
The Role and Importance of the Street Manager Function in Revitalization Processes

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Abstract:

Purpose: The aim of this article is to explore the roles, responsibilities, actions, intricacies, and tools used by street managers. It defines this profession and its importance in urban changes and development. In the author's country and across Central and Eastern Europe, cities undergo intense revitalisation efforts, involving reconstruction of facilities, streets, and areas, tied to European funds and local resources. This renews the old urban fabric, corrects past errors, and addresses political challenges. Street managers are a novelty for urban dwellers and can drive comprehensive city changes.

Design/Methodology/Approach: The article was designed in a classical manner. A literature review was conducted to assess the popularity and scope of the topics discussed in the text, specifically addressing the issues of streets in the context of New Urbanism. This action aimed to place the content within a theoretical framework and definitions. Based on the literature review and case studies from newspaper articles, the scope of duties of street managers was outlined, with more emphasis placed on the role of the manager in the urban space revitalisation process.

Findings: The outcome of the article is to introduce and specify the responsibilities of street managers, determine their objectives and the challenges they face, and assess the effectiveness and rationale for hiring or appointing such a position.

Practical Implications: The article can help urban institutions responsible for processes of space management, placemaking, struggling with efforts to revitalise, change the function of streets or other spaces.

Originality/Value: The role and importance of street managers in relation to the social and economic regeneration processes of streets, neighbourhoods, cities is still little understood, especially in countries that have undergone political transformation and are beginning to implement the ideas of New Urbanism and governance.

Keywords: Revitalisation, entrepreneurship, manager, street manager, street level, management, urban studies.

JEL codes: H70, R58, Z10.

Paper type: Research article.

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1. Introduction

The processes occurring within urban spaces, centered on a shift in the perception of the street's role and the importance of local communities, as well as a change in the awareness and needs of residents, stem from the principles of New Urbanism. Not only activists and urban movements but also local authorities recognize the necessity of planning and implementing revitalisation and renovation initiatives. The top-down (heteronomous) management of these changes and the often irresponsible handling of past mistakes in such processes have prompted local authorities to embrace the concept of co-governance.

This involves the inclusion of stakeholders and individuals with a direct interest in these transformations, aligning with the principles of governance (Bevir, 2012). To minimize the risk of failure in costly projects, a deep understanding of revitalisation is essential. It's more than just renovation; it involves animation, reinvigoration, and engaging individuals and organizations within a specific area.

The growing importance of placemaking requires public intervention for effective urban space management, which can be handled by specialized municipal units. However, a more personalized approach called the street manager concept, involving individuals or groups overseeing community streets, is gaining popularity.

The first question that this article seeks to answer is what scope of duties and activities can be encompassed by the work of a field manager? It appears that there is a wide range of issues that can be identified from the street level. A preliminary categorization may involve separating technical, organizational, social, and economic matters. The typology of problems that a street manager's work may address will be presented in a separate table and discussed in the content.

The second area of focus, which constitutes another significant aspect of this article, pertains to the projection of competencies and tools that a street manager can utilize. The article aims to provide answers to questions such as: what education, experience, and skills a candidate for a street manager position should possess?

The role of street managers is multifaceted, encompassing various fields, including traffic management, urban aesthetics, public safety, the promotion of street culture, and sustainable city development. In this regard, there remains the challenge of defining responsibilities and delineating the practical scope of such a role.

The article's thoughts and ideas are based on a literature review. Street managers work closely with various stakeholders to create functional, attractive urban spaces. This approach should be understood within the broader context of management and should draw from experiences, examples, and management theories. It's important to consider communication strategies and garner support for the manager's actions, including exploring place marketing, placemaking, and insights from social work

scholars. Alongside a synthetic review of available international literature to achieve the article's goal, case studies of street manager employment in historical city centers from four Polish cities were utilized. These cities included: Łódź, Gdańsk, Kielce, and Szczecin.

2. Literature Review

Contemporary city centers and downtown areas face various crises and problems that can vary depending on location, development level, and social factors. These issues are interconnected with broader urban challenges such as debt, immigration policies, and spatial segregation.

In developed countries, urban planners and researchers highlight the problem of streets turning into traffic-focused canyons due to a misinterpretation of modernist design principles and neoliberal urbanism. This transformation has made cities car-centric and given control of urban spaces to global corporations and capital groups for large shopping centers.

From the streets, human activities such as play, unrestricted movement, and spontaneous social interactions like conversations have disappeared, replaced by noise and danger. Greenery has vanished from the streets; sidewalks have narrowed or been taken over by parked cars. The remedy for such streets was meant to be human-scale urbanism, as advocated by Jan Gehl (Gehl, 2010), or the vision of a happy city as described by Montgomery (Montgomery, 2015).

In happy cities, streets encourage people to go out and enjoy the space, making it not only safer but also more adaptable to climate changes and various human needs. The primary cause of this situation, particularly evident in the city centers of the United States, is the transformation of streets from their original neighborhood character due to the focus on individual car traffic and the proliferation of enormous shopping centers. "Streets and their sidewalks, the main public spaces of a city, are its most vital organs," as Jane Jacobs wrote in her famous book "The Death and Life of Great American Cities" back in the 1960s, which has proven to be one of the most influential works on cities and architecture (Jacobs, 1992).

Jane Jacobs is also recognized as a co-originator of the concept of placemaking, which is directly related to the topics discussed in this article. According to the National Heritage Institute in Poland "The idea of placemaking is based on the belief that a place should serve people, and therefore, it should respond as much as possible to their needs.

The process of planning places, which combines the expertise of experts with the voices of local communities, allows for the design of user-friendly spaces that take into account aesthetic values and address social needs." Placemaking is described as an interdisciplinary, multidisciplinary, and transdisciplinary concept (Sofield *et al.*,

2017), which is why it has numerous connections with various disciplines, ranging from technical sciences, urban design, architecture, to sociology and psychology.

Placemaking is often described as a holistic approach because it assumes the broad involvement of different social groups in the planning process and deals with a wide range of social and spatial challenges (Ball, 2014). It is a form of participatory spatial and urban planning that involves both the public and private sectors, as well as civil organizations and tourists, and most importantly, the entire society, which means the citizens (Baka, 2015; Marques and Richards, 2013; Thurlow and Jaworski, 2014).

Many urbanists criticized the prevailing trends in urban space design, which led to cities becoming sterile, unfriendly to pedestrians, and inhospitable for leisure activities (What Is Placemaking? 2007). The words of Franz about placemaking are significant: "a collective process of space arrangement with the aim to advance the usage and living quality of a space and to appropriate the space in a socio-emotional way" by adding meaning to users of a space and thus changing it into a quality place (Franz *et al.*, 2008).

Another theoretical concept worth discussing in the context of the article's theme is Place Management. Place Management is defined by the Institute of Place Management as "coordinated, area-based, multi-stakeholder action aimed at improving the functioning of a specific place, utilizing the skills, experience, and resources of individuals operating in the private, public, and voluntary sectors" (Postgraduate Courses in Place Management and Leadership, 2023). This institute offers training programs related to place management, emphasizing the interdisciplinary and multi-stakeholder nature of place management.

It highlights the role of leadership/authority and the development of partnerships in various cultural contexts. Place management also involves the practices of place marketing and branding, including the use of social media and the creation of a digital identity for a place, as well as the co-creation of place and associated experiences. Crucial for the competencies of a place manager in the contemporary city are theories of local and regional economic development, as well as the study of place development in a global context.

A place manager must comprehend the practices of creating places and formulate principles for effective and integrated development. This also requires research skills, including the collection and analysis of local data, both primary and secondary, and the use of quantitative and qualitative analysis methods. In addition to place management, the literature also mentions the concept of place managers. Their profession is closely related to place management but is more spatially and competency oriented (Mazerolle *et al.*, 1998). Such a manager is responsible for the place and often also for its surroundings.

A different theoretical concept associated with the article's theme is revitalisation. It's impossible to list all the definitions of revitalisation, as it is a well-known concept. However, it's worth focusing on the reasons for implementing revitalisation projects. Increasingly, city centers in Western Europe were declining, indicated by a growing vacancy rate on commercial streets. In her report "An independent review into the future of our high streets" (Portas, 2011), Mary Portas noted that city centers throughout Western Europe were facing structural changes.

In the UK, experts identified a "high street crisis," while in the Netherlands, some authors even feared the "end of shops" (Molenaar, 2017). Similar trends were observed in Central and Eastern Europe. Prestigious and tourist streets, where luxury boutiques and leading brand stores operate, and numerous tourists stroll, were less affected. Streets serving local communities experienced more store closures, with banks and chain or franchise stores taking their place. The mentioned authors, along with the article's author, agree that the changing retail model is the cause of this.

In Poland, shopping malls have gained popularity, offering convenient shopping in air-conditioned environments and various attractions, such as entertainment, gastronomy, meeting places, events, exhibitions, and culture. They are easily accessible via public transportation and multilevel car parks for cars. This has turned streets primarily into parking areas, and residents heading to shopping malls lost interest in the retail offerings on the streets.

Additionally, the growing popularity of online shopping and digital services poses competition to traditional street and bazaar offerings. According to Natalia Medrano (Medrano *et al.*, 2016), the remedy for the condition of city centers and streets is the human factor, the possibility of contact with the seller, a return to traditional ways of trade and services.

In Poland (as observed by the author), this trend is slowly becoming noticeable, as market trends, after the initial enthusiasm and growing affluence, are leading city residents towards alternative and unique places that global retail chains cannot provide. Small markets are an example of this, functioning best in larger, somewhat wealthier neighborhoods and districts in Polish cities. Consumers there expect products outside the retail chain, and they are willing to pay more for quality, authenticity, and products outside of mass distribution.

Based on his own literature review on the decline of street commerce, Gert Hospers (Hospers, 2017) made a distinction into three factors that, if addressed, could bring customers back to the streets and city centers. Drawing on classic marketing, planning, and geography concepts, we can particularly identify three factors: the previously mentioned human scale of urbanism, compactness of space, and the uniqueness and originality of offerings. Especially the latter factor should be among the economic and marketing tasks of a street manager.

The concept of the street manager profession is similar to the notion of street-level bureaucracy (SLB), with the difference that the originator of the concept of street-level bureaucracy does not use the term "management." Michael Lipsky was the first to address the core problem (Cooper *et al.*, 2015; Lipsky, 1969; 1980). The so-called street-level bureaucrats work on the front lines and engage in direct interactions with citizens.

Street-level bureaucrats, from teachers and police officers to social workers and lawyers, engage in direct interaction with society and thus represent the front line of government policy. They differ from traditional bureaucrats in that they must meet the demands of citizens while simultaneously achieving the political goals of those in power. Higher-level officials exercise formal authority, while street-level bureaucrats have a greater impact on the lives of citizens. Lipsky argues that relatively low-level public service workers in Street-Level Bureaucracy operate under enormous burdens, pursue agency goals that are often ambiguous, and have inadequate resources at their disposal.

Based on the above observations and a review article filled with citations and references to the literature (Klemsdal *et al.*, 2022), a certain distinction can be made. Another type of street-level manager is street manager, who play a crucial role in the effective implementation of public reforms. The initiative to appoint such individuals and provide them with tasks and tools for their work is not grassroots or spontaneous but top-down. They are directed to work by institutions or local authorities.

Their work involves adapting the reform process to the local context, where there may be resistance to change. Street-level managers must operate in the space between various interests and stakeholders and navigate competing institutional logics.

3. Methodology

The study was based on the analysis of newspaper articles, with a focus on articles conducted in the form of interviews where street managers discussed the scope of their work, responsibilities, intentions, and challenges. The most important articles, including video materials featuring identified street managers, were quoted in their online versions. It should be noted that there is a significant amount of press information, which was used to build a general overview of the work of street managers.

An exception is the city of Szczecin, where the role of a street manager is relatively new (as of August 2023), and the number of available materials is still limited. The study was systematized by recording observations related to street managers in a table. The table was created based on a theoretical review of international literature and case studies. Some of the conclusions, which were difficult to systematize

within the table, were presented in a descriptive form. Due to the large amount of information, generalizations and information synthesis were conducted.

4. Research Results and Discussion:

In Poland, over the past few years, six cases of creating positions for street managers have been identified. These cases include cities:

1. Łódź - Piotrkowska Street (position established in 2009).
2. Gdańsk (since 2015).
3. Kielce (a city located in Eastern Poland) for an area encompassing several streets.
4. Szczecin for Wojska Polskiego Avenue.
5. Lublin for the Old Town and city center.
6. Bydgoszcz for the Old Town and city center.

In all these cases, the areas of activity concern streets or areas of significant importance for the identity of the cities. These streets can be described as historical and commercial streets, although their character has evolved towards entertainment and service zones. All these streets or areas have undergone revitalisation and commercialization processes. The cities that have street managers hold administrative capital status within their regions.

The first case is Piotrkowska street in Łódź (with a population of 696,000). In brief, it is a historic commercial route and one of the most recognizable in Poland. It is known as the longest commercial street in the country, measuring 4.2 km. Along the street, you can find palaces, townhouses, cafes, clubs, and street art. The street and its surroundings have been designated as a Cultural Park, a legal form of collective heritage protection. The street hosts fairs and festivals and is home to the Avenue of Stars, commemorating Łódź's cinematic heritage.

A street manager was appointed in 2009, and Włodzimierz Adamiak, a co-founder of the Piotrkowska Street Foundation, an architect, and a lecturer at the Łódź University of Technology, took on the role. The manager's task was to implement a development strategy for this important street in the city. During the establishment of this role, it was emphasized that it was an experiment.

To meet the challenges, the manager could choose collaborators, specialists from various fields. An advisory body called the Piotrkowska Staff, consisting of merchants, restaurateurs, building owners, owners of small and large businesses on Piotrkowska street, and residents, was also established to support the manager.

The experiment proved to be quite challenging, as several individuals held the position of street manager to date. Despite difficulties and conflicts reported in the media, Piotrkowska street achieved significant tourism success. One of the tools proposed by the first street manager was the dissemination of the organizational and

financial form known as public-private partnership. The goal was to involve banks, mobile phone retailers, and various businesses operating on Piotrkowska Street in co-financing the process of improving the street.

Włodzimierz Adamiak served in this role for just over a year before resigning because he was unable to enforce the implementation of his ideas by officials. Afterward, the city decided that the managers of Piotrkowska Street should be the city's mayors. Initially, the position was held by Vice Mayor Paweł Paczkowski. Since 2011, it has been held by the mayor of Łódź, Hanna Zdanowska. From 2015 onwards, Piotr Kurzawa, an employee of the city of Łódź's Promotion, Tourism, and Foreign Cooperation Office, became the manager. The new manager reports directly to the mayor of Łódź, which facilitates their operations and idea implementation (Krasnodębski, 2011).

The President of the City also oversees the City of Gdańsk's (with a population of 486,000) Delegate for the City Center, effectively the manager of this area. The center of Gdańsk and the city itself are significant tourist attractions in Poland due to numerous historical landmarks, its waterside location, and its history related to the Solidarity movement.

The City Center Managers were selected through a competitive procedure in 2015, initially with two appointees, Tomasz Wróblewski, a journalist and restaurateur, and Jakub Żelazny, an architect and engineer. Their task was to organize and revitalize the courtyards of the Old Town and Main Town and bring life to the City Center. They were tasked with being visible and accessible to residents to ensure easy access and the ability to intervene promptly.

Similar to Łódź, the decision to appoint managers faced criticism from the city's political opposition. It was argued that the responsibilities of the managers and the municipal services, such as the City Guard, the Road and Greenery Management Department, and the Aesthetics Department, did not duplicate each other, according to the city authorities.

The successors to the City Center managers were Ms. Karina Rembiewska and, starting in 2020, Ms. Monika Nkome Evini. The term "City Center Manager" is used by this individual in social media, which, based on reactions and posts, appears to be an important communication tool with the residents and an informational platform.

Ms. Evini has experience as a coordinator of European projects and a nationwide campaign called "Rowerowy Maj," promoting cycling among children. She has a background in humanities and is a graduate of Jagiellonian University, the University of Dijon, and Clermont-Ferrand University. After initially setting their responsibilities spontaneously and not very precisely, the city authorities of Gdańsk established, through a special resolution, the scope of tasks for the City Center Manager, formally referred to as the Delegate. Delegate (pełnomocnik's)

responsibilities include initiating, coordinating, and monitoring initiatives related to the management of the City Center and the improvement of urban space quality. These responsibilities are outlined in the legal document "Zarządzenie-826_20 - Baza Aktów Własnych" from 2020.

In 2020, in Kielce (population: 196,000), the position of Chief Specialist for the City Center and Cooperation with Entrepreneurs, commonly known as the Center Manager, was established. This role had been in existence since 2014, with Tomasz Raczyński as its inaugural holder. Rafał Zamojski, a prominent figure in Kielce's social and local government scene, is well-known for his involvement. He co-founded and currently serves on the board of the Kieleckie Inwestycje Association (Investment) and has been a board member of the Towarzystwo Przyjaciół Kielc (Kielce Friends Society) since 2017.

The Manager has announced plans to create a foundational database for all future endeavors. His objectives include revitalizing the city center to make it more appealing for both leisure and business activities. Zamojski aims to enhance coordination among the city's various departments operating in the city center, thereby preventing duplicative efforts on the same projects. Additionally, he intends to transform certain streets into woonerfs, blending pedestrian zones with streets to introduce greenery, benches, and gardens. These solutions will enliven the area without restricting vehicular traffic.

Rafał Zamojski emphasizes the importance of tourism for the city's economy and intends to introduce a consistent visual identity and offer for all institutions, not just businesses. He also seeks to establish cooperation with municipal cultural institutions and museums. The Manager has become involved in a project to plant 300 new trees along downtown streets, which received support from 3,648 residents through the participatory budget. However, this idea faced resistance from municipal road services (Menedżer śródmieścia Kielc, 2019).

In 2023, in Szczecin (population: 404,000), a revitalized section of Wojska Polskiego Avenue was opened to the public. This street had a commercial character in the past and underwent various transformations throughout its history. Until the 1970s, trams used to run along it. Later, following the principles of modernist urban planners, after being rebuilt due to damage from Allied bombings, it served as a commercial street.

Characteristic and beloved by resident's gastronomic venues, a cinema, a wide range of commercial, service, and gastronomic offerings sprang up around the street. The construction of modern shopping malls with multiplex cinemas, parking lots, the emergence of discount stores, suburbanization, social issues, and neglect of the street led to its decline and became a problem for the city's image.

The city of Szczecin won a revitalisation competition and received funding from the

Ministry of Culture for the reconstruction project of the street and its squares. In its current form after renovation, the street resembles a woonerf, with pedestrians and bicycles taking priority. Cars move slowly, and attention has been paid to the pavement and greenery. For example, a playground has been added in the center of the avenue.

Dr. Dorota Kowalewska was appointed as the street manager, and she fulfills her role on a voluntary basis. Dorota is actively involved in various municipal activities. She is a lecturer at the Institute of Political Science and Security at the University of Szczecin, focusing on migration, national minorities, non-governmental organizations, integration policy, and civil society. She serves as the university's plenipotentiary for assistance to Ukraine and works at the Scandinavian House, where she collaborates on organizing Scandinavian Days and business meetings.

Her main task is to ensure that residents once again willingly visit this street, which was once one of the city's main shopping streets. The manager declares her commitment to reviving the street by harnessing local creative potential, artists, and the artistic university. She promises to organize smaller and larger events to attract residents and tourists. She also pledges to facilitate communication between entrepreneurs and the city's mayor.

In the city's structure, there is no designated point of contact for the manager. She maintains relationships with the Szczecin Housing Cooperative (STBS) and the municipal police. A special email address has been established for contacting the manager, and she will also hold office hours and personally visit local entrepreneurs. One of the ideas is to use the street space to introduce Szczecin residents to individuals recognized in the "Made in Szczecin" project, which promotes local entrepreneurs. Among the target groups benefiting from the street's advantages, the manager also includes students (Menedźerka al. Wojska Polskiego, 2023).

Based on the case studies, street managers deal with a range of complex problems, categorized from technical to interpersonal in Table 1. They work independently, sometimes organizing support groups. One key area is traffic management, which is challenging in populous cities. Street managers develop strategies to improve capacity, reduce congestion, and enhance safety for pedestrians and cyclists. They may introduce innovative solutions like smart traffic management systems and extensive cycle path networks.

Aesthetics is another vital aspect, ensuring visually appealing streets for resident comfort and tourism attraction. They work on urban design projects that incorporate elements such as urban greenery, benches, street lighting and street art. Increasing autonomous spaces - organized bottom-up in opposition to heteronomous spaces - is also of great importance as element of place marketing (Rudewicz and Czaplinski, 2023).

Table 1. *Scope of the street manager's activities based on the analysis of case studies*

Action areas	Activities	Specific objective
Technical	Observing and responding to pedestrian and vehicle traffic problems. Determining public transport timetables and stops. Design issues of pavements, pedestrian crossings, urban furniture. Street cleaning, recycling, pavement and roadway repairs.	Improved maintenance, damage prevention, maintenance of good street condition.
Organisational	Controlling the implementation process of the street strategy, supporting the process of association of economic operators. Controlling citizen budget projects.	Organisational improvement.
Economic and business	Consolidating entrepreneurs to associate and jointly take care of street activity. Joint marketing, inviting, and building the commercial offer of the street. Organising training and integration of the local business community (trade, services, restaurateurs, galleries). Caring for the tourist attractions and the image of the street.	Growth in the tax base and prosperity of the street. Improving the quality of the retail and service offer.
Community	Responding to homelessness, family and neighbourhood violence, alcoholism, and crime. Integration and family support activities. Festivals, playgrounds, animation. Conflict mitigation, dispute resolution.	Problem solving and integration, social inclusion.
Aesthetics	Taking care of greenery (trees, shrubs, flowers), combating excessive advertising, uniform colours and symbolism, ordering urban furniture.	Improving aesthetics, landscaping the cityscape
Culture	Organising events and supporting local artists. Promoting the grassroots potential of local people, inviting outside artists. Seeking funding and support for culture.	Making the street more active and attractive.
Contact	Gathering information, by direct methods, surveys, observations, and interviews. Forwarding reports to the relevant municipal and state services. Collecting data, documenting. Signalling street life problems to the authorities. Collecting information, sharing, image building.	Communication
Other	The most important task not stemming directly from the interviews with managers and at the same time related to all of the above is the identification of the complex, subtle, hidden, informal problems of the street and street stakeholders.	Diagnosis of hidden informal problems

Source: Own elaboration.

Public safety is another key aspect of the street manager's work. Promoting street culture in the form of like festivals, art exhibitions or open-air concerts. Through such activities, they contribute to the creation of a strong place identity and

strengthen social ties. Urban sustainability is another priority for street managers. They strive to create an urban environment that is environmentally and people friendly. They can do this by promoting public transport, investing in cycling and pedestrian infrastructure, and introducing measures to reduce CO² emissions (Rudewicz, 2020).

5. Conclusions, Proposals, Recommendations

Both in scientific literature and in interviews with street managers, the issue of leadership is outlined. Those who appoint street managers should pay attention to it; selecting the right person is not easy, and the presented examples predominantly follow an expert approach. Individuals chosen through a competitive process typically had higher education, experience in local government, organization of significant events, and involvement in non-governmental organizations listed in their CVs.

All individuals in the analyzed case studies had relatively rich urban backgrounds and declared emotional connections to the places. Unfortunately, there is a relatively high number of resignations by street managers after just a few months in the role. It turns out that, in addition to good references, certain personality traits of the candidate are required.

It is recommended to pay more attention to communication skills, patience, empathy, assertiveness, etc., as well as readiness to work at the street level. Further discussion of these traits would require additional research in the fields of leadership psychology and change management. The fundamental challenge is maintaining a balance and gaining the trust of both sides in the work between the authorities and the social environment.

In the case of Poland and other countries in the region, the issue lies in the level of trust among people and in institutions. Sociologists agree that the level of social trust and social capital in former Eastern Bloc countries is not very high. Repeated studies conducted by CBOS (Public Opinion Research Center) confirm this hypothesis.

Many researchers believe that the key to overcoming the communist legacy and rebuilding damaged social bonds is an increase in trust in the political system, its institutions, and the political class. This is a necessary condition for the gradual formation of trust as a cultural norm (Mularska-Kucharek, 2012). This poses specific problems for street managers, as the research noted numerous negative comments under interviews with these individuals, suspicions about the dishonest intentions of officials, and high costs.

During the analysis of literature and case studies, it was observed that the nature of the street manager's work, whether it be for a neighborhood or a specific part of a city, is not entirely clear. It can be narrow and dedicated to addressing various issues

in one specific location, on a micro-scale, in which case such an individual can be referred to as a place manager. Another subtype involves interventionist actions, often delegated for short-term problem-solving. Closer to the street manager's role is working with broad, multi-faceted, complex, and interconnected issues related to the city, streets, residents, dynamic changes in the environment, and urban policies.

In conclusion, street managers can be classified in the sphere of innovative management methods, and one can even risk calling their profession Smart Management or link it to the idea of Smart City 3.0, which also implies smart, democratic, and modern city management also from the social side.

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