

## Prioritizing Strategies Affecting Night Economic Activities in Urban Spaces Using Simple Additive Weighting (SAW) Case Study: Street Rudaki, District 10 of Tehran

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**Abstract:** The research aims to improve urban nightlife by emphasizing the economic criteria and giving quality to urban spaces at night. Given the importance of the social factors, cognitive and attention to the people and their activities on the environment and its impact on the utility of the night space, trying to analyze the fundamentals related to the urban environment and determining priorities of effective strategies in functions of night spaces and achieve solutions for creating successful urban spaces. Research methodology is descriptive-analytical using the SAW strategy in the form of weighted indicators, and the best strategy is prioritized. The finding shows Rudaki Avenue as one of the congested districts that entertain many people in Tehran. Furthermore, the results indicate that the development of a safe night city is the highest rated in the strategy and policy on creating active axes and mixed implementation allocating six strategies affecting the function of the night spaces.

**Keywords:** urban space, night economy, strategy, simple additive weighting.

### 使用简单加性加权(锯)优先考虑影响城市空间夜间经济活动的策略 案例研究：德黑兰第10区鹿大树街

**摘要：**该研究旨在通过强调经济标准和提高夜间城市空间的质量来改善城市夜生活。鉴于社会因素、认知和关注人们及其对环境的活动的重要性及其对夜空间效用的影响，试图分析与城市环境相关的基本面并确定有效策略的优先级。夜空间并实现创造成功城市空间的解决方案。研究方法是使用加权指标形式的锯策略进行描述性分析，并优先考虑最佳策略。调查结果显示，鲁达基大道是德黑兰娱乐许多人的拥挤地区之一。此外，研究结果表明，在影响夜空间功能的六大策略中，创建主动轴和混合实施的战略和政策中，建设平安夜城的评价最高。

**关键词：**城市空间、夜经济、策略、简单的加法加权。

## 1. Introduction

Busy daily life in today's urban communities has led to a lack of time for activities related to leisure and recreation in public outdoor spaces [6]. This is the cause of changes in the lifestyle of city residents. After World War II, major changes occurred in daily life, such as changing the lifestyle to new alternatives, including

flexible work schedules, organized leisure, and returning to inner-city life [7]. The changes caused the night to lose its concept as a time of rest and take on a new function. One of these powerful tools to respond to this change in performance is urban nightlife, which has caused the metropolis to compete with each other for high economic and tourism positions.

The first one, the twenty-four hours city - a city that

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never sleeps – was used in New York City in the 1920s. The word is derived from the mental image of a deceptive and vibrant place where something is always happening in the streets [8]. However, because the concept of nightlife has not been around for a long time, the connection between feelings and emotions during nightlife in urban spaces remains undiscovered, and research on this concept is increasing [9].

Night economy is a concept that refers to a range of leisure activities and experiences related to collective patterns at night involving entertainment such as drinking, eating, and creative practice. Broadly speaking, the night economy is a magnificent factor/element in the complex and dynamic relationship between the social, cultural, and financial economics of a city, with an emphasis on leisure and lifestyle [10].

The night economy is a very important criterion for revitalizing urban centers at night, and the success of nightlife depends on the success of this criterion. The night economy has the potential to bring huge cultural, social, and economic benefits for cities [7].

The concept of night economy gained popularity in the 1990s to explain the changes and way of life after dark, especially in urban areas. The different rhythm of work and entertainment, the use of urban spaces, as well as the increasing economic importance of the service sector, especially tourism, is the idea of a 24-hour city by more diverse and fluid professionals in the field of leisure. The development and management of the night economy are two of the most important issues related to cities around the world. However, high costs may be associated with disturbances and social conflict and threaten public health. Therefore, developing and managing the night economy and developing effective strategies are key requirements for any city.

The present study seeks to answer the following question: how to improve the quality of urban spaces on Roudaki Street at night by using the concept of urban nightlife and paying attention to its economic criteria? In other words, what characteristics should the criteria of the night economy have in order to provide a successful nightlife on this street?

## 2. Theoretical Foundations

The traces of the night economy can be formally seen in the theories of urban design and planning thinkers even before the concept of nightlife was formed. [11] praised the cultural activities, meetings, and night-time encounters that result from a dynamic economy at night. He writes: There is a need for serious studies and observations about nightlife as an anthropological phenomenon and considering the differences between nightlife in different cities. Similarly, research should be done on the night's economy and its effects on social and

economic well-being [11].

Heath [12] considers economics the main pillar of increasing the safety of the revival of the historical contexts of cities. In this regard, [13] points to the patterns of opening shops and states that opening hours, including activities during the evening, can increase vitality and strengthen the sense of place.

[14] speak of the complete closure of street-edge shops during off-hours. Moreover, they write: The habit of closing shops at night causes the streets to be dark and unattractive tunnels that eliminate any desire to see shops and walk after the weekend. The city becomes dark, empty, and scary. For the streets in the city to be attractive, the windows of all shops must be open until midnight. The use of metal shutters is not allowed. There should be more commercial activities, including cafes, kiosks, restaurants, and cinemas [33]. [15] see the main goal of a diverse night's economy outside of normal daily hours (9 am to 5 pm).

To comprehensively encompass all the dimensions of the night economy in cities, one must remember that the concept refers to a wide range of leisure activities and experiences related to night social patterns and entertainment, including eating, drinking, and creative activities. On a large scale, the urban night's economy is a clear sign of the complex and dynamic relationship between the culture and economy of the city and its emphasis on leisure and lifestyle.

### 2.1. Planning for Cultural Night-Time Activities

The cultural programming approach to night time in 1980s Great Britain, following the fall of the city's internal structure and leisure and anti-social practices, led to concerns about the city after dark. Conversely, cultural programming should promote the night economy as a solution to the fear of crime and a means of preventing the destruction of the city. In particular, the benefits of an economic, social, cultural, and positive approach are the result of cultural urban renewal strategies and should create vibrant, creative, viable, and commercial public spaces in the heart of the city. The destruction and adaptive reuse of heritage buildings and former industrial spaces are often part of a strategy to create new leisure and residential spaces.

As revealed above, the creation and running of a night economy through cultural programming often have unintended consequences that could undermine its main objectives [16]. Cultural programming, as a set of strategies adopted by council and local business to promote the production and development of a certain type of night economy, now struggles with the reality of the night economy that helped to create it [17]. However, the idea of vibrant, diverse, and safe cultural spaces in the heart of urban centers and the night economy will not

disappear. Literature on this type of economy has focused on the need to manage or monitor it by strengthening diverse night attractions, such as theaters, cinemas, and shops, that attract people of various cultures, genders, and age groups [18].

At the same time, a new emphasis on the management of places in cultural planning as a strategy to achieve a middle solution between chaos and control has emerged [19], but understanding the night economy relationship, including its problems and solutions, is not easy. The development of the night economy and strategies to manage it is a priority across England in major metropolitan, regional, and many smaller cities. London Plan (2004) and Guidelines of Best Practice: Supplement for the Management of the Night Economy (2007) are comprehensive benchmark samples of such plans. Areas of London, such as Camden (2004) and Hackney (2007), with a distinctive nightlife area, as well as regional cities, such as Gloucester (2005) and Lester (2005), and smaller towns, such as Niogoy (2005) and Cheltenham (2004), have also considered developing local strategies and policies related to the night economy. However, few local governments in Australia have developed night economy policies or strategies [20].

## 2.2. Positive Results of Cultural Programming for the Night Economy

Based on the theories of cultural planning advocates, facilitating successful and vibrant night economy and entertainment areas can lead to the following:

- + The provision of solutions to problems of law and order;
- + The development of social and cultural vitality;
- + The revival of old buildings;
- + The improvement of the local economy (through tourism and employment growth); and
- + The creation of more opportunities for the production and consumption of art and culture [21].

## 2.3. The Night's Economic Future

Activities after dark in the central business district of a city play an important role in shaping the image and vitality of that city. They can also have a major impact on the local economy. So, for local councils to use the policy resources at their disposal to strengthen distinct, sustainable, and inclusive night spaces is very important [22]. This means that after-hours spaces can be used by various people at the same time for a wide variety of work, home, leisure, and creativity activities [23]. What is required to achieve such results is a 24-hour planning framework that:

- + Combines land use, infrastructure, and cultural planning, as well as a combination of social and economic processes;

- + Supports government and non-government service providers and local businesses;
- + Establishes and maintains effective relationships with local communities;
- + Ensures that urban development and planning are focused on specific places and sites; and
- + Considers the ways in which spaces are connected and used at different times of day [20].

## 2.4. The 24-Hour City and Its Elements

A 24-hour city has a unified framework with an economic, social, and cultural infrastructure to address development and use the CBD [24]. Such a framework has three interconnected elements: people, places, and creativity.

### 2.4.1. People

The basic element of a successful night economy is the people, which include families, workers, and people of different ages and from different ethnic backgrounds. Vibrant cities with safe urban zones offer facilities after working hours that are attractive for a wide range of people. It is the responsibility of city councils to engage in policy, economic, and city planning to create activities and areas for different people at different times of day. Effective strategies might include the following:

- + Promoting street festivals and shows;
- + Supporting local businesses to increase their longevity;
- + Starting to zone where people live and work in the city to encourage a diverse population and use of space, including housing over shops, student dormitories, cheap accommodations and studios for artists with limited budgets, as well as the development of more expensive and varied apartments;
- + Extending working hours, including at cultural facilities;
- + Using performance lights to help beautify the city and enhance security.

### 2.4.2. Places

Sense of place refers to the experiential and expressive connections of people and local cultures with spaces throughout the day and night in urban areas. Sense of place can be strengthened but not be imposed on anyone.

Using local policies to encourage a sense of place and create vibrant places supports cities by ensuring safe and inclusive night spaces. The place through inclusive public art, architecture, and urban design in the presence of a series of retail stores and public facilities is defined. It is essential for physical and visual commutation city council between different parts of the city with special lighting and signage facilitated. The relation is physical

(in terms of pedestrian paths and corridors of view) and symbolic (welcoming and inclusive dialogue). Places that are currently in place do not work on night work.

### 2.4.3. Creativity

Creativity (in design, operation, and statement) is a key element of success every night and one of the main features of an integrated planning framework for 24 hours. Art in traditional and non-traditional forms plays an important role in the night economic development in cultural, sustainable economic, and social aspects [34]. For this purpose, establishing cultural centers within the city can be a major initiative to provide night hard and soft infrastructure.

## 3. Research Literature

[25] addresses some known and acceptable factors such as social and demographic changes in work patterns, an increasing number of working mothers, desire to get out of daily life, do more diverse activities, increase income (public wealth), and other factors causing cities to demand more services from people in more hours of the day (sunset and night). It is believed that these demands are increasing day by day. He considers the connection between these demands to be related to the field of entertainment and leisure.

[26] concluded that dark hours are the local government's dilemma in achieving urban sustainability. Its central part balances the benefits of increasing economic activity with external influences. One of them is the rise of alcohol-based nightlife, which is not unique to the UK. It may be seen as a global problem.

[27] examine the complexities of night culture in the night economy.

[28] concluded that, from the early 1990s onwards, the 24-hour cities of many cities, including the nightlife sector, began to develop their night-time reconstruction programs. Like the daytime economy, the night economy has thus become vital for reconstructing urban centers.

[10] examined the quality of life of citizens living in economically disadvantaged areas in comfort, convenience, and safety in Kuala Lumpur. By extracting 51 indicators from the three identified areas and scoring them by a tabular fuzzy method, they proposed a framework for measuring residents' quality of life, which should be considered when planning and designing areas with nightlife in the residential context to prevent reducing residents' quality of life.

[29] concluded that the emergence of the overnight economy in Australia was a response to its role as a global economy. Sydney City Council has promoted and managed a vibrant, diverse, and sustainable overnight economy. The extensive economic literature on the development of industrial clusters to promote the growth

of innovation, the growing role of overnight economics in the wider economic growth of the city, and social and environmental effects, especially the role of business clustering, has been emphasized in this study.

[30] concluded that the level of fear of crime in areas with overnight economies is inversely related to the numbers of police officers, the guards of restaurants and bars, and CCTV cameras.

[31] examined the effects of antisocial behaviors due to alcohol consumption, which are an integral part of Western overnight life and economy, and how they are managed.

[32] concluded that the night economy is not a new concept in many countries, but it is not common in Vietnam yet. The overnight economy helps a country create many jobs. This study assesses the current economic situation overnight and suggests several places for overnight economic development in Vietnam.

Table 1 Background of research in the field of night

References	Conclusion
[1]	Although the current night economy is a source of disorder and nuisance for many city center residents, with proper treatment, it can become a ready market for a wide range of activities.
[2]	Three cities of Beijing, the dominant political identity, Shanghai with the commercial role, and Hangzhou with the entertainment identity, each night has a unique landscape, and how the people spend the night in some areas of the city is different.
[3]	The results show significant disparities in the visitor based on race/ethnicity and gender in the city.
[4]	Studies comparing night and day samples and identifying the night challenges of urban spaces to provide strategies and solutions require LED. Such strategies in developing Iran cities, especially Tehran, to become a city of twenty-four hours would be helpful.
[5]	The results show that nocturnal shopping centers, restaurants, coffee shops, vendors, municipal services, and facilities enhance the city's nightlife.

## 4. Research Methods

Methodological dimensions are one of the most important components of any research topic. The validity of the research depends on having a logical and coherent process to use analytical methods appropriate to the research topic. The methods should be used in accordance with the type of research in order to be able to meet the intended objectives. The research method used in this research, considering that it first examines the existing literature in this field as well as the experiences of other countries in the world and Iran through library studies, and thus the theoretical framework of the research is formed, is the Descriptive-analytical research method. Then, we use the case-field research method to review the study area and evaluate the criteria and indicators extracted from the theoretical

framework of research in the study area. In this research, a questionnaire, interviews with the area residents, and field observation of the area are used to collect information. The statistical population is the citizens of the North Salsabil neighborhood. The population volume was selected using Cochran's formula; 381 people were selected in the study area, and a questionnaire was distributed among them. The reliability and validity of the questionnaire through Cronbach's alpha was 0.997, calculated to have high validity. Also, for data analysis, the model of the simple cumulative weighting (SAW) method has been used.

## 5. Identifying Areas of Research

District 10, with an area of 817 hectares, is the smallest district of Tehran Municipality after District 17 and has three districts and 10 neighborhoods. Its neighborhoods include Soleimani Teymouri, Haft Chenar, Bryanak, and Shabiri Ji in District 1, Hashemi, South Karun, and South Salsabil in District 2, and South Zanjan, North Karun, and North Salsabil in District 3.

Region 10, which is more than 80 years old in terms of geographical location, leads to Azadi Street from the north, Qazvin Street from the south, Shahid Nawab Safavi Highway from the east, and Shahidan Street from the west. Also, this region is located in the western part of Tehran and adjacent to Regions 2 (in the north), 9 (in the west), 17 (in the south), and 11 (in the east).

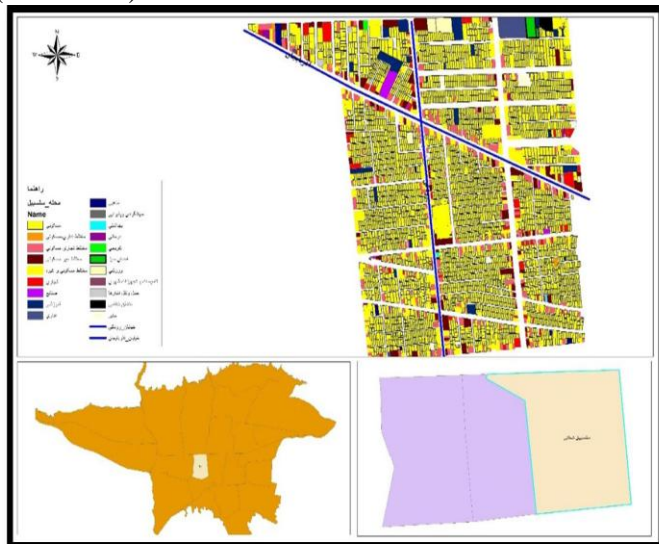


Fig. 1 Location of District 10, Salsabil neighborhood, and Rudaki Street

North Salsabil neighborhood in District 10 of Tehran is limited to Azadi Street from the north, Hashemi Street from the south, Nawab Highway from the east, and Al-Dasht Castle Street from the west.

The total area is 97.3 hectares, and its population is 47,229, according to the 1995 census. In this

neighborhood, the commercial-service order of Roudaki Street is operating on an extra-neighborhood scale. These activities have commercial terms (gold shop, clothing, home appliances, etc.), cultural (cinema and cultural center), and some sections also have a residential texture.

The main streets of this area are Jeyhon Rudaki Avenue (Salsabeel) and Jomhori Street. Salsabeel is one of the oldest streets in Tehran, located in the West. Now, this street is renamed "Rudaki." This street is one of the largest shopping centers in Tehran clothing, 2 km, and its width is 16 meters.

## 6. The Findings

In the decision-making model with multiple criteria, multiple criteria are used together to determine the best option. Criteria may be quantitative or qualitative. Decision-making with multiple criteria is usually followed by an option that provides the greatest benefit to all criteria. MADM models are divided into compensatory and non-compensatory. Non-compensatory models say in which models the interaction between the indicators does not take place, which is a disadvantage of not being compensated by the advantage of the other indices. The compensation model is said to be changed to a model of multi-criteria decision-making (MEDM) in an opposite change in the index by index or other indicators to be compensated.

TOPSIS model located in the compromise group is below the minimum distance with the option for a positive ideal solution (the best possible state) and the maximum distance from the negative ideal solution (worst). This study uses effective strategies for ranking night function spaces under the TOPSIS model. In this way, besides taking away a choice of an ideal point, its distance from the ideal point is considered negative. This means that the option should have a minimum distance between the ideal and the farthest distance from the negative ideal.

A. The appeal of each indicator must be steadily increased or decreased (the  $r_{ij}$  become(s) more utility, or vice versa); the present value of an ideal indicator and farthest from its ideal value will be negative.

B. The distance of a choice from an ideal (or the ideal negative) may be the Euclidean distance (squared), or how the sum of the absolute values of linear distances (known as block distance) are calculated. This depends on whether the exchange rate and the index are replaced. To evaluate and assess the process of six TOPSIS models requires the following:

1. Normalizing the matrix indices.
2. Calculating the weight of each indicator.
3. Determining the ideal and anti-ideal solution.
4. Calculating the distance.

5. Calculating the relative closeness to the ideal.

6. Ranking in order of priority strategies.

Table 2 Decision matrix

Continuity	Creating a safe city at night	Continuity of transport policy in the night like time day	Creating a diverse range of public transport	Public areas are equipped with multi-function furniture	Energy efficient lighting and urban spaces	The policy of creating active axes and complex implementation (daily life and night of the city)
Creating a safe city at night	2	100	10	9.3	18.70	17.90
Continuity of public transport policy at night like in the daytime	3	55.5	9.6	13.27	15.30	14.90
Create a diverse range of public transport	16	100	35	11.5	17.10	18.15
Public areas are equipped with multi-functional furniture	22	85.7	29	11.07	6.21	15.71
Energy-efficient lighting and urban spaces	36	46	39.5	11.46	18.21	17.13
Create a diverse range of public transport	23	90	53	12.06	17.66	16.01
Weight	0.37	0.22	0.22	0.22	0.22	0.22

Tables' index after completing a 6 x 6 (A<sub>ij</sub>) matrix through  $r_{ij} = \frac{a_{ij}}{\sqrt{\sum_{k=1}^m a_{kj}^2}}$ . For indicators with positive orientation and  $r_{ij} = \frac{1}{\sum_{k=1}^r \frac{1}{r_k}}$ . Indicators with negative direction are standardized as follows:

The multiplied by the corresponding weight matrix (V) are formed.

$$r_{11} = \frac{.05}{\sqrt{.03^2 + (-2.70)^2 + \dots + 0^2}} = .002$$

$$r_{6-6} = \frac{33}{\sqrt{44.8^2 + 35^2 + \dots + 33^2}} = .213$$

However, due to the ideal values and minimum of the

matrix (V), we have

$$A^* = \{ \max_1 v_{i1}, \max_1 v_{i2}, \max_1 v_{i3}, \max_1 v_{i4}, \dots \}$$

$$A^* = \{ .0146, .00467, .00537, .0178, .0167, .0109, .0114, \dots \}$$

$$A^- = \{ \min_1 v_{i1}, \min_1 v_{i2}, \min_1 v_{i3}, \min_1 v_{i4}, \dots \}$$

$$A^- = \{ -.0003, .00338, .00185, .0036, .0058, .0.0081, .0.0078, \dots \}$$

We can construct  $S_i^* = \sqrt{\sum_{j=1}^n (v_{ij} - v_j^*)^2}$  and

$S_i^- = \sqrt{\sum_{j=1}^n (v_{ij} - v_j^-)^2}$  for a distance measure for the ideal alternative ( $S_i^*$ ) and the alternative minimum ( $S_i^-$ ). The outcome of this relationship is shown in Table 3.

Table 3 The outcome of the relationship

$S_1^* = 10903$	$S_2^* = .0963$	$S_3^* = .1059$	$S_4^* = 0910$	$S_5^* = .0939$	$S_6^* = .0901$
$S_1^- = .000491$	$S_2^- = .0078$	$S_3^- = .00181$	$S_4^- = 01304$	$S_5^- = 01021$	$S_6^- = .01401$

The relationship  $C_i^* = \frac{S_i^*}{S_i^- + S_i^*}$  coefficient ( $C_i^*$ ) was calculated for each criterion.

Table 4 Ranking strategy

$$C_1^* = \frac{.00491}{.10903 + .00491} = .0431 \quad G_2^* = \frac{.0078}{.09632 + .0078} = .0749$$

Continuation of Table 4			
$C_3^* = \frac{.00181}{10593 + .00181} = .0168$	$C_4^* = \frac{.01304}{.09108 + .1304} = .1252$		
$C_5^* = \frac{.01021}{.01021 + .9391} = .0979$	$C_6^* = \frac{.01401}{.09011 + .01401} = .1345$		

Finally, according to Table 4, the ranking strategy has been conducted.

Table 5 Prioritizing an effective strategy for night performance spaces

Strategy	Coefficient calculated	Rank
Public areas are equipped with multi-functional furniture	.1252	5
The policy of creating active axes and complex implementation (open day and nightlife of the city)	.0979	6
Create a diverse range of public transport	.1345	4
Energy-efficient lighting and urban spaces	.1252	2
Continuity of public transport policy at night like in the daytime	.0979	3
Creating a safe city at night	.1345	1

## 7. Conclusion

Today, the city is the most important area of human settlement. The proportion of influencing factors, such as geographic location, the history and culture of its inhabitants, and its special role in the course of time defines their identity in the minds of the majority of the people. Moreover, aspects of circadian images of the city over a period of time are formed. Urbanization at Rudaki Avenue is due to the dominant role or identity of each variety. The identity of the dominant commercial and entertainment street has a different meaning for people in urban areas. It seems that, no matter how dominant the role and identity of business and leisure were before, the planning, design, and implementation of spaces for the citizens and tourists will become more serious.

Rudaki Avenue in Khsaban is one of the ten congested districts of Tehran that are within a trains radius and entertain a lot of people from Tehran. The streets at night continue to function and are dynamic, but there are strategies that can add to their vitality and dynamism. Public areas are equipped with multi-functional furniture—a scientific novelty, encouraging active topics and complex overhaul (opening the day and nightlife of the city). This creates a diverse range of public transport, lighting, and urban spaces near walls, thereby continuing the policy of public transport during the night, as well as the day, in order to create the safe space that such strategies have considered. Prioritization of research findings suggests strategies to create a safe space for overnight highest priorities and policy directions to create an active and complex overhaul (open day and nightlife of the city) is the sixth priority.

The most important limitations of the current research can be mentioned as follows: the lack of up-to-date statistics; lack of information and research regarding the physical, social, and economic issues of the study area; the limited cooperation of experts and city managers of the study area to collect information.

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