

5-16-2022

Towards Magnifying the Return of Investment from Non-Vibrant Open Spaces "Case Study: Front Plaza of Beram Eltonsy Theater, El Chatby, Alexandria, Egypt"

Haitham El Sharnouby

Lecturer at Dept. of Architectural Engineering – High Institute of Engineering and Technology, Beheira.,
haythamarch@yahoo.com

Follow this and additional works at: <https://mej.researchcommons.org/home>

Recommended Citation

El Sharnouby, Haitham (2022) "Towards Magnifying the Return of Investment from Non-Vibrant Open Spaces "Case Study: Front Plaza of Beram Eltonsy Theater, El Chatby, Alexandria, Egypt", " *Mansoura Engineering Journal*: Vol. 47 : Iss. 2 , Article 8.

Available at: <https://doi.org/10.21608/bfemu.2022.237527>

This Original Study is brought to you for free and open access by Mansoura Engineering Journal. It has been accepted for inclusion in Mansoura Engineering Journal by an authorized editor of Mansoura Engineering Journal. For more information, please contact mej@mans.edu.eg.



Towards Magnifying the Return of Investment from Non-Vibrant Open Spaces "Case Study: Front Plaza of Beram Eltonsy Theater, El Chatby, Alexandria, Egypt"

Haitham El Sayed Ahmed El Sharnouby*

KEYWORDS:

*Open Spaces, Vibrant,
Economic, Land,
Values, Return,
Investment, Tax,
Revenue*

Abstract— Traditional evaluation of parks and public open spaces almost limited to the aesthetic, cultural, and social values that associated with these utilities. May be because the main motivations for building or conserving public open spaces have not been financial along the history, hence, these public open spaces are often not evaluated in economic terms. This paper will determine the value and characteristics of public open Spaces, and the key dimensions for their management. Specially, analyzing the economic influence on public open spaces especially those are non-vibrant due to lack of maintaining and management and who are the main stakeholders that will benefit from this development economically. Finally, analyzing an example on public open space from the financial and urban point of view, and determine some activities that implemented in this example that maximize the return of investment of parks and public open spaces and implementing them in the case study.

I. INTRODUCTION

Public open spaces are the face of the city. They are containing everything happens, and where the community contacts to together. Public open spaces can transform urban life and can give well-being and health to people. Its quality increase the land value around them and promoting a series of economic and social effect. Comfortable places encourage people to move to and give them a sense of belonging. Also investments are attracted by well maintained, managed, and structured sites. Thus the need to create healthy and vibrant communities leads to rethink and redesign the cities' streets, hence public open spaces and residents around are treated as a preference in urban planning

[1]. The impressions of the city are mainly formed by the quality of public open spaces, thus; good planning of these spaces should be the main, not the secondary [2]. Many public open spaces are accidentally designed to be looked at but not touched. But when it is empty, vandalized, or used chiefly by undesirables, this indicates that something is wrong in its design, or its management, or both [3]. The use of public open space has also been affected by the lack of regular maintenance [4, p. 1].

A. Problem Statement

The main problems that prevent open spaces to be vibrant, social, and investment attractive are demonstrated as follow:

- Lack of gathering points like, playgrounds, bus stop, outdoor seating.

Received: (30 December, 2021) - Revised: (26 February, 2022) - Accepted: (15 March, 2022)

*Corresponding Author: Haitham El Sayed El Sharnouby, Lecturer at Dept. of Architectural Engineering – High Institute of Engineering and Technology, Beheira., (E-Mail: haythamarch@yahoo.com)

- Vending cart, (like food which is often a vital element of a gathering point).
- Poor entrances and inaccessible spaces.

B. Research Aim

Creating opportunities of investment for the non-vibrant public open spaces.

C. Research Methodology

This research follows descriptive and analytical approaches, where descriptive approach used to review data about the public open spaces; qualities, value, and significance of them, then discussing how to manage the open spaces to be vibrant and the main key dimensions of them. Also, review the challenges facing the non-vibrant open spaces. Then determine the stakeholders that will economically benefit when the open space will be vibrant. The analytic approach used to analyze an example for a successful experiment of an open space as well, to conclude guidelines to be applied on the research case study.

II. PUBLIC OPEN SPACES

It is the collaboratively owned and used space in which man is connected to others who live in the same environment. They represent the city's urban image, allowing residents' mobility and movement, as well as continuity and entertainment. It is, nevertheless, a space of identity and relationships that encourages human contact. It not only serves as an open space between streets and buildings or an empty field, but also integrates and brings meaning to the district or city. [5, p. 5]. Great open spaces are places where celebrations and memorial events are held, also social and economic interactions occur, and cultures mix. When these spaces work well, they serve as the stage for our public lives [6]. In order to emphasize the above mentioned, it is important to demonstrate the qualities of public open spaces.

Successful public open spaces should provide four qualities, so that they should be accessible where people are engaged in activities there, also it should be comfortable and has a good visual impression; and finally, it should be a sociable place. Figure 1 illustrates these qualities as a tool to help people perform good experiment in public open space. These in accordance with the four criteria in the inner ring. In the next middle ring, the four main criteria transformed into a multiple qualitative element, which we can evaluate a place through. The next outer ring illustrates the quantitative elements that can be measured by measuring methods [6].

A. Access and Linkage

Accessibility can be evaluated by its links with the surroundings. A successful public open space should easy to "get to" and "get through", it also should be visible from a distance and up close. Also the boundaries of a space are important, for instance, a series of shops at the street side with a high turnover cars parking and, ideally, are suitable for public transit [6].



Figure 1: Four qualities of public open Space [6].

B. Comfort and Image

Are the prime keys to the public space success, thus it should be comfortable and presents itself well - has a good visual impact - , comfort almost means safety, cleanliness, and the availability of places to sit [6].

C. Uses and Activities

Activities are the milestone of a place, thus; having something to do, is motivate people to visit the public space, and return. Spaces become empty and non-vibrant, when it has not activities to perform [6].

D. Sociability:

It is a very difficult characteristic to be achieved or evaluated. When people see, greet, and meet their friends and neighbors, and feel comfortable interacting with strangers, therefore they tend to feel the attachment to their community, and to the place that supports these types of social activities [6].

III. VALUE AND SIGNIFICANCE OF OPEN SPACES

Open spaces bring measurable direct and flow on social, culture and economic benefits to local, regional and national communities (Figure 2).

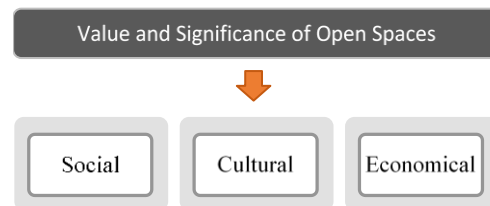


Figure 2: Value and Significance of Open Spaces [7]. (Adapted by the researcher).

These advantages enable communities to function and interaction, allowing them to build social cohesion. Thus, public open spaces are extremely valuable in the Social,

Cultural, and Economical development of a city and individuals as follow.

A. Social Value

- Public Places can work with the improvement of social ties, and facilitate social connection, blending, and incorporation.
- Influencing human physical and psychological health and well-being [8, pp. 6-7].

B. Cultural Value

- Public open spaces are giving an opportunity for people of varied cultures, backgrounds to exchange their culture with each other's.
- They create an opportunity to develop a new perspective that expands the horizon of social and cultural creativities such as Art, music and culinary worlds [9, p. 259].

C. Economic Value:

- Open spaces are significant contributors to our regional (and national) economy.
- Parks and associated tourism provide employment and attracts new businesses, consumers and tourists.
- Significant natural features raise real estate values [10, p. 9].

IV. MANAGEMENT OF OPEN SPACES

Carmona [11, p. 12] implying that public open space management is the set of activities that trying to insure that public space can satisfy all its vital roles, while dealing with the interactions between those multiple functions in a way that is acceptable to its users. Design of public space are not only the main influencers in its quality, but management also influencing its quality. Carmona [11, p. 12] also implying that all public spaces, require some type of management in order to effectively satisfy their different roles. The good management of them enables the public space to perform its function as a place for social interaction due to the regulations of use [4, p. 2].

V. KEY DIMENSIONS OF OPEN SPACE

There are three main key dimensions for public spaces which are regulations, maintenance, and investment [4].

A. The regulation of uses

Regulation sets out the behavior of people in public spaces, and sets directions to solve conflicts between each use and the other uses, also defines rules of access and determines the acceptable and unacceptable behavior.

B. The maintenance routines:

This regards anything to ensure that public spaces are usable, arranged, clean and safe, preserving the surfaces of roads, street furniture, lighting, vegetation and all types of facilities; to remove anything that may deface or offend the public spaces.

C. The investments in public space and provide of ongoing resourcing:

The investments in public open spaces require to be joined to amount of resources (financial and material), that assigned to those investments [4, p. 3].

VI. CHALLENGES FACING NON-VIBRANT SPACES

- Maintenance of a public space and designing it is acting as highly challenging.
- Environment, deterioration, misuse, crime, and violence are acting as highly threats to the public open space, hence these spaces need be protected of them.
- The safety of users is the main challenge, as the feeling of safety is mandatory for public space to be utilized to its highest capacity [12, p. 120].
- Achieving a financial return from the development of the non-vibrant open spaces [12, p. 120].

VII. FINANCIAL RETURN OF NON-VIBRANT OPEN SPACES' DEVELOPMENT

The main stakeholders of the financial return of the non-vibrant open spaces are two, the government and the owners of nearby Residential and Commercial Lands.

A. Government

The investment by the government in the development of public spaces by good management and daily maintenance. The place attracts visitors to enjoy the fresh air, relaxation or reading and holding different activities like making daily, weekly or monthly cultural or art events. All of these activities gain money for investors and government. Public space and recreational areas contribute positively to a community's economy by:

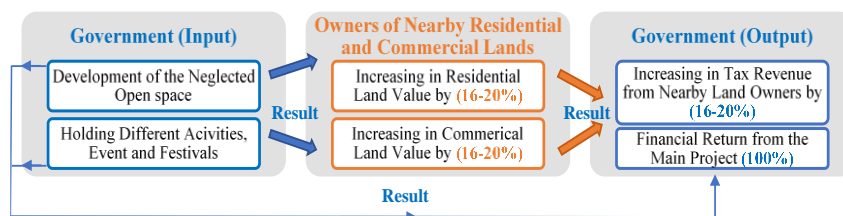


Figure 3: Stakeholders and Financial Return Source for Each. (Adapted by the researcher).

- Tax Revenue from Nearby Land Owners; increasing the value of adjacent lands, and thereby raising the collected taxes from these land owners by (16-20%) [13]. The revenue which is directed for public space entities, are funded by property taxes.
- Return from the Main Project; The government gain money by (100%) from the return of the main project as a result of development of the non-vibrant open space and holding all the activities and events that previously mentioned above.

B. Owners of nearby Properties Lands

The existence of open space may affect the value of adjacent lands. Increasing the value of adjacent properties supports the most tangible economic benefits of public space. Proximity to public space raises the properties' value, this that is known as the "proximate effect", or "proximate principle". The principle that public open space increase nearby property values, particularly those of residential properties by (16-20%) [13]. Even in areas with significant nuisance (such as noise or traffic) affect the public open space, nearby properties tend to higher values. Many studies shown that adjacency to public open spaces often significantly increase the value of commercial properties by (16-20%) [13], particularly in urban areas and town centers. Increasing the commercial value of public space tends to spur additional development and improvement of nearby properties. In this way, public spaces can motivate redevelopment and revitalization [14, p. 130].

VIII. CONGRESS SQUARE PLAZA - PORTLAND - MAINE

A. Location

Congress Square Plaza is located in Portland, Maine.



Figure 4: Location of Congress Square, Portland, Maine.

The plaza is surrounding by two main streets which are: Congress Street and High Street.

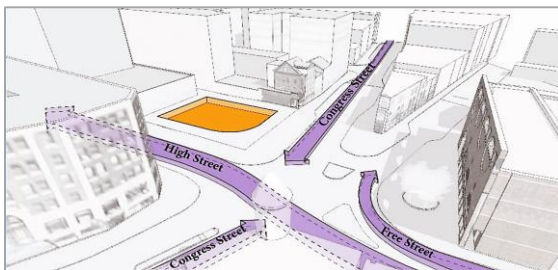


Figure 5: Main Streets around Congress Plaza [15]

B. Overview

Redesign project of The Congress Square is comprehensive renovation of a great public space in the center of the Portland Arts District. There are two parallel phases to perform this project, the first is redesigning the public space known as Congress Square, and the second is creating a public artwork to be integrated with the new design of that public space. This project has a high level of community interest such as neighborhood organizations, residents, for-profit organizations, arts organizations and the business community worked with Portland City for over years to develop a vision of space redesign. The project concentrated to turn an unused, car intersection into a vibrant public space, made a major change of the face of Portland. Congress Square is one of urban squares' series along Congress Street - the downtown's main street - it is promising to be a focal point for community programs and cultural activities, this makes it contribute to the city's economic vitality, and improve the Portland residents' quality of life, also do the same for workers, and visitors.



Figure 6: Street View for Congress Square, Portland, [16].

C. Aim and Objectives

The project aims divided into two approaches, the first approach is the urban aim, while the second approach is the financial aim.

▪ Urban Aim

Aim: A distinctive and full well-being public space that reflects the district of arts, also remain accessible and inviting to visitors. The square provides a welcome place inside the historic district street [15, pp. 4-22].

Objectives: Pedestrian preference (less car dominance), Public and Open/Inviting (Accessible and all ages, abilities), Neighborhood/Community space Access to Green Space/Natural (Green/ Landscaped Space including trees), Seating (multi types/conditions of dining places, people watching, resting, reading, and sun/shade), and Water/Play Feature [15, pp. 4-22].

▪ Financial Aim

Aim: Financial return to stakeholders (nearby landowners – government) from the development of Congress Open Space [15, pp. 4-22].

Objectives: Some activities such as: Elements/Enjoying Outdoors (Food/ Eating), Performance (especially music), events (especially those that activate the entire square), Friday art walk, Markets, play and education (all ages) [15, pp. 4-22].

D. Site Analysis

■ Visual Characters

The plaza is a focal point surrounding by a cultural commercial zone and this is very useful for the project aim and support the concept, this appears from the surrounding buildings, which are (Figure 7):

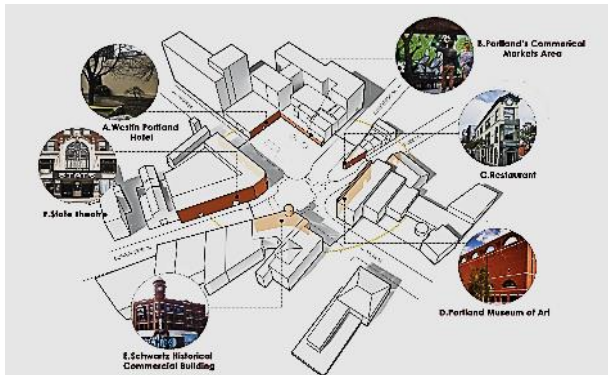


Figure 7: Visual Characters around Congress Square Plaza, Portland, Maine [15, p. 9].

- Westin Portland Hotel
- Portland's Commercial Markets Area
- Restaurant
- Portland Museum of Art
- Schwartz Historical Commercial Building
- State Theatre [15, p. 9]

E. Development of the Site View

The following shots illustrates the development phases of the site.



Figure 8: Previous Site View for Congress Square Plaza, Portland, Maine [16, p. 6].



Figure 9: Current Site View for Congress Square Plaza, Portland, Maine [16, p. 7].



Figure 10: Project Main Zones [15, p. 17].

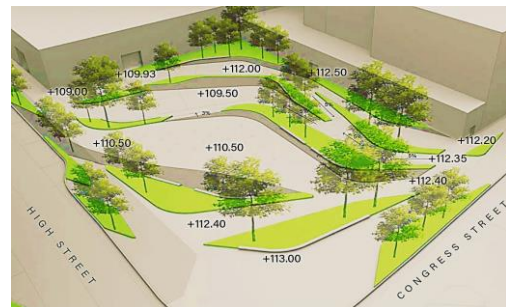


Figure 11: Project Land Typology Level [15, p. 21].

F. Plaza Main Activities

The activities are divided into two main Purposes which are: urban purpose as in Table 1 and financial purpose as in Table 2

TABLE 1
ACTIVITIES FOR URBAN PURPOSE OF THE CONGRESS SQUARE REDESIGN PROJECT

| | Seating | Water + Play | Material Palette |
|---------------|---|--|--|
| Urban Purpose | <p>Figure 12: Seating Location Map [16, p. 24].</p> | <p>Figure 13: Water + Play Location Map [16, p. 26].</p> | <p>Figure 14: Material Palette Location Map [16, p. 19].</p> |

(Continued on the next page)

TABLE 1: continued



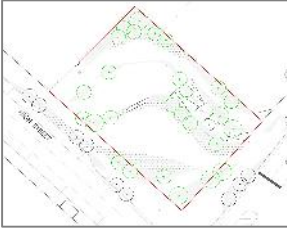
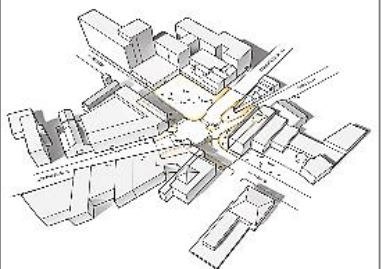
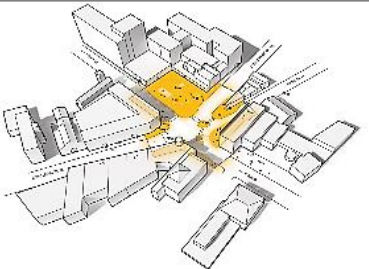
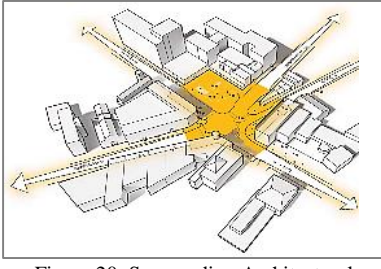
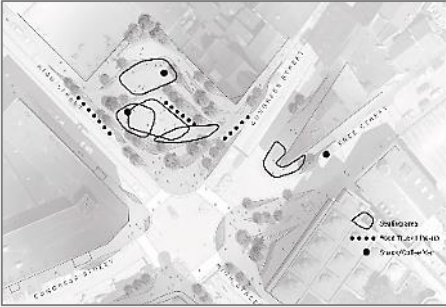
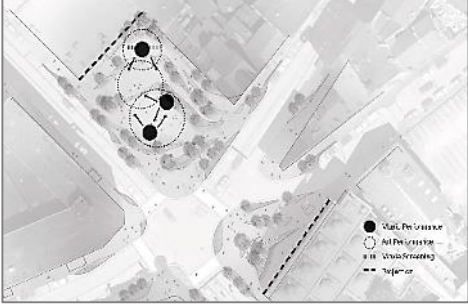
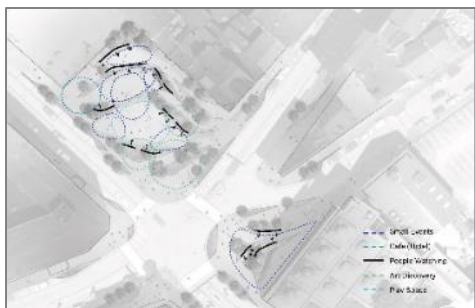
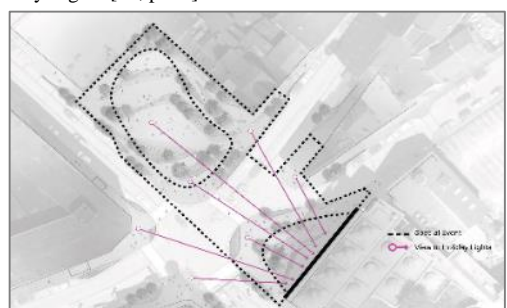
| | | | |
|--|---|---|---|
| <i>Urban Purpose</i> | Planting Palette | Green Area | Trees |
| |  |  |  |
| | Figure 15: Planting Palette Location Map [16, p. 11] | Figure 16: Green Area Location map [16, p. 17] | Figure 17: Trees Location map [16, p. 18]. |
| | Accessibility | Connectivity | Identity |
| <ul style="list-style-type: none"> ▪ Accessible includes welcoming entry points ▪ Providing seating opportunities (permanent / movable) seats, make the space more accessible for all users [15, p. 11]. | <ul style="list-style-type: none"> ▪ Unifying the space when create it. ▪ Accessibility and connectivity in the space, also connectivity to spaces through the street ▪ Diagonal movement is desirable through public space ▪ Consider an approach to give sense of arrival ▪ Clarify access points [15, p. 11]. | <ul style="list-style-type: none"> ▪ Balance of pensive space and active space. ▪ the space defined by the surrounded Architectural character ▪ Establishing the Square’s identity by using art ▪ Can use green nodes as a visual surprise ▪ Increase discovery element [15, p. 11]. | |
|  |  |  | |
| Figure 18: Accessible and Welcoming point of entry [15, p. 11]. | Figure 19: Clarify access points [15, p. 11]. | Figure 20: Surrounding Architectural character define identity of the place [15, p. 11]. | |

TABLE 2
ACTIVITIES FOR FINANCIAL PURPOSE OF THE CONGRESS SQUARE REDESIGN PROJECT

| | | |
|--------------------------|--|---|
| <i>Financial Purpose</i> | Food/Eating | Outdoor Performances |
| | <ul style="list-style-type: none"> ▪ Food trucks ▪ Snack Kiosk/Coffee van ▪ Lunch/Coffee Break [15, p. 23]. | <ul style="list-style-type: none"> ▪ Music Performance ▪ Art Performance ▪ Street Performers ▪ Movie Screening ▪ Projection on Buildings ▪ Outdoor museum at PMA [15, p. 25]. |
| |  |  |
| | Figure 21: Food/Eating areas map [15, p. 23]. | Figure 22: Outdoor Performances Location map [15, p. 25]. |

(Continued on the next page)

TABLE 2: continued

| Financial Purpose | Events - Day-To-Day | Special Events |
|-------------------|---|---|
| | <ul style="list-style-type: none"> ▪ Small Events (Taichi – Yoga – Pop-up Library) ▪ Cafe (Hotel) ▪ People Watching ▪ Art Discovery ▪ Play Space [15, p. 27].  <p>Figure 23: Events - Day-To-Day Location map [15, p. 27]</p> | <ul style="list-style-type: none"> ▪ Sunday Streets ▪ Art Walk ▪ Farmers Market ▪ Craft/Arts Market/First Friday ▪ Fall/Winter Festival ▪ Local Brewfest ▪ Holiday Lights [15, p. 29].  <p>Figure 24: Special Events Location map [15, p. 29].</p> |

IX. CASE STUDY (BERAM ELTONSY PLAZA)

A. Location

It lays in the Front of Beram Eltonsy Theater, and locating at El Chatby, Alexandria, Egypt (Figure 25).



Figure 25: Location map.

It is surrounding by four main streets, which are: El-Gaish Street in the north, Selim Hassan Street in the west - Mohamed Shafek Gherbal Street in the east, Port- Said Street in the south (Figure 26).

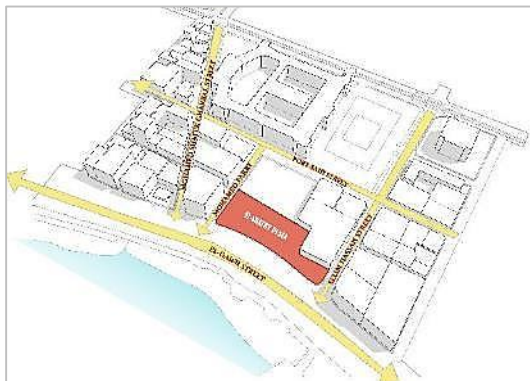


Figure 26: Surrounding Streets map.

B. Overview

Beram Eltonsy Plaza is a non-vibrant open space with area about (3500) m². the plaza is currently containing some areas paved with tiles about (2500) m², and about (1000) m² of non-uniform grass, the combination of paved and grass areas is fragmented and not organized well. It is surrounding with a lot of important buildings that can integrate with it to make good opportunities to investment in this non-vibrant space.



Figure 27: El- Chatby Open Space.

C. The Vital and Main Surroundings:

- Beram El Tonsy Theatre



Figure 28: Beram El Tonsy Theatre

It consists of two floors. The theater has a reception hall for “296” meters, an administrative building, 25 actors’ rooms, cafeteria, carpentry workshop, stores, restrooms, multipurpose halls, sound studio, and luxurious seats. The exterior of the theater was designed in the Roman architectural style that characterizes Alexandria.

- El-Chatby Tombs

They are dating back to 3rd century BC, just before the end of the Pharaonic period. They were constructed during the existence of a huge influence of Greek and Roman. Till now, merging of cultures still be seen in Alexandria, not only when visiting the tombs. Actually, it’s one of the characteristics that help to make the area so impressive. Most of tombs is now above ground, although the complex was originally constructed underground. Those parts originally have been carved from the native sandstone, and it is opened to visit [17].



Figure 29: El-Chatby Tombs

- El-Shatby Cultural Palace;

It is a cultural center affiliated to the General Authority for Cultural Palaces.



Figure 30: El-Chatby Cultural Palace

Its activities are limited to the establishment of cultural seminars.

D. Problems

Beram Eltonsy Plaza is facing a great problem which is the absence of management and maintained from the government, although it is in a very attractive area for people and tourism, it is facing the sea view and surrounding by a cultural zone containing a lot of important buildings that can integrate to rise the important of the open space and the district in general. Also, the Surrounding Buildings have some problems which are:

- El-Chatby Tombs, are much neglected and few people can visit the place. Many people don't know that there are ancient tombs in this place and this is due to the absence of promotion for it.
- El-Chatby Cultural Palace, beside Beram El Tonsy Theatre do not have any creative sessions or outdoor events that can attract people to come, it is holding cultural seminars and poetry sessions only.

E. Aim and Objectives

The aims and objectives of the project divided into two approaches, the first is the urban approach aims and objectives, while the second is the financial approach aims and objectives.

- Urban Approach

Aims:

A high quality, distinctive urban open space so that achieving accessible entry.

Objectives:

1. Creating a unified space,
2. Balance of contemplative and active space .
3. Open, Public, accessible and Inviting (all ages, all abilities),
4. Access to Green Space/Natural, Green/ Landscaped Space (including trees),
5. Seating (multi types of dining place resting, reading, sun/shade), and Water/Play Feature.

Financial Approach

Aims:

Create a cooperation between the open space and the cultural center, theatre and ancient tombs to make activities and events in the open space for the flourishing of the area to increase the financial return to stakeholders (nearby landowners – government) from the development of the area, which is the main aim of the development.

Objectives: Holding some activities as:

1. Elements/Enjoying Outdoors,
2. Food / Eating zones,
3. Outdoor Performances,
4. Day by day Events,
5. Special events every week or month.

F. Site Analysis

Visual Characters



Figure 31: Main Surrounding Buildings and Spaces

G.Plaza Proposed Activities

In order to achieve both urban and financial aims and objectives there are certain activities should be performed. The activities are divided into two main purposes which are: urban purpose as in (Table 3), and financial purpose as in (Table 4)

TABLE 3
PROPOSED ACTIVITIES FOR URBAN PURPOSE OF THE CASE STUDY

| | | |
|---------------------------------------|--|--|
| <i>Accessibility and Connectivity</i> | <ul style="list-style-type: none"> ▪ Clarify access points and welcoming entry points by emphasizing entrances and the closer gathering space to entrances. ▪ Emphasizing seating opportunities in order to positively influence the development purposes. ▪ Defrag the proposed spaces while preserving the same areas, as well as greening to be interconnected as much as possible. ▪ Accessibility and connectivity in the space, also connectivity to spaces through the street | |
| <i>Identity</i> | <ul style="list-style-type: none"> ▪ Attempt to make the plaza as a part or extension to the theater and its theatrical performances. ▪ The use of historical tombs as a background to emphasize the authenticity of the place. ▪ Using part of the plaza as place to extend some activities of the Cultural Palace | |

Figure 32: Accessible and Welcoming point of entry




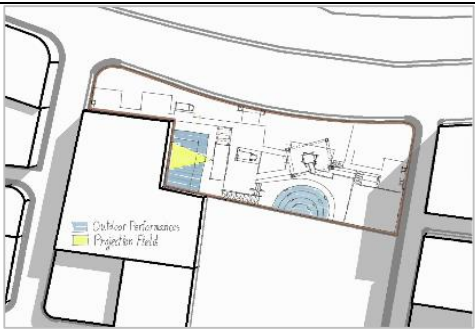
Figure 33: Using the surrounded cultural elements to confirm the place identity

(Continued on the next page)

TABLE 3: continued





| | | |
|---|--|--|
| Seating opportunities and Shading elements. |  <p>Figure 34: Seating Areas</p> |  <p>Figure 35: Shading elements</p> |
| Gathering points, Greening, and Water elements. |  <p>Figure 36: Gathering points</p> |  <p>Figure 37: Greening and water elements</p> |

TABLE 4
PROPOSED ACTIVITIES FOR FINANCIAL PURPOSE OF THE CASE STUDY

| | | |
|----------------------|---|--|
| Food/Eating | <ul style="list-style-type: none"> Food trucks - Snack Kiosk/Coffee van - Lunch/ Coffee Break  <p>Figure 38: Food/Eating areas [15, p. 23].</p> |  <p>Figure 39: The proposed food truck and food/eating areas</p> |
| Outdoor Performances |  <p>Figure 40: Outdoor Performances [15, p. 25].</p> |  <p>Figure 41: The proposed outdoor performances area</p> |

(Continued on the next page)

TABLE 4: continued

| | | |
|----------------------------|---|---|
| <i>Events - Day-To-Day</i> | <ul style="list-style-type: none"> ▪ Cafe (Hotel) - People Watching - Art Discovery - Play Space - Reading  <p style="text-align: center;">Figure 42: Events - Day-To-Day [15, p. 27].</p> |  <p style="text-align: center;">Figure 43: The proposed event Day-To-Day area</p> |
| <i>Special Events</i> | <ul style="list-style-type: none"> ▪ Sunday Streets - Art Walk - Craft/Arts Market/First Friday - Fall/Winter Festival - Holiday Lights  <p style="text-align: center;">Figure 44: Special Events [15, p. 29].</p> |  <p style="text-align: center;">Figure 45: The proposed special events areas</p> |

X. CONCLUSION

This paper is concluding two directions, urban conclusions and financial conclusions.

A. Urban

- People are attracted to public spaces where they feel comfortable and get a sense of belonging.
- Business investments are attracted by well structured, maintained, and managed sites.
- Absence of management in public spaces is the main reason to deteriorate their quality.
- Access and Linkage, Comfort and Image, and finally Sociability are the most important factors influencing the vibrancy of public open spaces.
- Regulations, maintenance, and investments are the prime three key dimensions influencing the success of public open spaces.

B. Financial

- The main stakeholders that have interest to develop the non-vibrant open spaces are The Government and the Owners of nearby properties.
- Developing the non-vibrant open space is contributing positively to a community's economy by

increase the adjacent properties' value by (16-20%), also it is promoting a series of social and economic impacts.

XI. RECOMMENDATIONS

When developing the non-vibrant open space to convert it into a qualitative one, there are some recommendations should be considered.

- It is mandatory to use a weather resistant materials, and lighting elements.
- Facilitate the pedestrian experiment through smooth connections of paved paths and emphasize the visual connectivity.
- Provide an appropriate balance of greening and hardscape, so that avoid green areas intersecting the walk ways, and provide adequate seating facilities with shading elements.
- Provide lighting, power, and security needs, also the public open space should have a potential for mobility facilities nearby (e.g., bus stations).
- Increase the awareness of civil society to the economic impact of public spaces investments.
- Provide the necessary legislative and design flexibility of to accommodate events and daily uses.
- It should be designed to accommodate daytime and nighttime activities.

FUNDING STATEMENT

The author did not receive any financial support of the research authorship and publication of this article

DECLARATION OF CONFLICTING INTERESTS STATEMENT

The author declared that there are no potential conflicts of interest with respect to the research authorship or publication of this article

REFERENCES

- [1] István, Peter and Dániel T., "The significance of urban open spaces and green areas in urban property developments.," in *First International Conference: Horticulture and Landscape Architecture*, Transylvania, 2011.
- [2] EPA, "What is Open Space/Green Space?," United States Environmental Protection Agency., USA.
- [3] PPS, "Why Public Spaces Fail?," [Online]. Available: <https://www.pps.org/article/failedplacefeat>. [Accessed 15 12 2021].
- [4] Rajjan M; Others, "Emerging Challenges in the Management of Contemporary Public Spaces in Urban Spaces in Urban Neighborhoods," *International Journal of Architectural Research (Arch Net)*, 2017.
- [5] Braga and Marta, *Contemporary interventions in public spaces and buildings Patrimonial, social and urban effects*, Instituto Superior Tecnico, Portugal: Extended Abstract Thesis to obtain the Master of Science Degree in Architecture, 2015.
- [6] PPS, "What Makes A Successful Place?" [Online]. Available: <https://www.pps.org/article/grplacefeat>. [Accessed 17 10 2020].
- [7] D. Suzuki, "Dr. David Suzuki PUBLIC SCHOOL," [Online]. Available: <http://www.suzukipublicschool.ca>. [Accessed 19 12 2021].
- [8] K. Knox, "The social value of public spaces," Joseph Rowntree Foundation., New York, 2007.
- [9] Z. Sharon. , "The Cultures of Cities. Massachusetts," Blackwell Publishers Inc, UK, 1995.
- [10] Regional Public Health, "Healthy Open Spaces. A summary of the impact of open spaces on health and wellbeing," Regional Public Health, New Zealand, 2010.
- [11] M. Carmona, C. De Magalhaes and L. Hammond, "Public Space: The Management Dimension," Routledge Press, New York, 2008.
- [12] M. Hajer and A. Reijndorp, "In Search of New Public Domain," NAI Publishers, Netherlands, 2001.

- [13] H. Woolley and R. Sian, "The Value of Public Space - How high-quality parks and public spaces create economic, social and environmental value," CABE Space Design Council, London, 2004.
- [14] H. Scott, "Parks, Recreation and Open Space Comprehensive Plan," MIG, Inc, Camas, Washington, 2014.
- [15] WRT, "Congress Square Redesign - Public meeting 2.," City of Portland Planning, Portland, Maine, 2016.
- [16] WRT, "Congress Square Redesign – Schematic Design Package," City of Portland Planning, Portland, Maine., 2017.
- [17] Egypt Tours Plus, "The El Shatby Tombs of Alexandria In Egypt. Egypt.," [Online]. Available: <https://www.egypttoursplus.com/el-shatby-tombs>. [Accessed 20 12 2021].

Arabic Title

نحو تعظيم العائد الاستثماري من الفراغات الحضرية المهجورة
 "دراسة حالة – الساحة أمام مسرح بيرم التونسي-الشاطبي – الاسكندرية – مصر"

Arabic Abstract

عادةً ما يقتصر التقييم التقليدي للمتنزهات والأماكن المفتوحة على القيم الاجتماعية والثقافية المرتبطة بها والقائمة على ما يحيط بها من بيئة ثقافية أو تاريخية أو مشيدة. وفي المقابل يتم إغفال الدوافع الاقتصادية لإقامة أو تطوير تلك المساحات المفتوحة أو المتنزهات. ونتيجة لعدة عوامل وتحديات منها الاقتصادية ومنها إدارية ومنها غير ذلك، أدت إلى تدهور وإهمال العديد من تلك المتنزهات في بعض المدن مما جعلها مناطق شبه مهجورة إلى حد كبير تمثل تهديداً اجتماعياً على المناطق التي تقع فيها، لذلك جانت الورقة البحثية لتتناول التحديات التي تواجه تلك المتنزهات فأدت بها في النهاية أن تكون شبه مهجورة. تناول البحث صفات وقيم المساحات المفتوحة، والأبعاد الرئيسية لإدارتها. على وجه الخصوص، تم تناول تحليل المردود الاقتصادي لتلك المتنزهات خاصة التي تم إهمالها بسبب نقص الصيانة والإدارة فأصبحت شبه مهجورة. كما تناول البحث تحديد وحصر من يعود عليهم تطوير المتنزهات شبه المهجورة بعوائد اقتصادية تساهم في استدامة تطوير تلك المتنزهات. وقد استرشد البحث على ذلك بتحليل مثال لتلك المتنزهات ودراسة الأثر الحضري والاقتصادي جراء تطويره. ولتعظيم الاستفادة تم تناول حالة دراسية وهي "المساحة المفتوحة أمام مسرح بيرم التونسي، الشاطبي، الاسكندرية" كحالة دراسية. ثم انتهى البحث بمجموعة من النتائج والتوصيات لتؤخذ في الاعتبار لتطوير المتنزهات والمساحات المفتوحة الشبه مهجورة والعمل على عدم ارتدادها شبه مهجورة في المستقبل.