

Urban Marketing and Its Role in Transformations of Public Spaces

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Abstract Designing urban spaces has a profound effect on achieving social sustainability. Unfortunately, most public spaces underwent transformation because of different urban challenges that affected it. Therefore, those public spaces lost the ability to achieve their main role in cities. Urban marketing has various factors that may contribute to re-shaping public spaces in cities. This paper aims to improve the quality of public spaces by adopting integrated strategy of the urban marketing for spaces as a first step toward strengthening the performance of spaces at different social, economic, and environmental aspects, in addition to managing it well and thus enhancing the marketing return. The proposed strategy has been validated on one of the local spaces through the field survey and then the statistical analysis by using the SPSS program. The results of the study maximize the use of urban marketing in planning, management, revitalization of the spatial environment and facing its transformations, provide a synthesis of results to gain a better understanding of the planning process and to develop effective strategies to improve the quality of a competitive environment.

Keywords Urban Marketing, Public Spaces, Transformation of Space, Marketing Influences

1. Introduction

Marketing of space has a long history of use, being represented in the market in the Middle Ages. Its features included the fact of integration between individuals in the

marketplace, as residents meet as anonymous individuals with the importance of respecting the other anonymous person as a human being. It is a place where the primordial principles of an emerging democracy play many roles as it is a place to work, trade and relax. A group of architectural concepts emerged for several architects, including (Joseph Pliscott), who is considered the pioneer of the Renaissance of interest in public places, urban space, and natural gardens [1].

Throughout history, the focus began to be making clear spatial relationships, using modern materials, and clearly distinguishing between urban areas, gardens, and pedestrian areas. As a result, the concept of contemporary marketing emerged [2], as it attempts to approach members of society in a wide range of daily spaces with an increasing focus on brands, which stems from a set of new factors and ideas about marketing practices deeper in the lives of individuals and linking them to spatial practices, which are conducted in two distinct directions. The first direction is the image of the space which represents the main factor for determining the type of people who use it. The second direction aims to provide the necessary activities to achieve the marketing goals. There is a need to distinguish places from each other and assert their individuality in the pursuit of various economic, social, psychological, and political goals. Physical settings, images and activities are goals in creating a sense of place and creating its identity [3].

Research Problem

Egypt's urban spaces face different challenges in recent

times, such as the loss of their values, functions, and identity. Therefore, urban spaces are exposed to transformation and changes in their characteristics, which is due to the absence of the concept of the role of urban marketing in sustainable development. Designing urban spaces requires understanding the design that governs the process of urban transformation of the space in accordance with the objectives of urban marketing and the foundations and standards that it includes to achieve a healthy and sustainable society.

Research Importance

Orientation to urban marketing where the functional spatial analysis and the marketing value of urban space and its ability to meet human needs and the ability to distinguish potential opportunities in the process of spatial design as a tool to determine the basic directions of work and objectives and the allocation of resources to organize, coordinate, monitor and employ the available capabilities and use them for the benefit of society.

Research Steps

Research is organized around three steps. The first step is the definition of space and the changes it is exposed to. The second step is a general definition of urban marketing and its dimensions. The third step is the study of space marketing and its impact on the management of the urban environment and the surrounding area using the SPSS program.

2. Literature Review

The space has been subjected to many changes and the way to deal with it. Many factors led to these changes, there are a set of challenges that the space is exposed to [4]. Studying the challenges that public spaces suffer from is only one of the important steps in the process of developing and designing urban space. To improve its performance and maintenance [4]. Seog Jeong Lee [5] has pointed out that these urban spaces have enormous potential to transform or change their use within the framework of sustainable urban development. There are many small ideas that can be promoted to market the space and ensure its transformation in a positive way.

Reconsidering the theories and practices of development and transformation of the urban space is inevitable because of the continuous transformations [6]. Each period produces challenges in the planning systems and each space has a response to the transformation process. Which requires redefining the concept of urban transformation at each of the levels Organizational, spatial, method of practice and response to renewal, and creativity using multidimensional approaches. Knowing the role of public space [10] is crucial but making it a success and putting it in the right direction is not a straightforward process and has to be approached from different angles from the start.

Where new ideas about marketing practices and their role in the lives of individuals will be addressed and linked to spatial practices.

Which requires the study of space in its temporal and spatial framework, where material elements, images, and activities are all goals in creating a sense of place and creating its identity [7]. Changes in the theories of urban transformation are related to the planning system, which is organized at the organizational level of space. As for changes in transformation practices, they are related to urban space, which summarizes the spatial level of planning and design [8].

Marketing planning has a vital feature in the implementation of planning activities, including evaluation and control of these activities, and achieving goals and objectives. Moreover, it helps to identify roles and functions to provide us with details related to the allocation of resources and timing of activities. It is also a process by which urban activities are applied for serving the users to benefit from the effective social and economic functions of the space [9]. Improving the attractiveness of urban space and increasing meeting opportunities is a prerequisite for a rich public life [10]. By recognizing and overcoming the problems of the region, improving the sense of belonging, and achieving physical integration that leads to social integration, while adopting qualities that encourage spatial integration and satisfy the target audience.

The space must have a strong shape, personality, and identity that distinguishes it, which sometimes forms the identity of the entire city and enables us to recognize its position and helps in delivering meaningful messages and creates areas with a social atmosphere that helps evoke a sense of solidarity. A city is not a true city without public spaces, which are interconnected, form the basic structure, and are receiving increasing interest from the professional community and the public [11].

Marketing the city according to Anastasiia [12] is a long-term strategic activity aimed at operating and developing the city in accordance with potential market requirements, the desires and needs of stakeholders and the competitive environment, considering market requirements. City marketing is a direct result of competition between settlements and attempts to follow a strategic approach to occupy leadership positions in the region. Moreover, urban marketing influences the positive transformation of space.

Marketing has been defined, according to Elizabeth Moor [2] as a respectable spatial planning and living nature based on spatial events and practices. Moreover, it is an organizational function, a structured conscious thought, and a set of successive processes, which seek for creating, developing, and revitalizing the space. Hedley Smyth [13] has defined marketing as a strategy to promote an area or an entire city to carry out certain activities. In some cases, to create areas in the city suitable for living, consuming, and producing activities.

Urban marketing is the implementation of the spatial

policy that meets the needs of users according to the rules of sustainable development and spatial design to maximize the quality of life and the social and economic conditions that respond to material and moral needs [14]. Urban marketing is a social management process in which users' needs are met by creating, offering, and exchanging valuable goods and services. It is the science and art of exploration, creativity, and value creation to meet the needs of the target market. Planning using marketing relates to a multi-dimensional activity, negotiations, strategic decisions, and efforts within the philosophy of urban management, which organizes cooperation between all public, private, and voluntary sectors and all geographical levels (city, region, and state) to produce an efficiently and effectively managed city [15]. Gives more attention to the marketing environment spatial, which represents great resources for the redevelopment of the city. It is important to understand that there is a link between the physical entity that provides the required services and the activity spaces, especially commercial activities, that provide convenience to users [16], [17].

3. Framework

According to what has been studied and activating the urban marketing mechanism in designing and evaluating the urban space, the dimensions of the urban marketing

process will be divided into three levels as follows [18].

1. Strategic activity level (Marketing strategy)

It is the level through which activity is defined within the overall strategy, objectives, and development steps.

2. Executive level (Marketing as a technique)

Marketing as a technique determining the characteristics of the space, how to deal with it, and what are the Marketing influences must be considered. Furthermore, covering many activities and events that determine the characteristics of the space and enhance it is important. It can be imparted meanings to the target users by a set of fundamentals such as placemaking, marketing image, and identity.

3. Public level (Culture and philosophy)

The positive role that marketing plays as the basic value of urban marketing can measure from the returns of an urban marketing strategy [9].

The study is concerned with the second level of dimensions of the marketing process and measuring its role through the third level, as shown in Figure 1, which will be clarified during the research. To prove the reality of integration between the dimensions of the marketing process and its role in promoting and managing the space.

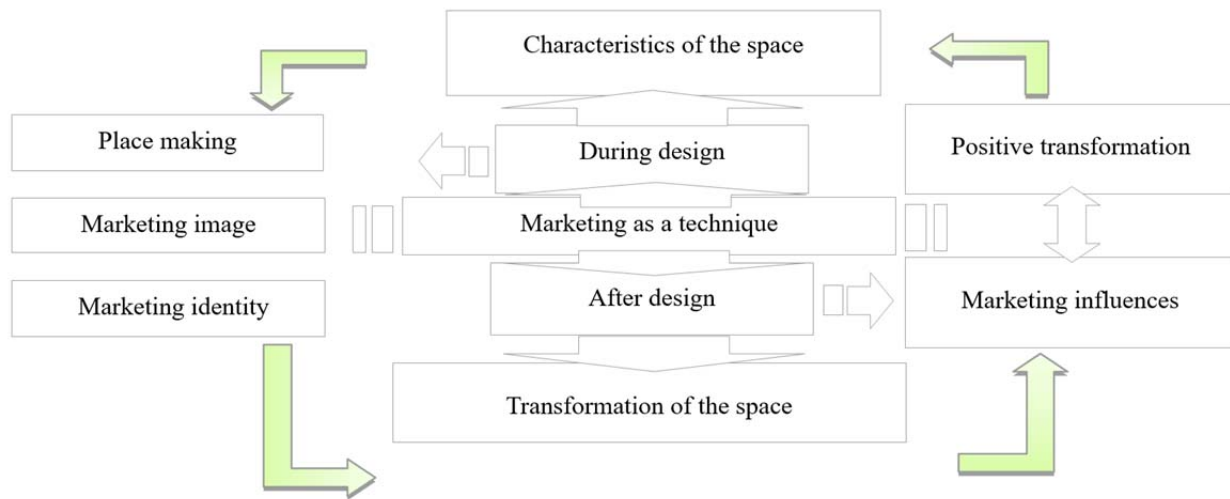


Figure 1. Executive level of urban marketing process (Source: the researcher)

3.1. Marketing Influences

Marketing influences have planned to deliver maximum benefit, efficiency, and exploitation of elements to form strategies and programs which deal with these spaces [19]. Several marketing influences such as the surrounding environment, selection and expansion, economic studies, interactive activities, infrastructure, social relationships, and good employees as shown in (Table 1) should be considered to encourage the positive transformation of the space [20]. Marketing influences focuses on revitalizing capabilities, valuing the space, and ensuring active participation by citizens of all ages for designing and construction. They involve creating artistic and

architectural to generate a new space, and enhance the field of research, knowledge, learning, drawing, practical work of collaboration and design of new spaces.

3.2. Marketing (Activities and Events)

Urban marketing pays more attention to the spatial environment, as it works on three different categories to give space an identity, a distinctive personality, and its images stuck in the minds, in addition to strengthening its functional role, which is represented in placemaking, mental image, and marketing identity as shown in Figure 2 [18].

Table 1. Marketing influences indicators

	Marketing influences
Surrounding environment	Develop surrounding buildings as visual background
	Interest in natural agriculture and environmental sustainability
Selection and extension	Balancing conservation constraints with development needs
	Linking new space function to population activity
Economic studies	Balancing financing possibilities with investment priorities
	Share private funding alongside government funding
Interactive activity	Provision of basic services and maintain infrastructure
	Provide new attractions investments
	Convey the features and benefits of space
	Provide a range of activities and vital elements
Infrastructure	Organize communication elements (vehicles – pedestrian corridors – Transit communication)
Social relationships	Emphasize the character, identity, and history
Good employment	Use an element that works more than one function
	Provide services and benefits
	Connecting with the surrounding environment

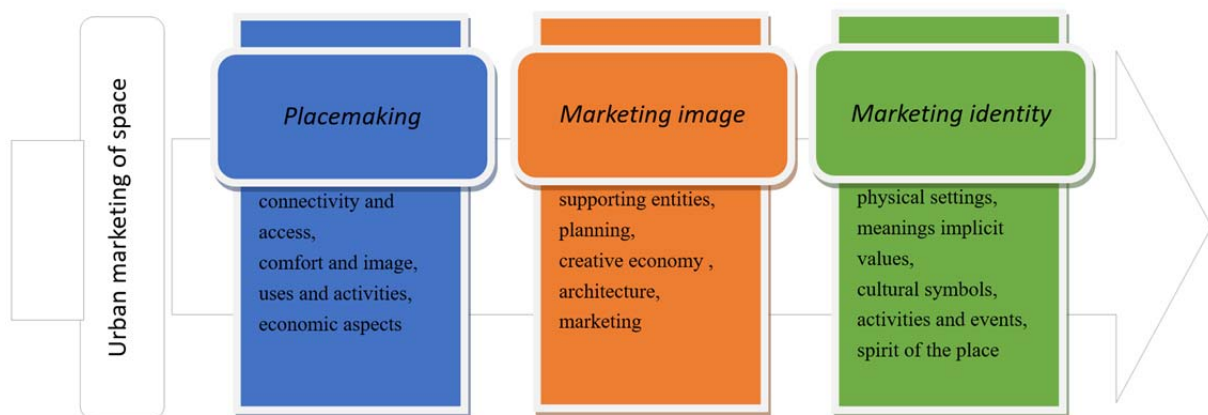


Figure 2. Urban marketing elements for space (Source: the researcher)

3.2.1. Placemaking

According to the organization project for public spaces (PPS), placemaking is a concept and a practical approach to redesigning public places, as the heart of the society. To enhance the connection between the members of the community and the places they share [21]. We should manage the spaces with a thoughtful approach according to their nature, users' type, a good follow-up to their performance, and the interaction of people with it. These features will achieve the benefit, security, pleasure, and material return desired from the space. According to a recent study carried out by PPS, which is one of the organizations most interested in public spaces, four factors judged the space and its success. These factors are presented as connectivity and access, comfort, and image, uses and activities, and social aspects [22].

3.2.2. Marketing Image

A marketing image is one of the aspects of marketing strategies that are developed through the integration of intangible elements such as culture with economic, social, and business activities before defining the identity of the marketing. Therefore, the visual elements affecting the mental perception must be clear in order to complete the elements of the mental image of the space [23]. The urban space and its components are an important component of the marketing image of the city and can create a mental image and visual perception. Several factors such as supporting entities, planning, creative economy,

architecture, and marketing are needed to create a distinct marketing image and visual perception of a space [24].


3.2.3. Marketing Identity

American Marketing Association (AMA) defines marketing identity as a name, a term, a mark, a symbol, or a design. Building a good reputation for a product, service, or location is a strategic process to develop a long-term vision of a city or space [22]. It is a group of tangible and intangible elements that give distinction to the choice of space, the basic driving force in the urban marketing process [3]. Marketing identity is characterized by some fundamentals such as physical settings, meanings, implicit values, cultural symbols, activities, events, and the spirit of the place [22], [25].

To verify the role of marketing influences in the transformation, a set of examples will be presented as shown in (Table 2). These projects are Passage 56, Changli Garden, and Poblenou Superblock which illustrate the role of marketing influences in the positive transformation of space and finding new meaning for abandoned spaces. The optimal selection was based on a few indicators as follows:

- Public space.
- The space has a functional value.
- The space undergoes a transformation.
- It has been developed and proven to be distinguished locally and globally.

Table 2. Marketing influences and their impact on the transformation of space [26]– [28]

Project		Marketing influences and their impact on transformation of space	Surrounding environment	Selection and extension	Economic studies	Interactive activity	Infrastructure	Social relationships	Good employment
1	Passage 56		✓	✓	✓	✓	✓	✓	✓
Location	Paris (France)		All factors were considered, which led to the success of the idea. The economic studies index did not depend on realizing financial returns directly, but rather work was done to encourage gardening and energy generation using solar cells on the surface of the space, and the implementation was at the lowest costs through recycling some materials.						
		A: Before the development							
2	Changli Garden		✓	✓	✓	✓	✓	✓	✓
Location	Shanghai China		All factors were considered, which led to the success of the idea, the creation of a functional value for each area, the intertwining of the environment inside and outside the wall, and the abolition of the sense of isolation, as the void became a central place inhabited by both residents in the internal and external community to give a sense of participation. The marketing plan did not depend on achieving financial returns as much as focusing on interaction and good use of space.						
		A: Before the development							
3	Poblenou Superblock		✓	✓	—	✓	✓	✓	✓
Location	Barcelona (Spain)		This project proves that it is not necessary to implement major changes in urban planning or invest in massive infrastructure solutions to improve the lives of citizens. And that sometimes small or low-cost actions can lead to effective development where all factors related to marketing influences were considered, which led to the success of the idea, which did not depend on achieving direct financial returns as much as stimulating participation and interaction.						
		A: Before the development							

4. Methodology

By analysing the examples, the importance of marketing determinants play an important role in the positive transformation of space, achieving the goals of urban marketing, and helping achieve the placemaking, marketing image and creating an identity for the spaces. Which had an impact on the space socially, economically, environmentally, and urbanely where the relationship between these dimensions can be represented in Table 3.

Table 3. Integration of the dimensions of the urban marketing process

			Executive level										Public level				
The relationship between activities and events and marketing determinants			activities and events										Measuring the effect of urban marketing	marketing effect (return)			
			Placemaking				Marketing image				Identity						
			Connectivity and access	Comfort and urban image	Uses and Activities	Economic aspects	Supporting entities	Planning	Creative economy	Marketing	Physical settings	Implicit meanings and values			Activities and events	The spirit of the place	
Marketing influences	1	Surrounding environment	●	●									●		●	Social and cultural effect	
	2	Selection and extension			●												Economic effect
	3	Economic studies				●								●			
	4	Interactive activity							●								Environmental effect
	5	Infrastructure					●	●		●							
	6	Social relationships															Urban effect
	7	Good employment									●						

By studying the theoretical bases of urban marketing and analysing cases studies. Studying the activities and events of urban marketing, marketing influences, and their effects on the positive transformation of spaces as well as their impact on development. Utilizing the theoretical dimensions, which were achieved through the criteria of

many previous studies, will form the basic methodology. Moreover, these studies are incorporated to be applied in the paper to match the purpose of this research, analysis of the indicators based on the current situation. Indicators derived from the above theoretical study were collected and displayed in Table 4.

Table 4. Criteria and indicators for evaluating the urban marketing for spaces

Executive level (activities and events)			Public level		
Identity X1	X11	Physical settings	Economic effect Y1	Y11	Amount of direct income
	X111	Preservation of natural environment elements		Y111	Provide direct income
	X112	Preserving the distinctive features of the space		Y12	The amount of indirect income
	X113	Preserving elements of the built environment		Y121	Providing job opportunities, and services
	X114	Enhancing the relationship of space with around		Y122	Attracting business
	X115	Strengthening traffic and communication networks		Y13	Attracting investments
	X116	Maintaining elements of the built environment		Y131	Creating more attractive areas
	X116	Maintaining elements of the built environment		Y132	Activating development policies
	X12	Implicit meanings and values	Social effect Y2	Y21	Participation
	X121	Respect the specificity of meanings, symbols, and cultural preferences of the local community		Y211	Participation Integration of the sharing process
	X13	Activities and events		Y22	Quality
	X131	Activate social activities		Y221	Increase performance and work completion
	X132	Support for interactive activity		Y23	Realism
	X133	Supporting the service (functional environment)		Y231	Dealing with basic problems
	X14	The spirit of the place		Y24	Product quality
	X141	Maintain the basic and actual content		Y241	Increase the interdependence of the population
Placemaking X2	X21	Connectivity and access	Urban effect Y3	Y242	Increasing the population's sense of belonging
	X211	Ability to reach safely		Y243	Avoiding disruptive behaviours
	X212	Connected to the around the network		Y31	Seize opportunities
	X213	Suitable for the size and number of users		Y311	Development of unidentified spaces
	X213	Availability of beauty native		Y32	Quantitative standards
	X22	Comfort and urban image		Y321	Create better conditions for rest
	X221	Provides sitting, mobility, and interaction elements		Y322	Easy access to space and proximity to users
	X222	Enhances communication, interaction, and diversity		Y33	Maximizing utilization
	X223	Connection with the past, cultural heritage	Environmental effect Y4	Y331	Reducing the use of cars and facilitating traffic
	X23	Uses and Activities		Y41	Maintenance and cleanliness
	X231	Diversity of activities and uses within space		Y411	repair damaged items
	X232	Diversity of age groups of users		Y412	Emptying the rubbish bins
	X24	Social aspects		Y413	Pay attention to hygiene
	X241	Shaping a distinctive lifestyle		Y42	Security
			Y421	Solving traffic problems surrounding the space	

Table 4 continued.

Marketing image X3	X31	Supporting entities		Y43	Transportation, transportation and waiting
	X311	Supporting the project		Y431	provide suitable places for the cars
	X312	Cooperation with the local population		Y432	Achieving balance and quality of nature'
	X32	Planning		Y44	Events and events
	X321	Completion term of work		Y441	Providing sports and recreational facilities.
	X322	Protection, preservation, and clear management			
	X323	Availability of specialists			
	X33	Creative economy			
	X331	Reliance on arts, culture, conferences, and tourism			
	X34	Marketing			
	X351	Provide good shopping as a distinctive logo creation			
	X352	Availability of media and social media support			
	X353	Planning on steps			
	X354	Hosting many events that serve the logo			



Figure 3. (a) Army Street Parks (b) The site of the case study (Source: Google Earth; edited by the researcher)

5. Case study

To conduct the analytical study, Army Street Parks has been selected to be the analytical focus, as it represents a public space that underwent a transformation and was associated with marketing thought during development were studied to evaluate the design criteria for the elements of the proposed methodology, verify and ensure the efficiency of those criteria, and determine their

weights and their impact on the development process. The study is represented in studying Army Street Parks-Mansoura, Egypt (Figure 3). It is general linear spaces, which represent the main axis of the surrounding area. It starts from the Diwan of the governorate and ends at the entrance to the city of Mansoura from the Sandoub. It was exposed to many transformations at different intervals of time [29], which ended with Project 306 as shown in Figure 4.

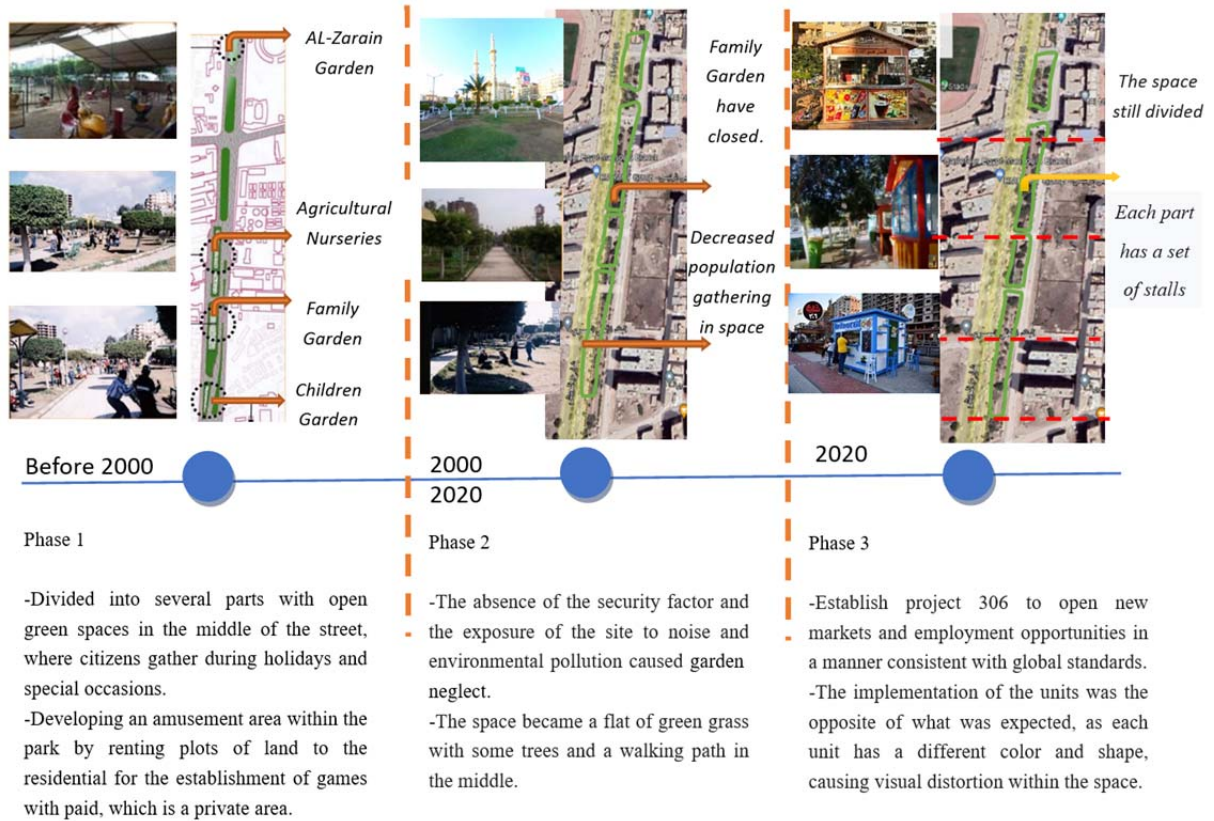


Figure 4. The historical development of the region (Source: the researcher)



(Source: Urban Planning Department - Engineering Affairs - Mansoura City.)

Figure 5. Army Street Parks - Project 306 with stalls that have been implemented.

5.1. Project 306

A decision was made to establish Project 306 as shown in Figure 5, and Figure 6 to support youth in the delivery of food, beverages, and other products.

Project goals:

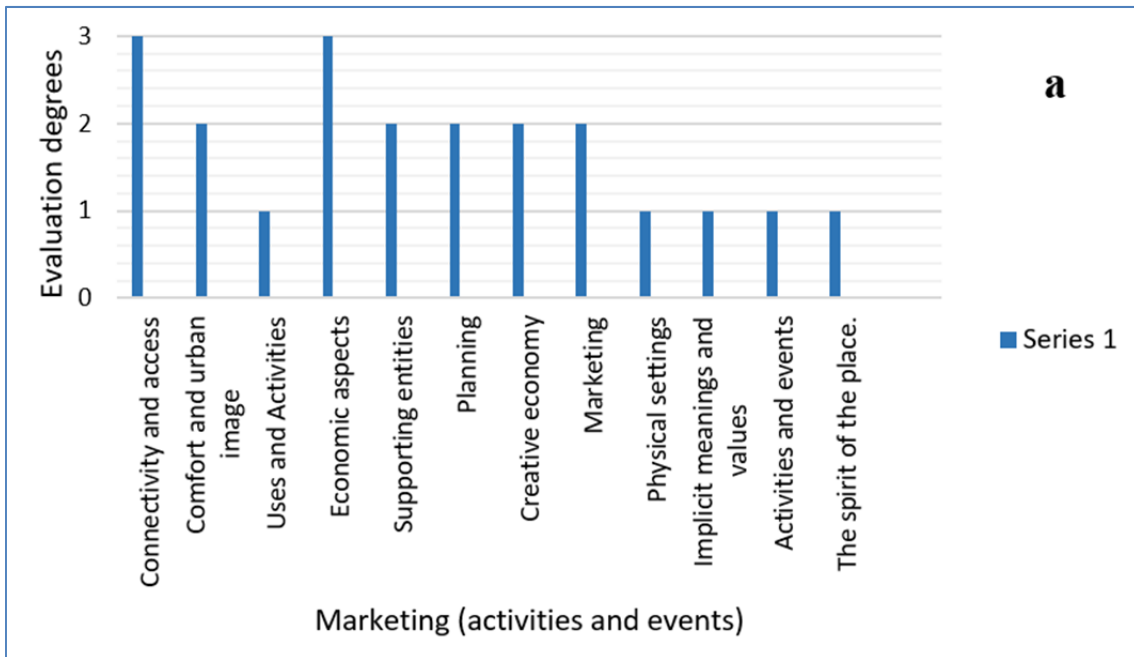
- Opening new markets and job opportunities in a way that is in line with international standards.

Providing decent job opportunities for 82 young people in Mansoura city

- Caring for human construction and meeting the needs of citizens in coordination with the Administrative Control Authority in Dakahlia.
- Paying attention to the park's infrastructure and its facilities (electricity, sewage, water, natural elements, and lighting).



Figure 6. (a) Army Street Parks (b) The places that have been identified (c) Construction begins (d) Gathering the Stalls around the corridor (e) Furniture elements inside the space (f) Stalls control the surrounding area (Source: the researcher)



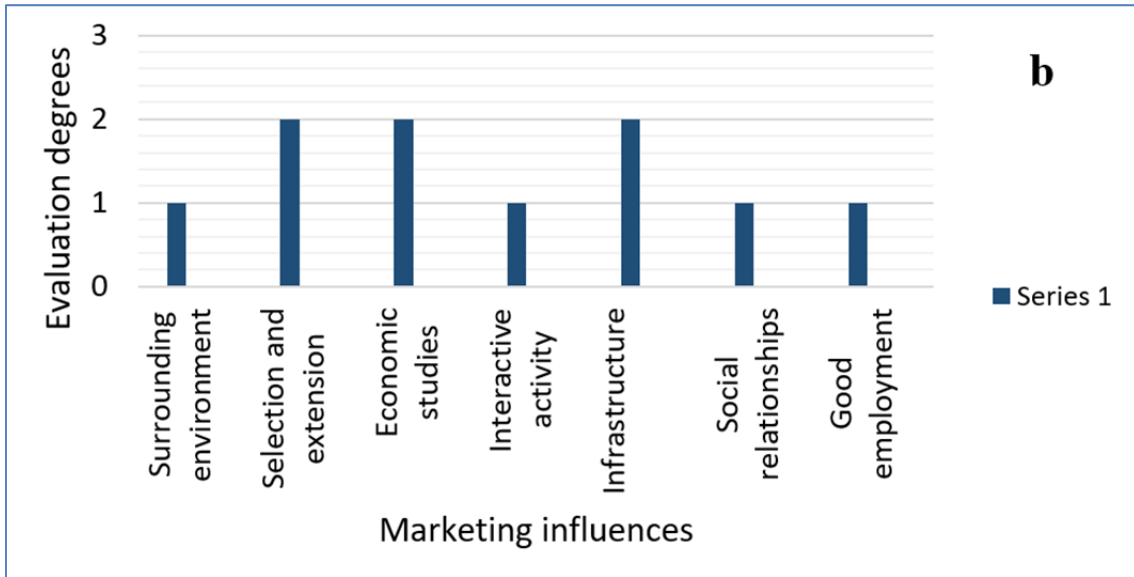


Figure 7. (a) Evaluation the objective of urban marketing (b) Evaluation of marketing influences

5.2. A Questionnaire for Evaluating the Space after Development

For evaluating the development process that took place in the space, a set of points were included in the questionnaire to evaluate the space and users' vision after development. The questionnaire was analyzed in detail by means of direct field observation. The elements of the proposed methodology were relied upon in designing the questionnaire and tested on a random sample of the community. The evaluation is based on the three degrees from 1-2-3. Degree 1 is non-fulfilment, degree 2 is somewhat validated, and degree 3 is validated. Figure 7 shows the results of the **questionnaire**.

6. SPSS Program

All data of the research sample were classified (data table), and then the information was entered (SPSS) program, which is one of the statistical applications that operate under the umbrella of Windows, and it is a set of lists and tools through which the data obtained by the scientific researcher through questionnaires, interviews, or observations can be entered, and then analyzed (statistical analysis). The SPSS statistical system relies on digital information, and the program is characterized by its great ability to process the data that is provided by it, and it can

be used in all scientific research methods, and in all research issues. Some statistical methods and concepts have been used in analyzing the data to reach the research objectives, and several steps have been identified that will be followed to reach the required results [30].

6.1. Analysis steps

1. Descriptive Statistics

It includes a brief description of the data set and the main indicators used quantitatively for a case study to make it easier to understand and empty the frequency distributions table, which reflects the content of the repeated data and the method of classification.

2. Correlation Ships between the Study Variables [Army Street Parks]

To test the hypothesis that there is a statistically significant correlation between the variables of the study and to determine the nature of the type and strength of the relationship, the Pearson correlation coefficient was calculated between each of the independent variables (Marketing identity, Placemaking, and Marketing image) and the dependent variable (Economic effect, Social and cultural effect, Urban effect, and Environmental effect) Table 5.

Table 5. Pearson correlation coefficients between study variables

		Correlations						
		x1	x2	x3	Y1	Y2	Y3	Y4
x1	Pearson Correlation	1	.536**	.566**	.542**	.199*	-.074	.057
	Sig. (2-tailed)		.000	.000	.000	.044	.460	.571
	N	103	103	103	103	103	103	103
x2	Pearson Correlation	.536**	1	.617**	.531**	.166	-.016	.109
	Sig. (2-tailed)	.000		.000	.000	.095	.876	.273
	N	103	103	103	103	103	103	103
x3	Pearson Correlation	.566**	.617**	1	.552**	.149	-.103	.085
	Sig. (2-tailed)	.000	.000		.000	.133	.301	.394
	N	103	103	103	103	103	103	103
Y1	Pearson Correlation	.542**	.531**	.552**	1	.127	-.031	.158
	Sig. (2-tailed)	.000	.000	.000		.202	.758	.112
	N	103	103	103	103	103	103	103
Y2	Pearson Correlation	.199*	.166	.149	.127	1	.449**	-.036
	Sig. (2-tailed)	.044	.095	.133	.202		.000	.717
	N	103	103	103	103	103	103	103
Y3	Pearson Correlation	-.074	-.016	-.103	-.031	.449**	1	.105
	Sig. (2-tailed)	.460	.876	.301	.758	.000		.292
	N	103	103	103	103	103	103	103
Y4	Pearson Correlation	.057	.109	.085	.158	-.036	.105	1
	Sig. (2-tailed)	.571	.273	.394	.112	.717	.292	
	N	103	103	103	103	103	103	103

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

From the data of the previous table can be concluded:

- There is a correlation between the variables of the study regarding the area of the Army Street gardens, and the correlation relationship for all dimensions was at a significant level of 0.01 as follows:
- There is a direct significant correlation between (x1, x2, x3) and y1 at a significant level of 0.01, all of which are direct medium correlation coefficients, and the values of the correlation coefficients were (0.542, 0.531, 0.552), respectively.
- There is no significant correlation between (x1, x2, x3) and y2 at a significant level of 0.01 or at a level of 0.05.
- There is no significant correlation between (x1, x2, x3) and y3 at a significant level of 0.01 or at a level of 0.05.
- There is no significant correlation between (x1, x2, x3) and y4 at a significant level of 0.01 or at a level of 0.05.

3. Multiple linear regression analysis

Testing the effect of x1, x2, x3 on the y1 - y2 - y4 - y3 space of the Army Street parks using multiple linear regression analysis, which is used to predict the changes of the dependent variable, which is affected by several independent variables.

• **Test the effect of x1, x2, x3 on y1, Table 6.**

Table 6. Multiple linear regression analysis of the Army Street parks.

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.640 ^a	.410	.392	.60278		
a. Predictors: (Constant), x3, x1, x2						
ANOVA ^a						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	25.020	3	8.340	22.953	.000 ^b
	Residual	35.971	99	.363		
	Total	60.990	102			
a. Dependent Variable: Y1						
b. Predictors: (Constant), x3, x1, x2						
Coefficients ^a						
Model	Unstandardized Coefficients			Standardized Coefficients	t	Sig.
	B	Std. Error	Beta			
1	(Constant)	-.220	.273		-.804	.424
	x1	.425	.150	.276	2.824	.006
	x2	.306	.140	.224	2.187	.031
	x3	.405	.165	.257	2.452	.016
a. Dependent Variable: Y1						

- From the previous table:
 1. The significance of the model was proven, as the value of (F) calculated for the model was (22.953), which is significant at the level of significance (0.01).
 2. Through the value of t and sig (P-value), the regression coefficients (x1, x2, x3) are significant, and their positive sign means the positivity of this effect, as well as the non-significance of the fixed limit regression coefficient.
 3. The value of the determination coefficient R2 was (0.410), which indicates that changes in (x1, x2, x3) together contribute to explaining 41% of the change that occurs in the dependent variable (y1), and the rest of the percentage is due to other factors that are not mentioned in this form.

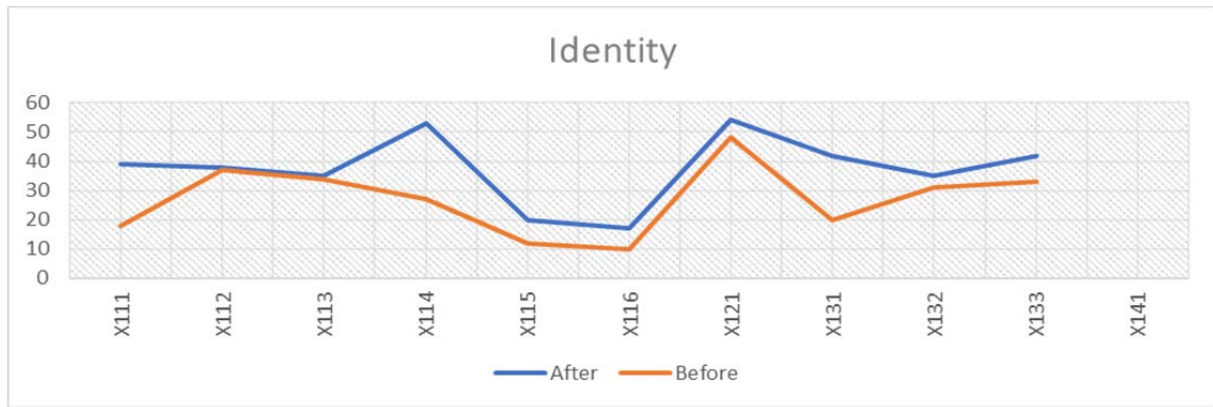
The relationship between the independent variable and the dependent variable can be formulated in the following equation.

$$Y1 = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \epsilon$$

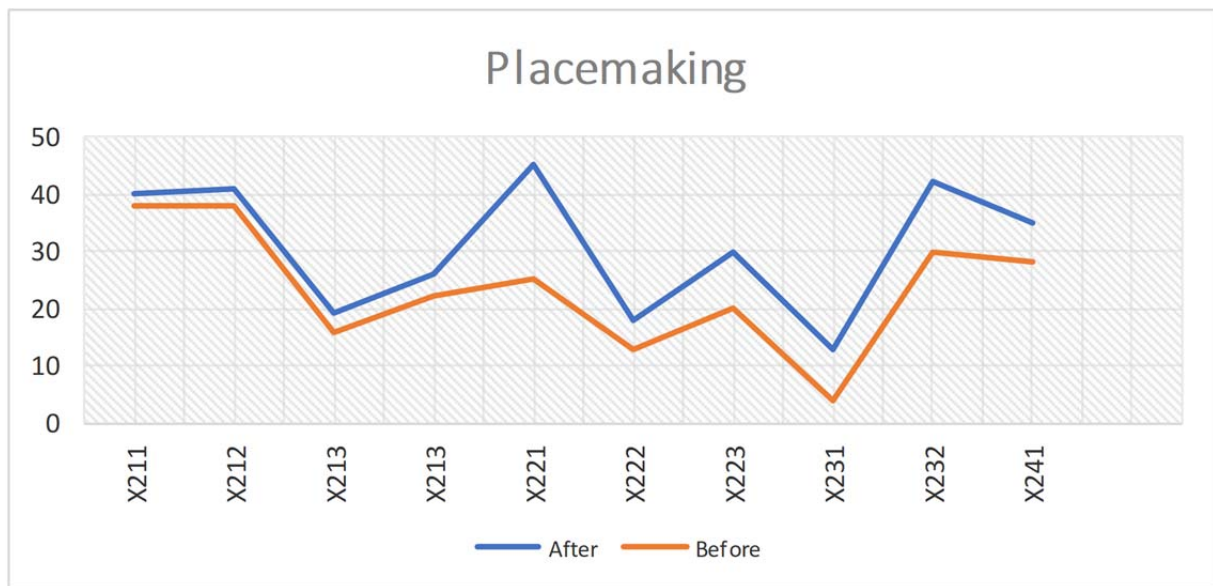
whereas:

- X1: Marketing identity
- X2: Placemaking
- X3: Marketing image
- Y1: Economic effect
- β1: β3: regression coefficients
- α: constant of the regression equation
- ε: random error

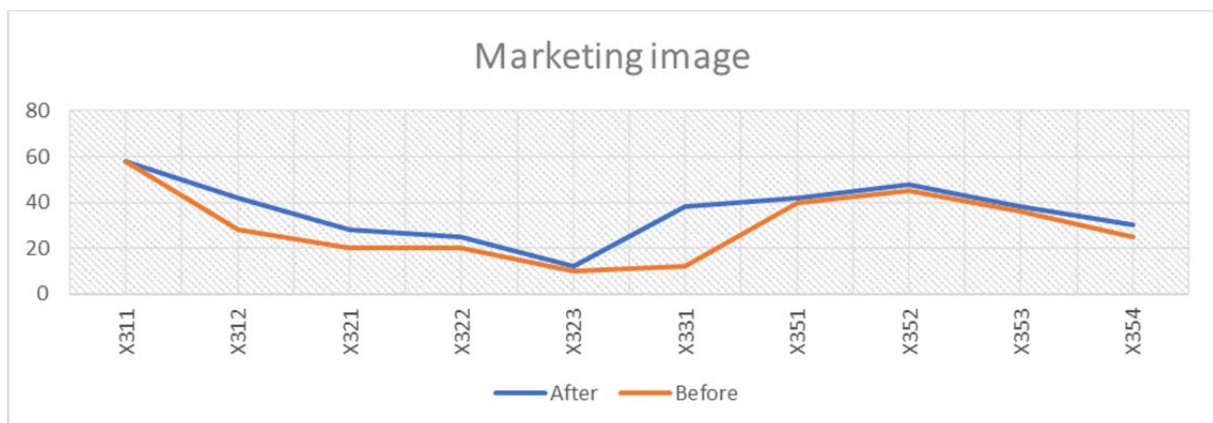
In the context of the previous analysis process of the Army Street Parks, through the dimensions and indicators of the methodology, which varied between (54) tools and variables, the results were unloaded and analyzed. The number of variables extracted for the space of the Army Street gardens was (26). Through analytical models and research results, where the direct relationship between activities and events and marketing determinants. An analysis of the determinants of the urban marketing process was conducted to increase the efficiency of the space and improve its response to the objectives of urban marketing. The result of the analysis is shown in Figure 8 and Figure 9.



a



b



c

Figure 8. Evaluating the activities and events of urban marketing after response the space to the criteria (a) (Marketing Identity (b) Placemaking (c) Marketing image

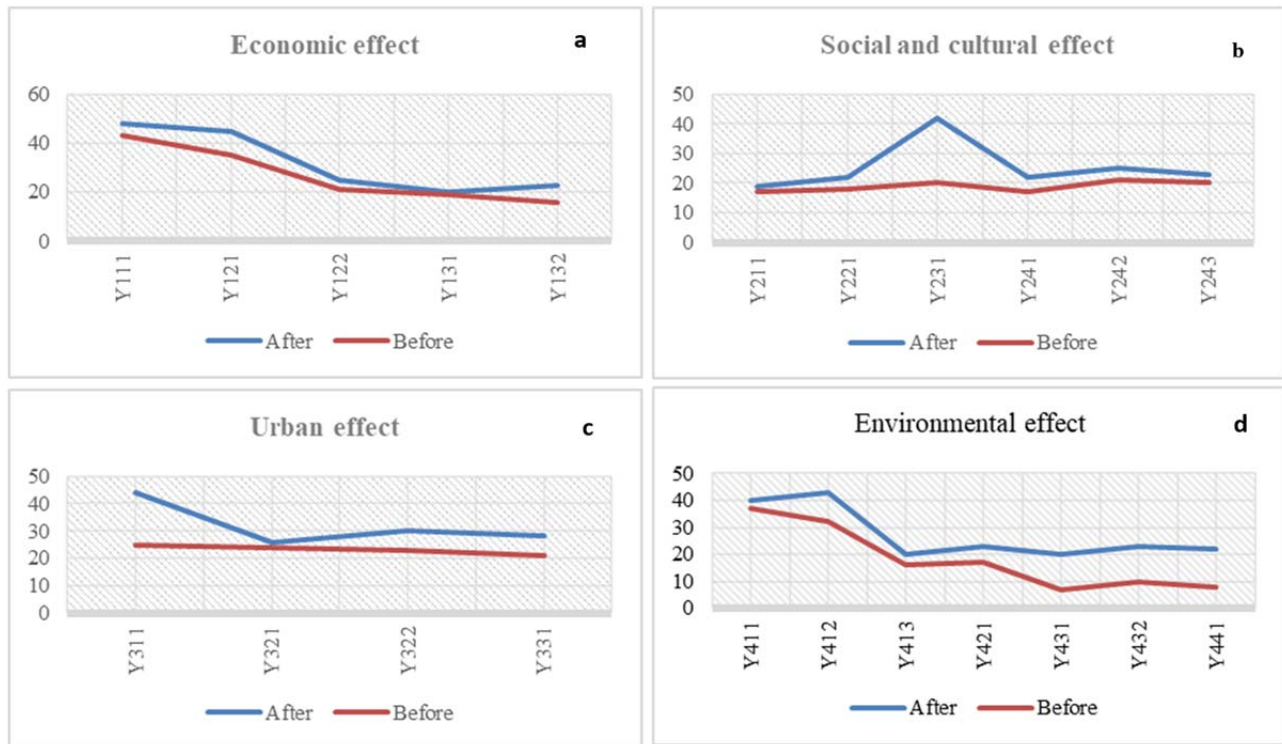


Figure 9. Evaluating the marketing effect (return) after response the space to the criteria (a) Economic effect (b) Social and cultural effect (c) Urban effect (d) Environmental effect

7. Results and Discussion

Through observations, analysis study, and evaluation of case study using previous criteria, residents in the study area were interviewed and their opinions on the development were studied; thus, the area was analyzed by the dimensions of the marketing process. In general, most of the indicators haven't been achieved or are only partially achieved. As a result, the dimensions of the marketing process are not integrated by analyzing the space that represents a visual value in Mansoura City. While the owners of the stalls impose control on the surrounding area, they will change the space later for what is known as the privatization of the space. In addition, the environment surrounding the space and its uses are not considered, which may be the same as the uses included in the stalls. As the residential area is old and has all uses and activities. Also, the analysis of the case and the analysis of the survey samples indicated that the space lacks many indicators, which are not considered, causing the space to lose its functional importance and resentment of the surrounding population and users. Thus, the negative transformation of space was observed.

- **Marketing identity:** The relationship of the space with the Surrounding environment was not considered, or the attempt to support movement and communication networks, or the distinctive formation of the space, and the design lacks support for social activity.

- **Placemaking:** The space is not equipped with parking spaces, and has not achieved inclusion, clarity, and a sense of belonging. The development worked on the privatization of space and its loss of the element of communication and interaction.
- **Marketing image:** Lack of specialists or public participation. It did not achieve any kind of economy that is distinct and different from the traditional economy. It did not achieve excellence architecturally.

8. Conclusions

- There is a correlation between the activities and events that marketing deals with (marketing identity, place making, and marketing image) and the returns resulting from the urban marketing process of space.
- The direct relationship between the variables of the study confirms that every increase in the independent variables (marketing identity, place making, and marketing image) is matched by an increase in the dependent variable (marketing return).
- The importance of each of the marketing identity, place making and the marketing image in increasing and achieving the marketing return.
- Through the factorial analysis of the strength of the variables within each factor, which expresses the ability of the influence of the element in the proposed

methodology, and taking into account the percentages contained in the table, it is clear that it is possible to rely on the variables of the second factor (place making) to obtain the largest representative percentage to express the proposed methodology as The shaded values have a value greater than 0.5, and in a more precise sense, they are influential in bringing about change and have a strong impact, as the effect of the rest of the factors gradually becomes

clear, so the second (marketing identity) will be followed by the third (marketing image).

9. Recommendations

Through the theoretical and analytical study in the current research, an integrated approach was developed to activate the role of urban marketing in the development and enhancement of spaces, as planned in Table 7.

Table 7. Steps of urban marketing strategy to develop urban spaces.

Step		Work methodology
1	Analysis of the current situation	- Space determined + identification - Analyze the current situation of Space (area, functions, problems, needs, goals, and environmental factors) .
2	Determine goals	- Determine clear objectives, explore the needs and desires of the community, and set priorities
3	Put marketing strategy	- Activating the role of the responsible entity - Providing possibilities for the benefit of the project - Give some features and facilities - Coordination among all competent authorities
		- Activating the role of residents -Form a committee of shop owners and workers representing them at meetings - Allocating part of the state budget in favor of this project - Exploit the available possibilities of the site and its surroundings
4	Implementation mechanisms	Planning and Development studies Study the decision dependencies of the development process Study of added uses activities, and identify functional requirements
		Detailed and design studies Determine the characteristics of the space, activities, and events (Place making-mental image-marketing identity)
5	Strategy implementation	1. Put Legislate and laws to preserve spaces 2. Develop flexible plans that help to follow up on changes, new needs that may occur during implementation.
6	Measuring strategy success	Follow up the plan and check it constantly to monitor and review the implementation stages to see if the work is going as planned by functional suitability, evaluate post-occupancy and performance indicators.

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