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ملخص البحث باللغة الإنجليزية (اللغة التى نشر بها)

Promoting Cultural Identity along Streetscape Redesign "Case Studies in Cairo and Luxor Cities, Egypt"

In the recent decades, many approaches, trends, and visions had been introduced and applied for promoting and revitalizing cultural identity in the historic cities. The debates of interventions, policies, and implementation plans, are the essential community challenges. Most of strategies focused on local spines and main streets as the most priorities urban level for revitalizing action plans. Streetscape is an immediate vista of the city that people grasp and create the general image and identity of the city. A creative community vision can continuously evolve and embrace new ideas while balancing the inherent conflicting nature of past, present, and future community values and culture. Through this vision the paper adopts the streetscape redesign as an urban aspect to reinforce and embrace the cultural identity and urban character of the historic cities. The paper aims at analyzing the urban design principles for preserving and enhancing the local identity, uniqueness, and cultural assets of a community regarding in downtown main streets. It presents a proposal of practical framework for streetscape redesign through three phases, which can be applied in local streets in the historic cities. The framework produces redesign principles that reflect and support community character revitalization. The paper methodology depends on:

1. Theoretical approach; analyzing thoughts of streetscape redesign and cultural identity relationship and concluding a practical framework identifying the main phases to redesign process.
2. Practical approach; analyzing two different case studies of main streets in the Egyptian cities, evaluating the outputs and results.

The paper concludes that the streetscape redesign have a vital role for conserving and promoting cultural identity of the historic cities.

KEYWORDS: Urban Design; Urban Character Streetscape; Cultural Identity; Historic cities.