A small City Rebranding: Another View of the Territorial Marketing

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Abstract:- In the past few years, the process of urban design has been criticized for its definitions, ideas, steps, and interactions with other fields. Local governments' plans for urban development often don't turn out the way people thought they would. This literature review study tried to figure out how the development of a city's identity is affected by the process of redesigning the city. Different studies from reputable journals and online data bases were looked at to find out how urban planning and urban design relate to each other and how this affects the process of re-designing a city or place for the development of the identity of a Local Government Regional Unit, with Kozani, Greece as a case study. The study found that the connection between urban planning and urban design is often misunderstood and seen as unclear. Even though urban design was made to connect urban planning and architecture, there may still be a gap between the two, especially on a theoretical level. From a practical point of view, the study wants to look into the criticisms that have been made about the theoretical goals of urban planning. It fills in the theoretical gap in the field of urban design, both in the process and in relation to urban planning. It looks at why such criticisms are made and what can be done to close the theoretical gap in urban planning.

Key-Words: - City redesigning process, development identity, Urban planning, and Urban design.

1 Introduction

1.1 Background to the Study

During the modernist era, the discipline of urban design grew out of the way city planning and architecture related to the city. Planning was more about coming up with "one-size-fits-all" solutions for the city, while architectural ideas were more about the buildings themselves and less about how they interacted with the public realm [1]. Both urban design and urban planning have their roots in architectural theory and have grown as their own theories have been developed. Literature often promotes the idea that urban designers shape the city. However, the balance of power in the city's institutional structure doesn't support this theoretical premise. Despite the fact that urban designers are increasingly concerned with users' everyday requirements and fixing concrete issues, residents do not regard them as decision makers. Because urban planners work at the highest levels of policy formation, they are seen as having the authority to make choices concerning the city [2].

Even though both urban planning and design try to make cities look good and have good quality, the link between the two fields is still not well understood in

theory. Working in the same area helps make a high-quality urban product because the two professions can talk to each other [3]. This means that urban planning theory should be able to use information from urban design theory, which is not the case right now. This study tries to figure out why many projects don't turn out the way they were supposed to. Cities face a lot of problems when they try to create good urban design that follows the principles and goals of urban design theory.

1.2 Purpose of the Study

This study's goal is to look at a number of gaps, such as the difference between urban design theory and practice in terms of how the process was criticized in theory and how it worked in practice. It also looks at the differences between urban design and other fields, especially urban planning and architecture, with urban design claiming to be a bridge between the two. Lastly, it looks at the gap in terms of how it affects practice, noting both the current scientific gap and things that need to be fixed.

1.3 Significance of the Study

This literature review study renders a significant contribution to knowledge about the importance of city redesigning process of the development identity of a Local Government Regional Unit.

2 Literature Review

2.1 Historical Background of City Redesigning

Prior to the fourteenth century, urban design was discussed within other subjects of townscape and city planning rather than in its current form. Urban design is, in fact, the art of the city, although this definition hasn't been heard since the mid-sixties, when it was discovered to be a systematic discipline taught in American institutions. The Modernist movement began in the 1960s as a response to the city's impacts of the industrial revolution; yet, Modernism needed individuals to fit into architects' ideals. In addition, users were unable to adjust to the new settings designed by architects since the new settings did not represent how people really acted. As a result, such areas ended up being alienated and ruined estates where only a small number of people want to stay. During the whole of the Modernist Era, the grid,

hierarchies, international style, large-scale engineering, automation, and technology were all used to produce life and order. The norm was comprehensive development that matched expansion. A return to everything that is human size was unavoidable as a result of such an approach, which was rejected as a philosophy and resulted in the destruction of the public sphere [4], [5], [6].

The public realm, which was formerly considered to be nothing more than the space in between buildings and not the structures themselves, has recently been the center of attention due to the increasing complexity of activities, the increased population density, and the allure of the sites. It is possible to trace the origins of paying attention to design at the urban scale back to the 1930s or 1940s at the Harvard University Graduate School of Design, which helped to instruct architects in an urban-minded approach. This was the beginning of the urban design movement [7]. [8]. This strategy demanded a more deliberate interpretation of public space, one that acknowledges the many different multidimensional categories, personalities, and audiences that occupy public spaces inside cities. In addition to identification codes, realm culture, expressive arts, and talents, it defines architectural, historical, cultural, and aesthetic qualities that need to be comprehended, planned, and utilized in the current experience. These qualities are a part of what is referred to as the "current experience."

Jose Luis Serte, Dean of the Harvard Graduate School of Design, came up with the term "urban design" in 1953. This was after a series of conferences held from 1956 to 1970. [9]. Since then, Serte's first vision has become the reality of urban design, which takes into account a wider range of social, economic, and political factors [10]. This is seen as part of the process that leads to cultural and aesthetically pleasing forms. The people at the conference seemed to want to find a way to bring together the philosophical differences between the "art of building," like in architecture, and the "systematic nature of planning," like in urban planning. They thought that a new field could fill the gap between planning and architecture. The term "urban design" became popular in the 20th century, but it has been a part of design theory for hundreds of years. It was seen as a separate activity from architecture, planning, and civil engineering, which is how the term "urban designer" came about [11], [12], [13].

Stavros Kalogiannidis, Stamatis Kontsas,
George Konteos, Fotios Chatzitheodoridis

In 1960, planning and architecture became separate fields. Planning courses at universities focused on how to use land and social and economic issues, while architecture courses focused on building design. The design of public space was a job that both planning and architecture should have done, but neither of them did. This left a gap that urban design filled.

Theodora (2020) says that urban design theory is an extension of the architect's imagination or a result of planning practices that haven't connected with any major theory in economics, social and political science, geography, psychology, or the humanities [14]. After looking into different approaches to urban design, this result was found. In the 1990s, urban designers in a field that was changing were worried about things like sustainability and being compatible with or responsive to the environment. In addition to making cities that people can live in, urban design also looks at the effects of cities on the environment and climate change, the quality of the air, how energy is burned, green transportation, water resources, and water purification. Also, experts think that sociability is one of the most important parts of urban design, and the social aspect is still an important part of the study of urban design [3], [15].

2.2 Importance of Urban Planning
Urban planning is the art of making sure that cities and towns have a shape, design, and structure. It involves a lot of steps, like planning and designing buildings, transportation networks, public spaces, and great amenities. In recent years, it has become a very important skill, as cities have become more crowded and resources have become scarcer. In light of the ongoing worries about global warming and environmental disaster, it is important to act. Urban planning is important because it helps people find ways to use land and infrastructure in the best way possible. It began in ancient Rome, when there were less than a million people living there. The government has decided that urban planning is the best way to deal with problems in different cities [2], [16], [9].

Overcrowding, bad sanitation, and pollution have all contributed to the rise in health problems caused by urbanization. Because of how cities were built in the past, it was hard for people to live, walk, or use public transportation. In 2010, more than half the world's people lived in cities for the first time. At the time, the United Nations thought that by 2015, there would be 358 cities with more than a million people and 27 megacities with more than ten million people. This will be hardest on the developing world. Because of this, urban planning has become important. It's also important to know why urban planning is so important in today's world, especially when it comes to making changes to cities or towns [17], [18].

2.2.1 Helps the Cities to Grow
The number of people living in cities in emerging countries is growing quickly because there are more jobs and better educational facilities, among other things. If there are a lot of people, there needs to be some planning ahead of time, so the government should always be ready. This will be done by taking into account a number of things, such as the needs of the people, the growth of infrastructure, and the best way to handle emergencies. Through urban planning, the city would have a plan to use its resources to grow its economy and make it easier for people to live there. Urban planning not only makes it possible to build more homes, but it also makes sure that transportation, health care, and the legal system are all in good shape. So, the city will grow quickly without hurting its economy or the people who live there [19].

2.2.2 Improves Quality of Life
When someone moves to a city, the first thing they think about is how good life is there. The other two problems are finding a job and finding a place to live. Even though living costs are higher, there are a lot of options. To make things easier, the city manager has to set up laws and rules about how land, public spaces, and infrastructure should be used. Because more people are moving into nearby towns, the city government is building a lot of interesting places in the city. Due to the steady rise in the number of cars, the government is also constantly changing the rules about driving. All of these things are meant to make people's lives better.

2.2.3 Predict Disasters
The world and its people are facing big problems because of global warming. Those in charge of running a city must find out as soon as possible about natural disasters. They are trying to predict all of these kinds of disasters so that they can make long-term plans and then carry them out through short-term actions. They protect people and tourists from

all the possible crises the world is facing right now. Only through urban planning has it been possible to cut down on risks for everyone's benefit [20], [9], [6].

2.2.4 Positive Impact on Economy

We all know that as cities grow, so do their needs in terms of money. How well a place's features are marketed to the global market using different, effective marketing strategies is a big part of how well its economy does [21]. One of the most important parts of urban planning is the financial measure, and if it isn't done right, it will have a big effect on the city's economy. It fills a growing number of jobs and brings down the cost of living. Cities are now facing a huge problem: people are leaving because there aren't enough jobs and it's too expensive to live there. The growth of nearby rural areas is also part of planning for cities. It does everything it can to better develop and use rural areas so that economic growth in the city can be sped up [22], [1].

2.2.5 Promotes Safety and Improved Standards of Living

Urban planners make sure that people live in a safe and healthy place by following the recommendations of the World Health Organization. They tell people to pay attention to how they live. The government makes the environment better by giving older people enough space in the public park to exercise and relax. They take care of machines that collect trash and unwanted items to keep the city clean and safe for people to live in [22], [11].

2.2.6 Promotes Development of the Nation

According to UN statistics, by 2050, more than 3 billion people would have moved to cities throughout the globe [23]. According to Pugalis, 2014, further urban population increase might have serious consequences for biodiversity [7]. Every nation is attempting to reduce the environmental effect of rising urbanization. The management is increasing the number of trees planted. They are boosting public awareness among residents to encourage them to take public transportation [24].

2.3 Nature of City Redesigning

Some of the most essential areas of city resigning are explained below;

2.3.1 Sidewalks

The front entrance to the city is a sidewalk. They are a public gathering place, including areas for dining, exercising, and resting, as well as animals, vegetation, and even micro-businesses. As cities become less car-centric and more people-centric, it is important to focus on diversified strip of space we call the "sidewalk" play a more active role. In the face of climate change, sidewalks may transform into permeable strips of land, allowing for more robust flood response. They might serve as extensions of our cultural institutions and art museums, allowing them to expand beyond their confines. Concrete jungles might be transformed into urban sanctuaries and profitable farms by converting sidewalks into green belts. Sidewalks are two-dimensional democratic strips that, because to their size, may be a major element in how we construct urban life [25], [26]. [27].

2.3.2 Investing in the Future

Cities are still primarily designed and created in the same old methods, despite the introduction of fast-moving technology that continuously challenges and transforms the way people live in the different surroundings of the city. Local governments may imagine all the great locations and experiences in the world, but until local governments develop how cities are designed, the performance of such cities will continue to fail in terms of competing with other modern cities across the globe [28], [8], [27].

Cities and Streets that are more fun to play in are always designed basing on modern designs that support different people based activities and infrastructural development. Researchers argue that modern designs of cuties mist focus on supporting fun making entities since thus helps to abstract huge population which in the long run has a big impact on the strategic development of the city and its dwellers [8], [29].

Cities are generally getting denser than ever, yet despite the fact that density creates ideal circumstances for alternative transportation, cities are still constructed largely with vehicles in mind. It is important motivate and incentivise people to adopt car-free modes of transportation majorly by designing cities in a manner that supports walkability and safer cycling experiences.

Adding more sidewalks isn't the only way to make cities more walkable, which is a way of thinking that still puts cars first. For a city to be walkable, the

whole transportation and urban infrastructure needs to be rethought, with people coming first and cars coming second. Creating denser, more mixed-use neighborhoods that are walkable; putting more emphasis on green public spaces for gatherings instead of huge parking lots; better integrating bike storage and building protected bike lanes; putting art and street lighting along major walkways to get people to walk more; and lowering speed limits in areas with a lot of pedestrians to make walking safer and more enjoyable [30], [31].

Redesigning cities could teach us a lot about stopping climate change and making the world more sustainable. Because people are moving into cities in more and more places around the world, sustainable cities and climate change have become major global issues. Cities play a big part in climate change because they use 78 percent of the world's energy and release more than 60 percent of its carbon dioxide. Half of the world's people live in cities right now. Since more people will be moving to cities for a long time, local governments must focus on urban solutions. Last year, world leaders met in Paris to make a plan for protecting the environment. They have promised to keep the average global temperature rise from pre-industrial levels to well below 2 degrees Celsius. Smaller, self-contained cities might be worry-free from the start, which would make them more fun and easy to live in. They offer a good choice that keeps farmland and forest areas intact [32], [1], [33].

2.4 Kozani Urbanism in Greece

When climate change and sustainability are taken into account, local solutions like Kozani City and traditional towns in Greece can teach us a lot about how to plan and build cities that are more sustainable.

High-quality public spaces and active communities are important to the quality of life in a city, but most newly built cities lack a sense of public value and presence. On the other hand, Greece's historical cities are known for their great social amenities and very sustainable architecture. The most important things about urban Greece are a small population, a wide range of jobs, and a good quality of life [9].

Because the houses are close together, there is more space for public areas. Because of how the streets, buildings, and courtyards are set up, the inside temperature is kept at a comfortable level all year without the use of fuel or electricity. The way Kozani

is set up, both physically and socially, makes it easy for people to share land and resources. In the last few decades, many places have changed so much that it's hard to remember what they looked like before. The roads have been made bigger, and cars now get to go first. People on foot have been pushed to whatever little space is left, which encourages people to use cars that run on oil [34], [35], [27].

Random urbanization has led to the growth of cities and towns based on western ideas of growth, with modern concrete high-rise buildings and wide streets built for speed. Without the careful planning that used to be a part of Kozani city, Greece's cities are spreading all over the country and eating up natural resources at an alarming rate. The new urban areas are not yet built up. This has already caused a disaster for the environment and can't keep going on like this. As a whole, developing countries tend to care more about economic growth than preserving their past.

In its rush to catch up with the emerging world and follow western ideas of "growth at all costs," Greece could lose its thousands of years of culture and history, including its urban design. Greece needs to find out how much its intangible cultural assets are worth if it wants to build a strong and stable civil society. Human-centered design is needed to protect the rights of pedestrians and make good places for people to hang out. In traditional Kozani cities, brick and stone were used to make streets that were big enough for people to walk on. Many small buildings were built to help people meet each other. Their organization was based on the potential of the site and the needs of the people who lived there, not on the simple geometry of the grid. Kozani cared more about the success of the group than about his own wealth. As modern conveniences become more common, people are losing touch with each other and the natural world [9].

People used to have a lot of say in how the city was built, and growth was mostly slow and natural, giving people time to think about the changes and patterns. On the other hand, the fast growth of today leaves little time to think about what is meant or how proposed changes would affect people's lives. People used to change the places they lived to meet their social and cultural needs. People today adapt their lives to environments that are run from a central location. At a time when individualism is the most important thing, it would be hard to get people to build a city based on community values instead of

individual ones. But in the West, it is becoming clear that people are unhappy with the strong individualism of their countries. In order to fight climate change, cities need to switch to structures that are more efficient and can last longer. Kozani-city could be a model not only for Greece but also for the rest of the world. Along the Kozani-city Highway, the Greek government plans to build 10 new "model cities." These should be made to look like real Greek cities. The idea of Kozani-city can be used almost anywhere in the world. The biggest change is the addition of safe, nice, and easy-to-use public transportation for trips that are too long to walk. Any new city should have the same amenities as Kozani-social city. This would lead to a high-quality and long-term way of life.

2.5 Research Gap

Studies looked at in show that there is a strong link between urban design and urban planning. In planning the city, all users should be taken into account. It should also look at the social side of how it works, taking the situation and relationships with users into account. It should take into account both the way the city's institutions are set up and the way its government works. However, urban design focuses on human settlements, which frustrates architects because it isn't very creative. No matter what people want, urban design needs to be freed from architectural goals to allow for aesthetic experimentation and new ideas.

In terms of how urban design theory is thought of, the fact that urban design was made because of how planning and architecture were during the modernist period led to it being thought of as a separate field from planning. Since it started to deal with problems caused by too much zoning, planning, and architectural focus on buildings and not enough on public space, it has made a lot of progress. Because of this, urban design and planning are now seen as separate fields when it comes to theory, research, and education. Also, urban design theory is more about urban planning, while urban design practice is more about the field of urban planning. Urban design, like urban planning, is mostly about the public sphere. Both have a designer-client relationship with city governments, which are the public's representatives.

The difference between theory and practice in urban design can be put this way: urban design was created as a way to connect architecture and planning. As its theory was being made, it moved away from

architecture in a big way. Most countries think that urban designers are the same as architects. Urban design was able to move away from architectural theory, but it lost touch with planning theory. Even though planning theory began as a branch of architecture, it has become much more important over time. Also, there isn't a clear link between urban design and the theory of urban planning. Theoretical urban design doesn't just look at the shape of the city or what it wants to accomplish without giving clear ideas and suggestions for how to reach these goals and how they should relate to urban planning.

Urban design is more like urban planning than it is like architecture when it comes to how it is used. Urban design has become a scientific field as its growth has sped up in the last few decades. Many people think that urban design is a part of urban planning, and in many countries, it is seen as a part of the process that is done by institutions. Also, urban planning has been around longer than urban design. They have the same purposes, interests, and goals, and they are two sides of the same thing, which is the physical city. Urban design needs to have a philosophical connection to urban planning theory so that it can be guided by how urban planning is done. Even so, none of the above analyses of the urban design process as it is described in theory seem to acknowledge or pull from a theoretical background any connection to urban planning. Because of this, the relationship between urban design and planning and the clamps is still unclear. This makes it hard for urban design to be successful in practice, and the Gap it tried to bridge between architecture and planning was successful with architecture but not with urban planning theory or practice.

3 Methodology

Secondary data were used in the study, so a literature search was done to look at different articles and documents from different data bases that are known to be reliable. The main goal of this paper is to look at the literature about the relationship between urban design and the fields of urban planning and architecture, on the one hand, and to see how much the urban design process can be judged based on professional practices and academic theories, on the other. The goal of this study is to explain how the process of urban design is both planned and unplanned, as well as how thoughts flow.

The definitions, goals, stakeholders, process flow, and relationship with other disciplines are all mentioned in the study as structuring components of the urban design process. The purpose of this study is to illustrate how these aspects are related to the disciplines of architecture and urban planning, as well as to emphasize the contrasts and gaps between these disciplines in terms of these elements. The study examined the connection gaps and overlaps between the three disciplines, as well as the responsibilities of urban design, in order to bridge these gaps or align the common characteristics of the several disciplines.

4 Results

4.1 Critical Examination of Theoretical Urban Redesigning Techniques

Several urban design techniques have been subjected to significant adjustments and revisions during implementation, or even left unfinished in the past. It is not uncommon for urban design initiatives to come out differently from what was originally planned. In reality, urban design has been chastised for its theoretical components of definition, aims, stakeholders, and process flow, as well as its ambiguous connection with other disciplines like planning and architecture. Those features may be thought of as the building blocks of the urban design process. These factors need a rigorous examination in order to comprehend why theoretical dreams vary from practices.

"Urban design" has been explained in many different ways, with different scopes, methods, classifications, and scales, as well as different meanings. Urban design has as many definitions as there are writers and people who work in the field. For example, it has been called a bridge between architecture and urban planning, a multidisciplinary, complex process that includes more than just architecture and planning, and a relationship between built and unbuilt space. It was also called the art of making cities look better, the art of making people's and the public's lives better, and a way of thinking. Some people even call it the spaces between buildings, but that's not a very good way to describe it. All of these different ideas about what "urban design" means led to a lot of confusion about the term and what it means, as well as a lot of criticism of how it was defined in the literature [3]

According to Lang, the phrase is poorly defined, as if this was done on purpose to make the term vague and imprecise [36]. Because it lacks a distinct authority, function, or area, urban design's inherent worth lies in its ambiguity. The efforts by users to establish a practical definition for urban design may be anything that can be seen out the window, but if everything can be urban design, then nothing can be urban design [35]. It's been far simpler to define what urban design isn't than it has been to define what it is. Despite the fact that it is neither architecture, civil engineering, landscape architecture, nor town planning, it encompasses all of the above. As a result, it is difficult for the urban design industry to achieve considerable progress if it is defining goal, nature, and methodologies are not conceptually evident [27].

4.1.1 Urban Design Objectives

According to urban design literature, there are five core aims that are most typically included in every new development plan in various expressions. Table 1 compiles some of the many works on urban design goals. Such goals are often used to generate and improve the benefits that a good city may provide.

Table 1. Summary of the different objectives for City or urban redesigning based on literature reviewed

Objective	Principle of urban design	Outcome	Authors
Ensuring Safety & security	Safety and security design mechanisms	A highly safe city to live in	[27] , [37] ,[10]
Creating a Livable environment	Luxurious city designs	A city too luxurious for the city dwellers	[5] , [11] ,[6]
Supporting the natural	Environmental friendly city designs	A city that supports environmental	[4], [11], [38] ,[10]

environment		conservation	
Considering the place identity & form	Identity supporting designs	A city based on a modified city identity	[39], [40], [22]
Urban structure, enclosure and continuity: how it all fits together	Highly structural fitting city design	A highly ambience city	[2], [37]
Build with Legibility & authenticity	A legally approved city design	An organized city center	[2], [18], [27]
Improving Accessibility, Connectivity	A design that supports interconnectivity	A highly interconnected city	[41], [40]

Table 1 has presented a general summary of the different objective that normally guide the redesigning of cities by different local governments. Local governments tend to achieve most of the objectives such as improving community connection, enhancing community participation in city activities, and enhancing safety and wellbeing of the city dwellers. But since other things, like social and economic conditions, are involved in development, it is hard for urban design as a profession to get the results that are wanted on its own. There are many ways that a lack of urban planning and design skills can show up, especially in poor countries. Bad methods are shown by bad urban policies, weak networks, too much zoning, and a lack of accessibility. This kind of status doesn't make people happy or improve their well-being, which is a basic goal for urban design. Because of this, urban design goals don't always come true. Another criticism of theoretical goals and principles of urban design is that they can change based on context and other factors of urban growth, just like the idea of urban design itself. The different goals or objectives of city redesigning normally vary in various ways, including:

- Resource allocation laws and policies have an influence on urban growth.
- Racial and ethnic differences that have a strong influence on neighborhood formation
- Practices are influenced by cultural norms and traditions.
- The extent of government and urban planning authority is defined by political authority and power situations.

As a result, focused urban design aims are seen as a variable influenced by increased degrees of urbanization as well as other social, economic, and political issues, rather than a universal input for all cities [40].

4.2 Stakeholders Involved in City Redesigning

Analyzing the steps involved in the urban design process provides people engaged with the creation of the built environment with a broader perspective. The urban designers aren't in charge of a lot of the decision-making. As a result, intangible decision makers and players in larger planning and policymaking contexts always have an impact on the critiqued urban design outcome [11].

The three types of stakeholders are regulators, producers, and consumers. The main things that drive the urban design process are regulators, such as government agencies, planning authorities, and economic regulators. This has an effect on how the success or failure of urban design is judged, not just in terms of the physical part of the built environment that needs to be judged, but also in terms of the process as a whole, including planning and policy considerations. Because these stakeholders have an indirect effect, it's important to look closely at their motivations, goals, power, and the organizational and institutional framework that affects urban development in general and urban design in particular [25], [17].

Because of the interdisciplinary character of urban design, stakeholders' motives, ambitions, and interests are all intertwined. A conflict of interest is a natural result of such a situation. As a result, urban design may be threatened by factors such as

economic and political concerns, which frequently push urban growth in favor of certain sectors despite people' desires. Another issue is top-down city management strategies that are based on political and bureaucratic dynamics rather than economic and social demands. Alternatively, the opposite extreme is to generalize all user demands and respond to them all in the same way. This implies that urban planners must strike a balance between many requirements and conflicts in order to accomplish the policies' desired outcomes [28], [42].

So, planning and urban policy, which are part of the higher stages of development, are seen as the most important factors in the process. It's not enough to just make a list of the people who have a stake in urban design as contributors to the process. It's just as important to analyze these conflicts as it is to make the list, and understanding the strong link between urban design and higher stages of development in terms of planning and policy is key to good practice [15].

4.2.1 Theoretical and Practical Role of Stakeholders in City Redesigning

An analysis of criticisms of literature on urban design players shows that the main drivers of the process are the higher stages of development, such as urban planning and policies. Creating a list of urban design stakeholders isn't enough. Conflicts of interest are the main reason why stakeholders have responsibilities [35]. The theory of urban design doesn't take into account the political and economic factors and conflicts when figuring out who the "stakeholders" are in the design process. Because of this, a utopian view of political and economic factors as the only supporting factor, no matter what the circumstances, motivations, or conflicts, comes about. This means that ideas for urban design must include a key part of the institutional, political, and economic framework [26].

4.3 Process of Urban redesigning

The flow of the urban design process, which can be thought of as a systematic problem-solving approach, is the fourth component. Most general models of the urban design process offer a logical, systematic technique that proceeds through various phases, from problem description through evaluation of the actual solution, providing a basic structure to the thinking process. The clear sequential approach provided by

such models, on the other hand, is not typical of the urban planning process, which is primarily reliant on trial and error [9], [31], [38].

The urban design process is iterative, cyclical, and more spontaneous in reality than the representations imply, hence some of these processes are designated as linear. Urban design is comparable to the city-scale urban planning process, architectural design, infrastructure, and landscape design at this level. Plans cannot be developed without taking into account the consequences of the physical component; as a result, converting plans into designs is intended to be an interactive rather than a sequential process, in which the planners are influenced by the urban designer's architectural ideas. This diplomacy between planners and interpreters – urban designers – is critical to success, but mediation or persuasion are insufficient. This indicates that the urban design and planning processes are intrinsically connected, iterative, and participatory. The intimate relationship between plans and designs is seen in the way they are translated into designs. However, although there is a wealth of material on the methods that should be followed to conceptualize a desired urban form, there is a scarcity of knowledge on how it should be achieved[43], [27] .

Crew says that while urban planners should know how to change people's minds in different ways, architects should know about different building materials and how to use them in different situations [16]. On the other hand, most urban designers have no idea about this kind of information. There wasn't much out there to teach urban designers about these kinds of ways to come up with urban design solutions, which may be why there aren't many successful urban places. One part of urban design success is said to be doing research to learn how to influence public and private decisions in the right way. So, a process flow for urban design isn't enough to show how urban design should fit into and interact with higher-level design in the way that it needs to: in a series of steps. The theoretical foundations and literature don't say anything about how it should interact with and talk to the urban planning process [3], [7], [15].

4.4 Relationships between Urban Design and other Disciplines

The urban design process involves many different fields of study, and one of the most important things to know about it is how it works with other fields.

Theoretical models of urban development design usually show that decisions made during the development process, which includes planning, policy, urban design, architecture, and so on, are made in a loop, not in a straight line. But things don't work as dynamically in different fields as theory says they should.

John Rouse made seven clamps for urban design and how it relates to other fields. Each clamp is a critique of how urban design interacts with other fields and how that might be hard to do in practice. They can be put into general groups, starting with the size of urban policy, planning, and structure and ending with the design of the city itself [40]. John Rouse's Clamps was mostly about bigger things that affect urban development, like urban policies, urban planning, frameworks and rules, and the importance and education of urban design. It says that the lack of involvement in urban design at the regional, national, and even local policy levels hurts the process of urban design [22], [44]

On a planning level, the fact that urban design isn't included in strategic plans and that people don't pay attention to it is another bottleneck. No proactive approaches to urban design are used. Another problem is that people plan for the short term without thinking about a long-term plan that includes structures and spaces. In terms of laws and structures, too many rules can kill creativity in urban design, while not being able to control the quality of designs can lead to bad urban design [9]. The financial part of how much urban design is worth compared to how much it costs is hard, and the way urban designers are trained still needs to improve so they can do better work, as shown in Figure 1.
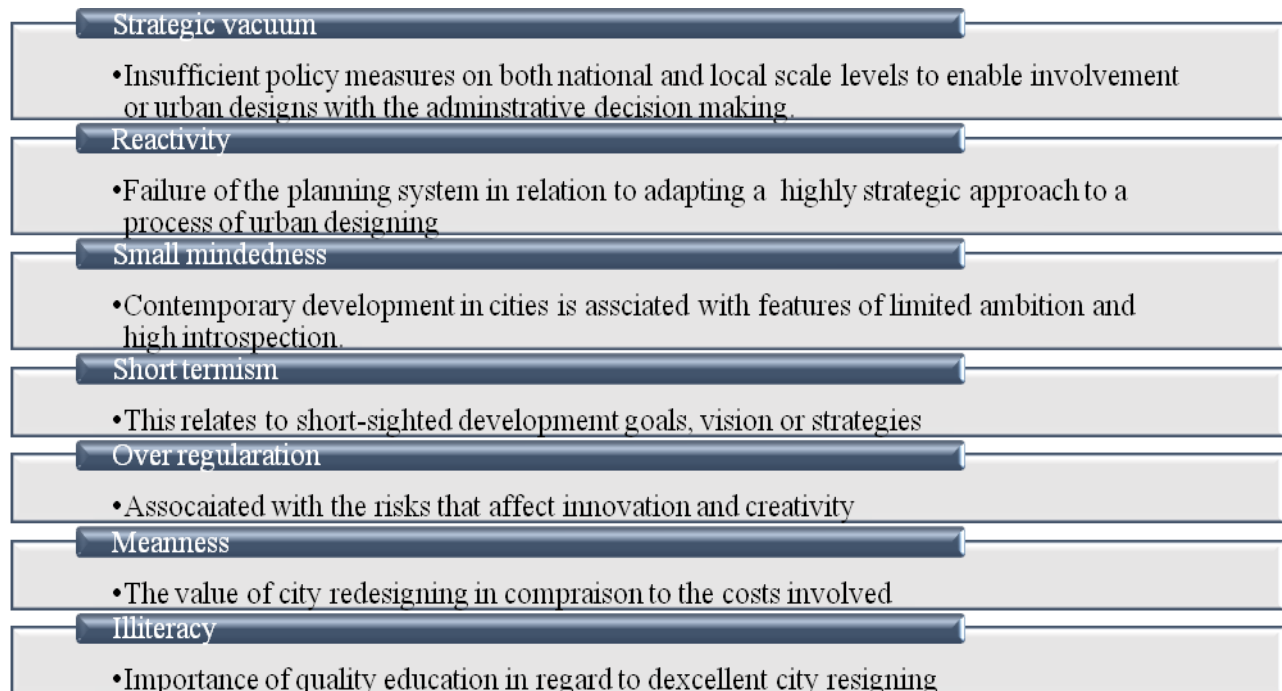

Strategic vacuum
- Insufficient policy measures on both national and local scale levels to enable involvement or urban designs with the adminstrative decision making.

Reactivity
- Failure of the planning system in relation to adapting a highly strategic approach to a process of urban designing

Small mindedness
- Contemporary development in cities is assciated with features of limited ambition and high introspection.

Short termism
- This relates to short-sighted developmemt goals, vision or strategies

Over regularation
- Assocaiated with the risks that affect innovation and creativity

Meanness
- The value of city redesigning in compraison to the costs involved

Illiteracy
- Importance of quality education in regard to dexcellent city resigning

Fig. 1: The seven Clamps of Urban Design.

4.5 Conceptualizing the Unbridged Gap about City or Urban Designing

Apart from the actual implementation, the disciplinary aspirations of every urban design project are often regarded as fantasies. There are several examples throughout history of urban planning proposals that were altered or abandoned during execution. While urban design should decide how the urban environment will be, its failure to meet its own goals and requirements calls into question its role as a professional discipline. As a result, urban designers often anticipate their efforts to go overlooked [4], [32], [31].

Doubting urban design's ability to control the built environment can come in two forms: first, recognizing the need for a pluralistic approach to shaping the city due to the need for multidisciplinary collaboration; or second, doubting the applicability of

future urban design proposals, extending the doubts to the discipline itself. In this way, questioning urban design may be the same as giving up on it completely [40]. Exploring these ideas brings us back to the main purpose of urban design, which is to connect architecture and urban planning. If a city can't meet its goals in terms of the urban product, it's not the city's fault; it's a problem with urban design. So, it's important to look at the process to figure out what went wrong. In general, the process is linked to planning and affected by things like economic, political, and social issues [2], [9]. But the connection between urban design and urban planning in practice may be one of the reasons why urban design practice hasn't worked out. One problem with the urban design process is that urban design and planning often go hand in hand [18].In the 1960s, when planning focused more on land-use patterns and socio-economic issues and architectural design focused on buildings, it became clear that the two fields had different responsibilities. Also, urban design became important for a new utopian philosophy. Professionals in urban planning need to know both a lot about theory and how to put it into practice in a way that will most likely get the results they want[2], [7], [50]. For a full explanation, you need to know a little bit about the past and look at the relationship between urban planning and urban design, as well as architecture and urban design. Also, the changes to the city and its architecture, like changing how buildings are used or how outdoor spaces are used, will cause a distinct change that will show up in different ways. Many discussions about urban design have been dominated by ideas about how to change how people interact with each other through design and how that relates to architecture. This scale is in between architecture and urban planning. Its main focus is on public spaces in cities, which are often called "third places." It is a term for public gathering places that are important for social and community life and help keep local democracy and a sense of community alive [27].

4.6 Practical Perspective of Urban or City Redesigning

Urban design is what it is today because of trial and error, learning from mistakes and successes, good and bad practices, and global innovation in the built environment. Some scholars have questioned how urban design has been and is being done. They say that the main goal of urban design is to avoid making

the same mistakes again and to adapt to changing lifestyles and needs. Urban planning has the same pattern: good starts and bad endings. Over time, new urban theories are created through a series of steps: intellectual acceptance, followed by the construction of a model scheme that results in a well-coordinated project that is praised by critics but often copied by other professionals in the wrong places, which makes it hard to achieve successful urban design [17], [14]. Many well-known examples of failed urban design methods or ideas always show flaws in the original idea or the wrong way to use the idea. This makes professionals wonder why problems weren't found earlier in the first design model, and the cycle continues until a new theory or idea comes along and becomes popular [9]. This cyclical situation is often caused by sudden policy changes and the need for changes in response to the political climate and current needs. This explains many of the urban design disasters that have happened in the past. Policy failure is linked to urban design failure through policy and planning framework decisions. This is why there hasn't been much progress in making cities better places to live [8].

In a more practical and economic way, there is a big difference between how the private sector spends money on buildings and how the public sector spends money on the space between buildings. Market-driven advances always lead to new things, not new relationships. Sternberg says that real estate markets tend to follow an impersonal and independent logic, which leads to the slicing and breaking up of the urban environment and cities that don't make sense [6]. In reality, developments are often focused on the inside in order to keep control. As a result, these developments separate themselves from the environment and the rest of the city, which justifies more projects that focus on the inside. So, the process of urban design should try to stop and turn around this cycle. By following the rules and laws set up for public space and area development, projects should be able to add to the city as a whole [11].

Several observations and analyses of different case studies have shown that poor urban design is caused by a lack of urban design skills in both the private and public sectors, not by a conscious choice not to invest in a good urban design product or by a lack of time and effort. There is a hole in urban development education that needs to be filled so that we can learn more about how to make good urban design and make tools to encourage developers to make better

urban design for people that goes beyond their development boundaries [17], [7].

4.7 Urban Design and Architecture Relationship

Most ideas and beliefs about urban design come from architecture, and most people who work in urban design are also architects. Even though urban design is mostly about the natural environment, it is also about how the natural environment interacts with the built environment [2]. In theory, urban design should be able to give some rules for how to design things like buildings that are in the public domain. On the other hand, the built environment is usually the responsibility of the architect, not the urban designer. Because an architect's tasks and those of an urban planner overlap on a larger scale, this link is harder to understand [44], [26].

Kreiger's study about remaking cities gave some information about urban design debates. He says that most people who have done urban design have been architects who are interested in urbanism. Sebastian Loew said something similar about people who do urban design. He said that in many places, urban designers don't call themselves urbanists because they have a background in engineering. In the early stages of planning a city, engineers do a lot of the work. In countries like Germany, the term "urbanist" is part of the field of engineering. When the modernist movement started, architects were the first people to start thinking about urban design [25]. Loew says that urban design is called "urbanism" in most countries, and that architects are in charge of it. Which have titles that include the words "urbanist" and "architect." Latin America, Egypt, France, Morocco, and a few other countries are on this list, but the difference is that they may have architects who specialize in city design rather than the purpose of urban design, but no country has an urban design profession in and of itself [32], [27]. Since 2001, the UK has had an urban design law, which is rare in other countries. The problem with urban design right now is that it is often confused with large-scale architecture, which is made up of building facades and complexes. This has made urban design more about designing products than making places. When looking at the urban setting, it's not enough to just look at visual and contextual factors. As a result, the profession became focused on making things, and the cities that were made were not good places to live [14].

4.8 Urban Design and Planning Relationship

Theoretically, it's hard to tell the difference between architectural theory and urban design theory, but it's easier to tell the difference between planning theory and other theories. Planning has been a separate subject for more than a century, but urban design didn't come about until the 1960s. Before that, planning focused more on land use, social issues, and infrastructure than on the physical features that urban design was all about. In reality, urban design, which comes from many different fields, can be done in many different ways. When urban design practice is done with a focus on planning, the end result is something that is good for the public. Without this planning point of view, urban design is more about making money [9], [38].

Adopting a more holistic approach to urban design, which may include larger parts of the city, on the other hand, makes urban design issues even more complicated because it overlaps with the tasks and operations of urban planners on a larger scale. So, urban design can't be limited to a certain size of public or private space. It has to be a part of all city sizes and can't just be in one place. If it's only in one place, it won't help design the city well [2], [45]. So, urban design can't be thought of as a clear bridge between planning and architecture because its tasks overlap with both. Because urban design is a mix of different fields, it has become a tool for solving problems in cities, with a strong focus on people, places, and the environment. Urban planning and urban design are seen as parts of the same process because they both deal with the layout and organization of environments in different ways. Because of this, both processes are inherently linked, but they seem to be quite different in real life [46].

Top academics have looked into this issue, but they haven't written the important conclusions yet. Gunder says that urban design is only a small part of urban planning. Pasty Healy says that urban design is a very important part of planning when it comes to making places. Even though there are more and more calls for the two fields to be kept separate, Gunder says that as a planner who went to school in the late 1970s, he can only see that urban planning and urban design are the same [47].

He says that urban design is a part of planning that deals with how cities look and how easy they are to live in. Urban design is a key part of good planning in the best cities around the world. Even though urban design and planning have different goals and

areas of focus, they cannot be separated because they are both part of municipal public planning. From a planning point of view, urban design practice may have secondary or even unrelated goals. However, urban design must be influenced by planning theory first, or the goals will be scattered, which will lower the quality of the end result. The theory of urban design needs to connect to the theory of urban planning for it to be useful. Most ideas for urban design are half-baked theories that never cover all of the important parts [44], [40].

Because urban design is always a part of a social and political environment, its theoretical foundation should include social and political factors, which can also be taken from planning practice. Both urban design and planning try to change the way things look in the real world, so neither can ignore the other. Planning and urban design are both important, so their goals should be worked on at the same time [6], [23].

4.8.1 Theoretical Perspective of Urban Redesigning

Analyzing the criticism leveled at the urban design process yields a number of suggested changes to the method's constituent aspects. These steps are suggested as a recommended research strategy for urban design academics, theorists, and writers in the study. Criticizing the current state of urban design just helps to discover the flaws; what is actually required is to solve such flaws by constant research activities at each step of the process. This necessitates a response to genuine issues raised by the critique [19], [6], [38], [52].

The critique leveled at the concept of urban design, particularly its ambiguity, does not address the fact that the definitions supplied for urban design are still inadequate. This isn't a promising sign for the discipline's advancement. More criticism, however, will not solve the problem; rather, with cities having existed for more than half a century, revisiting the old understandings and definitions for urban design is highly required, not to criticize those definitions - they were very successful and advantageous trials to further understand a new discipline at the time-but to update the discipline to what it is today [3], [11].

4.8.2 Justification of the Theoretical Objectives of Urban Redesigning

Economic growth, regulations, rules, racial and ethnic diversity, cultural norms and traditions,

political authority and power circumstances all contribute to the success or failure of urban planning aims, as discussed before. While theory may suggest that a city has failed to implement various urban planning principles, the reality of the situation may suggest otherwise. The background might even extend to the city's policies and objectives [17], [8]. This implies that adding heterogeneity in terms of theoretical urban design principles might undermine the point of having principles in the first place and challenge urban design standards. Putting urban design concepts and aims into a contextual mold may result in confusion in comprehending such variances, as well as confusion in teaching urban design, which is not the goal. The goal is not to add to the chaos that urban design strives to reduce, but to create terms of flexibility within those principles, stressing the most important features first, as well as the characteristics that suggest the principles for each environment [9], [7].

5 Discussion

In the last few decades, there has been a lot of criticism in the literature about how urban or city redesigning is done and why it doesn't work as planned. The gap between what a field wants to do and what it actually does is getting bigger and has been studied a lot. Even though there are theoretical ideas about how to make an urban design process work, a high-quality result is not guaranteed [43], [9]. The reason it hasn't been possible to make a well-structured urban product is because the focus has been on the product, not the process. This paper talked about the reasons for the gap between theory and practice of urban design by doing a critical analysis of the theoretical principles of the elements that make up the urban design process, including its definition, goals, stakeholders, process flow, relationship with other fields, and relationship with urban planning [46], [48].

The theoretical literature on how to design cities well isn't always as helpful as it seems. The urban design process described in the literature could be applied to any other process in any field, and it was never explained how it should work with the urban planning and architecture processes that come before or after it. This means that a new, realistic process needs to be made based on examples of successful urban design products from around the world. This will help us understand both the flaws and the

possibilities of the practical urban design process and give us a real, updated urban design process [4], [32]. Even though the iterative nature of urban design theory and its connection to other fields doesn't work in practice, this doesn't mean that other ways of looking at this relationship will also fail. Theoretical literature should adapt this to different situations, which would mean that the most important thing isn't always the iterative link, but rather the dynamics of each country, state, or city. As part of the process, these institutional and organizational framework dynamics should be looked at, and the urban design process should be put into place with as few changes as possible [2], [41].

Gospodini and Manika say that even though urban design was made to close the gap between urban planning and architecture, it has not been able to do so [9]. The relationship between urban planning and urban design has shown the theoretical gap more clearly than the relationship between architecture and urban planning. History shows that the reason for this gap is that the core of urban design theory has separated from architecture. Also, architects were mostly the ones who sparked the idea of urban design in the first place. Architects from all over the world have been contacted about this problem up until now [5], [9], [49], [51]. In practice, urban design and urban planning are inextricably linked because they are two sides of the same thing, the physical public realm, with the same client, the public, and many problems due to their interdisciplinary nature [9], [53]. But since the theoretical basis of urban design has nothing to do with urban planning, it has been suggested that this may be the cause of the current practice gap, in which the theoretical goals of urban design are not met in real life.

6 Conclusion

Urban planners have to think about a lot of different things. It's not just about planting trees and picking up trash. This is why cities have become so important over the past few decades. As cities get bigger, they will always need urban planning. So, it needs to be used everywhere, especially in countries with less technology. They will always have to deal with hard situations, and if urban planning isn't done, things will only get worse. Not only should leaders and managers be responsible, but everyone should act responsibly for the good of the community, city, and

country. In spite of this theoretical gap, the report says that some practices are still seen as good examples of urban planning in different countries. That is, they helped achieve the goal of urban design, which was to bring art into the city and connect the built and natural environments. This means that the core of theory can be changed and updated even more to fit the current state of the art. This can be done by adding new, successful experiences to the current theories that are used to plan cities.

6.1 Recommendations
The following are the recommendation based in the findings of the literature review study;

This stud clearly showed that most cities are redesigned based on different objectives that the new city must satisfy. It is therefore important for local government authorities to always propose achievable objectives that can help redesign a more appeasing city or regional unit.

The nature if the urban design and urban planning lay a key role in undertaking a successful redesigning process. It is therefore important to have qualified technical personnel that can draft proper plans and designs so as to have a successful redesigning process.

6.2 Areas for Future Research
The current study majorly focused on the review of the theoretical perspectives of urban planning, and the objectives of city redesigning. Future research can therefore focus on the relevance of modern architectural designs in enhancing the development identity of a local or regional unit.

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