

Traffic Calming for Neighborhood Revitalization Using SWOT Models (Case Study: Yurdshahy Neighborhood, Urmia)

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Extended Abstract

Introduction

Nowadays, transportation is a subject that all people are in direct contact with it and Parallel to the development of cities. The need for public services and facilities is increased and this, in turn, will add a new dimension to metropolises public issues, particularly transport as traffic. Traffic calming is considered as one of the engineering proceedings that can cause a significant reduction in speed of vehicles. Thus, it has significant effects on reduction of accidents rate and fatalities. Since the implementation of the traffic calming projects can change street traffic process especially on local streets, it should be considered as requisite accuracy to choose the traffic calming tools and determination of suitable sections to perform. Followed by the problems of old areas of city especially the central urban areas affecting various aspects of urban life. government have paid special attention to the old urban areas. This need leads to designing an approach for urban revitalization that reflects long term and dynamic nature.

There may be three reasons for the occurrence of the revitalization of urban life and, so, three types of revitalization are discussed:

- a) Imposing revitalization.
- b) Opportunistic revitalization.
- c) Protective or futurist revitalization.

Methodology

Traffic calming means network design and engineering proceedings that are coming together in a way that improve road safety and other aspects of people's living environment. We can mention the followings as the issues that affect traffic calming:

- a) Speed of passage.
- b) Black spots and the risk of accidents.
- c) The type and pattern of traffic thoroughfares.
- d) Attractive Land travel position.
- e) Physical and geometrical features of streets.
- f) Pedestrian and vehicle traffic.

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- g) Location of pedestrian crossings.
- h) Existence of special bus line.
- i) Access patterns in the range
- j) Location of bike paths in the area

Since the issue has been examined in this study is neighborhood traffic calming with an approach to revitalization, we address the components of urban revitalization. These include four main dimensions of economic, social-culture, physical and environmental aspects. However, we plan to analyze the data in Table SWOT matrix. The matrix has a conceptual framework for the identification and analysis of threats and opportunities in the external environment and internal assessment of the strengths and weaknesses of a system.

Results and discussion

In order to identify the opportunities and threats that the YurdShahy neighborhood is faced with, we explained and analyzed SWOT Table for the research. External and internal factors include general economic forces, social, cultural, political, institutional and legal and environmental conditions.

At this stage, for evaluation of the obtained component of guidelines we can improve the neighborhood and use the SWOT plot strategy development. This is to prioritize the strategies of acceptable results. That is the strategy of the SO (aggressive strategy) to strengthen the power of the neighborhood YurdShahy to achieve the opportunities in this area.

Conclusion

Appropriate solution for intervention and resolving issues and problem of traffic calming is different depending on the type of issue, the extent and severity of that. In this research, neighborhood traffic calming with an approach to revitalization was investigated. Yurd Shahy neighborhood is one of the old and central neighborhoods of Urmia that is formed organically in the vicinity of commercial part of the city. Due to old age of YurdShahy neighborhood, it kept local and social cohesion for many years. For objective evaluation of the obtained prior factors of analysis in the first stage and the obtained results of strengths, weaknesses, opportunities and threats in the second stage, SWOT fourfold diagram were used. We identified the results of this offensive guideline diagram as the most prior one. The offensive factors show that Yourdshahy neighborhood of Urmia has the requisite potential for traffic calming and organization of programs. We should not forget the role of people as the elements that the programs are conducted not only for them but also with them.

Keywords: calming, traffic, neighborhood, revitalization, SWOT