

Profitable urban public spaces significant role in building safer and more sustainable societies

Cairo as a promising Case

Associ. Prof. Dr. Ahmed Abd Elghany Morsi

Associate Professor, Faculty of Fine Arts, Helwan University

masterlinegroup@yahoo.com

Abstract

The swift growth of towns and cities can lead to an evident retrogradation, for instance, the current state's efforts to develop open spaces. Urban open spaces in Egypt in general, and in Cairo in particular need innovative ideas. Hence, an insistent need for the development and creation of productive and profitable urban open spaces is highly required. Cairo city faces many obstacles such as the rapid increase in urban population which leads to a rapid aborting urban expansion of the city. Accordingly, public urban spaces tend to reflect the comprehensive power of the merge between the urban and the economic activities of a 'productive sustainable city'. The city's design is considered as a response to the challenges of building a pro-active and resilient future for contemporary cities. Moreover, these challenges were based on a vision of an urban future of physical, social, and systemic introduction of what we call 'Continuous Productive Urban space. Thus, building a new maintained urban infrastructure and assisting a re-definition of open urban space usages were both addressed aspects: the establishment of an urban sustainable site and the creation of a productive, and profitable public space. After many years of the absence of profitable activities from urban design agendas, it is now recognized as an important subject that can shape both spaces, and cities as well as the everyday life and local identity of its inhabitants.

The challenge resides in reinvent proactive proximities, close circular economies, new alternatives of co-production and eco-sharing within a resilient, sustainable, participatory and localized urban space production at the heart of the metropolis. The goal is a more sustainable city.

Therefore, the study aims at exploring the profitability and the productivity of the city's public urban spaces' design, besides, the creation of unprecedented opportunities for more sustainable and social interactions within the urbanity. The paper will also trace some examples of profitable sustainable urban space's remarkable shift from a marginal interest to one at the center of contemporary urban discourse locally and internationally. Furthermore, It suggests a solid strategy for the introduction of connecting productive activities with cities.

Keywords

urban identity - urban sustainability - productive urban space – sustainable urban spaces - profitable urban space – place making – place keeping

Introduction

Decision-makers and policymakers have given more attention to research and strategies due to the global rise in urban growth. As, the world's urban population is expected to expand from 3.3 billion inhabitants in 2007 to 6.4 billion in 2050 (Paula Leyton , 2013). To elaborate, these

strategies are intended to encourage economic development and enhance the standard of living in the metropolitan environment. It is asserted that the bulk of population increase is centered in cities, and towns of less established areas. Hence, such modern urban dwellers carry with them various aspirations for the metropolitan climate, for instance, efficient open areas, decent housing standards, accessibility flexibility, and complex cultural traditions (Bergees, 2004).

It is maintained that more than 50 percent of the world 's population is currently settled in metropolitan areas that could grow to 70 percent by 2050 (Erini Setyowati, 2013). Accordingly, the architects, urbanists and developers` task resides in building usable open areas with incentives in order to generate benefits and profits to ensure the UPS sustainability.

In recent years, there have been strong constraints on large-scale social structures and frameworks associated with accessible public areas, spanning from land management to international disputes over space (Kit Campbell , 2001). Indeed, there is an incredibly popular finding that urban open spaces in Cairo are not immune to the institutional structures of urban life and the environment. Thus, after addressing such things.

Research Problem.

Public open spaces have been defined as one part of the built landscape that is diverse in everyday life for people living in metropolitan areas. Besides, they have a significant role in building safer and more sustainable societies by offering meaningful cultural, social, and economic benefits. Many urban open spaces are mono-culturally populated, for instance, city centers and portions of parks, which weaken the aim to make urban open spaces available to all such achieving the productivity and profitability.

The research focal problem resides in the currently urgent need for the public open spaces in Cairo, whether by reviving and developing the already-deteriorating spaces, or creating a new one, [fig 1]

some challenges are facing UPS in Cairo :

- Management and financing mechanisms related to open spaces make them a significant burden for the state.
- The sustainability of UPS from the social point of view and productivity and profitability as key concepts, what is so-called place-making Vs place keeping.



Fig "1" , two examples of UPS key projects in cairo , Ainelsera park and the Nile front prominade

Hypothesis

The paper assumes that the concept of profitable urban public spaces can be achieved by applying the principles of sustainability and productivity. Sustainability is thus achieved again through the ability to keep the place.

Research objectives

The paper tackles the idea of sustainable urban spaces. In addition, it analyzes an outlandish framework that may tend to indicate how UPS is made productive and profitable by exposing the characteristics that make it essentially successful and attractive. Consequently, allowing it to be economically exploited for a return that can finance the expenses required for place keeping.

The paper aims to build sustainable societies and urban public spaces to attract visitors and residents to stay into :

- Boosts the fineness of the environment.
- Ameliorates the accessibility of places.
- Delivers sustainable and competitive communities.

Research methodology

Throughout the first section, the paper provides analytical evidence on the idea of social sustainable public open spaces. The second section analyzes the urban approaches of international projects that may help in introducing a socio-economic sustainable strategic approach to build new and/or reshape open spaces in Cairo to be profitable.

The methodology would firstly be observatory by highlighting the Functional & Social Values of Public Spaces. An analytical approach by reviewing some international examples for the Functionality & Sociability of Public Spaces, Austria and USA. The research concludes with an approach to achieve the profitable urban space.



1. Urban open spaces (UOS) – The Concept(s) and Meaning

Urban open space (UOS) is a broad term that depicts any land that does not has buildings or structures (Arcagni, S. 2010). It includes an empty and unoccupied place in the city`s spatial structure. Moreover, urban open space can be a great strip of green space in an urban area or a small area in the center of the city. Work in Scotland by Kit Campbell Associates (2001) defined urban open space as 'any simple property within a border or a lodger or a contour of community,

city or region that can provide natural, social and/or economic benefits to communities, whether directly or indirectly in an urban area (Paula Leyton , 2013).

“Public Spaces are all places publicly owned or of public use, accessible and enjoyable by all for free and without a profit motive (A.Morsi 2020) . Each public space has its own spatial, historic, environmental, social, and economic features.” (Charter of Public Space) UN-Habitat 2015.

The latest rounds of capitalist restructuring and transformation of urban space have concerned the registration of urban public life as a vehicle for sustaining and fast capital accumulation (American Planning Association ,2016)for instance, the rise of metropolis centers` touristification, commercialized and speculative cultural quarters, and lately the commodification of ‘sharing’.

2. Productive urban open spaces (PUOS) – The description

Urban open spaces (UOS) are characterized by its public open spaces designed and constructed from human pastime and enjoyment. This can involve parks and community gardens playgrounds for infants, green lanes, city center squares, pedestrian streets, and positions on the market.

That concept is taken from Lynch (1981), who suggests that open space is available when it is usable. For starters, a fenced waterfront area or a market closed at night is not deemed an urban open space. A greater treasured way of describing and categorizing urban open spaces than merely "available" and "locked" can be differentiated between "accessible" and "inaccessible" available spaces.

The various definitions and roles of urban open spaces can also additionally construct connections between space and the person as a consumer. In fact, people are usually attached to their physical and social environment. Once the environment succeeds in becoming an important part of their everyday lives and meets their needs, expectations, and beliefs, they

become attracted to open spaces. [table 1] Hence, when the urban open space succeeds, it becomes productive.

Table "1", the characteristics of public urban space (The Author & American Planning Association ,2016)

Aspects of the ideal urban space	Description
Individuality	This indicates that spaces mirror the local characteristics of the region and its variety of uses, models, and features, moreover, the colors and materials you give. Their spaces and buildings identity within the general character of the surrounding urban environment.
Spatial connectivity	It is meant to be easy to move and to communicate between the public space and the surrounding areas of the city. The more that communication is visual the better the standard, and the stronger visual communication is. As, it is the driving force of movement.
Safety and security	The pedestrians use the physical space without being worried, fearful of any external influence, or harassing.
convenience	The use of the space for various activities. Besides, the existence of basic services such as public toilets, chairs, furniture, and comfortable shaded areas.
Calm and reflective spirit	The components of urban space should help users to get calm and to relieve their minds whether through some artworks such as fountains, waterfalls, and plants, or through visual interaction such as the lights on attractive elements.
Interesting	This means that Urban spaces should entertain its users through attractive performances and party art. Moreover, it should act as a platform for cultural performances.

3. Productive urban open spaces (PUOS) – from a social perspective.

Stephen Carr et al. (1992) claimed that the various facets of healthy open spaces were expressed in the incentives offered to users to fulfill their needs, such as distinctiveness, usability, protection, comfort and enjoyment, active and passive participation, exploration and socialization. Space is efficient when a clear relation is formed between the atmosphere and the customer. In residential communities, a person creates a sense of identity and protection through the use of municipal resources and socialization.

The experience of the users and their values are not directly noticeable. Therefore, it is crucial to consider experience, perception, and the use of open spaces by the city's inhabitable and sustainable towns are recognized for their open spaces as they are for their culture.

Productive open spaces provide many advantages. Thus, if the social life in the city is significant, open spaces are surely included in the urban planning of the city. On the contrary, the idea of sustainability is more likely to have an image of the natural environment. Also, to

trigger the human behavior in the social life of the city, there is a method to react to climate conditions.

The paper's main aim is to study how the configuration of traditional urban space contributes in preserving social values especially in Specific societies, to understand how spatial transformation can contribute in social behavior

transformation in order to build a new strategy for urban development of traditional sites.

The paper starts with a brief introduction of methods and tools used to analyze urban space and to evaluate social

behavior by decoding urban characteristics in traditional space then in its extension. First as a theoretical support, we

try to show relations between urban layout and social behavior by introducing space syntax parameters for analyzing

space socially. Then we proceed with a historical presentation of the case study mentioning the different historical

phases and the main characteristics.

The case study is supported on the hypothesis shown in the first part, a space syntax analysis through a historical

approach (chronological development of the urban fabric) to show differences between different urban typologies, so

their influence on social behavior.

As a consequence we try to synthesize the differences in urban layout that influence social behavior and to

propose a different strategy of development oriented to preserve social values and behavior.

The paper's main aim is to study how the configuration of traditional urban space contributes in preserving social

values especially in Specific societies, to understand how spatial transformation can contribute in social behavior

transformation in order to build a new strategy for urban development of traditional sites.

The paper starts with a brief introduction of methods and tools used to analyze urban space and to evaluate social

behavior by decoding urban characteristics in traditional space then in its extension. First as a theoretical support, we

try to show relations between urban layout and social behavior by introducing space syntax parameters for analyzing

space socially. Then we proceed with a historical presentation of the case study mentioning the different historical

phases and the main characteristics.

The case study is supported on the hypothesis shown in the first part, a space syntax analysis through a historical

approach (chronological development of the urban fabric) to show differences between different urban typologies, so

their influence on social behavior.

As a consequence we try to synthesize the differences in urban layout that influence social behavior and to

propose a different strategy of development oriented to preserve social values and behavior.

The paper's main aim is to study how the configuration of traditional urban space contributes in preserving social

values especially in Specific societies, to understand how spatial transformation can contribute in social behavior

transformation in order to build a new strategy for urban development of traditional sites.

The paper starts with a brief introduction of methods and tools used to analyze urban space and to evaluate social

behavior by decoding urban characteristics in traditional space then in its extension. First as a theoretical support, we

try to show relations between urban layout and social behavior by introducing space syntax parameters for analyzing

space socially. Then we proceed with a historical presentation of the case study mentioning the different historical

phases and the main characteristics.

The case study is supported on the hypothesis shown in the first part, a space syntax analysis through a historical

approach (chronological development of the urban fabric) to show differences between different urban typologies, so

their influence on social behavior.

As a consequence we try to synthesize the differences in urban layout that influence social behavior and to

propose a different strategy of development oriented to preserve social values and behavior.

The paper's main aim is to study how the configuration of traditional urban space contributes in preserving social

values especially in Specific societies, to understand how spatial transformation can contribute in social behavior

transformation in order to build a new strategy for urban development of traditional sites.

The paper starts with a brief introduction of methods and tools used to analyze urban space and to evaluate social

behavior by decoding urban characteristics in traditional space then in its extension. First as a theoretical support, we

try to show relations between urban layout and social behavior by introducing space syntax parameters for analyzing

space socially. Then we proceed with a historical presentation of the case study mentioning the different historical

phases and the main characteristics.

The case study is supported on the hypothesis shown in the first part, a space syntax analysis through a historical

approach (chronological development of the urban fabric) to show differences between different urban typologies, so

their influence on social behavior.

As a consequence we try to synthesize the differences in urban layout that influence social behavior and to

propose a different strategy of development oriented to preserve social values and behavior.

There is an effective relationship between human activities, behavior, social interaction, and the physical atmosphere in urban spaces especially the beneficial open spaces as mentioned by a track record of Whyte⁹²⁰⁰⁹⁰. People`s actions, why and how these activities are turning into spaces for accommodating urban space actions are the most important. For instance, city squares are places served for humans. Therefore, the dissemination in the city square carried on pedestrian design considers the character of the human factor. As a result, people`s actions decide the features of the space in urban places.

In conclusion, according to the mentioned facts, productive open spaces are places to relax, make and enjoy food, a means for(nurturing/ sustenance), and dealing with waste, as a place for all emotions such as hoping, fighting, separating and also praying. Furthermore, urban design associates buildings, people, and the surrounding atmosphere. These 3 things should always be achieved together without separation. The changes of movement from one space to another as expressed by the movement of its pedestrians determine/decides whether or not the urban space is productive and lively.

Here we are at a very important stage, the stage of making it the place that meets the user requirements. Some countries and societies view this process as a burden on the state and its fiscal budgets.

Whether it's construction costs or maintenance/running costs and achieving the sustainability of the place. The next part of the research will review some of the mechanisms used for funding the making of PUPS (Bergees, R , 2004)

4. Financing urban open spaces

The methods of financing the making of productive open spaces differ according to the identity of the space and the administrative system used in the city or country (Paying for parks , 2020)

4.1. local authority fund :

For example, in England, local authorities manage green open space; besides, the budget of the authority`s general revenue that is financed from locally collected taxes and/or government transfers, usually funds it. That budget funds more services than green space; therefore, the parks department has to compete for the money. The advocates decide how to distribute that budget among competing services. Similarly, in Paris, the mayor is the only one who defines the policy of the urban spaces and the local council should confirm it as well.

4.2. public sector financing Mechanisms

In some cases [fig,2], urban space serves several goals and sectors, or provides services for a variety of entities such as the health sector or the youth sector,or it aims to eliminate the

concentration of criminal activities. As a result, more than one public sector is involved in the financing process, so that each sector pays a certain amount of the required cost.



Fig "2", Hillingdon, London: Healthy Hillingdon is a partnership between the borough's parks department and the local primary care trust. (<https://archive.hillingdon.gov.uk/dowdingpark>)

4. 3. Taxation and fee levied

In some countries [fig,3] it is possible to finance using one of two means, by allocating a percentage of taxes on local activities, whether commercial or industrial, or by paying direct fees to use the open space.

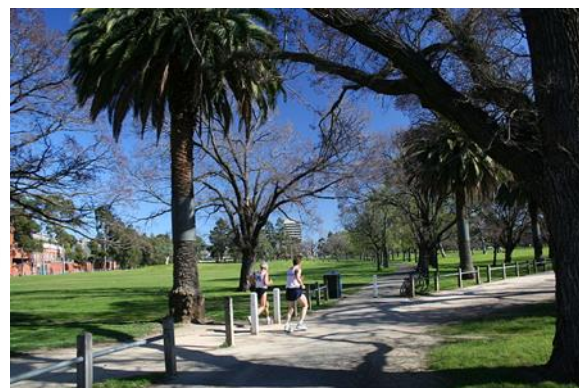


Fig "3", Victoria, Australia: the primary source of funding parks is a 'parks charge' levied on domestic, commercial and industrial properties (<https://www.victoriapark.wa.gov.au/Home>)

4.4. Development opportunities and new land-use allocation

Funding for the provision and management of urban green space in, and around new residential and commercial developments can be guaranteed through planning agreements. In Malmo, Sweden, financing for spending on open spaces depends on residents and homeowners, as they create infrastructure and maintenance.

4.5. Bank loans and commercial financing

In some countries, local residents, business owners, and local investments can vote for loans to finance open spaces. Indeed, these loans are repaid over long periods of up to 30 years, including loan interest. Missouri, USA: the City of St Louis issued \$17 million worth of bonds for improvements to Forest Park to be repaid through a city sales tax.

4.6. Profit-generating opportunities

This means having full access to targeted funding by encouraging private sector activities through licensing of the practice of return-based business activities. Furthermore, they should be provided with the franchising space allocation system for successful and attractive commercial entities, for instance, Mile End Park, London. Mile End Park creates around 50 percent of its yearly budget from income-generating opportunities sited inside the park, which incorporate shop units, a go-kart track, café franchises, and the hire of pavilions for weddings, conferences, and exhibitions.

4.7. private and community sector involvement

It is possible to obtain funding, by engaging and encouraging the community to volunteer, or at least encouraging them to participate in time and work.

There is more than \$300 million acquired from individuals, associations, and organizations by New York USA the not-for-profit organization Central Park Conservancy. Also, it has taken

over most of the everyday maintenance of the park such as cleaning of facilities, reconstruction, and capital improvements.s manage green open space.

4.8 Advantages and disadvantages of each financing system

As stated earlier that different funding mechanisms may suit a country and not suit another, so there is no ideal system. However, there is an appropriate or inappropriate funding mechanism. The table below shows the key threats and advantages of each mechanism.

Table "2", Threats and advantages of each funding mechanism : (the Author)

5. The case study

Citizens' satisfaction, and their daily experience are some of the key determinants of urban life. These factors, in turn, depend on economic, social, and environmental characteristics. Open, well-planned urban spaces are now an important component of accessible cities.

Criteria of Case study Selection:

The study defined some criteria for the selection of case studies as follows:

- Being a multi-social space made it easier to deal with different people of different social standards.
- Being in the downtown or near to it.
- Being a well-known place that has a place significant character.
- The UPS morphology, one as liner space and one as a park.
- Considered an interactive place where different activities take place.
- Being profitable, in a sense of Reliable Profitability Indicators.

5.1 Urania, Danube Chanal waterfront.

Vienna is considered as one of Europe's most attractive cities; also, it is Austria's most attractive city with a population of about 1.90 million. It is generally famous for its rich architectural, urban and artistic content, besides, its wide view of the Danube and its waterways. For instance, The Uorinia district is one of the most famous areas overlooking the Danube and is the subject of this study.

The city's history back to 1889, where the development of the area has gone through many stages until it reaches the present state. Furthermore, 1920 is known as the original period where the edges of the chanal were developed. The bridge, which links the area to the other West Bank, was built in 1964. In 2005, several infrastructure modifications were made to provide existing areas and sectors ready for land uses (Paying for parks , 2020).

One may slowly pace along it, or go to the promenade with its benches to sit on. People can also enjoy the sound of the slow flow of water or the sound of the birds on the nearby tree. Moreover, they can enjoy in the city center itself from Rasauer Lande towards Urania. Accordingly, they can watch the stream along the postmodern urban landscape with numerous graffiti painted on the concrete embankments that separate the level of the river from the streets above. They are Colorful, vibrant, and some of them are pieces of art brought to perfection.

Besides, those embankments accompany the background of many cafes, clubs or, city beaches between them and the water.

To follow the details of the Danoub channel urban space, the sectors will be divided, with each sector representing the specific functions that are the basic functions on which the idea of POUS is built [fig. 3].

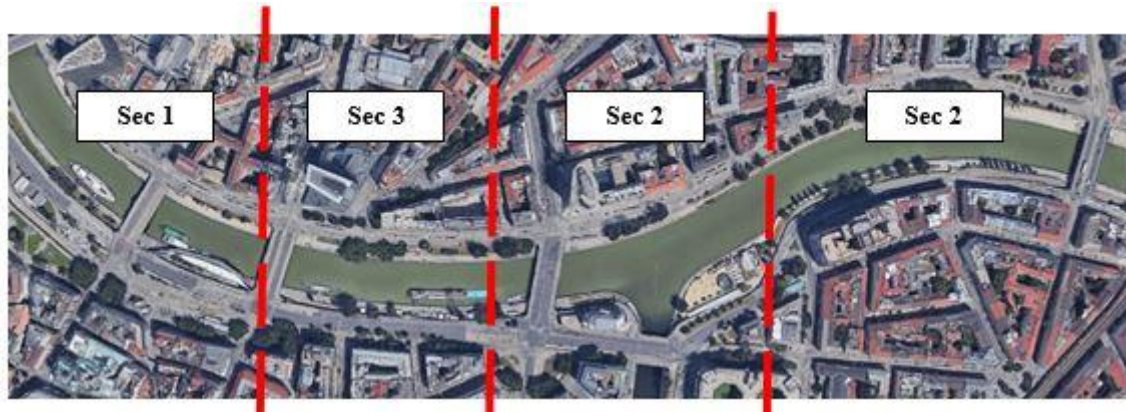
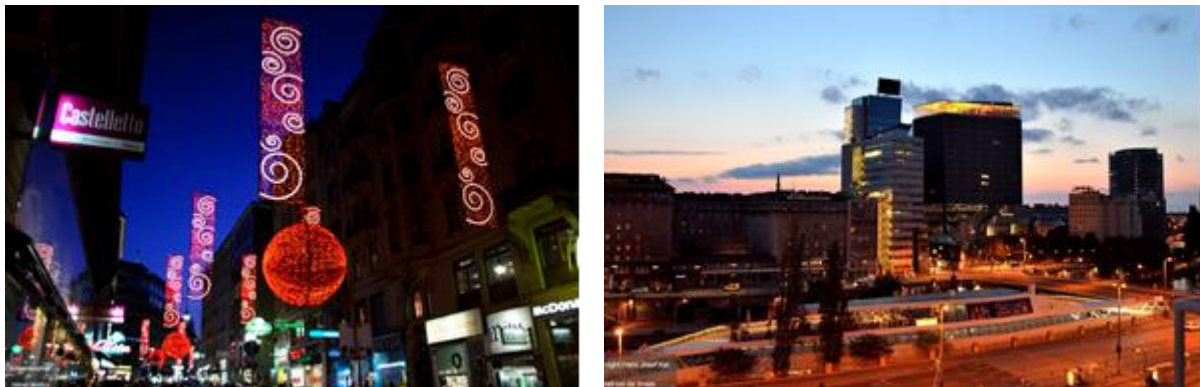


Fig " 3 " , google image for the danoub chanal , devided sectors

Sector (1) Activities of (market/culture)

The area is generally considered as a masterpiece with its historic buildings, shops, shopping streets, moreover, with many famous shops, attracting shoppers, or those seeking a rest after shopping.[fig ,4] The seating area is therefore concentrated in this sector, cafes, and restaurants.



fig"4" , Marketa and cultural activities along the chanal , (google earth images)

Sector (2) Activities of (urban living room)

Mixed seating areas, coffee and dining areas are available along the strip, ranging from casual and free charge seating to luxurious restaurants [fig,5]. One is located next to a historic building - Urania-Sternwarte - Kinder Train Museum - or the one whose design belongs to modern and contemporary buildings. There is also a free-fire sitting area with a sand floor and a sea beach.

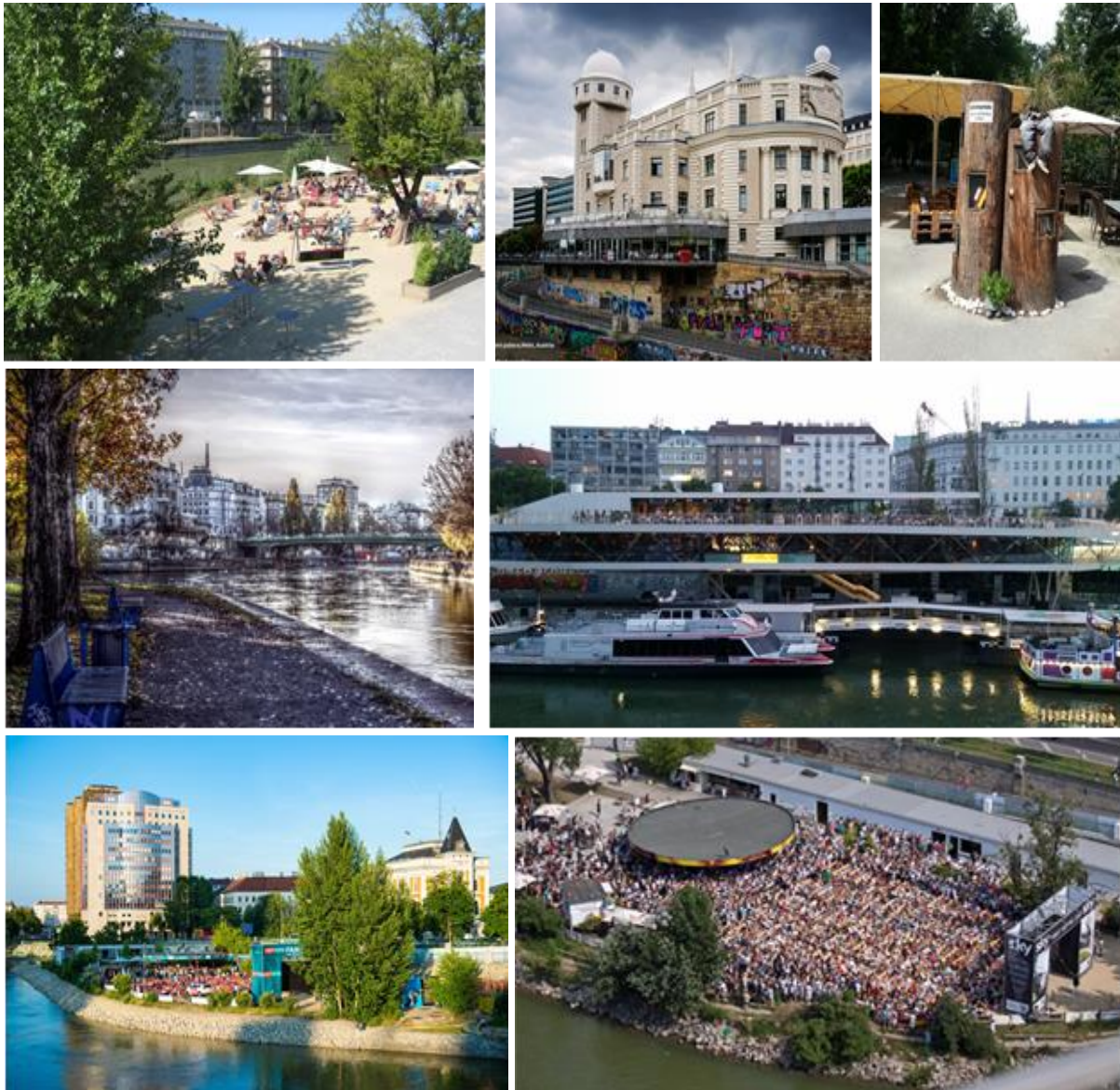


fig "5" , Activiteis of urban living room , (some are google images or taken by the author)

Sector (3) (sports and play)

In this sector, the area offers a range of services to its clients/users [fig, 6], including the most popular sports and sports facilities. There is also a swimming pool and a health club for those who wish to swim or have fun in the pool.



Fig"6" sprots and playing services (taken by the author)

Sector (4) (Enjoy it at night)

The features of this urban space are reflected especially during the night [fig.7]. The sparkling lighting mixed with the lively restaurants and cafes at night portrays the beauty of this urban space. Hence, it attracts the users and provides them with a sense of security and appeal throughout the day.



Fig,"7" , night charachter of the public space (taken by the author)

Profitability indicator, as profitability can be determined through monetary criteria, Strandbar Herrmann, which is a private company, generates \$26K in revenue per employee. As of August 2019, Strandbar Herrmann has an estimated 100 employees and an estimated annual revenue of 260.5K.

5.2 Hermann Park Houston USA

Hermann Park which is one of Houston's oldest public open spaces was first conceived as part of an extensive urban planning effort by the city of Houston in early 1910 (Urban development plan for vienna, 2020).. After a recommendation of 1913, the rural area was then located between the main street and Páriz Pio as the ideal for a large urban park. George Herman, who is the real estate investor and director that owned most of the area and worked on the city's Garden Council, donated his property to Houston to be used as a public green space in 1914 (Urban development plan for vienna, 2020).. By 1916, the famous landscape architect George Kessler accomplished a master park plan which was progressively achieved over the following decades. Basically, Herman Park and Rice University are clear terms of the city's beautiful movement in Houston.

FHP commissioned a master plan for Herman Park from the Hanna/Olin Partnership in 1993. The city of Huston and other collaborators took part in creating this master plan which was adopted a master plan for Herman Park that has given a blueprint for all the following developments and enhancements of the park. Companions of Hermann Park changed the name in 2004 to The Hermann Park Conservancy (HPC) to emphasize an institutional and long-lasting commitment to stewardship of the park's resources and physical infrastructure.

5.2.1 Individuality of the park :

Houston's Hermann Park is one of the essential public parks as it attracts a varied array of guests from every zip code in Houston and from across the socioeconomic spectrum. The visitor of demographics closely matches Houston's overall demographics which makes the park like a microcosm of the larger city. Besides, The park makes a geographical link between

neighborhoods as different as the Museum District, the Texas Medical Center, and the Third Ward [fig.8].



Fig"8" , the park master plan , it is a geographical connection between neighborhoods

5.2.2 Accessibility and connectivity :

The vision of the park is to emphasize continuity and diversity, for example, areas for families, areas for large social events and social gatherings, quiet areas for contemplation, and meditation. All are allocated and tied together with a clear and strong network of pedestrian networks, bike lanes, and shaded driveways. Butting the park together with the city was an important objective, as it confirms safe and welcoming street crossings, and strong clear connections between the internal pedestrian network and those surrounding the park [fig.9].



Fig "9" , the park connectivity and accesibility , internally and with surroundings

5.2.3 Safty and security

The Park, which is considered as one of Houston's most spirited public open spaces, is enticing a various array of visitors from every Houston zip code and from across the socioeconomic spectrum. Visitor demographics closely matching with Houston's overall demographics result in making the Park a microcosm of the larger city. Besides, the Park provides a geographical connection between neighborhoods as different as the Museum District, the Texas Medical Center, and the Third Ward.

According to 2016 Rice University's study on the park patrons and users, it is asserted that there is no virtual difference in usage patterns between ethnic groups. ("Understanding Usership in Hermann Park," Rice University, 2016). Thus, the idea of the park as a shared experience was supported, as the study was commissioned by the conservancy.

The Park provides its users from all walks of life with the chance to come together to play, to relax, and to celebrate [fig, 9]. However, there should be a careful consideration of how this space is used, as the more people move to the region, the more every inch of the park's space becomes precious. Moreover, Huston grows and changes rapidly; therefore, it is critical that Hermann park adapts to that change in order to meet the needs of future generations. Besides, the park would remain a staple greenspace in a city experiencing a significant urban renaissance.



Fig"9" , the diversity , inclusion and the park as the Park is a microcosm of the larger city

An online platform for the Park users was generated in order to share their inner thoughts on what they'd like to see in the Park which captured hundreds of public comments and ideas. Moreover, it assisted in shaping the overall plan.

5.2.4 Comfortability

According to the feedback, there is an urgent desire for new features of the park, for instance, increasing activities and programs, enhancing environmental features, and improving mobility. Hence, much of the feedbacks centered on these common themes. Moreover, they also claimed their need for more available spaces for play and activities, a dog park, and foodservice. All of these discussed features besides providing an improved parking were commonly requested items.

Out of the community engagement process came three broadly defined themes prioritized by the community, which the plan is centered around [fig10]:

- Expanding the spectrum of play.
- Invigorating the presence of nature.
- Improving access and vital internal connections.



Fig"10" , the community engagment activities

5.2.5 Interesting Activities

The park could appeal to its users by launching a variety of pleasant occasions and events, for instance, exhibitions, festivals, concerts, and other social events [fig, 11].



Fig"11" , the pleasant events , to attract various segments of users.

5.3 Profitability of the project :

profitability is the ability of a business to earn a profit; furthermore, a profit is what is left of the revenue, a business generates after paying all expenses directly related to the generation of the revenue, such as producing a product, and other expenses related to the conduct of the business activities, the following two tables (3&4) shows the financial position and the revenue for 2019 financial year .

5.3.1 Statements of Financial Position as of June 30, 2019**Table "3" ASSETS**

Cash and cash equivalents.....	..\$ 465,946
Prepaid expenses and other receivables.....	... 170,766
Contributions receivable..... 3,139,782
Investments..... 27,847,011
Use of office facilities..... 778,613
Property, net 902,867
TOTAL ASSETS.....\$ 33,304,985

LIABILITIES AND NET ASSETS

Liabilities:	
Accounts payable and accrued expenses.....\$ 318,855
Construction payable..... 65,041
Deferred revenue..... 19,960
Notes payable.....	
Total liabilities..... 403,856
Net assets:	
Without donor restrictions..... 13,497,487
With donor restrictions..... 19,403,642
Total net assets 32,901,129
TOTAL LIABILITIES AND NET ASSETS 33,304,985

5.3.2 Statement of Activities for the year ended June 30, 2019**Table "4" revenue**

Contributions	1,541,537	3,028,328	4,569,865
Special events	962,046		962,046
Donor benefit costs – special events	(181,988)		(181,988)
Park concessions	1,775,281		1,775,281
Café sales	470,975		470,975
Cost of café sales	(160,247)		(160,247)
Maintenance contract – City of Houston	512,19	512,194	
Net investment return	734,355	161,159	895,514
Total revenue	5,654,153	3,189,487	8,843,640
Net assets released from restrictions:			
Park projects and programs	1,004,062	(1,004,062)	
Total	6,658,215	2,185,425	8,843,640

EXPENSES

Program services:			
Visitor services	1,463,157		1,463,157
Maintenance	1,117,354		1,117,354
Planning, design, and construction	950,771		950,771
Park programs	369,072		369,072
Total program services	3,900,354		3,900,354

Management and general	189,380		189,380
Fundraising	503,549		503,549
Total expenses	4,593,283		4,593,283
CHANGES IN NET ASSETS	2,064,932	2,185,425	4,250,357
Net assets, beginning of year	11,432,555	17,218,217	28,650,772
Net assets, end of year	\$ 13,497,487	\$ 19,403,642	\$ 32,901,129

6. Cairo as a promising Case

Under the Egyptian state's efforts to develop Urban areas with the focus on Cairo as the capital, the largest and most important Egyptian city. Cairo becomes a promising case for achieving the urban productivity and profitability.

Urban spaces in Cairo vary in typology and configuration . Some of them are allocated on the Nile shoulders , and the others are gardens and central parks / open public spaces .

These areas suffered from governmental neglect during the previous period . The state is now seeking to develop some of these areas .

One of the most famous projects now in operation is the development of the Nile front "Corniche" along Cairo city center, and the development project for Ain Elsera lake and park in the historical core of Cairo .

Through researcher's follow-up to these projects , the available information and the on ground achieved phases it is obvious that some of these projects are missing the idea/approache of productivity / profitability. [fig,12]it represents a monofunctional urban open space.

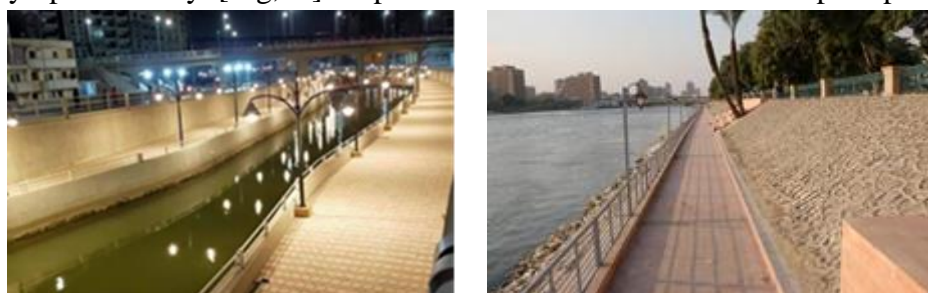


Fig .12, Recent water front upgrading projects , GCR .

In regard to Ain Elsera development project [fig,13] , it will be directed to a development portal that will depend on the allocation of the park areas to nominated economic / social sectors, so that the status of the public urban open space may be lost.



Fig,13 , Ain elsera , development master plan and one of the nominated five stars resturants .

7. From monofunctional Urban public space to profitable Urban space

Based on the case study there is a clear link between the urban configuration, the land uses of the UPS, its understanding of user requirements, and its understanding of different categories what is so-called urban diversity and urban equality. when urban inclusion is found, the productivity is achieved (Hermann park conservancy project, 2020) .

Productivity is an idea based on the successful use of urban public space, which results in user interest over time, and hence the idea of profitability [table,5]. PUS can be cost-effective and therefore generate a profit surplus to maintain the place, so it is a strong relationship between placemaking and the place keeping.

Table (5), the direct relation among the public urban space configuration, productivity, and profitability.(by the author)

	Configuration	Productivity indicators	Profitability indicators
Individuality	It was achieved through its unique urban fabric, its visual character, and its strong urban configuration.	The usage of the area throughout the day in the morning and evening, increases the productivity hours of the area.	Generate a surplus of revenue to spend on maintaining the place while
Spatial connectivity	The link is visually and physically verified through the walkways and the sail, as well as the main tram stop allowing the area to be linked to the surrounding areas, the rest of the tourist areas and public spaces.	The Area offers a positive psychological state, reflecting on the attraction of large numbers of users	maintaining an acceptable level of inclusion and equality.

Safety and security	The continuity of traffic in the area and the diversity of users, as well as the presence of activities throughout the day, give a sense of security.
convenience	Chairs and trees make shades and grass as picnic areas as well as the water canal.
Calm and reflective spirit	The difference and diversity of the visual scenery between the water surface and trees as well as the boats that move in the river.
Interesting	There are many sources of enjoyment such as social gathering, playing or sitting areas as well as sports areas

8. Findings and discussions

Although persisting to value productive open spaces is also a challenge. Especially in developing nations and development. Productive open spaces contribute to the economic dimensions of sustainability. People's planning and growth of the city's urban system. The efficient open spaces is of great significance in environmental contexts. Productive open spaces in the community with a physical framework that can contribute to sustainability. In order to build this framework, open spaces is required to allow cities to achieve their

a sustainable manner. It is necessary to use spatial and visual guidelines in the design of efficient open spaces to achieve the required behavior, to promote economic growth, and to draw investment in new urban areas.

It is necessary to build new or to reshape current active open spaces in Cairo in order to protect them from degrading in the future and allow the region to be more sustainable. Transforming UOS into a successful green area to be part of the city's urban development program is hugely suggested. Throughout the future, this might be an opportunity for its inhabitants to encourage tourism events in order to maintain prosperity for the whole region. City development strategies for usable open spaces would maximize land usage and promote the coordination of an inclusive community system. Cairo's urban development plans need to have adequate land supply, especially further away from the urban periphery. In addition, efficient open spaces need to be built in a sustainable way, choosing those locations that may be further improved over the coming years as demand rises and financial opportunities become accessible.



9. Outlook and Key Recommendations " The Approach"

To turn any public open space from a burden into a PUPS it should be turned from an undistinguished area into an attractive symbol for the community as a whole. At the city level, urban design will collaborate with communities to promote social engagement, to embrace multiculturalism, to create livelihoods, and to build rich and lively spaces. It is essential to establish an effective urban plan for the city of Cairo/or part of it, in order to combine green spaces with sustainability. Therefore, it is essential to adapt to the ecological aspects of efficient open spaces in order to build new or reshape old spaces as a way of urban growth. Laws and regulations need to be revised; besides, promote structures for the development and maintenance of effective open spaces is needed. Including public participatory mechanisms, that may identify their usage and their needs to control their accessibility. It also encourages collective engagement and an obligation to develop and build effective open spaces.

Scientific researches are always needed to extend knowledge, which can enable people to design better public spaces ultimately. Suitable public spaces contribute to attracting investment, use, and activity, thus enhancing security, increasing the value of the property, generating urban income, offering opportunities for economic interaction, and improving livelihoods.

10. References

- Paula Leyton Elizalde, Planning and Designing Urban Open Spaces for Low-Income Neighborhoods in Chile (Case Study: Alto Hospicio Chile), Unpublished thesis submitted in partial fulfillment of the requirements of the degree of Master Advanced Studies in Landscape Architecture, The Faculty of Graduate Studies, The University of British Columbia, Vancouver, Canada, April 2013.
- Erini Setyowati, Arnis Rochma Harani, Yasmina Nurul Falah, The application of pedestrian ways design concepts as an implementation of sustainable urban open spaces, *Procedia-Soc. Behav. Sci.* 85 (2013) 345–355.
- Ahmed Abd Elghany Morsi & A. Radwan, From Urban voids to Urban Commons. Ex-airports as Urban Voids reuse, *Journal of Architecture, Arts, And humanistic science*, 2356-9654. Case studies of Tempelhof Feld Airport in Berlin-Germany & Imbaba Airport in Giza-Egypt.
- Kit Campbell Associates, Rethinking Open Space: Open Space Provision and Management – A way forward. Report presented by Scottish Executive Central Research Unit. Edinburgh, Scotland, 2001.
- Arcagni, S. (2010). *Oltre il cinema* (1st ed., p. 40). Torino: Kaplan.

- American Planning Association. (2016). Characteristics and Guidelines of Great Public Spaces. [online] Available at: <https://www.planning.org/greatplaces/spaces/characteristics.htm> [Accessed 17 Jan 2016].
- UN-Habitat. (2017). Annual Report 2016: Global Public Space Programme by UN-HABITAT. [online] Available at: <https://unhabitat.org/books/annual-report-2016-global-public-space-programme/> [Accessed 19 May 2020].
- Bergees, R (2004). The Compact City Debate: a Global Debate. Compact Cities: Sustainable Urban Forms for Developing Countries. Published in the Taaylor & Francis e-Library, (p. 344).
- Paying for parks Eight models for funding urban green spaces , Published report in 2006 by the Commission for Architecture and the Built Environment , available on line from <https://www.theparksalliance.org/paying-for-parks-eight-models-for-funding-urban-green-spaces/> [accessed May 2020].
- Urban development plan for vienna , Available from <https://www.wien.gv.at/english/urbandevelopment/> [accessed july 2020].
- Hermann park conservancy project , Available from <https://www.hermannpark.org/about/about-the-conservancy/> [accessed july 2020] .
- Public Space as a Driver of Equitable Economic Growth: Policy and Practice to Leverage a Key Asset for Vibrant City Economies , Available from [https://www.citiesalliance.org/sites/default/files/Cities_WUF_FinalWeb2%20\(1\).pdf](https://www.citiesalliance.org/sites/default/files/Cities_WUF_FinalWeb2%20(1).pdf) , [Accessed 19 May 2020].
- Lorelei Juntunen, Gerrit-Jan Knaap, and Terry Moore , Fiscal Impact Analysis and the Costs of Alternative Development Patterns , The Oxford Handbook of Urban Economics and Planning , Oxford Handbooks Online