

# RUWAIS UN-PLANNED

A Public Health & Territorial Intervention

A Case Study by Faris Abuzeid



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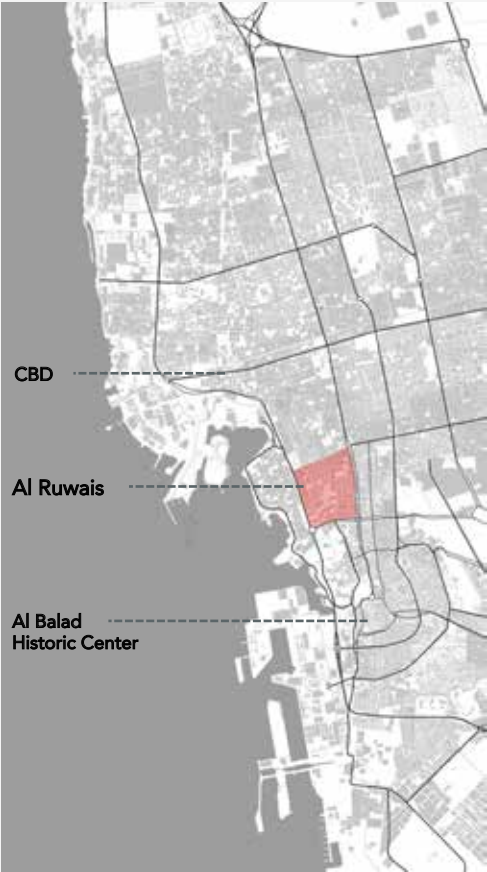
شارع قصر نفيع  
Nafees Street (28)



# GEOGRAPHICAL SNAPSHOT



- KSA/Jeddah Location



- Al Ruwais City Level



- Neighborhood Level



# NEIGHBORHOOD SNAPSHOT



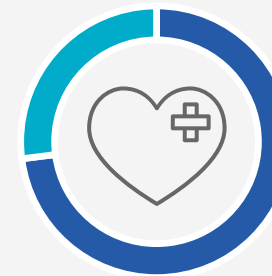
■ Informal ■ Developed



**Total Area**  
40% Informal Condition



**Population**  
58.3% Living in Informal Area



**Population Exposed**  
73% of neighborhood exposed to infection



An aerial photograph of a densely populated urban area, likely in the Middle East, characterized by numerous low-rise, light-colored buildings. In the background, a few taller skyscrapers are visible against a clear blue sky with scattered clouds. A white rectangular frame is superimposed over the middle of the image, containing the title text. The overall scene depicts a contrast between traditional urban density and modern high-rise development.

# THE URBAN CASE

# URBAN INFRASTRUCTURE ISSUES

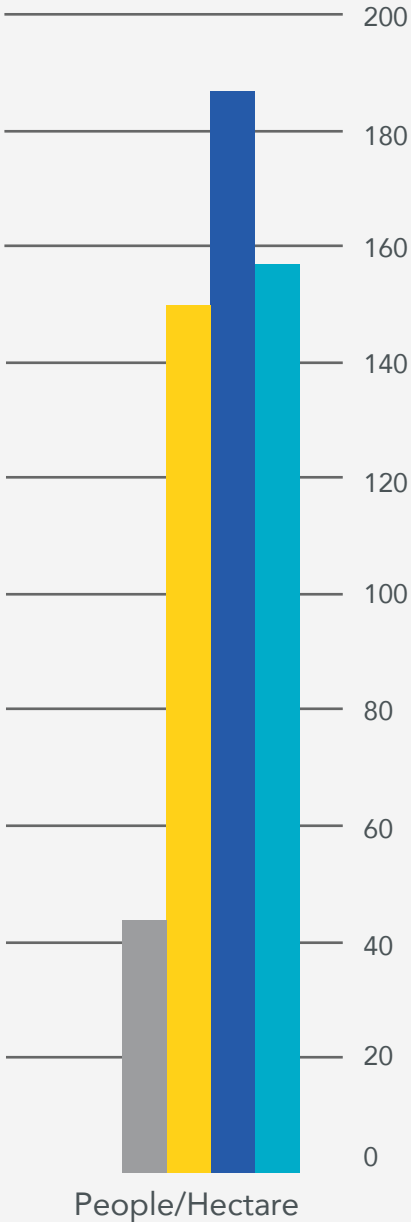


- High density population with poor housing standards for inhabitants



- Lack public works and narrowing street connections

■ United Nations Average   ■ Informal   ■ Jeddah Average  
■ Developed





# PUBIC HEALTH ISSUES



Dengue Fever



Typhoid



Cholera

*Proliferation of infectious diseases is one of the main issues affecting inhabitants of these neighborhoods*



- Unmanaged sanitation and waste facility services



- Lack of community awareness on proper sanitation practices



# PREVIOUS INTERVENTIONS



- Proposed boundaries for redevelopment area of Ruwais by JDURC (JDURC, 2018)

- Rendering of JDURC new urban plan (JDURC, 2018)





# COMMUNITY & NEIGHBORHOOD



# COMMUNITY STORIES





# THE NEIGHBORHOOD CHARACTERISTICS



- Example of commercial community at As-Sayyid Street



- Example of public space off As Sayyid Street





# ACTION PLAN



# ACTION PLAN





# 1. PUBLIC AWARENESS CAMPAIGN



- Tailored, Multi-lingual awareness campaign on the importance of maintaining overall public health in the neighborhood.
- Environmentally friendly techniques will be used to repel flying insects that further spread diseases to other areas.

Source: Mawbima Newspaper/Google Images



- Malaria Awareness Week using Citronella Ink



- Anti-Fly Sphere



## 2. WASTE MANAGEMENT & SANITATION CONTROL



- Promote community involvement and advancement of waste collection operations.
- Strategically locate bins across the neighborhood with information from the community on unserved areas.



- Waste Collection Centers
- Government incentivized programs



### 3. ECONOMICAL INFRASTRUCTURE INTERVENTION



- Create temporary connections between areas.



- Using economical grade gravel as acceptable public works
- Improve the overall quality and feel of the neighborhood





# A PUBLIC HEALTH AWARENESS & COMMUNITY PLATFORM



# A COMMUNITY PLATFORM



## Goals:

- Win over, empower and unite the neighborhood
  - Give inhabitants the necessary tools to help manage disease outbreaks
  - Transform the area into an urban core for the city.
  - Bring necessary economic development to the neighbourhood and its community.
- An opportunity to open up dialogue between residents of the community



# OPPORTUNITY FOR CITY WIDE IMPLEMENTATION



- Over 53 unplanned neighborhoods spread across Jeddah
- Al Ruwais is set to be ground zero for our health awareness platform
- This movement is expected to promote several goals of the UN's 2030 Agenda



- Sustainable action opportunities using the organic nature of the neighbourhood





# NEIGHBORHOOD EXPERIENCE

منطقة  
ش ١٣ غ ٥  
N13 W5  
sector

الاسم (٣٢)  
Yazeed Al-As







