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Evaluating Placemaking Strategies in Old Cairo Public Squares, Moez St. Plazas.

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ABSTRACT

The design, provision, and maintenance of well-connected systems of public spaces are integral to achieving a safe and accessible city. However, cities must move beyond typically site-specific approaches to addressing public space if sustainable and longer-lasting benefits are to be achieved. Establishing and implementing a city-wide strategy that approaches a city as a multi-functional and connected urban system can ensure the best chances of proactively driving good urban development. Placemaking plays a great role in monitoring people's occupation in public spaces. This paper aims to evaluate the people's frequency of public squares based on the criteria of placemaking for designing good public spaces in the historical context. The study examines two public squares in Moez Street, such as ELhakim by Amr Allah and Beit Al Qady Square by using a systematic review, understanding the social interaction, and active citizenship that can spark social and economic development and drive environmental sustainability. It was found that the issue of underutilized squares in Moez Street in ancient Cairo by discussing the causes of the deterioration that is still apparent in some of the street's squares despite recent development initiatives. Several squares in Cairo have deteriorated and are ineffectively used. However, the current investments and conservation development process in the Street.

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1. Introduction

Public spaces are the shared places in the city that allow free people interaction between building blocks in any city. According to Kevin Lynch, the image of the city theory public space's shape can either be linear, such as streets, or it can take the shape of squares and plazas defined as nodes in his book. (Kevin, 1960)

Its urban vitality serves as the lungs that allow the city to breathe. A smooth interaction occurs where it is successful, reflecting positive social and ecological cohesion resulting in active economic prosperity. While inefficient public spaces create either lost spaces or inefficient uses which generate negative urban conditions such as stressful congestion, health, and environmental hazard spaces that reflect negatively on both the human and the urban aspects in the overall city performance.

Planning and evaluating these common spaces' efficiency should prioritize engaging the main daily users alongside local stakeholders and urban professionals. As quoted from the Project for Public Spaces mission that revolves around communities and encourages their engagement to reform public spaces:

“IT TAKES A PLACE TO CREATE A COMMUNITY AND A COMMUNITY TO CREATE A PLACE.” (PPS, What Is Placemaking? 2007)

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The effort of the [PPS] Project for Public Space nonprofit organization aims to globalize the placemaking concept and validate it conferring to implemented case studies in cities from different parts of the world. The amount and depth of the published research work and planning consultation made it a strong reference to apply the concept of [PPS].

However, this effort is under discussion in this research paper to answer the question of is the placemaking concept principles valid to vitalize any type of public space regardless of the difference in the geographical context, historical background of the place, the nature of the surrounding land uses, and the different urban regulations assigned in each city?

Despite the development of Moez Street plazas, there are many squares such as Elhakim bi Amr Allah Plaza, the plaza front of Qalwon complex, and the plaza front of Beit El Qady) that lack [PPS]. These problems are caused by different factors.

Applying the [PPS] concept on a heritage site in a sophisticated city such as Cairo with all the layers of history forming its urban characteristics forming its urban sensitivity context.

The paper will answer two questions; First one is What are the reasons public squares appear as lost spaces in El-Moez Street? The second question is according to the [PPS] dimensions, what are the differences between the current situation of the two selected plazas compared with the development proposal of Omran architect group?

This research is organized to re-evaluate the efficiency of the square according to the [PPS] concept. Investigating the reasons public squares became lost spaces despite the existence of developed physical features in the place. Moreover, doing a comparative analysis of the two plazas in El-Moez Street based on the [PPS] supervision to reassess their efficiency.

2. Methods and Data Analysis.

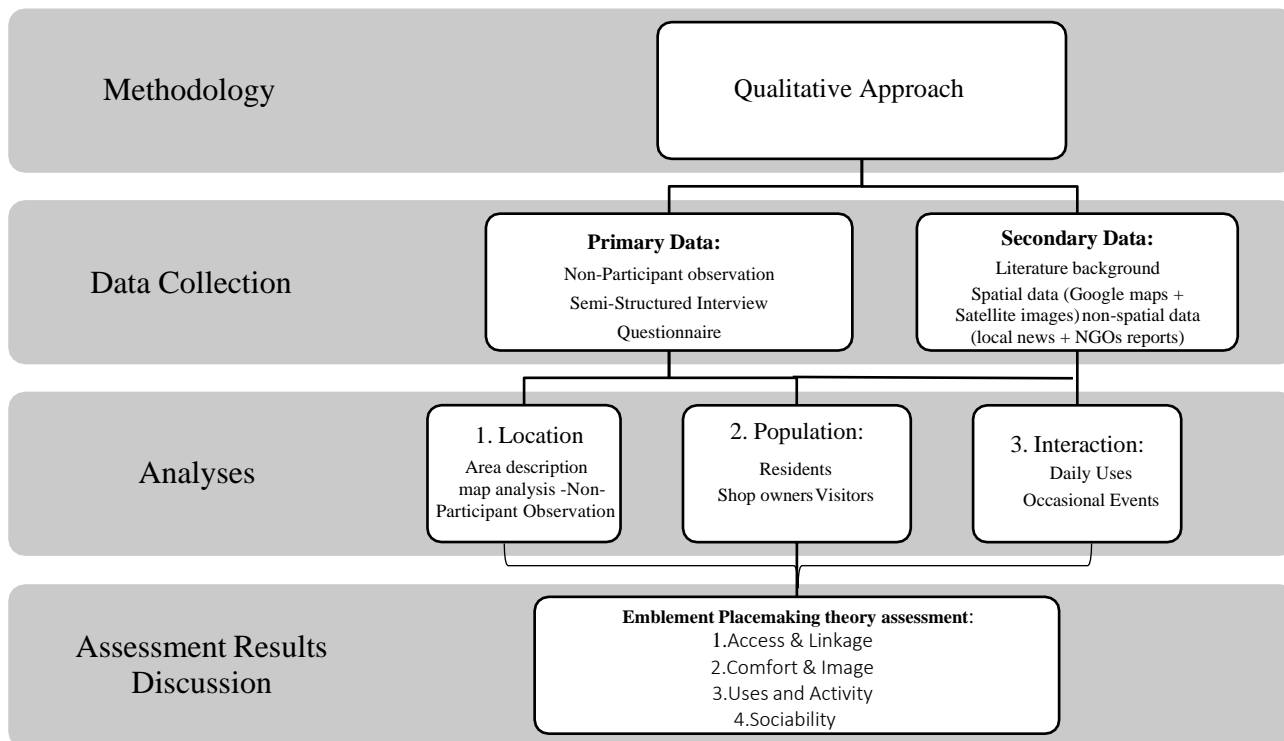


Figure 1. Research design flowchart

The paper is assigned to conduct an empirical study to re-evaluate El-Moez public plazas in Old Cairo after implementing Omran Architect’s Proposal from the placemaking Perspective. To answer the two research questions that we mentioned before, Using the qualitative approach would be investigated by collecting both primary and secondary data alienated into spatial and non-spatial data. The Primary data classify into three parts, the first part held a questionnaire based on the [PPS] four dimensions targeting shop owners, residents, and Moez Street visitors. The second part is designed semi-structured to understand human behavior and the last part is non-participant observation to collect the number of people who use the two plazas during the day. The observation takes part on three times per week, two days on weekdays and one time on weekends. The observation took one hour in each plaza.

The secondary data are categorized into literature reviews from websites, journals, and reports from UNESCO to understand the heritage sites' evaluation criteria. The timeline of developed plazas by satellite images from the Google Earth program. In addition, a comparative analysis among Elhakim by Amr Allah and Beit ElQeidy plazas highlights the changes in user behavior and frequency of the two plazas.

First, building the site's historical background based on a three-stage timeframe investigation as seen in the following diagram (figure.3): the past condition of the study area before the 2011 implemented development plan by Omran Architects middle east architectural company that made its proposal in 2006.

(Omran Architects, 2006). Then, the current condition of the sites after the development implementation to assess the area according to the research [PPS] Dimensions.



Figure 2. Research Timeframe diagram.

The site's historical background is based on the secondary data collected from both previous satellite images for the case study area from the google earth application. Moreover, the external context is reviewed in the literature generally. While more specific data on the research study area was collected through an on-field workshop held by "Cairo Heritage School [CHS]" in the "Al- Salihya" study area located on Al-Moez Street, during the period of 20th – 28th June. 2019. The workshop investigated the area and tested its public space vitality after the 2008 latest implemented development plan by Omran Architects. (CAIRO HERITAGE SCHOOL, 2019) (Omran Architects, 2006)

Second, Investigate the location through the secondary data collected from the UNESCO open spaces guideline survey on Old Cairo in December 2013. To do a comparative analysis between the review of UNESCO guideline survey criteria of the open spaces, and the [PPS] principle for public spaces to measure the assessment gap between the two conceptual works. (UNESCO, 2013)

In addition, The Questionnaire collects the responses, and the criterion for choosing the questions is based on [PPS] inquiries that are mentioned on the website to validate the comfort & image indicators in the Plazas. (PPS, What Is Placemaking? 2007)

Table 1 - Site observation based on the placemaking Dimensions. <https://www.pps.org/article/grplacefeat>.

Placemaking Dimensions	Measurements	Questions
Sociability	<ul style="list-style-type: none"> • Cooperative • Interactive 	<ul style="list-style-type: none"> ▪ Do You think that plazas provide social gatherings in the street? ▪ Are there any interactive events or site elements to attract visitors? ▪ What types of activities take place during the Day/Week/Monthly?
Uses & Activity	<ul style="list-style-type: none"> • Special • Active & Fun 	<ul style="list-style-type: none"> ▪ Are there any special events related to the history of the place? ▪ Do shops overlooking serve the square?
Comfort & Image	<ul style="list-style-type: none"> • Settable • Clean • Safe • Attractive 	<ul style="list-style-type: none"> ▪ Do you enjoy the setting in the Square? ▪ Is the square clean during the day? ▪ Is it safe for pedestrians? ▪ Is it Attractive to pedestrians?
Access & Linkage	<ul style="list-style-type: none"> • Accessible • Connected 	<ul style="list-style-type: none"> ▪ Are there any obstacles preventing access to the plaza? ▪ Are there any parking serve the plaza? ▪ Is the square connected directly to the Street?

Furthermore, a location analysis collecting satellite images from google maps displaying the congestion periods of the site; in order, to evaluate the regular performance of the site during both the peak and the non-peak times on a daily and hourly basis. This data would evaluate the location aspect according to the access & linkage indicator. (PPS, What Is Placemaking? 2007)

Third, Measuring Human behavior by designing semi-structured interview questions to evaluate the site through different local users: residents, visitors, and shop owners in front of the plazas according to the Sociability indicator.

Fourth, the semi-structured interview investigates the interaction between plazas and the street through interview questions designed to investigate uses and activity indicators, such as Daily, weekly, and cultural events.

3. Literature Review

3.1. Healthy Public Spaces

Agenda by 2030 "Provide universal access to safe, inclusive and accessible, green and public spaces, for women and children, older persons, and persons with disabilities." SDG 11.7".(UN-Habitat, 2020b) Good public spaces must be designed to be Social Inclusive; Public spaces designed for all people paying attention to different groups, ages, and disabled; Better Integration: this point is classified into two parts first horizontal integration approach is based on integrating government and non-government into urban development, the second vertical integration approach is based on sectorial policies, and private sectors in Sustainable development. Better Connection: to enable individuals to freely access, networks connected, and social connectivity to public places to maximize the efficiency of healthy public spaces; environmentally sound: incorporating ecological systems into cities by creating green

urban spaces, green networks, water connections, and sound infrastructure; Safe: to encourage a secure atmosphere, lower disease risk, minimize fear of crime, encourage physical activity, lessen insecurity, and improve mental health (Tarek, 2023).

3.2. Placemaking [PPS] Dimensions and UNESCO Criteria for Design Public Spaces.

The theories of [PPS] were introduced in the literature after the mid-nineties when urban studies revolved around humanizing cities and building places for people. (PPS, What Is Placemaking? 2007) Scholars such as Edward Relph in his theory of place and placelessness and Yi-Fu Tuan distinguished between spaces versus places according to the value people add to a certain location. Explaining that a location with a physical urban feature is defined as an urban space, while the human interaction experienced in such space gives it the place definition (Tuan, 1974) (Relph, 1976).

The non-place theory is referred to as anthropological spaces of transience where human beings remain anonymous and that do not hold enough significance to be regarded as "places" explain. It was reflected in the perception of the place that people never live in. (Augé, 1992).

These theories reflect on Maslow’s human hierarchy of needs theory; people tend to look for further development in their needs proving that the mere existence of a facility or the functionality of a space is not the focus anymore. Aspiring for better place qualities that respond to the evolving human needs in a space formed the [PPS] theory. (McLeod, 2020).

Urbanists sought to move from describing and analyzing the physical features of a space to focusing on the experience conveyed through the social interaction in this space. The human aspect became the core of building places for people, all through engaging people.

An urban movement cited as “Project for Public Spaces [PPS]” assigned an adequate effort to distinguish the practical concept of placemaking to enforce great public spaces globally. It defined [PPS] as the action of creating places through public engagement at all stages from defining its conceptual characteristic to implementing and maintaining it; in order, to ensure that the public place is allowing a positive interaction and corresponding to the different needs of people through all age, abilities, and socio-economic background.

The [PPS] validated this definition with measurable principles for implemented places to perform in its great condition, as seen in Figure 3:

- Access & Linkages is measured by studying how connected is the place with a well-connected linkage system, the availability of a readable sign system, moreover, the ability to reach the place within different types of convenient transit means.
- Comfort & Image is measured through how facilitated the place within not just safety measures is, but also green and agreeable aesthetic measures.
- Uses & Activities: people are engaged in the place through daily activities and occurring seasonal events, that maintain the level of place occupancy, and economic value.
- Sociability: the place is welcoming and facilitated to host people of different age groups like children, the elderly with special needs, as well as different income categories.

Although, several organizations are working on the guidelines for open spaces and public spaces. but these organizations evaluate the quality of the site in terms of physical features (UNESCO, 2013) and neglect the idea of placemaking. (PPS, What Is Placemaking?)

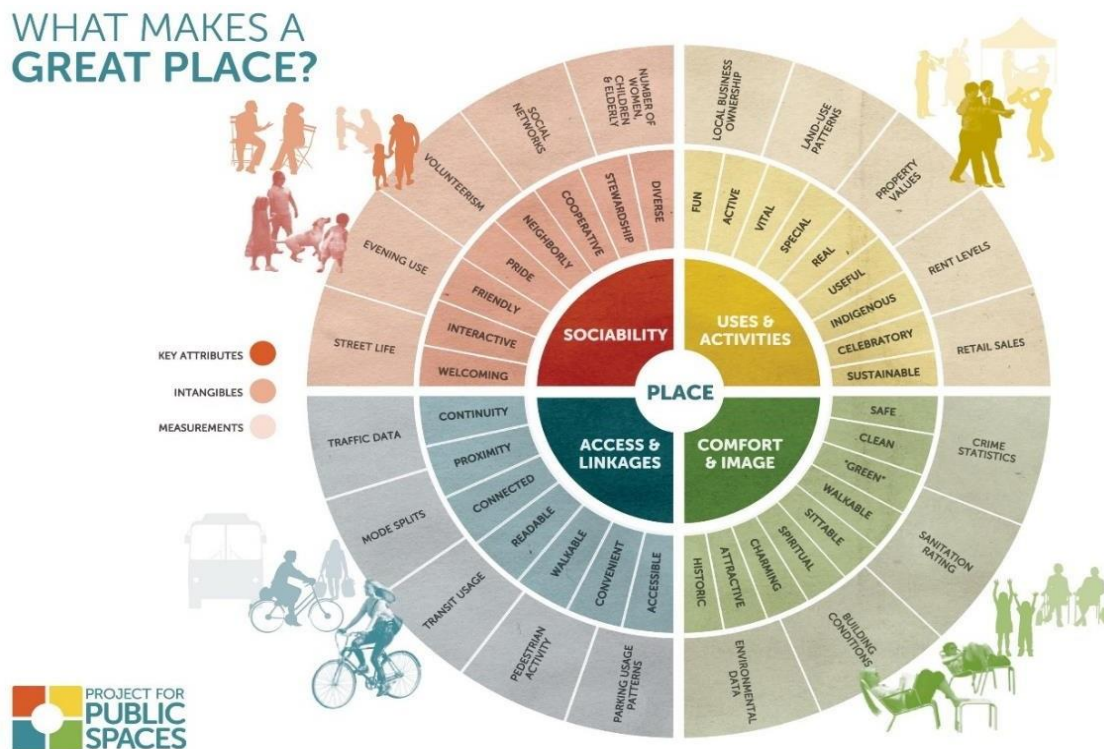


Figure 3. PS Placemaking measurable characteristic, Source: <https://www.pps.org/article/grplacefeat>.

1. Open Spaces/Street general information وصف عام للمناطق المفتوحة/الشوارع	
ID open-space/street : Date of survey :	كود المنطقة المفتوحة/الشارع : تاريخ المسح : Name of the surveyor : اسم المساح :
1.1 Location - الموقع : Open space/street name : اسم المنطقة المفتوحة/الشارع : Shiakha : شياخة : Quism : قسم :	
1.2 Typology (one choice) التصنيف (اختيار واحد)	
Cornish <input type="checkbox"/> Al Tarik <input type="checkbox"/> Al Sharf <input type="checkbox"/> Al-Darb <input type="checkbox"/> Al-Hara <input type="checkbox"/> Al-Atfa <input type="checkbox"/> Al-Zuqaq <input type="checkbox"/> Passage <input type="checkbox"/>	سوقية <input type="checkbox"/> سكة <input type="checkbox"/> ميدان <input type="checkbox"/> ساحة <input type="checkbox"/> ساحة <input type="checkbox"/> حديقة <input type="checkbox"/> أخرى <input type="checkbox"/>
1.3 General Layout (one choice) التخطيط العام (اختيار واحد لكل سوال)	
Average width متوسط العرض	<input type="checkbox"/> > 6 m <input type="checkbox"/> 6-2 m <input type="checkbox"/> < 2 m
Access of vehicles تحويل المركبات	Yes <input type="checkbox"/> No <input type="checkbox"/>
Sense of direction اتجاه الحركة	One way <input type="checkbox"/> Two-way street <input type="checkbox"/> None/unclear <input type="checkbox"/>
Number of lanes for each direction عدد الحارات المرورية لكل اتجاه	One lane <input type="checkbox"/> Two lanes <input type="checkbox"/> Multiple lanes <input type="checkbox"/> None <input type="checkbox"/>
Presence of vehicular flyover وجود كوبري للمركبات	Yes <input type="checkbox"/> No <input type="checkbox"/>
Presence of vehicular tunnel وجود نفق للمركبات	Yes <input type="checkbox"/> No <input type="checkbox"/>
Traffic island الجزيرة الوسطى	Yes <input type="checkbox"/> No <input type="checkbox"/>
Presence of formal parking وجود أماكن لتوقف سيارات مخطط	Yes <input type="checkbox"/> No <input type="checkbox"/>
Presence of widening وجود توسعات	Yes <input type="checkbox"/> No <input type="checkbox"/>
Presence of fence/Walls وجود أسوار	Yes <input type="checkbox"/> No <input type="checkbox"/>
Position of the fence/Walls موقع الأسوار	Side <input type="checkbox"/> Middle <input type="checkbox"/> Side and middle <input type="checkbox"/> None <input type="checkbox"/>
Walkability سهولة الاستخدام للمشاة	Easy <input type="checkbox"/> Difficult <input type="checkbox"/> not accessible <input type="checkbox"/>
Presence of sidewalks وجود أرصفة	Yes <input type="checkbox"/> No <input type="checkbox"/>
Walkability of the sidewalks سهولة الاستخدام للمشاة على الأرصفة	Yes <input type="checkbox"/> No <input type="checkbox"/>
Presence of safe crossing وجود أماكن آمنة لعبور المشاة	Yes <input type="checkbox"/> No <input type="checkbox"/>
Degree of horizontal permeability درجة سهولة الاتصال الأفقي	Easy <input type="checkbox"/> Difficult <input type="checkbox"/>

1.4 Open Space/street elements - عناصر المناطق المفتوحة/الشوارع	
Presence of green areas وجود مساحات خضراء	Yes <input type="checkbox"/> No <input type="checkbox"/>
Presence of water features وجود عناصر مائية	Yes <input type="checkbox"/> No <input type="checkbox"/>
Free water dispensing وجود نقاط توزيع مياه	Yes <input type="checkbox"/> No <input type="checkbox"/>
Presence of sport facilities وجود مرافق رياضية	Yes <input type="checkbox"/> No <input type="checkbox"/>
Presence of substation وجود محطات ثانوية للترافق	Yes <input type="checkbox"/> No <input type="checkbox"/>
Presence of garbage collecting points وجود نقطة تجميع للنفايات	Yes <input type="checkbox"/> No <input type="checkbox"/>
Presence of street furniture وجود أثاث للشارع	Yes <input type="checkbox"/> No <input type="checkbox"/>
Presence of public light وجود إنارة عامة	Yes <input type="checkbox"/> No <input type="checkbox"/>
Presence of steps وجود مدرجات	Yes <input type="checkbox"/> No <input type="checkbox"/>
Presence of staircases وجود سلالم	Yes <input type="checkbox"/> No <input type="checkbox"/>
Stepped street/open space منطقة مفتوحة/شارع مدرج	Yes <input type="checkbox"/> No <input type="checkbox"/>
Uphill street/open space منطقة مفتوحة/شارع مائل	Yes <input type="checkbox"/> No <input type="checkbox"/>
Presence of paving وجود تمهيد أو تعبيد	Yes <input type="checkbox"/> No <input type="checkbox"/>
Presence of coverage وجود تغطية	Yes <input type="checkbox"/> No <input type="checkbox"/>
Coverage Permanency استمرارية التغطية	Permanent <input type="checkbox"/> Temporary <input type="checkbox"/>
status of the open space/street حالة المنطقة المفتوحة/الشارع	on-going infrastructure works <input type="checkbox"/> on-going rehabilitation works <input type="checkbox"/> rehabilitated <input type="checkbox"/> surface renovation <input type="checkbox"/> none <input type="checkbox"/>
Degree of spatial quality درجة جودة الفراغ	Good <input type="checkbox"/> Fair <input type="checkbox"/> Bad <input type="checkbox"/>

2. Use and users (الإستخدامات والمستخدمون)	
2.1 Appropriation of the open space/street (multiple choices) - إستخدام المنطقة المفتوحة/الشارع (متعدد الإختيارات)	
Parking (Informal) Culture, Entertainment Market Kiosk Street vendor Storage Play ground Waste collection Transportation stop Work place Animal shed No appropriation	أماكن التوقف للسيارات غير مخططة <input type="checkbox"/> ثقافة أو ترفيهي <input type="checkbox"/> سوق <input type="checkbox"/> كشك <input type="checkbox"/> باعة جائلين <input type="checkbox"/> تخزين <input type="checkbox"/> ملاعب <input type="checkbox"/> منطقة تجميع لفضلات <input type="checkbox"/> محطة مواصلات <input type="checkbox"/> منطقة عمل للتحرف و الورش <input type="checkbox"/> حظائر حيوانات <input type="checkbox"/> لا توجد استخدامات <input type="checkbox"/>
2.2 Dominant traffic use (one choice) - المستخدمون الأكثر شيوعاً (اختيار واحد)	
Vehicular dominance <input type="checkbox"/>	Pedestrian dominance <input type="checkbox"/>
2.3 Mobile users (multiple choices) - المستخدمين للمنطقة المفتوحة/الشارع	
Pedestrians Carts & trolleys/manual Bicycles Motorbikes	مشاة <input type="checkbox"/> عربات للضائع تجر يدوياً <input type="checkbox"/> دراجات <input type="checkbox"/> دراجات نارية <input type="checkbox"/>
Cars Carriages not motorized Trucks/pick-up trucks Public & collective transport	سيارات <input type="checkbox"/> عربات بدون محرك/أجر <input type="checkbox"/> بالحيوانات <input type="checkbox"/> عربات نقل <input type="checkbox"/> وسائل مواصلات عامة <input type="checkbox"/>

3. Material مواد التشطيب	
3.1 Material surface of the open space/street (multiple choices) مواد التشطيب لمنطقة المفتوحة/الشارع	
Alphalt <input type="checkbox"/> Stone <input type="checkbox"/> Basalt <input type="checkbox"/> Concrete tiles <input type="checkbox"/>	Soil <input type="checkbox"/> زربة <input type="checkbox"/> بلاطات سيراميك <input type="checkbox"/> Grass <input type="checkbox"/> نباتة <input type="checkbox"/>
Overall material evaluation for the open space/street التقييم الكلي لمادة مواد التشطيب للمنطقة المفتوحة/الشارع	Good <input type="checkbox"/> Fair <input type="checkbox"/> Bad <input type="checkbox"/>
4. Open space/ Street General Quality الحالة العامة للمنطقة المفتوحة/الشارع	
Overall general evaluation of the open space/street التقييم العام الكلي للمنطقة المفتوحة/الشارع	Good <input type="checkbox"/> Fair <input type="checkbox"/> Bad <input type="checkbox"/>

Figure 4. UNESCO Guideline for Survey the open space in Historical Context. Source: Retrieved from Guidelines to The Survey of Buildings and Open Spaces.

There is a difference between the development plans for El-Moez plazas and squares (Omran Architects, 2006) and the current situation of the place. Nonetheless, the problem still exists in some areas that appear in squares (Elhakim bi Amr Allah Square, the square front of the Qalwon complex, and the square front of Beit El Qady).

The criteria for selecting these squares are based on the conditions in terms of conservation development and placemaking overview. In this regard, the physical feature, the four characteristics, and the principle of placemaking such as Access & Linkages, Comfort & image uses & Activities, and Sociability. The data collected from this step is intended to be a core element of the study as it is expected to yield knowledge about the characteristics that play a vital role in shaping the Squares and public places to be more inviting to pedestrian activities.

Moreover, the research is pursuing the people who use the plaza's points of view towards the [PPS] of the case study Squares to deeply understand their perceptions and needs that are influencing their activity experience.

Investigating users' needs, feelings, pleasure, interaction, and perceptions of the place. Also, evaluate the effectiveness of the plazas selected and compare analysis between UNESCO guidelines for public places and 11 [PPS] of [PPS] compared to the implementation of these squares. There are many alternative methods available now to rethink this place to enhance the effectiveness of space quality and human merging with these lost places.

3.3. Conservation in public spaces.

As a result, the diversity of public life will be supported. During this process, public places may be transformed into a tool for defining, conserving, and communicating cultural meanings (Cooper & Francis, 1998). The Meaning of Conservation regarding ICOMOS Charter 2008 includes not just structural upgrades but also diverse methods of explaining and presenting cultural heritage items to the public. Thus, conservation is essential to establishing a historically appealing landscape (ICOMOS, 2008).

The idea of "conservation for the sake of conservation" has changed to a method where history is used as a resource and its representation is made available to its users (Strange, 1997). Conservation is an activity that includes district and Historical Areas. The presentation of historical texture through public spaces and the reconstruction of cultural heritage representing a particular period of history through conservation has grown in importance (Birer & Adem, 2021).

4. Case Selection:

This paper would go through the following: demystifying the area's historical background, defining the study area site description, then running the analysis part on the selected Squares.

4.1. El Moez Street Development over the Years.

This street was chosen due to the resilient value it proved since it was developed in the 10th century as a main economic and religious street named after the Khalifah of power at the time, connecting the walled city of Islamic Cairo from North to South.

Then after came a period of decline in which the street was reported to suffer from rusty conditions in the nineties when historical monuments and mosques were already deteriorating from the industrial shift in the surrounding area, population load, and the car invasion of the street. (Daniszewski, 1998). The condition that led the efforts to start to focus on reviving and maintaining the street value is seen in the table below reports the timeline of the preservation effort done in the street from the UN side, then lately by the local company Omran in 2011.

Leaving us to testify to the street condition through another perspective that revolves around the current and ongoing people's experience of the place nowadays.

Table 2 - Moez St. Preservation effort timeline.

Date	Organization	Moez street Preservation
1931	Athena charter	Identifying the basic principles for the protection and restoration of old buildings, and taking them in a concrete form in national documents
1945	(UNDP)United Nations	International cooperation in the field of heritage conservation has been provided through them, which began its active activity in the 1960s.
1964	2 nd International Conference on Historic Buildings in Venice	The Declaration of the Code of Venice, which included several articles, for example: <ol style="list-style-type: none"> 1. Restoration of historic buildings using science and technical methods 2. The purpose of the restoration of historic buildings is to protect them. 3. Sites of archaeological buildings must be privately sponsored 4. All maintenance and restoration work must have accurate documents 5. Re-employing archaeological buildings as a means of ensuring their preservation.
1975	International Symposium (ICOMOS)	Making conservation decisions for small historic cities. (For a real change in the concept of heritage where it extended to cover cities representing a complete historical and not just memorial buildings)
1980	(ICOMOS)	The Ankara Conference has made several recommendations for the preservation of archaeological buildings, three of which, for example, <ol style="list-style-type: none"> 1. Study of the soil and buildings surrounding the impact 2. Studying the causes of damage and destruction 3. Study the importance of the site and the type of protection required 4. Do not use the trace for any function during the restoration period 5. The study should be practical and based on a material balance.
1993	Studies in the area were made in collaboration with the United Nations Development Program.	

4.2. El Moez Street Overview

Moez Street has two main access entrances, from the North through the gate of old Cairo (Bab El Foutoh), reaching to connect the South through (Bab Zouila), although for traffic solution Al-Azhar Road cut the axis sequence into two halves. The northern part maintained its original name Al Moez Street which was regulated to be a car-free area from 8 am to 11 pm for pedestrian uses and heritage preservation requirements since 2008, which made it a live outdoor historical experience for the public to enjoy. (Daniszewski, 1998). The street has different historical plazas and public spaces that serve as nodes alongside and between retail shops, mosques, museums, and other monuments. The selected two cases study plazas that have different characteristics to compare and analyze the difference between un-habitat open spaces guidelines and the [PPS] Dimensions of public squares. The analysis would go through the three main aspects discussed in the methodology Location and the physical aspect, population, and the human aspect and lastly the combination of the previous two aspects highlighted in the activity's aspect. This is to be demystified. as follows:

4.2.1. Beit El-Qady Plaza

This Plaza is 720 m2 in the area located in front of the Beit El-Qady historical building, Beit El-Qady gate in the west, and Market shops in the east of the plaza. Sited in the south as seen in Figure 5, in one of the main alleys to the west of El-Moez Street. The alley was developed in 1873 by the ear of Khedive Ismail. Nonetheless, the area has Monuments that were built back in time to 1350 such as the Uthman Kathuda house which was affected by the redevelopment and rehabilitation of the area throughout the years. (Almasalik)



Figure 5. Cafe in Beit El-Qady Square.



Figure 6. Beit El Qady Square South view



Figure 7. Omran Architect Proposal, 2006

The latest visible effort in the plaza was the implementation of the Omran architect. proposal in 2006, although it was not fully applied. According to the implication of Omran Architects (Omran Architects, 2006), there is a café inside the plaza with an outdoor shading area that up till today is out of use. Moreover, in 2017 the local news articulated a willingness to rehabilitate the area with no visible changes.

The satellite images observation displays the car's existence in all images. Moreover, it shows a decline in the green area presented in the first image in 2003, to reappear again in the recent image of 2020 beside the added centric building. Concluding that the second image reflects the most declining period as reported through the three images.



Figure 10. Beit Al Qady 2003 satellite image, Source: Google Earth



Figure 9. Beit Al Qady 2007 satellite image, Source: Google Earth



Figure 8. Beit Al Qadi 2020 satellite image, Source: Google Earth

A further survey was conducted with 3 random Shop owners' samples, police officers, and residents. Noting that there weren't any visitors spotted in the plaza.

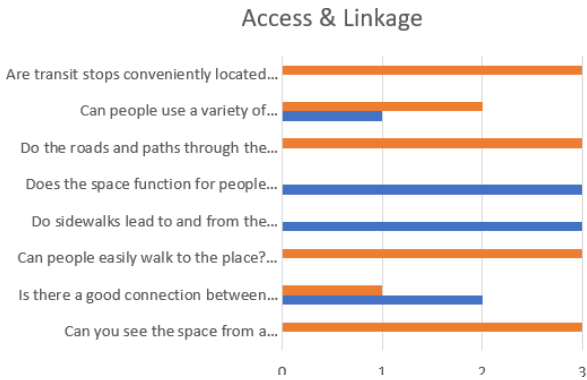


Figure 11. Beit Al Qady Access & Linkage Chart, Source: <https://www.pps.org/article/grplacefeat>

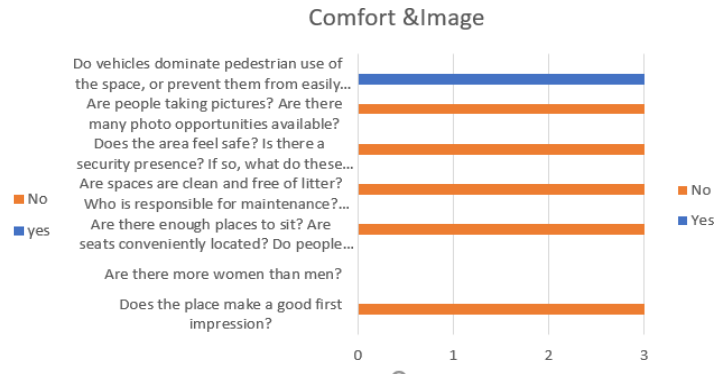


Figure 12. Beit Al Qady Comfort & Image Chart, Source: <https://www.pps.org/article/grplacefeat>

Correspondingly, the observation survey has shown that Beit El-Qady Plaza is considered a lost space, regarding observation it is used as a parking area, the café is permanently closed and it's empty of users.



Figure 14. Parking Area of Beit Al Qady Plaza.



Figure 13. View from Beit Al Qady Cafe

Despite Beit El-Qady Square had been evaluated by a UN survey as a good plaza but placemaking survey chart shows Beit El-Qady plaza is a lost space, the plaza is empty, None of the social gatherings is there, also no people have used the space regularly even from Street residents.

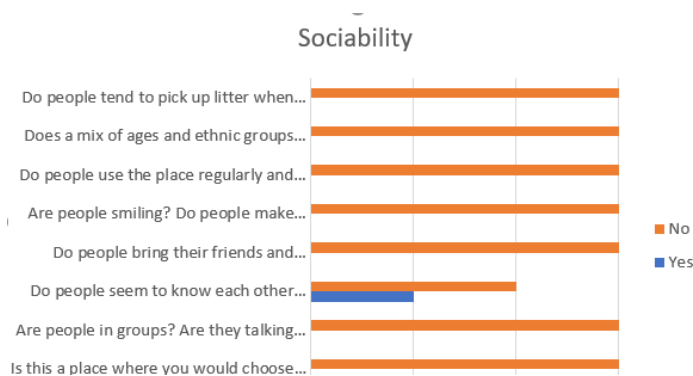


Figure 15. Beit Al Qady Sociability Chart, Source: <https://www.pps.org/article/grplacefeat>

UNESCO and [PPS] validate good open spaces in different criteria. While the un habitat concentrated on investigating open spaces through location physical aspects only, regarding placemaking criteria of uses and activities principle shown in the chart (16) Beit EL-Qady Square there weren't any visitors in the place, no social groups, or regular users.

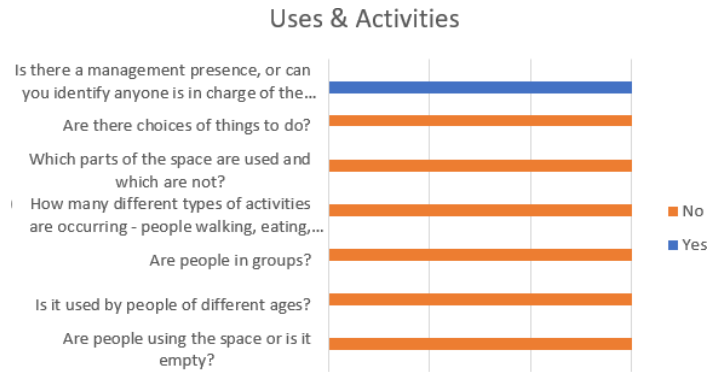


Figure 16: .Beit Al Qady Uses &Activity Chart, Source: <https://www.pps.org/article/grplacefeat>.

4.2.2. Al-Hakim-by Amr Allah Plaza

This plaza is 1840 m2. in area, located directly facing El-Moez main street in front of Al-Hakim-by Amr Allah Mosque, nearby Bab Alfutuh gate in the north as seen in figure 17. To the east, the plaza is overlooking a souvenir shop.

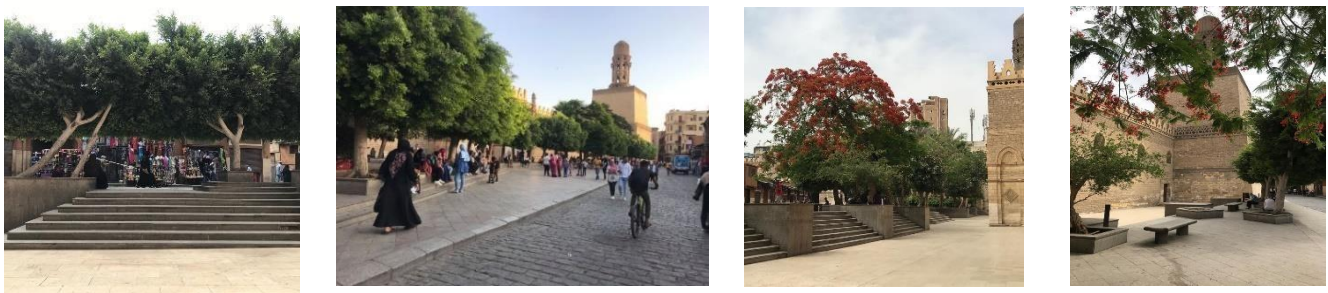


Figure 17.AL-Hakim-by Amr Allah Plaza Views

Historically, the Mosque was established by the order of the khalifa the man in power in 1012 even before the northern walls of Islamic Fatimid Cairo were built. While during the 15th century, the mosque was neglected from any renovation efforts. After that at the French crusade during 1798-1801, the mosque was used as a fort for their existence, and the minarets as watching towers. Then later craftsmen of glassmakers and textile workers took the place for their benefit. Until recently in 2011 when rehabilitation efforts were made in the area. (Torky, 2020).

The Google Earth Satellite images analysis shows that the green areas of the visible trees are the same during the timeframe of the area from 2003 until nowadays. While in figure (19) 2003 cars are spotted in the street. In figure () the street appears to be dull and there is evidence that the street is suffering from a sewage problem. However, in 2020 the recent image of the plaza seems defined through a good paving condition.



Figure 18.AL-Hakim-by Amr Allah Omran Proposal 2006



Figure 20.Al-Hakim By Amr Allah 2003 satellite image, Source: Google Earth



Figure 19.Al-Hakim By Amr Allah 2007 satellite image, Source: Google Earth



Figure 21. Al-Hakim By Amr Allah 2020

Although the result of these questions will be evaluated that the two plazas' quality was Good. From the perspective of placemaking take up the location aspects from physical and incorporeal aspects based on two principles of it Such as Access and linkage, Comfort, and image.

Based on 15 Questions, we surveyed 6 random samples two shop owners in front of the plaza, two visitors, one peddler, and maintenance women of the space that they used the plaza of EL- hakim by Amar Allah.

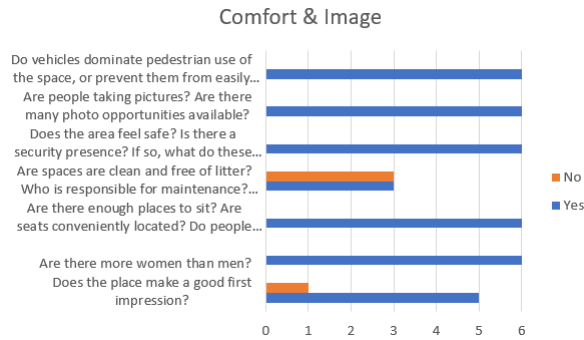


Figure 23. Al-Hakim by Amr Allah Comfort & Image Chart, Source: <https://www.pps.org/article/grplacefeat>

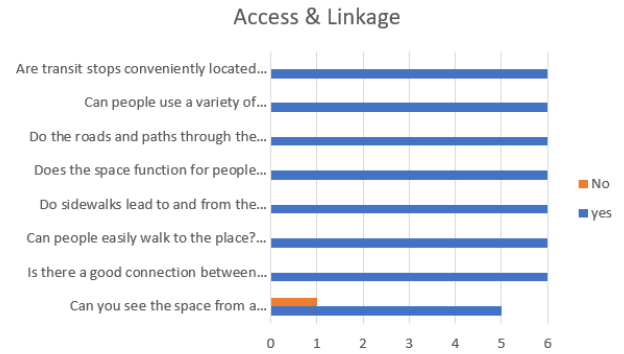


Figure 22. Al-Hakim by Amr Allah Access & Linkage Chart, Source: <https://www.pps.org/article/grplacefeat>

Regarding [PPS] survey questions, the result was shown that the plaza achieves the two principles of [PPS] rate of 90%. The interaction between people and the place. There are different activities, souvenir shops, food kiosks, bike rentals, and costume photobooths in front of it. The observation was shown in Figure 24:



Figure 24.. Al-Hakim by Amr Allah panoramic View

Sociability is the main aspect to make space turn into a place, regarding 32 points in the UNESCO survey guidelines shown in Figure 2, there weren't any points describing or evaluating the social aspect behavior of visitors or surrounding facilities that have been reflected on human Needs in public spaces. But in the placemaking survey, social behavior is achieved by 80% of users shown in Chart 25.

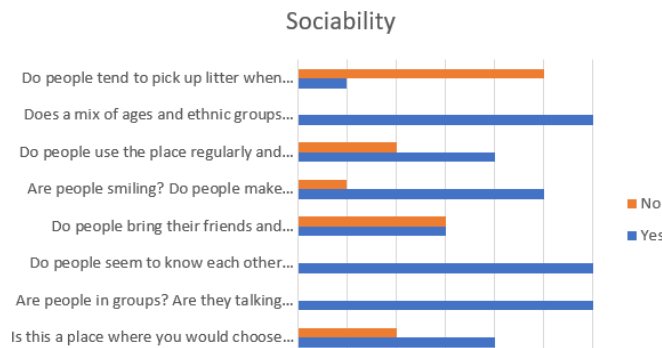


Figure 25: .Al-Hakim by Amr Allah Sociability Chart, Source: <https://www.pps.org/article/grplacefeat>

Regarding observation and questionnaire analysis, we found a problem with the garbage, although there are garbage bins and maintenance women, for cleaning in El-hakim Square, nobody throws rubbish in the place that was designed for it.



Figure 26. Garbage bin



Figure 27. people litter garbage in plaza



Figure 28. Dirty Pavement & Garbage

The idea behind this concept is that places thrive when users have a range of reasons (10+) to be there. These might include a place to sit, playgrounds to enjoy, art to touch, music to hear, food to eat, history to experience, and people to meet. Ideally, some of these activities will be unique to that particular place, reflecting the culture and history of the surrounding community. Residents who use this space most regularly will be the best source of ideas for which uses will work best.

This section is the result of applied empirical methods to analyse human behaviour and social interaction between the plaza and surrounding facilities to investigate the contributions of physical and social attributes in creating a sense of place and dynamic interactions and social behaviour. According to El-Hakim by Amr Allah Square survey, people who had been there were satisfied in 95%.

Uses & Activities

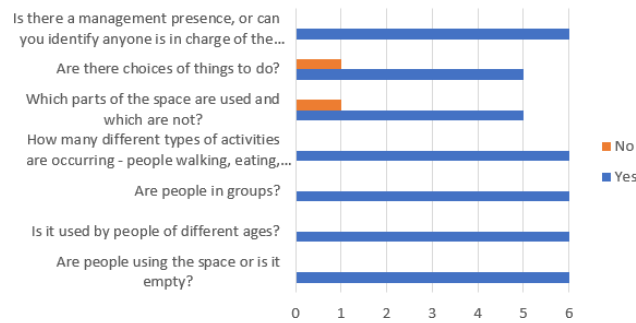


Figure 28. Al-Hakim by Amr Allah Uses & Activities Chart Source: <https://www.pps.org/article/grplacefeat>

by observing EL-hakim by Amr Allah activities, we found a few people were engaged with activities in front of the square like bike rental and costume booths, also the row benches can't be laid for people to communicate with each other.



Figure 30. Bike Rental kiosk



Figure 29. Al-Hakim by Amr Allah Shops and activity Area



5. Discussion

The two plazas were developed by Omran architects from 2005 to 2008, after these changes they were shown the new layout of the meaning of urban space. The Geographical picture shows timeline for the two plazas before and after development implementation. They were planned according to their

vision of the site. their concept was to create urban space to highlight the dominant characteristics of Islamic urban fabric which was an organic urban fabric that was achieved by unifying sidewalks pattern, street patterns, and removing the fence, and barriers.

The study outcome is finding the lack of UNSCEO criteria, the reasons are all the criteria were focused on Physical features such as seating area conditions, pavement, etc, neglecting the human aspects. On the other hand, Placemaking dimensions were added to the human behavior aspect and access to the interaction between people and the plazas. The shortage link between physical elements and human interaction in the UNSCEO Survey guideline of historical Cairo. Despite, the intervention that happened in Beit ElQady Plaza, It become a Lost space, the plaza turned into a car parking area, the café didn't work, and a storage area. Rather Elhakim Plaza is full of social interactions, human activities, walkable areas, shops, and food trucks in front of the plaza. However, The Elhakim by Amr Allah Plaza has some deteriorated space, maintenance lack, garbage, and the seats didn't fit with social interaction as shown in the observatory pictures and the questionnaire output.

6. Conclusion and Recommendations:

This Study analyses the Relationship between evaluating public spaces from different perceptions of placemaking and UNESCO and the differences that appeared in two examples in the same area. Through UNESCO, this research examines different criteria to evaluate the plazas which are the physical features, location, road accessibility, the condition of the place, dominant traffic uses, pavement materials, and some facilities serving the place. Through the placemaking dimensions examine people's sense of community and explore the potentials of the place which can encourage social life in public spaces.

The two case studies provided a deep understanding of each place and covered the gap between the UNESCO Survey guideline and [PPS] criteria. Using comparative analysis between the two squares. The work started from the point to analyze two public plazas from two different perspectives.

Using data collection to understand the space's development, making further questionnaires, interviews, weekly observations, Geographical maps, and traffic congestion maps to analyze the social and physical characteristics of the two Plazas in ElMoez Street. By considering UNESCO and placemaking guideline surveys, showing the different perspectives to evaluate the same public places, we found.

Firstly, Comfort and Image:

- There were common factors between the two surveys referring to dominant pedestrian use of the space, sidewalks, and seating features in UN the survey counts the number of seats but placemaking counts the variety of seats, quality, and interactions between humans.
- Linear benches in El-hakim Square were laid to miscommunicate to socialize in the group.
- The government should open Beit EL-Qady café to polarize visitors and rehabilitate and refresh this part of the street.

Secondary, Sociability:

- Local authorities should encourage public participation and different participants to take part in dialogues about what they need in public spaces and how to make the space, raise awareness of how to make space clean.
- According to the [PPS] idea, we found the gap in the sociability principle in the second plaza that laid the space to a Lost space.

Finally, Uses and Activities:

- The most common thing in the two surveys is that they evaluate the walkability of the place's daily activities and its variation.
- Elhakim by Amr Allah Plaza had different users of different ages, doing different activities, eating, talking, seating, and playing, also, there were several events during the day and night. On the other hand, Beit ElQady didn't appear any human interaction or physical activities.
- Despite activities have been in El-hakim Plaza, competent authorities can provide more organized activities to enhance social life in it.

The investigation scope was limited to Moez Street which is the historical context. Further research needs to add the post-pandemic effects on public spaces and their impact on human behavior changes putting into consideration the heritage context nature. Moreover, a new digital method could help to understand the Covid-19 impact on human perception. In addition, the research could take another plaza on Moez Street showing the intervention's impacts on society.

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