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Table 2. Detrmining the importance factor of criteria and sub-criteria, Source: Authors.

score		sub-criteria	score	criteria
0.42		Rubustness		
0.39		Security		
0.25		Local Supply and demand		
0.75	0.84	Tourism		Functional component
		Economic dynamics	0.64	
0.46		Function diversification		
0.7		Public art		
0.42	0.43	Public participation		
0.33		Pubic surveillance		
0.9		history	0.41	semantic component
0.35		policy		
0.77		Form of place		
0.14		Space ingredient (Furniture,paving,green surface,...)	0.09	aesthetic component
0.09		lightening		

Table 3. weight of alternatives, Source: Authors.

weight	Factors Affecting Options	Alternatives
0.85	Attention to the needs of the audience in all three major criteria	audience
0.61	Desirable use of space in order to create creativity	creativity
0.57	Attention to behavioral differences at different times while coordinating and creating vitality at all times	time

impact in planning urban landscape management, and then creativity and time alternatives affect the components. In other words, Jemaa el-Fna is strongly focused on the audience. Also, planning priority of public place is initially focused on the relationship of audience with the functional-activity component, (ii) the semantic-perceptual component, and (iii) the aesthetic component.

Endnot

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needs and economic justification are simultaneously contemplated. Economic logic is not preferable to the function of a place, but there is an interactive relationship. Place making has proported by budget and succeeded in supporting the city’s needs as a social and civic entity without any costly expenses. In other words, the morphological environment is quite adaptated to social data. Jemaa el-Fna `s urban landscape reflects a vibrant, sustainable and just social place whit minimum tensions between social and economic goals.

The evaluation of the criteria and subcriteria detailed in the Jemaa el-Fna field study explains the relevance

of the criterias to the alternatives. Weighing the criteria and sub-criteria using the AHP method according to Table 2 has been considered in terms of the importance of creating public place (Table 2). The evaluation shows that in terms of priority, functional component, semantic component and aesthetic component affect the quality of Jemaa el-Fna. After the qualitative analysis, the results have integrated by the AHP method for the alternatives, weighted them, and linked between the goal and three alternatives. Analytical evaluation of the case study shows that the audience has the most impact on planning and management of the public place, then

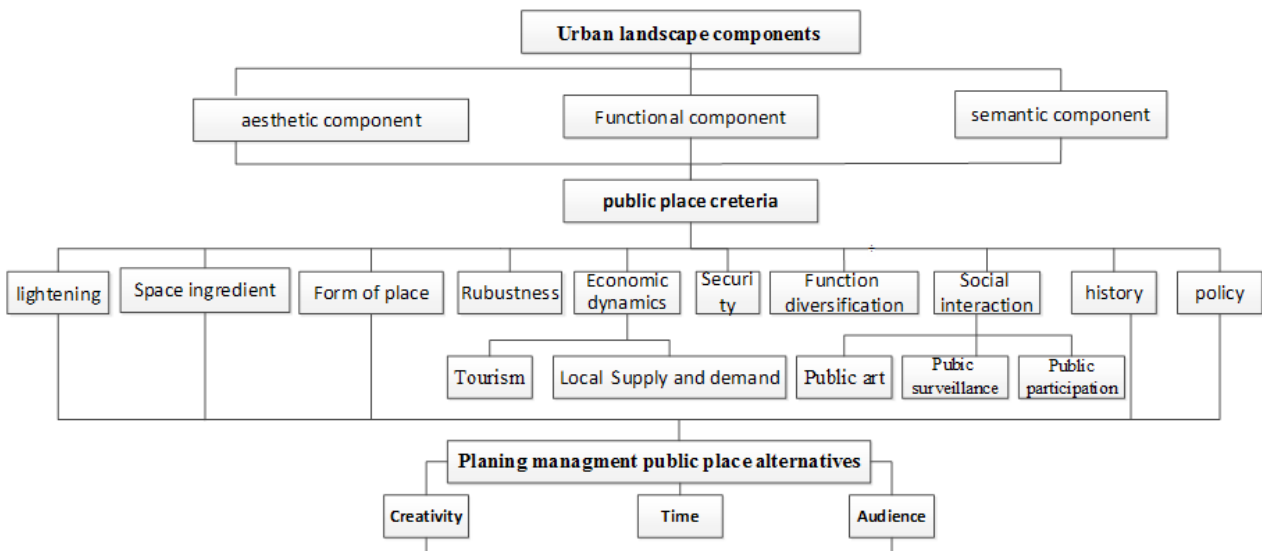


Fig. 2. Conceptual diagram of the research, Source: Authors.

the creativity and time are affecting the plan (Table3).

Conclusion

The variables of the public place were matched to the three urban landscape components. The pattern of activities in Jemaa el-Fna square and criterias affecting public space management were studied,

based on the types of the audiences and users, the spatial needs related with the cultural-historical services, and differences behavior proportional to time changes. It was attempted to determine the planning priorities for planning and managing public place and its operational stability. AHP method is used to show that the audience has the most

present study considers time, audience and creativity as the three main options for planning public places (Table 1).

According to the above, the conceptual diagram of the research was described in Fig. 2.

Jemaa el-Fna is a dynamic public place in Morocco,

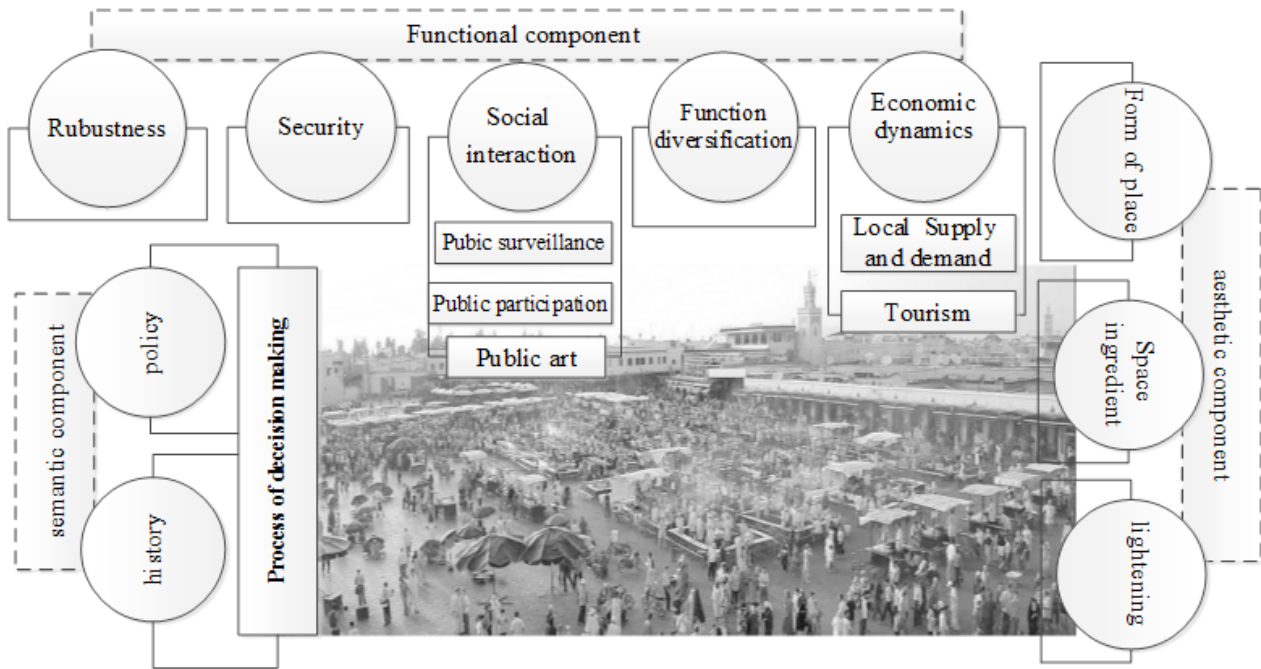


Fig.1. Criteria and Sub- Criteria Affecting public place, Source: Authors.

Table1. Variables affecting the planning public places, Source:Authors.

The basic condition for the dynamic of activity and the stability of public place is the presence of the audience: different age groups of people, families, employees and workers, tourists, people of all ethnic backgrounds	Audience
Defining a coherent scheduling structure for the life of a public place is imperative. In such a way that at different times of the day, spatial needs of the various behaviors can be adequately addressed.	Time
The innovative exploitation of the historic, natural and service potential of the place is a key component of all the commands for planning a successful public place.	Creativity

which is active as an extended market square with special pattern in the spatial structure of the city. This multidisciplinary arena is a walkable public place for the movement, social relationships, the presentation

and expression of identity, a system of symbols and a means for implementation of urban management. Audiences of the square as a part of the public spaces of the city, are all people and it is open to all. Social

public memories develop. Also, there is a direct connection between the public place and creativity. Favorable spaces allow the audience to display their creativity. On the other hand, creativity grows in public spaces, and the organization and management of it is creatively planned (Behrang Kalantari et al., 2012: 139). So creativity is influenced by public space. Creative urban space is a good platform that not only accommodates citizens and responds to their primary and secondary needs, but also is intersection of purely cultural and artistic thoughts and events. One of the most important achievements is the promotion of public cultural and artistic spaces, the attraction of the creative groups, the increase of investment and the economic prosperity of cities, increasing local and urban attractions (Mesghrani, Nona & Azadeh Jalali, 2014).

Creativity can originate from any historical, cultural and natural source. Accordingly, any public place, as an element of the city's urban perspective, always has a much greater capacity than it is supposed to be. Through the presence in public places, it is possible to enhance the sense of satisfaction, civic participation in the quality of the various dimensions of the public space, responding to the transcendent needs of man such as self-perfection, beauty and so on. This requires an innovative understanding of the city, city life, citizen and the need to address the creative urban management (Kurdi, 2010: 21).

Research Methodology

Theoretical basis were reviewed in order to elucidate the criteria and subcategories of the public place in accordance with the components of the landscape; The documents were first summarized, and then the perceptions related to the object and process of the formation of the public space were extracted. Using the analytical-adaptive method, the criteria that were more emphasized were determined and, in-depth interviews with experts and landscape architecture specialists, were organized in accordance with the

three-dimensional components of the landscape. Major alternatives were also made in planning public places. In comparison with the research goal, the components are weighed by the approval of researchers and experts who have field studied the Jemaa el-Fna over the period of time. Sub-criterias have been prioritized and scored using the analytical hierarchy process (AHP) method. Results have been integrated in relation to alternatives and the priorities for planning management of place have been determined.

Research findings

The output of the studies and the research process showed that "politics" and "history" are two main sub-criteria of the semantic-perceptual component of urban landscape in public place. It was found that in spite of the wide and diverse range of public place, in accordance with the exploitation pattern and the audience, five sub-measures of permeability, security, dynamic economy, social interactions, An urban landscape activity affects public place. Also, with regard to the social nature of public place, three factors of "popular participation", "popular monitoring" and "popular art" in social interaction and the two factors of "tourism" and "local supply and demand" are discussed below in the context of dynamic economics. The most significant sub-criteria of the functional-activity component of the urban landscape are the spaces of the "body and the form of space," "space components," and "lighting". Finally, the criterias and sub-criterias of the public place were obtained in accordance with the perspective of the components in Fig.1.

It was found that timely, responsive, and creative planning are the three main alternatives for managing public places. The sustainability of civilian life in public place can be evaluated by considering factors such as control and participation, creative planning of qualities, and the coherent scheduling structure. From the wide range of effective variables, the

Functional component of urban landscape in Public Place

Social life involves the active engagement of humans in living spaces and social life patterns are effective in the interpretation of the city's landscape. On the other hand, the place takes a new meaning from the spontaneous interactions. Characteristics and functional attributes that make the place differentiated, while preserving continuity, are also evolving and eventually lead to the emergence of a whole (Mirmaghdam, 2004: 37). Accordingly, the large presence of the audience in space and their contribution make viable public place during the history and append identity signs. Therefore, the conflict between views, interests, and different values are a requirements of public place.

Aesthetics component of urban landscape in public place

The aesthetic component of the landscape should be understood in relation to the environment and surrounding. An important part of the perception of beauty is the perception of meaning, signs and symbols that specifies the characteristics of the viewer's connection with the place (Aminzadeh, 2010: 5). Form and framework of public place determine the pattern of socioeconomic activities. Political economy also affects the form of the place. However, nothing alone will lead to the creation of an active public place. The form of public place includes the tangible aspect of space and quality of fabric, composition of the space, color and materials, and etc (Rezazadeh, 2007: 20). In conjunction with the semantic aspect of beauty public space also refers to the visual-artistic aspects of the landscape, including attention to plurality and diversity, human scale, naturalism, organic order in form and composition (ibid, 4).

Planning and management of public place

One of the main topics in planning public place is targeted management to consolidate and enhance

the value of space. The management and planning of current events by urban management (various planned activities that take place in space) is as important as the design of place. Viability of public place is imperative for the stability of social structures and should be considered and adequately supported. Theoretical foundations shows that audience, time and creativity are the main alternatives in planning public place.

The most important alternative is the presence of the people. People do not always have a practical reason to attend a public place. If asked directly from someone, they might be buying or doing something because of their presence. Reasonable explanations for being in the public space indicate that there are logical explanations for the patterns of activity, in which the goals of act and recreation are mixed (Gul, 1936: 90). It can be said that behaviors that have rational justification can be a pretext for watching people or in general public life. Photographs taken from Jemaa el-Fna represent vague activities, some of which are just an excuse for staying in the public place. Users' participation in the design and management process directly affects the satisfaction of non-contributing users. Including by increasing the number of people involved in place management, defining interesting incentive activities, creating safe sites, guaranteeing proper maintenance and repairing physical bodies, and introducing practical changes to microforms, creating or facilitating lively activities And fascinating, from simple things like licensing street vendors to organizing major public events such as exhibitions and festivals.

Another factor of public life is the time component. The time and stationary activities can be a definitive determinant of a live public place. As more stopover occurs in places, more people are seen in space (Ibid:101). Clearly, the amount of freedom or control of action provided by the public space influences the extent of the use and presence of people. Similarly, the field of perception, transmission of values and

and requires the management and planning of its variables. This research, considering the three components of the urban landscape, investigates the variables. Also, according to the field of activity of Jemaa el-Fna Square, as a case study, the sub-criteria affecting Public Places management will be evaluated and prioritized based on the patterns of the presence of the exploiters (the tenet of the audience), the spatial needs of the cultural-historical context, and services (the tenet of creativity) and differences Behavior in accordance with time changes overnight (the tenet of time).

Assess Public Places in urban landscape system

Interacting the human and the city phenomena through the landscape has made urban landscape knowledge very important for studying the environment (Alon-Mozes, 2006:37). The subjective dimension of the urban landscape, as an objective-minded phenomenon (Atashinbar, 2009) can be individual or public (Salman Wahdat et al, 2014:74). To preferment public dimension, the continuous transfer of shared experiences From space is an important component that requires management in the city's landscape system According to the conceptual definitions and dimensions presented by researches, urban landscape is classified in three components of "aesthetics", "perceptual" and "functional", whose sinificate through various tools such as the system of public places. The concept of spatial planning in public spaces has long been featured as Places owned and managed by public authorities. Some researchers have put together a list of functions and uses ranging from democratic activities to passive reactions in space. This type of place should be comprehensive and strengthen the interactions between different groups of users of space (Kohen, 2004, Nemeth & Schmidt, 2009). Others believe that the characteristics of the public place have abstract dimensions, including diversity, flexibility, and permeability (Ellin, 2009). Some

also believe that good public places must provide a variety of unplanned, immediate and improvised uses (Schmidt & Benestch, 2005). Others focus on the audience, selectivity and specificity of activities for specific groups, geographical coordinates and location qualities (Carmona, 2014; Yourgen, 1996; Telen, 2017; Thibalds, 2004; Lang, 2007; Golkar 2000, Pakzad 2005). Through reviews of previous studies, the author has found that the core of the formation of each public place is "processes". Some of them are based on informed decisions and some are unknowingly defined, and together with each other over time, they lead to the creation of successful or unsuccessful public places. Planning and managing processes, can be interpreted by defining spaces within the framework of three components of urban landscape, and understanding of effective sub-criteria.

Perceptual component of urban landscape in Public Place

Each public place has unique content, patterns and relationships that are the soul of that place and identifies it. Identity is a reflection of the social and cultural aspects of the place (Walmesli, 1990:59). The pattern of activities and the socio-physical nature of Public Places are not merely the product of today's authorities and users acts in space. It is the result of traditions that have settled over time and have led to the current situation. The processes that take place in the public space of the context of history are actually transformed by the impact of today's policies and mechanisms of activities. In other words, the political orientations of governments affect historical processes. The powers and attitudes of governments have a direct impact on public places. The process of forming such a place identity is similar to the general process of cognition. Experiences of the physical environment of the public place is memorized and presented in the form of abstract concepts, in order to be the basis for the recognition of subsequent experiences (Proshansky, 1983:95).

Persian translation of this paper entitled:

باززنده سازی یافت تاریخی شهر فاس با اولویت حفظ منظر بومی آن
is also published in this issue of journal.

Planning Public Place Management in Jemaa el-Fna Based on Urban Landscape Components*

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Abstract

Public place Management requires policy and planning based on the priority of the components affecting spatial behavior. To plan and preserve Jemaa el-Fna square as a dynamic public place, the sub-criterias of the three main components of the urban landscape (semantic-perceptual, functional-activity and aesthetic) has been researched and elucidated in relate to the three main alternatives for the planning public place (audience, time and creativity).

The criterias and sub-criterias in Analytic Hierarchy process method (AHP) were examined and the prioritied for planning the public space management in Jemaa el-Fna (as a case study). The study showed that audiences have the greatest impact in urban landscape management of Jemaa el-Fna, and then creativity and time alternatives affect the components of urban landscape. Based on the meaningful results of the evaluation, this public place is strongly focused on the audience. Also, planning priority of public place is initially focused on the relationship of audience with the functional-activity component, (ii) the semantic-perceptual component, and (iii) the aesthetic component.

Keywords

Public place , urban landscape , Jemaa el-Fna , Moracco, Public life.

Introduction

Public places are a multidisciplinary aren for studying urban landscape. These spaces - especially those in the historical context of a city - are considered as identfic elements, with cultural and historical values

that reflect the social logic of the city, the attitude and the paradigm of a nation throughout history. Public places are the cultural references for transferring the values of community and plays an important role in urban diplomacy, as well as a huge source of income and employment for the city. The public life is influenced by the stability of social structures

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