## Urban Conservation Methodology for Heritage Areas: A Case Study in Qabel Street, Old Jeddah

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**Abstract :** The Middle East region is rich with its architecture and urban settings. This makes it viable for exploring and applying different strategies that deal with conservation. Current context characterized by pollution, socioeconomic issues, behavioral problems, etc. affects architectural and urban heritage -literally- in all Middle Eastern countries. Although there have been numerous strategies in place to preserve and/ or rehabilitate heritage, all has been designed and implemented following political more than technical or methodical processes. This only resulted in more deterioration of the targeted areas. This paper explores different approaches in some selected Arab countries and relies on comparative analysis with some successful European experiences. The aim is to establish some solid basis for dealing with heritage areas; an approach that respects heritage and traditions without compromising sustainability or socioeconomic opportunities.

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Keywords : rehabilitation, socioeconomic, urban conservation, urban strategy

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