

## Urban Vitality: Methods for Measuring Vitality in Egypt's Commercial Streets

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**Abstract :** Vital streets transfer a totally different message from the lifeless streets; vitality is considered as the mobility dynamism for the city's streets. The quality of a street is integral to the vitality. However, most efforts have focused on the requirements of cars resulting in the loss many qualities. A successful street is related to the needs and expectations of pedestrians. The amount of activity held in a place is one of the measures of vitality; hence the meaning of a vital street may be the result of a number of people engaged in various activities meeting their needs and expectations. Consequently, it varies from one city to another. This research focuses on vitality in commercial streets. It studies commercial streets in the Egyptian context, which have developed into a chaotic environment due to inefficiency and high-density activities. The first part identifies the meaning of vitality in the frame of its physical, social and economic dimensions, then determines the methods used in measuring vitality across commercial streets. Secondly, an application on one of the most important commercial streets in Alexandria 'El-Attareen' street is chosen as a case study to measure its vitality. The study contributes to a greater understanding of how theories on vital urban life contribute to the development of vital commercial streets in the Egyptian and similar contexts.

**Keywords :** footfall measurement, vitality, urban commercial streets, yield factor

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