Making Bliss Liveable by Enabling Street Dialogue
Whitney Burdge, Elyssar Doumit, Yara Hamadeh, Nada Abu Zainab, Marc Antoine Matta
THE PROBLEM

Lack of Interaction:
-User/User
-User/Environment

- Poor Community Links
- Lack of Social Activities
- Commercial Activities not Diverse Enough
- AUB wall Functioning as a Barrier
- Fast Way of Practicing the Street Dominance of Short Time Activities

- Weak Social Dynamics
  - few people live the space
- Absence of Organizers Working on Regular Activities
- Commercial activities target mostly one social group (students)
- Absence of Street Furnitures
  - (seating areas, lights...)
- Poor Infrastructure

- Weak Street Planning
- Absence of Strategies
- Fence Design
- Weak Street Design

ORDER OF OBJECTIVES

Interaction Enabled

- Community Links Enabled
  - Social Dynamics Improved
different users live the space
- Social Activities Enabled
  - Diverse Activities Scheduled on a Regular basis
- Commercial Activities Diversified
  - Commercial activities target Diverse Social Groups
- AUB wall Functioning as a Connection
  - Fence Design Revised
- Practicing the Street slowed down
  - Long-Time Activities Enabled
  - Street Furnitures Provided
    - (seating areas, lights...)
  - Infrastructure Improved

1. Street Planning Improved Strategies Elaborated
2. Street Design Improved
Bliss Street acts as a physical barrier between the campus and the other side.
Conflict between Traffic & Pedestrian
STUDY ON THE SIMILARITY IN SHOP OFFERING

restaurants with similar offering
Conceived
Who Controls the street?

- Dominance of AUB (Campus-Users)
  - Street mental map: AUB determines users’ boundaries, lifestyle, activities and mobility...
  - Real Estate

Practiced
Practices in Bliss street are determined by Age, Gender and Class

- Women practices: Short time activity
  - Man as a "Rambler"

Lived
Daily routine-Social tactics

- Women: safety, pavement condition...
- Social tactics in relation to accessibility are not allowed as few people are able to enter AUB
- Symbolism and naming are as well determined by AUB (e.g. main gate-medical gate...).
BLISS STREET USER ANALYSIS
Where are the points of interaction? Who is missing from these connections?
1. What is the purpose of your visit to Bliss?

- Hotel for tourism
- Go to work
- Go to AUB
- To run my shop
2. Which place/experience makes you feel most connected to Bliss?

- Students and festivals
- Chez Paul
- The shop I used to own and was evicted from
- Diversity of the south part
- University environment
- Take a break at Zaatar w Zweit
3. What is missing or what would you change on the street?

- Lights, plants and greenery. The AUB wall blocks us.
- Walking with a child is difficult.
- The shop I used to own and was evicted from.
- Less crowded, problem of cars.
- Infrastructure issues during winter.
- Space. Parking lines and barricades. A place for graffiti on the wall.
- I remember the tramway.
- Waiting for taxis together at a designated sitting area?
- Attending AUB sponsored events?
  - Joining walking clubs with the elderly?
  - Using the wall as a communication platform?
  - Encouraging space for outdoor commerce with the use of a weekly pedestrianised street and market opportunity?
  - Increasing shops with a wider clientele?
- Increase the interaction (visual and physical permeability) between AUB campus and Bliss St?
- Enhancing the street environment by improving the sidewalk with hardscape features such as benches and lighting elements?
  - Considering a marketing strategy to re-brand Bliss Street as a destination for interaction between many user types?
  - Encouraging commercial spaces to use products made / designed by AUB students or organisations?
- Spearhead a weekly newsletter with local events?

POTENTIAL CONNECTION OPPORTUNITIES
<table>
<thead>
<tr>
<th>TOOL</th>
<th>OBJECTIVE</th>
<th>INPUT</th>
<th>STAKEHOLDERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planning Strategies -</td>
<td>Enable different users to live and experience the street</td>
<td>1-Improve the sidewalk condition</td>
<td>Municipality-MPW</td>
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<tr>
<td>-Soft Interventions-</td>
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<td>2-Regular Maintenance</td>
<td>AUB/Neighborhood Initiative Commercants</td>
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<td>3-Incentives to keep the street clean</td>
<td>NGOs, Environmentalists</td>
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<td>4-Address the needs of the elderly, children and disabled people</td>
<td>Users and local community</td>
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<td>5-Security and Safety</td>
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<td>Diversify the</td>
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<td>1-Revive the old commercial activities</td>
<td>Merchants</td>
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<td>commercial activities</td>
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<td>2-Shops use regulations</td>
<td>Property Owners and Renters (Old-New)</td>
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<td>3-Recommendations and assistance to property owners/renters</td>
<td>Investors</td>
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<td>Local Community</td>
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<td>Clubs/NGO's/ Committees</td>
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<td>Organize activities</td>
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<td>1-Farmers day and Artisanat day/Traditional Crafts</td>
<td>Local Community</td>
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<td>and events</td>
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<td>2-Festivals</td>
<td>Clubs/NGO's/ Committees</td>
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<td>3-Recommendations to property owners</td>
<td>e.g. Commercants</td>
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<td>4-Artistic &amp; Cultural Events: street furniture design made of recycled material, graffiti</td>
<td>Committee-AUB clubs…</td>
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<td>5-AUB events</td>
<td>Artists</td>
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<td>Municipality</td>
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<td>Residents</td>
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<td>Ministries (Tourism, culture...)</td>
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Bliss Street for Transition only (Before)
Soft Intervention: Pedestrianised Street for weekend festival/market (After)
Permeability Between inside campus and outside (Before)
2. Hard Intervention: Permeability Between inside campus and outside (After)
Divided Street (Before)
Hard Intervention: Safe and accessible cross-connection/parklets (After)
Break the wall to create gathering spaces

- AUB original wall
- AUB proposed wall
- Proposed spaces
- Proposed spaces for the shops
Hard Intervention: Wall niches (After)
Proposed section on bliss street
Proposed section on bliss street

RESIDENCES

SHOPS

STREET LIGHT
SIDE TREES
GATHERING ZONE FOR THE SHOPS
CAR PARKING
SIDEWALK
AUB LIMIT
SIDE TREES
STREET LIGHT
GATHERING ZONE
AUB
Bekhazzi Street (Before)
Bekhazzi Street (After)
Jeanne d’Arc Street (Before)
Jeanne d’Arc Street (After)
Abdel Aziz Street (Before)
Abdel Aziz Street (After)