakeholders.
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