Towards Understanding Different Shopping Architectural Characters in Cairo

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ABSTRACT

This paper is a temptation toward a better understanding of commercial built environments in Cairo. This study is meant to set out in which way different types of shopping built environments affect the pattern of shopping in town centers. The paper claims that a development of this sort can be explained best through a comparative analysis. The way in which a shopping road is imposed upon a street grid and the specific manner in which this road is connected to the relevant streets decides upon the resulting pattern of shops. The paper tends to describe the physical features that define the character or image of three different commercial streets in Cairo as a whole: El Moezz street in Old Cairo, El Lakkany street in Heliopolis and El Salah Salem or Orouba street in Nasr City. The understanding of shopping built environment in Cairo includes the study of surrounding buildings, streets and walking paths. Better shopping environment policies help support and implement land use, encourage economic revitalization, and improve the quality of life. The research shows through analysis of these different shopping street patterns their impact on shoppers which can lead to a better understanding of built environments even in challenging cities like Cairo. The research ends up with a conclusion that further development plans for shopping built environments within residential areas need the coordination of experts in a dozen of fields not limited to traffic engineering, city planning, architecture, economics, environmental eng ...etc.

Key words: Urban shopping, shopping behavior and built environment, shopping pattern, urban design and trading, Islamic Old Fatimid Cairo, Modern Contemporary Cairo, El Moezz street, Ibrahim El Lakkany street, Heliopolis, Nasr City, Salah Salem street.

Introduction

Urban design of shopping streets is a key to creating sustainable Third World cities and the conditions for a flourishing economic life, for the prudent use of natural resources and for social progress. Good shopping design can help create lively spaces with distinctive characters; streets and public spaces that are safe, accessible, pleasant to use and human in scale; and places that inspire because of the imagination and sensitivity of their designers.

Urban planning and streets' morphology have a great impact on shoppers. The link between the built environment and human behavior have long been of interest to the field of urban planning, but direct links between different built environments and shopping as a physical activity are still rare in the field especially in Cosmopolitan cities as Cairo. Cairo is a big old city constructed nearly more than a thousand years ago. Cairo is a Multi-Layered Cultures City which has formed during its lifetime different urban fabrics. The architecture and layout of Cairo reflect these various epochs of its history. Urban characters which have changed over the time from historical Islamic to contemporary planned, have a great influence on shopping.

The understanding of shopping built environment in Cairo includes the study of surrounding buildings, streets and walking paths. Better shopping environment policies help support and implement land use, encourage economic revitalization, and improve the quality of life. The research analyses the existing urban characters of an Islamic main shopping street located in Fatimid Old Cairo (El-Moezz street) and equivalent contemporary main shopping streets in modern Cairo: One Colonial with an Islamic character (Ibrahim El Lakkany street) and the other built during Mubarak's Political Regime (Salah Salem planned as a highway street). The Historic Fatimid main spine in Old Cairo (El-Moezz) is a main shopping tourist attraction point and was recently converted by the Egyptian government to a pedestrian area. The other streets are (Ibrahim El Lakkany) having the arcades form and (Salah Salem) located in Nasr City at the East of Cairo (see fig. # 1). Detailed data on the three built environments are spatially described, matching with detailed data on shopping behavior. It gives way to lacking market analysis studies in Cairo.

Shopping Environments in Cairo: General:
In Cairo, one of the most congested metropolitan cities in the world, there are many major different shopping built environments. These shopping built environments have different architectural and urban characteristics. There are significant differences between these shopping environments. Planned shopping streets are more attractive to shoppers as they are multifunctional to a higher degree. They are more pleasant and safe to shoppers as they have a certain architectural unity. They are varied and not limited to the following:

1. Mega Shopping Malls built in the new Millennium following the American style like Carrefour Mega "Dandy" Mall, "Hyper One" of Sheikh Zayed City, … etc.
2. Planned shopping streets as Down Town Cairo or City Center Khedival Cairo, where varied shops are located along both sides of radial streets following the Haussmanian French style or Heliopolis built by Baron Empain during the 19th century.
3. Traditional Bazaars or Suqs, planned according to the Islamic City Planning in Old Fatimid Cairo where Public Commercial streets were separated carefully from Private residential quarters by Semi-Public intermediate spaces.
4. Unplanned shopping streets following the "Open Door" Policy of Sadat during the 1970's and Mubarak during the last 30 years as Shehab street in Mohandessin residential neighborhood and Salah Salem street in Nasr City neighborhood.

The researchers believe that shopping in Cairo, the Capital of Egypt -as a Developing Country- should be better an open door activity. The Cairo's year round climate is ideal for outdoor pedestrian activity of all kinds including shopping. That's why this research will focus on the three last shopping street types in order to better understand them filling the gap of lacking researches in this field.

Methodology:

The focus in this paper lays on comparing the shopping experience between urban contradictory fabrics: modern and traditional, or planned and unplanned. Case studies in El Orouba Street as a representative to Modern and El Moezz street as a representative to traditional Islamic.

The approach of studying the urban patterns of Cairo through the focus of the three shopping particular streets was determined in part by the availability of sources for physical details. The many visits and photos – during the last year- provided the contemporary description that revealed how the researchers' perceived these two different environments at different times. Those many visits provided the data upon which the study was developed. The streets were studied and analyzed in the light of available documents and comprehensive visits, and the results verify the existence of different physical characteristic structures created by different themes and principles. This methodology helps extracting some measurements to assist urban designers in the formulation of design criteria for our long lived third world cities as Cairo.

Display of those characteristics in a descriptive comparative way, showing their commonalities and differences.

Practically experiencing the pedestrian paths in the three shopping streets many times at different hours during the day and night describing how the researchers perceived them.

Study closely some aspects of the shopping built environment:

Layout: urban structure:

The framework of routes and spaces that connect locally and more widely, and the way developments, routes and open spaces relate to one other. The layout provides the basic plan on which all other aspects of the form and uses of a development depend.

Landscape:

The character and appearance of land, including its shape, form, ecology, natural features, colors and elements, and the way these components combine. This includes all open space, including its planting, boundaries and treatment.

Appearance: details:
The craftsmanship, building techniques, decoration, styles and lighting of a building or structure. This includes all building elements such as openings and bays; entrances and colonnades; balconies and roofscape; and the rhythm of the facade.

**Accessibility & Ease of movement:**

A place that is easy to get to and move through to promote accessibility and local permeability by making places that connect with each other and are easy to move through, putting people before traffic and integrating land uses and transport.

**Continuity and enclosure:**

A place where public and private spaces are clearly distinguished.

**The character & Identity:**

The character and appearance of land, including its shape, form, ecology, natural features, colors and elements, and the way these components combine. This includes all open space, including its planting, boundaries and treatment.

**Research’s Main Target & Objectives:**

To guide physical development toward a desired more appropriate shopping scale and character that is consistent with the social, economic and aesthetic values of the City. In order to achieve this, we have first to study different shopping characters in the City of Cairo.

The aim of this guide is to promote higher standards in urban design, to stimulate thinking, encouraging better quality of life in shopping built environments. The central message is that better places and well-designed proposals of any built environment starts always with careful assessments of these places, then well-drafted policies, robust decision-making and a collaborative approach.

Reevaluate the influence of the urban patterns on pedestrian paths and their perception of space including the way finding, relaxing benches, the shading, services availability, accessibility mobility and shopping.

**Commercial Built Environment in Cairo: A Historical Background:**

The Suq: the arabic traditional way of shopping

“In every genuine cultural tradition, architecture and urban form can be seen as a natural expression of prevailing spiritual values and beliefs which are intimately related to the acknowledged cosmic order of the world” (Bianca: 2000, p. 23).

This general statement is, too true in Muslim cities in the Arabic world. Islam rules every day life and thus the urban environment. In Muslim cities particularly the differentiation between private and public is a major challenge in town planning which can be explained by the background and history of the Arabic world.

In the beginning Muslim countries in the Arab world held the monopoly of international trade at that time known world. All goods were transported along the major routes by sea or on land and passed the big cities such as Tunis, Cairo, Damascus, Isfahan, Samarkand or Baghdad as well as Aarbil (Bianca, 2000). The resulting network of these cities not only had economic but religious functions, too. Not only goods were distributed, but also the ideas of the young religion of Islam. Trade therefore was an important issue of Muslim culture from the very beginning. Based on Beduin traditions Islamic towns and cities were formed around the needs of commercial centers and markets. Basically the cities are parted in public open spaces and private retreats. The public open area lay around the main or Friday Mosque with its related welfare buildings such as Koran schools, hamams (Turkish baths), the seat of the city representatives.

Adjacent to this central part of the cities lays the Suq or Bâzâr, the Persian expression. Due to the importance of commerce in Islamic cities the trade centre had a prominent spot in the centers. Both, the suq and the mosque with its related buildings were public and contrasted to the private areas of the residential quarters where people lived in absolute privacy.

The function of a suq was not only shopping, but also production place and centre for exchange of news and information those functions were parted from the residential areas. One of the most important town planning rules in Muslim cities was and is to hinder insights from the public parts of the city to the very private retreat of the residential areas.
The privacy of the residential areas and the loudness of the public areas were thus neatly separated from each other, although neighboring each other. Often the outer walls of the residential parts were at the same time used to attach the stables and boxes of the shops of the suq. This layout was convenient since ways between the different sectors (between merchant and craftsmen, between production place and private retreat) were very short and not too much additional traffic was produced. The design of the individual homes and the public area made a life with Islamic traditions possible.

The traditional suq was formed by the Bedouin rights to temporary occupy public ground for markets (Bianca, 2000). In the course of time box like stalls were put up along the major roads that connected the city gates with the centre, the main Mosque and its related buildings. A variety of small sheds and stalls not only hosted merchants but also teashops and stalls for craftsmen. Each individual section had gates and could be locked by night and often was safeguarded by gatekeepers.

Due to the fact that the suq lay adjacent to the mosque, the zoning of the suq was related to the sacral meaning of the mosque. The sacred place for prayers could not lie next to all businesses that involved loud and polluting products. Preferably “noble” trade was located next to the mosque, such as perfumes, spices, book binding (Bianca, 1999), while blacksmiths or tanneries lay close to the town walls. At the entrances to the city big squares were common, a sort of transition space or “Eisodos” (Bormberg, 2003). On this square foreigners met citizens, goods were stored before being distributed elsewhere or were packed up for transporting them to other cities.

Certain parts of the suq were so called caravanserais. They served as storage space, wholesale, production and accommodation for merchants from abroad as well as stable areas for the animals. Caravanserais were enclosed by high walls and grouped around a central courtyard. Another feature of the suq was the “qissariya”, a hybrid of store for the most precious articles of the suq, such as gold, jewelry, silk and often enough money and the treasure house of the city. This building, like all other parts in the suq, was gated, shut by night time and guarded by watchmen.

These structures were “spatial pockets” (Bianca, 2000) and independent from both, the surrounding suq and the residential quarters of the citizens. Foreign merchants were the only persons who stayed in the suq at night time. All other salesmen and craftsmen went home to their private retreats elsewhere in the city. Therefore the suq was solely for economic purpose and never was mixed with residential use.

Shopping characters and modes as reflection of different style of life

Cairo is a big old city constructed nearly more than a thousand years ago which has formed during its lifetime different urban fabrics. Nowadays it is a global city urban fabric includes the Medieval Islamic Fatimid and Contemporary Cairo of which its planning follows imported west design principles which contrasts the traditional Islamic urban fabric of the old city. The architecture and layout of Cairo reflect the various epochs of its history. People wait outside a spice shop in Khan el-Khalili.

1- El-Moezz Street Fatimid Medieval Cairo Urban Fabric & Traditional Shopping:

Cairo remains one of the few cities where you can still travel through time. Wandering through the narrow streets around the 10th century gate of Bab Zuwayla in old Cairo gives a compelling sense of the living past. Just inside the gate lies the Tent-makers Street, Sharia Al-Khayyamiya. It is situated along the historic road
connecting Fustat and Fatimid Cairo. The Street of the Tent-makers is one of the last roofed medieval streets left in the city. This sense of historical continuity adds a special flavor to it. There is some speculation that tent making may be the oldest textile craft practiced continuously in Egypt. In any case, the tent-makers of Cairo have plied their trade for more than a thousand years. Khans wekalat or inns for travelling merchants were built around large courtyards, with stables and warehouses at ground level and living accommodation above.

![Image of El-Moezz Street with types of Shopping Goods]

**Fig. 2:** El-Moezz Street – with types of Shopping Goods

The most well-known example is Wekalat Al-Ghouri. In the turn, the traditional way of town planning, deeply rooted in culture and religion, is in danger of getting lost and with it the particular way of living in a Muslim city which has its roots in ancient times. The area has a spatial meaning and cultural heritage values, the old suq or market, which marked the “heart” of the traditional Islamic town and creates identity and a sense of belonging for its inhabitants. For such a long time the spatial concept and architecture of the suq was representing the very powerful and independent culture of old cities. Just outside of this traditional centre, modern shopping malls are being built, contrasting the suq not only in terms of its architecture but also by the concept and way of use. It will be discussed how much such an enterprise will effect both, the traditional way of life and the old urban fabric of the traditional Islamic city.

**Description and Physical Features:**

El-Moezz street is the main spine street that divides Fatimid Cairo into two parts, it starts from El-Fotoh gate and end at Bab Zewaila gate who were two of the gates in the surrounding fence of Cairo. Most of old Cairo’s the secondary streets end up with an accesses to the Moezz street, some of that streets have doors that close at the night time as a kind of security for its residences. Shopping activities were done on both sides of that street since Fatimid Cairo first development about 1000 years ago. The main feature for shops on that street that they are distributed according to the kind of good they sell, shops selling cook, shops selling copper work, etc. As Fatimid Cairo developed the kind of goods sold changed from the majority local resident’s needs to Tourist goods and antiques. Urban pattern of such area was constructed at the early stage of Fatimid Cairo on the basis of segregation between different families and races whom lived on different sectors that branch from the main street of El-Moezz which resulted on narrower street widths and dead ends. Bend streets and bend house entrances were the main features for the Islamic city for they offer privacy for home residences and focal vesta’s or land marks in the streets.
Fig. 3: El-Moezz Ldin Allah Street – Fatimid Cairo

Physical Characteristics:

Street Width:

Street widths of Fatimid Cairo varies from 8 Mt wide to narrower streets as these streets were constructed for horse driven carts or people riding horses, some open areas were left as pedestrian piazza’s in front of the mosques and on street transitions. As the street width changes all along the street path this kills the monotones of a long walk. Also narrow street widths with low rise buildings help the human scale feeling.

Floor Finishing Flooring Materials & Patterns:

Bricks of rough basalt stone were used to street paving which has a function that it prevents horses from slipping, smooth stone was used for the narrow sidewalks on both street sides in front of the shops, El-Moezz street was recently considered a pedestrian tourist shopping area, and addition of some nice floor patterns were constructed using rough basalt and rough granite bricks to match the old ones used in old Cairo.

Surrounding Buildings:

Most of the surrounding buildings are two floors wall bearing stone except the different skyline of the mosques and high minarets. Bearing wall stone buildings had limited the shop front openings width which affects the way of display, lots of shops use narrow deep entrance ally to display its goods on its sides. Although there is some minor differences in the facades but it complies with the Islamic architecture elements.

2- Contemporary Cairo: Salah Salem Street in Nasr City:

Contemporary Cairo is an expression that identifies modern architecture that was imported and applied to the extensions of old Fatimid Cairo during different historical periods, it fist started by the down town Cairo architecture which was influenced by Khedive Ismail who wanted to import Classical French architectural style to Cairo in the early 1900. Heliopolis was constructed in the period 50's and 60's as an extension to Heliopolis built by Baron Empain a Belgian Elite. Who has applied the Islamic architecture elements in the building facades like false minarets and used the covered arcades to drop shadow for shopping areas under the residential buildings. At the late 60th Nasr City district was constructed with a great mix of architectural styles, high rise buildings above 20 floors are commonly used for high density population and the increase of land cost.
Fig. 4: El-Obour Buildings at Salah Salem Street

Salah Salem street comprises high rise buildings with big modern brand shops, office buildings, luxury apartment buildings and so forth. Among these projects are shopping areas combined with office units of superlative dimensions just outside the old city. These mostly new types of buildings however are imported from the West modern features – based on American and European design standards - stand as role models. Such concepts are imported, however, without a deeper understanding of the underlying traditions of European town planning and architecture. A shopping area with the adjacent office units is a totally new feature that not only contrasts the Old Cairo and its traditional design and spatial concept. It also introduces a new way of use. Having a close look to the Salah Salem Street, one of the main Cairo’s City spine high way streets that connects South Cairo to the East side ending by Cairo’s international airport passing through different districts is an example for the main streets of contemporary Cairo, El-Obour buildings on one side of the street are 24 stories concrete towers originally were developed as residential and administrative apartments. The front part of the ground floor of these buildings is used as shops, having a low speed route that branches from the high way Salah Salem encouraged the marketing and shopping activities and converted the area to be an attracting pedestrian shopping area.

The administrative apartments at Obour’s high rise buildings attracts employers and their clients to shop on they way to work, also shoppers from adjacent districts use the shopping area for some well known brand shops.

Street Width:

The width of Salah Salem street at the area of study is about 60 meters, the shopping area is annexed to the low speed route and parking area, its width begins at the shop fronts and ends at the edge of the side walk towards the high way on a average of 20 meters, the length of shopping area is about 2.5 Kilometers.

Floor Finishing Flooring Materials & Patterns:

Finishing materials in front of the shops were originally cement tiles, buy the time the shops were sold each shop had changed the flooring in front of his shop to match his shop front decoration which resulted in a variety of floor finishes as the pedestrian shopper moves at the side walk, side walk in front of building entrances remained cement tiles.
Surrounding Buildings:

The shopping area is backed by high rise buildings which are stepped back about 7 meters from the shop fronts which does not give any influence on the pedestrian shopper who usually concentrates on the goods at the shop fronts.

Fig. 5: Towers of El-Obour Buildings, scattered trees and Highway of Salah Salem.

3- Islamic Modern Form Character in El-Korba Buildings Area at Heliopolis Street:

At the end of the 19th Century, a Belgian entrepreneur planned Heliopolis in a "Garden City" type. The private enterprise attempted to build a modern European town that carried some of the local traditional Islamic architectural character. The "Heliopolis" "oasis" catered mainly to European and Levantine communities. Its architecture used the local and regional style was reflection of some respect or loving the Oriental Islamic style: "a clear application of the concept of respect of local tradition while appropriating and dominating." as mentioned by (Lobna, 2010)

Fig. 6: El-Korba Buildings Ibrahim El Lakkanny Street at Heliopolis.
Table 1: Showing the three Different Shopping Categories in Cairo

<table>
<thead>
<tr>
<th>El Moezz LeDeen ELLAh Street</th>
<th>Salah Salem' Orouba Street</th>
<th>Ibrahim El Lakkany Street – Heliopolis.</th>
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<tr>
<td>Medieval Fatimid / Old Cairo</td>
<td>Madinet Nasr</td>
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### Focal Points & Way Finding

- **El Moezz LeDeen ELLAh Street**: There are many focal points which are mainly historical Mosques with high different styles Minarets, Sabils and Madrassas.
- **Salah Salem' Orouba Street**: All the surrounding buildings are high-rise, there are no focal points at all.
- **Ibrahim El Lakkany Street – Heliopolis**: Notice the false domes and minarets over the shopping arcades.

### Path Shape

- **El Moezz LeDeen ELLAh Street**: Though this street is considered as a main spine road, it is relatively a winding and narrow irregular shaped street.
- **Salah Salem' Orouba Street**: The street of Orouba is a curved shape wide following the high way direction.
- **Ibrahim El Lakkany Street – Heliopolis**: The street of Ibrahim Lakkany is a main artery leading to smaller Linear streets.

### Irregular street shape has a positive effect on shoppers. That encourages people to slow down and spend more time shopping, also the irregular shape create focal vistas like mosque minarets attracting pedestrians to have a look, which by the way reduces the monotonous long shopping walk.

### Network of Paths and Accessibility of Cars & Mass Transit Vehicles

- **El Moezz LeDeen ELLAh Street**: Irregular street shape has a positive effect on shoppers. That encourages people to slow down and spend more time shopping, also the irregular shape create focal vistas like mosque minarets attracting pedestrians to have a look, which by the way reduces the monotonous long shopping walk.
- **Salah Salem' Orouba Street**: The curved shopping street shape drives people away from shop fronts instead of attracting them in. The uniform wide width of the street without focal vista, creates a monotonous view for pedestrians unless they are interested in the shop fronts.
- **Ibrahim El Lakkany Street – Heliopolis**: The main artery street divided into perpendicular smaller linear streets, encourages shoppers to stop at each perpendicular corner. This reduces the monotonous long shopping walk.
Cars and tourists' buses are collected at the street ends. Time scheduled service cars traffic access.

One way slow traffic access for parking and shopping area. In the slow drive link & perpendicular on the side walk.

The area of study was originally planned to be a slow traffic street and a parking area for the surrounding buildings. The slow traffic area acts as an invisible boarder between the pedestrian shopping area and the heavy traffic street which gives the shoppers a feeling of safety for their accompanied children.

The area of study was originally planned as shopping area at the early 1900 where car traffic was limited. Shaded shopping arcade acts as an invisible barrier between the pedestrian shoppers and the car traffic.

Parking Areas
Parking lots for Tourist busses and private cars are located at the front of Bab El-Fotooh, and El Hussein Mosque Square.

Parking areas are located at the slow traffic route all the way long with the shop fronts.

Private cars park parallel to the side walk at both street directions and at side streets. Parking areas nowadays are not sufficient for the number of cars that flow in the shopping area.

Having the parking places located at the beginning and at the end of the street left the way for the pedestrian shoppers to move longer way to their target goods which gives the shops better chance that the customer will pass by their displayed goods, but for elder and disabled people have to ride electrical driven cars to reach their desired shop.

Having a parking area all the way long with the shop fronts enhances pedestrian shoppers to park their cars to the nearest point to the target shop, encouraging elderly and disabled people to go for shopping for shortening the trip from private car to the target shop.

Although cars are permitted to park all the way parallel to the shopping area side walks yet the parking places are not sufficient for the rate of traffic. Illegal double parking is used. Nowadays a lot of the shoppers prefer to use taxi cars for accessing the shopping area rather than using their private cars.

Displaying Goods

Samples of varied goods including clothing are displayed outside the shops. There are other products inside the tiny shops.

All the products are inside the shops and most walking people are only window looking.

Glass display windows are used, having the benefit of the shaded area of shopping arcades that prevent morning sun glare. Shops vending fresh fruits and vegetables expose their products on side
<table>
<thead>
<tr>
<th>Facilitating walking through appropriate paving materials and ramps.</th>
<th>No ramps are found for the handicapped wheal chairs all the way of the studied area.</th>
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<td><strong>Shopping Scale &amp; Areas of Shops</strong></td>
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<tr>
<td>Very human intimate scale tiny shops selling all kinds of goods.</td>
<td>Scale of shops is varied. Most are located on one level. Some are on two levels.</td>
<td>Scale of shops is varied as well and all shops are at ground floor level.</td>
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<tr>
<td>Give the feeling of intimidation to shoppers within the shop.</td>
<td>Being surrounded by High rise buildings (75 m.) make shoppers feel not comfortable.</td>
<td>Human scale contaminated by the shopping arcade helping the shoppers to concentrate on the displayed goods.</td>
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<td><strong>Services &amp; Facilities for Shoppers</strong></td>
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<tr>
<td>There are many formal and informal sitting areas as shoppers may sit on stairs surrounding Mosques.</td>
<td>There are no sheds or seats or any facilities for shoppers. There are no supermarkets to provide water and beverages.</td>
<td>The shopping passages are covered with shaded arcades and there are garbage collectors facing colonnades.</td>
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<tr>
<td>Shoppers can shop easily being surrounded by shops and cafes with accessible toilets.</td>
<td>Shopping is much better during afternoons and evenings as they may walk in the shades of buildings.</td>
<td>Shoppers have all services needed, they may relax their backs to the parking cars.</td>
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<td><strong>Shopping Lighting Devices</strong></td>
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<tr>
<td>Stylish lighting Elements added to modern spots over renewed buildings. This creates</td>
<td>Each shop has its own lighting devices. This creates interesting variety for light</td>
<td>Two kinds of lighting fixtures are available in the arcade walk. One fixed</td>
</tr>
</tbody>
</table>
interesting variety for light intensities for the night shoppers.

**Intensities for the Night Shoppers**

at the upper side of the arcade, supplied by the Heliopolis Company, while each shop uses its self owned lights for its display window.

**Piazzas**

Some piazzas are located in front of the mosques and at the transition and the intersection of secondary streets with El-Moezz Street. There are no defined piazzas at the shopping area of Al–Obour Buildings. There are no defined piazzas at the shopping area of Al–Koorba Buildings

Piazzas in the urban fabric create wide nodes every while in a narrow street that cuts the feeling of a long street as visual rest areas, for shoppers piazzas are wide areas that people can rest and find some facilities like cafeterias and rest rooms in between street shopping trips.

The shopping area take the full width of the low speed route and the parking area which encourages pedestrians to gather and rest anywhere all along the shopping area length especially in front of fast food outlets which uses car food serving instead of having a formal sitting area.

The shopping area is designed on architectural style that utilizes the shaded arcade hot arid zones Islamic architectural element so pedestrian piazza's are not used.

**Landscaping & Planting**

Very few trees located in front of El-Hakim Bi-amar Allah Mosque and some others scattered at the connections between the secondary streets with El-Moezz.

The area of study has central garden at the middle of the high way which does not affect the shopping area. In front of the shop fronts, there are very few randomly scattered trees. This has no shading effect to the pedestrian shoppers.

No trees are found at the arcade side walk, some randomly planted few trees are found on the facing side walk that does not drop much shade for the pedestrian shoppers.

Trees and green area in front of El-Hakim Bi-amar Allah Mosque is used as shaded area for the pedestrian shoppers, other scattered trees does not much affect to the pedestrian shoppers.

Side walk of shopping area does not have much of trees that affect the pedestrian shoppers, despite the shop owners does not like having trees to hide their advertising signs from been seen from the high way.

Shopping arcade as a shaded area having a ceiling above does not contain any plantation except at both ends where there is a street transition between its sectors.
**Path Patterns & Materials**

<table>
<thead>
<tr>
<th>Path patterns are nicely constructed as a tourist area the rough black basalt stone is used with different patterns that reflect the size of the shopping space.</th>
<th>Mixed Path Pattern as every shop constructs the finishing of the side walk individually. A big Varity of path materials according to the shop facades.</th>
<th>Interlocking hexagonal cement blocks are used for being hard. Some are broken due to lacking of maintenance.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Path patterns add visual attractive elements for the shoppers in the shopping area which adds more enjoyment of space for the pedestrian shopper. The rough basalt used gives the pedestrian shopper the feeling of the old Cairo streets, also it makes pedestrians lower their walking speed and spend more time doing their shopping activity.</td>
<td>At the shop fronts unplanned path patterns even with its variety does not add any interest to the pedestrian shopper to look at all it does that it identifies the beginning and the end of the shop front. Although there are a big Variety of path materials, marble, granite, and cement tiles all have the same feature of been smoothness which makes shoppers move faster.</td>
<td>Using one path material enhances the feeling of unity of shopping space.</td>
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**Side Walk Widths**

<table>
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<tr>
<th><img src="image1.png" alt="Diagram" /></th>
<th><img src="image2.png" alt="Diagram" /></th>
<th><img src="image3.png" alt="Diagram" /></th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image4.png" alt="Image" /></td>
<td><img src="image5.png" alt="Image" /></td>
<td><img src="image6.png" alt="Image" /></td>
</tr>
</tbody>
</table>

**Building Shading Effects**

| ![Image](image7.png) | ![Image](image8.png) | ![Image](image9.png) |
90% Antiques, Handcrafts, spices and Silver and Gold. 10% Local resident goods, food & clothes. Artists and art crafts made in front of shops, may attract shoppers.

80% Local resident goods, foot wear, clothing & Home Furniture. 20% of the products are Antiques and Handcrafts.

95% Local resident goods, Food, cloth & foot wear. 5% of products are Antiques and Handcrafts.
Surrounding Building Heights

<table>
<thead>
<tr>
<th>Building Heights</th>
</tr>
</thead>
<tbody>
<tr>
<td>The use of stone wall bearing system limited the building heights to average height of 9 meters for shops and residential buildings and about 14 meters for the mosques and above 14 for the minarets.</td>
</tr>
<tr>
<td>Building heights are about 75 meters for the residential blocks at the background of the shopping area, the other side of the street in the area of study playgrounds, gas station and a mosque with about 6 meters height that does not influence the shopping area for the width of the street.</td>
</tr>
<tr>
<td>Building heights varies a little in the range of 12 – 14 meters on both sides of the street.</td>
</tr>
</tbody>
</table>

The use of stone wall bearing system limited the building heights to average height of 9 meters for shops and residential buildings and about 14 meters for the mosques and above 14 for the minarets.

Low rise building on narrow streets gives the pedestrian shopper the feeling of human scale, also the shopping area is a tourist attraction point so the pedestrian shopper gets interest of looking at every detail of the architectural elements used in the building facades which makes shopping an interesting journey in that area.

Identical concrete High rise buildings with plain facades at the background of the shopping area are set back for an average of 7 meters which makes the angle of vision for the pedestrian shopper walking on the side walk close to the shop fronts does not recognize the its height.

Having medium building heights above the shop fronts at both sides of the street, gives a better effect for human scale feeling.

Urban Character

<table>
<thead>
<tr>
<th>Historical Medieval Islamic Fatimid.</th>
<th>Modern Capitalism &amp; Open door Policy.</th>
<th>Modern during Egypt's Occupation Imperialism.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local Egyptian Foods &amp; Local Style coffee shops.</td>
<td>Foreign fast foods chains &amp; modern style coffee shops.</td>
<td>No coffee shops are available and no restaurants.</td>
</tr>
</tbody>
</table>

Street's Function, Shoppers' Categories & Shopping Season

| All Year Long Touristic – Shopping where 80 % Non Middle Eastern Tourist 10 % Middle Eastern Tourist 10 % Local Residents | Summer Time Drive way – Shopping where 80 % Middle Eastern Tourist 10 % Non Middle Eastern Tourist 10 % Local Residents | All Year Long Shopping where 80 % Middle Eastern Tourist 10 % Non Middle Eastern Tourist 10 % Local Residents. |

Findings & Conclusion:

Western cities are structured alongside a network of roads and public open spaces that connect structural and social different areas and buildings which are seen as functional containers arranged geometrically along public open spaces.

Modern shoppers seek a shopping experience. Today shopping is not only about consumption, but also about an experience. Traditional markets fulfilled the expectations of shoppers with a shopping experience through meeting their needs and expectations. To meet shoppers' expectations and be sustainable in the longer-term, shopping patterns have to offer good quality public space, easing movement as well as affording places where people can meet, relax or be entertained like coffee shops, restaurants and theatres. These facilities must utilise both indoor and outdoor spaces. The increasing demand for ‘a shopping experience’ is one of the major reasons for the growth in the number of new shopping areas.

Although there might differences in interests between the pedestrian shopper from Historic Islamic Cairo streets and contemporary shopping Cairo streets, for the existence of historic monuments that are attraction points. The pedestrian visitor might stop and shop on his way towards it, rather than the pedestrian shopper in the contemporary area that his only interest is to shop. The analysis showed that the urban features for the historic Islamic street are better for the pedestrian shopping activities than contemporary street. Urban features have noticeable effect on the pedestrian shopping activities either in historical touristic areas or in contemporary areas. Future urban design for pedestrian shopping projects can use the modernized historic planning features to
improve the shopping activities. A major challenge for the City is to return to the traditional pedestrian-oriented forms of development but with modifications to reflect modern realities such as crime, safety and automobile dependency. The physical, social, and cultural diversity enriches our City and its different shopping styles and neighborhoods should be considered as an asset, physical witnesses to the history of the city.

Concerning Pleasant Shopping Environments:

The department stores in Salah Salem street shopping are more hostile to pedestrian shoppers who are not 'protected' being exposed to inconvenient climate and huge congested streets with parking areas and speedy cars. The Moezz street is the most pleasant to shoppers as they can simply bargain as there are many shops with competitive prices, walk and stroll easily finding their ways through clear landmarks. They can

Concerning Shopping Accessibility:

The department stores in Salah Salem street, selling highly expensive goods are deserted especially during morning hours. These unplanned department stores are settled along one side of an arterial road from high way main spine, in order to catch the eye of potential customers as they drive from Heliopolis and Nasr City to Downtown Cairo.

Concerning Architectural Unity:

Both El Moezz street and El Lakkany street achieved a certain unity -seen at least in the same paving material and lighting spots. This was something that is not found in Salah Salem street shopping areas where each shop have a different paving material and different lighting devices.

Concerning Zoning Ordinance:

Many stores in El Lakkany street are not in the right relationship to each other: Local Grocery and fruits and vegetables stores were located beside clothing and Brands bags shops. These shops have different ways of displaying goods (see table).

Concerning Scale of Surrounding Buildings:

Scale is the size of shopping environment in relation to its surroundings. Height and scale determines the impact of development on shoppers’ views and surrounding skylines. Overall height can be expressed in terms of the ratio of surrounding building height to street or space width; height relative to particular landmarks or background buildings; or strategic views. The combined effect of the arrangement, volume and shape of a building or group of buildings in relation to other buildings and spaces.

Concerning Marketing:

From a Marketing view, shops are more viewed by cars especially at night from a considerablelongdistance, but as people in thee speedy cars notice better thee shopping, this privilege is lost since it is a high way and traffic cannot permit cars to slow down to get access to the desired shop.

Concerning Environmental Commodity:

The researchers feel that style of shopping in Lakkany street -through its use of porches- respects Cairo’s natural environment and climate.

Partially displaying the goods outside the shop as in Suqs is more better as shoppers get to touch the product and inspect its quality and price, this is more inviting to shopping. Just samples of competitive products not a great amount of goods as the weather in Cairo is a bit dusty.

References

Bianca, Stefano, 2000, p. 23. "Urban Form in the Arab World: Past and Present" ORL Planning Institute, ETH, Swiss Federal Institute of Technology.