Development of Authentic Traditional Neighborhoods to Achieve Quality Of Life

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ABSTRACT

Quality of Life is a perceived entity rather than a reality by itself. Quality is an intangible manifestation of either an intangible or a tangible entity and exists almost always attached to an entity that both defines and anchor such quality. This includes spiritual and physical aspect. In aspiring to improve the quality of life, sometimes drastic changes are made to the context of the city, destroying the very essence in which the character of the city is based on.

The research discusses the possibility to reclaim deteriorated urban form of the traditional places through quality of life based on a comprehensive and integrated study framework to achieve the derived principles of New Urbanism, quality of places, visual quality, and conversation of architectural heritage. One of the important streets that have unique architectural style will be presented and reviewed as a case study, Al-Ahram Street, Heliopolis-Cairo. The research discusses the problems facing this traditional street and the application of the principles of quality of life leading to a set of recommendations to enhance the quality of life.

Key words: Traditional Places, Quality of life, Quality of Urban Space, New Urbanism, Identity, Visual quality.