

An aerial photograph of a busy city sidewalk paved with grey rectangular tiles. Several people are walking in different directions. In the top left, a person in a white shirt and bright pink shorts is riding a bicycle. In the center left, a man in a striped polo shirt and brown trousers is walking. In the bottom left, a young man in a white t-shirt and dark pants is walking. In the center, two women are walking; one is wearing a white shirt and black pants, and the other is wearing a black top and a red skirt. In the bottom center, a woman in a black jacket is walking. On the right side, a dark green car is parked. A person in a purple shirt and blue skirt is walking on the far right, carrying a brown paper bag. The word "Gehl" is overlaid in the center in a large, blue, sans-serif font.

Gehl

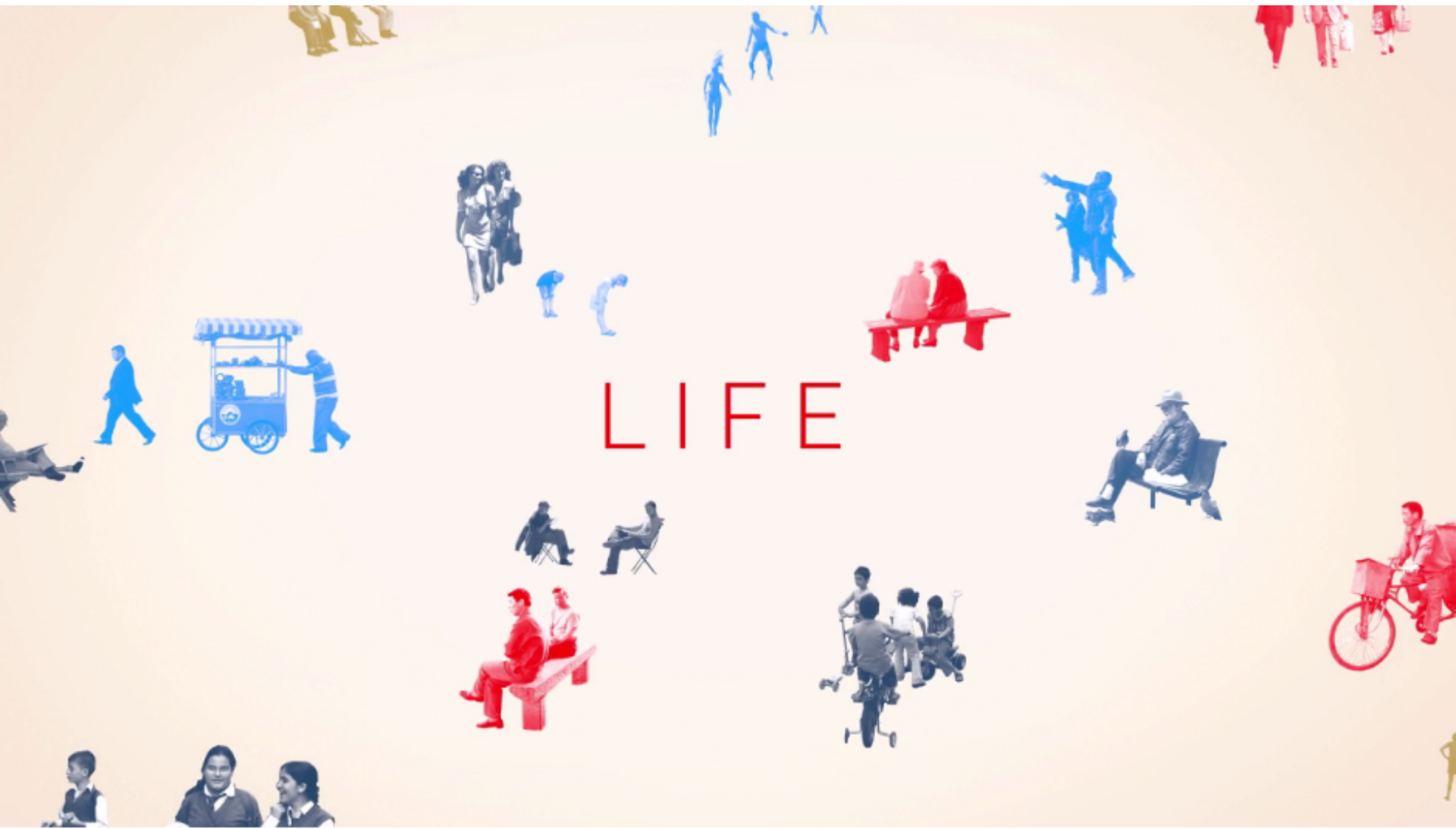


Based in - [The Copenhagen Lab](#)
A tradition of pride and investment in the public realm

As **designers** we are concerned with the form of the built environment in response to people's uses and needs



As **social scientists** we investigate how people use their environments and how they contribute to people's quality of life





PUBLIC LIFE

Economic Development

Sustainability

Education

Politics

Budgets

Equity

Health

You look like you have a lot on your mind.

Affordability

Safety

Elections

Resiliency

Taxes

Crime

Children

Public Life

More Walking/Biking
improves Health

Vibrant Cities Attract
and Retain Talent

Better Streets
are Safer Streets

Good public space
is for everyone

Spend money, time, & energy on
things that are good for PEOPLE

Good News!

**“It is so cheap to be sweet to
people in city planning.
Compared to other investments
it costs next to nothing”**

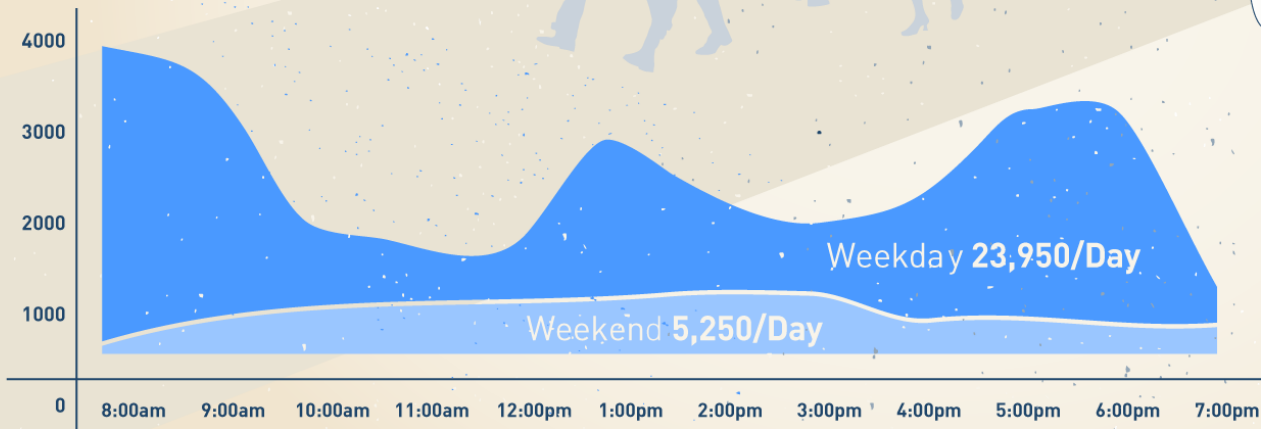
- Jan Gehl



"we measure
what we care
about" – Jan

Observation & analysis help us understand public life.

Pedestrian Activity
on 53rd Street, New York



why do we
study
PUBLIC LIFE?

to find human stories
to inform strategy & design
to provide evidence
to make objective choices
to benchmark progress
to discover opportunities

How do we
study
PUBLIC LIFE?

**we measure
people MOVING**



WALKING



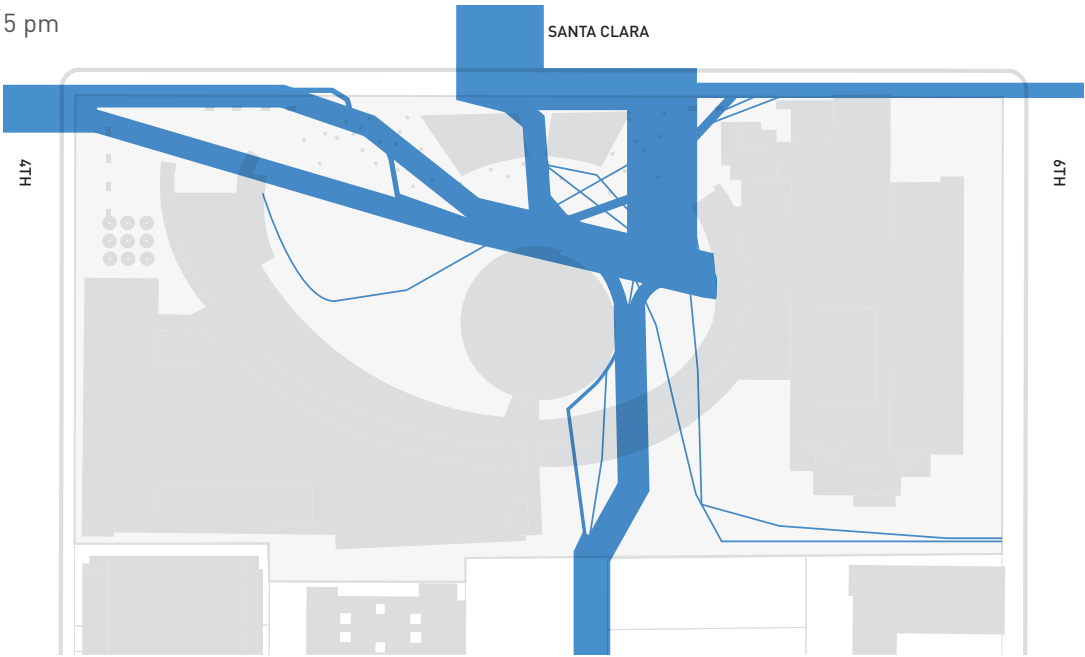
CYCLING



AGE + GENDER
WALKING AND
CYCLING

Wednesday / Tracing pedestrians paths every Hour

5 pm

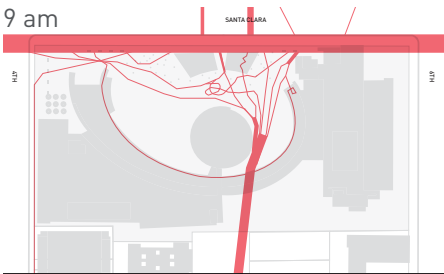


Tracing

Pedestrians cross City Hall Plaza in only one direction, from north to south and from south to north, using the above mentioned passage. The tower and the bleachers block any other direction of movement across the space, considerably reducing the activity and the consequent possibility for more human interaction. As such, more often, City Hall Plaza remains a place to walk by (along Santa Clara Boulevard) rather than to walk through, especially during weekdays.

Saturday / Tracing pedestrians paths every hour

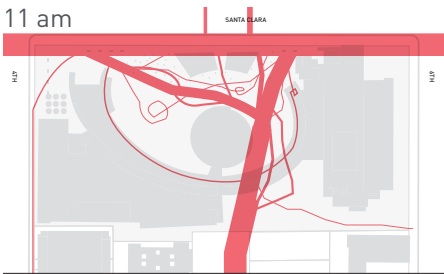
9 am



10 am



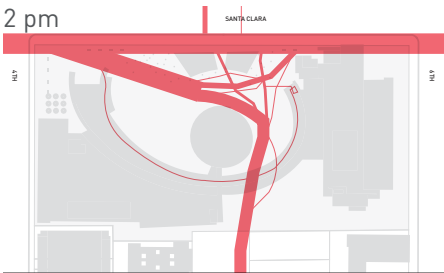
11 am



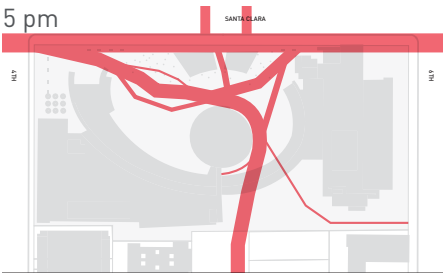
1 pm



2 pm



5 pm



6 pm



9am - 6 pm



Test Walks

Interrupted pedestrian desirelines



Geary and Kearny Streets intersection

Desire line interruptions and “island hopping” by side streets

in **33%** of side street intersections at northern side



Desire line interruptions

in **11%** of side street intersections at northern side



**we measure
people STAYING**

Hint: **Vibrant** places invite more people to stay longer



STANDING



WAITING
FOR TRANSIT



BENCH
SITTING



CAFE
SITTING



SECONDARY
SEATING



BYO
SEATING



LYING DOWN



PHYSICAL
ACTIVITY



CULTURAL
ACTIVITY



COMMERCIAL
ACTIVITY



CHILDREN
PLAYING



AGE +
GENDER

**we measure
public space
QUALITY**

Quality Criteria

***Shameless plug
for our Walkshop
at 1:15**

Gehl

PROTECTION

FEELING SAFE

- Protection against traffic and accidents
- Protection for pedestrians
- Eliminating fear of traffic
- low speed



FEELING SECURE

- Protection against crime and violence
- Lively public realm
- Eyes on the street
- Overlapping functions day and night
- Good lighting



MICROCLIMATE

- Sun/shade
- Heat/coolness
- Shelter from wind/breeze
- Minimize pollution
- Minimize dust, noise, glare



COMFORT

WALKABLE

- Part of a network
- Links to destinations
- Room for walking
- No obstacles
- Good surfaces
- Accessibility for everyone



SIT & STAY

- Edge effect/attractive zones for standing/staying
- Zones for sitting and resting
- Good places to sit with view, sun, people



SEEING

- Easy orientation
- Reasonable viewing distances
- Unhindered views
- Orientation at night



ENJOYMENT

TALK & LISTEN

- low noise levels
- Dimensions that stimulates meeting others
- Street furniture that provides 'talkscapes'



ACTIVITY

- Physical activity, exercise
- Play and street entertainment
- By day and night
- In summer and winter
- Activity for all user groups

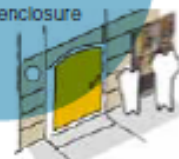


MIXED FUNCTIONS

- Variety of functions that stimulates activity
- Interaction and transparency between inside and outside

HUMAN SCALE

- Buildings and spaces designed to human scale
- Dimensions and detailing that stimulate our senses
- Spatial enclosure



IDENTITY

- History
- Sense of place
- Local identity
- Amenity values



SENSES

- Good design and detailing
- Good materials
- Fine views
- Trees, plants, water

Public Space – Public Life Studies



London, Great Britain
2004



Manhattan,
New York, USA
2007



Moscow, Russia
2013



Copenhagen, Denmark
1969, 1986, 1996, 2006



Oslo, Norway
1968, 2013



Odense, Denmark
1988, 1998, 2008



Stockholm, Sweden
1990, 2005



Edinburgh, Scotland
1998



Riga, Latvia
2001



Perth, Australia
1994, 2009



Melbourne, Australia
1994, 2004



Wellington,
New Zealand
2003



Cape Town, South Africa
2005



Sydney, Australia
2007



Auckland,
New Zealand
2010



Adelaide, Australia
2002, 2012



Christchurch,
New Zealand
2009



Hobart, Australia
2011



Launceston, Australia
2011



Vejle, Denmark
2002



Zurich, Switzerland
2004



Istanbul, Turkey
2010



Chongqing, China
2010

STRATEGY



PSPL FRAMEWORK PLAN



What kind of Life?
and Where?

TACTICAL



PILOT PROJECTS EARLY ACTIVATION



Where and
How do we start?

STRATEGY → PSPL FRAMEWORK PLAN



- **Establish Public Space Public Life Metrics**
- **Develop Gradient of Public to Private Spaces**
- **Create a Street Hierarchy and Network Plan**
- **Create a Toolkit of Public Space Types to be Deployed Incrementally**
- **Develop a Public Space Investment and Phasing Plan**

TACTICAL → **PILOT PROJECTS EARLY ACTIVATION**



- **Learn By Doing & Reduce Risk with Near Term Pilot Projects**
- **Dynamically Engage People and Build Consensus through Action**
- **Make Magnets and Build Buzz through Early Activation**
- **Create Critical Mass at Strategic Locations**

**You measure
what you care about.**

Not everything that can be counted
counts, and not everything that counts
can be counted.

- Albert Einstein







RESERVADO
Operación
Carga y Descarga
las 24 hs.

ULTIMOS DIAS!

REBA

ULTIMOS DIAS!

REBA

C

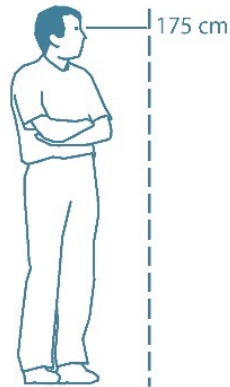
A

B

ITA



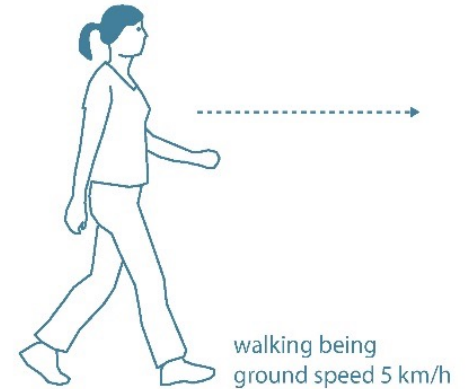
AVERAGE HEIGHT



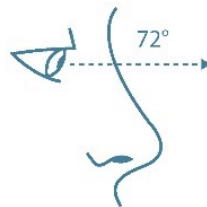
NEED FOR STIMULI



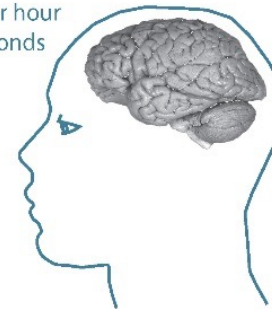
AVERAGE SPEED



75% of all impressions are through eyesight



1000 stimulus per hour
1 per every 4 seconds



| | | |
|--------|--------|--------|
| 6 m | 6 m | 6 m |
| 1 unit | 1 unit | 1 unit |
| | | |
| 4 sec. | 4 sec. | 4 sec. |

Based on the human dimension

CONZONE IDEAS AND DESIGN COMPETITION

People-oriented design

Gehl Studio

Eric Scharnhorst
eric.scharnhorst@kadk.dk

kph 0  50+

June 17 2014

Data + Observation

14. JUN 13

17:19

HEJ CYKLIST!

Du er nummer

21415

I DAG

og nummer

2094123

I ÅR

der cykler forbi her

GOD TUR

og tak fordi du cykler i byen!



I  CPH

On this cycle track, the City of Copenhagen counts the number of cyclists who have passed by today (1 day) and since the beginning of the year (1 år).

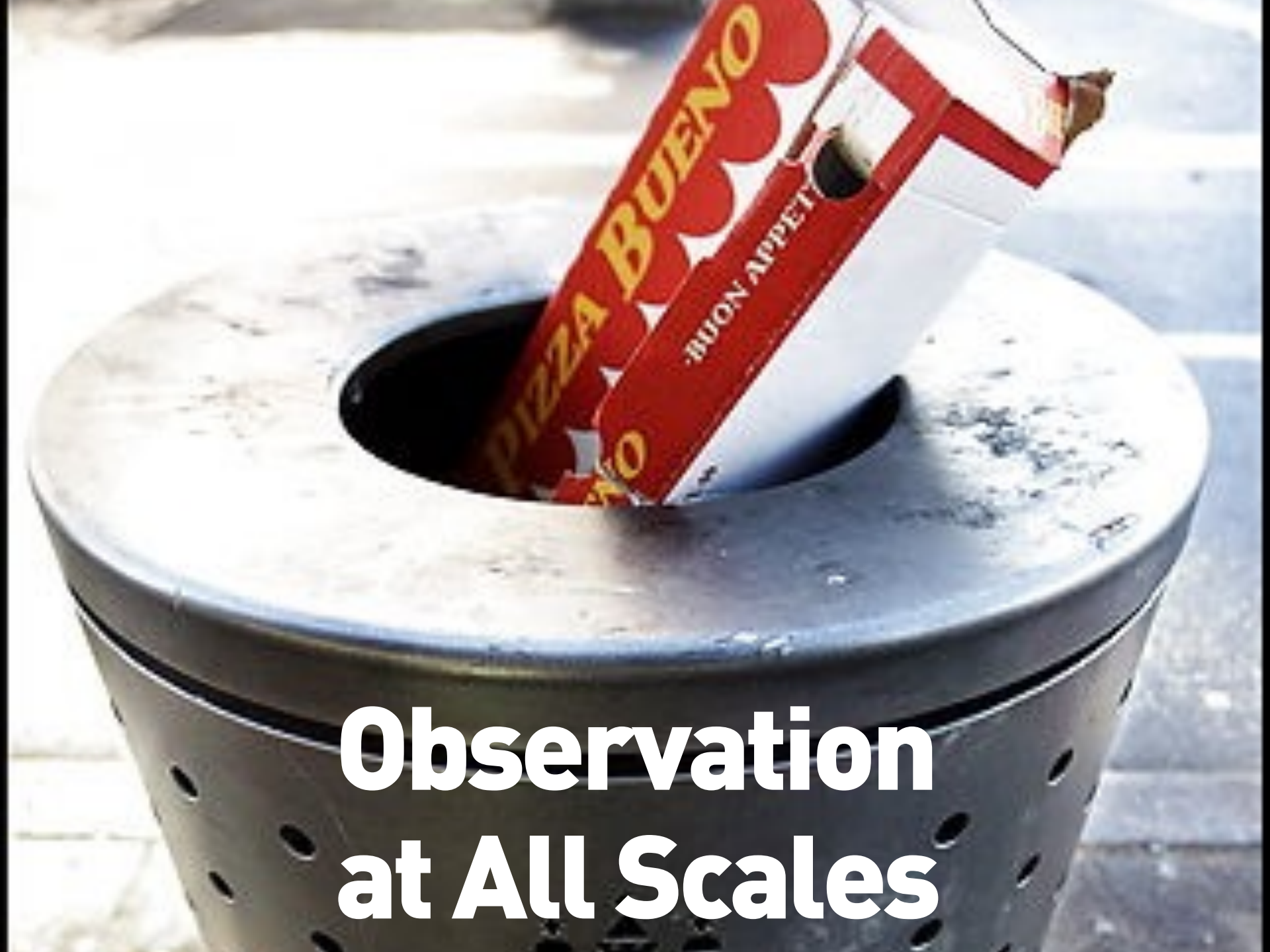












**Observation
at All Scales**



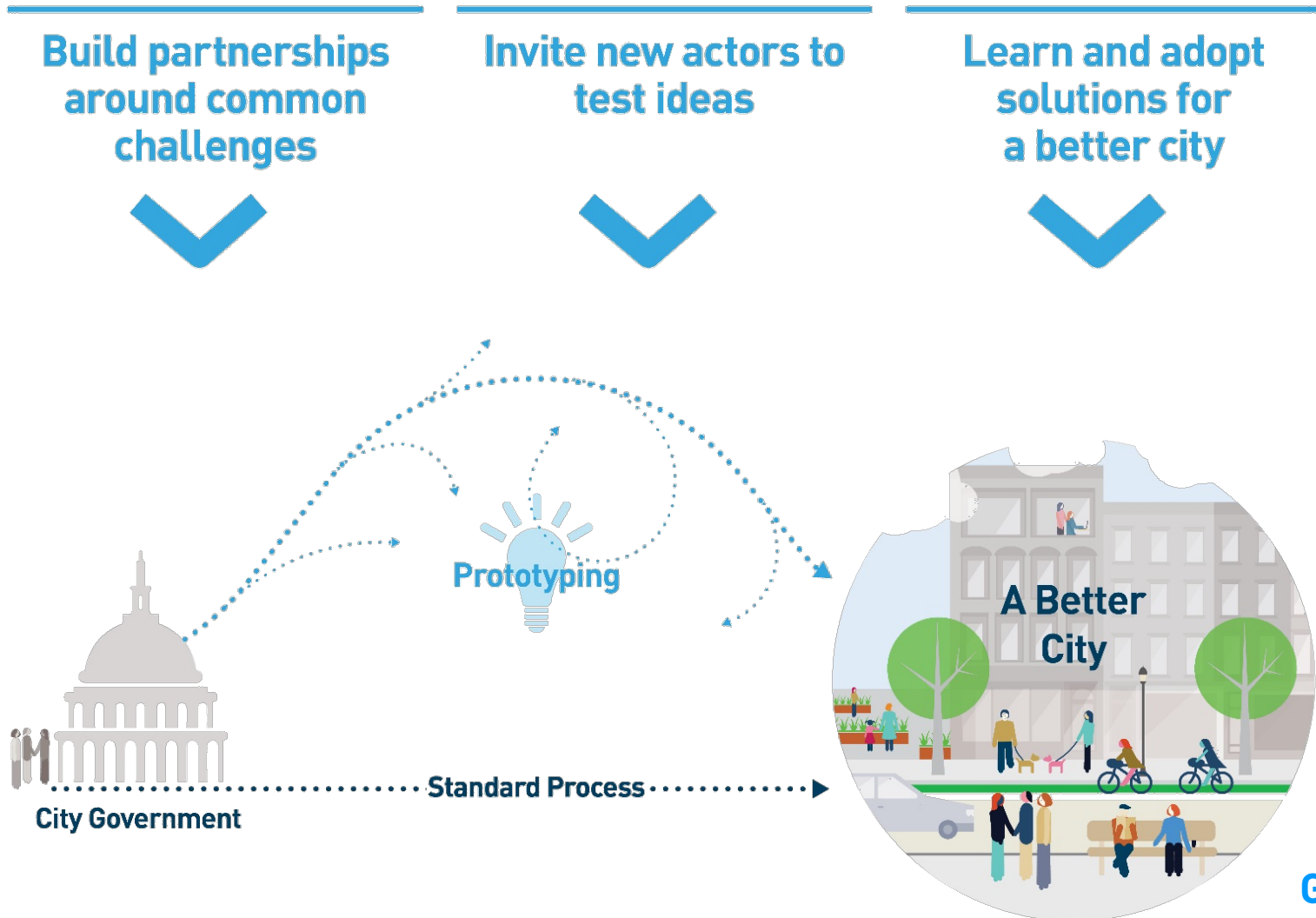
**How does
public life data
inform design?**

New Outcomes Require New Processes

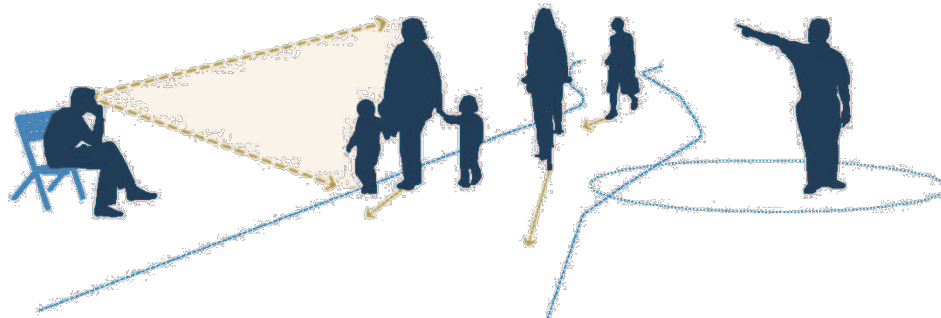
This is a Process

- Working with the City and Stakeholders

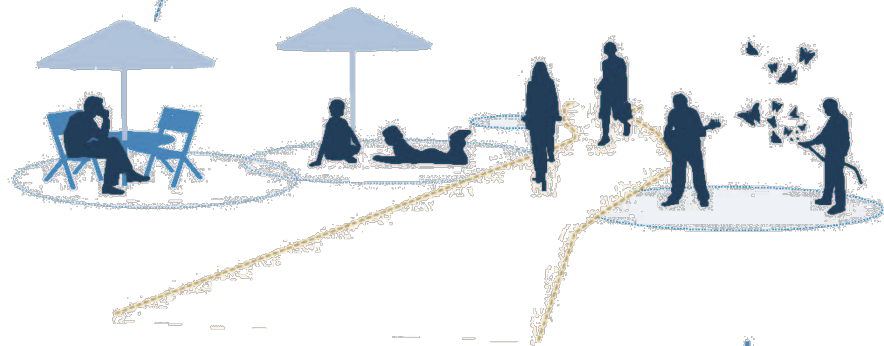
The Process



Measure. Test. Refine.



Measure.



Test.

Refine.



Gehl

Sao Paulo Public Life

Gehl

GOAL

A background image of a vibrant city street. In the foreground, a person in a blue and white patterned shirt is bent over, interacting with a large, blue, dome-shaped public art installation. Other pedestrians are walking along the sidewalk, which is lined with trees and historic-style buildings. The scene is bright and sunny, with long shadows cast on the pavement.

Supporting existing city life

Attracting more life to the city center

Introducing more diverse activities

Attracting a broad variety of user groups

CHALLENGES

Not a plaza but parking, ventilation and 'pass through' area

Little activity despite many potential users in the area. University with 3360 students

Perceived as unsafe, little nighttime activity

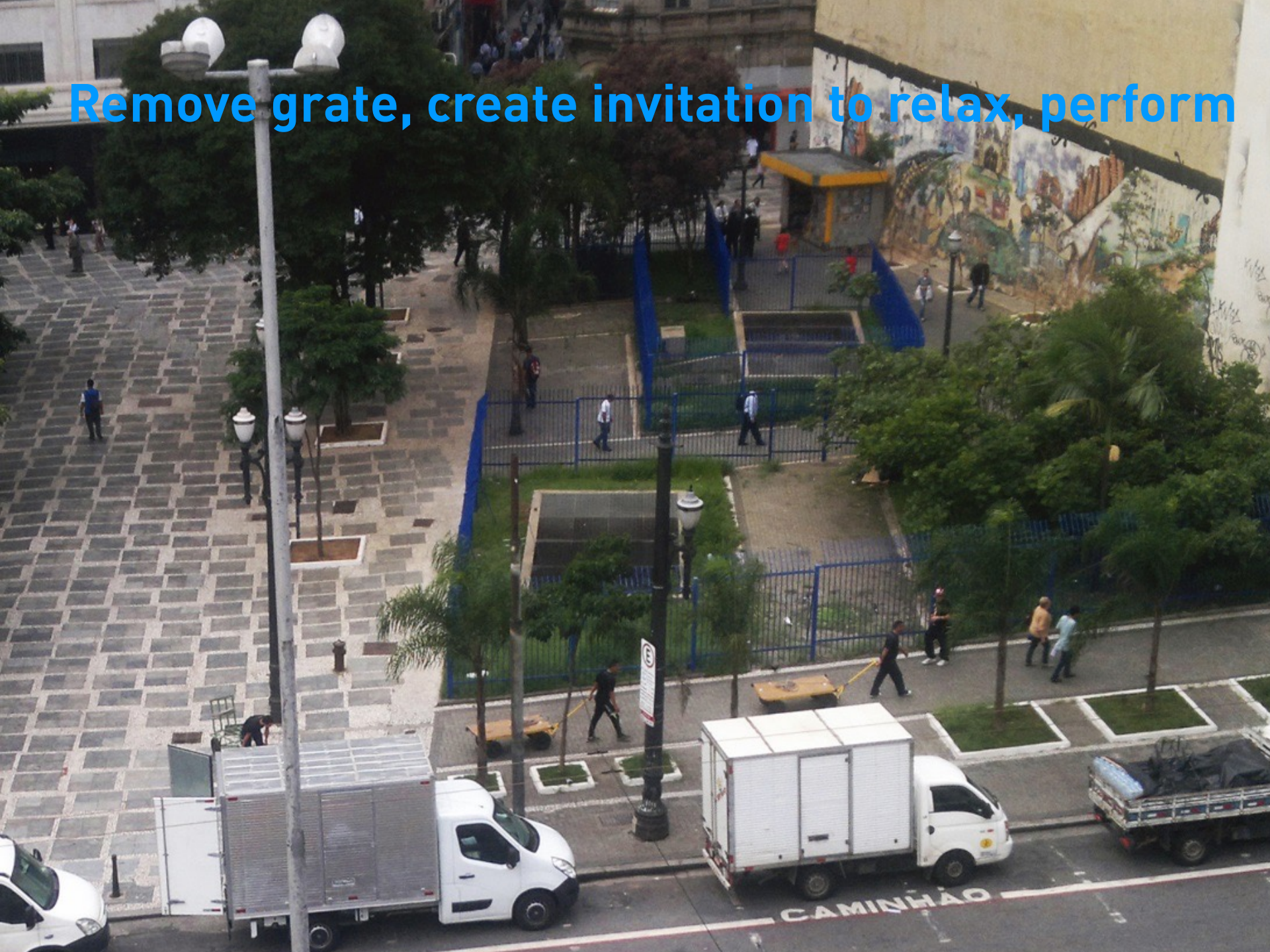
Poor connection between Largo São Francisco and Praça Ouvidor Pacheco e Silva – causing jaywalking

SITE

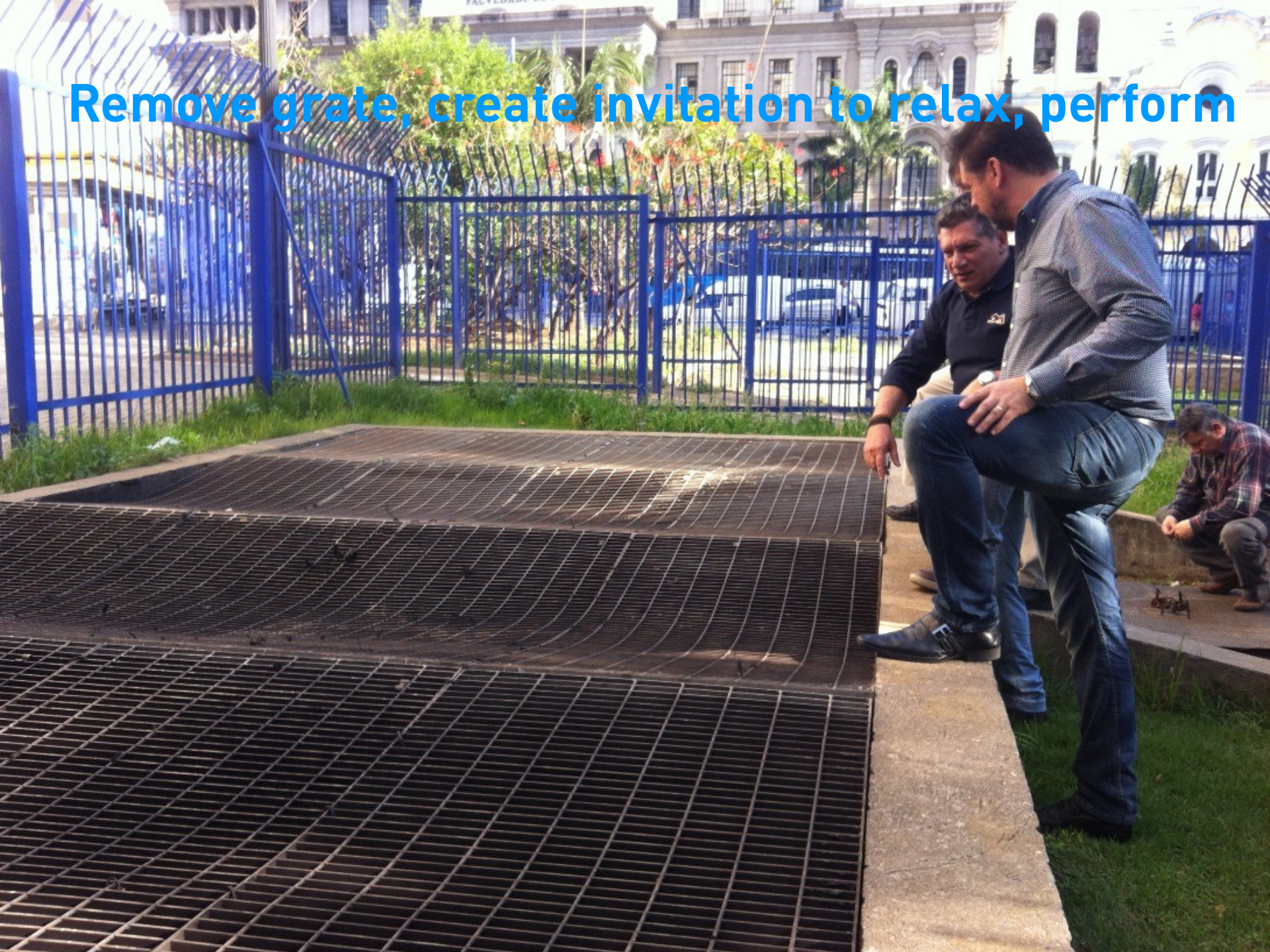
Largo São Francisco and Praça Ouvidor e Silva, two adjacent squares in downtown São Paulo



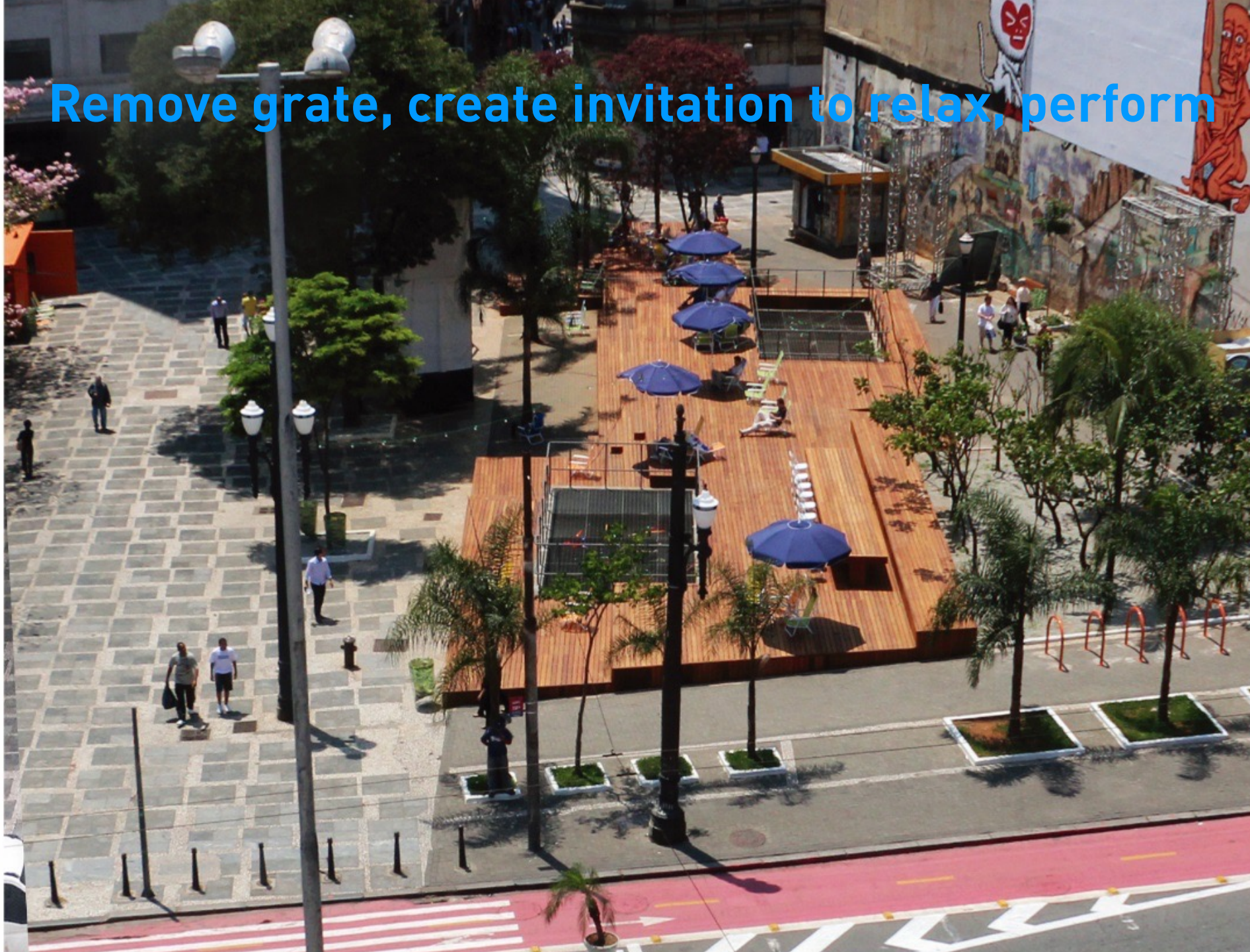
Remove grate, create invitation to relax, perform



Remove grate, create invitation to relax, perform



Remove grate, create invitation to relax, perform





The deck is very busy
at lunch time!



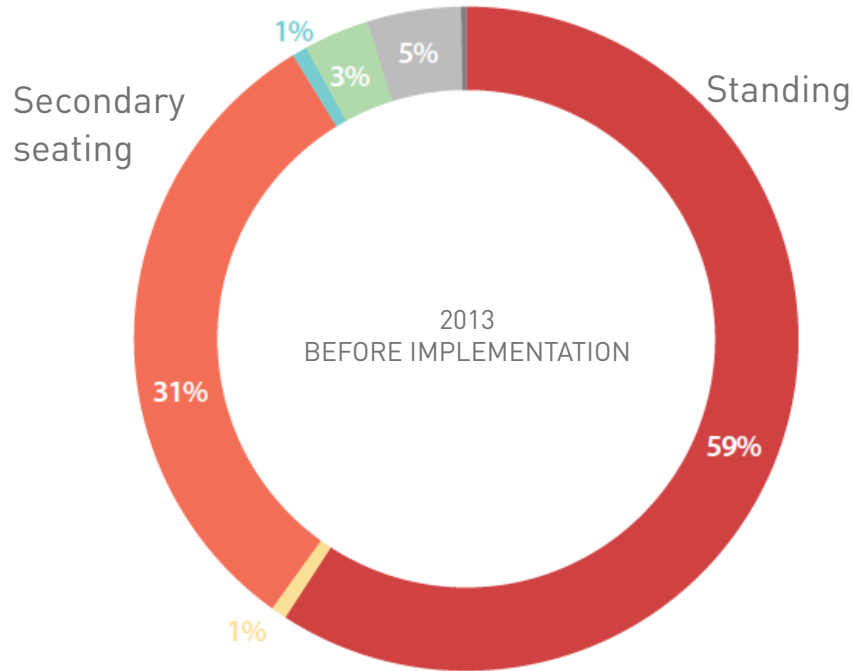




Yesterday there was birthday
lunch on the deck!

The Story

Before

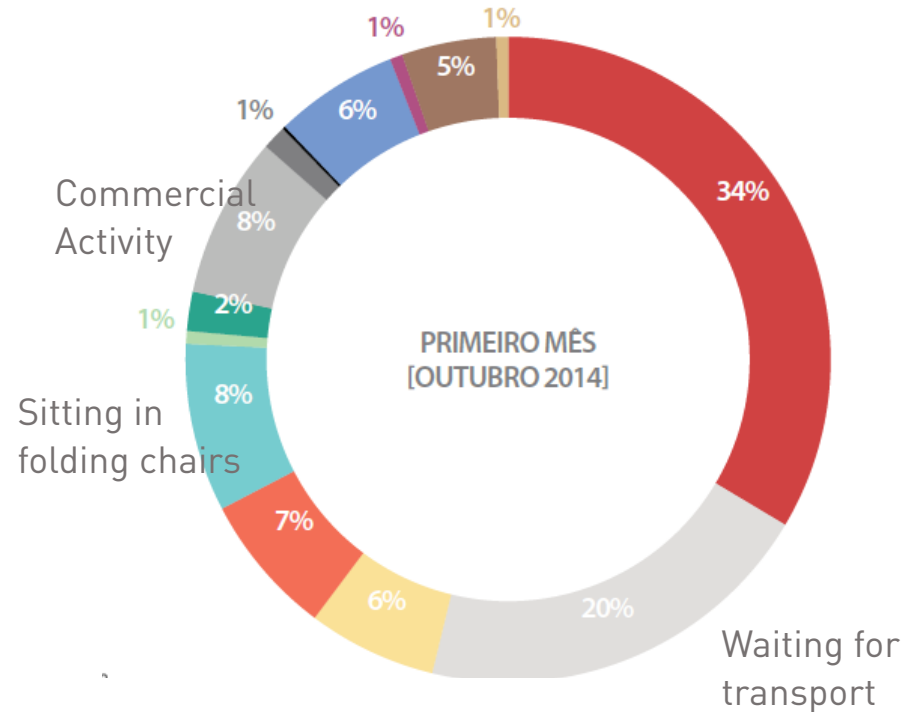


Average activity = 58

Majority people standing

Seating is limited to secondary seating

After



Average activity = 129

122% Increase in people spending time

More commercial activity

Folding chairs are popular

Waiting for transport

New crosswalk to protect pedestrians



New crosswalk to protect pedestrians





New crosswalk to protect pedestrians

New crosswalk to protect pedestrians



The Story

Before

100%

**Crossing street at desire lines,
without crossing**



After

9%

**Crossing outside of new
designated crossing area (and
228% increase in pedestrians)**



The Story

Before

No story



After

Community-generated memes





**We measure how
many people and
what are they doing
in public space...**

16TH STREET

WYNKOOP ST

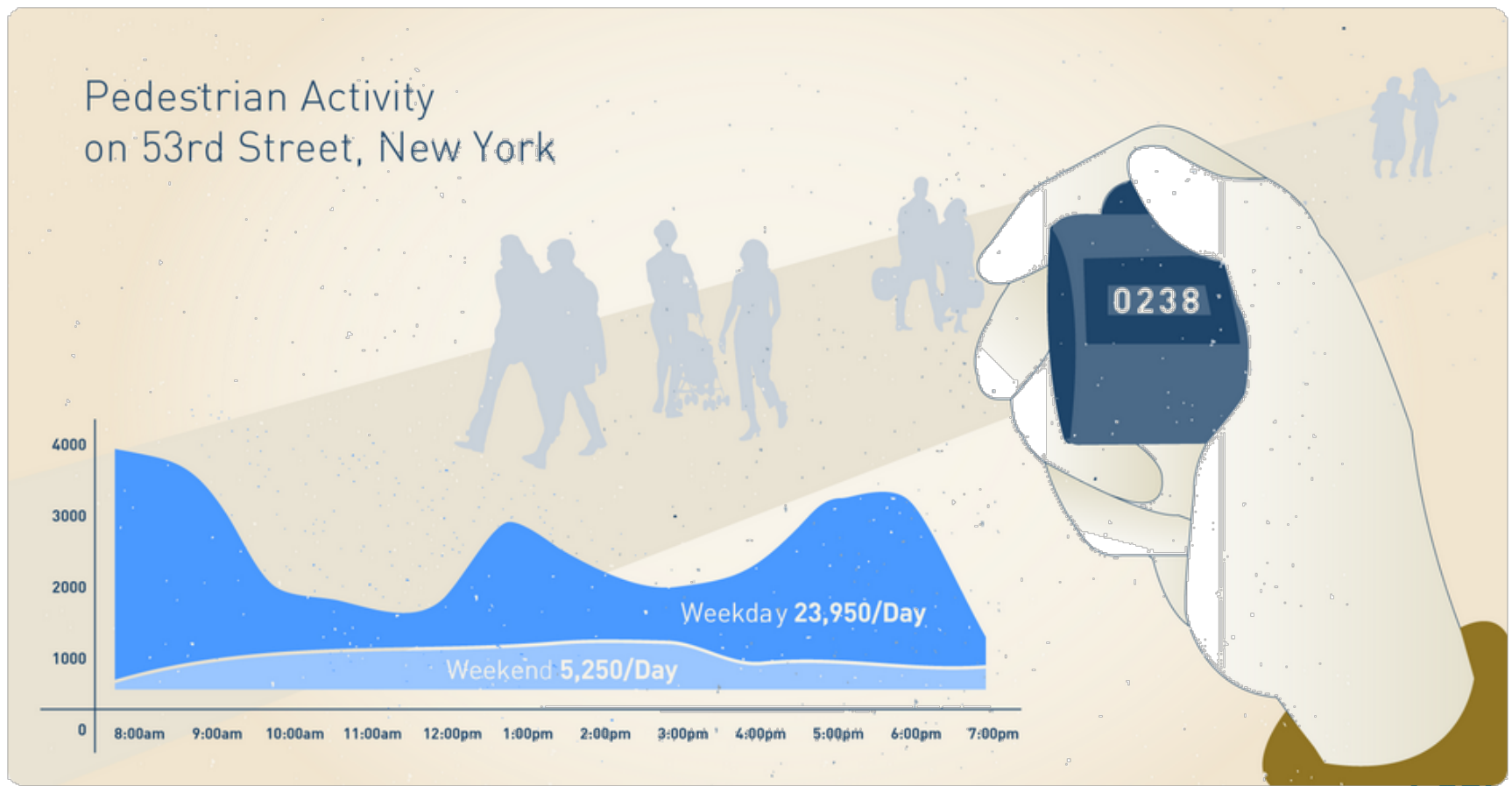
5,300 ft long
80 ft wide

COURT PL



Observation & Analysis

Help Us Understand Public Life





28,000

people passing
through

between Champa - Stout,
(Summer)

1%

SPENDING TIME



55,000

people using the
free mall ride
every day

According to RTD data 2012
(Summer weekday)

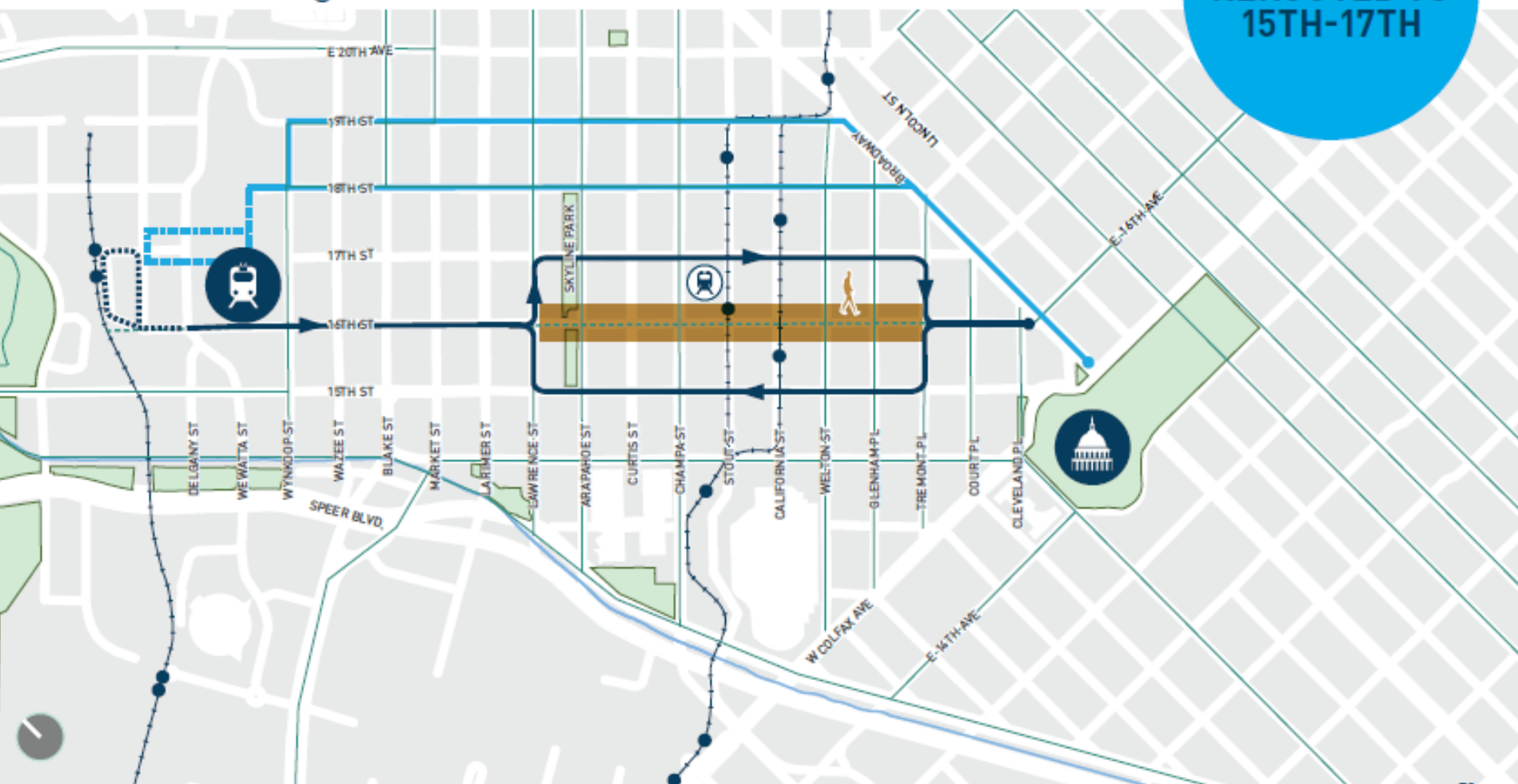
one bus every

1.5 mins

Max 8 Block segment: Lawrence - Tremont



**BUSES
REROUTED TO
15TH-17TH**



BUSINESS

Study to revitalize Denver's 16th Street Mall seeks "linger" factor

Study finds that the mall has plenty of pedestrians, but few of them stick around

By Steve Raabe
The Denver Post

POSTED: 07/13/2015 12:01:00 AM MDT
UPDATED: 07/13/2015 12:40:02 PM MDT

268 COMMENTS

Denver's 16th Street Mall is unparalleled in its ability to move people from one end of downtown to the other. But getting them to hang out? Not so much. As the mall approaches its 33rd birthday, officials are searching for ways to revitalize the 1¼-mile corridor. It attracts thousands of people each day but scares away others because of its urban grittiness.

"It's obviously an incredibly successful transit mall," said Brad Buchanan, executive director of Denver Planning and Community Development. "But the issue is how to create a sense of place that attracts people and gets them to linger."

Lingering, if not a part of every planner's lexicon, is viewed as a vital objective in improving the mall's economic health and social desirability.

When city officials and a high-profile outside consultant began last year to study the mall, a surprising revelation came to light.

While thousands of people traverse the mall each day on foot or via shuttle bus, an extraordinarily low number of them stop to enjoy their surroundings.

According to the consultant — Copenhagen, Denmark-based Gehl Architects — vibrant urban corridors such as Broadway in New York City and Covent Garden in London have a common element: one-quarter to one-third of their pedestrians stop to converse, window-shop or even just sit for a few minutes on a bench.

But when researchers last summer observed one of the busiest sections of the 16th Street Mall, the block from Stout to Champa streets, they found that only 1 percent of pedestrians lingered.

"I'm surprised there are not more people spending time on the mall," said Jeff Risom, a Denver native who manages Gehl's U.S. operations from a Copenhagen office. "It's the most important street in the city, but it is surprisingly underperforming."



"We don't feel it's appropriate to experiment with our customers," said Bruce Abel, RTD's assistant general manager for bus operations.

We tried a "Walkshop"





16TH
STREET
MALL

NORMAL DAY

A normal day on 16th Street

Meet in the Street 2015

16TH
STREET
MALL

MITS DAY

+30%

pedestrians overall
during MITS
compared to
baseline



NORMAL DAY

Normally about moving from A to B...

The number of people
who felt strongly
positive about the Mall
went up

200%

...but during Pilots,
people also used the
street for general
leisure



From monofunctional
usage...





157%

Increase in commercial activities when lawn furniture was placed along 16th St




157%

Increase in commercial activities when lawn furniture was placed along 16th St

157%
Increase in commercial activities when lawn furniture was placed along 16th St

...to all forms of Staying activities on 16th St during MITS

MITS DAY

A photograph of children playing with hula hoops at an outdoor event. In the foreground, a girl in a pink shirt and floral shorts holds a large pink hula hoop, while a girl in a purple shirt and shorts holds a green one. Other children in the background are also playing with various colored hoops. A woman in a red shirt sits on a white stool in the background. A sign for 'Saffron Mediterranean' is visible behind the children. The ground is paved with large grey stones.

The share of 0-14 years
old kids increased

+77%

on MITS Sundays
compared to baseline
Sundays



“Why don’t we go for every weekend all summer in 2016,” said Bruce Abel, while he bought us a beer.

Philadelphia / The Swings

Gehl



The Swings

The Porch at 30th Street
Philadelphia





**Who is
using public
space?**

What about social diversity in Public Space?

Mapping America: Every City, Every Block

Browse local data from the Census Bureau's American Community Survey, based on samples from 2005 to 2009. Because these figures are based on samples, they are subject to a margin of error, particularly in places with a low population, and are best regarded as estimates.

Median household income



...public space is
where we come
together



A large group of people are dancing in a park, likely Central Park in New York City. The scene is filled with people of various ages and ethnicities, some sitting on benches and others standing and dancing. The background is a dense forest of green trees, and the ground is paved with hexagonal stones. The text "diversity is core to economic competitiveness, civility, and democracy" is overlaid in white, bold, sans-serif font across the center of the image.

diversity is core to
economic
competitiveness,
civility, and democracy

How do we measure social diversity in Public Space?

Toolbox Case Study in San Francisco

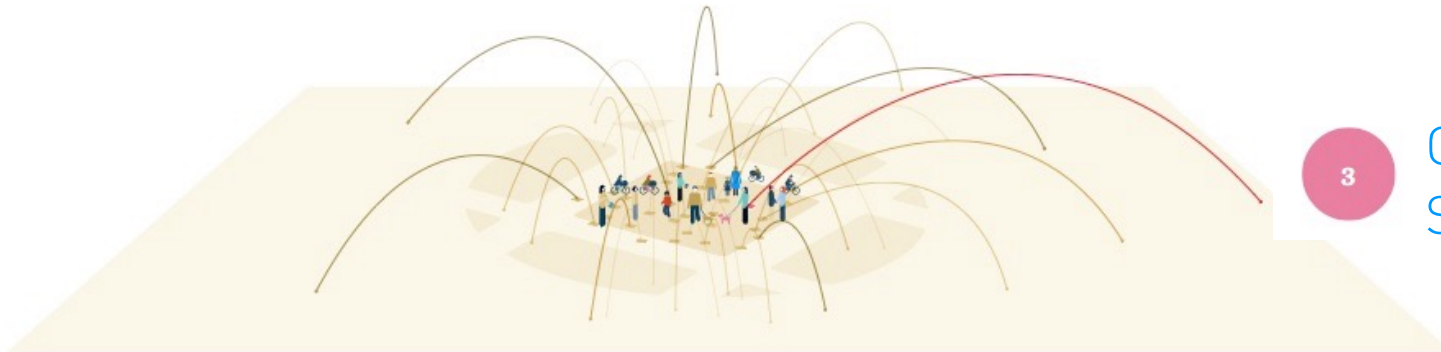
Three tools
working together
to measure social
life and economic
integration in
place



1 Survey

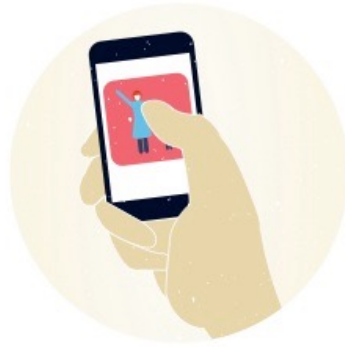


2 Observational
Analysis



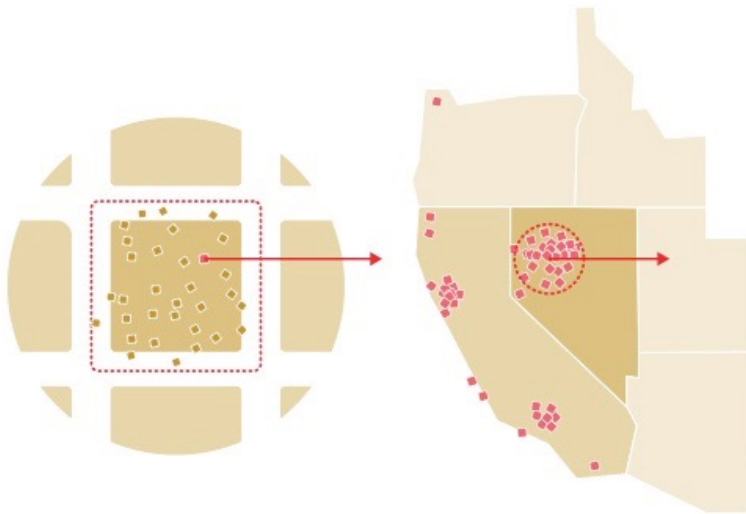
3 Census for City
Streets

Census for City Streets



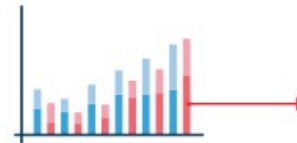
Many people take and post photographs on Instagram every day.

(17% of all users surveyed in local tests)



We collect the 10,000 most recent photos posted in a space

Each photo-taker's photos are mapped, and their home location estimated



Median income and % unemployed data for each user's neighborhood are estimated

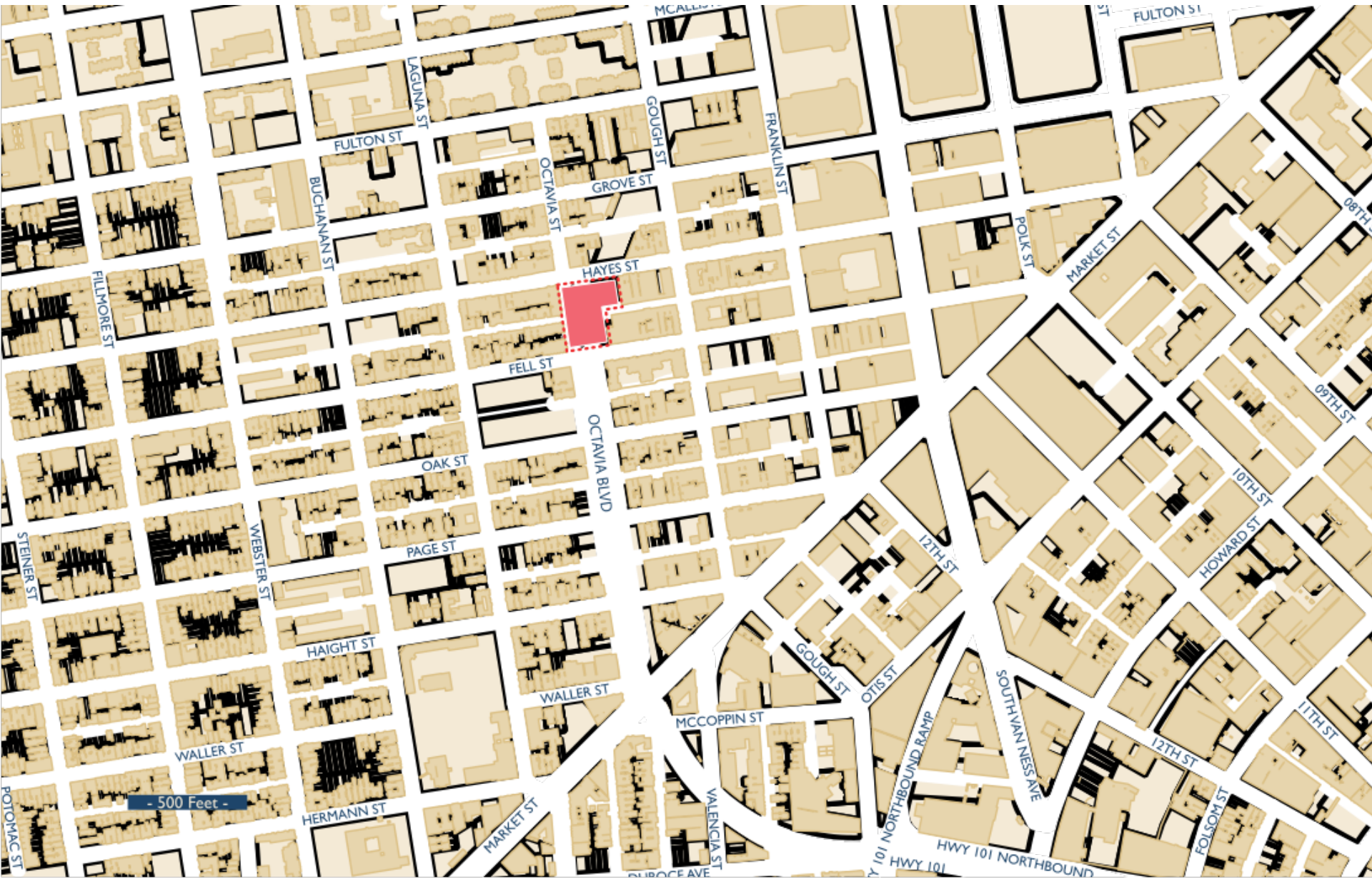


Data for all photo-takers in this space are aggregated

Patricia's Green, Hayes Valley San Francisco

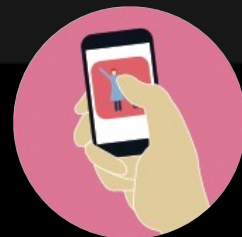


Patricia's Green



A dark gray world map is centered in the background. From a point in the Pacific Ocean, numerous blue lines of varying thickness radiate outwards, representing data connections. A dense cluster of these lines is concentrated in the North American continent, specifically the United States and Canada, while other lines spread across Europe, Asia, and Australia. The lines have a slight glow and some small dots at their endpoints, suggesting active data transmission.

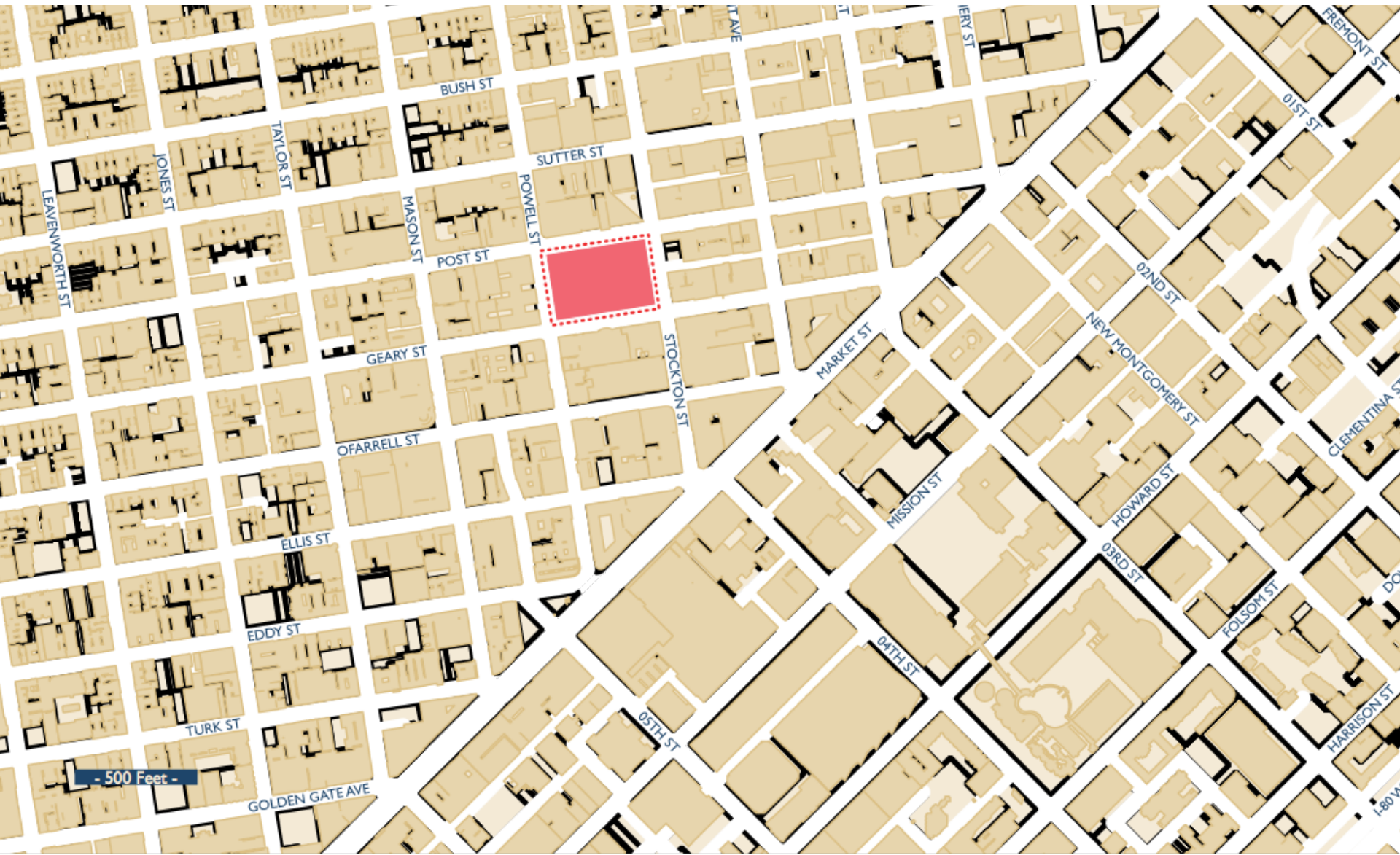
**59% local
(bay area)
41% global**



Union Square, Downtown, San Francisco



Union Square

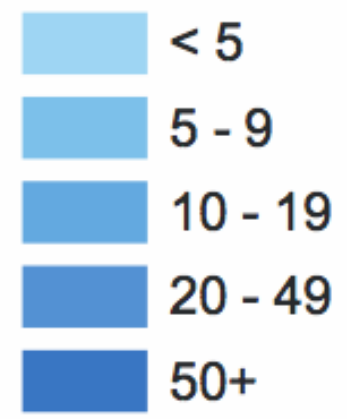


— 5 miles —

Fewer local
visitors to
Union Square

Density count per sq km,
estimated home location
of 10,000 Instagram
users who took a photo in

Union Square



Local Beach

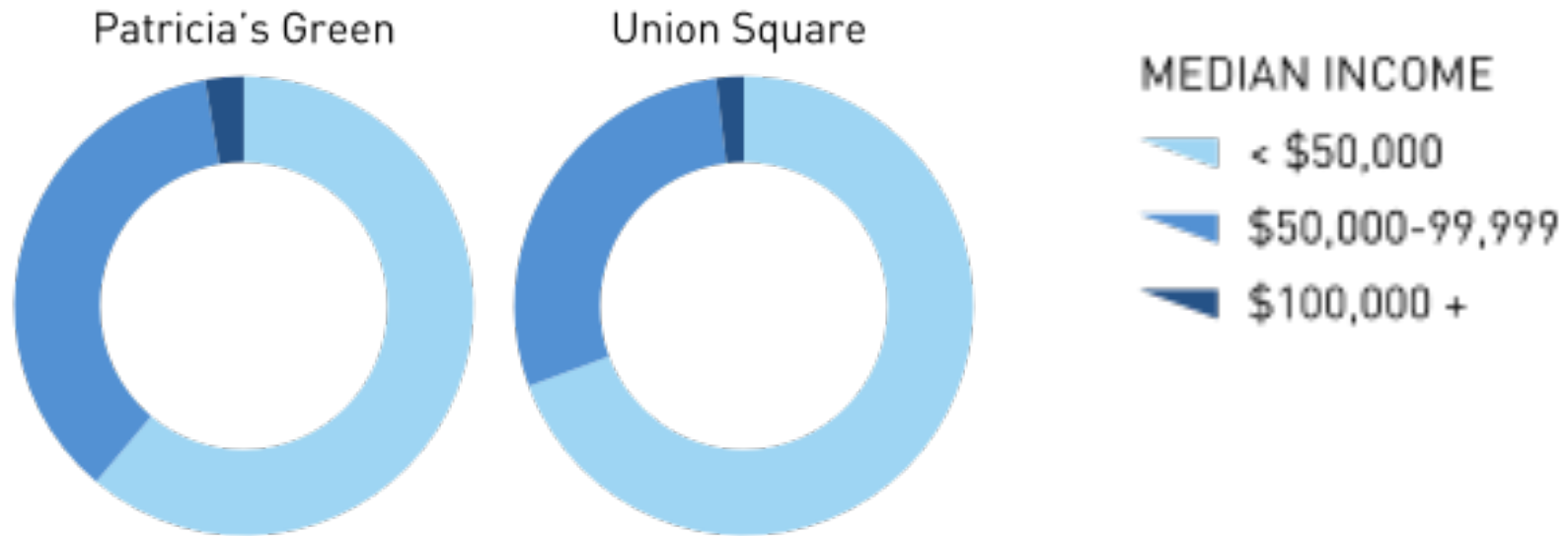


A world map with a dark gray background. Numerous bright blue lines of varying thicknesses originate from a single point on the West Coast of North America (the San Francisco Bay Area) and curve across the globe to various destinations in Europe, Asia, and Australia. The lines are more densely packed towards the local region and spread out as they travel globally.

**38% local
(bay area)
62% global**



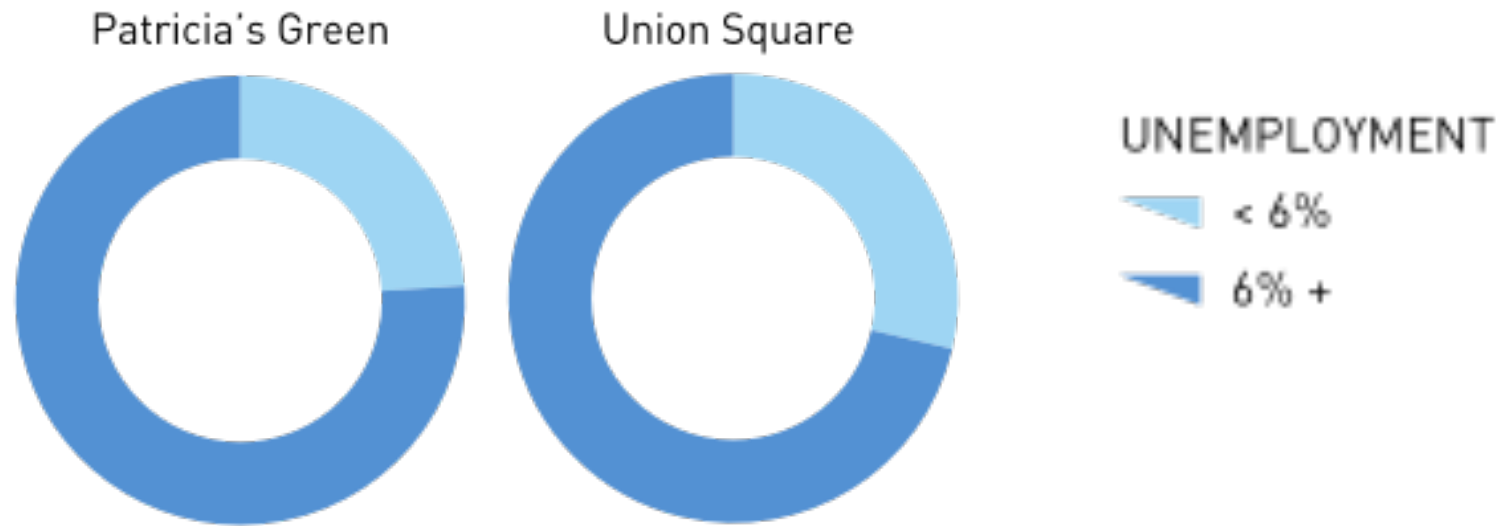
Utilizing the census - Income Diversity



Summary statistics of estimated home census tracts, 10,000 people each



Utilizing the census - Unemployment Rates



Summary statistics of estimated home
census tracts, 10,000 people each



Validity of social media proxy

Union Square
51% use instagram and
15% posted in Plaza



Out of 76
respondents

Patricia's Green
61% use instagram and
19% have posted in this plaza



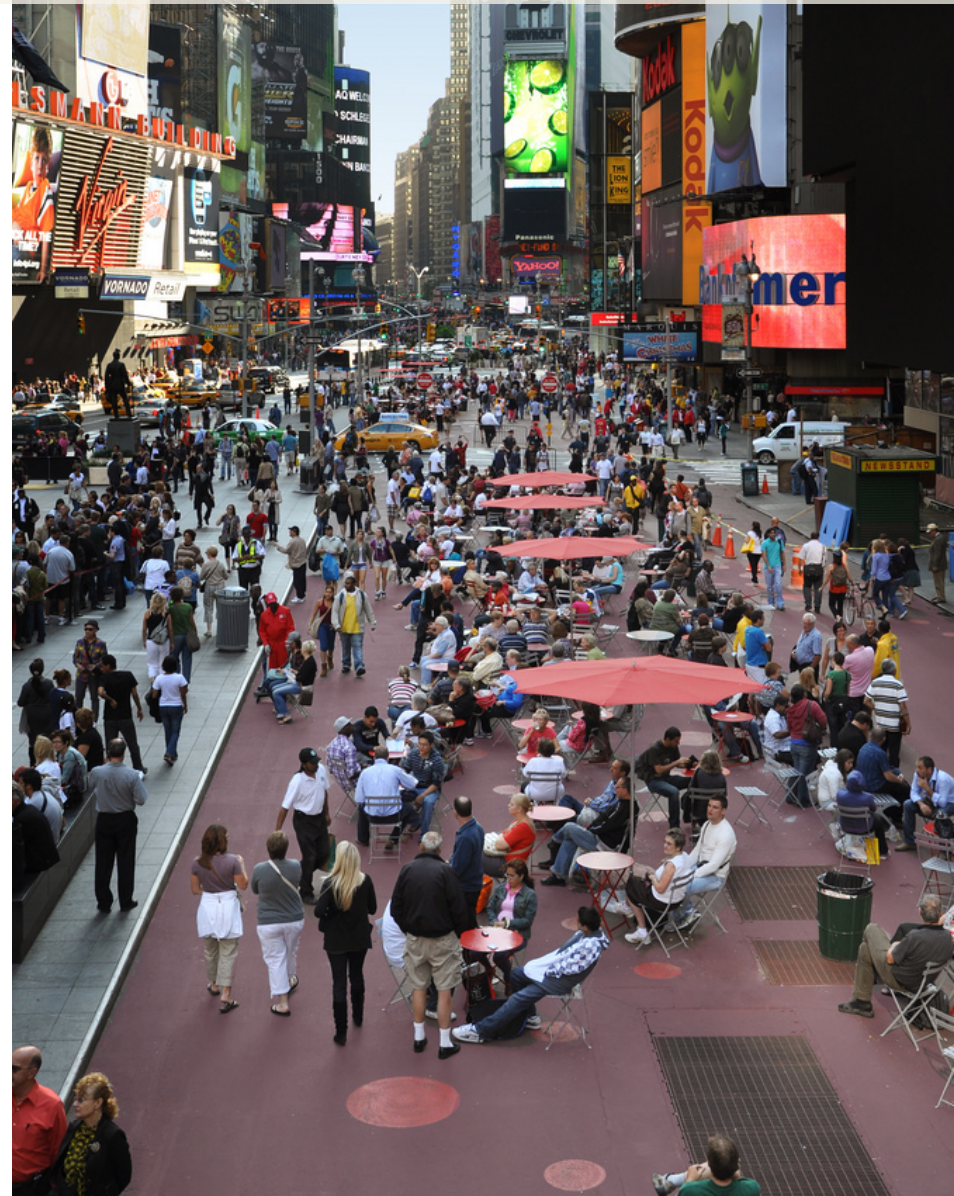
Out of 49
respondents



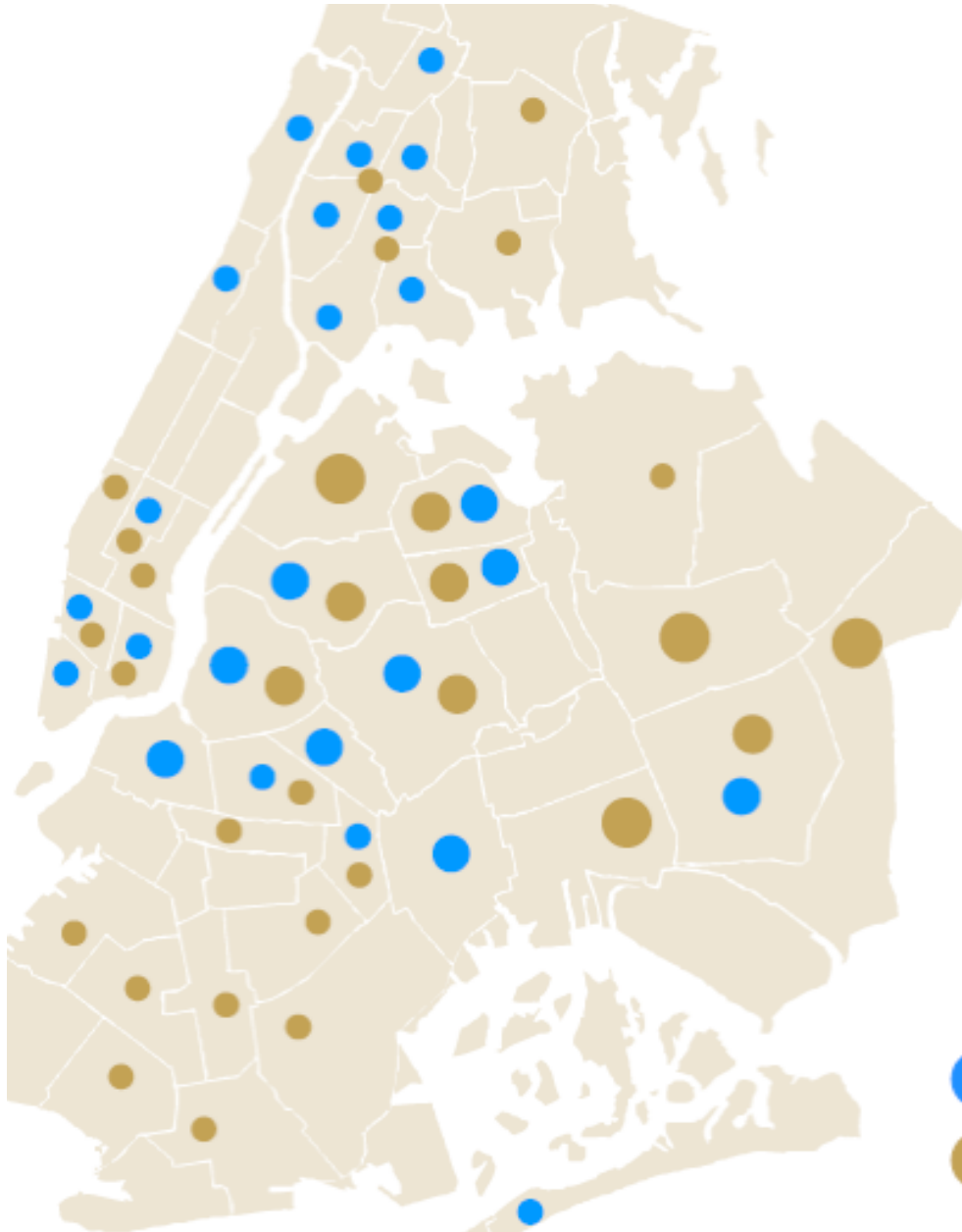
Times Square

(before)

(after)



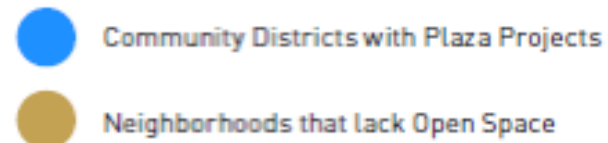
NYC Plaza Program



Community groups apply for the **right** to receive DOT funding to reclaim public space

Plazas added in **four** of five boroughs

50 plazas **reclaimed from roads** as public space in six years

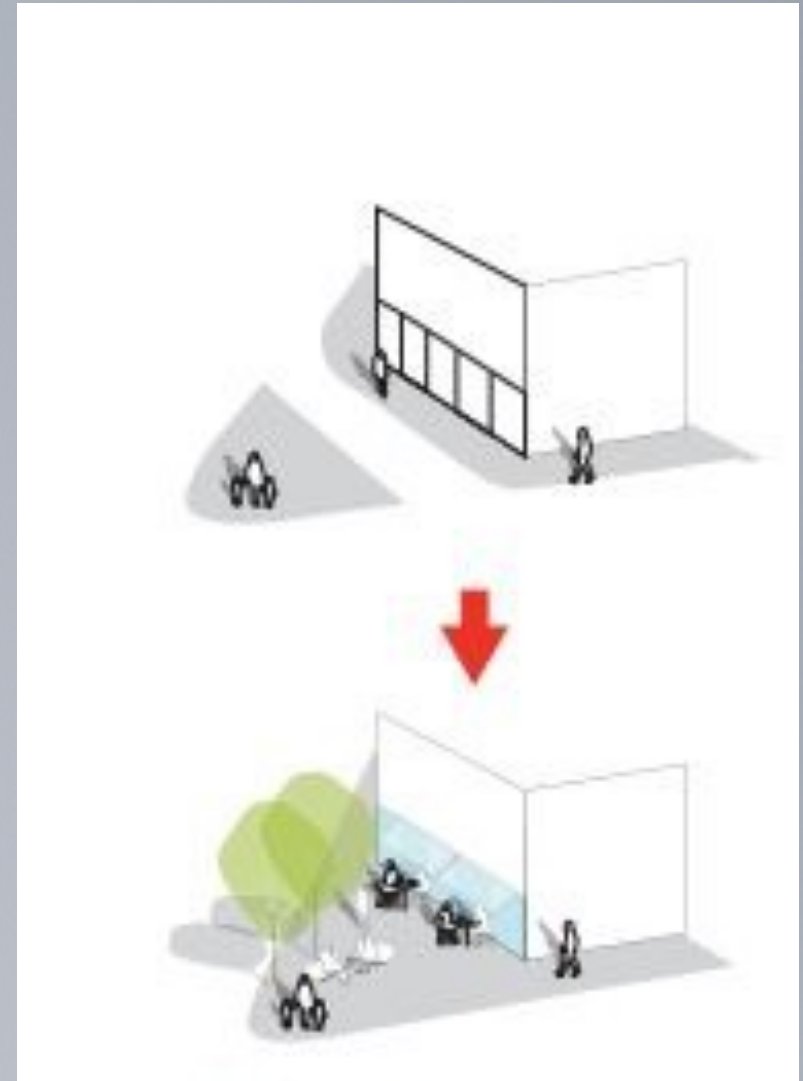


NYC Plaza Program – a simple yet innovative concept

Provides funding through **competitive application** process

Prioritizes areas with few parks and open spaces

Partners with community groups that commit to operate, maintain, and manage



FORM
Design
Landmarks
Traffic
Engineering



REGULATION

Law
Policy
Zoning

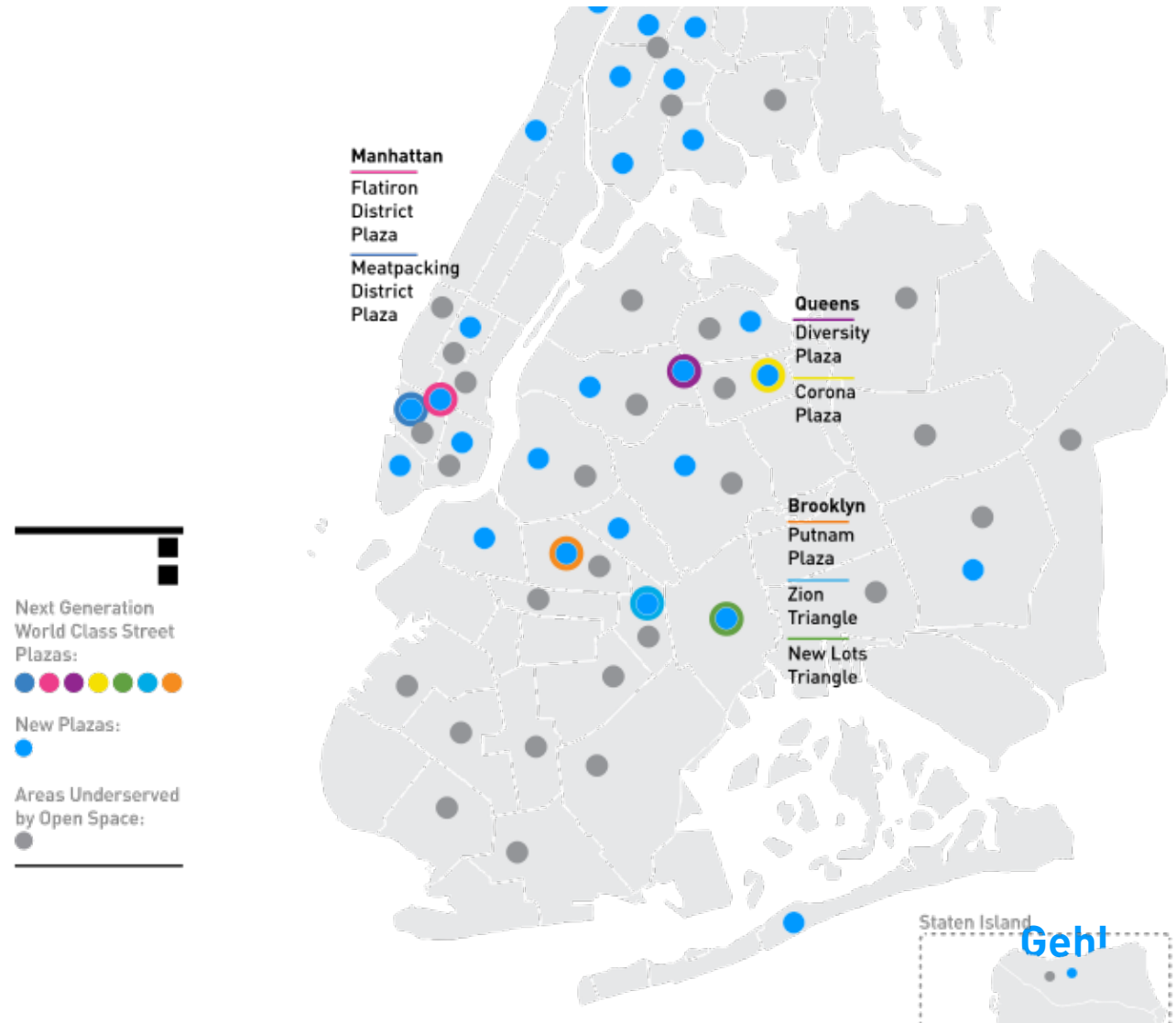


PUBLIC LIFE

Culture
Well-being
People

**Public life needs to be an intentional driver
in how cities are made**

How does reclaimed street space - in the shape of NYC plazas - impact public life and urban justice?



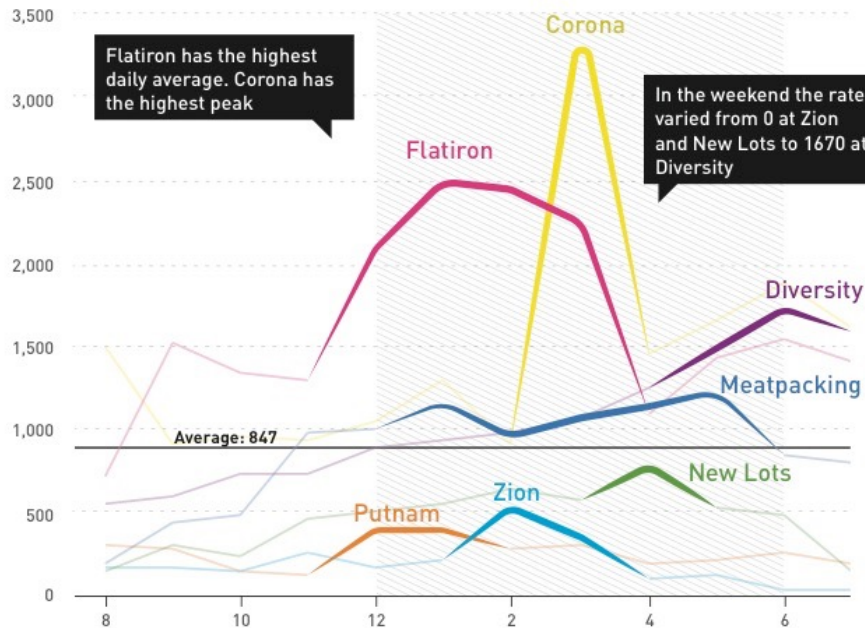
People are walking through them



We observed people walking – Afternoons are busy!

Are people using the plazas to eat lunch or relax after work or school?

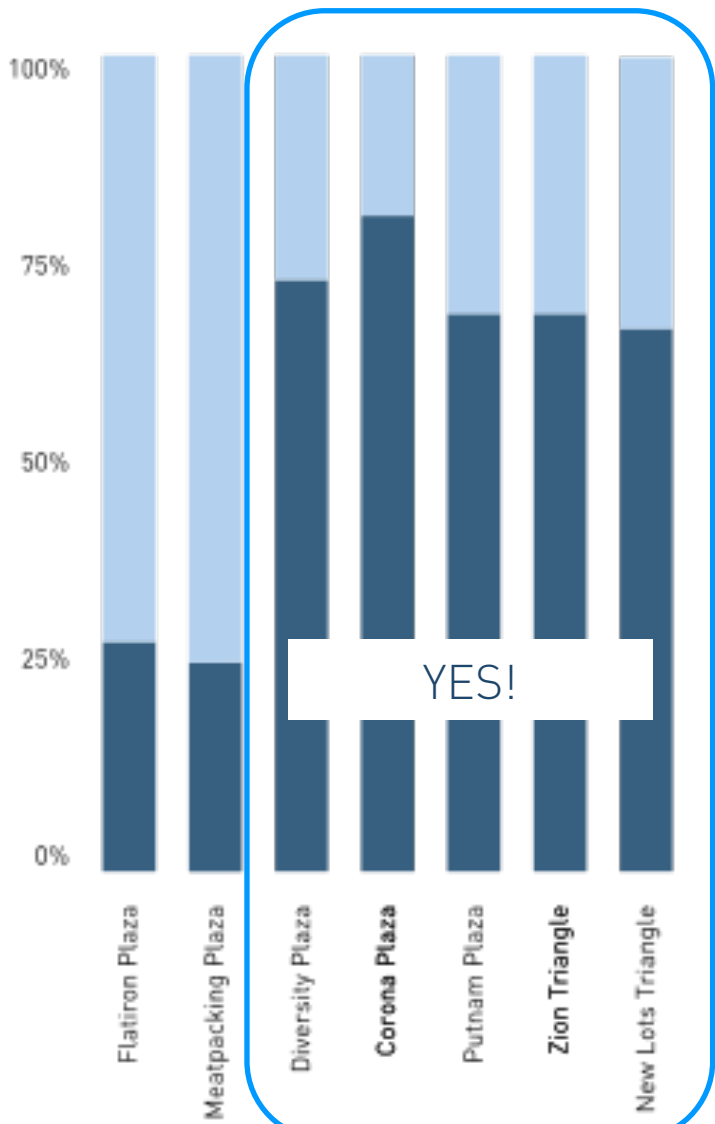
Weekday Pedestrian Flow



People are meeting each other



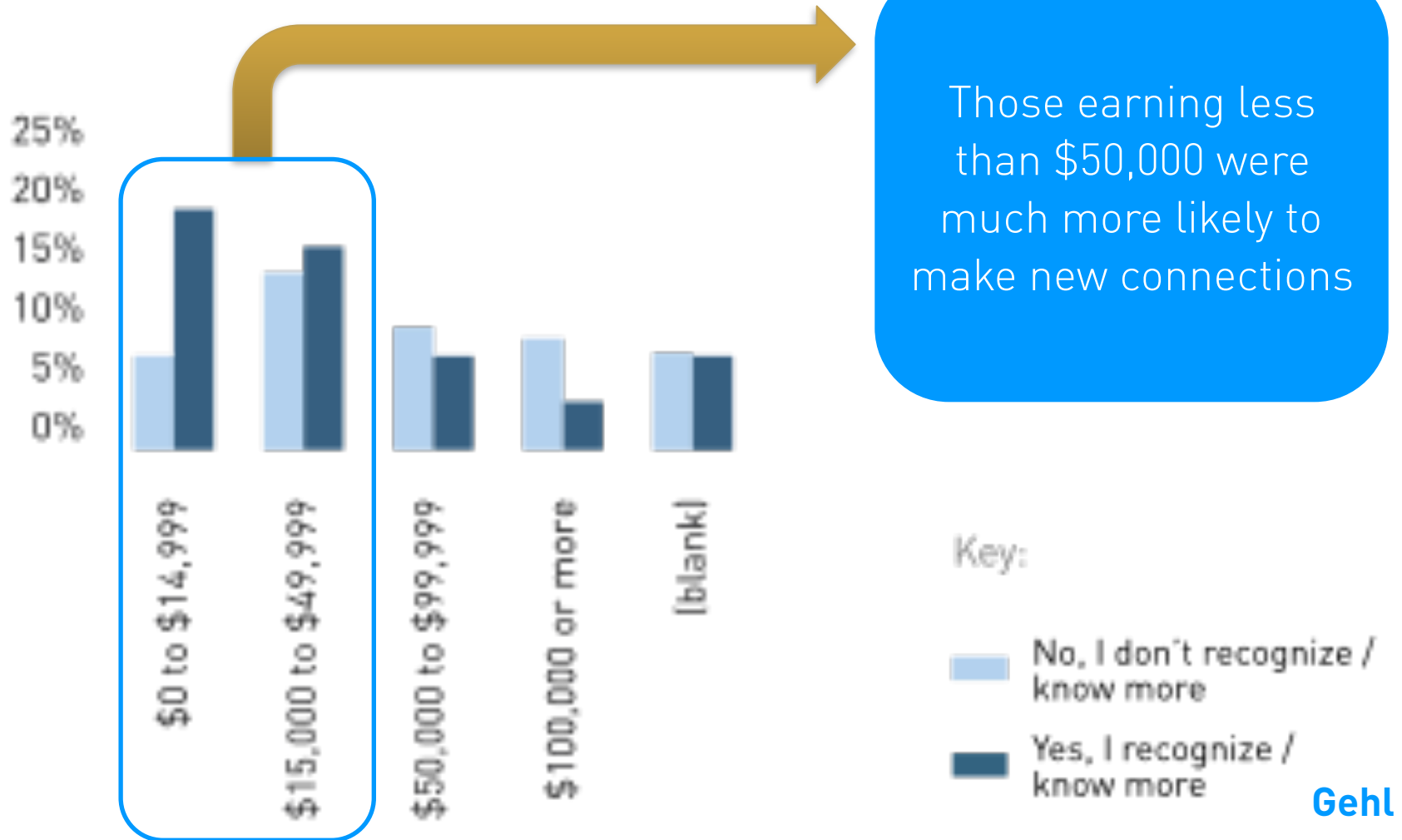
Do you recognize or know more people since the plaza opened?



Plazas in Queens and Brooklyn foster more social interaction and recognition than those in Manhattan

- Key:
- No, I don't recognize / know more
 - Yes, I recognize / know more

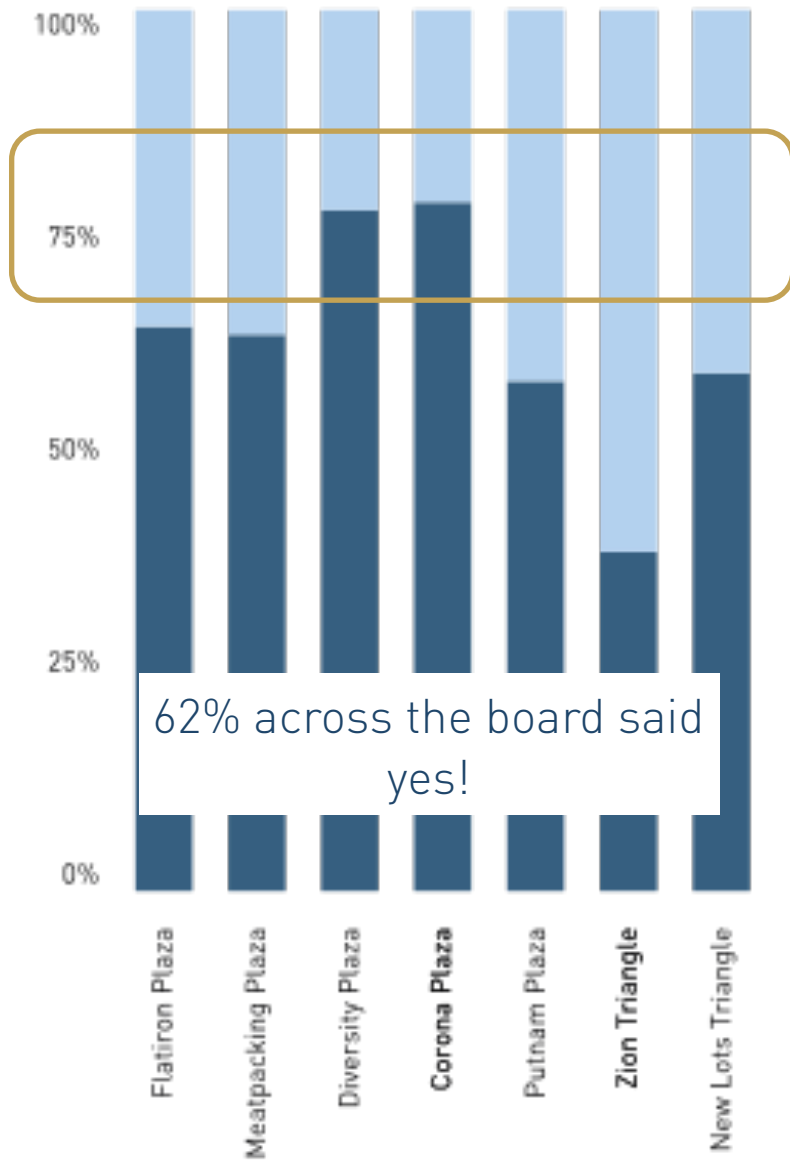
How do responses vary by income?



People are spending more time outside



Do you spend more time outside since the plaza opened?

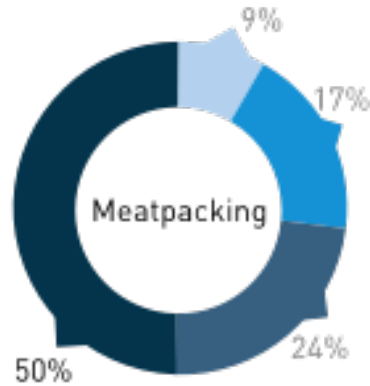
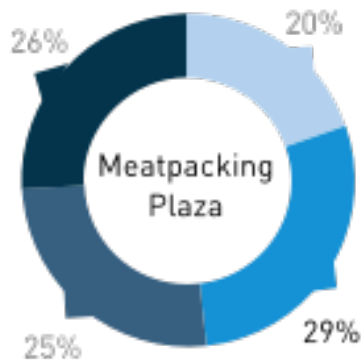


Plazas in areas with the least amount of open space –
Diversity & Corona –
have the most dramatic response to time spent outside

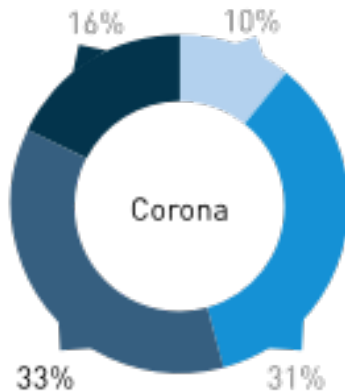
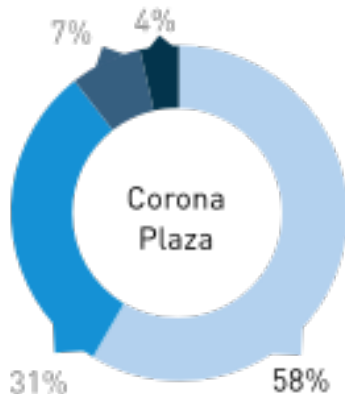
Plaza Visitors – Income Diversity

Plaza

Neighborhood



A greater share of visitors earn less than \$100K than live in the area



A greater share of visitors earn less than \$15K than live in the area

Key:



Gender of Plaza Visitors

More women at plazas with programming.

More men at plazas without consistent seating.

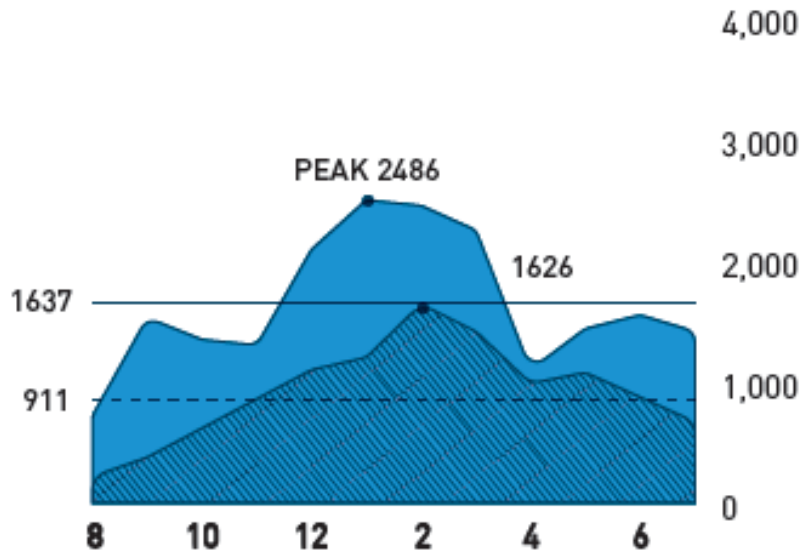


Plazas do a lot for a little, especially in Queens

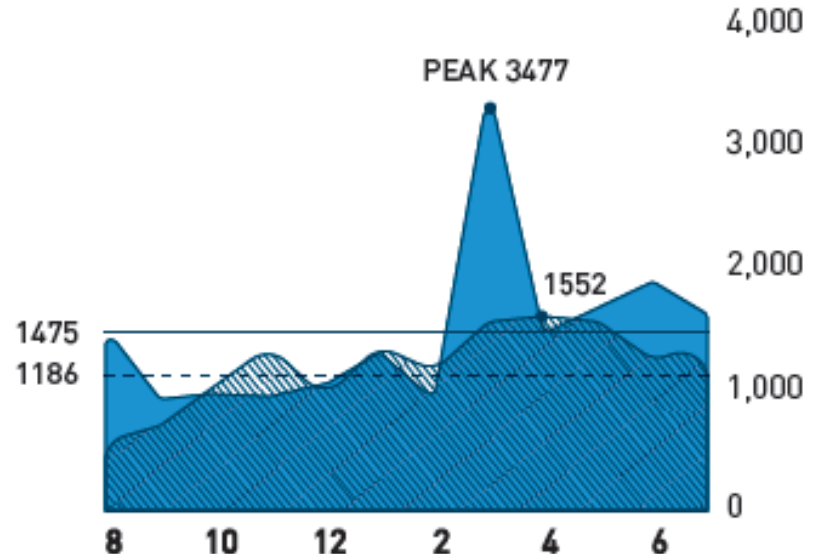
Flatiron and Corona have similar pedestrian volumes, but drastically different operational budgets

Key:  Weekday
 Weekend

Flatiron
Operations Budget \$375,000 (2014)



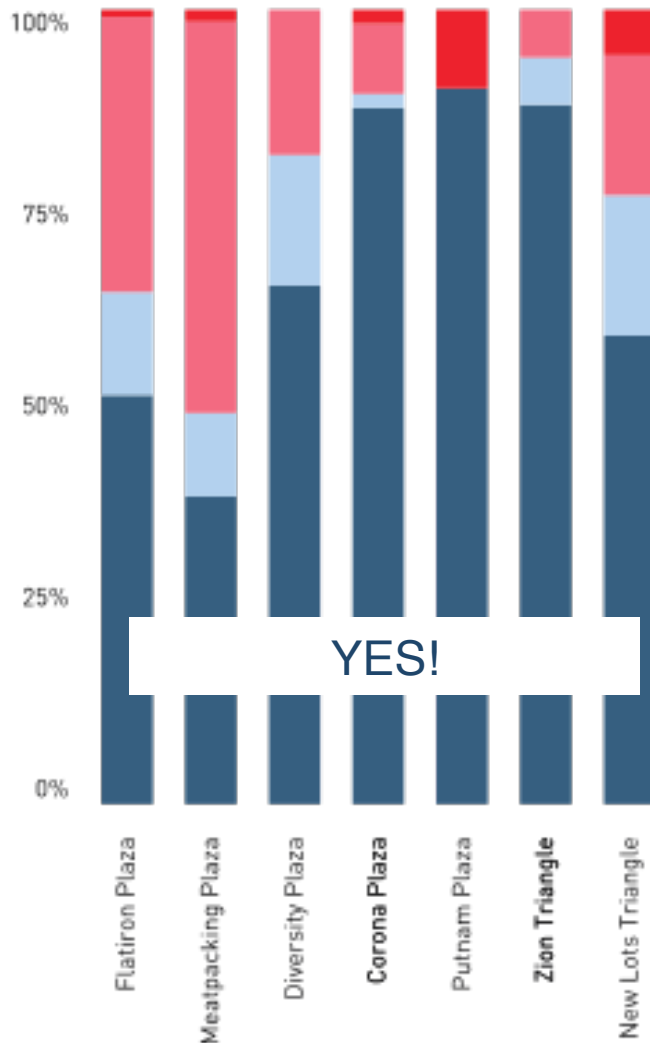
Corona
Operations Budget \$65,000 (2014)



People feel a sense of ownership



Is this Plaza your Plaza?



Respondents in outer-borough plazas responded YES at a higher %age than those in Manhattan.

Despite only 3% of all surveyed saying they participated in the plaza planning

Key:

- No, not interested
- No, just visiting
- Not really
- YES!

**What are the
qualities that invite
social mixing?**

**what kind of
LIFE do you
want to invite?**



Gehl