

Placemaking for Alexandria's Waterfront

Rethinking Public Space post COVID-19
Workshop February 2021

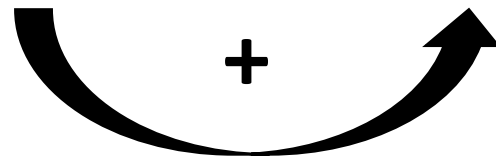
Place-making triggers

Team 1_Zones 1 and 2

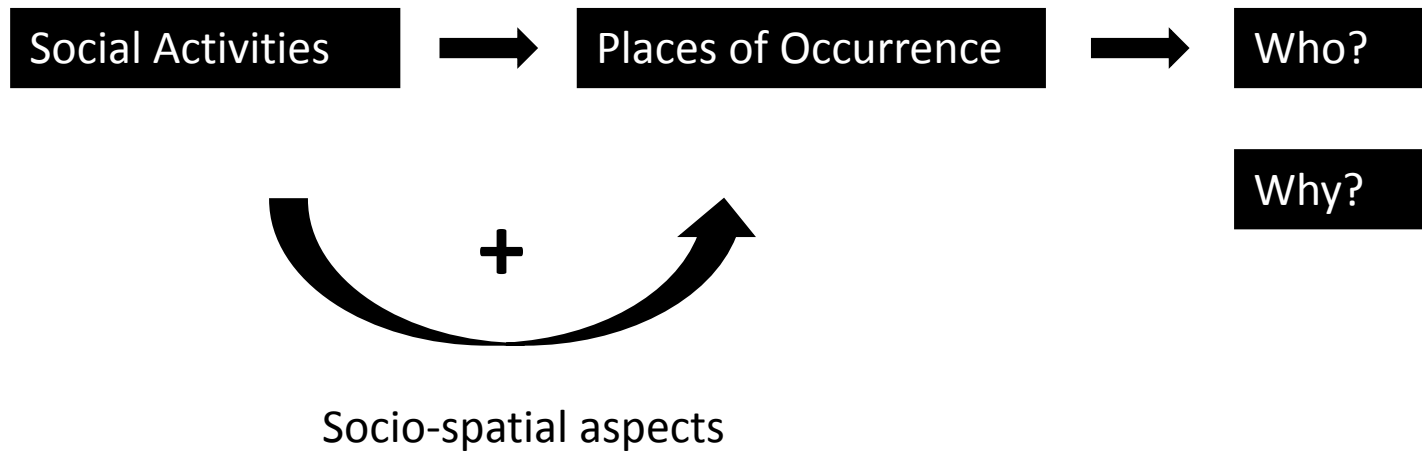
Social Activities

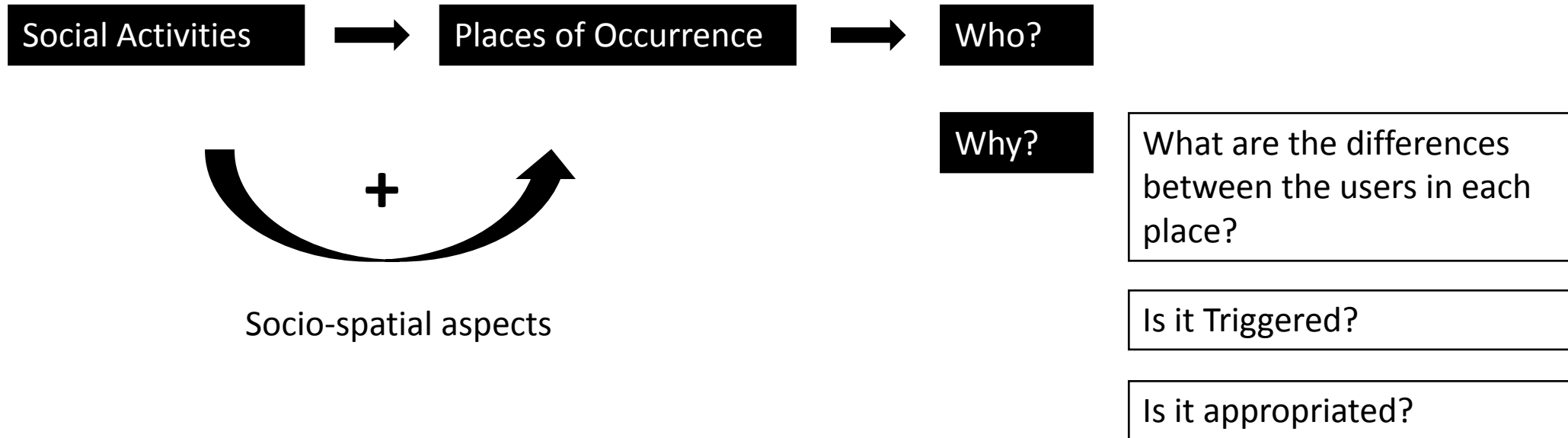


Places of Occurrence



Socio-spatial aspects





Social Activities



Sports

Fishing

Sitting

Eating and Drinking

Photography

Swimming

Street Vendors

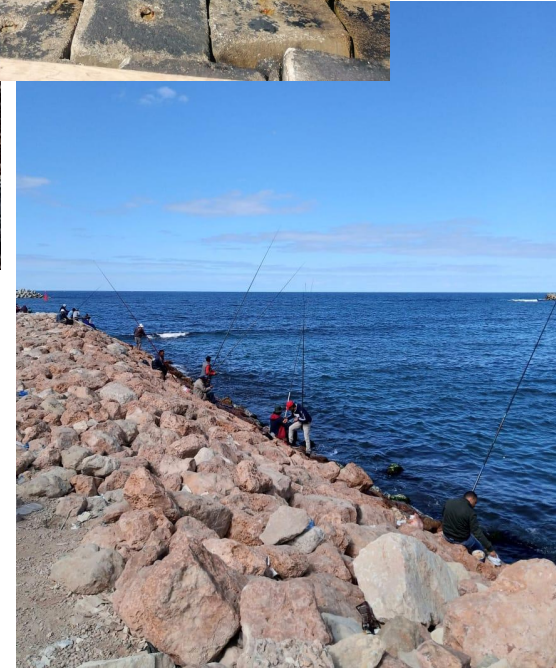
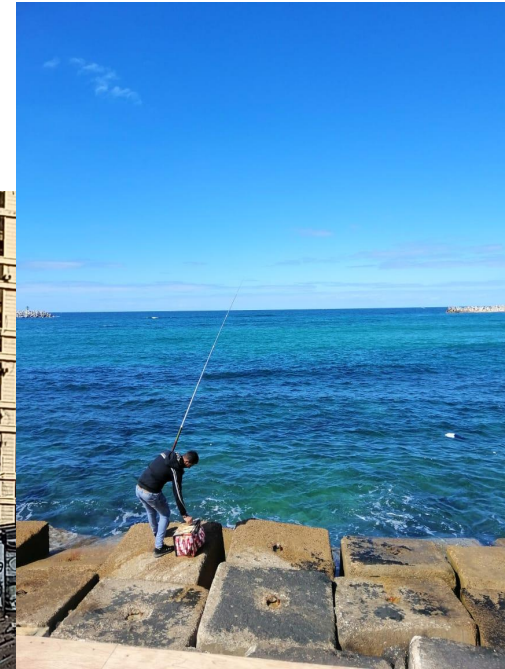
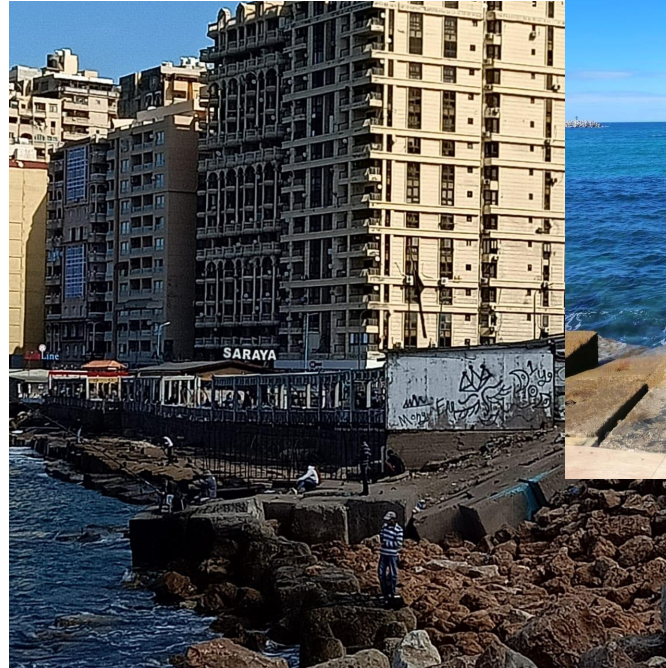
Sports



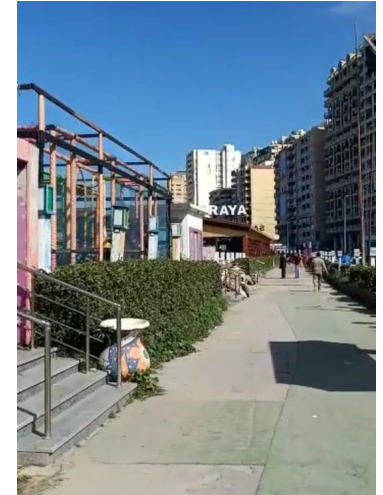
Sports

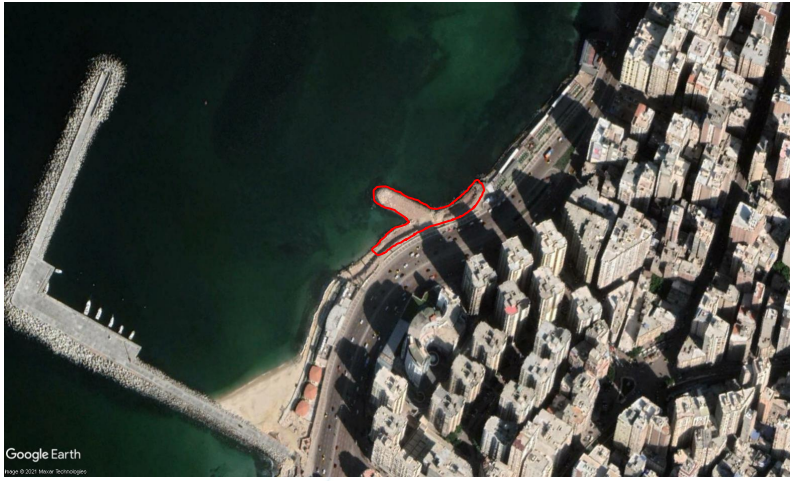


Fishing



Sitting







Original photo extracted from
<https://phys.org/>

Team 1

Hana Mo'nes

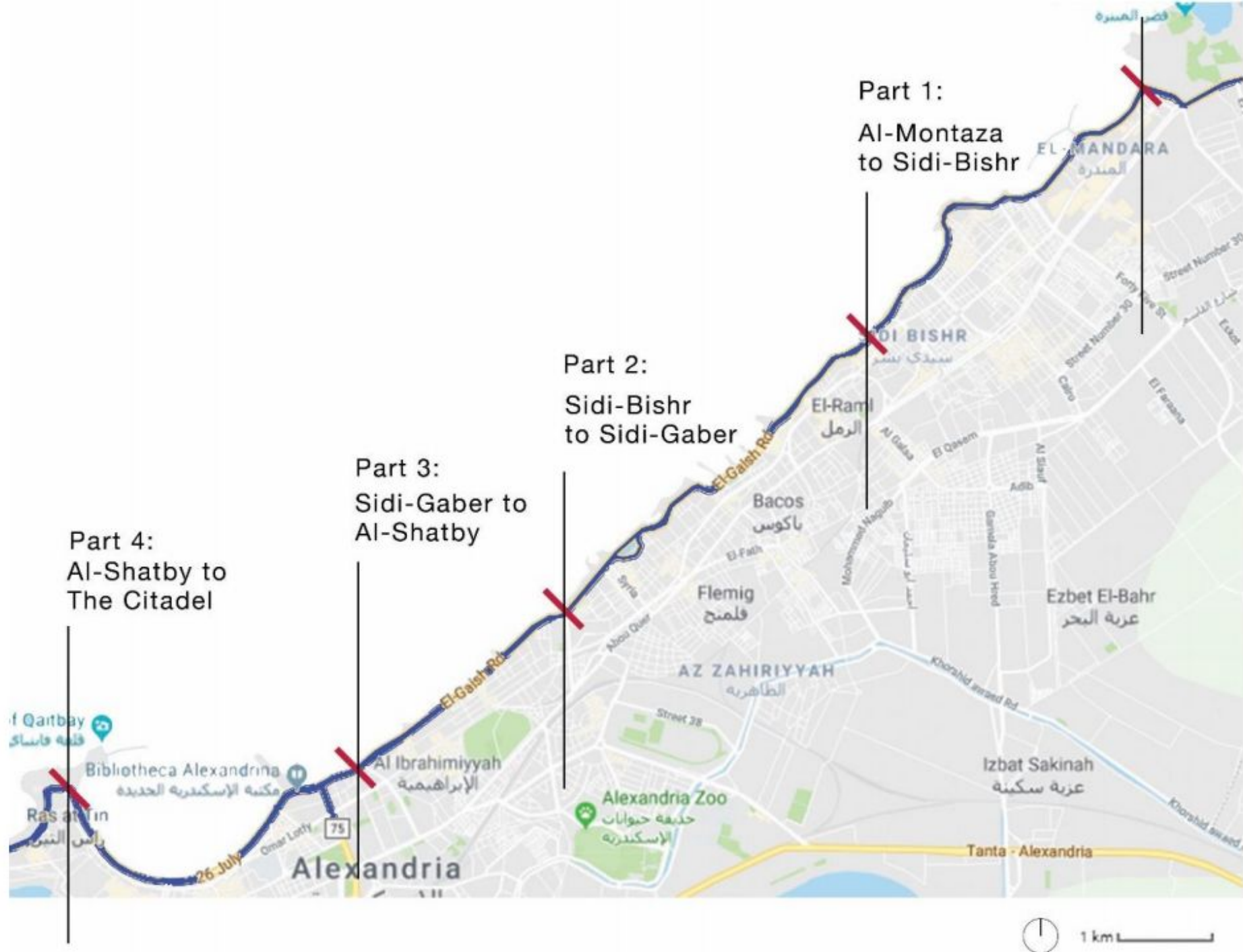
Reem Adel

Mohamed Moheb

Mennatallah Hamdy

Merham Keleg

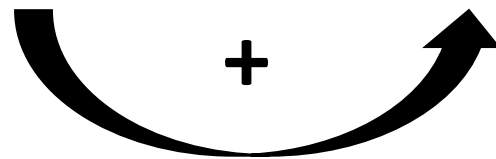
LET ME TOUCH THE SEA



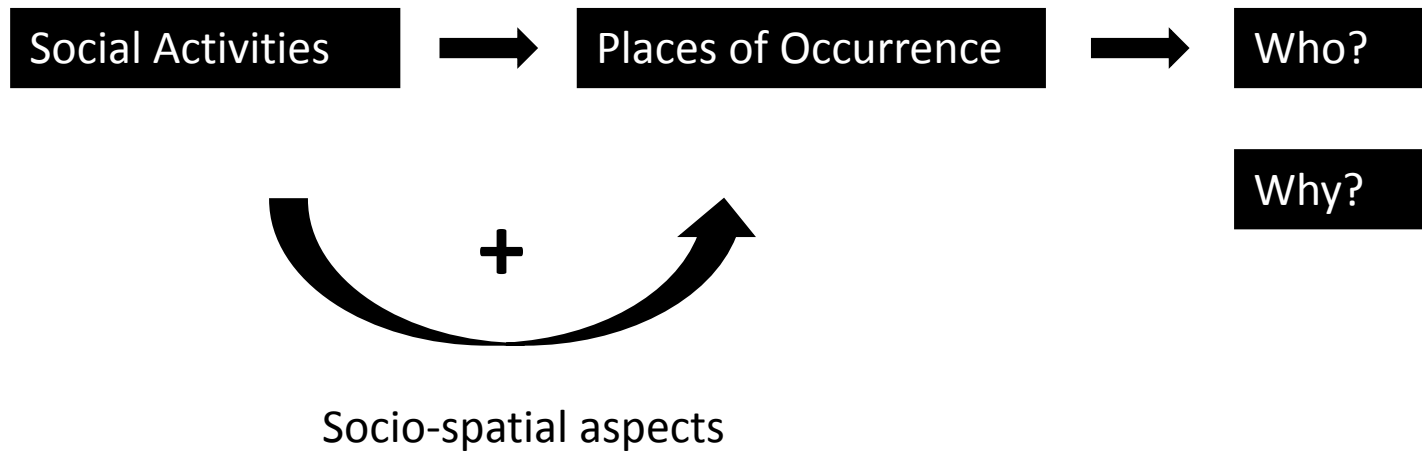
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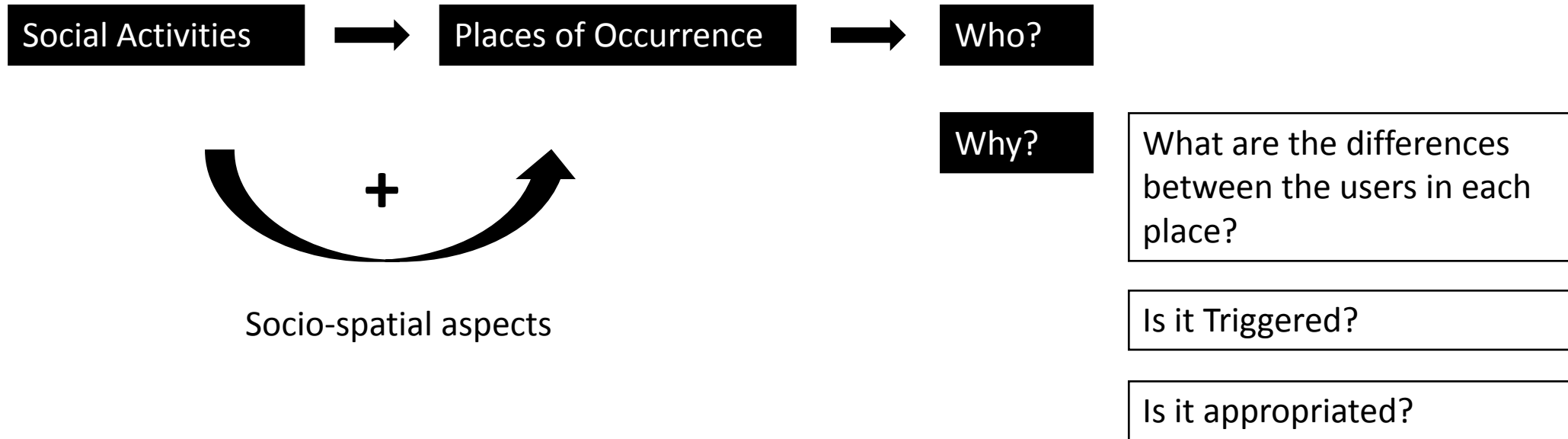


Places of Occurrence



Socio-spatial aspects





Social Activities



Sports
Fishing
Sitting
Eating and Drinking
Photography
Swimming
Street Vendors

ZONE 1 & 2 MAPPING

Alex.'s Soul Revivers

Patient Watchers

BUT

Lack of Water Access

Lack of Safe Parking



Age Inclusive

Public Space Claimers

Gender Inclusivity Advocates

BUT

Face Safety Hazards

Non-continuous Routes

Harrasement

Physical Health Promotors

Public Space Claimers

BUT

Place appropriation

Equipment-intensive

Gender Exclusive



WE ARE ACTIVE



Fund & Awarness Raisers

Public Space Claimers

Gender Inclusivity Advocates

BUT

Face Safety Hazards

Non-continuous Routes

Physical Health Promotors

Public Space Claimers

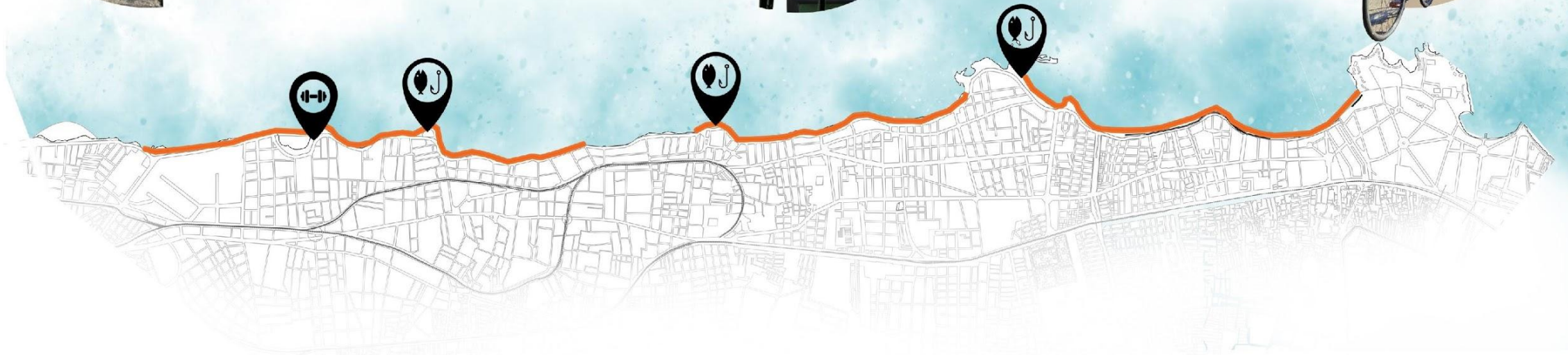
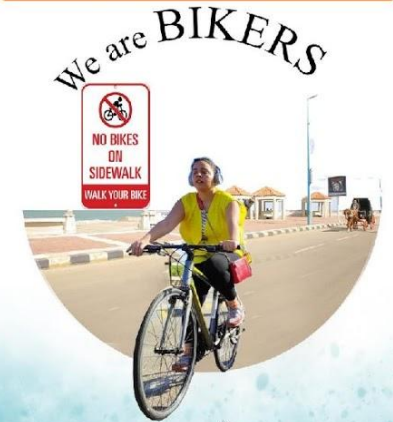
Gender Inclusivity Advocates

BUT

Face Safety Hazards

Non-continuous Routes

Lack of Services



WE ARE BREATHERS

Exclusive Safety Givers

National Income

BUT

Block Visual Access to Sea

Exclusive



Seasonal Triggers

Diversifiers

BUT

Cleanliness



Memory Makers

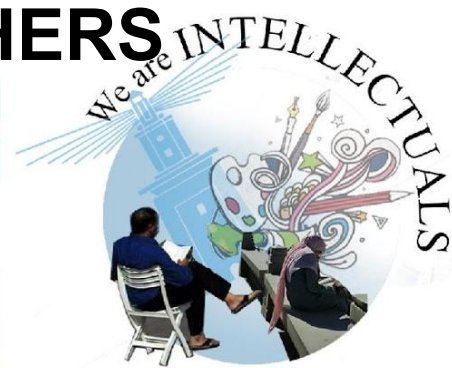
Landmark Explorers

BUT

Few Vantage Points

Obstruct Pedestrian Pathways

Prone to Incurceration



Readers and Artists

Public Space Claimers

Conversation Starters

BUT

Lack of Water Access

Safety Hazard

Families

Public Space Claimers

Gender Inclusivity Advocates

BUT

Lack of Water Access

Safety Hazards

Lack of Accessible Seating



Social Activities



Fishing

Sitting

Biking

Sports

Eating and Drinking

Photography

Swimming

Street Vendors

FOCUSED COMMUNITY MAPPING

Alex.'s Soul Revivers

Patient Watchers

Exclusive Safety Givers

National Income

Families

Public Space Claimers

Gender Inclusivity Advocates

Readers and Artists

Public Space Claimers

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Safety Hazards

Lack of Accessible Seating

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Lack of Water Access

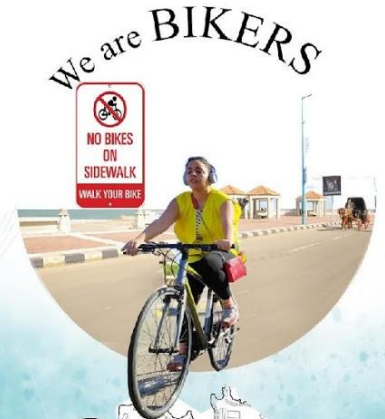
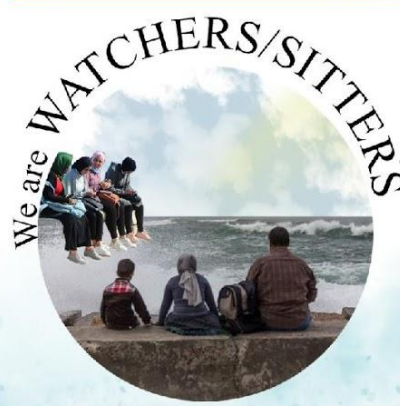
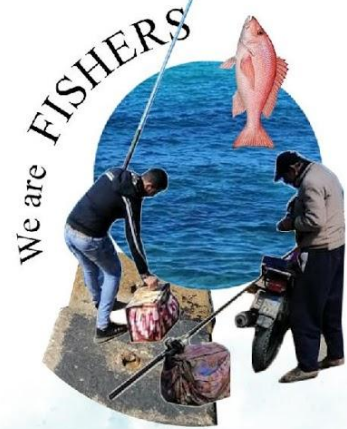
Safety Hazard

BUT

Face Safety Hazards

Non-continuous Routes

Lack of Services



Alex.'s Soul Revivers

Patient Watchers

Exclusive Safety Givers

National Income

Families

Public Space Claimers

Gender Inclusivity Advocates

Readers and Artists

Public Space Claimers

Conversation Starters

Physical Health Promotors

Public Space Claimers

Gender Inclusivity Advocates

Morning

popular among elderly

popular among men

All day/Increases on holidays

youth (16-35)

Gender inclusive/Safer for girls

All day/Increases on holidays

All age groups

Gender inclusive

Morning

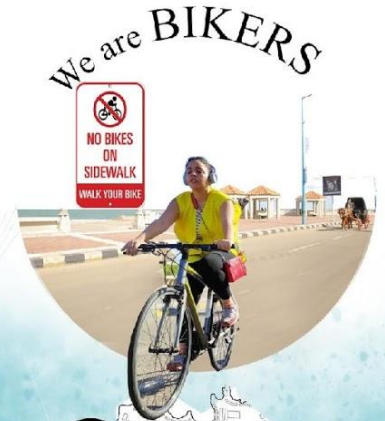
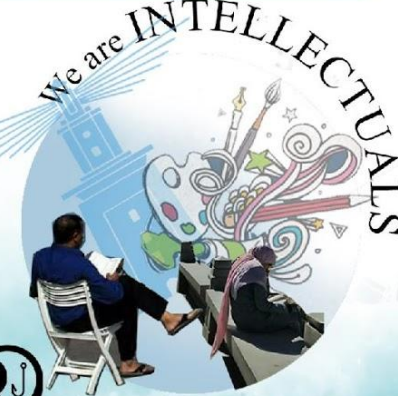
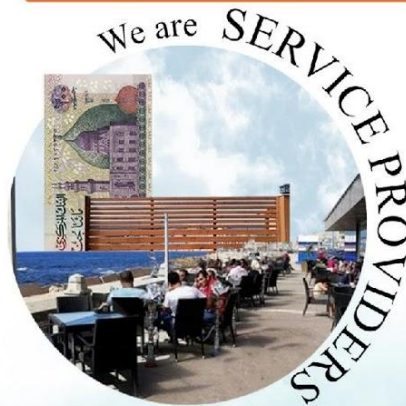
All age groups

Gender inclusive

Weekends Morning activity

youth (16-35)

Gender inclusive



VISION

A **gradual** reclamation and **empowerment** of social **places** along Alexandria's waterfront; one where the **community** not only **sees** the sea but also **touches** it for themselves.

By **slowly empowering** more **visual** and, perhaps **physical**, **access** to the water through **participatory** efforts, and enabling **already existing** uses of the **place**, the community of place-making activities would **normalize their existence** and **achieve a sense of ownership** to the waterfront.



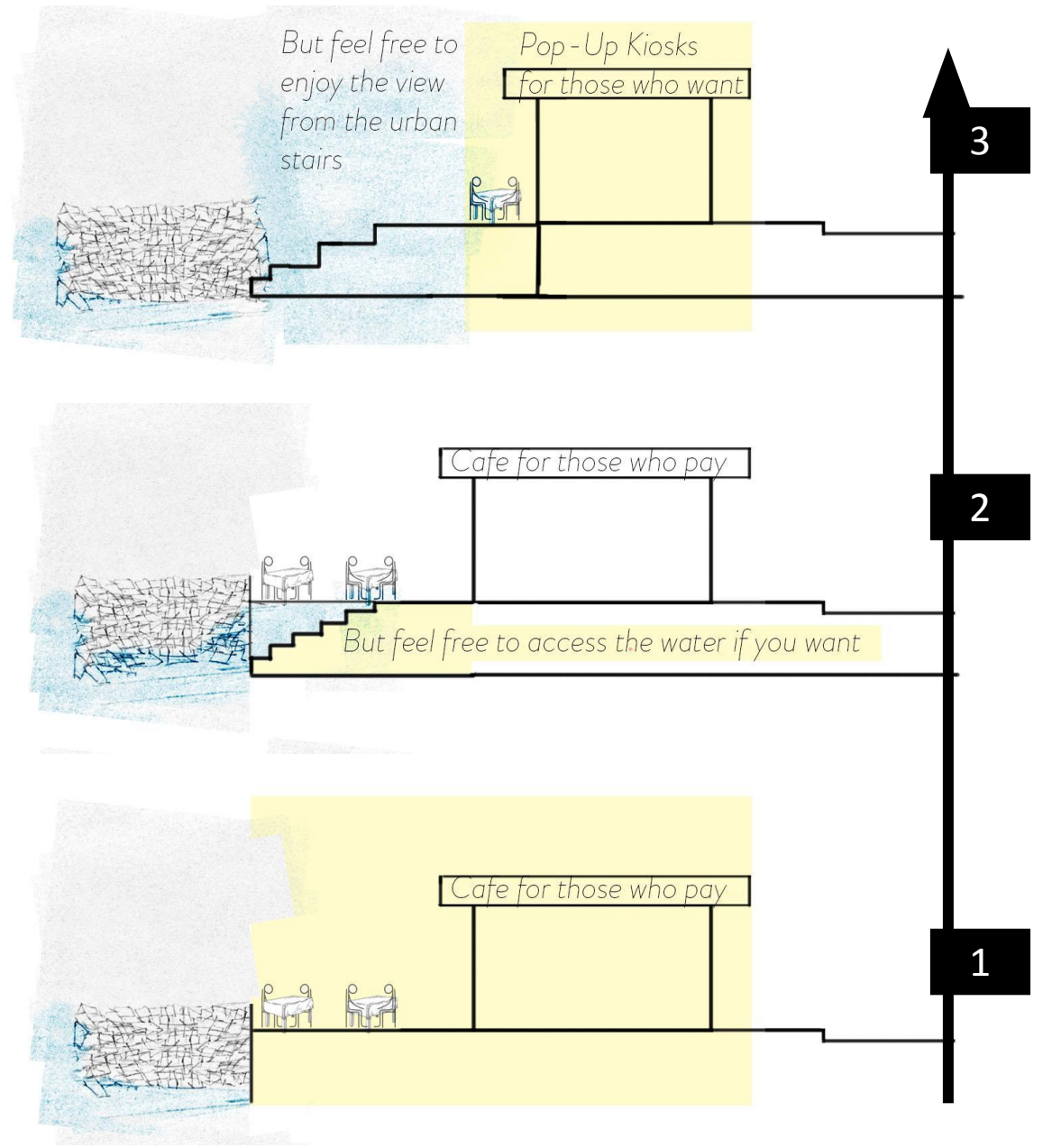
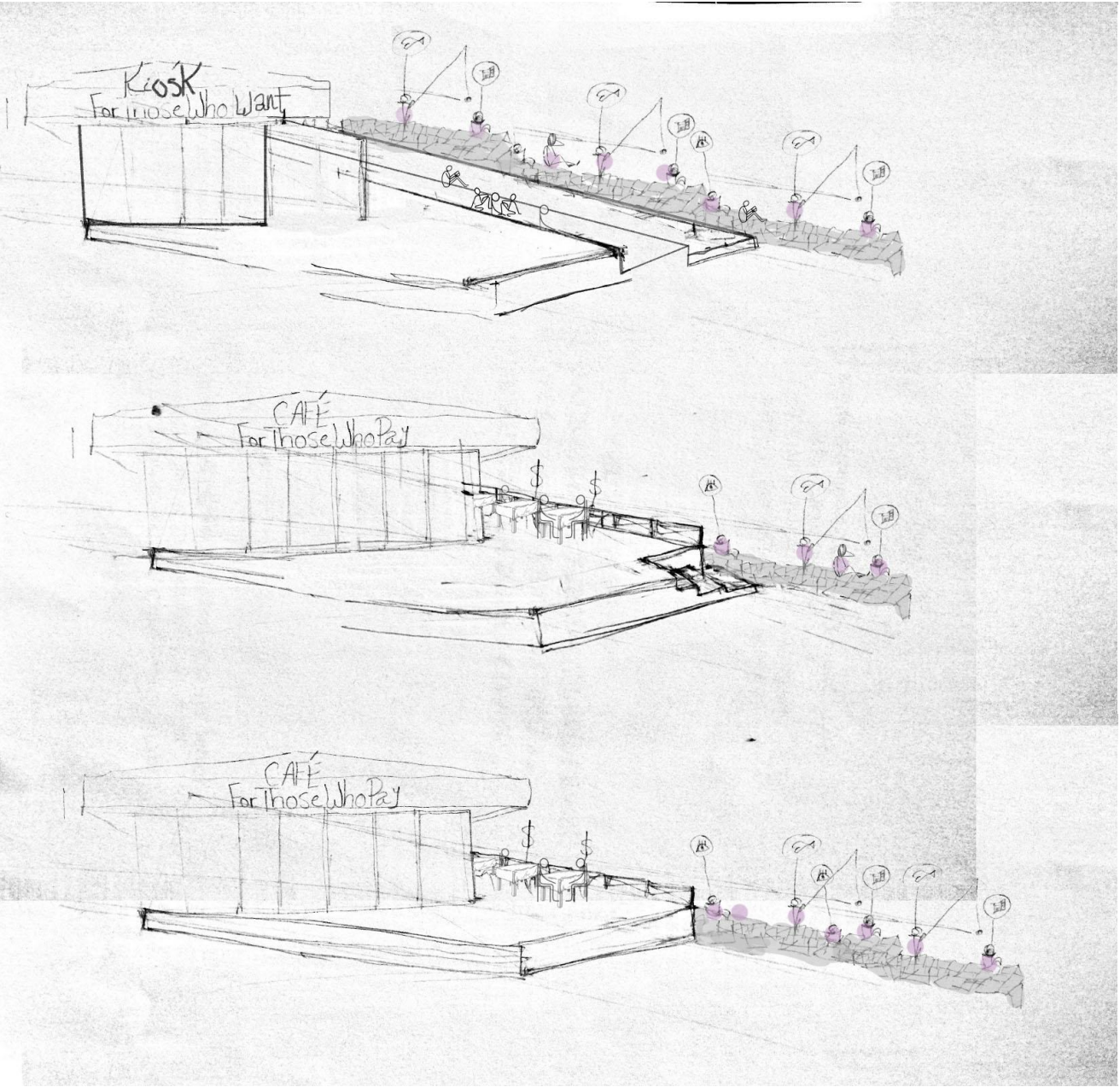


CASE STUDY

ISTANBUL- TURKEY

In Istanbul you can enjoy the open spaces and the view without thinking about walking for long distances as they provide electric scooters everywhere, you can find those scooters attached to a tree or a lighting poles and easily by scanning a QR Code through MARTI application you can unleash it and use it; what makes that ride a great ride not only enjoying the best views ever but also that those scooters are electric which means that they have a zero emissions.





COMMUNITY

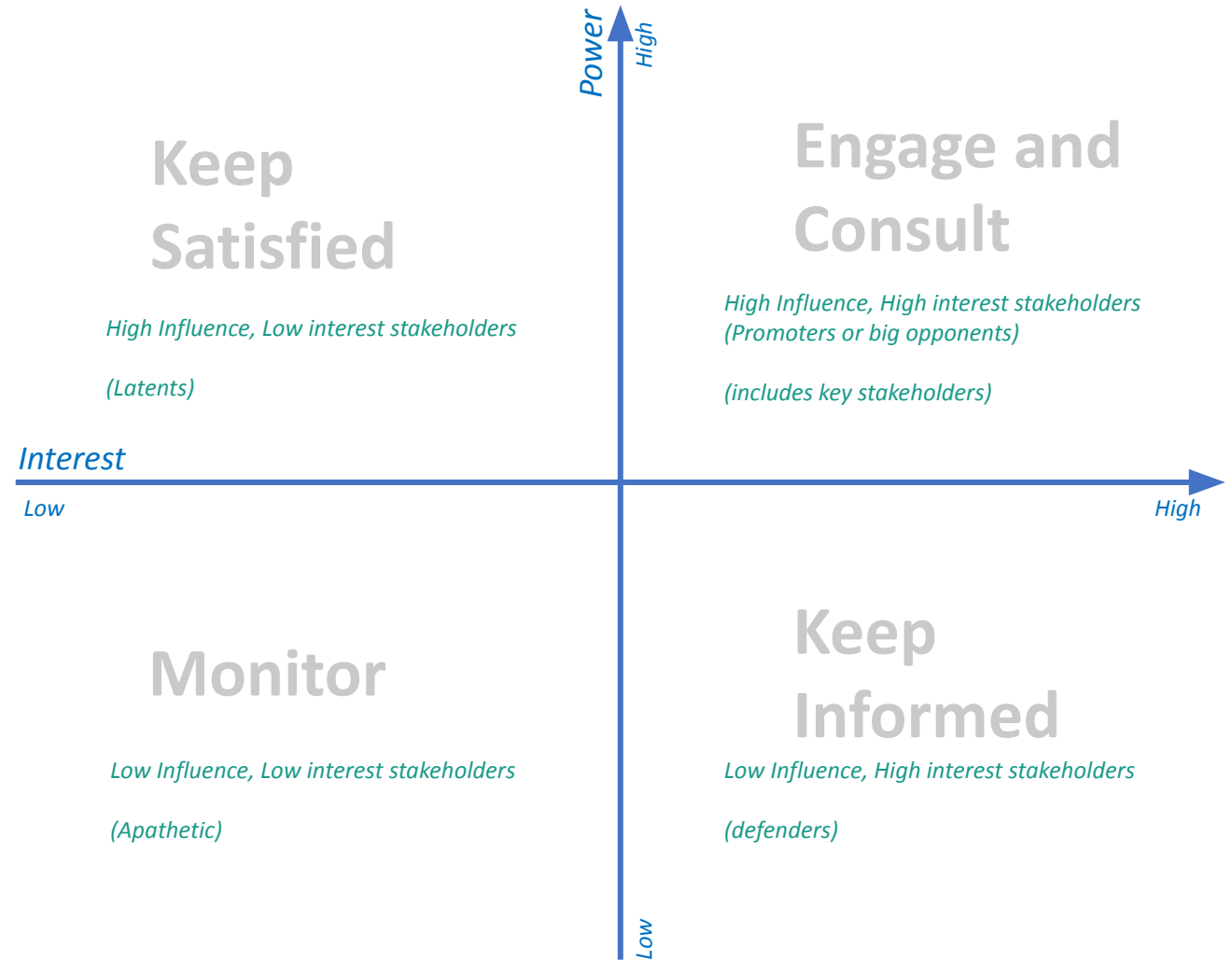
Category		Specific
Community	Athletes	Bikers community (ex. Cycle Egypt) Runners Walkers Fishers Skate-boarders
	Breathers	Readers (Intellectuals) Watchers Photo-takers Tourists
	Service Providers	Street Vendors
		Café-owners
Decision Makers	Government	Municipality of Alexandria (ex. Tourism Promotion Institute) Ministry of Youth (+possible donations)
Empowerers	Researchers and Activists	Acumen HCSR Tabdeel
Last Mile-Stakeholders	Possible Funders and Promoter	3agal Masr Rotary/ Rotaract Bike Supplies shops (ex Edward bikes) Fishing Supplies shops Culture Hubs (ex Torraha, Godran, El-Madena, street for art)

COMMUNITY STAKEHOLDERS

Category		Specific	Their Interest	Identity to Us	Engagement Strategy
Community	Athletes	Bikers community (ex. Cycle Egypt) Runners Walkers Fishers Skate-boarders	Social Physical health Psychological health Recreation Safety Ownership	Space Activators Public-Space Claimers	Involved
	Breathers	Readers (Intellectuals) Watchers Photo-takers Tourists			
	Service Providers	Street Vendors	Work/ Income	Safety Place Defenders Place Adapters	Involved
		Café-owners	Work/ Income	Exclusive Services Possible Objectors	Invested
Decision Makers	Government	Municipality of Alexandria (ex. Tourism Promotion Institute) Ministry of Youth (+possible donations)	City Image/ Identity Civic development Capital	Decision Makers Policy Makers	Involved
Empowerers	Researchers and Activists	Acumen HCSR Tabdeel	Empower Social connections Community building	Empowerers Co-Creators Leaders Consultants	Integrated
Last Mile-Stakeholders	Possible Funders and Promoters	3agal Masr Rotary/ Rotaract Bike Supplies shops (ex Edward bikes) Fishing Supplies shops Culture Hubs (ex Torraha, Godran, El-Madena, street for art)	Physical Health Income Media Platforms Social Engagement	Promoters Funders Service Providers	Invested

COMMUNITY STAKEHOLDERS

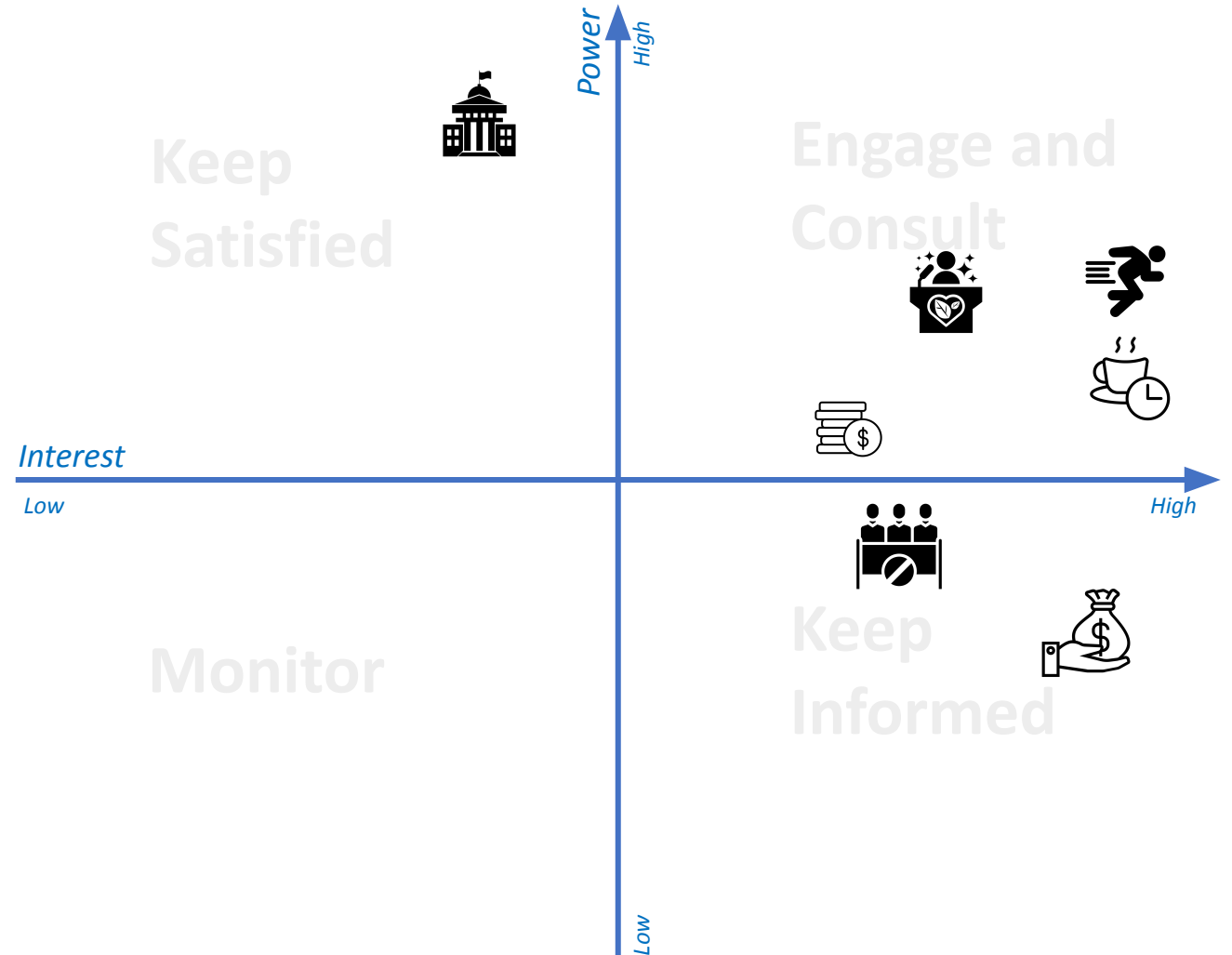
POWER-INTEREST SCHEME



COMMUNITY STAKEHOLDERS

POWER-INTEREST SCHEME

	Athletes
	Breathers
	Street Vendors
	Café-Owners
	Government
	Researchers and Activists
	Possible Funders and Promoter



Action Plan



**Early steps:

- 1- Define **the site**.
- 2- Define observed **activities**.
- 3- Define observed **challenges**.



**Stakeholder management:

4- Identify community stakeholders

- Establish contact with stakeholders
- Identify their concerns (involvement or integration)



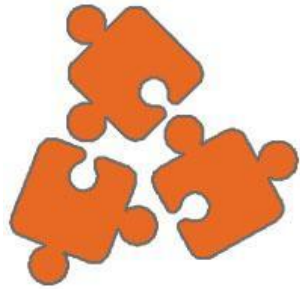
5- Setup the engagement strategy

- Prioritize stakeholders
- Categorize the engagement strategy (investment, involved or integrated)



6- Develop of engagement plan

- Flyers and ads for investment stakeholders.
- Surveys and public meetings for involvement stakeholders.
- Joint working groups and brainstorming sessions for integrated stakeholders.



**Building vision with community:

- 7- Conduct a place evaluation participatory workshop.
- 8- Translate the various desires into a common vision.
- 9- Translate the vision into implementable actions.



**Implementation and feedback loop:

- 10- Create a conclusive report and presentation for dissemination and promotion (clarity)
- 11- Set up implementation phases.
- 12- Implement short-term actions.
- 13- Develop long-term design and management and expansion plan.
- 14- Evaluate results, learn and replicate.

Action Plan-Phasing

2 weeks (must include normal weekends)



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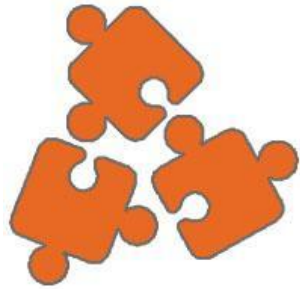
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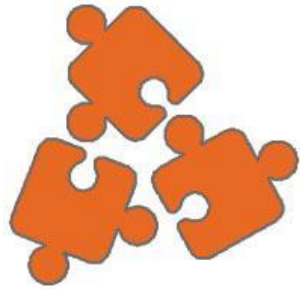
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Gets Revisited

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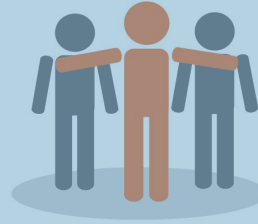
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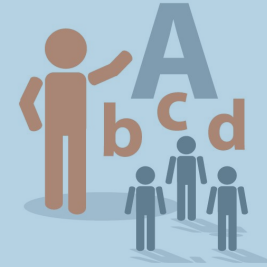
1.5-2 Months



****Stakeholder management:**

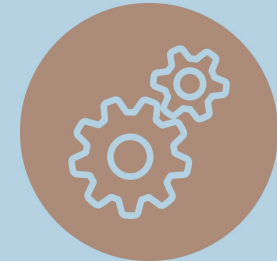
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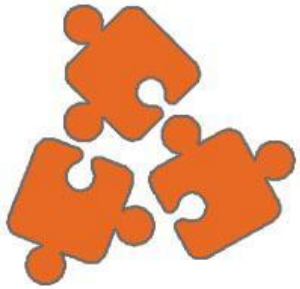
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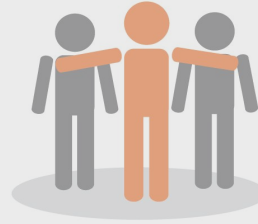
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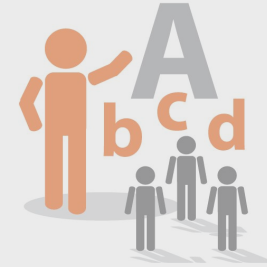
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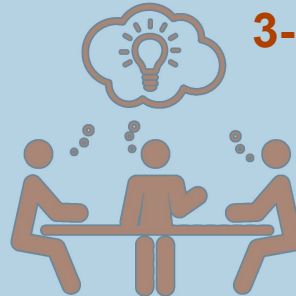
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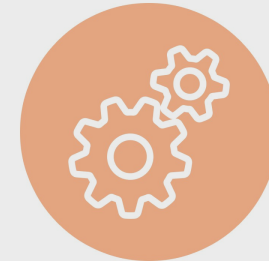
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3-5 Months



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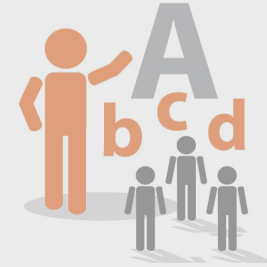
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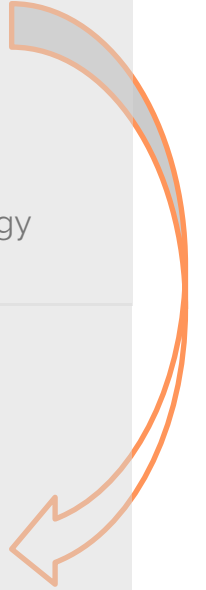
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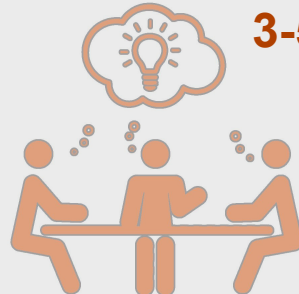


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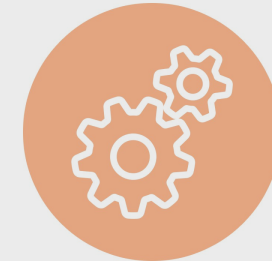


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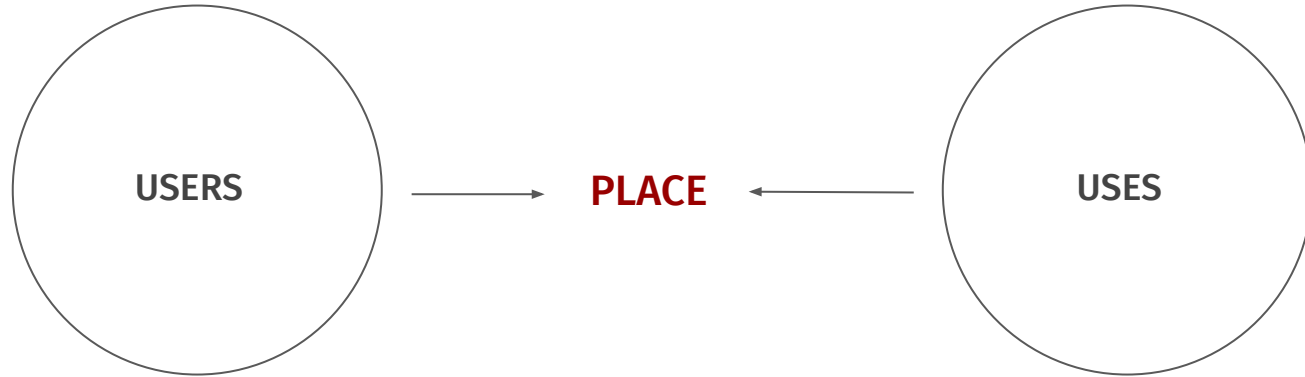
Thank You

Group 4
Shatbi - Citadel



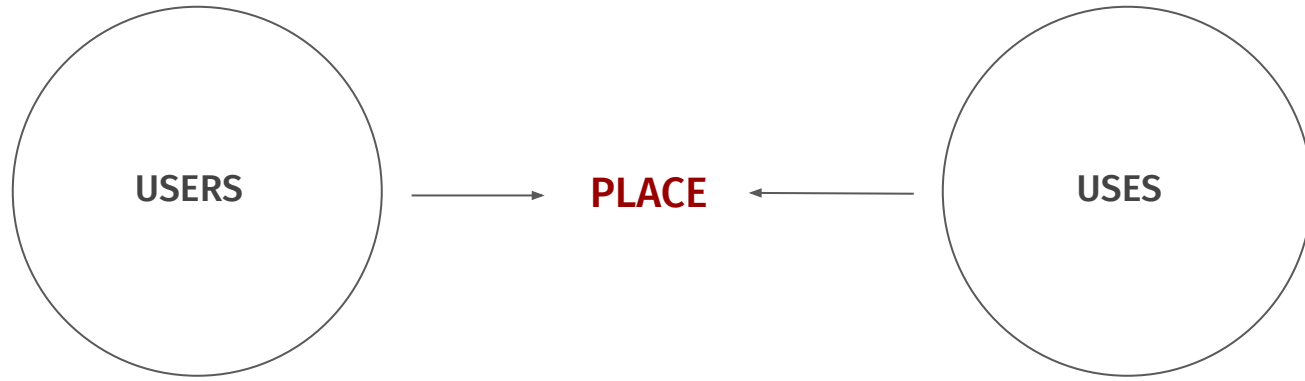
Presentation Structure

1. Group Methodology
2. Why?
3. Defining the place
4. Group Decision
5. Quality of Public Space (from our pov)
6. Site evaluation, components of a nice place - our pov
7. Place making Process
8. Community Analysis (Micro)
9. Challenges
10. Stakeholders Mapping
11. Objectives



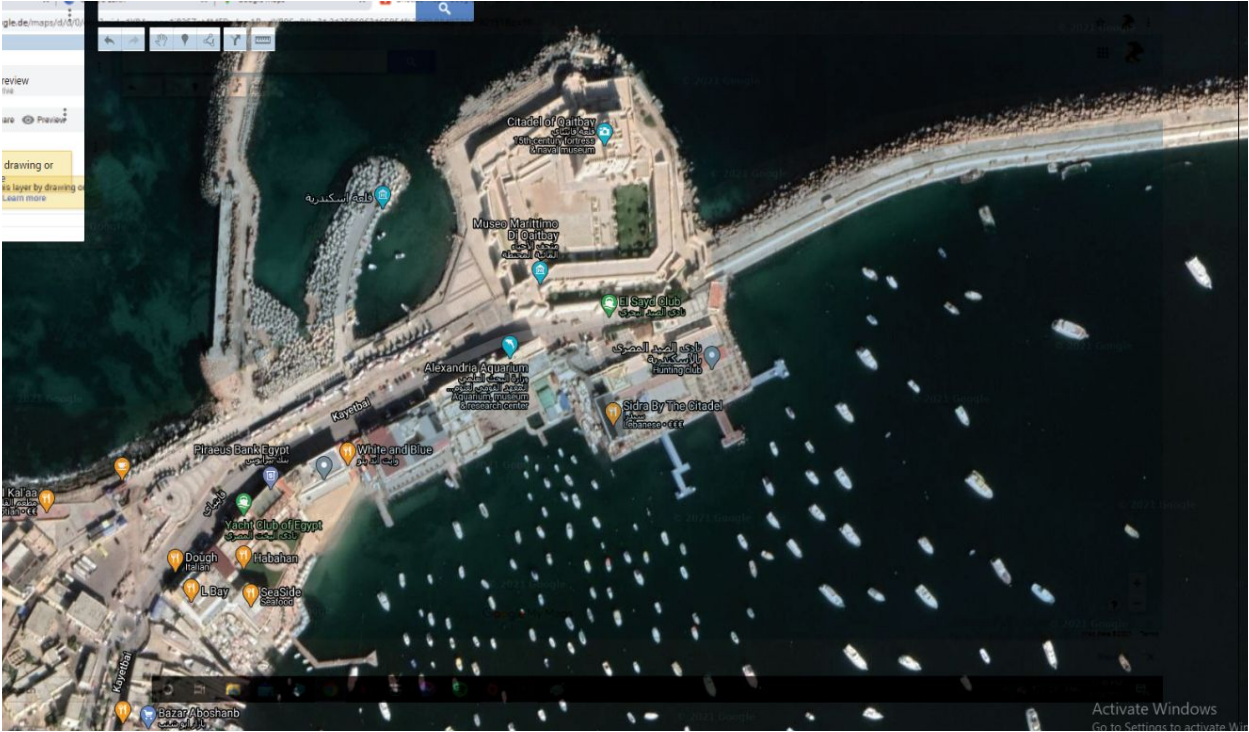
Mapping community **based on the uses & users**

Where? Who? Why? and When?



By Classify the users & uses into main groups & reach deep understanding of What are their motivations, and obstacles

Site Selection



Why?

Different
languages

Chances

Complex understanding of the
process of Placemaking

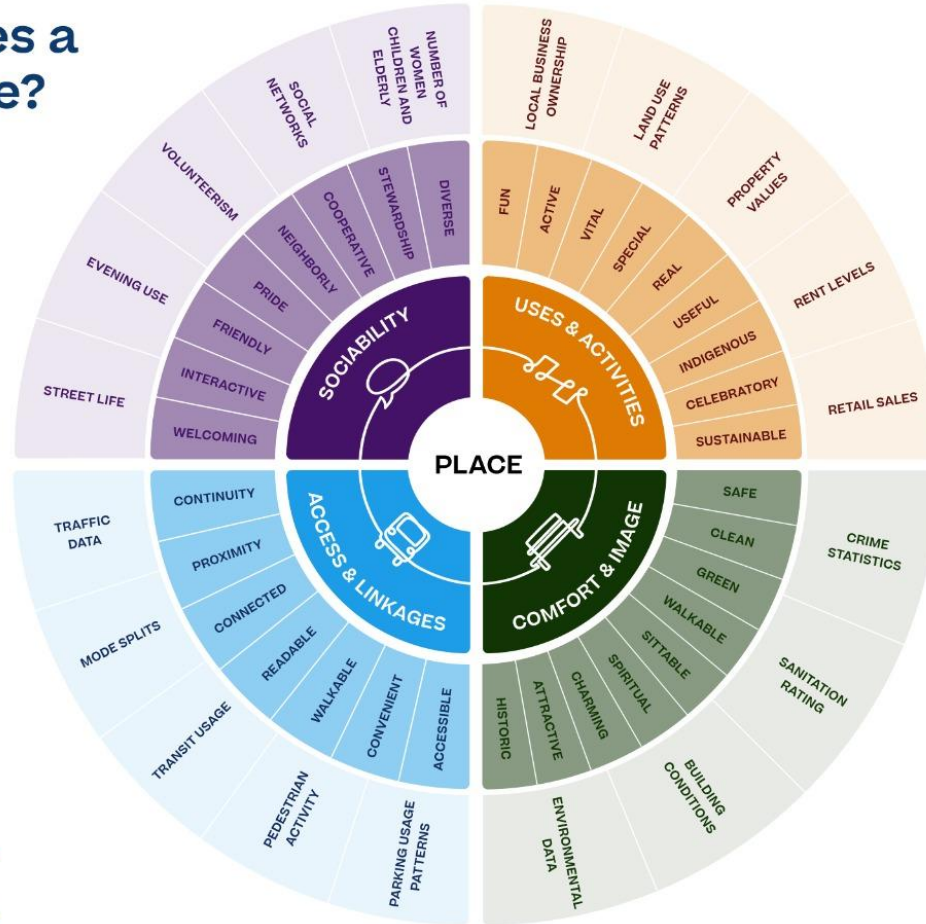
Interactions

Monitor

At risk

Interventions

What Makes a Great Place?



Project
for Public
Spaces

Qaitbay promenade

A **public space** refers to an area or place that is open and accessible to all peoples, regardless of gender, race, ethnicity, age or socio-economic level. These are **public** gathering **spaces** such as plazas, squares and parks. Connecting **spaces**, such as sidewalks and streets, are also **public spaces**. (unesco, 2017)

Qaitbay promenade



Qaitbay promenade



Qaitbay promenade



Qaitbay promenade



Constructions?

A series of water barriers to protect the shoreline

A walkway with water around the castle as a breakwater, measuring 550 meters in length and extending until it meets the main rock that holds the castle, so that the final shape is close to a swimming pool, in order to avoid the castle being exposed to crashing waves, and to protect it from erosion that threatens its construction. (almaalnews, 2019)

https://www.youtube.com/watch?v=Q2jcf7oArOU&feature=emb_title

Defining the place

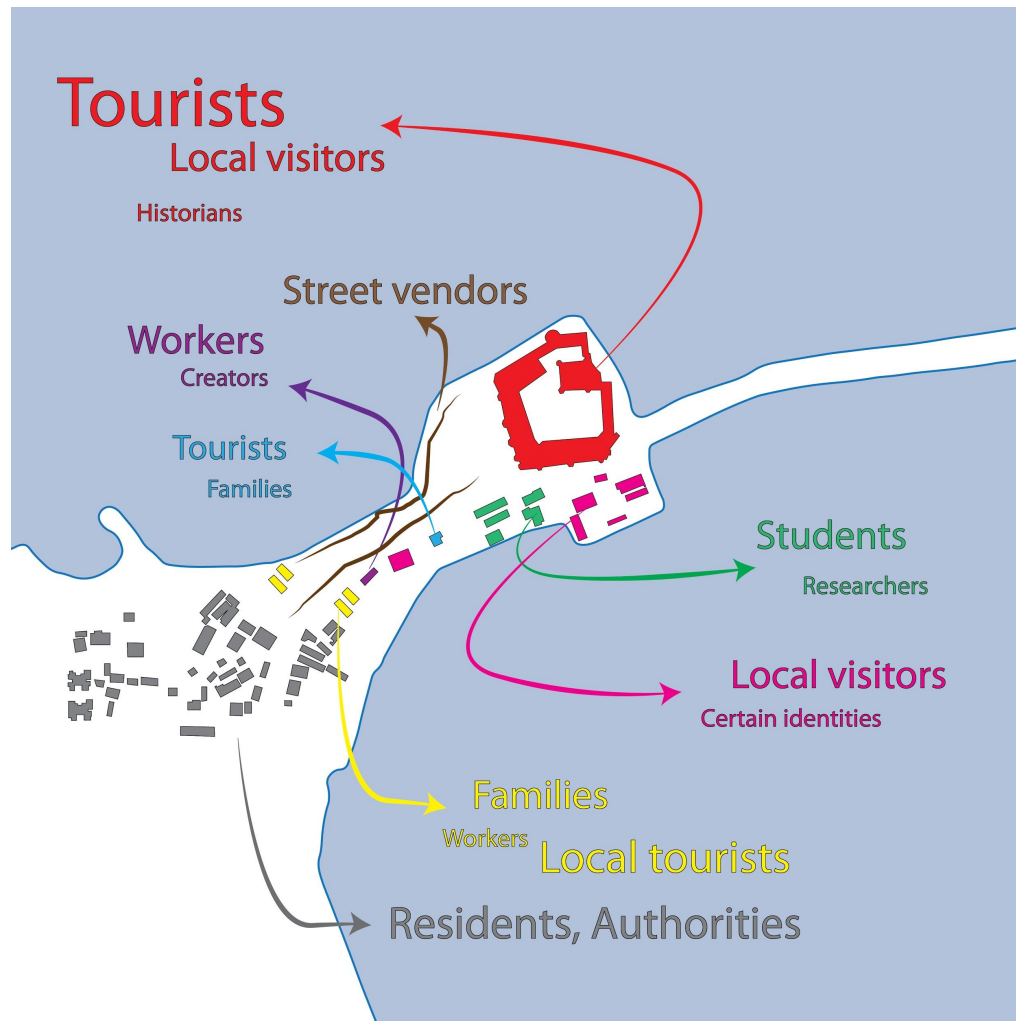


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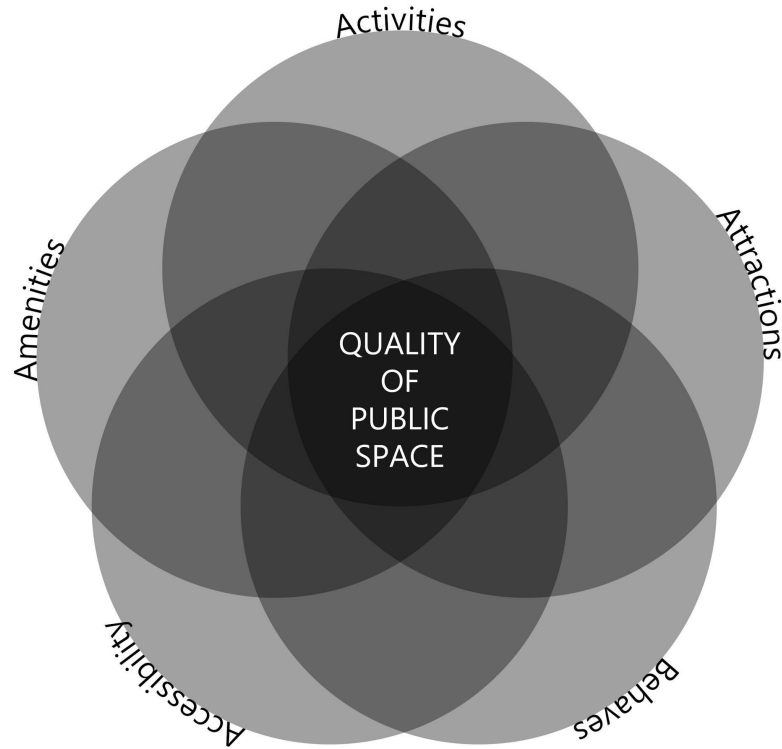


Defining the place

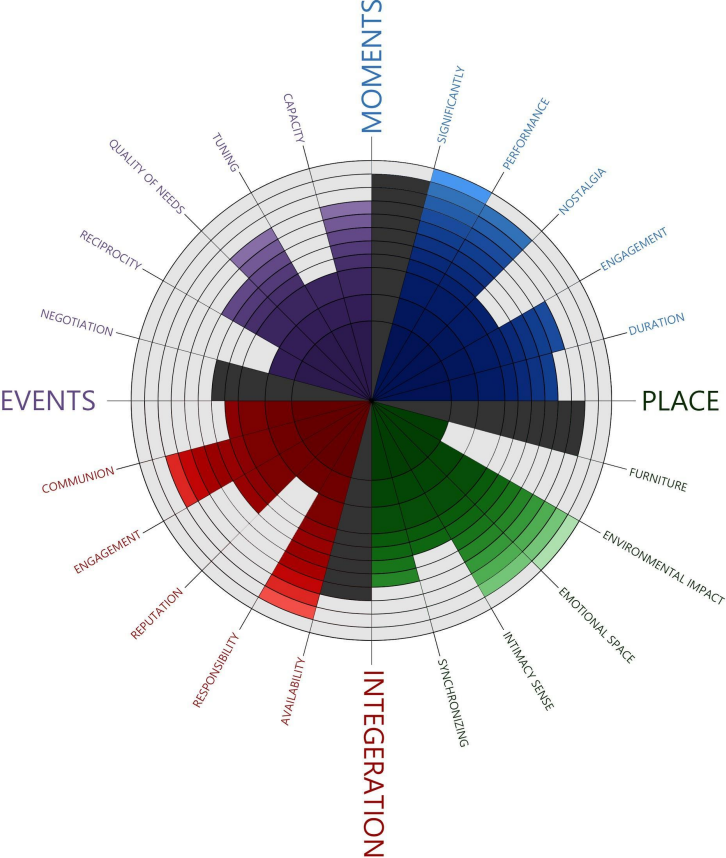




Quality of Public Space (from our pov)



Site evaluation, components of a nice place - our pov



Participatory framework for Placemaking

Placemaking vision

Community Centric

Observation

Hearing Voices !

Phase 1
**Define the site &
Stakeholders**

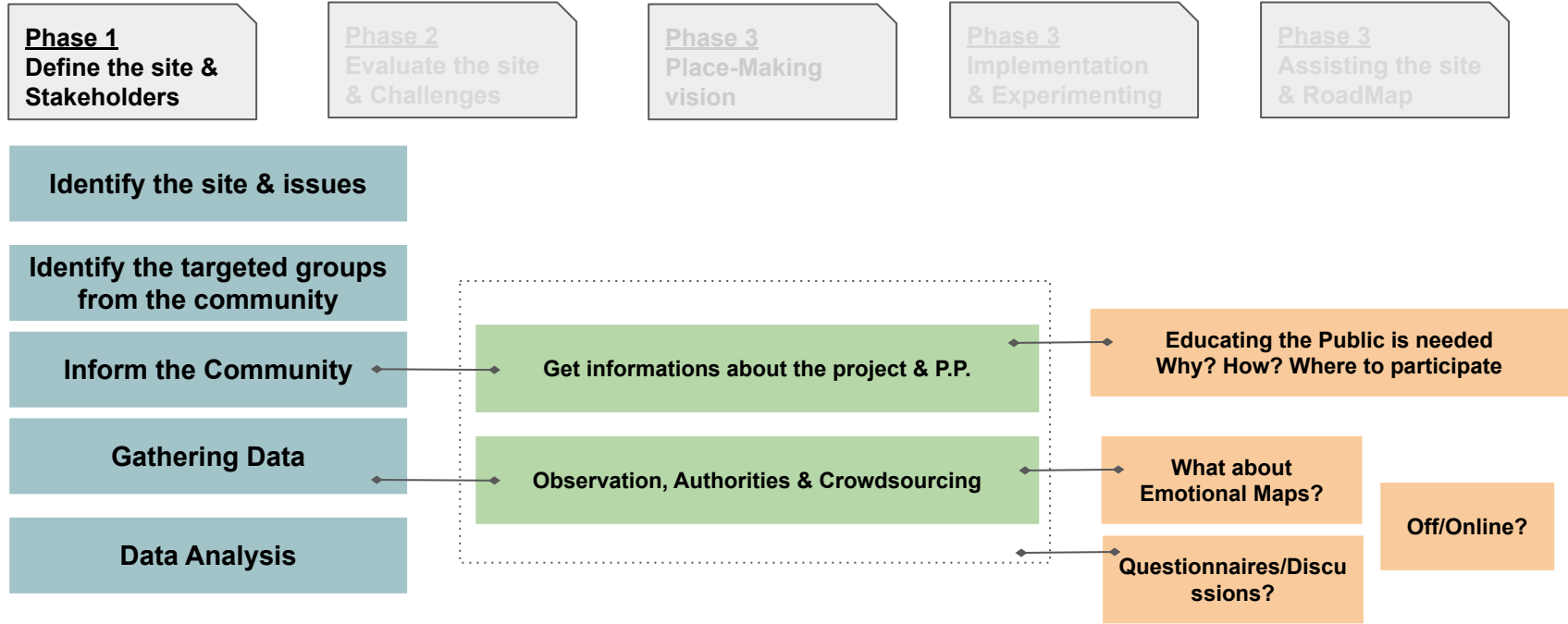
Phase 2
**Evaluate the site
& Challenges**

Phase 3
**Place-Making
vision**

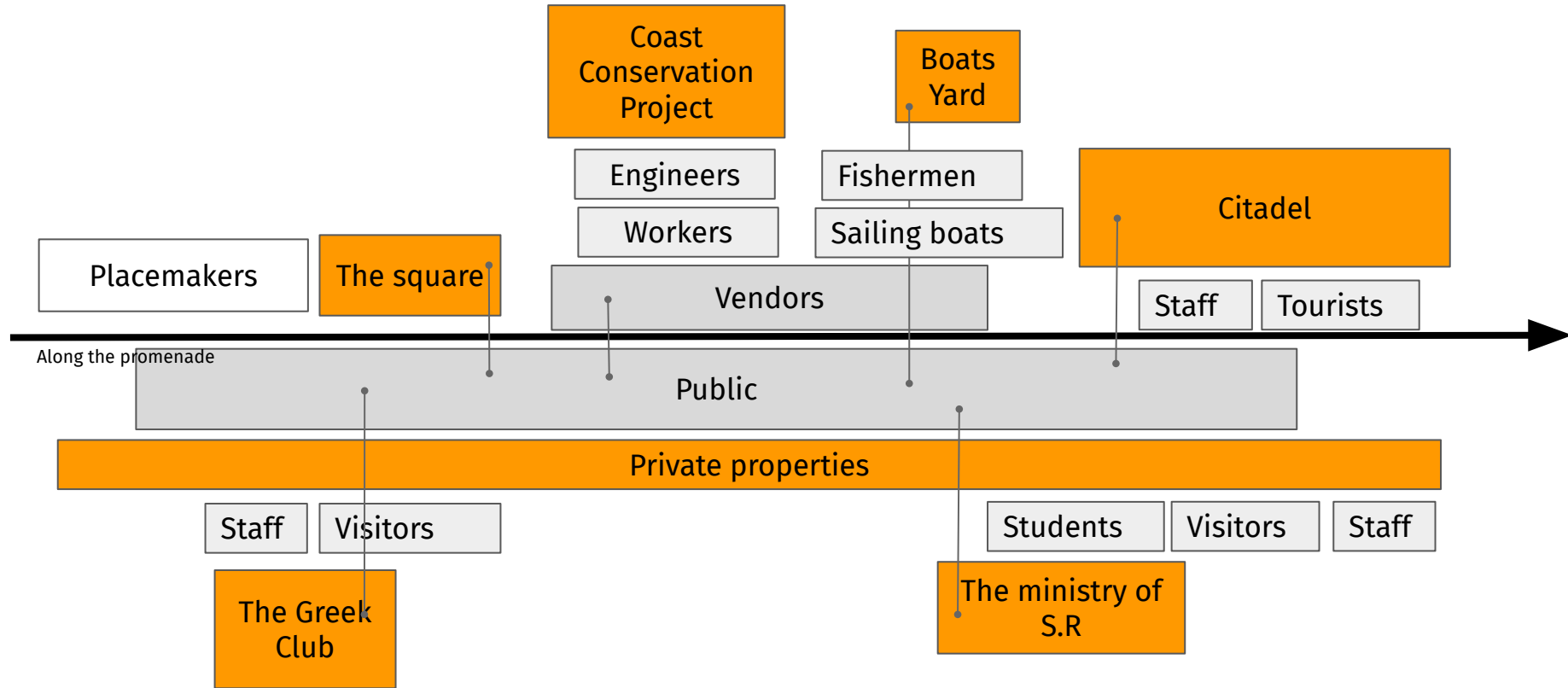
Phase 3
**Implementation
& Experimenting**

Phase 3
**Long term
Interventions &
RoadMap**

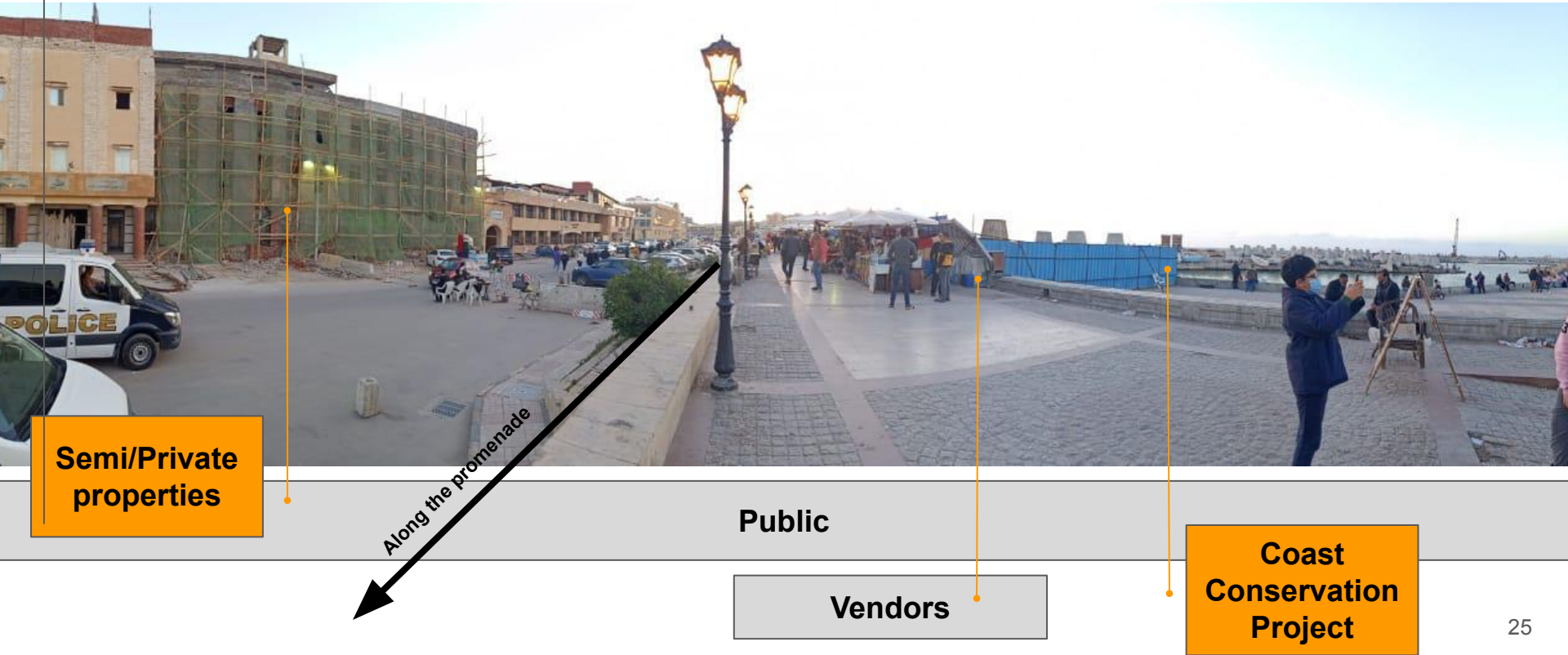
Participatory framework for Placemaking



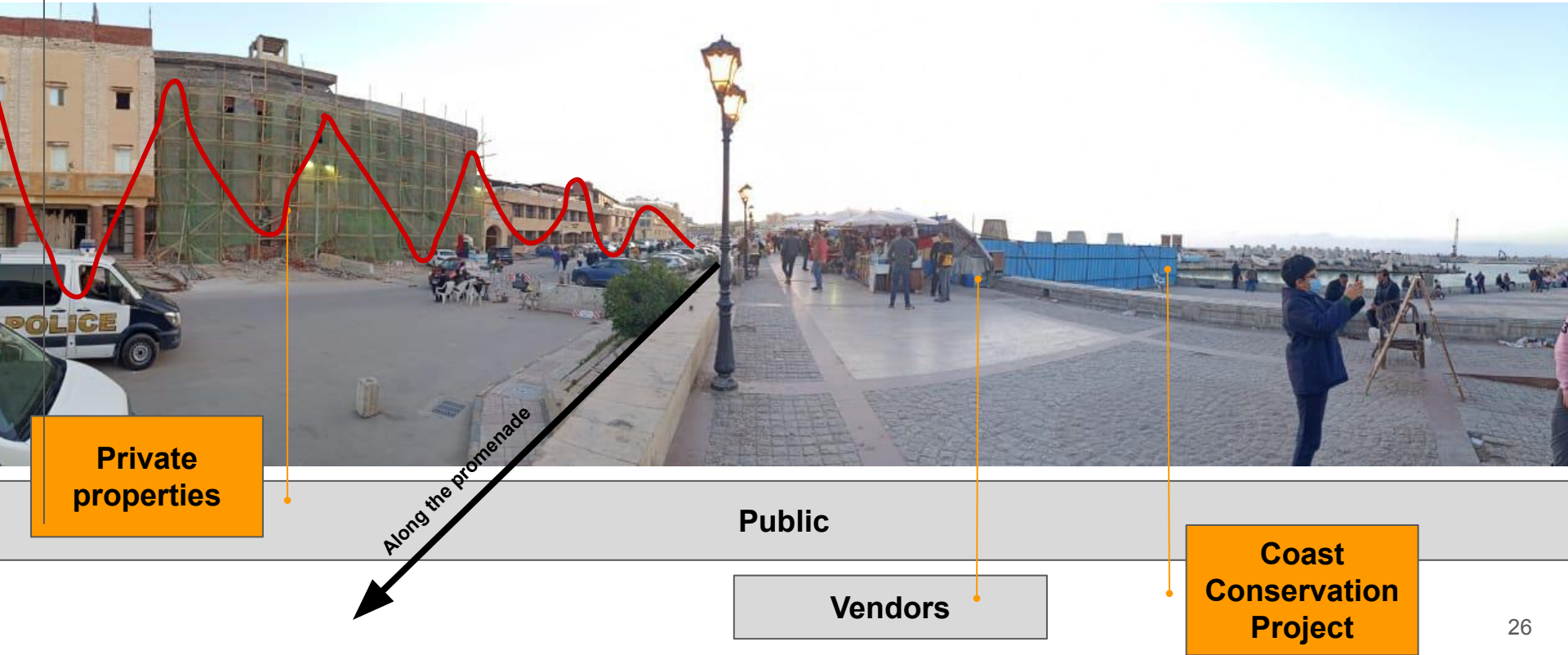
Community Analysis



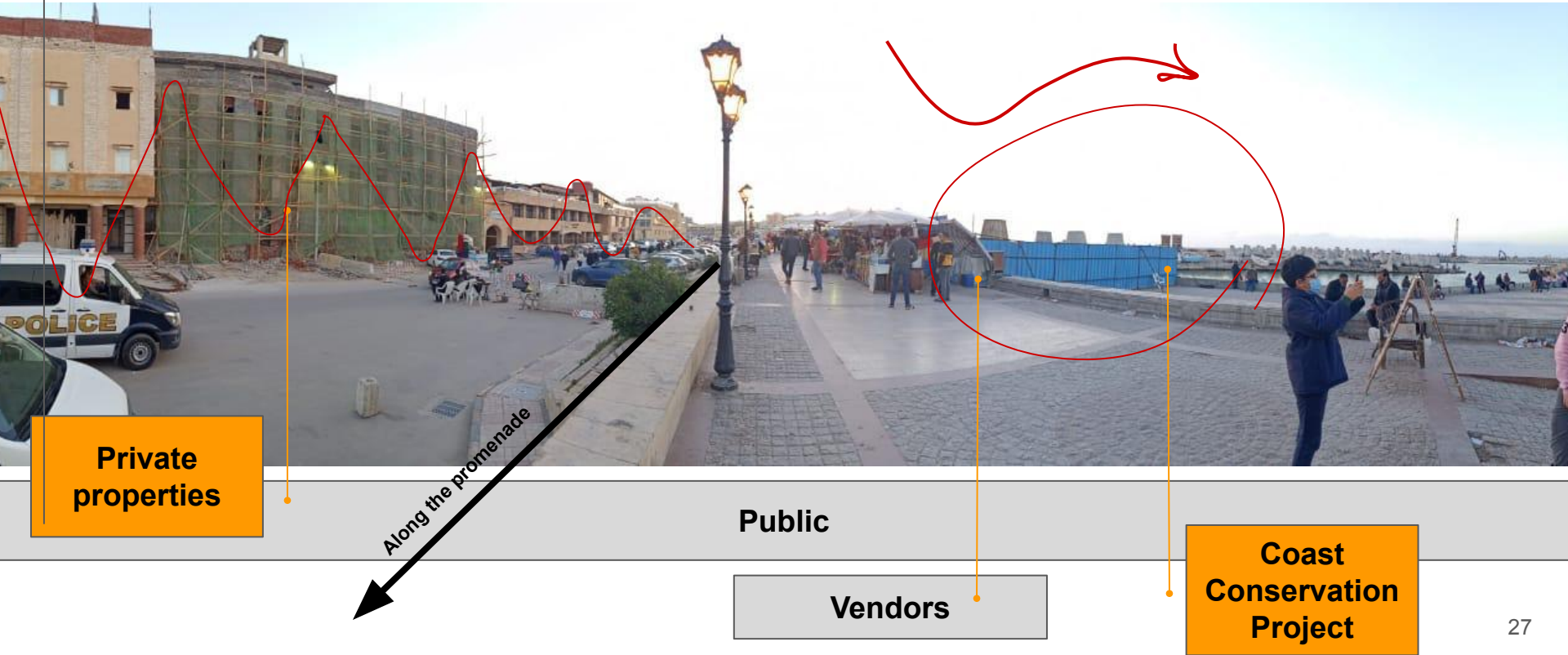
Community Analysis



Community Analysis



Community Analysis



Community Analysis (Micro)

	Users	Activities	Problems	Potentials
The Public	Adults	- Chilling. - walking - Buying from vendors - Seating - Eating - Taking photos	- Safety - Uncomfortable - Limited seatings - Lack of services - Crowded - The waterfront is blocked - Harassment - Unsecured	- Diverse - Livability of the place - Diversity in Activities like (Selling/Henna ...)
	Elders	- Chilling - walking - Buying form the vendors - Taking photos	- Safety - Limited seatings - Lack of services - The waterfront is blocked - Crowded - Unsecured	
	Youth	- Buying form the vendors - Walking - Henna works - Eating - Taking photos	- Crowded - Unsafe - Unsecured - Harassment - Lack of services - Lack of activities	
	Children	- Riding Bikes - Eating - Playing	- Safety - Improper place for cycling & playing - Crowded	

Community Analysis (Micro)

Users	Activities	Problems	Potentials
Street loafers	- Loitering on the streets - Annoying People	- Make the place unsafe for the public - Prevent the public activities	- Diverse - Livability of the place - Diversity in Activities like (Commercial activities//Henna ...) - Historical area
Vendors	- Livability of the place - Encourage more users. - Offer commercial activities. - renting Bicycles for kids - Henna Works	- Crowded - throwing garbage - Cause Mess in the public space - Noise - Blocking the promenade/hindering the pedestrians	
Workers on the Coast Conservation Project	- Coast Conservation Project - Moving stone blocks	- Blocking the waterfront	
tourists	- Pass by the promenade to/from the Castle	- Safety Harassment	
Boatmen	- Hiring boats		

Participatory framework for Placemaking

Phase 1
Define the site &
Stakeholders

Phase 2
Evaluate the site
& Challenges

Phase 3
Place-Making
vision

Phase 3
Implementation
& Experimenting

Phase 3
Assisting the site
& RoadMap

Analysing Data

Define Policies

Understanding Challenges

Setting the Objectives

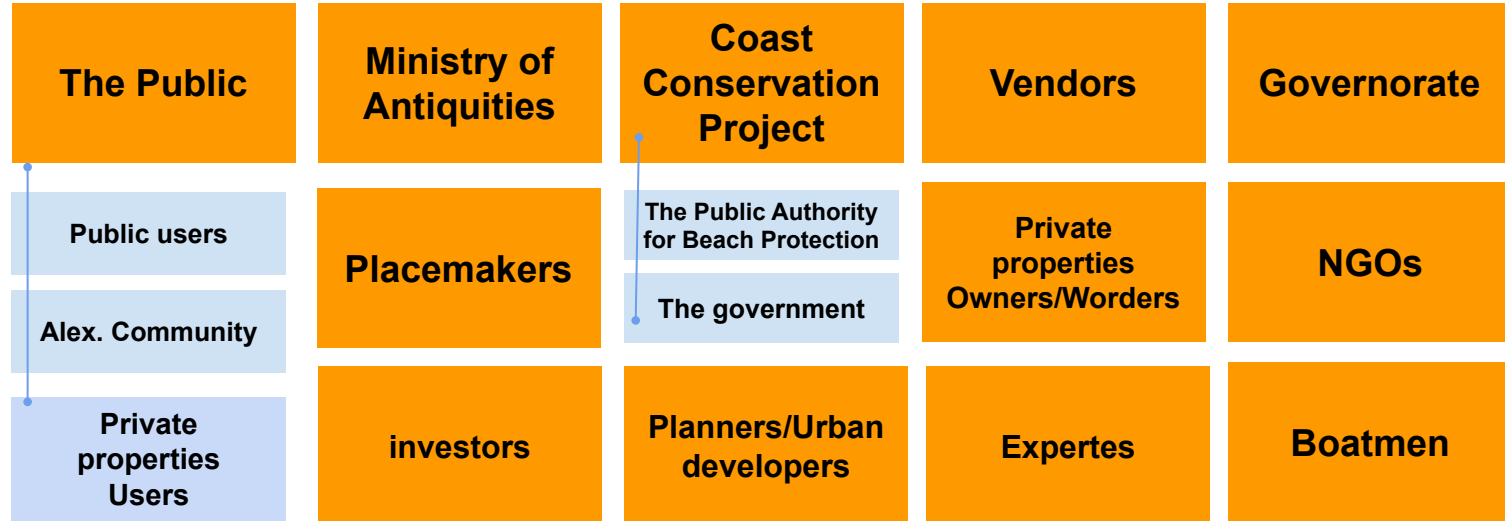
Mapping Stakeholders

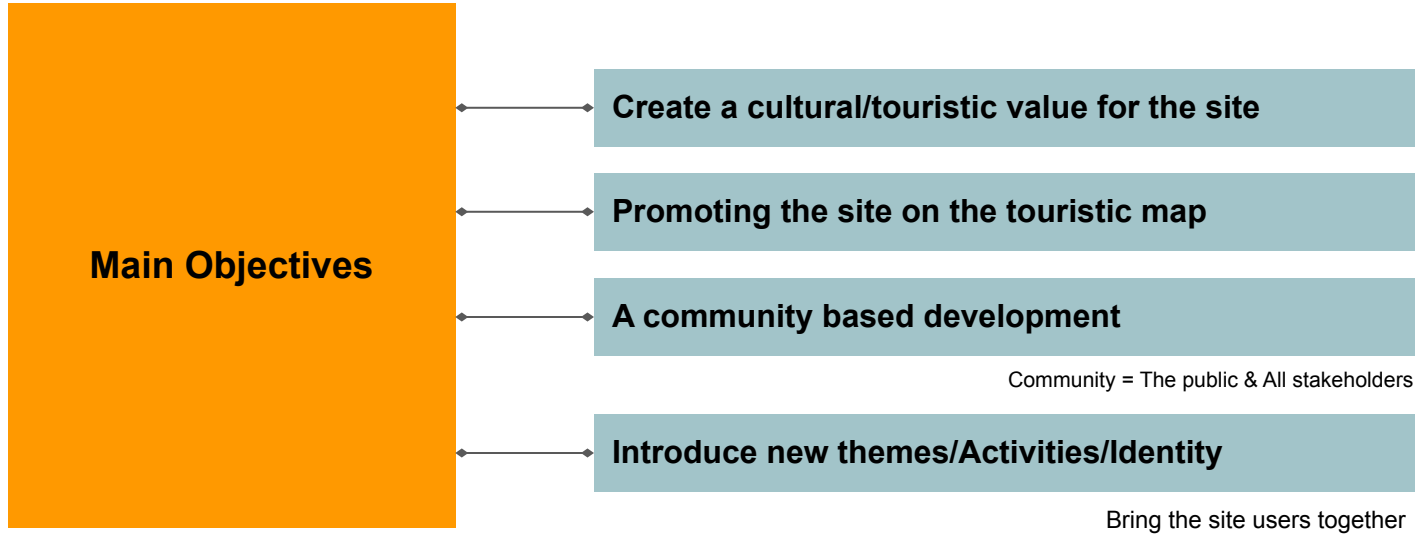
**Structuring the process &
stakeholders roles**

**Based on the Community mapping for the Site
problems**

challenges (centred on the community uses):

Lack of Safety	Lack of Security (Harassment/Street Loafers)	Unstable weather (Wind/Waves)	pollution
Lack of services	Organize activities	Bad state of roads (unsuitable for the activities)	Noise levels
The Accessibility/Visibility of the waterfront is blocked from the Conservation Project	Garbage because of misusing of the public space by the public & the vendors	Lack of Night activities	Lack of seatings/landscape items)
lack of maintenance	lack of Shaded areas	Crowding on holidays	Lack of Interaction between users





Objectives

Ensure Security	• Ensure livability at day & Night • Good lighting for night • Keep Eyes on Street loafers
Ensure Safety	• Manage the walkability for protecting pedestrians & Children
Developing the Landscape elements	• Lighting Fixtures • Benches • Designed Kiosks • Landmarks
Improve services	• Regular cleaning • Spaces for vendors & storages • clean bathrooms • Snacks & coffee
Building new sense of place & Consensus & Sense of responsibility	• Through engaging the community in all the process phases

Opportunity :
gathering the
public/Different users

Objectives

Opportunity to walk	• Remove obstacles • Improve the space finishing to be suitable for the activities • Encourage Walkability (Improvement/Events)	NGOs.
Increase livability	• Overlapping of activities is good for security but organising is needed • Invite Events & introduce new activities	
The access/Visibility to the waterfront	• Redefine the barriers for the construction works • 2 visions for accessing the waterfront on the long/short term.	
Promoting cultural/touristic value	• introduce new activities (Cultural events/Temporary Exhibitions/ ...)	Opportunity : gathering the public/Different users

Participatory framework for Placemaking

Phase 1
Define the site &
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vision

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Phase 3
Assisting the site
& RoadMap

Development Scenarios

Feedback from the public

The final proposal

Participatory framework for Placemaking

Phase 1
Define the site &
Stakeholders

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Evaluate the site
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Phase 3
Place-Making
vision

Phase 4
Implementation
& Experimenting

Phase 3
Assisting the site
& RoadMap

**Implementation of the
Development Scenario**

Evaluation

Emotional Maps?

Questionnaires/Discu
ssions?

Observe The public
interaction with the
place

Off/Online?

Participatory framework for Placemaking

Phase 1
Define the site &
Stakeholders

Phase 2
Evaluate the site
& Challenges

Phase 3
Place-Making
vision

Phase 4
Implementation
& Experimenting

Phase 5
Long term
Interventions &
RoadMap

Long term Interventions

Assessment of the project

Assessment of P.P

Road map for future
projects

SIDI GABER TO EL SHATBI

TEAM 2
■ ■ ■ ■ ■

Amro Abd El Alim , Zeinab Ibrahim, Sherif Hassanin, Hellen Aziz

Outline

Site Location

Daily Activities of the area (Current Situation)

Users Analysis

Users Challenges

Users Connections

Involved Stakeholders - Interest vs Influence

Vision

Objectives

Action Plans



El-Mamsha, Cleopatra



PART THREE: Sidi Gaber to El Shatbi



Alexandria, Egypt



Current Situation



Day Activities



Night Activities



- Fishing



Day Activities



Night Activities



- Informal Cafe



Day Activities



- **Vendors** (Freska, Flowers, food, and Handmades)

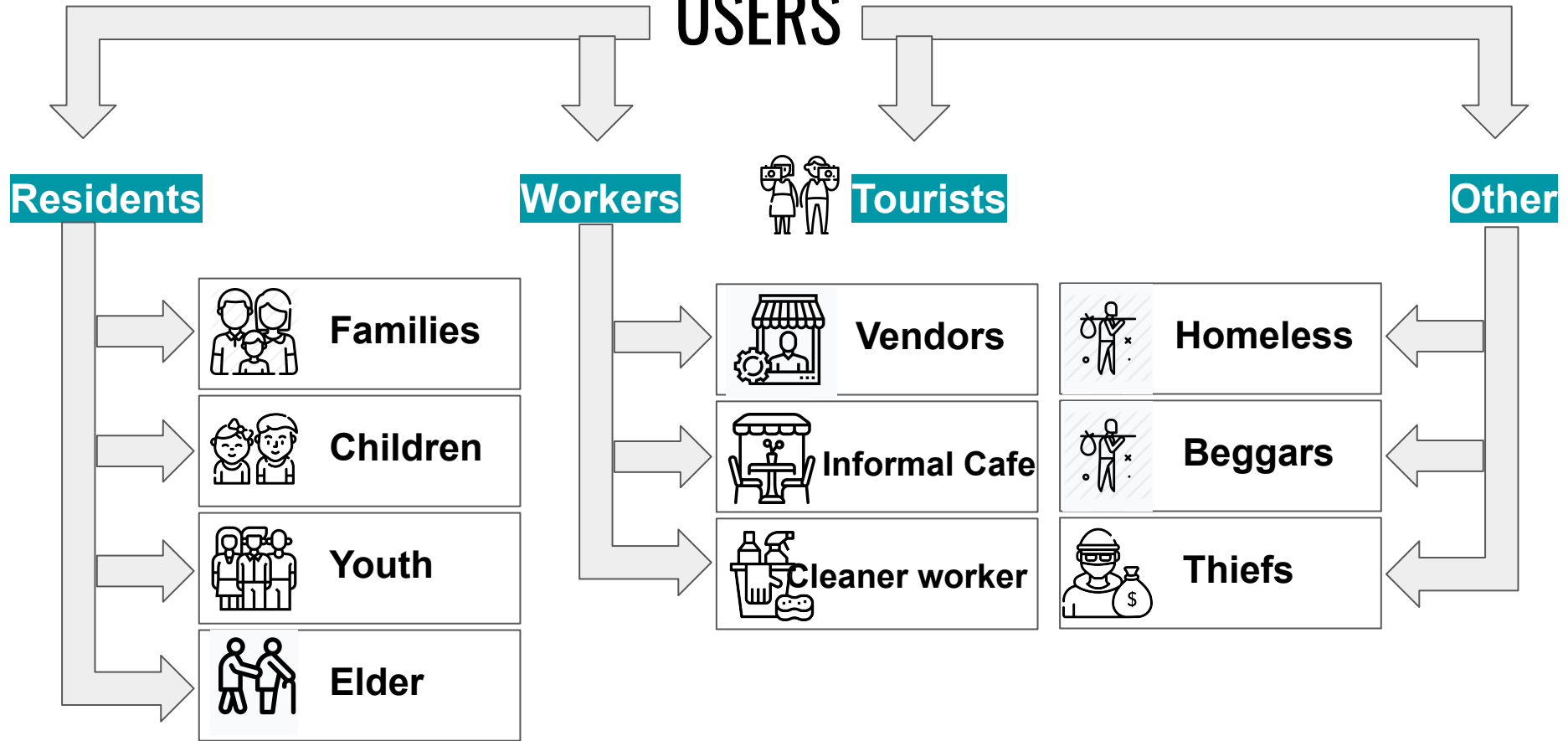


Day Activities



- **Running track** *And they do sprinting challenges*

USERS



	Who	What	Why
	Tourists	Photographing, Recreation	Staying in the opposite hotels, Enjoying the open areas
	Families	Recreation, bringing their own seatings	Completely free and open space No available seatings
	Employees	Taking a break Eating	some markets and restaurants the opposite area, and outlets around the walkway.
	Youth	Recreation Sports - Running Bets (toilets) Playing Sexual Harassment	linear space available
	Elder	Fishing Sitting on the rocks Crossing the street	Hobby No available seatings
	Children	Playing Cycling	(history of Accidents)

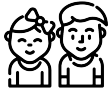
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	Street Vendors	Vending (Flowers, food and handmade products)	Source of income No permit
	Informal Cafe	Occupying the area with seatings and tables Throwing tallow on the public seatings	Source of income No permit
	Cleaner worker (El Sayes)	Washing cars	Source of income
	Homeless	Night staying	No home
	Beggars	Asking for money	Source of income
	Thiefs	Using motorcycle Theft	Lack of security
	Placemakers	Surveying	Understanding and Mapping the area

Users Challenges



Family Elders

No available proper seatings
Sitting on the rocks
No public toilets



Children

Accidents
Lack of proper playground



Youth

Sexual Harassment
Lack of Public Toilets
Lack of Toilets for bets
Lack of Maintenance for walk lane



Street Vendors Informal Caffe

No permits
Evictions Campaigns
Throwing tallow on the public seatings



Homeless Beggars

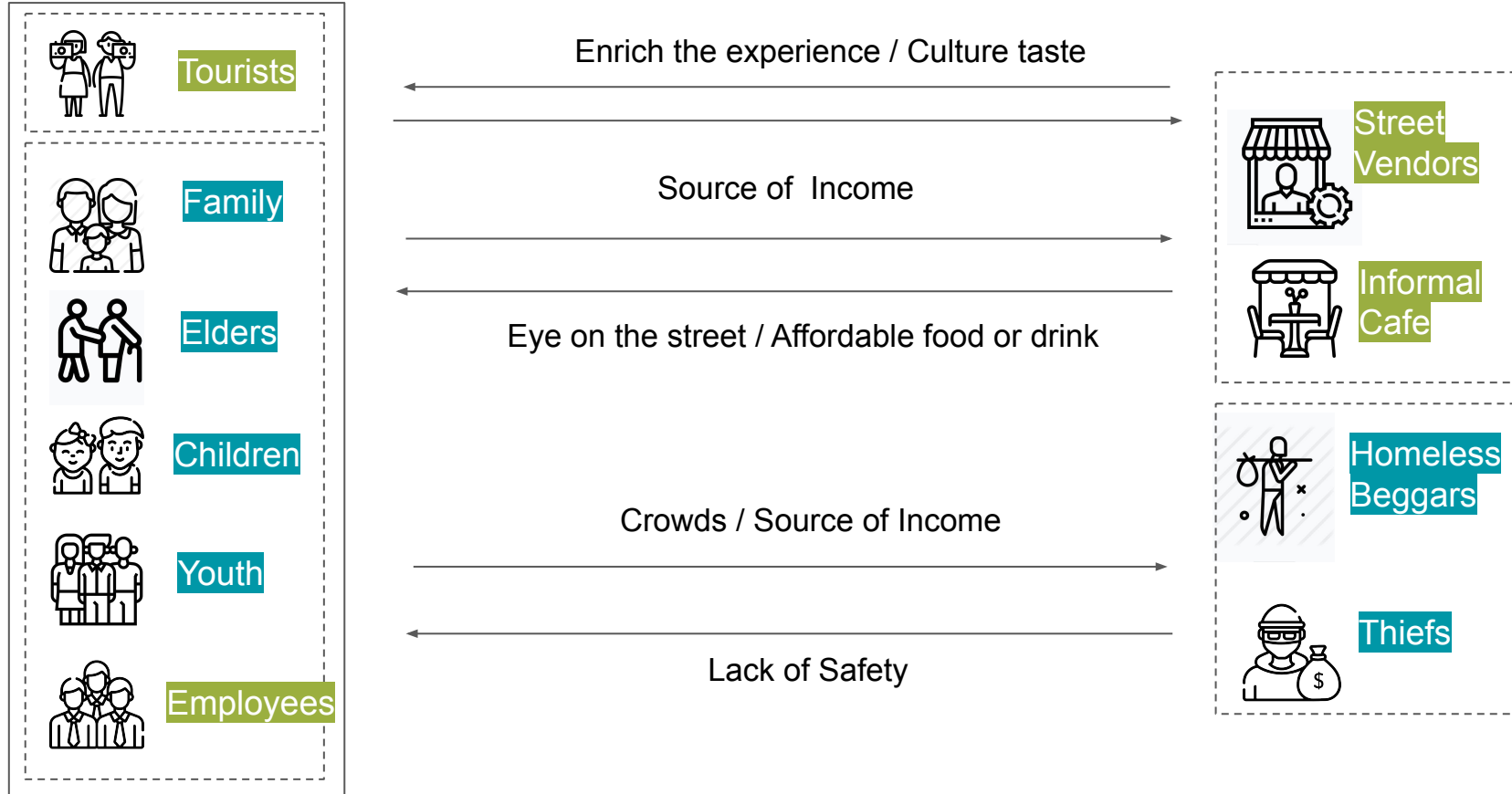
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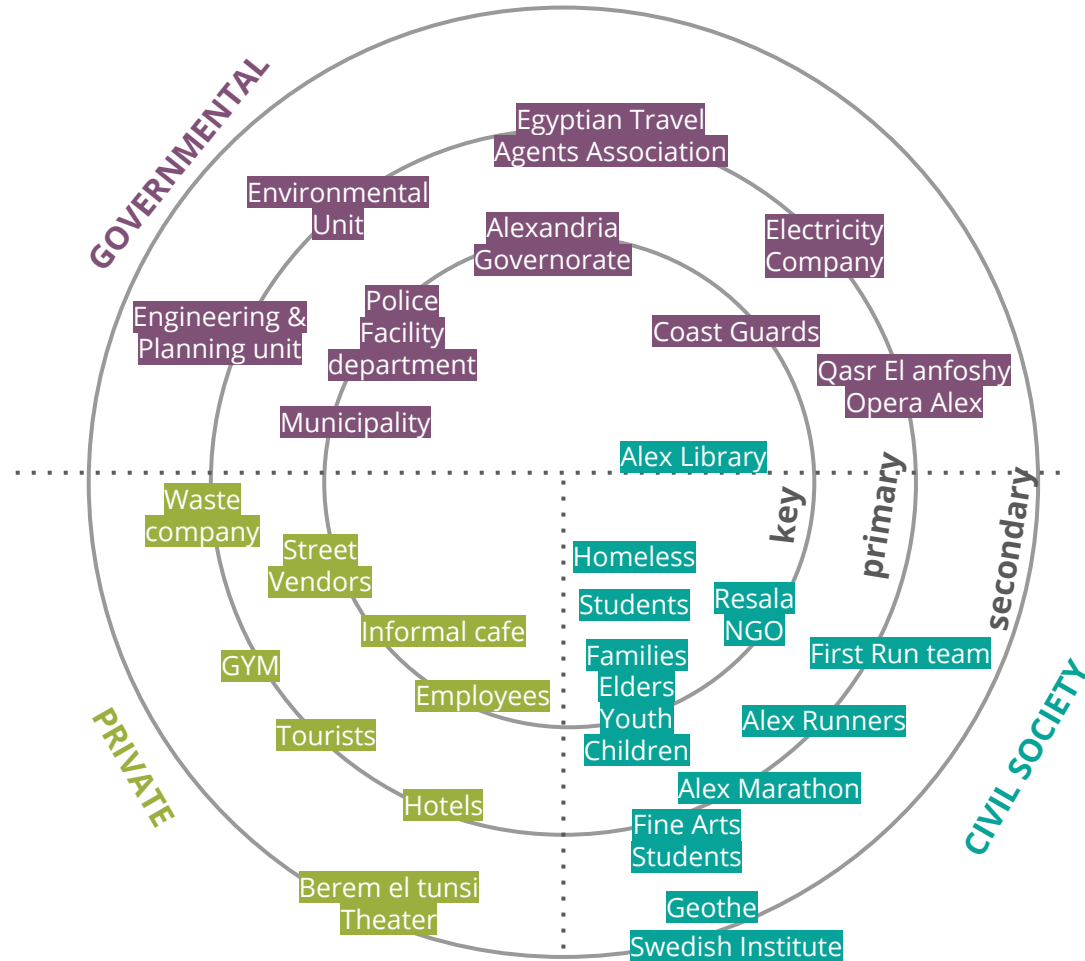
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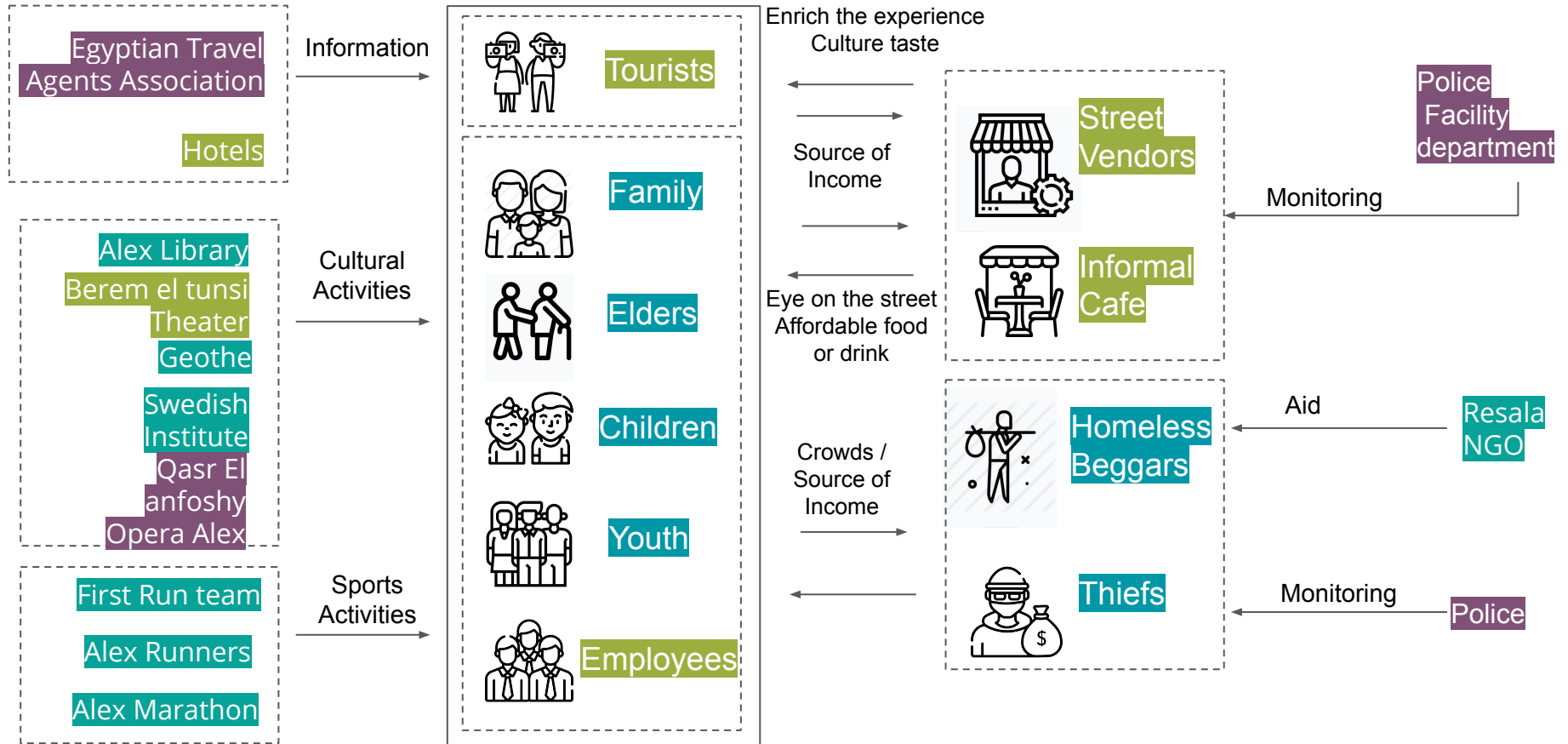
Users Connections



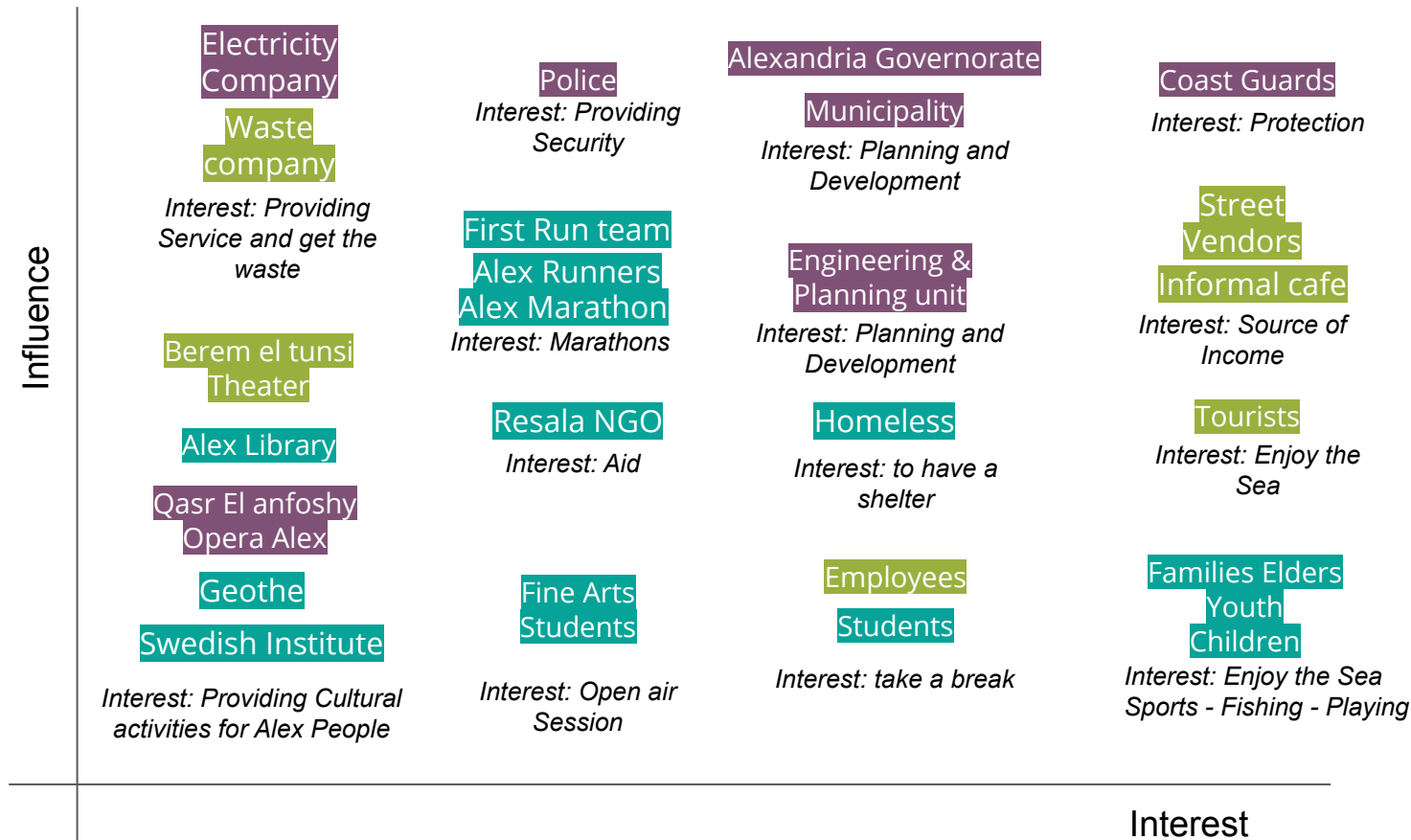
Stakeholders



Stakeholders Connection



Interest / Influence



Vision

Towards keeping the space more public, accessible, walkable for the people, by the people

نحو مكان عام أكثر و سهل الوصول والتمشية عليه من خلال الناس وللناس

Keywords:

Cafeless

Enjoyable

Sea to see



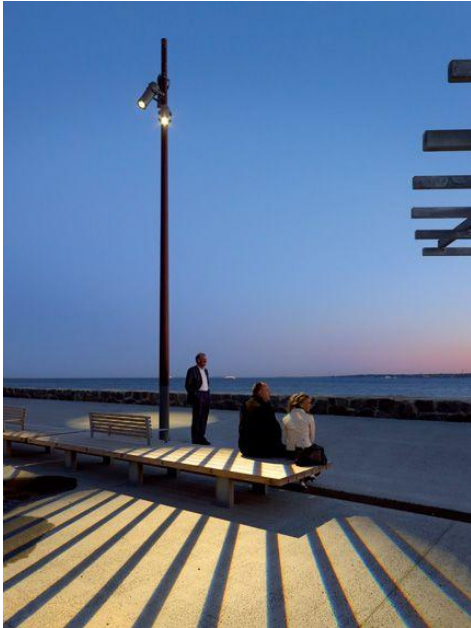
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1: Enrichment of user experience through urban design elements (seatings - public toilets - light elements - internet....)

2: Ensuring more security

Cafeless
Enjoyable
Sea to See

3: Encouraging the sports activities for all user groups



4: Supporting street vendors

- Encouraging the tourism in the area ?



Suggested Actions

Start point for Weekly marathons (running- bicycles) for children - youth

Open GYM

Culture - artistic activities

Movable - built up - Seatings

Public toilets

Internet pod

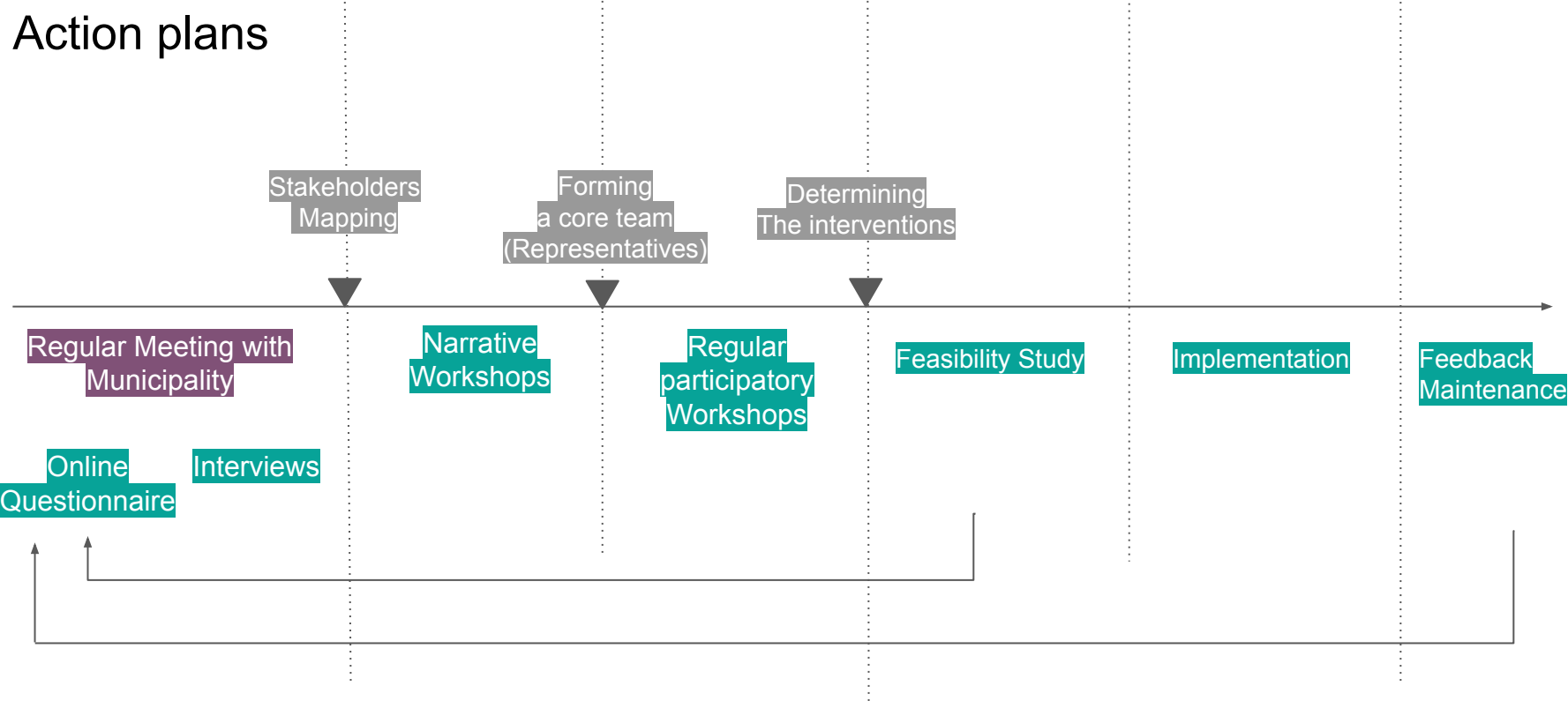
More durable and environment-friendly lighting units

Info points, Maps

Integrated green areas



Action plans



Identifying
issues

Engagement

Project Phases

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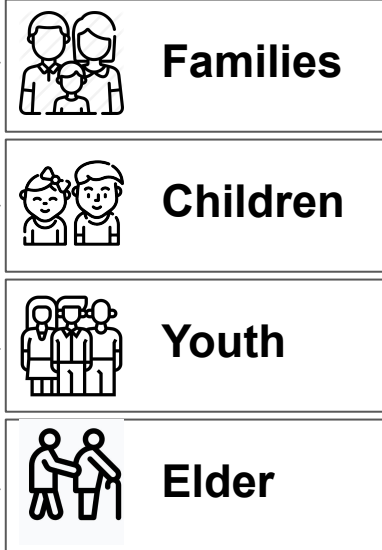
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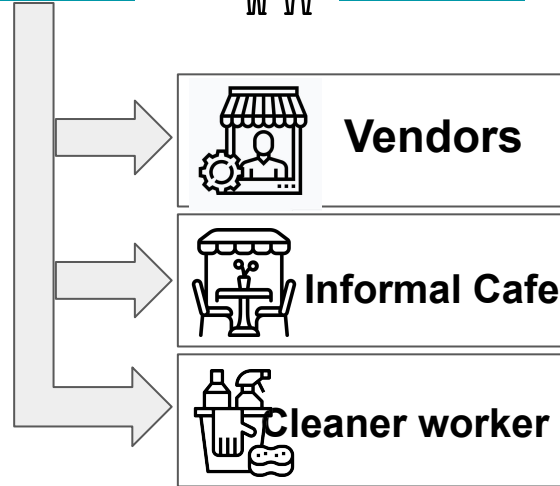
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USERS

Residents



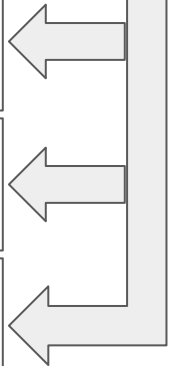
Workers



Tourists



Other



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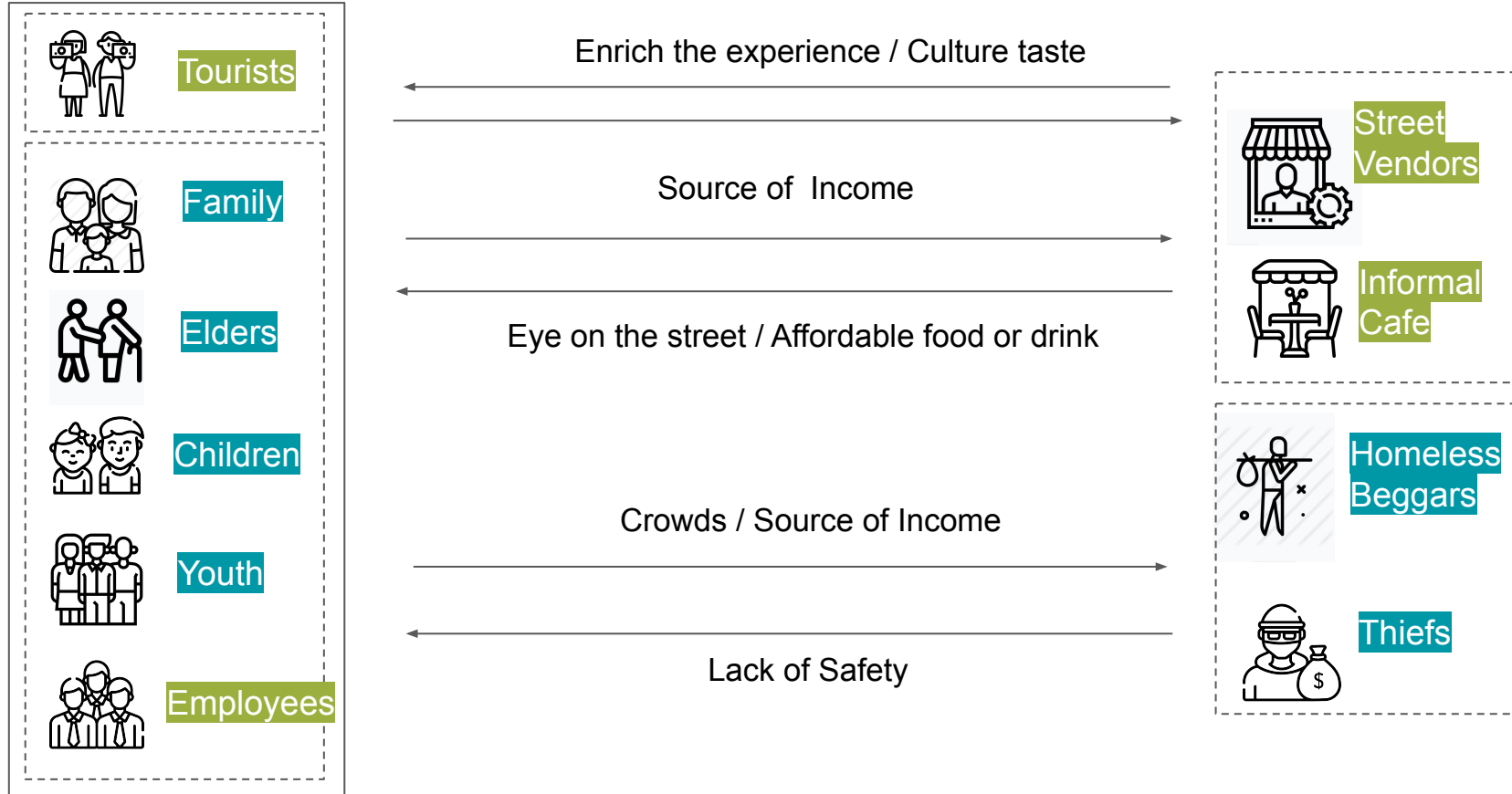
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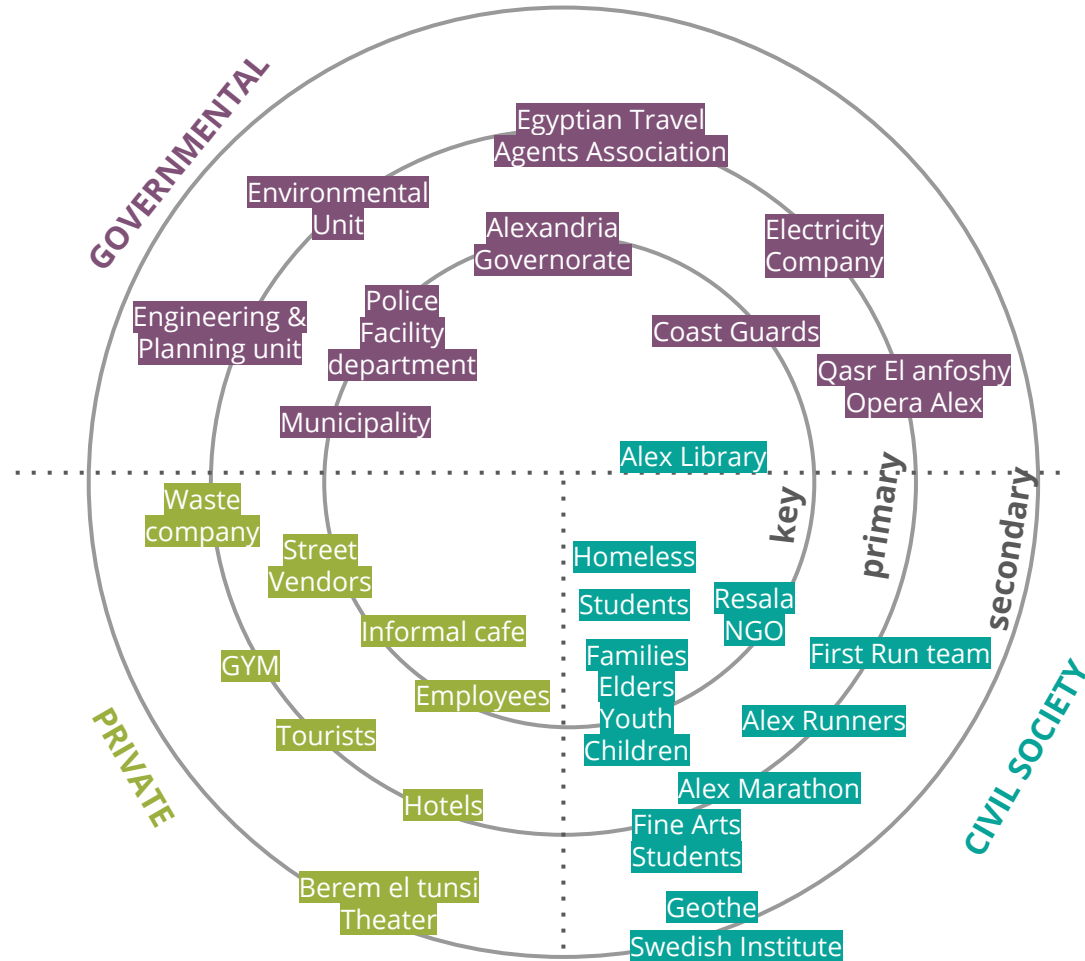
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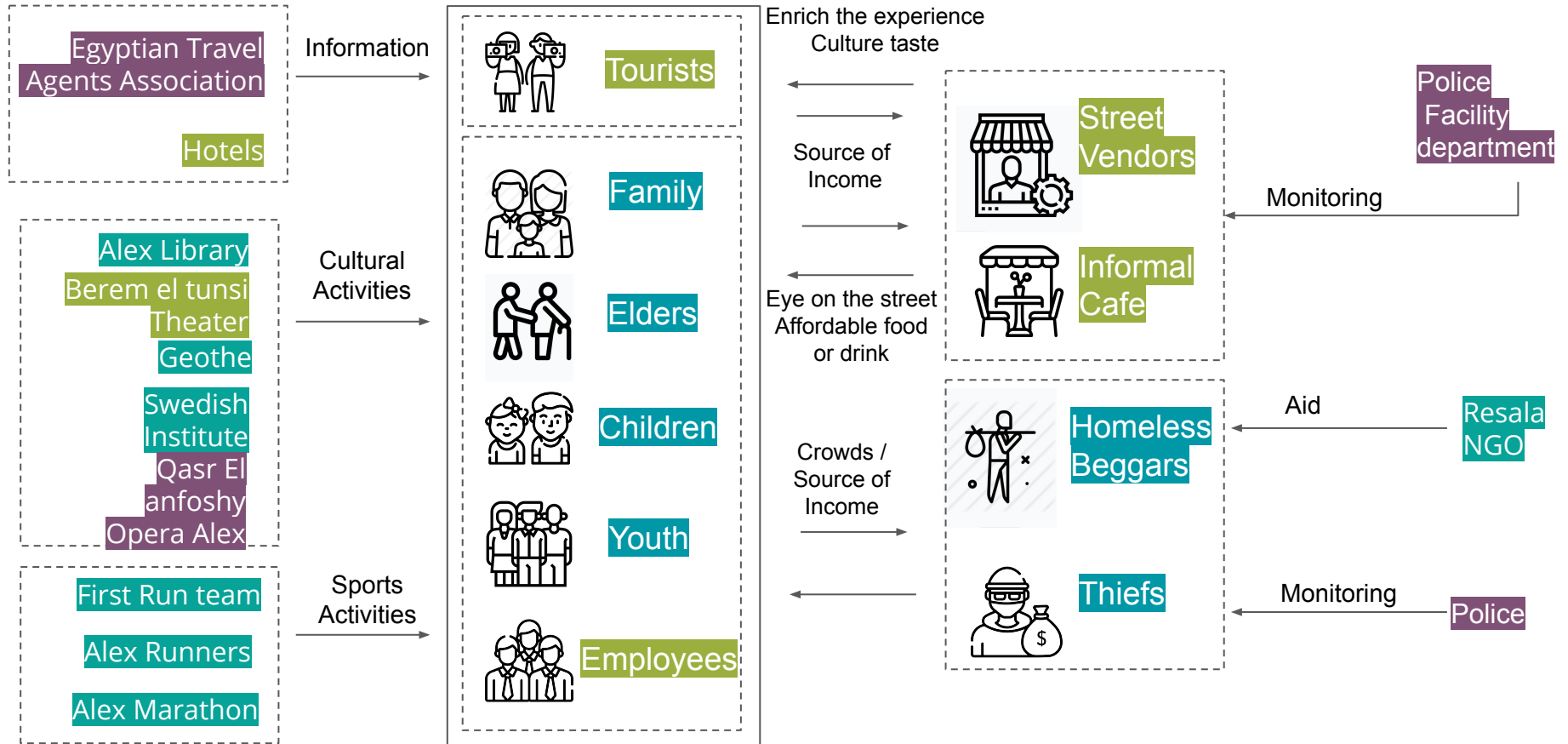
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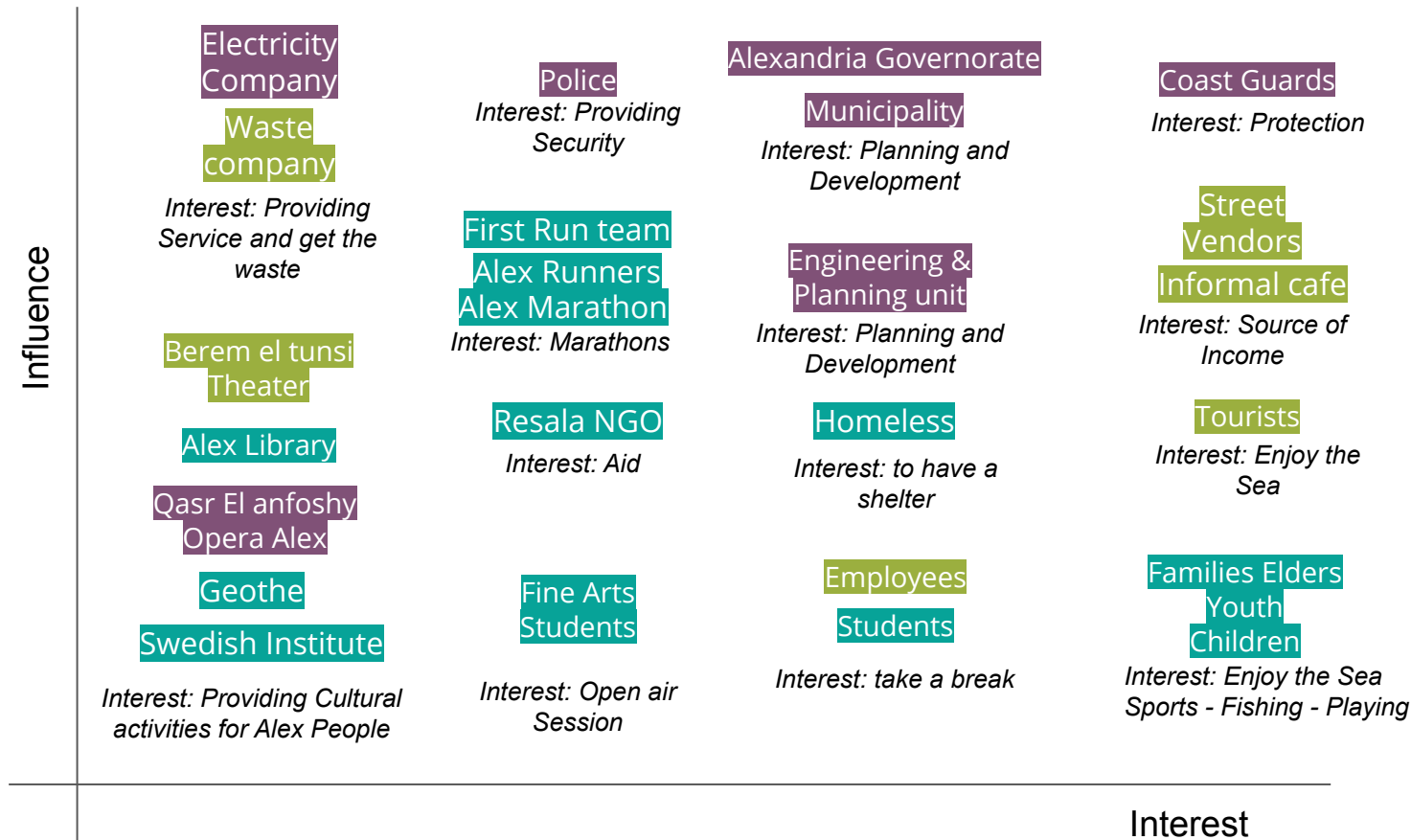
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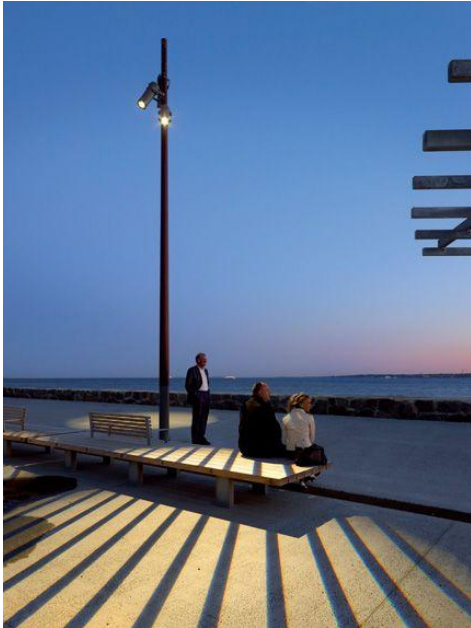
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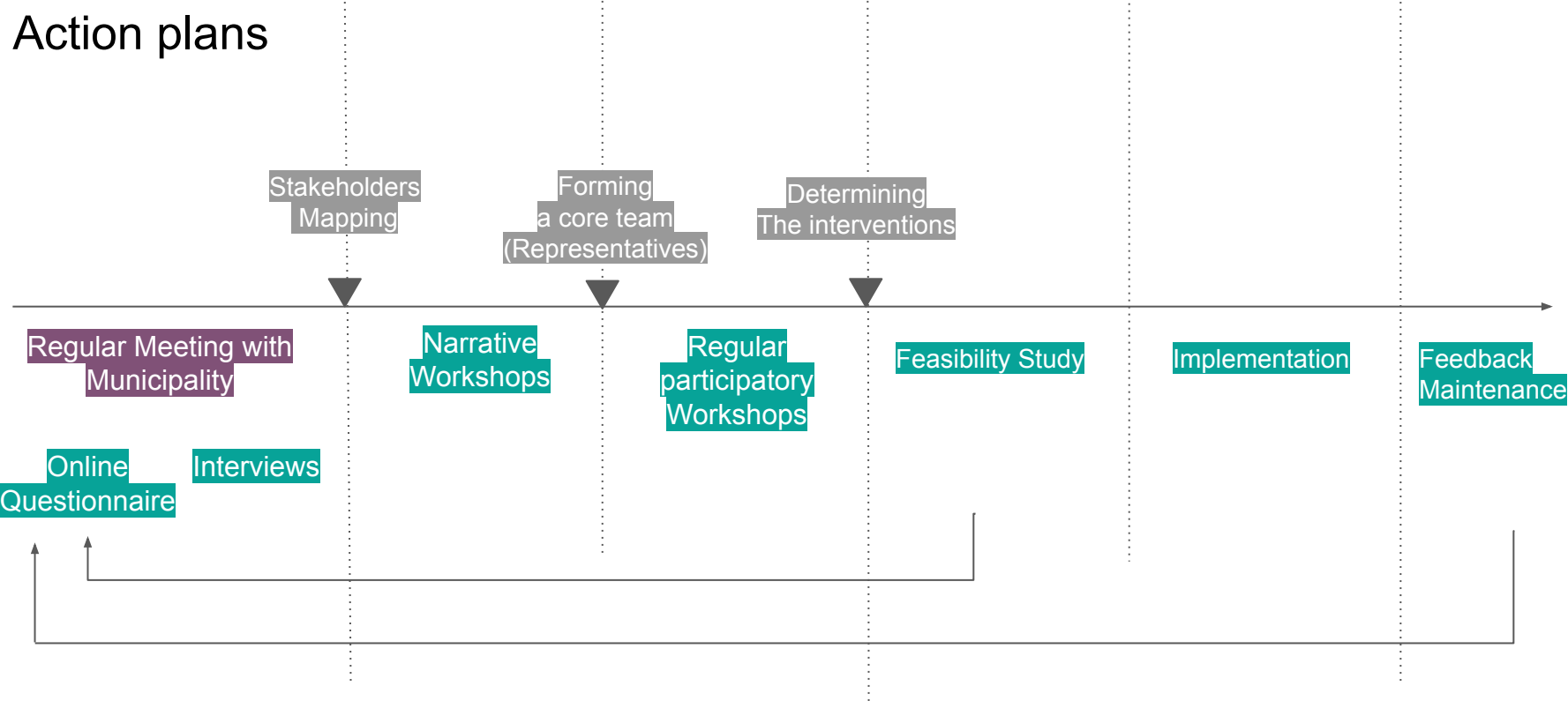
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