



# مجلة الفنون والعمارة

## JOURNAL OF ART & ARCHITECTURE

مجلة علمية دولية محكمة فصلية تصدرها  
كلية الفنون الجميلة - جامعة المنصورة



المؤتمر العلمي الدولي الأول

التكامل بين الإبداع  
والتكنولوجيا والابتكار

كلية الفنون الجميلة - جامعة المنصورة

الأبحاث - عهدة

المجلد الأول - العدد الثالث - يوليو 2025

The Print ISSN: 3062-570X

The Online ISSN: 3062-570X



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إحياء المواقع التراثية كمراكز نابضة بالحياة من خلال استراتيجيات صناعة المكان  
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### Abstract

Throughout history, the essence of urban environments is fundamentally rooted in their ability to conserve and reinterpret their past which embodied in heritage sites. Nowadays, some of these sites are facing a lot of challenges due to social and cultural changes. Previous studies have demonstrated that upgrading plans emphasize development through community participation. Placemaking strategies in heritage sites represents a trending approach to revitalizing historic spaces, while balancing preservation with contemporary community needs. This research outlines practical principles of placemaking as participatory approach and key strategy for enhancing the relationship between heritage place and local community. While treating heritage sites as living context components rather than underutilized spaces, placemaking unlocks their potential to support their identity, belonging, and urban regeneration. By doing so, the study provides guiding for placemaking criteria and investigates the criteria on the case study area. Finally, key outcomes include recommendations for placemaking to implement into heritage conservation.

**Keywords:** Urban Heritage Sites, Placemaking, Heritage places, Livable Places, Community-led development, User experience.

### الملخص

عبر التاريخ، ارتكزت هوية البيئات الحضرية بشكل أساسي حول قدرتها على حفظ ماضيها وإعادة تفسيره، والتي تتجلى أبرز مظاهرها في المواقع التراثية. لكن في الوقت الحاضر، تواجه بعض المواقع العديد من التحديات نتيجة للتغيرات الاجتماعية والثقافية. وقد أوضحت الدراسات السابقة أن خطط التطوير تُركّز على التنمية من خلال المشاركة المجتمعية. كما تمثل استراتيجيات صناعة المكان في المواقع التراثية نهجاً رائجاً لإحياء المساحات التاريخية، مع التوازن بين عمليات الحفاظ والاحتياجات المعاصرة للمجتمع. يتناول هذا البحث المبادئ التصميمية لصناعة المكان كمدخل تشاركي وإطار

استراتيجي لتعزيز التفاعل بين البيئة التراثية والمجتمع المحلي. فمن خلال التعامل مع المواقع التراثية كمكونات حية بدلاً من مساحات غير المستغلة بالكامل، فإن تصميم المكان يطلق العنان لإمكاناتها لدعم هويتها وتجديدها الحضري. من أجل القيام بذلك، تهدف الدراسة إلى وضع إرشادات لمعايير تصميم المكان، بالإضافة إلى اختبار إمكانية تطبيق هذه المعايير على دراسة الحالة. وقد خلص البحث بتوصيات عملية لتطبيق هذه الاستراتيجية في مشاريع الحفاظ على التراث.

**الكلمات المفتاحية:** مواقع التراث الحضري، صناعة المكان، الأماكن التراثية، المشاركة المجتمعية، تجربة المستخدم.

## Introduction

Far from just relics of the past; heritage sites are dynamic reflections express the socio-cultural interactions of communities across time. These sites include the historical buildings and significant heritage public spaces surrounding them (Zalloom & Tarrad, 2020). In order to retain their value, they must undergo continuous evolution, ensuring their adaptation to contemporary needs while preserving their historical integrity. Several approaches aim to ensure the upgrading of the whole context, moving beyond only concentrating on the traditional limited architectural restoration of historic buildings. They integrate broader approaches for revitalization of public spaces and fostering local activities related to the site (Helmy, 2024). These comprehensive interventions contribute sustainable user experience and vitalize public life through the interaction between urban elements and people (Birir & Adem, 2022). Recent decades have witnessed increasing interest in utilizing participatory methodologies in heritage conservation, particularly in the adaptive reuse of historic buildings and public spaces. This serves a dual function in sites conservation while empowering the community to reclaim their agency over their heritage (Tira and Türkoğlu, 2024).

This paper explores placemaking in heritage contexts as both approach and a process for the planning and revitalization of public spaces. It goes beyond preservation; it focuses on creating meaningful places through community engagement and social inclusion (Larkham, Love & Hincapié Triviño, 2024). The digital transformation has further reconfigured the way which communities interact with urban spaces and significantly influenced placemaking practices (Morrison 2022). This in turn has been empowered researchers and planners to reimagine heritage environment in innovative ways. When strategically implemented, placemaking presents an opportunity to regenerate heritage assets.

## Research Problem

Despite progressive initiatives in heritage conservation, the rigid planning policies often focus on buildings only and exclude community members from express their own ideas in decision-making processes. Additionally, the absence of innovative solutions created a significant gap in implementing placemaking process that prioritize holistic community-centered development. Consequently, heritage sites remain disconnected from their cultural and social contexts, limiting their potential to become sustainable environments.



## Research Aims

The main aim of the research is to investigate placemaking practices as participatory urban approach that can transform heritage sites into vibrant and memorable places. As an urgent need to fill the gap between traditional heritage conservation and contemporary urban development methodologies. This involves determine criteria as a guiding principle for decision-making processes to ultimately development of heritage environments.

## Research Methodology

The research is based on a theoretical method to understand the relationship between people and places in heritage sites. While also understanding placemaking principles to foster meaningful heritage places. Additionally, the study addresses the criteria, tools, and digital interventions that can enhance this approach. The deductive method, employing a systematic process to establish a proposed framework including measurement diagram and evaluating matrix that includes a set of indicators and aspects. The applied method on study area of Mansoura city to demonstrate the practical application and effectiveness of the proposed framework. The study concludes with recommendation for transforming the selected study area into a successful heritage place.

## Literature Review

The concept of placemaking based on review of the theories of urban design and planning, with foundational contributions of (Kevin Lynch, 1960). This emphasized on mental mapping informs how visitors perceive urban context. (J. Jacobs, 1961, J. Gehl, 1971 & W. H. Whyte, 1980) focused on urban spaces and social interaction which drives place vitality. More recently, the Project for Public Spaces (PPS) expanded this idea, defining placemaking as a collaborative process for urban environment. Also, it has been considered as the heart of heritage preservation as a leading approach that link people to their places (PPS, 2010).

Most of the studies underscores that a place is included as part of our heritage primarily. (Mohamed, Samarghandi, Samir, & Mohammed, 2020) studied the ability of placemaking to strengthens the connection between the tangible components of the heritage site and the visitor's lived experience. (Elhefnawya & Mohamed, 2017) discussed some of the international experiences and successful global of placemaking to enhance the urban environment of its heritage areas. (Elgobashi & Elsemary, 2021) focused on a problem of limited theoretical shortcoming for placemaking, particularly regarding to its functional and social dimensions in heritage sites. (Mazroua, 2021) explored innovative strategies for revitalizing neglected historical public squares through assessment criteria of placemaking. (Larkham, Love & Hincapié Triviño, 2024) discussed placemaking as a dynamic bridge between conservation and adaptation, offering sustainable heritage revitalization while addressing persistent stakeholder conflicts. According to (Morrison 2022) there has been an integration of digital installations in heritage sites emphasizing the practice of digital placemaking.

## 1. Understanding the Meaning of Heritage Sites

### 1.1. Definition of Heritage Sites

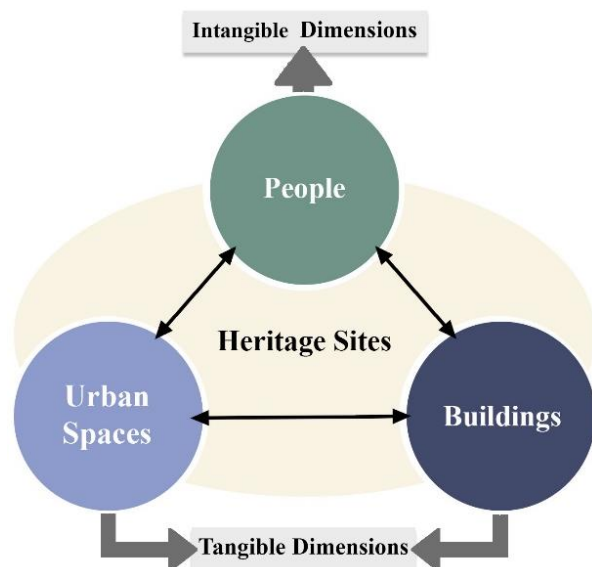
According to The United Nations Educational, Scientific and Cultural Organization “UNESCO”, heritage sites are defined as layers of physical and culture remains that constitute contemporary urban environments. These sites encompass the urban heritage including unique architectural buildings and their surroundings that embody the historical evolution of cities. Furthermore, culture heritage incorporates the socio-cultural dimensions of the sites, where tangible structures interact with intangible values reflect the continuity of communities (UNESCO, 2011). The International Council on Monuments and Site “ICOMOS”, conceptualizes heritage sites as spaces where manifold evidence of the city's cultural production. They are comprising the built environment with the everyday living experiences of their inhabitants (ICOMOS, 1987).

In Egypt, The National Organization for Urban Harmony (NOUH) defines them as areas distinguished by their unique historical and architectural characteristics. It is crucial to view these sites along with their surroundings as a cohesive entity. They include not just the buildings, but also the public spaces aligned with the type of uses and activities within these spaces (NOUH, 2010).

### 1.2. Classification of Heritage Sites’ Tangible and Intangible Dimensions

The previous definitions underscore the idea that heritage sites as living and dynamic environments where past and contemporary practice engage in constant exchange. They also highlight how the interplay between tangible and intangible dimensions that shaped their cultural significance. The following is a brief illustration of these dimensions, as in Fig. 1.

- Tangible components encompass physical architectural fabric represented in historic buildings of varying styles, scales, and conditions. Along with their urban spaces including spatial configurations, street networks, public squares, gardens and other open spaces that support social interaction.
- Intangible components include the living cultural traditions and socio-economic practices associated with local people who have their distinct activities related to the site. This provides physical spaces with meaning through continued authentic use.



**Fig. 1** The relation between tangible and intangible dimensions of heritage sites. Source: researchers



### 1.3. The Places in Heritage environment

Within urban studies, the place is considered as spatial unit where physical environment (tangible) and human experience (intangible) interact to create meaningful urban. Then, they contribute to shape cities' identities at large. This concept is rich with various characteristics, especially when it relates to heritage. The power of place reflected from its heritage value, which extends beyond mere physical structures but it's about the relationship between the community and site itself. This integration fosters practices within communities that greatly shape their perceptions (Elgobashi & Elsemmary, 2021). Moreover, heritage public places enable users to engage in activities that boosting sense of places as well as reflect deep cultural values (Radwan & Abdelhady, 2020). They serve as vital hubs for human interaction and a set of collective memory where socio-cultural narratives accumulate across generations, as in Fig. 2.

The current urban transformations in those places reflect creative interventions aimed to community-oriented development preserve heritage with modern urban demands (Helmy, 2024). Therefore, the successful heritage places are defined by their social, cultural, and economic qualities. This harmonious creates what scholars term place genius where gives truly unforgettable experiences to visitors.

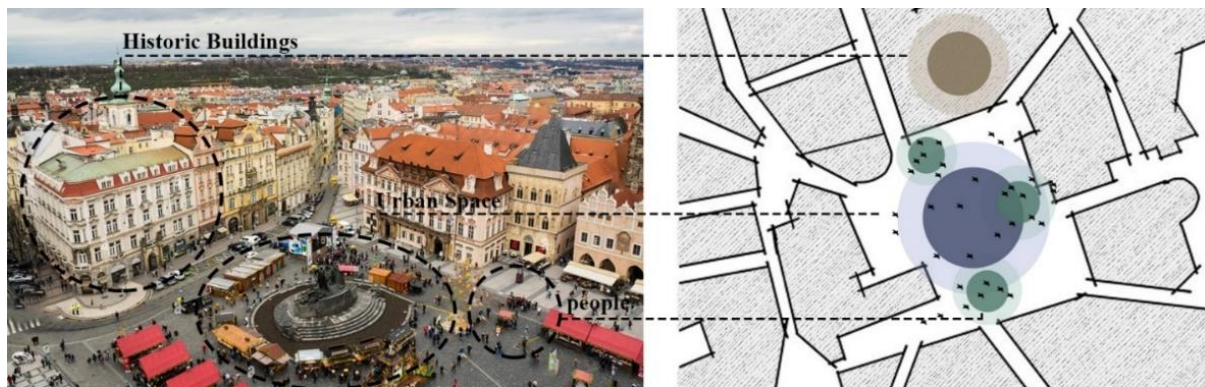


Fig. 2 Prague old town square, Czech Republic as a place where people interact with urban elements. Source: <https://www.praguego.com/attractions/old-town-square> , Edited by researchers

### 1.4. Challenges & Potentials of Heritage Sites in Egypt

Urban heritage sites in Egypt hold immense potential for development. On the other hand, they face many challenges leading to their inability to achieve the needs of local community and deal with advanced planning policies, as in Table 1.

Table 1. An overview of the common issues for Egyptian heritage sites.

	Potentials	Challenges
Environmental	<ul style="list-style-type: none"> <li>- Reducing the need for new construction and minimizing resource consumption.</li> <li>- Integrating heritage conservation ensures sustainable development.</li> </ul>	<ul style="list-style-type: none"> <li>- Climate change, extreme weather and wind pressure pose risks to heritage environment.</li> <li>- Natural processes such as decay of materials and corrosion.</li> </ul>
Culture	<ul style="list-style-type: none"> <li>- Heritage sites serve as living museums, offering opportunities for education and research about history and architecture.</li> </ul>	<ul style="list-style-type: none"> <li>- The lack of awareness among local community.</li> </ul>

	<ul style="list-style-type: none"> <li>- They act as hubs for cultural activities and traditional practices to achieve strength community ties.</li> </ul>	<ul style="list-style-type: none"> <li>- Abandonment, neglect, and inappropriate use of most of the historical areas.</li> <li>- Neglecting the periodic maintenance of the heritage site and its buildings.</li> </ul>
<b>Social</b>	<ul style="list-style-type: none"> <li>- These sites foster a sense of ownership and pride for local communities.</li> <li>- Revitalization of public spaces improve living conditions and create vibrant places for social interaction.</li> </ul>	<ul style="list-style-type: none"> <li>- Urban Demographic Pressures on Heritage Zones due to increasing of population.</li> <li>- New people with a lower level of civilization who did not know their historical and artistic value.</li> </ul>
<b>Economic</b>	<ul style="list-style-type: none"> <li>- Increased tourism generates revenue, creates jobs, and supports local businesses.</li> <li>- Heritage sites can stimulate small businesses, such as traditional crafts, souvenir shops, and cultural events.</li> <li>- Collaborations between the government, local organizations can fund restoration projects and sustainable development.</li> </ul>	<ul style="list-style-type: none"> <li>- Global market economy effects on local business and tradition crafts.</li> <li>- Demolition of old heritage buildings to build new constructions because of the high land prices.</li> <li>- Lack of funding sources for upgrading projects in both urban and architectural aspects.</li> </ul>

Source: researchers

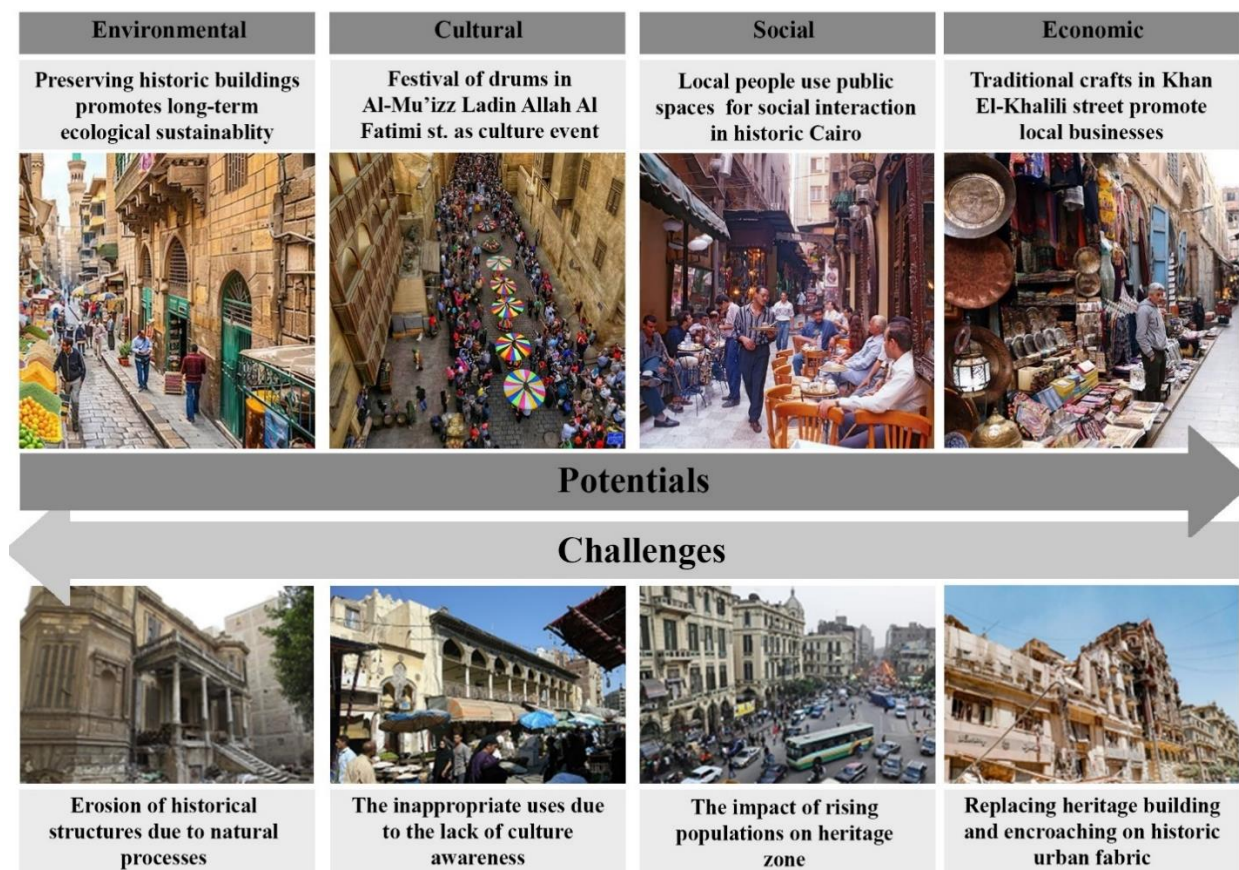


Fig. 3 Photos illustrate the challenges and potentials of some heritage sites in Egypt. Source: researchers

### 1.5. Community-centered Approaches Dealing with Heritage Sites

A lot of strategies have been adopted to improve the urban environment of these heritage sites covering both urban and non-urban elements. In 2013, the World Heritage Center stated



that the historic urban should prioritize the preservation of the heritage environment and its surrounding elements which directly affecting the human atmosphere. So, based on the specific type of preservation, it is crucial to carefully select approaches and criteria that ensure and respect the users' needs (Elgobashi & Elsemary, 2021). However, this integration isn't solely the responsibility of governance, architects, urban planners, and researchers. Instead, active community involvement can play a crucial role as primary participants in shaping and developing these projects (Al-Qahtani, Al-Takhifi, Alabed, & Alzamil, 2023).

Different Community-centered approaches stand out as one of the most effective methods for ensuring long-term conservation of heritage sites, benefiting both the heritage and the local community (Kadry, El-Badrawy, & Alazab). This research selected placemaking approach as a transformative strategy for heritage site revitalization. Subsequent sections will delve into the principles of placemaking and how they align with the conservation of heritage places.

## 2. Placemaking as Participatory Approach for Heritage Preservation

### 2.1. Placemaking Definition

Project for Public Spaces (PPS) defined placemaking as both a hands-on approach and way of thinking. It is a collaborative process to create, shape and sustain vibrant places, that enrich the shared value to benefit the area and communities. This approach emphasizes the unique physical, cultural, and social characteristics that support ongoing development (PPS 2018).

Moreover, Placemaking is recognized as bottom-up and community-driven approach that actively involves people in contrast with traditional planning. Instead of relying solely on experts, it depends on the unique strengths and assets of a community to deal with urban issues, as in Fig. 4, (PPS, UN-HABITAT, 2020). Ultimately, the experiences prove that the effects of the action of “making” go far beyond the “place”, fostering a spirit of collaboration. Communities shift from being observers to participants in driving meaningful changes (Fortuzzi, 2017).

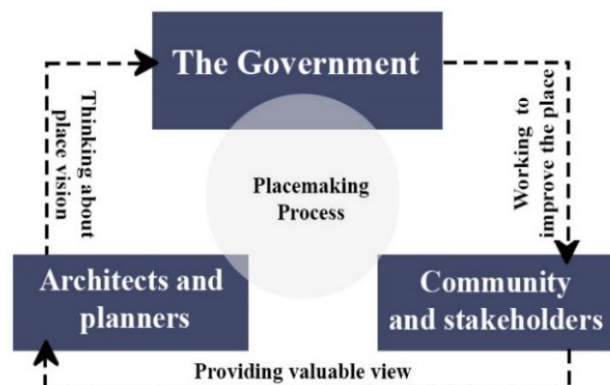


Fig. 4 Placemaking as a collaborative approach for all community members. Source: researchers based on PPS

In the realm of placemaking, projects strategies have evolved significantly. Initially, the focus was on a project-driven approach that often excluded the community. Today, it witnesses a shift towards a place-led approach, where place outcomes are deeply built on community engagement. This led to a departure from traditional planning methods that relied solely on decisions made by planners and stakeholders to involving community participation as an integral part of the process. Additionally, placemaking focus on designing urban spaces not only as physical environments but also as settings that influence behavior (Abdou & Elsayed, 2024).

## 2.2. Placemaking Criteria

Project for Public Spaces (PPS) identifies four main attributes that contribute to create vibrant places which are Access & Linkages, Comfort & Image, Uses & Activities, Sociability. These attributes form the basic criteria of a place diagram designed to assess various urban spaces including heritage sites. Considering these attributes, each one emphasizes a set of aspects (the qualities by which describe and judge a place) and indicators (the elements which could measure the achievability of qualities) Thus, they have been considered as the primary strategy of placemaking, as in Fig. 5. The following Table 2 is a brief illustration of the four attributes.



Fig. 5 Placemaking main attribute for successful places.  
Source: <https://www.pps.org>

Table 2. Illustrate placemaking attributes and its role in creating successful places.

The key attribute of placemaking	
Access & Linkages	A key success for any place related to its accessibility and connections with the surroundings context. Additionally, the ability to conveniently reached by foot or public transit. Also, the place itself connected and provide all means of mobility by streets, pedestrian sidewalks, and bicycle as a basic need for users.
Comfort & Image	The value of a place based on its ability to create a visually pleasing environment for users. People are attracted to spaces that exude comfort and pleasant. The integration of site element and green spaces achieves an atmosphere of safety, cleanliness, and overall comfort. Additionally, the good image can send a powerful message ensuring that a place remains memorable for all who visit.
Uses & Activities	Creating vibrant spaces is the main goal of the placemaking. So, it's clear that the variety of uses is a key measure of success. Mixed uses balance between daily needs to become a part of daily life. Moreover, diverse activities help to attract people at different times of the day.
Sociability	This is the most important quality where public spaces are the best platforms for allowing people to meet and express themselves. Thus, this attribute fosters social interaction and enhances people's attitudes for a better place. Finally, they build trust between community members.

Source: Project for Public Spaces. <https://www.pps.org>

## 2.3. The Role of Placemaking in Heritage places

While it's easy to think that heritage conservation is all about strategies and formal plans. The reality is that it's people and their collective actions that shape both heritage and thus the places (Larkham, Love, & Triviño, 2024). In recent years, the placemaking approach been considered as the heart of heritage preservation. It has emerged as a leading approach that link people to their heritage places and became recognized in both practical applications and academic study (Giombini, 2022). It involves creating a place with the collective spirit of its inhabitants. It aims to blend the original purpose of a place with current needs and aspirations of the community (PPS 2018). Furthermore, it emphasizes the ongoing development based on the belief that the vibrancy comes from providing ideal user experience and build connections



with history. This experience is crucial for creating inviting physical environment enriched with exhibit, activities, gathering, and social attraction

Consequently, Placemaking is important for heritage sites as it links the identity of places with its urban fabric as well as cultural features of its inhabitants. Also, it conserves the architectural and heritage characteristics of heritage places. It helps to restore the historical functions and provides coherence and sense of continuity to the places. Moreover, it organizes of urban communities with adaptive heritage places full of character (Elhefnawy & Mohamed, 2017). This strategy can be implemented across multiple scales, including district interventions, street enhancements, squares revitalizations, and market reactivations. Each one demands specific design to balance preservation with contemporary urban needs, as in Fig. 6.



Fig. 6 The impact of placemaking on different heritage places. Source: researchers



## 2.4. Reimagining Heritage Places from Physical to Digital Placemaking

In digital era, technology has changed the way in which people experienced places and created new social and cultural features. This new digitally reshaped traditional placemaking as digital placemaking (Goddard, 2017). Progressively, the term is being used to describe potentials in which digital data could expand traditional placemaking practices (Ouda & Abd El Aziz, 2022). Digital experiences in heritage sites have the power to bring the past back in an emotive way and activating for visitors to historical places (Morrison, 2022). Therefore, digital placemaking in heritage sites should be viewed as a flexible and holistic practice with a set of creative tools. These inclusive experiences can be delivered through fixed elements like digital installations, urban screen, lighting and other types of street furniture. These digital tools are unique types that enhances humans' interaction with space. They have been changed from only presenting element to interactive one that can change or adapt by people touch (Helmy, 2023). Also, people can engage with the history of physical surroundings using mobile technologies including smartphones and wearable products. Hence, these technologies play a role in shaping people's modes of interaction with places, as in Fig. 7. This adopts a theory of "hybrid space" which refers to the merging of physical and digital space to create a new type (Morrison, 2022).



Fig. 7 Employing digital placemaking for heritage places. Source: researchers

## 3. Placemaking Framework for Livable Places in Heritage Sites

The authors propose a comprehensive framework for implementing placemaking approach in heritage sites to be guideline for decision-makers. It focused on creating new criteria of aspects and indicators for placemaking to be more specific on heritage sites. This ensuring heritage sites as vibrant places, by balancing between conservation and community needs. Thus, the proposed framework is based on dual-strategy methodology as following:

- Adapting of the four key placemaking strategies defined by the Project for Public Spaces (PPS) aligned with their existing dimensions.



- Incorporate the extracted indicators and quality aspects derived from comprehensive analysis of documented projects and pioneer experiments (from the previously mentioned in the paper) that applied placemaking on heritage contexts.

Consequently, the research outcome a two-part evaluative tool which are: a new measurement diagram (visual assessment tool), as in Fig. 8, and multidimensional evaluation matrix (scoring system measures the achievability of place qualities and will apply on the case study in the next section). Moreover, the framework remains adaptable through further refinements based on additional fieldwork validation and heritage contexts requirements.

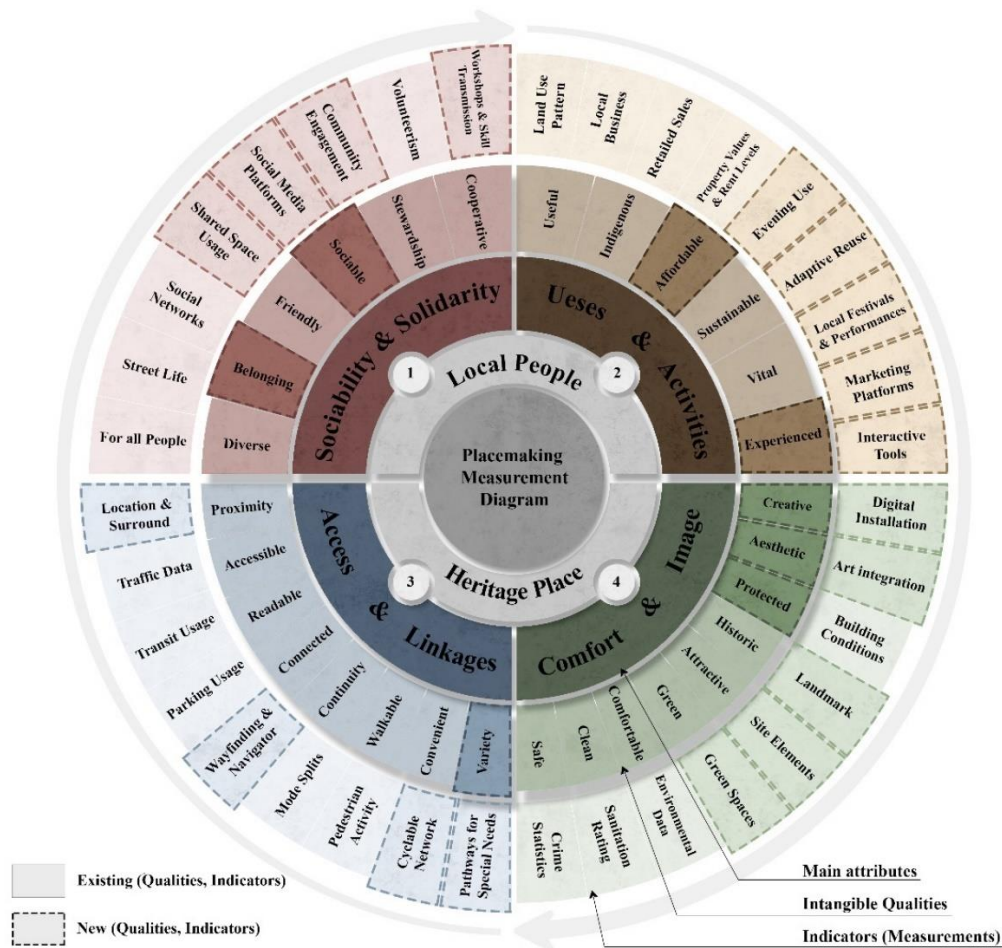


Fig. 8 The proposed placemaking measurement diagram for heritage sites. Source: researchers

#### 4. Case study: El-Seka El-Gedida Street in Mansoura city, Egypt

To achieve the aim of this research and validate the theoretical framework which discussed in the previous section, the researchers applied the proposed guideline on the selected study area. The choice of case study was based on the following reasons:

- El-Seka El-Gedida Street locates within a distinctive place in the city center.
- It is a main street in Mansoura city, valued for both functionality and visual appeal.
- The street almost comprised a large portion of city's heritage assets which diversified among their community heritage and aesthetic values.

#### 4.1. The Location of the Study Area

Mansoura city lies on the eastern bank of the Damietta branch of the Nile in Egypt's Delta region. It serves as the capital of the Dakahlia Governorate and is located approximately 120 km of Cairo. The city has a rich heritage environment that has shaped its identity over the centuries. This research focuses on El-Seka El-Gedida Street, the oldest commercial street in the city, which is located in the historic urban core. It starts from Portsaid Street to El-Mahata Square, passing through El-Thawra Square and Hussein Bek Square, as in Fig. 9.

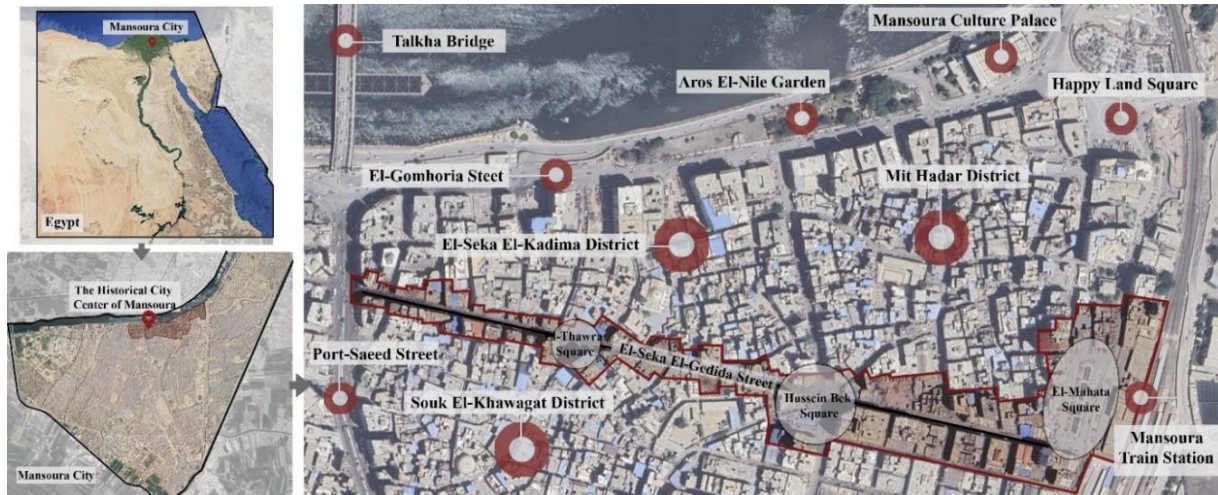


Fig. 9 The location and urban context of the study area. Source: Google earth, Edited by researchers

#### 4.2. Identifying the Study Area (Place & People)

The first step of the placemaking process is all about an in-depth analysis and understanding for the whole study area. This involves identifying place itself and people who utilize it. As a result, a clear and comprehensive vision of the place can be formed. The current situation analysis employs placemaking criteria, including (Access & Linkages, Comfort & Image, Uses & Activities, and Sociability & Solidarity). As presented in Table 3, this analysis depends on the researcher's observations during field surveys, complemented by visual documentation through photographs.

Table 3. Analysis of El-Seka El-Gedida Street through placemaking criteria

	Strength points	Weakness points
A- Access & Linkages	<ul style="list-style-type: none"> <li>- Accessing to the Street is possible from major roads or local streets that offer entry points.</li> <li>- The urban fabric achieves strong connectivity inside the street and with the surround area.</li> <li>- The location of the area in the center of the city, this makes users visit the area all time.</li> <li>- There are different types of movement which create a chance and challenges for pedestrians.</li> <li>- Diverse of transportation means.</li> </ul>	<ul style="list-style-type: none"> <li>- Stop station quality are quite limited and their quality unsuitable for their daily needs.</li> <li>- Private cars are the primary mode of transport, this led to a shortage of parking spaces.</li> <li>- Users often tend to park on sidewalks or using the areas where buildings have been demolished, this creates physical barriers for pedestrian flow.</li> <li>- The sidewalks are not well-equipped to pedestrian.</li> <li>- Vendors and shop expansions blocking paths, adding to the difficulties faced by people.</li> </ul>



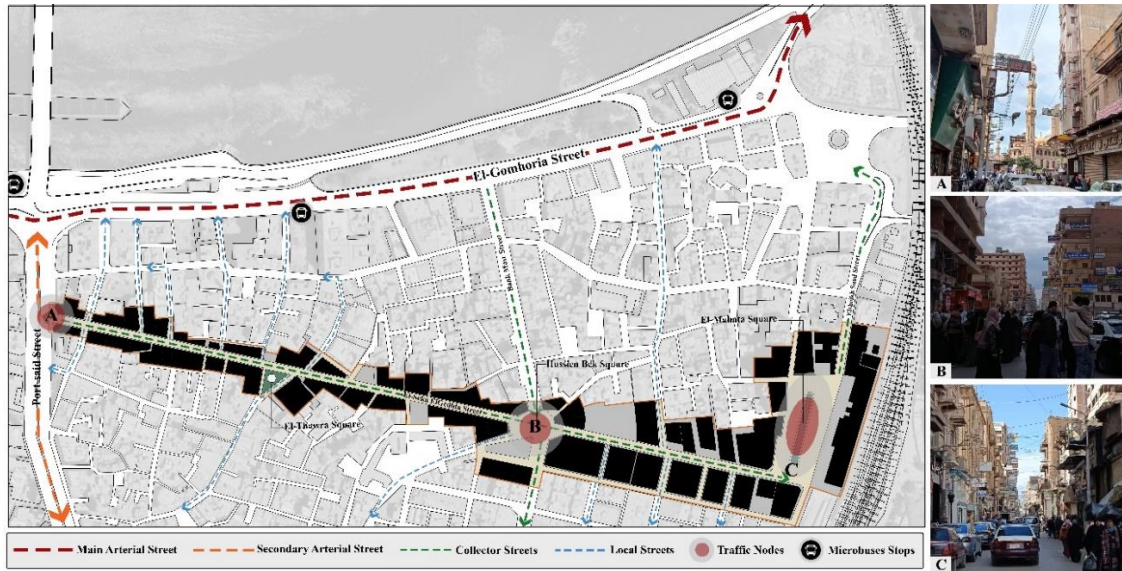


Fig. 10 Accessibility map of El-Seka El-Gedida Street shows main and secondary entrances. Source: researchers

B- Comfort & Image

Strength points	Weakness points
<ul style="list-style-type: none"> <li>- The street features exhibit a blend of historic and contemporary architecture.</li> <li>- Currently, the street contains 17 heritage buildings with architectural value, most of them concerned in the third sector. They partially act as landmarks to enhance paths orientation.</li> <li>- Building heights range from one to four stories above ground, while some have been altered with only ground level intact.</li> <li>- These building maintain appropriate massing and scale relative to street dimensions.</li> </ul>	<ul style="list-style-type: none"> <li>- The heritage buildings are facing challenges due to inadequate maintenance.</li> <li>- In contrast, the modern buildings have replaced many of these heritages one, with lack distinctive style but meet contemporary user needs.</li> <li>- They are constructed with reinforced concrete systems and multi-stories often tower above 21 meters, particularly situated in squares.</li> <li>- This variation in building heights along the street creates a disjointed visual effect.</li> <li>- The street suffers from a lack of site elements and green spaces that make it uncomfortable.</li> </ul>

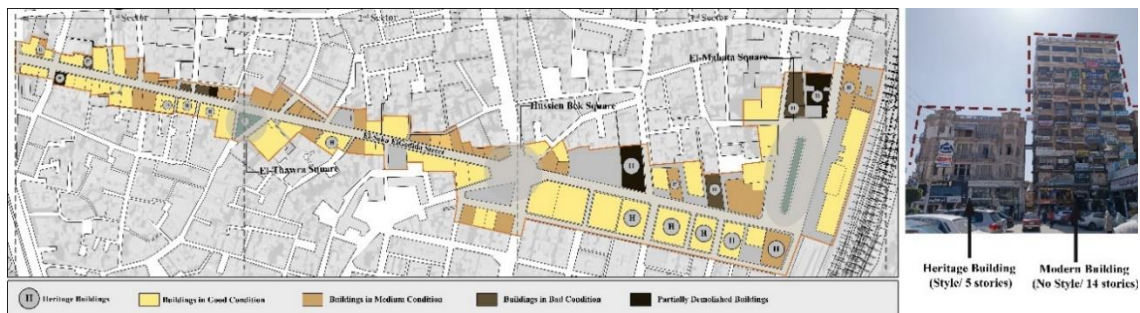


Fig. 11 Building condition map of El-Seka El-Gedida Street indicating heritage building. Source: researchers



Fig. 12 Some site elements in the study area. Source: researchers



C- Uses & Activities

Strength points	Weakness points
<ul style="list-style-type: none"> <li>- The street exhibits a functionally diverse of uses, including commercial, office, and residential. The ground floors of buildings primarily host commercial activities, while upper floors are reserved for residential and office use.</li> <li>- Business owners are making efforts to revitalize the street and enhance its facilities.</li> <li>- Street vendors contribute a vital component of the street's commercial ecosystem.</li> </ul>	<ul style="list-style-type: none"> <li>- Despite these initiatives, many merchants have chosen to leave to other parts of the city.</li> <li>- High property values and rental costs are pushing many vendors to sell their goods on sidewalks.</li> <li>- The presence of street vendors often create challenges with clutter and informal overflow.</li> <li>- The street exhibits a noticeable decline in local activities or cultural performances.</li> </ul>



Fig. 13 Land use map of El-Seka El-Gedida Street. Source: researchers

D- Sociability & Solidarity

Strength points	Weakness points
<ul style="list-style-type: none"> <li>- The plazas are partially used as resting points for people and shoppers before continuing their route.</li> </ul>	<ul style="list-style-type: none"> <li>- The street is devoid of vibrant social spaces that are essential for building community and encouraging engagement.</li> <li>- The plazas are primarily used for vehicle traffic, leaving no places for people.</li> <li>- There is currently a noticeable lack of leadership and involvement from local stakeholders in improving the streets</li> </ul>

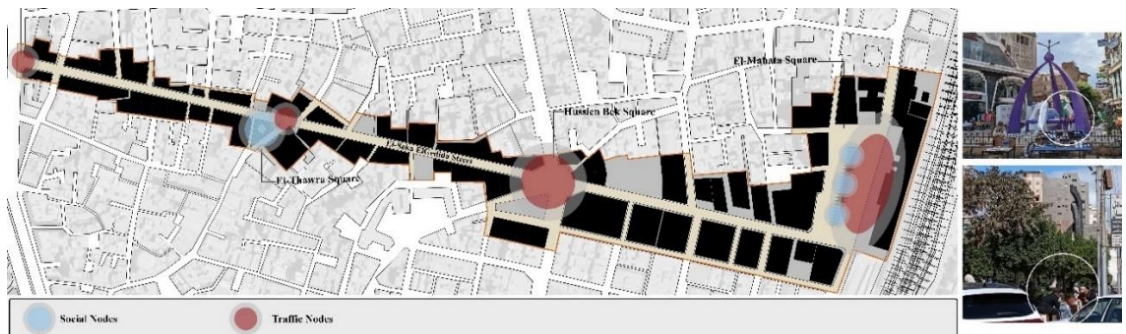
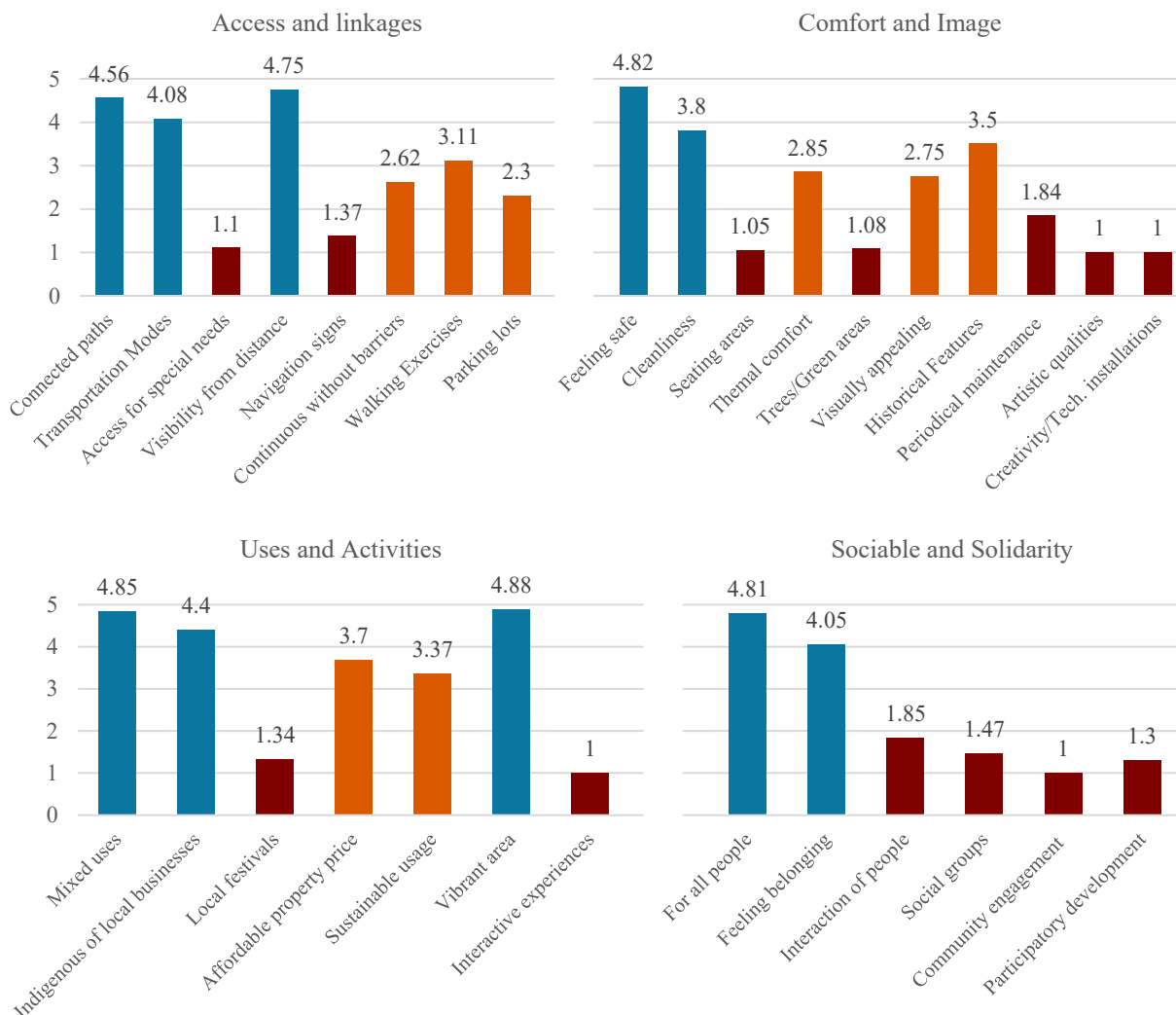


Fig. 14 Cognitive Map for El-Seka El-Gedida Street. Source: researchers

Source: researcher

Additional data had been gathered from interviews and questionnaires to better understand of the study area through locals' point of view. It was conducted on a sample of 100 users, representing 5% residents, 30% shops owners, 7% office owners, 3% vendors and 55% visitors, from various ages. The questionnaire was structured from 4 main parts around placemaking attributes, each one addressing a group of questions. A Likert scale (1-5 points) was used to measure responses' scores. The results in Fig. 15 showed the average score (Out of 5, where the least value was 1 and the highest value was 5) for each element as following:



**Fig. 15** The results of questionnaire. Source: researcher  
The researchers collected all outcomes and categorized into: less than 2 indicated Not achieved, results between 2 and 3.75 denoted Partially achieved, and values exceeding 3.75 signified Fully achieved

From the following diagram shown in Figure (15), some results had been concluded as following: some elements such as connected paths, historical features, mixed uses and belonging represented high degree of satisfaction and acceptance. While, walking experience, visual comfort and affordable prices denoted moderate degree as they need some improvement. On the other hand, parking lots, seating areas and social groups represented low degree. Some elements such as creative installation and interactive experience were not implemented.

### 4.3. Evaluating the Study Area

In this sub-section the research applies the scoring matrix derived from the previous framework to measure the achievability of place qualities. The matrix in Table 4 established several connections between aspects and indicators (represented in the highlight cells) based on theoretical and analytical foundations that have been mentioned in the previous section. Each aspect is paired to equally weighted indicators, then the total points of achievement for each aspect are calculated by summing the scores of all its applicable indicators. Depending on the results of survey and questionnaire, researchers evaluated all aspects where: 1 = Fully achieved, 0.5 = Partially achieved, 0 = Not achieved.

**Table 4.** The evaluating matrix of qualitative aspects vs. indicators to judge a heritage place.

Access and linkages										
Qualitative aspects	Location & Surround	Traffic data	Transit Usage	Parking Usage Patterns	Wayfinding/ Navigator	Mode splits	Pedestrian Activity	Cyclable Network	Pathways for Special Needs	T.P of achievement
Proximity	1									1/1
Accessible		0.5	1							1.5/2
Readable	1				0					1/2
Connected							1	0	0	1/3
Continuity						0	0.5			0.5/2
Walkable					0		0.5			0.5/2
Convenient			0.5	0.5						1/2
Variety						0				0/1
Total points and percentage										6.5/15 = 43.3%
Comfort and Image										
Qualitative aspects	Crime Statistics	Sanitation Rating	Environ-mental Data	Green Space	Site Elements	Land-mark	Building Conditions	Art integration	Digital installation	T.P of achievement
Safe	1									1/1
Clean		1								1/1
Comfortable			0.5		0					0.5/2
Green				0						0/1
Attractive					0	0.5	1			1.5/3
Historic						0	1			1/2
Protected							0.5		0	0.5/2
Aesthetic								0		0/1
Creative								0	0	0/2
Total points and percentage										5.5/15 = 36.7%
Uses and Activities										
Qualitative Aspects	Land use Pattern	Local Business	Retailed sales	Property & Rent Levels	Evening use	Adaptive Reuse	Local Festivals & Performances	Marketing Platforms	Interactive Tools	T.P of achievement
Useful	1		0.5			0.5				2/3
Indigenous		1					0			1/2
Affordable				0.5						0.5/1
Sustainable	0.5					0.5				1/2
Vital		1	0.5		1		0			2.5/4
Experienced								0	0	0/2
Total points and percentage										7/14 = 50%
Sociable and Solidarity										
Qualitative aspects	For all People	Street Life	Social Networks	Shared Space Usage	Social Media Platforms	Community Engagement	Volunteerism	Workshops/Skill Transmission		T.P of achievement
Diverse	1									1/1
Belonging	1									1/1
Friendly		0.5		0						0.5/2
Sociable			0.5	0.5	0					1/3
Stewardship						0	0			0/2
Cooperative			0				0.5	0		0.5/3
Total points and percentage										4/12 = 33.3%

Source: researchers



## Results and Findings

According to the evaluation criteria of the study area in Table (4), Fig. 16 illustrates the chart of the achievement percentage for each attribute in the study area. Access and Linkages scored only 6.5/15, despite the street proximity to the city center and high connectivity to the surrounding street networks, it suffers from limited pedestrian activity and permits vehicular access, undermining its walkability potential. Similarly, in Comfort and Image achieved 5.5/15, the lack of shaded seating, greenery and cohesive visual identity diminishes its appeal as a welcoming public space. However, the point of historic and attractive buildings still exists but need to bring their potentials to light. The assessment of Uses and Activities scored 7/14, highlights a vital mixed used of local business and reuse of old building, while critical shortage of vibrant local events, markets, or cultural festivals, leading to underutilized spaces. Most concerning is the low score in Sociability and Solidarity is 4/12, indicating minimal inclusive gathering spots and an overall absence of social life that defines successful urban places. Also, the absence of community leadership in development programs.

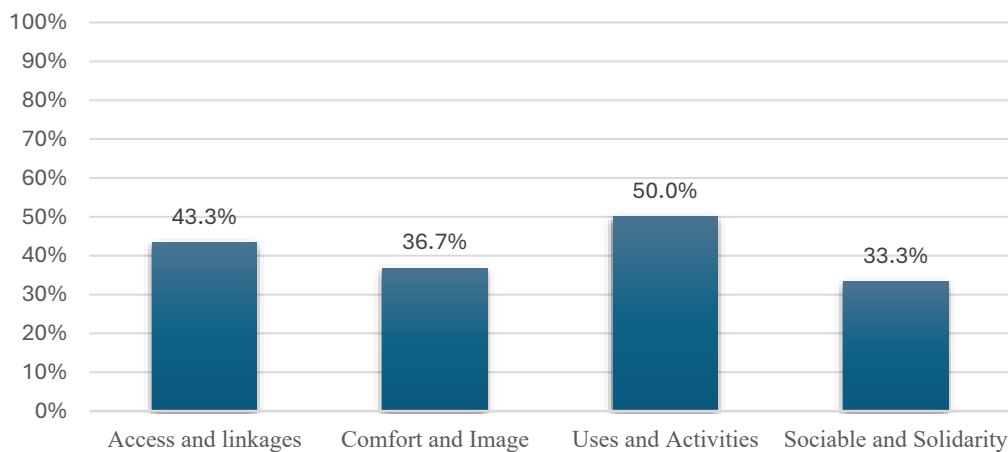


Fig. 16 chart illustrates the percentage of each placemaking attribute that achieved in the study area. Source: researchers

## Discussion

The previous findings reveal significant strength points that must be enhanced and other gaps in the street's current urban performance. This created a disconnect between the its rich heritage potential and underutilization as a dynamic public realm. To address these shortcomings, this study employs a standardized placemaking assessment matrix for objective evaluation, while minimizing researcher or user bias. Depending on these results, the research proposes a place vision to upgrade El-Seka El-Gedida Street into inclusive urban space that aligns with its historical significance while meeting community aspirations. The proposed placemaking interventions to enhance the place vitality are outlined as the following:

- **Access & Linkages:** Enhance physical connections for pedestrian safety improvements and introduce bike-sharing stations. Improve sidewalks suitable for handicapped. Achieve a car-lite area through shared mobility. Install interactive maps and QR codes to promote best access pathways.

- Comfort & Image: Adding shaded seating, greenery, and drinking water stations. Restore key heritage features (facades, murals). Install heritage-digital lighting for evening use. Using public art to enhance visual appeal.
- Uses & Activities: Improve local independent businesses to preserve their growth. Host cultural festivals and live performances. Converting underused areas into temporary zones for street vendors. Using interactive touchscreens for visitors to encourage people to interact with the street. Install Holographic storytelling.
- Sociability & Solidarity: Organize volunteer-led heritage tours or sessions. Start a group for local stewardship. Develop a community notice board for local events. Provide spaces for social inclusion. Creating social platforms to encourage public discussion.

## Conclusion

The research discusses placemaking as one of the strategic approaches for urban revitalization of heritage sites, demonstrating its potential to create spaces that are both historically significant and socially vibrant. placemaking in heritage sites is not merely an urban design strategy but a holistic practice that redefines how societies interact with their past. However, such revitalization efforts require careful implementation and management to avoid displacement of local communities. This underscores the need for fixable frameworks that balance preservation with progressive development. Additionally, the researcher proposes an applied case study to empirically validate the efficacy of the developed placemaking framework for heritage sites. Finally, the research provides some recommends as following:

- More efforts from stakeholders should reconceptualize placemaking approach for implementation across diverse typologies of historic sites.
- Future research should investigate the long-term socio-economic impacts of placemaking in heritage environments.
- Interdisciplinary collaborations between urban planners, and community stakeholders can refine methodologies for assessing the success of placemaking initiatives.
- Implementation strategies must incorporate digital placemaking tools, ensuring these technological applications complement rather than diminish the historical significance.

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