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## Consulta ciudadana en la gestión de proyectos de espacios públicos. Estudio del caso de la plaza Ahmed Bey en Constantina

### Citizen consultation in public spaces' project management. The case study of Ahmed Bey place Constantine

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**Resumen—** La realización de proyectos de interés público requiere la participación de los diversos habitantes y una fuerte comunicación entre las partes del proyecto basándose en una estrategia adecuada con herramientas y medios. Se debe definir bien la gestión del proyecto, de forma que cada proyecto se lleve a cabo con calidad y dentro de los plazos previstos. El objetivo de este estudio consiste en cómo identificar la comunicación en un proyecto en curso pasando una encuesta en el campo.

**Palabras clave—** Gestión de proyectos; espacio público; encuesta.

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**Abstract-** The realization of the projects of public interests requires a participation of the various worn, inhabitants and citizens that it requires a strong communication between the parts fascinating of the project by basing on an adequate strategy with tools and means. Of this fact a project management must be defined well, that each project must have a method legitimates in order to carry out a project quality to realize within the deadlines envisaged. The aim of this survey consists to get better the communication in a given project in progress thought a poll on the field.

**Index Terms—** Project management; public space; poll.

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#### I. INTRODUCTION

In the course of time, urban public spaces always occupied a place of first rank within the cities. Indeed the city is defined by its built and not built spaces. The latter constitute a

heritage essential with the operation of the city. They are the places necessary where mix with and the inhabitants cross; they are the places of the urban life (Mohamed, 2012).

The extremely fast development of the growth of the motor vehicle traffic has a long time confined the design of public spaces to a primarily functional approach, the local life and urban framework (Agenda21, 2012) and it is the case in the

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Algerian cities in particular in the town of Constantine ho plays since the second millennium a special attention on behalf of the new urban strategies. Every converge towards only one objective: to give again this city the place which is appropriate to it within the Algerian East and of the worldwide.

In this context, various programs have been set for the development of the city such as the Project of Modernization of the Metropolis of Constantine to get the city in the tune of the world, relying on its own identity by the urban project contribution which aims to improve neighborhoods better life, particularly in certain municipalities and even in the center of Constantine in the context of sustainable development that requires participation at the various project stakeholders and in particular projects of public spaces.

Today, the evolution plus citizen of the spirits and the awakening of townsmen as regards quality of living environment encourage with more qualitative approach and a greater requirement. The design of public spaces must now reconcile functionality, security, accessibility, comfort; esthetics...in search of cohesion emanates above all a political will. This objective is declined in the initiatives of bringing together of the citizens in the reflection, the design and the decision in the development of the projects (Kassay, 2010).

The project is designed to revitalize the located area in the heart of the city of Constantine. Place Ahmed Bey fully fulfills its role as real living space and assembly. It generates great vitality.

To this effect, the aim of this survey consists to how to identify the communication in a given project in progress. Thought a poll on the field in order to get implement an approach/cooperation communication model in project management.

## II. METHODS

In order to undertake to good this research, a certain methodological approach was followed, which is the method of qualitative and quantitative approach starting from a case of study which is the project of "Revitalization and Urban Regeneration The Town Center Constantine Lot: Ahmed Bey Constantine " thus a work of ground was essential for that one has to call on various techniques of investigation such as the observation and the questionnaire.

The poll: the survey conducted within the framework of study aims at collecting the observations of the various users in order to show the importance of their participation and how it can help with the decision- making.

### A. Observation

This work was born from an observation of the ground of

study. Paying several visits in the center town of Constantine; regarded as the heart of the city, more animated which will go through a revitalization and regeneration.

The observation is very useful during the investigation; it constitutes an important tool to analyze this situation. Thus by using the supports of this method, which are the statement and the photographs, we will be able to evaluate the adequacy between space and user, on the basis of the description of the facts as they were observed.

### B. Questionnaire

The investigation was carried out on the basis of technique of the questionnaire. The form of the question is composed of questions of the closed typ. This last is subjected about fifty individuals of different age and sex, from the center town of Constantine. The author proposes to the guarantor a precise form and a limited number of choices of answerers.

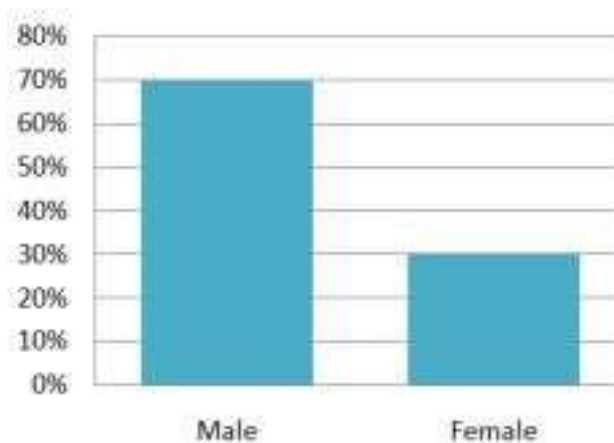


Fig. 1. Distribution of the sample according to the sex.

Our form of questions is composed of 17 questions which are divided into three axes:

The first axis consists in giving the various information on the person interviewed such as the age, number of children and the activity of the questioned.

The second axis is a set of questions which arises on the news of the situation opposite the individual interviewed such as:

- ✓ Does it exist enough game spaces in Constantine city center?
- ✓ Where do your children play?
- ✓ Does it exist enough green space in Constantine city centre?

The third axis aims at collecting the observation in connection with the realization of project of the refitting of the place Ahmed Bey, as an example of the questions are posed:

- ✓ Did you already hear of this refitting?
- ✓ Do you agree with this refitting?
- ✓ Which type of installation would you wish on this place?

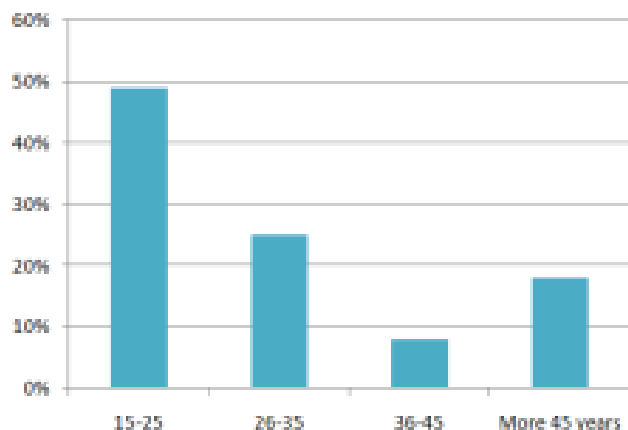


Fig. 2. Distribution of the sample by age.

### C. The sample

The sample taken by this investigation is a set of 50 individuals interviewed on the core of Constantine city.

We shall establish the demographic and social-structure of the target population. Figure 1 presents the distribution of the sample by sex. For this purpose, we record a rate of 70% from male sex and 30% of female sex.

As for the distribution of the sample by age, we specify that the selected age from 15 to 45 years and more, is distributed according to the following age brackets. For this purpose, figure 2 shows a high rate of young people from 15 to 25 years is 49%. Also, as it is indicated in the figure 3 the questioned occupy diverse activities.

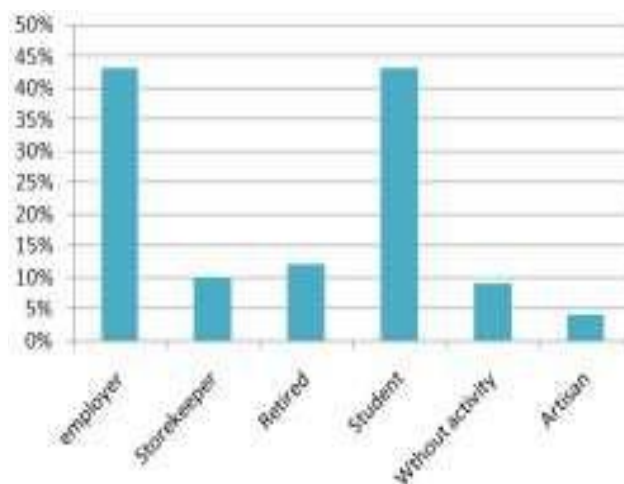


Fig. 3. Socioeconomic level of the sample.



Fig. 4. Relation owner building and other speakers.

## III. RESULTS AND DISCUSSION

To engage the dynamics of the urban renewal of the project of revitalization and urban Regeneration of Constantine city center, one starts with the place Ahmed Bey. It's refitting aims at offering more space to the pedestrians with urban walks and the bored visual ones, while reorganizing the trade and the kiosks which are located there. The various space and landscape sequence which result from this will raise the image of Constantine.

The communication of the building owner with the other speakers in the project of "Revitalization and Urban Regeneration The Town Center Constantine Lot: Ahmed Bey Constantine " appears with the project superintendent and the company of realization by the meetings, which are made on building site; but this last was stopped because of the bad management of the prior study of the project that the owner of the "Assemblée Populaire Communale-APC-" (city hall) this latter does not solve the problem of the kiosks which exists on the level of the place, while marking that according to the meetings organized within management this problem was clearly pointed out.

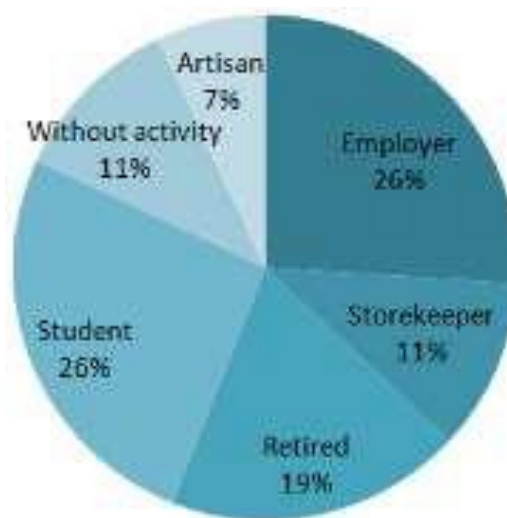


Fig. 5. The population which frequents the place Ahmed Bey.

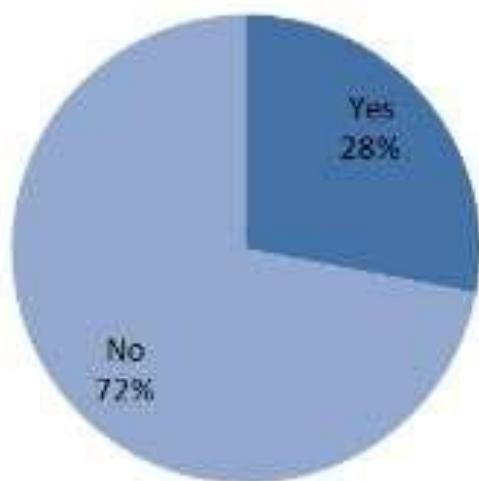


Fig. 6. Project's intention of citizen.

The miss-communication of the management of urban planning and construction with the citizens of the city center and the users of the place is completely absent (figure 4).

As well as the results of the questionnaire highlights a high percentage individuals who attend the place Ahmed Bey (figure 5). This one is made up particularly of students and of the middle executives, that means that this place marks a strategic point for the meeting of the friends or to make purchases, and for business...Indeed, the centrality of this place is marked by important equipment as the great place, the

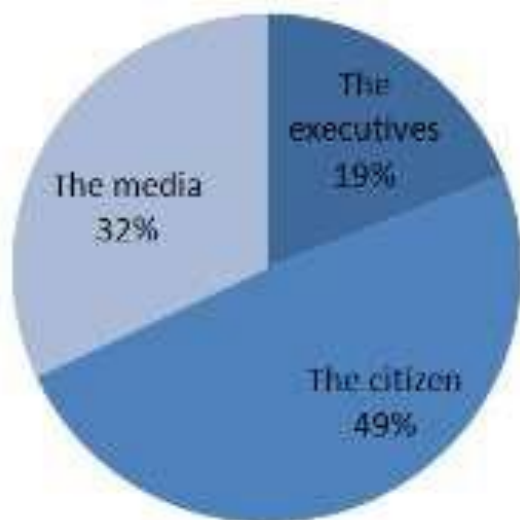


Fig. 7. Means of knowledge.

theatre, the banks, the law courts, the hotels; without forgetting the tertiary trade. Constantine enters a very

significant number of wholesale trade and detail on the level of the city center.

Moreover, 50% of the people interviewed heard of this project by the population itself (figure 6 and figure 7). Indeed, the information is badly disseminated by the persons in charge of the project. We notice the absence of communication with the citizen. Thus, the questionnaire showed that the public authorities did not require the opinion of the citizen on the way of refitting public space in question.

This result confirms that the citizen is not integrated in the decision-making process and the assembly of the project. Thus, the deficiency of associations which play a very important part and can be with listening.

In order to show the importance of decision making according to the opinions of citizens concerning the desired type of public refitting Ahmed Bey, we put forth several proposals on the last question which is formulated as follows: "which type of installation you would wish on this place". Figure 8 has the following results: According to this question we note that 34% prefer the installation in green space; and 18% of population prefer spaces of games for children in order to minimize the risk of playing in the street, 18% support making kiosks to meet the need for the citizen.

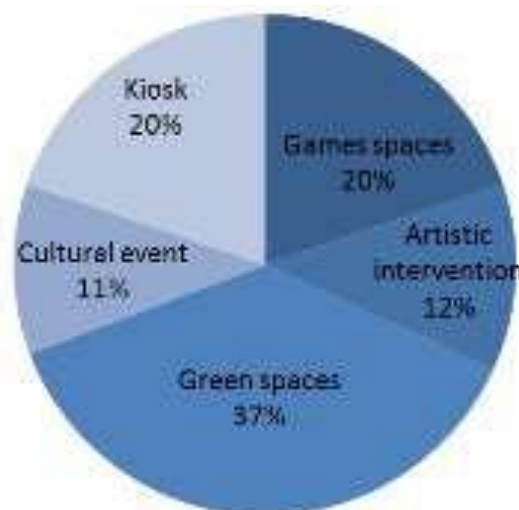


Fig. 8. The desired type of public refitting Ahmed Bey.

Thus the project of refitting is a project which misses management of communication on their process between the speakers in particularly with the citizen who has impulse on the project, of this fact e will make a proposal of intervention in the project which consists of a plan of communication (Comm, 2005) of citizen consultation of the place Ahmed Bey's.

TABLE I  
VISUAL COMMUNICATION PLAN

	Week 01	Week 02	Week 03
Target group 01 «L'assemblée populaire de la commune»	Meeting with the concerned service		
Target group 02 «Citizen»		Session of information about the Project, Project and consequences	
Target group 03 «Associations»			
Target group 04 «Institutions publics»			Meeting with the representatives

Plan of communication of citizen consultation of the place Ahmed Bey's project management:

#### Objective of the project's communication

The objective of the Revitalization and urban Regeneration of Constantine city center-place Ahmed Bey is to give back again its attractively and its dynamism to them by refitting it in one way to offer it more space to the pedestrians with urban walks and the bored visual ones.

Thus the objective of the communication is to make a dialogue citizen all with length the process of the project.

#### Context of the project

The implied parts are all the people and the groups concerned with the project, so on this project of the refitting of the place Ahmed Bey one aims:

- Owner building: "Direction of Town Planning and Construction".
- Project superintendent: "Interior- decoration and Architectural firm HACEN KOUSSA"; "Assemblée Populaire Communale Constantine-" (City Hall); Associations.
- Communication professionals.
- Citizen.

The means can help to lead to the plan of communication:

- Synthetic diagnostic on the Place Ahmed Bey which presents its history, its assets and dysfunction;
- Broad outline of the program of the project.
- Technical means: various existing equipment.
- Limitation: it is necessary to comfort with a certain number of limitations of which is advisable to take account:
  - Budget: no supplementary budget is envisaged.
  - Times: during the Project.
  - Disponibility: number of persons available.

#### Message

To pass the information effectively, it is necessary to choose only one message by action of communication. What is the center of the communication of consultation?

The project presents a place import for the daily life of the citizens.

#### Planning and organization

A finalized communication plan consists:

-Of a visual communication plan: a landscape, in the shape of a line of time, briefly taking again all the actions of communication (Table 1).

-Of a planning of communication: a planning taking again all the aspects of each action of planned communication.

#### Report and adaptation

Questions to be formulated:

-Does your communication remain update in a context of full evolution?

-Are the adaptations useful?

- Concerning target groups?
- Concerning the under groups?
- In the style or tone?

-Are the messages well understood by the various target groups?

#### Evaluation and debriefing

Because of the good definition of the objectives, we can estimate during the project and later the communications actions which we undertook. This evaluation will make it possible to draw the conclusions concerning the future actions of communication by organizing a debriefing, a meeting during hich to travel the positive and negative points of communications actions.

#### IV. CONCLUSIONS

The obligation for consultation is today combined with a



second requirement concerning the equitable distribution of space between different users and different modes of transport (Gouyette, 2013).

The realization of the projects of public interests requires a participation of the various worn, inhabitants and citizens that it requires a strong communication between the parts (parties) fascinating of the project by basing on an adequate strategy with tools and means. Of this fact a project management must be defined well, that each project must have a method legitimates in order to carry out a project quality to realize within the deadlines envisaged.

Finally, we quote the words of "Aminata KONE" (General Secretary of the Trade Union Confederation of Families): « The consultation is a tool as it gives power to the inhabitants, that of being associated with the preparation and development of projects. I believe that the projects we followed pursue this is strong guiding idea, Search for new conditions for a new citizenship in order to build together the common reference values favorable to ownership by the occupants.» (Archi citoyen, 2010).

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