Enhancing the Perception of Public Urban Spaces via Place-Making: Martyrs' Square and Selected Locations in El-Gaish Street Case Study

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Cover Page Footnote

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Enhancing the Perception of Public Urban Spaces Via Place-making: Martyrs’ Square and Selected Locations in El-Gaish Street Case Study


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Abstract

Trust be told that urban spaces have generated a lot of controversy in recent years. The major issues I will address in this paper are transformations in the urban environment affected by different appearances due to economic and social changes that shape their meaning through human interactions for creating a social life. With the emergence of modern architecture and planning patterns, urban spaces have become the focus of researchers for study and analysis to determine the best destination.

This paper aims to present place-making as an approach to strengthening the perception of public urban spaces and, consequently, its impact on the quality of the place.

The methodology of this study relied mainly on the descriptive and analytical methods of the available information on the city of Mansoura. Moreover, a comprehensive field survey uses quantitative and qualitative methods that depend on the case study method of observation (street video survey and photos) and a place checklist.

This research highlights the concepts of public urban spaces and place-making as formed by a conceptual framework that the research is based on. Additionally, the evaluation and study of the status quo for the case study specify positive and negative effects. In an attempt to answer whether place-making can contribute to improving the perception of urban spaces and their quality for individuals, this research focuses on the case study of public urban spaces in El-Gaish Street, ‘the spaces in front of the Governorate building and Mansoura’s Stadium Zone, in front of the East Mansoura District.’

Keywords: Place, Place-making criteria, Place-making process, Public urban spaces, Quality of place, The perception

1. Introduction

Public urban spaces are the core element of the city’s life and the way forward. According to the United Nations, 2018 population expectations, 68% of the world’s population will be living in cities by 2050 (Reich, 2020). Place-making is considered one of the most important processes dealing with urbanization; accordingly, it can be a way for municipalities to engage residents in long-term planning outside of the traditional public process (Schaef-Borrego, 2017). Moreover, human interactions in public urban spaces are significant for creating a social life (Soltanian and Mohammadi, 2015). This paper includes a look at urban spaces, their concepts, and the process of place-making (Parcell, 2016). Place-making strategies and processes are important for revitalizing urban neighborhoods and enhancing their residents’ lives (Ellery et al., 2021).

1.1. Research problem

Over the past decades, many societies have suffered from a growing shortage of public spaces. For example, major shopping malls and large parking lots have replaced local destinations for many communities (Trejo, 2012). There is no doubt that public spaces have many problems as a result of neglect and a lack of consideration for people’s needs.
As mentioned in the book ‘Enhancing urban safety and security,’ total recorded crime rates in the world increased by 30%, and it is estimated that 15% of those crimes are due to the design and management of public spaces in the period from 1980 to 2000 (Programme UNHS, 2007). Moreover, there is a lack of awareness among individuals of their role in community participation in developing urban spaces and satisfaction with solutions and reforms provided by governments, decision-makers, and investors.

1.2. Research aim

The main objective of this research is to develop urban perception by constructing a conceptual framework based on place-making methodology. In addition to the assessment of the urban image that enhances its identity (Al-Matra’i, 2017). It was also significant to analyze the image of public urban spaces in Mansoura City by focusing on the extent of information and the application of individuals and stakeholders to the place-making methodology, which is one of the most essential strategies that contribute to improving the image of urban spaces. In addition, it was important to ensure that the people using the spaces appreciated them.

1.3. The research methodology

The documentary method was used first to consider the definitions and implications of urban spaces, the physical characteristics, activities, and uses of these spaces, site analysis, and a survey. Consequently, it was necessary to identify the preferred spaces at the city level, the problems, the features that exist, and the people’s needs and expectations of these spaces, in addition to standards and indicators that affect public spaces for attracting people. As well as taking into account the viewpoint of urban developers.

2. Literature review

The most important questions about the process of place-making in public urban spaces are simple ones. What are the concepts of urban spaces and their classification? What are the factors affecting urban spaces? To what extent can place-making improve the perception of public urban spaces? Only by providing answers to these queries will the perception of public urban areas be improved.

To understand the context of place-making in public spaces, it is necessary to clarify the difference between ‘space’ and ‘place.’ Furthermore, the term ‘place-making’ is used to describe ‘an approach for strengthening the perception of public urban spaces,’ inspiring people to reimagine and innovate public spaces. The major issues that will be addressed in this section are two main ideas: Firstly, it talks about urban spaces and their classification from public to private. Secondly, this illustrates significant issues about place and place-making.

2.1. Urban spaces

The Egyptian Census defines the urban as encompassing all towns and cities in a governorate, with their small administrative units, such as ‘kisms’ (county/district) or ‘skiakhas’ (within the district) (Aboukorin, 2011). The United Nations (2011) defines urban spaces as ‘nodes of high population density, at the core of which sit one or more cities.’ Furthermore, some urban areas have been designated public areas, such as markets or parks, for leisure activities and economic transactions (Arias, 2011). According to Rob Krier in his book ‘Urban Space,’ to simplify the description of urban space, there are two basic elements for exterior space in town, such as streets and squares, which can be compared with interior space, such as corridors and rooms (Krier and Rowe, 1979). The basic thinking of Gordon Cullen (1961) around curves in public spaces offers the prospect of something interesting to the corner which is revealed sequentially rather than being all there at once (Liu, 2023).

2.1.1. Classification of urban spaces from public to private

Urban spaces can be categorized into public, intermediate, and private spaces (Vassilaki and Ekim, 2015). According to the article published in The United Nations Conference on Housing and Sustainable Urban Development, public spaces—the research’s subject—are all places publicly owned or of public use that are accessible and enjoyable to all for free without profit motive. This includes streets, open spaces, and public facilities (Habitat, 2015). Semi-public or semi-private is the transition zone between private space and the exposed zone (Vassilaki and Ekim, 2015). Private space is a self-governing area that includes houses and private courtyards for these houses, and they are private places for families or private land ownership (Birch, 2007). As shown in Figs. 1 and 2.

2.1.2. Factors affecting urban spaces

In the past, urban public spaces were the real locations where people could interact with non-intimate acquaintances, in contrast to the current technologies that provide a variety of alternatives for
such interaction (Rolland, 2006). Environmental aspects indicate public perception and social behavior towards vital ecosystems (Rakhshandehroo et al., 2017). Additionally, the form of public space includes different elements such as buildings and spaces, landscapes, land uses, and infrastructure that affect urban spaces (Rashidi, 2013). Social aspects are related to the quality of urban open spaces, depending on whether the environment is attractive, such as sitting down for a few minutes in a cool place in summer, in a sheltered place or sunny in winter, or just enjoying life, stopping for a cup of coffee or tea, or looking at a statue or a fountain (Li, 2004). Moreover, the economic aspects enrich the commercial success of public and private-sector developers and the economic success of the urban area itself (Mandeli, 2019).

2.2. Place-making as a tool for improving the perception of public urban spaces

A place is a useable space; consequently, it comprises physical dimensions, social relations, subjective human experiences, and symbolic meanings (Strydom and Puren, 2013). Psychologically, people can react to their community, make connections, and have a feeling of inclusiveness in the place (Lang, 2017). Socially, Yi-Fu Tuan discusses in his book ‘Space and Place’ that the world surrounding people would never have any worth without intellectual acts and senses (Parcell, 2016).

The quality of the place refers to the area that has a playground, a fountain, and shaded places for parents to sit and have something to drink or eat. This will encourage people to stay there for more than a few minutes and return once more. It would be preferable if the park had a library across the street with an outdoor area to tell stories for kids and exhibits on local history. Consequently, easy access to a bus stop or bike trail and proximity to residential areas are extra components of a successful place. Where people would return to both the library and park once again (Project for Public Spaces, 2008). As shown in Fig. 3.

2.2.1. A glimpse into the place-making

Place-making strategies and processes are important for the revitalization of urban neighborhoods as an approach to enhancing their residents’ lives (Ellery et al., 2021). According to the Healthy Place-making report, ‘great design is changing the way we live and the places we live in, making lives better, facilitating long-term behavior change, and transforming our lifestyles for the better’ (Hunstone et al., 2018). Consequently, this occurs when spaces and buildings are converted into vibrant urban spaces that offer pleasure, inspiration, and well-being (Mandeli, 2019).

It is emphasized that place-making has a lot of definitions, and the following is the simplest: ‘Place-making is an approach to creating quality places that people want to live, work, play, and learn in’ (Wyckoff, 2014). According to Project for Public Spaces (PPS), place-making is the management and planning of public places that comprise what currently exists in a local community, involving current assets and potential (Parcell, 2016). Place-making is concerned with enhancing and improving the quality of places in a neighborhood and, therefore, the community and region (Wyckoff, 2014).

In the 1960s, the historical background of place-making theory emerged as a process that has tools, methods, and strategies for helping to develop a
sense of the place in a particular location (Sahramaa, 2013). William Whyte, Jane Jacobs, and historian and architect Dolores Hayden are considered the most important thinkers of this period.

Organizations such as the PPS, Smart Growth America, the Urban Land Institute, and Main Street have helped community leaders realize the importance of reinvesting in existing communities (Ellery et al., 2021). The PPS was established in 1975 based on Whyte’s methods and findings. PPS is an educational organization and nonprofit planning firm based in New York City that works to help people create and sustain their public spaces (Sahramaa, 2013).

2.2.2. Types of place-making process

The four types of place-making are Standard Place-making, Strategic Place-making, Creative Place-making, and Tactical Place-making. Ordinarily, all of these types work to improve the quality of life amenities within a community, neighborhood, or region (Wyckoff, 2014). As shown in Fig. 4.

The standard place-making concept comprises tactical, creative, and strategic place-making (Reich, 2020). For example, this type is used for improving façades and gateways that lead to downtown, preserving historic buildings, improving the safety and visibility of pedestrian alleys, building green spaces and marketplaces for farmers and artisans, and developing branding and signage (Neumann, 2015). Strategic place-making aims to achieve a specific object, such as infrastructural and economic development to revive and attract business and the improvement of urban spaces, as well as reconstructing rapid transit lines, redeveloping the waterfront, green pathways, social gathering places, and entertainment facilities (Abd El Gawad et al., 2019). Creative place-making depends on enhancing the power of arts, creativity, and culture to serve communities; for instance, developing a cultural...
garden and an annual festival, as well as making murals for heritage areas and blank walls of downtown buildings (Neumann, 2015). Tactical place-making focuses on small-scale developments for communities that are suffering from a lack of funding and new policies. These developments represent low-cost experiments such as promoting outdoor events in squares and cafes (Abd El Gawad et al., 2019).

2.2.3. The importance of place-making for urban space

According to Public Health England, place-making is considered boosting cycling and walking, improving transport and connectivity, enhancing the quality of life, access to sustainable environments and natural, healthier food, and conservation of the environment (Hunstone et al., 2018). One of the most important issues that is supported through place-making is enhancing real estate value. In addition to altering the image of an area, create a new destination for visitors, residents, and workers in the vicinity, add an element of versatility to the area, and establish the character of a newly developed area (Mandeli, 2019).

2.2.4. The power of 10+

The Power of 10+ is a concept developed by the PPS to evaluate and facilitate the place-making process at multiple city scales (Spaces, 2020). Nevertheless, a successful downtown needs sequential destinations. Each destination has small places, and these places offer activities and many things for people (Detroit, 2013). In addition, cities require destinations to provide a sense of place and identity that draws in new citizens, companies, and investment. These destinations might be a main street, a downtown square, a park, a waterfront, or a museum. As a result, cities require ten locations that people like to visit, each of which has several locations (Spaces, 2016). See Fig. 5.

2.2.5. Place-making principles

The PPS has identified eleven key principles for transforming public spaces into vibrant community places, whether they are streets, sidewalks, public squares, parks, plazas, or other outdoor and indoor spaces that have public uses in common (Spaces, 2016). These principles are divided into three categories: Users and Inputs, which contain: (community is the expert; Look for partners; You can see a lot by observing), followed by strategy and approach: (create a place, not a design; have a vision; from support function); moreover, implementation (lighter, quicker, cheaper; triangulate; money is not the issue; they always say ‘it cannot be done’; you are never finished).

2.2.6. The place-making process

The place-making process is used either to modify an existing space or to plan a new space. While...
every place has a different situation, the steps of place-making process are always not the same and happen in the same order (Spaces, 2017). Ordinarily, these steps of place-making can be summarized into five main steps, as shown in Fig. 6. Firstly, ‘define place and identify stakeholders’, followed by ‘evaluate space and identify issues’, ‘place vision’, followed by ‘implementing a short-term experiment and continuing to evaluate what has been done’, and lastly, ‘On-going re-evaluation and long-term improvements’ through continuous evaluation and developing a long-term maintenance and management plan (Abd El Gawad et al., 2019).

‘Lighter, quicker, cheaper’ (LQC) expresses a moderate value for experimental intervention in public spaces in the short term that helps determine the public’s concern for particular activities to become a starting pad for long-term work. Consequently, this strategy starts with small steps and takes time to grow. For instance, the park could attract people with major events or special programs every season. Additionally, to update the space’s appearance and provide comfort, designs such as tables, movable chairs, plants, hammocks, flags, barbecue grills, and banners are all used to give the place a new image and comfort. Accordingly, this place becomes a stage for events and new activities (Detroit, 2013).

3. Methodology

This study focused on public urban places in Mansoura City and the efforts to improve such perceptions. Along with gauging people’s interest in preserving the aesthetic appeal of public urban areas, this study also assesses people’s level of knowledge about the place-making process. The three sections that make up the study methodology explain the steps of the case study that are crucial to meeting the requirements of this study.

3.1. Case study methodology

The methodology of this study relied mainly on the descriptive and analytical methods of the available information about Mansoura City. In addition to a comprehensive field survey using quantitative and qualitative methods that depend on the case study method of observation, there is also a street video survey, photographs, and a quality of place checklist.

The aim of using qualitative research is to work with location and complex social interactions, which can be more convenient with this kind of research (Reich, 2020).

It started with a documentary study, which contains geographical studies and the historical background of Mansoura City, followed by identifying the characteristics of the case study: its location, historical background, and general appearance. It depends on the description of the urban space, field visits, photographs, and recorded data for space. Sequentially, an analytical study (status quo) involves gathering data through observation and the use of a checklist to gauge the place’s quality, as well as evaluating the case study location in accordance with established protocols and standards for important attributes of a prosperous community. Finally, preliminary results and indicators aim to assess the quality of urban spaces that enhance their identity through product recommendations, which contributes to setting a future vision of the study area.

3.2. The main reasons for selecting public urban spaces in Mansoura

Recently, with the increase in population density, the number of vehicles and buildings has increased, which has led to a lack of sufficient public urban
spaces for the population density in this city. Moreover, not all urban open spaces are fully accessible to the public. For instance, many spaces on both sides of the Nile River in Mansoura and Talkha cities are for private or common clubs. In addition, there are only a few public parks available for people, such as Arous El-Nile Park and Shajarat El-Durr Park, so there is an urgent need to pay attention to the urban streets as public urban spaces, specifically the streets that include public spaces for people, such as El-Geish Street, the case study area.

4. The context of the case study

Mansoura is the capital of the Dakahlia Governorate. It is located in Delta territory, on the eastern bank of the Nile—the Damietta branch—on the opposite side of Talkha City (Khalil M and El Eashy, 2011). Mansoura approaches the Mediterranean Sea coast at about 60 km and a range of 120 km northeast of Cairo (Governorate, 2019). Furthermore, Mansoura is one of the most important Egyptian intermediate cities, having been founded more than 800 years ago. It has a fascinating European Mediterranean style that has emerged in the city center. Additionally, Mansoura City started on the Nile from the point clarified on the map of the expansion directions of Mansoura City, as shown in Fig. 7.

4.1. Boundaries of Mansoura city

The boundaries of Mansoura appear clearly with the surrounding green belt from agricultural lands, the El-Mansoureya canal, ‘Al-Bahar Al-Saghier canal,’ as natural boundaries, and its ring road, which is represented in Talkha-Mit Ghamr-Rd, and Mansoura-Damietta-Rd as human-made boundaries. Furthermore, the River Nile dominates the general scene of Mansoura City and controls the urban landscape as a common axis between the cities of Mansoura and Talkha, where it includes River Nile activities such as transportation, walking, and watching the natural scenery on the river banks. As shown in Fig. 8.

4.2. Public urban spaces in Mansoura city

Urban spaces in Mansoura City have varieties, as in any city, that are classified into public, shared, and private spaces. Furthermore, urban public spaces—the subject of this study—are represented in the network of streets, squares, public gardens, etc. The following illustrates natural spaces and paths such as the river Nile and urban streets that contain green islands, squares, public gardens and parks, stadiums, and public spaces.

4.2.1. Paths

The main streets of Mansoura are represented by El-Gaish Street, El-Gomhouria Street, Al-Mashaya Al-Sofleya Street, Saad Zagloul Street, and Kanat Al-Sweis Street, which have green spaces for people to do their activities. In addition, the Nile River, as mentioned previously, dominates the urban landscape, and the movement path extends from west to east, heading to the northeast. Both Talkha and Train Bridges pass over it, which people use for activities like moving, walking, and enjoying the wonderful view of the Nile River. As shown in Fig. 9.

4.2.2. Squares

Squares in Mansoura City are mostly centered in the old center, in the first and second stages of the urban development of Mansoura city. Except Um Kulthum Square, the square of the Martyrs’ Monument, and the square of the Ramses Statue, which were designed to be placed for people to use for
their everyday activities. Most development, it seems, has only focused on aesthetic form and cleanliness. The place's heritage form was preserved, and public seating areas were created by the developer, adding to the area's significance. A case study of the Monument to the Martyrs of Dakahlia Governorate will also be presented as a case study for this research. As shown in Fig. 10.

4.2.3. Public gardens

Mansoura was once known as Rose Island because of its unusual flora, trees, and gardens, but in the present era, urban encroachment on its agricultural areas and disregard for its gardens have caused it to suffer. The green public spaces were restricted to some gardens that did not fit with their current area or the number of residents and visitors. The neglect of the gardens is one of the factors that lead to the destruction of plants and the desertification phenomenon of green areas, which leads to a decrease in their aesthetic quality. From an environmental point of view, this negatively affects the urban environment.

Consequently, the initial data that was collected highlights many characteristics that people and their favorite places value as a basic principle of place-making. Furthermore, walking accessibility was an important factor alongside green spaces, open spaces, cleanliness of furniture, and urban infrastructure (Poplin et al., 2017). See Fig. 11.

5. The analytical study of the case study area

The analysis of the case study area was built based on the criteria for place-making set through the ring of ‘the four key qualities of measuring the quality of place.’ Furthermore, this research employed a mixed-methods approach that combined quantitative data from a street video survey and photos focused on Martyrs’ Square and a checklist table for four spaces in El-Gaish Street. Additionally, qualitative data was collected through interviews with key informants. Accordingly, the checklist focuses on the use of place-making principles in four public spaces on El-Gaish Street, while professionals and community representatives present their opinions on the place-making approach to managing public spaces for the better.

5.1. Define the place for the case study

This part will concentrate on the first step of the place-making process, ‘defining place and identifying stakeholders.’ Depending on the main reasons for selecting public urban spaces in Mansoura City, as well as primary data collection, which indicated...
the major problems around the urban spaces of Mansoura in addition to their historical and cultural significance, and ‘public urban spaces in Mansoura City—paths, squares, and gardens.’

The case study focuses on El-Gaish Street, the two areas in front of the Governorate building, and the Mansoura Stadium Zone, in front of the East Mansoura District, as shown in Fig. 12. These zones include significant streets and spaces that affect the urban image of Mansoura. The study areas were chosen depending on the development of the public areas as well as the researcher’s observation of the developments that happened in the recent period.

5.2. The evaluation of the status quo for the case study area (street video survey and photos)

A street survey was undertaken in the selected locations to obtain empirical data about how people use them. This method was applied to Martyrs’ Square. Recording data took place at the square for 10 min during the following periods on a weekday: 08:00—08:30 am (before work), 11.00–11:30 am (midday), 02.00–02:30 pm (after work), 05:00—05:30 pm (sunset), and 08:00—08:30 pm (night). The quantitative data gathered, specifically the number of pedestrians, cyclists, motorcyclists, and other
Fig. 12. The location of the case study area. Source: by researcher, retrieved from Google maps.

Fig. 13. The categories’ numbers for individuals that use the Martyrs’ Square, as an example. Sources: collected data by researcher.

Fig. 14. Martyrs’ Square before, during, and after development. Source: by researcher camera shots.
Table 1. The middle ring is a number of intuitive or qualitative aspects by which to judge a place.

<table>
<thead>
<tr>
<th>Qualitative aspects</th>
<th>Percentage</th>
<th>Martyrs’ Square</th>
<th>Um Kulthum Square</th>
<th>Cafes and Restaurants Area</th>
<th>Yes – ✓</th>
<th>No – X</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Readable – Visibility</td>
<td>12.5%</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>Clarity of urban space (from far and near).</td>
</tr>
<tr>
<td>Proximity – Location</td>
<td>12.5%</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>Location in the main axial road in the city.</td>
</tr>
<tr>
<td>Walkable for pedestrian</td>
<td>12.5%</td>
<td>✓</td>
<td>x</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>There are spaces for walking through and around the place.</td>
</tr>
<tr>
<td>Is there a separation between pedestrian and automobile traffic?</td>
<td>12.5%</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td>x</td>
<td></td>
<td>Pedestrian traffic between cars to reach the place. A variety of public transportation, private vehicle, and foot options available to reach the place Parking is available around the place, also on the side streets The place is connected with the adjacent buildings. Facilities for people with special needs.</td>
</tr>
<tr>
<td>Accessibility</td>
<td>12.5%</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Parking usage pattern</td>
<td>12.5%</td>
<td>x</td>
<td>x</td>
<td>✓</td>
<td>x</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Connected</td>
<td>12.5%</td>
<td>x</td>
<td>x</td>
<td>✓</td>
<td>x</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Convenient</td>
<td>12.5%</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sum</td>
<td>100%</td>
<td>62.5%</td>
<td>50%</td>
<td>87.5%</td>
<td>62.5%</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Qualitative aspects</th>
<th>Percentage</th>
<th>Martyrs’ Square</th>
<th>Um Kulthum Square</th>
<th>Cafes and Restaurants Area</th>
<th>Yes – ✓</th>
<th>No – X</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identity and historical places</td>
<td>12.5%</td>
<td>x</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>The place has a historical identity such as statues or historic building. The place has restaurants, and coffee shops Presence of green spaces, and a variety of plants. The availability of artificial lighting, Police stations, security guards, and security cameras for agency shops and restaurants. Appropriately placed street furniture (enough seats, choice of places to sit) for public seating.</td>
</tr>
<tr>
<td>Attractive places</td>
<td>12.5%</td>
<td>x</td>
<td>x</td>
<td>✓</td>
<td>x</td>
<td></td>
<td>The space is clean and free of litter Absence of vandalism and anti-social behavior The space has an inner walkable.</td>
</tr>
<tr>
<td>Green spaces</td>
<td>12.5%</td>
<td>✓</td>
<td>x</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Safety, and Security</td>
<td>12.5%</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
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</tr>
<tr>
<td>Comfort</td>
<td>12.5%</td>
<td>✓</td>
<td>✓</td>
<td>x</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clean</td>
<td>12.5%</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
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<tr>
<td>The elements have a good image</td>
<td>12.5%</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Walkable</td>
<td>12.5%</td>
<td>✓</td>
<td>x</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sum</td>
<td>100%</td>
<td>75%</td>
<td>62.5%</td>
<td>87.5%</td>
<td>87.5%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
modes of transport, and the number of people spending their time in the square. There is a line chart for one of the spaces, Martyrs’ Square, which exposes the categories of numbers that use the space, see Fig. 13.

As follows, the column charts below show the number of individuals who used the space in Martyrs’ Square during specific time periods. The number of pedestrians reaches its maximum in the morning while going to work and returning from work; as for people who stay in this place for different periods, their number increases at sunset, as well as in the morning and at night. The next figure shows the stages of development of Martyrs’ Square before, during, and after development, see Fig. 14.

Consequently, after the development, the study area received a large number of individuals who came to spend their time doing different activities.

5.3. The evaluation of the status quo for the case study area (checklist)

This evaluation is dependent on place-making criteria, which are based on four essential qualities of what makes it a great place, as well as a set of standards selected in accordance with the study area conditions, see Table 1. The following table illustrates the stages of evaluation of public spaces based on qualitative research:

6. Findings and discussion

Findings: The results for the selected places of the status quo showed the strengths that must be enhanced and the weaknesses that must be improved or avoided.

The line chart expresses the percentage of quality of the public urban spaces in El-Gaish Street as a case study in Mansoura City. Considering the number of questions in each qualitative aspect, for instance, the percentage was divided by the number of questions for each criterion. As shown in Fig. 15.

The following table shows that the evaluation uses a Likert scale, which is based on five adjectives: very good, good, acceptable, poor, and very poor, as shown in Table 2.

According to the results of the line chart Fig. 15, Tables 1 and 2, the case study of public urban spaces in El-Gaish Street shows as follows:

Martyrs’ Square shows positive results in both criteria, ‘Uses and Activities and Sociable,’ where these results come after the development phase that was mentioned previously. The ‘comfort and image’ criterion shows positive results, except for the
presence of cafés and restaurants in the space. The square also lacks a historical background in the space, except for some heritage buildings. As for the ‘Access and linkages’ criterion, there are many positives, but some negatives appear, such as: there are no places designated for pedestrians to cross the surrounding streets to reach the space. The space is not connected to the surrounding buildings except for the governorate building, and this is due to it being a square surrounded by streets. Finally, there are no parking places for cars.

The same issues exist in Um Kulthum Square except for the shortage of spaces for walking through and around the place, green spaces, and a variety of plants. Moreover, there is no space for individuals to walk, there is a lack of variety for activities, and people do not tend to pick up litter. The advantage of this square is that the space has a historical identity, the Um Kulthum Statue.

The Ramesses Statue Square checklist is the same as Martyrs’ Square except for some points in the ‘Uses and Activities’ criterion: there is no variety of activities and celebration. The advantage of Ramesses Square over Martyrs’ Square is its historical identity Ramesses Statue.

Finally, the cafes and restaurants area has a perfect advantage in the ‘Access and linkages’ criterion, except there is no pedestrian traffic between cars to reach the place from the other side. The ‘comfort and image’ criterion suffers from a shortage of street furniture for the public—sufficient seating, choice of seating areas—as most of the furniture is intended for restaurant and café uses. As for the ‘uses and activities’ criteria, there are no places for celebrating or doing various activities. Finally, the ‘sociable’ criterion People tend to pick up litter when they see it, but those who do that are the workers.

7. Discussion

The process of place-making is one of the processes that adopts the principle of continuous improvement of the urban spaces that are the subject of this study, which undoubtedly contributes, as
reviewed, to improving individuals' impressions and giving them a natural outlet and lively, clean, and safe places.

There is an urgent need to reconsider the planning framework for public urban spaces, which may need more attention to find solutions to some weak points. Here are some suggested points that will contribute to improving the image of urban space:

(a) Strengthening the management of the use of traffic control devices and also providing appropriate solutions and designs for pedestrians crossing roads, which provides them with a safety factor in accessing urban spaces.

(b) In addition to the above, streets and spaces need special spaces for walking, and roller skates sport 'Patinage'.

(c) Improving the efficiency of public transportation, including taxis and micro-buses, and providing parking lots for them at appropriate distances from the spaces to facilitate the connection of individuals from different parts of the city.

(d) Strengthening the historical identity of the space through the maintenance of historical buildings and sculptures because of their importance in connecting individuals to the place and improving the image.

(e) Pay attention to the availability of green spaces and the diversity of plants. Moreover, appropriate placement of street furniture (enough seating, selection of seating areas) for public seating.

(f) Regarding the issue of cleanliness, there is a need to strengthen the efforts provided by the waste disposal system and also increase awareness campaigns for citizens to keep the spaces clean.

Last but not least, there are continuous attempts to involve the community in the planning process, as the place-making process is concerned with planning from the bottom up; furthermore, the continuation of the planning process and the continuous treatment of the space are necessary to transform public spaces into safe, clean, and vibrant spaces.

8. Conclusion

Through this study, which dealt with some of the urban spaces that were developed, it becomes clear how place-making influenced the transformation of these spaces into places of attraction for community members. This achieves the principle of place-making in terms of continuity in the development process. In addition to the principle of involving people in the planning process, this paper focuses on how individuals interact with space and the extent to which they are affected by it.

(a) Governments can follow the place-making process as a methodology based on a system for evaluating urban space quality standards to improve its quality and maximize its benefit. Also, the government efforts made in managing public space in the city of Mansoura are evident, as are the efforts of stakeholders that demonstrate a cooperative effort.

(b) Confirms the research hypothesis and suggests that researchers and professionals should explore the main features of place-making strategies and use them as a tool in the future to study the needs of public urban spaces.

(c) Restructuring the idea of place and paying attention to urban environmental awareness through (protecting the environment, the sense of place, memories, and the time people spend among nature). Moreover, developing patterns for exercising monitoring of public places through conservation, environmental awareness, and ensuring safety, public health, cleanliness, and green breathing.

(d) Paying attention to urban improvements to the city entrances and urban spaces gives citizens and visitors the first impression of the city and improves their feelings about the space as their home.

It must be taken into account that the process of making a place is a measured and achievable process that has a specific time frame, and this is one of the characteristics of smart goals that must be present in this process.

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