

When Architecture Responds: Assessing Reactive Social Responsibility for Sustainable Revitalization of Al-Rasheed Street, Baghdad

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ABSTRACT

This study investigates reactive social responsibility (RSR) in architecture as an approach to assessing the deterioration of historic fabrics and their revitalization process. The paper focuses on Al-Rasheed Street in Baghdad, which has experienced several revitalization efforts in response to prolonged neglect, socio-political instability, and the decline of public life. It adopts a quantitative case study methodology supported by two field surveys targeting architects and public users who visited the site before. The survey (of public users) evaluated spatial perception, social interaction, and user satisfaction; meanwhile, the specialist survey evaluated the effectiveness of the architectural and spatial interventions. By integrating expert assessment and user experience, this approach offers an overall assessment of the revitalization process. The findings suggest that the interventions exemplify the concept of reactive social responsibility by responding to major challenges, including fading spatial character, limited social interactions and declining pedestrian activity, also the comparative analysis identified differences in how the publics and experts perceive the interventions, where publics expressed higher levels of satisfaction towards visual identity and spatial experience, while architects expressed more concerns towards participatory mechanisms and long-term sustainability. Through enhanced pedestrian walkability, facade renovation, and the upgrading of cultural activity, the street's social vitality and public interaction were restored. A theoretical framework was also developed based on indicators such as participation, adaptability, contextual responsiveness, and social sustainability. The results, however, suggest that while these interventions achieve noticeable and measurable short-term improvements, their long-term impact remains limited without integrated policies, stakeholder involvement, and sustained proactive planning strategies. This empirical study offers a framework for systematic analysis based on clear measurement indicators and field data.

Keywords: Al-Rasheed Street - Baghdad, Heritage conservation, Public space revitalization, Reactive social responsibility, Sustainable revitalization.

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1. INTRODUCTION

Historic streets have always played a role as the center of everyday interactions, activities, urban memory, and the continuation of the historic city. They have an essential role in shaping socio-urban environments, cultural image, and economic exchange, despite the fact that many of these historic environments have witnessed incremental functional and social decline as a result of transformation of usage patterns, multiple socio-political conditions and abandonment.

Studies have shown that historic environments continue to face growing challenges arising from inadequate conservation management and the pressures of urban development, highlighting the need for integrated and sustainable approaches to heritage management **(Pendlebury, 2013a; UNESCO, 2011)**. Physical degradation of historic environments is frequently associated with inadequate maintenance, insufficient conservation practices, and the cumulative effects of neglect, all of which threaten the long-term preservation of historical public spaces **(Rodwell, 2007)**. As deterioration progresses, historic areas often experience a decline in social activity and pedestrian use, while changes in transportation systems and commercial patterns further weaken the vitality of historic streets and public life **(Gehl, 2011; Liu, 2022)**.

Social transformation plays a significant role in street decay **(Liu, 2022)** argues that active streets with continuous pedestrian presence foster natural surveillance and informal social control, thereby enhancing street safety and urban vitality. The reduction of traditional activities and users causes vulnerability in historic streets which may lead to fragmented spaces and weakened social values. Moreover, economic instability and political challenges accelerate the deterioration **(Rodwell, 2007)**. In other contexts, historic streets often keep their structural elements, but they suffer from a decline in daily social use, which highlights the need to adopt solutions that address existing challenges and needs rather than focusing on ideal future visions. Reactive responsibility offers architectural solutions through incremental rehabilitation instead of ideal large scale changes **(Rodwell, 2007)**.

Based on all of the above, it can be seen that the degradation of historic streets is more than a physical or urban problem, but a consequence of a fading social role, which has always been the essence of these spaces. Therefore, the concept of social responsibility in architecture rises as a theoretical and practical framework that can redefine the architect's role from a form-producer to a social agent responding to the needs of the existing reality through practical design activities that reconnect historic streets into the socio-economic fabric of the city.

Existing studies have focused mainly on physical conservation, urban regeneration, and heritage preservation. Yet, limited research has explored interventions regarding the perspective of reactive social responsibility in architecture, particularly in post-conflict urban environments. Hence, this paper aims to assess the revitalization interventions of Al-Rasheed Street in Baghdad through the lens of reactive social responsibility in architectural practice. It also contributes to proposing an analytical framework that links public perception and professional architectural evaluation to examine socially responsive interventional actions in historic urban fabrics.

Differing from previous studies that mainly evaluated historic environments rehabilitation from merely physical, conservation, or urban design perspectives, this research outlines a reactive social responsibility framework that integrates architectural, social, and spatial indicators. The study also provides a multi-dimensional evaluation model capable of assessing not only physical



improvements but also their contribution to social identity, public life, collective memory, stakeholder participation, and ultimately long-term sustainability.

Historic environments in Baghdad, particularly Al-Rasheed Street, reflect a remarkable urban spatial connection to cultural identity and the city's collective memory. Despite that, these areas have recorded an incremental social-functional degradation, which can be noticed through declined daily use and social interaction.

Although Al-Rasheed Street has witnessed several revitalization processes, most of these interventions have focused on physical restoration aspects, rather than a systematic evaluation of their embodiment of the principles of reactive social responsibility or how far these interventions effectively handle existing social-functional challenges.

Therefore, the research problem lacks a structured analytical framework that enables the evaluation of how the principles of reactive social responsibility are embodied in the procedures for revitalizing historic streets, and the impact of these interventions in addressing social-functional degradation, as is the case with Al-Rasheed Street.

Thus, the research questions are:

- How do the interventions to revitalize Al-Rasheed Street reflect the principles of reactive social responsibility in architecture?
- How effective are they in responding to the social-functional challenges of the place?

The study aims to assess the effectiveness of reactive architectural interventions in dealing with social-functional degradation and restoring social interaction and cultural identity in Al-Rasheed Street in Baghdad. To achieve that, the research follows these steps:

- Conceptualize reactive social responsibility within architectural practice.
- Diagnosing the situation prior to intervention by identifying the social and functional challenges on Al-Rasheed Street.
- Analyzing the architectural strategies adopted in the revitalization project.
- Assessing how far these strategies are effective in responding to current challenges, guided by social-functional indicators.
- Comparing the evaluation results between the perceptions of users (the general public) and the vision of architects, based on questionnaires.
- Developing an applied framework to guide socially oriented architectural interventions in similar historical contexts.

2. RESEARCH METHODOLOGY

The study included two independent questionnaire surveys targeting architects and public users who had previously visited Al-Rasheed Street. A purposive sampling strategy was employed to recruit participants with relevant professional expertise or direct experience of the study area. The questionnaires were administered online using Google Forms. Only complete questionnaires were included in the statistical analysis, resulting in 45 valid responses from architects and 59 valid responses from public users, which evaluate the effectiveness of the revitalization process through participants' perception. Hence, it enables an in-depth conception of the social-functional conditions and architectural interventions within historic urban fabrics.

The study employs a single case study strategy focusing on the revitalization project of Al-Rasheed Street based on its historical importance, degradation conditions, and recent architectural attempts aimed at reactivating its social role. Data collection was conducted through a set of integrated qualitative and quantitative methods, including:

- Literature and Document Review



- Visual and Spatial Analysis
- Field Observation
- Questionnaires: Two structured questionnaires targeting general users and architects were conducted to support the quantitative analysis through comparative perceptual evaluation. Questionnaire data were analyzed using descriptive statistical methods, including mean values, standard deviations, and comparative interpretation between architects and users. Reliability analysis was also conducted using Cronbach's Alpha to evaluate the internal consistency of the questionnaire items.

3. THE CONCEPT OF SOCIAL RESPONSIBILITY

The concept of Social Responsibility (SR) has experienced a remarkable development in different fields, influenced by economic, social, political, philosophical, and technological transformations. Social responsibility can be defined as an ethical framework that demands that any agency, whether individuals or institutions, behave in the best interests of society. From a stakeholder point of view, socially responsible decisions need to balance between the expectations and needs of the targeted society affected by planning and design decisions **(Dmytriiev et al., 2021)**

From a philosophical perspective, the values underlying social responsibility are guided by ethics and moral obligation. Classical philosophers such as Plato and Aristotle emphasized virtue, justice, and the common good as fundamental principles guiding individual and collective conduct **(Scalzo et al., 2021)**. Later, sociological thinkers including Émile Durkheim, Max Weber, and Talcott Parsons examined how social institutions, social norms, and individual action contribute to social order and social integration **(Joas and Knöbl, 2013)**. Although they did not explicitly state the concept of SR, their work provided an important intellectual base for the later development of contemporary theories of social responsibility. On the other hand, companies focused primarily on profit, especially at the beginning of the 20th century **(Latapí Agudelo et al., 2019)**. Corporate Social Responsibility (CSR) emerged as a formal concept in the 1950s through the work of Bowen **(Latapí Agudelo et al., 2019)**. During the 1960s and 1970s, it evolved in response to growing social-ethical issues. Friedman in 1970 argued that the primary responsibility of business is to maximize profits while operating within the law and accepted ethical customs. Today, CSR encourages organizations to include economic, social, and environmental considerations into their activities **(Carroll and Shabana, 2010)**.

In architecture (SR) is reflected in human-centered and inclusive design approaches. **(Awan et al., 2011)** emphasized designing environments that support social interaction and human activities, while **(Liu, 2022)** highlighted the importance of vibrant public life and active neighborhoods. Today, architectural practice integrates these principles with social inclusion to promote long-term community well-being **(Awan et al., 2011)**. Such an approach contributes to social sustainability by enhancing inclusion, well-being, and long-term community resilience **(Boström, 2012)**. By promoting social sustainability, responsive architectural environments could enhance user engagement, social interaction, and support cultural experiences through well-designed spatial settings **(Al-Najjar and Salim, 2026)**. Architecture plays an active role in shaping social behavior (not just a physical framework for human activities). Spatial spaces affect interactions between publics, feelings of safety and belonging, making architecture a social actor **(Liu, 2022)**. For example, spatial configuration theories emphasize the role of space organization regarding visibility, openness, and hierarchy in shaping human patterns of movement and interactions, thus



effects on behaviors like cooperation or isolation (**Yamu et al., 2021**). Consequently, design decisions in the term SR can be defined as a framework that balances all different factors that influence design in the multiple design stages, from concept to occupancy, leading decision-making processes involving designers, users, agencies, and other stakeholders. This extends to the impact on users through behavioral design, aiming to elicit socially responsible responses from them and create a responsible society that respects rights, duties, and obligations towards oneself and others (Researcher - Procedural). As a framework, SR in architecture became an ethical and political tool that obligates architects to anticipate the future needs and long-term social impact of design besides responding to existing challenges

This highlights the difference between reactive and proactive architecture in their approach to social issues (**Awan et al., 2011**). Based on the broader of (CSR) literature, this study adopts a conceptual distinction between reactive and proactive approaches to social responsibility and adapts it to the architectural context. While this classification has been widely discussed in CSR research (**Windsor, 2006; Carroll and Shabana, 2010**), it is interpreted here as a framework to understand the different patterns of architectural response to social challenges.

- Reactive social responsibility (reacting to problems once they occur).
- Proactive social responsibility (anticipating and preventing problems).

3.1 Reactive Social Responsibility

Reactive social responsibility refers to the actions organizations take in response to existing problems, pressures, or negative impacts, rather than anticipating or preventing them. This responsibility is typically triggered by external factors such as public criticism, regulatory requirements, social unrest, or perceived decline (**Windsor, 2006**). In the literature on corporate social responsibility (CSR), reactive responsibility is often associated with compliance with laws and regulations, damage control after social, environmental, or ethical failures, and responding to stakeholder complaints rather than proactively engaging with them. Based on the literature reviewed, it can be noticed that reactive social responsibility is generally characterized by:

- Problem-driven, not vision-driven.
- Short- to medium-term focus.
- Minimum level of obligations.
- Minimum stakeholder involvement.

Based on the literature on urban regeneration and heritage rehabilitation, reactive social responsibility in architecture could be understood as emerging when architectural interventions respond to existing social decline, spatial degradation, and functional deficiencies. Within the framework adopted in the study, reactive responsibility is reflected in interventions like heritage restoration, street rehabilitation, and physical renewal that respond to existing deterioration. While these interventions often improve the visual quality and functionality of historic spaces, achieving long-term social sustainability needs broader institutional support, community participation, and integrated planning (**Rodwell, 2007; Pendlebury, 2013b; Yung and Chan, 2012**). At the local level, (**Ibrahim, 2025**) demonstrates how artistic interventions can strengthen the visual identity of urban streetscapes. Recent studies have demonstrated that socio-spatial interactions contribute significantly to strengthening place attachment and sustaining the relationship between users and traditional urban environments (**Shinbira, 2026**). On the contrary, proactive



social responsibility can be defined as a structured process that prevents any social problems before they occur, through embedding responsibility into the heart of decision-making practice. In CSR theory, proactive responsibility reflects an ethical practice that goes beyond obligation and contributes to shared social value (**Caroll and Shabana, 2010**). In architectural practice, proactive social responsibility emphasizes design that meets social needs and encourages inclusivity through participatory processes to achieve long-term planning. Hence architecture plays as a social-behavioral former (**Awan et al., 2011**). It can be said that the main difference between reactive and proactive social responsibility lies in their depth involvement and time orientation (Reactive responsibility dealing with problems after they occur, while proactive responsibility anticipates and prevent these problems through early intervention and stakeholder engagement (**Windsor, 2006**). This contrast demonstrates vulnerability on relying wholly on reactive interventions, as physical improvements without long-term vision (**Gehl, 2011**). In addition to addressing immediate spatial and social problems, reactive social responsibility can contribute to sustainable development when interventions support the long-term preservation of cultural heritage, improve the quality of public spaces, and promote community engagement. While reactive interventions arise in response to existing challenges, their outcomes can enhance social, cultural, and spatial sustainability when integrated into broader urban development strategies. Finally, **Table 1** presents a comparison between the reactive and proactive approaches to social responsibility in architecture. Social sustainability within conservation projects is strongly associated with preserving local identity, supporting public participation, and maintaining the continuity of social functions within historic environments (**Yung and Chan, 2012**).

Table 1. The points of comparison between the reactive and proactive approaches to social responsibility in architecture

Comparison aspects	Reactive social responsibility	Proactive social responsibility
Intervention Timing	It intervenes after a problem or social or spatial deterioration has emerged, often as a reaction to existing pressures or crises.	It relies on early intervention by anticipating potential social and spatial issues before they escalate.
The motive	The motivation is usually a response to legal necessities, societal demands, or a clear loss of job security.	The motivation is linked to a long-term planning vision that aims to integrate social considerations into the design process from the earliest stages.
Scope of architectural intervention	It focuses on direct physical treatments such as restoration, rehabilitation, and improving the urban appearance of the place.	Spatial planning includes shaping social behavior and promoting the future use of space through design and consulting mechanisms.
The role of users and stakeholders	It is often limited or consultative, with decisions made centrally with partial community involvement.	It is characterized by varying degrees of early and ongoing community involvement in shaping design decisions.
Advantages	It is characterized by its ability to deal with existing and tangible problems, and achieves relatively quick results, especially in emergencies or acute deterioration.	It allows for the reduction of future risks and supports the long-term sustainability of the place's social performance.



Disadvantages	Its impact may be limited to the short term if it is not accompanied by a deep understanding of the social dimensions, and it may reproduce the causes of decline in the future.	It may require more time and resources, and its results are not immediate or obvious in the early stages of implementation.
Expected results	A tangible functional and aesthetic improvement to space, with the potential for variation in the sustainability of social impact.	Enhancing space's capacity for social adaptation and continued use, with varying levels of acceptance or practicality.
Contextual relevance	It is appropriate in contexts experiencing actual deterioration or urgent loss of social or cultural function.	It is used in contexts that allow for advance planning and the availability of a supportive institutional and societal framework.

3.2 Reactive Social Responsibility Strategies in Architecture

Reactive social responsibility strategies in architecture refer to design and planning approaches that arise in response to existing social, cultural, economic, or environmental problems within the built environment. Unlike proactive strategies that anticipate future challenges, reactive approaches are typically implemented after spatial degradation, heritage deterioration, social exclusion, or disaster damage has occurred. These strategies help to restore cultural identity and social-functional vitality through the rehabilitation of urban fabrics and the improvement of community engagement. In today's discourse, reactive social responsibility in architecture recognized as a key mechanism for renewal, heritage preservation and community revitalization especially in historic or post crisis contexts. The following characterized most significant RSR strategies:

3.2.1 Heritage Restoration and Rehabilitation Strategy

Heritage restoration and rehabilitation strategy refers to architectural interventions that aim to restore the historical, functional and cultural value of deteriorating heritage spaces, while making use of them in contemporary society. These interventions react to existing social or physical deterioration, within the framework of reactive social responsibility, such as loss of cultural heritage or social liveliness. The restoration includes capturing the heritage site to its previous state, based on documented evidence, and aims to preserve the authenticity of historical elements **(Feilden, 2003)**. Rehabilitation, on the other hand, focuses on adapting historic buildings to contemporary uses through repair and compatible alterations while preserving the features that convey their historical, cultural, and architectural significance **(National Park Service, 2017)**. The **(U.S. Department of the Interior, 2017)** emphasizes that rehabilitation should enable the continued use of historic buildings while preserving their heritage-defining features. At a broader urban scale, UNESCO's Historic Urban Landscape (HUL) recommendation promotes the integration of heritage conservation with social, cultural, economic, and environmental development to achieve sustainable urban regeneration **(UNESCO, 2011)**. The Dadabhai Naoroji Road Heritage Streetscape project exemplifies restoration and rehabilitation as a reactive strategy. Initiated by the Mumbai Metropolitan Area Development Authority in 1998, the project aimed to revitalize this deteriorating historic commercial street, which features Victorian-era architecture. The Restoration process involved enhancing street furniture,



standardizing commercial signage and facades to maintain the street's historical identity while sustaining the social and commercial interactions. Also, the project adopted a participatory approach by involving shop owners and locals. Ultimately, the street successfully restored its historical character and revitalized its social liveness (**Lambah, 2004**).

The above reveals that restoration and rehabilitation strategies, in SR domain, could be used as a tool aiming for the enhancement of architectural identity and preserving collective memory. These interventions often appear due to emerging urban or social degradation, which enables them to be approached within the framework of reactive social responsibility. However, measuring the effectiveness of these strategies in their ability to generate a sustainable impact on social-functional interaction requires an applied analysis based on measurable indicators and field data, designed according to the nature and context of the project.

3.2.2 Adaptive Reuse Strategy

Adaptive heritage reuse refers to the process of repurposing historic buildings or sites for new purposes while preserving their architectural, cultural, and historical significance. Within the framework of reactive social responsibility (RSR) in architecture, adaptive reuse represents an intervention that responds to existing architectural and social challenges, such as abandonment, functional obsolescence, or deterioration of heritage buildings, by reintegrating them into contemporary social and economic life. Adaptive reuse is defined as the practice of modifying historic buildings to accommodate new uses while preserving elements that express their cultural significance and historical authenticity (Plevoets, 2019). For example, the conversion of Bankside Power Station into the Tate Modern Museum in London, UK, is one of the world's most prominent examples of the reuse of heritage buildings, the project designed by Herzog and de Meuron in 2000, transformed an abandoned industrial power station into contemporary art museum, by preserving industrial architectural elements, including the imposing turbine hall and the brick facade, while adding new interior functions to accommodate exhibitions, and cultural activities. This project exemplifies the socio-economic decline of the industrial area surrounding the south bank of the River Thames by transforming the abandoned building into a cultural center that revitalizes the nearby environment and engages the public with the preservation of heritage architecture (**Sudjic, 2001**). The project highlights the ability of adaptive reuse to preserve heritage value in parallel with creating new social and cultural opportunities.

Finally, it can be realized that by minimizing demolition waste, preserving cultural identity, collective memory, and revitalizing community engagement with heritage spaces, this strategy helps achieve sustainability. While adaptive reuse begins after heritage assets have lost their original function or degraded, it can be classified as a reactive response to social responsibility.

3.2.3 Public Space Revitalization Strategy

The Public Space Revitalization focuses on rehabilitating deteriorated public spaces, like streets, squares, and waterfronts, aiming to restore social dynamism by improving accessibility and pedestrian infrastructure, enhancing environmental quality and public safety, encouraging social engagement, economic activity, and, most importantly, responding to the decline in public life (**Madanipour, 2010**). Design characteristics of public



spaces have a measurable influence on visitors' experience and place attachment, confirming that physical interventions can contribute to stronger social engagement and environmental perception (**Abuhayya and Fekete, 2024**). Recent studies have demonstrated that the success of revitalization projects depends not only on physical improvements but also on their ability to strengthen social cohesion, place attachment, and community development (**Yung et al., 2017**). The revitalization of Bryant Park in Manhattan is an example of a public space revitalization strategy. Bryant Park was known as a neglected space, underutilized with criminal activities between the 1970s and early 1980s. Initiated by the Bryant Park Foundation, the restoration project began with the aim to transform the park into a vibrant, multi-use public space and a safe. The restoration process included redesigning walkways, installing movable benches, landscaping, improving lighting, and organizing cultural and commercial activities. These enhancements addressed the park's social- functional decline and successfully improved social interactions, which led to attracting more locals and tourists, enhancing security, and stimulating economic activity. Bryant Park is considered a global example of public space regeneration (**Fernandez et al., 2022**)

Finally, it can be said that public space Revitalization Strategy contribute to the revitalization of spatial environments by only through physical improvements and social activities, consciously reconnect them with the community. Such interventions also respond to social and cultural context, aiming to restore both functionality and public interaction.

3.2.4 Temporary Urban Intervention Strategy (Tactical Urbanism)

Temporary urban intervention, also referred to (tactical urban planning), can be defined as (short-term, low-cost, and flexible interventions) in urban spaces that response to an urgent social, cultural, or functional crisis. Regarding to the framework of RSR in architecture, this strategy is applied in response to urban deficiencies, such as underutilized streets, loss of public spaces vibrancy, or a lack of community interaction, without the need for large-scale construction. Tactical urban planning interventions may include temporary parks, temporary pedestrian plazas, street murals, mico landscaping, or community events. These interventions help architects and planners to quickly assess responsive community needs, gather public feedback, and stimulate local socio-economic activity before committing to permanent urban changes (**Lydon and Garcia, 2015**). As an example, The San Francisco's "Pavement to Parks" program used tactical urban planning as a reactive strategy. Launched by the San Francisco Planning Department in 2009, the program transformed underutilized streets and parking areas into temporary public plazas, seating areas, and pedestrian-friendly pathways. These interventions addressed the problem in traffic-dominated urban areas by creating vibrant social spaces which enhance public interaction and local economic activity. Applying these temporary installations helped with ongoing evaluation and adjustment based on public feedback, ultimately contributing to more sustainable urban design actions. Finally, it can be noted that temporary urban interventions allow for flexible, community-cantered actions to enhance urban environments, improving the role of architecture as a socially responsive actor while reducing costs and risks. As a reactive strategy, it reduces urgent urban-social problems and fosters a sense of belonging among the public through promoting multi stakeholder participation.

3.2.5 Cultural Activation Strategy

This strategy includes the adaptive use of architecture and public spaces for community arts programs, exhibitions, performances, festivals, and creative industries. These interventions



revitalize social life and collective memory, while maintaining cultural identity (**Evans, 2005**) explains that culturally led regeneration is often used to revitalize degraded areas by reintroducing cultural functions and events that attract users and rebuild their symbolic value. The High Line project is a prime example of cultural revitalization as a reactive strategy. A derelict elevated railway line has been transformed into a linear public park featuring art installations, cultural programs, performances, and community events. Initiated by the local community and opened in phases starting in 2009, the project was a response to the neglect and deterioration of industrial infrastructure. Beyond the physical redesign, ongoing cultural programs—including public art commissions and seasonal events—have been pivotal in revitalizing the space socially and culturally, transforming it from a neglected building into a vibrant civic destination (**Lindner and Rosa, 2017**). In conclusion, it can be said that cultural revitalization works reactively to restore the social and symbolic value of neglected places by using culture as a catalyst to revitalize places and communities.

3.2.6 Community Participation and Social Inclusion Strategy

This strategy refers to an architectural approach that plays an active role in including the local communities' groups in decision-making, design processes to identify existing social imbalances and spatial exclusion, and functional deficiencies in the built environment. Within the concept of reactive social responsibility in architecture, it can also be said that it is considered reactive because it is applied in response to specific social gaps, conflicts, spatial conditions or exclusionary practices, seeking to restore trust, improve accessibility, and achieve social equity through participatory action. This strategy includes participatory design workshops, co-creation processes, stakeholder engagement, and inclusive planning mechanisms that ensure affected results. (**Sanoff, 2000**) emphasizes that participatory design enhances the social performance of projects by integrating user knowledge and responding to genuine community needs. For example, designed by Elemental (Alejandro Aravena), the Quinta Monroy incremental housing project adopts participatory and socially inclusive architectural practice. Addressing an informal settlement facing the threat of displacement, the project directly involved residents in the planning and designing process. The architects developed a participatory incremental housing model where each family received a structurally complete "half-house" that could be expanded according to their needs. Ultimately, the residents helped form the design of the housing units, the logic of expansion, and the overall composition of the neighborhood. This approach came as a response to an urgent social housing problem, restoring residents' right to remain in their homes while improving their living conditions (**Aravena and Iacobelli, 2012**). At the end it's clear that community participation and social integration could be seen as reactive strategies that correct social and spatial inequalities through linked decision-making in architectural processes.

3.2.7 Post-Disaster Reconstruction Strategy

Post-disaster reconstruction strategy refers to architectural and spatial interventions applied after natural or man-made crisis, aiming to rebuild the damage to building elements, infrastructure, and communities as a whole, restoring social vibrancy and providing safe living conditions. Within the framework of RSR in architecture, this strategy emerges from an existing crisis and focuses on reducing damages and rebuilding safe and socially effective environments. Post-disaster reconstruction goes beyond physical reconstruction to



embrace social recovery, community interaction, safety, and resilience building. It also focuses on restoring livelihoods, cultural continuity, and social networks through contextualized design. Effective post-disaster reconstruction integrates housing, infrastructure, and community facilities with social and institutional recovery measures (Jha et al., 2010) a large-scale reconstruction program focused on providing safe accommodation, durable housing, and improved community infrastructure. Architectural and planning interventions included the creation of elevated residential areas, the redesign of coastal fortifications, and the reconstruction of community facilities. The process combined physical reconstruction with habitation policies and community consultation, aiming to reduce future risks and restore social cohesion rather than replace destroyed buildings. This approach is widely cited as a model for organized post-disaster reconstruction that integrates spatial and social responsibility. Post-disaster reconstruction is a reactive architectural strategy that aims to restore safety and social functionality after a crisis through the integrated rebuilding of property and community. **Table 2** summarizes the strategies mentioned above.

Table 2. A comparison between reactive social responsibility strategies in architecture.

Strategy	Brief definition	The type of problem it responds to	Architectural intervention tools	Social impact outcome	Time degree	Applicability in heritage fabric
Heritage Restoration and Rehabilitation	Restoring and improving deteriorated heritage buildings or facades while preserving their historical value.	Physical deterioration + loss of visual value	Facade restoration, repair of original elements, structural improvement	Restoring visual identity and trust in the place	Medium-long	Very high
Adaptive Reuse	Converting heritage or abandoned buildings into contemporary functions	Job abandonment + economic stagnation	Functional conversion, introduction of new services	Revitalizing economic and social activity	Medium	High
Public Space Revitalization	Improving and revitalizing deteriorated public spaces	Underutilization + insecurity	Improvement of sidewalks, lighting, and furniture	Increasing social presence	Medium	High
Tactical Urbanism	Short-term, low-cost interventions to test urban solutions	Immediate inactivity + decreased activity	Temporary events, partial road closures, temporary installations	Rapid activation and testing of solutions	Short	High
Cultural Activation	Activating space through cultural and artistic	Loss of identity + weakened social ties	Festivals, performances, urban art	Re-establishing symbolic	Short-medium	High

	programs and activities			connection to the place		
Post-Damage/ Post-Disaster Reconstruction	Reconstruction or repair after severe damage or neglect	Cumulative damage or urban trauma	Reconstruction, structural reinforcement	Restoring functionality and safety	Medium-long	Medium
Community Participation and Inclusion	Involving the community in design and rehabilitation decisions	Trust gap + social exclusion	Participatory workshops, participatory design	Social acceptance and sustainable use	Continuous	Very high

Review studies indicate that reactive social responsibility in architecture operates through a range of architectural strategies aimed at addressing existing spatial and social challenges. These strategies seek to revitalize cities, strengthen cultural identity, and improve the social functioning of the built environment. Building on the theoretical discussion in previous sections, **Fig. 1** illustrates the conceptual framework adopted in this study, demonstrating the relationship between urban degradation, reactive social responsibility, architectural intervention strategies, and expected social and spatial outcomes.

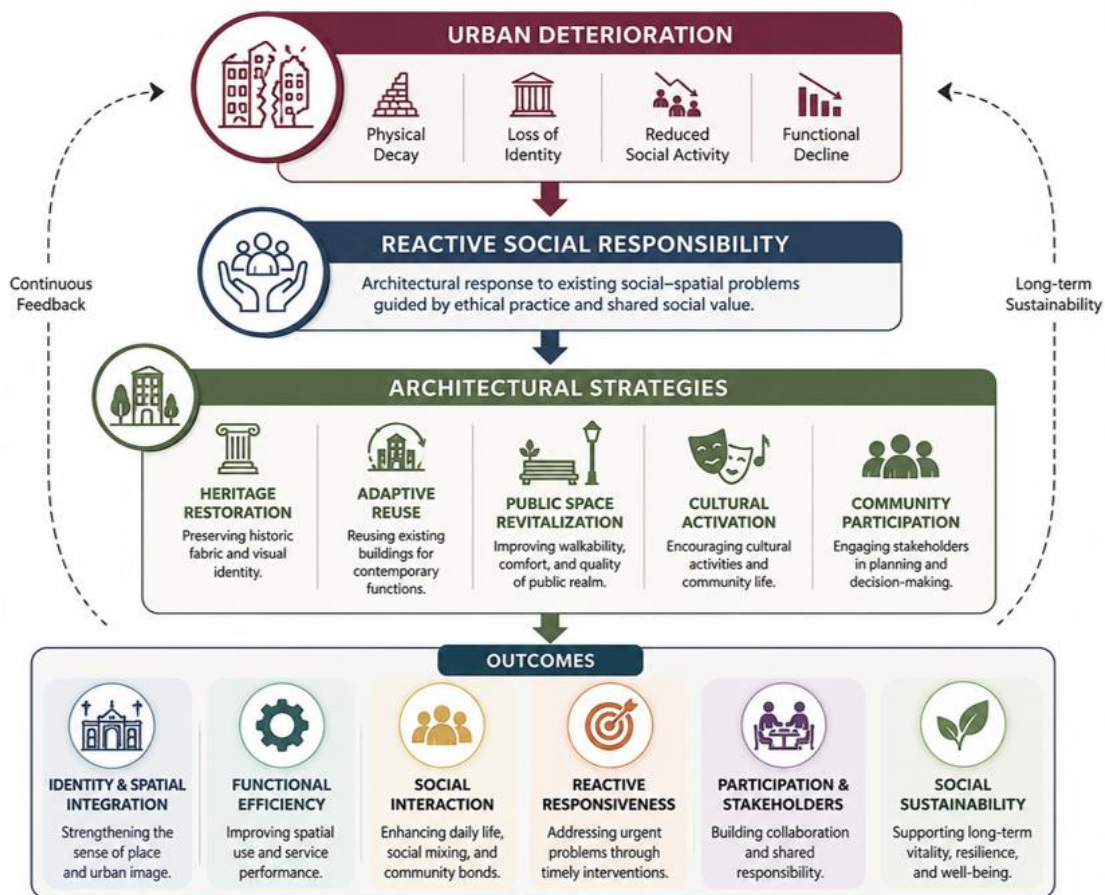


Figure 1. presents the conceptual framework guiding the assessment of reactive social responsibility in the revitalization of Al-Rasheed Street, Baghdad.



4. SELECTED CASE STUDY

One of Baghdad's most remarkable historical places is Al-Rasheed Street, featuring architectural, social, and cultural value which considers the essences of city's collective memory. Sadly, after decades of neglect have led to a decline in its role as a dynamic environment and reduced daily use social interaction. Therefore, Al-Rasheed Street is introduced in this study's theoretical framework as an example or a model for historical streets in post-conflict cities. The study examined the significance and patterns of degradation, along with an analysis of multi architectural interventions aimed at its revitalization, supported by documents, plans, and visual materials. An evaluated process included in the practical study through examines these interventions from the perspective of reactive social responsibility.

This below section analyses how far these interventions embody the RSR principles and their effectiveness in addressing the social-functional aspects of the space, leading to the findings and conclusions.

4.1 Al-Rasheed Street

One of Baghdad's most remarkable historical places is Al-Rasheed Street located in Baghdad, the capital of Iraq at the east bank of the Tigris River (almost parallel to the river) in the Rusafa district. The street forms a vital site connecting Al-Maidan Square in the north with the Bab al-Sharqi and Al-Rasafi Square areas in the south and represents a major urban axis within the city's historical fabric. One of the most important roles is the street plays a pivotal role in linking commercial, religious, and cultural centers, making it the heart of social life in modern Baghdad **(Al-Saffar, 2024)**.

Al-Rasheed Street was established during the Ottoman era, specifically in 1916, as part of efforts to modernize the city of Baghdad. The street's design, straight and wide which contrasted with the city's traditional organic fabric. The initial role of the street design was to serve military and administrative to facilitate the troops movement and sustaining government control, but it quickly evolved into a multi-functional civilian space **(Advisor Travel, 2023)** Al-Rasheed Street developed during the British Mandate and the monarchy, becoming the most important social-cultural center in Baghdad that served as a public space for political gatherings and national celebrations, making it a stage for daily social interaction and the city's collective memory **(Ksat, 2019)**. Architecturally Al-Rasheed Street gained its importance by its unique architectural style that blended late Ottoman influences, imported European elements, and local character, particularly evident in its covered arcades (shanashil and arches), the facades of commercial and administrative buildings, and its functional diversity encompassing residential, commercial, cultural, and administrative spaces. However, after decades of neglect the status began to gradually decline starting in the 1980s. With successive wars, economic sanctions in the 1990s, and then the events of 2003, Al-Rasheed Street suffered rapid urban and social degradation. This degradation included the neglect of heritage buildings, a decline in cultural activities, the migration of residents and shop owners, and direct damage resulting from violence and security instability **(Al Jazeera, 2025)**. All of this is a result of:

- Neglect and a rapidly transforming economic pattern.
- Uncontrolled and unplanned urban growth.
- Wars and politics.
- Absence of maintenance and sustainability policies.

- Although the first official modern rehabilitation attempt was in 2001, which focused on restoring some prominent mosques and heritage buildings, but these efforts were partial and limited, lacking a comprehensive long-term vision, thus resulting a short term impact. The street became worse after 2003 due to the lack of security and administrative stability which led to community and cultural campaigns in 2019 demanding the preservation of Al-Rasheed Street. These initiatives played a social pressure on official bodies and contributed to the street's reinstatement as a priority for rehabilitation ended with the "Pulse of Baghdad" initiative, officially launching its third phase on February 10, 2025. This phase, dedicated to the rehabilitation of historic Al-Rasheed Street, is a major national initiative launched by the Iraqi government, under the supervision of the Prime Minister's office and in partnership with the public and private sectors. The rehabilitation process involved the following key points: Historical buildings restoration: includes the rehabilitation of several heritage buildings along the street, preserving their original character, under the supervision of heritage restoration experts.
- Develop urban transportation: by introducing a new tram to reconnect with the past and present, while also boosting traffic flow.
- Enhancing the facades and infrastructure: organize building facades, sidewalks, and implementing modern infrastructure that respects heritage.
- Revitalization of the economy: The return of traditional cafes, craft shops, and social gathering places is an attempt to restore the street's social and economic role.

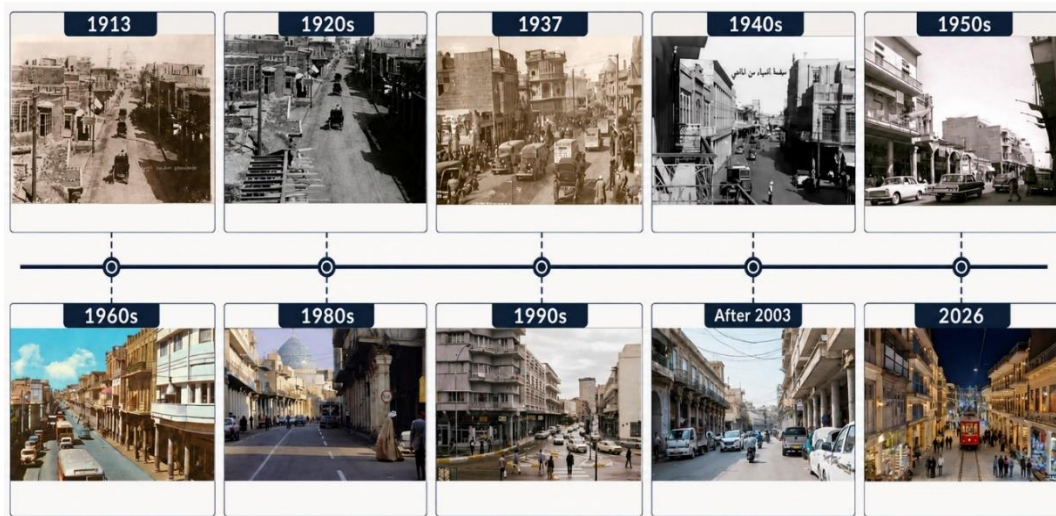


Figure 2. Historical development of Al-Rasheed Street from 1913 to 2026

The morphological transformation of Al-Rasheed Street over time, from its establishment to the recent rehabilitation initiatives, is illustrated in **Fig. 2** (Compiled by the researcher from archival and photographic sources) and can be summarized as follows:

- 1910s (Foundation) A modern straight street contrasted the traditional fabric.
- 1920s–1950s (flourishing) Cohesive facades and arcades, and high vitality.
- 1960s–1980s (Accumulation) Continuation of the structure with gradual modifications.
- 1990s–2010s (Deterioration) Visual and functional decay and loss of public space.
- 2020s (Revival) Restoration of facades and modernization.



Finally, it is noteworthy that all of the above interventions can be interpreted within the framework of reactive social responsibility (RSR), in terms of their aim to contain crises and revitalize the social interaction of the space. However, determining the effectiveness of these interventions or accurately classifying them within this framework requires a systematic analysis based on clear measurement indicators and field data, which is what this empirical study addresses.

4.2 Practical Study and Results Analysis

This section examines the applied aspect after the theoretical framework establishment for the concept of reactive social responsibility in architecture and presents the architectural and historical context of Al-Rasheed Street and the intervention process aiming to examine the extent to which these principles are embodied in practice. This is achieved through analyzing implemented architectural interventions and assessing their ability to respond to the social and functional challenges facing the street.

This is done by first describing and analyzing interventions according to reactive social responsibility strategies in architecture, as design tools that respond to existing problems. These strategies will be adopted as an interpretive framework to assess the effectiveness of revitalization projects in restoring social interaction, improving functional performance, and enhancing the cultural value of the place.

Finally, the results of user and architect surveys, as well as the analytical indicators adopted in the study, were used to develop an integrated interpretive analysis that combines the experience of users and the professional assessment, contributing to a more comprehensive understanding of the reality of the case study and identifying its strengths and challenges. This integration contributes to moving from a theoretical description of interventions to a scientific evaluation based on analyzable and comparable data.

4.2.1 Linking Reactive Social Responsibility Strategies to Interventions to Revitalize Al-Rasheed Street

This section shows the importance of moving from the conceptual to the practical level by examining the extent to which these strategies are present in real-world cases. Al-Rasheed Street serves as a model for this analysis, due to the latest urban interventions that have been undertaken in response to physical deterioration, reducing social activity, and the loss of part of its historical identity. Therefore, this section aims to connect theoretical strategies with the interventions implemented on the street, with the goal of explaining the nature of the adopted architectural response and demonstrating its ability to revitalize the space and restore its social life within the framework of reactive social responsibility.

The connection between reactive social responsibility strategies and Al-Rasheed Street can be observed through:

- The strategy of restoring and rehabilitating heritage: accomplished by the rehabilitation of the facades and buildings, and the organization of visual elements to preserve the architectural identity of the street and restore its value.
- The adaptive reuse strategy: by transforming neglected and underutilized buildings into contemporary spaces like cultural centers, cafes and galleries.
- Public spaces revitalizing: through improving sidewalks, enhancing pedestrian sidewalks and providing safety through public lighting, thus restoring the street as a space for social interaction, not just a traffic urban corridor.



- The temporary (tactical) urban intervention strategy: can be adopted through temporary events, organized open-air public markets and exhibitions, or converting spaces into pedestrian plazas for certain periods of time to test their functionality before permanent implementation.
- The cultural revitalization strategy: through providing festivals, artistic performances, temporary exhibitions and programs that reflect the street's historical identity and attract the public.
- The community participation and social integration strategy: can be done by ensuring different stakeholder involvement in the development decision-making process to make sure that all interventions stem from actual and right needs.
- Finally, post-crisis reconstruction strategies can be applied, aiming to restore function and stability to the area.

4.2.2 Analysis of Survey Results on Architectural Interventions for Reactive Responsibility on Al-Rasheed Street in Baghdad

Two separate questionnaires were adopted: the first one, targeted the general public and street visitors, aimed to assess the satisfaction levels. The second, targeted architects and specialists, to evaluate the interventions from a professional point of view regarding design efficiency and architectural responsiveness.

The questionnaires were a key tool in this study, supporting the applied analysis framework with field data that reflects the perceptions of users and specialists regarding the interventions of Al-Rasheed Street revitalization project.

The analysis of the results aims to reveal the effectiveness of the interventions implemented in addressing previous deterioration, measuring their ability to restore social interaction, improve functional performance, and enhance the cultural value of the street. This analysis also allows for a comparison between users and experts, in their point of view highlighting points of convergence and divergence in the project's evaluation. The results are presented in this section in an organized manner based on the main axes of the questionnaire and then interpreted in light of RSR indicators.

This section doesn't offer survey results as descriptive data but rather employs them as a key tool for evaluating the architectural interventions achieved in the project. This is accomplished by classifying the intervention types and assessing their responsiveness to existing social-functional challenges. The analysis focuses on how these interventions addressed the deteriorating state of the street and their ability to revitalize its role as a social public space, not merely as a site that has undergone physical restoration. Before delving into a detailed analysis of the results, it is essential to identify a set of key factors that shaped the intervention environment. Therefore, it is essential to identify a set of key factors that shaped the intervention environment:

- Physical degradation of historical facades and buildings: decline in facade quality, structural instability and deterioration of decorative elements.
- Reduced social interaction and functional activity: decreased pedestrian traffic, reduced commercial activity, and a decline in cultural events.
- Deterioration of public space: insufficient pedestrian areas, uncontrolled growth, and poor nighttime lighting.
- Loss of city urban identity: reduction of the identification of original historical features.
- Institutional gaps in management.



Accordingly, the results of the surveys were interpreted in light of these themes as the problems targeted by the implemented interventions.

4.3 Analysis of the Main Themes of the Questionnaires

Statistical analysis was conducted using questionnaire data from the Al-Rasheed Street Development Project in Baghdad. The aim was to measure the internal consistency and reliability of the research instrument, as well as to extract descriptive statistical indicators for the variables. Following **(Jansson et al., 2024)** based on Nunnally and Bernstein, Cronbach's Alpha values of 0.70 or above were considered indicative of acceptable reliability.

First: Architects' Questionnaire

Number of Responses: 45

Cronbach's Alpha Coefficient = 0.709

Second: User and Visitor Survey

Number of Responses: 59

Cronbach's Alpha Coefficient = 0.929

4.3.1 Identity and Spatial Integration

- A public survey showed high levels of satisfaction with the intervention's ability to restore the street's historical identity. Most participants felt that the interventions preserved the heritage character and its architectural-cultural symbolism. The facade restoration and visual enhancement elements were most strongly associated with a sense of the street's historical character being achieved.
- From an architectural perspective, the evaluation was also positive regarding the preservation of the original architectural characteristic elements and the maintenance of the morphological continuity of the urban fabric. Also, the survey showed a satisfactory balance between heritage preservation and contemporary solutions. These results indicate that the project has been clearly successful in addressing the problem of the loss of spatial urban identity (which was one of the most visible indicators of the deterioration).

4.3.2 Functional Efficiency

- Public survey indicated that the street became easier to move around with a relative improvement in overall comfort and a greater variety of activities possible within space. The results also showed an increased sense of usability compared to before.
- In their assessment, the architects focused on improving walkability, addressing some previous functional shortcomings, and enhancing traffic flow. However, their evaluations were more conservative, reflecting a more comprehensive perspective on the effectiveness of the implemented solutions. Overall, the project has achieved a clear functional improvement but still requires operational and service enhancements to ensure a more integrated spatial effective performance.

4.3.3 Social Impact

- Public surveys showed that the interventions contributed to an increase in the number of visitors and pedestrians, making the street more attractive and increasing the desire



to stay on the space for longer periods of time. These indicators are directly linked to the restoration of social vitality in the public space.

- Architects noted that the design supports patterns of social interaction and diverse uses, but showed reservations about the social impact, arguing that it remains based on operational quality and the sustainability of associated cultural and commercial activities. Therefore, while the project can be considered successful in fostering community engagement, it requires continuous programs to ensure the sustainability of this impact.

4.3.4 The Reactive Nature of Social Responsibility

- Public surveys confirmed that the project resolved the previous neglect, improved hygiene and safety, and reduced feelings of danger or isolation within space.
- From a professional perspective, the architects viewed the project as a direct response to existing and built-up issues, such as urban decay, poor pedestrian sidewalks, and a loss of architectural identity. This corresponds with the concept of RSR, which focuses on addressing an existing problem rather than being proactive. However, some professional assessments indicated that the intervention remained more of a corrective measure than a long-term transformation.

4.3.5 Participation and Stakeholders

- Public opinion was relatively positive regarding the project's responsiveness to local community needs, with many participants feeling it reflected some of the future expectations of residents and visitors.
- Architects, on the other hand, were more reserved, citing limited stakeholder engagement and a degree of institutional centralization in the decision-making process. These findings suggest that one of the project's major weaknesses was the limited participation of the organized community in the planning, implementation, and follow-up phases.

4.3.6 Social Sustainability

- Public survey showed relative optimism regarding the project's potential for continued positive impact, while emphasizing the need for continuous maintenance and development.
- Architects, on the other hand, assessed the project as moderately sustainable, linking its future success to the existence of operational and maintenance plans and its ability to adapt to changing uses over time. This suggests that the project has achieved an immediate positive impact, but its sustainability remains dependent on future institutional and managerial factors.

Table 3 below illustrates the statistical mean for the main indicators and the difference between architects and the general public.



Table 3. The statistical mean for the main indicators. Mean scores were interpreted based on a five-point Likert scale) according to the following ranges: 1.00–1.80 = Very Low, 1.81–2.60 = Low, 2.61–3.40 = Moderate, 3.41–4.20 = High, and 4.21–5.00 = Very High.

Indicators	Public mean	Architects mean	Note
Identity and Spatial Integration	4.08	3.44	A difference in the perception of spatial identity is evident between the public (visual and symbolic improvement) and architects (morphological authenticity and continuity of urban fabric), reflecting a gap between sensory perception and structural analysis.
Functional Efficiency	4.19	3.33	The public focuses on daily functional improvement, while architects rely on long-term planning efficiency, indicating a difference between perceived performance and functional sustainability.
Social Impact	4.23	3.56	The public sees a direct improvement in social vitality, while architects consider it a superficial improvement with a limited structural impact on social relations.
Reactive Nature of Social Responsibility	4.17	3.70	The results confirm the reactive rather than proactive nature of the interventions, with architects showing a critical awareness of the lack of long-term, radical solutions.
Participation and Stakeholders	3.83	3.68	The results indicate weak community participation and a dominant centralized approach, which limits the effectiveness of participatory governance.
Social Sustainability	4.06	3.32	There is a difference in understanding sustainability; the general public sees it as an immediate positive, while architects link it to the absence of a long-term operational vision that threatens future sustainability.

4.4 Linking the results to the research problem's aspects

- Physical deterioration: The results showed a high degree of success in addressing physical deterioration through facade restoration, visual improvement, and improved hygiene and safety.
- Reduced social and functional activity: The data confirmed an increase in visitor numbers and an improvement in overall attractiveness, along with greater diversity in uses, indicating a positive response to the previously mentioned low activity problem.
- Deterioration of public spaces: The findings indicated improvements in walkability, mobility, and quality of use. However, some professional assessments suggested that the development of public spaces still requires more facilities and support services.
- Loss of identity: This was one of the project's strongest points, with most participants agreeing that the project helped to reaffirm the street's historical identity and restore its symbolic image.
- Institutional gaps: This remained the relatively weak point, as the results showed limited stakeholder involvement and a need for clearer operating and maintenance frameworks to ensure the project's sustainability.

However, the results revealed that although the reactive interventions on Al-Rasheed Street succeeded in reviving the social function of the space in the short term, sustaining this revitalization requires a long-term institutional operational structure. Therefore, based on the analysis, the study recommends supporting reactive architectural interventions in historic streets with a structure that includes establishing a specialized urban management body, implementing regular maintenance and restoration programs, and developing a local economic operating model that supports cultural and commercial activities linked to spatial



identity. It also recommends strengthening organized community participation mechanisms through local councils and multi-stakeholder representative committees to ensure the continuity of social interaction and a sense of shared ownership of the space and meeting the public's needs. Furthermore, it is recommended to link reactive interventions to a long-term proactive planning framework, transforming the phased revitalization into a sustainable development strategy that combines responding to existing problems with preventative strategies for the future. It is also important to integrate the street into the city network, as sustainability cannot be achieved if the street remains isolated. Therefore, it is recommended to connect it with tourist routes, pedestrian paths, public transportation, and cultural routes to increase daily use, not just occasional use.

Also, the findings of this study are generally aligned with international projects discussed in the theoretical framework. For example, the interventions on Al-Rasheed Street are similar to the revitalization of Bryant Park in New York and the High Line project, which demonstrated that improving the physical environment and enhancing the quality of public spaces can evoke social interaction and encourage public use. Likewise, the renewed cultural activities observed along Al-Rasheed Street correspond with the experience of Tate Modern, where architectural regeneration contributed to strengthening cultural engagement, urban vitality and greater social interaction. In addition, the emphasis on preserving the historical identity of Al-Rasheed Street is comparable to the rehabilitation of DN Road in Mumbai, where heritage conservation was integrated with contemporary urban development. These similarities suggest that, despite differences in context and scale, reactive architectural interventions can effectively restore the social and cultural functions of deteriorated historic environments.

Finally, the experience of Al-Rasheed Street confirms that architecture functions not only as a tool for physical formation but also as a social link able to rebuild the relationship between society and place. The framework of social responsibility, even in its reactive form it can play a significant corrective role, provided it is supported by operational structures and proactive strategies that ensure the sustainability of its architectural and social impact.

5. CONCLUSIONS

The statistical analysis reveals that both the public and the specialists acknowledged the positive impact of the revitalization project in general. However, participation and stakeholder involvement and social sustainability recorded relatively lower evaluations, chiefly among architects, highlighting issues related to long-term governance, maintenance, and participatory planning. Based on the results of the surveys and comparative analysis, it can be concluded that "Baghdad Pulse" project exceeds a partial spatial rehabilitation project; it reflects a clear model of reactive social responsibility in architecture (RSR). The results of the analysis of architectural interventions on Al-Rasheed Street demonstrated that (RSR) strategies in architecture have the ability in contributing to the revitalization of deteriorated spaces, particularly at the short-term visual, physical, and social levels. Generally, the comparison between the two groups reveals clear agreement on the project's success in aspects related to visual identity, improvement of the physical environment, and promoting social activity. Nevertheless, a difference arose in their assessments regarding participation and sustainability. The public was more positive in evaluating the project's direct and practical impact, while the architects expressed greater reservation, focusing on deeper issues such as governance, maintenance plans, operational continuity and the centralized decision-making mechanisms. These differences highlight the importance of



combining professional and public perspectives when evaluating revitalization projects, as the public evaluates the daily and immediate experience, while experts assess the institutional structure and long-term outcomes.

Credit Authorship Contribution Statement

Sarah W. Khalid: Conceptualization, Methodology, Investigation, Data curation, Formal analysis, Writing – original draft. Asmaa M. H. Al-Moqaram: Supervision, Conceptualization, Methodology, Writing – review & editing.

Declaration of Competing Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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عندما تستجيب العمارة: تقييم دور المسؤولية الاجتماعية التفاعلية في الإحياء المستدام لشارع الرشيد، بغداد

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الخلاصة

تتناول هذه الدراسة المسؤولية الاجتماعية التفاعلية في العمارة بوصفها مدخلاً لتقييم تدهور الأنسجة العمرانية التاريخية وعمليات إحيائها. تركز الدراسة على شارع الرشيد في بغداد، الذي شهد عدة محاولات لإعادة الإحياء استجابةً لفترات طويلة من الإهمال وعدم الاستقرار الاجتماعي والسياسي وتراجع الحياة العامة. اعتمدت الدراسة منهجية دراسة الحالة الكمية مدعومة بمسحين ميدانيين استهدفوا المعماريين ومستخدمي الشارع الذين سبق لهم زيارة الموقع. ركز استبيان المستخدمين على تقييم الإدراك المكاني والتفاعل الاجتماعي ومستويات رضا المستخدمين، في حين ركز استبيان المختصين على تقييم مدى فاعلية التدخلات المعمارية والمكانية المنفذة. قدمت الدراسة من خلال الجمع بين تقييم الخبراء وتجارب المستخدمين، تقييماً شاملاً لعملية الإحياء. تشير النتائج إلى أن التدخلات المنفذة تجسد مفهوم المسؤولية الاجتماعية التفاعلية من خلال الاستجابة للتحديات الرئيسية التي واجهها الشارع، بما في ذلك تراجع الطابع العمراني، وضعف التفاعلات الاجتماعية، وانخفاض النشاط المرتبط بحركة المشاة. كما أظهر التحليل المقارن وجود اختلافات في تصورات المستخدمين والخبراء تجاه هذه التدخلات، إذ أبدى المستخدمون مستويات أعلى من الرضا تجاه الهوية البصرية والتجربة المكانية، في حين تبني المماريون مواقف أكثر نقدية فيما يتعلق بالاستدامة طويلة الأمد وآليات المشاركة. استعادت المنطقة من خلال تحسين قابلية المشي، وتأهيل الواجهات العمرانية، وتطوير الأنشطة الثقافية، جزءاً من حيويتها الاجتماعية وتفاعلاتها العامة. كما تم تطوير إطار نظري يستند إلى مؤشرات تشمل المشاركة، والقدرة على التكيف، والاستجابة للسياق، والاستدامة الاجتماعية. تشير النتائج مع ذلك، إلى أنه على الرغم من تحقيق هذه التدخلات تحسينات ملموسة وقابلة للقياس على المدى القصير، فإن تأثيرها طويل الأمد يظل محدوداً ما لم يُدعم بسياسات متكاملة، ومشاركة فعالة لأصحاب المصلحة، واستراتيجيات تخطيط استباقية مستدامة.

الكلمات المفتاحية: شارع الرشيد – بغداد، الحفاظ على التراث، إحياء الفضاءات العامة، المسؤولية الاجتماعية التفاعلية، الإحياء المستدام.

Appendix A

Questionnaire for Architects and publics

The complete questionnaires used in this study can be accessed by scanning the QR code below

