

Area Management

Increasing the value of the community

Online Facilitator Course
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Katsumi Shishido

Introduction

- M.S. in Architectural Engineering, Hosei University (Japan)
- Istanbul Technical University Graduate School (Guest Student)
- Worked in Coffee Shop Design Department (Doutor Coffee Co., Ltd.)
- Kagoshima Prefectural College (Architecture)



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Exploring the possibilities and elements of area management in Cairo

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What is Area Management?

What is Area Management?

- A city or region consists of many areas. Each area has its own unique background and characteristics.
- Improving the environment and vitality of an area benefits its residents, businesses, and landowners.
- It is important for the various organizations within a region to cooperate and work proactively.
- To improve a region, it is not enough to simply rely on, wish for, or expect the government to do so.

Why is area management necessary?

- **Government is good at**
 - Average and uniform city planning
 - Maintenance, management, and operation with uniform rules
- **Government is not good at**
 - Responding to the detailed needs of the region.
 - Focusing on the individuality of each region
 - Flexible maintenance, management, and operation

Definition of Area Management

Maintain and improve the value of the local good environment and Area.

- Creation of a comfortable and attractive environment
- Creation of beautiful cityscapes
- Preservation and promotion of property values
- Formation of an attractive brand power
- Creating a safe and secure community
- Formation of a good community
- Preservation of traditions and culture of the Area
- Includes not only tangible elements but also intangible elements

Residents, business owners, and landowners act independently.

- Not government-led
- Led by community leaders and participants

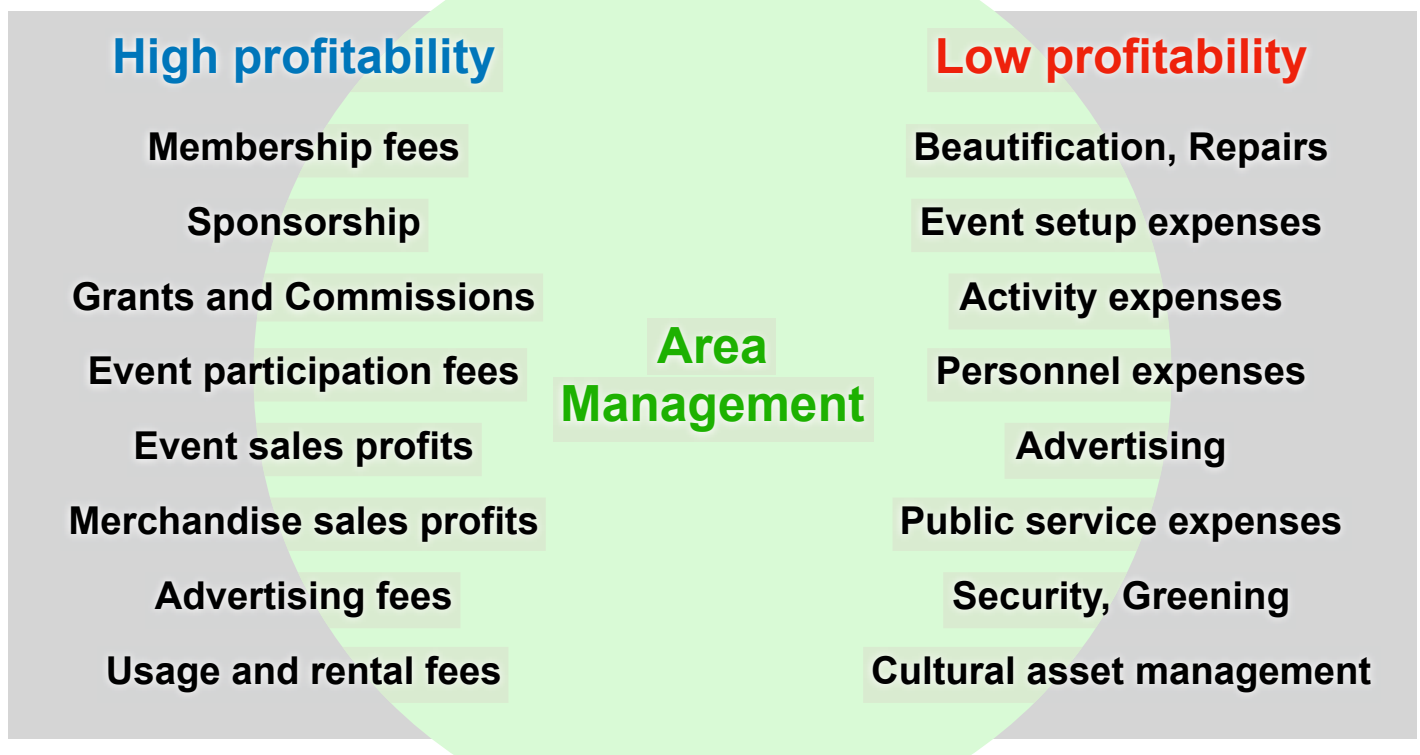
Example of Area Management Organization Structure



Participation in Activities Benefits the Residents Themselves



Financial Resources for Area Management



Difficulties in Area Management

Sustainably earning operational funds.

- It is not enough to rely on government subsidies and consignment funds.
- This funding source has problems with continuity and stability.
- Should not rely on collecting membership fees
- Area management promotion organizations need to earn funds

Organizing multiple stakeholders

- It is not easy to bring together multiple different stakeholders into one organization.

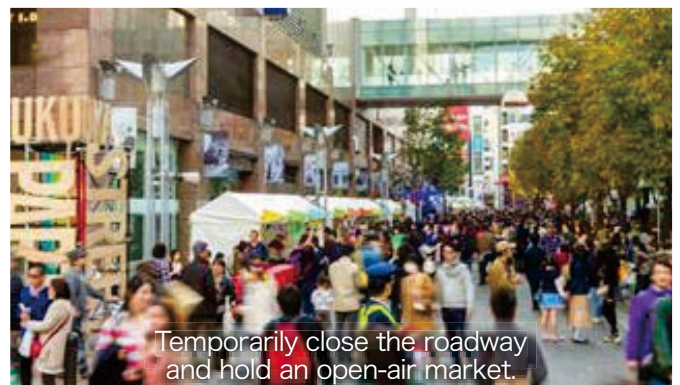
Sustaining and expanding the organization and its activities

- Maintaining consensus
- Securing leadership and activity staff
- Developing a staff structure

Examples of Area Management Activities

Event activities

- Plan and organize events and activities
- Attracting more people
- Seasonal events
- Religious events
- Businesses, schools, community organizations
- Cooperation between various organizations



Temporarily close the roadway and hold an open-air market.



Summer Event. Volunteers participate in the production

<https://www.chisou.go.jp/sousei/about/areamanagement/>

Examples of Area Management Activities

Beautification, Crime and Disaster Prevention

- Activities to improve the comfort of the community
- Cleanup activities in public spaces
- Crime prevention workshops
- Residents and workers work together
- Improvement of local disaster prevention capacity
- Practice disaster prevention activities



Cleanup and
greening activities



Volunteers planting
flowers provided by local
businesses



Emergency food
storage warehouse



disaster training

<https://www.chisou.go.jp/sousei/about/areamanagement/>

Examples of Area Management Activities

Community Rule Making

- Regional Landscape Guidelines
- Streetscape, green space, public open space
- Properly maintained and managed
- Create pleasant and high quality landscapes
- Voluntary community rules
- Promote community interaction
- Nurture leaders of community development



Monthly open-air market
in the historic district



Street lighting event.

<https://www.chisou.go.jp/sousei/about/areamanagement/>

Examples of Area Management Activities

Publicity and Promotional Activities about the Region

- Active use of SNS
- Introduction of local attractions by experts and residents
- Promote local attractions
- Raise the profile of the region
- Local information signage
- Information boards
- Website operation



Providing local information in multiple languages



Guided tours of local history, culture and sightseeing

<https://www.chisou.go.jp/sousei/about/areamanagement/>

Examples of Area Management Activities

Advertising and rental income from public spaces

- Streets, squares, public spaces, private property
- Outdoor advertising space for sale to businesses
- Public and outdoor spaces for cafes and events
- Use proceeds to fund area management activities
- Contribute to creating a lively community



A relaxing experience in a pedestrian space



Advertising space for street lights

<https://www.chisou.go.jp/sousei/about/areamanagement/>

Examples of Area Management Activities

Public use of vacant houses and land

- Public use of private facilities
- Vacant houses and sites
- Utilization by local residents
- Reuse as community facilities



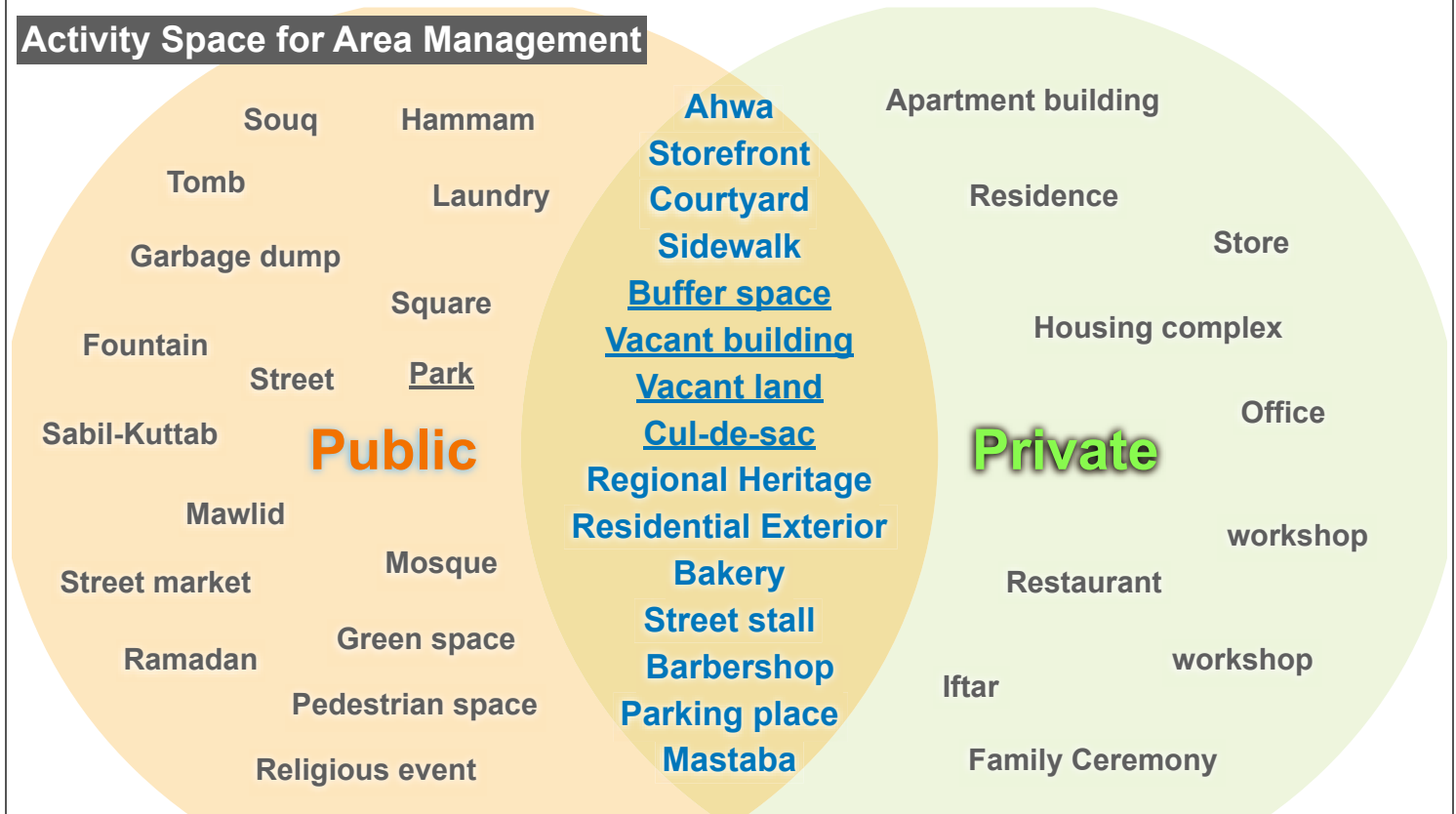
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Role of Facilitators in Area Management

Role of the Facilitator

- ▶ The facilitator needs to understand the real intentions and interests of the stakeholders and to be a central point to connect stakeholders.
- ▶ The facilitator needs to be able to guide the discussion into an continuous and constructive discussion.
- ▶ The facilitator must be able to coordinate the relationships among the region's residents, business owners, landowners, various experts, and the government while nurturing the project.
- ▶ In some cases, projects may require the cooperation of real estate or financial experts.
- ▶ Architects are expected to act as facilitators in order to improve and grow the value of the region.

Activity Space for Area Management



Spatial Structure of Ahwa and Public Space



Examples of Ahwa integrated with a public space



Sunshade cover the sidewalk



Overhang Sunshade



Mastaba on the street



Ahwa without architectural space



Indoorization of sidewalk space



Sunshade over the street

Examples of Using Public Space for Events



Temporary special space in the souq



Streets around the mosque as a prayer space

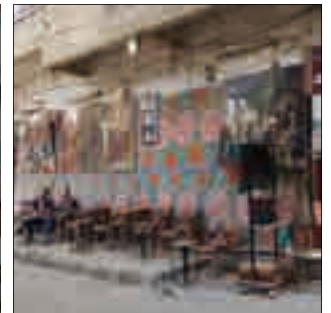
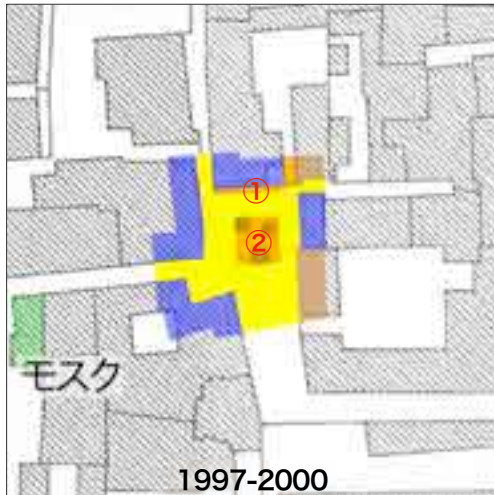
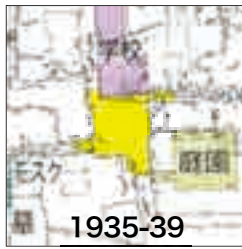
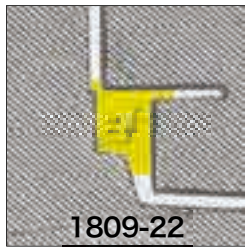


Events held in temporary squares

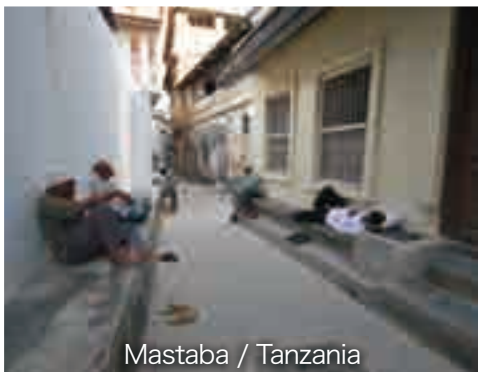
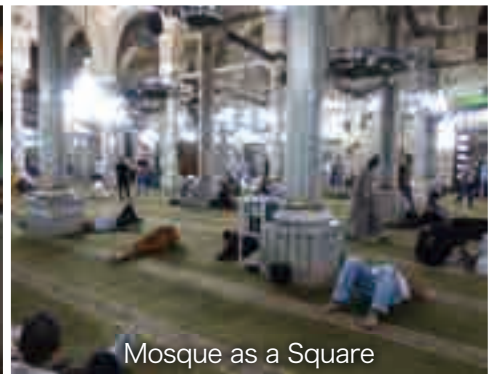


Street stalls open during festivals

Example of Ahwa Established to Improve Regional Square



Rediscovering Attractive Elements in Public Spaces



Examples of Comfortable Street Space



Area Branding

Revitalization of the region

- ▶ Revitalization and branding of key industries in the region
- ▶ Promotion of the region's unique food culture
- ▶ Improvement of the value of a place by using the region's historical resources

Visualizing the value of the region and promoting it to society

- ▶ Finding the value of the region
- ▶ Visualization of regional value
- ▶ Sharing of regional values
- ▶ Promotion of regional value to society



Potential Attractiveness of the Region from an Outsider's Perspective



Summary

Adding a management perspective to community development

- ▶ To earn money for repairs and renovations.
- ▶ Possibility for participating residents to earn income
- ▶ A management perspective can lead to region branding
- ▶ Residents should be proud of their own area

Role of the Facilitator

- ▶ Conducting discussions with residents, experts, and government
- ▶ It is important to create an area management structure