



Prevalence of Billboards and its Influence on Urban Quality of Life Based on Billboards Installed on 90th North St, New Cairo

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Abstract

A billboard can be defined as a large outdoor advertising structure, usually found in high-traffic areas, offering advertising to drivers and pedestrians as well and contributes to provide any information on the availability of products or services as well as displaying government and commercial advertisements. But as a matter of fact, Appropriate attention is not being paid by the relevant authorities in Egypt in applying billboards to reduce the consequences on the urban quality of life. Therefore, this paper has concentrated on evaluating the impact of prevalence billboards on urban quality of life at the local level. The data in the study were obtained by personal observation, face to face interviews and online questionnaire to investigate the impact of Installing Billboards on the urban quality of life along selected street in New Cairo City. It has been observed as the display of billboards in the urban environment has implications and involvement on urban quality of life having adverse effects on numerous aspects. Based upon the findings of the research, that installation of billboards had been recommended to be treated as a part of the urban quality of life indicators especially that the urban quality of life has become one of the major socio-economic and political topics. In addition, the study recommends suitable legislation for defining size restrictions and standards of size, color, position of these billboards

1. Introduction

Improving the UQOL is one of the essential rights of people living in urban areas, which, in turn, necessitates changing the current state of neighborhoods to standard, stable and healthy facilities. Besides, the quality of urban public space requires a balance between quantity, distribution and placement of the outdoor advertising[1]. In the meantime, Advertisement

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has become a commonly known form of communication. This is among the most trusted marketing strategies used in the world encouraging people to expand preferences. Within the existence of certain products, articles, services, and enhancements of existing products [2]. To do that, we need to utilize media such as. billboards, Lamp Post, Guerrilla Advertisement, Transit advertisement, Stunt Advertising.... etc [3] However, advertising had been improved significantly and diversified and out of the box methods of advertisement were introduced but billboards are remaining as the most effective method of capturing the audience because this is the most popular activity within this industry. and its all-creative strategies are in resulting best because of excellent creativity. [4]. Regarding our country, billboards have marked Cairo's skylines with an enormous increase, that came with technological improvement. That allowed for the usage of different types of media to place advertisements in different locations and formats as well. Consequently, these billboards had a great consequence on UQOL needs to be analyzed to achieve a sustainable urban community. [5]

2. Research Problem

It is difficult to move a few meters in Cairo without being exposed to some sorts of advertising. Drivers and Pedestrians were revealed to relatively recent high-tech additions to the crowded advertisement of Egypt which are different types of Billboards.



Fig. 1: Prevalence billboards in different streets in Cairo, Source: Author

Although they are not the only digital outdoor advertisements in Egypt, the billboards especially the ones above movement paths have another purpose: in addition to displaying government and commercial announcements, they are equipped with traffic control equipment, including cameras and vehicle sensors. This research was therefore carried out to investigate their impact on the UQOL in Cairo.

3. Research objective

The purpose of this research is to assess the impact of the Prevalence of billboards to UQOL dimensions because it has been observed that the display of billboards in the urban environment has implications on the UQOL, inducing visual distortion, information overload, destruction of a sense of place, negative effect on traffic flow and safety and reduction of property value and urban decay among others.

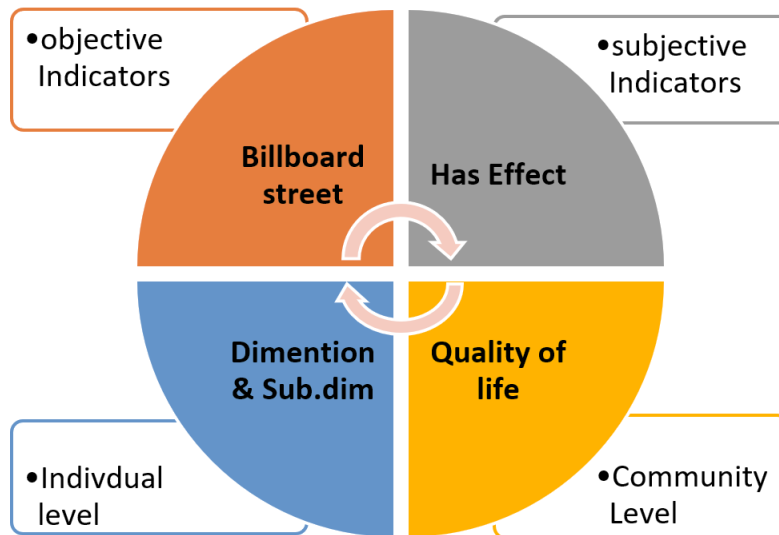


Fig. 2 Research objective [3] Adapted by Author

4. Billboard

A billboard is regarded as a large outdoor advertising structure, Brands usually use billboards to create their brands or to promote their new products, another definition of billboards is A large panel or flat surface that is intended for viewing an advertisement or notice from extended distances. [6]

4.1. Classification of Billboards

There are many categories of billboards that can be ordered according to many variables that are:

4.1.1. Classification of Billboards based on type

There are different types of Billboards which are: Classic, Mobile, Three-dimensional, Scented and Digital.



Fig. 3. Classification of Billboards based on type [7]

4.1.2. Classification of Billboards based on location

Billboards should be aligned to face traffic and should not be at opposite angles that oblige the viewer to look in a different direction and should be placed at a clearly readable height. Billboards can be installed in different areas such as: above the buildings, on pavements, above the street perpendicular to the direction of vehicle traffic [8]

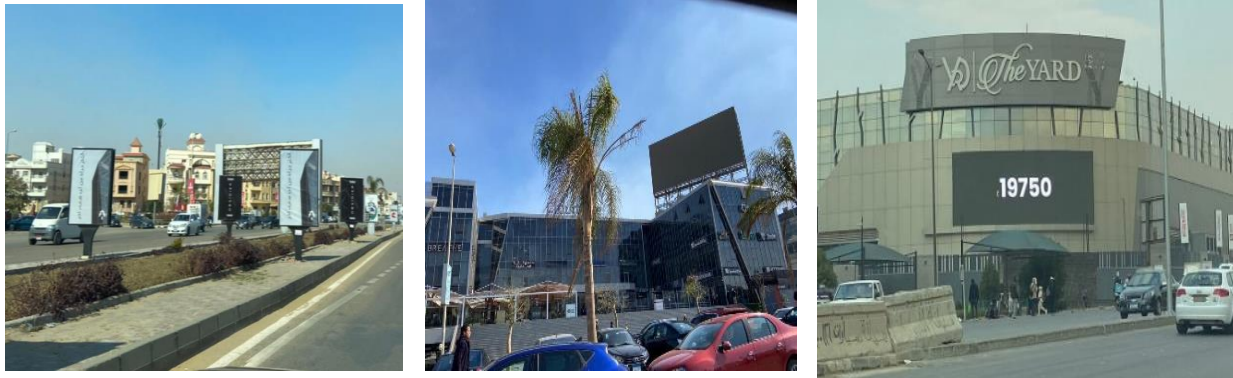


Fig. 4. Classification of Billboards based on location-Source: Author

4.1.3 Classification of billboard based on sizing

The billboard's size has a direct correlation with its location: such as Bulletins and posters. Obviously, massive billboards on highways are inappropriate in a residential area. and similarly, a small billboard would not be readable to drivers passing by at 100 km per hour[8].

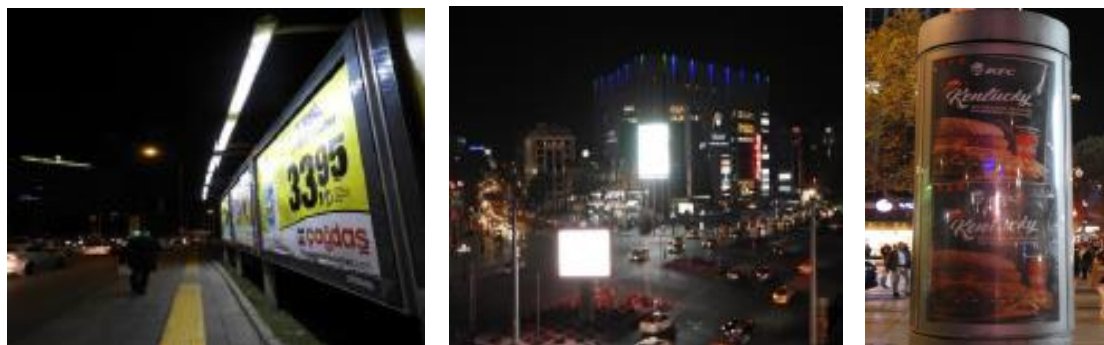


Fig. 5. Assorted sizes of billboards according to sizing [8]

4.1.4 Classification of Billboard based on fixing construction

There are many fixing construction methods such as: standalone structure, monopole structure and attached to building structure. Modern billboards must conform to engineering standards and are constructed of steel, while older billboard structures are made of wood or angle iron frames [9].



Fig. 6 Illustration of wooden structure as a type of fixing billboard construction [9]

4.1.5. Classification of Billboard based on number of displays configurations

Billboard has many categories of display configurations which are: double face, single face, v face and triple face, choosing the display configuration based on a lot of factors like: cost, location [9]

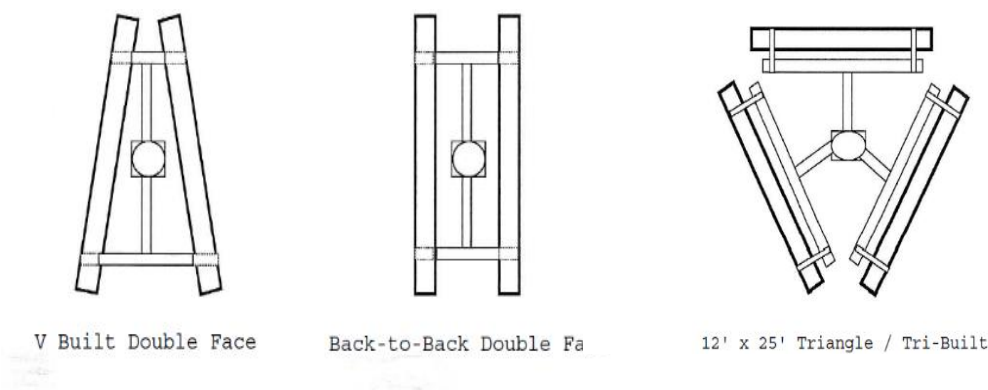


Fig.7:Examples of Numbers of billboards displays panels[9]

5. Urban Quality of Life

Enhancing UQOL is a fundamental goal of many activities in life. Numerous areas of life contribute enormously to the whole UQOL such as Environmental UQOL, Physical UQOL, Mobility UQOL, Social UQOL, Psychological UQOL, Economical UQOL, Political UQOL [10]. These domains of life are named ‘life domains and the domain of interest in this research is ‘UQOL’. So that can be defined as the overall welfare of people living in cities and the quality of the environment in which they live [11]. From this perspective, UQOL represent both objective dimensions and subjective dimensions. The first indicator is based on quantitative statistics of urban environment characteristics that meet the basic citizens’ needs while the second one measures include measurements of feelings upon life. [12] Indicator-based evaluation tools are the most used measurement method to measure UQOL: subjective or objective indicator. Typically, these tools quantify the various dimensions of UQOL using sets of indicators organized in a hierarchical structure under domains and subdomains. UQOL Indicators are generally divided into groups that represent the various categories of UQOL dimensions being measured. These thematic groups of indicators are usually called UQOL domains

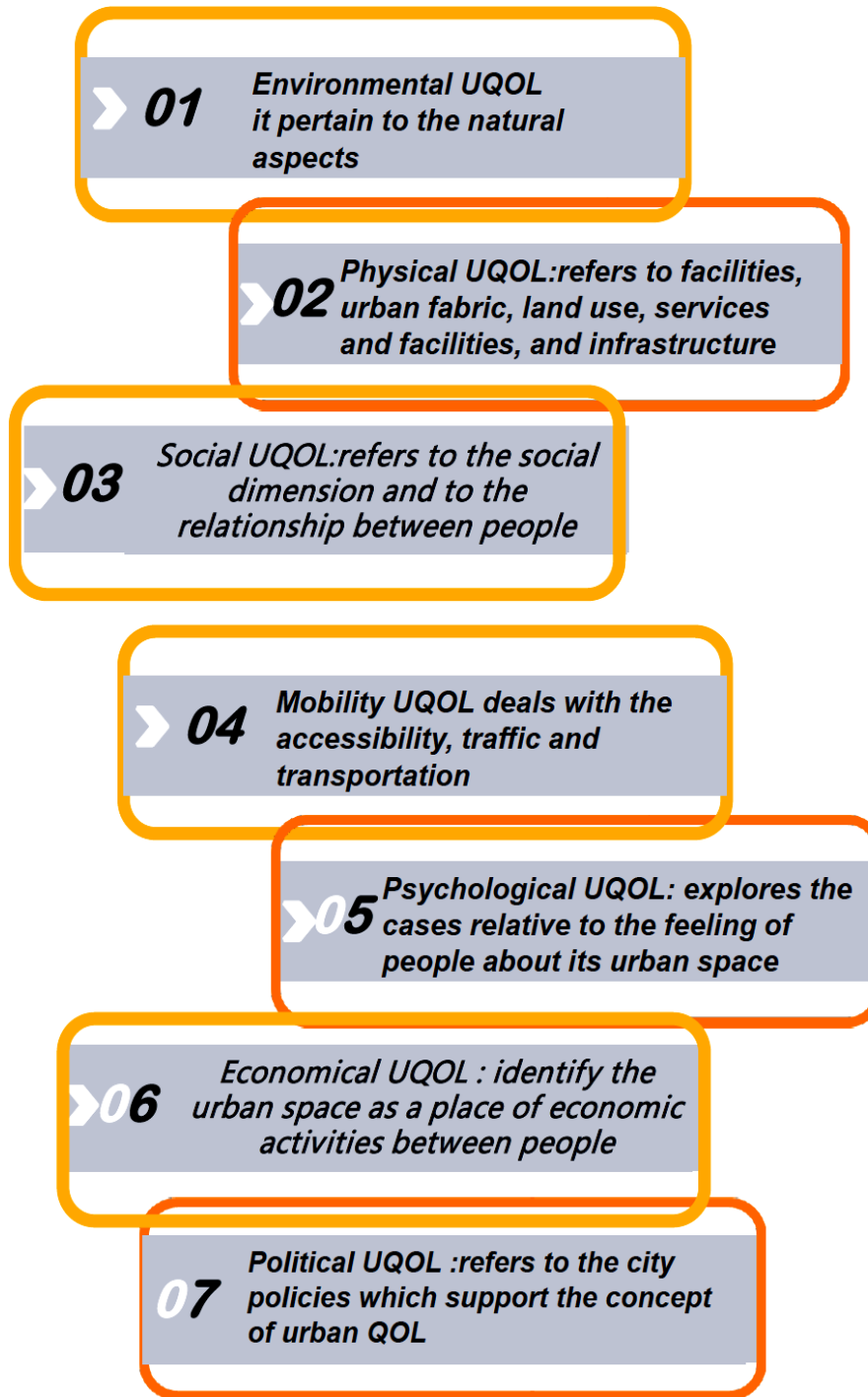


Fig.8: Urban Quality of Life Dimensions [10] Adapted by Author

6. Methodology

The theoretical part was collected by observations and analysis the main definitions and different classifications to accomplish the goal of this research, while the empirical part was gathered by personal observation, face to face interviews and online questionnaire to help researchers understand subjects' unconscious behaviour, but it requires finding a hypothetical conclusion from the results. Objective data will be generated via Online

questionnaire, but it may include the possibility of respondents purposely providing inaccurate information.

6.1. Study Area:

The scope of this study focuses on the evaluation of a main spine in New Cairo City, Egypt as 90th North St, New Cairo, 5th Settlement, Cairo. The street is a major axis that connects Cairo-Suez (C-S) highway road with new Cairo city with a diversity of different buildings on both sides of the axis such as: residential buildings, banks, cafes, malls, restaurant, gated communities ...etc and with heavy traffic. The selection of the case study was based on a number of factors to ensure that it experiences the effect of adding billboards to UQOL dimensions as briefed below:

- Significant number of users from different backgrounds and for different purposes attract marketing agencies which in its role utilize big sized advertisement.
- Daily street congestion different times within day and night.
- Mixed land use such as: residential, commercial...etc, which attracts a larger population

6.2. Overview for the study area:

Researchers have been out on the street on several times (during 6 months from January to July 2022) upon different conditions (holidays, weekends, weekdays; cold or sunny weather; early morning or afternoon or night) to look at the characteristic of the street under different conditions. The researchers demonstrated that the visual elements of billboards have a certain impact on walking and resting behaviours of pedestrians. The billboard’s size and location were appropriate to create a visual impact on pedestrians. Moreover, people had to purposely turn their eyes or interrupt walking to look at it, and many people were observed exhibiting such behaviour.

Table 1: Selected Type of Billboard which had been chosen from observation

based on type					based on location		based on sizing		number of displays		based on fixing		
Classic	Mobile	Three-dimensional	Scented	Digital	Walls cape billboards	Roadway billboards	Bulletins	Posters	Single Face:	Double face	standalone	monopole structure	attached to building structure

In addition to that, it was noted that most people showing resting behaviours, such as waiting for someone or for a bus, were clustered around billboards rather than other locations. Besides, there is a general distortion of what would have been an aesthetically perceived urban scene due to the random mounting of billboards. The streetscape particularly, is those most affected by this evolution and seem dull and unattractive. These billboards are located on the walls of residential and public buildings, fences, and even advertising signs already mounted, helping to cover part of the description on them. In many cases, too many billboards on the street had resulted in information overload which leads to

confusion, disorientation, distortion of reality, extreme fussiness. Add to this the excessive number of billboards in a street lead to the destruction of a sense of place which can lead to the loss of space and its negative consequences. After this observation the researchers had been chosen a case study of billboards which cause the biggest effect on urban quality of life based on the observation visits as shown in table 1.



Fig 9: Case Study area [13] Adapted by Author

6.3. Data Collection

A structured field survey had been conducted beside face-to-face interviews to obtain the required information about billboards effects and its impact on urban QOL and on street users. Data was collected and questionnaires were filled electronically by participants via a web-based online survey application (Appendix 1). According to our research scope as we investigate the billboards' effect on UQOL; we had to choose certain dimensions that effect directly by the billboard (mentioned in the literature study) as shown below in table 2: The objective indicators are based on quantitative statistics of urban quality of life characteristics that meet the basic people's needs while subjective indicator measures comprise measures of feelings about life, usually quantified through questions of satisfaction or happiness in urban domains and life satisfaction. [14]

Table 2: The Billboards’ Effect on Urban QOL [14] Adapted by Authors

		Indicator		Subjective-Objective
DIMENSIONS OF URBAN QOL	Environmental Urban QOL	Quality of AIR	Preserves open spaces and green areas	Objective
		Quality Of Materials	Discourage the use of construction materials that create pollution during their life cycle.	Objective
		Quality of Visual	Improving the Visual comfort by the billboards lighting illumination	Subjective & Objective
		Energy Use	Decrease of the primary energy demand.	Objective
	Urban Physical QOL	Land Use	Provide the access to the residents’ needs of facilities and promote a healthy environment.	Subjective & Objective
		Urban Layout	Complete street network that promotes different uses and needs.	Subjective
		Building Quality	Provide appropriate space for fulfilling people’s basic needs.	Subjective
	Mobility Urban QOL	Accessibility	Ability of travel measured by travel distance, time, or costs	Subjective
		Walkability and Cyclability	Continues walkable and cyclable network along both sides of the pedestrian’s path	Subjective
		Traffic Calming	Decreasing vehicle speeds to keep vulnerable road users safe	Subjective & Objective
		Public Transportation	Providing safe and comfortable waiting area for public transportation	Subjective
		Traffic Load	Reduce traffic congestion to increased comfort and mobility for non-motorized travel	Subjective
	Social Urban QOL	Social Connectedness	Promote social participation and reintegration	Objective
		Security	Reinforcing a safe and secure environment to provide safety for the street users	Objective
	Psychological Urban QOL	Space Personalization	Adding Privacy by Maintaining a comfort residentials spaces	Objective
		Community Identity	Evoking identity for urban Spaces, urban environment, and street scape	Objective
		Urban space Quality	Attractive outdoor scenery to Realize the visual aesthetic.	Objective
	Economical Urban QOL	Economic Development	Enhances prosperity by Encouraging people to visit the area	Subjective & Objective
		Economic Standard of Living	Encourage people to purchase goods and services	Subjective & Objective
	Political Urban QOL	Policies	Applying urban design codes and legislations for the billboard design	Subjective
Civil and Political Rights		Participation of residents and users in representative governance and decision making processes	Subjective	

7. Results and Findings

The following sections present a detailed statistical analysis of the participants' evaluation of the various feature linked to the questionnaire:

7.1. Application of survey Questionnaire:

The questionnaire was composed of two groups of questions: general information, level of satisfaction of every UQOL dimensions and sub dimensions and indicator for the selected case study (table 1) which characteristics are: Type: Digital, Location: Roadway billboard, size: Bulletins, number of displays: double faced, fixing: monopole structure. As shown previously in Fig 10

7.2. Analysis of the General Attributes about the Participant's Background:

The study was conducted on a sample of 100 people using the street, they were classified according to their age group, occupation and their use of the street and frequency of visit (visitation range in different periods of the year). The ratios were as follow in charts.

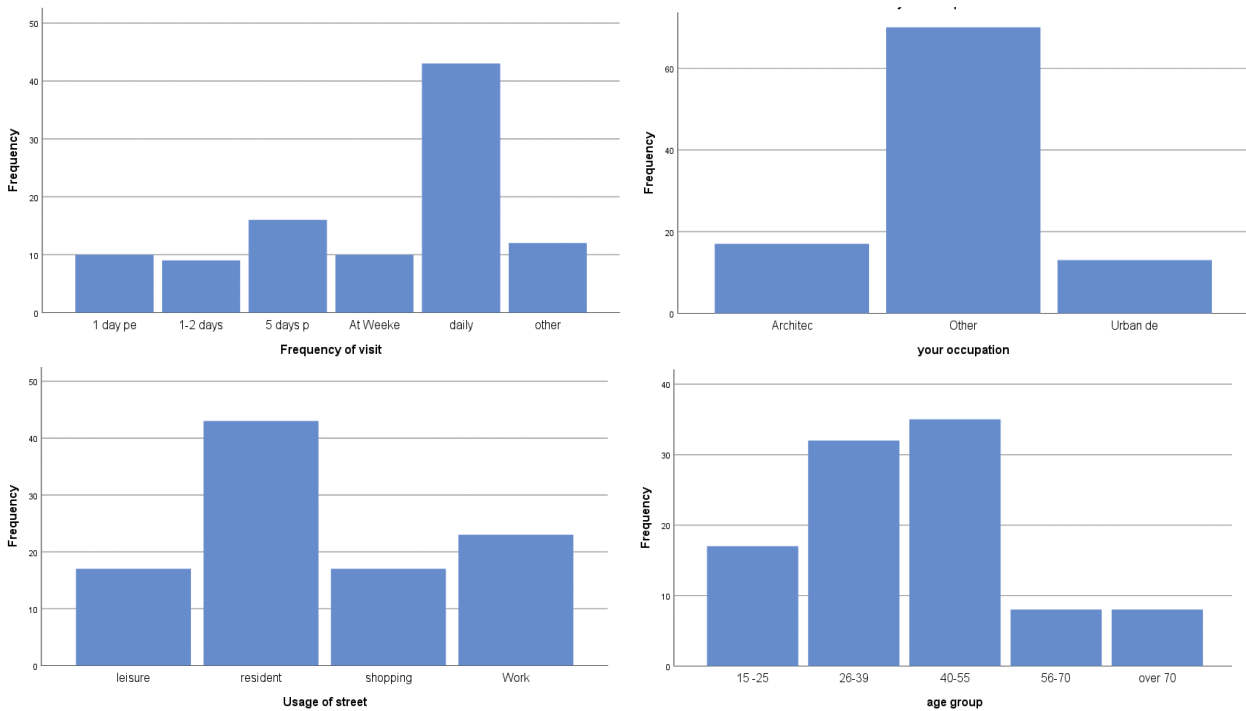


Fig 11: Participant Profile Adapted by Author

Regarding the gender of the participants, around 58% of the respondents were females and around 42% were males which reflects near distribution. Meanwhile, the highest age group that participated were from 40-55 and 26-39 years representing 34% and 31% sequentially. Age groups from 15-25, 56-70 and over 70 were targeted but their response rate was much lower. In relation to the frequency of visit of the participants, most participants were visiting the street daily followed by 5 days per week and this result is in a real relationship with the usage of street question, as most of the daily street participant are residents. Other participants with various frequency of visit came as the lowest participation level. Concerning the educational backgrounds of the participants, most participants were not

architect or urban designers. Other participants with various backgrounds came as the highest participation level.

7.3. Stimuli:

Five points Likert scale was used ranging from (1) Very unsatisfied (2) unsatisfied (3) neutral (4) satisfied (5) Very satisfied. The method of data collection was an online questionnaire. The researchers conducted a survey for an Evaluation of effect of billboards on QOL dimension targeting those one hundred respondents who reported being aware of billboards. The questionnaire was composed of twenty-one items regarding the QOL dimensions (mentioned in table 2) asking respondents to score each question on a scale of 1 to 5. The average score of each question was calculated to facilitate the analysis of responses. The respondents' evaluation of the billboards conducted using a statistical package program for the social sciences, PASW (SPSS) Statistics 18 (Table 3) [14]

7.4. Reliability of Measurements:

Before assessing the results of the evaluation, the reliability of our questionnaire was measured by means of Cronbach's alpha which value of 0.6 or more is viewed stand for good reliability, and analysis showed that the alpha value for the questionnaire was 0.874 (22 question) indicating that the survey results can be considered reliable. [15]

7.5. Evaluation the effect of the Prevalence of billboards to UQOL dimensions:

This section evaluates what is the impact of Installing Billboards on the urban quality of life along selected street in New Cairo City. Furthermore, it assesses the satisfaction of respondents with the subjective and objective indicators regarding UQOL via PASW (SPSS) Statistics 18 as shown in Table 3

Table 3: Descriptive Statistics-Source: PASW (SPSS) Statistics 18

	N	Minimum	Maximum	Mean	Std. Deviation	Variance
Environmental Urban	100	4.00	13.00	8.6000	1.96946	3.879
Physical Urban	100	5.00	15.00	11.7400	1.71517	2.942
mobility	100	9.00	17.00	13.1900	1.84059	3.388
Social Urban	100	6.00	14.00	9.9900	1.48729	2.212
Psychological Urban	100	3.00	9.00	6.1100	1.56279	2.442
Economical Urban	100	6.00	10.00	8.2500	.96792	.937
Political Urban	100	2.00	6.00	3.7300	1.05270	1.108
Valid N (listwise)	100					

From this table we came up with these values: mobility has the largest mean = 13.1 Then the next one is Physical Urban. it has the mean = 11.74. And the lowest value of my arithmetic means in favour of Political Urban. it has the mean =3.73, as shown in Fig 12

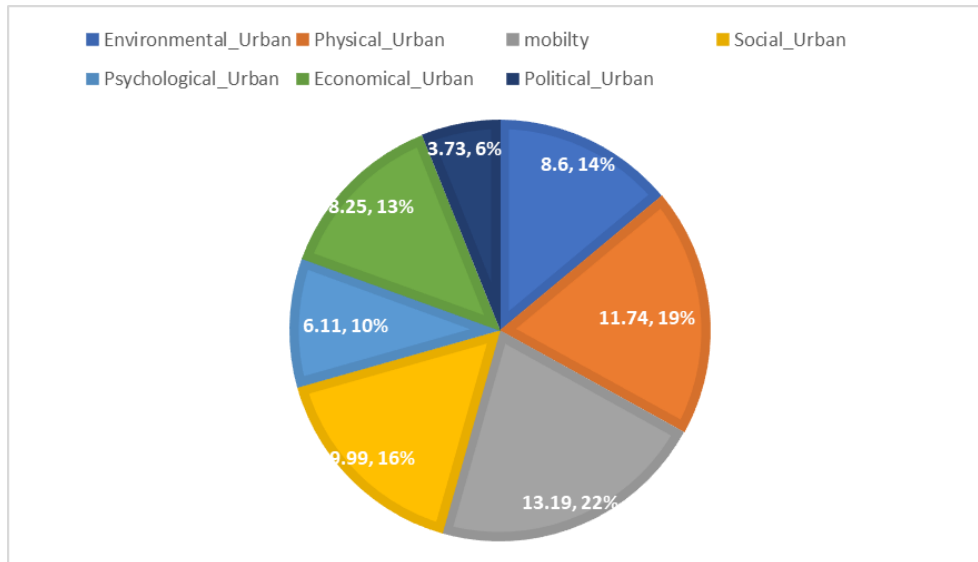


Fig 12: Mean values of every indicator - Adapted by Author

- Environmental UQOL

Regarding the Environmental Urban, 84% of the respondents was not satisfied about the effect of billboards on Decreasing of the primary energy demand. In terms of the Improving the Visual comfort by the billboards lighting illumination 81% of the participants weren't satisfied. This can be attributed to the fact that these participants' felt that the billboards impact negatively on environmental UQOL on the selected street. As for Improving the Visual comfort by the billboards lighting illumination, 36.6 % of the participants were unsatisfied and for the indicator Discourage the use of construction materials that create pollution during their life cycle 38 % of the participants were unsatisfied. So, in brief, participants expressed a higher dissatisfaction with Energy Use and quality of visual indicators .as shown in Fig 13

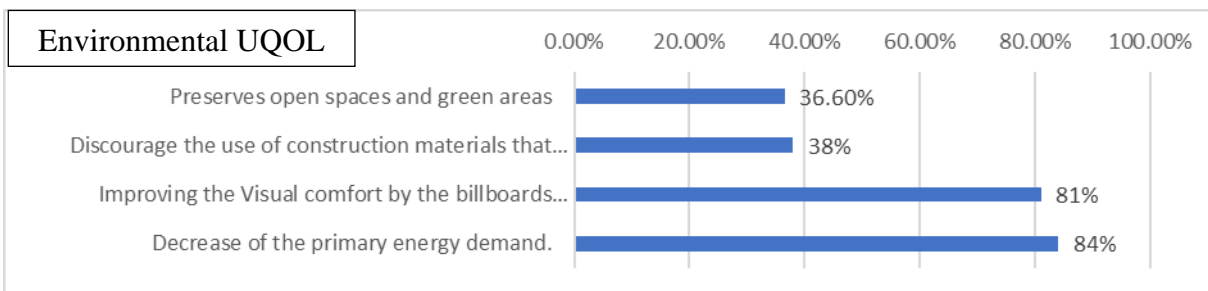


Fig 13: Degree of users' dissatisfaction with the different indicator of Environmental UQOL
Adapted by Author

- Physical UQOL:

When it comes to the Physical UQOL, 44% of the respondents was not satisfied about the effect of billboards on providing appropriate space for fulfilling people's basic needs, it effects physiological needs, safety needs negatively which consider a result of the negative effect of the case study. As regards Providing the access to the residents' needs of facilities and promoting a healthy environment and Complete Street network that promotes different uses and needs, the level of dissatisfaction was much lower representing 39.6 and 38.6 % of the participants weren't satisfied.

In brief, participants expressed a higher satisfaction with Physical UQOL than the previous indicators indicated in Fig 14

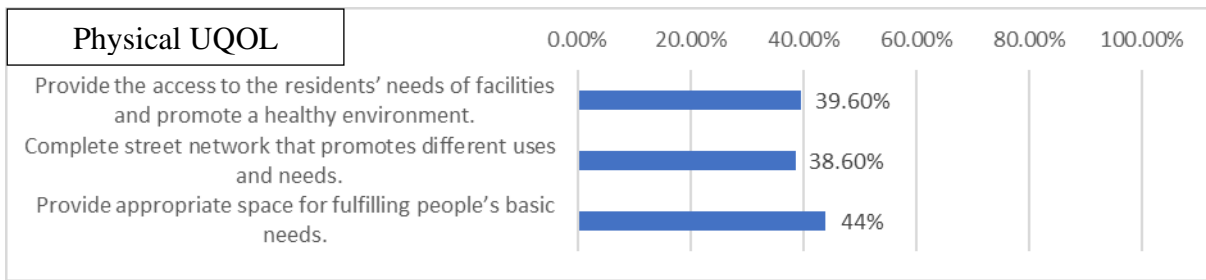


Fig 14: Degree of users' dissatisfaction with the different indicator of Physical UQOL
Adapted by Author

- Mobility UQOL:

Concerning this indicator, 82.2% of respondents were not satisfied with the walkable and cyclable network along both sides of the pedestrian's path, as the billboards monopole fixing took all the pedestrian's path area. Moreover, Ability of travel measured by travel distance, time, or costs unsatisfaction consider to be the one of the lowest indicators as most of the participants think that the billboard did not affect it. In the meantime, reduce traffic congestion to increased comfort and mobility for non-motorized travel was the lowest degree of unsatisfaction cause participant assured that there the traffic cameras that had been fixed over the billboard had restricted the vehicle speed. These data had been illustrated in Fig 15.

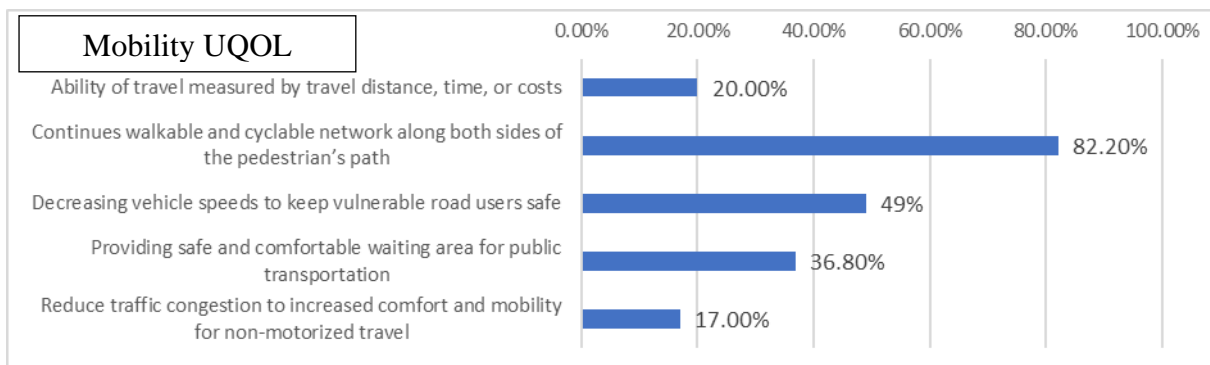


Fig 15: Degree of users' dissatisfaction with the different indicator of Mobility UQOL
Adapted by Author

- Social UQOL:

Relevant to social UQOL indicator, 14% of respondents were not satisfied with Reinforcing a safe and secure environment to provide safety for the street users, as the billboards lighting all day along make them feel safer. In addition, regarding Promoting social participation and reintegration unsatisfaction was 37.8% which indicates that billboard's advertising becomes an expression of an individual's social status rather than just of the features of the commodity itse becomes an expression of an individual's social status rather

than just of the features of the commodity itself. To sum up, Social urban quality of life didn't affect negatively comparing to other indicators as illustrated in Fig 16

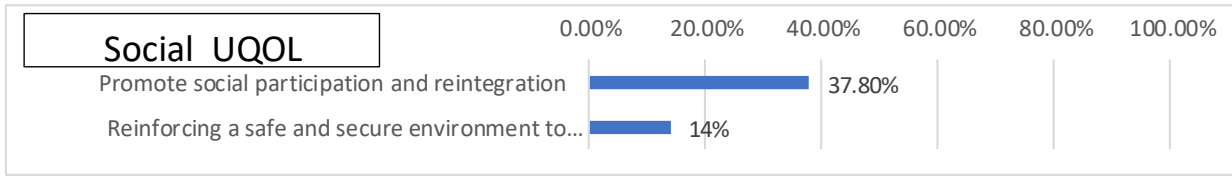


Fig 16: Degree of users' dissatisfaction with the different indicator of Social UQOL
Adapted by Author

- Psychological UQOL:

All the sub indicators in Psychological UQOL had a negative influence on participant's satisfaction, the more negative impact came from Attractive outdoor scenery to Realize the visual aesthetic which consider that billboards had a bad effect on urban space quality, community identity and space Connectedness as well. Fig 17

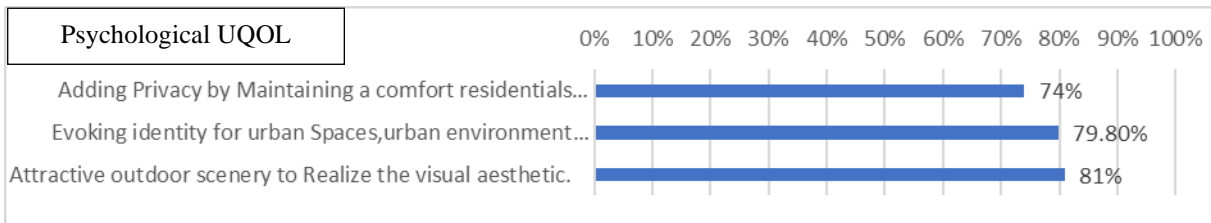


Fig 17: Degree of users' dissatisfaction with the different indicator of Psychological UQOL
Adapted by Author

- Economical UQOL:

Like social UQOL, economical UQOL analysis shows lesser dissatisfaction than the other indicator. This is because billboards play a major rule in economic. They introduce a new product in the market, expansion of the market, increasing sales, enhancing good-will, educating the consumer and providing better quality products as well as shown in Fig 18

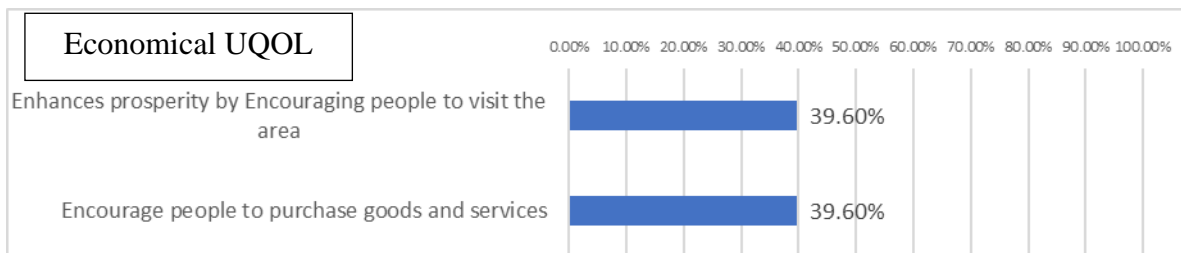


Fig 18: Degree of users' dissatisfaction with the different indicator of Economical UQOL
Adapted by Author

- Political UQOL:

The prevalence of billboards shows that there are no standards and regulations by creating specific design guidelines for outdoor advertisement. In addition, strict laws and regulations had not been established. This data showed clearly by the questionnaire as 60 % participants

was not satisfied by Applying urban design codes and legislations for the billboard design and 66% participants thinks that there are no Participation of residents and users in representative governance and decision-making processes as illustrated in Fig 19

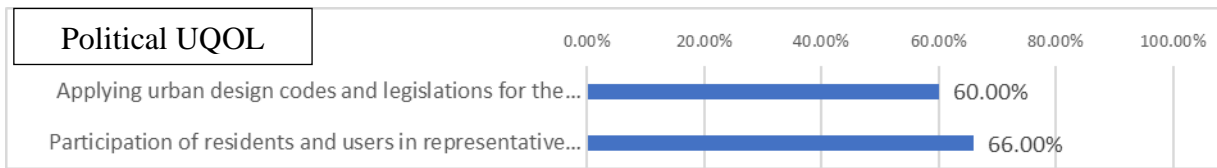


Fig 19: Degree of users' dissatisfaction with the different indicator of Political UQOL
Adapted by Author

To summarize, it was obvious that the prevalence of billboard in the case study's street had a negative effect on urban quality of life indicators.

8. Conclusion

Urban quality of life is a concept that has the challenge to fix the problems of urban areas, to control urban spreading. It has the objective to restore existing urban areas and control the development of new communities. The study classified UQOL into seven dimensions: environmental, physical, mobility, social, psychological, economical, and political. These main dimensions are divided into twenty-one basic principles that effect directly by in various combinations to achieve quality of life for communities. These seven dimensions are studied theoretically and can be subjected to an applied study

Moreover, an evaluation of the impact of billboards on the UQOL in 90th North St, New Cairo, 5th Settlement in Cairo, Egypt. the road suffered from prevalence billboards.

It was obvious that the mobility & psychologically UQOL considered to be the most effected indicators according to participants and to the observation as well. That doesn't mean that the other indicators don't affect UQOL. For example, the billboards are disturbing due to its effect on Continues walkable along both sides of the pedestrian's path, on the other hand it led to distraction to drivers which might result in accidents. the billboard affects negatively the environment by many reasons such as taking over the space dedicated for the trees, Block the view of the sky, and darken the city's skyline. Likewise, a disharmony with the urban image had been caused by many factors such as Incompatible billboards size, colour, used fonts, language, and distance between them

According to social impact, the advertisement makes us believe that all we need is for sale. If you decide not to buy, advertisements tell you that you are not satisfied. Hence, advertisements are fuelling your needs even its not important, just so you can spend your hard-earned money on things that will ultimately leave you disappointed and dissatisfied.

Additionally, the high levels of illumination required to capture the user's attention result in a high level of contrast with the surrounding glare.

9. Recommendations:

Depending on the analysis presented in this research, the authors came up with several recommendations that target specific professional institutes or organizations. It is worth mentioning that the purposeful sample of the participants who shared in the survey questionnaire has guided the authors and added value to the recommendations. Accordingly, the recommendations are: The government and its organizations must monitor the situation more closely as well as a bigger role to be played by civil society, in controlling the content of the advertisements to provide road safety and reduce provocation or animosity because of increased consumption. When using billboards, it is very important that an open-door policy and communicate regularly should be kept with all users. Overestimating the profit of a product or service, it is called as misrepresenting which committing to a customer a level of quality that cannot be delivered.

One main priority in designing billboards to ascertain visual and light pollution prevention standards and regulations by developing specific design policy for outdoor advertisement. In addition, strict laws and regulations should be applied. Finally, billboards should be designed by a cooperative team of architects, sociologists, lighting designers, urban designers and graphics designers that allows them to deal with the needs of both the consumer and the society.

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انتشار اللوحات الإعلانية وتأثيرها على جودة الحياة الحضرية القائم على اللوحات الإعلانية الموجودة بشارع التسعين الشمالي-القاهرة الجديدة

تعرف اللوحات الإعلانية بأنها هيكل انشائي اعلاني يوضع خارجياً، ويكون عادة في الطرق ذات الكثافة المرورية المرتفعة حيث تقدم خدمة إعلانية لكلا من السائقين والمشاة وتقوم اللوحات الاعلانية بنشر أي إعلانات سواء حكومية او تجارية.

إلا ان الانتشار الغير ممنهج للوحات الإعلانية في مصر أدى إلى نقص في جودة الحياة الحضرية. ولذلك فتم التركيز في هذه الورقة البحثية على تقييم تأثير الانتشار الغير ممنهج لهذه اللوحات علي جودة الحياة الحضرية محلياً.

واعتمدت منهجية البحث على عدة طرق بحثية وتتلخص هذه النقاط في/ الملاحظات الشخصية، المقابلات وجها لوجه مع المستخدمين و الاستبيان الالكتروني من اجل دراسة تأثير تركيب اللوحات الاعلانية في مدينة القاهرة الجديدة.

ونتيجة للدراسة، لوحظ أن الانعكاس الناتج من عرض اللوحات الإعلانية على البيئة العمرانية وعلي جودة الحياة الحضرية أدى إلى آثار سلبية على العديد من الجوانب

وطبقاً للنتائج الخاصة بالدراسة، فيقترح أن يتم تركيب هذه اللوحات بطريقة تتناسب لا تؤثر على معايير جودة الحياة وخاصة ان الحفاظ علي جودة الحياة أصبحت واحدة من أهم الموضوعات الاقتصادية والاجتماعية والسياسية.

بالإضافة إلى ذلك فإن الورقة البحثية تقترح وضع تشريعات مناسبة وواضحة لتحديد الحجم واللون والموقع المناسب لهذه اللوحات