

Why Public Spaces Fail: The Case of *Šhara' Misr*, Shebin El-Kom City

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ABSTRACT

The paper examines the critical factors influencing the success or failure of urban open space development in the context of Shebin El-Kom City, with a specific focus on the project of *Šhara' Misr*. It addresses the multifaceted aspects of community engagement, transparent governance, and sustainable practices as pivotal elements in preventing project failure and fostering urban development. The paper presents a comprehensive monitoring framework designed to guide alfresco dining space projects, emphasizing stakeholder involvement, accessibility, and inclusivity. Additionally, the framework covers services and utilities management, budget control, environmental sustainability, and adaptive management, all of which are vital for successful project implementation. It underscores the significance of continuous community engagement and feedback mechanisms to ensure alignment with the community's needs and expectations. The research findings offer valuable insights into the complex interplay between urban development, community sentiment, and effective project management, providing guidance for municipalities and urban planners seeking to transform public spaces into thriving, attractive, and functional environments.

Keywords: *alfresco dining spaces; community engagement; governance; monitoring; summative evaluation; sustainability*

1. Introduction

In an era characterized by continuous innovation and development, the assessment of programs and projects has become an imperative. Evaluating the impact and effectiveness of these initiatives is instrumental in ensuring that resources are allocated efficiently, goals are met, and intended outcomes are achieved. For the focus of this study, attention is directed toward the *Šhara' Misr* project, a dynamic and multifaceted initiative with a remarkable journey.

Two contrasting photographs, Figure 1, serve as compelling visual documentation, providing a comprehensive representation of the diverse phases comprising the *Šhara' Misr* project journey. The initial photograph encapsulates the project's sanguine inception, radiating an aura of optimism (Top photo). In sharp contrast, the second image (Bottom photo) poignantly portrays a phase marred by setbacks, marked by closed gates and accumulations of refuse.

2. Summative Evaluation

The assessment of programs and projects plays an indispensable role in pursuing excellence in public and private sectors, education, healthcare, urban planning and beyond.



Figure 1- "*Šhara' Misr*" project banner:
2018 vs. 2021.

Top: Optimistic inception.
Bottom: Setbacks and challenges (Source: Facebook URL, Connect with Shebin el Kom)

Within this realm, summative evaluation stands as a cornerstone, providing a comprehensive assessment of program outcomes, effectiveness, and the value of investments. The significance of summative evaluation is underscored by its pivotal role in guiding informed decision-making, enhancing accountability, and informing policy recommendations [1]–[5].

This summative evaluation comprehensively explores alfresco dining, street food vending, and the Šhara ' Misr Project, with a focus on their impact on public spaces. It investigates the aspects of alfresco dining, its potential for enhancing public spaces, and the evolving legal framework for street food vendors in Egypt. It also scrutinizes the Šhara ' Misr Project in Shebin El-Kom and its transition from an alfresco dining street into a small park, considering the motivations and community engagement implications. The evaluation includes visitor feedback, service gaps, vendor perspectives, and grassroots-driven changes, providing insights into the public space transformation's successes and challenges.

2.1 Evaluation Questions

Descriptive questions: The research describes various aspects of the project, such as its initial objective and process.

Normative questions: Comparison is made between the project's outcomes and its intended goals, highlighting differences between "what is" and "what should be."

Impact: The examination of the difference the intervention made is conducted, with a focus on whether the project achieved its objectives and an analysis of unintended changes.

Effectiveness: The study investigates the changes brought about by the project and assesses its efficiency in delivering impact economically.

Equity: Exploration is carried out to determine whether the project delivered impact across all social strata and ensured equity.

Relevance: The study examines whether the impact aligns with the beneficiaries' needs and the project's initial objectives.

Sustainability: The assessment centers on the potential to maintain any residual benefits from the failed project's transformation and its possible utility in different contexts.

2.2 Evaluation Process

The evaluation employs qualitative indicators to assess the project's problems, transformations, and their implications on public space. Data is collected through participation as a primary methodology, considering four types of data: experiential/behavioral data, opinions/values, information, and feelings.

The study follows a comprehensive monitoring and evaluation lifecycle, commencing with the identification of problems, proceeding through design and implementation phases, and culminating with results and recommendations. The evaluation rigorously adheres to principles of credibility, dependability, transferability, confirmability, and reliability, ensuring the research's validity and trustworthiness.

3. Problem Background

3.1 Alfresco Dining and Public Space

Alfresco ¹ dining, which refers to eating outdoors, has its roots in the Italian phrase "al fresco". Originally meaning "in the shade" or "a cool place," the phrase has been reinterpreted in English to signify dining "in the open air"[6]. Alfresco have the potential to enhance the visual appeal and ambiance of public and private spaces, contributing to vibrant streets and fostering social interaction. Numerous cities worldwide have implemented Alfresco guidelines to support outdoor dining experiences on public streets, with the aim of creating inviting and lively urban environments, Figure 2.

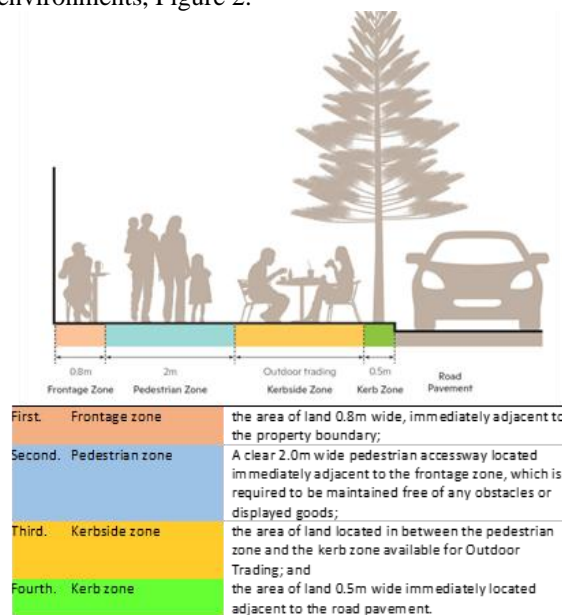


Figure 2- The division of the public space between the property boundary and road pavement into four distinct zones. Alfresco Dining is strictly prohibited within the pedestrian or curb zones. Source: adapted from [7]

These guidelines typically encompass various aspects, including criteria for selecting appropriate locations for outdoor dining areas, such as minimum footpath widths and adjacent road speed limits, as well as restrictions on extending dining spaces beyond the

frontage of the premises. Emphasis is also placed on pedestrian access and safety, with provisions for designated pathways and unobstructed sight lines at intersections. Furthermore, the guidelines address insurance requirements, standards for furniture selection, guidelines for umbrellas and barriers, regulations for lighting and electrical installations, signage restrictions, and considerations for fixed structures. By providing these guidelines, cities aim to enhance the visual appeal, social interaction, and overall atmosphere of their urban spaces while ensuring compliance with relevant laws and regulations [7]–[9].

Alfresco dining has played a pivotal role in revitalizing public spaces during the challenging times of the COVID-19 pandemic. Faced with restrictions on indoor dining and the need for social distancing, restaurants and cities worldwide have embraced outdoor culinary experiences as a means to sustain their businesses while ensuring the safety of their customers. This innovative approach, characterized by alfresco dining settings and the vibrant presence of street food vendors, has not only provided a lifeline for restaurants but has also transformed public spaces into lively and welcoming environments. By utilizing sidewalks, plazas, and even streets as venues for alfresco dining and street food vending, these initiatives have reimagined the urban landscape, fostering social interaction, and enhancing the overall ambiance of public spaces.

Figure 3 showcases NACTO's (National Association of City Transportation Officials) Emerging Street Strategies for Pandemic Response and Recovery.

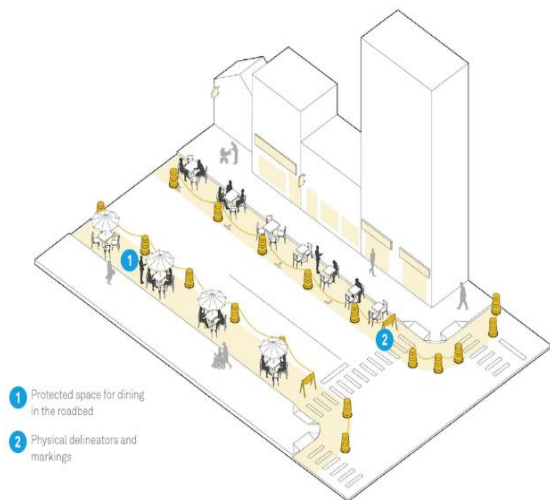


Figure 3- Designated "dining street" zones established in areas with a concentration of restaurants, cafes, food stalls, and street food vendors. Source: [10]

The implementation of designated spaces for outdoor dining aims to facilitate restaurants in maintaining physical distancing measures while re-establishing their dine-in services. Such an approach proves to be especially relevant in zones characterized by a proliferation of dining establishments, including restaurants, cafes, food stalls, and street food vendors, spread across extensive urban blocks [11].

3.2 Street Food Vendors in Egypt

The evolution of street food has a long history that spans various regions of the world. During the 1300s in Cairo, a traveler from Florence described how people would spread a rawhide picnic cloth on the street and enjoy alfresco meals consisting of kebabs, rice, and fritters. This account illustrates the presence of street food culture at that time [12].

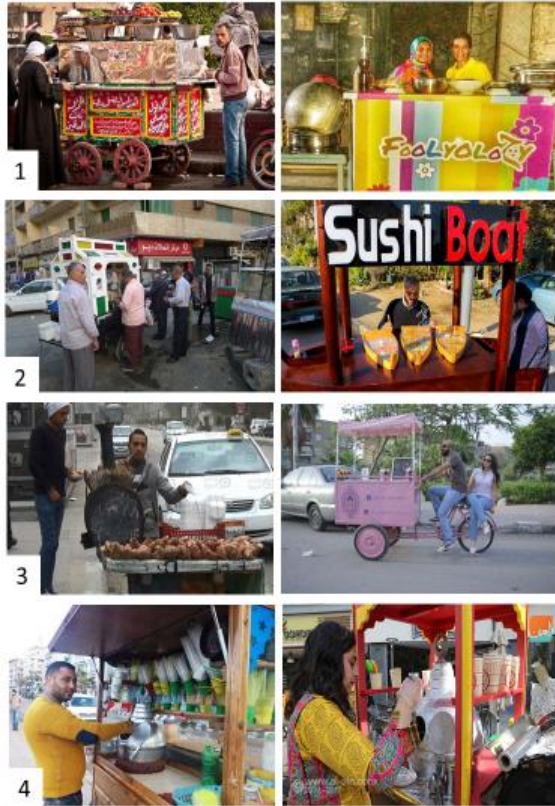
In their quest to combat unemployment and improve their income, ambitious young individuals have embraced food carts and bikes as a means of livelihood, expanding their presence from impoverished areas to more prosperous neighbourhoods. Rather than lamenting their neglected college degrees, these graduates have taken matters into their own hands, even converting their car trunks into mobile cafes to sell beverages as a solution. However, the journey to establish this new source of income has been hindered by licensing challenges and bureaucratic obstacles. Recognizing the significance of this issue, President Abdel Fattah El-Sisi directed attention towards legalizing the status of street vendors.

As a result, the Parliament initiated amendments to Law 140 of 1956, also known as the "Occupation of Public Roads Law," which granted local administrative authorities the authority to issue one-year renewable permits for "mobile food units". However, the amendment was not approved until April 2018, a year after the initial request. Consequently, the state issued a limited number of temporary permits in an unsystematic manner during this period.

Simultaneously, in March 2018, a parliamentary committee was established to develop an independent law aimed at regulating and supporting mobile food units, with the provision of permanent licenses. The finalized law, known as Law 92 of 2018 or the "Mobile Food Units Law," was ratified by the President on June 11th. It was set to take effect within three months of ratification, superseding the amendment to Law 140. Under Law 92, three-year renewable licenses could be issued to mobile food units, subject to a fee not exceeding EGP 5,000 annually, depending on the type of unit and the license duration [13].

Figure 4 depicts the evolution of Egyptian street food vendors, transitioning from local cuisine to a global

culinary experience. It showcases changes in food offerings, cart designs, and vendor demographics. Originally composed of illiterate individuals from low-income backgrounds, vendors now encompass educated middle and upper-middle-class men and women. This transformation mirrors the dynamic culinary scene and the growing acknowledgment of street food as a viable entrepreneurial venture for a wider spectrum of individuals.



1. "fül" food carts in affluent vs. low-income neighbourhoods
 2. Affordable local "Kšri" versus high-end sushi
 3. Grilled sweet potato cart and cupcake tricycle hawkers
 4. Diverse youth of both genders sell "Ḥmš Al-Šām"

Figure 4- Collage of photos sourced from social media and online newspaper websites showcasing diverse aspects of street vending

3.3 Systematic Analysis of Street Vending Literature

Figure 5 illustrates the systematic analysis process applied to a substantial body of literature (143 references) related to street vending. The analysis employs a "Triangle Analysis" framework² to categorize central themes, including aspects of the legal-political system and city management [14]. The systematic approach allows for the extraction of comprehensive assessment indicators, shedding light on the multifaceted challenges and implications associated with street vending practices.

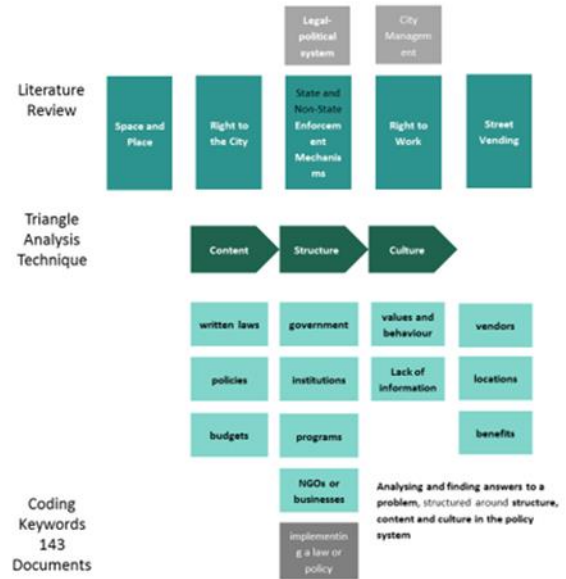


Figure 5- Categorization of literature review themes in the context of street vending, structured into legal-political systems (LP) and city management (CM), with relevant subcategories for a comprehensive analysis

Urban street vending is a complex socio-economic phenomenon influenced by a dynamic interplay of content, structure, and culture, Figure 6. This triangle analysis aims to explore the intricate relationship between written laws and policies, urban regulators, and the behavioural aspects of vendors and society. Understanding these elements provides valuable insights into the challenges and opportunities linked to street vending in urban environments.

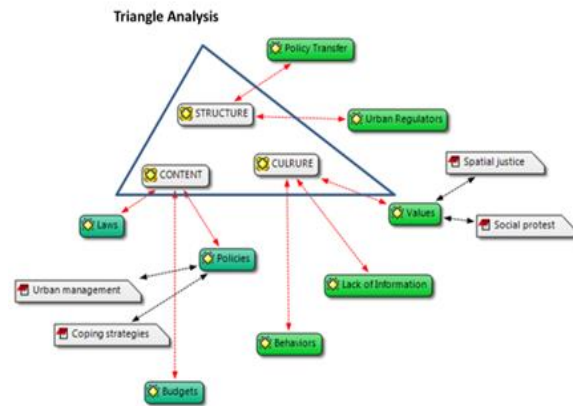


Figure 6- Triangle analysis of street vending literature

A. Content: Written laws and Policies

At the core of street vending regulation lie written laws and policies. Democracy plays a pivotal role in shaping these regulations, as governments aim to

strike a balance between state power, control, and patronage. The regulatory legislation encompasses various aspects of street vending, including public order, discipline, and revanchism. These policies often mirror panopticism³, where constant surveillance and regulation are employed to manage vendors' activities.

B. Structure: Urban Regulators

The structure of street vending governance involves urban regulators who enforce the written laws and policies. Municipal guards are tasked with ensuring compliance, but the use of violence and corruption can create a challenging environment. Eviction is sometimes employed as a means of managing street vendors, leading to resistance and contestation from vendors. This structure also involves the concept of "eyes on the street," where community members and authorities monitor street activities for safety and security purposes.

C. Culture: Behavioral Aspects

Culture plays a crucial role in the dynamics of street vending. Vendors' behavior is influenced by spatial justice values, such as the right to the city, right to work, and access to public life. Social protest is fueled by demands for equality, a dignified life, and empowerment of the poor, addressing issues like urban poverty and discrimination. Cultural heterogeneity and race also impact how vendors and the urban population interact.

The triangle analysis of urban street vending reveals the informal economic activity's complex and multifaceted nature. The content, structure, and culture intertwine to shape the dynamics of street vending in urban spaces. Policymakers must navigate the intricate relationships between written laws, urban regulators, and behavioural aspects to foster more inclusive and sustainable urban environments. By rethinking policies, promoting spatial justice, and addressing social protest, cities can create a conducive environment for street vendors to thrive while maintaining public order and safety.

The evaluation of the transformation of mobile food street vendors into fixed location alfresco areas, exemplified by Šhara ' Misr, requires the assessment of various indicators to comprehensively gauge its success and impact. These indicators span a range of dimensions, encompassing:

- 1) Economic Impact
- 2) Social Impact
- 3) Urban Environment
- 4) Regulatory Compliance
- 5) Cultural and Artistic Impact
- 6) Spatial Justice and Inclusivity
- 7) Gentrification and Displacement
- 8) Urban Management and Governance

This comprehensive set of assessment indicators finds a significant context in the systematic analysis of street

vending literature. Consequently, these indicators serve as a robust framework for evaluating and informing the transformation of mobile food street vendors into fixed alfresco areas, enhancing the prospects for more inclusive and sustainable urban environments.

4. Problem Solution

4.1 Šhara ' Misr in Shebin El-Kom City

The project was officially inaugurated on Sunday, December 17, 2017. It encompasses 15 kiosks, strategically aimed at creating an officially authorized communal space, fostering the gathering of young entrepreneurs, especially those engaged in fast food vending and related enterprises in alfresco settings. It is carried out in alignment with the directives of the President of the Republic and is executed in partnership with the Administrative Control Authority, with the goal of supporting aspiring youth entrepreneurs⁴.

The core objective of this endeavour is to provide them with a well-regulated and legitimate alfresco environment to conduct their business operations, with a specific emphasis on street food vendors. The vision for this comprehensive intervention project is to transform a strategically located site into a vibrant hub for lawful alfresco street vending activities. It should be noted that Šhara ' Misr underwent a significant transformation in 2023, with the project evolving into a park as depicted in Figure 7. The information presented in this section is diligently sourced from official governorate documents, ensuring the utmost accuracy and reliability.

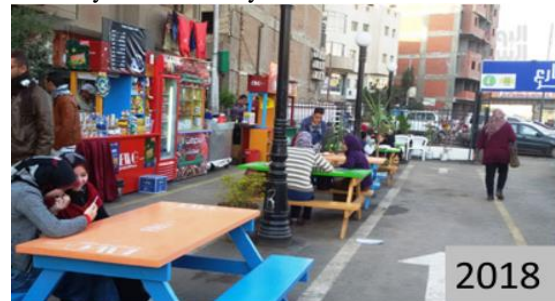


Figure 7- From šhāra ' mišr (Egypt Street) to ḥadyqī ṭhayā mišr (Long Live Egypt Park)

4.2 Project Location, Dimensions and Boundaries

The project site is strategically situated in the West Shebin El-Kom City, covering an approximate area of 800 square meters. The site is accessible via Gamal Abdel Nasser Street, Sharaf Square, the pedestrian bridge in front of Al-Zahraa School, the upper bridge, and the Omar Afindi Bridge.

The project site spans approximately 55 meters in length and 14.5 meters in width, as officially documented. Its geographical boundaries are demarcated as follows: an open space on the seaside, a car parking area to the north, Gamal Abdel Nasser Street to the east, and a 3-meter wide passage on the western side.

4.2 Project Implementation and Budget Estimate

An application form template has been developed for project submission, outlining the required documents and the submission process. Furthermore, both general and specific conditions have been established for project applicants. The selection of kiosk winners, which took place on the 14th of December, 2017, was determined through a public lottery conducted by a dedicated committee specifically formed for this purpose.

The *Šhara ' Misr* project sets forth general and specific conditions for applicants and outlines compliance regulations and potential consequences. General conditions include the need for applicants to provide a brief overview of their business activities, adhere to the terms of their application, commit to a three-year contract with an annual 10% rent increase, pay monthly fees of EGP1500 for utilities and site rent, take responsibility for kiosk maintenance and return it in the same condition, and submit an EGP 7000 security deposit. Special conditions require applicants to meet certain criteria related to education, age, employment status, military or national service, criminal record, residency, and health certification. Failure to comply with these conditions can result in the revocation of the issued license.

The project was expected to commence with an estimated cost of EGP 275,000.

4.3 Site Preparation and Project Execution

The project's site preparation and execution involved several activities. These encompassed leveling with gravel, constructing restrooms, installing water and electricity connections, building a seaside seawall, refurbishing existing fences, and illuminating the area. Washbasins were distributed around the site, and kiosks and seating areas were erected according to the approved designs, with assistance from Menoufia University-affiliated workshops. These steps aimed to establish a suitable and conducive environment for the project's activities.

5. Post-Implementation Monitoring

The monitoring of the project, conducted as an exercise, was implemented within the framework of a course in Landscape Architecture at Menoufia University. Approximately one year after the project's initiation, this exercise was undertaken to address the identified challenges and explore potential solutions. The assessment of the project following its implementation revealed valuable insights through visitor and seller questionnaires as well as in-depth on-site visits and site analysis. These findings encompassed both positive and negative aspects of the project's performance.

5.1 Visitor Questionnaire Findings

The analysis of feedback from visitors unveiled several commendable aspects of the former *Šhara ' Misr* project. Visitors lauded the tranquil and inclusive atmosphere, accessibility, reasonable pricing, commendable customer service, and the overall quality of food offerings. However, amid these commendable features, there were significant shortcomings worth noting. These included concerns regarding the inadequate cleanliness of restroom facilities, the presence of cats within the area, limited privacy for patrons, and delays in meal service.

5.2 Seller Questionnaire Findings

A comprehensive evaluation of the project's operational phase revealed initial profitability, attributed to its novelty and the six-month rent exemption provided to vendors. Nevertheless, as the rent exemption period lapsed, challenges emerged, leading to conflicts among the project's employees. Sellers expressed apprehensions about shared water basins, the lack of protection against adverse weather conditions, inconvenient procedures for rent payment, and the necessity for renovations to enhance the project's appeal.

5.3 Identified Service Deficits

The analysis underscored several notable gaps in the *Šhara ' Misr* project's service offerings. The lack of privacy for patrons due to its location on a main street raised concerns. Moreover, respondents identified the absence of additional activities, a designated area for children, and a limited diversity in kiosk offerings, which collectively detracted from the project's overall appeal and functionality. Residents residing in the vicinity of the project also voiced concerns regarding the lingering food odors that persisted throughout the night. Based on the post-implementation monitoring results, it has become evident that there are design deficiencies in the *Šhara ' Misr* Project. In light of these findings, three alternative proposals have been developed to address these design deficiencies and

explore possibilities for enhancing the project's overall effectiveness. Figure 8 showcases two alternative options, (1) and (2). These alternatives have been formulated based on thorough data analysis. Additionally, (3) represents an alternative location that presents a practical and feasible opportunity for enhancing the project's overall effectiveness.



Figure 8- Three alternatives that address the design deficiencies and explore possibilities for enhancing the project's overall effectiveness

6. Project Post-Closure Assessment

Šhara ' Misr Project faced insurmountable issues, which ultimately led to its failure and closure. It had a detrimental impact on the economy, social inclusivity, urban environment, and cultural enrichment, Figure 9. The noteworthy consideration here is the extent to which the COVID-19 pandemic may have played a contributing or exacerbating role in these challenges, influencing visitor behavior and the operational dynamics within the project. For a comprehensive examination of these pandemic-induced impacts, a more extensive analysis is available in a preceding article [15].

EI	SI	UE	RC
Economic Impact	Social Impact	Urban Environment	Regulatory Compliance
Revenue Generation	Social Inclusivity	Urban Revitalization	Adherence to Regulations
Business Viability	Quality of Life	Public Space Utilization	Enforcement Effectiveness
Employment Opportunities	Community Engagement	Impact on Traffic and Congestion	

CI	SJ	G	UM
Cultural and Artistic Impact	Spatial Justice and Inclusivity	Gentrification	Urban Management
Cultural Promotion	Accessibility	Socio-economic Changes	Efficiency of Urban Policies
Community Engagement with Arts	Equity in Space Allocation		Conflict Resolution

Figure 9- Post-closure assessment indicators

A . Economic Impact (EI)

Revenue Generation: The project faced significant challenges in generating revenue. Both vendors and the government struggled to maintain sustainable income levels. Revenue collection, including fees, taxes, and contributions, was inconsistent and insufficient to support the project's sustainability.

Business Viability: The majority of vendors in the new fixed locations found it increasingly difficult to maintain profitable operations beyond the initial period. The project's lack of appeal and services led to declining business viability.

Employment Opportunities: While the project initially created new job opportunities, these were short-lived. The overall employment rate in the area did not witness a substantial positive impact due to the project's closure.

B. Social Impact (SI)

Social Inclusivity: The project failed to provide opportunities for disadvantaged groups such as women, to participate in the formal economy. It did not contribute to improved social inclusivity.

Quality of Life: The project negatively affected the quality of life for vendors and local residents. Issues like a lack of cleanliness in toilets, limited privacy, lingering food odors that persisted throughout the night, and delays in meal service created an unsatisfactory living environment.

Community Engagement: As problems mounted, community involvement and satisfaction with the project declined significantly. Vendors and local residents expressed dissatisfaction and frustration.

C. Urban Environment (UE)

Urban Revitalization: While initially offering a positive impact on the designated areas, the project's inability to sustain its success resulted in adverse consequences.

Public Space Utilization: The project's inability to optimize the use of public spaces resulted in a decline in overall urban aesthetics, despite attracting people and media attention. The absence of organized events may have deterred some users from returning, impacting the project's sustainability

Impact on Traffic and Congestion: The project's closure relieved the traffic and congestion concerns observed during operation.

D. Regulatory Compliance (RC)

Adherence to Regulations: Initially, vendors demonstrated good compliance with regulations, licenses, and hygiene standards, driven by the novelty of the project. As time passed, their adherence significantly declined.

Enforcement Effectiveness: The youth participants in the project faced numerous challenges, which could impact the effectiveness of enforcement efforts. One significant challenge was their inability to pay necessary fees and electricity bills.

E. Cultural and Artistic Impact(CI)

Cultural Promotion: *Šhara ' Misr* failed as a cultural and artistic platform. The number of cultural events, art exhibitions, and performances hosted in the area dwindled to almost nothing.

Community Engagement with Arts: The absence of community participation in cultural activities negatively impacts social cohesion.

F. Spatial Justice and Inclusivity (SJ)

Accessibility: The project did not improve access to public spaces for all residents. Socio-economic disparities continued to exist, leading to unequal access.

Equity in Space Allocation: The project could not maintain the fairness of space allocation. Some vendors had advantageous locations, creating inequity.

G. Gentrification and Displacement (G)

Socio-economic Changes: The project's failure resulted in the displacement of vendors. The rising costs in the designated areas substantially affected the vendors' livelihoods and local affordability, exacerbating the existing issues.

H. Urban Management and Governance (UM)

Efficiency of Urban Policies: The project's management and governance structures were inefficient in managing the transformation of street vending, contributing to its ultimate closure.

Conflict Resolution: The project failed to minimize conflicts between vendors, local residents, and authorities, leading to a chaotic project environment.

7. Post-Project Community Responses

In a grassroots approach ⁵, the study analyzed 194 comments from a Facebook post discussing the closure of the project in Shebin El-Kom. This post asked the question: "*After the failure of Egypt Street in Shebin, what do you think would be the best thing to do in this place?*" The quotations extracted from this page, posted on November 27, 2021, offered firsthand insights into residents' perspectives, enriching the study's qualitative dimension.

Residents expressed mixed sentiments and aspirations about urban development projects in the city. They lamented the transformation of the stadium into a fee-based club ⁶, which led to the loss of open spaces and community bonding. There were differing opinions about converting the location into a garden, with some advocating for its return to green space while others raised concerns about the associated costs. Residents also voiced frustration with municipal mismanagement, perceiving local authorities as unresponsive and unaccountable, leading to a state of inaction instead of addressing community needs. These diverse perspectives underscore the complex nature of urban development in Shebin, influenced by nostalgia, economic considerations, and governance issues.

A. Nostalgia and Regret

Many of the quotations convey a sense of nostalgia for the past, where certain places or experiences were cherished. However, this nostalgia is often accompanied by regret or disappointment because these places have either changed or been lost entirely. People long for the return of the good times they associate with these places.

"It should return to its original purpose as a children's playground. My entire childhood was spent there."

B. Economic Impact

Some quotations touch on the economic aspects of changes in these places. The closure or transformation of certain areas can have repercussions on local businesses and employment opportunities. There is a

concern about job losses and economic hardship resulting from these changes.

"The general direction of the country is profit-oriented rather than serving the citizens. Everyone has to pay."

C. Government and Policy

Government decisions and policies play a significant role in many of the quotations. People express frustration or disappointment with government actions or inactions regarding the management and development of public spaces. There is a desire for more transparent and citizen-inclusive decision-making.

"Before we embark on new projects, we need to examine the reasons for the failure of the old ones."

These themes collectively reflect the sentiments, concerns, and desires of individuals in the quotations. They provide insights into various aspects of community life, including emotional connections to places, economic dynamics, government influence, and citizen engagement. Understanding these themes can be valuable for addressing community needs and fostering positive change.

8. Recommendations

8.1 Design Guidelines

According to Yang and Luo (2021), there is a scarcity of research examining the influence of outdoor dining environments on the overall consumer experience [16]. The following design guidelines should be considered to facilitate the creation of successful alfresco dining experiences:

1. **Careful selection of available space:** Consider customer comfort and food preparation requirements when choosing the location.
2. **Provision of shade:** Incorporate elements such as umbrellas, awnings, or trees to provide shade and keep customers cool and comfortable.
3. **Creation of a welcoming atmosphere:** Enhance the ambiance by including decorative elements like plants, lighting, and music.
4. **Adequate seating arrangements:** Provide comfortable and easily rearranged seating options to accommodate different group sizes.
5. **Maintenance of cleanliness:** Regularly sweep the area and provide trash and recycling bins to ensure a clean environment and customer satisfaction.
6. **Appropriately designed lighting:** Incorporate suitable lighting fixtures like string lights, lanterns to create a pleasant evening atmosphere.
7. **Ensuring safety:** Allocate sufficient space for safe movement, ensure adequate lighting during nighttime operations, and carefully place outdoor heaters and cooking equipment to prioritize safety.

By following the design guidelines detailed in Figure 10 and integrating the eight principles supporting public space vibrancy and sustainability spaces [17], individuals and organizations can create dynamic

alfresco dining experiences. This approach not only attracts and retains patrons but also enhances the liveliness of public spaces.

OUTDOOR DINING ENVIRONMENTS

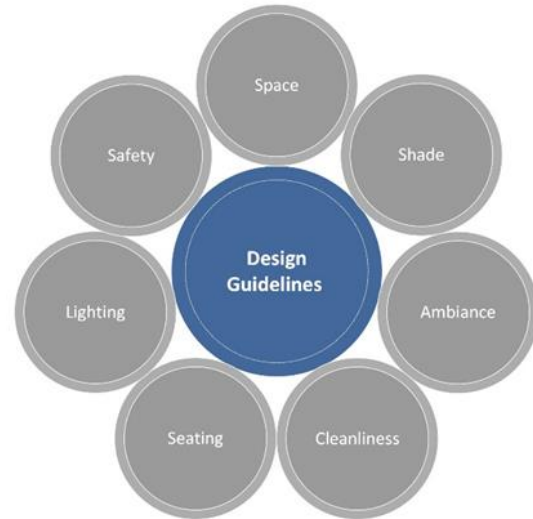


Figure 10- Alfresco design guidelines

8.2 Monitoring Framework

Employing the monitoring framework presented in Figure 11 guarantees the enduring attractiveness, functionality, and responsiveness of the space to the community's requirements, all the while upholding service and utility quality.

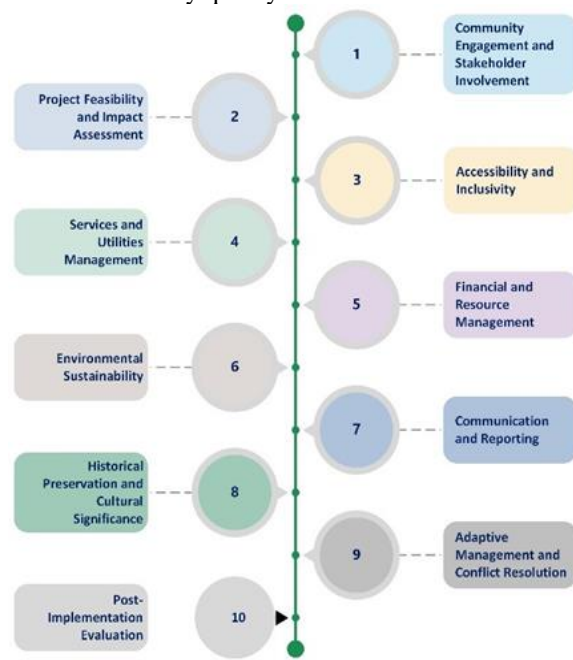


Figure 11- Project monitoring framework for preventing project failure in urban development

A. Community Engagement and Feedback

Mechanism:

- Establish regular meetings or surveys to engage with the local community and gather their feedback on the alfresco dining space.
- Implement an online platform or suggestion box for continuous feedback from diners.
- Involve local business owners, residents, and municipal authorities in the planning and decision-making process.
- Establish a committee with representatives from various stakeholder groups to oversee project progress.
- Maintain transparency in project funding, resource allocation, and vendor selection.
- Appoint an independent auditor to ensure financial accountability and compliance with regulations.

B. Feasibility Studies and Impact Assessment:

- Conduct feasibility studies before project commencement to assess economic viability and environmental impact.
- Regularly assess the project's impact on the local economy, including job creation and revenue generation.

C. Accessibility and Inclusivity:

- Monitor the accessibility of the alfresco space for people with disabilities, including wheelchair access and signage.
- Ensure that seating arrangements cater to different group sizes and preferences.

D. Services and Utilities Management:

- Regularly inspect and maintain services and utilities, including lighting, heating/cooling systems, and waste management.
- Monitor water and electricity consumption and implement energy-efficient practices.

E. Budget and Resource Management:

- Implement strict budget control mechanisms to prevent overspending.
- Monitor resource allocation to ensure optimal utilization of funds and materials.

F. Environmental Sustainability:

- Monitor and report on environmental impact assessments, including waste reduction and recycling practices.
- Implement sustainable landscaping and green infrastructure to enhance the aesthetic appeal of the dining space.

G. Timely Communication and Reporting:

- Maintain open communication with diners through regular updates on menu changes, events, and promotions.
- Provide a contact point for reporting issues related to food quality, service, or infrastructure.

H. Historical Preservation and Cultural Significance:

- If the alfresco space is in a historically significant area, monitor the preservation of historical elements.
- Ensure that cultural events or themes are integrated into the dining space, respecting the local heritage.
- Conduct marketing campaigns to raise public awareness about the alfresco dining space.
- Educate diners about the sustainable practices and eco-friendly initiatives implemented in the space.

I. Adaptive Management:

- Adopt an adaptive management approach to address issues promptly and make necessary adjustments to improve the dining experience.
- Conduct regular audits of service quality, cleanliness, and compliance with health and safety regulations.
- Assess the overall customer satisfaction and dining experience through surveys or feedback forms.
- Establish a mechanism for addressing customer complaints or disputes, with a focus on quick resolution and customer satisfaction.

J. Post-Implementation Evaluation:

- After project completion, evaluate the long-term sustainability and profitability of the alfresco dining space.
- Gather feedback from diners and stakeholders to inform future enhancements or expansions.

9. Conclusions

In the context of the transformation of Shebin El-Kom's urban landscape, particularly the discussion surrounding the development and repurposing of the alfresco (open-air) dining space, it is evident that community engagement, transparent governance, and sustainable practices are crucial factors in preventing project failure and fostering urban development.

This paper has outlined a comprehensive monitoring framework tailored to the alfresco dining space project, emphasizing the importance of stakeholder involvement, accessibility, and inclusivity. Additionally, the framework addresses services and utilities management, budget control, environmental sustainability, and adaptive management, all of which are vital aspects of successful project implementation. Furthermore, it is essential to highlight the significance of continuous community engagement and feedback mechanisms to ensure that the project aligns with the community's needs and expectations. This framework promotes transparency and accountability in financial and resource management, fostering a sense of trust among stakeholders.

The success of urban development projects relies on a multifaceted monitoring approach that considers social, economic, and environmental aspects. By adhering to the principles outlined in this framework, municipalities and urban planners can mitigate risks,

maximize benefits, and create vibrant, inclusive spaces that enhance the quality of life for local residents and visitors alike.

Jan Gehl once noted, "cultures and climates differ all over the world, but people are the same. They'll gather in public if you give them a good place to do it."

Such observations prompt a critical examination of the factors influencing the success or failure of public space design and management.

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Endnotes

¹ Both "al fresco" and "alfresco" are correct spellings and are used interchangeably to describe outdoor dining or activities. "Al fresco" is the original Italian phrase, translating to "in the fresh (air)" in English, while "alfresco" is an Anglicized version of the phrase.

² Triangle analysis is a method for both analysing and solving problems that is based on the (a) structure, (b) content, and (c) cultural aspects of the policy system. It can be utilised to examine how a confluence of laws, institutions, social norms, and behaviour contributes to or maintain issue or difficulty. Additionally, the framework can be used to map and define different strategy options for addressing each of the three dimensions.[14]

³ Panopticism is a social theory by Michel Foucault, based on the concept of the Panopticon, which he viewed as a symbol of a disciplinary society centered on surveillance and behavior modification.

⁴ In January 2017, a street food venture selling burgers commenced in Heliopolis' Nozha district. A setback arose when local authorities and the police forcibly removed the food cart. To draw attention to this issue and street vendors' challenges, the incident was documented and shared on social media. In April 2018, a significant development occurred as President Sisi issued an order to support the Šhara ' Misr project and extend its reach to other cities, thereby providing a legitimate platform for street vendors.

⁵ A grassroots approach refers to community-based initiatives, movements, or actions that originate at the local level. It entails community members coming together to address specific issues or advocate for change. These movements are primarily driven by the collaborative efforts of individuals who share a

common concern or goal. Grassroots initiatives are typically informal and may not be associated with established organizational structures.

⁶ The Stadita Holding Company successfully converted open stadiums in various urban areas into exclusive membership-based clubs through its initiative, City Club. Previously, these stadiums were freely accessible to the public.

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Appendices:

A. The Tapestry of Street Vending

Vendors	Types of vending	Locations	Benefits
Rural–urban migrants; Disadvantaged groups; Ethnic minorities; Informal sector; Urban poor; Indigenous peoples; Creative class ; Female street vendors	Petty trade; Mobile food vending; Food trucks; Street foods; Souvenirs	Developing countries; Cities; Old city; Historic center; Urban space; Public space; Beach; Community; Public open space; Unplanned spaces; Bus; Downtown; Street festival	a) <u>Self-organization</u> Entrepreneurial ; resilience ; Ethnic entrepreneurship; Self-employment; b) <u>Social network</u> Family–work relations; Social harmony; Citizenship; Intercultural exchange; c) <u>Urban life</u> Urban livelihoods; Innovativeness bargaining; Popular shopping

B. Keywords filtering

Activity	street selling ; street vending; petty trade; peddling; ambulant vending ;	street vendors ; street traders; peddlers; female street trades; souvenirs;	food vendors ; food deserts; mobile food vending ; food trucks ; street foods
Workers	rural–urban migrant; migrant workers; migrants;	disadvantaged groups; emotional labor; ethnic minorities; informal sector; urban poor;	state-citizen; indigenous peoples; creative class
Economy	underground economy; informal economy; informal labour; informal employment; informal work; informal commerce; illegal market;	coopetition; global production networks; production relations; self-service technology; social capital;	neoliberalization; transition economies; 'doing business' reforms; micro enterprise; business environment; reforms; liberalization
Space/place	urbanisation and developing countries; old city; world heritage; historic center; urban space; public space; tourism;	beach tourism; community; public open space; downtown; street festival; subaltern production of space;	cities; inclusive cities; cosmopolitanism; spatial distribution; unplanned spaces; bus; contested spaces; translocality
Management	entrepreneurial resilience; informal entrepreneurship; ethnic entrepreneurship;	self-employment; self-organization; payday loans; agency;	social network; family–work relations

Motivation/pros	<p>right to the city; right to work; spatial justice; social protest; equality;</p> <p>dignified life; urban poverty ; poverty;</p>	<p>urban livelihoods; citizenship; urban life; social harmony; consumer innovativeness;</p>	<p>discrimination; heterogeneity; race; exclusion; bargaining; intercultural exchange; popular shopping</p>
Struggles/cons	<p>urban conflict; urban informality; urban struggles; urban regulators; urban health;</p> <p>state power; state violence;</p> <p>policy transfer; resistance; eviction;</p>	<p>governmentality; legislation; control; contestation; discipline; corruption; patronage; violence;</p> <p>implementation; public authority; regulation; affect; governance; illegalisms; illicit trade; power; public order; public life; eyes on the street; uncertainty; ambivalence;</p>	<p>aurality; sound studies; street cries; harassment; safety; security; food security; occupational health & safety;</p> <p>ethics; aesthetics; location; shopping mall; use</p>
Policies	<p>urban politics; urban policies; public policy;</p> <p>policy gentrification; urban governance; comparative urbanism;</p> <p>formalisation; coping strategies; negotiation; rethinking policy;</p> <p>beach management;</p> <p>planning practice; sustainability; urban regeneration; policy epistemologies; post-dualist approach; structuration theory;</p>	<p>activation; revitalization; precarious work; collective action; community organizations; cultural politics; politics of difference; mobilities; politics of mobility; urban studies; everyday and advocacy politics; mixed embeddedness; intellectual property rights; adoption behavior;</p>	<p>legal consciousness; legitimacy; deserving public; legal empowerment of the poor; pro-poor policy; urban management;</p> <p>democracy; urbanization; panopticism; revanchism; spatial politics;</p> <p>urban revitalization;</p> <p>institutional management of conflicts;</p> <p>municipal guard</p>