

# The impact of culture-oriented urban regeneration on local development—Case studies of Taiwan and South Korea

Shu-Wen Lin<sup>1</sup> Ko-Ming Wang<sup>2</sup>

## Abstract

Urban regeneration originated in the UK, where post-industrialization led to urban decline and decay. The middle class began to move to suburban areas with better quality of life. To promote urban redevelopment, governments worldwide have undertaken structural adjustments in urban industries and utilized arts, culture, and infrastructure to enhance urban quality of life, aiming to find solutions for regional economic improvement and address market failures. There are various approaches to urban regeneration, with culture-oriented urban regeneration gaining popularity in recent years. This approach helps to address conflicts between urban development and issues such as cultural preservation, local identity, and international competition. It has become an important strategy for local economic revitalization in Western Europe, the UK, the US, and elsewhere, forming an integral part of urban development. Asian countries have also been influenced by international culture-oriented urban regeneration strategies. Taiwan and South Korea have enacted legislation and promoted cultural asset preservation, gradually using arts and culture as tools for local regeneration and to cultivate community cultural aesthetics and lifestyles.

Through literature review and analysis, this study aims to understand the importance of urban regeneration for urban development, the characteristics of culture-oriented urban regeneration, and its benefits for local development. It compares the differences in culture-oriented urban regeneration between Asian countries and Western countries. Furthermore, using Dihua Street in Taipei, Itaewon in Seoul, and Hanok Village in Jeonju as examples, it analyzes the process and strategies of culture-oriented urban regeneration in both countries. The study further examines the impacts and issues of the above cases on local development, such as the improvement of regional economic development, environmental quality, gentrification, and the impact on local residents' lives. Additionally, the study also proposes improvement suggestions to provide reference for Asian countries in promoting culture-oriented urban regeneration planning.

**Keywords:** Urban Regeneration, Culture-Oriented Urban Regeneration, Itaewon in Korea, Hanok Village, Dihua Street in Taiwan

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<sup>1</sup> Associate Professor, Department of Urban Development, University of Taipei, shuwenlin@go.utaipei.edu.tw

<sup>2</sup> Master Student, Department of Urban Development, University of Taipei, g11250003@go.utaipei.edu.tw

## **1. Introduction**

In recent years, the trend of globalization has indirectly spurred the rise of industries related to information technology, tourism, cultural creativity, and ecological conservation, leading to urban renewal becoming a significant development issue in major cities globally. The trend of urban development in Taiwan is gradually shifting towards urban redevelopment, urban regeneration, and urban reconstruction. The concept of urban regeneration originated in the UK due to urban decay in the post-industrial era, where the middle class moved to suburbs with better living conditions. To promote urban redevelopment, governments in various countries adjusted urban industrial structures and used art, culture, and construction to improve urban life quality, seeking solutions to enhance regional economies and address market failures.

There are numerous ways to promote urban regeneration, with culture-oriented urban regeneration gaining prominence in recent years. It helps resolve the contradictions between urban development and cultural preservation, local identity, and international competition, becoming a crucial strategy for local governments in Western Europe, the UK, and the USA for local economic recovery. Mobilizing creative communities and cultural activities or creating a creative atmosphere has become a globally circulating urban regeneration plan, expected to provide a policy tool that can be quickly applied, and a cross-border or cross-regional cultural solution for urban problems or industrial transformation. Asian countries have also been influenced by international culture-oriented regeneration strategies. In Taiwan and South Korea, laws and regulations for cultural asset preservation have been enacted and promoted, with arts and culture gradually being used as tools for local regeneration, creating community cultural aesthetics and life tastes. In Taiwan, the cultural and creative development strategy has become a crucial urban governance policy, aiming to surpass the past focus on hardware construction and real estate-oriented urban regeneration, bringing a shift in the main axis of urban regeneration (Florida, 2007; Paddison and Miles, 2007; Taipei County Government, 2010).

This study reviews and analyzes related literature to understand the importance of urban regeneration for urban development, the characteristics of culture-oriented urban regeneration, and its benefits for local development. It also compares the differences in promoting culture-oriented urban regeneration between Asian and Western countries. Further, it takes Dihua Street in Taipei, Itaewon in Seoul, and the Hanok Village in Jeonju as examples to analyze the promotion process and strategies of culture-oriented urban regeneration in these two countries. The study further organizes the impacts and issues of these cases on local development, such as regional economic development, environmental quality improvement, gentrification, and impacts on local residents' lives, providing improvement suggestions for the planning of culture-oriented urban regeneration in Asian countries, hoping to balance cultural preservation and economic development during urban regeneration, enhance residents' local identity, and maintain the identification and self-evidence of traditional culture.

## **2. Literature Review**

### **2.1 The Meaning of Urban Regeneration**

Unlike traditional Urban Renewal, which focuses only on the architecture itself, Urban

Regeneration aims to propose a holistic approach, including analyses and studies from the social, economic, physical, and cultural perspectives, in order to propose an overall regeneration plan for the urban interior in conjunction with the current trends (National Cheng Kung University, 2020). On the other hand, it hopes the government can bring investment behavior, jobs, consumer behavior, and good living quality back to urban areas (Chris Couch, 1990), creating more job opportunities, improving urban economy and finance, constructing environmentally friendly green buildings, introducing rich cultural activities to revitalize the city, and reducing urban crime rates. Due to its emphasis on integrating resources from various levels and the comprehensive perspective of urban reconstruction, it presents a more integrated concept of urban function recovery and a comprehensive vision (Table 1). It is carried out in accordance with the different national conditions and systems of each country, thus presenting a more integrated urban function recovery concept and comprehensive vision.

**Table 1. Urban Regeneration Concept**

Aspect	Goals and Characteristics	Basic Direction
Physical and Environmental	<ol style="list-style-type: none"> <li>1. Introduce a broad range of ideas on environmental sustainability and pursue sustainable urban space structures and urban forms</li> <li>2. Seeking three-dimensional and complex high-efficiency utilization solutions for urban land</li> </ol>	<ol style="list-style-type: none"> <li>1. Compressible and organized development of urban areas</li> <li>2. Build an ecological city where humans and the natural environment can coexist</li> </ol>
Social and Economic	<ol style="list-style-type: none"> <li>1. Seeking the recovery of subjectivity in urban areas and the recovery of local society</li> <li>2. Provide equal opportunities to establish social fairness</li> <li>3. Focus on community roles</li> </ol>	<ol style="list-style-type: none"> <li>1. A progressive and balanced urban regeneration model</li> <li>2. Build a self-sufficient economic foundation for the urban area</li> </ol>
Policy and Management	<ol style="list-style-type: none"> <li>1. Revitalize the labor-intensive city through the regeneration of urban functions</li> <li>2. Division of roles among public departments and increasing opportunities for residents to participate</li> </ol>	<ol style="list-style-type: none"> <li>1. A consistent and systematic urban planning policy</li> <li>2. Strengthen urban management through activating residents' participation</li> </ol>
Cultural and Artistic	<ol style="list-style-type: none"> <li>1. Preservation and utilization of cultural resources</li> <li>2. Rebuilding the city through history and culture</li> <li>3. Achieve urban regeneration through art</li> </ol>	<ol style="list-style-type: none"> <li>1. Understanding of regional integrity</li> <li>2. Establish culture-related systems and policies</li> <li>3. Construct cultural infrastructure space facilities</li> </ol>

Source: Park J. S., Baek S. M. (2011); Zhou (2019)

The concept of urban regeneration originated in the UK, with substantial achievements in regenerating old dock areas and city centers. Since the Richard Rogers administration (1979-1990), development regulations were relaxed, development corporations were established, and specific areas were designated for development. The Urban Taskforce led by Richard Rogers proposed many policy proposals on urban regeneration, such as "Towards an Urban Renaissance". As for Asian, Japan was the first Asian country to propose urban regeneration, emphasizing it was born from the era trend of resource reuse due to population decline. It involves policy and institutional considerations, implementation in urban land handling, urban redevelopment methods, utilization of surplus floor areas, and building symbiosis methods. For the creation of a vibrant city in the 21st century, changes in socio-economic situations such as information flow, internationalization, and a low birthrate and aging population, enhancing urban attractiveness and international competitiveness are the basic meanings of urban regeneration (Japan Urban Regeneration Headquarters, 2004). However there are fewer documents discussing the connotation of urban regeneration in Taiwan. Chen (1999) defines urban regeneration as injecting new functions into areas with declining urban functions through social, economic, or physical environmental improvement means, embodying the concept of sustainable development. The biggest difference from reconstruction is the preservation and utilization of existing buildings, with necessary repairs. Her explanation of urban regeneration still mainly focuses on "architecture" but emphasizes "architectural reuse".

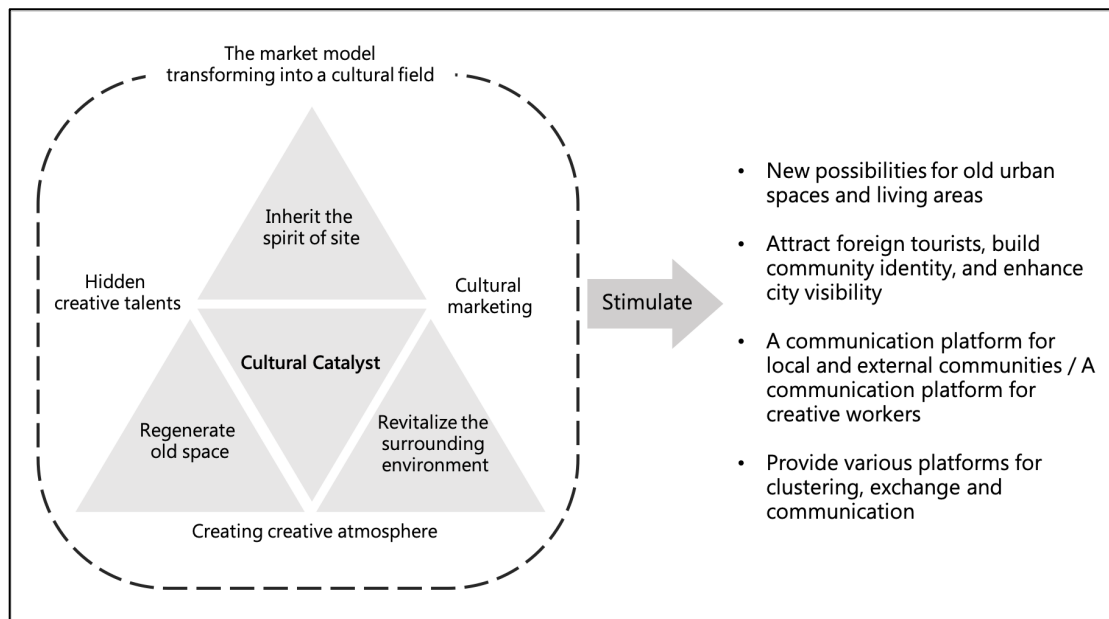
From the above discussion on the connotation of urban regeneration, it can be seen that urban regeneration is an expansion of the definition of renewal in recent years, emphasizing a more long-term, comprehensive, and strategic consideration to solve urban problems. It effectively solves the problem that traditional urban renewal often fails due to the lack of consideration of local culture or customs, thus becoming the most adopted urban management method by countries today.

## **2.2 The Connotation of Culture-Oriented Urban Regeneration**

With the development trend of globalization, some Western countries have faced the issue of industrial structure readjustment since the 1980s and 1990s. They had to transform from chimney industries to service industries as the economic development goal in response to the post-industrial era. Therefore, they used culture-oriented strategies to promote urban regeneration, becoming an important strategy for Western European, UK, and North American governments to intervene in local economic recovery. Culture-oriented strategies include cultural and creative industries, cultural facilities, cultural activities, cultural asset preservation and utilization, and the creation of cultural landmarks, combined with the Creative City concept, as an urban regeneration strategy aiming to boost economic development (Li, 2021).

Culture must be marketed through catalysts (Figure 1), starting from the basic quality of people's lives, cultivating people's creativity and innovation through sensory influences, transforming it into an element that enhances urban competitiveness. Therefore, the creation of a creative atmosphere by cultural catalysts has characteristics such as attracting external tourists, gathering community identity, and enhancing urban visibility (Feng and Yang, 2015). Culture-oriented urban regeneration has developed into two major trends: first, building large-scale cultural constructions as catalysts for

urban regeneration, such as opera houses, art museums, and museums; second, using intangible assets such as culture, symbols, and festivals, packaging them as elements of corporate commodities, and creating urban cultural economies through marketing networks. A classic case is Liverpool, UK, the European Capital of Culture in 2008 (Liu, 2014), which attracted 9.7 million additional visitors that year (including 1.14 million overnight visitors), accounting for 35% of the total visitors that year, bringing an economic impact of 754 million pounds to Liverpool and surrounding areas. Among the total visitors, 2.6 million came from outside the UK, with 97% of them being first-time visitors to Liverpool, indicating that the European Capital of Culture event was a major factor inducing visits.



**Figure 1. Interactive Relationship Diagram of Culture-Oriented Urban Regeneration**

Source: Feng and Yang (2015)

Culture-oriented urban regeneration, focusing on cultural resources, has been highly valued by countries in recent years as it effectively helps develop urban characteristics and create urban brands. With the shift in urban development models from industrial development to post-industrialism based on mass consumption, tourism, service industries, and cultural industries, many local governments in South Korea began to promote urban regeneration. Since the 2000s, Seoul's urban development policy has shifted from large-scale reconstruction to culture-oriented urban regeneration, promoting cultural regeneration of cities in various ways and reshaping urban and national images (Kim, J. Y., 2016). Overall, the strategies of the Seoul city government include three main cultural policies: beautifying historical sites, designating cultural zones, and community building.

First, beautifying historical sites can be seen as the global commodification of urban spaces (Douglass, 2005), emphasizing the historical value, cultural heritage, and nationalism of city centers. This is achieved through symbolic architectural landmarks designed by famous architects or nationalistic narratives to establish national pride. Examples include the restoration of Cheonggyecheon, which was covered by elevated highways, in 2003, and the beautification of Gwanghwamun Square in 2009. Gwanghwamun Square, as a symbolic public space, serves as both the administrative center of the Korean government and a site of nationalistic pride. Another example is the Dongdaemun Design Plaza (DDP), designed by the world-renowned architect Zaha Hadid,

which began operation in 2012. Second, Seoul designates streets or areas with concentrated cultural activities or facilities as cultural zones. For instance, in the early 2000s, Insadong was designated as an urban renewal development zone, tourism zone, and cultural zone, where visitors can experience traditional Korean culture dating back to the Joseon Dynasty, including paintings, antiques, and food (Kim, 2011). At last, in 2012, the Seoul city government launched an urban regeneration initiative called "Maeul" (a Korean word meaning village or community) construction. Unlike previous large-scale redevelopments, the "Maeul construction" supports small social enterprises, welfare programs, and community cultural activities applied for by residents using government budgets.

Taiwan has also been influenced by international culture-oriented regeneration strategies. In 1982, Taiwan enacted the Cultural Heritage Preservation Act, and since the 1990s, has actively promoted the reuse of local idle spaces through arts and culture. This has included using the process of art education to cultivate community cultural aesthetics and lifestyle tastes. In 2018, the implementation of the "Cultural and Creative Industries Development Act" marked the government's active promotion of culture-oriented urban regeneration (Ministry of Culture, 2022). This led to cultural promotion strategies like the Urban Regeneration Station (URS) Base project, which used art and cultural spaces to drive local regeneration (Taipei Urban Regeneration Office, 2010).

### **3. The Impact of Culture-Oriented Urban Regeneration on Local Development**

#### **3.1 Case Studies of Culture-Oriented Urban Regeneration**

Following the literature review, this study further examines the cases of Dihua Street in Taipei, Itaewon in Seoul, and Hanok Village in Jeonju. It organizes the processes and strategies of culture-oriented urban regeneration in both countries, analyzing the impact and issues of these cases on local development. The case descriptions are as follows:

##### **1. Itaewon, Seoul, South Korea**

In many culture-oriented urban regeneration projects in South Korea, the initiatives are led by city governments and supported by public funding. However, in Itaewon, located in central Seoul, the transformation has been driven by the presence of "cultural entrepreneurs" (Kim, J. Y., 2016). These cultural entrepreneurs are artists who pursue both cultural creations and entrepreneurial endeavors, combining their artistic pursuits with business practices to reimagine Itaewon as a culturally vibrant space, fostering a sense of self-identity and leading the cultural regeneration of this old neighborhood.

Due to its proximity to military bases, large-scale changes to the architectural environment and infrastructure in Itaewon have been restricted, and height restrictions have been set to protect the views of Namsan Mountain. Consequently, unlike other areas in Seoul, Itaewon has not undergone large-scale urban development. Since the 1990s, with the deepening of globalization, the number of foreigners from all over the world has increased. The partial relocation of military facilities, the rise in international tourists, cross-national marriages, and the arrival of foreign companies and their employees have all contributed to the area's cultural diversity. This diversity has attracted a younger generation of Koreans, particularly artists with cultural tastes. The influx of newcomers has continuously expanded Itaewon's spatial boundaries. Different locations within Itaewon represent different characteristics of cultural entrepreneurs (Figure 2). For example, Kyungridan-gil near military facilities and the central residential areas are home to many small restaurants and cafes. The

upper-middle-class residential area near Saisai consists mainly of high-end fashion boutiques run by professional designers. Usadan-ro, where the central mosque is located, houses many Muslim immigrant workers and the lower class, as well as numerous artists, cultural entrepreneurs, and individuals pursuing a hippie, laid-back lifestyle.



**Figure 2. Schematic map of Itaewon**

Source: Kim, J. Y. (2016)

## 2. Jeonju Hanok Village, South Korea

The Hanok Village is the central area surrounded by four streets: Chungjeong-ro, Cheondong-ro, Paldal-ro, and Girin-daero, and is known today as the Hanok Village. It covers a total area of 298,260 square meters. In the late 1990s, the local government of Jeonju City in South Korea began fostering a city development project oriented towards traditional culture, with the goal of planning the most Korean-style global traditional culture city. Hanok Village became one of the most important projects in this regeneration plan (Zhou, 2019).

The urban regeneration of Jeonju's Hanok Village encompasses physical, social, and cultural dimensions. On the physical level, it includes the renovation of street environments, the repair of old buildings, and the expansion of infrastructure. On the social level, it includes subsidies for Hanok, various educational training activities aimed at residents, and the organization of the Hanok Village Preservation Association. On the cultural level, it includes the addition of cultural facilities (such as museums, art galleries, and theaters), the development and operation of cultural experience activities, and the hosting of various festivals.

## 3. Dihua Street, Dadaocheng, Taipei, Taiwan

Dihua Street is a historic district in Taiwan with a long history, and the management approach by the city government for this area has undergone several changes. In 1988, the initial plan was to widen Dihua Street according to urban planning, but a civic-led urban preservation movement prevented the threat of demolishing this historic street. This resistance-driven historical preservation shifted Dihua Street towards a cultural governance strategy for urban regeneration, using the "New Year's Shopping Street" (Lunar New Year Market) as an intermediary for community building and

city marketing. In 1996, the Taipei City Government began organizing the New Year's Shopping Street festival, which was an active response to urban cultural governance in Dadaocheng, creating a connection in the public's perception that equates New Year Street with Dadaocheng (Yin, 2016).

In 2000, the Taipei City Government officially announced the implementation of the "Dadaocheng Historic District Specific Use Zone." Unlike the single-building preservation model of cultural assets, this policy aimed to apply the concept of integrated preservation through urban planning tools. It sought to start with the preservation of the overall urban landscape and lifestyle, hoping to stimulate redevelopment in the Dadaocheng area through urban preservation actions. Since 2010, creative workers and their industries have gradually moved into the Dadaocheng area. These creative industries draw nourishment from Dihua Street's rich historical resources, including its long-standing culinary culture and commercial traditions, which help them take root and thrive.

On the other hand, compared to the previous phase where the New Year Street was a once-a-year, carnival-like commercial promotional event by public sectors, the current phase of shaping Dihua Street's food landscape focuses more on the development trend of cultural and creative industries that emphasize local cultural subjectivity. This phase sees more young community managers, organizational workers, and creative workers, including the younger generation returning to their hometowns for employment. They emphasize the importance of historical experiences of Dadaocheng and collectively focus on the issues of regeneration and development in the Dihua Street area.

### **3.2 The Impact and Issues of Culture-Oriented Urban Regeneration**

The successful implementation of culture-oriented urban regeneration planning has swiftly transformed Itaewon from a military camp town into a vibrant cultural community. Similarly, the cultural revitalization of Jeonju Hanok Village has not only successfully repaired the living environment within the village and enhanced residents' local identity but also significantly boosted the tourism industry, turning the village into a famous tourist destination. According to statistical data, the number of tourists visiting Hanok Village increased nearly eightfold from 2008 to 2018. The continuously growing number of visitors indicates that post-regeneration, Jeonju Hanok Village has become one of the representative tourist attractions in Korea.

Culture-oriented urban regeneration has also allowed Dihua Street to integrate its ancient traditional architecture with local industrial cultural traditions, attracting many creative workers to move in and invigorate the historic district. However, several issues remain as challenges faced by the aforementioned cultural regeneration cases, as detailed below:

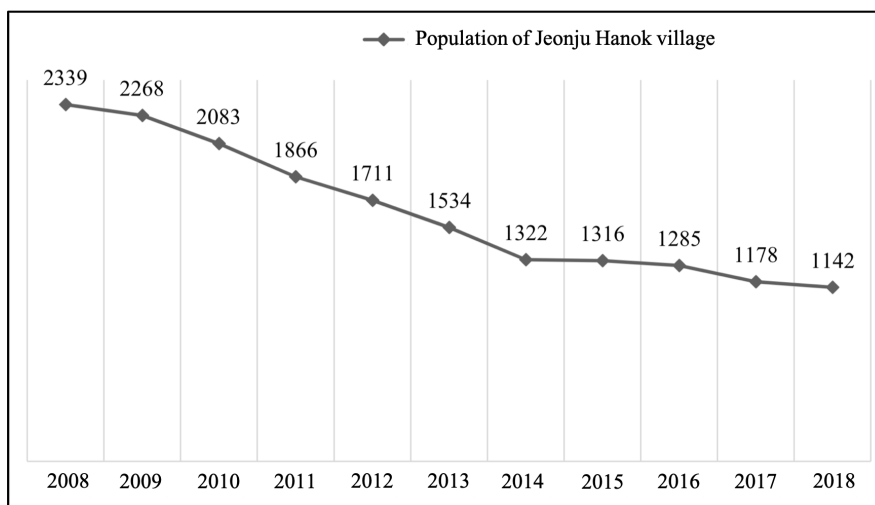
#### **1. Loss of local population**

After the urban regeneration, although the living quality within Hanok Village has greatly improved, new factors prompting population outflow have emerged. The problem of population loss in Hanok Village has not only persisted but even accelerated between 2009 and 2014, during the boom of the tourism industry (Figure 3). Local residents, affected by rising land prices and rents, have chosen to sell their properties and relocate. There are two primary reasons for this. First, the influx of tourists, while bringing economic prosperity, has also caused traffic congestion, environmental pollution, noise, and invasions of private space, making the living environment increasingly difficult



for residents to tolerate, forcing those unable to adapt to these changes to move away. Second, the increasing land prices, driven by the thriving tourism industry, have become a significant factor encouraging residents to sell their properties and relocate (Zhou, 2019).

Dihua Street faces a different set of challenges. The traditional commercial sales and architectural layout, characterized by long shop-houses that integrate storefronts at the front and residences at the back, maintain a mixed-use form where family members jointly operate and inherit the business (Yin, 2016). Despite the increase in visitors and the revival of commercial activities, local businesses appreciate the influx of creative industries and the enthusiasm of the younger generation to rediscover Dihua Street. However, a potential gentrification issue looms. Even though there is a high proportion of owner-occupied storefronts, some businesses with lower profit margins or those where the next generation is unwilling to take over may choose to lease their properties instead of operating them, leading to a loss of the local population.



**Figure 3. Population trend of Jeonju Hanok Village**

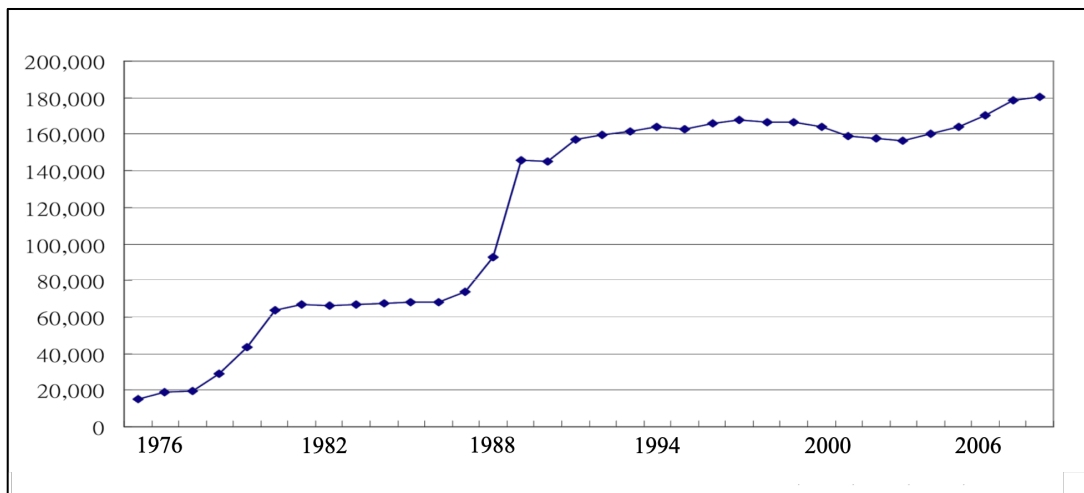
Source: Zhou (2019)

## 2. Increase in land prices / rents

After the urban regeneration, skyrocketing land prices and rents have had significant impacts on the areas. For instance, in Itaewon, commercial gentrification has accelerated rental increases, leading to the emergence of numerous new business groups or chain stores, thereby altering the local ecosystem. Similarly, in Hanok Village, the surge in tourism benefits following urban regeneration has led to substantial increases in local land prices, housing costs, and storefront rents. The excessively high rents have forced many long-established local businesses to close due to their inability to cope with the costs. Moreover, many prospective business owners who initially considered setting up operations in the area have been deterred after learning about the high rental prices. This has made it difficult for Hanok Village to attract new businesses, resulting in many vacant storefronts and a hollowing out of the commercial area (Hwang, 2014; Zhou, 2019).

Dihua Street has experienced similar issues, with the most immediate side effect of urban regeneration being the increase in land prices and rents (Figure 4). According to observations by local cultural and creative businesses, this increase has been further driven by local cultural festivals and the branding of creative spaces. In recent years, the market prices in the Dihua Street area have been

exceptionally high. Based on real estate market surveys at the time, the market price per ping (a traditional Taiwanese unit of area,  $\approx 3.3m^2$ ) for storefront on the main segment of Dihua Street increased from about NTD 850,000 in 2010 to about NTD 1.5 million in early 2012, and then to about NTD 1.9 million in 2014, rose approximately 2.2 times. Compared to real estate prices, rent increases have had a more significant impact on local businesses. As Dihua Street gradually gained recognition as a creative district or cultural hotspot, rents soared dramatically, with increases of 1.5 to 2 times within four years. For example, two cultural and creative businesses that moved into the southern section of Dihua Street in 2012 and 2013, respectively, reported a 25% increase in rent within just one year (from 120 NT dollars to 150 thousand NT dollars per month). By early 2015, rents for similar properties on the main southern street had doubled from the reported rents in previous years (Lin, 2015).



**Figure 4. The average announced land price in Dadaocheng area over the years (unit: ping/NT dollars)**

Source: Ministry of Interior (2009)

### 3. Deteriorated traditional culture

The commercialization process has posed significant challenges to the traditional culture embedded in Hanok Village. To meet the high demands of the tourism consumption market and enhance economic benefits, many local businesses have shifted to a tourism-oriented operational model. This drastic change in business practices has not only led to a lack of diversity in the goods sold, creating a monotonous commercial landscape, but has also resulted in the dilution of the original cultural essence. The degradation of traditional culture is particularly evident in the food and clothing sectors. As tourists generally prefer quick and easily accessible products, businesses have had to continuously adjust, even omitting some of the more intricate cultural elements, and only retaining the convenient and simpler aspects for sale (Zhou, 2019). This gradual erosion stifles the profound cultural significance contained within.

Similar to the problems faced by old streets throughout Taiwan, many of these historic streets are increasingly losing their distinctiveness and uniqueness. This results in a uniform development pattern and product offering across different locations, lacking any special features. Dihua Street is no exception. The past success of the "New Year's Shopping Street" boosted economic prosperity but also led to skyrocketing rents. Consequently, small vendors find it hard to afford the rent, resulting in

the formation of vendor conglomerates (Ministry of the Interior, 2009). The goods sold became highly homogeneous with those in other New Year's shopping streets, losing their unique charm and failing to attract genuine New Year's shoppers. Additionally, there has been a noticeable decline in the quality of the products.

#### 4. Instrumentalization of culture-oriented urban regeneration

From a realistic and political perspective, it becomes apparent that cultural-oriented urban regeneration might harbor underlying real estate-driven ideologies, political intentions, and market interest conflicts. With economic expansion, promoting urbanization and building global cities have become the primary goals for governments. Urban redevelopment is often employed to advance political leaders' interests, with cultural and creative topics being instrumentalized to transform outdated or unsuitable spaces. This constructs cultural consumption arenas and symbolic values, monopolizing land rents to further capital accumulation, attract tourists or developers, and enhance the so-called "urban competitiveness" (Krätke, 2012; Park B.B. et al., 2022). This implies that even if cultural-oriented urban regeneration is ostensibly the policy guiding urban renewal, in reality, it might be exploited as a tool for propagating specific cultural values and developmental ideologies. Under the guise of nurturing cultural industries and creative communities, public and private sectors might be more focused on real estate-driven urban regeneration logic. Development-oriented urban renewal remains the dominant mindset of elected local leaders (Catungal et al., 2009; Park B.B. et al., 2022).

Issues such as cultural industries, cultural significance, and cultural preservation might be instrumentalized to facilitate further commercialization and real estate-driven development of neighborhoods. For example, in Dihua Street, through the intervention of cultural and creative activities, public and private sectors transform old communities and buildings to fit the tastes of the middle class, creating a creative cultural atmosphere and consumption patterns. They leverage the latent cultural values and images as material for real estate or rent value speculation. The focus of owners, real estate developers, and even the government might actually be more on changes in zoning or floor area ratio regulations, and the increased neighborhood hardware splendor or real estate development value created after enhancing the area's image and cultural capital.

#### 4. Conclusion

In recent years, culture-oriented urban regeneration has been highly praised in various regions. Through this study, it is found that although this method can stimulate local economic growth, it often comes with some negative impacts while driving regional development, such as potentially affecting the lives of local residents. For local property owners or real estate developers, rising land rents may symbolize the prosperity of the neighborhood and the success of local regeneration. However, for most traditional businesses operating in rental spaces, cultural and creative stores with entrepreneurial dreams, sharp increases in land rents will only gradually squeeze them out.

The case of Dihua Street reveals even more serious issues, such as the loss of local texture. When consumers visit the area for tourism, they mostly passively receive the impressions given by the new environment, and old cultural memories gradually fade away (Shih and Lin, 2022). Dihua Street was originally a major trading center for tea, rice, camphor, and other goods. Nowadays, most people's

established impression of Dihua Street is limited to the New Year Market, gradually forgetting the original significance of the commercial district and even being unaware of the origins of the Baroque architecture. For an area rich in historical significance, this is truly a pity. Therefore, this study proposes the following suggestions regarding the potential issues arising from culture-oriented urban regeneration to provide a reference for Asian countries in promoting culture-oriented urban regeneration projects in the future:

1. Make good use and protect historical and cultural resources

Before planning urban regeneration, it is essential to inventory the historical and cultural resources available in the community. For example, as discovered by Lin and Xin (2009) in their case study of the cultural celebrations and space planning at Baoan Temple in Taipei, understanding the unique and key historical and cultural aspects of the area can effectively promote urban regeneration projects. During the planning process, emphasis should also be placed on the importance of cultural and heritage preservation. It is crucial to avoid the significant damage and loss of intangible cultural assets caused by inappropriate policy directions and the capitalist tendencies of developers.

2. Joint decision-making and participation by local residents, businesses, and government

Consensus among all stakeholders is crucial for promoting urban regeneration. It is recommended to establish a platform for mutual communication to enhance the speed of information and demand transmission. This would ensure that urban regeneration plans are executed based on in-depth investigation and understanding of local communities, industries, and cultures, as well as dialogue among diverse communities and different professional fields. Such a platform would enable higher authorities to understand the actual local situation and needs, providing more appropriate support for the area. It would also foster mutual understanding between businesses and residents, helping to build a sense of self-identity within the community.

3. Concern for the rights of vulnerable groups

Since land and property are private assets, it is difficult for the government to intervene or regulate unreasonable increases in land prices and rents. However, the government can introduce relevant policies to protect the rights of more vulnerable groups in the city. For instance, it can ensure longer lease terms for tenants or organize intermediary agencies and introduce negotiation mechanisms to help landlords and tenants have a more transparent channel for communication and coordination.

4. Use appropriate promotion methods

Implementing planning schemes that are suitable for the local area helps establish the direction of development. By understanding the causes of local decline and the unique characteristics of the area, it is possible to quickly identify the regional features and local needs. This approach allows for the creation of appropriate urban regeneration plans, avoiding excessive homogenization.

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