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Determining and Analyzing Design Components to Increase Social Interactions Case Study: Sattarkhan Street, Shiraz

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Abstract*—Lively cities need active social interactions, economic prosperity and businesses on thestreets and in business centers. Successful business needs potential customers. Increasing social interactions, economical trade and urban areas prosperity is incumbent upon closeness of urban areas to key concepts of third places. Shiraz Sattarkhan street is an appropriate and ready ground for creating behavioral stations and consequently constructing third places. This urban axis is situated in an important and strategic vicinity which includes social and focal points. Third places provide spaces for pedestrians between their residential and business spaces. Third places, as spaces between a person's work and residential spaces facilitate pedestrians access to multiple services as they are spaces in the streets during their commuting time. Along with this, topics like stress and tension relief, neurotic pressures, loneliness solitude, physical differences between third places and daily life spaces, interaction, social dialogues improvement and citizenship culture improvement are among the study results. The present study has been designed to be an applied-exploratory study with a descriptive analytical design. The study aims to investigate the present status and analyze the suggested options using SWOT and hierarchical model statistics based on the four general components of dimensions, principles, historical nature and general considerations of third places. Findings of the study indicated that if the general considerations principles of the third place are prioritized as design priorities in the fourth suggested option which paves the way for creating urban spaces with the smell and taste of third places and a better ground for interactions.
***Keywords*—special qualities, Urban spaces, Social interactions, Third places, Urban Design**

I. INTRODUCTION

Urban spaces as places that belong to all citizens are not limited to physical aspects and in fact become meaningful at the presence of human beings. People sit together in these spaces, talk with each other and enjoy themselves. Development and expansion of such places in recent decades due to multi-national companies' investment has gone from many cities of the U.S and Europe to other cities throughout the world. One of the most important characteristics of such places known as third places is the importance of their location in urban spaces in which people can easily enter and are activity centers. The presence of equal conditions for public use of different people are the common aspects of these places. Physical, functional and social qualities affect people's social activities and behaviors in third places. The main purpose of the current study is to identify important criteria that count in constructing third places and prepare urban spaces for social interactions and creation of a sense of belonging to the spaces in people.

II. PUBLIC SPACES

Ignoring social, cultural and identity values which are latent in urban spaces and lack of attention to environmental quality improvement in urban spaces and effective qualities in bonds and urban mobility in addition to mere emphasis on mental perceptions of urban architects has led to the formation of spaces from which people escape in urban structures which cannot respond to people's needs and behaviors [1]. The main ideologists of urban public spaces can be classified based on their points of view into six groups taking environmental considerations and stability with an emphasis on visual and spatial perceptions towards improving social interactions, pedestrian-orientation, security, human-orientation and environmental-behavioral considerations in urban spaces[2]. Generally, there are various ideas and opinions about the creation of a successful public space that can welcome different people and groups, namely; Jane Jacobs, Ian Goal, Alan aJacobs, Cooper Marcus, Donald Epiliard, Ian Bentli, Matthew Kremonaetc. Also, a brief look, at the above approaches indicates that the most effective elements on people's attendance and social interactions are namely; multiple uses, liveliness, visual attractiveness, taking care of the spaces, physical convenience. Successful public spaces features are classified briefly together with their positive opinions about them in the following tables.

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III. IMPROVING SOCIAL INTERACTIONS APPROACH

Jacobs believes that an increase in sidewalk in sidewalk safety inversely affects separation and discrimination[3]. WilliamWhite is another prominent and effective figure in social and behavioral issues that interestingly wasn't and architect or an urban designer in his opinion people's behavior in urban spaces is strangely unpredictable and what attracts them more than anything else is the others' presence in urban spaces[2]. Claire Cooper classifies urban and publicspaces focusing on social interactions into 7 groups. Urban plazas, neighboring parks, small parks, school open areas, special residential spaces for the elderly, special open spaces for children care and play, open medical and healthcare spaces[4].

IV. SPACES AND THEIR COMPONENTS

Space is an influential and conceptual subject in relation to social phenomena. Therefore, it should be analyzed as a dependent variable in relation to other social processes. Spaces are either built by human beings or nature or world and become meaningful by people's presence and cultural processes which eventually turn into a place in its specific meaning [5].Ali Madani Pour & Afshar Naderi define a "place" as a meaningful and valuable part of space and the result of three components, physical features and concepts respectively [6]. Places are made up of three interdependent parts which play an important role in conveying the meaning of place and sustain its identity. These three components are namely physical environment; individuals' psychology and social processes; existing indicators and activities [7].

V. THE CONCEPT AND FEATURES OF "THIRD PLACES"

Third placesare spacesto meet people; a space that creates a feeling of joy in them. Activities that take place in these spaces, are not pre-plannedor organized. Third place, is a place where people can honestly talk with each other to solve problems and help others improve[8]. According to Mumford, acity is a theaterstage of social actions and social interactionsare as of blood for urban life. From Mumford and white's perspective, public places of a city are scenes in which people can help improve culture of the city through their interactions.Third place is a civic space for people to be informed of news and daily events[9].

Aldenburg says, not only third places are social, but also identity and intentions of individuals are not trampled upon in them. Being spontaneousand havingfree interactionsare other unique features of a third place. He points out to thesefeaturesin his book. Features such as unplanned activities, sudden unprepared scenarios and honest dialoguesthat can help develop people communities, places that can hold historical mentality along [10].

A. constructing third places on a place-oriented basis

A place is a physical abode with special and social qualities that constantly changes and expresses its interaction every second. Space can gain various identities when it is inspected in its social context and production process [10].

B. Purposes of constructing Third Places

The purpose of constructing third places are namely; promoting civil society, democracy, social partnership, special sense, a balance between house and workplace, space visibility, physiology and mental composure, preparing the ground for others observation of surroundings events, paying attention to visual beauty and aesthetics aspects, need for mental and physical security, creation of responsibility-taking sense, creating a civil-democrat society, encouraging different groups to increase their tolerance in spaces, a place for meeting others and creating memories [11].

Table. 1 Environmental quality emphasized by researchers

Jacobs & Epilliard (1891) cited by Gokar (1380)	Carmona, Urban Spaces public spaces (Carmona, Heath & Tiesdell, 2003)	Design dimensions of urban planning (Punter & Carmona, 1997)	Responsive Spaces (Bentley et. Al, 1985)
Liveliness	Accessibility	Environmental Stability Quality	Permeability
Identity & Control	Hard & Soft Spaces	City-view Quality	Variety
Attaining opportunities, Imagination, Happiness	Public Space	Landscape Quality	Coherence
Origin & Meaning	Safety & Security	City-Form Quality	Flexibility
Social Life	City Landscape	Building Form Quality	Visual Coordination
Urban Self-dependence	Density	Public Domain Quality	Emotional Richness
An Environment for all	Cosmopolitan	---------	Dependence

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Table. 2 EXPERTS EMPHASIS ON SUITABLE URBAN PUBLIC SPACES INDEXES

Notable indexes of a suitable urban public spaces	Edmond Bacon	John Lang	Queen Linch	Gordon Colon	Francis Tibalds	Paul Zucker	Cliff Matin
Composure					*		
Variety				**	*		
Coherence				*			
Place				*			*
Human	*	**	*	*	***	*	*
Internal & External Recognition				*			
Cultural Content	*						
Social Content					***	*	
Creating Memories			*	**			
Liveliness						*	
Meaning				*			*
Movement-Access Systems	*	*			*		
Time				*			
Space & spatial Concordance				*			
Suitable Mental Image		*	*	*	*		
Individual Identity					*		
Activity			**	*	*		
Political Content						*	
Democracy in Place						*	

Table. 3 Analyzing, recording and transferring collective memory in the city

1) Third Place Indexes

Third Place Indexes	Their representation in urban designs		
Sociability←	Focusing on presence in junctions	Welcoming all walks of life	Number of grounds for social interaction
Locating←	Pedestrian Access	Visual beauty of a place	Being Snug & Seen
Meaning←	Identity & Beauty	Collective Content	Peace of Mind
Activities←	Social Interactions	Sense of Community	Satisfaction
Previous Experiences & their relation←	Sense of memory	Enthusiasm in Work	Consistency of Mental Activities

2) Third Place Designing Components

Table. 4 Third Place Designing Components extracted from above tables and Ian Goal, Lockerman, Aldenburg, Brison, Proctor and Ashrod theories

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Third Place Designing Components	
Third Place Designing Dimensions	Morphology, Visual, Perceptive, Functional, Chronological, Age bracket, Economic, Social, Spatial, Physical
Third Place Designing Principles	Observation Principal, Experience Principal, Perception Principal, Interaction Principal
Third Place Designing Historical Nature	Past, Throughout History, Modern
Third Place Design General Considerations	Environmental and stable with an emphasis on visual and spatial perceptions towards enhancing social interactions emphasizing pedestrian-orientation aiming to improve safety in urban environmental-behavioral space

VI. CASE STUDY

A. Sattarkhan Street Introduction

The selected case study is Shira Sattarkhan street which is the residential area for many Shirazi citizens; ordinary people, businessmen and commercial dwellers. The street has certain borders which were maintained despite new developments due to its organic and historical context. Additionally, the culture and traditions of the people in this neighborhood is another reason for its originality. As mentioned before, this texture has urban, historical and cultural value which attracts a large population of pedestrian and this turns the vicinity into one of the most important economic spots all over the city. Based on the present texture, there is a potential for creating a social network of grounds (social bonds) in bystreets.

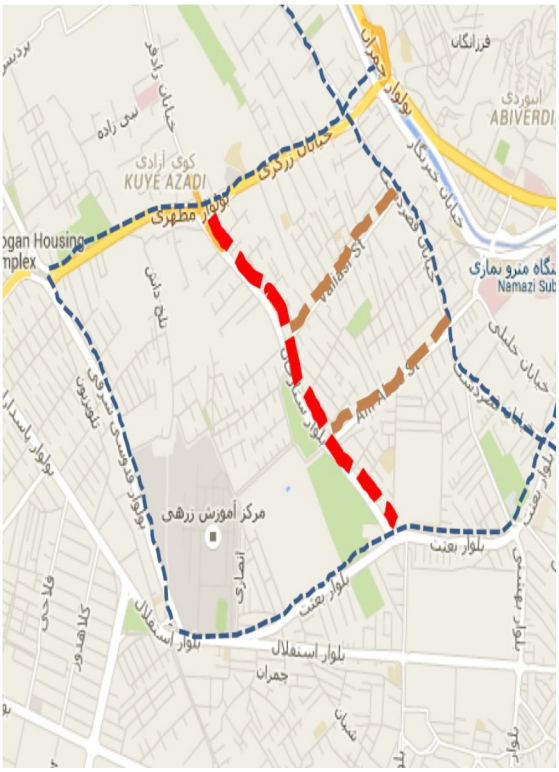

Fig.1 The street vicinity

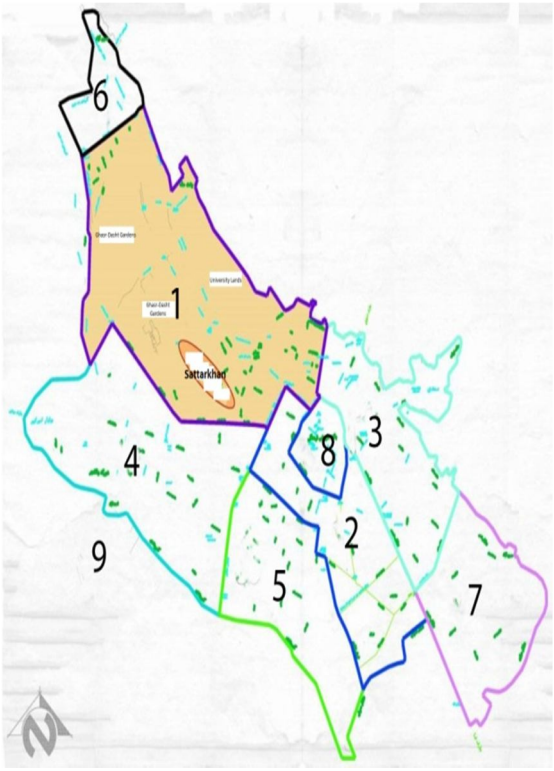

Fig.2 The street in municipality district

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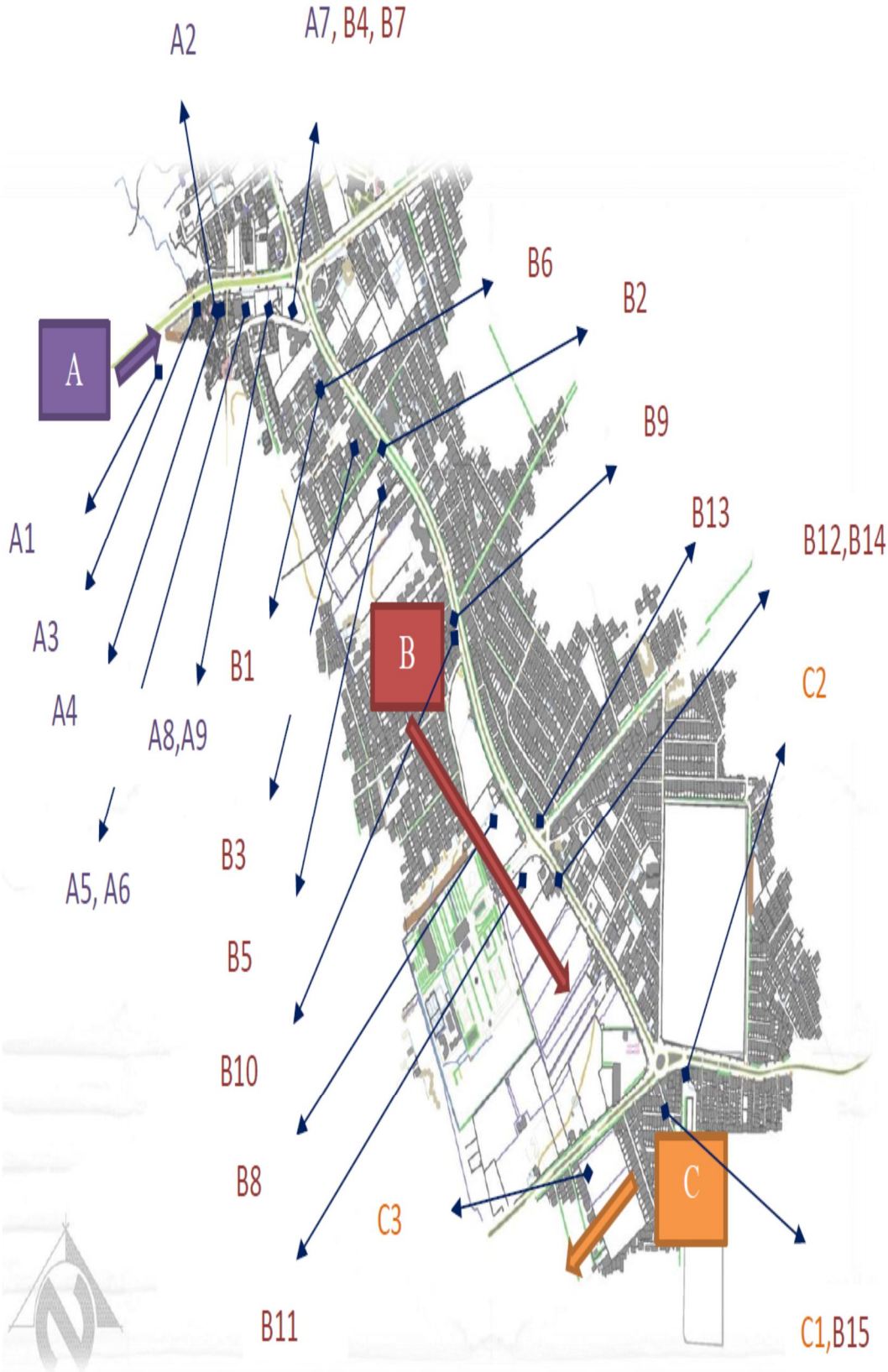

Fig. 3 Corridors view in intervention domains (Researcher)

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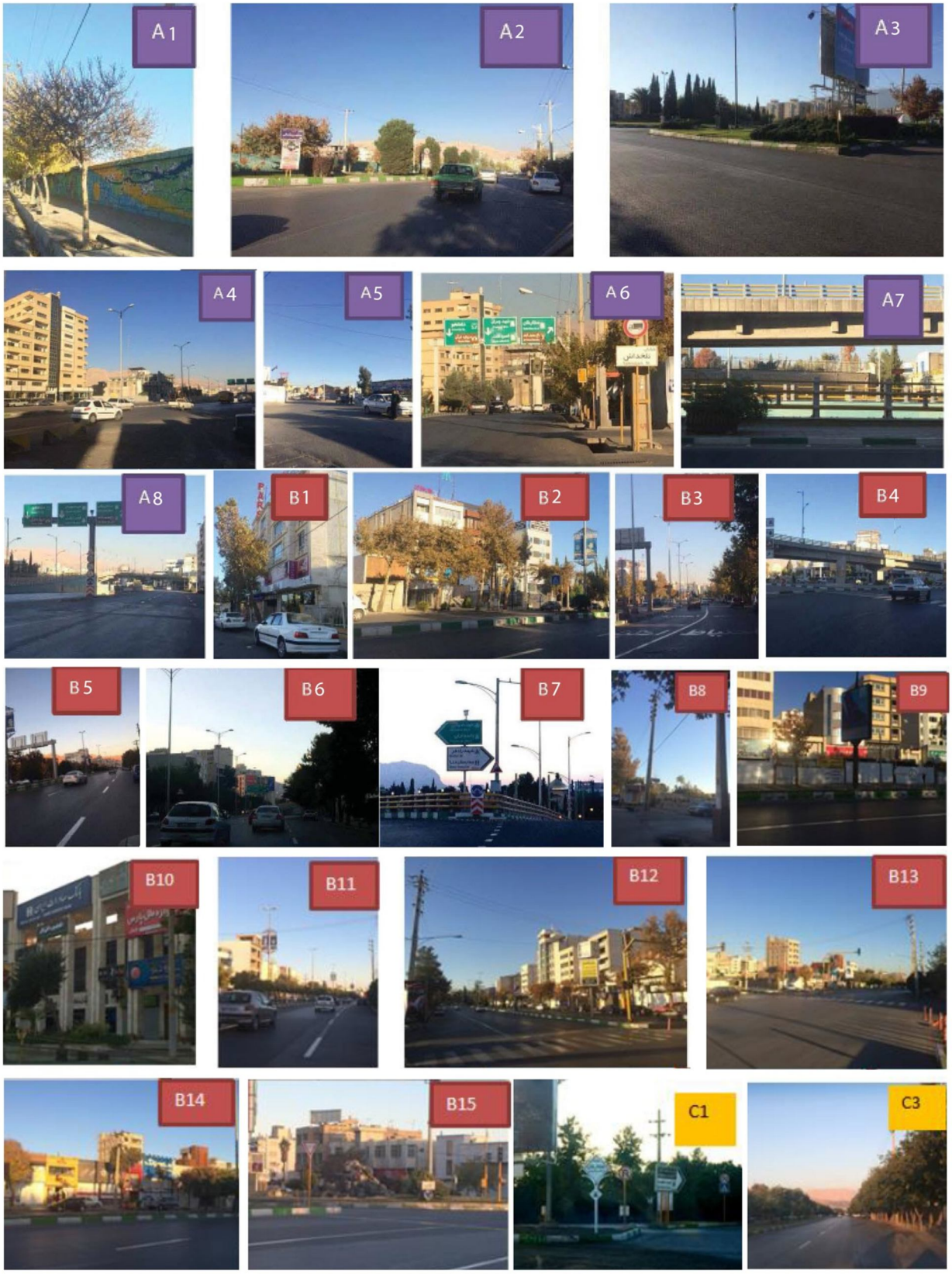

Fig.4 Corridors view in intervention domains (Researcher)

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B. Current Status Assessment

1) Proposing a conceptual design for current status assessment

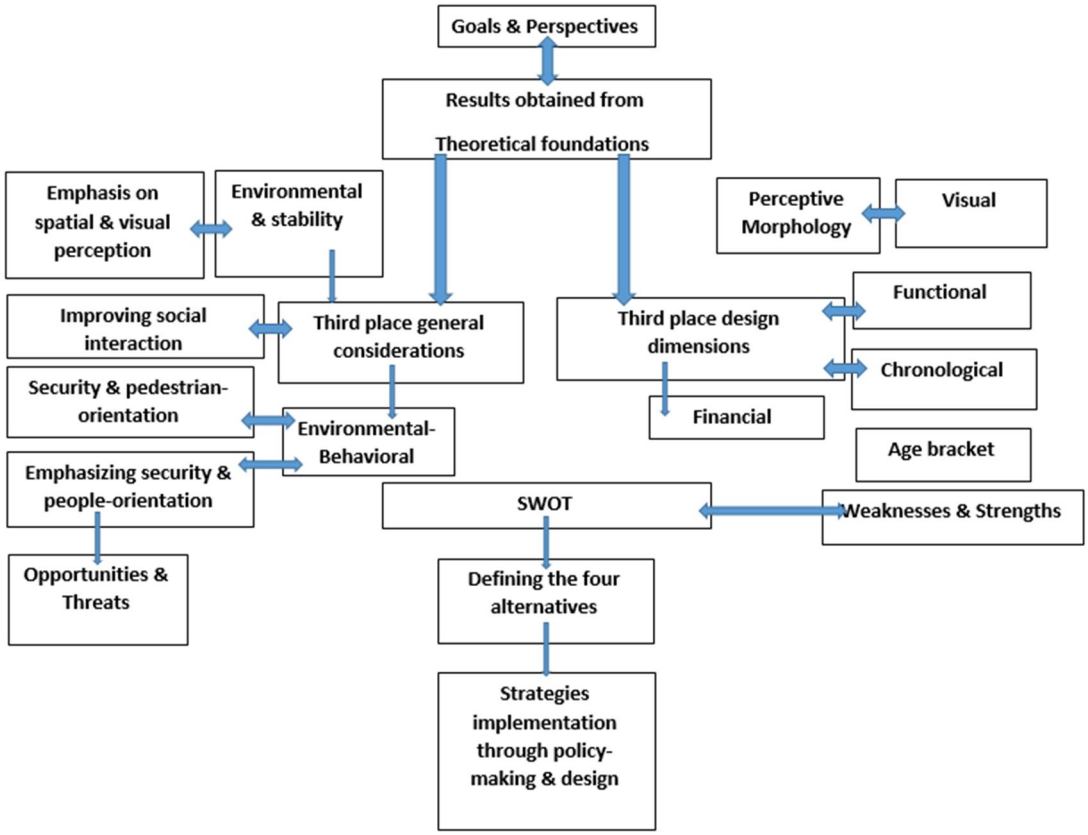

Fig.5 Conceptual design of status analysis, theoretical foundation

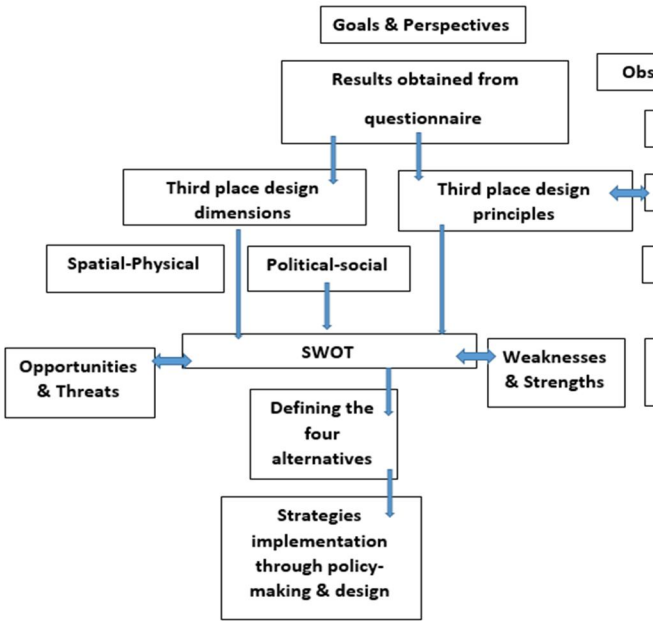

Fig.6 Conceptual design of status analysis, field study (Researcher)

Fig.7 Conceptual design of status analysis, Questionnaire (Researcher)

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2) Analyzing the case study using SWOT technique

Third Place Design General Considerations				
Design Principles	S (Strength)	W (Weakness)	O (Opportunity)	T (Threat)
Environmental & Stability	The potential to create spaces for face to face & electronic communication of citizens in existing & related commercial spaces. The potential to keep environmental stability in interventions due to green spaces	The capacity of street spaces is not used completely, lack of attention to garbage, lack of creative car designs & lack of culture	A valuable opportunity for designing pedestrian-oriented spaces. The capacity for creating cycling route as moving third places.	Everyday life is getting more & more mechanized so the face to face & intelligent communications should be controlled for security
Visual & Spatial Perception	Unique views on Sattarkhan street, views of green spaces, mountains, orchards, etc. suitable topographic conditions of lands & turns on the route	Inappropriate fencing of Sattarkhan the fencing of the gardens at the beginning of Sattarkhan street, lack of marking or spatial elements along the street	Capacity for creating suitable views of notable points. Capacity for creating coherent path & design. Getting inspired by statues & improving them	Modernizing the curbs on one side of Sattarkhan street has caused visual breaks on the other side. Inappropriate constructions have cause blockage of notable building views
Enhancing Social interactions	Modernity, Commerciality & attractiveness regarding social spatial activities, creation of people-oriented, safe, secure & meaningful spaces	Lack of attention to designs for the handicapped, purposeful slowdown of cars & pedestrians in parking entrances	Creating opportunities for martial functions. Designing & making celebrities statues or creative elements	Non-normative & abnormal designs for the handicapped. The capacity for using current potential for social interactions will shrink
Developing Pedestrian Orientation	Spatial openness & morphology of Sattarkhan street. Inhabitants enthusiasm for walking (Young & old)	Shortage of green spaces, lack of green rooftops in urban management. Sidewalks are straight, disorganized lines	Special fencing can create new identity for the neighborhood & engage people's five senses. Potential for focusing on pedestrian needs	The noise of cars honking & the traffic will increase as the activities grow in the area.
Security & People Orientation	Optimum public access, Afifabad historical garden as a memorable environment	Lack of human congestion due to the lack of space design, lack of spatial activities & public parties	Opportunity for turning Besat Park into a recreation spot and security provision at night	Highways & wider avenues carry a sense of movement &speed rather than presence & freedom of activities & movement
Environmental-Behavioral	Shirazi people are interested in entertainment & leisure in open & green spaces which is a part of their culture	Lack of efficient relations between public places along with the street path. Lack of attention to citizen's behavioral & cultural roots	Quran Science University provides the ground for face to face communication. Paying more attention to citizen's daily needs can improve their social interactions	Insufficient non-fixed spaces(trees, flowers, water fountains & pedestrians specially wide Sattarkhan passageway

Table.5 Third place design general considerations (Researcher)

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Throughout the study, all the design principles including third place designing components, thirdplace designing dimensions, thirdplace designing principles, thirdplace designing historical nature and Third place design general considerations are analyzed in the form of SWOT tables. Then, the four main strategies (SO, ST, WO, WT) are proposed for components principles. The present study brings SWOT tables and the related strategies of general considerations component of third places.

Sources	Third place design general considerations	Method of analysis
Theoretical Frameworks	Environmental & Stability	Free public transportation, using rental bicycles, existence of open area for pollution management, easy face to face & electronic communication
	Visual & Spatial Perception	Serial vision of the pedestrians, Serial vision for pedestrians for giving them the priority. Continuity of urban places, originality of the square & the street, special attention to elements, entrance, entrance, node, path, ledge, water, stairs
	Enhancing Social Interaction	Square surrounding space design, enhancing the social aspect of urban stoppages, safety and animation of sidewalks, presence of individuals in the spaces, suitable separation of carriageways and sidewalks, paying more attention to the elderly, children & the handicapped
	Improving pedestrian-orientation	Walking as a suitable yardstick for designing, people movement, public transportation, simultaneous attention to different movement speed, using all human senses, neo-pedestrian orientation
	Security & People-Orientation	Learning from the past, merging the functions and activities, pedestrians' freedom, accessibility for all, clarity & lasting environments
	Environmental-behavioral	Paying attention to urban movement elements especially people, aspects in urban environments, touchable elements, mental maps, behaviors cultural root

Table.6 SWOT table, Third place design general considerations (Researcher)

Table.7 Third place design general considerations components, the four alternatives

Third place design general considerations				
↓ Designing Principles	*"Maxi-Maxi" Strategy* Strategies that use strengths to maximize opportunities. **(**SO**)**	*"Mini-Maxi" Strategy.* Strategies that minimize weaknesses by taking advantage of opportunities. **(**WO**)**	*"Maxi-Mini" Strategy* Strategies that use strengths to minimize threats. **(**ST**)**	*"Mini-Mini" Strategy* Strategies that minimize weaknesses and avoid threats. **(**WT**)**
Environmental & Stability	Creating walking paths on Afifabad Street. Creating a bicycle path, Provision of places that offer internet connection services	Creating open spaces considering green spaces as a priority. Improving the culture towards public places stability.	Creating suitable spaces next to public uses for enhancing the sense of space & interaction needs	Creating designed places considering all aspects together with back up designs against pollution

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Visual & Spatial Perception	Maintaining serial vision, using the element of water in places that require special feelings. Special attention to Vision corridors ending up in third places	Using barren land for designing people-oriented spaces. Constructing urban elements in appropriate and catchy cues such as population nodes & entrances	Passing laws that officially support urban borders as to prevent sights blockage	Fencing orchards & gardens concordant with their identity in order to increase dependence & a sense of place. Special attention to sights, views & third places
Enhancing Social Interaction	Creating an experimental, residential and workplace. Designing the stone square while observing people-oriented principles. Using military spaces for creating open spaces. Injecting social interactions into all commercial functions	Serious supervision on citizen rules. Paying extra attention to pedestrians in designing spaces	Paying attention to social needs of all citizens since their absence adversely affects the social future of the city. Constructing small snug places in different places	Using large scale elements towards people-oriented design & prevention of spatial boredom against spatial animation. Revival of old urban squares values through renovation & repair
Improving pedestrian-orientation	Stimulating pedestrians five senses. Improving existing sidewalks for connecting cue points, creating suitable urban furniture for sidewalks	Existence of appropriate facilities in spaces & increasing sidewalks quality at different levels. Using narrow passageways for creating urban spaces with special noises.	Expanding on green spaces in order to create pleasant color, voice and smell as well as animated social interactions	Increasing appropriate advertisements to inform people about the importance of movement & collaborative activities as well as an inclination for contemplation & peace of mind
Security & People-Orientation	Using all possible various functions, creating animated spaces around cue spaces	Animated design styles, relations in urban design & paying attention to urban relations safety. Creating various cultural plans for urban spaces	Making efforts to present a positive sense of public spaces to people. Constructing spaces next to pedestrian spaces.	Prediction of Integrated activity patterns for self-improvement & small investment as a second use among all other uses
Environmental-behavioral	Using cultural & behavioral patterns of people for constructing third places. Holding special ceremonies in each time period in order to benefit from people's opinions in intervention areas	Creating local uses along with deluxe commercial uses. Using creative youngsters' potential for holding tournaments	Accessibility of all spaces that have interesting uses to all people. Active street life & public spaces towards WT strategies	Allocation of budget to yearly monthly & weekly cultural plans for all walks of life. Making efforts to present a positive picture of the whole site to all the citizens

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Table.8 Third place design general considerations components, design strategies

Third place design general considerations	
Small Goals	Comprehensive design strategies
Environmental & Stability	Physically, economically and emotionally constructing & equipping designed places together with a back-up design to protect the place against air pollution, noise pollution and garbage
Visual & Spatial perception	Sustaining serial vision, constructing snug spaces in third place design
Enhancing Social Interaction	Injecting social interactions into all commercial functions considering and creating all designing principles and related laws
Improving pedestrian-orientation	increasing sidewalks quality at different levels
Security & People-Orientation	Animated design styles, relations in urban design & paying attention to urban relations safety
Environmental-behavioral	Using cultural & behavioral patterns of people for designing third places
Proposing general strategies for designing third places on Sattarkhan Street in Shiraz	The place should welcome spontaneous movements of all walks of life regarding the presence of all men and the youth. Social places without time limitations during the day. Enhancing and improving citizens' relations on the streets. Taking human scale into account in all city components. Creation of life flow, peace of mind, democracy experience. Boosting self-confidence. Helping citizens forget daily problems. Social justice. A place for honest dialogues. Paying enough attention to space enclosure.

B. proposing & assessing alternatives

After precise analysis of the streets based on design principles and proposing design techniques and strategies, design options are proposed. Four design options are proposed in this section in each of which the design framework priority is formed based on third place design principles. The first, second, third and fourth options are designed based on third place design dimensions,third place design principles,third place design historical identity and third place general considerations respectively. The fourth alternative was selected as the best alternative using Expert Choice Software and hierarchical linear modeling.

Table.9 The suggested alternatives design priorities (Researcher)

Designed priorities in the proposed alternatives	
Alternative (1)	The integrated activities pattern for self-improvement & small investment. Preparing grounds for night activities with night architecture regarding safety, lighting etc. accessibility of public meeting spots, services they offer & their price. Increasing the sense of dependence, the environment, next to historical identifiable elements or old trees. Using citizens' opinions about certain topics or ceremonies. Considering human-orientation in designing spaces and their relations
Alternative (2)	Fundamental training of young engineers to come up with descent designs for the handicapped and pedestrians in urban places such as universities. Creating commercial and cultural uses for fine-grains at different levels or scales. Observing safety & peace of mind. Organizing benches, music, lighting, environmental excitement etc. which entails complexity, training, self-expression, paradox, choice and identification.

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Alternative (3)	Publicizing big urban blocks such as private orchards and gardens (after getting permission and providing facilities for their owners), military garrisons (taking them to outside of the cities). The level of creativity in architecture. Developing existing spaces into third places for holding social interactions.
Alternative (4)	Physically, economically and emotionally constructing & equipping designed places together with a back-up design to protect the place against air pollution, noise pollution and garbage. Sustaining serial vision, constructing snug spaces in third place design. Injecting social interactions into all commercial functions considering and creating all designing principles and related laws. increasing sidewalks quality at different levels. Animated design styles, relations in urban design & paying attention to urban relations safety. Using cultural & behavioral patterns of people for designing third places

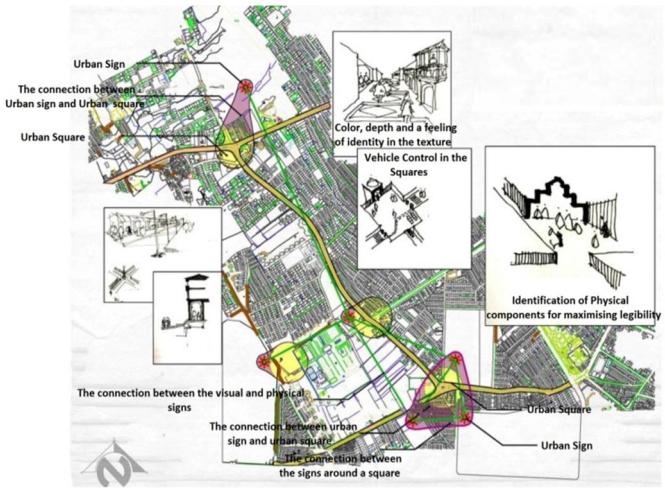

Fig.8 First Alternative (Researcher)

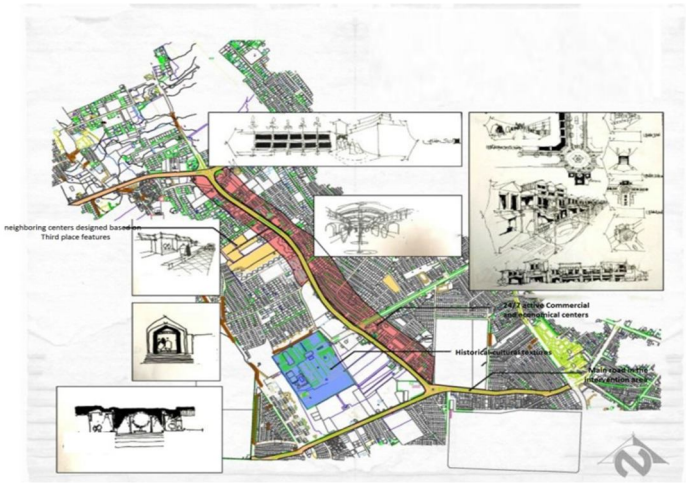

Fig.9 Second Alternative (Researcher)

Fig.10 Third Alternative (Researcher)

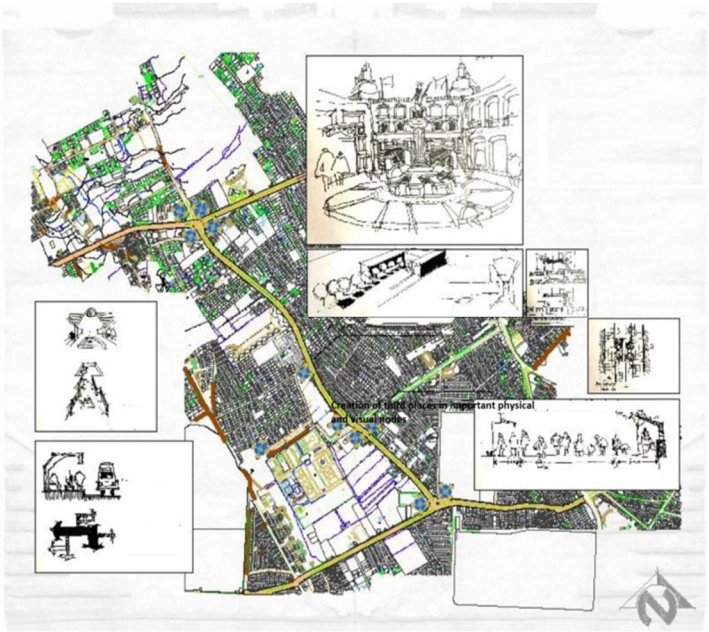

Fig.11 Fourth Alternative (Researcher)

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1) Comparing the four alternatives

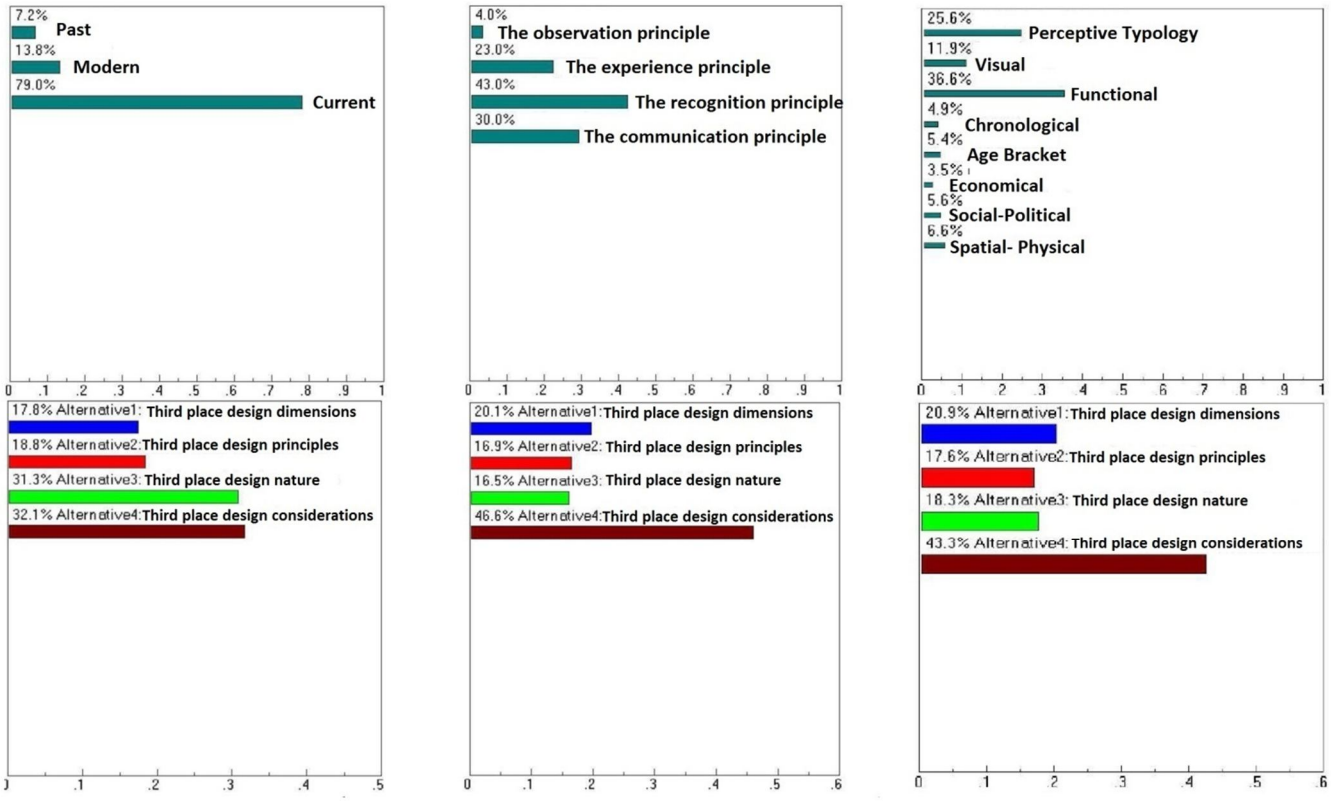

Fig.12 Evaluation of design options based on three components (Researcher)

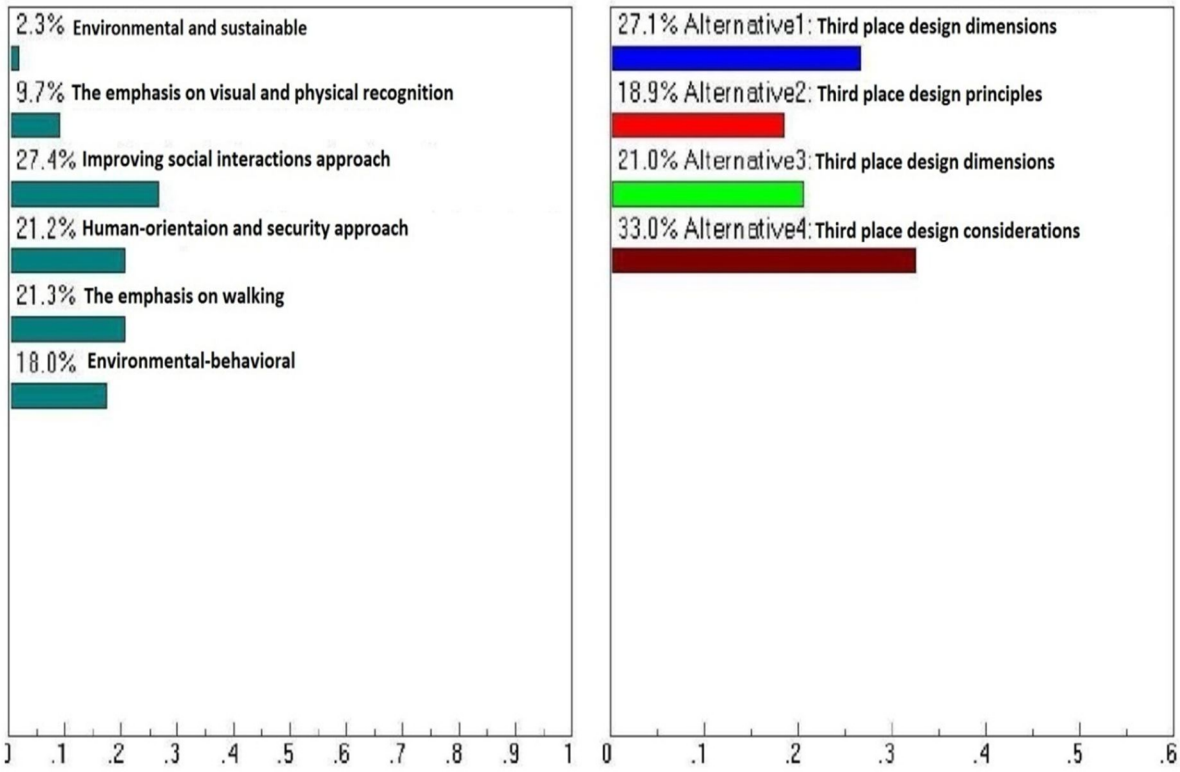

Fig.13 Evaluation of design options based on the fourth component (Researcher)

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Table.10 Components analysis scores (researcher)

Alternatives	Mean
Third Place Designing Dimensions	0.21
Third Place Designing Principles	0.18
Third Place Historical Identity	0.22
Third Place General Considerations	0.39
The top alternative: Third Place General Considerations	The fourth alternative

D. Designing the intervention based on the top alternative (Third place general considerations

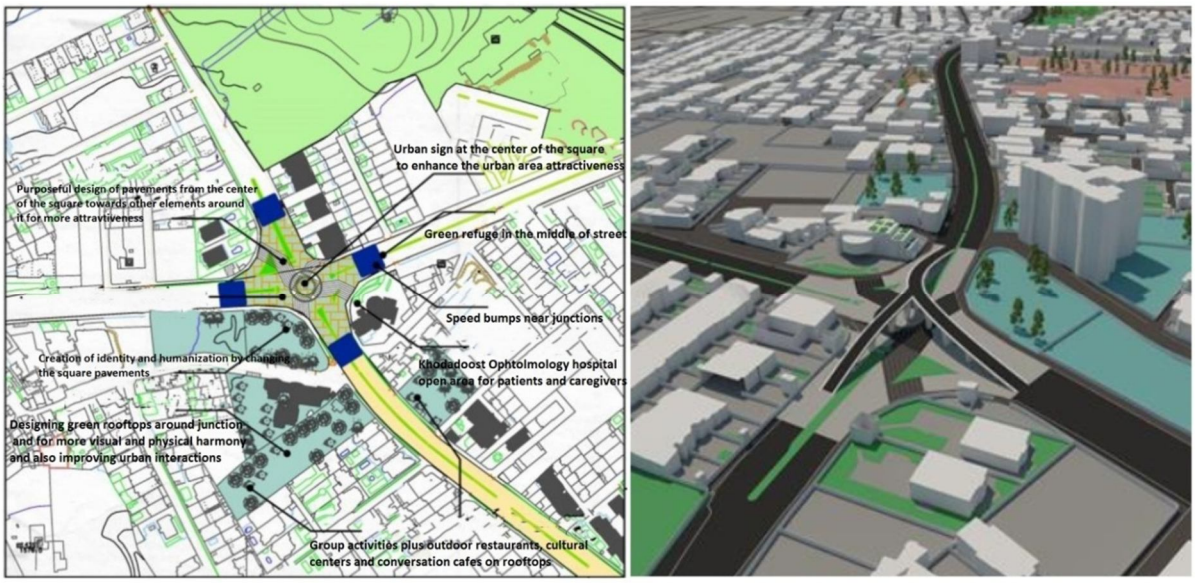

Fig.14 Three-dimensional design with emphasis on environmental & stability (Un-leveling

Fig.15 Three-dimensional design with emphasis on visual & spatial perception (Researcher)

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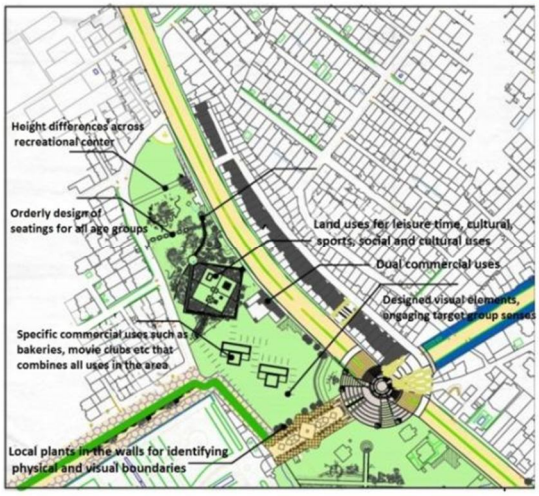

Fig.17 visual & spatial perception approach (Researcher)

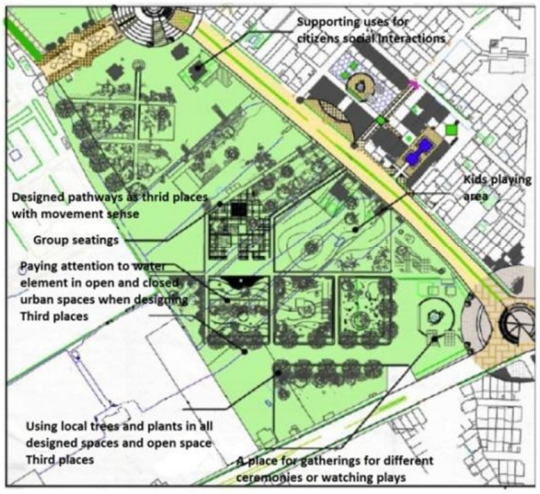

Fig.16 visual & spatial perception approach (Researcher)

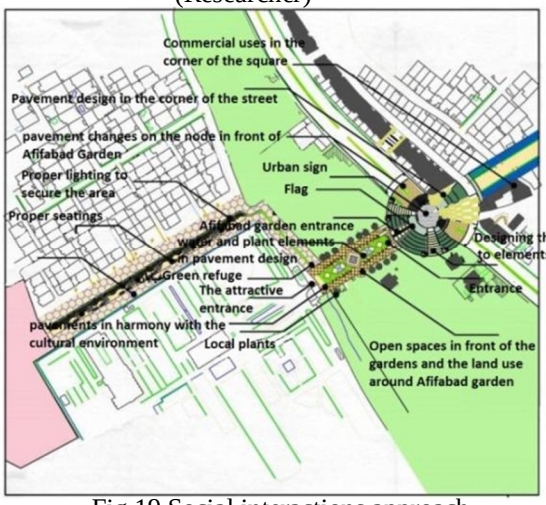

Fig.19 Social interactions approach

Figure (18): Social interactions approach

Fig.20 Three-dimensional design with emphasis on pedestrian-orientation development (Researcher)

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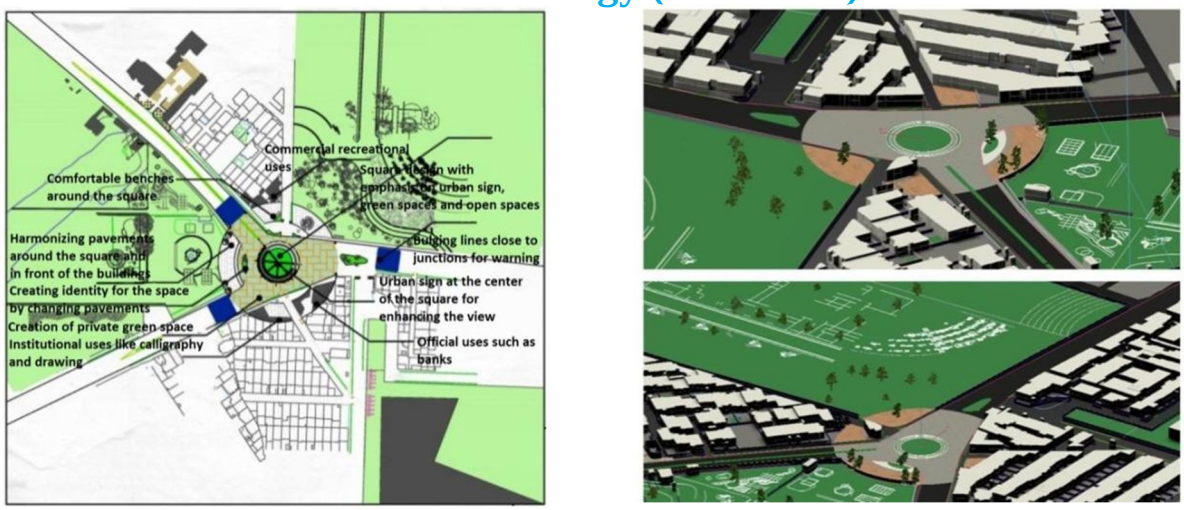

Fig.21 Three-dimensional design with emphasis on safety & people-orientation in urban spaces (Researcher)

Fig.22 Three-dimensional design with emphasis on environmental-behavioral approach

VII. DISCUSSION

Obviously, if the determined indexes in each of the space design components be in line with the main concept of third places and aim to create enriched urban spaces, popular spaces can be constructed along with spatial justice and more importantly, set up grounds for better and more continuous social dialogues and interactions.Not only the indexes of the general considerations component are extracted from suggested principles by famous urbanism theorists and are in line with the needs of the urban space stakeholders of the area under studybut also, they are in accordance with field studies and the related review of literature. This means that if stable and efficient third places are to be constructed, all the aspects and dos and don'ts of urban design should be analyzed in relation to each other and to spatial realities of the areas considering citizens needs as a priority, before implementing any urban design in practice.

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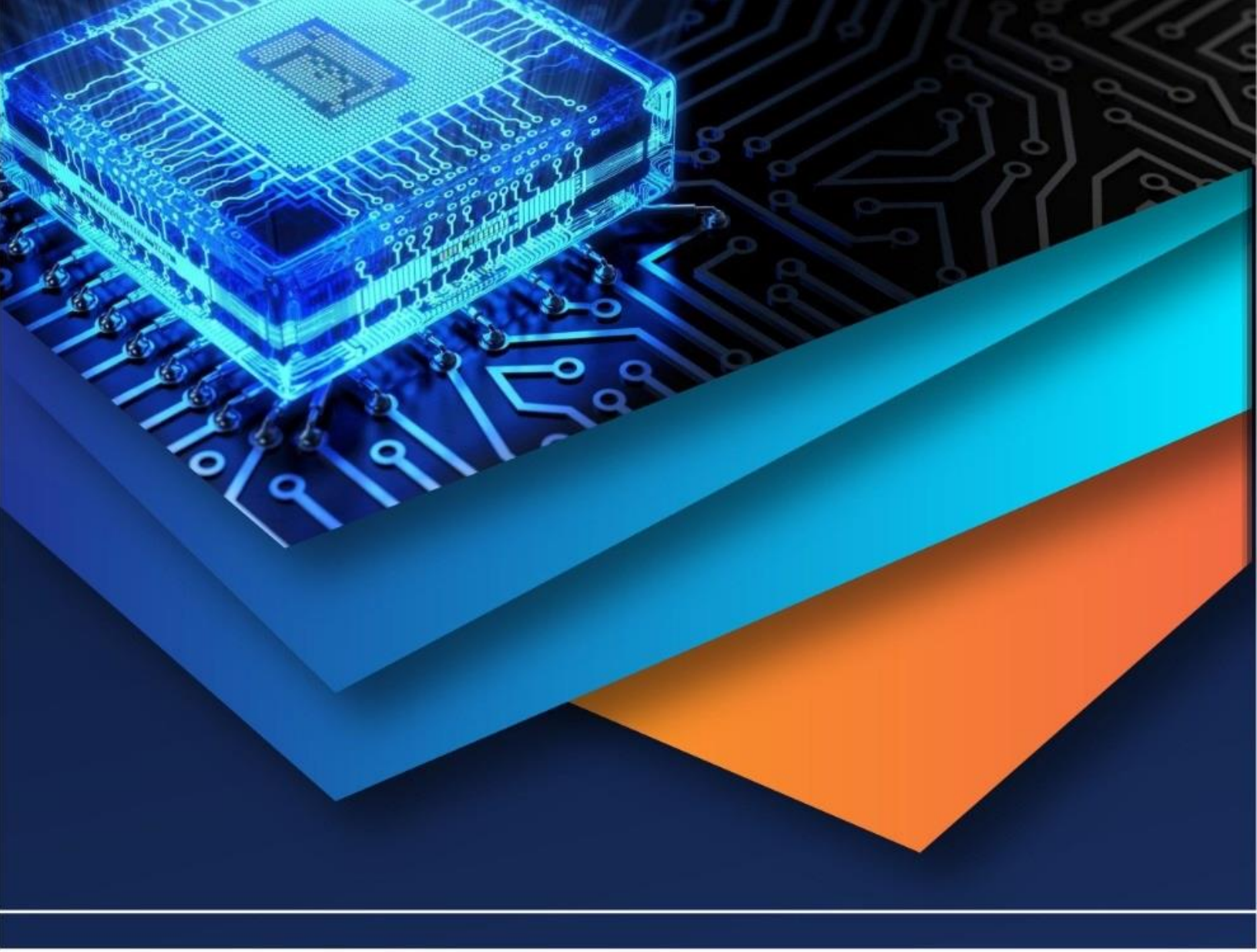

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