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Sofia A. Dawoud Msc of Engineering in Urbal Planning
Assistant Lecturer at Future University in Egypt, sofia.dawoud@fue.edu.eg

Sarah Eid Eid Huneidak Msc
Ain Shams University, sarahheid7@gmail.com

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Cover Page Footnote

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Impacts of Syrian Refugees on Public City Markets.

Sofia A. Dawoud^{a*}, Sarah Eid Eid Huneidak^b

^a Assistant Lecturer of Architectural Engineering, Faculty of Engineering and Technology, Future University in Egypt (FUE), New Cairo, Egypt

^b MSc., Faculty of Engineering, Ain Shams University, 1 El Sarayat Street, Cairo, Egypt

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ABSTRACT

By intrinsically uniting people from diverse social, cultural, and economic backgrounds, marketplaces can play an integrative role and support inclusive city life. This paper aims to investigate the impact of Syrian refugees on the liveability of Alrehab market within the context of a “market city”. The study used a mixed-method approach in which qualitative methods were used. An analytical study was conducted Using PPS's seven Market cities focusing on Variety and Place-Making principles. Followed by A mapping tool to map out the various activities relating to shop activities. The Empirical study's data collection method is non-participant structured observation and structured interviews. The research concluded that Syrian restaurants attract more users than their Egyptian counterparts. Furthermore, the findings show that several aspects of the city's market, such as Vitality and Conviviality, have undergone significant change. In addition to the dining-in experience, the results show a higher level of sociability, with people using restaurants as gathering spaces as well as places for social interactions.

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1. Introduction

Public Markets serve as links between rural and urban communities. Policies for a sustainable territory, reduction of CO2 emissions, promotion of local products, and increased attractiveness of rural areas are some of the benefits of this collaboration, though all cities must take steps to improve, communicate, and further develop this relationship (Caramaschi, 2014). They serve as public gathering areas where people may meet, converse, and access various goods and services, therefore strengthening social relationships and facilitating cultural infusion and exchange. They act as social places for cultural representation and present a formative role for communal identities. In the last 10 years, a new movement in the area of research has evolved that views the creation of public markets as an expression of practices, cooperative economy, and opposition to the continuous commercialization and privatization of urban space (Daniilidis, 2018). Open-air public markets are unique types of public spaces in that they serve as gathering places for local communities while also providing opportunities for intergenerational interactions and information exchange. They can be viewed from a variety of perspectives; on the one hand, they provide affordable fresh food and are important for public health, biodiversity, and fair trade. On the other hand, they provide access to commercial activities for people with very low-profit margins, who are often on the outskirts of society. Meanwhile, markets differ in format, level of formality, and social context; while one market may be a site of inclusion, another may be a generator of gentrification (Polyák, 2014). As such, this issue will be investigated through the selected case study.

Public markets were once a vital component of the city, and they are once again. Markets have several functions, including social, political, and economic ones, therefore planners looking for multifunctional development instruments will be interested in public markets (Morales, 2009). Markets may help with a range of objectives, including placemaking, employment, and entrepreneurship. Public markets and open public squares play a crucial role in the city as they are a promising field for investment and diversification of economic city resources, and they preserve the social role between individuals and their environment (Abdel Moneam, Mahmoud, Al Bana, Abd elhamid, 2023). Public markets are public venues where people may relax, converse, stroll, shop, and exercise their collective freedom to be present.

* Corresponding author. Tel.: E-mail address: sofia.dawoud@fue.edu.eg

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Public markets can take on various sizes, forms, scents, and stockpiles depending on where they are and how they are administered (Giddings, 2016). Markets are referred to in multiple ways based on their geographical location. Most of Asia refers to public marketplaces as fresh markets or wet markets (Daniel, Efrogmson, Tran Thi, Dinh Dang, Fitzgerald, 2015). However, in Europe, they are commonly referred to as markets, whereas in North America, they are commonly referred to as farmers' markets. There are many different types of public markets, including farmers markets, flea markets, artisan markets, open-air markets, covered markets, and permanent market halls. For this article, the term "public open-air markets" will be utilized to refer to street marketplaces that offer fresh items to locals all over the world.

This research tackles the concept of market cities within the Egyptian context and specifically addresses the ongoing debate about how the influx of Syrian immigrants/refugees affected the economic, social, and urban/ physical sectors in Egypt. The research gap is that limited scholarly work investigated the impact of Syrian immigrants and refugees on the urban form of city markets and the urban transformation of public city markets that follows as a result.

As such, the research problem is "the lack of understanding of public markets as public spaces and their functions, the impact of the influx of Syrian refugees and immigrants on these public urban spaces remain largely vague and unclear". Within this context, the research's main question is "How did the arrival of the Syrian refugees affect Al-Rehab market?" and The main objective of the research is to explore the impacts of the influx of Syrians on Al- Rehab City market.

Within this context, the selected case study area is Al-Rehab City Market. The selection of this specific case study was based on Two premises; first, the fact that the market offers services for a range of communities surrounding it and not only Al-Rehab City. Several new gated communities were marketed based on the services that are provided by Al-Rehab open air- public Market. And despite the fact that Al-Rehab is a gated community, it is accessible to people from other surrounded gated communities or otherwise that some residents of the community raised their concerns over this issue. Second, this market was the first of its kind in gated communities and thus represents a good opportunity for investigation. Moreover, based on the feild survey and interviews with Al-Rehab city's users and dwellers, the market witnessed a significant transformation as a result of the relatively increasing number of Syrian refugees that relocated to Al-Rehab city and started marketing their products in the Egyptian community. The shopping concept was affected after this cultural exchange, where the visitors no longer visit the public market only to shop but to enjoy the market as a gathering space and for socializing.

The research adopts a mixed-method approach, where qualitative methods are used through observing the site to better understand aspects of accessibility and linkages, the shopping experience, the ease, and comfort, and identify the different types of activities. Archival records and literature work will be used to gather information about the physical, spatial, and social transformations that took place after the arrival of the Syrian vendors and how they changed the market experience for users and vendors alike. Public Markets serve as links between rural and urban communities. Policies for a sustainable territory, reduction of CO2 emissions, promotion of local products, and increased attractiveness of rural areas are some of the benefits of this collaboration, though all cities must take steps to improve, communicate, and further develop this relationship (Caramaschi, 2014). They serve as public gathering areas where people may meet, converse, and access various goods and services, therefore strengthening social relationships and facilitating cultural infusion and exchange. They act as social places for cultural representation and present a formative role for communal identities. In the last 10 years, a new movement in the area of research has evolved that views the creation of public markets as an expression of practices, cooperative economy, and opposition to the continuous commercialization and privatization of urban space (Daniilidis, 2018). Open-air public markets are unique types of public spaces in that they serve as gathering places for local communities while also providing opportunities for intergenerational interactions and information exchange. They can be viewed from a variety of perspectives; on the one hand, they provide affordable fresh food and are important for public health, biodiversity, and fair trade. On the other hand, they provide access to commercial activities for people with very low-profit margins, who are often on the outskirts of society. Meanwhile, markets differ in format, level of formality, and social context; while one market may be a site of inclusion, another may be a generator of gentrification (Polyák, 2014). As such, this issue will be investigated through the selected case study.

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2. Methodology

2.1. The Role of Urban Markets in Cities

The marketplace is generally known as a people`s coming together in a specific place. In ancient Greece, the town`s market was the place where social interactions and political conversations took place, a situation common to many ancient civilizations (Shepherd, 2009). The experience and appreciation of cultural diversity through the (meaningful) encounter with "others" are one of the most essential potentialities of marketplaces (Lin Pang, 2013; Polyák, 2014; Pottie-Sherman, 2013; Valentine, 2008; Watson, 2009).

Marketplaces are spatial and temporal organizations that can provide vibrant and inclusive public spaces, facilitating impromptu and spontaneous human interactions. They convey a sense of a city's life and "soul" (Urbact Markets, 2015). Massive opportunities and benefits are provided by urban markets. They can help a city's long-term development by promoting: job creation and employment, tourism, healthy lifestyles, local commerce, public space revitalization, social and cultural services, and an environmentally friendly local supply chain (Urbact Markets, 2015).

The role of markets in urban areas can be understood by considering their relationships with the demographic changes in city structure, availability of public transportation, changing traffic patterns, the location of the residential population they are serving, and conflicts with other land use (Hergül & Göker, 2021). So, markets have not only been a typical buying and selling point, but also a highly sociable place, in which people meet and establish relationships within the community (IMMB, 2015).

Markets usually offer a vast number of services for a neighborhood, as they connect urban customers and rural services. They also ensure easy access to fresh food, goods, and other services in places that lack them to meet the needs of the neighborhood and its surroundings. Moreover, they enable an easy opportunity for small businesses to take place and offer vendors and business owners a low-risk business (Project for Public Spaces, 2021).

2.2. Definition of A Market City

Marketplaces have played an important role as commercial and gathering places in cities since the beginning of time (Janssens, 2014). Markets have been recognized as vital public spaces in cities. They are ordinary public venues, with few special or grand appearances, but they become a part of people's daily lives. Markets play important roles in shaping cities and the people who live in them because of their social and economic functions (Navapan, 2022). Marketplaces are regarded as essential public spaces that not only provide access to fresh produce but also serve as important social infrastructures (van Eck, 2020). Marketplaces can play an integrative role and support inclusive city life by intrinsically uniting people from diverse social, cultural, and economic backgrounds (Janssens,Sezer , 2013).



Figure 1-Diagram illustrating the Seven Principles of Market Cities. Source: Adapted from (PPS,2022)

One of the most valuable assets of cities and regions is traditional public markets (Project for Public Spaces, 2022). Project for Public Spaces is a nonprofit organization dedicated to helping people create and sustain public spaces that build strong communities from which

the global placemaking movement was launched (American Planning Association, 2018). In 2020, Project for Public Spaces initiated the Market Cities Initiative to identify best practices that define existing successful Market City strategies. The Market Cities Initiative was a response to the many threats and weaknesses to public markets that were highlighted during the Covid-19 pandemic. Market Cities Initiative's aims are consistent with numerous United Nations Sustainable Development aims. The program helps to improve global public health, livelihoods, and equity. There is no clear-cut definition of what a "Market City" is in the literature, however, Projects for public spaces define a market city as "a Market City recognizes the unique benefits of markets as public spaces and develops supportive systems and policies that enhance their financial health and enhance their benefits to people, place, and the economy" (Project for Public Spaces, 2020). The initiative identified Seven key principles in Market cities (Fig.1).

A pilot project was then conducted to identify common opportunities and challenges in public market systems management and operation strategies in several cities around the world. Three cities were selected to participate in the project: Seattle, Pittsburgh, and Toronto (Project for Public Spaces, 2020). Drawing on the experiences of these three cities and the seven principles of Market Cities, as well as the principles of Placemaking approach, this research will follow the same approach to investigate the dimensions of urban transformation of Al-Rehab City market as a result of the arrival of Syrians in the city through the analysis of the selected study area. According to (PPS, 2020), The Seven principles of Market Cities are;

1. **Variety:** A Market City encompasses a wide range of market kinds within a city as part of a single market system.
 - A large central market with a regional draw;
 - A series of neighborhood markets.
 - Street markets.
 - Both food and non-food markets, such as flea markets and craft markets.
 - Mobile or stationary farm stands.
 - Informal markets or clusters of street vendors.
2. **Collaboration:** A Market City brings together a broad coalition of partners and stakeholders that may work and act together to accomplish common policy goals.
 - Market operators and managers.
 - NGO advocates for health, community development, agriculture, food systems, entrepreneurship, and workforce development.
 - Local community organizations.
 - Philanthropic organizations.
 - City and regional government agencies are all potential partners and stakeholders.
3. **Measurement:** A Market City assesses the worth of its marketplaces and knows how they work.
 - Where markets are located and if there are areas in the city/region that do not have access to a market, particularly vulnerable neighborhoods.
 - The supply chains for public markets, such as where the goods come from and how they arrive.
 - The quality of all the markets' physical facilities (including utility systems, trash removal, vendor stalls, toilets, and so on).
 - The economic, social, and public health impact of the markets.
 - The needs and desires of vendors.
 - The needs and desires of customers.
 - A Market City uses this data to "connect the dots" so that markets may benefit the community more broadly, particularly low-income individuals.
4. **Resilience:** A Market City has distribution networks that give preference to and promote locally produced nutritious, affordable, and safe food and other items. These networks include physical storage, processing, and distribution capabilities, as well as the organizational ability to connect urban and rural producers and consumers.
5. **Excellence:** A Market City invests in its market facilities and market operators' managerial skills on a regular basis.
 - Renovating existing markets to, for example: Improve the physical infrastructure to ensure that the market is easily accessible, safe, clean, and appealing to vendors and shoppers
 - Preserve markets in historic structures that require special attention to maintain their original design character
 - incorporate sustainable design features, such as organic recycling, solar power, and roof water collection system
 - Creating new markets as needed to accommodate demand or overcome operational constraints.
 - Ensuring that market managers have the necessary skills and personnel to operate the market in an efficient, effective, and resilient manner.
6. **Opportunity:** A Market City assists many sorts of merchants in starting and growing their enterprises.
 - Assisting vendors, particularly those from disadvantaged groups, to establish a new company, innovate, or grow an existing one with new services and products
 - Ensuring that vendors have the equipment, services, and training required to follow contemporary food safety measures.
 - Providing sales training and technical assistance.

7. **Place:** According to many scholars, placemaking has numerous key meanings and definitions. Place-making is widely defined as the action that transforms a "space" into a "place" by giving some function that may provide meaning to that place for the community's usage (Dupre, 2019). A Market City recognizes that its markets are also public places that welcome people of all backgrounds and preserve valuable cultural heritage (Ellery, Peter & Borkowsky, 2021). They support this role by:

- Creating public gathering places in markets to encourage social mixing.
- Investing in the design and physical infrastructure of public spaces around the market or within a market district to make them safe, accessible, and appealing.
- Ensuring that all people are safe in and around the market.

2.3. Social and Economic Integration of Syrian Immigrants/Refugees in Urban Communities in Egypt

The Egyptian-Syrian relations have historical roots. The peak of these relations was in 1958, when then Egyptian President Gamal Abdel Nasser and Shukri Al-Kuwatli announced the merging of two countries as one, known as the United Arab Republic (Hassan, Gadallah, Mansour, & Voigt, 2018). Although the created republic was short-lived and collapsed three years later in 1961, a lot of Syrians remained in Egypt. There were two other major waves of Syrian immigration to Egypt prior to the influx of 2012. One between 1730 and 1780, while the second wave took place in the mid-nineteenth century (Ayoub & Khallaf, 2014).

Many Syrian families succeeded in the business sector in Egypt and excelled in many occupations like cotton trade entrepreneurs and restaurant and hotel owners. Those who were well educated found employment opportunities created by the modernization plan of Khedive Ismail. For the latest influx of Syrian immigrants to Egypt in 2012, food services were the entry point to the labor market. Their services vary between catering and delivering homemade food, street vendors, and big popular Syrian restaurants offering different kinds of Syrian food and sweets (El-Gundy, 2016).

3. Materials and Methods

Methods of data collection included site visits, non-participant observation, and mapping to identify different activities and uses in the market area. Another method used in data collection was structured interviews with Syrian restaurant owners. These were specifically conducted for two objectives; First, is to understand the Owner's motivations and reasons for choosing Al-Rehab city to settle in and start their business in it, and the second, is to identify uses/activities prior to the current situations. A review of literature work was conducted, and a web-based search was utilized to explore scholarly work related to the topic of market cities. As such, the literature section of this research was divided into two main sections; first, this section addresses the definition of a "Market City" that was investigated in the literature. Data sources included journal papers, Books, and Conference papers as well as the main source being the website of "Projects for Public Spaces" (PPS) and the subsequent website of "Marketcities.org". The second section is the one focusing on the principles that represent the main theoretical foundation for this research. The research was originally decided to be a before/after study. However, as constraints of time and data availability of the conditions of the selected study area (Al-Rehab city market) before the arrival of Syrian Refugees arose, it was then decided to rely on the analysis of the current situation only to draw conclusions about the impact of Syrian refugees on the urban fabric of Al-Rehab city market in terms of variety and place as the two main principles that were impacted by the arrival of Syrian refugees and immigrants.

Al-Rehab city market is an open-air market located in Al-Rehab City, a gated community on the eastern outskirts of Cairo, surrounded by other gated communities. Al-Rehab city was owned, constructed, and operated by Talat Mustafa Group, one of Egypt's leading real estate developers. It is one of Egypt's first private-sector-built inclusive city with services that meet the needs of all its residents with a total area of 10 million m² (Mahmoud, 2011).

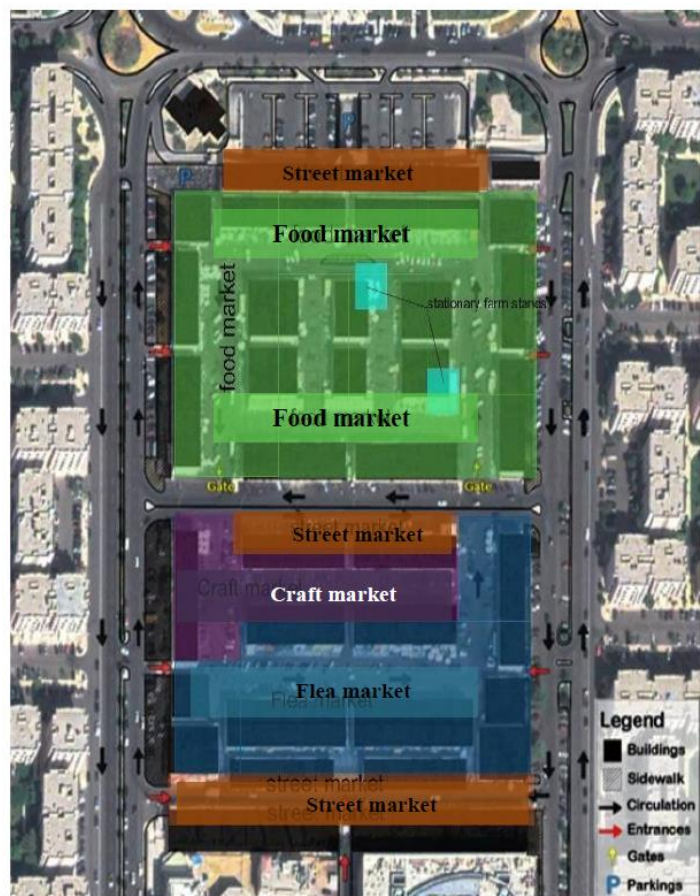


Figure 2- The different types of markets in Al-Rehab market analysis. Source: Authors.

The city was built in ten stages, each of which covered an area of 240 feddan. Throughout the city, all required services are provided (Alrehab, 2011). It is a wide gated community with individuals from a certain range of socioeconomic status. This also benefits business owners because of the variety of choices and opportunities that allow more different enterprises to thrive in Al-Rehab city (Mahmoud, 2011).

Before 2011, Al-Rehab city was a destination for many other migrants to Egypt, such as Libyans, Iraqis, and Yemenis. Many foreign students from many countries choose to settle in Al-Rehab city since it is near numerous colleges and institutions. Furthermore, international employees from companies reside in Al-Rehab. The German University in Cairo and the Future University in Cairo have both purchased whole buildings to house their employees and students (Mahmoud, 2011).

Al-Rehab market was routed through various stages of renovation after its construction to alleviate the congestion caused by its entrances. The market is made up of 412 one-to-two-story shops/cells divided into two main zones by the main road: the northern zone and the southern zone. As observed during site visits, food restaurants and coffee shops, mobile shops, pets, fresh vegetables and fruits, and hairdressers are the main activities in the northern part. The southern zone's main activity, on the other hand, is car maintenance and services. As shown in (Fig. 3), pastry shops are concentrated in the southern part, with several restaurants distributed in that zone. All Syrian shops and restaurants are allocated in the northern part.

In 2011, a survey was conducted on the official website of Al-Rehab city to investigate the feasibility of converting the northern part's paths to pedestrian-only use. The study did not obtain accurate information on whether the presence of Syrian refugees caused that transformation (the presence of Syrian restaurants raised the need for a front eating area), which accelerated the process of converting the car paths in the northern part to pedestrian-only paths. However, the results highlighted the impact on local economic activities within the city market with restaurants/dining spaces increasing from a 1.2% from the total number of shops within the market prior to the arrival of Syrian refugees to a 25%.

However, this transformation aided the success of Syrian restaurants, which require a large outdoor space to accommodate a large number of clients, particularly during peak days/hours on weak ends. In some cases, renting a portion of the pedestrian paths to become a part of its dining area was insufficient, and this dining area expanded at weak ends night to include more than two-thirds of the pedestrian path, as observed during field surveys.

The selection of this study area was based on two premises; first, the fact that the market offers services for a range of communities surrounding it and not only Al-Rehab City. Several new gated communities were marketed based on the services that are provided by Al-Rehab Market. Second, this market was the first of its kind as an open-air market in gated communities and thus represents a good opportunity for investigation. This is within the context of Al-Rehab city as one of acclaimed successfully as a private-owned and managed gated community and based on discussions with different property developers in the Egyptian real estate market. Moreover, the market witnessed a significant transformation as a result of the relatively increasing number of Syrian refugees that relocated to Al-Rehab city and started marketing their products in the Egyptian community. The shopping concept was affected after this cultural exchange, where the visitors no longer visit the public market only to shop but to enjoy the whole experience. Al-Rehab Market goes far beyond securing food access but also provides different services for the visitors. The market includes a variety of services.

4. Results

According to the data available and the scope of the research, the research concentrated on testing both aspects of market cities on the Al-rehab market since the other elements required access to the Al-rehab management system, which was difficult.

4.1. Variety Al-Rehab city includes a wide variety of types of markets as part of one market system. at the scale of the city, and the scale of the central market as shown in (Fig. 2), a large central market, street market, food markets, flea markets, craft markets, and mobile or stationary farm stands. The Syrian and Egyptian restaurants are clustered together, as indicated in (fig. 3). as well as the various retail activities that attract diverse types of customers from various age groups, genders, and nationalities.

4.2. Place This research will adopt the principles of placemaking settled by PPS to assess and analyze the Al-Rehab market as a place to ensure its accessibility, multifunctionality, and comfortability, and could facilitate and support community interaction.

4.2.1. A great marketplace has plenty to do.

The observation data collection method is used to map the different activities in Al-Rehab market the observation was done on several days (weekend/ weekday) daytime and nighttime to get accurate data.

Al-Rehab market offers a diverse range of shopping experiences such as groceries mobile shops and electronics, local and foreign bakeries, spice shops Egyptian and Syrian coffee specialty shops, fresh milk and dairy products, supermarkets, pharmacies, pet supplies, stationery shops, snacks shops, households, hairdressers ,building supplies, and maintenance shops for electronics, cars, and furniture are all clustered side by side, which gave the market a high level of livability because you'd have a lot of options to do if you had to wait for something to be done, starting from intermediate public seating areas for free, food restaurants, and coffee shops.

The observation data collection method is used to map the different activities in Al-Rehab market the observation was done on several days (weekend/ weekday) daytime and nighttime to get accurate data. The pedestrian activities were classified into four major groups; Eating, seating, walking and cycling, and shopping. The findings revealed that eating activities increase from evening to night on all weak days, with considerable increases peaking during weekend nights. And concentrated in the northern part of the market, which is a pedestrian-only zone with vehicular restrictions. As seen in Fig.3 & 5. there is a significant increase in eating activities in front of the Syrian restaurant, with the dining activities depicted by orange dots. to the point that eating activities in front of Syrian restaurants could disrupt pedestrian flow into these restaurants on weekends. Seating, walking, and cycling activities start in the evening and increase rapidly during the night, focusing solely on the northern part of the market, reaching a peak in the weekend evenings. As shown in Fig 4&5, which demonstrates the lack of walking and seating activities in the morning while increasing at night. While the shopping activity is distributed. However, shopping activity is distributed throughout the market, in both the northern and southern parts of the market. With equal distribution during morning, evening, and night.

4.2.2. Facilitate Access & Linkages to the Market.

To analyze the accessibility to the Al-Rehab market, the researchers used the PPS elements: mode split, transit usage, pedestrian activity, and parking usage patterns to define access and linkage; continuity, proximity, connected, readable, walkable, convenient, and accessible.

Al-Rehab market has a unique position in New Cairo as it is only five minutes away from Ring Road, two minutes away from Suez Road and 10 minutes away from Southern 90th street. These strong connections with Cairo's main routes contributed to the success of the Al-Rehab market by ensuring a comfortable and easy way of access for both goods and the various users in the Al-Rehab market, clients, workers, owners, and visitors.

It is worth mentioning that Al-Rehab city has a private-managed transportation system that connects externally with Heliopolis, Nasr City, Madinty, and recently to Mostrod due to worker demand, and internally with the various housing clusters and services. The central bus stop is located beside Gate 20 at the outer north border of the city. The three bus lines intersect with two metro lines:1st metro line at Sarai Al-Kobba station and 2nd metro line at Al-Ahram station. It is also surrounded by two illegal microbus stops, one of them beside the central bus stop beside gate 20 and another one at the southern border of the city in front of gate 6 as shown in (figure 6 & 7) Both of these gates are accessible to visitors. Since Al-Rehab City is a gated community, certain gates are restricted to residents only, while others relating to services and commercial areas are open to visitors. These two microbuses stop facilitated the influx of workers and vendors from different locations inside and outside Cairo as these routes connect Al-Rehab market with the regional train station and bus stop in "Ramses".

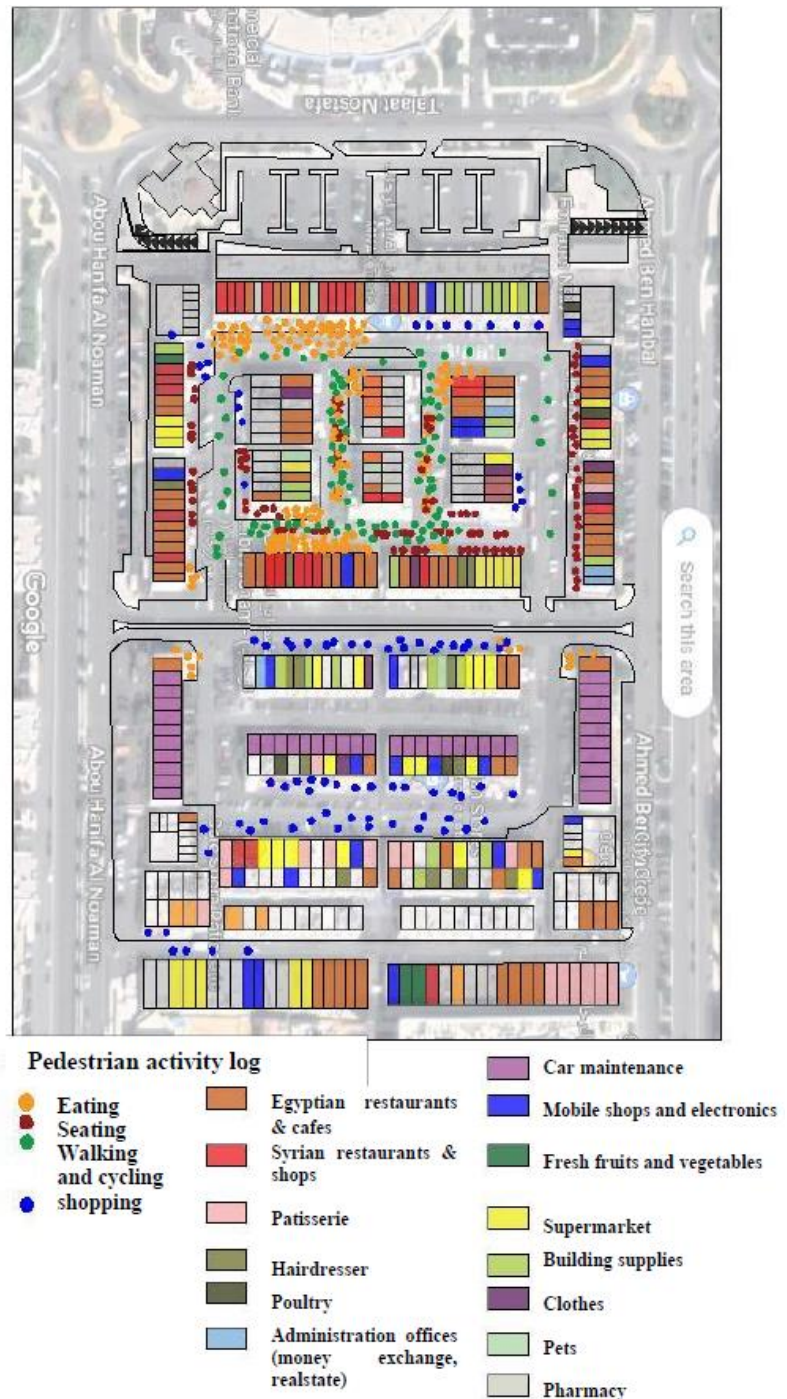


Figure 3- Pedestrian activity in relation to different shop:
Source: Authors.



Figure 4- night pedestrian activities at Al-Rehab market. Source: Authors.



Figure 5- Morning Pedestrian activities at AL-Rehab market. Source: Authors.



Figure 6- Illegal bus stop near gate 6. Source: Authors.

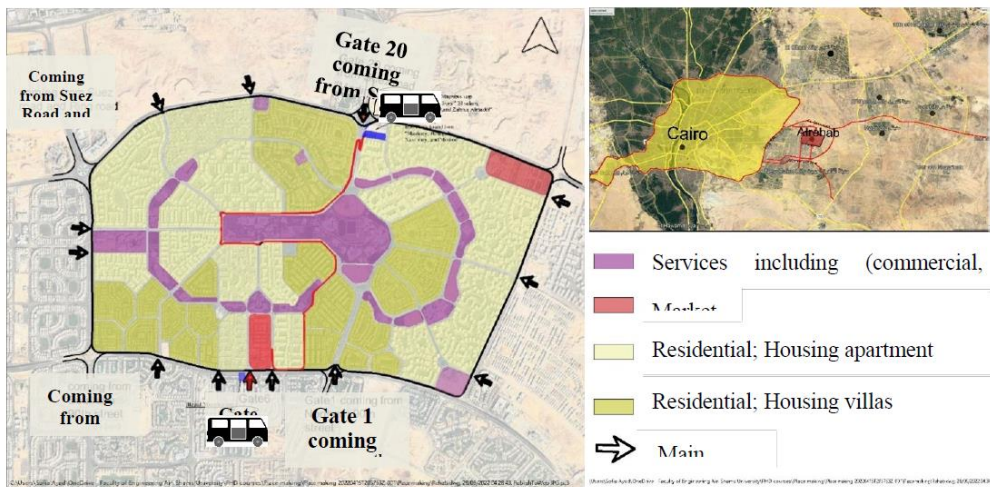


Figure 7- AL-rehab accessibility map. Source: Authors, based on Google Maps.

Al-Rehab city is made up of 20 residential clusters, with the market about a 12-minute walk away from seven of them via pedestrian paths with crossing facilities. There are two internal bus routes paths through the market that take a maximum of 10 minutes from the farthest point on the city border. It is also located near gate 6 on the southern border of Al-Rehab City, with a special lane for food trucks and market services, facilitating access to goods and ensuring the compound's security, as drivers are required to present their driver's licenses upon entry.

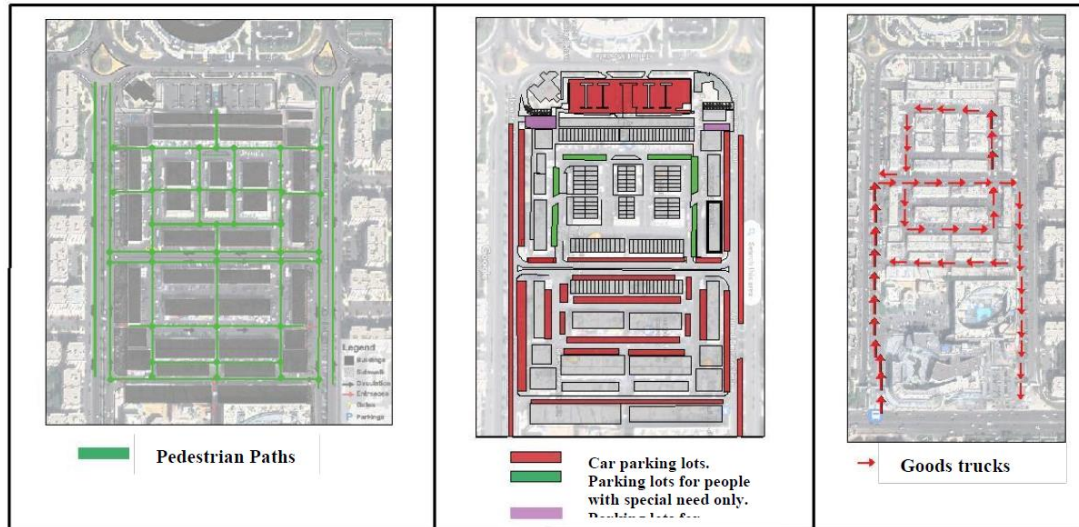


Figure 8- Accessibility with focusing on routes and parking lots analysis for Al-Rehab market. Source: Authors.

By analysing the PPS accessibility elements. The analysis revealed that the Al-Rehab market provides a good pedestrian activity with connected pedestrian pathways that prioritize pedestrians and handicapped people because all access points have been fitted with ramps with an appropriate slope that connect to the outer streets as shown in (Fig.8 & 9). All of these modes of accessibility contributed to the success of the Al-Rehab market; however, they put a strain on the parking lots, causing traffic congestion on all roads leading to the market, particularly during peak days/hours. It is worth noting that several trials have been conducted by the city management with the goal of solving traffic congestion caused by the market, which began in 2012 after the influx of Syrian refugees, by transforming the northern part into a pedestrian-only zone with access for people with special needs vehicles and goods and food trucks.



Figure 9- pedestrian activities in front of Egyptian restaurants in Al-Rehab market. Source: Authors.



Figure 10- pedestrian activities in front of Syrian restaurants in Al-Rehab market. Source: Authors.

4.2.3. Welcome the People Most Likely to be Excluded from the Market.

Al-Rehab Market promotes the idea that everyone in the community has a place at the market, a process that began with community engagement at the time of the Syrian conflicts. Al-Rehab city was a host to a large number of Syrian refugees who played a crucial role in the transformation that took place in the city market.

Syrian Food restaurants and markets are observed to be the most crowded places, especially during the nighttime (Fig.10 & 11) which act as spaces for social gatherings as well as dining-in.

Structured interviews were conducted with Syrian shop owners to study the owners' motives and reasons for settling in and starting their businesses in Al-Rehab. It is worth noting that, while the overall number of Syrian shops/restaurants inside Al-Rehab market is

22 as shown in Fig. 3, the total number of shop owners is only 13, as many Syrian restaurants take more than one shop next to each other to increase the total area of the restaurant. The saturation point was reached after 5 interviews as the results of the interviews revealed that Syrian restaurant owners intentionally chose this market as they saw it as a thriving market for their business.



Figure 11- a set of pictures showing different handicap accessibility solutions. Source: Authors.

5. Discussion

The findings are presented in this part within the theoretical and practical context of the concept of market cities. According to the PPS Through investment and legislation, a real Market City values and promotes the full variety of its market system. In some countries, the discussion of markets is limited to farmers' markets and maybe market halls, but when we talk about Market Cities, we mean everything from farmers' markets to street vendors to flea markets to wholesale markets and more.

Accepting diversity is essential for recognizing a city's advantages and mapping out stakeholders. Public markets are generally the most socially diverse public spaces in a city, bringing people of various ages, genders, colors, nationalities, and socioeconomic statuses together to enjoy food, shopping, music, and discussion. While market levels of social connection vary, few are homogeneous, and many reflect that variety (Project for Public Spaces, 2021). Despite its small size in comparison to other open markets in Egypt and throughout the world. Al-Rehab city includes a wide variety of types of markets as part of one market system Coordination across these sorts of markets would lead to more efficient use of resources, as well as new and surprising collaborations, as cities throughout the world aim to extend access to entrepreneurship, create a sense of well-being, secure food access, and promote cultural integration. This wide variety of services clustered beside each other provides the potential for various activities and uses and made the market livable at all hours of the day and week. The pedestrian activities and spaces differentiate the spirit of the market overall, which changes dramatically from morning to night. The market, specifically areas that are pedestrian-only, is the most significant place where families and children can enjoy the experience of dining and social gatherings with a sense of safety and security. Results indicate that most pedestrian densities exist around Syrian restaurants and Egyptian restaurants comes after, highlighting that the activity of "Dining" is the prominent activity in the market. Age groups differ specially during weekends where younger people are observed to be engaged in other activities beside dining like bicycling, skating, or gathering around. Moreover, the place offers several diverse activities that city residents and other community residents can engage in.

Place-making is the act of determining whether places shape people or people shape places (Toolis, 2017). In the Al-Rehab market, this is the case. Walking through the streets of Al-Rehab market, you will hear various Arabic accents and foreign languages, the names of the shops and restaurants reflect different cultures and backgrounds, even the smells, and people from different socioeconomic backgrounds share the same public spaces and site furniture. It fundamentally contributes to the achievement of the other Market Cities' concepts, such as Collaboration, Resilience, and Opportunity, by making them more practical and sensitive to the local context (Project for Public Spaces, 2021). The Syrian and Egyptian restaurants are clustered together, as well as the various retail activities that attract diverse types of customers from various age groups, genders, and nationalities.

One of the most important things that help people remember a great place is what happens by accident in this place. A Market City needs to plan public markets so that they can meet their potential as public spaces. How Placemaking plays a role in making people transform the physical location of a market into a place to come together (Project for Public Spaces, October 2020). Aside from market location, there is a strong link between a market's success and its sustainability, and the vendor mix and market size (VEREL, 2020). A market should include a variety of activities and purposes to attract people throughout the day, week, and year. Al-Rehab City Market goes far beyond securing food access for people, the market plays a crucial role in acting as a hub for social gatherings. People tend to visit the place for multiple purposes including dining-in which represents the most prominent activity taking place in the market. The rhythms and patterns of the inhabitants' daily routine, which includes the trip from one location to another in order to fulfil their duties as students, employers, and laborers, will create a place identity (Friedmann, 2007). It is described as a place that communicates the identity of the people or community engaged, as well as the distinguishing features of that place (Shamsuddin & Ujang, 2008).

Accessibility plays a crucial role in the success of any market. Even though a market provides several reasons for people to attend, it must also address how people get to the market (Project for Public Spaces, 2021). Al-Rehab market is easily accessible to all people, particularly those with special needs, because it has a well-connected pedestrian network with ramps that connect the various parts of the market with each other and with surrounding residential clusters, as well as good accessibility for cars and public transportation users.

Marketplaces contribute to the experience of diversity and integration by bringing people together (Morales, 2009; Janssens F. , 2014; Polyák, 2014; Urbact Markets, 2015). Focus on the needs of the most vulnerable guests if you want a vibrant market (Project for Public Spaces, October 2020). Al-Rehab market provides a variety of activities that cater to a wide range of demographics, including the elderly, low-income individuals, racial or ethnic minorities, migrant workers, pregnant women, and children. Especially with the appearance of Syrian restaurants and cafés that provide activities at various costs that cater to these many disadvantaged populations.

6. Conclusion

The arrival of an influx of Syrian refugees to Egypt and their settlement in particular areas for economic or social reasons such as the availability of services or the opportunity of insertion into the labor market, particularly the food market sector, made a huge impact on the patterns of uses and activities in these urban areas. This research tackled the concept of market cities within the Egyptian context with emphasis on how the arrival of Syrian refugees and immigrants to Al-Rehab city impacted the city's public market. Results indicate that the market area has a diverse number of activities, with restaurants being the most dominant use. However, Results also indicate that despite the fact that the northern part of the market is dominated by restaurants, Egyptian and Syrians alike. Results demonstrate that Syrian restaurants owners specifically chose this market as they thought of it as a thriving market for their business.

Finally, it can be fairly concluded that Syrian restaurants attract more users than their Egyptian counterparts. Results indicate a higher level of sociability, with people using restaurants as gatherings spaces as well as places for social interactions in addition to the dining-in experience.

7. References

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