The impact of the public good for the tactical urbanism practices on the contemporary urban scene

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Abstract. The urban scene of contemporary cities suffers from modern urban transformations that threaten the structure and shape of urban centers. Thus, it is necessary to show the impact of these practices on the urban reality of the urban scene and the importance of handling these practices to create a more sustainable urban image for cities. The research focuses on the study of the Integrative relationship between the public good and the temporary tactical practices of the city that clearly affect the formulation of the contemporary urban scene. The research reflects the clear impact of urban tactical practices on a part that is consistent with the public good of shaping the urban scene of the modern city in relation to urban sustainability. The research is divided into two main features. The first feature focuses on developing the theoretical framework of the key research terms and highlighting its most important indications. The second feature includes the analysis of a number of local projects to test the research indicators. The final part of the research is the main conclusions and recommendations. Keywords: Public Good, Tactical Urbanism, Urban Scene

1. Introduction
The aim of this research paper is to highlight the reciprocal (integrative) relationship between public good practices and urban tactics in the city scene. What is the urban or city scene? What are the interventions that are being exerted on the urban scene? Who is responsible for it? And what is the result of these practices. The research will also include an analysis of some cases in Al-Karrada area of Baghdad and then a test of the indicators derived from the conceptual framework concepts of (the urban landscape, the urban tactic and the public good).

2. Theoretical framework.
2.1. Scenes approach to the town or to the city
By ‘scene’ we refer to a place’s esthetic or ambient personality, the way a place provides experiences, dramas, and meanings that prospective customers can enjoy or reject. The scenes of a city are therefore more than its physical spaces, occupational bases, political parties and groups of people marked with demographic features, although all of these contribute to its scenes. (Silver and Clark, 2013, p. 13). The creation of urban scenes is a method of staging events in degraded environments as means of presenting them to the general public in order to educate them and legitimize physical interventions. (Barbara, 2010, p.22-23). The symbolic source of scenes is what participants can expect to enjoy unique kinds of experiences in a scene (Silver and Clark, 2013, P. 15) Studying towns, therefore, from a scenic view, is to explore the various scenes that are produced at a specific time by interactions between individuals and facilities in a specific town or neighborhood. In other words, studying towns means capturing the experiential attractions that are rooted in the continuing public lives of their companies, individuals, and
places of worship (Silver and Clark, 2015, P. 426). Knowing urban interventions and being able to participate in the design process is crucial for city consumers. (Barbara, 2010, p.22-23). The strategy to the scenes therefore considers the personality of the city, the experiences and meanings that the city provides and how prospective customers enjoy or reject them. (Silver and Clark, 2013).

So, City scenes are developed from the mixture of physical structures, people of distinct features, local events, structures of governance as well as regional and international fashions. Therefore, studying the city means studying all of mentioned items, in turn, studying how scenes shape individual values and behaviors as well as social, economic, political and cultural indicators at the macrolevel.

The key ideas of temporary urban interventions — highlighting current constructed fabric and process commitment— have been around for centuries, while the notion has only revived in the last few decades. They were instrumental in solving issues in the built environment, such as bad perception of space, gone away planning, absence of community involvement and building abandonment. Temporary urban interventions, with local history and government involvement, suggest alternatives and initiative plans to reshape areas. (Sotelo, F., 2013, P.13). Urban planners, economic developers, community organizations and government agencies implement informal measures to inform incremental urban plans that attain a broader vision (Sotelo, F., 2013, P.13). Temporary urban interventions reshape communities by solving problems of social, political, economic, and aesthetics. These interventions capitalize on the existing assets — from the physical fabric to the place's intangible history — and engage citizens in a conversation about how they picture the future of the places they live, work and play. (Sotelo, F., 2013, P.13). Temporary urban interventions, such as tactical urbanism, DIY urbanism, and pop-up hoods, rely on and promote community action to generate wide, long-lasting changes to the current constructed setting. (Sotelo, F., 2013, P.13). Lydon describes urban tactics as an approach to building and activating neighborhoods using short-term, low-cost, scalable interventions and policies, used by governments, businesses, nonprofit organizations, citizen groups, and individuals. The urban tactic is an acquired practice that is a reaction to the traditional and slow construction of cities, and for citizens, it allows the development, redesign or re-industrialization of public space. For developers or businessmen, it provides a way to collect design information from the market they intend to serve. For public organizations, it is a way to show what can be gained from public and political support, but for the government it is a way to put the best practices in a good picture and quickly! (Garcia, A. & Lydon, M., 2015, P.2-3). The urban tactic begins with the initiatives of the workers involved in the traditional projects in urban environments, that is, a bottom-up approach, through which individuals seek to participate to improve their communities through interactive and intentional methods to indicate in their general sense that they are "solutions to the problems of the place in creative ways” to take advantage of the initiative imagination of individuals, experts and activists in collaborative efforts to make the city more interactive, inclusive and innovative. That is, the urban tactic seeks to empower the urban community. [Alisdairi, L.K., 2014, P.15-19]. Examples of urban tactics are intersections repair programs, and the repair of intersections is meant to be (individuals without state permission to draw a junction point, build a 24-hour self-service tea station, a community advertising board, an information kiosk, and a children's theatre, that is to slow down traffic and make it in the area of community gathering. [Garcia, A. & Lydon, M., 2015, P.96]. So, the tactical urbanism offers an alternative to urban governance, it echoes RTC's call for a town beyond the towns of today. The objective of the TU to move urban residents to the decision-making center, rather than merely involving them in the process of public participation, echoes Lefebvre's call for "true and active involvement” (Alisdairi, L.K., 2014, 18). So, the tactical urbanism is a mechanism of intervention by members of the community according to the bottom-up approach and to achieve the sustainable development of their community according to their right in the
Finally, we outlined how scenes theory can be used to address the relation debate insofar as it takes the totality of the city into consideration.

2.2. Public Good

The concept of the “Public good” can be considered as one of the newly emerging concepts in urban topics. However, it is a popular concept in the fields of politics, economics, sociology, law and other areas of knowledge. Therefore, this concept must be defined to give a clearer picture, where the Business Dictionary refers to it as: An item whose consumption is not decided by the individual consumer but by the society as a whole (and which is financed by taxation (www.Business dictionary.com)). Likewise, the Free Dictionary refers to it as: ‘the’ public good is a shorthand signal for shared benefit at a societal level (this)(philosophical/political) sense should not be reduced to the established specific(economic) sense of ‘a’ public good. (www.Freedictionary.com). Moreover, The Oxford Dictionary referred to Public good as: A commodity or service that is provided without profit to all members of a society.(www.oxforddictionary.com). It is also essential to clarify some related synonyms to the concept of the Public good:

Jane Mansbridge notes that historically the concepts of "common good," "public good" and "public interest" have often been used interchangeably [Mansbridge J.,2013] all of them are often used in the singular. Economists also refer to the plurality of "government goods" these are non-exclusive goods, in the sense that other people can enjoy them, and non-rivalrous, which means that consumption by one person does not decrease their advantage to another. Street lightening is a “public good” example. Yet, contrary to "common good," the notion of public commodities does not express a feeling of commonality among a community of people [Deneulin and Townsend 2007]. It is necessary to review the most important vocabulary that thinkers have presented about the public good:

I. Aristotle: Participating in public life [Aristotle,1998]: the best state is the most reliable good and the way of happiness is participating in public life and instilling virtue.

II. Cicero: Community safety [Cicero .1928]: the best of people is the highest state law and the public good the safety of society.

III. Immanuel Kant: Peace theory: the attempt to link the public good with the peace theory. The success of society is based on republic constitution. [Kant I. 1991].

so the concept of the public good has had a significant impact on many of the intellectuals’ ideas to achieve the welfare of society and guarantee its rights. The ideas of Aristotle, Cicero referred to the concept of community justice, community participation, mortality and virtue, all of which are closely connected to the community management. While the ideas of Kant refers to the public good by identifying the common utility for everyone, and consequently, community justice prevails over society. The concept of public good has received much attention and can be traced back to the ancient Greek civilization and it has taken a prominent role in the political, economic, social and even law fields. The concept was developed in tandem with urban sustainability strategies, at the outset, a series of previous studies of the public good concept will be reviewed to draw the most salient indicators of this concept. (Ilaria Boniburini,2013) emphasizes the role of the public good by affirming the equality of individuals, and the role of authority in organizing the community. It also defined the public good as the administration of city services, and thus access to the right to the city. While (Edoardo Salzano,2013) emphasized the concept of the public good and its impact on the city, through reviewing some terms, like public participation and its role in determining land uses, property rights and urban culture to achieve a universal city through the concept of “The Right to the City”. (B. Fabien,2013) presented through five aspects to reach the public good in the urban environment. It started with the awareness of the city, defining the right to the city, practice the participatory approach, present educational workshops to familiarize individuals about their rights to their city, draw its features, identify any changes that may
intervene, and conduct research on the urban environment, and thus it follows a bottom up approach. It also called for community justice through cooperation between individuals and administrators regardless of their ages to reach to “the right to the city” So the concept of public good is a widespread concept as mentioned earlier, this led to diverse interpretations of its meaning according to the purpose for which it is used. Therefore, the study considers that the procedural definition of the concept of public good is a common practice of individuals, local councils and decision-making authorities of municipalities within specific frameworks and mechanisms to achieve community service and strengthen individuals and groups without harming others and without prejudice among them. Hence, this leads to development of societies for more fair future through emphasizing on the concept of governance, community justice, civil rights, community values and participatory democracy to achieve individuals right and their obligations in their city towards this right.

2.3. Extraction of theoretical framework indicators

The purpose of this paragraph is to draw out the most important indicators that have been extracted from the theoretical framework, as shown in Table 1:

| Key Indicator | Code |
|---------------|------|
| Right to the city | `x.1.1` |
| Right to empower individuals | `x.1.2` |
| Participatory right | `x.1.3` |
| Involving citizens in developing their spaces | `x.1.4` |
| Participatory individuals and users | `x.1.5` |
| Participatory culture (City framework Awareness) | `x.1.6` |
| Community engagement with design (power sharing) | `x.1.7` |
| Community rights | `x.1.8` |
| Synthesis of local forces | `x.1.9` |
| Strengthening community relations | `x.1.10` |
| Community motivation for the management of public spaces | `x.1.11` |
| Community cohesion | `x.1.12` |
| Urban Community Justice | `x.1.13` |
| The right to diverse land use | `x.1.14` |
| Urban tactic practices | `x.2.1` |
| Local community improvement projects | `x.2.2` |
| Achieving urban development | `x.2.3` |
| Creating new job opportunities | `x.2.4` |
| Creating meaning of event organization | `x.2.5` |
| Crossroads fixing | `x.2.6` |
Create tea station  x.2.5
Establishing community gathering  x.2.6
Creating children’s theatre  x.2.7

These extracted vocabulary and indicators will be mapped in a check list to be applied to the local experience in Al-Karrada region in the center of the capital Baghdad.

3. The case study and discussions
Al-Karrada, located in the center of the Iraqi capital, Baghdad, is one of the most important neighborhoods on the eastern side of the Tigris River on the side of Al Rusafa. It is a peninsula surrounded by the Tigris River from three sides. The length of this street starting at Kahramana square reaching Al-Jadriyah is (6.3 km). There are five crossroads along the street dividing it into five parts. They all have almost the same physical properties and land uses.

![Figure 1: A, shows the map of Baghdad city. Source: https://ar.wikipedia.org/wiki/%D9%85%D9%84%D9%81:Location_map_Baghdad.png](https://ar.wikipedia.org/wiki/%D9%85%D9%84%D9%81:Location_map_Baghdad.png)

B: shows the site plan zoomed from figure 1 (source: google map).
C: This photograph shows the pieces motor vehicle traffic block through barbed wire due to a temporary security circumstance (source: Researcher).
D: refers to the land uses in the Al-Karrada area, where intersection No. 2 to Al-Attar Street shows the commercial use of this scheme as well as being the largest street in terms of area (source: Researcher)

Karrada is a region with a cohesive social fabric characterized by special social customs and traditions, including gathering on sidewalks, exchanging information and drinking tea with neighbors. Al-Attar Street is the widest street within the Karrada region and is a commercial street along its stretch, where due to the security conditions cars traffic was blocked int the street. Then, local citizens started temporary interventions through carts and food stalls to make this street one of the liveliest streets of the region through pedestrians where a kiosk started to add chairs to sit, eat and exchange ideas as shown in the pictures: The study case includes the review and analysis of four cases of temporary interventions.
on the city scene and the subsequent application of the indicators derived from the theoretical framework to these cases and as follows:

![Image](image1.png)

**Figure 2** refers to the locations of the study cases within Al-Karrada Dakhil street. Number 1 shows the temporary intervention in Al Attar Street, number 2 indicates the intervention of the restaurant Jabbar Abu Al-Sharbit, number 3 the intervention occurring near Messha refreshments and the number 4 indicates the intervention in Al Noor Restaurant (research source).

3.1. Al Attar Street Project in Karrada area.
The temporary intervention in al-Attar Street was done by the local inhabitants with simple and low cost ideas to sell ready-made food and pizza and create spaces to sit and eat on chairs and dining tables as well as clothing stalls, All these interventions are removable and removed when it is needed, as shown in the figure below:

![Image](image2.png)

**Figure 3.** shows the commercial activities on the street during the day as well as the shops, the street has many stalls to sell clothes and shoes as well as food stalls (source: researcher).
3.2. Temporary intervention in the sidewalk next to Jabbar Abu Al-Sharbit restaurant.

One of the most popular restaurants with traditional and folk cuisine, frequented by many locals and from outside the region, a number of chairs and tables were distributed to sit and eat on the sidewalks. These are among the most beloved sitting for the people of Baghdad and as shown in the pictures, knowing that the researcher asked about the legality of this intervention and it was confirmed that these interventions obtained the legitimacy of approval from the municipality of Al-Karrada. The number of visitors increases at night and in the day they sit inside the restaurant building because of the sun's rays.
3.3 Temporary intervention in the sidewalk adjacent to Meshmesha refreshment.

As we mentioned earlier, Al-Karrada region, especially Al-Karrada Street, is one of the most communal areas in Baghdad, with its distinctive social customs and traditions, which are characterized by gatherings and walking, so any simple intervention, including seating chairs, ice creams and juices within the atmosphere of the region characterized by high temperatures most times of the year is the intervention to revive and prosper and turn it into an attractive area, and that is what happened in this example and as shown in the pictures:
3.4 Temporary intervention at the pavement next to Al Noor Restaurant:

Al Noor Restaurant is the beginning of the crowded pedestrian in Al-Karrada Dhakil street the so-called intersection of Abu Aqlam where shops, and various commercial and recreational events begin to show. The owners of these restaurants offer a set of chairs and provide fast food for the people.

**Figure 7.** Show gatherings on sidewalks as well as areas inside the restaurant without affecting the movement of pedestrians on the pavement but on the contrary these interventions are recreation areas of walking and enjoying refreshments (source: Google.com)

**Figure 8.** Illustrate the gatherings of the seating areas on the sidewalks with the preservation of pedestrian passages, as well as some of the interventions of adding fans for air distribution and humidifying the air to the pedestrians and seated on the chairs to relieve the heat of the atmosphere (source: researcher).

**Table 2.** Illustrates the test of indicators drawn from the theoretical framework on local examples.
4. Results Discussion

The results show that involving citizens in the development of their city has achieved high results and indicates that individuals are seeking to realize their right in their city through these temporary interventions, some of which were characterized by giving officials the right to these interventions and achieving high results in strengthening community relations. In addition, these interventions have improved society, achieved urban development and provide new employment opportunities, and these interventions have also worked to create new attractions in the city.

5. Conclusion

This research paper has been able to demonstrate that temporary tactical urban interventions in contemporary city scenes are practices towards the public good for the features that it has been achieved, all of which illustrate of the meaning of the public good (that are represented by common practices of individuals and state officials). The results also indicate that local projects have lacked participatory culture but they were mostly spontaneous and socially motivated to manage their areas within their city, while the others were characterized by power-sharing in terms of giving the municipality part of the role to commercial shops in giving legitimacy to these interventions. Thus, interventions, whether individually or jointly and seeking to improve society without harming others or infringing on their rights, are public interest interventions or practices. It was also concluded, from all the case studies, that citizens were involved in the development of their city, such as the local interventions in Al-Karrada area which leads to improve the scene of their city without harming others, and that is what the public good calls for, to achieve urban development, create new jobs and attractive areas.

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