ICAS-314

Resident’s Recognition and Intention for Urban Renewal in Historic Area - Example of Hamasen Area in Kaohsiung

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Abstract
In recent years, the issues of urban renewal and cultural conservation becomes more and more important to a historic urban. As for the space of Kaohsiung city in Taiwan, which combination of port transportation exhibits the prosperous since 1860, urban renewal planning is different from the traditional style urban planning. Hamasen was the center of Kaohsiung city, due to the transition of the urban style, Kaohsiung city expands to northeast port of city, Hamasen then become downfallen. Kaohsiung government precedes the development of urban renewal planning toward to cultural tourism in Hamasen area. But for the maintainability and renewal possibility in historic area and historic private area are always short of the proposal about real actions.

This study aims to investigate resident’s recognition, preference and acceptance for urban renewal planning in Hamasen Kaohsiung in Taiwan. The residents’ questionnaire in Hamasen, Kaohsiung, is distributed and the statistical analysis is used to understand the residents’ opinion about targets of urban renewal planning. The results show that answers do not actually understand the purposes of urban renewal deal with by government. They are confused and ambiguous. The urban renewal work maybe to face the problem of stakeholder distrusted in the future. Both “the private development under public plans” and “the affective factor of the Reconstruction” exist some important affective factors. Finally, a structure equation model (SEM) of interest intention to recognition is developed by the database.

Keywords: resident, recognition, urban renewal, historic area, questionnaire, Kaohsiung

1. Introduction
Kaohsiung city has allowed up the port since 1860. After Japanese occupied Taiwan in 1895, the government and resident develop Kaohsiung port and it’s nearly area, Hamasen, become an important import-export shore for trading, and the changed the appearance of Kaohsiung city gradually. Hamasen was the center of Kaohsiung city, but then city expansion, the Hamasen then become downfallen. There is the transition of this historic area from Japanese-occupied period to now. The buildings are classified according the building years and their architectural styles. There are many renewal issues, including traffic, environment, health, and safety, exist