

# Re-Thinking "Emotionally": Central of Business District (CBD) of Alexandria City as a Retailing Center

Shehata H.<sup>a\*</sup>, Bakr A.<sup>b</sup>, El Sayad Z.<sup>c</sup>

<sup>a,b,c</sup>Department of Architecture, Faculty of Engineering, Alexandria University, Al-Horriya St., Egypt

<sup>a</sup>Email: [post-haidy.shehata@alexu.edu.eg](mailto:post-haidy.shehata@alexu.edu.eg)

<sup>b</sup>Email: [alibakr@alexu.edu.eg](mailto:alibakr@alexu.edu.eg)

<sup>c</sup>Email: [zelsayad1@alexu.edu.eg](mailto:zelsayad1@alexu.edu.eg)

## Abstract

The decisions of the Alexandria Local Authorities would be a key motive power of the flourishing process in Alexandria City Center as a retailing center. The objective of this study is to pay more attention toward re-thinking "Emotionally" to identify any planning policies at various levels. This new tendency would be helpful for having a prosperous city center, after losing its significance as a retailing center. This degradation due to the presence of "Malls and Plazas" like 'City Center Mall,' "Green Plaza," and "Down Town Plaza" lying on the peripheral of the city as well as many other reasons. Studying the *Saad Zaghloul* Street is part of this paper to prove that re-thinking "Emotionally" is the answer to the enhancement Alexandria City Center as a retailing center.

**Keywords:** Central of Business District (CBD); Alexandria City; Retailing Center; Re-Thinking "Emotionally"; emotions; attitude; behavior; Saad Zaghloul Street.

## 1. Introduction

Pham (2007) regarded the relation between emotion and rationality, affect and reason, is an ageless question through philosophers, commoners, and classical writers for many centuries. In the last three decades, however, that it has become the subject of scientific review and experimental surveys by other disciplines, like economics, decision research, consumer research, planners and urban designers. Literature on emotion and rationality is thus very fragmented and occasionally apparently varying.

---

\* Corresponding author.

What is needed, therefore, is a comprehensive review of the wide range of findings that have emerged across various literatures about the relation between emotion and reason [1].

Since the start of this decade, more than 100 million people have migrated to cities globally. By 2050, the World Health Organization estimates that at least 70% of the world's population will live in cities, which will add more burdens on the capacity of cities and their performance [2, 3].

Cities are a complex mixture of physical and human formations which interact with each other by diverse social, economic, environmental and cultural factors. This interaction does not operate in a vacuum; rather it is subject to institutional frameworks, laws, resources and social influences. At present, one of the major obstacles facing the public sector in many developing countries is its ability to improve quality of life, provide effective urban services, and raise living standards under severe challenges of rapid urban growth [4, 5, 6].

Mediterranean cities have undergone huge transformations in the last thirty years, mainly from traditional compact models to discontinuous and dispersed morphologies [7,8,9]. This change was accompanied by the rapid—and sometimes disordered—development of rural land on the fringes of large cities [10]. At the same time, the decline of the urban core—a latent change in the economic functions of the consolidated city—and the emergence of new satellite cities ('sub-centers') was explained by the birth of a polycentric spatial asset [11].

The authors in [12] speak out that when seeking to maintain and improve the performance of cities—through investments in zoning reforms of land uses, or through taxes and subsidies—it is important to understand the relationships between these interventions and the performance and productivity of cities. In the mean, while the authors in [13] refer to transportation problems and unruly mobility in city centers ruin city performance in retailing side.

While, The authors in [13, 14] refer to the extensive use of information and communication technology (ICT), particularly the Internet by retailers, shoppers, enterprises, and residents. This extreme use of ICT has changed our daily activities, which in turn reform our city flourishing areas as well as the face of our city urban fabrics.

Add to that CBDs have different impacts on human emotions, attitude and behavior. Physical aspects and emotions leads to attitude, which is translated into behavior from citizens at the end. These emotions, attitudes and behaviors are affected directly and indirectly through the urban settings, physical aspects, transportations, street vendors, land uses, weather, and many other reasons [15].

For now, CBD of Alexandria city is suffering from shrinking and worsening conditions due to several reasons on the top of them the decline in retail and shopping activities. In meanwhile, the CBD has an immense competition from new retail and shopping "Malls and Plazas" like 'City Center Mall," "Green Plaza," and "Down Town Plaza" lying on the peripheral of the city. This influential competition because of the availability of easy parking spaces, safe and secured indoor spaces, air-conditioned environment as well as more positive characteristics, which are not provided in the CBD of Alexandria City now.

CBD of Alexandria city has a misuse of its activities, due to interrelated change in transportations, land use and

street vendors, these CBDs have gradually lost much of their attractiveness to investors, To redirect the process of decline and work, revival CBDs are required to make these spaces attractive again through create vitality based on principles about human behavior and their activities. This is the main aim of this research. This revival could be undertaken through inform decision makers to establish new strategic plans.

To clearly understand the impacts of early mentioned causes, we proposed the following two hypotheses:

H1: the city of Alexandria CBD retrograde is due to negative emotions during being there from different shoppers; and

H2: physical declination in Alexandria CBD is because of several physical problems.

The research adopts deduction analytical approach to set up its aim. This approach needs to divide the research into four parts. In the first part emotion, attitude, and behavior are reviewed and their relation to each other. The information technology impacts are also reviewed in this part. In the second part the physical definitions of CBDs and their relation with urban spaces are discussed. The third part shows the *Saad Zaghloul* Street as explanatory case study for our research. Finally, the conclusion of this work is displayed.

## **2. Urban Retail Dynamics**

Regarding urban retailing dynamics, it could be defined explicitly as supply and demand derived from consumers' rations, requests and wishes. Drivers of changing shopping trend due to a combination of economic, demographic and technological factors, and conversion in consumers' behaviors and lifestyles. Therefore, shopkeepers have a duty to modernize their ideas, strategies, and tactics of retail concepts, and shopping environments [16, 17].

### ***2.1. Shopping Spaces and Consuming Places***

The author in [18] ordered urban retail into four massive changes since the 1950s. In 1950s was the traditional retail streets and downtowns, in 1960s and 1970s a period dominated by the hierarchy of shopping centers. In 1980s and 1990s a wave of power retailing malls and developments. Recently like everything, internet plays a major role in e-commerce, and on-line shopping.

The decline of small businesses at the expense of large corporations weakened role of the CBD over the suburbs, and 1960s and 1970s retail streets [50].

Shopping is a defining act of modern urban life. Retailers satisfy basic material needs of their customers and attempt to justify their desires [19]. Stores are significant components of the built environment, typically lining and defining the character of a city's busiest arteries. Furthermore, shopping districts are vital places in the public realm where people congregate and interact. Economically, retailers provide employment and serve as an essential link in the commodity chain, acting as a liaison between producer and consumer [19].

Shopping spaces and consuming places are key elements of the urban fabric and essential to the understanding of the modern city [20]. In this sense, the network of shops are capable of retaining their cost-effective viability, thus responding efficiently to the needs of different consumer groups, including the most disadvantaged, which are constrained to use the local and neighborhood retail/service facilities mediated by socio-spatial contexts [21, 22].

Shopping has been found to improve one's temper. It is vital to recognize some of the emotional and/or psychological reasons that consumers shop for. Definitely, this may help retailers to know the motivations behind consumers' emotions and behavior during shopping process, to prepare their shopping spaces to be successful consuming places [23].

In the same sense, local authorities design projects to attract inter-urban flows of shoppers and their consumption capital. As a response to the increasing uniform retail offer resulting from the rise of global retail chains, functional and physical differences between city centers are created, and marketed to compete for consumption capital [24, 25].

## **2.2. Shopping On-line**

Indeed, technology mediated person-to-person communication in virtual environments give a huge chance for internet retailing, and on-line shopping process to flourish [26].

Although, a large number of empirical studies have linked computer-mediated communications to face-to-face interactions, there is little research attention paid to the phenomenon of collaboration in online shopping with new IT-enabled features, such as synchronized navigation and instant communication. Because of the lack of knowledge of these emerging collaborative technologies, as well as the social nature of online shopping, it may be bold to apply the previous findings on the use and impact of collaborative technologies in working environments to an online shopping context. Therefore, additional research effort is needed to analyze and evaluate collaborative online shopping technologies theoretically and empirically to advance the IS knowledge concerning this important and expanding buying channel [14, 25] . In the meanwhile, everyday these a new in the field of on-line shopping process and its applications, weather, on computer, tablets or even smart phones, which impact positively or negatively conventional shopping process in normal retail streets.

## **3. Mobility and Communication Advancement**

The extensive use of information and communication technology (ICT) by various users such as retailers, shoppers, firms ...etc. has its influences on our daily life activities between different areas within a city [27, 13, 28, 14]. This extensive usage of ICT has improved debates between urban researchers whether ICT usage leads to the centralism or devolution of urban spatial system. Some scholars have believed that although the need for physical proximity to the Central of Business District (CBD) of the city has been challenged by the advances in ICT, face-to-face contacts in daily life are becoming more dynamic than ever [29, 30].

Usually, residential mobility as an urban activity, is related to effects on the decisions of housing location and

daily commutes of residents, and their mobility patterns [27], as well as several factors, such as transport, household structures, lifestyle, or consuming configurations [30].

The transformation of natural, open or agricultural land into built-up land is one of the major features of land use changes in most urbanized countries and regions[51] but particularly in developing countries [14].

The expansion of built-up land and the associated land use have numerous effects on built environment and social systems, such as mobility and accessibility problems, noise, and air pollution [31].

#### **4. Public Urban Spaces**

Urban space, as a formal space, contains predominant characteristics such as the quality of enclosure and the activity that occurs in it. These qualities establish the sense of urban space. Urban space as an inseparable part of the spatial structure of the city comprises two basic forms of the square and the street. The functions of the street and the square define these spaces. The authors in [32] discussed the functions of these forms and their relation with public culture. “Every public space has its own rhythms of use and regulation, frequently changing on a daily or seasonal basis [33, 34].

Urban spaces affect emotions, attitude, and behavior of their users because of their physical arrangement, surrounding land uses, as well as applicable activities in them. Places located in major spaces used to many purposes: shopping, meeting, Residence, Transportation, Recreation and Work. Zoning is intended to provide land for both active and passive recreational. Activities Major existing open spaces in the Area include the Squares, Gardens, streets and Parks which are well patronized [35,46].

Spaces used to many purposes: shopping, meeting, Residence, Transportation, Recreation and Work. Zoning is intended to provide land for both active and passive recreational.

Activities Major existing open spaces in the Area include the Squares, Gardens, streets and Parks which are well patronized [36].

Any Central, being the heart of city since its earliest phases of history and development, provide a finest example to this fact. Its strategic location within the central district territories and the placing of seaport has made Central to be conglomeration [36].

Nuclear places, which occupy much of central business district can provide opportunities for social interaction, social mixing and social inclusion, and can facilitate the development of community ties. It is in the public spaces that people can physically become a part of the larger community [37].

##### **4.1. The Keys to Successful Public Life in CBDs**

A good indicator of successful public life is people’s use of the public realm for a variety of activities during the course of a typical day [38]. Two factors that can be observed and recorded readily are:

1. Number of people in CBDs.
2. The amount of time people spends in the public realm.

Spaces where a large number of people linger for a long period of time tend to be more successful. Spaces with few people walking slowly or lingering for long periods of time are perceived to be less successful.

### **5. Emotions, Attitude and Behavior Dimensions in CBDs**

The authors in [41, 39] modeled emotional intelligence into four-branch ability model as follows:

1. Perceive emotions.
2. Use emotions to facilitate thought.
3. Understand emotions.
4. Manage emotions.

The most important message sent by any emotion expression, it link between human attitude then to his behavior in the built environment. Emotions and behaviors have become the integral part in urban spaces and fundamental to human life[15] . So they are different way to think that our mind and connects triggers to deal with different situation we face in our lives [40] and it joins emotional relation and the degree of emotional reaction.

Emotions would be classed into two main categories: Positive and Negative emotions [41].

Positive emotions are connected with: needs, effective emotional management (person's ability to be in contact with their own needs self-knowledge). Positive emotions are related with increased creativity, spontaneity and responsiveness to stimuli, influences how easy involvement in professional and constructive approach and creative tasks by exploring new ways to meet the requirements of professional activity [15].

In the contrary, Negative emotions correlated with: unmet needs, barriers to achieving the objectives (frustration), inefficient emotional management (low capacity of the person to be in contact with their own needs and emotions, deficient knowledge of self), dysfunctional cognitions (negative thinking) and / or prone to keeping the information processing unpleasant situations perceived as threatening (real or imagined danger), losses, traumatic events, penalties and constraints. In the class of negative emotions enter sadness, discouragement, disappointment, anger, unhappiness, depression, regret, frustration, feelings of hopelessness, desolation, grief, loneliness, despair, self-closing, feelings of guilt, pain, suffering, anger, unhappiness, shame , disgust, bitterness, envy activity [15].

The authors in [15] concluded that James-Lange and Cannon-Bard agreed that stimulation happen because of certain situation, which stimulate feelings, or responses according to their visions.

Speaking of [41] as editors of Handbook of the Sociology of Emotions and their effort to explain all the theoretical bases of emotions (types, models, classifications, et.) one and all can consult their book for that

because there is no room here to explicate these bases.

Referring to [42] as editors and their book *Decision Modeling and Behavior in Complex and Uncertain Environments* and how they discuss perceptual and cognitive challenges in acquiring and processing behavior in different levels.

## **6. Saad Zaghoul Street, Retailing Center, Alexandria City**

In the following part of the research *Saad Zaghoul Street* is studied as a retailing center for city of Alexandria in its CBD. This case study is summarized here to give the glimpse of the *Saad Zaghoul Street*, and how emotions effect the retailing activities in a certain place.

### **6.1. Methodology of the case study**

This research uses an exploratory case study of *Saad Zaghoul Street* to prove hypotheses H1, and H2 concerning retailing process within emotional context. The method included in this case is delivered to collect data through a field survey, which is conducted for the street from October 10th 2015 till January 20th 2016. This field survey as a source of collected data contains four types as follows:

1. Land use data.
2. Physical details of the shops.
3. Researchers observations.
4. Questionnaire for Users Viewpoint.

#### **6.1.1. Land Use Plan**

A land use survey is carried out to define the activities in the city center, specially, *Saad Zaghoul Street* as a retailing magnet.

#### **6.1.2. Physical Details of Shops**

A number of physical details, which have impact of users' emotions, are verified for the shops of surveyed area. These physically details are seen to be valuable for the influence on the users' emotions.

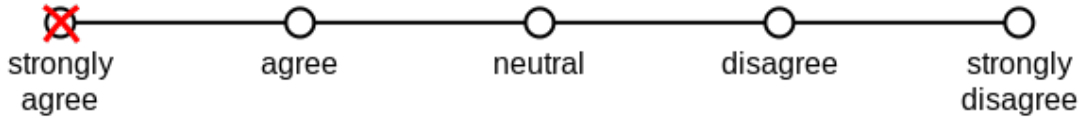
#### **6.1.3. Researchers Observations**

Notes that are taken by the researchers regarding different aspects of the street is one the sources of data in that case study during the field survey. These notes such as sidewalks conditions and pedestrian movement. Transparency, which maintains a good connection between indoor of shops and street sidewalks, is one of the notes taken by researches.

#### **6.1.4. Questionnaire for Users Viewpoint**

This questionnaire is conducted to review users' emotions, when they are in the street, regarding several major points such as comfort, enjoyment, protection, safety, etc.

Questionnaire is undertaken, using Likert Scale Module to indicate the degree of agreement or disagreement with each statement as shown in figure 1, for fifty users of the street with different activities (shoppers, retailers, café seekers, etc.).



**Figure 1:** Example of Likert Scale Module.

**6.1.5. Data Analysis**

We analyzed the collected survey data to confirm our hypotheses; the analysis process was divided into two parts. The first part involved analyzing H1 by using a total of 50 samples, with moving distance considered a dependent variable. The second part entailed analyzing H2 by using a total of 50 samples

**6.2. Physical Definition**

*Saad Zaghoul Street*, which is the famous retailing street in Alexandria located in Central Business District (CBD) as shown in figure 2. The street has a considerable value as a historical and retailing street. It is visited by most inhabitants of Alexandria every day for both shopping and leisure. Physically, the street is 344 meter long and 12 meter wide. It is considered as a public space within city center as shown in figure 3. *Saad Zaghoul Street* is connected with three popular streets *Safia Zaghoul Street*, *El –Naby Danial Street* and *EL-Hodary Street* Figure 2. Comparing street activities from the turn of the previous century with present-day street scenes, an obvious change in the volume and character of public life stands out as shown in figure 4.



**Figure 2:** Location of *Saad Zaghoul Street* Within El-Raml District.

**Figure 3:** popular streets connecting with *Saad zaghoul Street*.





**Figure 4:** Saad Zaghloul Street through History [49]

### 6.3. Land use Plan

Saad Zaghloul Street is the heart of the city, which contain the concentration of commercial land use. There is a variety in the land use activities in this street as retailing use at the ground level, and mix of the built form of the buildings in line with street boundaries uses for business activities. Saad Zaghloul Street land use patterns divided into categories. In correspondence to the figure-ground map 5, the land use map shows intense commercial activity along the Saad Zaghloul Street and mix of the buildings surrounding the street uses for business work like clinics, offices, in between these activity we see famous cafes such as Brazilian Coffee and Delice Cafe besides a pure hotels use like.

It has activities used to many purposes: shopping, gathering, transportation, and business. The street, as shown in figure 6, and 7, shopping areas covers large section approximately 65 %, cafes approximately 15%, business 10% and 5% recreational.

As seen on the map, shows other facilities along street such pharmacies, tourism companies and mini markets, also there are other financial use such ATM bank services (Barclays Bank) completely.

The overall impression of the maps 5, 6, and 7 confirms the analysis Saad Zaghloul Street is full of dense and busy retailing activities on the ground level, which is accessible directly from the street as shown in figures 8, 9, and 10.



**Figure 5:** Map of Saad Zaghloul Street provide social mixing and social inclusion by



**Figure 6:** Map of Saad Zaghloul Street activities along the Street .

activities and shoppers needs .



**Figure 7:** Map of Saad Zaghoul Street shows commercial activities.

#### **6.4. Analyzing of Saad Zaghoul as a Pedestrian Street**

According to [43] defines a criteria to evaluate public spaces:

1. Protection,
2. Enjoyment
3. Comfort.

##### **6.4.1. Protection**

Protection focuses on safe from accident, traffic, crime, climate problems. When moving through the city center protection from uncomfortable sensory experiences.

##### **6.4.1.1. Results**

###### **a. Researchers Observations:**

From the field survey and researchers observations it was noted that there are lack in traffic safety because of the increase in traffic volumes and congestion and negative impact on street activities. Bad-behaved of street vendors seriously affect the attractiveness of walking along street to shop. There are no cross walk areas and loading zones add more negative feelings as shown in figures 11, and 12.

###### **b. Questionnaire for Users Viewpoint:**

Concerning protection 20% of users strongly disagree, while, 30% of users disagree. However, 6% of users strongly agree, and 6% agree, while, 38% feel neutral.



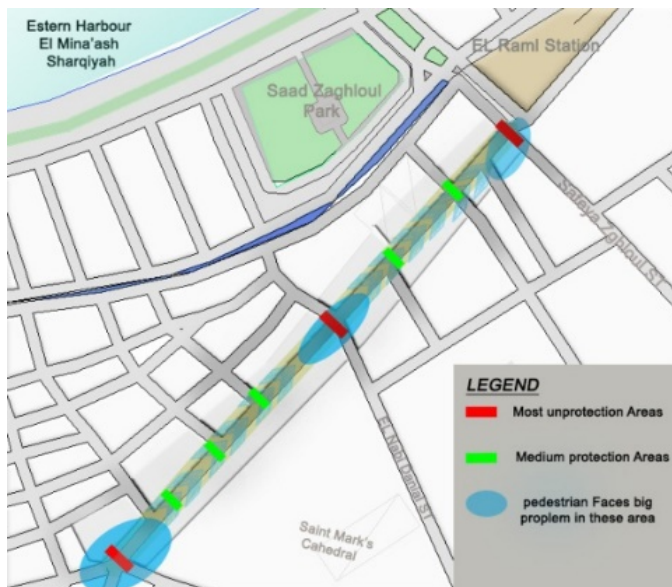
**Figure 8:** Shows the façade of Chicoril Department store.



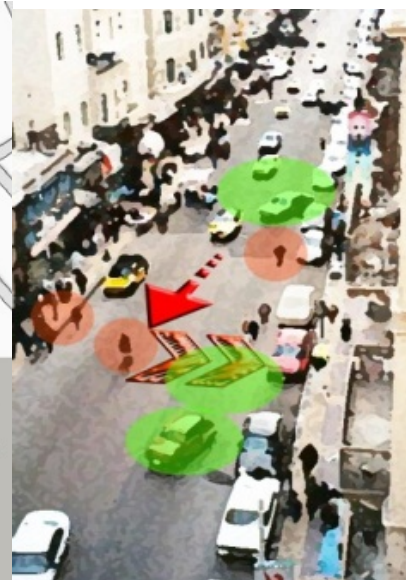
**Figure 9:** Shows the façade of Metropolis Hotel.



**Figure 10:** Shows the façade of Shoes Store Koppas .



**Figure 11:** Map shows areas Faces unprotection along the street .



**Figure 12:** Real photo shows protection problem .

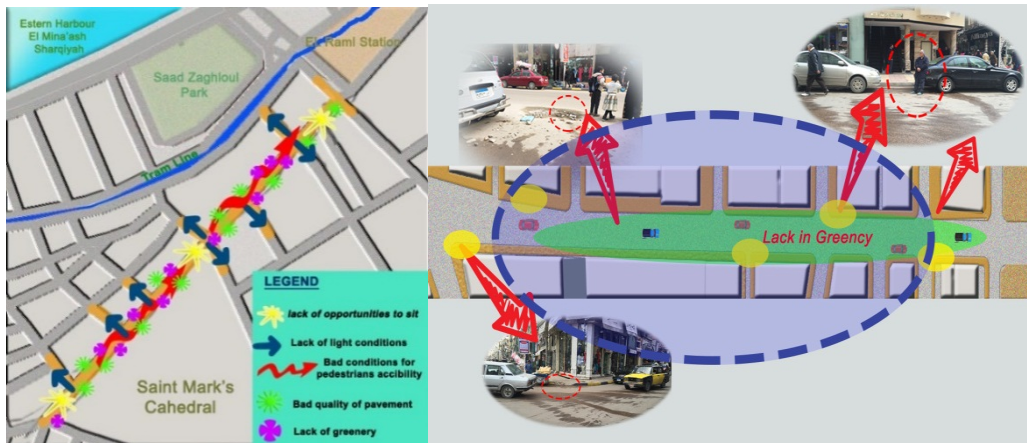
### 6.4.2. Comfort

This parameter actually relates to one's assessment through environmental experience and could be evaluated by social analysis [47].

#### 6.4.2.1. Result

##### a. Researchers Observations

There are items, which pedestrian can feel uncomfortable in this street and it is directly related to environmental and physical comfort along street. Lack of sitting elements, bad quality of pavement, accessibility and others need signage, lack of greenery as negative points of this street. But there are lighting elements along the sidewalk as a positive point figure 13, and 14.



**Figure 13:** Map shows environmental and physical comfort along street.

**Figure 14:** Diagram shows areas uncomfortable along the street .

##### b. Questionnaire for Users Viewpoint:

Based on these results, 32% of users strongly disagree, while 18% disagree. In the meanwhile, 30% of users strongly agree, whereas, 10% agree. Feeling neutral is the viewpoint of the 10%.

### 6.4.3. Enjoyment

Shopping enjoyment has become an important concept in retailing. Shopping enjoyment refers to the customer experience regarding amusement, entertainment, leisure, excitement, fun, and other sensory stimulation which can be experienced while shopping [23].

#### 6.4.3.1. Results

##### a. Researchers Observations

Along street there are lack in quality material and bad conditions of pavement and roadway, which affect richness in visual qualities and enjoyment including cleanliness and aesthetic aspects in *Saad Zaghloul Street*.as shown figures 15, 16, and 17.



**Figure 15:** Shows poor finishing material and condition for sidewalks

**Figure 16:** Shows visual clutter and bad conditions of buildings.



**Figure 17:** Shows lack in maintenance of buildings façade .

#### ***b. Questionnaire for Users Viewpoint***

Based on questionnaire, 20% of users strongly disagree, while, 20% disagree with enjoyment. In the meanwhile, 30% strongly agree, although, 10% of users agree with enjoyment. Feeling neutral is the viewpoint of the 20% of users.

#### ***6.5. Saad Zaghloul Street Façade and Sidewalk Analysis***

Analyzing the shape of sidewalks and façades aim to provide tools to assist policy makers, designers, and citizens in advocating for the pedestrian experience through knowledge sharing and collaboration. It is within field survey for *Saad Zaghloul Street* to serve as a guide or reference for a variety of users. This analysis should help policy makers to become aware of the specific regulations they create or adjust that might ensure,

encourage, or restrict certain kinds of pedestrian experiences and opportunities for people to be physically active. It warns of the unintended consequences of over-regulating, or of providing no guidance at all for the elements that shape a sidewalks and façades. This is the reasons behind that researchers adopt this analysis technique from [44, 45] as they see them proper for our case study.

There are two types of factors affecting façade design. They are as follows:

1. Tangible Factors
2. Less Tangible Factors.

Each factor includes several sub-categories. For example, less tangible factors consist of:

- Accessibility and Connectivity,
- Safety,
- Human Scale and Complexity,
- Continues Variety, Sustainability & landscape plantings

#### **6.5.1. Accessibility and connectivity**

First, accessibility to *Saad Zaghoul* Street is easy because it is considered as a mid-point for several streets. There are different modes of transportation stop near the street's entrances.

A good pedestrian network invites people to walk along appealing, comfortable, and uninterrupted links that bring people from one end of the city to the other.

A streetscape can be classified as uncomfortable and create low interest to walk along, although, there are transparency and activity on the ground floor, paving and other street elements that should create a cohesive design do not. In the street there is no continuous high quality pedestrian network.

##### **6.5.1.1. Results**

###### **a. Researchers Observations**

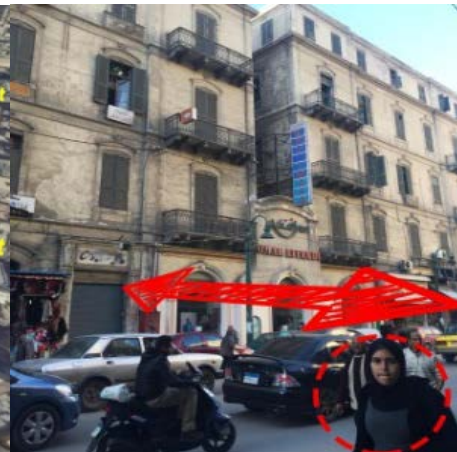
There are some stretches of streets with unpleasing walking environment because there are many street vendors grouping in different points. Sidewalks and their pavement material are exposed to a high rate of wear and tear due to high flow of pedestrian figures 18, 19, and 20.

###### **b. Questionnaire for Users Viewpoint**

Those who are strongly disagree comprising 46%, while, 14% disagree. Whereas, 20% strongly agree, but, 20% agree. No users are neutral in that questionnaire.



**Figure 18:** Shows the accessibility of Saad Zaghoul Street .



**Figure 19:** Shows the difficulty in the connectivity.



**Figure 20:** Picture shows prioritized for cars and traffic.

### 6.5.2. Safety and Security

Safety and security are two sides of the same coin. A weakness in security creates increased risk, which in turn creates a decrease in safety. Hence, safety and security are directly proportional, but are both inversely proportional to risk.

#### 6.5.2.1. Results

##### a. Researchers Observations

Traffic congestion and lack of pedestrian crossing signals or markings reduce the level of safety for people, specially, with disabilities as shown in figure 21, and 22.

This unsafe situation makes it dangerous for shoppers. Also, street sidewalk condition, which considered unsafe

for pedestrian. There are a lot of street vendors occur tripping along the street is another reason for unsafely along the street.

#### ***b. Questionnaire for Users Viewpoint***

Along the street, 40% strongly disagree, while, 20% disagree. Even though 10% strongly agree, while, 10% agree. Although, 20% neutral in that questionnaire.

### ***6.5.3. Human Scale***

Human scale could be felt, when the author in [48] accepted that “enclosure” is the ratio between horizontal and vertical dimensions of a space. These ratios ranging from 1:1, 2:1, 3:1, and greater. It is understood that ratios that are 4:1 and greater begin to lose their enclosing properties and the sensation of space is diminished. In the meanwhile, ratios less than 1:1 convey claustrophobic feeling and are considered uncomfortable. This claustrophobic feeling because the human scale vanishes.

#### ***6.5.3.1. Results***

##### ***a. Researchers Observations***

As shown in figure 23, sketch shows that enclosure in *Saad Zaghoul* Street from the two sides almost 1:1, which is the regulations, approve them.

##### ***b. Questionnaire for Users Viewpoint***

Regarding humans scale and complexity, 10% strongly disagree, while, 6% disagree. With the same concern, 60% of users strongly agree, while only 14% agree. The remaining 10% are neutral in that questionnaire.

### ***6.5.4. Continuity, Variety, and Plantings***

The studied part from *Saad Zaghoul* Street could be divided into three sections Figure 24. Section A, section B, and section C according to continuity, variety, and plantings.

#### ***6.5.4.1. Results***

##### ***a. Researchers Observations***

Section A has low activity as a result of inactive façades that relate poorly to the street, where pedestrian want to go quickly, allows people just to move. While, section B offers the opportunity to stop for a while for rest and refreshment because there are many shops and cafes, which give pedestrian a chance to stop when pass by. Also in section C allows pedestrian for slower speed. Along the street, there are no trees or green spaces as shown in figures 25, and 26. The absence of green spaces with presence of polluting transport modes adds air pollution to it.

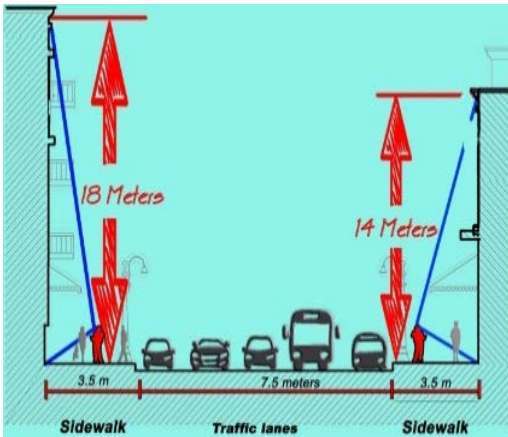




**Figure 21:** Lack in the level of safety for pedestrian .



**Figure 22:** Lack of pedestrian crossing signals and cross walk .



**Figure 23:** Shows human scale with buildings along Saad Zaghoul street.



**Figure 24:** Saad Zghloul map shows variety of speed areas for A,B and C.



**Figure 25:** Shows no trees or green spaces along sidewalk.



**Figure 26:** Lack in green and trees impact on air pollution and protection

## **6.6. Tangible Factors**

*Saad Zaghoul* Street contains two zones as figure 27: Sidewalk, and one-way road way, which is divided into four lanes without any green island and one lane for off-street parking. Analysis is adopting [44, 45]. He dissects the cross section of the street into four planes, which are grappled with the complex interaction of physical elements shaping the pedestrian experience of the sidewalk. While separating the planes is helpful for exploring the details Figure 27. In the following section a brief researchers observations would be considered to remark users emotions for them.

### **6.6.1. Plane 1: Ground Plane (Sidewalks)**

This plane is the sidewalk plane, which plays a significant role in users' movement as well as activities linking. It attracts users or repels them.

#### **6.6.1.1. Results**

##### **a. Researchers Observations**

Pavement material condition is very bad. It is badly maintained, which affect safety negatively. There are many street vendors on ground plane, which affect pedestrian movement, and pavement clearance for them. There is an absence of street furniture like wastebaskets, and benches. There are bases of lighting and signage poles with bad arrangement as in figure 28. Bad sidewalk conditions affect users' emotions negatively as shown in figure 29.

### **6.6.2. Plane 2: Roadside Plane**

This plane is defined primarily by the rhythm of vertical physical elements like light poles.

#### **6.6.2.1. Results**

##### **a. Researchers Observations**

Actually, in *Saad Zaghoul* roadside plane some street vendors occupy the road itself as well as illegal off-street parking.

### **6.6.3. Plane 3: Building Façade Plane**

In this part, it is noticed that this plane in *Saad Zaghoul* Street could be divided into two different levels:

1. Street Level,
2. Upper Level.

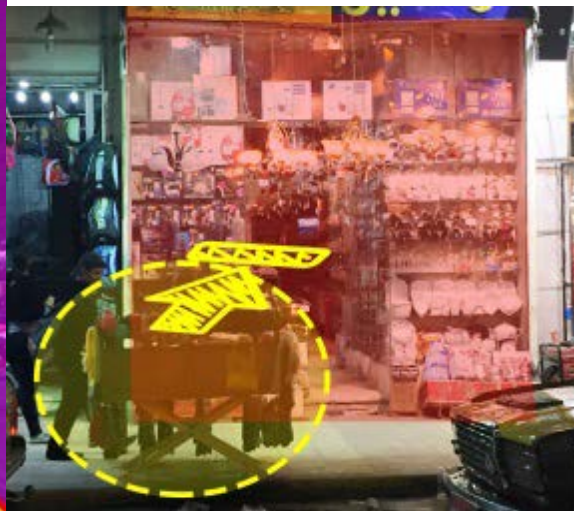
Whatsoever the level, pedestrian emotions are affected by:

- Architectural style,
- Color, size and materials of signage panel,
- Lighting of entrances and displays, and
- Color and size of awning.

**6.6.3.1. Results**

**a. Researchers Observations**

These lastly mentioned points influence users' emotions on either street or upper levels, which are reflected on their behavior: negatively, or positively as actions or reactions. In most cases the influences on users' emotions are negative.



**Figure 27:** Judging from the pedestrian perspective, Saad Zaghloul sidewalk is conceptualized as a room with four planes.

**Figure 28:** Shows some street vendors' stands located on sidewalk.

conceptualized as a room with four planes.



**Figure 29:** Show parts of the pavements and its poor conditions .

**Figure 30:** Shows the haphazardness of signage along the street.



**Figure 31:** Shows storefront when street vendors stand in front of it.



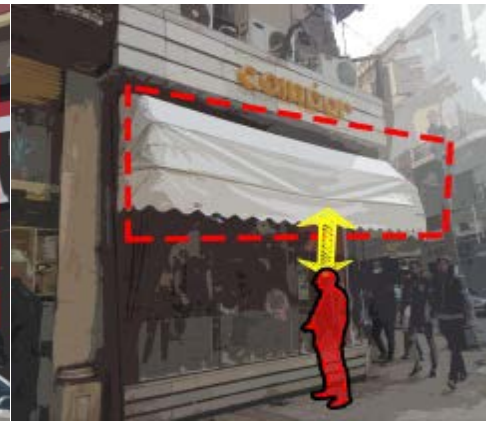
**Figure 32:** Shows clear attractive entrance of Metroplolis Hotel .

**b. Questionnaire for Users Viewpoint**

Regarding the façade plane, 8% strongly disagree, while, 10% disagree. In contrast, 48% strongly agree with buildings' façades, while, 32% agree. Whereas, 2% only do not care.



**Figure 33:** did not found any awning above shops



**Figure 34:** Large façade without any awning



**Figure 35:** Intersting the style more than awinging.



**Figure 36:** Signage race, uncomfortable size.



**Figure 37:** random and crowded signages.



**Figure 38:**different colors and non compatible material with area style.



**Figure 39:** signage compatible with buildings architectural styles.

#### 6.6.4. Plane 4: The Canopy Plane

The ending of the surrounding buildings represent the canopy plane. These endings are related to the

architectural style of the building.

#### 6.6.4.1. Results

##### a. Researchers Observations

Along Saad Zaghloul Street a variety of architectural styles are seen for storefront, which do not respect buildings' architectural styles. Each store has different design and style for its façade. The storefront designers do not respect canopy plane in their designs, or even its style.

#### 6.7. Roadway Physical Aspects

Saad Zaghloul Street have a number of physical aspects such as off-street parking, crosswalk points, and distinct loading zones. Parking for shoppers as drivers or employees of the shops.

#### 6.7.1. Results

##### a. Researchers Observations

Saad Zaghloul Street is suffering from shortage in off-street parking spaces in relation to land use activities and their density, which enforce drivers to park illegally figures 40, 41, and 42.

These problems impact negatively the emotions of users whether they are pedestrian, car or cab drivers, or goods suppliers. First, problem is the crosswalk points, which impact pedestrian movement negatively. Second, shortage in parking places and the impact of that on retailing process. Finally, suppliers and in turn shops owners distinct loading zones.



**Figure 40:** Map shows crosswalk points along Saad Zaghloul Street.



**Figure 41:** Illegal off street parking.



**Figure 42:** Lack of parking space reflects negatively on retailing .

## 7. Discussion

Analyzing Saad Zaghloul Street, it is noticed that results always give negative emotions. For example, concerning protection, it is obvious that a weighable amount (50%) of users either strongly disagree or disagree versus a few amount (12%) agree.

This high percentage of disagreement is due to bad-behaved street vendors and absence of cross-walk marks.

As regards comfort, it is clear that 50% of users either strongly disagree or disagree because of lack of sitting elements, bad quality of pavement, signage, and lack of greenery.

Along street there are lack in quality material for pavement and condition of roadway, which reduce enjoyment of users because of the lack of richness in visual qualities, cleanliness and aesthetic. That is why two fifth of the users strongly disagree (20%) or disagree (20%).

The unpleasing walking environment because of the existence of many street vendors grouping in different points. In addition to the sidewalks and their pavement material, which are exposed to a high rate of wear and tear due to high flow of pedestrian, affect accessibility and connectivity negatively, which is obvious in the relatively high (60%) disagreement or strongly disagreement between users.

Traffic congestion and lack of pedestrian crossing signals or markings reduce the level of safety and security of shoppers, particularly, those with disabilities, and street vendors occur tripping along the street. This unsafe status quo explains why 60% of users are strongly disagree or disagree regarding safety and security.

Regarding humans scale, almost three quarters of the users are either agree or strongly agree. This is due to the 1:1 enclosure, which convey positive emotions.

Visual pollution is a natural outcome of bad storefront designs, which are not respecting architectural style of existing buildings.

The lack in parking areas enforce drivers to park illegally, which in turn bother pedestrian shoppers.

These findings have negative impacts on the emotions of users whether they are pedestrian, car or cab drivers, or goods suppliers.

## 8. Conclusion

This study shows that the emotions of shoppers in *Saad Zaghoul* Street is mostly negative. This undesirably impact the retailing process in that street as a part from Alexandria City Center.

Decision makers in Alexandria Local Authorities are always trying to solve the city center problems using physical solutions. They do not take into consideration the emotions of the shoppers. These emotions affect shoppers' interest negatively in retailing from the street.

To enhance the shopping process in *Saad Zaghoul* Street the following recommendations could be carried out:

To improve the street safety and security conditions, the local authorities should remove the street vendors and find another place for them;

To increase the attractiveness of city center the sidewalks and roadways finishing material should be more impressive and in excellent conditions;

- To attract more shoppers, whether using private cars or cabs, off-street parking fare system with some restriction should be applied. The land use plan should be reviewed to be sure that parking places would fulfill the needs;
- To maintain the architectural style of the street, a building regulation term of reference for the city center should be established, and designers for storefront should follow this;
- To improve the safety and security level bollards on the sidewalks should be installed, and the crosswalk paths should be set up;
- To stop the visual intrusion, all signage should be alike (size, font, location, etc.), and lighting fittings should follow certain regulation;
- To boost the shopping process in the CBD of Alexandria City the public transport system in the city should be more reliable for upper middle class, and low upper class emotions to add more liveliness and vigor;
- To enrich the shopping process, direction signs should be located everywhere;
- To develop the street shopping environment, an eye-catching, and smart street furniture should be added;
- To create an attractive storefront, awning should be standardized (color, size, height, etc.);
- To generate healthy environment during shopping process, green areas, flowers, trees, and bushes should be placed; and
- To facilitate disabilities and senior movement, pavement borders heights, and ramps should be



established and precisely designed.

## References

- [1]. Pham, M. T., "Emotion and Rationality: A Critical Review and Interpretation of Empirical Evidence", *Review of General Psychology*, Vol. 11, No. 2, 155–178, 2007.
- [2]. He , S. and Lin, C. G. Producing and consuming China's new urban space: State, market and society, *Urban Studies*, Vol. 52(15) 2757–2773, 2015.
- [3]. Rao ,C., Goh M., Zhao, Y.& Zheng J. Location selection of city logistics centers under sustainability, *Transportation Research Part D* 36 ,2015, 29–44.
- [4]. Alnsour, A. J. Managing urban growth in the city of Amman, Jordan, *Cities* 50, 93–99, 2016.
- [5]. Hu, Z. F. Industrial capitalization and spatial transformation in Chinese cities: Strategic repositionin g, state-owned enterprise capitalization, and the reproduction of urban space in Beijing, *Urban Studies* , Vol. 52(15) 2799–2821, 2015.
- [6]. Zhao, P., Lü, B., & Woltjer, J., Consequences of governance restructuring for quality of urban living in the transformation era in Beijing: A view of job accessibility. *Habitat International*, 33(4), 2009, 436–444.
- [7]. Kasanko, M., Barredo, J.I., & Lavalle, C., Are European cities becoming dispersed? A comparative analysis of fifteen European urban areas. *Landscape and Urban Planning*, 77(1–2), 2009, 111–130..
- [8]. Longhi, C., & Musolesi, A., European cities in the process of economic integration: Towards structural convergence. *Annals of Regional Science*, 41(2),2007, 333–351.
- [9]. Schneider, A., & Woodcock, C.E., Compact, dispersed, fragmented, extensive? A comparison of urban growth in twenty-five global cities using remotely sensed data, pattern metrics, and census information. *Urban Studies*,, 45, 659–692, 2008.
- [10].Salvati, L., Gargiulo Morelli, V., & Rontos, K., Latent exurban development: City expansion along the rural to urban gradient in growing and declining regions of southern Europe. *Urban Geography*, 34(1), 2013, 376–394.
- [11]. De Rosa , S. & Salvati, L. Beyond a 'side street story'? Naples from spontaneous centrality to entropic polycentricism, towards a 'crisis city', *Cities* 51, 2016, 74–83.
- [12]. Angel, S., Blei, M. A. The spatial structure of American cities: The great majority of workplaces are no longer in CBDs, employment sub-centers, or live-work communities, *Cities* 51,2016, 21–35.
- [13]. Qian, J. No right to the street: Motorcycle taxis, discourse production and the regulation of unruly mobility, *Urban Studies*, Vol. 52(15) 2922–2947, 2015.
- [14]. Zhen, F., Wang, B. and Wei, Z. The rise of the internet city in China: Production and Consumption of Internet Information, *Urban Studies*, Vol. 52(13) 2313–2329, 2015 .
- [15]. Raslan, R., Al-Hagla, K., & Bakr, A. Integration of Emotional Behavioral Layer "EmoBeL" in City Planning. In: Schrenk, M. et al. (eds.) *Real CORP*, Vienna, Austria, 2014, 309-317.
- [16]. Bernier, T. Urban Retail: A Developer's Perspective Capitalizing on Economic, Demographic and Technological Realities of Cities, *International Council of Shopping Centers, Retail Property insight*, Vol. 19, No. 3: 20-23, 2012.
- [17]. Borchert, J. G., Spatial dynamics of retail structure and the venerable retail hierarchy. *GeoJournal*, 45,

327–336, 1989.

- [18]. Simmons, J. The Stages of U.S. Urban Retail: A Postwar Perspective Expansion, Contraction and Transformation, *International Council of Shopping Centers, Retail Property insight*, Vol. 19, No. 3: 31-36, 2012.
- [19]. Novak, M. J. and Gilliland, A. J. Trading Places: A Historical Geography of Retailing in London, Canada, *Social Science History* 35:4, 543-570, 2011.
- [20]. Wrigley, N., & Dolega, L., Resilience, fragility, and adaptation: New evidence on the performance of UK high streets during global economic crisis and its policy implications. *Environment and Planning A*, 43(10), 2337–2363, 2011.
- [21]. Arnould, E., Animating the big middle. *Journal of Retailing*, 81(2), 89–96, 2005.
- [22]. Cachinho, H. Consumerscapes and the resilience assessment of urban retail systems, *Cities* 36, 2014, 131–144.
- [23]. Shephard, A., Kinley, T., Josiam, B. Fashion leadership, shopping enjoyment, and gender: Hispanic versus, Caucasian consumers' shopping preferences. *Journal of Retailing and Consumer Services*, 277–283, 2014.
- [24]. Spierings, B. Fixing missing links in shopping routes: Reflections on intra-urban borders and city centre redevelopment in Nijmegen, The Netherlands, *Cities* 34, 2013, 44–51.
- [25]. Warnaby, G., Look up! Retailing, historic architecture and city centre distinctiveness. *Cities*, 26 (5), 2009, 287–292 .
- [26]. Zhu, L., Benbasat, I. & Jiang, Z., Let's Shop Online Together: An Empirical Investigation of Collaborative Online Shopping Support, *Information Systems Research* Vol. 21, No. 4, pp. 872-891, December 2010.
- [27]. Maeng, D. M., & Nedovic-Budic, Z. Relationship between ICT and urban form in knowledge-based development: empirical analysis of Washington, DC metro region. *International Journal of Knowledge-Based Development*, 1(1), 97-117, 2010.
- [28]. Zhen, F., & Wei, Z. Influence of information technology on social spatial behaviors of urban residents. *Chinese Geographical Science*, 18(4), 316-322, 2008 .
- [29]. Boden, D., & Molotch, H., Cyberspace meets the compulsion of proximity. In S. Graham (Ed.), *The cybercities reader*. New York: Routledge, 2004.
- [30]. Qin, X., Zhen, F., Zhu, S.-J. Centralisation or decentralisation? Impacts of information channels on residential mobility in the information era, *Habitat International* 53, 360-368, 2016.
- [31]. Chen, Y., Chen Z., Xu, G. & Tian, Z. Built-up land efficiency in urban China: Insights from the General Land Use Plan (2006-2020), *Habitat International* 51 (2016) 31-38.
- [32]. Amin, A., Collective culture and urban public space. *City*, 12(1), 2008, 5–24.
- [33]. Hajrasouliha, A. and Yin, L. The Impact of Street Network Connectivity on Pedestrian Volume, *Urban Studies*, Vol. 52(13), 2015, 2483–2497.
- [34]. Mahmoudi, M., Ahmad, F., and Abbasi, B., Livable streets: The effects of physical problems on the quality and livability of Kuala Lumpur streets, *Cities* 43, 2015, 104–114.
- [35]. Him, C. Sze, Matthew. *City as Landscape, Urban Edge In Central Distric*. The University of Hong Kong: The University of Hong Kong, 1998.

- [36]. Rasouli, Mojgan. Analysis of Activity Patterns and Design Features Relationships in Urban Public Spaces Using Direct Field Observations, Activity Maps Mel Lastman Square in Toronto as a Case Study. Waterloo, Ontario, Canada: the University of Waterloo in fulfillment, 2013.
- [37]. Li, M. "Urban Regeneration Through Public Space: A Case Study in Squares in Dalian, China." Waterloo, Ontario, Canada, 2003.
- [38]. Architects, Gehl. Public sSpaces & Public Life. Seattle : City of Seattle, 2009.
- [39]. Mayer, D. J. et al. Emotional Intelligence: Theory Findings, and Implications, Psychological Inquiry , Vol. 15, no. 3, 2004, 197-215.
- [40]. Cambria, E., Mazzocco, T., Hussain, A., Durran, T, The Hourglass of Emotions. Springer, 2012.
- [41]. Stets, E., Turner, H. "Handbook of the Sociology of Emotions", Springer Science Business Media, LLC. New York: NY10013, : volume 33, pages 803 – 823, 2006.
- [42]. Kugler, T., Smith, J., Connolly, T., Son, Y. (ed.) Decision Modeling and Behavior in Complex and Uncertain Environment, Springer, 2008.
- [43]. Gehl, J. Cities for People. Island Press: Washington , 2010.
- [44]. Bloomberg, R. M. Active Design: Shaping the Sidewalk Experience. City of New York: Report from City Council, 2013.
- [45]. Bloomberg, R. M. Active Design Guidelines: Promoting Physical Activity and Health in Design. City of New York.:Report from City Council, 2010.
- [46]. Stevens, Q. "The shape of urban experience: a reevaluation of Lynch's." Environment and Planning B: Planning and Design: volume 33, pages 803 – 823, 2006.
- [47]. Martins, T., Adolphe, L., Bonhomme, M., Bonneaud, F., Faraut, S., Ginestet, S., Michel, C., Guyard, W. Impact of Urban Cool Island measures on outdoor climate and pedestrian comfort: simulations for a new district of Toulouse, France. Sustainable Cities and Society, In Press, Accepted Manuscript, Available online 12 May 2016.
- [48]. Spooner, Enclosure and Walkability: An Italian Street Study. Proceeding of The Environmental Design Research Association (EDRA) 38, 2007: 85-89.
- [49]. Shukrallah, H. (2010, November 26). Ahram on line. [on line]. Retrieved may 21, 2016, Available: english.ahram.org.eg: <http://english.ahram.org.eg>.
- [50]. Schuetz, J. Do rail transit stations encourage neighborhood retail activity?, Urban Studies, Vol. 52(14), 2015, 2699–2723.